



# Seniors Skiing IMC Plan



**SENIORS**  **SKIING**.COM  
FOR THE 50+ SNOW ENTHUSIAST

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## SITUATION ANALYSIS

This situation analysis is for [seniorsskiing.com](http://seniorsskiing.com) (SS), an online publication for the 50+ snow enthusiast. The publication offers feature articles, snow destination reviews, gear reviews, suggestions and tips for healthy skiing, ski history, and a general posting about things that might interest the 50+ community of skiers. Seniorsskiing.com strives to be a virtual community for the senior skiers.

The overall goal for the situation analysis is to

- Identify main competition
- Evaluate communication strategy of seniorsskiing.com and their audience
- Identify brand and business strategies for seniorsskiing.com
- Identify current efforts of seniorsskiing.com in the marketplace in order to evaluate where the brand wants to be

## COMPETITIVE COMMUNICATION ANALYSIS

### Competition

Jon Weisberg and Mike Maginn created the site because they noticed that there was a lack of attention paid to the senior community by advertisers for the typical senior snow enthusiast. Although there are publications and communities that revolve around the senior community, there is a lack of material for the senior community that truly love snow sports.

The current competition looks like this:

Competition	Distribution	Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <a href="http://70plusskiclub.org">70plusskiclub.org</a></li> <li>• <a href="http://Overthehillgang.com">Overthehillgang.com</a></li> </ul>	<ul style="list-style-type: none"> <li>• Online</li> <li>• Print publications semi-annually</li> </ul>	<ul style="list-style-type: none"> <li>• Strong membership</li> <li>• Nationwide awareness</li> <li>• Print versions for older audience</li> </ul>	<ul style="list-style-type: none"> <li>• Only publishes semi-annually</li> <li>• Community is spread out across the nation</li> </ul>
<p>Senior publications:</p> <ul style="list-style-type: none"> <li>• AARP</li> <li>• <a href="http://Bumpforboomers.com">Bumpforboomers.com</a></li> </ul>	<ul style="list-style-type: none"> <li>• Online</li> <li>• Monthly print publications</li> </ul>	<ul style="list-style-type: none"> <li>• Larger target audience</li> <li>• More publications</li> <li>• Brand recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Less willing to find specific snow discounts</li> <li>• More general, less ski info</li> </ul>

[70plusskiclub.org](http://70plusskiclub.org) has an established community of senior skiers and followers. [Seniorsskiing.com](http://Seniorsskiing.com)'s biggest competitor is the [70plusskiclub.org](http://70plusskiclub.org). They offer the strongest challenge because they operate similar to SS. They are able to offer a list of free snow resorts for the 70+ demographic to its members. They also offer printed publications which is successful for them because of the demographic they serve.

[Bumpsforboomers.com](http://Bumpsforboomers.com) serves the Aspen, Colorado area, and offers ski lessons for seniors. Bumpsforboomers may have more exposure currently but they don't offer the same magazine type articles that SS does. They might be a competitor in certain regions, but because they don't offer what SS has, they are not as big of a threat.

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## COMPETITIVE ANALYSIS

Looking at the market and competition, we have identified [70plusskiclub.org](http://70plusskiclub.org) and [bumpsforboomers.com](http://bumpsforboomers.com) as their main competition. Although, we know that there is a lot of potential competition, we think that what makes the field competitive is the marketing that the competition does, and what kind of product they offer.

Competitor	<a href="http://70plusskiclub.org">70plusskiclub.org</a>	<a href="http://bumpsforboomers.com">bumpsforboomers.com</a>	<a href="http://seniorsskiing.com">seniorsskiing.com</a>
<b><u>Public Awareness</u></b>	71 Facebook likes	2,470 Facebook likes	151 Facebook Likes
<b><u>Marketing</u></b>			
Promotional discounts	X	X	X
Public Relations	X		X
Loyalty/ Brand Recognition	X		
<b><u>Product</u></b>			
Publications	X		X

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### *Distribution*

Currently the publication exists strictly online. The community is virtual, so people can submit articles to have posted. SS has a Facebook that can be found at: <https://www.facebook.com/seniorsskiing>. Customer communication comes through the site. SS requests email addresses for its subscribers, but they do not currently use the emails to communicate with their customers.

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### *Current Corporate Image: Customer Perception*

According to Twitter hashes for [#seniorsskiing.com](https://www.facebook.com/seniorsskiing), currently customers think that SS is about the history of skiing. They are only six tweets that explicitly hit [seniorsskiing.com](https://www.facebook.com/seniorsskiing). There is no negative feedback, there is only one positive feedback about SS, claiming SS as an "excellent ski website". Reviews of people after viewing the site said, "It is about time!" The only negative

feedback, came from reviews after visiting the site saying the site was too bogged down with advertisements. The results from the reviews can be viewed in more detail in Appendix A.

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### *Brand*

The description from SS's Facebook pages is:

*SeniorsSkiing is an online magazine for the 50+ skier, boarder, snowshoer and winter sports enthusiast. News, destinations, gear, health, history, deals.*

SS wants to be known for the 50+ snow enthusiast. They have feature stories at the front of the page and then latest news, which promotes SS's online magazine. "SeniorsSkiing is a virtual community and meeting place for snow enthusiasts over 50. It is a source of information for the older skier, boarder, snow shoer — bargains, tips on equipment and technique, travel, profiles and images, stuff, and whatever else you and we think of. Our goal is to be entertaining, informational, and fun." The brand encompasses all of these aspects of the ski magazine.

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### *Company Profile*

Currently, the customer tracking is done by hits on the Facebook page, on the website, and liked on Facebook. Current connections with customers on social media perceive SS to be for discounts and for ski history, which SS does offer. SS wants to be the premier online ski magazine for the 50+. SS has correspondents and feature writers for articles to post. The most shared posts are those about gear advice. SS started with two organizers, Mike Maginn and Jon Weisberg. Since the creation, the magazine has expanded to include an advisory council, and correspondents that write articles for them. SS skiing philosophy is, "It doesn't have to be perfect. It doesn't have to be fast. It doesn't have to be a hassle. Just keep skiing and have a good time!"

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## CURRENT BRAND DEVELOPMENT STRATEGY



The logo for [seniorsskiing.com](http://seniorsskiing.com) is pictured above. The symbol is consistently used from social media to the online magazine itself, but distribution does not extend much further than that. The corporate image needs to be disseminated and identified for the online magazine or at least the content SS produces. The brand development will come with more exposure and name recognition with the clients. As reflected in the company profile, current customers still don't have a full picture of what SS provides. SS needs to clearly represent the product. The logo is good and noticeable so with a stronger advertising of what SS actually provides brand recognition will come.

