

ADVERTISING IN SKI RESORT

Case Study Lindt & Sprüngli 360 degree Test in Davos Klosters



alpdest
the alpine media experts

Ski Media Concept Ideas



Clients Agency Briefing

SELFIE GONDOLA

XXL MASTEN

DREHKREUZ

XXL PLAKAT

KASSENPLATZ

TICKET SAMPLING

AIR BAG

EMOTI GUERILLA

BIG DATA & IMPLEMENTATION

- Segmentierung der Gäste?
- Frequenzen über Tag/Saison?
- Welche Gebiete – welche Möglichkeiten?
- Andere Werbemittel -/Screens?
- Wie viele Kontakte pro Idee?
- Umsetzbarkeit?

Alpdest View and Consultative Inputs



Liftposter Kampagne an Masten
(alternierend mit Standard
Posterflächen)

Lindt Hello Adaption Grösse
4000 x 800 mm, 3mm Aluminium

Posterrahmengrösse DIN A1



Alpdest View and Consultative Inputs



Grundplatte Alu Dibond
 Farbwahl nach CI/CD der Marke
 mit Vynilbeschichtung glanz oder matt
 sowie 4-farbig bedruckbar



Medializenz ganze Saison:

PTI:

Nur als Package buchbar. Sektor Buchungen auf Anfrage!

ID: Li 7.0

Kontakte: 40 Mio

Frame Size: 2.50 x. 0.60 x 55 Stk.

Alpdest View and Consultative Inputs



Mediapackage Saison 2016-17 (als Bestandteil des Gesamtpackages)

Medializenz ganze Saison: CHF 25'0000 PTI: Herstellungskosten Sample Brandseitig

Ticketing Bergbahnen (ohne Webshop)					
		<u>Gotschna</u>	<u>Jakobshorn</u>	<u>Parsenn</u>	<u>Total</u>
Dezember		11'720	34'381	22'037	68'138
Januar		17'189	33'056	21'360	71'605
Februar		24'164	46'957	33'345	104'466
März		22'810	41'639	31'716	96'165
April		1'608	7'261	4'509	13'378
Total		77'491	163'294	112'967	353'752

CA. 370'000 Samples für die Saison 2016-17
 Sampling (Produktüberreichung ohne Flyer) an allen
 Hauptkassen der DKB (Parsenn, Klosters, Jakobshorn)
 Nicht eingeschlossen sind Ticketbezüger welche über
 Webportal oder Handy payment Ihre Karten aktivieren
 sowie Jahreskartenbenutzer.

Der BRAND stellt Entsorgungsmöglichkeiten für den
 Abfall in genügender Anzahl zur Verfügung! (in
 Abstimmung mit der Skiregion)

Alpdest View and Consultative Inputs



Übernachtungen Mountain Hotels					
Sommer		30'000			
Winter		90'000			

CA. 120'000 Samples für die Saison 2016-17

Sampling (Produktsampling in Zimmer).

Das Personal Bergbahnen:
Zimmerpersonal legt die Samples nach
Gästewechsel auf (in Mediapreis eingeschlossen).

Alpdest View and Consultative Inputs



VARIANTE B– Photo app –Wanted! Sweetest/Craziest EMOTI's Face

- Im Skiresort werden ca. 30 EMOTI Standorten (Kontaktpunkte) aufgebaut
 - Die Schneesportler (Zielpublikum) werden Selfies with EMOTI's schiessen (GPS Daten verifizierte Standorte)
 - Die Bilder können über Facebook oder die Lindt eigene Social Community Website geteilt werden.
 - Die Bilder mit der höchsten Anzahl von Likes werden wöchentlich erhoben und mit Sofortpreisen oder Auszeichnungen versehen. Saisongewinner mit WEEKEND Arrangement in Skigebiet oder weitere Preis Optionen durch den Brand.
 - Alternativ kann per Zufallsverfahren ein Bild als Sieger erkoren und mit Preisen oder Lindt Samples versorgt werden.
- Das Spiel kann mit AUGUMENTED REALITY gekoppelt werden. So kann bei der Kreation des Fotos im Hintergrund ein EMOTI oder Maskottchen ein projiziert werden. Diverse Clipboards können hinterlegt werden.
- Mit zusätzlich persönlichen Informationen können wir dem Befragten ein Lindt Muster Packet personalisiert zustellen.



