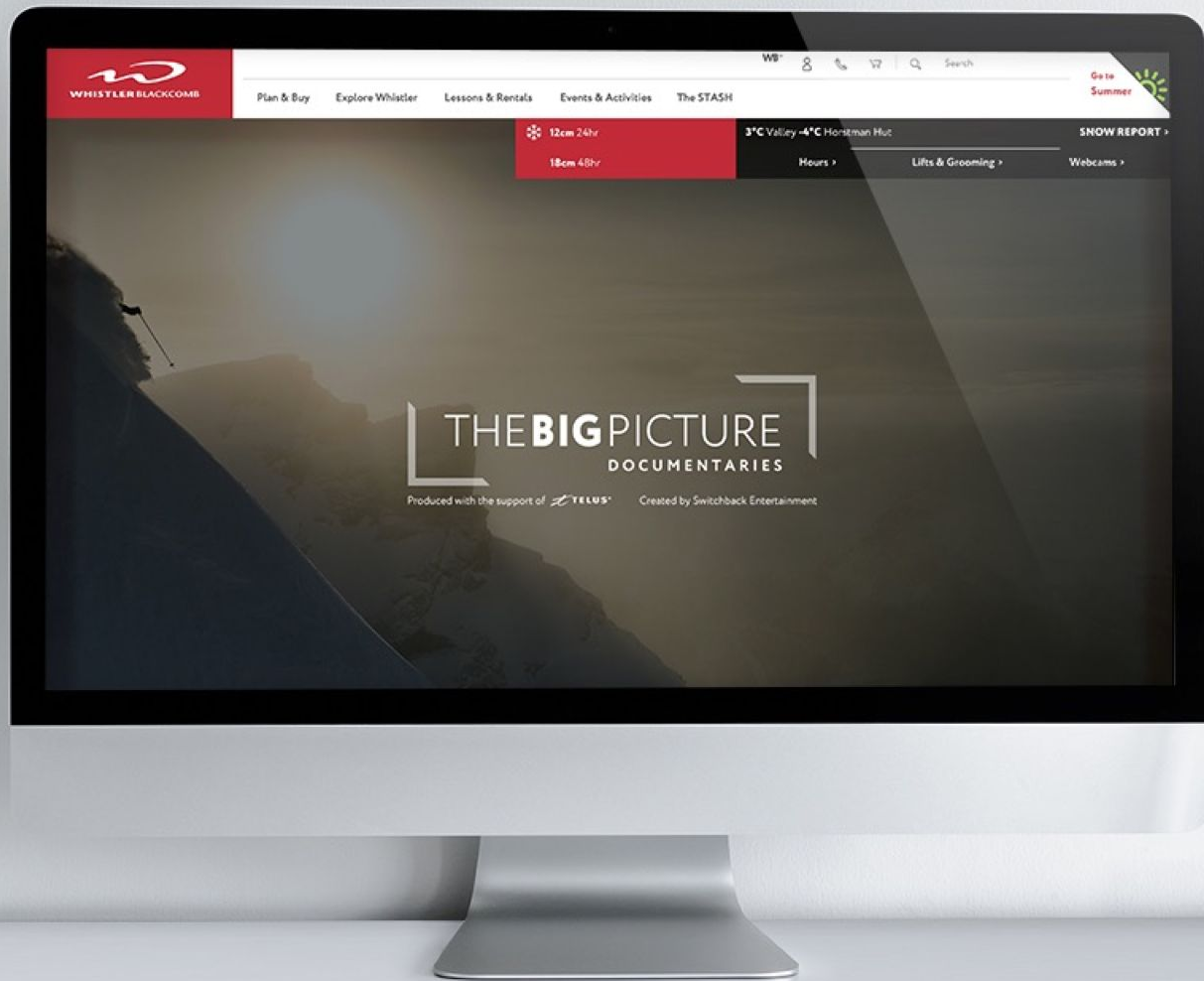


ORIGIN

We think outside.

Content Marketing:
Are we force feeding
our customers?



WELCOME TO SQUAW | ALPINE

SEASON PASSES STARTING FROM \$379

BUY YOUR PASS

SQUAW

CURRENT WEATHER
FRI, SEP 25, 9:10 AM

PARTLY SUNNY

TEMPERATURE
55°

COMPLETE FORECAST +

HOURS OF OPERATION LIFT WEB CAMS

PHOTOS & VIDEOS EVENT CALENDAR

I'M LOOKING FOR:

