

An LED arch at the Hundschoopf and messages from fans at the finish line

Even without spectators, the world cup races in Adelboden and Wengen will resonate far beyond the skiing fraternity. Swisscom's video wall in the finish area of the two Oberland ski slopes will provide an audience and plenty of emotion. The event will also see the unveiling of a new arch on the Hundschoopf, featuring an LED-equipped design displaying personalised messages. Both projects will help to create an innovative, digital experience for fans at the behind-closed-doors event. The arch will be installed and safety checks carried out over the coming days.

Last spring, the future of the international Lauberhorn ski races was hanging in the balance. Following the intervention of Federal Councillor Viola Amherd, the contracting parties Swiss-Ski and the organising committee of the Lauberhorn ski races reached an agreement securing the future of the event. In addition to financial support from the region and the canton of Bern, the agreement also requires improvements to the TV marketing strategy led by Swiss-Ski. This project has got off to a successful start. As of 2021, one of the key sections of the classic race, the Hundschoopf, will feature an advertising arch promoted by Swiss-Ski, for which Swisscom has obtained the advertising rights.

"In the spring, the two parties made a real effort to meet each other halfway. There was huge relief on both sides. We are now delighted that Swisscom, a long-standing Swiss partner, has acquired the rights to the arch at the Hundschoopf," says Urs Nöpflin, president of the organising committee for the international Lauberhorn Races. Deputy CEO of Swiss-Ski, Diego Züger, also welcomes the news: "The arch on the Hundschoopf represents an important, forward-looking step in the commercialisation of the Lauberhorn ski races. Swiss-Ski is therefore delighted to have won Swisscom as the Federation's main partner."

LED arch symbolising support for snow sports

The fact that Swisscom, an established Swiss-Ski partner, has secured the advertising rights for the Swiss downhill classic underlines its full and passionate commitment to snow sports. The company's sponsorship of the Lauberhorn ski races dates back to 1930, in its previous guise as PTT, and has



continued to this day. “Snow sports, and the races in the Bernese Oberland in particular, belong to Switzerland, just like Swisscom. I am therefore delighted to bolster our long-standing partnership with this new feature at the Hundschopf, which will help to safeguard the future of the Lauberhorn ski races,” says Christoph Timm, Head of Marketing, outlining Swisscom’s use of the arch.

The advertising arch features a unique, eye-catching asymmetrical shape and an innovative LED assembly, enabling the advertising space to be used for a variety of purposes, such as sending messages to the skiing stars as they take their brave jump off the ramp. Timm explains: “This gives Swisscom, along with the organiser and the Federation, the opportunity to implement innovative brand activation campaigns. Deploying LEDs in this type of advertising media unleashes the potential to vary the content and the language of the previously static logo placement, enhancing our fan campaign in the finish area and bringing digitisation to life.”

At the Adelboden and Wengen races, Swisscom brings the fans to the stars

Due to the ongoing coronavirus situation, this year’s Lauberhorn and Adelboden races will have to forego the impressive backdrop of fans alongside the ski run and in the finish area. For Swisscom, this makes it even more important for everyone in Switzerland to be part of this huge moment.

Swisscom is installing a huge digital fan screen measuring 6 m x 5 m in the finish areas in Adelboden and Wengen, which will ensure that the athletes can continue to count on their fans’ support despite the current restrictions. This gives supporters throughout the world the chance to cheer the skiers on with their fan video in the finish area. Go to www.ski-fan.ch to find out how to join in.

During the races in Adelboden and Wengen, special highlights will include live link-ups with the friends and family members of selected skiers, beamed direct into the finish area, so that they can share their emotional moment with their loved ones.



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