

2017-2018 Media Deck

Sponsors



For Public Relations and Marketing Opportunities

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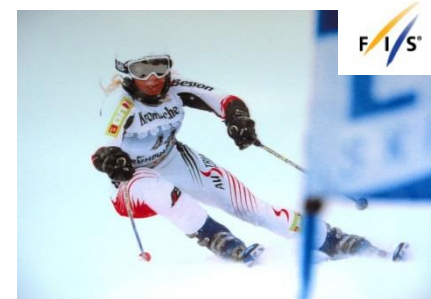
The potential of the World Airline Ski Championships is immense as audiences across all demographic categories are consuming their media in new and exciting ways. Our event is a mirror image of the Audi FIS World Cup skiing events that are currently drawing Network Television coverage and viewership in record numbers. This event contains many opportunities that a traditional ski race does not offer.

As an exclusive and unique draw to the event our competitors are **Current, Active-Duty Airline Pilots** and **Airline personnel** from over 100 of the world's most recognizable airlines. **Air Berlin, American Airlines, Condor, Continental, Delta, Air France, United, Southwest, Lufthansa, British Airways, Qatar Airways, Singapore Airlines, Cathay Pacific Airways, Turkish Airlines, Emirates, Etihad Airways, ANA, All Nippon Airways, Qantas Airways, Asiana Airlines, Lufthansa, Austrian, Swiss Int'l Airlines, Finnair, LAN Airlines, and Norwegian Airways.**

Michael Jaquet, chief marketing officer of the USSA, said: "This is a game-changing deal for the USSA, coming on the heels of a 20-percent increase in ratings last season. We now have a great partnership for the next five years that delivers more content to more viewers than ever before in the history of our sports. Our partners at NBC Sports and Universal Sports are heavily invested in the success of our athletes.

The niche programming of **Red Bull Media House** coupled with its unique on-line offerings would command strategic positioning in the marketplace – both with consumers and advertisers/brands.

The International Airline Skiing Federation, in full cooperation with Marcel Looze, Marketing Director for the **FIS** Skiing Federation, provides an excellent starting point for developing a fully Integrated Marketing Plan to launch the production of our event. This presentation has been designed to leverage the experience and positioning of our Key partners and loyal advertisers. The next level of development after securing a production deal would be activation of key "Brand to life components," in On-Air Creative, Media Planning, Promotions and Advertiser Sales Branding.





Skiing in Kitzbuehel

Named the “best ski resort in the world” in 2013, 2014 and 2015.



Kitzbuehel and Skiing. The connection is timeless and legendary. Since 1893, here at the foot of the Hahnenkamm, skiing has taken place in Kitzbuehel. 54 cable cars and lifts and 170 km of perfectly-groomed slopes.

World famous “Streif”

The Streif is the most famous ski-run in the world. The Hahnenkamm downhill is the slope that every skier wants to tackle. From 24 to 26 January 2014, the entire ski world gets Hahnenkamm fever. **The best ski athletes in the world will gather in Kitzbuehel to celebrate the highlight of the World Cup calendar. The Streif is also considered the most spectacular and challenging ski run in the world and will require the participants to tackle almost everything.**



The International Airlines Ski Federation (IASF) is the governing body that sanctions the **World Airlines Ski Championships**.

Competitions are held in Alpine Skiing (Slalom and Giant Slalom), in Nordic Skiing (Freestyle and Classic/Sprint) and in Snowboarding (parallel elimination race) The events take place over a one week period. The ski weeks are usually held in March. The events are held in a different country every year at some of the most exotic and extraordinary locations in the world. All events are conducted under **World Cup FIS Skiing Federation Rules and Regulations**

The IASF board of directors posts a bid for countries wishing to become a host city, similar to the NFL's Super Bowl or the Olympic Games. The event has become an international sensation, as the host countries turn their ski resorts into a winter carnival for the competitors. During the Olympic-style opening ceremonies you may witness everything from a **Red Bull sponsored Air Show** and MX Freestyle event, to 14th century costumed Japanese warriors pounding on drums marching in a parade with the Mayor of the city.

There are many non-skiing events during the week as well, with nightly costume and theme parties. These evening venues have presented the opportunity for many of the hottest up and coming and established music artists to perform at some of the world's most well-known Olympic venues. Presently, **more than 100 airline ski teams are registered** under the IASF. Up to 500 competitors have competed in a given week.

