

**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

**BEFORE**

**SKIING**

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



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



# BEFORE SKIING

**Lumipallo**



**MORE INFORMATION?  
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