

## *Call for Tender*

# *Bring Kids Back to the Snow*

The goal of this document is to provide key details on a new public relations and marketing campaign called “Bring Kids Back to the Snow” and to define the task of developing and managing this multi-year campaign. The main aim of the “Bring Kids Back to the Snow” campaign is to generate passion for snow activities with the younger generations.

By means of this brief, International Ski Federation (FIS) is looking for a leading international public relations and marketing agency to bid to become the Lead Agency for implementing “Bring Kids Back to the Snow”.

## **Background**

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Skiing and snowsports are facing challenges from many other activities that consume youngsters and families’ time and as a result, participation numbers in recreational skiing and snowsport activities have decreased over the years. This is a matter of concern to the FIS, the National Ski Associations, as well as the ski industry and ski resorts and FIS has decided to take the lead in addressing this issue through a focused project.

The main challenges confronting skiing and some of the reasons that children are not participating in skiing as used to be the case include the abolition of snow weeks that used to be a compulsory part of the school curriculum in many alpine countries. Additionally, there is little relationship to the snow with many families who have immigrated to traditional winter sports countries from warmer climates where skiing is not familiar. Computer and media offerings and sedentary lifestyles are major competitors to all sports.

Introducing youngsters to skiing and the snow is vital for the future of our sports activities and the vision of the project “Bring Kids Back to the Snow” is foreseen to create a major impact on youngsters’ lifestyles. In order to do so, partnerships will need to be forged with governments, public authorities and schools, the Olympic Movement, tourism organizations, the UNESCO foundation, just to mention a few potential partners, as well as the ski industry, which has already pledged its support.

## **Campaign Objectives**

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- Position play in the snow as one of the best options to make kids more active
- Increase number of “winter outdoor” schooldays in the curriculum
- Increase snow contact / the days spent in snow by families
- Make play in the snow appealing and accessible to families and kids/the youth
- Reduce the fear of snow

## Target Market and Audiences

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The campaign scope is worldwide, with priority on countries where there is interest in snow and snow activities.

The target audiences can be defined as follows:

- Kids aged 0-10
- Youth aged 10-14
- Families
- National and regional decision-makers in education and health sectors
- Teachers

## Key Notions

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### **Vision:**

To have play in the snow as #1 outdoor activity choice for kids and youth in winter

### **Mission:**

Generate passion for snow with the younger generations

### **Definitions:**

- Kids and youth/younger generations: 0-14 years
- Play in the snow: Skiing and snowboarding activities of all kinds.

### **Duration:**

- Multi-year; initially two seasons

## Project Phases

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Phase 0: April 2008 – May 2008 Detailed Development of Concept

Milestone I: Presentation to FIS Council on 27<sup>th</sup> May & Presentation to 46<sup>th</sup> International Ski Congress in Cape Town (RSA) on 30<sup>th</sup> May 2008

Phase I: June – August 2008 Implementation Planning

Milestone II: Launch to start of season 2008/2009 on 1<sup>st</sup> September 2008 including Presentation at FIS Autumn Meetings in Zurich (SUI), from 25<sup>th</sup>-29<sup>th</sup> September 2008

Phase II: Season 2008/09

Phase III: April 2009-August 2009 Evaluation First Season, Planning Second Season

Milestone III: Report on First Season to FIS Council, May 2009

Phase IV: Season 2009/2010

Milestone IV: Report on First Season to FIS Council May 2010

## Tasks for Lead Agency

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The Lead Agency will be tasked to first develop a detailed concept for the campaign. Following approval by FIS Council, the agency will be responsible for implementing the campaign. Importantly, the Lead Agency will be requested to establish and grow strategic relationships at a high level with the chosen partner organizations to convince them to launch supplementary campaigns to multiply the impact of the base campaign.

Please note that FIS is in the process of collating best practice examples of initiatives already underway in its Member National Ski Associations to encourage youngsters and families to enjoy snow activities. This information will be shared with the Lead Agency.

