

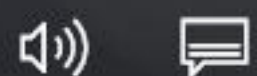
**Europe's most coherent
Alpine Out of Home network!**

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WHY ADVERTISE IN SKI RESORTS ?



00:00:26



00:01:29





reach up to **49 MILLION EUROPEANS** per season

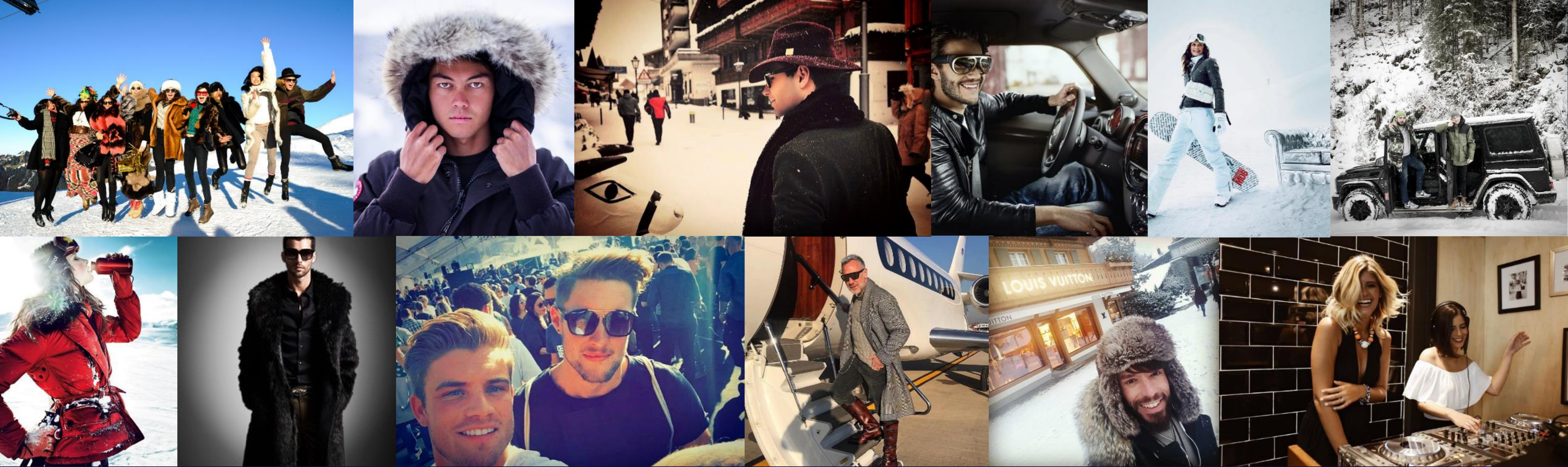


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58% of **SKI AUDIENCE** comprised of the top **20%** of Europe's **HIGHEST EARNERS**





