

DATE: February 1, 2012
RELEASE: IMMEDIATE

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Snow falls. Video flies.

SOCIAL MEDIA ADVERTISING FACT SHEET

Client: **Jackson Hole Travel and Tourism Joint Power Board, Jackson, Wy.**

Agency: **Cactus, Denver**
First work for new client.

Brief: Publicize sudden, dramatic increase in snow coverage. Fast.

Execution: 2 minute video
<http://youtu.be/yJjL36XgxUs>

Mandatories: Skiing/Snowboarding (powder & groomed)
Snowmobiling
Town attractions (bars, shopping, dining, hanging out)
Lifestyle (outdoor hot tub)
Area wildlife

Rush timeline

Monday, Jan. 16: Major (50") snow forecasted. Commit to video.
Tuesday, Jan. 17: RFPs sent to 8 area production companies.
Wednesday, Jan. 18: Filming begins.
Friday, Jan. 20: Raw footage delivered. Editing begins.
Monday, Jan. 23: Video appears online.

Media: Facebook, Twitter, YouTube, www.jacksonhole.com

CD: Norm Shearer
ACD: Matt Chiabotti
Social Media Dir.: Mike Lee
Account Dir.: Gennifer Hobbs

Production Co.: **Teton Gravity Research, Teton Village, Wy.**
(Award-winning snow sport cinematographers. tinyurl.com/7sqj4)

Dir./Prod.: Brian Wulf
Exec Prods.: Todd Jones, Jon Klaczkiewicz
Editor/Cinematographer: Nick Kalisz
Cinematographers: Jameson Walter, Greg Epstein
Colorist: Danny Holland

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