

SPECIAL MARKETING AND PROMOTION TELEVISION PROJECT «BIATHLON IN KONTIOLAHTI (FINLAND)»

The project is a full-fledged campaign for the winter season 2020 to visualize and promote Kontiolahti Biathlon Stadium and North Karelia region as a destination of active tourism and winter sports. New TV program "Biathlon in Kontiolahti" were prepared and placed in the winter rotation of the "Men's TV" Channel. Additional rotation of the package will be prepared before World Cup in March 2020 that provide visualization the partners and ticket sales for sport fans in Russia.

PROJECT PARTNERS:



JOKIKONE

Koli BREAK BY
SOKOS HOTELS

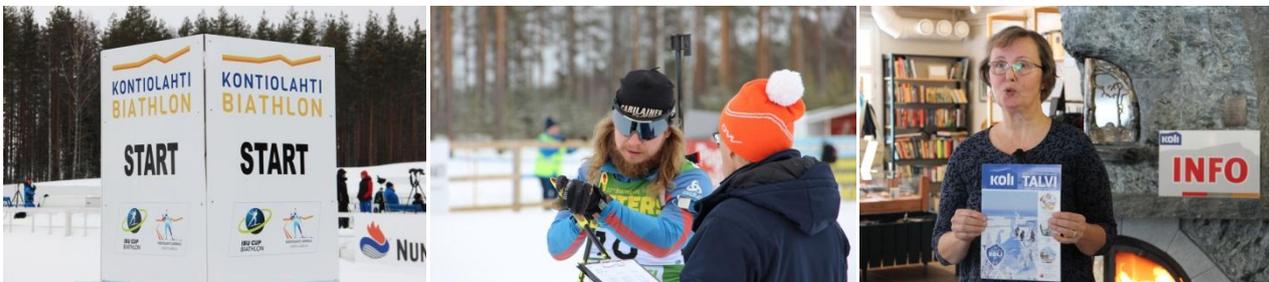


The general secretary of the Kontiolahti Sports Club **Tomi-Pekka RIIHIVUORI**, says: "Kontiolahti is a very traditional biathlon stadium. Today it is the only stadium in Finland that has a license to organize the stages of the Biathlon World Cup. The World Cup Stages have been held in Kontiolahti over the past few years, and the next 2020 will be truly great. In March, we host the Biathlon World Cup, in August there will be a world championship in roller skiing, and in November-December the opening of the next season.

Our biathlon season opens in October and lasts until April and even until May. Russian fans are traditional guests in Kontiolahti and we would like to invite you to come next year. To do this, we worked on the sale of tickets, as well as ready-made packages with accommodation, which can be bought at travel agencies. This will make the trip more convenient and simple. Kontiolahti remains the closest venue for the World Cup for Russians and we are doing everything to make Russian athletes and fans feel at home in Kontiolahti. Welcome to Kontiolahti for the stage of the Biathlon World Cup in March 2020".

Finnish North Karelia is a unique place on the map of Finland with untouched nature, winter landscapes, fresh air, ski resorts and original Karelian culture. The region will appeal to those who want to enjoy the splendor of nature without moving far from home, and at the same time value European comfort, a high level of service and non-standard tourist routes. Outdoor activities are an important part of any trip. In winter, you can go downhill skiing from the snowy peaks, swim in the ice hole, take part in a snowmobile safari or dog sledding.

Koli ski resort is located on the western shore of Lake Pielinen. The pacifying beauty of nature, the freshness and coolness of the lakes, evening songs and gatherings around the campfire, delicious barbecue, a bathhouse, sledges, unity with the outside world - this is only a small part of what makes outdoor recreation so tempting. Break Sokos Hotel Koli is a chic hotel set in a picturesque landscape in the Koli National Park. The hotel has a total of 73 non-smoking rooms. In March 2013, the opening of the unique Koli Relax Spa, which is famous for its five elements concept, took place. Delicious food is prepared using quality ingredients and local products, which is offered with cordiality and Karelian hospitality.



PARTNERS OF THE PROJECT: Kontiolahti Sport Club – (www.biathlon-kontiolahti.fi / www.kontiolahtibiathlon.com), ОТЕЛЬ Break Sokos Hotel Koli – (www.sokoshotels.fi)

