

**BEFORE**

**SKIING**

**Lumipallo**



**REACH THE AFFLUENT FINNISH SNOW MARKET!**  
**WINTER 2014 – 2015**

# Lumipallo\* in brief

Lumipallo.fi gathers all Finnish skiers and snowboarders in one site

## WHAT?

- Finland's **leading winter sports resort guide**
- Presents all **essential ski resorts and their snow and weather information.**
- The easiest way to find **the most suitable resorts and travel packages** for the visitors.
- Also other editorial material: **articles, photos and videos.**
- New blog concept for ski resorts, travel agencies to have their products and services tested by Lumipallo's bloggers.
- Beta-version **launched 30.10.2012**
- 1.0 –version reached in April 2014

*\*Lumipallo = Snowball in English*

## TO WHO?

Serves all **Finnish skiers and snowboarders** in ski resorts and backcountry.



# Reach the affluent Finnish snow market

Get more visitors from Finland

## TARGET GROUP

- Largely all Finnish skiers, snowboarders and snow travelers.
- In common: active lifestyle and passion for the sport.
- **Visitors represent the affluent middle class.** Even in recession they keep on doing (and spending in) what they love.
- All age groups, mostly between **20-55 years**, 60% women.
- **Where to ski next?** Visitors search for ski resort information, campaigns, special offers and other reasons to visit new destinations.

## VISITORS

- Winter season 2013/2014 – Average **35 000** unique visitors / month (10 000 / week)
- Winter season 2014/2015 – Estimated **50 000** unique visitors / month (20 000 / week)
- Newsletter circulation 20 000 at the moment, aiming at 30 000 during 2014/2015.

# Lumipallo generates more sales

## Activating campaigns and competitions



- Many possibilities to activate Finnish skiers and snowboarders to learn more about your ski resort and to motivate them to visit.
- Turnkey campaign production, examples: <http://www.lumipallo.fi/paattyneet-kampanjat/>
- Display ads, newsletters, articles and social media are used to maximise visitors on your campaign page.

### BENEFITS:

- Easiest way to reach Finnish skiers and snowboarders.
- Possibility to get even 10 000 subscribers to your own newsletter.

# Campaigns and competitions

## INVESTMENTS

### 1. Small campaign – 5000€ + VAT

- Design and production of a simple campaign
- Display ads
- Newsletter and social media marketing
- Campaign database / email addresses

### 2. Medium campaign – 7500€ + VAT

- Design and production of a medium sized campaign

### 3. Large campaign – 10000€ + VAT

- Design and production of a large sized campaign
- Blog marketing possibilities

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Estimated results  
(depending on the  
investment):

- **100 000 - 500 000** displayed ads on different channels
- **10 000 - 30 000** campaign page influenced visitors
- **3000 - 10 000** email addresses for follow-up marketing

# Example campaign page

The screenshot shows a website layout for 'ACTIVE HOLIDAYS IN WHITE'. At the top is a banner image of two skiers with the text 'ACTIVE HOLIDAYS IN WHITE'. Below this is a section titled 'Winter Fun! Tule Tsekkeihin!' featuring a group photo of people and a call to action: 'Tästä on kyse .... kampanjan idea ja palkinto tarkemmin avattuna'. The next section is 'Tsekki Lumipallossa', containing four 'Kuvia' (images) and 'linkkinä' (links) for articles. This is followed by 'Tsekki blogeissa' with another set of four 'Kuvia' and 'linkkinä'. Below that is a reservation section 'Tarjoukset ja ohjaus varauksiin' with a sub-section for 'accommodation | flight tickets'. It includes a search form with fields for 'City, Region, Country, Landmark or Hotel', 'Check in:', 'Check out:', and 'Guests:'. At the bottom is a large orange button that says 'Osallistu ja voita' (Participate and win).

Main message is shown here (slogan like text + dashing visuals). Video material can also be used to maximise visitors' attention.

What is this campaign about. Skiing & snowboarding in Your Ski Resort and the competition of campaign explained for the target group. Links to the extra information.

Other content is shown here – photos, articles, blog posts, videos etc.

Visitor activation: offers & online reservation.

Prize draw: Possibility to win a ski trip to Your Ski Resort!

# Other possibilities 2014 - 15



## 1. Advertorials and co-branded articles about Your Ski Resort

- 1000€ + vat

## 2. Newsletter and other advertising

- Newsletter: 500€ + vat (20 000 recipients)
- "Lumipallo presents: Your Ski Resort" +50% extra visibility: 500€ + vat (whole season 2014 – 15) / ski resort
- Display ad: 1000€ + vat (3 months)

## 3. Press visits to ski resorts

- Articles, photos, ski resort information

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**MORE INFORMATION?  
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