



Creative Brief
Windham Mountain Resort, NY

Background:

- Located in New York's Catskills Mountains
- Only 2.5 hrs from NYC
- One of the major ski resorts in the area
- Nationally ranked ski school
- Offers a luxury ski resort experience

Problem: Windham provides all the amenities of a luxury ski resort that is located two hours outside NYC, but skiers think first of Vermont and Hunter Mountain (Windham competitor) as ski destinations. The current campaign lacks a clear brand position that puts Windham at the top of mind as the ideal ski resort for New York families.

Target Audience

- Skiing families from the New York Metro / Tri-State area.
- Upper Middle - Upper class (Don't/can't fly West every winter)
- Want a weekend away at an upscale location that is family friendly

Audience Character: Think upper-middle / upper class New York family that lives in, or close to the city. They have younger children, and at least one parent works a demanding job. The family wants a place they can vacation on the weekend that will be easy to bring the kids, and will keep them entertained till they are older and can take longer trips. This family will want to vacation with friends. They are looking for a Ski resort that has the potential for seasonal condominiums and houses, enough runs to challenge the kids and adults year after year, and après ski that provides adult fun with kid friendly service.

Position: For New York families that want to start a ski tradition, Windham Mountain resort offers a luxury retreat two hours from the city where the whole family can have fun year after year.

Creative Needs

- TV, Print, Outdoor