LODGING

SEASON PASSES

CHECK IN

09/26/2014

CHECK OUT

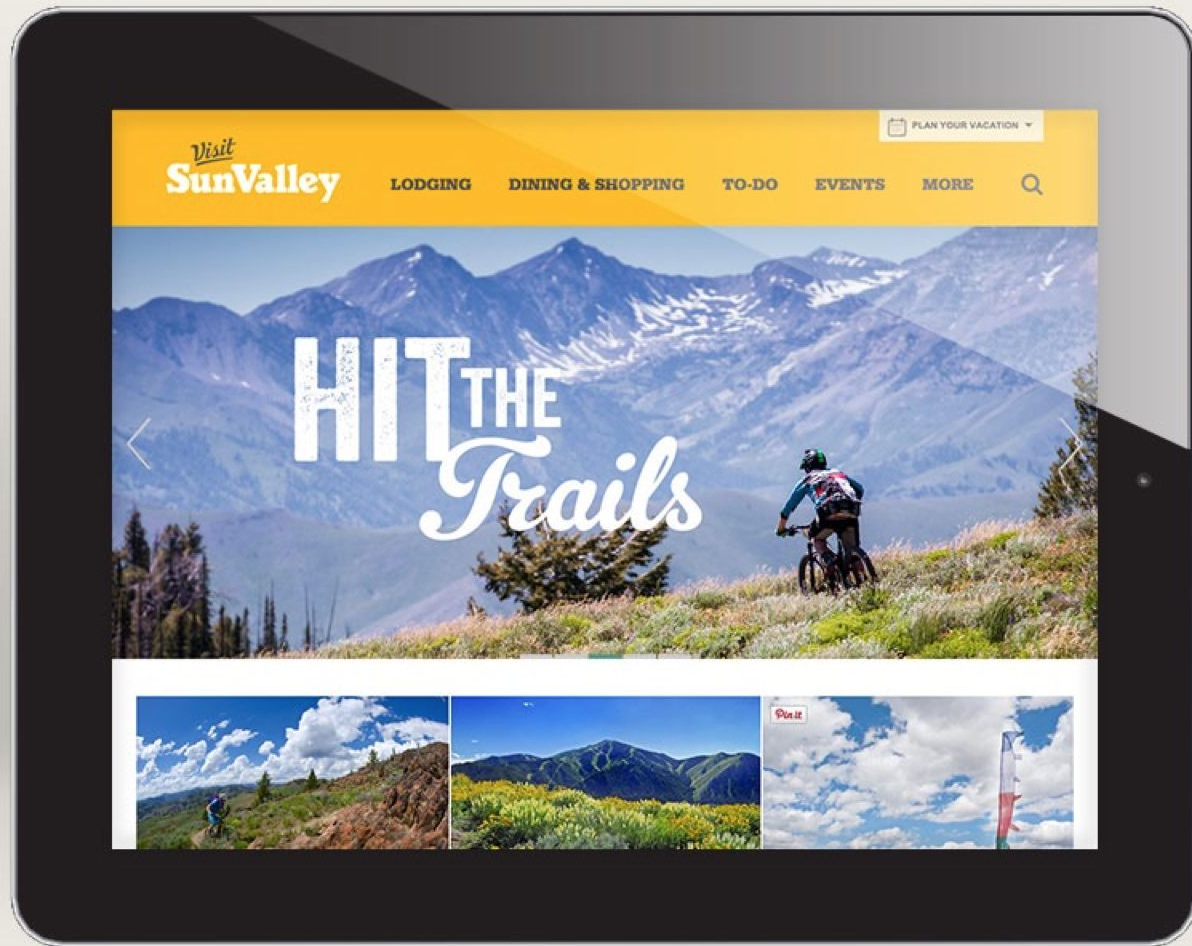
10/03/2014

ADULTS



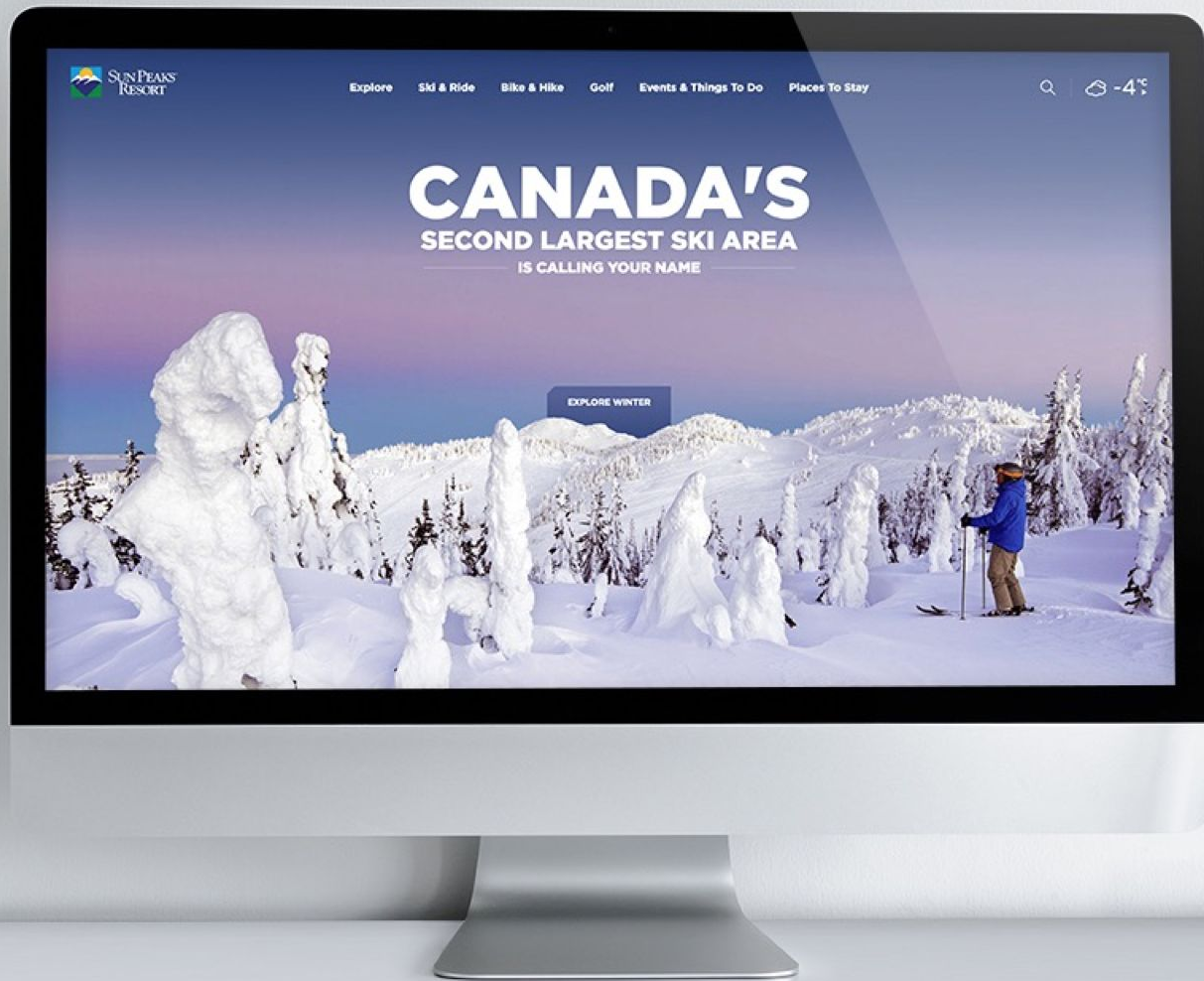
FIND LODGING







SUN PEAKS
RESORT
THREE MOUNTAINS - ONE VILLAGE



SUN PEAKS
RESORT

[Explore](#) | [Ski & Ride](#) | [Bike & Hike](#) | [Golf](#) | [Events & Things To Do](#) | [Places To Stay](#)



