

# Bromley

**WORK SAMPLES &  
PROGRESS REPORT**

**2023-2024**



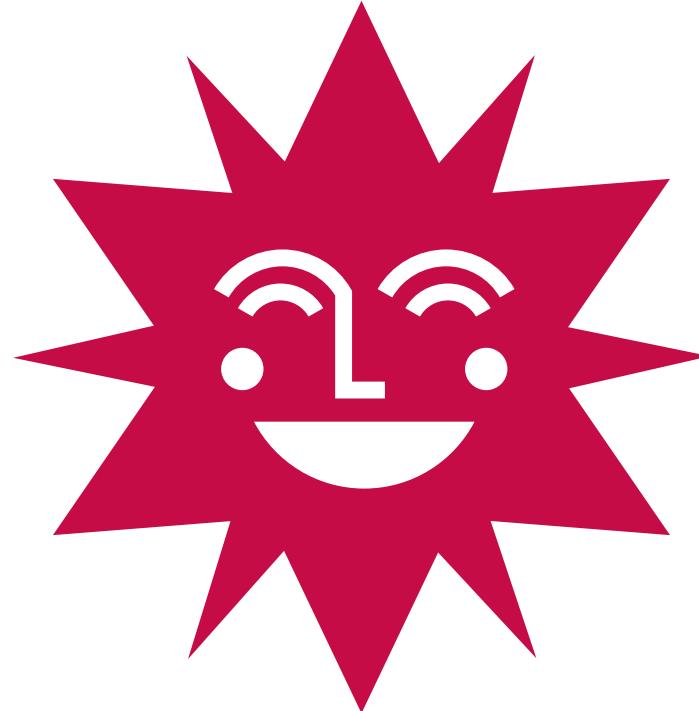
**TRAMPOLINE**  
ADVERTISING & DESIGN CO.

**JULY 23, 2024**

# BRAND REFRESH

- Art Direction
- Color Palette Update
- Condensed & Extended Font Pairing
- Updated Iconography
- SMS Lockup

