

2011

# Digital Impact

Mountain Audience survey

Communicating with Beautiful People



BOUTIQUE FILM

## 01 | Why advertise in the Mountains ?



copy right Crans-Montana Tourisme

Mountain resorts offer brands the ideal advertising environment, where people are in an open frame of mind, on holidays or relaxing, which leads to better penetration and recall. The surroundings are un-cluttered. Tourists are not preoccupied by every day concerns and work, by news papers or internet, which means greater attention to advertising.

The environment defines the brand and is the basis to broadcast a powerful message. Associating your brand to Europe's most prestigious mountain resorts will only reinforce the quality of your product.



### The Survey background

Boutique Film conducted this survey during the 2010/11 winter season in Crans-Montana and Gstaad.

We interviewed 702 different people across the two resorts during the February holiday week, 21 - 25 February 2011.

The interviews were conducted individually in English, French and German depending on the language spoken by the interviewee.

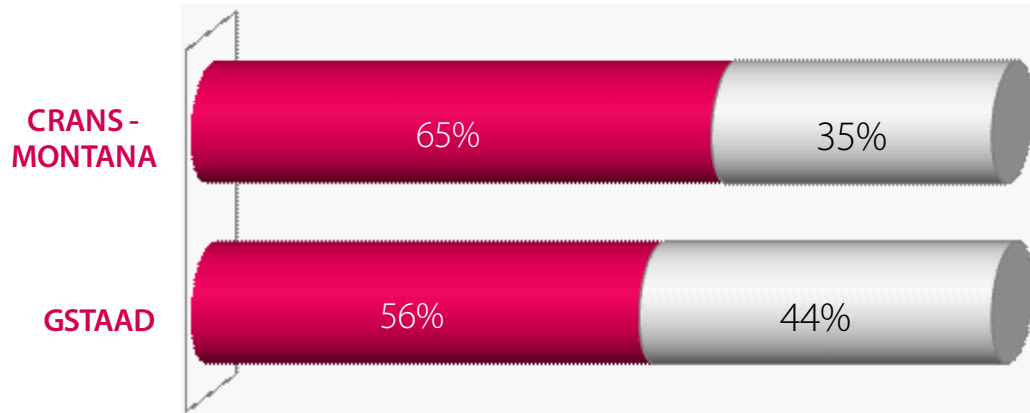
### The Survey objectives

- Define the social demographic profile of the audience
- Understand the attitudes of this specific audience to digital advertising in the mountain environment
- Estimate the impact of digital campaigns in the Mountain environment

