

**SPECIAL MEDIA PROJECT:
«MORE THAN JUST A VACATION»
Finland (Saimaa – Vuokatti)**

This project is a comprehensive advertising campaign in support of 2016 winter season at Holiday Club Saimaa and Holiday Club Katinkulta. A TV documentary has been made about a summer and winter vacation at these resorts. Advertising campaign "Summer in Finland" for Range Rover owners have been realized.

PROJECT PARTNER:

Holiday  *Club*



HOLIDAY CLUB has been providing tourist services for 30 years now. 23 of 31 resorts are situated in Finland. In Lappeenranta at the shore of one of the biggest lakes, called Saimaa, in a little place, called Saimaa, which is only 230 kilometres away from Saint Petersburg there is Holiday Club Saimaa. It is a complex, which consists of 3 blocks of the hotel (Club, Gant, Castle), fully equipped apartments and cottages. Easy Kitchen, Classic Pizza, O'Learys and Le Biff restaurants are capable of satisfying any guest's taste.

Various entertainments are presented to the guests, among them there are an aqua park Cirque de Saimaa and the world of saunas, a spa centre Harmony Spa, bowling BowlCircus, billiards, a multifunctional skating rink, cycling paths, a golf course, a rope park Atreenalin park and many more others. There is a separate block for conferences in the spa-hotel. It is on the first floor of the hotel.

Holiday Club Saimaa is built on the territory where different hotels and inns were traditionally placed. The name of the first hotel was Rauh's boarding house. It was opened in 1894 by an owner of a constructing company Gustav Alm. Afterwards, two Russians, doctor Dmitry Gabrilovich and his brother Ivan bought the village of Rauh in 1912. Among their services there were various baths, galvanic therapy and phototherapy.

Types of accommodation: hotel rooms, a variety of cottages and apartments depending on your desire and the number of guests. Spacious rooms at Castle Hotel can comfortably accommodate a family of four. The room price includes breakfasts and an unlimited pass to the water park. Another advantage of this hotel is that the water park and the restaurant where you will enjoy breakfasts every morning are in the same building as the hotel, which is very convenient for families with kids who will not need to dress them every time.

Cottages and apartments are for those who like to travel with a lot of friends or with a big extended family, including grandparents. They have everything for a comfortable vacation. Our kitchens have all the necessary appliances to cook your favorite meals for the whole family or to try something new. Each cottage or apartment has a balcony and a separate sauna that provide a more comfortable atmosphere and more privacy. In summertime, some cottages have gas barbeques and bicycles. In a colder season, you can always use a fireplace and enjoy the comfortable atmosphere having a cup of tea, reading a book or talking to your close ones. In snowy winters, one can always make a snowman near the cottage entrance or during a ski trip.



Project partner:

Holiday Club Resorts (www.holidayclubresorts.com/ru/)

Holiday Club Saimaa (<http://www.holidayclubresorts.com/ru/kurorty/saimaa/>)

I. **A trip for a filming crew to Vuokatti resort** (Holiday Club Katinkulta) was prepared and carried out. Following the results of the trip a photoset and a shooting of the winter programme for the "World Voyage" series on Muzhskoy 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 Vuokatti (March 2016). Cameraman: Alexander Batrakov.



Russian TV channel "MUZHSKOY" (<http://muzhskoy.tv>) 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. "MUZHSKOY" Channel has received the "National award " in multichannel digital television field "Big Digit 2012" in the nomination "The best entertainment channel".

"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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Тел.: +7 (495) 921 3516

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E.mail: stepan@skts.ru

II. Before summer season 2016 exclusive information materials were prepared and published on MAXIM website.

An **overview article** about summer activities "Activities on Saimaa" was published in the travel section of www.maximonline.ru. The article has photographs and video materials about Holiday Club Saimaa:

Direct link: <http://www.maximonline.ru/guide/promo/article/16105/?tmpp=927ddf412fddf9f8a5c8601cea639709>

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III. Based on the results of the trip to Finland in August 2015, **one (1)** author's TV show was prepared and aired on **Muzskoy TV Channel** as part of the World Voyage special project. Each show was repeated 6 times during a week. **Total duration: 78 minutes.** Additional replays to be done in July and September.