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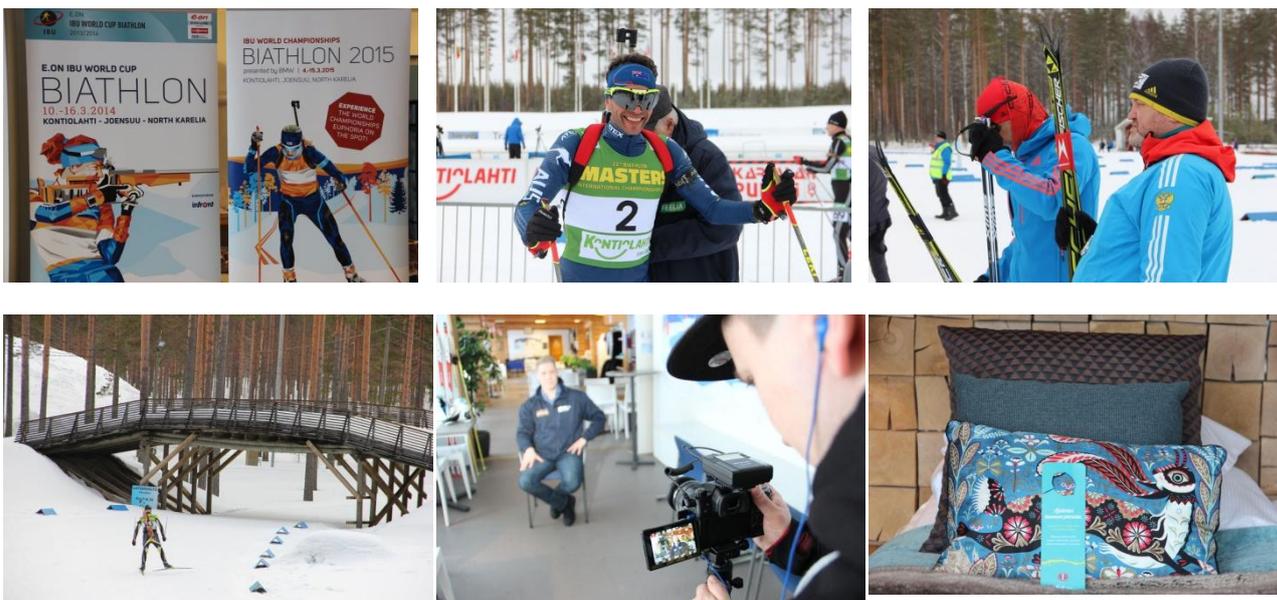
Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

I. **A trip for a filming crew to Finland (Kontiolahti and Koli region)** was prepared and carried out in March 2019. Following the results of the trip a photoset and a shooting of the programmes for the "World Voyage" series on Men's TV channel were performed.

TV-programmes "World Voyage" presents popular sea resorts, ideas for family holidays, gastronomical weekends and automobile routes. For many people a wholesome holiday consists of hundreds of aspects, starting with special breakfast menu and ski service in the hotel, and ending with wine tasting in the hut high in the mountains. Every single TV project is a thoroughly made travel guide for active travelers, which supports selected resorts, hotels and restaurants. TV-programmes of "World Voyage" series are being during the winter season. The audience of the project is estimated to be more than 15'000'000 people. On YouTube - <https://www.youtube.com/user/SKTSLLC/videos>



TV filming of "World Voyage" program in North Karelia, Finland (March 2019). Cameraman: Kirill Danko.



Russian TV channel "МУЖСКОЙ" (<http://www.mans-tv.ru/>) is of interest for those, who are not ignorant to truly men's entertainment, such as fishing, weapons, cars and active vacation. If you are a real man, than you can proudly say that this channel is for you. The main advantage of niche channels is the assurance of stability of 100% target audience. Well-considered choice of the channels, supported by meaningful interest of the audience, guarantee customer's loyalty to the content and integrated advertisements. Currently the potential audience is estimated to be about 27 million TV viewers, including 4.4 million users of cable television and mobile operators. "МУЖСКОЙ" Channel has received the "National award " in multichannel digital television field "Big Digit 2012" in the nomination "The best entertainment channel".

SKTS.ru

"SKTS" Company (www.skts.ru) is a producing company of the complete cycle. The whole range of works is undertaken to prepare a scenario, offsite shootings, producing and disposition of TV products and sponsor's packages. It has much experience in producing series and standalone TV projects starring sport and film stars. The secret of the success consists of several elements: an original idea, own shootings in Russia and abroad and a creative team of professionals.

YouTube channel: www.youtube.com/user/SKTSLLC

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II. As result of the trip to Finland (March 2019) an author TV programme (lasting 13 minutes) from "World Voyage" series was prepared and released on "MEN'S TV" Channel at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 1 week. **The overall length is 78 minutes.**

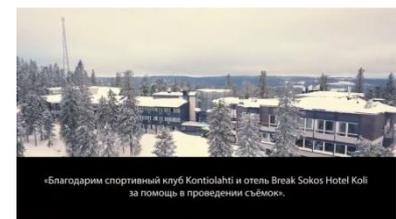


#1926: WORLD VOYAGE. BIATHLON IN KONTIOLAHTI. FINLAND.

FINNISH NORTH KARELIA is a unique place on the map of Finland with untouched nature, winter landscapes, fresh air and original Karelian culture. The region is a recognized winter sports center in Finland. The Kontiolahti Biathlon Stadium has been hosted international competitions since 1997. The year 2020 in Kontiolahti will be truly great. In March and November, two stages of the Biathlon World Cup will be held here. And in August the World Cup in roller skiing will be hosted. The Kontiolahti Biathlon Stadium is the most close venue for Russian winter sport fans.