### 03 | Social demographic profile of the audience - Age and Sex

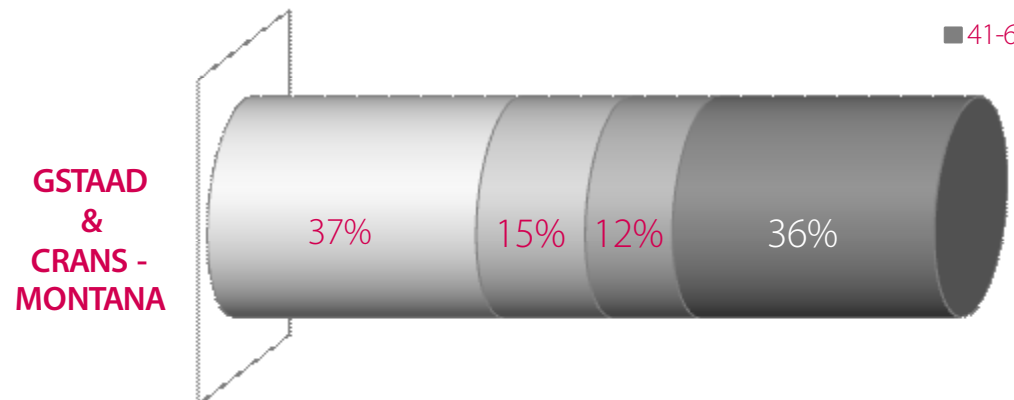
#### DEMOGRAPHICS: GENDER

- MALE
- FEMALE



#### DEMOGRAPHICS: AGE

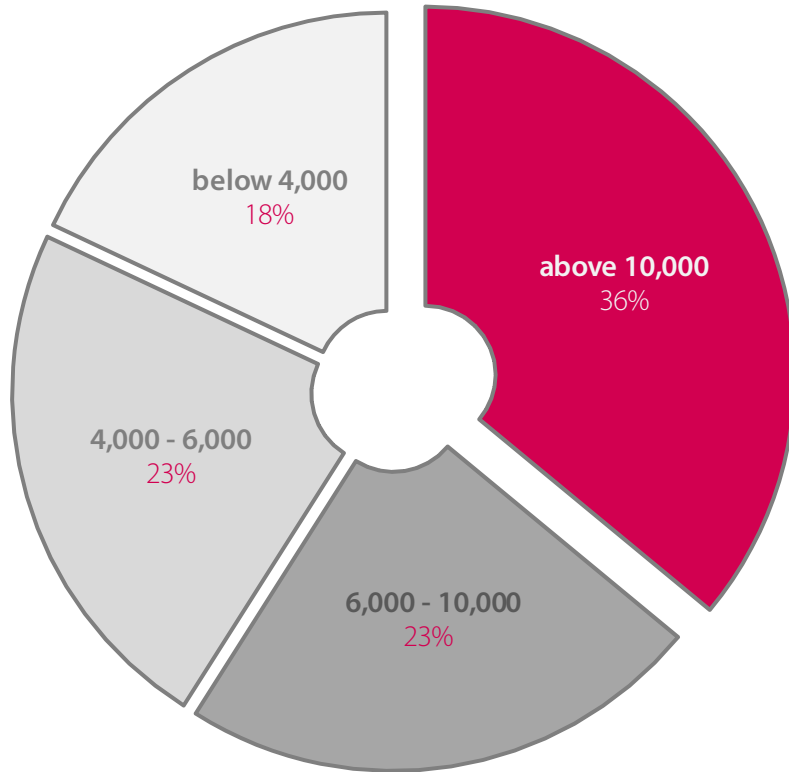
- 6-19 yrs
- 10-25 yrs
- 26-40 yrs
- 41-60 yrs



#### Demographics conclusion:

The audience is predominantly youthful and more masculine. Consequently, companies considering advertising in a Mountain environment should have a young and dynamic target audience.

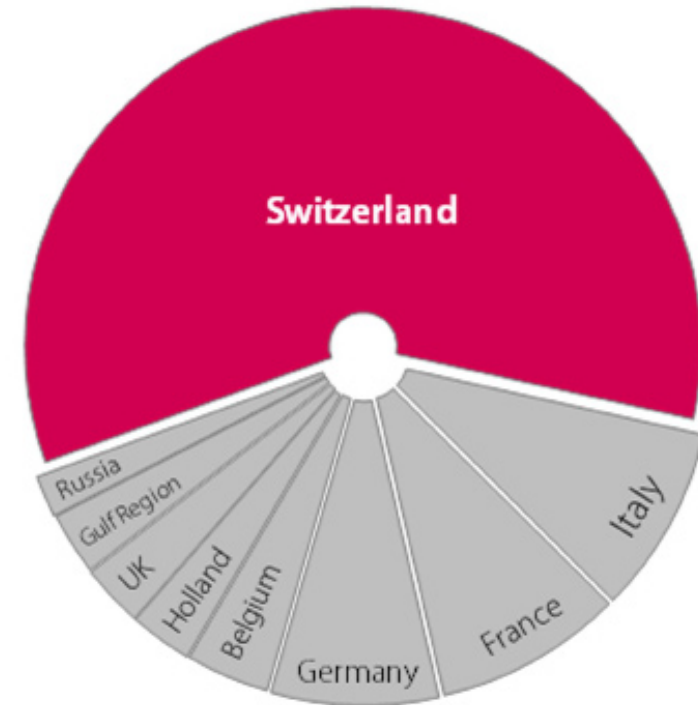
### AUDIENCE MONTHLY INCOME : (CHF)



#### Income conclusion:

Your target group has a higher income than average, therefore has the means to purchase new products, shop, and spend its money more freely than an average consumer. Recent research on European's on the move prove that this dynamic audience not only has the means to buy but actually does.