SS has started making a social media presence. The logo is on stickers that are disseminated. SS utilized Facebook and posts frequently. The brand is currently not being marketed by traditional mediums. Posting on Facebook comes from the organizers, Jon and Mike. The current recognition has most likely come from word of mouth.

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#### *Current Distribution Strategy*

Current distribution is online. Customers must come to the website to utilize the magazine. Emails are not currently being used to disseminate the product or publications. Facebook is used to post articles from SS. The service of information that SS provides are accessed by coming to the SS site. Networking and discount merchandise are also offered through the SS site, but again the customer must seek these out by coming to the site, versus SS distributing the information in a physical sense.

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#### *Current Business to Business Strategy*

Although, no current business to business strategies are being utilized. SS is strictly distributing to the consumer itself. If the emails that are being collected on the website prove to be a valid way of connecting with their customers, SS could potentially look into sharing their lists to ski resorts. They have paired with a few ski resorts to offer discount ski passes. Most notably, on the home page, SS has partnered with Sugar Bush to have a Boomer Midweek pass.

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#### *Current Public Relations Strategy*

There have not been outright public relation efforts, but Jon Weisberg has written feature articles for the Huffington Post. The articles include, “What You Must Always Remember If You’re An Older Skier” and “Second Thoughts About Returning To The Hill? Olders Skiers Take Heart” these articles offer a service for the public and offer good publicity for SS.

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#### *Current Evaluation*

The brand is currently being evaluated by the amount of likes on their Facebook page and the amount of emails they receive for subscribers obtained by visitors to their site. The current customer research has not been done, although the obvious demographic is the 50+ crowd. The short term specific goals for evaluation are on getting “likes” on Facebook or emails from the site. SS will need to work on brand recognition, product-specific shares, and exposure and connection with customers.

## TARGET MARKET ANALYSIS & CONSUMER PROFILE

Focusing on the customer portion of the integrated marketing communication plan, Senior Skiing already determined that they wanted to appeal to the senior audience with an interest or developing interest in snow sports. The common interest of snow sports is the crux of Seniors Skiing. Collecting research data and looking at our target market shows that our product, Senior Skiing, does have potential to be successful with this market.

### POTENTIAL CUSTOMER PROFILE

Baby Boomers are the target market for Senior Skiing; they have financial freedom as well as the time to devote to having the lifestyle of a snow enthusiast. Some statistics from Media Space Solutions research from 2013:

- Age Group: 48-66
- 60% earn \$125,000 annually
- 80% own their own homes
- Make 55% more than their parents (The Traditionalists) and 61% more than their kids (Generation X and Millennials)

#### Media preferences

- Watch more television more than any other age group (pays the most attention to commercials)
- Read newspapers more than any other age group, more exposed to print ads
- Account for 2/3 the total number of online shoppers

Baby-Boomers are less subject to peer influence (unlike their parents and children), so if a marketing campaign appeals to them as an individual, they are more likely to buy into the vision. They would also rather buy into an experience instead of simply buying into a product (Gilmartin, 2013). While they have brand loyalty to certain products, they are not fanatic about it nor will they rule out the idea of switching brands if the facts of a new product appeal to them. As much as they appreciate the facts, they also place importance on whether or not a product can hook them emotionally before they ask about the facts. They are the unique generation that responds to each type of media marketing (newspaper ads, TV and radio commercials, and online content) Out of all the current generations being marketed to, the enjoy providing feedback the most, which is why so many jumped at the chance to answer the questions on our research survey.

It is also important to note that Baby Boomers highly utilize email as a communication method. Media Space cites a study in Vocus.com from 2012. That 65.8% of Boomers utilize email as a main source of communication. Senior Skiing efforts are mostly to gain email addresses. The fact that Senior Skiing is already aiming towards an effective communication method with our target analysis is an aid in the marketing communications plan.

### TREND FOR THE MARKET

U.S. Census data from 2000 says, somebody in America turns 50 every seven to ten seconds (Gilmartin). Our target segment is active baby boomers. U.S. Census Data also predicts that by 2050 the number of Americans aged 65 and older will be around 88.5 million. In perspective, the



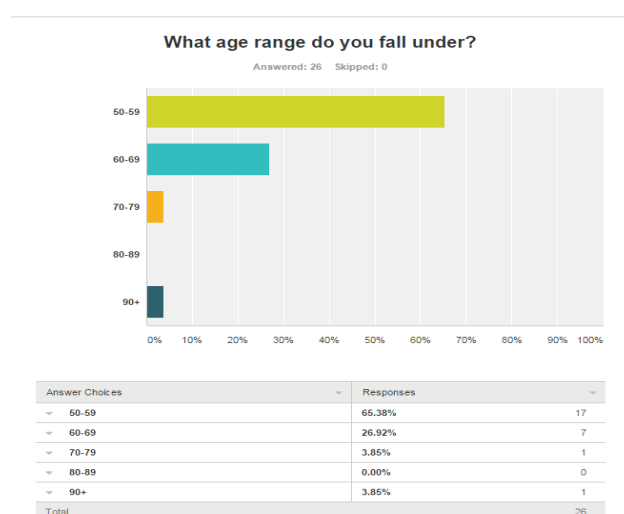
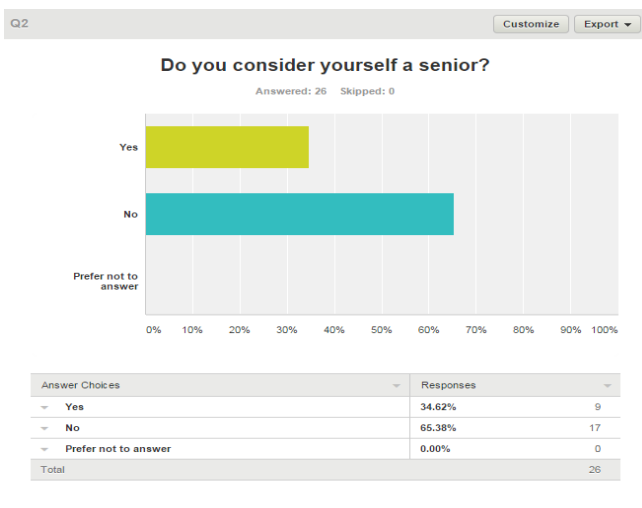
population of 65 + was 40.3 million (Aging Nation). The potential for the market is there, and the growth our market segment will see is exponential.

