



Consultancy • Marketing • Strategy

Case study: Ski Bonjour

Ski Bonjour offers a high quality chalet experience across the top French resorts of Val D'Isère and Tignes.



The Challenge

Ski Bonjour offer an exceptional ski chalet experience, with outstanding accommodation, food and service, in a friendly and approachable atmosphere driven by the hard work of their staff. As a result, their return rates for guests WAS high, with many coming back year on year to one of Ski Bonjour's chalets. However, their branding and marketing activity did not reflect the high standards of their holidays and they were not proactively engaging with new potential guests.

Objectives

Eyes Wide Open was approached to drive proactive marketing activity for Ski Bonjour, with the core objective of engaging with new customers to increase revenues and ultimately drive growth. Underpinning this was the aim to create a powerful brand image for Ski Bonjour which embodies and reflects their high quality ski holiday offering.

Deliverables

The initial focus was the rebrand: EWO worked closely with Ski Bonjour to develop their core business values, out of which their positioning, messaging and new branding was created. EWO managed the design process, resulting

"Eyes Wide Open has driven a completely new approach to our marketing activity over the last 18 months. A core part of that was the repositioning and rebranding of Ski Bonjour, as EWO challenged us over our previous brand identity and how we could develop that to reflect our offering. EWO has continued to work with us on all marketing activity, and has captured the tone of voice and message which we want to be sharing with our audiences. I have found that support and regular communication from the EWO team brilliant and helpful, and their approachable nature means we have been able to pick up the phone and speak to any one of the team directly whenever needed."

Alistair Moore, Director

in a corporate brand which is clean, bold and reflects Ski Bonjour's values.

Following this, EWO has planned and managed all marketing activity for Ski Bonjour, which has included building a new website, SEO activity, social media, creation of collateral, blog writing, and advising on the in-chalet guest experience, with in season and out of season marketing activity.

The Result

Ski Bonjour now have an operational and effective brand which truly reflects their services and values, with consistent and regular marketing communications activity to support and promote their offering. All of this has helped to drive awareness of the brand, bringing them to THE front of mind for previous and new guests.

As a business Ski Bonjour has grown significantly over the last 12 months, increasing the number of chalets they run in the Espace Killy, and 2014 saw high pre-season sales. Moving into 2015, Ski Bonjour has now established a foundation of activity on which to build, particularly focusing on PR and developing campaign activity, in order to share the brand and their message to a wider audience of potential new guests.

For more information on this and other projects, call us on 01844 273026 or visit our website www.ewo.uk.com