

Snowworld Productions

Fresh Peaks is affiliated with Snowworld Productions. Snowworld is a production company solely created for producing engaging rich media content within the Snow Sports Industry.

Fresh Peaks offers a High Definition promotional movie production. We work with you in creative partnership to produce a production that will meet your standards and best promote your resort to a global audience.

Through freshpeaks.com your production will then be hosted to a worldwide audience 24 hours, 7 days a week. In conjunction, we offer a viewer base who actively search out your product. A valuable and cost effective marketing tool for your resort this movie can also be hosted on your resorts website, used for promotional material and in broadcast.

For resorts that have produced or commissioned an agency or production house to create and/or film a TV commercial will know it is a costly exercise. In campaign development and TVC production the costs quickly mount up. Even a cheap campaign can cost a client a fortune, and that is before you factor in airtime. Sure, television stations may guarantee millions of viewers, but how many of those viewers stay to watch your ad or pay attention to what you're advertising.

What you get

- A professional Director and Cinematographer team, with the option of a stills photographer shooting at your resort for three days over the period of one week.
- Shot on the latest in High Definition camcorders and sound equipment ensuring optimum audio/visual broadcast quality.
- Our dedicated editors, cutting on the latest editing systems, and using the very best in video compression, ensuring the highest quality movie streaming available.
- A professional video that showcases your resort to the highest level, streaming 24/7 on our worldwide portal plus your own copy for use in house or on your own media channels.

Snowworld Productions facilities.

We can produce a new film or convert existing footage to Fresh Peaks specs*

Maximise your marketing dollars already spent on creating content by taking advantage of Snowworlds post production facilities. We can edit and treat existing footage, to give you a Fresh Peaks standard multi level production and marketing tool. Snowworld can offer resorts a day rate for post production, keeping cost down to a minimum but supplying an end result that will still be that of a Fresh Peaks/Snowworld Production Standard.

*existing footage will have to be at least broadcast quality.

Why use Snowworld Productions?

Further promote your resort with an "experiential resort promotion" that relates to a global audience at the highest level.

- A media format that will be virally sent through Fresh Peaks website.
- Gain extra leverage with a global resource and loose the cost of traditional media.
- To influence customers decision-making processes through powerful rich media.
- Gain a marketing tool that can used across multiple platforms