

#ArcticFreeProject

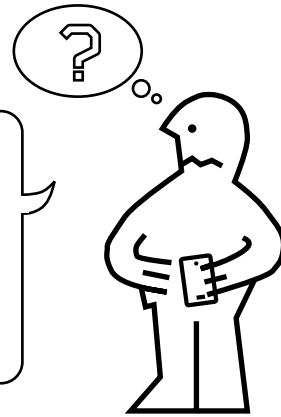
by Vladislav Radchenko, Evgenia Shishova and Laura Aalbers

HAND-OUT



PROBLEM

The social media looks unorganized which has a negative influence for the customers. Customers will not go on a freediving trip because they will not trust the company which does not look organized.



SOLUTION



Create a single brand of the company. This will look organized.

HOW IT WORKS

MERCH-DESIGNED

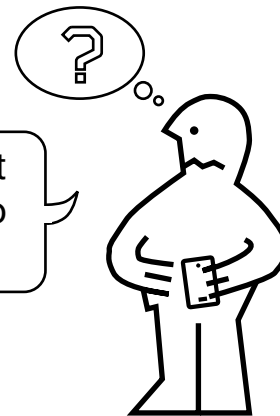
1. ДЖЕМПЕР/JUMPER: Three blue and green hoodies with the Arctic Free logo.
2. MASKA/MASK: Two blue and green face masks with the Arctic Free logo.
3. ПЛЕД/PLAID(BLANKET): A blue and green blanket with the Arctic Free logo.
4. ТЕРМОКУЖКА/THERMO MUG: Two blue and green thermal mugs with the Arctic Free logo.
5. ПОДУШКА/PILLOW: Two blue and green pillows with the Arctic Free logo.
6. ОДНОСТОРОННИЙ ФЛАГ/FLAG WITH JUST ONE SIDE: Two flags, one blue and one green, with the Arctic Free logo and text 'ШКОЛА ФРИДАЙВИНГ МУРМАНСК' and 'С НАМИ ПОЛНОЕ ПОГРУЖЕНИЕ'.
7. ДВУХСТОРОННИЙ ФЛАГ/FLAG WITH BOTH SIDE: Two flags, one blue and one green, with the Arctic Free logo and text 'ШКОЛА ФРИДАЙВИНГ МУРМАНСК' and 'С НАМИ ПОЛНОЕ ПОГРУЖЕНИЕ'.

SOCIAL MEDIA-DESIGNED

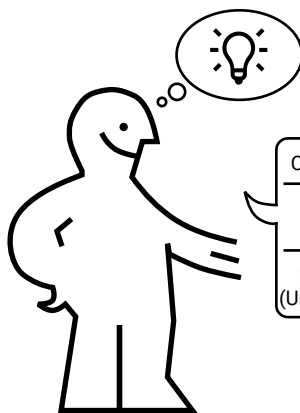
Designed background, banners, icons, re-logotype for Instagram, YouTube, Facebook, VK.

PROBLEM

Arctic Free needs partners to work with to get more clients and to have the possibility to exchange information.



SOLUTION



Company	Contact person	Contact via	Located in	Website
FOX	Agent +31 252 660 000	marketing@fox.nl	The Netherlands	https://www.fox.nl/
MASU (University)	Alla Raspapova	alla@satellitm.ru	Russia	http://www.masu.edu.ru/en/

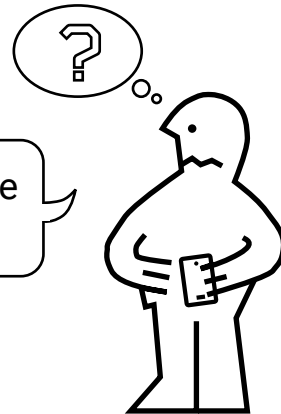
HOW IT WORKS

FOX: It is a travel agency which offers complete organized holidays, which also includes activities. It would be an amazing change for Arctic Free if people book their holiday via FOX, make a trip through whole North – West Russia and one of the activities would be diving with you. FOX is aware of who you are. They do not have trips to the North-West of Russia yet. They need more information about your company first. Send an email and go into discussion.

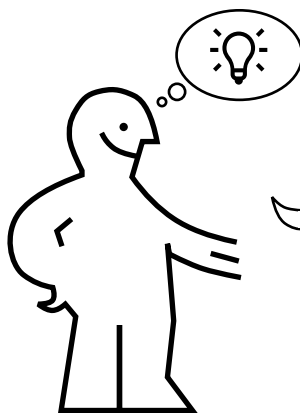
MASU: The university in Murmansk. To give your company more awareness for students. There is a possibility to give a lecture on this university about your company. Sell your product. Maybe you can make an arrangement for another project to work with students again or students can continue this project we started. MASU is aware of who you are. They are interested in working together.

PROBLEM

Current the customer cannot search ArcticFree without knowing the name.



SOLUTION



Optimize the key-words to indexing the web-pages

HOW IT WORKS

An algorithm for searching keywords based on machine learning has been developed. It is easy to use. You must input a web-link to the code and click to play by Google account.

The result is 45% more accurate than in free analogues:

('фридайвинг', 23),	('озеро', 4),	('поехать', 3),
('пещера', 18),	('видный', 4),	('нырять', 3),
('это', 11),	('опыт', 4),	('найти', 3),
('метр', 9),	('длина', 4),	('ещё', 3),
('весь', 8),	('решить', 4),	('тренировка', 3),
('день', 8),	('утро', 4),	('заходить', 3),
('курс', 8),	('обучение', 4),	('путь', 3),
('вода', 7),	('свой', 3),	('палочка', 3),
('сергей', 7),	('история', 3),	('ребята', 3),
('дыхание', 6),	('темнота', 3),	('план', 3),
('доминикана', 6),	('друг', 3),	('глубинный', 3),
('пронырнуть', 5),	('серфер', 3),	('школа', 2),
('подготовка', 5),	('система', 3),	('блог', 2),
('базовый', 5),	('рассказывать', 3),	('шанс', 2),
('сделать', 4),	('изучить', 3),	('расслабляться', 2),
('страх', 4),	('который', 3),	('волна', 2),

PROBLEM

A few customers come from social media

SOLUTION

Active management and engagement with followers in Instagram, Facebook, Vkontakte

HOW IT WORKS

Develop a content plan with heading and a schedule of posts

EDUCATION PLATFORM

PROBLEM

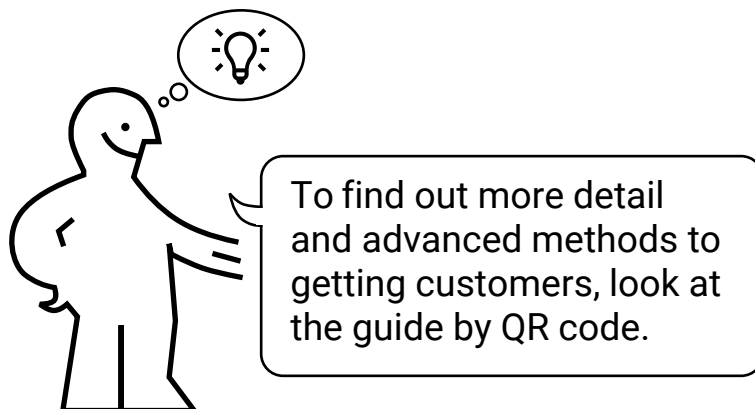
Clients do not have the opportunity to complete the theoretical part of the course without leaving their homes

SOLUTION

Recording a theoretical online course

HOW IT WORKS

you can conduct webinars, create tests and record own course on educational platforms



The ArcticFree Guid Book



Read Online