REFRESHED SUN  
ICONOGRAPHY



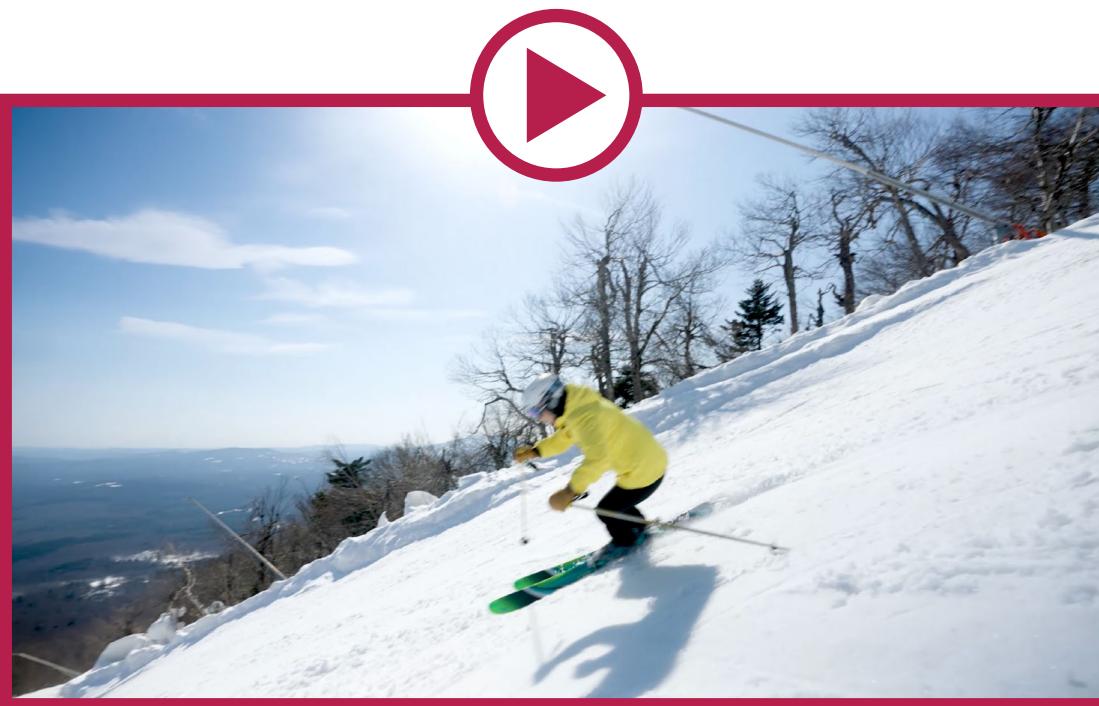
EXPANDED FOR TAGLINE USE



# VIDEO

- Design
- Scriptwriting
- On-site Capture
- Planning & Direction
- Casting & Talent Procurement
- Video Production

EAST SIDE STEEPS



MEET YOU AT THE BASE



SHOUT OUT TO OUR TALENTED TRAMPOLINE-PROVIDED MODELS:

Finley, Emma, Michele, and Derek

# PHOTO

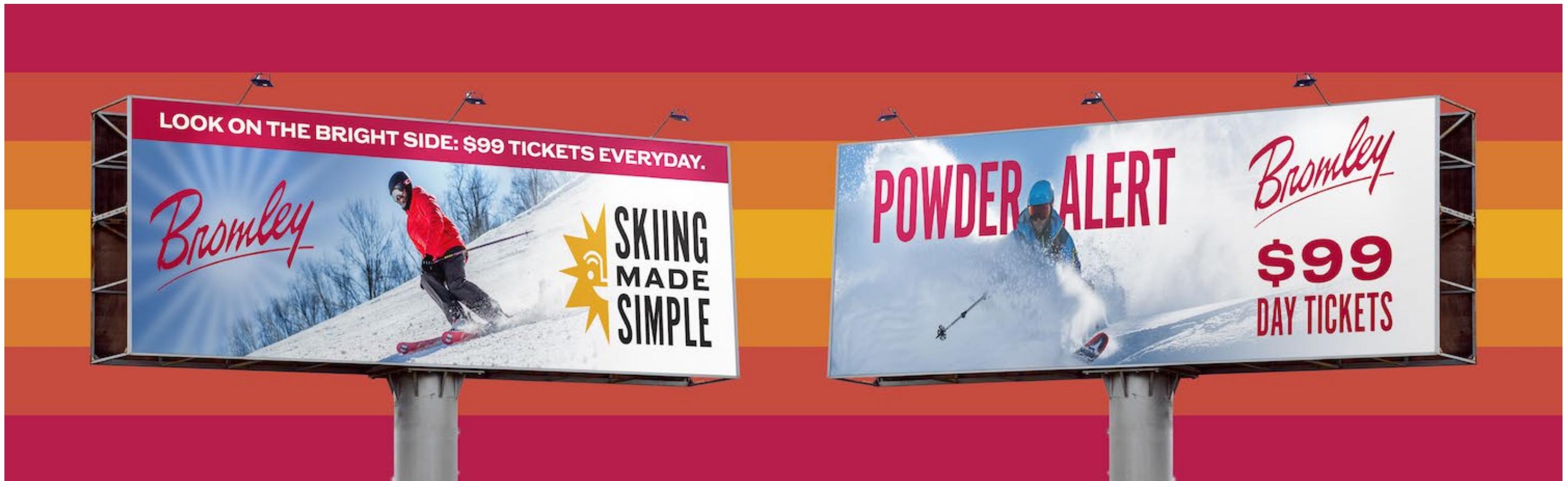
- On-site Capture
- Planning & Direction
- Casting & Talent Procurement
- Post Production



# OUTDOOR ADVERTISING

- Design
- Copywriting
- Planning & Direction
- Production

BILLBOARDS FOR DAY TICKETS, POWDER ALERT, & SKI SCHOOL



# OUTDOOR ADVERTISING CONTINUED

- Design
- Copywriting
- Planning & Direction
- Production

OUTDOOR ADVERTISING FOR GENERAL PROMOTION, SUMMER ATTRACTIONS, SKI SCHOOL, & MTN STATS



# RADIO

- Scriptwriting
- Recording & Production
- Planning & Direction
- Broadcast Coordination

