

Whistler Blackcomb

USING PHOTO CAMPAIGNS TO BETTER UNDERSTAND CUSTOMERS



Using Pixlee we were able to gather key demographic data on our offseason fans and better target that audience. The contest was a hit with more than 3,000 submissions and another 3,000 votes!

MIKE CROWE, BRAND AND MARKETING SUPERVISOR

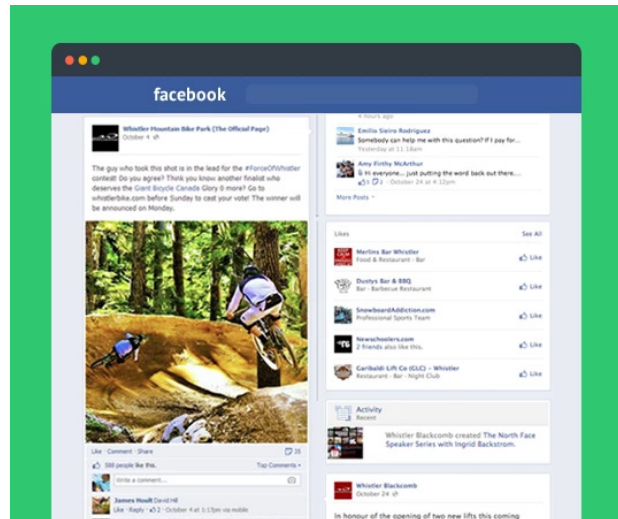
3000+
PHOTO
SUBMISSION

3000+
FAN
VOTES

2M+
REACH/
IMPRESIONS

THE CHALLENGE

Whistler Blackcomb is well known in North America to have some of the best skiing and riding and a world-class resort experience. The resort is increasingly known for its summer experiences, especially mountain biking. But they wanted to create engagement that fostered a broader brand awareness, encouraging mountain bikers to share their experience at the Whistler Mountain Bike Park.



PIXLEE SOLUTION

Whistler Blackcomb ran a contest for the best bike park photos, collecting photos and driving engagement to all social platforms.

They quickly moderated and pushed bikers' photos live to their website so fans could vote for, and share their favorite contest submissions.

Whistler Blackcomb posted to their Facebook page and tweeted directly from the Pixlee platform to promote the campaign.

RESULTS

Whistler gathered key demographic data on the fan base that was engaging with their offseason activity.

This data allowed them to tailor their offseason marketing to better personalize their mountain bike messaging and simultaneously showcase their customers.