



Vail Resorts - Marketinginnovation durch daten-getriebene Kommunikations- und Service-Eco-Systeme

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7000+3120

PASSIONATE
PEOPLE

OFFICES
GLOBALLY
CONNECTED

YEARS OF
CUSTOMER
INNOVATION

1 COMPANY

AdvertisingAge

2012 AGENCY REPORT:

#1 Largest Digital Agency US

#12 World's Largest Agency All
Disciplines

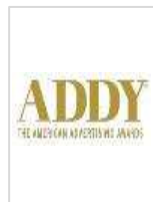
FORRESTER

Global Commerce Service
Providers

US Digital Agencies – Mobile
Marketing

Gartner

Gartner Magic Quadrant for
Global Digital Marketing
Agencies



THE ALWAYS-ON EFFECT

15 years in and
it's still the early days

Connected consumers have
changed everything. They're

- a fast-moving target with
- always-on technology
- multiple devices
- channel blur
- changed shopping behavior
- collapsed transaction time

A CONSUMER-DRIVEN
EXPERIENCE ECONOMY



■ BRAND ■ EXPERIENCE ■ TECHNOLOGY/ PHYSICAL

WE BELIEVE STORYTELLING MUST EVOLVE



STORYSCAPING

ONE COMPANY

WE DEFINE STRATEGIES

- Brand Strategy
- Experience Strategy
- Customer Platform Strategy
- Business Strategy
- Marketing Mix Modeling
- Research, Insights, and Data Science

WE CREATE EXPERIENCES

- Omni-Channel Experience Design
- Immersive Digital Environments & Events
- Mobile, Retail, and Emerging Experiences

WE BUILD BRANDS

- Creative Development Brand Planning
- Brand Communications
- Media and Connections Planning
- Branded Content
- Digital, Mobile & Social Marketing
- Loyalty & Direct Response Marketing

WE DELIVER CUSTOMER PLATFORMS

- Omni-Channel Commerce Platforms
- Content Delivery & Monetization Platforms
- Consumer Intelligence and Personalization Platforms (CRM)
- Digital Content Production & Management

A compelling narrative.

A powerful tech engine.

OUR CLIENTS

DACH

VAIL RESORTS



THE CHALLENGE

Not long ago, the folks at Vail noticed that there was more on the slopes than just snow. There was technology.

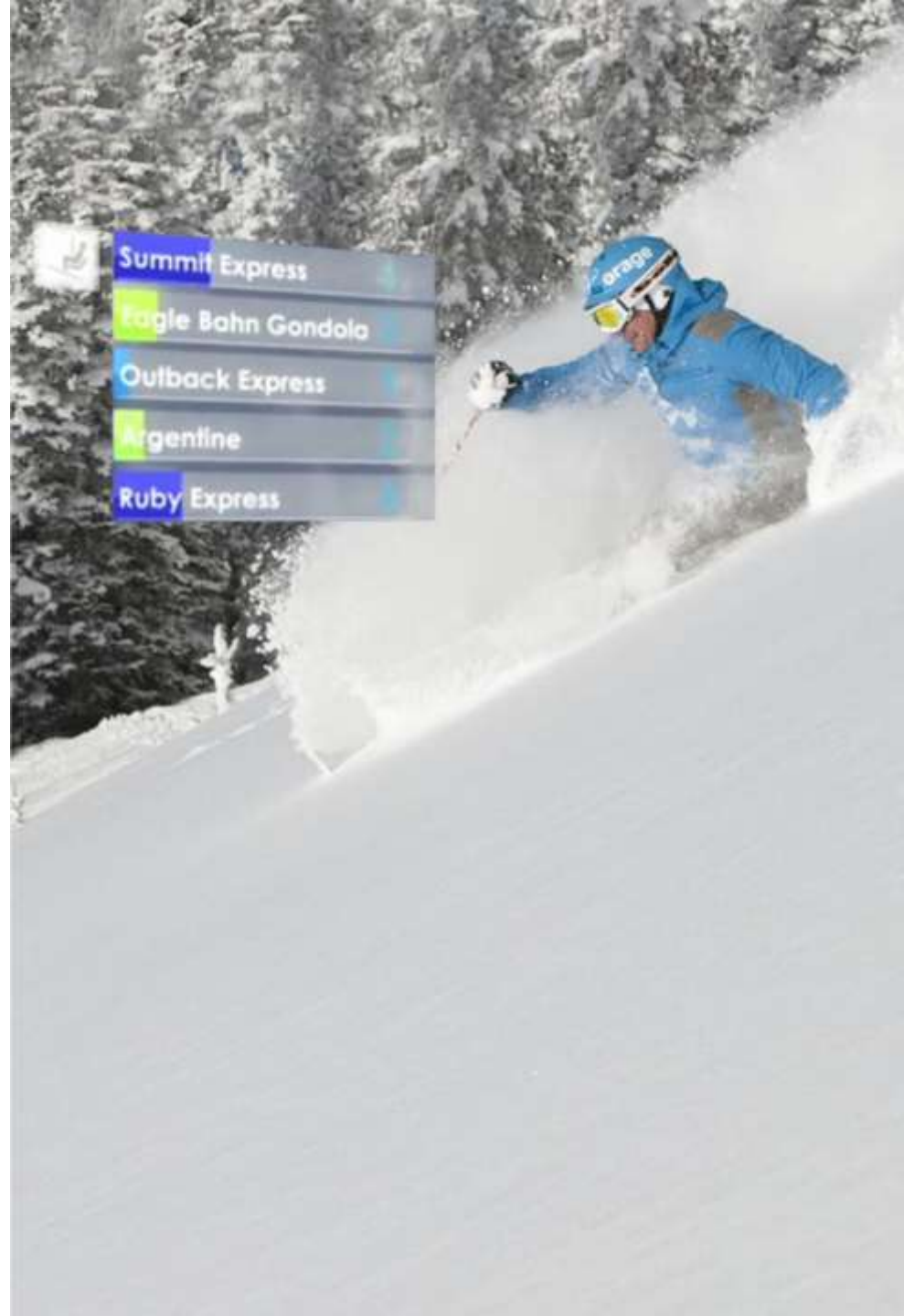
Guests were literally texting, posting and checking in, up and down their mountains. Vail wanted to find a way to leverage technology — and the rising use of smart phones — to not just enhance the overall mountain experience, but to deepen relationships with their guests. A relationship that would endure long past the coming of spring.