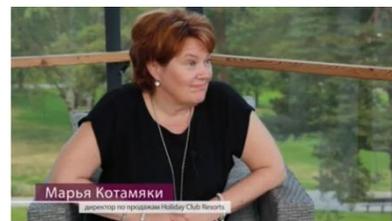


#1617: WORLD VOYAGE. FAMILY TRAVEL IN SAIMAA. FINLAND.

HOLIDAY CLUB SAIMAA is a SPA-centre at the shore of Saimaa lake. The resort was created specially for family holidays, so the cottage houses and apartments are designed for comfortable holidaymaking with children. During summer gas grill and bicycles are available along with the cottages. Cirque de Saimaa doesn't leave indifferent neither children nor their parents. Multicolour fountains, slides, swimming pools in a shape of a river mouth, a separate World of saunas and a smoke sauna on an open terrace. Angry Birds Activity Park, a fascinating world of "Angry Birds" where you can jump and skip in a labyrinth or play computer games.

Name	Premiered	Show time, min	
		1 run	Total
«World Voyage. Family travel. Saimaa. Finland»	May	13	78
«World Voyage. Family travel. Saimaa. Finland»	July	13	78
«World Voyage. Family travel. Saimaa. Finland»	September	13	78
PROGRAM SPONSORS:			
TOTAL:			234

TV programme of "World Voyage" series #1617 "Family travel in Saimaa" (Finland), premier May 17, July 5 and September 27, broadcast during the week #20,28,39 length - 13 minutes.



PARTNER OF THE PROJECT: Holiday Club hotel chain (www.holidayclubresorts.com/ru/)

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SPECIAL PROJECT: "SUMMER WITH HOLIDAY CLUB " FOR THE OWNERS OF RANGE ROVER CARS



AN ADVERTISING CAMPAIGN of Holiday Club hotel chain for the owners of premium-class Jaguar Range Rover cars was held in summer season of 2016. From June until September a big information campaign took place at the sites of Arteks company, the official dealer of Jaguar Land Rover.

All participants, who fill in the form get a 20% discount on accommodation at any of 23 Finnish Holiday Club resorts. At the end of June and July two winners are randomly chosen. They get a voucher for a free stay for a weekend at Holiday Club Saimaa resort with breakfast, visiting aqua park and Angry Birds amusement park.

"Summer in Finland" advertising campaign for buyers of premium cars and the clients of ARTEKS service center was carried out since June 1 till July 31 together with a number of Finnish hotels Holiday Club. The announcement of the campaign and regular updates, including the news about the winners, was placed at **ARTEKS website** and in social nets like FB, VK, Instagram. During summer clients' information distribution for all owners of Range Rover and potential clients (through sms, e-mail, private calls) were performed on regular basis.



Information was being placed for three months on an official portal of Arteks Company (www.arteks.ru) and was transmitted in the inner communication network to the owners of cars (through SMS, email, social networks and individual calls). The audience is estimated to be over 23`000 owners of cars.



"The evening of Italian wines. Introduction to Sicily", which included wine-testing and appetizers, took place on May 26, presented as a special event for selected owners of Range Rover cars. During the evening the presentation of summer Holiday Club project took place.

SKTS.ru **APTEKC**

Дорогие друзья!

Приглашаем Вас на тематический вечер-дегустацию вин Италии (знакомство с винами Сицилии). В программе каждого вечера лекция профессионального сомелье, дегустация 4 различных сортов вин с аперитивом/закусками и десертом.

Мероприятие состоится 26 мая, в четверг в 19:00 по адресу Старокошарный пер., 19 в большом зале для дегустаций винотек ВИНССИМО.

Пожалуйста подтвердите свое участие по телефону +7 800 1470002 или в мессенджерах @skts.ru @skts_ru

ПАРТНЕР ВЕЧЕРА: сеть финских спа-курортов **Holiday Club** (www.holidayclub.com.ru). Holiday Club является крупнейшим оператором и владеет 31 курортом, среди которых 23 расположены в Финляндии. Новый курорт Holiday Club Saimaa расположен на берегу пресного озера Сайма. Это уникальный комплекс на 300 гектарах площадью всего в 230 км от Санкт-Петербурга, созданный специально для отдыха. Хорошие дороги, близость границы и железнодорожное сообщение с Россией делают Holiday Club Saimaa идеальным направлением для отдыха с детьми. Holiday Club – отдых в Финляндии на любой вкус!