59% are aged 25-54 and are **INFLUENCERS** and **EARLY ADOPTERS**





A **CLEAN** advertising landscape with a **4.5 to 7 DAY** captive audience



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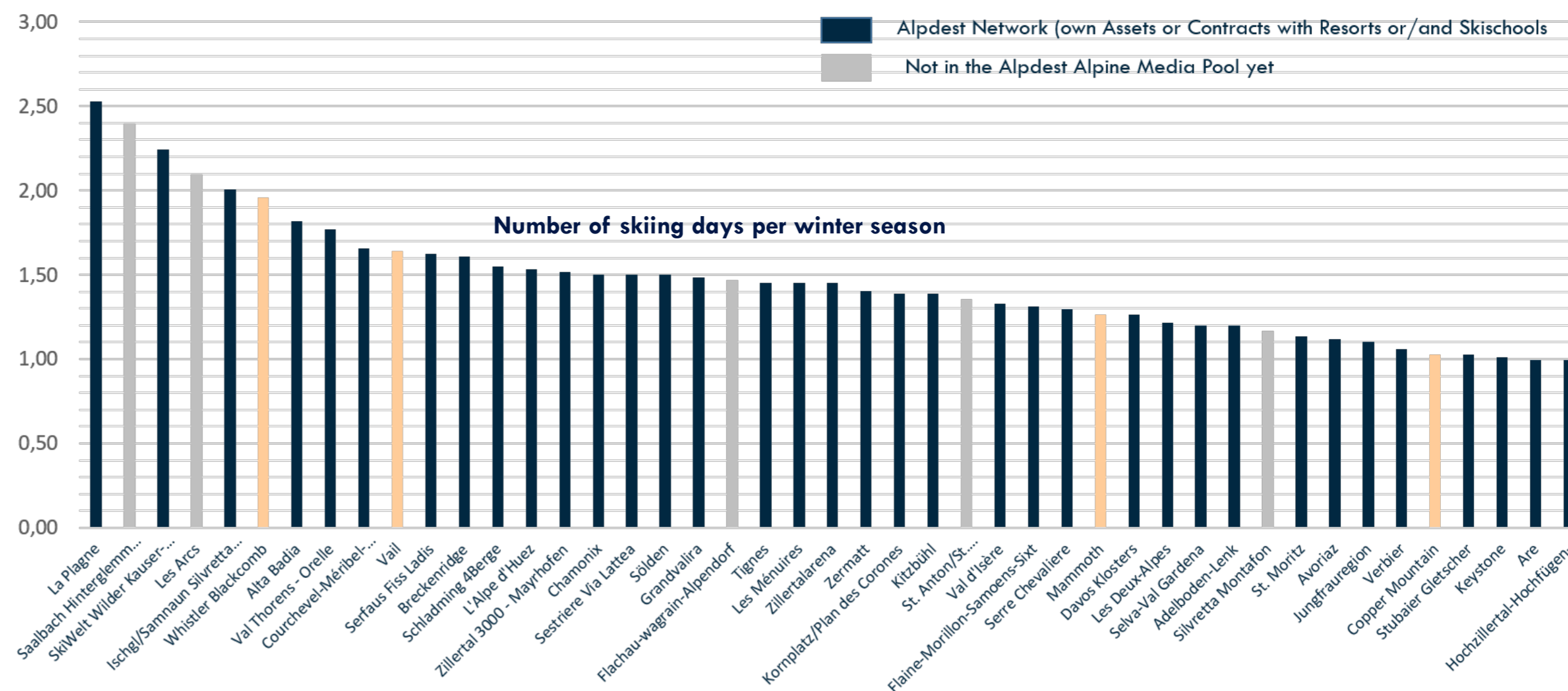
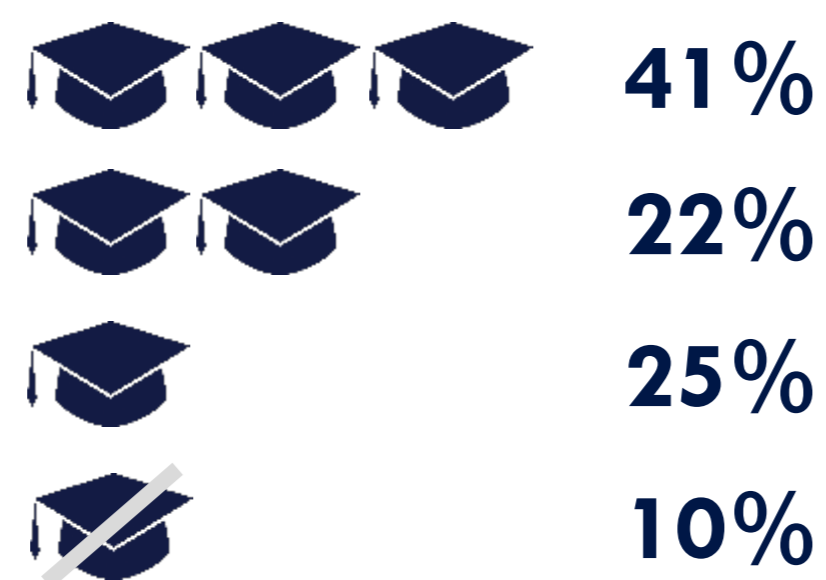