## DATA COLLECTION

Looking at the research already conducted from “Media Space Solutions” and “Coming of Age”, we conducted an online survey to gather primary data from people in the 50+ age group to gain a better understanding of our target audience. There were twenty four people responses as of February 13, 2015. According to our data, 2/3 of our participants fell into the 50-60 age brackets, and as indicated in the visual below, over 70% of them do not consider themselves to be seniors. They also put product price and quality as the two highest priorities when purchasing new sports equipment. More than half of them believe that the 50+ age group is underrepresented in advertising campaigns, which makes Senior Skiing an even greater community to be a part of. The survey also provided the link to the Senior Skiing website and asked participants to provide feedback; some commented on the overwhelming number of ads that made it hard to actually read the website, while about half said that it was a good website. (Results can be found in Appendix A)

Based on the data from the survey, some recommendations made for website improvement included cutting down on the pop-up ads, and addressing more of the issues that 50+ aged skiers face. About 33% said they had no interest reading about a sport they didn’t already participate in, while 25% said they were open to learning about sports they were unfamiliar with. As far as how they find articles related to their interests online, almost 80% go looking for those particular sporting articles via online searching; about 70% find those articles by frequently visiting particular sporting websites, and 58% discover their sport articles by looking through whatever pops up on Facebook. Based on this information, Senior Skiing could easily expand their reader database if the website popped up in the Google searches when people are looking for skiing communities.

Interesting research results, showed that 66.38 % of the poll, did not consider themselves a senior. 66.38% of the poll also claimed to be 50-59 years old. This research does shed some light on what the target market considers themselves as.





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## CUSTOMER ANALYSIS

Evaluating survey results from the potential customers, we realize that price and quality are huge determinants in what this age group considers when purchasing a product. For Seniorsskiing.com this means that important parts of the site are going to be the product reviews provided on the site. The products that they should look to review should be reviewed on the basis of price and quality. This is avenue that seniorsskiing.com could expand their content and might be a potential growth market for them. The survey also revealed that most of the consumers read online articles not on going to the site itself, but by articles posted on Facebook. Seniorsskiing.com has already established a Facebook, which is a great start. The common complaints about the site, was that the site was “ too difficult to navigate”, “too busy”, “ too many ads”, By simple modifications of the site or by utilizing our Facebook better, our content could be more accessible to our potential market. Looking at our customer analysis, we are able to see what we currently provide and what our product is going to do to personally fulfill those needs.

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## CONSUMER PROFILE



### Meet Brian and Brenda Baby-Boomer:

- 55 and 53 years old
- Four adult children, three with families, one child living at home
- Finished paying off home
- Work hard, play hard
- Not retired, two full-time disposable incomes
- Used to ski when their children were younger
- Searching for a community

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## ANALYSIS

Looking at the potential customers and the market trends- the future of Senior Skiing looks positive. Current opinions about the product show that with a little bit of work by; to placing the ads more creatively, and marketing our product to a wider audience- the penetration into our target market will be more successful. Following our consumer profile, Senior Skiing provides the benefit of offering product reviews and a snow sport enthusiasts' community that they seek.

## OBJECTIVE, STRATEGIES, AND TACTICS

Seniorsskiing.com (SS) offers a wide variety of articles encouraging the 50 and older crowd to become excited about snow sports. With the product at hand, and the feedback provided to us, it might be beneficial to incorporate their feedback into a different approach to the target market.

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### METHODOLOGIES

Our IMC approach relies on non-traditional advertising methods that promote brand awareness. Since there is not a budget to support a direct marketing approach, SS will need to rely on public relation techniques to build brand awareness and recognition. The main role of these objectives will be to expand the consumer market and encourage a connection with consumers and SS.

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### UNIQUE SELLING PROPOSITION

SS's target market segment is already divided by interest and age, this is an advantage because we are able to promote marketing solely to those 50 and older interested in snow sports. There are three aspects of SS that might be particularly marketable or beneficial for SS to promote.

1. The reviews of ski equipment tailored to seniors

According to our market research those 50 and older really value quality and price. By providing reviews of ski equipment, SS offers a service that our target market really values. Establishing SS as a place that seniors should look at before purchasing ski equipment, we also prove the strength of our marketing to potential businesses wanting to advertise on SS. By strengthening this benefit to consumers, we also are establishing a future of potential business to business opportunities for ski equipment partnerships with SS in the future.

1. Localized ski and resort rankings to promote community with the 50 + crowd

Another unique selling point of Senior Skiing is not just that people are liking an online magazine, they are becoming part of an online community with the other consumers. We are selling the target audience on the experience of being members of this community, and using that as a gateway into outdoor snow sports and a community of people with similar interests. A community benefits SS because it will encourage commitment to other people versus a commitment to the sport. The boomer generation has a particular interest in staying active. The 50+ market might need motivation to stay active and to continue skiing. SS can provide this by offering local ski resort rankings, opening comment sections for the rankings, or opening an avenue to allow the community to meet apart from online.

The community element offers an emotional and practical appeal and it should be maximized in brand promotion. SS's target market of the baby boomers responds particularly well to the emotional and practical. By using the Facebook page to engage with followers, it is establishing an online community that is banding people of the baby-booming age group together by ways of tying them together via interests. Not only will they be able to research different types of equipment, they will be able turn to each other to fill in the gaps of missing information when trying to decide on whether or not to purchase new products or turning to each other for shared experiences or advice.

1. A solid base of writers with more publishable material than competitors

Competitors such as 70plusskiclub.org and bumpsforboomers.com although similar in development, lack the publishing power we have. 70plusskiclub.org publishes semi-annually allowing gaps between contact with their consumers. Bumpsforboomers.com does not produce articles regularly and focuses mainly on lessons. SS has established writers that are experts in the field. There is also a board that is dedicated to the sport and to SS. By providing more frequent and more in depth articles like SS has been providing, SS holds a great benefit over its competitors. The breadth, variety of articles, and the amount of articles published, if promoted wisely can offer a cycle of communication to reach out to the market. More articles, means more top-of-mind for the consumer.