CANADA'S SECOND LARGEST SKI AREA

IS CALLING YOUR NAME

EXPLORE WINTER



SUMMER MAGAZINE

FREE 2016

SUMMER MAGAZINE

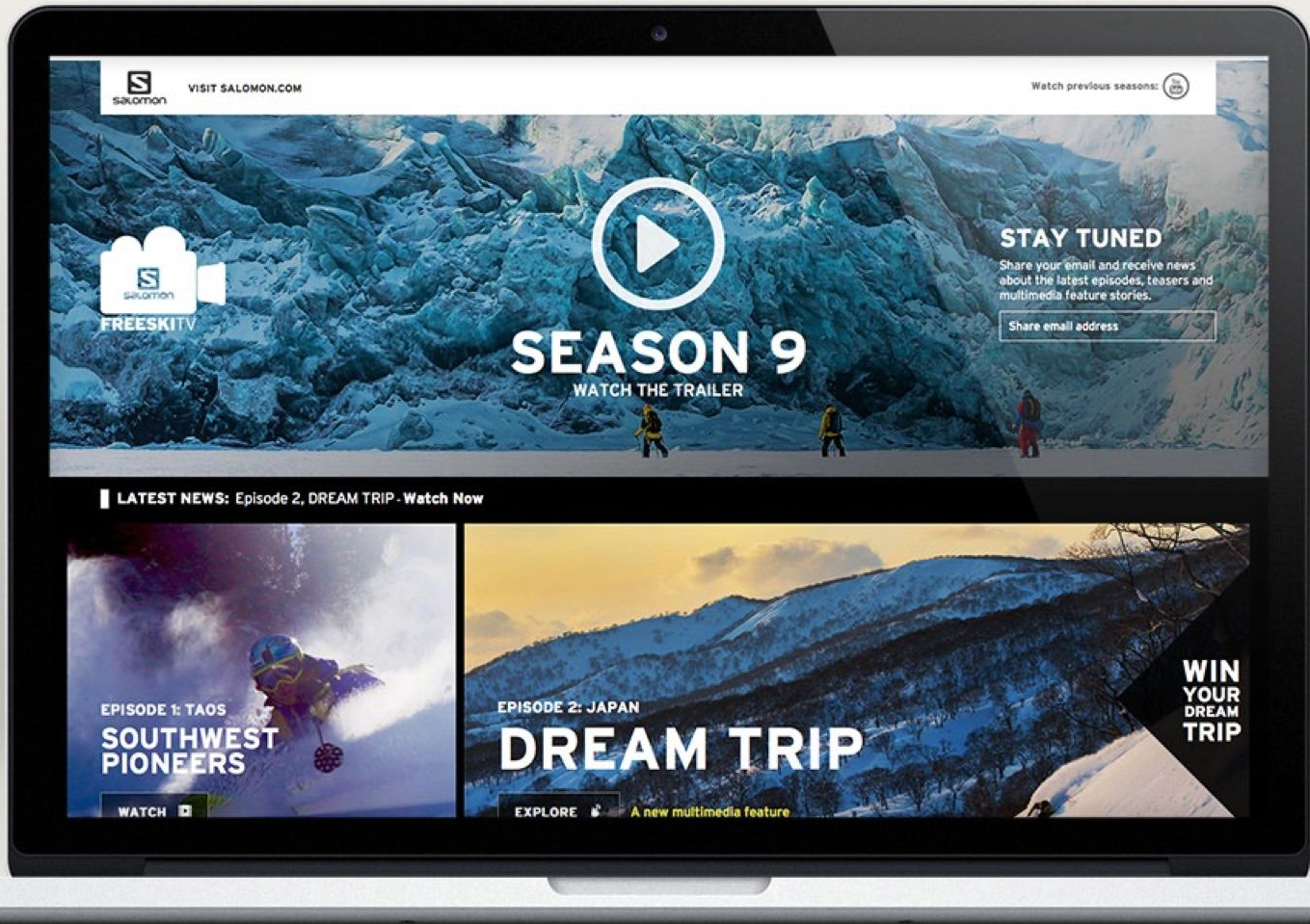
FREE 2016

- 8 PUMP HOUSE:
A Splashing Impression
- 12 TAMING THE CRITICS:
Hotel Heroines
- 15 SUMMER CAMP
SUPER SQUAD
- 16 GOLF:
GREENS MACHINE
- 19 JEEZUM CROW
JUSTICE LEAGUE



WHISTLER
BRITISH COLUMBIA

■ WHISTLER.COM / SUMMER



SEASON 9

WATCH THE TRAILER

STAY TUNED

Share your email and receive news about the latest episodes, teasers and multimedia feature stories.

Share email address

LATEST NEWS: Episode 2, DREAM TRIP - Watch Now



EPISODE 1: TAOS
SOUTHWEST PIONEERS


WATCH 



EPISODE 2: JAPAN
DREAM TRIP

EXPLORE  A new multimedia feature

WIN
YOUR
DREAM
TRIP



Deux Montréalaises ont décidé
de faire bouger les choses.

ACCOMPAGNEZ-LES

Vanessa Dico-Lirette et Vanessa Shakti, ambassadrices lululemon

Sorry: we're about
to burst your content
bubble.



Content is king. **Right?**

93% of brands are
using content as the
cornerstone of their
marketing.

2.78 million YouTube videos,
39,000 Instagram images &
537,000 Snapchat photos
are shared **every minute.**

A person wearing a red jacket and a grey beanie with "SPY" on it stands on a snowy mountain slope, looking out over a vast landscape at sunset. The sun is low on the horizon, casting a warm glow over the snow-covered mountains and a valley. In the foreground, a pair of skis and a ski pole are lying on the snow. Another person is visible in the distance on the right. The sky is filled with soft, blue-tinted clouds.

So, what happened?

SMELL LIKE A MAN, MAN.

Old Spice





Look familiar?

A night scene of a campsite in a forest. In the foreground, a tent is illuminated from within, and a campfire burns brightly next to it. To the left, a car is parked. The background features a dense forest of evergreen trees and a range of mountains under a dark sky filled with stars and the Milky Way galaxy. The text "How are consumers responding?" is overlaid in white in the center of the image.

How are consumers
responding?

