

ADVERTISING CAMPAIGN
"SUMMER AND WINTER IN LAPLAND"
Finland, Levi (Levi Hotel SPA)

This project is a complete full-year advertising campaign of seasons 2017-18 for Levi resort and "Levi Hotel SPA" hotel. Announcements for summer and winter vacations at the resort in a form of Season Range Rover Active Camp are prepared and released on air as TV programmes. And an informative campaign "Summer in Lapland" was carried out for the owners of Jaguar Range Rover cars.

PROJECT PARTNERS:



LEVI HOTEL SPA

APTEKC



CONTENTS:

			Page.
I.	March	A trip for a filming crew to Levi resort (Levi Hotel SPA).	4
II.	May June	TV production of «World Voyage» series 1727, 1728 «Lapland cuisine», Finland (Levi), premiered June 20, rotation during the week №25.	5
III.		Special project «Summer in Lapland» for Range Rover owners.	
	May	First stage: «Children arts competition» from May 1 to June 3 among the families of ARTEKS` clients.	6
	June June	Second stage: «Summer in Lapland» from June 1 to July 31 each ARTEKS service clients got a discount for accommodation in Levi Hotel SPA.	7
	July August	Announce of the driving tour «Summer Range Rover Active Camp in Levi» in August.	8
IV.	August	A trip for a filming crew to Levi resort for event testing (Summer Range Rover Active Camp in Levi).	10
V.	October	TV production of «World Voyage» series 1727, 1728 «Lapland cuisine», Finland (Levi), premiered October 24, rotation during the week №43.	
VI.	October	TV production of «World Voyage» series 1747, 1748 «Active travel in wintem», Finland (Levi), premiered October 31, rotation during the week №44.	11
VI.	October	TV production of «World Voyage» series 1749, 1750 «Active travel in summer», Finland (Levi), premiered October 31, rotation during the week №44.	12
VII.	October	TV production of «Dialogues of Fishing» series 1721, Finland (Levi), premiered October 14, rotation during the week №41, MATCH TV.	13
VIII.	November	TV production of «Dialogues of Fishing» series 1721 and «Camp Cuisine» series 1728, Finland (Levi), premiered November 20, rotation during the week №47, DOR TV.	14
IX.		Special project «Winter in Lapland» for Range Rover owners.	15
	November	Wine evening as a special event for selected owners of Range Rover cars with presentation of Winter Active Camp in Levi (April).	16
	February	Announce of the driving tour «Winter Range Rover Active Camp in Levi» in April.	
	February	Additional rotation of «World Voyage» series 1747, 1748 «Active travel in wintem», Finland (Levi), premiered February 6, rotation during the week №6 and «World Voyage» series 1727, 1728 «Lapland cuisine», Finland (Levi), premiered February 13, rotation during the week №7.	17
XI.	April	Driving trip to Levi resort for event (Winter Range Rover Active Camp in Levi).	18
XII.	May	Additional rotation of «World Voyage» series 1810-1812 «Active travel in summer», Finland (Levi), premiered May 1 and 8, rotation during the week №18,19 and «World Voyage» series 1727, 1728 «Lapland cuisine», Finland (Levi), premiered May 15, rotation during the week №20.	



Finnish Lapland is a land of adventures and miracles. Life here is full of contrasts: in winter during polar nights, everything lies in the darkness and in summer, the sun shines all day long. Only a few kilometers from cities and bustling ski resorts there is freedom and boundless space of wild nature. Officially, there is no such country as "Lapland". Its territory is divided between four countries: Finland, Norway, Sweden and Russia. Lapland is a traditional cultural region of Sami people. Levi is the biggest ski center of Finland. A unique resort with cosy compact center and superb infrastructure lies among picturesque hills of Western Lapland. Winter in Levi is not only about skiing. There are plenty other activities like riding snowmobiles, reindeer or dog sledging, fishing... all in all, there are entertainments for the whole family. There are 43 slopes with overall length of 43km and 230km of routes for cross-country skiing. Convenient infrastructure allows guests find renting points, shops and panoramic restaurants easily.

Levi Hotel Spa is like an oasis at the foot of the mountain. The hotel has 220 rooms situated in 11 separate buildings around a common courtyard. A majority of the rooms are cosy family rooms for 4 persons and standard double or twin rooms. Levi Hotel Spa's tastefully decorated rooms feature flat-screen TVs, tea/coffee making facilities and modern bathrooms. Free WiFi is available in all. Superior rooms and junior suites in the newest hotel building, Ounas, provide a higher class of accommodation for a Levi holiday. There are saunas available for private booking in two of the hotel buildings (Aakenus and Lainio). Ski care facilities are also available.

