

Medienmitteilung

Datum: Montag, 22. Januar 2024
Rubrik/Thema: Tourismus / Marketing
Link: [lenzerheide.swiss](https://www.lenzerheide.swiss)

Lenzerheide hosts the new Odlo campaign

The Lenzerheide holiday region is the proud host for the filming of Odlo's latest and largest media campaign to date. With «There's more out there», the new brand strategy encourages everyone to discover nature and experience moments that keep them coming back for more. A perfect match for Lenzerheide.

[The new brand strategy](#) aims to inspire outdoor enthusiasts to seek physical and mental fulfilment in nature and to «reawaken» themselves in the process. Odlo and Lenzerheide are convinced that the «more» is individual for everyone. The Lenzerheide holiday region offers countless opportunities to find it «out there». The outdoor playground allows one to discover new places and try out new things to ignite one's inner fire.

«We are delighted to partner with Lenzerheide to bring our new landmark campaign to life», said Daniel Eppler, Odlo CEO. «This mountain paradise offers a multitude of incredible outdoor experiences that align perfectly with our muse, as well as breathtaking landscapes that provide stunning backdrops for our creative. Together we hope to inspire a reawakening in every athlete.»

«Reawakened athletes» return to Lenzerheide

The campaign focuses on «reawakened» athletes who consciously turn every outdoor activity into a heightened experience. In the [creative](#) launching this week, this athlete is embodied by the biathlon legend Martin Fourcade. Odlo's brand ambassador has already been to Lenzerheide twice for filming and is delighted to feature in this inspiring campaign. His Lenzerheide winter experiences will be played out from 25 January - the summer experiences will follow in spring 2024.

The faces of the autumn/winter 2024 marketing campaign are biathletes Selina, Elisa and Aita Gasparin. They have all found their home in the Lenzerheide holiday region for some time and the filming will be a home game. Lenzerheide is looking forward to working with Odlo and their brand ambassadors to showcase the region's landscapes and opportunities to the world.

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