

Case study „Kitzsteinhorn Mellow Park Promo Movie 2008/09“

Online video boosts your park's awareness and image



Two years ago Kitzsteinhorn began to expand their snowpark offer substantially. After the successful implementation of the parks, the goal was to raise the awareness level within the national and international snowboard and freeski scene. The decision was made to produce a video that shows the park infrastructure, transports the desired image and promotes the park internationally. The storyline was built around the three Kitzsteinhorn snowparks with Björn Hartweiger as testimonial, explaining everything while cruising through the parks with his friends.



Goals and Strategy

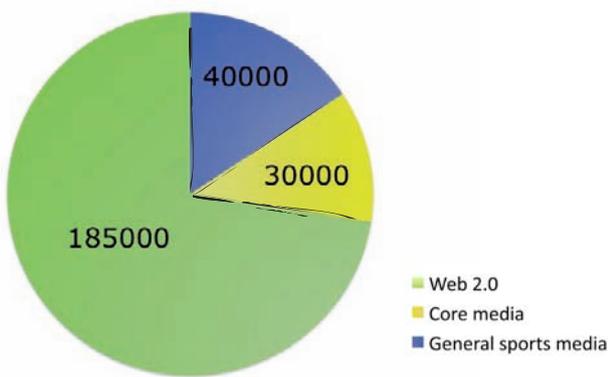
Lots of studies document the fast changing media consumption behaviour of young people. It is no secret that the internet is gaining more and more importance. Taking this development into account we decided to produce a five minute long, very informative but credible video. Local hero and snowboard pro Björn Hartweiger presents the different snowparks and demonstrates with tricks of all difficulty levels that Kitzsteinhorn offers something for almost every rider. Information was transported through text and spoken language, emotions through beautiful pictures.

Mellow developed the storyboard together with the client and took care of the entire execution process. One main focus was the composition of the crew (rider and filmer) to guarantee a credible and interesting movie that at the end of the day would be also accepted by the core scene. For filming and editing we hired one of the best snowboard filmer/cutter. Post production and graphics were adapted to the style of the movie and the right music was found with one of Canada's top Hip Hop exports (all music rights cleared by Mellow).

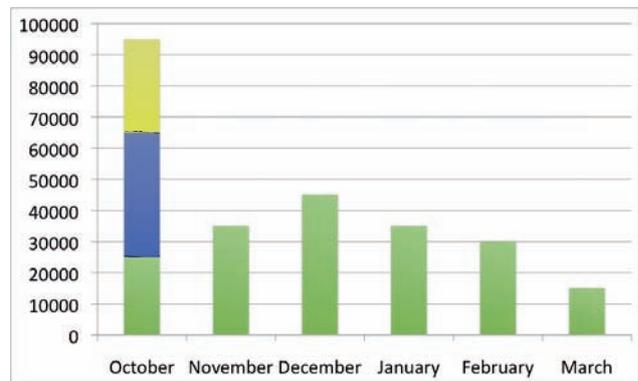
The distribution of the video was organized through different channels. The content was placed on core media platforms (method.tv, Onboard, Freecaster etc.) and on general sports online media like Sport2.de or Yahoo Sports. This generated a huge amount of viewers within a relatively short period of time. Most of the views were generated through viral seeding on over 20 video platforms (e.g. Youtube). This was supported by postings, comments and bulletins on web 2.0 sites like Facebook and Myspace. The video was also used for Kitzsteinhorn's own park website www.snowpark.kitzsteinhorn.at, the local TV station and the info-screens in the resort.

Results

Over a time span of 6 months the video was watched 250.000 times. 70.000 views (40.000 general sports media, 30.000 core media) were generated through media websites that featured the movie. Because Kitzsteinhorn is a glacier resort that opens the parks in October, the early distribution of the video was important. Due to the short lifespan of news information on media websites this effect doesn't last too long.



Distribution of video views with regard to communication channels



Amount of video views per month from October 2008 to March 2009

The video and web 2.0 platforms showed a different pattern. The park movie was viewed 35.000 times in each month from October 08 to March 09 without generating any additional costs. Users searched actively for the video but it was the community itself that distributed and promoted the content in their private networks. Key for this effect happening is the quality of content in general. In order to get through to the target group the video has to be credible and offer relevant information. Additional to that selective guerrilla promotion in social networks can guarantee a certain level of awareness in the beginning of the campaign.

Mellow Constructions started off as a pure freestyle facility building company, with former snowboard professional Tommi "Mellow" Marsh constructing the set up of the famous Air & Style contest in Innsbruck. At the same time we began to build snowparks and organize events for winter sport resorts in Austria, Switzerland and Germany. Meanwhile Mellow has established itself as one of the top players in the full service snowpark industry. Besides planning and construction of snowparks we offer park tools, content production, communication services, events and on mountain advertising. Mellow is a team of specialists which members are active snowboarders! That's what we are ... Mellow

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