## BRAND DEVELOPMENT STRATEGY

SS's position strategy should strive to be the go-to magazine for active seniors into snow sports. The 50+ snow enthusiasts should be going to SS for anything they need about the sport whether they need a community of skiers, opinions about which ski equipment to buy, reviews of the ski resorts, or health articles. Becoming the magazine that our target audience goes to for anything snow sport related, we establish credibility with our audience. By establishing credibility in the senior skiing community, SS will not only be able to leverage the senior skiing community to visit the site, but possibly also encourage other active seniors into an interest of snow sports, which in turn will expand the market segment that would have interest in SS

## OBJECTIVE ONE: SOCIAL MEDIA PRESENCE

### *Objective*

Social media presence will aid in brand recognition and also provide another avenue for consumers to share the product with their friends. Social media not only offers a way for consumers to connect with SS, but also a way to expose the brand SS to the consumers "friends" via social media.

### *Strategy*

By sharing an article that SS posts on their Facebook, people are eligible to enter a drawing for a Osbe Proton Senior helmet.

### *Methodology*

SS needs to be seen and shared. The only way that people will know that SS exists is if people see or hear about it. According to a recent Nielsen survey, 92% of consumers prefer recommendations from friends and family over any other type of advertising. You have to engage, equip, and empower your consumers to be effective in word-of-mouth advertising. Using the strategy of contests for shares benefits SS by:

- Bringing attention to cool articles written on the site
- Promotes sharing on social media sites
- Brings more traffic to the site by people clicking on the article
- Increased exposure on social media

### *Tactics*

First, produce an article that it is really interesting or share-worthy such as a feature article on a cool new pieces of ski equipment or maybe an article about a 90-year-old ski veteran. This will allow the consumer to want to share the article.

1. First, produce content that is share-worthy and interesting. Doing a cool feature article on a new piece of ski equipment that came out for seniors or feature article about a 92 year-old ski veteran.
2. Promote your contest on the website.
3. Inquire about Osbe (the manufacturer) to promote the contest on their social media.
4. Make sure the thumbnail for the contest displays the SS logo.

### *Evaluation*

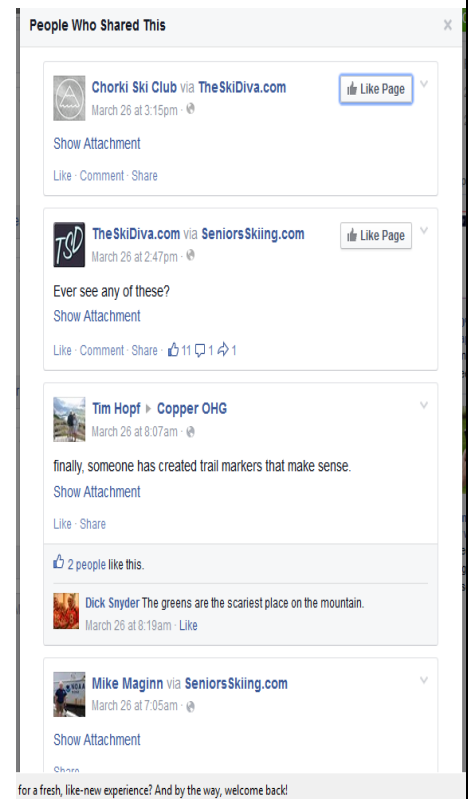
The success of the contest will be measured by the numbers of shares; from there we can show how many people might have seen the article. By also comparing the amount of site visits before and after the contest, we can see if the contest was worth our time in the end. **Increasing social media connections to 3000 likes** will be evaluated using Social Media online metric evaluations. Our strategy was used to engage our social media connections and give them a tool to tell their social media connections about SS. The Facebook share contest, where followers are encouraged to share a certain article in order to be entered into a drawing for a prize, is easily measurable by shares.

### *Measuring Connections*

Every “share” is counted and accessible on the original post and recorded. The contest can be repeatable. The cost of the strategy is minimal as it is only the cost of producing the article and the prize (which could be partnered with a donating business). The participation (meaning shares) should be monitored closely, if the tactic is repeated. The effects of the contest being repeated too often, might be a diminished success of the original intent of the contest. Meaning if articles are only being shared because of a contest or if the posts in the contest are not being shared then a new tactic is in order.

### *Steps to measuring shares and likes from contest:*

1. Record “likers” before contest
2. Post the contest and article and set time parameters for contest
3. At the end of contest, record shares and “likers”
4. Determine if the result is satisfactory with the effort and time used to conduct marketing tactic



## OBJECTIVE 2: EXPANDING PARTNERSHIPS

### *Objective*

Connecting with other skiing organizations to provide a partnerships and expand consumer base

### *Strategy*

Partner with Ski Diva and provide a mutual partnership of promoting each other's material.

### *Methodology*

Women Diva is for women skiers and there is a segment of their audience that overlaps with the SS community. A partnership will provide multiple outlets for the audience to join forces. Ski Diva has 774 followers that could potentially benefit from the articles posted on SS.

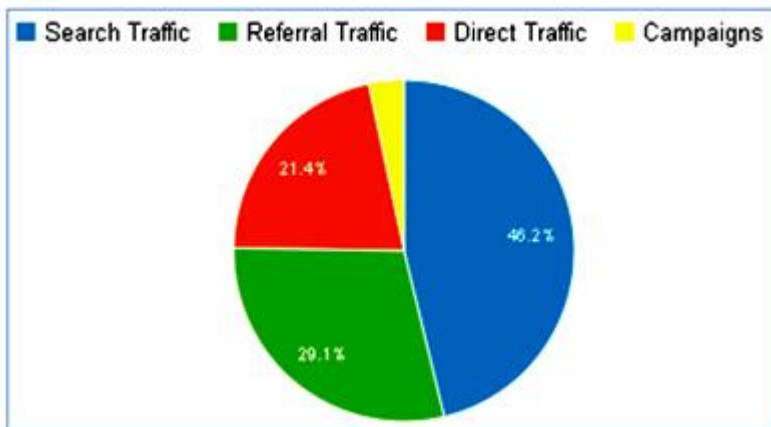
### *Tactics*

Creating a twitter and following those who follow Ski Diva is a good way to connect with Ski Diva's consumers. SS and Ski Diva should also promote each other on their sites. Both organizations have different premises that can work simultaneously and encourage the target market to pursue snow sports. The partnership can be advantageous in expanding interest for senior females wanting to ski.