Central touch point of **URBAN PEOPLE** from **EUROPE'S BIGGEST CITIES**



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Ski Audience Key Facts



80% OF THE WORLD'S MOST BUSIEST SKI RESORTS ARE IN ALPDEST RESORT NETWORK

COUNTRY OF RESIDENCE	UNITED KINGDOM	GERMANY	FRANCE	POLAND	ITALY	SWITZERLAND	AUSTRIA	SPAIN/ANDORRA	CZEK REPUBLIC	SWEDEN/NORWAY
Total skiers	6,3 Mio	14 Mio	8,7 Mio	5 Mio	5 Mio	2,9 Mio	2,6 Mio	2,4 Mio	2 Mio	2,5 Mio

Alpdest Network - HEADLINES

9
COUNTRIES

3000
MEDIA
ASSETS

1
BILLION
IMPACTS

65
MILLION
INDIVIDUALS

80
PREMIUM
RESORTS

Alpine Media Platform – OVERVIEW

- Delivering **excellent brand cut through**
- Premium resorts offer a receptive, relevant audience mix for innovative advertising
- High affluent guests, innovators, early adopters, influencers and decision makers delivered with **little advertising wastage**
- Excellent environment for authentic consumer **content creation**
- Targeted media and activations through **strategically positioned consumer touchpoints**

Mountain Touchpoints – Planning Guide

1

Select touch-points in the consumer/skier journey to maximise impacts and frequency

3

Select resorts in Europe to best fit target audience of the brand

2

Utilise the platform of strategically positioned media throughout each resort

4

Design advertising campaigns for 120+ days with highest visibility and recognition rates



