



FOR IMMEDIATE RELEASE
05.12.09

Contact: Christina Arbini
Public Relations Manager
206.826.2329

Hornall Anderson Invites Mammoth Mountain Visitors to “Come as you are!”

SEATTLE, WA—Come as you are! This casual, laid-back message is the Mammoth resort and mountain mantra, emphasizing the unconventional Southern California lifestyle reflecting their authentic personality. When Mammoth engaged Hornall Anderson to create a visual system for them, this became the creative team’s focus.

Although the initial creative scope centered solely on a visual system, the project quickly turned to rebranding the mountain to better capture the spirit of California and Mammoth’s unique offering of more of a surf culture environment, but at the mountain. This included the challenge of working around their current mascot, Woolly (woolly mammoth), which was incorporated into their original identity. The mascot represented a lot of heritage, which resulted in the issue of how to best pull that heritage into a more sophisticated look and transform it into a more iconic and modern expression.

Having already gone through three different logos over a span of ten years, Mammoth tasked Hornall Anderson with the creation of an all-inclusive brand that would trickle down throughout the mountain experience. The re-branded Mammoth identity serves as just one of the discovered elements in the Mammoth branding campaign. As a group, people started seeing the profile of a Mammoth or ski tracks, and that related back to letting people discover their own elements – be more abstract and take away their own experience like how they feel about the mountain, itself.

This re-brand also extends to Mammoth’s snowboard park, Unbound, a sub-culture at the mountain made up of a series of 77 runs. The creative team recommended the Unbound experience be more radical, loose and expressive. As a result, the Mammoth logo became a post-applied element, like a spray painted image then turned upside down to be more freestyle.

The new re-brand extends to the initial strategy, a series of identities, business cards, gondola graphics, building signage, bus graphic system, uniforms, ski jackets, employee and season passes and gift cards. And the result? Mammoth is recognized as more of an international destination ski area, while at the same time, emphasizing their lifestyle difference: laid back, very welcoming, sunny nearly all year long.

To view the complete project profile, click here: <http://www.hornallanderson.com/?#/project/75/>

#

About Hornall Anderson

Hornall Anderson is a leading brand design/interactive firm specializing in research-driven, creatively inspired business solutions. Founded in 1982 by award-winning designers John Hornall and Jack Anderson, the firm serves a diverse mix of clients ranging from Fortune 500 brands to emerging growth companies. Hornall Anderson (<http://www.hornallanderson.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Mammoth

Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.6 million annual skier visits, Mammoth Mountain is currently the third most frequented ski resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, real estate development, food and beverage and retail. For more information on Mammoth Mountain, visit MammothMountain.com.