

Case Study -- Tee, Ski and MTB: A Strategic Approach to Getting Creative

Following an unusually late winter that drew skiers into the month of July last year, Mammoth Mountain needed to quickly transition to late-opening summertime activities—specifically golf and mountain biking—while still promoting one more “ski weekend” over the noisy Independence Day holiday.

As Mammoth’s long-time PR partner, we quickly strategized on a dual-message “seeing is believing” media campaign to position the resort’s three-sport uniqueness in a manner appealing to multiple interests. Working against the challenge of selling completely different activities simultaneously and a narrow window of opportunity, Lyman PR went onsite to shoot multiple videos targeted at general travel & lifestyle audiences as well as golf and mountain biking enthusiasts.

Specifically, getting people to understand and buy into the contrasts of a snowy mountain and lush green golf course required capturing the sense of place in order to drive interest. Video was strategically curated for generating media interest, contributed blog content, and social media sharing.

Footage and interviews with resort staff were utilized to highlight Mammoth’s multi-dimensional appeal for broad audiences. Separate “vertical” videos were also edited featuring the resort’s [golf pro](#) and [mountain biking expert](#)—each adept at conveying a tone highly relevant to their respective enthusiasts. Finally, lodging-activity packages were created as a call-to-action for bookings.

Media Outcome

Mammoth achieved broad consumer coverage in outlets such as Los Angeles Times, USA Today, MSNBC and Gadling.com (AOL site with 2.5 million uniques), as well as specialty media: ESPN, Bike Magazine, Mountain Bike Action, Hooked on Golf and fairways and Greens. All helped generate awareness and business for the holiday weekend but also enabled the resort to “flip the switch” into summer immediately after.