Just 5 minutes' walk from Levi Fell's ski slopes, this hotel features Spa Water World which includes: various saunas, 17 indoor and outdoor pools and a water slide are found at the spa and water park. Coming back from a snowy safari it is wonderful to relax under the twinkling stars in the open air pools of the spa, while in the summer it is the white nightless nights that fascinate our guests. Guest can also book massages and beauty treatments at Levi Hotel Spa. A bouncy castle and toys are found in the children's playroom. Restaurant Ahku is set in a traditional Lapland log building and offers both traditional Lappish cuisine and international dishes. There is also a pizza restaurant on site, as well as a burger restaurant. Levi Tourist Centre, restaurants, bars and boutiques are within walking distance of Levi Hotel Spa.

This project is a complete full-year advertising campaign of seasons 2017-18 for Levi resort and "Levi Hotel SPA" hotel. Announcements for summer and winter vacations at the resort in a form of Season Range Rover Active Camp are prepared and released on air as TV programmes. And an informative campaign "Summer in Lapland" was carried out for the owners of Jaguar Range Rover cars.



Levi Hotel SPA - www.levihotelspa.fi/ru, Levi skiing resort - www.levi.fi/ru

Подготовлено ООО «СКТС» © («Содействие Культуре Туризму и Спорту»)

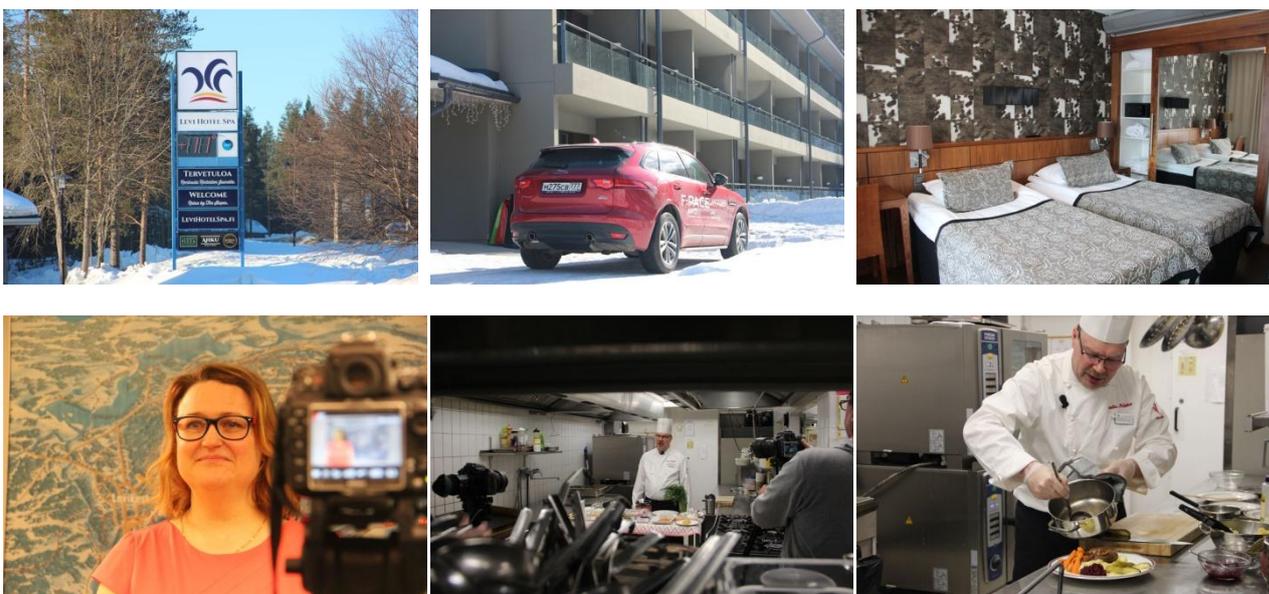
Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

I. **A trip for a filming crew to Levi resort** (Levi Hotel SPA) was prepared and carried out in March 2017. 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 ski 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 Levi (March 2017). Cameraman: Yury Muchunsky.



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

Подготовлено ООО "СКТС" © («Содействие Культуре Туризму и Спорту»)

Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

II. Based on the results of the trip to Finland, Levi Hotel SPA in March 2017, **one (1)** author's TV show was prepared and aired on **Men's TV Channel** as part of the World Voyage special project. Each show was repeated 6 times during a week. **Total duration: 156 minutes.**



#1727, #1728: WORLD VOYAGE. LAPLAND CUISINE. FINLAND.

DELICACIES OF LAPLAND are only made of fresh products. The culture of making food is based on using gift of Nature typical for each season. That is why Lapland's delicacies have special distinct taste, coming from clean and fresh ingredients. The world of north tastes consists of natural products, cooked in various ways. Restaurant Ahku is set in a traditional Lapland log building and offers both traditional Lappish cuisine and international dishes.

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Lapland cuisine. Finland»	June	26	156
«World Voyage. Lapland cuisine. Finland»	October	26	156
PROGRAM SPONSORS:			
  			
TOTAL:			312

TV programme of "World Voyage" series #1727, 1728 "Lapland cuisine", Finland (Levi), premier June 20, broadcast during the week #25 length - 26 minutes.