They're constructing their own
Consumer Firewall.

Content used to be a tool to build
brand awareness and loyalty.

Now brand awareness and
loyalty is a requirement for
users to view content

Consumers now look to
“trusted” content producers

A person stands on a snow-covered slope in a blue-tinted, icy landscape, holding a flashlight that illuminates the scene. The background features large, jagged ice formations and a rocky foreground. The overall atmosphere is cold and desolate.

What can we do about it?



why
SMART MARKETING
is about
HELP *not* HYPE

YOUTILITY



JAY BAER

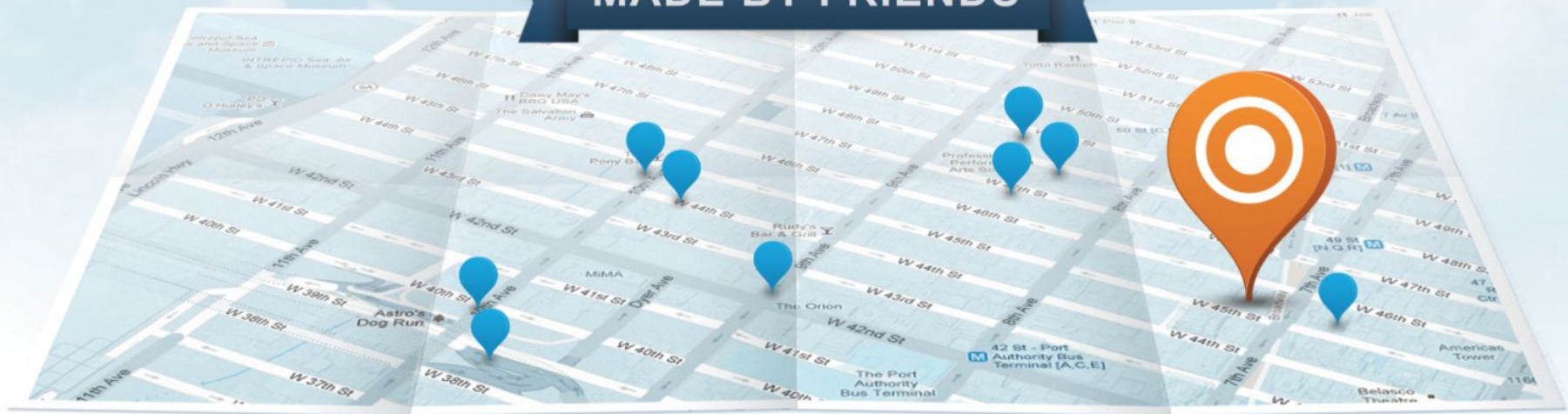
CO-AUTHOR OF *THE NOW REVOLUTION*

FOREWORD BY MARCUS SHERIDAN,
"THE SALES LION"

★ YOUR ★

MUST SEE MAP

MADE BY FRIENDS



★ YOUR ★

MUST SEE MAP

MADE BY FRIENDS

1



Pick your destination

2



Have your friends add tips

3



Get your free map at home

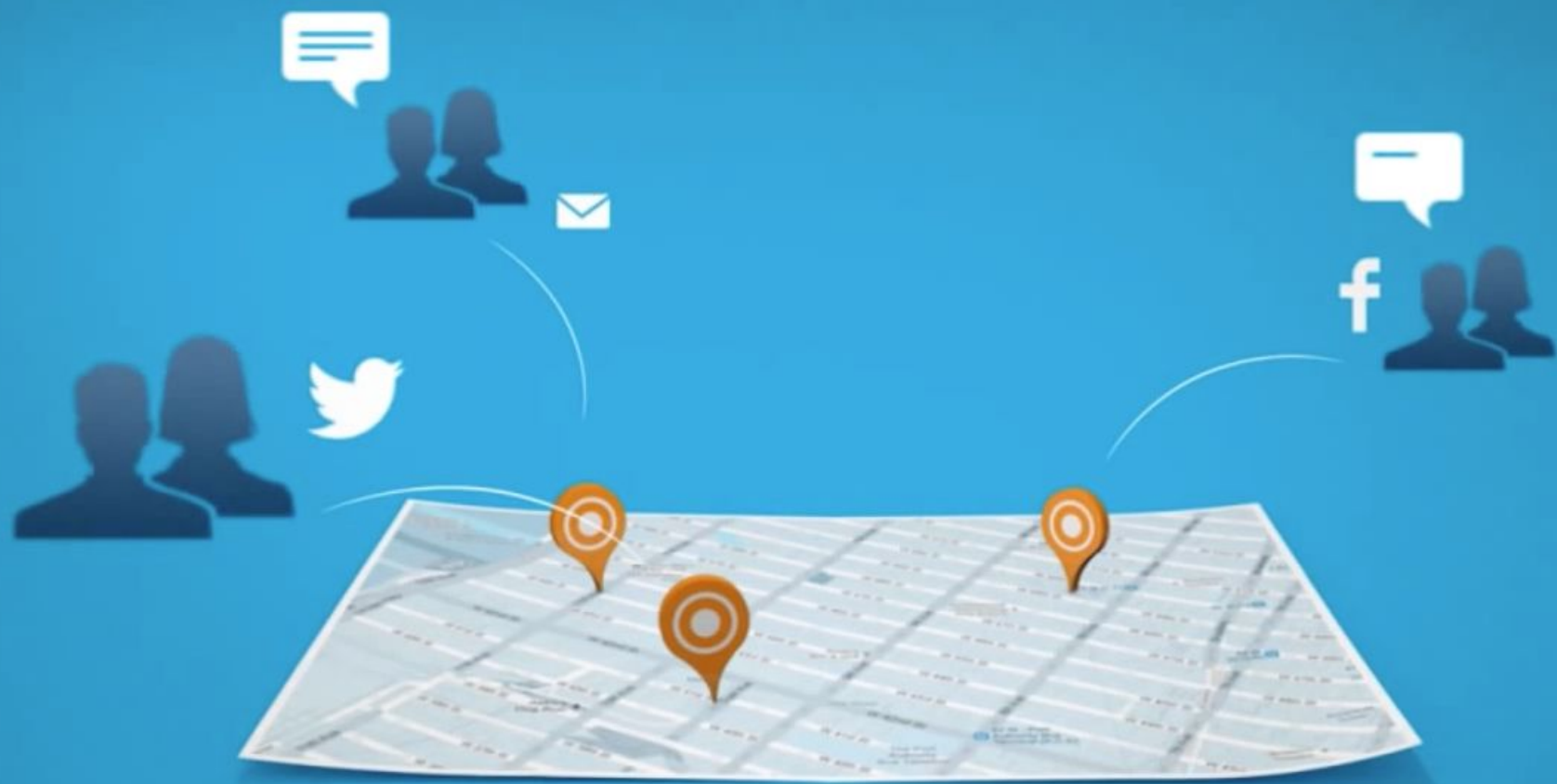
Where do you want to go?

