



epic

MIX

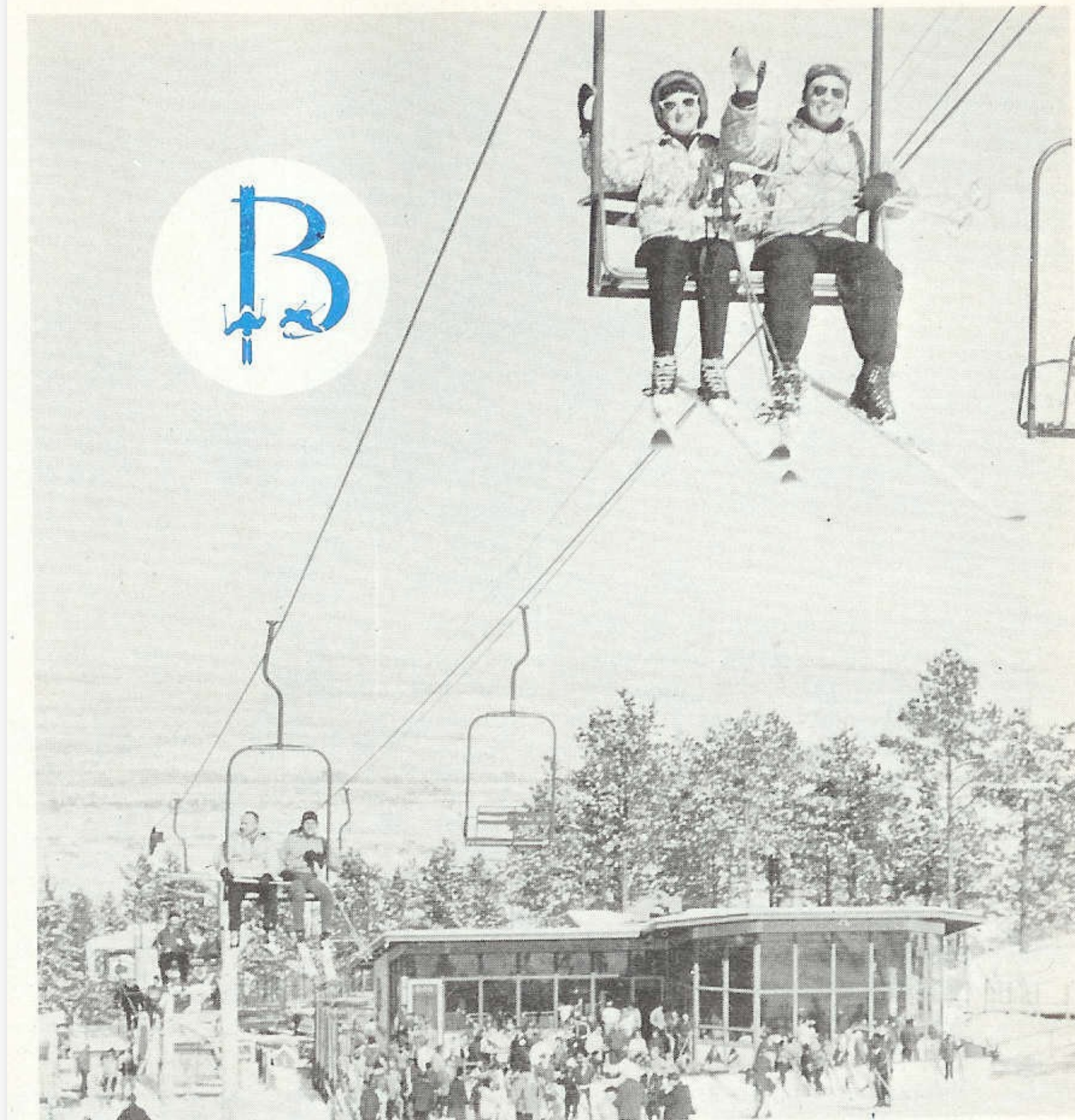
**VAIL RESORTS<sup>®</sup>**

---

EXPERIENCE OF A LIFETIME<sup>™</sup>



This is how marketers used to tell stories about mountain sports and winter vacations.