## WINTER 30s SPOT

**Michael:**  
I want to ski this weekend but I'm so sick of the crowds. The parking lots, the lift lines, the wait—

**Finley (interrupts):**  
Well then let's go to Bromley! Parking is free, and it isn't *crawling* with people.

**Michael:**  
That sounds great but Bromley isn't on my pass.

**Finley:**  
It's okay—day tickets are \$99 all season long.

**Michael:**  
The prices don't change? We won't get there and have it be more expensive?

**Finley:**  
 Nope. They call it "*Skiing Made Simple*" and it's a fixed ticket price. Easy!

**Michael:**  
That sounds great.

**Finley:**  
It is! Bromley has 47 trails for all ability levels and 9 lifts to get you back up top. And the vibe is nothing like mountains that are on a multi-pass. It's almost, like, the opposite of that.

**Michael:**  
Can we get tickets online?

**Finley:**  
Yep right at [bromley.com](http://bromley.com) let's go ski the Sun Mountain!

## SUMMER 30s SPOT

Discover your summer mountain playground at Bromley, with two parks to romp and revel in and live music every weekend! Family fun for all ages can be found at our Mountain Adventure Park including our triple-track Alpine Slide, Big Splash water slide, mini golf and more. Or boost your adrenaline navigating through the canopy of our Treetop Adventure Ropes Course. Come "send it" at the Sun Mountain and take your summer activities to new heights. Visit [Bromley.com](http://Bromley.com) to find out more!

## WINTER RECRUITMENT 30s SPOT

**Michael:**  
Man, I wish I could find a job this winter doing something fun.

**Finley:**  
I just started my second season working at Bromley—it's a blast there and we're still looking for instructors, salespeople, lift operators, all kinds of positions. You can work outdoors, indoors, full time, or part time!

**Michael:**  
Do I need experience though?

**Finley:**  
Well, you love winter in Vermont and you're good with people— they'll provide the rest. Not to mention a free season pass.

**Michael:**  
A free season pass?! Where do I apply?

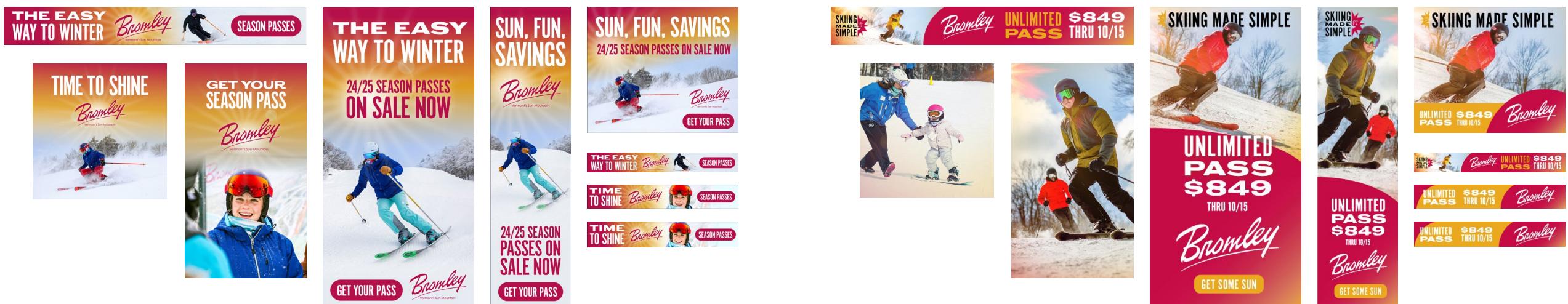
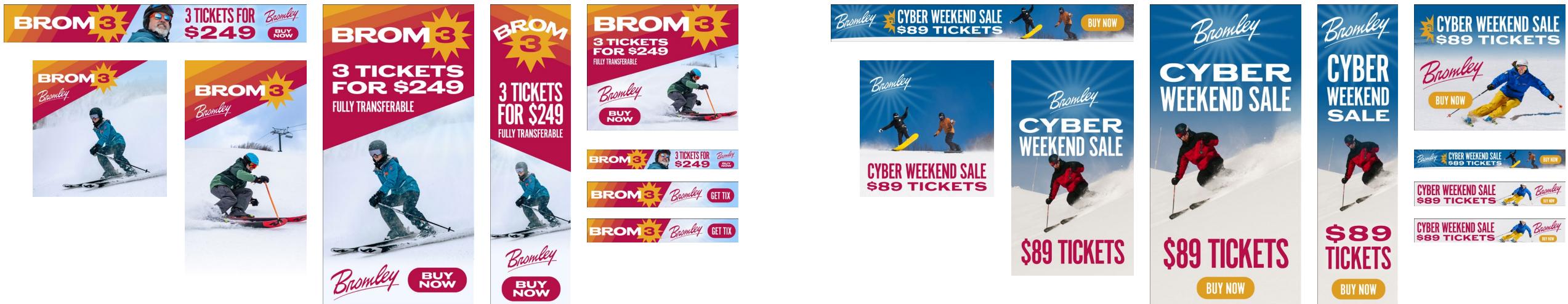
**Finley:**  
Check out their website at [bromley.com](http://bromley.com)! We can work together and then ski on our days off—apply now!

