

**BUMPS FOR
BOOMERS**

TRAILHEAD

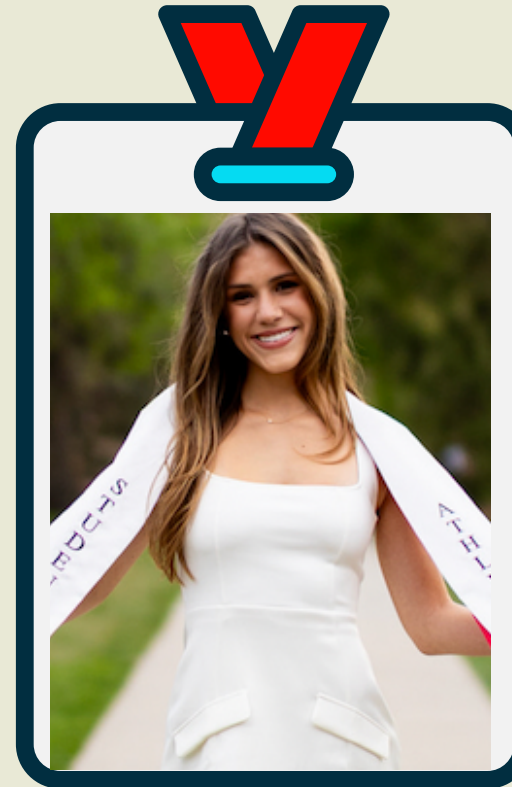
STRATEGIC DECK



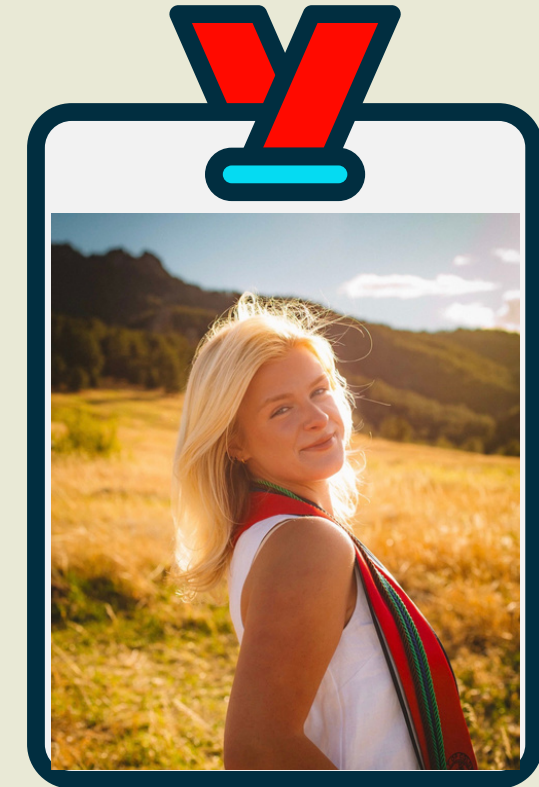
MEET THE INSTRUCTORS



GRACE SMITH
CREATIVE STRATEGIST



MALLORY ALLEN
CONTENT CREATION



NORA ISLINGER
BRAND STRATEGIST



OWEN BAUM
ACCOUNT MANAGER



JACK BOND
PUBLIC RELATIONS

THE AGENCY

Trailhead was founded on the belief that every successful journey starts with a clear direction. We help brands navigate challenges, uncover opportunities, and move confidently toward growth through strategy, creativity, and collaboration. Our mission is to help brands find their path forward through thoughtful strategy, creative problem-solving, and meaningful storytelling.





COMPETITIVE ANALYSIS

SKISTRONG

OVERVIEW

- Adult ski coaching and education brand led by Olympic Gold Medalist Deb Armstrong.
- Combines online instruction, educational content, clinics, camps, and coaching experiences.
- Based in Killington, Vermont, with partnerships and events at destinations including Taos Ski Valley and Steamboat Resort.
- Built on expert instruction, skill development, and helping adult skiers build confidence on the mountain.



WHAT THEY DO WELL



CREDIBILITY:
OLYMPIC LEADERSHIP BUILDS TRUST



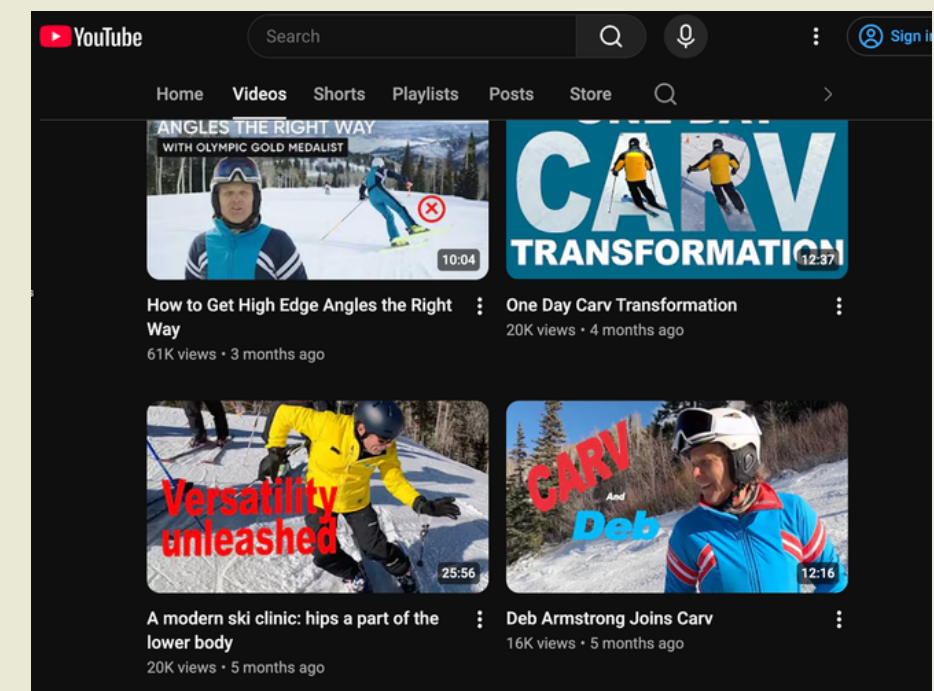
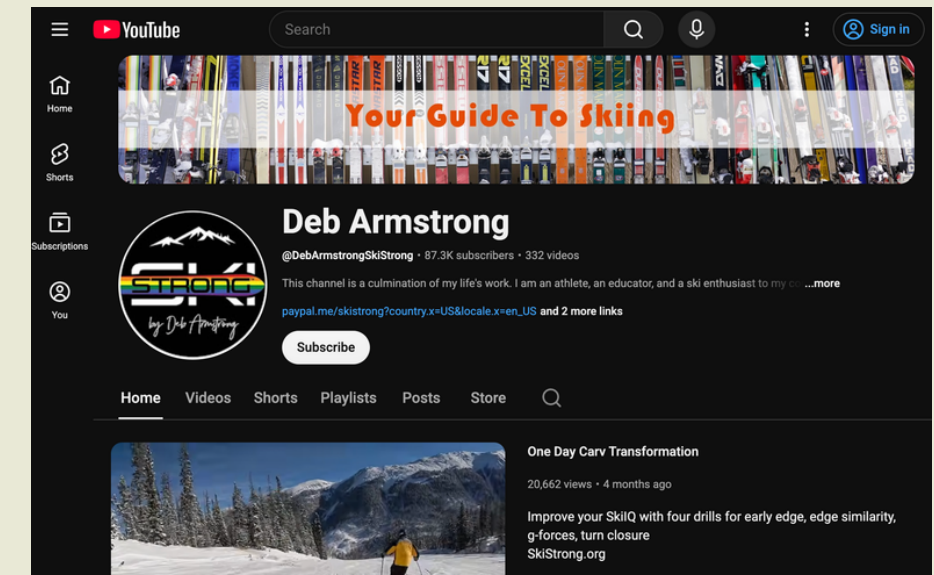
EDUCATION:
STRONG INSTRUCTIONAL CONTENT ECOSYSTEM



AUDIENCE:
87K YOUTUBE + 45K INSTAGRAM FOLLOWERS



PARTNERSHIPS:
FISCHER, CARV, TAOS, STEAMBOAT



Key weaknesses: Relies heavily on Deb Armstrong's personal brand, Limited community-focused storytelling

SKISTRONG CONSUMER FEEDBACK

"Thanks Deb! Appreciate getting back to the fundamentals of carving and staying away from gimmicks."