## SKI BROADMOOR

Close in and scenic on famous Cheyenne Mountain. Part of the complete sports and entertainment complex of the Broadmoor Hotel. **Location/Management:** Five minutes from Hotel, four miles south of Colorado Springs. 70 miles from Denver to Colorado Springs via Interstate 25. Grand Junction 289 miles via U.S. 50 and Colorado 115. Area Manager: Leon C. Wilmot, Ski Broadmoor, Broadmoor Hotel, Colorado Springs, Colorado 80906. Phone 303-634-7711.



And, we had to evolve...









12:02 AM

WordPress

Piictu

YouTube

Instagram

Tumblr

Flickr

Google+

Land8Lounge

Posterous

Twitter

foursquare

Facebook

LinkedIn

Quora

TweetDeck

Hootsuite

Phone

Mail

30

476

14



epic **MIX**™  
Capture. Connect. Share.







OVER **35 MILLION**  
SOCIAL IMPRESSIONS

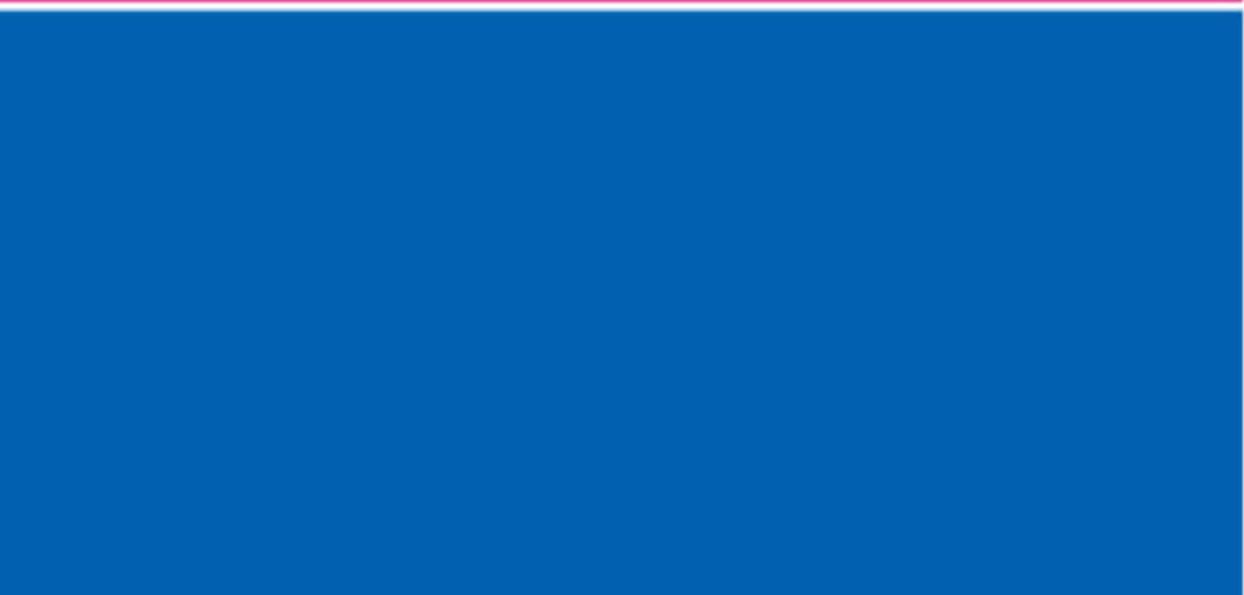
**2 CLIO AWARDS**



2011 **PEOPLE'S  
VOICE WEBBY  
AWARD**



**55 BILLION**  
VERTICAL FEET



OVER **6 MILLION**  
DIGITAL PINS





The ask:

Imagine a digital experience that improves the on-mountain experience for all guests, inspires deeper engagement with the brand, and solves these goals:

- ▶ Get them activated – increase participation
- ▶ Target value guests – destination travelers = \$\$\$
- ▶ Inspire sharing – loyalty and social impressions are the ROI
- ▶ Influence visits – brand advocacy





