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<b>Commissioned by</b>	Experience Factory Lappari		

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The assignment is part of the international Bridge-project where students work for companies to solve problems concerning for example product or service innovation, customer development and marketing. The Bridge-project is financed by Kolarcitic CBC which is a financing program for supporting cooperation between the northern countries. The participating countries in this project are Finland, Norway and Russia.

Our commissioner in this project was Experience Factory Lappari. Lappari is a Finnish activity center located in Tornio, near the border of Finland and Sweden. Lappari consists of many different companies like the laser shooting game Megazone, Solve & Exit escape room, Hyv  Fiilis -gym, tennis hall, golf hall, Tornio brewery, Club Teatria, restaurant Paja 1873 and Duudsonit Activity Park. Lappari's customer segments includes people of all ages. In Lappari you can find entertainment for everyone.

First, we got to know the company through website and social media channels and after that we also visited in Lappari and interviewed the commissioner. Our findings were that there are many interesting activities but also the lack of information about Lappari; website is hard to navigate and it's short of the information needed. There is also lack of awareness about who the activities are for. For example, people don't know that in the Duudsonit Activity Park there are activities also for adults.

Our main goal is to update social media marketing and develop marketing strategy. It would be good to rename the social media channels so it would be easier for foreigners to find. Lappari also needs different kind of hashtags that people could and would want to take part of by posting about Lappari in their own channels and thus provide free marketing material. QR-codes would help people to find Lappari's channels. The website should also be made more user friendly and easier to navigate.

Marketing for locals (including Swedish) includes billboards next to main roads for example in Pihtipudas, before Oulu and between Oulu and Simo. In Sweden, we have thought a billboard set between Lule  and Haparanda. Lappari could also have posters in stores and malls. The social media marketing should be both in Finnish and English so it would be able to reach as big target group as possible.

Chinese tourists visiting Kemi might be interested in visiting Lappari if there was a good attraction to market for them. They might even become a great customer segment in the future. Working together for example with Kemi's travelling agency, Lappari has the potential to become Tornio's main attraction.