PARTNER OF THE PROJECT: Hotel Levi SPA Hotel - (www.levihotelspa.fi/ru)

Подготовлено ООО «СКТС» © («Содействие Культуре Туризму и Спорту»)

Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

SPECIAL PROJECT: "SUMMER IN LAPLAND" FOR RANGE ROVER OWNERS

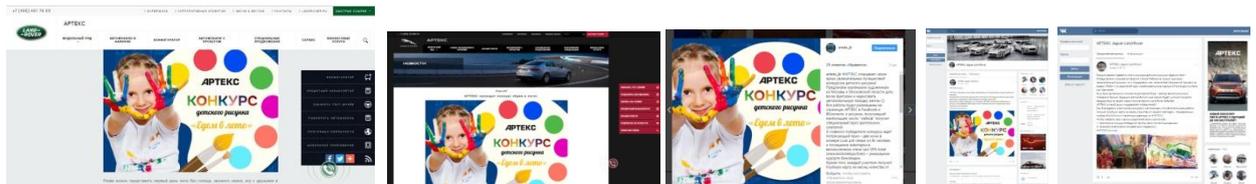


ADVERTISING CAMPAIGN "SUMMER IN LAPLAND" was carried out for premium class Jaguar Range Rover cars owners in collaboration with Levi Hotel SPA hotel in summer season of 2017. Large informational campaign was being held from May to August on ARTEKS company venues - official dealer of Jaguar Land Rover.

All participants, who filled in the form, will be given 50% discount for room booking in Levi Hotel SPA hotel until September 30. A new project is prepared at Levi resort in August: ARTEKS SUMMER ACTIVE CAMP with a week-long active leisure programme, gastronomical accompanying in a form of car rally from Moscow to Finnish Lapland.

Advertising campaign "Summer in Lapland" for premium cars buyers and ARTEKS clients consisted of several stages and was being held from May 1 to July 31 in collaboration with Levi Hotel SPA (Levi) hotel. Information about the project in the form of advertisements was placed in ARTEKS parlours (showroom, waiting area, cafe, car receipt area), where managers themselves offered customers to fill in the forms for participants and explained the conditions.

First stage "Children arts competition" was being held from May 1 to June 3 among the families of ARTEKS` clients. The winner, Elizaveta Yakunina, won a voucher for accommodation in a family room in Levi Hotel SPA (Levi) hotel.

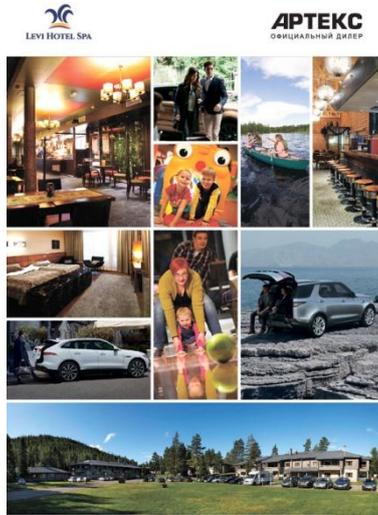


Campaign announcements and regularly updated news, including that about the winners, were published on **ARTEKS web-site** and FB, VK, Instagram accounts. **Clients newsletter** were done regularly during summer for all Range Rover owners and potential clients (SMS, e-mail, personal calls).



Подготовлено ООО "СКТС" © («Содействие Культуре Туризму и Спорту»)

Second stage "Summer in Lapland" was being held from June 1 to July 31 among ARTEKS service clients. Each client got a discount for accommodation in Levi Hotel SPA hotel and hotel's brochure, which described "ARTEKS Summer camp in Levi".



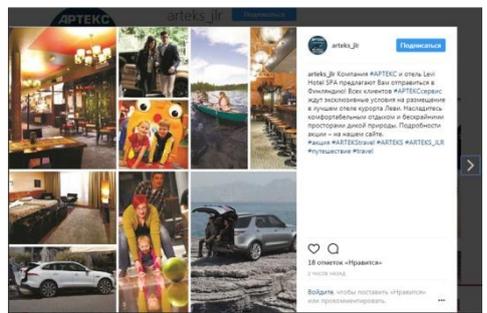
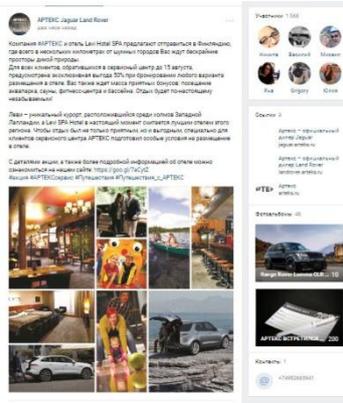
Этим летом, это замечательное место для проведения отпуска и отдыха. Отдыхать можно как в уютном коттедже, так и в просторном номере. В отеле Levi Hotel SPA есть все необходимое для комфортного отдыха. В отеле Levi Hotel SPA есть все необходимое для комфортного отдыха. В отеле Levi Hotel SPA есть все необходимое для комфортного отдыха.