**Stories** are at  
the **heart** of  
why people  
share.





**Socializing** is part  
of the **experience**.

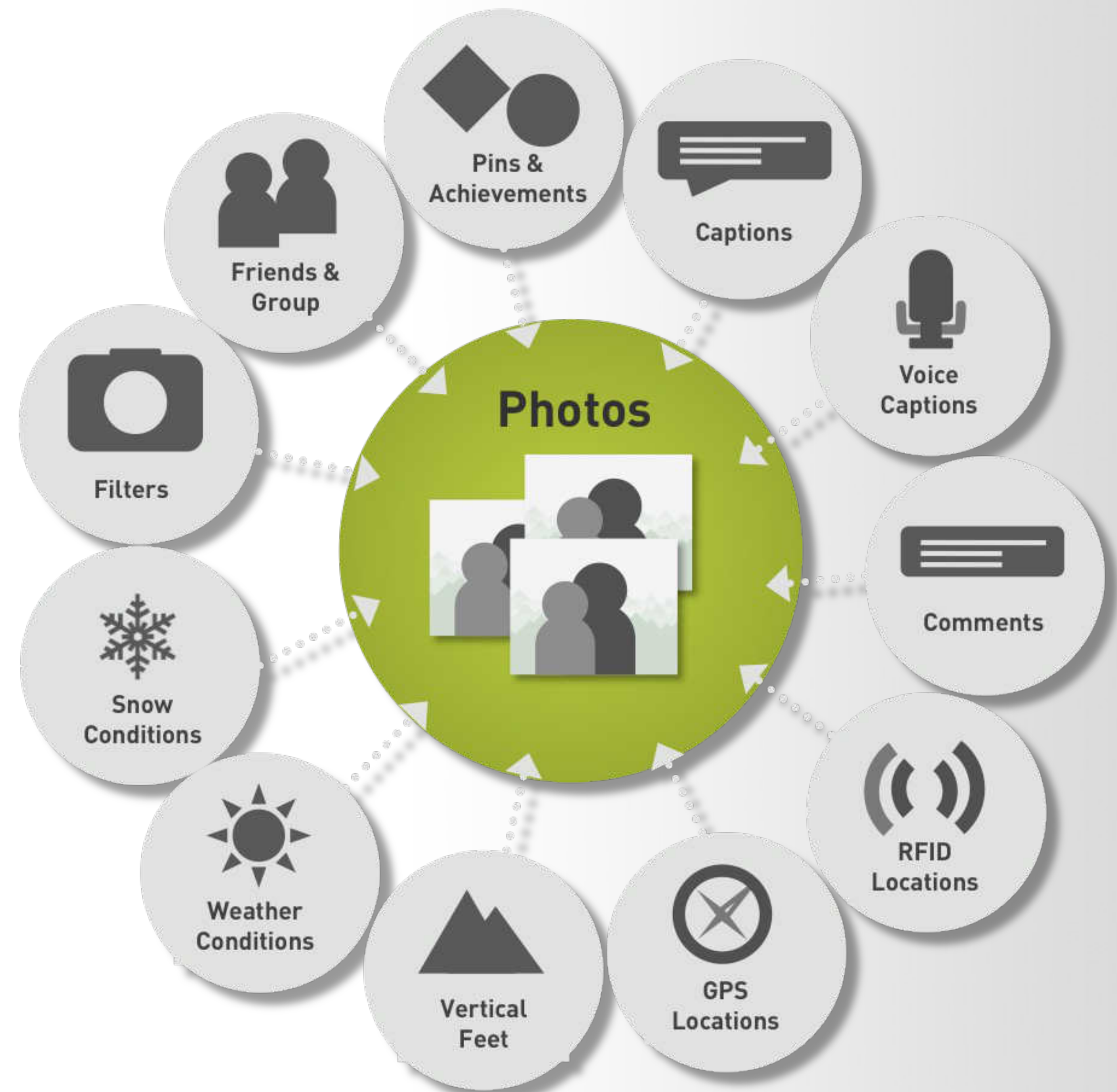




**Beyond storytelling  
to story making.**



The BIG idea:  
Weave together photos  
and on-mountain  
activities to empower  
guests to share bigger  
and more powerful  
stories about their  
experiences with us.







MIX  
PHOTO

**A picture says  
a thousand words.**



The outcome:  
A digital sports journal that  
chronicled the epic  
adventures of Vail Resorts  
guests, and their friends &  
families, in new and  
exciting ways.