ALPDEST Media Formats General View

Mega Billboards



Mega Billboards



Billboards

Backlit Indoor Panels

ALPDEST Media Formats General View



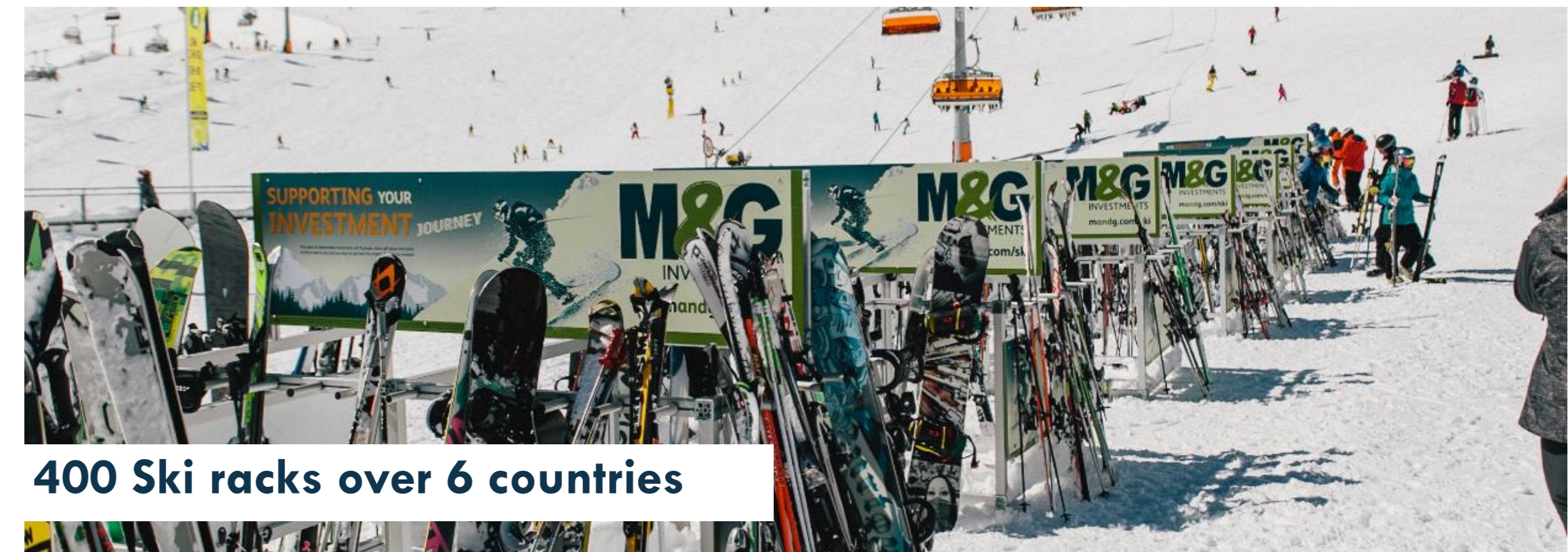
Gondola coverings



Gondola Wraps



400 Ski racks over 6 countries



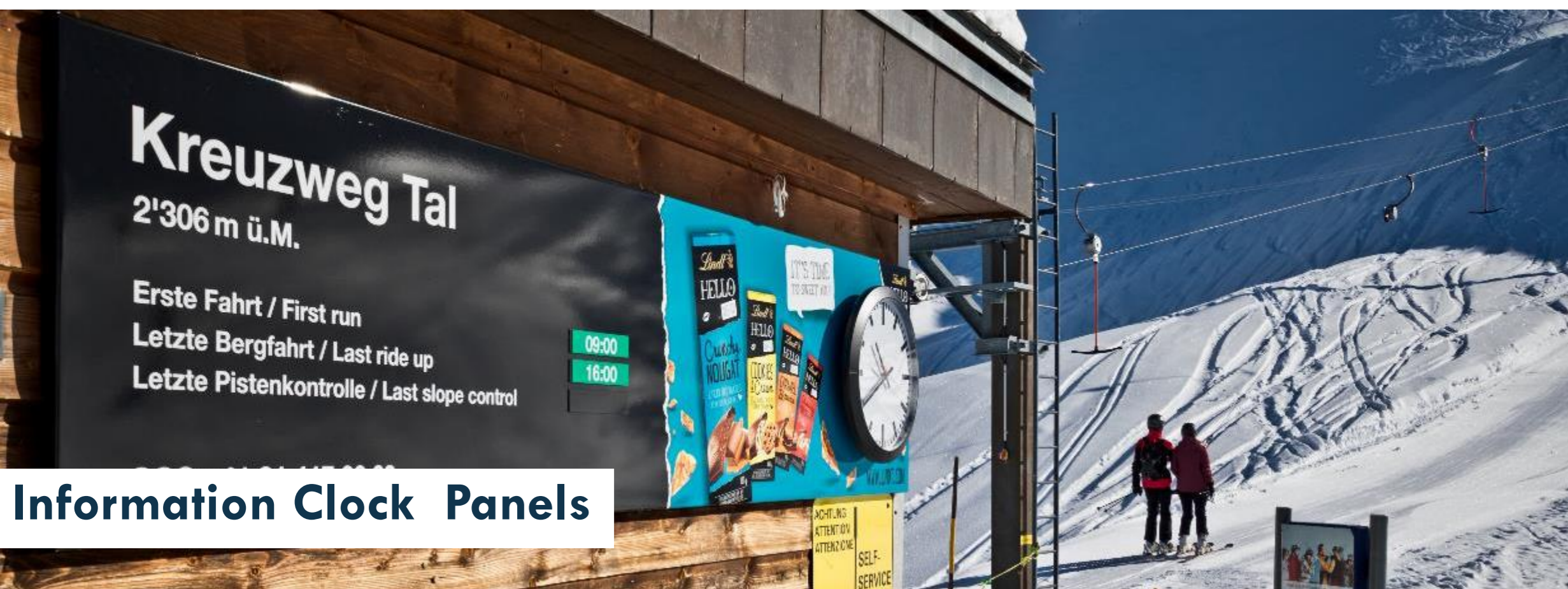
400 Ski racks over 6 countries

ALPDEST Media Formats General View

Information Panorama Boards



Resort Furniture



Information Clock Panels



Internal Backlit Panels

ALPDEST Media Formats General View



F12 Standards



Entry Gates



Experiential Media



Lift Pylons