Choose Destination

- Select -

[Send me the link to the Must See Map I started earlier >](#)

Next >



Practical information

Check-in
Check-in starts 2 hours before departure for all flights.

Boarding
Boarding starts 30 minutes before departure for all flights.

Security
Security screening is mandatory for all passengers.

Lost and Found
Lost and Found items are held for 90 days.

Baggage
Check baggage allowances and restrictions.

Travel Insurance
Travel insurance is recommended for all international flights.

Medical Services
Medical services are available on all flights.

Lost and Found
Lost and Found items are held for 90 days.

Baggage
Check baggage allowances and restrictions.

Travel Insurance
Travel insurance is recommended for all international flights.

Medical Services
Medical services are available on all flights.



THE WORLD'S MOST SERVED AIRLINE



MUST SEE MAP

NEW YORK

YOUR HONEY, TOP 10 NYC MUST SEE MAP

WITH KLM'S MUST SEE MAP



KLM.COM

Learn more per borough, your New York MUST SEE Map. Enjoy your trip!

Activities

- Food
- Nightlife
- Shopping
- Restaurants
- Other

Manhattan

Times Square

Central Park

Rockefeller Center

Statue of Liberty

Ellis Island

9/11 Memorial & Museum

Lincoln Center

Rockefeller Plaza

Times Square

Central Park

Rockefeller Center

Statue of Liberty

Ellis Island

9/11 Memorial & Museum

Lincoln Center

Rockefeller Plaza

Check out our Facebook page for all the latest news, tips, tricks and more!

[facebook.com/KLM](#)

THE NEW YORK TIMES, FRIDAY, NOVEMBER 25, 2011

DON'T BUY THIS JACKET



A7

2011/11/25 10:00 AM

WORN WEAR

a film about the stories we wear





SALES &
REPAIRS



BETTER
THAN NEW

**IF IT'S
BROKE,
FIX IT!**

patagonia

BETTER THAN NEW



DAMNATION

[HOME](#)

[TRAILER](#)

[SCREENINGS](#)

[THE FILM](#)

[PRESS](#)

[CONTEST](#)

[TAKE ACTION](#)

[CONTACT](#)





Defend Bears Ears

NATIONAL MONUMENT

An Interactive Film Experience

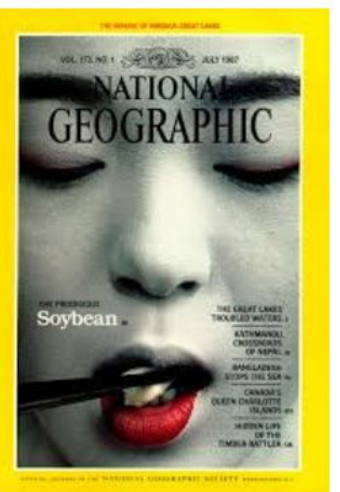
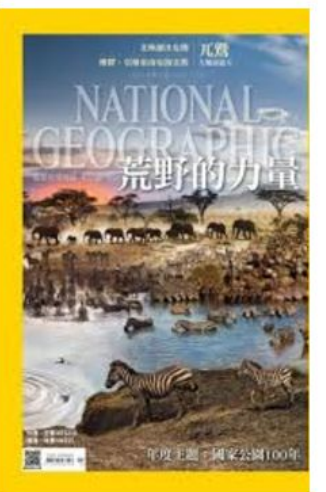
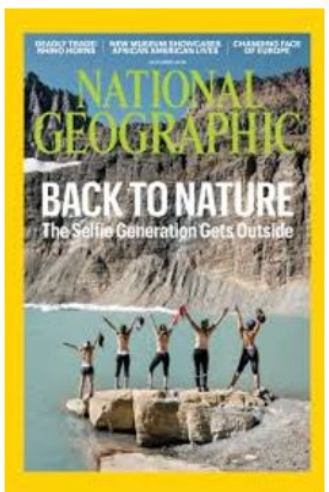
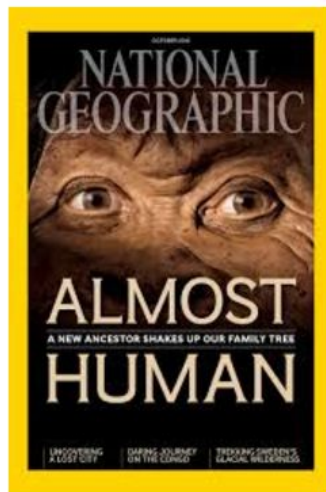
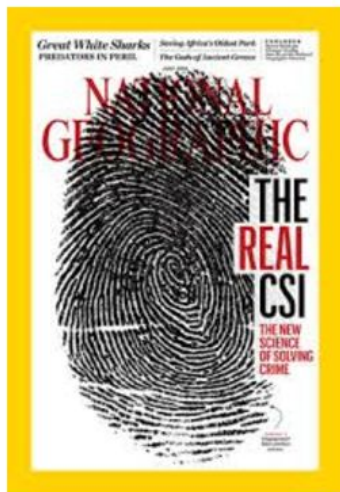
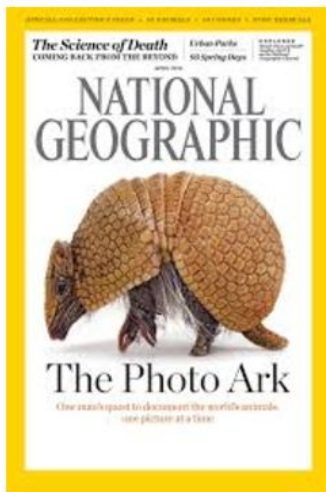
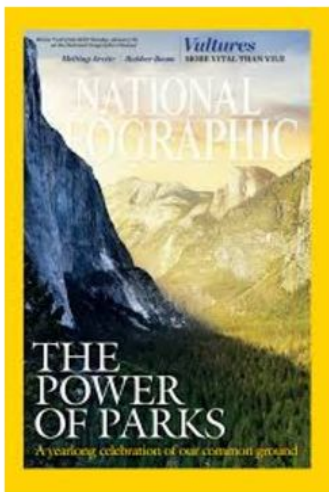
EXPLORE & TAKE ACTION

