

ratiopharm snowboard team

Setting Tasks

The ratiopharm snowboard team came into existence in the season 1995/1996, arising from the in those days largest snowboard club of Munich. Its goal was the creation of a professional platform for up and coming youngsters as well as organizations within the framework of action sports that were willing to give support, particularly to snowboarding. Millhaus took the initiative and developed an idea and a basic strategic policy to bring to the organization for joint discussion and implementation.

Recommendation and Implementation

In order not to limit the athletes in the choice of their personal sponsors a search was conducted for a sponsor who did not come from the snowboard branch. ratiopharm was convinced by the strategic idea and the method of implementation by Millhaus.

The project coverage for Millhaus was successively expanded because of the convincing results shown when questioning the target group (brand awareness and brand image) and was then adapted, as appropriate to their actual needs. Millhaus project steering, apart from team management, advertising campaigns, internet representation, and merchandise, also encompasses event sponsoring, for example the world renowned Big Air Snowboard Competition "Air and Style".

With the growing popularity of snowboard sports and the ratiopharm snowboard team the attention was focused on the press work for the public interest media, as well as the special interest media. One highlight was the Olympic Winter Games of 2002 in Salt Lake City, where ratiopharm snowboard team sent a hot favorite into the race in the form of total world cup winner Jan Michaelis, who qualified in fifth place for the final.

In 2006 Olympic Winter Games in Turin, Christopher Schmidt became best German figure eight in the half pipe. The secret of the success is the direct closeness to the target group and expert knowledge of team management, combined with allowing plenty of room for manoeuvre for Millhaus by ratiopharm based on the project results achieved.

Result

The ratiopharm snowboard team is the most successful European team in action sport, with an international appeal far beyond the borders of Germany. Co-operation with many different organizations not in this field support and strengthen this unique combination. Within the framework of market research the ratiopharm snowboard team scores above average values in brand knowledge and brand image. In particular in relation to the given investment the market research results show an above average effectiveness and efficiency compared to other sponsoring projects of organizations in the field of youth and action sports.

For detailed information within the framework of the project ratiopharm snowboard team please contact Millhaus GmbH, Oliver Glück, Eduard-Schmid-Str. 23, 81541 München, Telephone +49 89 30 90 44 70, e-mail glueck@millhaus.com.