Business to business measurements of online is possible through many different providers, but is more complicated through the many different channels that online products provide. Ski Diva seems to be the closest business to business relationship with SS. There have already been shared posts from and for Ski Diva on the Facebook page. Ski Diva has also utilized Twitter to share SS with their following base. Many different companies provide the ability to measure click throughs, but for the short term beginning stages of the b2b relationship with Ski Diva, internal evaluation measurements is a more cost effective. For the long term, this marketing strategy would lend well and be more successfully measured by utilizing a service to measure web analytics. These services will be able to measure dwell rates and click throughs from different avenues.

### *Steps to Measuring Ski Diva partnership*

1. Compare Databases: Working with Ski Diva, also allows the ability to compare databases. Identify a list of shared consumes
2. Mutual "likes" on Facebook Fan Page: Record weekly the number of mutual likes, this should increase with more partnership



3. Google Analytics and the Acquisition feature: the referral feature will show you how many page visits came from other sites.

Google Analytics: Acquisition table 1

### OBJECTIVE 3: BRAND PRODUCT AND MAKE SENIORSSKIING.COM

#### *Objective*

Clearly market what SS is and increase brand imaging

#### *Strategy*

Utilizing a clear social media plan, SS will create uniformity and consistency in what they post. SS can also maximize advertising efforts by using inexpensive mediums such as Podcasts and Youtube to post on similar or same topics that they write articles on.

#### *Methodology*

According to market research and Twitter hashes, people that have visited the site has either assumed that SS is site about the history of skiing or is an advertising site. Clearly showing what SS is and what the online magazine can provide will help drive people to the online site. Creating a purpose and clear image will also expand those who search for SS. By posting consistently on social media with similar articles, SS sends a message to their consumers about what they have to offer. By maximizing the potential reach of inexpensive mediums such as Podcasts or Youtube, SS will grow their reach of consumers and also create a more solidified product image and brand.

#### *Tactics*

SS is already producing content, so by sharing the content through social media, the content will help identify what SS is really about. Identification and brand will help with marketing and help potential consumers find the product.

#### *Evaluation*

Podcasts and Youtube both have the ability to track views, shares, and subscribes. Along with our goal to reach 3,000 emails and Facebook likes, we can also set a new goal for subscribers to measure SS consumer market.

Through the many channels of brand imaging that SS uses, the most effective way to see if the brand image is what SS wants it to be- is to ask the consumer or target audience themselves. One month after implementing a solid media strategy, SS will implement a response card feature when people are leaving the SS site. The response card will qualitative measure the brand perception by those using SS.

#### *Steps to Measuring Brand Imaging through Response Cards*

1. Create Response Card: questions will follow
  - a. What is SS to you?
  - b. Have you visited SS prior to this visit
  - c. How did you discover SS (options: Social media, Ski Diva, other skiing material, referral from a friend, google search, and other)
  - d. What was the expectation of visiting SS
  - e. What prompted you to visit SS (Option: article posted on social media, article posted in other magazine, searched specifically for material, health material, online material, other)
  - f. What most interested you about SS's site?
  - g. Will you visit SS again?
  - h. (Optional) would you like to connect further with SS? Provide email
2. Set up script to have response card prompt when someone closes the SS page
3. Evaluate response card to projected brand image

#### **Executorial Framework**

Looking at the way that baby-boomers are affected most by advertising, a testimonial framework would most likely fit SS's advertising appeal needs best. Although the market for seniors that are currently skiing might be able to sustain the market for SS, SS could also expand their market by making skiing cool for seniors that are not already dedicated to the sport. Along with our objectives, SS wants to be the top of mind for any senior with an interest in skiing. Testimonials and feature articles on consumers allows SS another way to bond and make their consumers feel important. Testimonials will also place a face and image for SS, providing another opportunity for SS to prove that isn't just for those that are retired or 65 and older. SS has a solid product and not much competition, SS can be the best online magazine for seniors wanting to ski.



## MARKETING COLLATERAL MATERIALS

### Target Audience Profile

- Brenda and Brian Baby-Boomer are a married couple in their early fifties. They are each a few years away from retirement, recently paid off the mortgage on their home, and sent their youngest child off to college. Brenda frequently goes to lunch with her friends on during the week, in between meetings at work, and is a frequent shopper on Amazon.com. Brian enjoys watching sports on television, which is why they have an ESPN sports package, and working in the yard. Now that their home is paid for and their nest empty, they are looking for a way to reenter the community and make some more memories. They are eager to continue their life experiences together, and have the financial freedom to do so.

### Positioning Statement

- SeniorsSkiing.com is a virtual community and meeting place for snow enthusiasts over 50.

### Communication Objectives

1. Increase brand awareness via social media.
2. Connecting with other skiing organizations to provide partnerships in order to expand consumer base.
3. Clearly market what SS is and increase brand imaging.

### Product Features/Benefits

- SS provides access to information articles regarding snow sports in relation to more seasoned skiers.
- Informs skiers as to what is happening in the SS community based on their geographic region.
- Promotes positive lifestyle choices concerning medical health for the active senior skier.

### Key Consumer Benefits

- By reading the information able on the SS website, seniors are better educated on the types of gear and equipment available to them.
- Readers have a better understanding of age-appropriate ways to remain conditioned skiers.
- Readers know how to connect with other skiers in their geographic region so that they can promote community.

### Supporting Statements

- “It doesn’t have to be perfect. It doesn’t have to be fast. It doesn’t have to be a hassle. Just keep skiing and have a good time.” (website)

### Slogans

For the 50+ snow enthusiast

### Logo



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### THREE DIFFERENT COMMUNICATION MESSAGES:

- Video Testimonial for Facebook page



#### Script:

“Hi, my name is Brenda Baby-Boomer, and my husband Brian and I use Seniors Skiing. We’d always loved to ski, but could never find the time when the kids were younger. Now that the nest is empty, we decided to recommit to our favorite snow sport. Not only does SeniorsSkiing.com keep me updated on the new gear and equipment, it puts me in touch with the other snow enthusiasts who are the same place in life as me. The only thing we enjoy more than taking a run on the fresh powder is running into our new friends along the way. Find your skis and your community. See you on the slopes!”

This ties into the brief because it is promoting brand awareness every time and everywhere it is posted online (Objective 1).

- Physical insert for printed magazine (Mock-up)



This ties into the creative brief because it is showcasing a visual for “seniors” (50+ years old). If anything, this will help broaden the definition of the word senior and more of the younger baby-boomers will be willing to classify themselves as seniors. This will be possible by expanding partnerships with printed magazines so that they will use this as a physical insert (Objective 2).