Волшебный мир заповедника **Сирва де Саймаа** – любимое место всех, кто здесь бывал. Флора, вода, воздух и свет не оставят равнодушным ни детей, ни их родителей. Рассветает Фонтан, горит, баскетбол в воде роса, анем, мини-баскетбол и скань (игрушка для малышей). Мир Сайма – это не только красивый пейзаж и в равной степени, но более интересно на открытой террасе и небольшой бассейне.

В живописнейшей близости от озера расположен **Алту Вилла Ахуйла Парк**, где родители могут показать родителям увлекательный мир «холодных плечей», научить их безопасно плавать, прыгать, прокатить саней, лодочный лабиринт или играть в компьютерные игры. Для этого отдыха и кафе, продающие напитки, оставят бесценные воспоминания от путешествия. Завершить уютное время можно небольшой ужином на выходе из парка.

Holiday Club **Дня тех кто любит ВИНО** **Vinissimo**

SKTS.ru **APTEKC**

Тематический вечер-дегустация вин Италии (Сицилия), 26 мая.

	Terre Siciliane 101, Feudo Arancio, Tinchita Вино из знаменитого винодельческого хозяйства, в котором традиционно выращивают сорта канналицо, неро и меркаво. Во вкусе – насыщенный, сбалансированный, с нотками трюфельной восточности. Подается при 12-14°C. Сомелье: Елена Савина Сомелье: Елена Савина, Ирина Ковалева, Андрей Бондар, Андрей Мельников
	Terre Siciliane 101, Feudo Arancio, Tinchita Rosso Вино из знаменитого винодельческого хозяйства и традиция сорта (канналицо, меркаво, канналицо). Подается при 12-14°C. Сомелье: Елена Савина Сомелье: Елена Савина, Ирина Ковалева, Андрей Бондар, Андрей Мельников
	Sicilia DOC, Feudo Arancio, Nero d'Avola Красное вино из знаменитого винодельческого хозяйства, в котором традиционно выращивают сорта канналицо, меркаво и неро. Подается при 12-14°C. Сомелье: Елена Савина Сомелье: Елена Савина, Ирина Ковалева, Андрей Бондар, Андрей Мельников
	Sicilia 101, Morgante Nero d'Avola Красное вино из знаменитого винодельческого хозяйства и традиция сорта (канналицо, меркаво, канналицо). Подается при 12-14°C. Сомелье: Елена Савина Сомелье: Елена Савина, Ирина Ковалева, Андрей Бондар, Андрей Мельников

Holiday Club **Дня тех кто любит ВИНО** **Vinissimo**



Wine evening 26th May in Vinissimo (Moscow). Photographer: Semen Sych.

Materials of the event were posted on the official site, Facebook, VKontakte, Twitter and personal distribution of materials was held for the owners of Jaguar Range Rover (through SMS, email and personal calls).

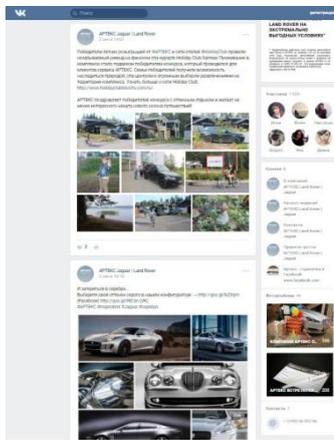
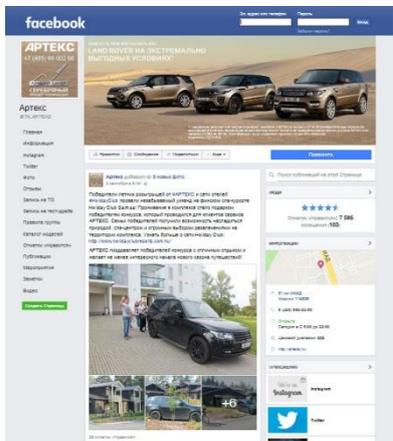


The winners, who had been randomly chosen on June 30 and July 31, had a **family trip to Finland** at the end of August. Weekend at Holiday Club Saimaa resort included not only accommodation but also visiting the aqua park Cirque de Saimaa and Angry Birds amusement park and granted many positive emotions for the whole family.



