

TESTIMONIAL Stratton Mountain Resort



“Over 37.96% of responses came directly from our 2-Sheet Posters!”

The 2-Sheet Posters displayed a unique call-toaction that invited passersby to enter Stratton’s lift ticket contest by sending a TEXT, with the keyword “SNOWDAY”, to their vanity number. Once the TEXT was sent, Stratton responded with an offer to receive free mobile alerts (3x weekly) on Stratton snow conditions, news, and events.

At first, we were skeptical about moving our message from the Commuter Rail to the Subway... but the results were indisputable! The right message, in the right stations, attracted the right audience. We are believers now, and we’ll be back next year!”

Cynsie Broda
Advertising Manager
Stratton Mountain Resort



Audience

Adults 35-45

Media Mix

2-Sheet Posters

Market

New York, NY

Objective

To interact with skiers and snowboarders through a call-to-action that drives them directly to the resort.

Rationale

Stratton wanted to invite consumers to join a lift ticket contest and out-of-home provide the platform and means to connect with their target audience.