"That skating drill makes so much sense."

"This video has all the keys to success for carving. Terrific stuff!"

KEY INSIGHT:

Participants consistently value SkiStrong's practical instruction, trusted expertise, and ability to build confidence and improve technique.

WHAT BFB CAN LEARN FROM SKISTRONG

- Use educational content to establish credibility before participants arrive.
- Expand YouTube and video content to increase awareness and reach new skiers.
- Create a welcoming online community that builds confidence and reduces intimidation.
- Highlight participant success stories and personal transformations.
- Build a brand centered on community and belonging, not just instructors.

KEY OPPORTUNITY:

SkiStrong proves that educational content builds trust. BFB can differentiate by combining expert coaching with a stronger focus on community, confidence, and connection.

WINTER PARK ADULT MOGUL PROGRAM

OVERVIEW

- Adult mogul program designed for intermediate to expert skiers, ages 21+, focused on line choice, rhythm and control in the bumps
- Laurie Mooney–Freeride, Freeski & Freestyle Program Director
- Offered from November 19th – March 26th
- Pricing:
 - 1 day: \$205
 - 5 days: \$800
 - Unlimited: \$2425



WHAT THEY DO WELL



CREDIBILITY:
BIG NAME, BIGGER REACH



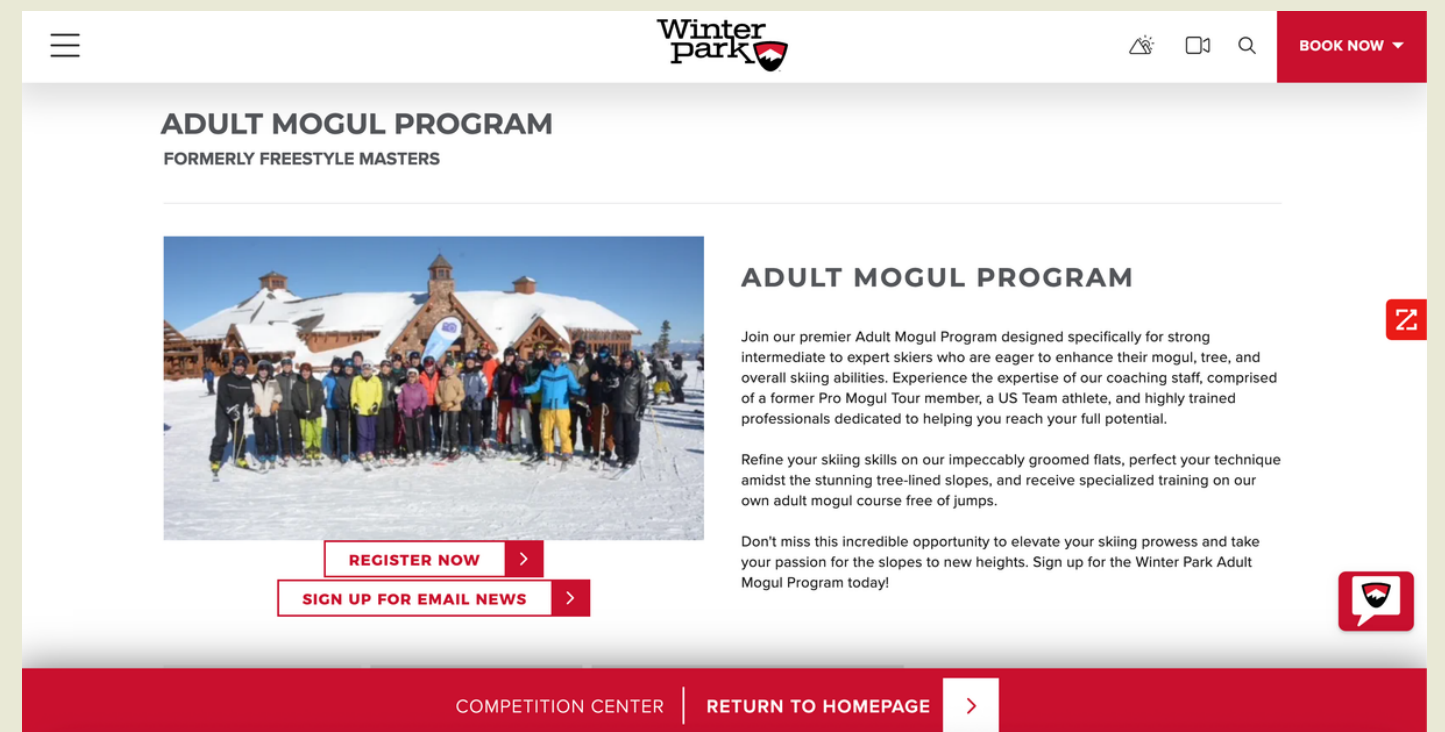
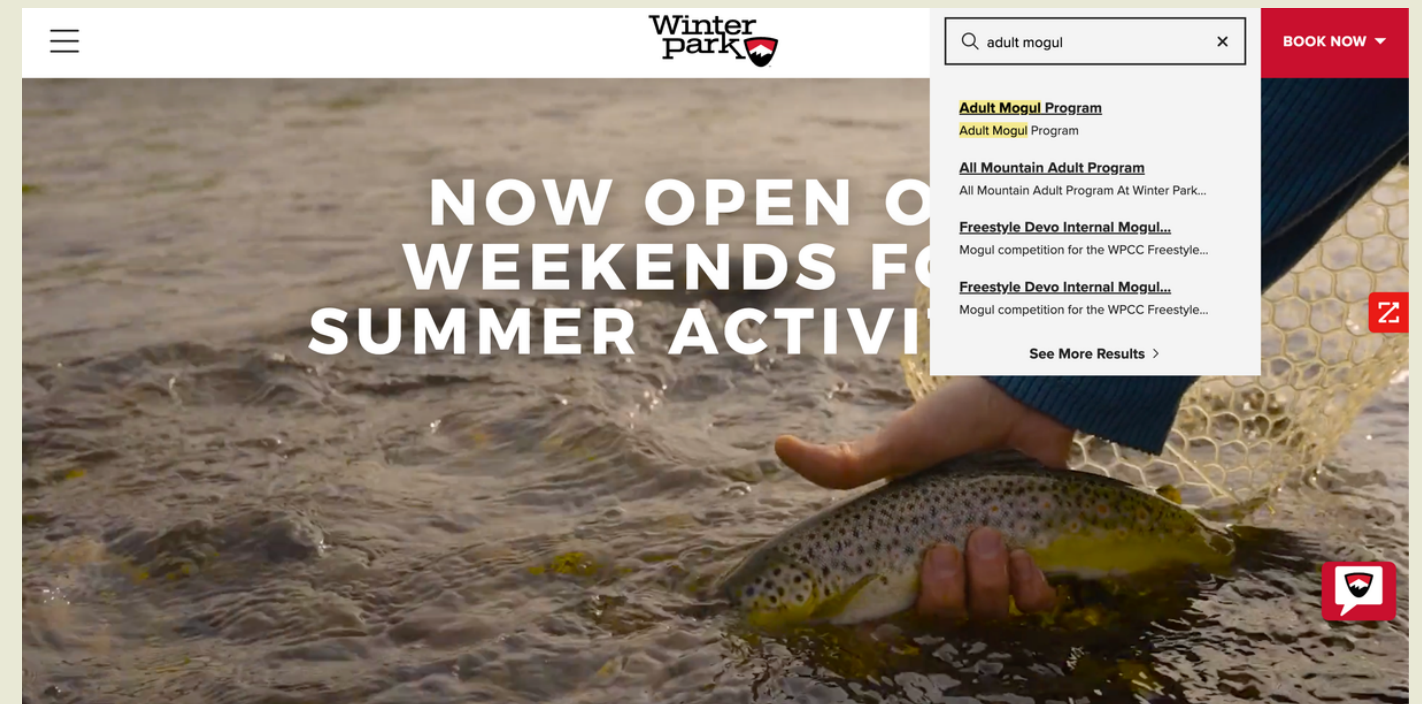
EDUCATION:
LOTS OF EXPERIENCE, MANY INSTRUCTORS