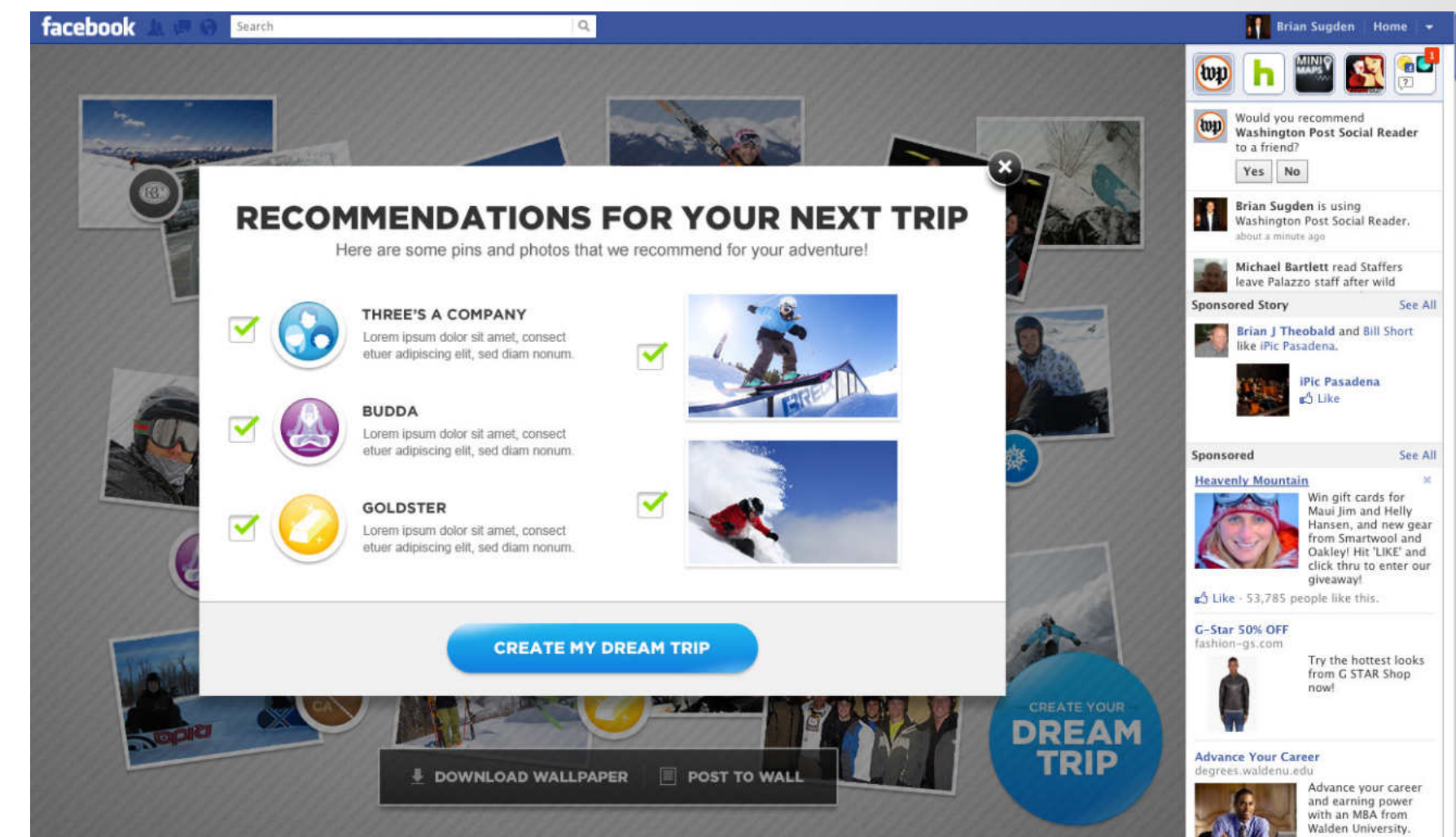
We focused the experience on inspiring guests to explore new places, encouraging them to challenge themselves and others for personal bests, and connecting them more closely to one another, and to the mountain.





Everything we did centered on enabling guest's to share bigger, more meaningful, more personal stories about their experience with everyone they know.

And then we took the stories they shared and helped them imagine their next EPIC trip.





**Grace Carlson**  
End of Season Stats, thanks to EpicMix. :)

**MIX** Grace Carlson > Profile  
2011/2012 season

Rank	Points	Days	Runs	Time	Time	Time	Time
1	181,364	5,375	39	44	177	40	177



**Brian Merlin** @the\_real\_merlin

I earned the The Second Season Pin at @breckenridge  
@EpicMix. See it and all my other pins at [epicmix.com/User-Pins.aspx](http://epicmix.com/User-Pins.aspx)...