ALPDEST Media Formats General View

Ski School Furniture



Ski School tools



Ski school tools



Crowd Barriers





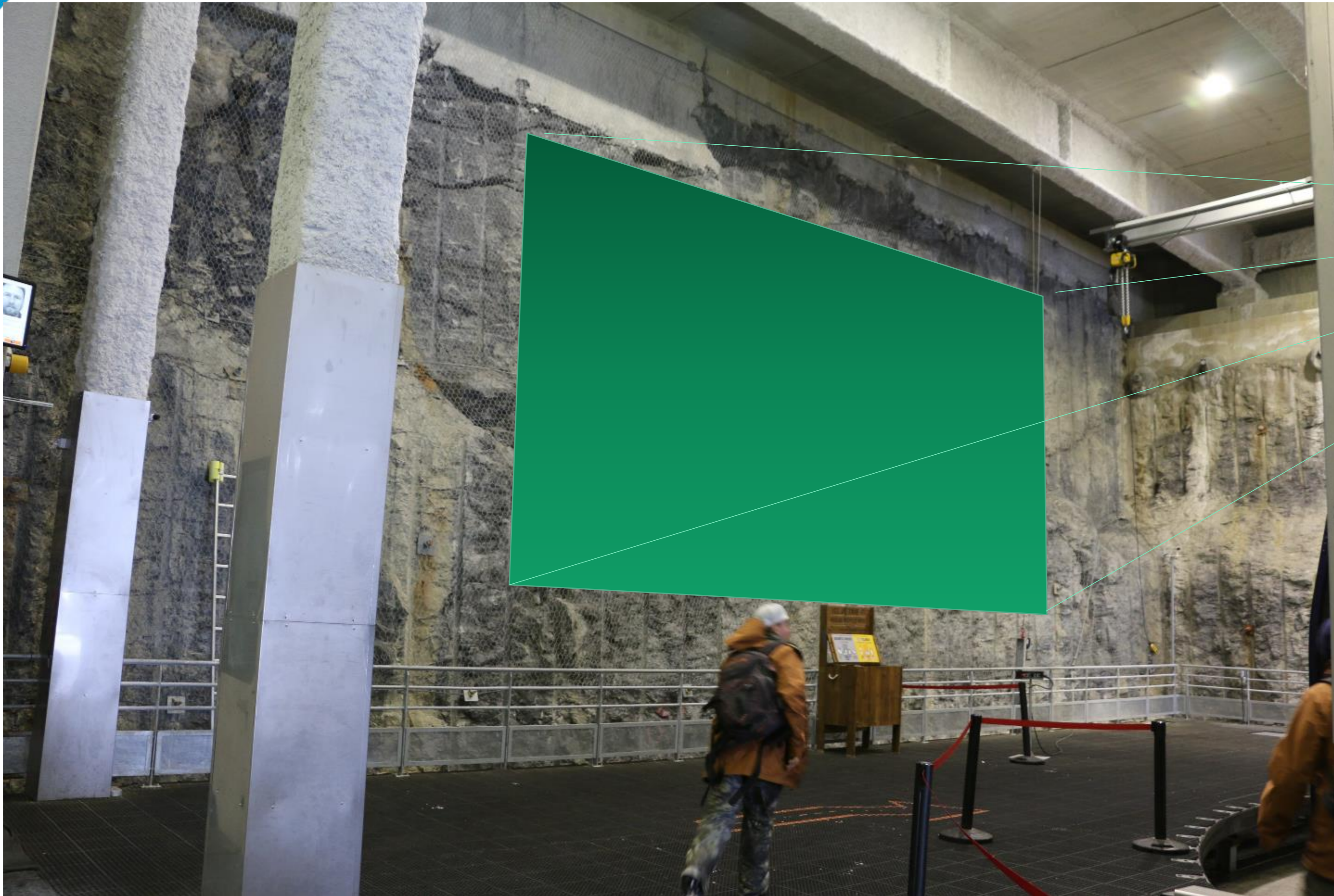
Our core values are to deliver:

VISIBILITY ORIGINALITY SERVICE



Laser Projector 8'000 Lumen (indoor, also outdoor option av.)

Infotainment and DOOH in Ski Resorts



Laser LED Projector
8'000 Lumen, HD (5 year
Productguarantee)
Short Distance Option to
regulate Installation in the best
way and in line with the existing
infrastructures or Media wall
positions

NEW European D/LOOH Portfolio



What are our 'New Product' Benefits ?