AUDIENCE:
7.9K YOUTUBE + 224K INSTAGRAM FOLLOWERS



PARTNERSHIPS:
TOYOTA, NORTH FACE, GOPRO, COORS



Key weaknesses: Relies heavily on their resort name; name change from “Freestyle masters” could have caused a loss in audience as well.

ADULT MOGUL PROGRAM CONSUMER FEEDBACK

POSITIVE:

"If you're anywhere near Winter Park, Colorado – make sure you drop in and ski with the Adult Mogul Program!

"He allowed me to learn at my own pace and comfort level...Everyone that I came in contact with was extremely patient, kind, and helpful."

NEGATIVE:

"Chronic problem with line cutting, abusive language, and general disrespect for other...They have powder priorities that Trump kindness."

KEY INSIGHT:

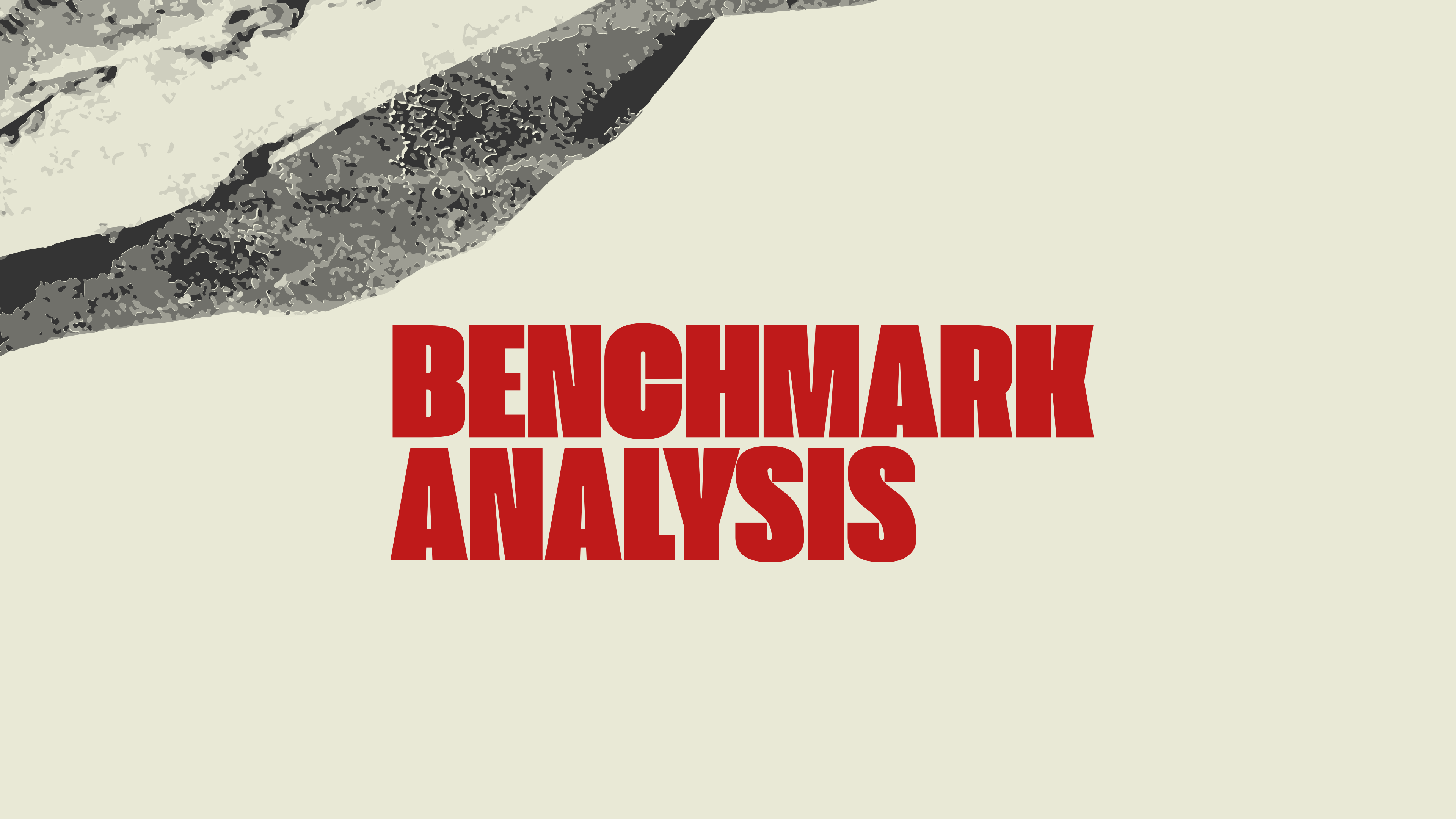
A great ski program doesn't just teach people how to ski; it gives them the confidence to feel at home on the mountain.

WHAT BFB CAN LEARN FROM WP ADULT MOGUL PROGRAM

- Leverage the Aspen Name + Prestige
- Promote Instructor experience + positive communal experiences in the program
- Use Less specific name to attract target audience

KEY OPPORTUNITY:

Bumps for Boomers has the ability to use their aspen connection to further their range; however, they can differentiate themselves from winter park's adult mogul program by emphasizing the intimate instruction and tight-knit community they provide.



BENCHMARK ANALYSIS

MASTERCCLASS

OVERVIEW

What They Do

MasterClass is an online learning platform that gives people access to lessons taught by world-renowned experts, celebrities, and industry leaders.

Brand Positioning

Rather than selling courses, MasterClass sells access to expertise. Their content feels premium, aspirational, and exclusive.

Target Audience

- Lifelong learners
- Adults seeking personal growth
- People who value expert guidance and high-quality experiences

Core Value Proposition

“Learn directly from the best in the world”



WHAT THEY DO WELL

ELEVATES EXPERTISE:

MASTERCLASS TURNS INSTRUCTORS INTO THE PRODUCT. THE CREDIBILITY OF THE TEACHER BECOMES THE REASON PEOPLE ENGAGE.

PREMIUM EXPERIENCE:

EVERY COURSE FEELS CINEMATIC, POLISHED, AND HIGH-VALUE, MAKING LEARNING FEEL EXCITING RATHER THAN INSTRUCTIONAL.

INSPIRES THROUGH ASPIRATION:

THEY POSITION LEARNING AS A WAY TO BECOME A BETTER VERSION OF YOURSELF, NOT JUST GAIN A SKILL.

BUILDS TRUST THROUGH AUTHORITY

FEATURING RECOGNIZED EXPERTS IMMEDIATELY INCREASES CREDIBILITY AND PERCEIVED VALUE.



WHAT BFB CAN LEARN FROM MASTERCLASS



Sell expertise, not lessons

- MasterClass succeeds because people buy access to experts, not information

Make learning aspirational

- MasterClass frames education as an upgrade

Highlight instructors

MasterClass builds emotional connection through the people behind the expertise

KEY OPPORTUNITY:

MasterClass proves that expertise becomes more valuable when it is packaged as an experience. Bumps For Boomers can increase its appeal by transforming ski instruction from a class into an aspirational coaching experience led by trusted experts.

