



**Background:**

Ikon was developed as a way for skiers and snowboarders to guarantee access to good snow amidst global climate change. They do this by offering a wide variety of destinations nationally and worldwide. However, there is a disconnect between Ikon's initiative and their passholder's behavior. 80% of Ikon passholders purchased their pass with the intent to ski locally while only 20% intend to ski new resorts. On top of that, most users only explore 0-2 resorts outside of their local resort per season.

**Problem:** Ikon was created to give people the option to chase snow, but most pass holders don't explore its wide range of resorts outside of their local area.

**Target:** Snow Hounds (20-30 yrs. Old)

We are always looking for deeper powder, the next send, and more vertical. Some may call us the die-hards, but it's more of a lifestyle for us. When we say deep we mean it. And more importantly-- we'll find it. We probably have a couple of weather apps, a snow totals map, and the Doppler radar on our phones. A new ski resort is a new notch in the belt because it's always worth it to chase the snow. In fact, it's so thrilling we might just use our sick days to get up to Jackson Hole with a crew for the weekend. Our buddies might film us kicking it off a cornice, and when we see it on Instagram later, it's always more funny if it's a wipeout.

**Brand Insight:**

No matter the local snowfall, Ikon guarantees snow you want to chase

**Consumer Insight:**

"I always know where the best snow is, but I find myself locked into one resort."

**Strategy Statement:**

By showcasing Ikon's guarantee of powder that never ends, Snow Hounds will be inspired to explore their shredding options and get stoked.