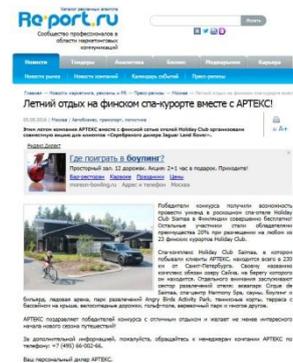
The trip for winners to Holiday Club Saimaa in August. Photographers: Klim Buzkov / Tatiana Goreltseva.

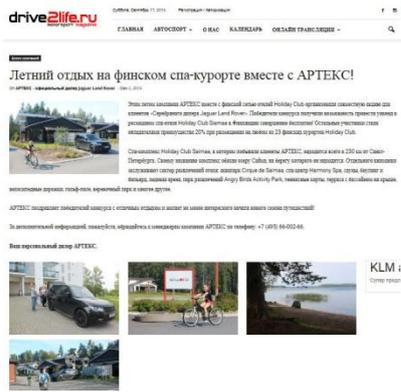
The results of the trips were collected and posted on the **official site** and also in **social networks**, Facebook, VKontakte, Twitter and personal distribution of materials was held for the owners of Jaguar Range Rover (through SMS, email and personal calls).



<https://www.facebook.com/TK.ARTEKS/posts/1161854200551699/> / https://vk.com/landroverarteks?w=wall-55030562_3986

- <https://www.drive2.ru/o/b/453093899473256966>
- <http://usedcars.ru/articles/64453>
- <http://drive2life.ru/2016/09/02/letniy-otdykh-na-finskom-spa-kurorte-vm/>
- <http://bazar-auto.ru/companies/news/988/>
- http://www.autoneva.ru/news/letniy_otdyh_na_finskom_spa-kurorte_vmeste_s_arteks_29666.html
- <http://pressu.ru/r/509801-letniy-otdyh-na-finskom-spa-kurorte-vmeste-s-arteks.html>
- <http://www.press-release.ru/branches/transport/1050a240d132/>
- <http://www.finnovosti.ru/letnij-otdyx-na-finskom-spa-kurorte-vmeste-s-arteks/>
- http://re-port.ru/pressreleases/letnij_otdyh_na_finskom_spa-kurorte_vmeste_s_arteks/





"The evening of Georgian wines. Introduction to Georgia", which included wine-testing and appetizers, took place on September 29, presented as a special event for selected owners of Range Rover cars. During the evening has been shown TV programs of summer vacation in Finland (Holiday Club Saimaa) and announced winter potential of Holiday Club Saimaa, Vuokatti and Kuusamo.

SKTS.ru **АРТЕКС**

Дорогие Друзья!

Приглашаем Вас на тематический вечер-дегустацию вин Грузии (проводится впервые). В программе каждого вечера лекция профессионального сомелье, дегустация 4 различных сортов вин с выключенным закуской и сыром.

Мероприятие состоится **29 сентября**, в четверг в **19:00** по адресу Староинженерный пер., 19 в большом зале для дегустации винотеки **ВИНИССИМО**.

Партнер вечера: сеть финских спа-курортов **Holiday Club** (www.holidayclubrussia.ru). Holiday Club является крупнейшим оператором и владеет 31 курортом, среди которых 23 расположены в Финляндии. Новый курорт Holiday Club Saimaa расположен на берегу пересохшего озера Сайма. Это уникальный комплекс на 300 гектарах площадью всего в 230 км от Санкт-Петербурга, созданный специально для отдыха. Короткие дороги, близость природы и эксклюзивное оборудование с Росией делает Holiday Club Saimaa идеальным направлением для отдыха с детьми. Holiday Club – отдых в Финляндии на любой вкус!