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Biathlon in Kontiolahti. Finland»	December	13	78
«World Voyage. Biathlon in Kontiolahti. Finland»	February	13	78
TOTAL:			156

TV programme of "World Voyage" series #1926 "Biathlon in Kontiolahti", Finland, premier December 4, broadcast during the week #49 length - 13 minutes.



PARTNERS OF THE PROJECT: Kontiolahti Sport Club – (www.biathlon-kontiolahti.fi / www.kontiolahtibiathlon.com), Отель Break Sokos Hotel Koli – (www.sokoshotels.fi)

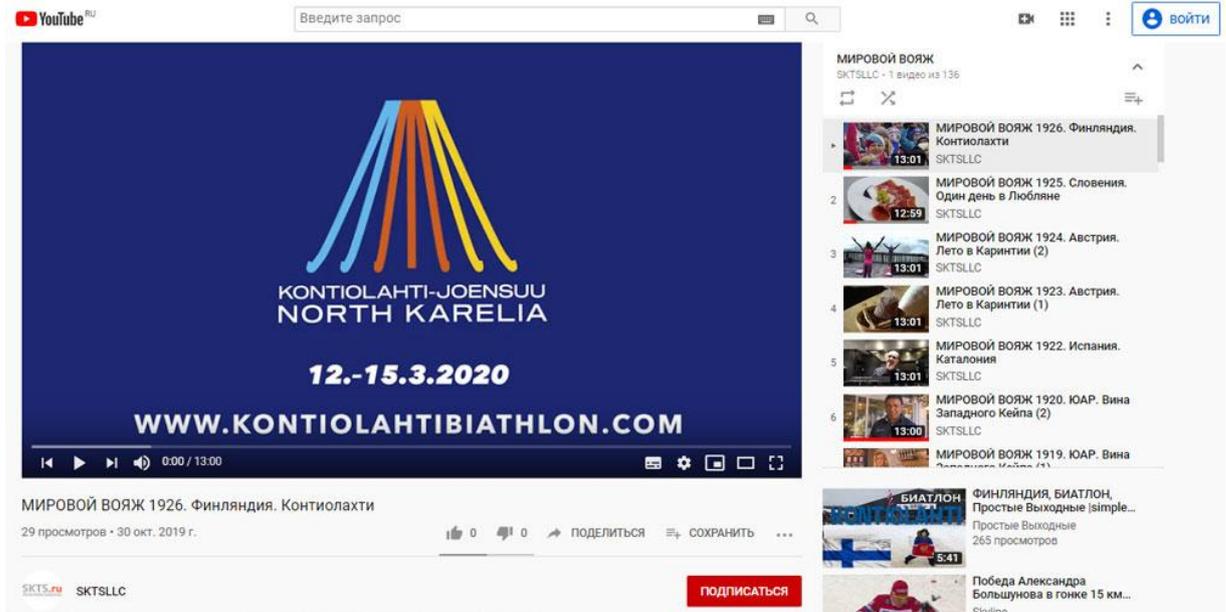
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III. TV programmes «World Voyage in Saimaa lake region» placement on corporate YouTube:



www.youtube.com/user/SKTSLLC - «WORLD VOYAGE» folder



Broadcasting timing on Men's TV channel:

- 1/ The premier (week #49):
- 05.12.2019: 11:27:05.00: 00:13:00.00
 - 05.12.2019: 19:26:05.00: 00:13:00.00
 - 05.12.2019: + 03:26:35.00: 00:13:00.00
 - 08.12.2019: 09:26:55.00: 00:13:00.00
 - 08.12.2019: 17:25:30.00: 00:13:00.00
- 2/ Repeat #1 (week #50):
- 11.12.2019: 11:24:20.00: 00:13:00.00
 - 11.12.2019: 19:24:20.00: 00:13:00.00
 - 11.12.2019: + 03:24:20.00: 00:13:00.00
 - 14.12.2019: 09:26:00.00: 00:13:00.00
 - 14.12.2019: 17:26:00.00: 00:13:00.00

TOTAL: 10 times

Broadcasting tv program notice by Men's TV Channel

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Project reports and materials on the OOO SKTS website (www.skts.ru)



CONTACT INFORMATION

OOO SKTS (Travel, Media & Promotion Projects)

37 Shabolovka St., Moscow

Phone: +7 (495) 921-3516

www.skts.ru

https://www.youtube.com/user/SKTSLLC

SKTS.ru logo and contact information: 115162, Russia, Moscow, Shabolovka str., 37 tel: +7 (495) 921-3516. Stepan OBRAZTSOV General Director mob.: +7(925) 506-1097 stepan@skts.ru www.skts.ru TRAVEL MEDIA & PROMOTION PROJECTS

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