A SHORT FILM
BY SWEETGRASS
PRODUCTIONS



Jumbo Wild

The Movement





NATIONAL
GEOGRAPHIC

JOURNEYS





NATIONAL
GEOGRAPHIC
CHANNEL

WELCOME ANDREW | MY ACCOUNT | LOGOUT



UPFRONT PROGRAMMING CASE STUDIES RESOURCES



NEW EPISODES
SUNDAYS 9P

natgeotv.com/wickedtuna



[See more videos from National Geographic.](#)

[View in web browser.](#)



WATCH THIS

ANIMALS | EXPLORERS | NEWS | ADVENTURE

See five of our favorite videos for the week of April 14th.



Protect the Grass, Save the People (and the Monkeys)

AMAZING JOURNEYS

Stories of construction, destruction, and the innovation that lies between.

SERIES

Explorer
Rome
History 360

SPECIALS

The Egypt Job
Return to Crystal Cave
Last Human
Great Expeditions

NATIONAL
GEOGRAPHIC
CHANNEL

UPFRONT 2010 / 11

PILLARS

SERIES

SPECIALS

EVENTS

VIDEOS

NO AD SALES

WIN a Costa Rica
Cruise for Two!

FEATURED PROMOTION

Sign in now! ▶

Sign in to natgeoupfront.com for your chance to win a cruise for two along the Pacific coast of Costa Rica aboard the National Geographic Sea Lion, courtesy of National Geographic Expeditions.

2010 SIZZLER

WATCH THE 2010 SIZZLER FOR NATGEO

GENO 2.0: THE GREATEST JOURNEY EVER TOLD

Your Story. Our Story. The Human Story.

Since March in 2005, National Geographic's Genographic Project has used advanced DNA analysis and worked with indigenous communities to help answer fundamental questions about where humans originated and how we came to populate the Earth. Now, cutting-edge technology is enabling us to shine a powerful new light on our collective past. By participating in the latest phase of this real-time scientific project, you can learn more about yourself than you ever thought possible. You will also help support the Genographic Legacy Fund, which works to conserve and revitalize indigenous cultures around the world.



ABOUT THE PROJECT ▾

LEARN MORE ▾

JOIN THE PROJECT ▾

CHECK YOUR RESULTS ▾

GENOGRAPHIC PROJECT NEWS

How Study Reveals Complex Human Population History of Northeastern Europe

A new study from Genographic's Ancient DNA Center details the complex history of migration in northeastern Europe over the past 7,000 years, revealing both central European and Siberian influences.

READ MORE

580,770 PARTICIPANTS IN THE GENOGRAPHIC PROJECT



Share This Project



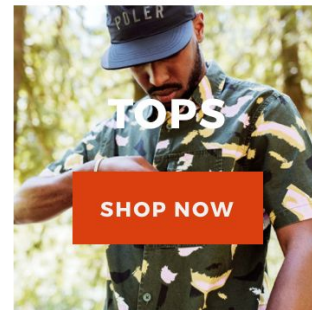
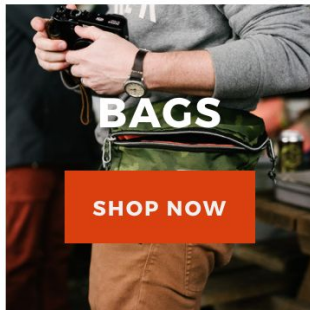
Will it
blend?



POLER ADVENTURES

129 AND COUNTING

[SEE THEM ALL](#)





polerstuff ...

Follow

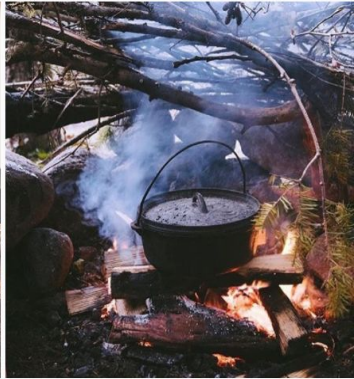


Poler Outdoor Stuff For #campvibes follow our stores @polerportland and @polerlaguna and shop online 📍 www.polerstuff.com

7,554 posts

433k followers

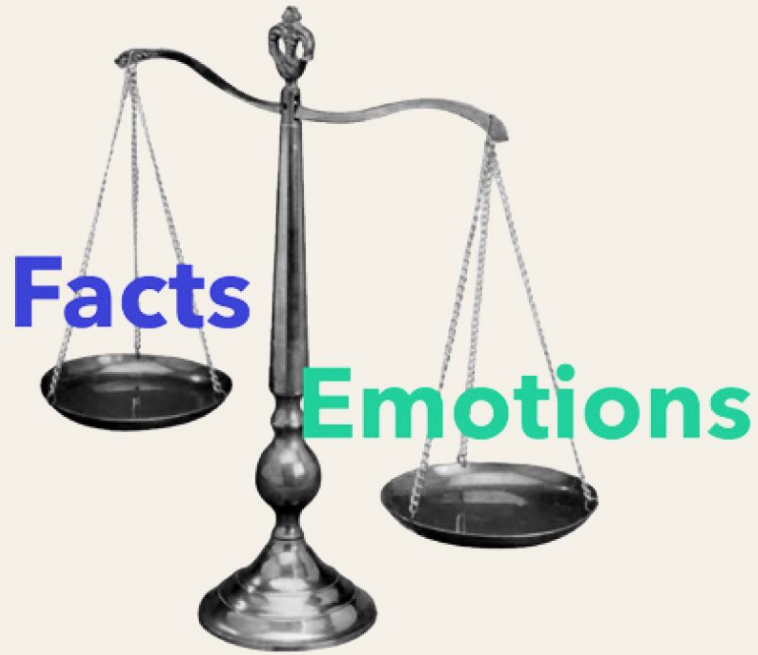
2,568 following



A person is sitting on a large, grey rock in the foreground, looking out over a vast mountain valley. The valley is filled with dense green forests, a winding road, and a river with white water rapids. In the background, there are majestic mountains with snow-capped peaks under a dramatic, cloudy sky. The text "Some solutions as they relate to your brand." is overlaid in white, sans-serif font across the center of the image.