Волшебный мир **авантюры Спейс де Сайма** – любимое место kids, где царит Бонни. Феерия света и цвета не оставляет равнодушными ни детей, ни их родителей. Разноцветные брызгалки, шары, бассейны и вода русла реки, мини-бассейн и сказка «Иллюза» для малышей. Мир Спейс – это не только красивый ландшафт и 4 разных озера, но также парк на открытой террасе и небесный бассейн.

В непосредственной близости от озера расположен **Аква Парк Aquila Park**, где можно: покататься по самым захватывающим и быстрым водным горкам, научиться плавать, прыгать, прокатиться на водной лыжне или просто отдохнуть и позагорать на солнце. Для детей радости и удовольствия не меньше, оставив боковые мысли о путешествии. «Захватить успех» можно купив небольшой сувенир на выходе из парка.

Holiday Club **Дня тех кто любит ВЯНО** **Vinissimo**

SKTS.ru **АРТЕКС**

Тематический вечер-дегустация вин Грузии, 29 сентября.

ШАРДОНЕ, Россия, ОАО АПВ "Финляндия"
 Страна: Россия, Регион: 11-14, Площадь: 10-150 га, урожай: 2015
 Сорт винограда: 100% шардоне. Особенности: комплексная выдержка в дубовых бочках. Виноградный сорт Шардоне из Франции.

Артемис Мавра (Artemis Mavra) Грузия, Askani Brothers
 Страна: Грузия, Регион: Южная
 Сорт винограда: Мавра
 Особенности: виноградники расположены на высоте 1000 м над уровнем моря. Виноградники имеют возраст 15-20 лет. Виноградники имеют высокую плодородность. Виноградники имеют высокую плодородность. Виноградники имеют высокую плодородность.

Артемис Република Кемери (Artemis Republici Keperi) Грузия, Askani Brothers
 Страна: Грузия, Регион: Южная
 Сорт винограда: Кемери
 Особенности: виноградники расположены на высоте 1000 м над уровнем моря. Виноградники имеют возраст 15-20 лет. Виноградники имеют высокую плодородность. Виноградники имеют высокую плодородность.

Саврано (Savrano) Грузия, Winivino (Виниссимо)
 Страна: Грузия, Регион: Южная
 Сорт винограда: Саврано
 Особенности: виноградники расположены на высоте 1000 м над уровнем моря. Виноградники имеют возраст 15-20 лет. Виноградники имеют высокую плодородность. Виноградники имеют высокую плодородность.

Holiday Club **Дня тех кто любит ВЯНО** **Vinissimo**



Wine evening 29th September in Vinissimo (Moscow). Photographer: Semen Sych.

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V. As a part of "The car rally to the north of Norway" special project, shootings on Vuocatti resorts (Holiday Club Katinkulta), Kuusamon (Holiday Club Kuusamon Tropiikki) and Saariselka (Holiday Club Saariselka) were performed. The results of the trip were used in "World Voyage" programme series at Muzhskoy channel.



TV filming of "World Voyage" program in Vuokatti, Saariselka and Kuusamo (June-July 2016). Cameraman: Alexander Batrakov.

Two author TV programmes (lasting 13 minutes each) from "World Voyage" series was prepared and released on "MUZHSKOY" Channel at the end of the trip. The number of repeats of each programme is six; period of broadcasting is 2 weeks. The overall length is 156 minutes.

#1639, #1640: WORLD VOYAGE. CAR RALLY TO THE NORTH NORWAY.

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Car drive to the North Norway»	September	26	156
«World Voyage. Car drive to the North Norway»	November	26	156
«World Voyage. Car drive to the North Norway»	March	26	156
PROGRAM SPONSORS: <i>Holiday Club</i>			
			
TOTAL:			468

TV programme of "World Voyage" series #1639, 1640 "Car rally to the North" (Norway), premier September 13, broadcast during the week #37 with production in north resorts Holiday Club in Finland as Vuokatti, Saariselka and Kuusamo.