OISELLE

OVERVIEW

What They Do

Oiselle is a women's athletic apparel company focused on empowering female athletes through performance gear, community, and storytelling.

Brand Positioning

More than a clothing company, Oiselle positions itself as a movement that celebrates women in sport and creates a sense of belonging.

Target Audience

- Active women and runners
- Athletes seeking community and support
- Women who value empowerment and personal achievement

Core Value Proposition

Helping women find strength, confidence, and connection through sport.



WHAT THEY DO WELL



oiselle

BUILDS A STRONG COMMUNITY:

OISELLE CREATES BELONGING THROUGH AMBASSADOR PROGRAMS, EVENTS, TEAMS, AND ATHLETE STORYTELLING

PUTTING PEOPLE BEFORE PRODUCTS:

THEIR MARKETING FOCUSES ON REAL ATHLETES AND PERSONAL JOURNEYS RATHER THAN SIMPLY SELLING APPAREL

CREATES EMOTIONAL CONNECTIONS

CUSTOMERS BECOME INVESTED IN THE MISSION AND COMMUNITY, NOT JUST THE PRODUCTS.

CHAMPIONS INCLUSIVITY:

OISELLE CELEBRATES ATHLETES OF ALL AGES, ABILITIES, AND EXPERIENCE LEVELS.

WHAT BFB CAN LEARN FROM OISELLE



Builds a community, not just a program

- Oiselle succeeds because participants feel like they belong to something bigger

Celebrating participant stories

- Oiselle highlights the experiences of its community members.

Make every skier feel included

Oiselle welcomes athletes of varying backgrounds and skill levels.

Focus on identity

Oiselle helps people see themselves as athletes

KEY OPPORTUNITY:

Oiselle proves that strong communities create strong brands. Bumps For Boomers can foster long-term loyalty by building a supportive community that extends beyond ski instruction.

PELOTON

OVERVIEW

What They Do

Peloton combines fitness equipment, expert instruction, and digital content to create an immersive fitness experience.

Brand Positioning

Peloton sells motivation, accountability, and lifestyle transformation—not just exercise equipment.

Target Audience

- Health-conscious adults
- Busy professionals
- Individuals seeking structure and motivation
- People who value community and coaching

Core Value Proposition

Bringing world-class coaching and community directly into people's lives.



WHAT THEY DO WELL



CREATES MOTIVATION THROUGH COACHING:

PELOTON INSTRUCTORS BECOME TRUSTED PERSONALITIES THAT MEMBERS FORM CONNECTIONS WITH

BUILDS COMMUNITY:

USERS FEEL CONNECTED THROUGH CHALLENGES, MILESTONES, LEADERBOARDS, AND SHARED EXPERIENCES

FOCUSES ON TRANSFORMATION:

MARKETING CENTERS ON CONFIDENCE, GROWTH, AND ACHIEVEMENT RATHER THAN WORKOUTS ALONE

CREATES BRAND LOYALTY:

PELOTON'S ECOSYSTEM ENCOURAGES LONG-TERM PARTICIPATION AND EMOTIONAL INVESTMENT.

WHAT BFB CAN LEARN FROM PELOTON



Make Coaches the Face of the Brand

- Peloton's instructors are key drivers of engagement

Celebrate progress

- Peloton highlights member milestones and achievements

Sell the Outcome

- Peloton markets confidence and transformation rather than equipment

KEY OPPORTUNITY:

Peloton demonstrates that people stay engaged when they feel connected to coaches, community, and measurable progress. Bumps For Boomers can create lasting loyalty by building relationships that continue long after camp ends.

BENCHMARK TAKEAWAYS

Common Themes Across All Three Brands

- Expertise builds trust
- Community creates loyalty
- Transformation is more powerful than instruction
- Premium experiences increases perceived value

WHAT WE SEE FROM OUR BENCHMARKS:

Our benchmark research showed that successful brands win by combining expertise, community, and transformation. By repositioning Bumps For Boomers as a premium coaching experience led by trusted experts and supported by a strong community of skiers, the brand can attract new participants, strengthen loyalty, and remain relevant to future generations of skiers.



INSIGHT 01

Lifelong Learning Drives Healthy Aging

3

core benefits

“Second Summit Ski isn’t just instruction; it’s a vehicle for cognitive vitality, confidence, and lasting friendships.”

Cognitive:

Keeps the brain active, may slow age-related decline

Emotional:

Fosters purpose, accomplishment, and personal growth

Social: Builds intergenerational connections and community



INSIGHT 02

Skiing Is One of the Best Workouts for Aging Adults

Strength:

Strengthens major lower-body and core muscle groups

Balance:

Dynamic movements improve balance, muscular endurance & coordination

Cardio:

Aerobic activity supports heart health, circulation & respiratory function

Healthy Aging:

Effective exercise contributing to overall physical well-being & longevity

Skiing isn't just recreation; for adults 40+, it's a prescription for healthy aging.

INSIGHT 03

Older Adults Are More Digital Than Ever

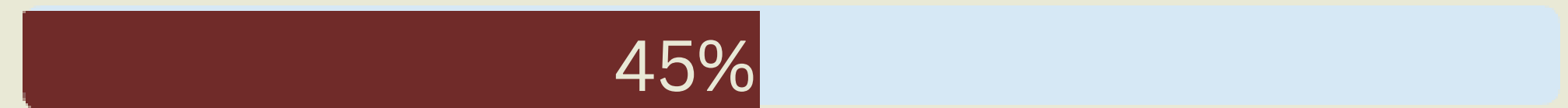
90% of adults 50+ use social media

Strategy: Combine Meta's reach with YouTube's video growth for maximum impact

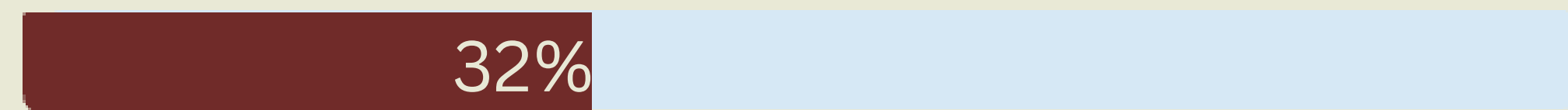
Meta – Primary channel, dominant reach



YouTube – +3% YoY growth



WhatsApp – +3% YoY growth



TikTok – +2% YoY growth





INSIGHT 04

What Our Audience Actually Wants

Old Framing: Learn moguls later in life → **New Framing:** Stay strong, ski confidently, explore the mountain for years to come

1. Staying Active & Connected

Skiing is about more than performance; it's about how they stay vital and social

2. Longevity Is the Goal

The real desire is to keep skiing for years to come, not to prove a point

3. Confidence is the Barrier

Fear and self-doubt hold skiers back more than physical ability

4. Technique Is a Means

Skills only matter if they help people access the terrain and experiences they want most