IASF History

It all started back in 1960 when skiers from Air France and Swissair were invited to take part in ski carnival races at Alaska's Arctic Valley just outside of Anchorage. Although the races were started at Arctic Valley, they were soon at both Arctic Valley and Mt. Alyeska. They were moved to Mt. Alyeska exclusively and remained there under the sponsorship of the Anchorage Times until 1975.

In 1976, the venue moved to Mt. Hood, Oregon and has been held on three continents at many different resorts since that time. This resulted in the need for an Association or Federation to oversee the conduct and scheduling of future events. Howard Clifford was elected the first president and presided over the first meet under Federation sanction at Les Diablerets, Switzerland in 1977.

The Federation became a **non-profit corporation** under the laws of the State of Washington, USA on 5 December 1977. The stated purpose was the fostering of national and international amateur sports competition and the development and maintenance of the sport of skiing among airline employees throughout the world.

The goal of this section is to explore media platforms not only to target core demographic and psychographic profiles, but to seek the most advantageous outlets for a distribution deal. The following media strategies provide a starting off point for developing a solid media plan. The final media plan will be anchored in media research and analytical evaluation.

Targeted local and Nationalized cable

- Utilize targeted local cable to place our event in programming cycle that provides optimal relevancy and compatible viewer profiles.
- Place spots in the 48-hour window before selected World championship Ski and Snowboard events.
- Minimize waste by selecting the proper cable network for promotion of a specific sport.
- NBC Sports / ESPN / FOX Sports 1 / ORF TV Austria



Social Media

Brands are using athletes and fans to help market their products on digital channels, because [83% of fans are checking social media](#) while watching sports on TV and [63% of fans are using social media while at the stadium](#). So smart brands are learning how to engage these people in creative ways.

Typically, when promoting sport events, television channels will simply put up a 15 second commercial and hope their audience remembers to tune in. What a good social media campaign shows is that you can tell a story online (off the TV station) to create buzz and excitement about an upcoming sporting event. It also engenders a direct human to human connection between the channel and its audience.

If well thought out and executed properly with a little luck, a campaign hits a nerve, goes viral and catches the attention of a whole country.

It's not easy playing "second fiddle" to the NFL, but the CFL understands how to build momentum for its league opener.

The Campaign

The Canadian Football League (CFL) used a series of [Vine](#) and [YouTube videos](#) along with social posts from athletes and fans to build up momentum for its season opener.

Internal marketing and Exposure

We have pilots and airline personnel representing 9 out of the top 10 largest airlines in the world. Those competitors represent a cumulative total of more than 650,000 employees in over 90 countries.

If every competitor has their immediate family tune in and tell 1 friend to watch, not inclusive of any outside marketing or promotion, we could have 2,500,000 viewers tuning in for the our 57th annual event.



World Airline Ski Championship.info will be a remarkable platform for viewers and brands alike. The site will provide additional support as directed by Red Bull Media House. The site's content will be engaging - the player will provide easy navigation and excellent presentation of sports videos and **interactive brand/advertiser experience**.

To further **monetize the site**, some enhancements to the player could allow for a tighter consumer/viewer to brand/advertiser experience. We will provide sponsors the ability to tell compelling brand/direct response stories within the video experience.

The screenshot displays a video player interface for 'World Airline Ski Championships. Info'. The player includes a 'Red Bull MEDIA HOUSE' logo, a video of a skier, and a 'SCHEDULE AT A GLANCE' section listing events like 'Women's Run 2' and 'Men's Run 2'. Below the player, a text box states: 'Our in-house Programmers can edit and customize the user experience as per Sponsor/Advertiser guidelines and campaigns. Our sites also provide data mining capabilities. We will also provide these player experiences through corporate sponsors/advertisers via their own customized players for use through their distribution channels at no additional charge.'

