



# FEDERKIEL & PARTNER IS STARTING NITRO SNOWBOARDS DOWN THE ROAD TO SUCCESS WITH EVALANCHE



FEDERKIEL & PARTNER specialises in digital communications for young, vibrant and trendy industries and markets. FEDERKIEL & PARTNER has been conducting targeted B-to-B and B-to-C e-mail marketing in the sports industry since 2002. FEDERKIEL & PARTNER is a full-service e-mail marketing provider that assists businesses with everything from developing campaign ideas and concepts to selecting suitable technical service partners and project management.

## INITIAL SITUATION

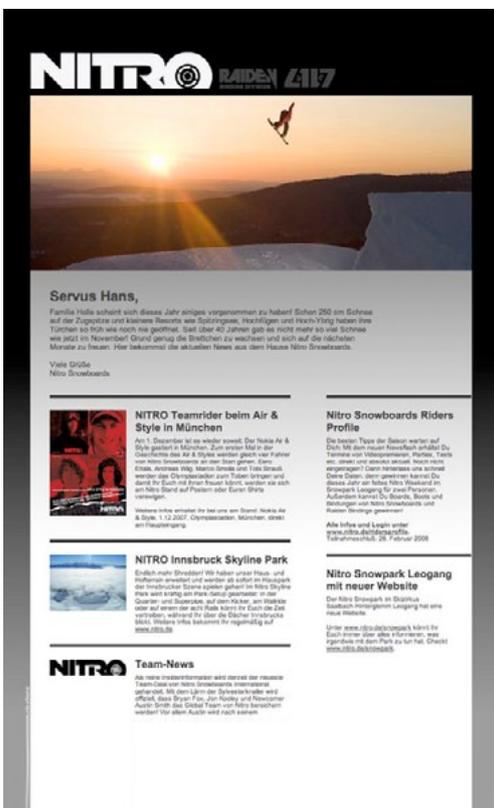
We started working with Nitro Snowboards in 2005 creating a qualified dialogue marketing database for generating dynamic profiles by drawing upon several tens of thousands of static address and profile records. The addresses derived from an array of different campaigns and partnerships in which warranty certificates, prize giveaway entries, test certificates etc. had been employed. The master database created in this fashion was then to be automatically fed from a variety of sources, containing such statistical parameters as age, shoe size, hobbies, media consumption habits etc.

## IMPLEMENTATION

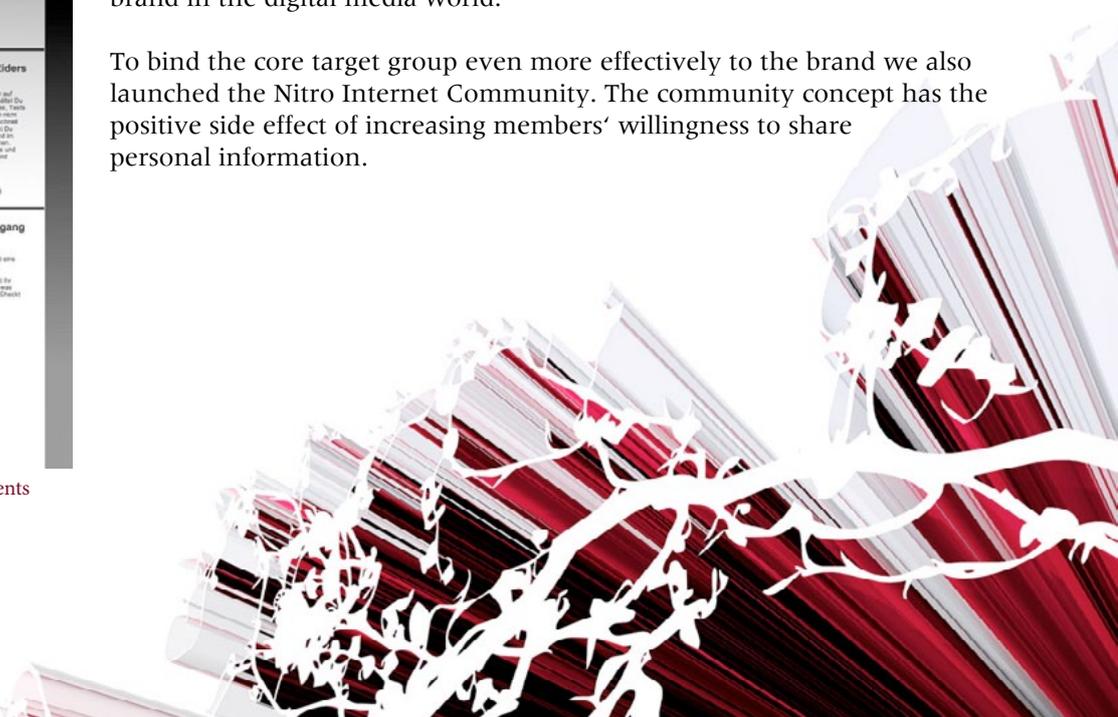
The entire database is based on EVALANCHE technology; the extensive body of data is kept up-to-date at all times through the use of EVALANCHE.