ARTEKS – официальный дилер Jaguar Land Rover и Levi Hotel SPA (Финляндия) предлагают Вам провести незабываемый отпуск среди холмов Западной Лапландии, на лоне первозданной природы. А чтобы отдых был еще более прекрасным, мы подготовили эксклюзивные, невероятно выгодные условия для клиентов сервисного центра ARTEKS. Скидка 50% на бронирование любого варианта размещения.* Размещение детей до 12 лет – БЕСПЛАТНО.* Посещение аквапарка, сауны, фитнес-центра и бассейна в подарок! Отель Levi Hotel SPA в настоящий момент считается лучшим на курорте. Удобное расположение и наличие тропического аквапарка делает отдых поистине полноценным. Отель предлагает размещение в элитных номерах и сьютах с сауной. На территории отеля расположен фитнес-центр, где проводятся спортивные программы по расписанию и бани. К услугам гостей традиционный ресторан, ресторан лапландской кухни Aiki и Joki бар. Прямо в отеле можно заказать билеты на экскурсии и сафари.

КОД ДЛЯ ПОЛУЧЕНИЯ СКИДКИ [ARTEKS] Анастасий Лясов Менеджер по работе с гостями Levi Hotel Spa +358406403221 anastoly@levihotelspa.fi http://www.levihotelspa.fi/ur/ 51-й км МКАД (внешняя сторона) (495) 66 002 66 arteks.ru



Direct link: <http://www.arteks.ru/node/4179>



Direct links in social media: <https://vk.com/landroverarteks> https://www.facebook.com/TK.ARTEKS/?ref=aymt_homepage_panel

Announcement of special trip "ARTEKS Summer Camp in Levi" on Levi Hotel SPA hotel's venue in August. A week-long programme is made in a form of a car rally from Moscow to Lapland with stops at interesting places along the route. The participants will have an eventful active leisure week, and will be provided with northern delicacies. The programme includes fishing, rafting, bicycle tour, visiting reindeer farm, visiting berry farm, raft sauna and exceptional hospitality of North during "white nights".



Direct link: <http://www.arteks.ru/node/4179>
Clients newsletter for car owners has been provided in July.

Advertisement for Jaguar Land Rover featuring a Range Rover SUV. Text includes: 'Дорогие друзья! Компания ARTEKS продолжает Васуем внимание последние новости из мира Jaguar & Land Rover.', 'Дополнительный феникс: Range Rover Velar появится в России осенью 2017.', 'Специальная команда британского концерна - Range Rover Velar создаст уникальную современную новую станцию и объект высочайшего уровня SUV.', 'ARTEKS уже принимает заказы на новый Range Rover Velar!', 'Новые менеджеры проконсультируют вас и помогут подобрать лучший вариант по тел. +7 (495) 266-48-79'.

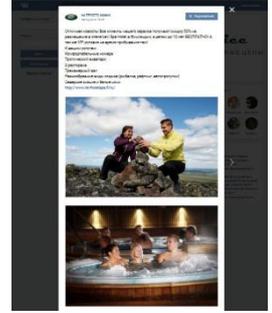
Advertisement for ARTEKS services including car rental and maintenance. Text includes: 'Путешествия на автомобиле. Лапландия', 'Зеленые карты valid для владельцев Jaguar & Land Rover', 'Акции сервис: торсионные подвески', 'Полные советы при покупке автомобиля в кредит'.

Advertisement for ARTEKS services including car rental and maintenance. Text includes: 'Путешествия на автомобиле. Лапландия', 'Зеленые карты valid для владельцев Jaguar & Land Rover', 'Акции сервис: торсионные подвески', 'Полные советы при покупке автомобиля в кредит'.

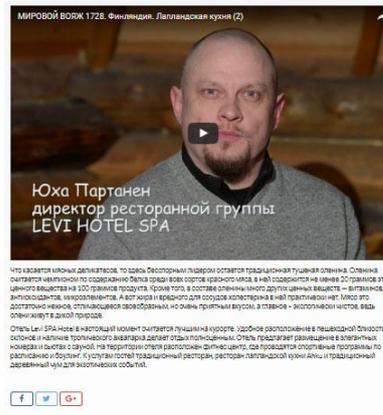
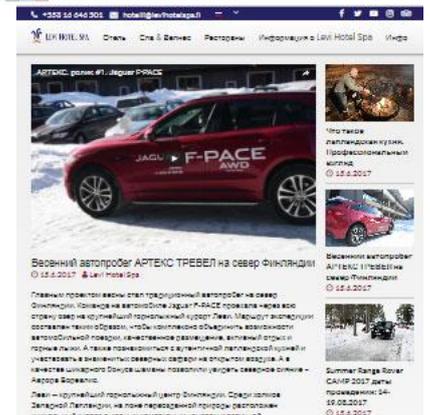
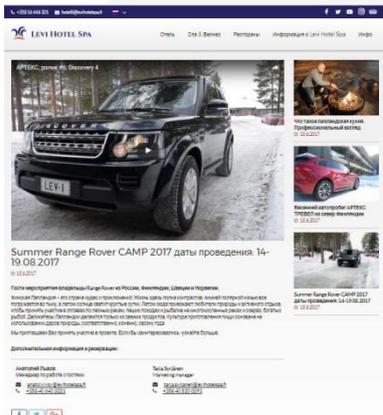
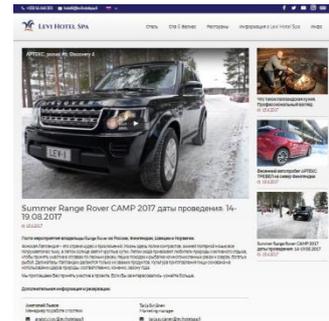
For additional announcement of "ARTKES Summer Camp in Levi" event videos about Levi Hotel SPA hotel and active leisure at Levi resort in summer were prepared and released.