Final Campaign Concept



Final Concept Lindt Ski Day and Video



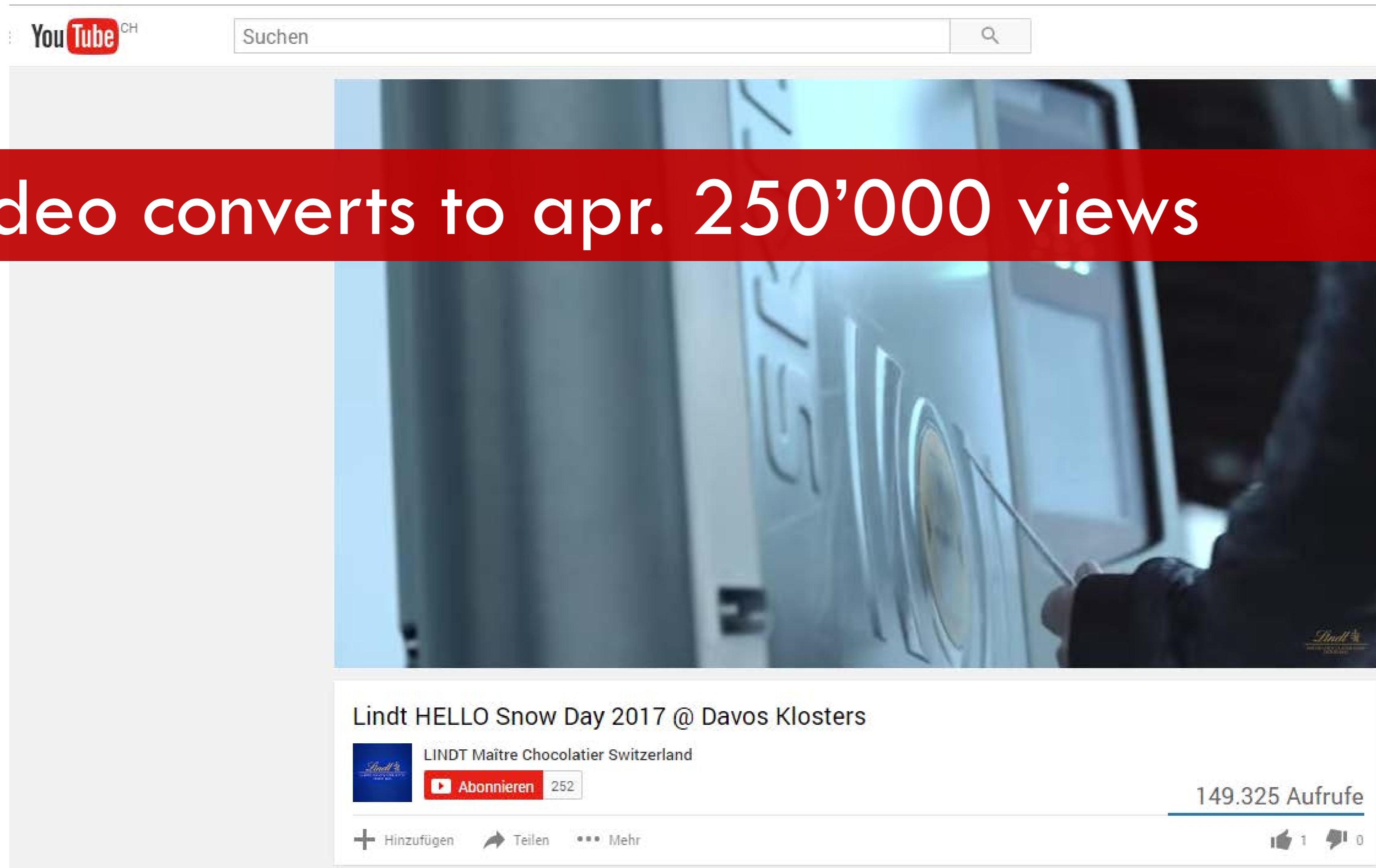
Campaign Review





Video Conversion after a few days on YOUTUBE

Video converts to apr. 250'000 views



YouTube CH Suchen

Lindt HELLO Snow Day 2017 @ Davos Klosters

LINDT Maitre Chocolatier Switzerland

Abonnieren 252

149.325 Aufrufe

+ Hinzufügen Teilen Mehr

1 0

Campaign Review Davos SKI Day Lindt Hello



Campaign Review Davos SKI Day Lindt Hello



Campaign Review Davos SKI Day Lindt Hello



Lift Info-Boards Main Lift Access Points

Frequencies more than 1 MIO Skiers per Season

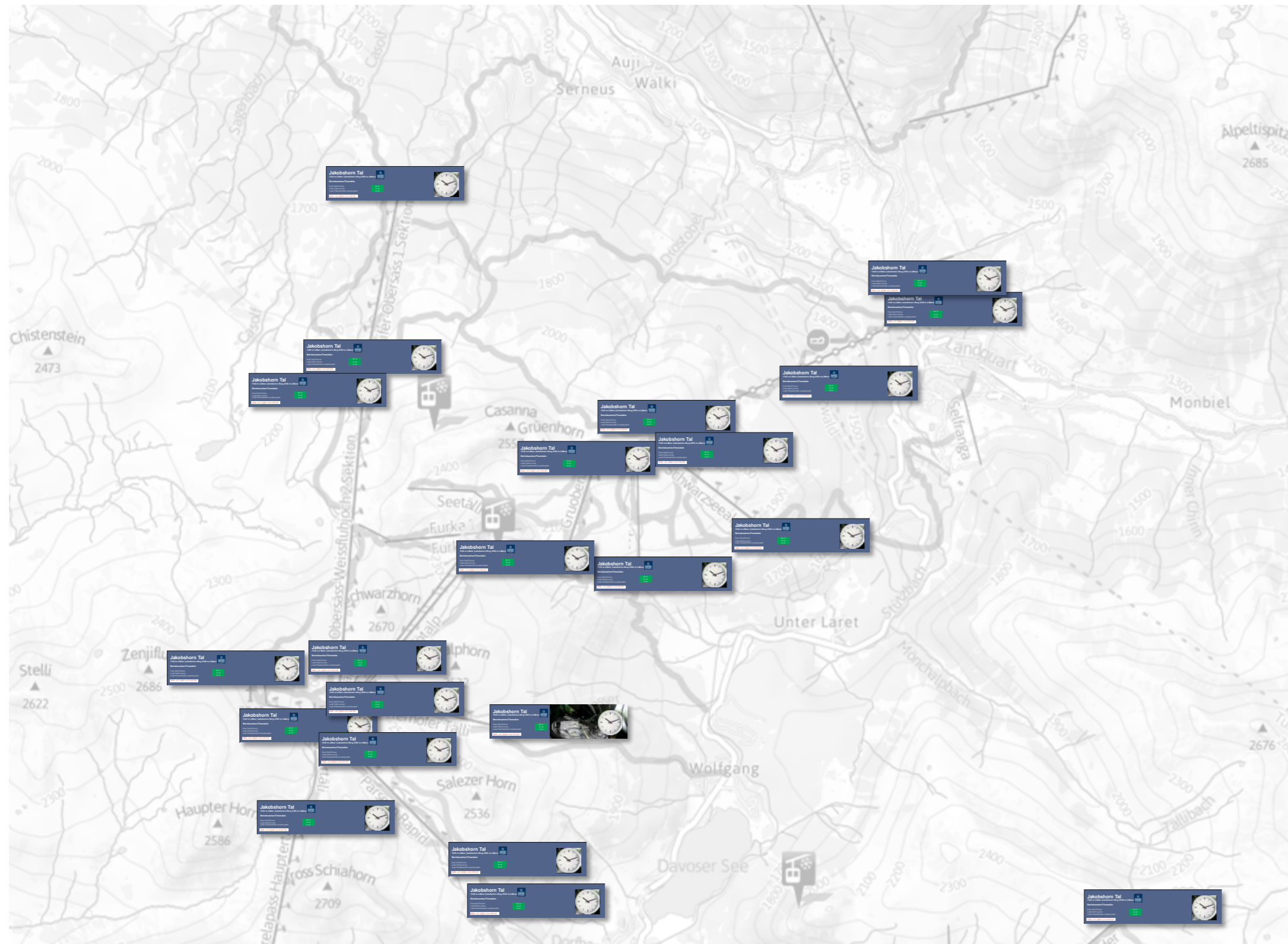


Lift Info-Boards Main Lift Access Points

Frequencies more than 1 MIO Skiers per Season



Campaign Review 55 Lift Info-Boards



55 Info Boards converts into apr. 140 Mio Contacts
During one SEASON

Lift Poles Special Size Boards “Story Telling”



Lift Poles Special Size Boards “Story Telling”



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Lift Poles Special Size Boards “Story Telling”



Lift Poles Special Size Boards “Story Telling”



Lift Poles Special Size Boards “Story Telling”