In the 2005/2006 winter season FEDERKIEL & PARTNER took over development, management and implementation of a regularly published newsletter for Nitro that keeps registered subscribers informed about events, Nitro team drivers, products and lots more. This allowed FEDERKIEL & PARTNER to establish Nitro's image as a trendy and high-quality technical brand in the digital media world.

To bind the core target group even more effectively to the brand we also launched the Nitro Internet Community. The community concept has the positive side effect of increasing members' willingness to share personal information.



The attractive NITRO newsletter increases recipients from an initial 10,000 to over 120,000



## BENEFITS

EVALANCHE makes it easy to rapidly produce professional newsletters without requiring any programming skills. The Internet Community, too, runs entirely on EVALANCHE technology, and the extensive EVALANCHE reporting capabilities allow generating solid market research reports at no cost, drawing upon the user data gathered. This makes it possible to optimally tailor offline campaigns, media planning and events to the target group, creating tremendous cost savings. The various newsletters and online campaigns were so successful overall that an average 1000 new addresses per month were obtained, growing the database to include around 120,000 addresses.

## OUTLOOK

In the 2006/2007 winter season FORWARD further optimised the activities started last year. The community concept was expanded and „Nitro Family Member“ launched. Extensive partnerships with ski resorts, snow parks and internet portals will be helping attract prospective customers and enhance brand loyalty via the newsletter. Internet sites using viral marketing will reach more consumers as side events to major snowboarding competitions. Records are generated for all newly acquired addresses via EVALANCHE forms and subsequently evaluated. Nitro Snowboards has now established itself in Germany as the market leader for snowboarding. But our plans extend even further of course, as in the 2007/2008 winter season we intend to publish an „exclusive“ Family Member Newsletter in addition to the main monthly newsletter. In addition, a special Info Newsletter will provide fast and targeted info on events, victories by Nitro team drivers and other important industry news. EVALANCHE technology will obviously be utilised with these too, of course.



## CUSTOMER QUOTE

“EVALANCHE has proven outstandingly effective in our campaigns for Nitro; it is very well organised, has a lot of useful features and works very reliably. The accommodating, uncomplicated and fast handling of problems and support requests is worth particular mention. We are not solely responsible for the success of Nitro Snowboards, obviously. But the electronic marketing we conducted using EVALANCHE has certainly contributed.”

FEDERKIEL & PARTNER  
Marketing & Communications GmbH  
Thomas Federkiel  
Managing Director  
[www.federkielundpartner.de](http://www.federkielundpartner.de)

SC-Networks<sup>®</sup>

SC-Networks GmbH  
Würmstraße 4  
82319 Starnberg  
[info@sc-networks.com](mailto:info@sc-networks.com)  
[www.sc-networks.com](http://www.sc-networks.com)