"Summer in Lapland" campaign was also being held from June 1 to July 31 among Jaguar Land Rover service clients (OOO "Ne prosto servis" <http://neprostoservice.ru/#actions>).

Advertisement for 'Не просто сервис' (Not just service) featuring service actions in June. Text includes: 'Сервисные акции в июне!', 'Комплексная диагностика 1750 руб.', 'Поездка в Финляндию за поцены!', 'Скид развал 1990 руб.', '100% стоимости возвращается покупателю при следующем визите на сервис.', 'Записаться на сервис'.



Landing page "Summer in Lapland" on Russian version of Levi Hotel SPA hotel site (http://www.levihotelspa.fi/ru/) with information about promos and Summer Camp event, articles, videos and other materials in Russian.



IV. As a part of "The car rally to the north of Finland" special project, shootings on Levi resort (Levi Hotel SPA) and tourists sites Harriniva, Immelkartano, Kinos Safaris и Lapin Luontoelämys were performed. The results of the trip were used in "World Voyage" programme series at Muzhskoy channel.



TV filming of "World Voyage" program in Levi (August 2017). Cameraman: Sergey Utkin.

As a result of the trips to Northern Finland (Levi) six author TV programmes (lasting 13 minutes each) from "World Voyage" series was prepared and released on "MUZHSKOY" Channel. The number of repeats of each programme is six; period of broadcasting is a week.

WORLD VOYAGE. TV PROJECTS 2017 IN LEVI REGION (FINLAND).

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Lapland cuisine. Finland»	June	26	156
«World Voyage. Active travel in summer. Levi. Finland»	October	26	156
«World Voyage. Lapland cuisine. Finland»	October	26	156
«World Voyage. Active travel in winter. Levi. Finland»	October	26	156
«Dialogues of Fishing. Lapland. Levi. Finland» (MATCH TV)	October	24	72
«Dialogues of Fishing. Lapland. Levi. Finland» (DOR TV)	November	24	144
«Camp Cooking. Lapland. Levi. Finland» (DOR TV)	November	24	144
PROGRAM SPONSORS:			
TOTAL:			984

Подготовлено ООО "СКТС" © («Содействие Культуре Туризму и Спорту»)

V. Based on the results of the trip to Finland, Levi Hotel SPA in March 2017, **one 26 min** author's TV show was prepared and aired on **Men's TV Channel** as part of the **World Voyage** special project. Each show was repeated 6 times during a week. **Total duration: 156 minutes.**



#1747, #1748: WORLD VOYAGE. ACTIVE TRAVEL IN WINTER. LEVI (FINLAND).

LEVI is a unique Finnish resort with a cozy and compact center and excellent infrastructure. Winter in Levi isn't only about skies, it also includes riding snowmobiles, deer and dog sledges and enjoying the unbelievable exotics of Lapland. Levi Hotel SPA is believed to be the best hotel in the resort nowadays. Its convenient location within walking distance from the slopes and a tropical water park make a sterling holiday. The hotel offers elegant rooms and suites with sauna, unique water park and a restaurant decorated in the traditional Lapland style.

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Active travel in winter. Levi. Finland»	October	26	156
PROGRAM SPONSORS:			
TOTAL:			156

TV programme of "World Voyage" series #1747, 1748 "Active travel in winter", Finland (Levi), premier October 31, broadcast during the week #44 length - 26 minutes.



PARTNER OF THE PROJECT: Hotel Levi SPA Hotel - (www.levihotelspa.fi/ru), Levi ski – (www.levi.fi/ru)

VI. Based on the results of the trip to Finland, Levi Hotel SPA in August 2017, **one 26 min** author's TV show was prepared and aired on **Men's TV Channel** as part of the **World Voyage** special project. Each show was repeated 6 times during a week. **Total duration: 156 minutes.**



#1749, #1750: WORLD VOYAGE. ACTIVE TRAVEL IN SUMMER. LEVI. FINLAND.