Commercial (Storyboard)



View shots of Brian & Brenda Baby-Boomer skiing with their friends on the slopes

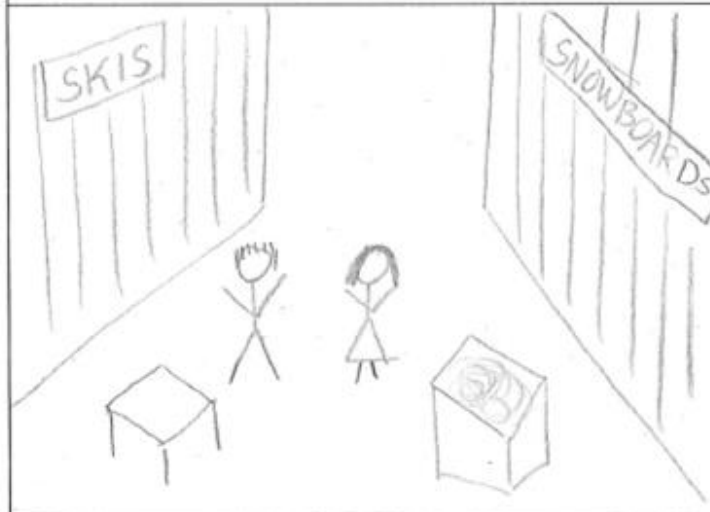


Cut to...

Brenda & Brian in front of the fireplace of their large, sun-filled home.

Brenda: "When the kids were all gone, we needed something to help us stay active."

Brian: "We'd always enjoyed skiing, so we decided to get back out onto the snow scene."



Voice over (Brenda): "SeniorsSkiing gave us something new to look forward to, and now we have a hobby that we do together."

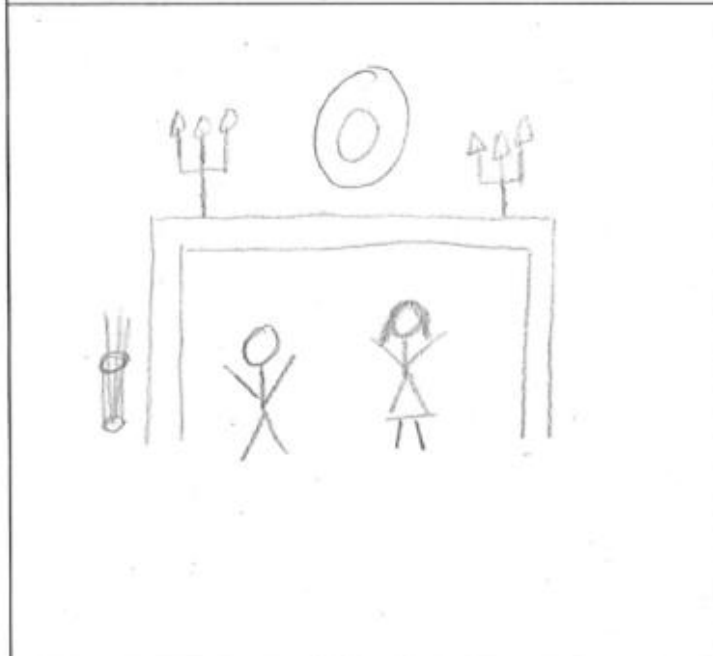
(Roll footage of them shopping for new ski equipment)



Cut to...

Footage of them and their ski friends talking and laughing on the slopes.

Voice over (Brian): "We've made so many friends; it's a whole new community!"



Cut to...

Brenda & Brian sitting in front of the fireplace

Brenda: "If you age 50 and older, love to ski, and need a little adventure, then SeniorsSkiing is for you."

Brian: "Check out Seniorsskiing.com and stay up to date on equipment, get health-related ski tips, and find your own snow community."

Brenda: "We did, and we've never looked back. Right Honey?"

Brian: "That's right. See you on the slopes!"



Cut to...

Seniorsskiing.com logo onscreen

Voice over: "Seniorsskiing is an online magazine for snow enthusiasts ages 50 and up. For more information, please visit [www.seniorsskiing.com](http://www.seniorsskiing.com)"

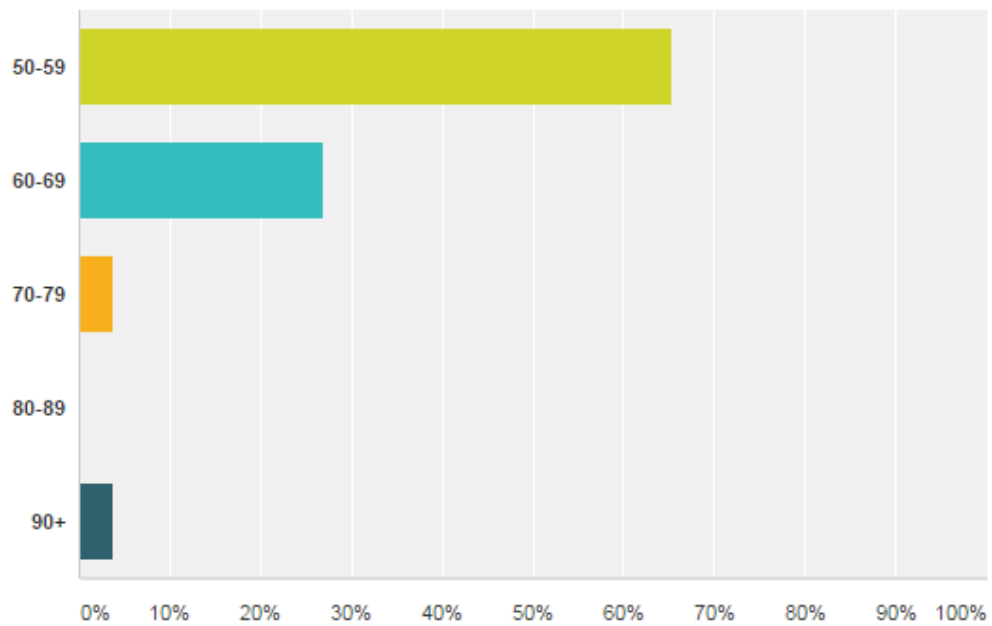
This ties in with the brief because it is marketing SS as a product while adding a relatable element to the product (Objective 3). It is also helping with brand imaging because it will be seen by more than just the target market audience.

