

# Case Study

## Breck1080.com - Vail Resorts www.breck1080.com



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Sports

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## Goals and Challenges

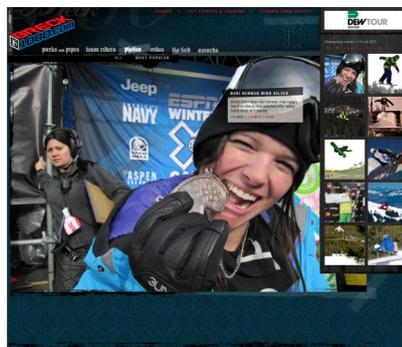
The biggest challenge with the Breckenridge 1080 website (www.breck1080.com) was making it feel as “social” as possible while mitigating concerns Vail Resorts had with the core audience. The audience of younger snowboarders and extreme skiers can sometimes be rough with their language online, but Burns Marketing Communications wanted to give them the ability to “like” images and videos and post comments to the website. Additionally, Vail Resorts wanted to reuse content across the website through a simple tagging procedure – enabling images, video, and comments to appear with a rider’s profile, in a terrain park record, in relation to a specific park element, or as a post to one of their three website feeds.

## Solutions

This website had a lot of interconnected content, and also needed to connect to a custom-built, Flash-based terrain park builder program. Burns Marketing used custom document types so that Kentico acted as a large relational database and storage for image, Flash, and text content. With this functionality, Burns Marketing was able to manipulate content in different ways on the public website. The project took about three months from start to finish, but the technical development was completed in approximately four weeks.

## Results

The website received rave reviews from end-users who love the ability to follow their favorite riders. It also received praise within the skiing and boarding community, and recently won an award at the Art Directors Club of Denver for design. From Vail Resorts’ perspective, the easy-to-maintain website allows them to make the site look far more complex and larger than it really is. The new design and the back-end system built with Kentico helped balance the brand with the desire to have current content on the website. The continually refreshed content has increased return traffic to the website.



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## Key criteria for selecting Kentico CMS

Burns Marketing chose Kentico because it would help us meet an aggressive timeline – providing a flexible architecture, facilitating progress from a design perspective, and covering the requirement of implementing a third-party tool and not a home-built system. Vail Resorts had originally planned to build this website using Sitecore, but the team struggled with the complexity required to achieve design and client requirements. Breck1080.com is one of the only sites not run on Sitecore at Vail Resorts, so it was essential to deliver a stable platform using a different CMS tool than what is normally approved.