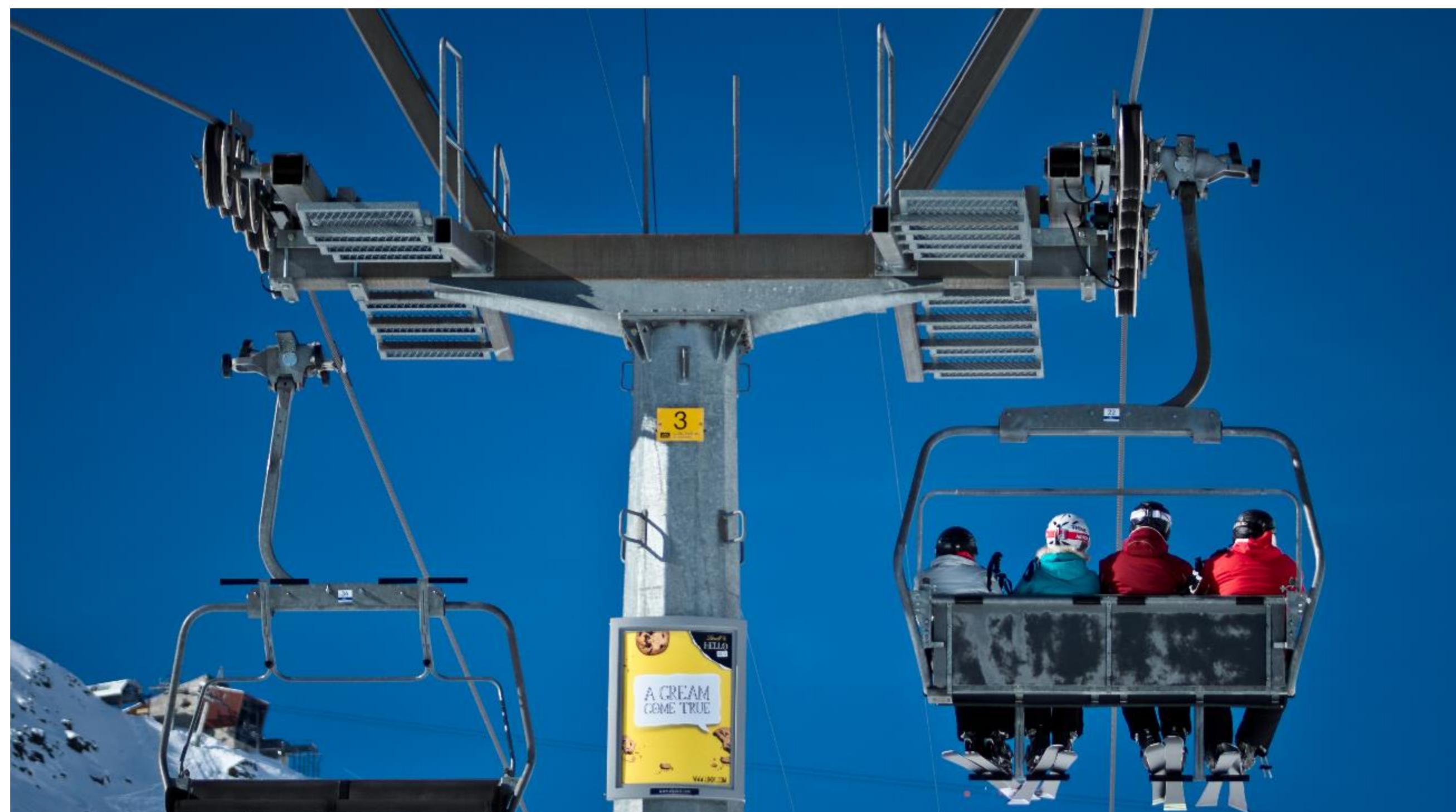


Frequencies more than 1 MIO Skiers per Season

Lift Poles Special Size Boards “Story Telling”



Lift Poles Special Size Boards “Story Telling”



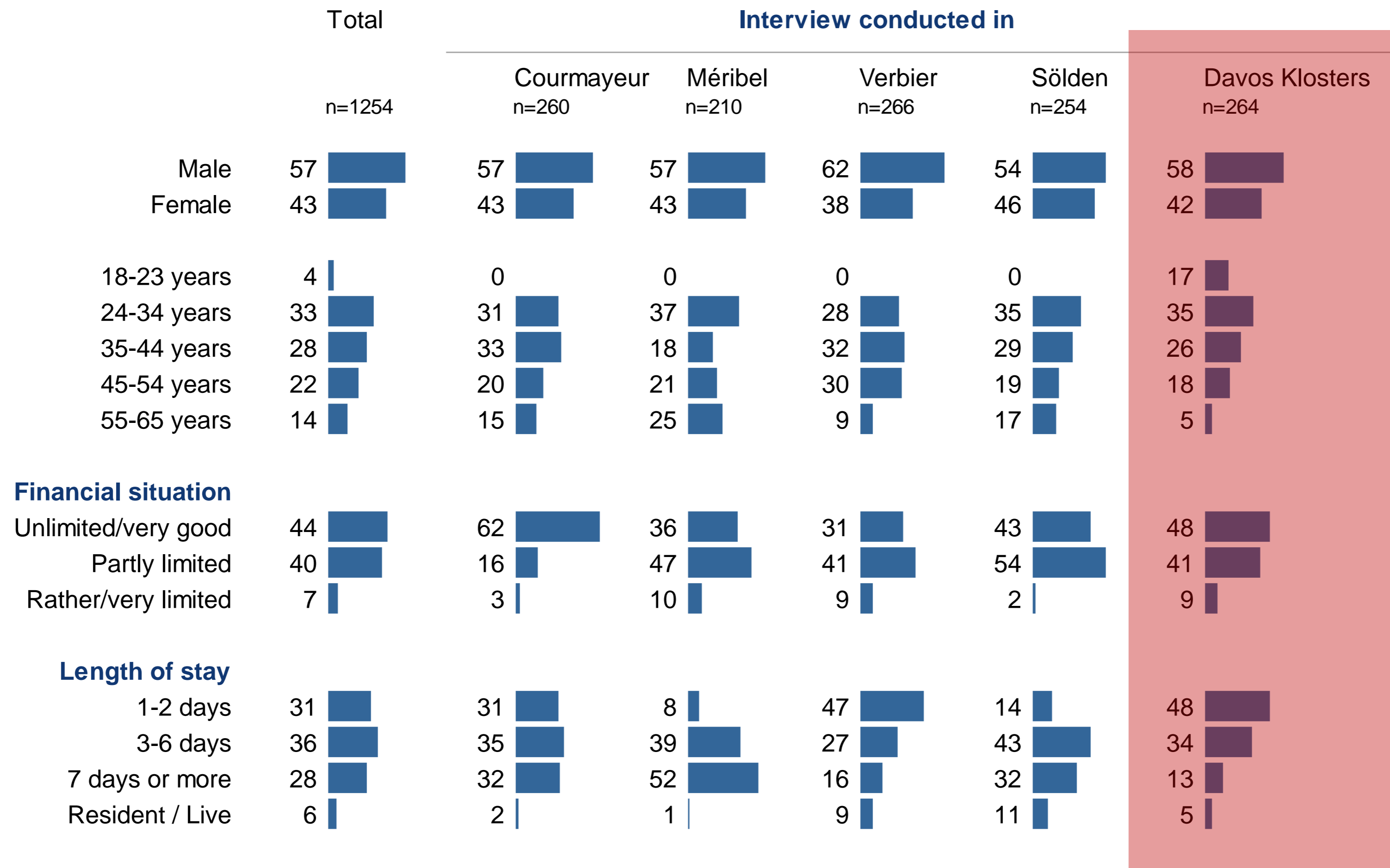
1 TEST Lift converts into apr. 10 Mio Contacts
During one SEASON “owning a lift”

Campaign Research



WHO TOOK PART IN THE SURVEY?

