

The background of the slide features a light blue gradient. Scattered across the surface are numerous realistic water droplets of varying sizes, some with highlights and shadows. In the upper center, there is a faint, semi-transparent image of a globe showing the continents of Europe and Africa.

LAPPARI

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CLUB

INFORMATION

TEAR

CLIENT'S REQUIREMENTS



SMM updating



Development of the
marketing strategy

STRENGTHS AND WEAKNESSES OF LAPPARI

Strengths

- Close to hotels, educational organizations and city's attractions
- Business is increasing
- Near Sweden and Norway
- Ideal for local families and children of all ages. The uniqueness of the entertainment center in the region
- The possibility of holding major events (conferences, concerts)

Weaknesses

- Opening hours for international guests
- Sloppy and simple website
- Brand unknown
- People don't know that the Activity Park is for adult activities too

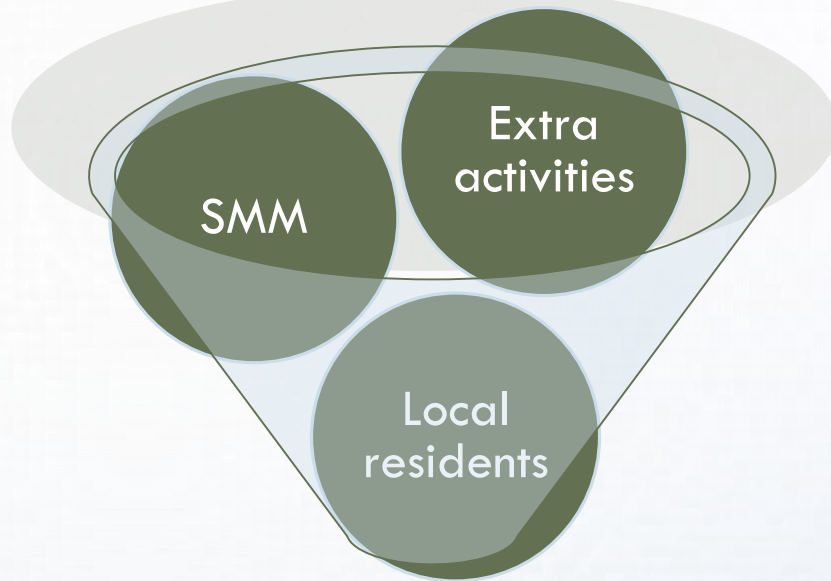
PROBLEMS TO SOLVE





TARGET GROUPS

Before



After





1. RECOMMENDATIONS FOR USING SOCIAL NETWORKS

Social network	Perfect days	Perfect time	Review
Facebook	7 days a week, especially Thursday and Friday	from 13.00 to 15.00	Publish materials in the afternoon on weekdays
Instagram	5 days a week, Monday to Friday	2.00 08.00 17.00	People like to check their instagram profile before and after work as well in the middle of the night.

