Aspen Creative Strategy Brief

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Client/Situation Analysis

Aspen wants to gain awareness for their mountain as well as their environmental initiatives.

Wants to stand for something and gain PR for this stand
The Target

*Primary:*

Skiers and snowboarders 18–35 who not only love the sport, but have concerns about the environment

*Secondary:*

Environmental advocates and Baby Boomer skiers & snowboarders
Key Consumer Insights

- They are concerned about quality of snow, and health of environment
- Global warming & environmental concerns are EVERYONE'S business. It's a fact that the future of our environment's health is in danger.
Bring awareness to the FACTS surrounding global warming.

Continue to build our brand and the business.

Reinforce our leadership position as a major player in the ski resort world.
UN reported startling information about Global Warming

The quality reputation of Aspen as a first rate ski destination - credibility

Aspen is "walking the walk" (e.g., installing solar lifts)

Support
Why Should They Believe It?
Main Message

The One Thing

Facts over Fiction
CREATIVE
Donald Trump has tweeted climate change skepticism 115 times.
FACT

Just out - the POLAR ICE CAPS are at an all time high, the POLAR BEAR population has never been stronger. Where the hell is global warming?
3:15 AM - Oct 29, 2014 - Manhattan, NY

FICTION

Know the facts www.aspensnowmass.com
FACT

FICTION

Donald J. Trump
@realDonaldTrump

Where the hell is global warming when you need it?
5:18 PM · Jan 26, 2015
1,978 Retweets 2,098 Likes

Know the facts www.aspensnowmass.com
FACT

Donald J. Trump
@realDonaldTrump

The freezing cold weather across the country is brutal. Must be all that global warming.
1:50 PM - Jan 25, 2013
394 loves this. 1,468 people are talking about this.

FICTION

Check the facts at aspensnowmass.com
Video Campaign

Video displaying kids and famous skiers/ snowboarders reading Tweets and facts about Global Warming

Contrast with images/ videos of Global Warming
Public Relations

Compete with other mountains

- Aspen will challenge other local mountains (Breckenridge, Vail, etc) to reduce a percentage of emissions/waste in 1 yr

- Winning mountain gets to choose ‘punishment’

Snow No Mo’ Event

- Spin off of Candide Thovex video
- Summer Event
- Race to the bottom for prize
- YouTube to gain PR
It’s BOLD. The message is clear, and it makes the consumer think.

It builds on Aspen’s current campaigns, so to not overcomplicate.

Politics it is one of the main avenues to reverse climate change, this is a call to action to educate.
Thank you

Questions?