LEVI is the biggest ski center in Finland. There are plenty of variants for active leisure for the guests in summer: fishing, rafting, cycling, mountain biking, visiting a deer farm and a berry farm. The guests have an opportunity to experience a unique sauna on a raft, feel the glorious hospitality of the North during White Nights and try various delicacies, made from natural products. All of this is available even during a single trip at Levi Hotel SPA, which is situated in the heart of the resort and has a unique water park, elegant rooms and suites and a restaurant decorated in the traditional Lapland style.

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Active travel in Summer. Levi. Finland»	October	26	156
PROGRAM SPONSORS:			
TOTAL:			156

TV programme of "World Voyage" series #1749, 1750 "Active travel in summer", Finland (Levi), premier October 31, broadcast during the week #44 length - 26 minutes.



PARTNER OF THE PROJECT: Hotel Levi SPA Hotel - (www.levihotelspa.fi/ru), Levi ski – (www.levi.fi/ru)

VII. Based on the results of the trip to Finland, Levi Hotel SPA in August 2017, **one 24 min** author's TV show was prepared and aired on **Match TV Channel** as part of the **Dialogue of Fishing** special project. Each show was repeated 3 times during a week. **Total duration: 72 minutes.**



#1721: DIALOGUES OF FISHING: LAPLAND. LEVI. FINLAND.

LEVI is the biggest multi-holiday center in Northern Finland. There are a lot of things to see and to catch in **LAPLAND**. People catch fish here in lakes and ponds, in small rivers and in the frontier river called Tornijooki. An interesting solution is a fishing raft, which allows you to travel with friends on the lake. It is equipped with everything necessary for fishing and cooking the catch, and it also has its own sauna. A year-round resort Levi offers a variety of active recreation programs. It's kayaking, rafting, safari on quad-bikes and, of course, a Finnish sauna.

Name	Premiered	Show time, min	
		1 run	total
«Dialogues of Fishing №1721. Levi. Finland»	October	24	72
	TOTAL:		72

TV programme of "Dialogues of Fishing" series #1721 "Lapland", Finland (Levi), premier October 14, broadcast during the week #41 length - 24 minutes.



«MATCH TV» (www.matchtv.ru) — is Russian federal channel about sport and healthy lifestyle. It broadcasts main sport events, news, analytical and entertaining programmes, reality and talk shows, documentaries, shows about healthy lifestyle, films and series about sport. "Match TV" takes sport broadcasting to a new level, which encourages the audience to be a part of new sport movement. The channel broadcasts around the clock. The broadcast covers all Russia. It has headquarters in Yekaterinburg, Kazan, Krasnoyarsk, Rostov-on-Don, Saint Petersburg, Ufa, Khabarovsk and other cities.

VIII. Based on the results of the trip to Finland, Levi Hotel SPA in August 2017, **two 24 min** author's TV show was prepared and aired on **Dialogue of Fishing TV Channel** as part of the **Dialogue of Fishing | Camp Cooking** special project. Each show was repeated 6 times during a week. **Total duration: 288 minutes.**



#1721: DIALOGUES OF FISHING; #1728: CAMP COOKING. LAPLAND. LEVI.

LEVI is the biggest multi-holiday center in Northern Finland. There are a lot of things to see and to catch in **LAPLAND**. People catch fish here in lakes and ponds, in small rivers and in the frontier river called Tornijooki. An interesting solution is a fishing raft, which allows you to travel with friends on the lake. It is equipped with everything necessary for fishing and cooking the catch, and it also has its own sauna. A year-round resort Levi offers a variety of active recreation programs. It's kayaking, rafting, safari on quad-bikes and, of course, a Finnish sauna.

Name	Premiered	Show time, min	
		1 run	total
«Dialogues of Fishing №1721. Levi. Finland»	November	24	144
«Camp Cooking. Crab. Halibut». Levi. Finland»	November	24	144
	TOTAL:		288

TV programme of "Dialogues of Fishing" series #1721 and "Camp Cooking" series #1728, Finland (Levi), premier November 20, broadcast during the week #41 length - 24 minutes.



«**DIALOGUES OF FISHING**» (www.dialogitv.ru) — is the first specialized Russian channel for fishing experts and amateurs, for journeys and active outdoor leisure. According to WCIOM`s survey, every fourth Russian (44% men and 11% women) believes oneself to be a fisherman and travels to a body of water at least once a year. The name "Dialogues about fishing" has already become well-known. First programmes of "Dialogues about fishing" were broadcast on RTR Channel on May 13th, 1999. 450 original programmes, which were broadcast on federal channels more than 1500 times, have been created during these 18 years.

