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TAKING YOUR NAME TO THE TOP



Ski
traveller
SPECIALIST HOLIDAY TRAVEL

BACKGROUND: Ski Traveller specialises in tailor made skiing and snowboard holidays to North America, Europe & Japan. Ski Traveller wanted to communicate directly with their core market - skiers & snowboarders.

CAMPAIGN OBJECTIVES: Promote North American ski holidays to skiers & snowboarders and differentiate Ski Traveller from other travel providers.

LOCATION: Turoa, Coronet Peak & Cardrona Ski Areas



CAMPAIGN STRATEGY: The core strategy behind the Ski Traveller campaign was to engage with their target market as they rode the chairlift with a series of ski trivia questions. Adbloc creative's were based around a series of ski trivia questions prompting skiers and snowboarders to engage with not only Ski Traveller but with friends and family as they rode the lift. A \$15,000 snow holiday was also used to driver target market to client's web or to call the 0800 number.

ALPINE MEDIA FORMAT: As the sole component of Ski Travellers Alpine Media campaign 20% adblock coverage was placed on Cardrona and Coronet Peak & Turoa.

ADBLOC CAMPAIGN DELIVERED FREQUENCY:

The Campaign was exposed to 600,000 skiers & snowboarders from mid June to early October.

The proximity and lengthy exposure adblocks offered Ski Traveller were exceptional medium to engage with their target market in an idyllic setting, doing something they love, with few distractions or competing media, and no off button!



CAMPAIGN DROVE STRONG RESULTS:

As a direct result of the 2009 mixed media campaign Ski Traveller business grew by 50%. Ski Traveller believes that adblocks were fundamental to the success of the 2009 campaign and business growth.

"Ski Traveller was very impressed with the response to their adblock campaign."

In fact the girls in the office said that they actually had people calling them from the chair lift to discuss ski holidays. They were really surprised at how effective the adblock advertising was." -Ski Traveller

CONCLUSION: Adblocks were key to targeting the ski market and differentiating Ski Traveller from other providers.

The North American ski resorts, which Ski Traveller represents, were also extremely impressed with the increase in business that Alpine Media generated. So much so that they have directly funded Ski Traveller to double their Alpine Media adblock campaign for the 2010 ski season, which now includes Mt Hutt, Coronet Peak, Cardrona and Turoa Ski Areas. Note: these North American resorts are only funding adblocks for 2010, no additional NZ media.

"Ben was a great help in planning the campaign and we took his advice to get maximum benefit out of the campaign. Alpine Media's understanding of the snow environment was fundamental to the success of the campaign." -Ski Traveller

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