- Creating new **Additional media** installed across network
- SKI Media bookings made easier with **Equal Media Standards** throughout network
- Ability to **Buy Domination** and **Brand Exclusivity**
- Minimal Budgets delivering high Campaign Impacts and recognition rates

- **Scalable Packages:**
 - Geographically
 - Demographically
 - Budget

New Portfolio 6 Countries - 30 Premium Resorts



6 Countries – Selection of 30 Premium Resorts

Austria	France	Italy	Spain/Andorra	Switzerland
<ul style="list-style-type: none">▪ Fiss Serfaus	<ul style="list-style-type: none">▪ Avoriaz / Morzine	<ul style="list-style-type: none">▪ Alta Badia	<ul style="list-style-type: none">▪ Gran Valira - Andorra	<ul style="list-style-type: none">▪ Adelboden
<ul style="list-style-type: none">▪ Obergurgl - Hochgurgl	<ul style="list-style-type: none">▪ Chamonix	<ul style="list-style-type: none">▪ Cervinia (Zermatt)	<ul style="list-style-type: none">▪ Valnord - Andorra	<ul style="list-style-type: none">▪ Crans Montana
<ul style="list-style-type: none">▪ Kaltenbach / Hochfügen	<ul style="list-style-type: none">▪ Courchevel	<ul style="list-style-type: none">▪ Cortina d'Ampezzo	<ul style="list-style-type: none">▪ Baqueira - Spain	<ul style="list-style-type: none">▪ Davos Klosters
<ul style="list-style-type: none">▪ Lech Zürs	<ul style="list-style-type: none">▪ Megeve	<ul style="list-style-type: none">▪ Courmayeur	<ul style="list-style-type: none">▪ Formigal - Spain	<ul style="list-style-type: none">▪ Gstaad
<ul style="list-style-type: none">▪ Schladming Hauser Kaibling	<ul style="list-style-type: none">▪ Meribel	<ul style="list-style-type: none">▪ Kronplatz Sexten	<ul style="list-style-type: none">▪ La Molina / Masella - Spain	<ul style="list-style-type: none">▪ Jungfrau Region – Mürren Schilthorn
<ul style="list-style-type: none">▪ Sölden	<ul style="list-style-type: none">▪ Serre Chevalier	<ul style="list-style-type: none">▪ Livigno / Bormio		<ul style="list-style-type: none">▪ Laax
	<ul style="list-style-type: none">▪ Tignes	<ul style="list-style-type: none">▪ Madonna di Campiglio		<ul style="list-style-type: none">▪ Samnaun / (Ischgl)
	<ul style="list-style-type: none">▪ Val d'Isere	<ul style="list-style-type: none">▪ Monte Rosa		<ul style="list-style-type: none">▪ Saas Fee
		<ul style="list-style-type: none">▪ Sestriere		<ul style="list-style-type: none">▪ Zermatt / (Cervinia)
		<ul style="list-style-type: none">▪ Val Gardena		

NEW Portfolio - Summary of Products

1.
BACKLIT Billboard
freestanding &
Info/Mediawall mix
 5 Pieces
 Size 2.47 x 1.745m=
 4.3m²/per Item



2.
Digital 6 - 65" – Outdoor Media Screen
 3 Pieces 9:16 Aspect Full HD
 15 second spot - maximum 3 advertisers
 60 second cycle - 10 hrs per day
 120 to 140 day season (subject to resort)



