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World Snow Day Case Study  
Apen Bakke

[www.world-snow-day.com](http://www.world-snow-day.com)

# Acknowledgements

This case study would not be possible without the assistance and information from DNB, The Norwegian Ski Association, Alpinanleggenes Landsforening (Norwegian Alpine Association), TV2 Norway and VG. The World Snow Day team would like to particularly thank Helen Ingebretsen, Marius Arnesen and Julienne Racherbäumer for their contributions.



Hands up for Apen Bakke and World Snow Day



# What is this Case Study:

This case study - along with others - has been developed to communicate the best practices of World Snow Day Organisers. Each of the case studies looks at various aspects; who the Organiser is, the type of event they staged, the special activities they conducted and the media they have engaged. It is the hope that the information contained in this document will help inspire more Organisers to create events. Existing Organisers can also benefit from this document to help improve their current events.



Spending time with friends on the snow, perfect

# Contents

	Pages
<b>Introduction</b>	<b>2</b>
Location	2
Title of Event	2
Organiser(s)	2
<b>Implementation</b>	<b>5</b>
Event Aim	6
Number of Days	6
Number of Participants	6
Event Description	6
Special Activities	8
Media Engagement	8
Engagement of Schools	9
Partners	9



In Norway is gets dark early. But that did not stop events



## Introduction



**Location(s):**

Throughout Norway

**Title of Event:**

Apnen Bakke for World Snow Day

**Organizer(s):**

*Alpinanleggenes Landsforening (Norwegian Alpine Association):*

The Alpine Association - former Norwegian ski lifts' Association - is the trade association for ski industry in Norway and for the individual resorts. Key Issues for ALF is the retention of snow sports enthusiasts whether it be skiing, snowboarding or telemark and secure transport in cars, ski lifts and chairlifts. ALF is also responsible for the promotion of winter tourism in the mountain region and accounts for 95% of the total ski turnover. The association has 209 resorts and 38 suppliers as members. Overall, ALF estimates that there are between 210-215 resorts in Norway with one or more lifts.

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# Alpinanleggenes Landsforening

*Norges Skiforbund (Norwegian Ski Association):*

Norwegian Ski Association was founded on 21 February 1908 and is a members of the Norwegian Sports Association, the Norwegian Olympic Committee and the International Ski Federation (FIS). Norwegian Ski Association is the second largest regional body in Norway and organizes the six disciplines of Alpine Skiing, Freestyle Skiing, Ski Jumping, Nordic Combined, Cross-Country and Telemark. The Association is divided into 16 regional constituencies and is an association of about 1132 clubs. As of 2010 the Association has around 179 000 active members and the vision of the organization is to create as many good and happy skiers.

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Website: [www.skiforbundet.no](http://www.skiforbundet.no)

*Snowboardforbundet (Norwegian Snowboard Association):*

Snowboard Association is by and for snowboarders and is an independent organization which was founded in 1987 and affiliated with the NIF in 1999. Snowboard Association has seven full-time employees, two part-time employees and approximately 60 local clubs around the country. 90% of our club members are under 26 years of age. 200,000 persons running boards in Norway.

Snowboardforbundet  
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## *DNB*

DNB is Norway's largest financial services group and one of the largest in the Nordic region in terms of market capitalisation. The Group offers a full range of financial services, including loans, savings, advisory services, insurance and pension products for retail and corporate customers. DNB's bank branches in Norway, in-store postal and banking outlets, Internet banking, mobile services and international offices ensure that we are present where our customers are.

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Implementation



### Event Aim

To create an open day for skiing and snowboarding

### Number of Days:

1 day event

### Number of Participants:

2nd Edition of World Snow Day: 120'000

3rd Edition of World Snow Day: 120'000

### Event Description:

The Alpinanleggenes Landsforening, Norwegian Ski Association and Norwegian Ski Association in conjunction with DNB coordinate 99 ski resorts across Norway to stage free lift passes for everyone. The free lift passes act as base action. Many of the participating ski resorts stage additional events. These include product demonstrations, live music, discounted food and beverages, free ski lessons, free rental equipment and children's games. Much of these actions are coordinate by local ski clubs. As such this event provide a platform to attract new members to clubs







Free food like a BBQ was an easy and cost effective addition to events



### Special Activities:

The primary special activities for the event are:

- Free skiing and snowboarding
- Free and discounted ski lessons
- Free and discounted rental equipment
- Free and discounted food and beverages
- Product demonstrations

### Media Engagement:

**Strategy:** Organisers focus on domestic media as the action was nationwide.

**Before the event:** With assistance from VG – Norway's largest Newspaper - and TV2 a Promotional Trailer is launched throughout the country. The trailer is broadcast on television and displayed in cinemas around the country.

**During the event:** Television stations and reporters are invited to hosting ski resorts. Interviews are conducted and live cross overs are conducted. Additionally the event harnessed social media. Through Facebook a page is established. Also an Instagram account is set up for the sharing and display of photos. To track social chatter a hashtag is created #apenbakke.

**After the event:** Immediately following the event a press release is distributed. This was provided to VG, TV2 and other communication partners.



### Engagement of Schools:

Direct engagement of schools was not within the event plan. This was due to the event taking place on the weekend when schools were not in session. Future discussions on the event could see schools more deeply informed with the development of brochures and pamphlets on the event.

### Partners

**Strategy:** Apen Bakke's partner strategy is to work with local partners. This strategy proved successful as local partners are usually looking to gain exposure to local markets. The following partners participate in the Apen Bakke for World Snow Day:

**DNB** – Financial assistance

**VG** – Assistance with distribution of a promotional trailer

**TV2** - Assistance with distribution of a promotional trailer



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