5. Community Matters

Social connection on and off the mountain is a primary motivator

INSIGHT/POSITIONING

TARGET MARKETING 1

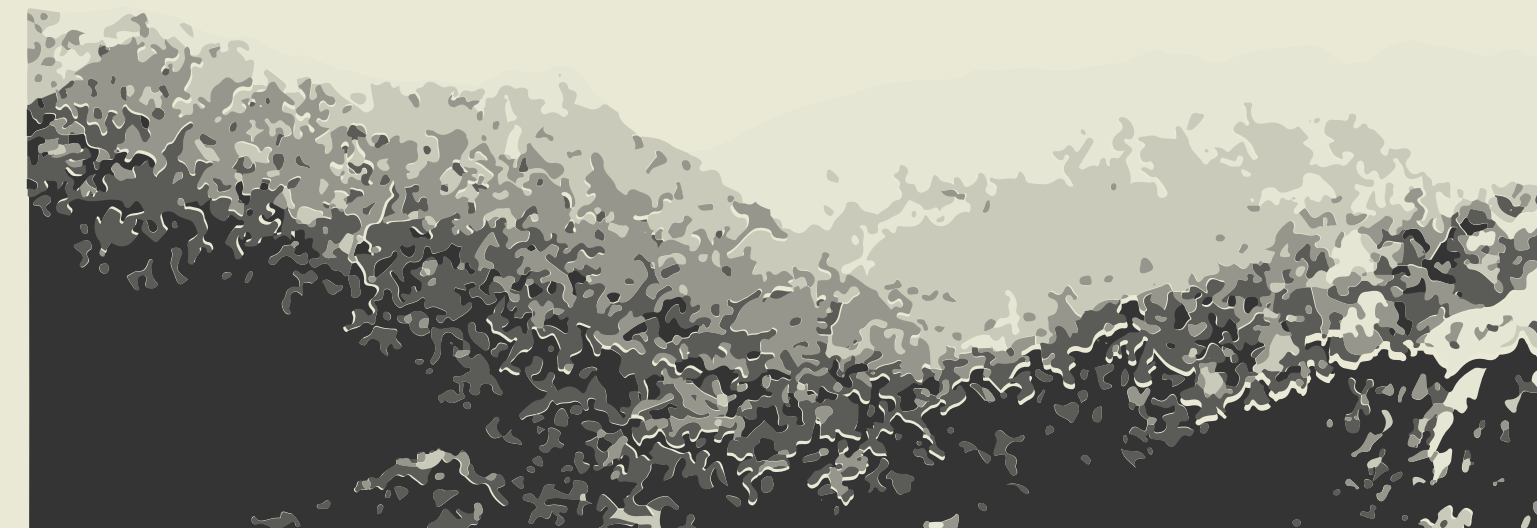
COMMUNITY & IDENTITY

For active, health-conscious adults 50+ who see skiing as a core part of who they are, Second Summit Ski Clinics provides an immersive all-mountain program that meets them where they are technically, connects them with a like-minded community, and proves that their best skiing isn't behind them.

TARGET MARKETING 2

LONGEVITY & CONFIDENCE

For adult skiers 40+ who fear losing their edge on the mountain, Second Summit Ski Clinics delivers specialty-coached, small-group instruction that rebuilds confidence and physical capability, so they can keep skiing the terrain they love, with the people they love, for years to come.



SWOT ANALYSIS

Strengths

- **Established expertise.** Specialty coaches with deep mogul and advanced terrain credentials.
- **Niche positioning.** One of very few programs built for experienced adult skiers.
- **Small group format.** Max 8 skiers per coach, premium experience mass programs can't match.
- **Aspen location.** World-class terrain that draws serious skiers willing to travel.

Threats

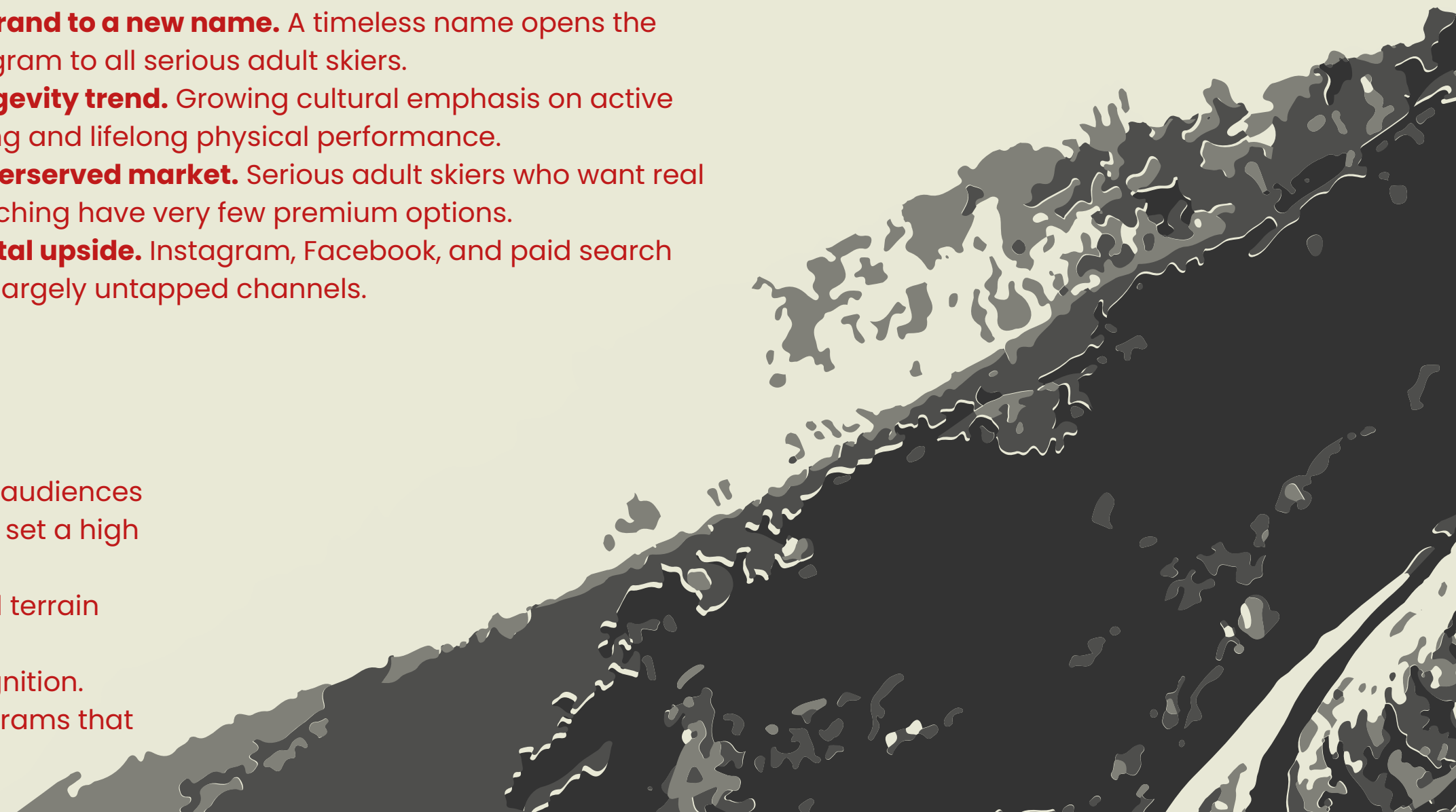
- **Established competitors.** They have big budgets and existing audiences
- **Cost sensitivity.** Premium clinic pricing and Aspen travel costs set a high bar.
- **Weather season dependency.** A poor snow season or reduced terrain access directly impacts clinic quality and capacity
- **Brand transition risk.** Losing "Bumps for Boomers" name recognition.
- **Embarrassment barrier.** Accomplished adult skiers resist programs that imply they need help.

Weaknesses

- **Age-coded name.** "Bumps for Boomers" narrows the audience and triggers the embarrassment barrier.
- **Mogul-only perception.** "Bumps" undersells the full range of terrain and instruction offered.
- **No digital presence.** No social community, limited organic reach, no paid search strategy.
- **No brand system.** Inconsistent visual identity limits recognition across channels.

Opportunities

- **Rebrand to a new name.** A timeless name opens the program to all serious adult skiers.
- **Longevity trend.** Growing cultural emphasis on active aging and lifelong physical performance.
- **Underserved market.** Serious adult skiers who want real coaching have very few premium options.
- **Digital upside.** Instagram, Facebook, and paid search are largely untapped channels.



