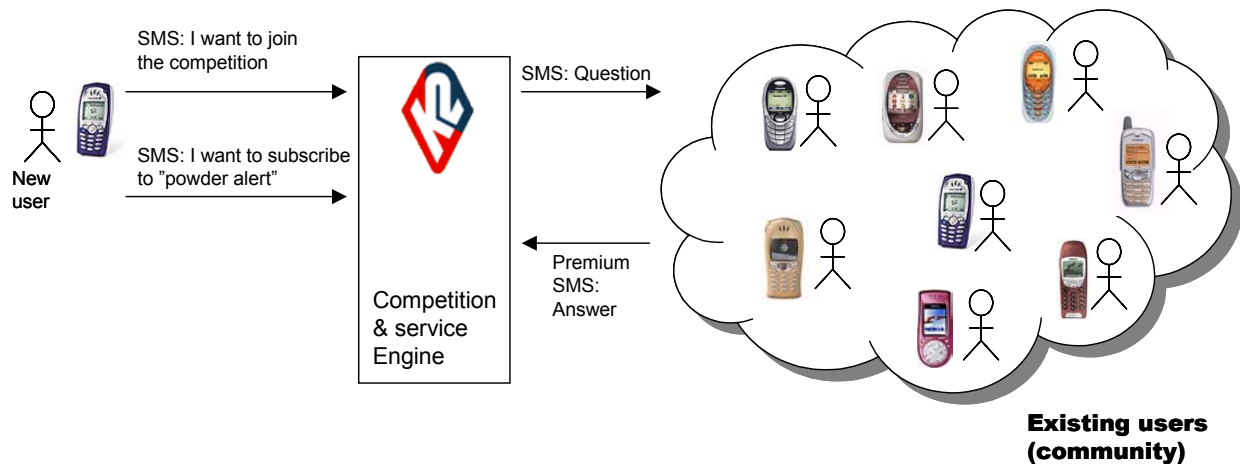


**Concept type**  
Premium SMS

**Business Sector**  
Ski/ Wintersport

**Date**  
Oct 2003

## SMS-Competition to promote a Ski brand and service for Ski resorts



### The competition

People who sign up via SMS or internet, will join a knowledge competition. The questions could be eg. in categories (ski)sport, music, movie, general or other categories which will attract young, sporty people.

The question is sent to all the members of this community. You must pay \$1 to answer. You have one hour time limit to answer the question. All that give a correct answer within one hour, will join the next run.

They get a new question and have 30 minutes to answer. All that give a correct answer within two hours, will join the next run.

The winners of the second run will participate in the final run, which have a 5 minutes time limit. The winners of the final run will win a prize. They will also participate in a "winners final run" later.

This concept is perfect to run on gatherings, in bars, in places with a lot of people. It's also possible to ad it or start it from a TV-show

### Alternative competition concept

People can individually sign up to a competition, and start answering questions immediately. If you reach a certain level, you can either get the prize, or advance to next level. On the top level several can play against each other to win a really big prize.

### Other services

When you have built a member database, it's a good opportunity to offer other services. This services could eg. be

- Information about conditions
- Information about "after ski-parties"
- Notification when excellent off pist possibilities