EPICMIX

So Vail launched EpicMix. With the swipe of an RFID-embedded lift pass, guests could capture and track their ski/ride experience, and then view their results online through their EpicMix account.

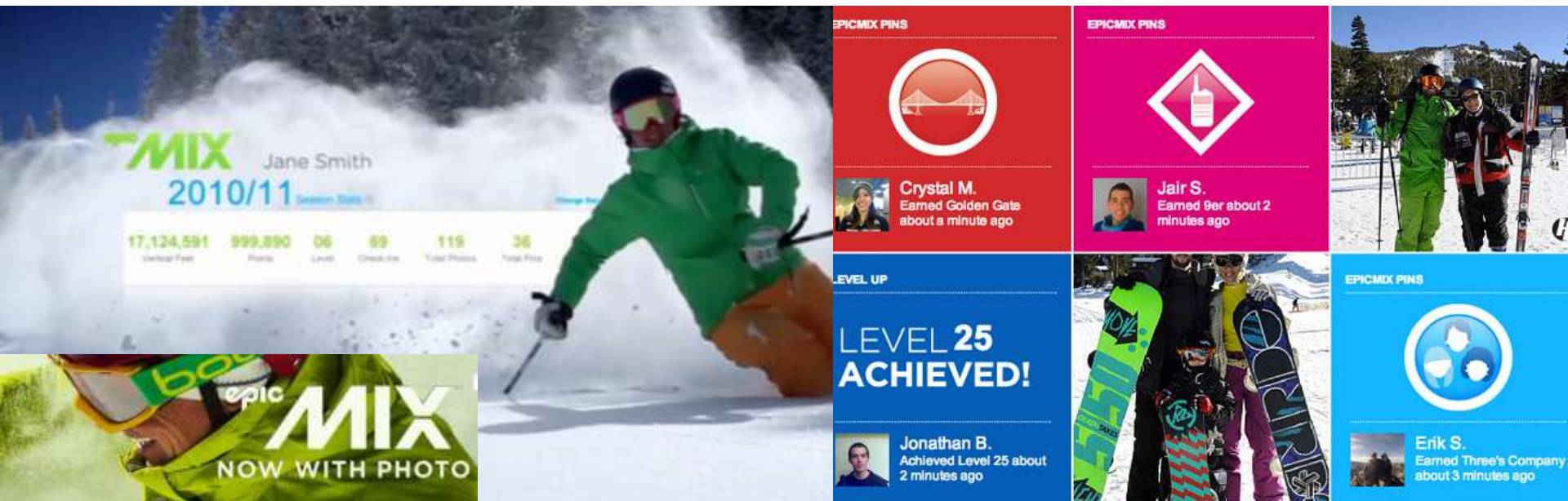
But Vail wasn't satisfied. They knew they needed to take a bigger step and — as with most big steps — it began with an even bigger idea.



THE ORGANIZING IDEA

An overarching idea was needed. A conceptual canopy under which all brand expressions reside. For Vail, the organizing idea was:

Unleash the Mountain Experience.



THE STORYSCAPE



Capturing, connecting, sharing: A never-ending story

Vail guests choose to experience the mountains for a multitude of reasons. The means by which they capture and express those moments should be equally diverse, and equally compelling. And that's what EpicMix 2 created: a story system for personal journeys, creating endless connection points to enhance and commemorate their Vail experience. From digital pins marking their feats to photo-visualization features, state-of-the-art tech mixed with real-life adventure to create unique and lasting brand expressions.

Thanks.

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