AIRED ON:



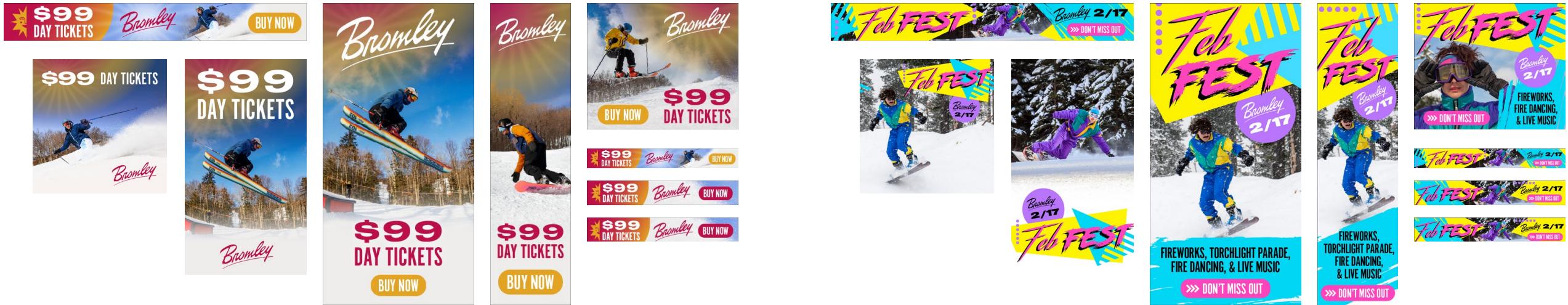
# DIGITAL & SOCIAL CAMPAIGNS

- Tagline Development
- Design
- Social Copywriting
- Photo Selections/Sizing for Placements
- Planning & Direction
- Campaign Coordination



# DIGITAL & SOCIAL CAMPAIGNS CONTINUED

- Tagline Development
- Design
- Social Copywriting
- Photo Selections/Sizing for Placements
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NOT SHOWN: POWDER ALERT AND SUMMER SETS

# PRINT

- Copywriting
- Design
- Planning & Direction
- Publication Coordination

## MANCHESTER LIFE



**VERMONT'S SUMMER<sup>☀️</sup>ADVENTURE**

No matter your age or ability, our summer activities will take you to new heights—from our triple-track Alpine Slide to the Giant Swing to our Big Splash Waterslide, customize your mountain playground experience at Bromley.

*Bromley*

3984 Vermont Route 11, Peru, VT 802-824-5522  
Just six miles from Manchester. Open May through October.

## EXPLORE MAGAZINE



**VERMONT'S SUMMER<sup>☀️</sup>ADVENTURE**

*Bromley*

**DOUBLE ⚡ PLAY PASS**  
Unlimited use of rides in the Mountain Adventure Park and 2 1/2 hours in the Treetop Adventure Course.