**VAIL 2011-12 SEASON**

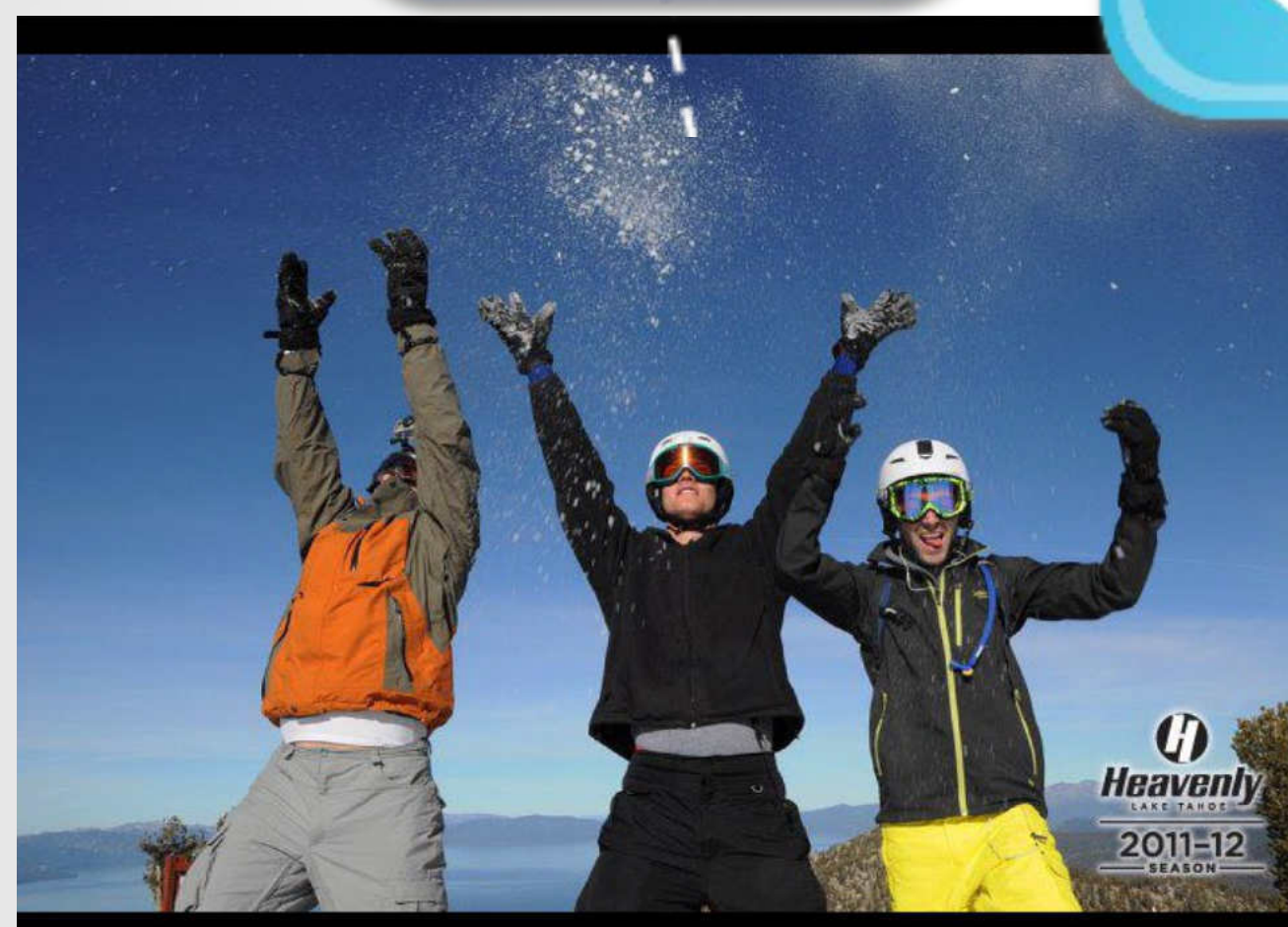
Lauren Teggart  
April 1 via Epic Mix All  
Head stand all stars! — with A.J. Scheidter  
Like · Comment · Share  
1 people like this.  
Andres Ricardo And one of you with marginal abilities... and another with epic abilities... Is that you Lauren all headstand  
April 2 at 7:55am · Like  
Lauren Teggart you know it is Sho. Board still attached... boom.  
April 2 at 9:57am · Like  
Andres Ricardo I didn't hit the snow one time this year... however, I have replaced it with the white sandy beaches of Mexico....  
April 2 at 10:05am · Like  
Write a comment...

Sponsored  
Say no to chance fees.