Подготовлено ООО «СКТС» © («Содействие Культуре Туризму и Спорту»)

Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

SPECIAL PROJECT: "WINTER IN LAPLAND" FOR RANGE ROVER OWNERS

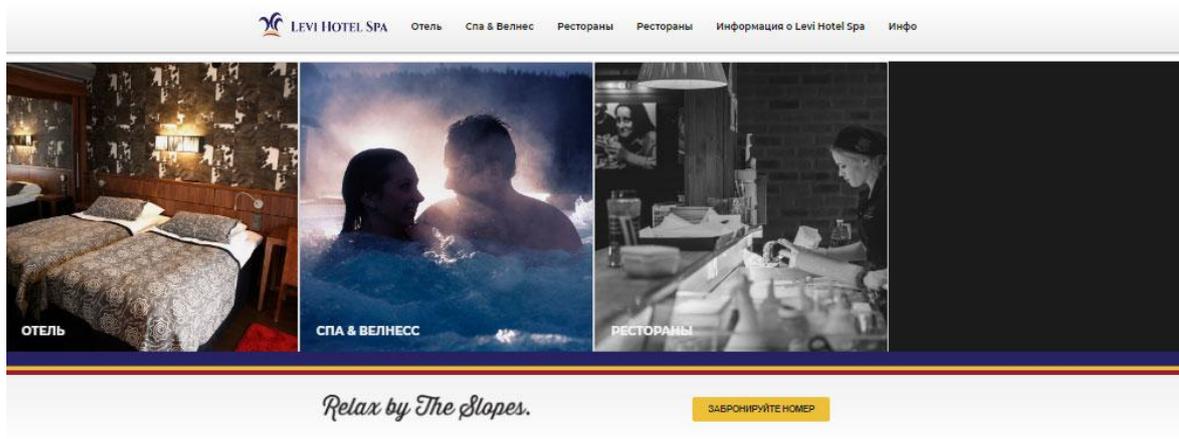
ADVERTISING CAMPAIGN "WINTER IN LAPLAND" was carried out for premium class Jaguar Range Rover cars owners in collaboration with Levi Hotel SPA hotel in winter season of 2018. Huge informational campaign was being held from November to May on ARTEKS company venues - official dealer of Jaguar Land Rover.

All participants, who filled in the form, will be given 20% discount for room booking in Levi Hotel SPA hotel until April 30. A new project is prepared at Levi resort in April: ARTEKS WINTER ACTIVE CAMP with a week-long active leisure programme, gastronomical accompanying in a form of car rally from Moscow to Finnish Lapland.

Advertising campaign "Winter in Lapland" for premium cars buyers and ARTEKS clients consisted of several stages and was being held from November to May in collaboration with Levi Hotel SPA (Levi) hotel. Each client got a discount for accommodation in Levi Hotel SPA hotel and hotel's brochure, which described "ARTEKS Winter camp in Levi".

Announcement of special trip "ARTEKS Winter Camp in Levi" on Levi Hotel SPA hotel's venue in April. A week-long programme is made in a form of a car rally from Moscow to Lapland with stops at interesting places along the route. The participants will have an eventful active leisure week on the best Finnish ski resort Levi, and will be provided with northern delicacies. The programme includes skiing and snowboarding, snowmobile safaries, visiting reindeer farm, smoke sauna and exceptional hospitality of North during "white nights".

Landing page "Summer in Lapland" on Russian version of Levi Hotel SPA hotel site (<http://www.levihotelspa.fi/ru/>) with information about promos and Winter Active Camp event, articles, videos and other materials in Russian.



LEVI HOTEL SPA / НОВОСТИ



X. According to the contract in 2018 has been realized an additional rotation of TV programmes «Active travel in winter», «Active travel in summer», «Lapland cuisine» in Levi (Finland) as part of the World Voyage special on Men's TV Channel.



WORLD VOYAGE. TV PROJECTS AND ROTATION IN 2018 (MENS TV CHANNEL).

Name	Premiered	Show time, min	
		1 run	total
«World Voyage. Active travel in winter. Levi. Finland»	February	26	156
«World Voyage. Lapland cuisine. Finland»	February	26	156
«World Voyage. Active travel in summer. Levi. Finland»	May	39	234
«World Voyage. Lapland cuisine. Finland»	May	26	156
PROGRAM SPONSORS:			
TOTAL:			702