Specifically, the tender response should include:

- Overall campaign concept
- Suggested focus areas, activities, PR & communication vehicles and approach to different markets
- Approach to establishing strategic partnerships and initial preferred partners
- Project management plan
- Budget proposal for seasons 2008/9 and 2009/2010 with clearly differentiated costing for the various activities & communication vehicles and project management including a concept for developing and financing supporting projects on international and national levels. The implementation of the project is foreseen as a self-financing venture, generating funds through various partner programs, government agency funding and other schemes.
- Company profile and references, with samples of past campaigns

## Possible Partners

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The possible partners include but are not limited to

- NGOs responsible for health, sports and education
- Olympic Movement
- Industry
- Health and accident insurance companies
- Governments
- Tourism organizations, including tourism boards, transportation companies, hotel industry, ski lift operators and manufacturers and their associations, big fair organizations etc.
- Ski Industry
- Ski Resorts

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## Tender Process and Timeline

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- Creative brief distributed on 23<sup>rd</sup> January, 2008
- Delivery of initial concept proposals by 22<sup>nd</sup> February 2008
- Selection of concepts to be presented by 7<sup>th</sup> March 2008
- Presentations between 17<sup>th</sup>-21<sup>st</sup> March 2008
- Selection of Lead Agency by 31<sup>st</sup> March 2008

## Contact

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For more information, please contact:

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POSSIBLE ACTIVITIES TO REACH TARGET GROUPS (TO BE CONSIDERED AS IDEAS ONLY)				
KIDS	YOUTH	PARENTS	TEACHERS	DECISION-MAKERS
<ul style="list-style-type: none"> <li>• Publish a collection of 365 fairy tales on snow activities (one for every day of the year) in several languages and make available as book, as DVD, as audio and on the Internet</li> <li>• Create snow activities web site for kids</li> <li>• Require FIS World Cup organizers to always arrange activities for kids</li> </ul>	<ul style="list-style-type: none"> <li>• Create top of the line snow activities web site for the youth</li> <li>• Require FIS World Cup organizers to include activities for the youth as part of the event</li> <li>• Implement the Kari Traa Reality program in additional countries</li> </ul>	<ul style="list-style-type: none"> <li>• Create a PR program targeted at parents focused on “how easy, fun and healthy it is to spend a day in the snow” and “snow activities being a true family activity”</li> <li>• Booklet “how to behave in snow” with dressing tips etc</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the opportunities for spending a day in the snow with a school class</li> <li>• Create ski libraries (mobile trailers with skis)</li> <li>• “Rock the Mountain”</li> </ul>	<ul style="list-style-type: none"> <li>• Lobby regional and local decision-makers to subsidize ski passes/school ski days</li> <li>• Lobby for curriculum change</li> <li>• Lobby for reducing tax/special tax category on snow activities</li> </ul>

**POSSIBLE ACTIVITIES TO ENGAGE PARTNERS (TO BE CONSIDERED AS IDEAS ONLY)**

SKI RESORTS	SKI INDUSTRY	NGOs/ GOVERNMENTS	TOURISM ORGs
<ul style="list-style-type: none"> <li>• Draft a certification for family-friendly ski resorts (e.g. attractive package for families with kids, special family parking places, family ski info points, snow play grounds etc)</li> <li>• Set up a ski school program that enables parents who cannot ski to teach their kids to ski</li> <li>• Work with ski resorts on pricing policies to make skiing (passes and rentals) more affordable for the youth and families</li> <li>• Work with resorts to enable day winter field trips for school or full-school weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Identify current reasons for people to engage in snow activities through a study at resorts</li> <li>• Create a program for industry to partner with schools to provide equipment for school use</li> </ul>	<ul style="list-style-type: none"> <li>• Create a program to lobby key NGOs to support snow activities as a healthy alternative</li> </ul>	<ul style="list-style-type: none"> <li>• Define a “Ski Ambassadors” PR program – nationally based – to promote snow activities as lifestyle</li> </ul>