



Promoting Your Brand Through Events  
*Utah Outdoor Recreation Summit, May 8, 2014*



# WHO WE ARE

- Founded by athletes in Crested Butte, CO in 1997 to create a platform for big mountain skiing
- Developed a wide set of capabilities and longstanding client relationships as a response to event needs
- Currently, headquartered in Salt Lake City, UT with staff positioned throughout the country
- MSI delivers a full service marketing agency experience while maintaining a strong connection to our founding purpose—creating an authentic stage for athletes to perform and sports to develop
- MSI innovates consumer interaction with client brands through these platforms



# CLIENTS



# CORE CAPABILITIES

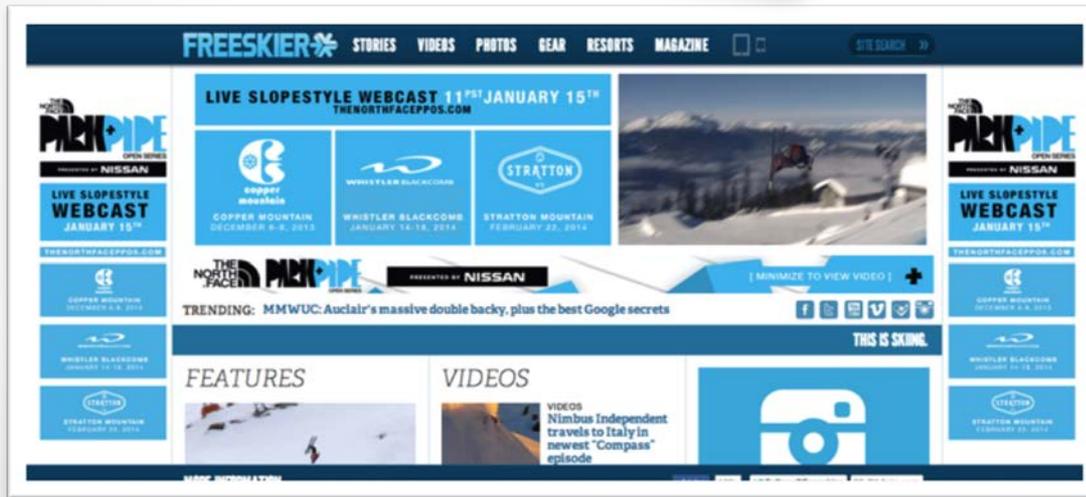
- Outdoor sports marketing & audience experts
- Experiential marketing strategy
- Tactical event management, support & staffing
- Social media strategy & engagement
- Creative development of visual assets
- Video production & webcasting
- Sponsorship sales and management



# MSI PORTFOLIO EXAMPLE



# PROMOTING EVENTS



# LOW TECH STRATEGIES

- Brand Development
- Posters, Flyers, Postcards
- Print Advertising
- Mail and Email
- Phone Calls and Industry Outreach
- Grass roots marketing
- Public Relations
- Participant/Athlete Relations
- Social Media
- Sponsorship



# HIGH TECH STRATEGIES

- Websites
- Paid Search and Digital Advertising
- Video and Television Production
- Live webcasting
- Live webcasting from remote areas: *fly pack*



# EVENTS AS A MARKETING STRATEGY

Brand strategy: The North Face

- **Challenge:** Enter Youth Market
- **Tactic:** Develop groundswell from the core out
  - 13 of 16 U.S. Olympic team members have competed in PPOS events
  - 11 of 12 Olympic medal winners have competed in PPOS events
  - All Gold medal winners have competed in PPOS events
- **Result:** 6 of 12 Olympic Freeskiing podium winners wearing The North Face at Sochi, Russia Winter Olympic Games



# Thank you!

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