3.
SKI RACK Medium size
 5 Pieces 3 Media Spaces
 (1,50x 0,60m x2 + 1,278m x 1,022 = 3.11m²)



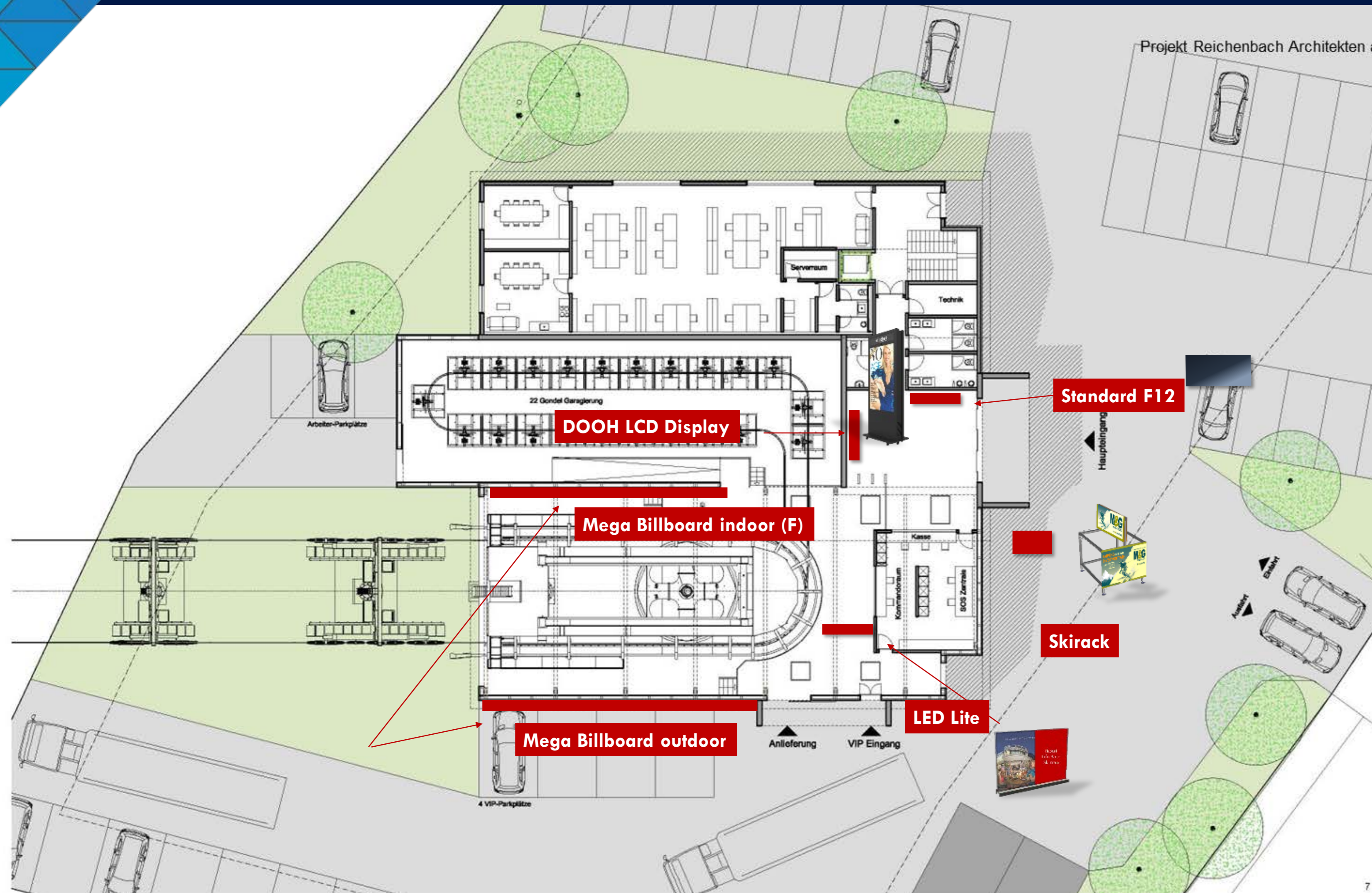
4.
STANDARD small Billboard
(SWISS Format F12)
 5 Pieces F12
 Size 2.71 x 1.31m= 3.55m²/per
 Item



5.
Mega Billboards indoor
and/or outdoor
 3 Pieces TOTAL min. 90m²



Example SKI Media Portfolio Placement



**Situation Entrance area
Lift building**

New - Digital Screen Lift Network



DOOH Displays from 65" portrait
30 resort roll out for 2017/18 season
60 Second loop – 15sec minimum spot lengths

New - Digital Screen Lift Network



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New - Digital Screen Lift Network



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New Network Package Headlines

- **21 Additional** Media assets on the best touchpoints per resort
- **30 European Resorts** (can be expanded to over 60 Resorts for 2017/18 season)
- **630 Additional Premium media assets** with a min. total reach of **450M contacts**
- Over **30M** Individual winter guests in ski resorts for €6.8M EUR net
- Individual and lighter versions of the new portfolio package are available and can be tailored to suit briefing objectives

Timings:

- Booking window starts **NOW** to end September 17
- Last minute options from October 17
- Digital Options – Continual on availability

OUR SERVICES



OUR SERVICES

ALPDEST is a consultant to brands, marketing and advertising agencies specialised in season long campaigns within ski resorts across Europe.