Over 2 million  
social posts  
> 50% were PHOTOS.

**Randy March** @Powderfool  
I earned the Stateline Pin at @skiheaven  
all my other pins at [epicmix.com/User-Pin](http://epicmix.com/User-Pin)



Lebron aint got nothin on us!! haha

Like · Comment · Share

EpicMix likes this.

**EpicMix** This is awesome! Shoot an email with your address to [epicmix@vailresorts.com](mailto:epicmix@vailresorts.com) / subject: Attention Brent; and I'll see what we can do.  
January 30 at 4:16pm · Like · 1

Write a comment...

Sponsored

**Larry Leach Family Law**

Free Divorce Legal Helpline Call 303 409 3561 Over 38 Years in Colorado Family Law. Well Trusted

Like · 308 people like this.



**Joseph McSoud**

The leaderboards is like Xbox in real life. Best. Idea. Ever!!!! :DDDDD

Like · Comment · March 29 at 10:34pm

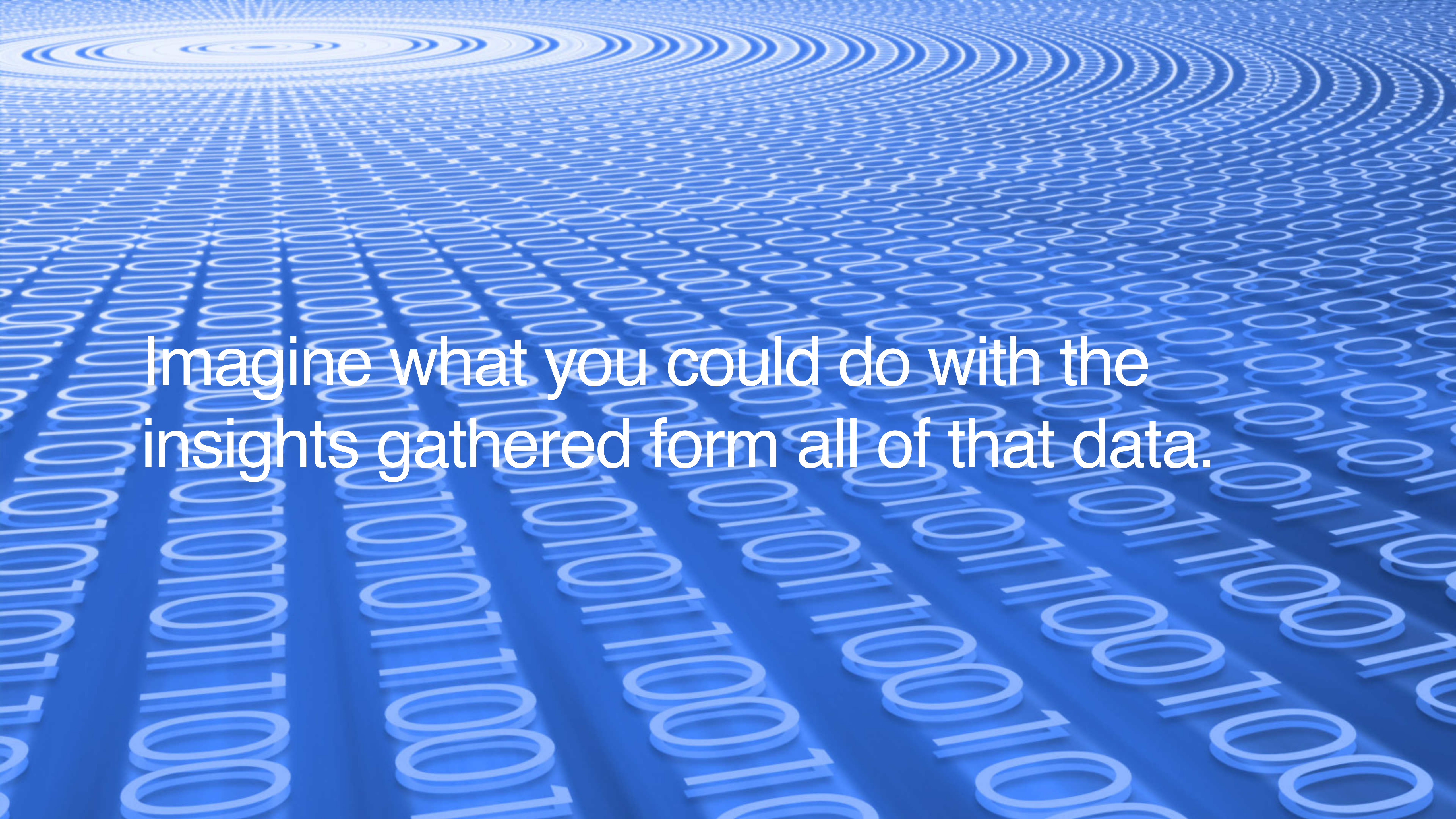
Rodolfo Rodriguez and 2 others like this.