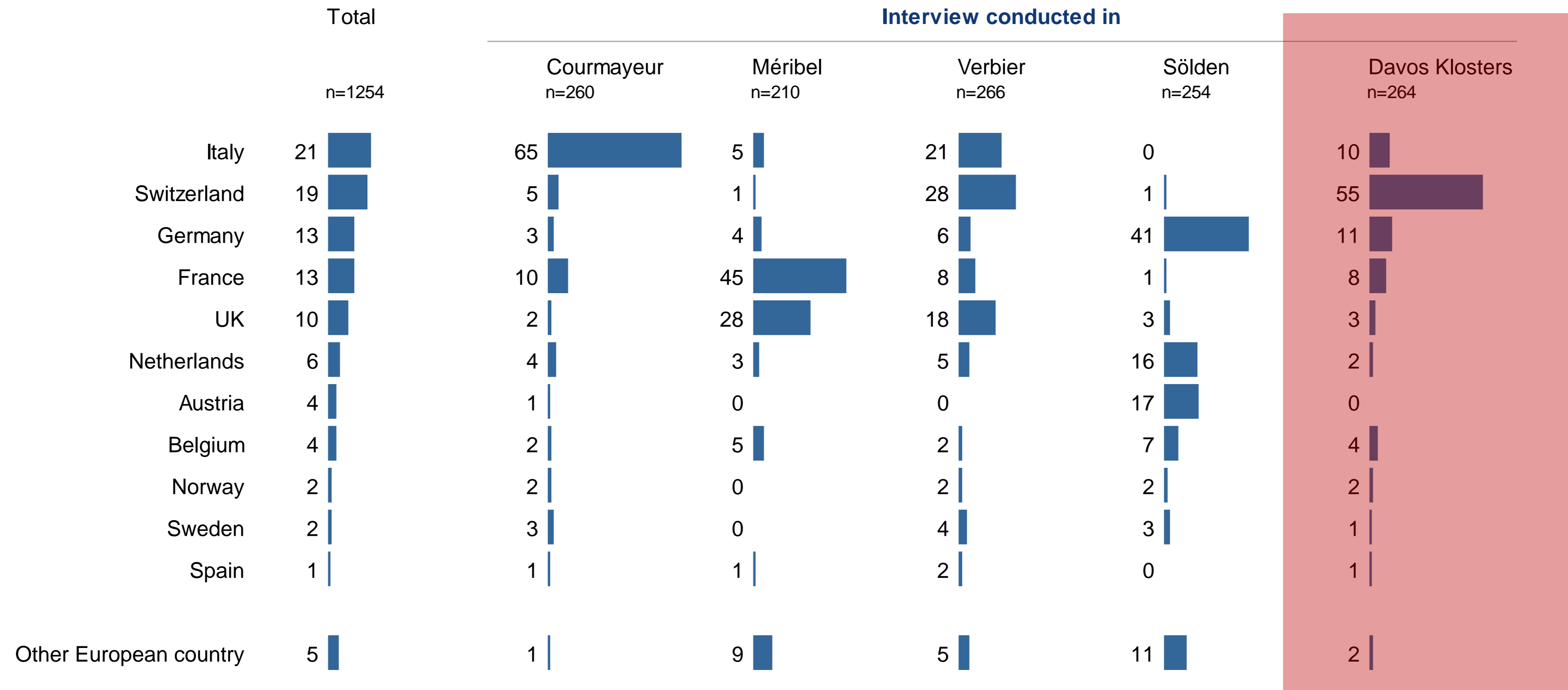
Base: Visitors of ski resorts total



WHERE DO SKIERS COME FROM?

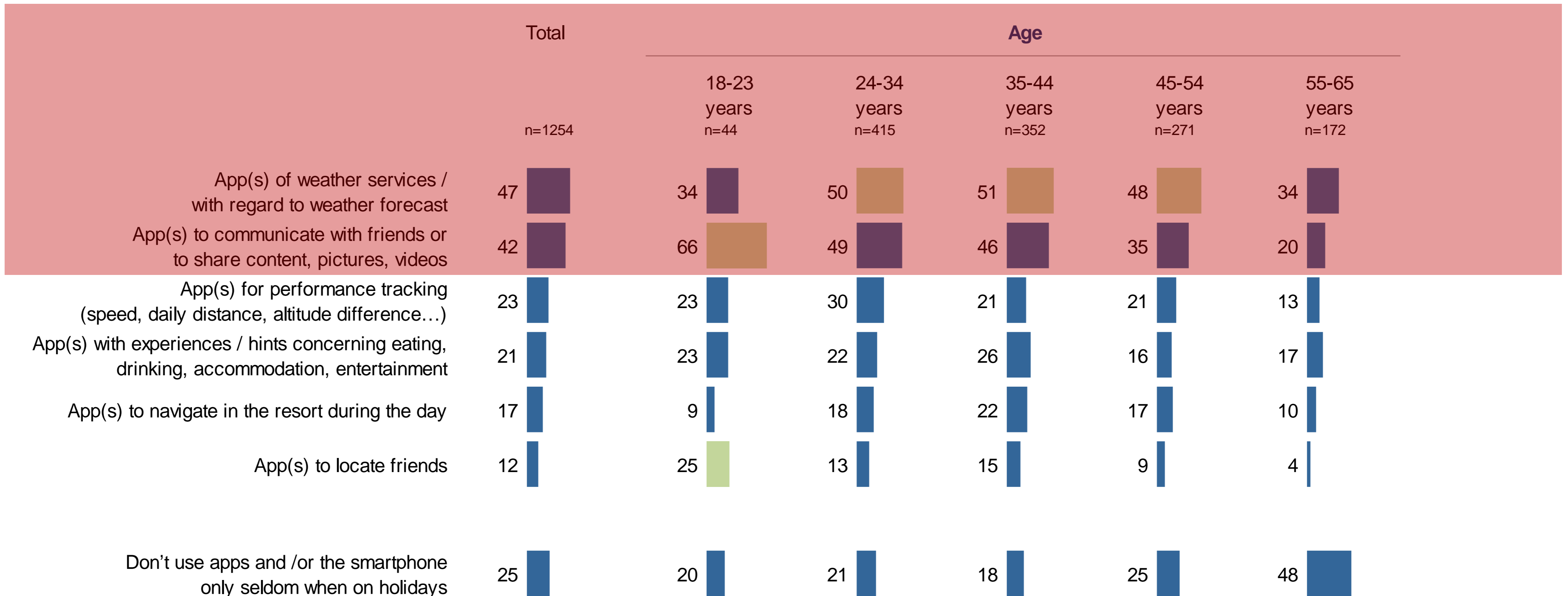
Question 2: In which country do you currently live?

Base: Visitors of ski resorts / in %



WHICH APPS ARE USED IN THE RESORT?

