

BEFORE

SKIING

Lumipallo



REACH THE AFFLUENT FINNISH SNOW MARKET!
WINTER 2015 – 2016

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 2014/2015 – Average **44 000** unique visitors / month. Best month (Feb 2015) **67 000** unique visitors.
- Winter season 2015/2016 – Estimated **55 000** unique visitors / month (20 000 / week)
- Newsletter circulation 25 000 at the moment, aiming at 30 000 during 2015/2016.

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



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 a ski resort campaign. At the top is a banner with a photo of two skiers and the text 'ACTIVE HOLIDAYS IN WHITE'. Below this is a section titled 'Winter Fun! Tule Tsekkeihin!' with a photo of a group of people celebrating. A text box below the photo says 'Tästä on kyse kampanjan idea ja palkinto tarkemmin avattuna'. The next section is 'Tsekki Lumipallossa' with four 'Kuvia' buttons and 'Artikkelin otsikko' links. Below that is 'Tsekki blogeissa' with four 'Kuvia' buttons and 'Artikkelin otsikko' links. The 'Tarjoukset ja ohjaus varauksiin' section includes 'accommodation | flight tickets', a search bar for 'City, Region, Country, Landmark or Hotel', 'Check in:' and 'Check out:' dropdowns, and a 'Guests:' dropdown set to '2 adults in 1 room'. At the bottom is a 'Osallistu ja voita' section with a dark background and some text.

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 2015 - 16



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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