Write a comment...



But what came of this experience was a profound shift in understanding - an intimate perspective of behaviors on and around the mountain.

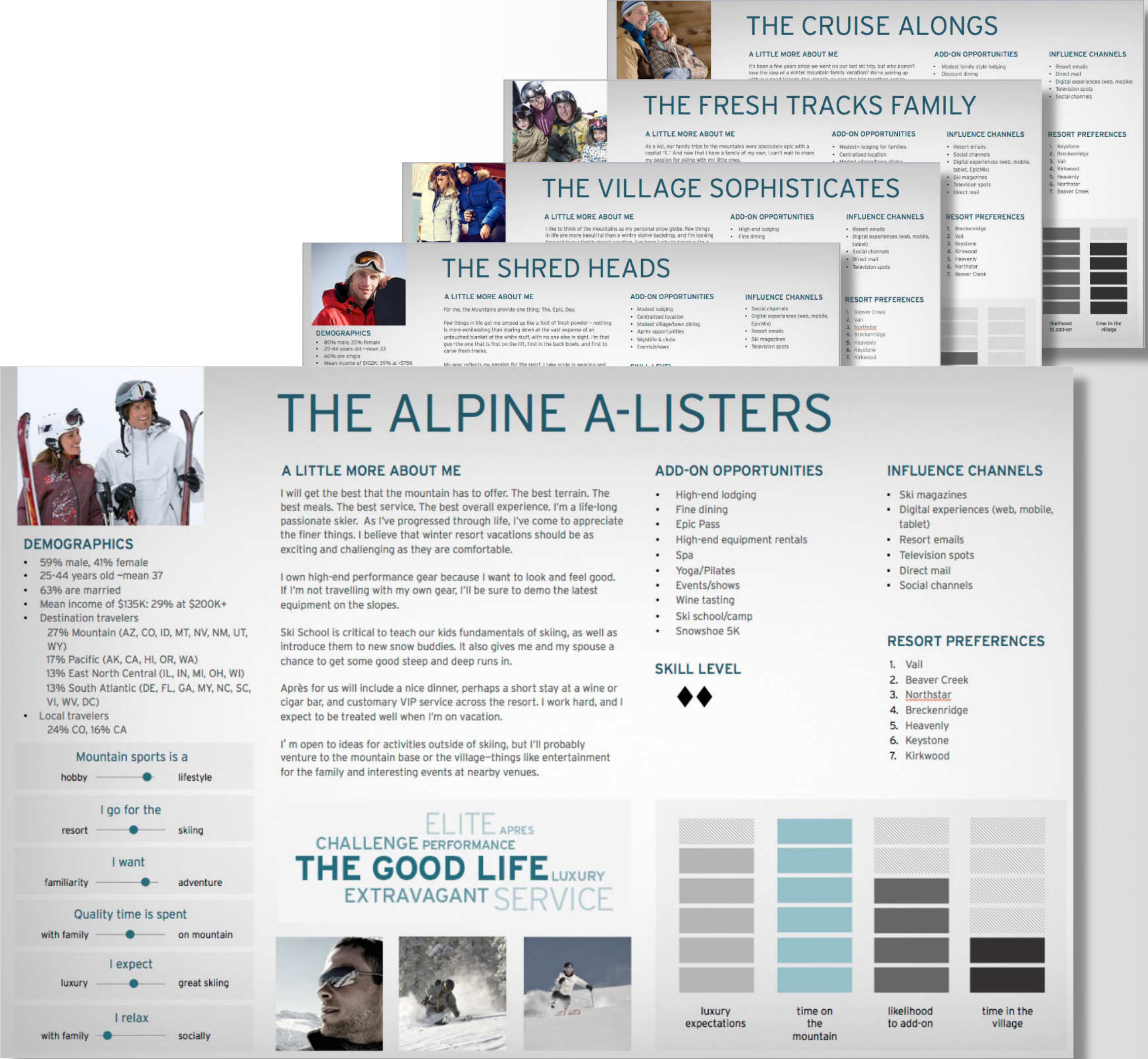




Imagine what you could do with the insights gathered from all of that data.