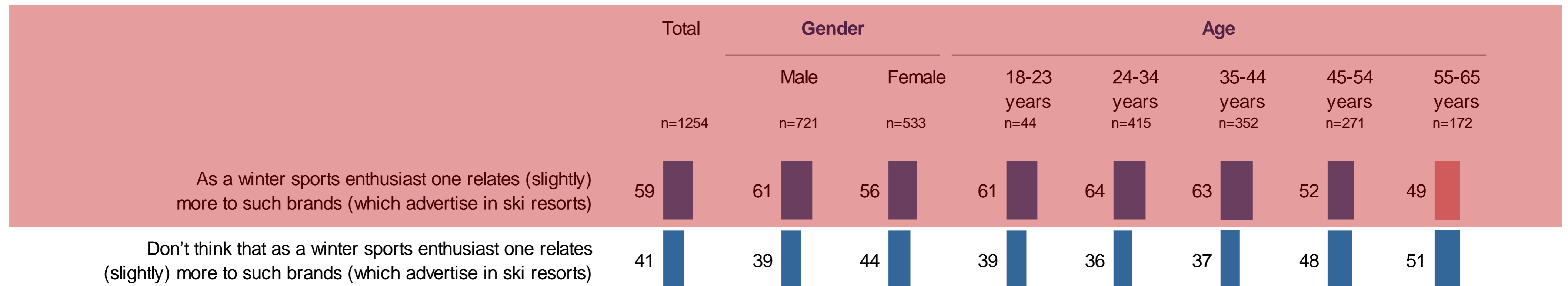
Base: Visitors of ski resorts / in %



DO SKIERS RELATE MORE TO BRANDS THAT ADVERTISE IN SKI RESORTS?

Question 7a: Please think about brands / companies which advertise in ski resorts. As a winter sports enthusiast do you relate more to such brands or not?

Base: Visitors of ski resorts / in %



WHICH TYPE OF ADVERTISING GENERATES THE HIGHEST AWARENESS?

Question 7: Which of the following type of advertising do you recall seeing on the slopes and around this resort?

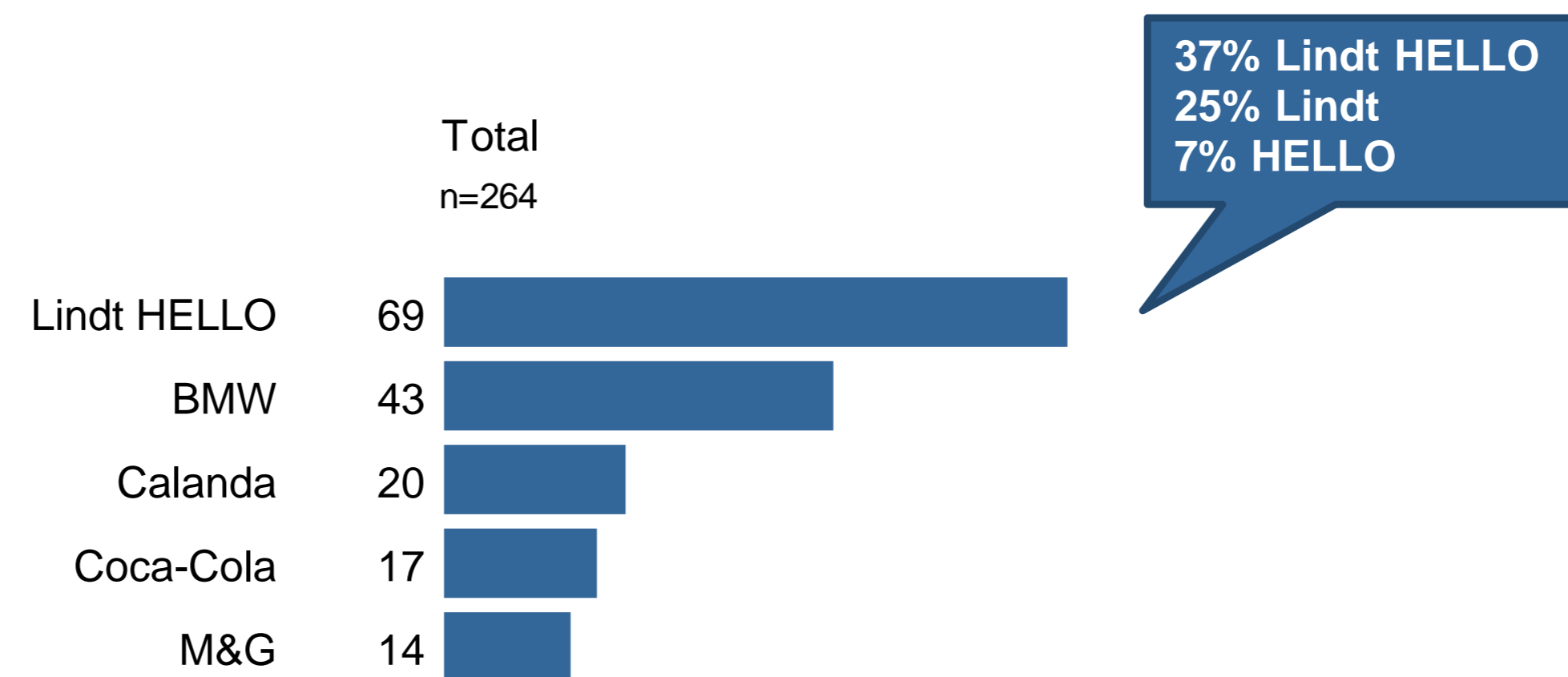
Base: Visitors of ski resorts / in %

	Total		Diff.
	2016 n=1100	2017 n=1254	
Huge posters / billboards with advertising	43	52	↑
Posters or installations on lift pylons or lift chairs	23	40	↑
Adverts on the outside of a gondola	24	37	
Adverts on website of the resort or the tourist office	15	22	↑
Adverts on the race infrastructure in ski schools e.g. on the winner's podium, the race gates, the bibs, the start/ finish area	13	21	↑
Company logos on ski teacher clothes (not the brand logo of the clothing manufacturer)	18	21	↑
Adverts on ski racks	14	20	↑
Adverts on ticket scanners at lift entries	25	20	
Adverts on slope signs / signposting	16	18	
Adverts within and around the kids park in ski schools	12	17	↑
Company logos on bibs/shirts worn by kids or ski school customers	17	14	

SPONTANEOUS AD AWARENESS TOP 5 COMPANIES IN DAVOS KLOSTERS

Question 8: And which brand advertising have you seen in and around this resort?