## APPENDIX

### APPENDIX A: SURVEY RESULTS

#### What age range do you fall under?

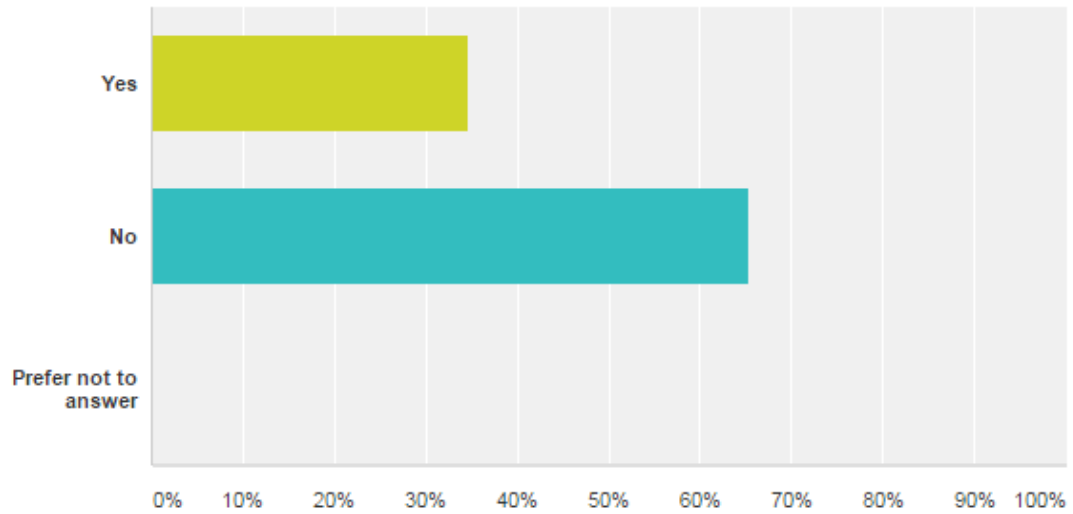
Answered: 26 Skipped: 0



Answer Choices	Responses
50-59	65.38% 17
60-69	26.92% 7
70-79	3.85% 1
80-89	0.00% 0
90+	3.85% 1

## Do you consider yourself a senior?

Answered: 26 Skipped: 0

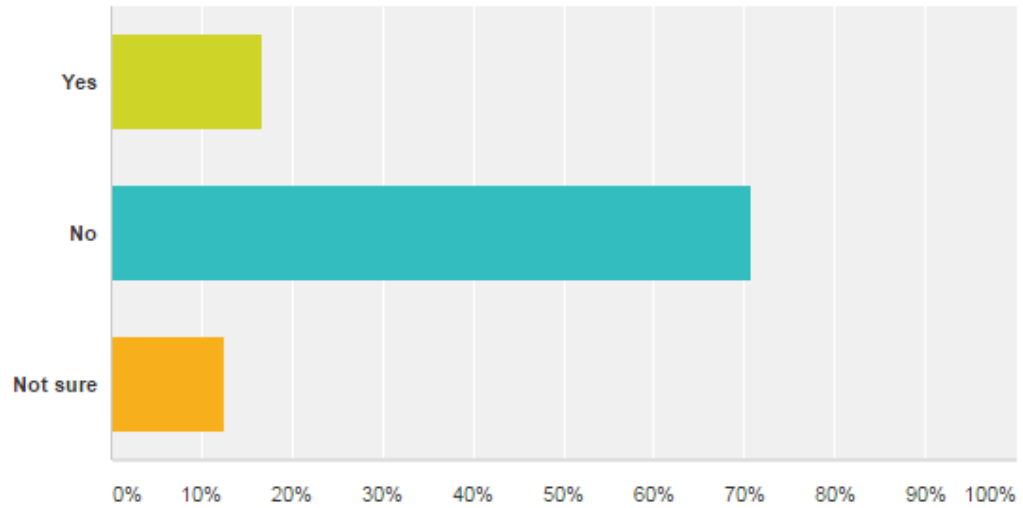


Answer Choices	Responses
Yes	34.62% 9
No	65.38% 17
Prefer not to answer	0.00% 0
Total	26



## Do you feel that the 50+ demographic is adequately represented in sporting advertisements?

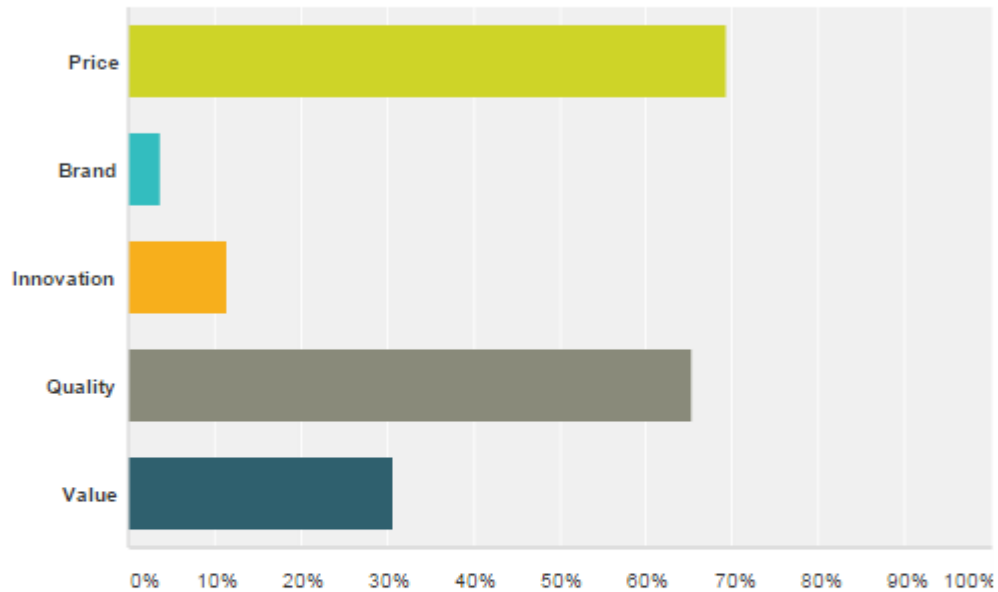
Answered: 24 Skipped: 2



Answer Choices	Responses	
▼ Yes	16.67%	4
▼ No	70.83%	17
▼ Not sure	12.50%	3
Total		24

## When you're considering purchasing sports equipment, what are the top things you generally consider? (Check two boxes)