A CAR RALLY to the north of Norway took place during "white nights" period, when the lovers of adventures head towards the sea, where trophy cod, halibut, seawolf and real Norwegian crab can be easily caught. The main spot of the trip is North Cap, the most northern point of the continental Europe. This rally goes along a specially designed route through the whole Finland with stops in Holiday Club hotels for leisure and active programmes.

The most popular Finland's resorts, such as Holiday Club Saimaa, Holiday Club Katinkulta, Holiday Club Kuusamon and northern resort Holiday Club Saariselka are always ready to offer comfortable accommodation, sports center, aqua park, Angry Birds amusement park and various restaurants' menus.

TV programme of "World Voyage" series #1639, 1640 "Car rally to the North" (Norway), premier September 13, broadcast during the week #37 length - 13 minutes.



PARTNER OF THE PROJECT: Holiday Club hotel chain (www.holidayclubresorts.com/ru/)

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VI. Before winter season 2016-2017 exclusive information materials were prepared and published on MAXIM website.

An **overview article** "30 years of travel: Holiday Club celebrates anniversary" was published in the travel section of www.maximonline.ru. The article has photographs and video materials about north Holiday Club resorts:

The screenshot shows the MAXIM website interface with a navigation bar and a main article titled "30 лет отдыха: Holiday Club празднует юбилей". The article includes sections for cottages, spas, and resorts in Finland. A sidebar on the right features a Jaguar advertisement and a "MAXIM напишет тебе" section. At the bottom, there are sections for "Новый год в Сайме", "Holiday Club Saimaa", "Призы", and "Конкурсы и промо".

This collage features several images: a large fountain at night, a building at night, a magazine cover for "МОЛОДЕЖКА", and a close-up of a smiling person. Text overlays include "Торжества в Сайме", "Жемчужина в короне Holiday Club Katinkulta", and "Holiday Club Kuusamon Tropiikki".

Direct link:
<http://www.maximonline.ru/guide/promo/article/17400/?tmpp=91d799c35b0c4c7d5c237e2c0559a471>

VII. As a result of the trip in Vuokatti (March 2016) an author TV programme (lasting 13 minutes) from "World Voyage" series was prepared and released on "MUZHSKOY" 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.**



#1649: WORLD VOYAGE. FAMILY ACTIVE TRAVEL ON WINTER. VUOKATTI (FINLAND).

VUOKATTI focuses on family holidays, sport and quality service. The most popular sites are the famous Holiday Club Katinkulta resort with an aqua park and the Angry Birds adventure park. Guests can experience excellent mountain and cross-country skiing, snowboarding and ice skating, go on snowmobile, dog sled and reindeer sled teams safari, enjoying picturesque landscapes of Sotkamo district. Snowy and frosty winters guarantee various opportunities for doing active sports for the whole family.

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Family travel on winter. Vuokatti. Finland»	November	13	78
«World Voyage. Family travel on winter. Vuokatti. Finland»	December	13	78
«World Voyage. Family travel on winter. Vuokatti. Finland»	March	13	78
PROGRAM SPONSORS:			
 			
TOTAL:			234

TV programme of "World Voyage" series #1649 "Family travel on winter" in Vuokatti (Finland), premier November 15 and December 27, broadcast during the week #46,52 length - 13 minutes.



PARTNER OF THE PROJECT: Holiday Club hotel chain (www.holidayclubresorts.com/ru/)

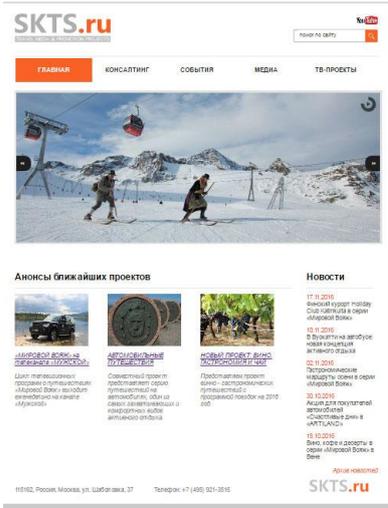
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Project reports and materials on the OOO SKTS website (www.skts.ru)



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TRAVEL MEDIA & PROMOTION PROJECTS

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