POSITIONING STATEMENT

We believe the mountain doesn't have a limit on passion. BFB is the only program that matches specialty-trained coaches to adult skiers on a wide range of terrain. Get ready to stop holding back.

CREATIVE BRIEF

BUSINESS PROBLEM

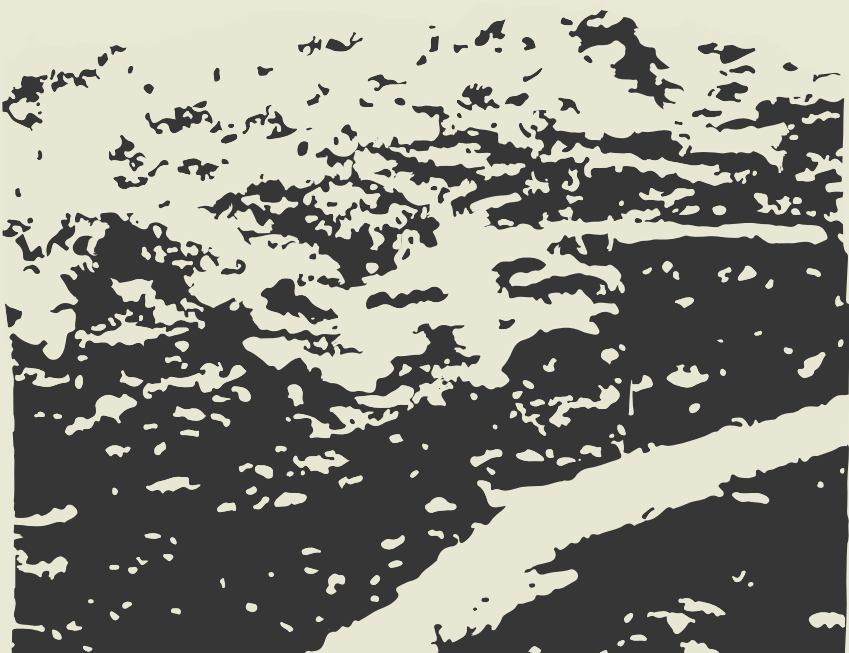
- Name alienates skiers under 60 and signals decline
- Losing market share to broader adult programs
- 23+ years of credibility and 5,000 alumni trapped inside the wrong brand

ROLE FOR COMMUNICATIONS

- Retain existing alumni through rebrand transition
- Expand enrollment to all adult skiers 35+
- Shift perception: senior clinic to serious adult ski community

TARGET AUDIENCE

- Adults 35–65, intermediate to advanced, lifelong skiers
- Still skiing every winter but quietly losing confidence
- Not looking for lessons, looking to feel like an athlete again



CREATIVE BRIEF

INSIGHT

- Confidence is the barrier, not physical ability
- Real goal is skiing longer with the people they love, not mastering the moguls
- Technique is the vehicle, longevity is the end
- Lifelong skill development supports cognitive health, physical conditioning and emotional well-being well into your 60's

CREATIVE SPRINGBOARD

- "The mountain is not done with you yet"
- Show who they become after, not what they struggled with before

SUPPORT

- 5,000+ alumni, 23 years, PSIA Level 3 instructors with up to 40 years of individual experience
- WSJ, NYT, NPR, Bloomberg coverage
- Research confirms that skiing strengthens lower body and core muscles, improves balance and coordination, and supports cardiovascular health.

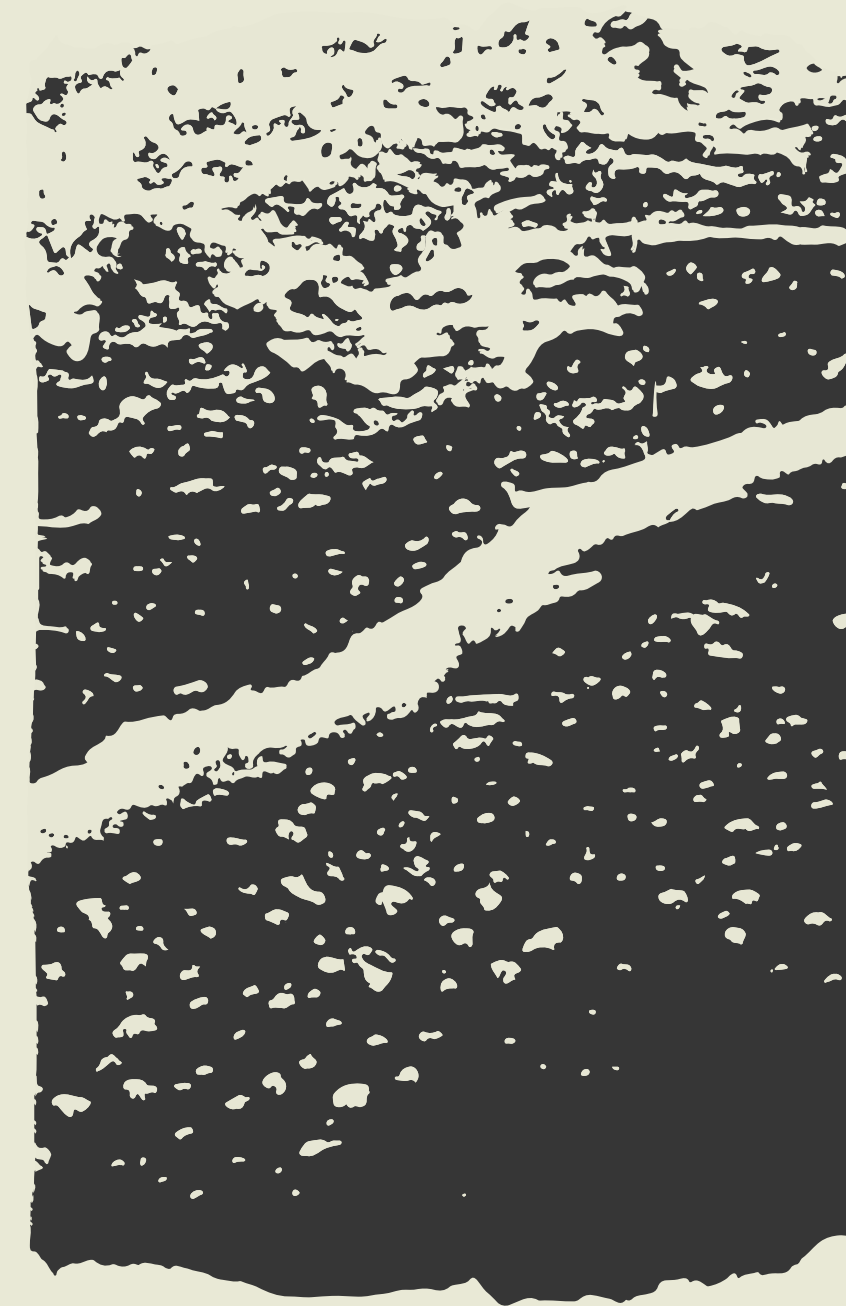
CREATIVE BRIEF

SUGGESTED TONE OF VOICE

- Athlete-first, never age-first
- Confident and direct, not medical or inspirational
- Community language, not school language

HEADLINES

- "The mountain is not done with you yet"
- "Stop holding back"
- "Your best skiing is still ahead of you."
- "Because adventure does not retire"



NEW BRAND NAME OPTIONS

1. **Second Summit Ski**
2. Backcountry Bumps
3. Aspen Mogul Club
4. Seasoned Slopes



Meet Margaret

Age: 58

Location: Denver, CO

Occupation: Semi-retired marketing director

Household income: \$150K+

Skis: 15–20 days/season



BUYER PERSONA

Goals:

- Ski confidently on all-mountain terrain
- Keep up with family on harder runs
- Stay physically strong into her 60s+

Barriers:

- Fear of injury on moguls & steeps
- Feels like “lessons are for beginners”
- Not sure programs exist for her level