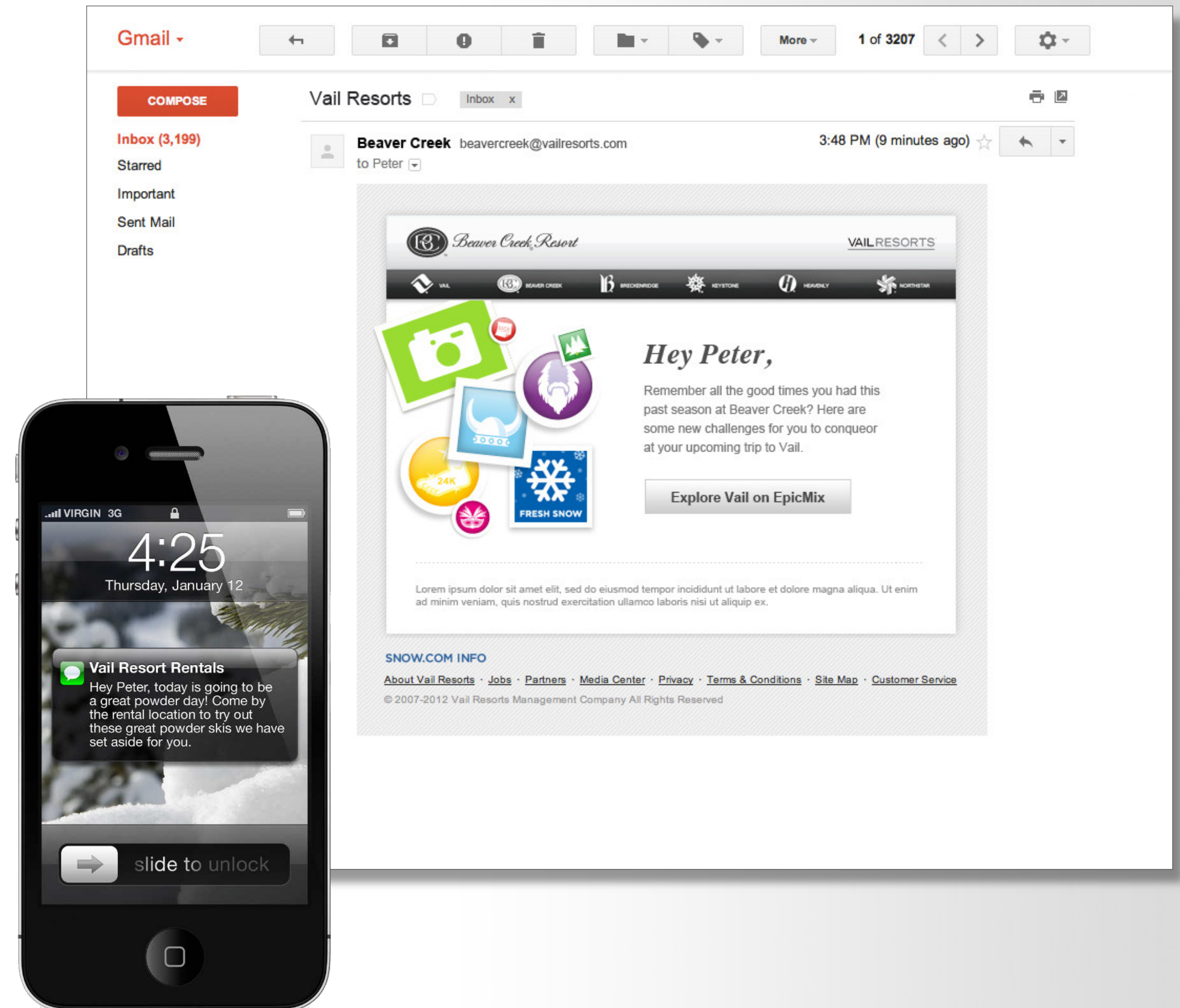


Market segments became invaluable tools for personal communication, with behavioral insights, giving the marketing and product teams a foundation for evolving experiences.





EpicMix became a relationship platform that reshaped the value and meaning of guest experiences, and brand communications.





And now, experiences are limited  
only by our imaginations.