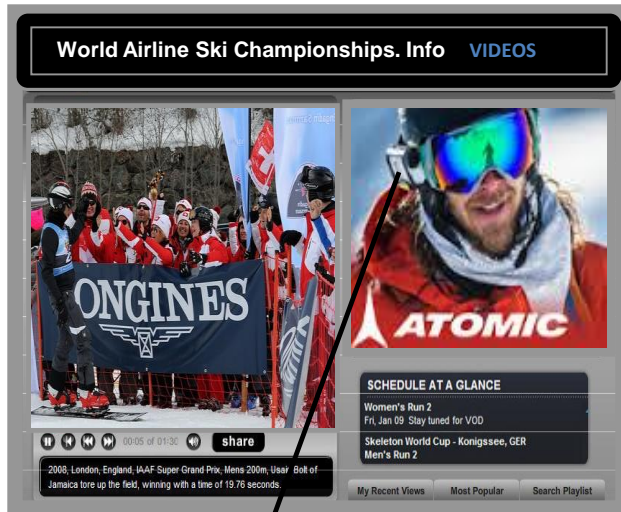
Syndicateable player

Email to a friend

Viral embeddable player per video

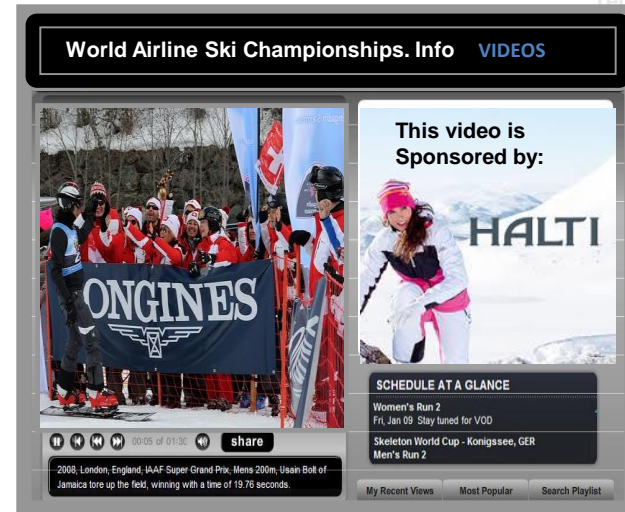
My recent views (my playlist)

Most popular, etc.

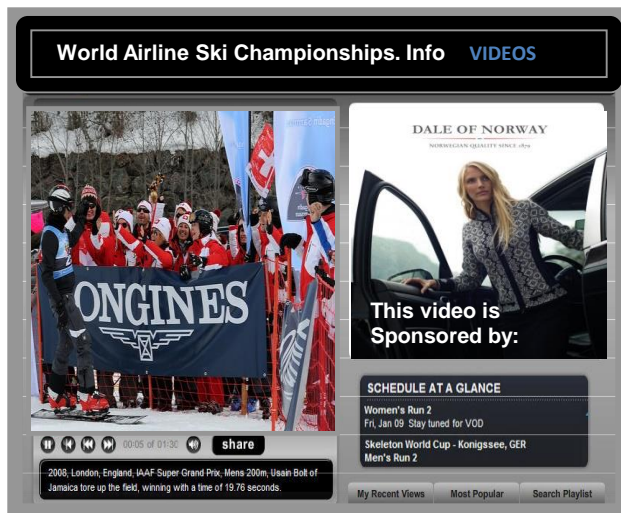


Click here 

To purchase the Atomic goggles seen in this video



Sponsor ad rotates to display ad



Click here 

To purchase the Atomic goggles seen in this video

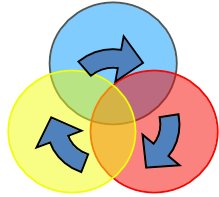
Longines branded Interactive overlay prompt appears @ :08 seconds prompting user to see **Longines Watch** of Skier in video.

When display ad is clicked, a Sponsor's commercial plays in the side-out video.

When video ends, the Sponsors logo moves back to the bonus area, and prompts user to go to website or choose another playlist item.

Prepared by David M. Tolpelt

Endless Cross Marketing Partnership and Sponsor Opportunities



Airlines, Travel and Tour Co.
Travel Channels, Boards of
Tourism, etc.



Ski and Snowboard Mfg
companies, Re-sellers,
Clothing, Protective Gear &
Accessories, etc.



Hotel Chains, Auto Rental
Agencies, Auto mfg and auto
related accessories.



Energy Drinks, Health and
Nutrition Products and Hard
goods, Investment Products



The concepts presented reflect a strategic approach to developing a fully integrated marketing plan for the **World Airline Ski Championships**. Finalizing the approach will require coordination with the sponsors and production companies, research, and a solid understanding of the network's core audience.

The Social Media and Image Campaigns were created to introduce a specific tone-of-voice for connecting with Millennial and Generation X sports enthusiasts.

The Media Strategies section offered a look into relevant promotional tools to target Millennial and generation X sports enthusiasts.

The Ad Sales Marketing section offers a game changer approach in terms of a grassroots marketing campaign at a 1/3 of the cost of traditional marketing used to connect brands and advertisers with our target market.