Motivators:

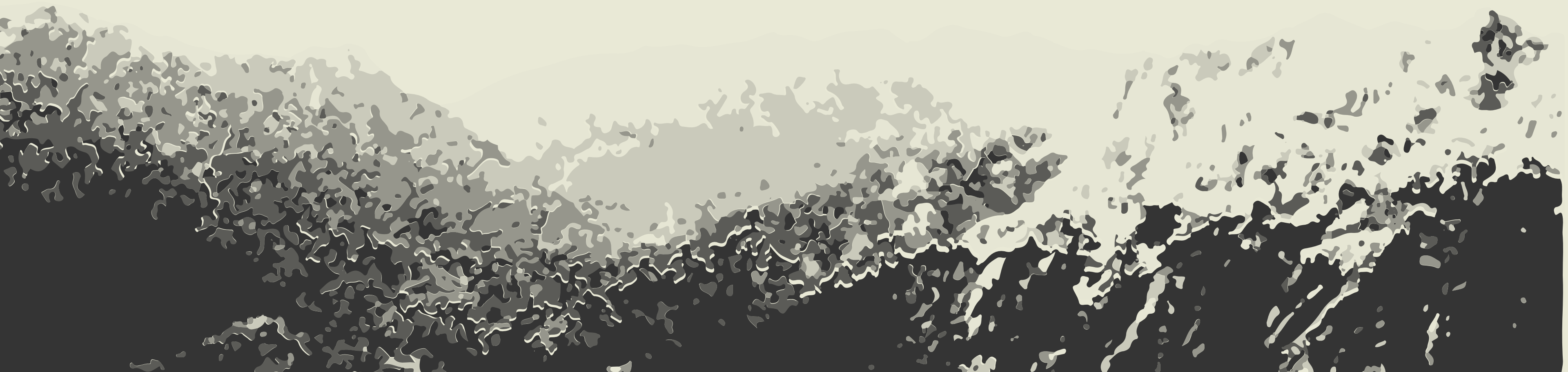
- Social bond with skiing friend/family
- Sense of achievement & personal growth
- Discovering she can still improve

Channels:

- Facebook and Instagram
- YouTube skiing tutorials
- Word of mouth from ski community



SUGGESTED ACTIVATIONS



ACTIVATION 1 (IN HOUSE)

Concept

A dedicated section of the website showcases alumni stories, photos, and milestone moments from skiers who continue to challenge themselves on the mountain.

How it works

- Participants submit photos and stories from their skiing journey
- Feature "first run back" moments after completing the program
- Highlight personal milestones and accomplishments
- Create a searchable archive celebrating 25 years of alumni

Why it works

Builds community, leverages 5,000+ alumni stories, and turns participant success into proof that age doesn't define ability.



ACTIVATION 2 (OUT OF HOUSE)

Concept

Partner with popular Aspen après-ski destinations to bring the campaign off the mountain and into the social spaces where skiers gather.

Activations

- Branded coasters, table tents, and signage
- Vintage-inspired ski photo booth
- Live band playing throwback music
- Campaign messaging displayed throughout the venue
- Drink and food offering

Why it works

Extends the campaign beyond the slopes, creates memorable brand experiences, and connects with participants in a fun, social environment that reflects the spirit of the program.



ACTIVATION 3 (SOCIAL MEDIA AND DIGITAL)

Concept

A social media campaign celebrating skiers who refuse to let age define their limits through nostalgia, storytelling, and personal achievements.

How it works

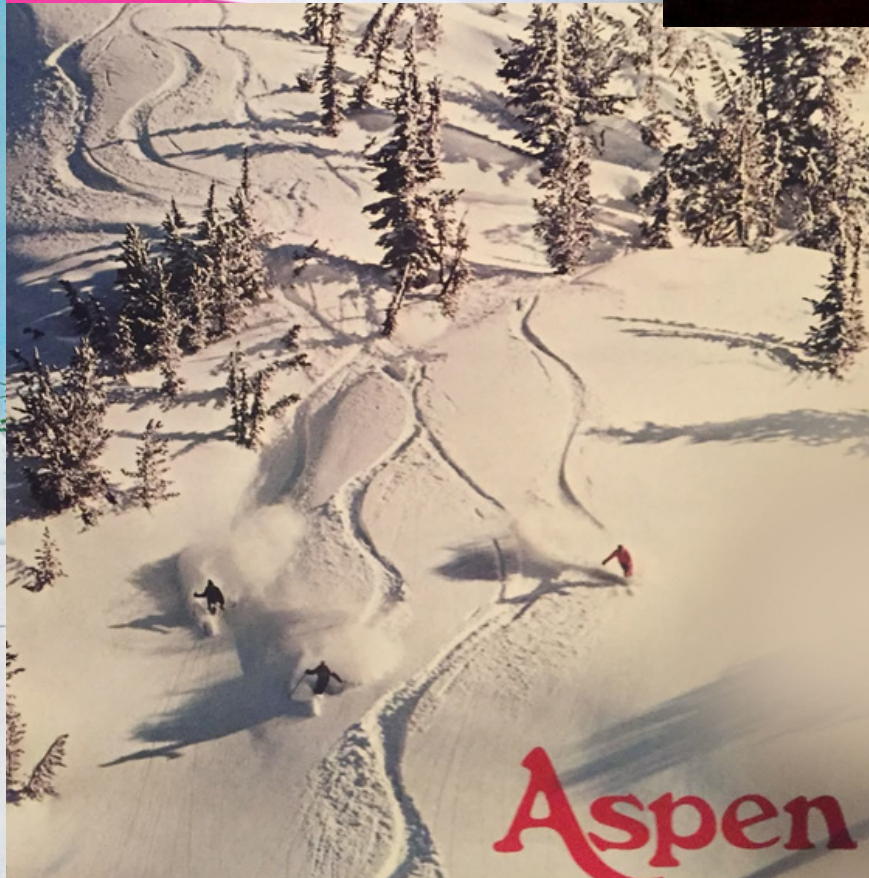
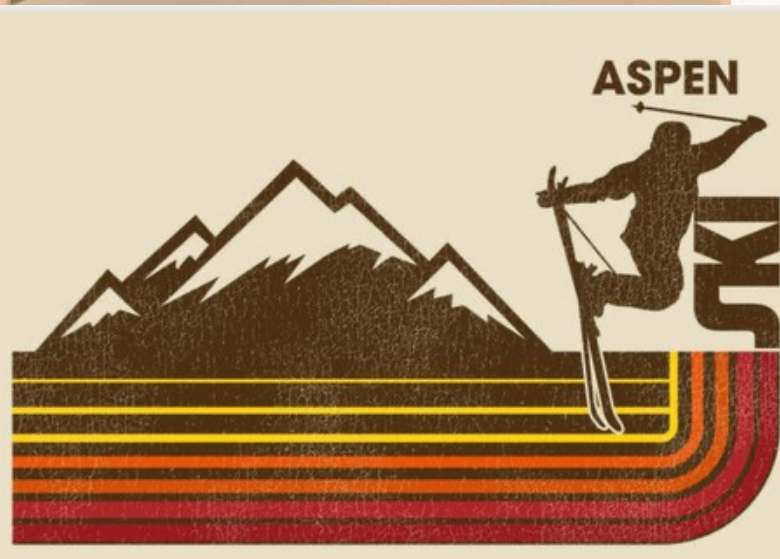
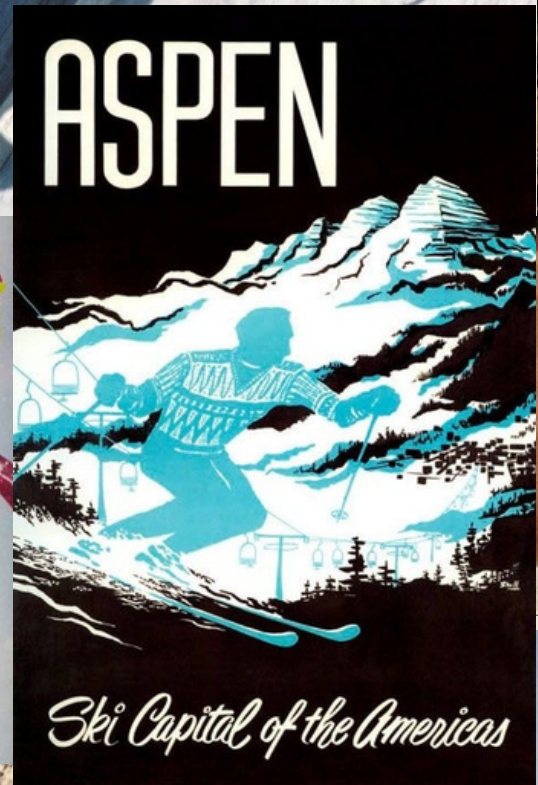
- Share vintage ski photos alongside current skiing photos
- Encourage participants to show how their passion for skiing has evolved over time
- Branded hashtag and photo frame