Some solutions as they
relate to your brand.

Oxford Dictionary word
of the year (2016)?



Post-truth

ADJECTIVE

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.

5 Truths



team press jobs contact

— *introducing* —

Radical Transparency

Know your factories. Know your costs.
Always ask why.



KNOW YOUR FACTORIES

We spend months finding the best factories around the world—the very same ones that produce your favorite designer labels. We visit them often, and build strong personal relationships with the owners.

This hands-on approach is the most effective way to ensure a factory's integrity. As an



KNOW YOUR COSTS

We believe customers have the right to know what their products cost to make. At Everlane we reveal our true costs, and then we show you our markup.

In traditional retail a designer shirt is marked up 8x by the time it reaches the customer. By being online only, we eliminate brick-and-



ALWAYS ASK WHY

We constantly challenge the status quo. Nothing is worse than complacency, and as a brand our culture is to dissect every single decision we make at every level of the company.

We know our customers are also rule breakers and questioners, so we hope this philosophy is

Transparent Pricing

We believe customers have the right to know what their products cost to make.



MATERIALS
\$7.98



HARDWARE
\$.44



LABOR
\$4.00



DUTIES
\$.75



TRANSPORT
\$.50



TRUE COST
\$14

\$35

EVERLANE

\$70

TRADITIONAL RETAIL



Basecamp

2017 is the year to get it together

The support team is here to help

Our average response time was **8 minutes** over the last day.

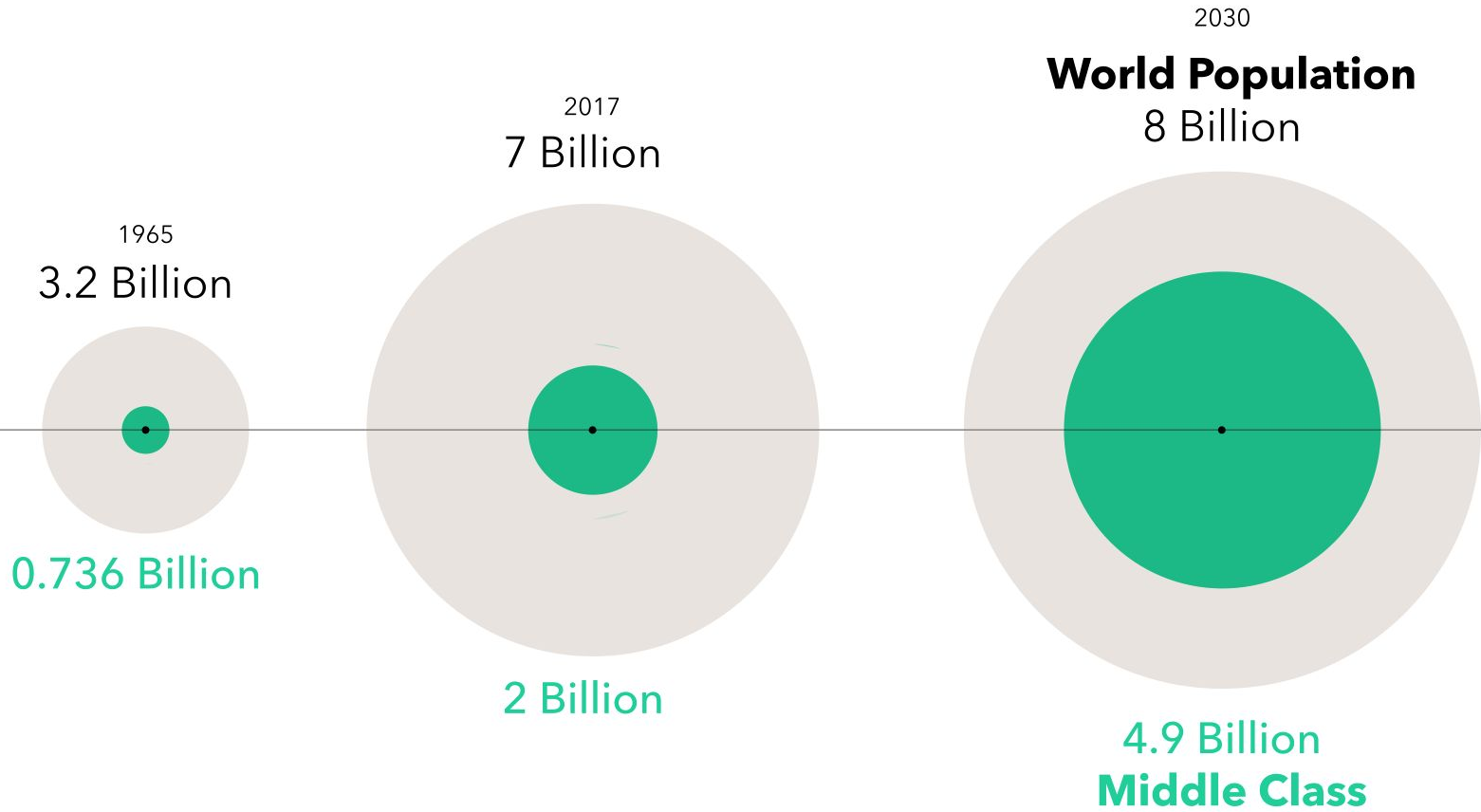
Happy Tuesday from all of us at Basecamp support!



How can we help you?

Check out the videos in our [learning center](#) or read our [help guides](#).
[Ask us a quick question on Twitter](#) to get a near-instant reply.

How can you find a way to allow your fans to see behind closed doors? How can you support their desire for transparency?