A. TO PLAN THE SCHEDULE FOR PUBLICATIONS

B. COMPETITIONS IN SOCIAL NETWORKS WITH SIMPLE CONDITIONS



C. RENAMING SOCIAL MEDIA ACCOUNTS





D. INSTAGRAM REBRANDING

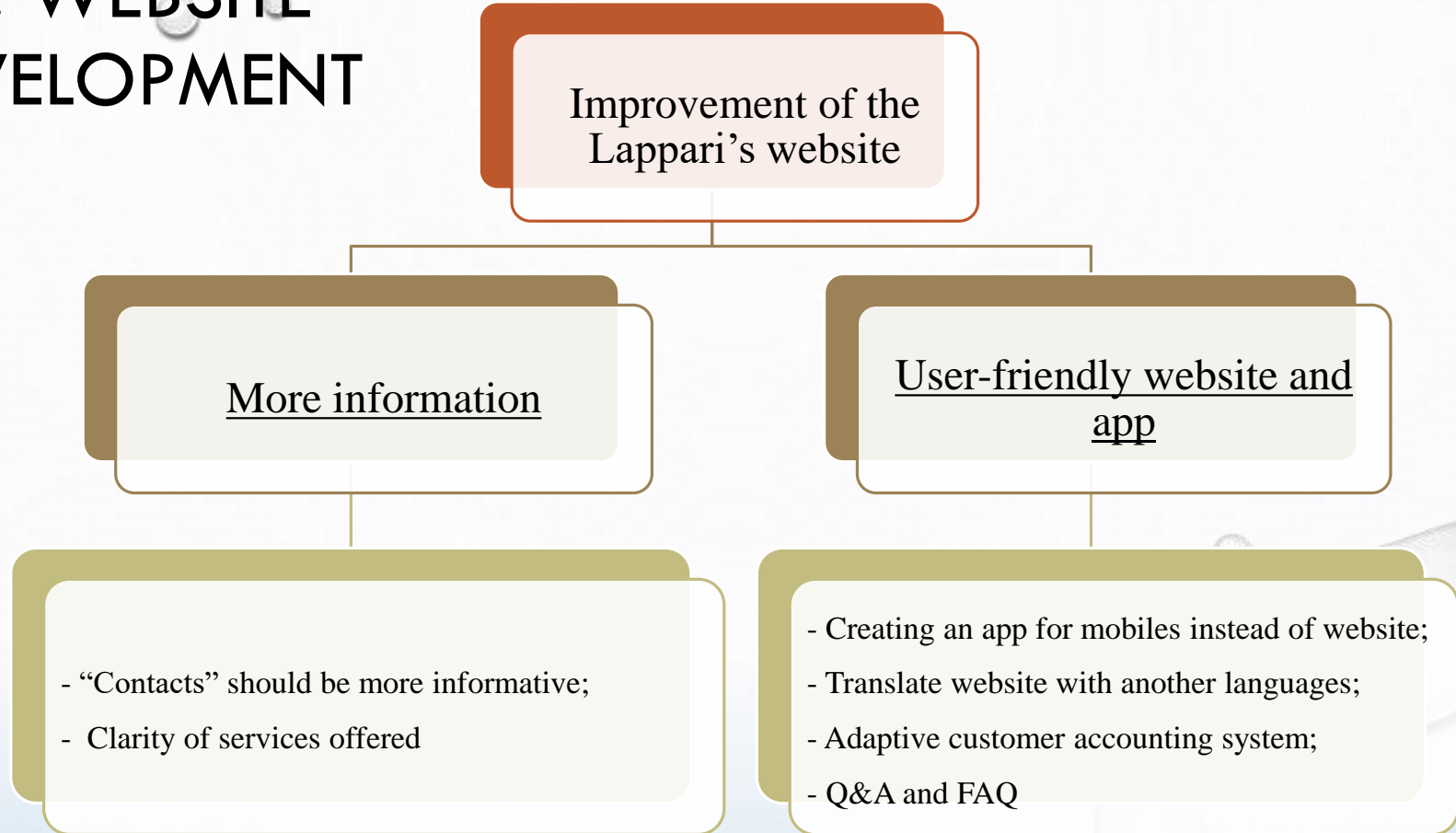


E. HIRING A PHOTOGRAPHER

F. MAKING QR
CODES FOR
INSTAGRAM AND
FOR FACEBOOK



G. WEBSITE DEVELOPMENT



Lappari website layout

(desktop version of main page)



Lappari website layout

Landing page of mobile
version



Menu page of mobile
version

A festive winter scene featuring a reindeer with large antlers pulling Santa Claus's sleigh through a snowy, misty forest. The sleigh is filled with red and orange gifts. The background is a soft-focus winter landscape with snow-covered trees and a bright, hazy sky. The entire image is overlaid with a semi-transparent dark blue filter and decorated with numerous realistic water droplets of various sizes, some with highlights and shadows, giving it a fresh, wintry feel.