**☰ MOUNTAINS OF SUMMER FUN**  
This summer, from May through October, discover your mountain playground at Bromley, with two parks to romp and revel in and live music every weekend! Family fun for all ages can be found at our Mountain Adventure Park including our lift-access triple-track Alpine Slide, disc golf course, Big Splash water slide, Giant Swing, mini golf and more. Then boost your adrenaline and bond through the challenge in the canopy at our Treetop Adventure Ropes Course. No matter your age or ability, our summer activities will take you to new heights.

3984 VERMONT ROUTE 11, PERU, VT 802-824-5522 BROMLEY.COM

## VERMONT MAGAZINE



**VERMONT'S SUMMER<sup>☀️</sup>ADVENTURE**

**MOUNTAINS OF SUMMER FUN**  
Discover scenic Green Mountain vistas, boost your adrenaline on our triple-track Alpine Slide, or climb to new heights on our Treetop Adventure Course. Prepare for mountain memories this summer at Bromley.

*Bromley*

3984 Vermont Route 11, Peru, VT 802-824-5522  
Just six miles from Manchester. Open May through October.

# PRINT CONTINUED

- Design
- Copywriting
- Planning & Direction



# RECRUITMENT

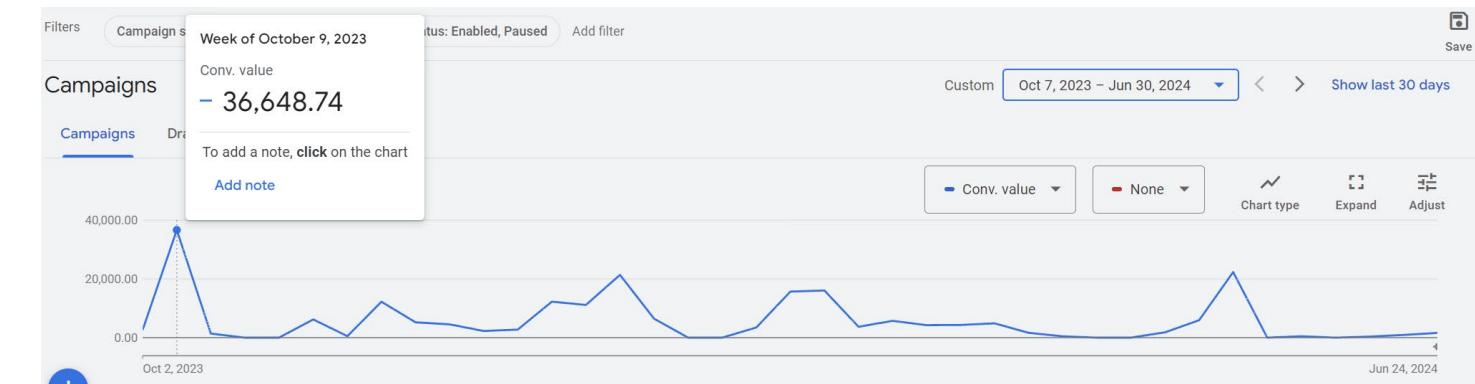
- Copywriting
- Design
- Planning & Direction
- Campaign Coordination

CAMPAIGNS FOR SUMMER, GENERIC,  
AND INSTRUCTOR RECRUITMENT



# STATS

- In 2024, season pass sales improved 35%, year over year
- Google Ads drove an 11X ROAS  
This was \$219.1K in revenue from \$19.9K in spend
- Week of October 9th (pre-sale) drove \$36.6K in revenue (chart below)
- Meta Ads peaked at 30X ROAS the week of May 10th  
\* Please note revenue attribution was not available on Meta for most of the season, but PSC brought in outside developers to solve the tracking issue and now it works
- Meta Black Friday/Cyber Monday had a 2.4% CTR  
(highest performing creative), nearly 3X benchmark



# THANK YOU



We see even brighter days ahead at The Sun Mountain, and look forward to our continued partnership in pursuit of mountain marketing greatness. Here's to powder alerts, treetop adventures, and the trail ahead.