Nike

UNLIMITED YOU

<https://youtu.be/VEX7KhIA3bU>

How can you help your fans get ahead? Help them supercharge their self improvement?



53% of consumers

say that they actively avoid consuming from companies that have a negative environmental or social impact. And that jumps to 66% among leading-edge consumers who tend to adopt behaviors before the mainstream.

Havas, February 2016



patagonia[®]

OPT OUTSIDE

Time outdoors makes you healthier and happier. And there are so many [ways to get out](#). No need to be extreme. Just [find a place](#) near you, then open the door and head outside.

Want to advance your skills? There's a [REI class](#) for that.



Beer brand transforms empty bottles into building supplies



How can you find a way to make a big positive impact? Build your business around sustainable and ethical practices?

A more connected world.

Rampant urbanization.

Higher education.



Search

Airbnb takes action on Trump travel ban

[View Photos](#)

⚡ **\$328 CAD** per night

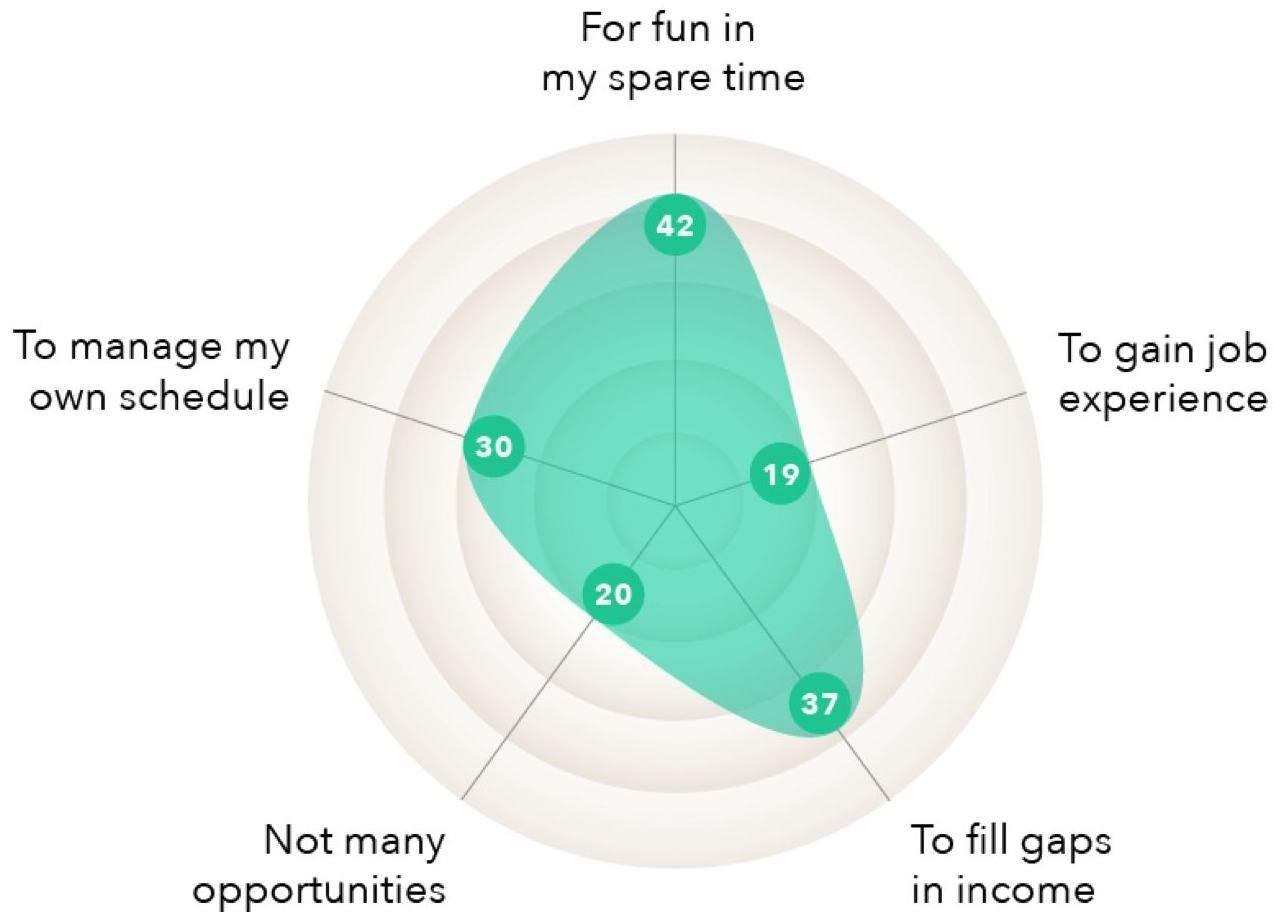


Discover Los Angeles

#EVERYONEISWELCOME

[IRJf-f156p8https://www.youtube.com/watch?v=](https://www.youtube.com/watch?v=IRJf-f156p8)

How can your resort demonstrate tolerance internally? Can it help others suffering from intolerance?





Microsoft

WHAT ARE YOU GOING
TO MAKE?

<https://www.youtube.com/watch?v=Y8DBwchocvs>

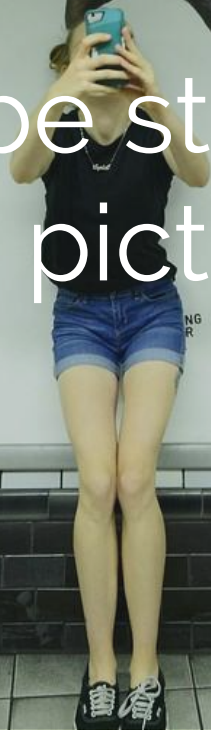


Always

#LIKEAGIRL

<https://www.youtube.com/watch?v=XIJQBIWYDTs>

London tube station replaces
ads with pictures of cats



How can your brand
empower people? How can
you show the collective
power of groups?

How can these truths be
applied to your brand?
What does your resort
stand for?

Merci.

Whistler

#201-1002 Lynham Road
Whistler, BC V0N 1B1

T 604 932 8482

Montréal

55 Mont-Royal Ouest
#603
Montreal, QC H2T 2S6

T 514 842 5252