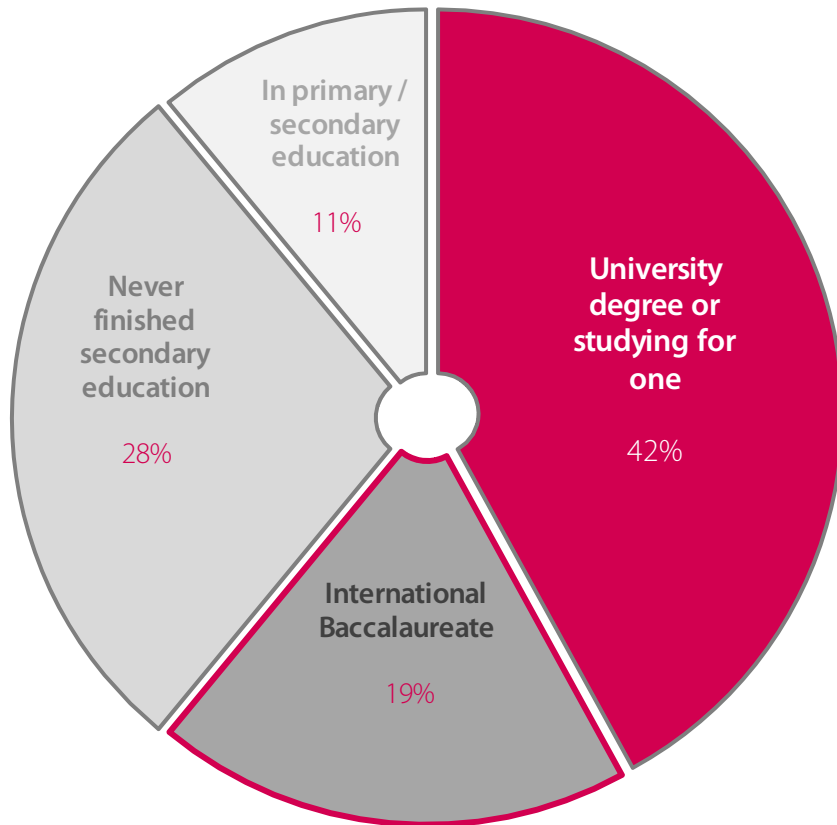
### CRANS-MONTANA & GSTAAD : AUDIENCE ORIGIN



#### Nationality conclusion:

59% of the audience is national and 41% international. This is the ideal combination for a national campaign or a regional one. A dynamic audience in a relaxing environment that cannot avoid your advertisement. A unique opportunity to get your brand known from a target group which is usually difficult to reach.

### AUDIENCE EDUCATION BACKGROUND



#### Education conclusion:

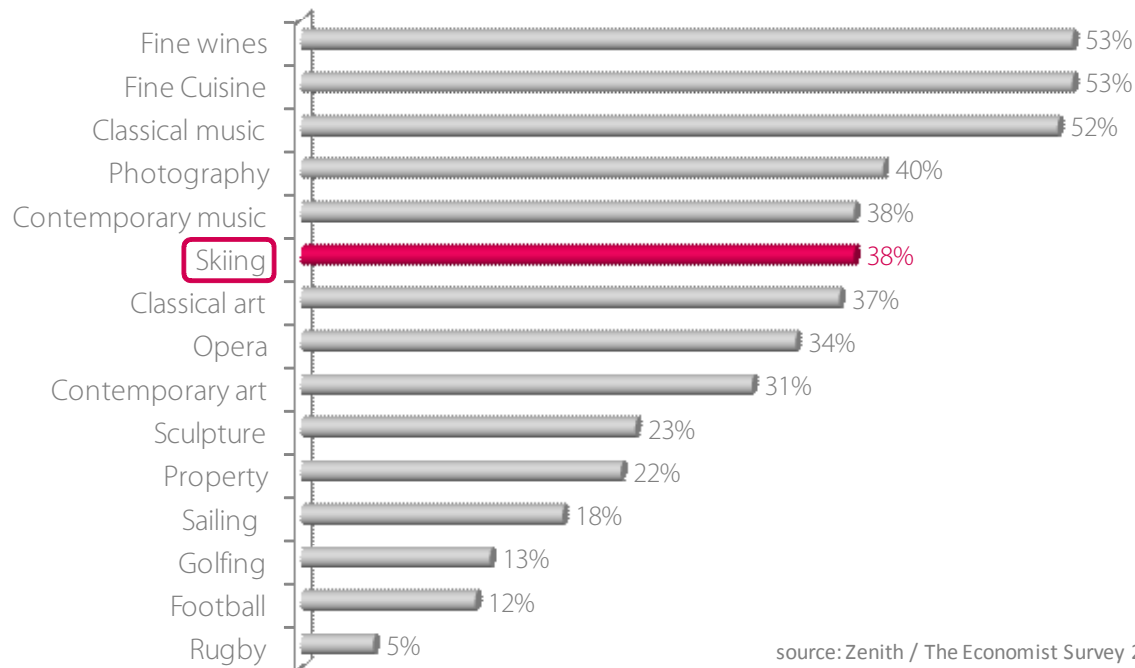
Quite simply 61% of the visitors have a university degree or the international baccalaureate (degree similar) which means that 61% of the audience are considered to be leaders or decision makers.