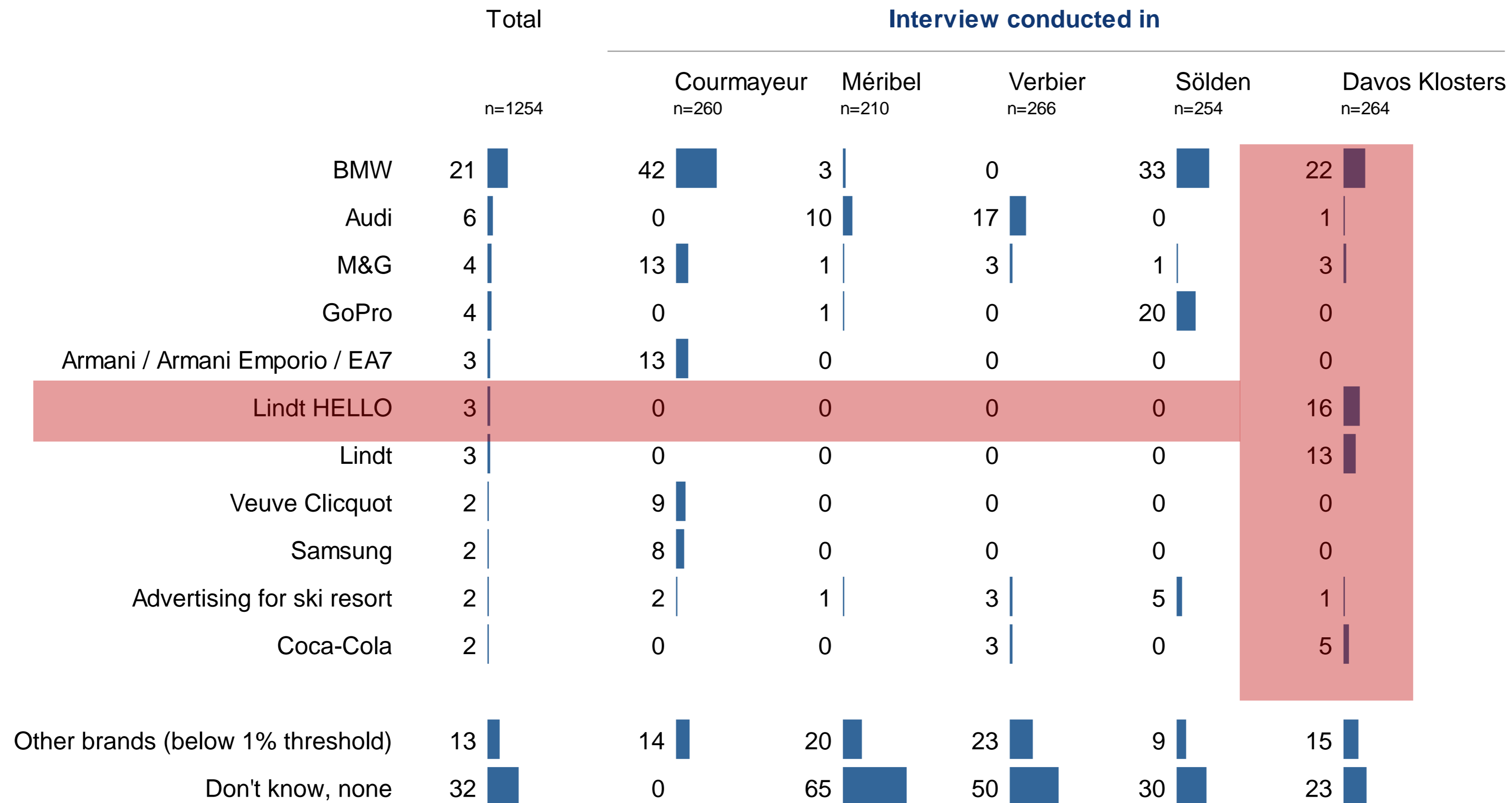
Base: Visitors of ski resorts / in %



WHICH BRAND ADVERTISING IS LIKED BEST?

Question 9

Base: Visitors of ski resorts in %



WHY IS THIS BRAND ADVERTISING LIKEABLE/PREFERRED? WHICH CONTENT IS RECALLED? (SPONTANEOUS)

Question 9: And what exactly did you see / did you like?