Why it works

Creates shareable user-generated content, builds community, and reinforces the message that age is not a limitation.



MOOD BOARD



alta



NEXT STEPS

1. Launch the Rebrand

- Finalize the new program name, logo, and visual identity
- Roll out updated messaging centered on confidence, experience, and lifelong skiing
- Introduce the campaign platform

2. Redesign the Website

- Simplify navigation and improve user experience
- Highlight coach expertise and alumni success stories
- Launch the Wall of First Runs and Ski Story Project

3. Activate the Integrated Campaign

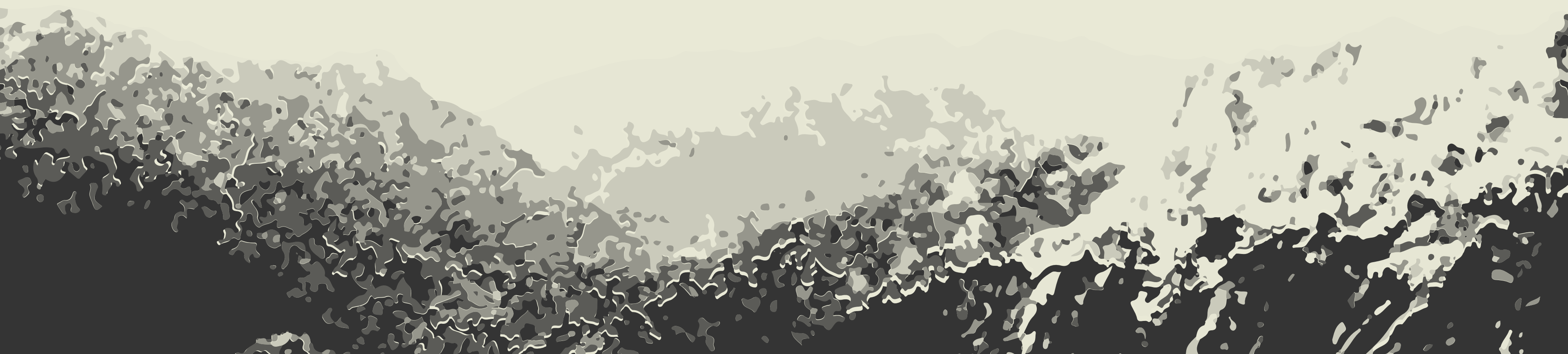
- Launch the Then & Now Challenge on social media
- Produce the First Run Back video series
- Partner with Aspen après-ski venues for campaign activations

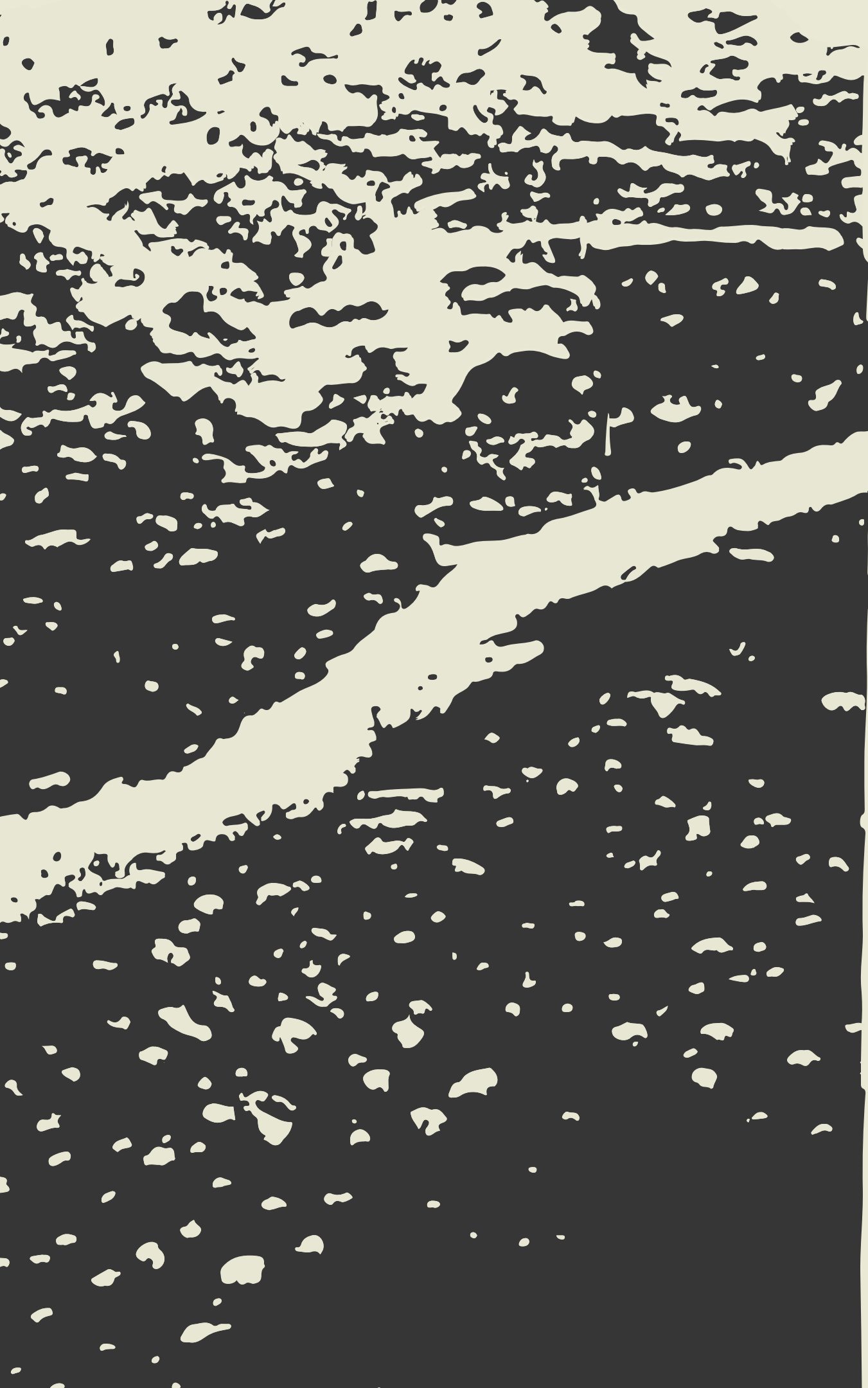
4. Strengthen Community Engagement

- Create an alumni network for past participants
- Develop year-round content and communication touchpoints
- Encourage user-generated content and participant storytelling

FINAL GOAL

Transform Bumps For Boomers from a ski clinic into a premium lifelong skiing community that celebrates experience, builds confidence, and keeps skiers progressing for years to come.





**THANK
YOU**

QUESTIONS?