## 07 | General Information about the visitors

- 89% took at least one return air trip last year
- 59% have lived abroad for at least 3 months
- 43% go to a health club / gym
- 99% participate in sport
- 84% regularly shop in the trendy streets of the resort
- 32% own a «haute horlogerie watch»
- 59% of drivers own a quality car

### TARGET AUDIENCE : PREFERRED ACTIVITIES



source: Zenith / The Economist Survey 2006/7  
conducted by: Fox Insight

### The Economist readers: preferred activities

According to this publicised Economist survey, 38% of their readers practice skiing.

This survey shows that people with the Economist profile are more likely to be found on the mountain than in a golf Course or a sailing boat.

This naturally tells us a lot about the profile of the average skier, confirming that skiing is an activity practiced by leaders and managers.

In essence, skiing is the main outdoor activity where one can find the highest concentration of decision makers.

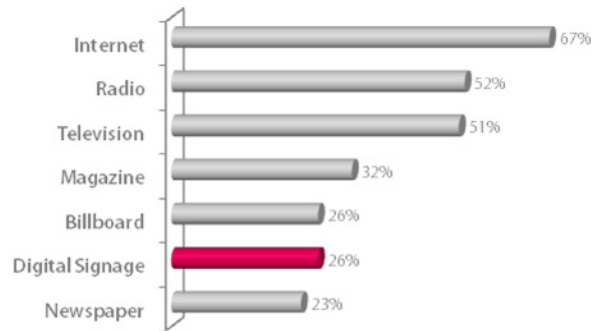
## 08 | How does the audience react to digital advertising?

### Acceptance of Digital Signage Advertising

People report that they find digital signage advertising unique, entertaining, and attention getting. They also find it less annoying than nearly all other media. In a world where people are shaping their own media experiences, acceptance is a critical component of effective media.

When comparing digital signage with other media, only newspapers were found to be less annoying

### How annoying is the media?

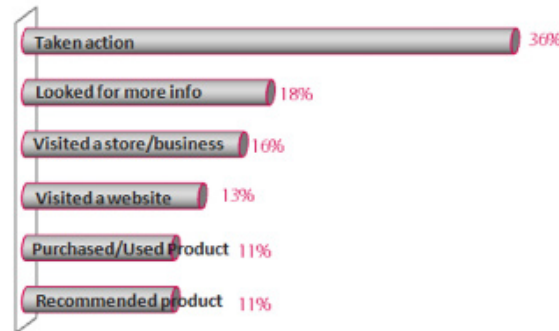


### Digital Signage Advertising drives action

Digital signage advertising is effective in driving action. Whether people purchase or use a product or service, look for more information, visit a store, go to a website, or recommend a product or service to a friend or family member, digital signage advertising has impact.

Respondents in all age bands in the study reported taking action after seeing advertisements on digital signage.

### Actions taken among total adults as a result of seeing advertising on digital signal.



**People rate advertising on digital signage more positively than other media across multiple measures.**

- Attention grabbing (63%)
- Unique (58%)
- Interesting (53%)
- Entertaining (48%)
- Less annoying than other media (26%)



## 09 | How does the audience react to digital advertising in mountain?

77% noticed the screens and watched them regularly throughout their skiing day

89% of the audience that noticed the screens find the information running on the screen interesting and distracting

3% find the screens intrusive

62% prefer advertising on a few screens strategically located rather than having their mountain covered with giant billboards

### Conclusion

Generally speaking Mountain lovers are environment friendly, 65% of the audience find that there is too much billboarding throughout the natural mountain landscape. Digital signage offers useful information to the visitors while entertaining them with beautiful promotional films.

Our recent research proves that advertising on screens allows the mountain to retain its natural uncluttered beauty while respecting the environment and focusing powerful and high impact advertising campaigns to a few very strategic points to guarantee 100% penetration.

Screens offer a win- win situation, advertisers benefit from the most powerful visibility while visitors continue to enjoy the main reasons why they are on the mountain: nature and freedom.



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