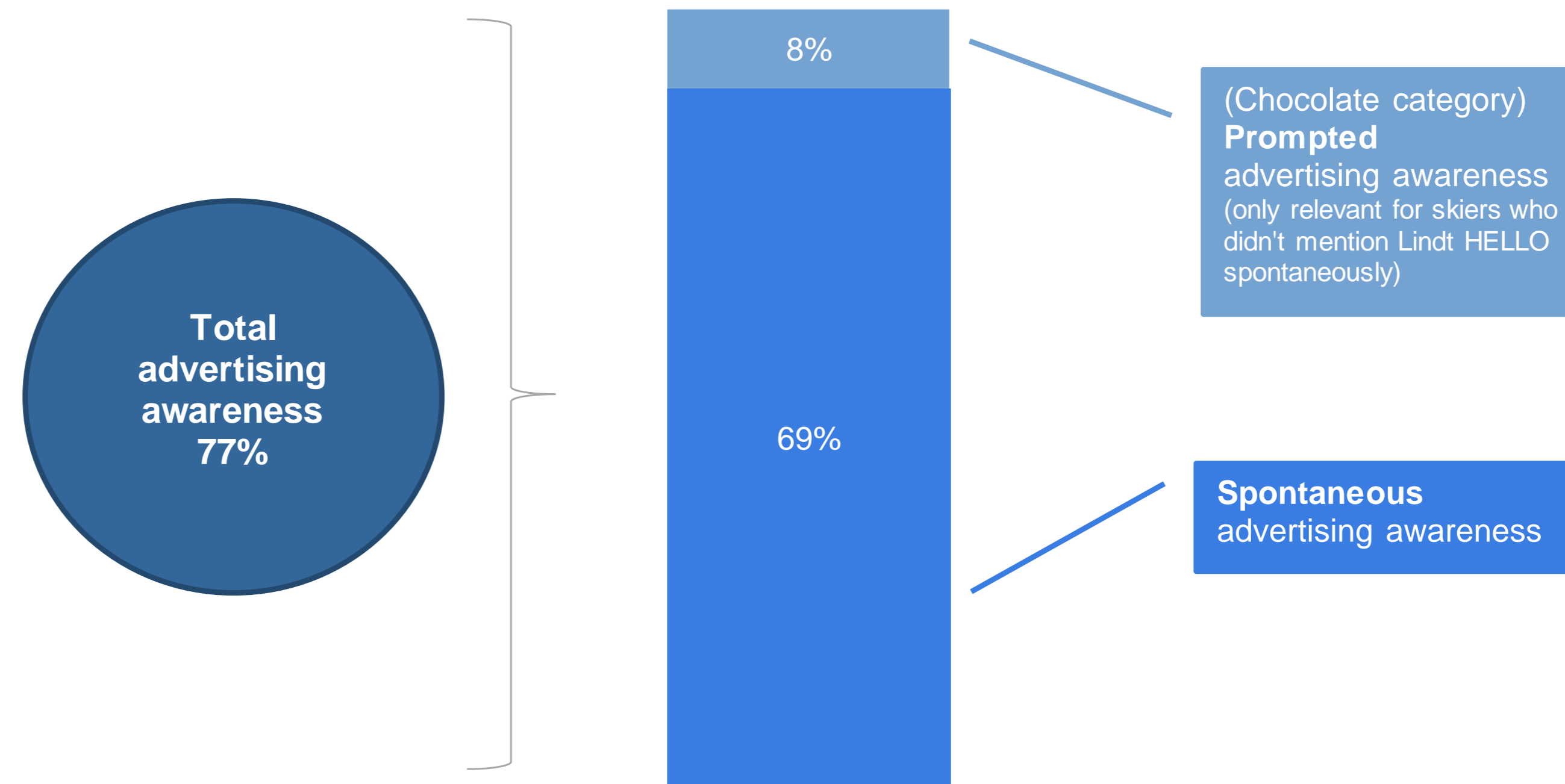
Base: Visitors of ski resorts in %

	M&G (Courmayeur) n=33	Lindt HELLO (Davos Klosters) n=84	BMW (Davos Klosters) n=58	BMW (Courmayeur) n=109	BMW (Sölden) n=85	Audi (Méribel) n=20	Audi (Verbier) n=46	GoPro (Sölden) n=52	Armani / EA7 (Courmayeur) n=33
Type of advertising / visibility									
Widespread disseminated advertising / great visibility	36			7		11			
Advertising on gondolas / skilift	24			6		6			
Setting (snow / mountain etc.)	9	2	10	9			11		3
Advertising on billboards	6	5	5	7	12	11		2	18
Very large advertising	3		5	4	11	6	2		9
Sport / ski			3	1			4		18
Car on/near the slope			37	82	73	11	24		
Design									
Colours	27	18	2	3			2	2	48
Writing (characters / claim)	12	2							9
Images / pictures	3	5	9	5		6	24	4	3
Graphics / design		19	5						
Attributes									
Simple / delicate	27								
Serious	18								3
Elegant / refined	12		3	4					27
Striking / involving				8					
Dynamic			2	2			2		15
Modern / young / fresh / fun		2							33
Brand (credentials)									
Chocolate / chocolate bar		27							
Brand name "replayed"		11	18	11	27		9		6
GoPro Lounge								76	
Logo			2	2		17	2		

WHAT ABOUT THE OVERALL ADVERTISING AWARENESS OF LINDT HELLO IN DAVOS KLOSTERS?

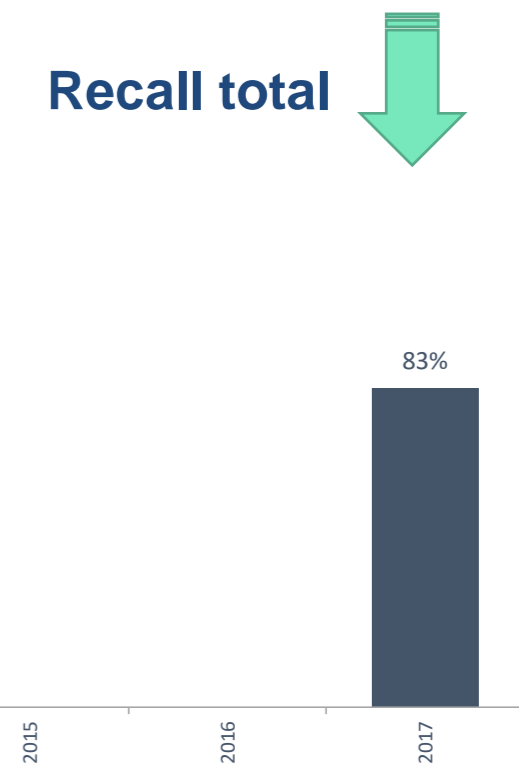
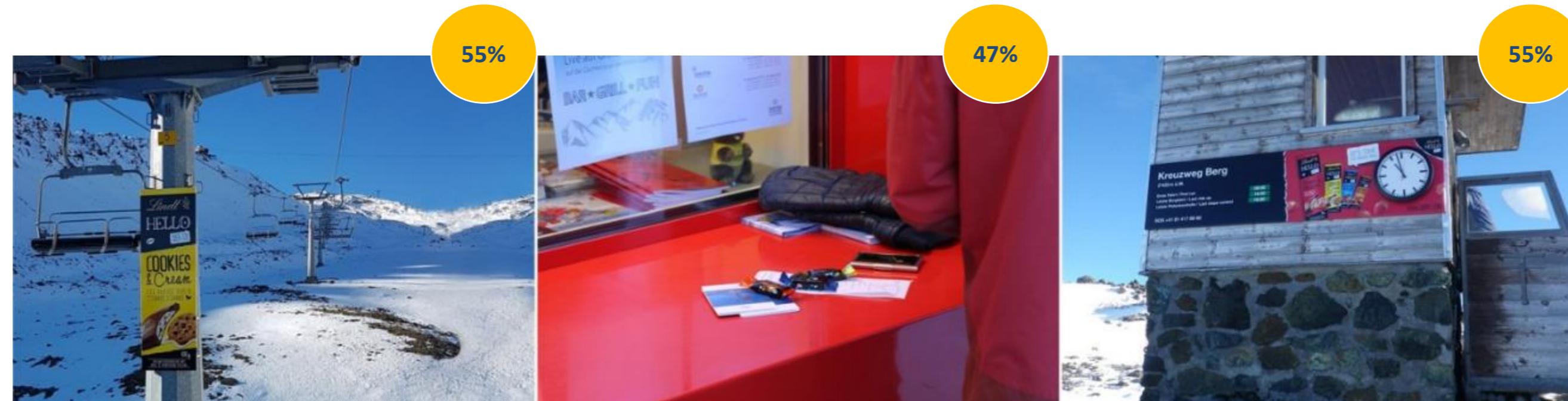
Question 8: And which brand advertising have you seen in and around this resort?
Question 8a: Have you seen product advertising of a chocolate brand in this report?

Base: Visitors of Davos Klosters / in %



AIDED LINDT HELLO ADVERTISING RECALL (PROMPTED BY VISUALS)

DAVOS®
KLOSTERS



Recall 83%

WHICH ATTRIBUTES DESCRIBE LINDT HELLO ADVERTISING?

Question 17: Which of the following attributes describe Lindt HELLO advertising here in the resort?