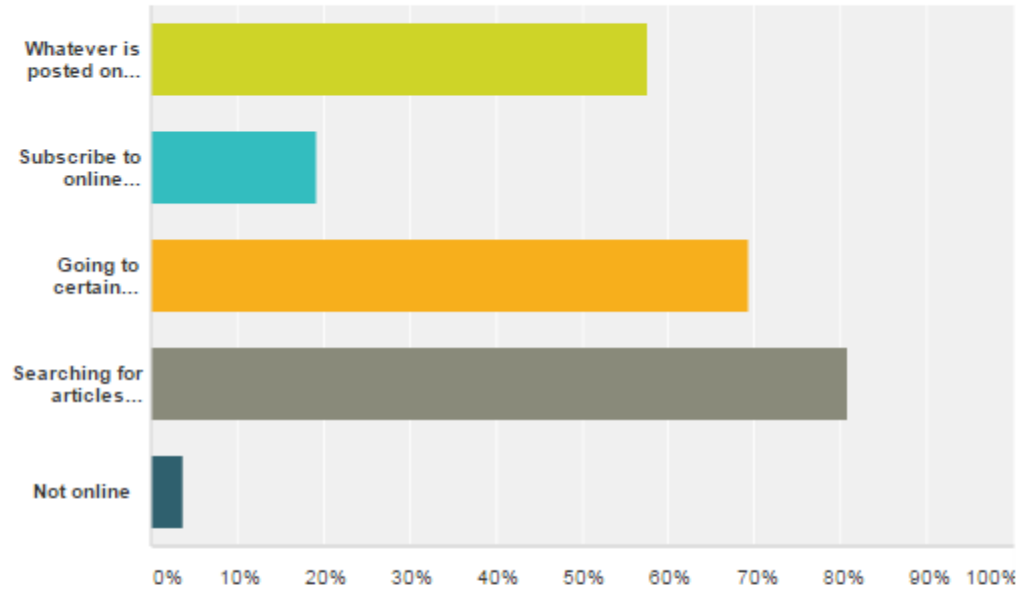
Answered: 26 Skipped: 0



Answer Choices	Responses
Price	69.23% 18
Brand	3.85% 1
Innovation	11.54% 3
Quality	65.38% 17
Value	30.77% 8
Total Respondents: 26	

## If you are online, how do you seek out reading content? (Choose all that apply)

Answered: 26 Skipped: 0

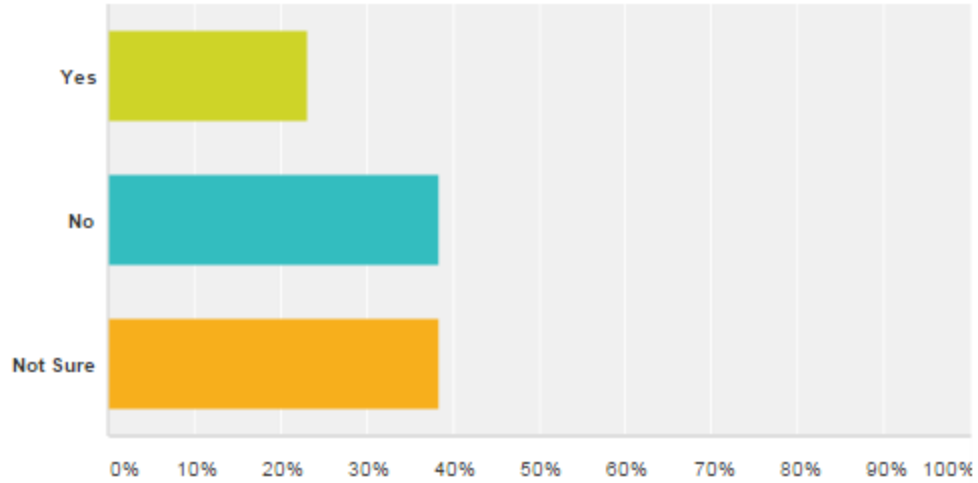


Answer Choices	Responses
▼ Whatever is posted on Facebook	57.69% 15
▼ Subscribe to online magazines	19.23% 5
▼ Going to certain websites and reading articles they post	69.23% 18
▼ Searching for articles pertaining to your interests through a search engine	80.77% 21
▼ Not online	3.85% 1

Total Respondents: 26

## Would you read a magazine about a hobby that you are not currently participating in?

Answered: 26 Skipped: 0



Answer Choices	Responses
Yes	23.08% 6
No	38.46% 10
Not Sure	38.46% 10
Total	26

## Please visit the site seniorskiing.com and let us know what you think

Answered: 5 Skipped: 21

● Responses (5)   Text Analysis   My Categories

Categorize as...   Filter by Category   Search responses

Showing 5 responses

---

Its about time!  
2/12/2015 11:14 AM   [View respondent's answers](#)

---

Nice website. Should be interesting for older people who ski to have a place that addresses our issues.  
2/10/2015 10:05 PM   [View respondent's answers](#)

---

No interest  
2/9/2015 9:49 PM   [View respondent's answers](#)

---

90% of what shows up in my window (before I scroll) is ads. A banner across the top, another row of ads below that, and ads down the right side. Then a pop-up ad.  
2/9/2015 7:56 PM   [View respondent's answers](#)

---

Can't ski anymore because a rabid cyclist hit me while I was walking but it looks good  
2/9/2015 6:35 PM   [View respondent's answers](#)

## Please feel free to leave us any additional comments

Answered: 2 Skipped: 24

● Responses (2)   Text Analysis   My Categories

Categorize as...   Filter by Category   Search responses

Showing 2 responses

---

I didn't read any content because the ads were too much. Lost interest immediately.  
2/9/2015 7:56 PM   [View respondent's answers](#)

---

I like to swim, need more pools.  
2/9/2015 6:35 PM   [View respondent's answers](#)

## APPENDIX B: SAMPLE RESPONSE CARD

Untitled form

What is Seniors Skiing to you?

Have you visited Seniors Skiing prior to this visit?

Yes  
 No  
 Don't remember

How did you discover Seniors Skiing? (Check all that apply)

Facebook  
 Twitter  
 YouTube  
 Ski Diva  
 Huffington Post

What was your expectation when visiting Seniors Skiing?

What prompted you to visit Seniors Skiing? (Check all that apply)

What most interested you about Seniors Skiing?

Will you visit Seniors Skiing again?

Yes  
 No  
 Don't know

(Optional) Would you like to connect with Seniors Skiing? Please provide email below (We promise to not sell your email, just email you some really cool stuff!)

Never submit passwords through Google Forms.

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