2. LOCAL RESIDENTS AND COMPANIES

A. MARKETING FOR LOCALS

Billboards next to main roads to Lapland in Finland and Sweden

- Target group: Lapland travelers and tourists

Marketing in local newspapers

- Target group: adults and elders since they read more newspapers than younger people

Marketing for posters in stores and shopping malls

- Target group: All ages

Marketing via social media channels

- Target group: children, teens, young adults and adults



Conference rooms, Sauna, Restaurant

Recreation activities, such as Megazone,
Duudsonit Activity Park, Hyvä Fiilis

Moderated service packages

**B. MARKETING FOR COMPANIES,
COMMUNITIES, SCHOOLS**

3. FUTURE IDEAS



A. EXPO CENTRE

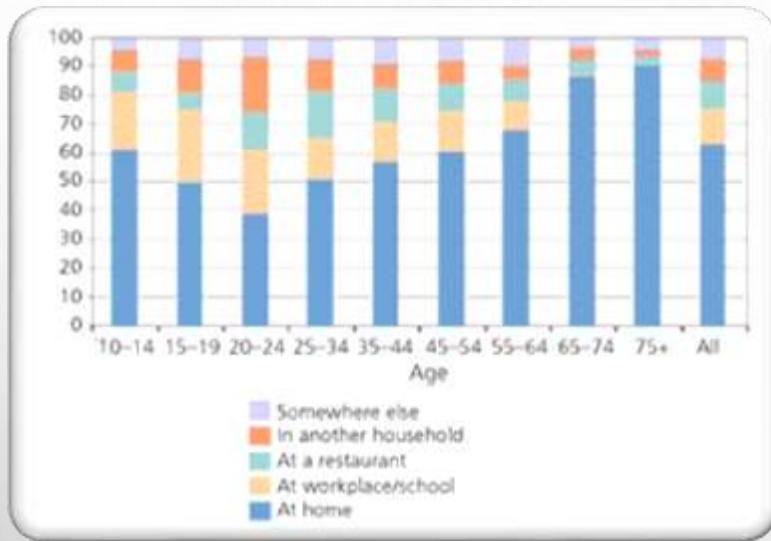
for what:

- ✓ exhibitions;
- ✓ master-classes;
- ✓ fair.

to whom:

- ✓ local artists;
- ✓ art schools;
- ✓ culture house;
- ✓ event companies.





SALAATIT

SALADS



BROILERIN RINTAFILÉ
CHICKEN 13,90€
Salaatti, rucola, tomaatti, kurkku, oliivi, viinryypä, fetta, punasipuli, krutonki ja curymajoneesi



LOHI SALMON 14,90€
Salaatti, rucola, tomaatti, kurkku, oliivi, viinryypä, fetta, punasipuli, krutonki ja tartar-sauske.



VUOHEENJUUSTO
GOAT CHEESE 12,90€
Salaatti, rucola, tomaatti, kurkku, oliivi, viinryypä, fetta, punasipuli, krutonki ja pähkinäsementti.

Salaatti: red lettuce, arugula, tomato, cucumber, olives, orange, feta, red onion, crouton

WINGS



Kiekku, aurajantortti + leike
Cucumber sticks, blue cheese dip + side dish

7 kpl. pcs. 9,90€

14 kpl. pcs. 15,90€

LISUKKEET
Kansikala
Kansikala
Kansikala
Kansikala

B. ZONING THE RESTAURANT

Survey

Our survey has shown that Finnish people like to play board games, watch cinema and play with friends in home look-a-like atmosphere

Interested

Actually, they haven't heard about that. At the same time, they will be interested if the price will be low enough.

Estimating the optimal price

Finnish people can spend under 20 euros per entertainment, so the price could be 17 cents/per minute

C. ANTICAFE, ANTICINEMA



We should add Lappari as a entertainment centre for families. Mostly, Asian tourists travel with their families



It will be nice to have a partnership with a IKEA in Haparanda and with the hotel in Tornio. More and more Chinese are interested in visiting IKEA. It seems to be a rising trend

D. CHINESE TOURISTS

4. CONCLUSIONS

CONCLUSIO



Lappari could be the key-
factor in coming to Tornio

It should be more local
teen-oriented

SMM development and
Rebranding

Part of Chinese-Lapland
tours



THANK YOU FOR YOUR ATTENTION!