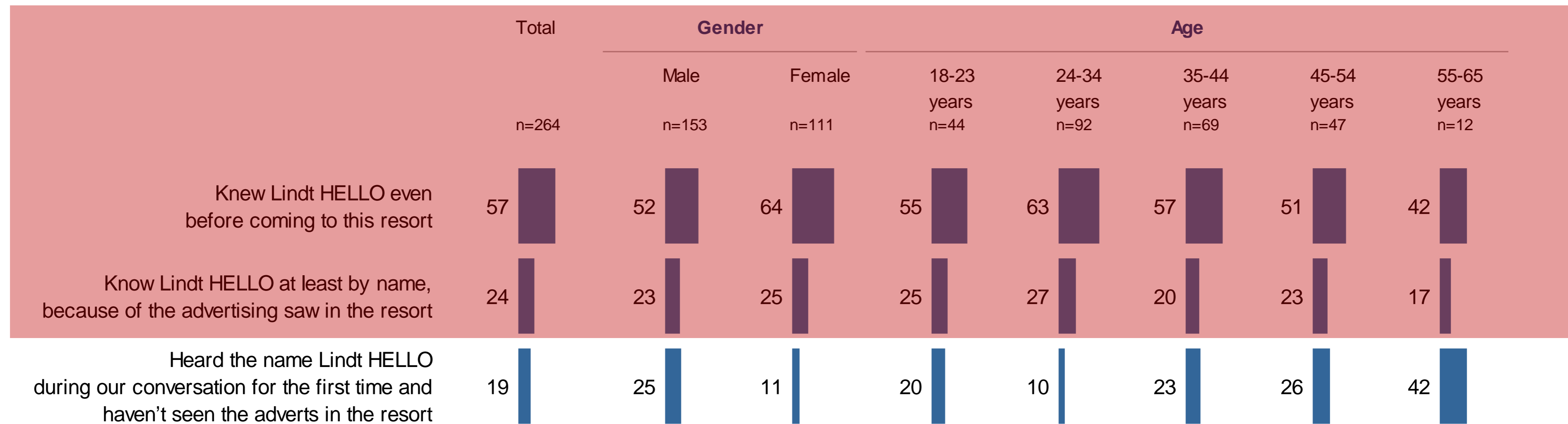
Base: Visitors of Davos Klosters / in %



WHAT IS THE FAMILIARITY WITH LINDT HELLO?

Question 15: This advertising belongs to Lindt HELLO. Which of these statements describes best how familiar you are with Lindt HELLO?

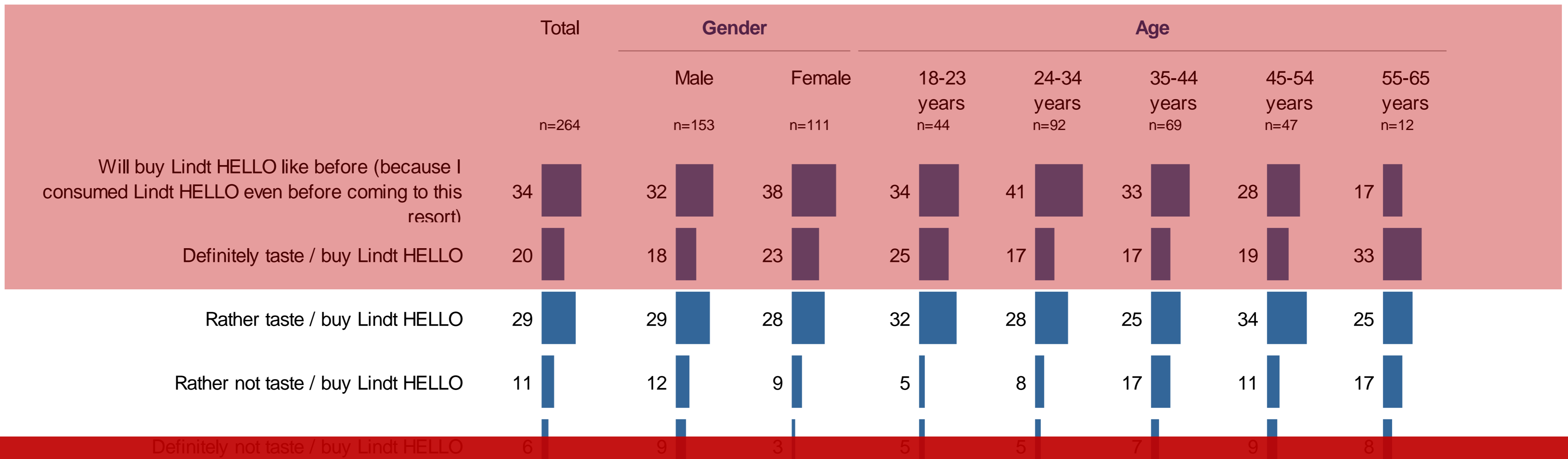
Base: Visitors of Davos Klosters / in %



WHAT IS THE PURCHASE INTENTION FOR LINDT HELLO?

Question 18: Spontaneously will you ...?

Base: Visitors of Davos Klosters / in %

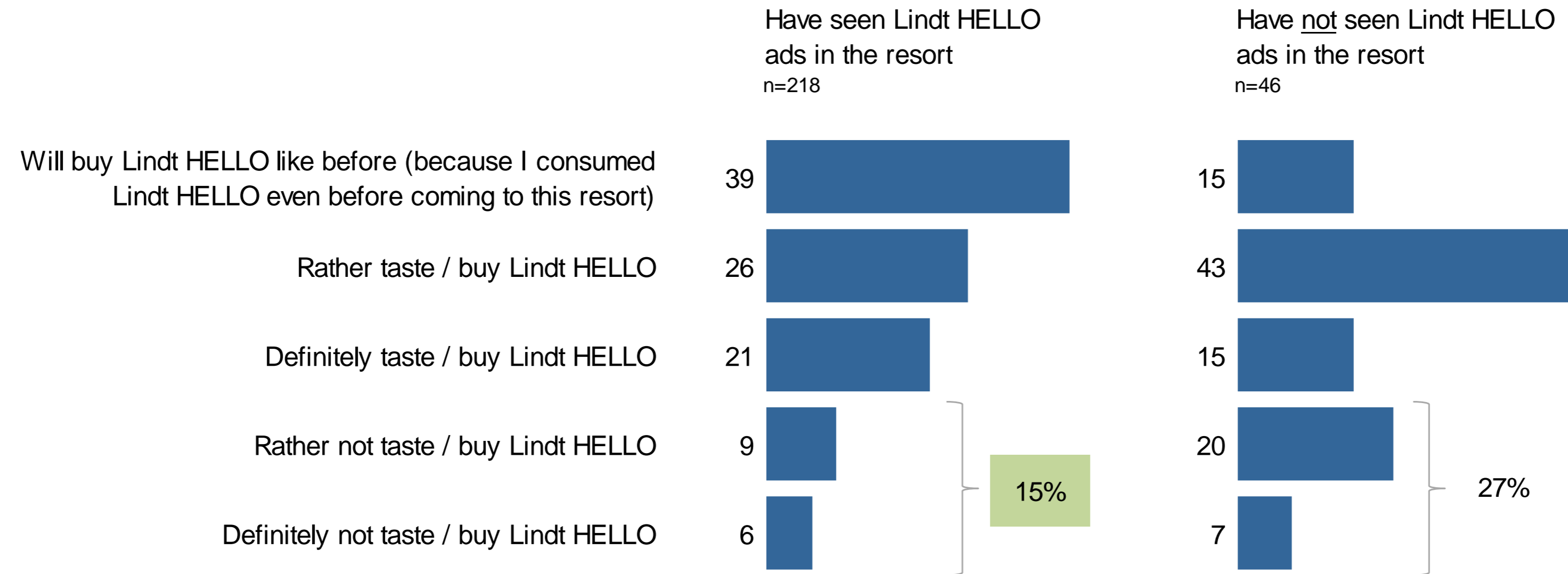


Coop Shop sold apr. 200% more Lindt Hello this winter!

WHAT IS THE PURCHASE INTENTION FOR LINDT HELLO?

Question 18: Spontaneously will you ...?

Base: Visitors of Davos Klosters / in %



Thank You!