Our expertise

We **design** and **deliver communication campaigns** for local and international brands.



Our area of operation

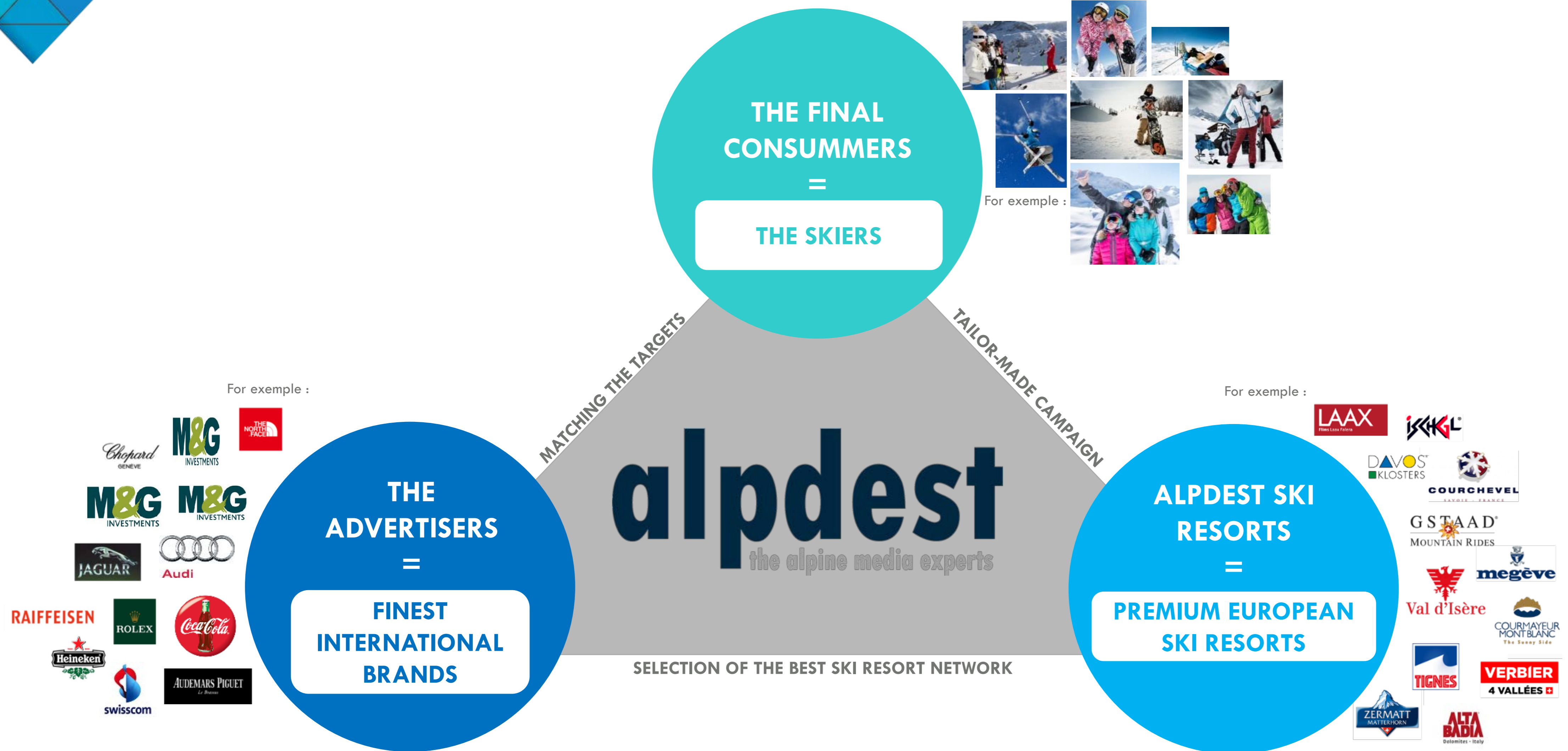
Centralised within **premium ski resorts across the Alps** delivered through a single network.



Our positioning

An **alternative advertising platform** able to target clients **in less congested environment** compared to **usual OOH advertising** locations.

Facilitating Amazing Solutions



Whatever it takes - We make it happen !



Thank you.....