



YOU'VE A GREAT NEW BUSINESS IDEA, BUT NO MARKETING DEPARTMENT AND LIMITED FUNDS TO LAUNCH. HOW DO YOU BRING YOUR BRAND TO LIFE?

In July 2007, Favre Sports came to Dave with a simple business idea: to revolutionise the ski rental market by offering better service at affordable prices. Here's how we created a brand name, identity and launch plan that made them No.1 in their first season.

Worth over EUR6 billion a year, the French ski industry is growing at an annual rate of 6%. However, despite the healthy state of the industry, many of the services on offer to skiers fail to match the standards these high income customers expect.

Favre Sports identified a commercial opportunity in the ski rental market, an area famous for poor service, bad

attitude and ageing equipment. Their idea was simple: to create a new service that would redefine the industry and set new standards in quality and pricing. They'd built a lean, operational business to deliver this. Now all they needed was a brand that could attract 50,000 customers in the first 3 months

That's where Dave came in.

SKI REPUBLIC

SALES TARGET OF 50,000

Dave's ultimate objective was to ensure that Favre hit their sales target of 50,000 customers in the first season.

To achieve this we had to:

Identify and define the target customer in France & UK

Identify and create a compelling and differentiating proposition

Develop a brand that encapsulated this proposition

Design and implement a successful launch strategy, both internally and externally

Achieve all of the above within a limited 'start-up' budget

THE CHALLENGE

Our challenge was to develop a proposition and brand that would redefine the ski rental market in France and the UK. With only a start-up team and no marketing department, Favre entrusted Dave to create and launch their new brand.

CUSTOMER CHAMPION

Dave's solution was to create a 'challenger' brand—one with real attitude that would be instantly understood and remembered. Our research of skiers in France and the UK showed that there were a number of areas that we could improve:

- Old and badly serviced equipment
- Unfair pricing
- Poor service

Our opportunity was to become the customer champion. To fight for their rights. To be revolutionaries and innovators. To be the smarter way to rent ski equipment.

CREATING A REVOLUTION

Dave created Ski Republic, a brand that is powerful and relevant for French and English-speaking audiences. Qualitative testing confirmed that the new name instantly creates trust and is easily remembered. The high impact identity re-enforces our story of a revolutionary brand.

Armed with the new brand, we created a communications launch plan to:

- Drive sales – a promotional offer of '2 for 1' ski packages
- Build brand awareness



Shown from top left, the logo, PR Stunt at Ski Show Earls Court London, Dual language website, Launch leaflets



Our target audience of young, affluent professionals is very internet savvy, regularly booking travel and shopping online. We used this understanding to make the internet our primary communication channel, leapfrogging the existing competition who were yet to utilise this technology.

“Dave helps us on levels that go beyond a traditional agency’s contributions: from communications planning to product development and pricing strategies. Essentially, our collaboration is a true partnership—Dave acting as our marketing department.”

Mike de Souza, Favre Sports Managing Director



MarketingWeek
EFFECTIVENESS AWARDS 2008

WINNER

Ski Republic won the Marketing Week effectiveness award, travel and tourism category.

A SALES-LED COMMUNICATIONS STRATEGY

We chose the web as our primary communication channel. It’s cheaper, more targeted and helps to focus on driving sales.

Dave worked with the digital agency, Altogether, to develop a simple yet highly functional website, active in both English and French. It was optimised on search engines and by pay-per-click marketing. The website was also supported by banner ads on ski, travel and weather websites.

We wanted Ski Republic to arrive with a big bang. The London Ski Show was a great place to launch the brand with the combination of a big stunt and integrated PR, to guaranteed headlines.

We knew that targeting customers when they arrived at the resorts would be vital. Ski Republic marketing was positioned in the French Alps at road tolls, airports, train stations and ski resorts to have maximum impact when potential customers arrived, which was a first for this industry.



SKI REPUBLIC

“ Dave turned our business idea from a napkin doodle to a creative platform that presents us as a trusted, dynamic & revolutionary brand.”

Lionel Favre, Favre Sports Chairman

RESULTS

We exceeded our target of 50,000 customers in the first season.

Ski Republic performed a 90.6% increase in sales on Favre Sports stores previously branded Snowfun.

In the first season Ski Republic generated over 4 times more online sales than any other brand in the Favre Sports portfolio.