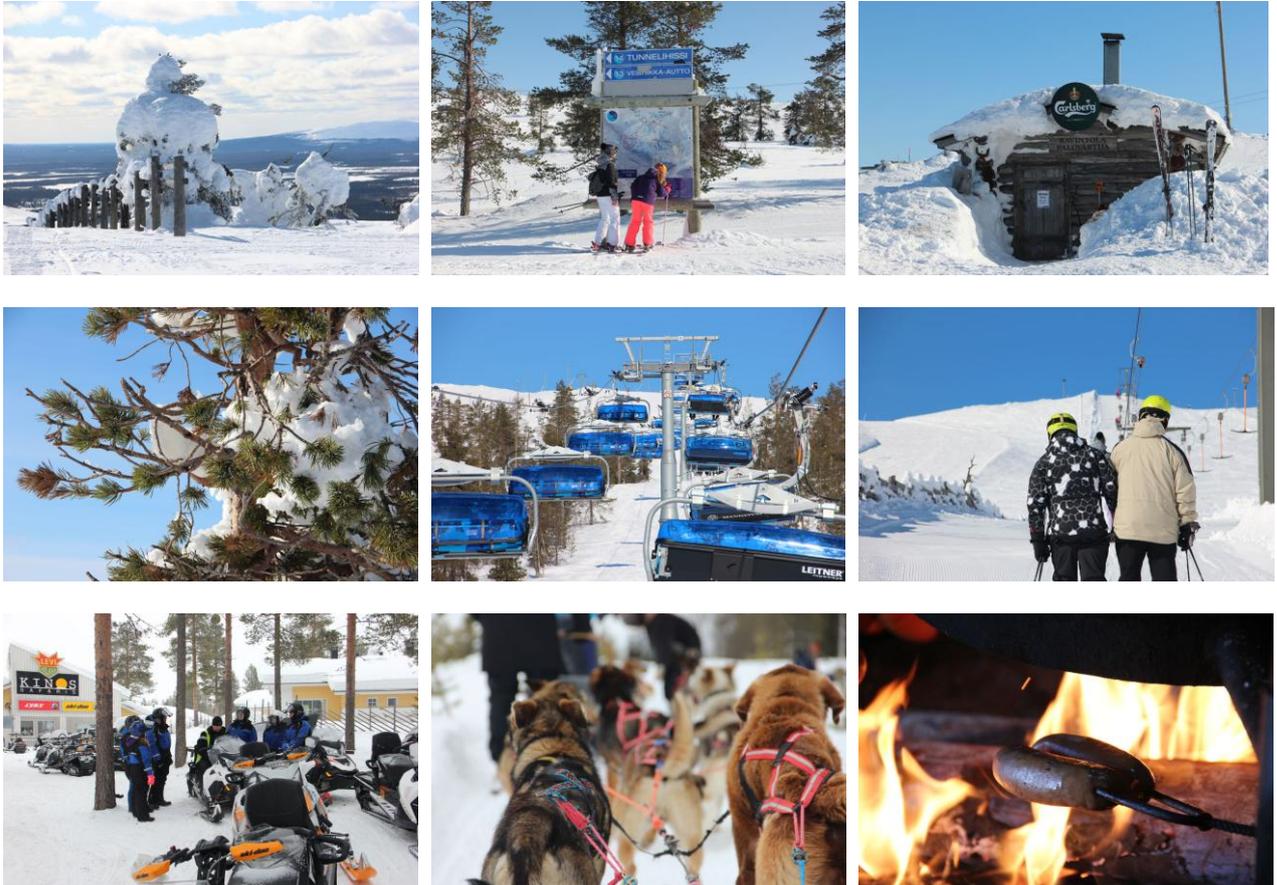
Подготовлено ООО «СКТС» © («Содействие Культуре Туризму и Спорту»)

Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

XI. "Winter Active Camp " is a special event on Levi Hotel SPA hotel's venue in April 1-10. A week-long programme is made in a form of a car rally from Moscow to Lapland with stops at interesting places along the route. The participants will have an eventful active leisure week on the best Finnish ski resort Levi, and will be provided with northern delicacies. The programme includes skiing and snowboarding, snowmobile safaries, visiting reindeer farm, saunas at Levi Hotel SPA and exceptional hospitality of North during "white nights".



Winter Active Camp in Levi (April 2018). Photographer: Gennady Ivanov.

Levi regional newspaper LEVINYNT (<http://www.levinynt.fi/>)

Подготовлено ООО "СКТС" © («Содействие Культуре Туризму и Спорту»)

Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

[2017]

[Advertising campaign Levi Hotel SPA and Season Active Camps project]

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

ООО «Сейлдинг Туризм и Спорт» (ООО «Сейлдинг Туризм и Спорт»)
 119152, Россия, Москва, ул. Щаповская, 37
 Телефон: +7 (495) 921-3516

ООО «Сейлдинг Туризм и Спорт» (ООО «Сейлдинг Туризм и Спорт»)
 119152, Россия, Москва, ул. Щаповская, 37
 Телефон: +7 (495) 921-3516

ООО «Сейлдинг Туризм и Спорт» (ООО «Сейлдинг Туризм и Спорт»)
 119152, Россия, Москва, ул. Щаповская, 37
 Телефон: +7 (495) 921-3516

Подготовлено ООО «СКТС» © («Соединение Культуры Туризма и Спорту»)

Тел.: +7 (495) 921 3516

www.skts.ru

E.mail: stepan@skts.ru

CONTACT INFORMATION

ООО SKTS (Travel, Media & Promotion Projects)

37 Shabolovka St., Moscow

All-Russia State Television and Radio Broadcasting Company (VGTRK)

Phone: +7 (495) 921-3516

www.skts.ru

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



SKTS.ru

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