



challenge

After decades as a world-renowned ski destination, a lack of clear brand identity had led Steamboat resorts to fall into the sea of sameness and lose its place among the Top Tier ski destinations in North America.

insight

With a strong legacy of true ski adventure, ski history, and welcoming vibe, the soul of skiing is alive and well in Sun Valley.

idea

Ski On The Sunny Side captures the nostalgic wonder of the resort's rich past while also focusing on the many benefits that skiers and riders get from the resort that has focused on passion instead of profit over the years. Expressing the wild independence that Sun Valley represents today amongst a sea of corporate mega resorts, but most importantly, a unique experience.

"Ski On The Sunny Side" leans heavily into custom music to evoke real emotion and help raise awareness. In a fun twist on the Carter Family's "Keep On The Sunny Side", we created a series of ads that express the joy of our pure skiing experience, and the feeling of returning to a golden age of skiing.



THRILL Captures the pure passion that Sun Valley has for skiing and riding, and the lack of pretension you'll find there.



NO LINES Showcases one of Sun Valley's core benefits of being a world class mountain that has no lift lines.



LUXURY Highlights the low key, approachable luxury that you'll find at Sun Valley.



PRINT, DIGITAL AND OOH amplified the 'Ski On The Sunny Side' look to create a sense of charm and playfulness, while staying true to the premium experience found at Sun Valley.

48M

OVERALL
IMPRESSIONS

34.6%

INCREASE IN TOTAL
REVENUE

42.25%

INCREASE IN WEB
TRAFFIC

38.6%

INCREASE IN AVERAGE
ENGAGEMENT TIME

25.3%

INCREASE IN
ENGAGEMENT RATE