

PROPOSED IDEAS TO PROMOTE RUSKEALA PARK

PROBLEM

During the rainy period in Karelia, from September to November, the number of customers coming to Ruskeala park falls significantly. This can be resulted from the fact that there are almost no big holidays during this time and the wet conditions are not appealing to most customers. Therefore, it is our goal to propose innovative ideas to improve the infrastructure, event calendar and marketing to attract more customers to go to Ruskeala even in the rainy season.

PROPOSED IDEAS

Conference and sauna boats

What is it: a conference boat with the capacity of 20 - 40 people allowing people to have business meetings inside with enough necessary meeting equipment and 2 sauna boats with the capacity of 6 - 12 people

Why should this idea be implemented?

- If the conference and the sauna boats are built, Ruskeala park will be the ideal destination for businesses to come on their business leisure trips.
- Most of the customer groups of Ruskeala have always been families, individual customers. With this idea, Ruskeala can attract a new kind of target group for: businesses. Besides that, these boats can also attract employees and students from local schools and universities, couples who want to have special and romantic date and all people who love to have a fancy experience in the middle of one of the cleanest lakes in Karelia and the pearl of the Northern Ladoga area.

How it is implemented:

- Step 1: Finding boat and ship manufacturing companies in Russia (one promising company for such idea is Varyag, a company specializing in building boats and ships and located in Petrozavodsk)
- Step 2: Giving the ideas to them to proposing collaboration and asking for sponsor (team Loyal has been able to contact Varyag and they are interested in collaborating with Ruskeala, but because of the sorrowful event that recently happened with the CEO of Ruskeala, all of the development plans of the park are on pause and the two businesses cannot collaborate with each other at the moment)
- Step 3: Tracking the building work to make sure everything is going well
- Step 4: Starting the marketing work to promote the boats

Budget:

- The cost for a sauna boat for 6-12 people is approximately €18000 - €20000.
- The cost for a conference boat for 20-40 people can range between €100 000 - €200 000.

Risk factors:

All business ideas contain one or some risks and this idea is no exception. There can be some risks that Ruskeala needs to prepare for when implementing this idea:

- Safety issues: it is possible that the boats can sink when functioning, which may lead to other severe consequences. However, this risk can be prevented. If the building company does their construction work properly, carefully, choose suitable as well as high-quality materials and take every smallest detail of the boats into consideration, the possibility of them sinking would be significantly low. It is also compulsory to guarantee that the number of people on the boat at the same time cannot exceed the capacity and there are enough lifebuoys for everyone in the worst situation.
- Marketing issues: when businesses implement new services, it is possible that the service would fail to reach customers and it would take businesses longer time than expecting to get profit. This requires Ruskeala



to invest in marketing in order to spread the awareness about the boats to people, especially the target groups.

History video

What is it: A short film that features the stunning nature of Ruskeala, as well as the historic facts that connect the place with the cultural heritage of Karelia, which would be launched into targeted advertising.

Why should this idea be implemented?

- Potential customers spend time on instagram and other social media platforms, where they can discover this film about Ruskeala and maybe learn something that draws their attention.
 - The film has the potential to appeal to a younger audience.
 - The film points out the distinct features of the place Ruskeala.

Implementation:

The video cannot be uploaded in Ruskeala’s Instagram during this project because all of the plans of the park are on pause at the moment. However, 4 sponsors, which are Tik Time Pizza, True Kebab, Clinic Academica and café “The Kitchen”, have confirmed to be willing to spend 15,000 rubles (150 euros) for video advertising. The video would be published after the project.

Detailed analysis of expected results:

• In order for our video advertising to be effective, we prepared 9 different advertising campaigns for different audiences (columns on the left). These are people interested in traveling, traveling in Russia, people from neighboring countries, married couples, etc. For each audience, we predicted our budget and calculated the number of views, clicks, as well as the price for one click on the link. The fourth column contains the budget, the fifth column contains the number of views, then the number of clicks. The last columns show CTR and eCPC. CTR is the ratio of clicks to impressions. eCPC is the cost of one click.

<input type="checkbox"/> Campaign	Status	Daily budget	Total budget	Spent	Impressions	Clicks	CTR	eCPC
<input type="checkbox"/> Interests "travel"	▶	Not specified	Not specified	1 200 P	12 000	342	2.855 %	3.5 P
<input type="checkbox"/> Interests "Ruskeala"	■	Not specified	Not specified	600 P	6 000	128	2.13 %	4.6 P
<input type="checkbox"/> Interests "traveling in Russia"	▶	Not specified	Not specified	1400 P	14 000	374	2.671 %	3.74 P
<input type="checkbox"/> Nearby regions	▶	Not specified	Not specified	1 300 P	13 000	395	3.038 %	3.29 P
<input type="checkbox"/> Nearest countries	■	Not specified	Not specified	2 000 P	20 000	266	1.33 %	7.51 P
<input type="checkbox"/> Nearest countries intrestings	▶	Not specified	Not specified	2 000 P	20 000	405	2.025 %	4.93 P
<input type="checkbox"/> Families. Neighboring regions	■	Not specified	Not specified	2 166 P	21 660	429	1.980 %	5.04 P
<input type="checkbox"/> retargeting from the site	■	Not specified	Not specified	2 166 P	21 660	453	2.091 %	4.78 P
<input type="checkbox"/> Subscribers of similar accounts	▶	Not specified	Not specified	2 166 P	21 660	509	2.349 %	4.25 P
Total: 9 campaigns				15.000 P	149 980	3 301	2.276 %	4.62 P

• The film would give the company more visibility online and increase interaction with customers on social media. The increase in future customers, hereby, is the main goal.

Budget:

- The movie has a budget of 70€ - 100€.



Escape room game

What is it:

- Escape room is a worldwide famous game that requires solving puzzles to escape from the locked room.
- Room is themed with the history of mining at Ruskeala, can be an existing building or a new-build one.

Why should this idea be implemented?

• An escape room game can help to add to the repertoire of already existing experiences at Ruskeala; connection to history of mining is a playful approach to fun and learning.

• This game would attract young people who are fan of escape room games in the world. This can also attract customers in the low season since this is an indoor activity and does not depend on the weather.

How it is implemented: the escape room is easy to build and can be developed in collaboration with the mining museum.

Risk factors: The risk for the escape room is relatively low. Expenses are low and the investment will most likely pay.

Food and drink tasting experience

What is it: an experience that includes tasting food and Vodka, which are chosen from the best local products

Why should this idea be implemented?

• Bringing customers an authentic experience about Karelian cuisine

• Many people and potential customers from Finland travel across the border to buy vodka and other spirits from Russian Karelia. The creation of a food tasting experience can use local products to attract customers from the other side of the border.

• Increasing the uniqueness of offered experiences at Ruskeala; increasing the total revenue by adding higher priced food experiences and offer accommodation

How it is implemented: collaborating with food businesses that produce the local spirits and foods of Karelia to develop food tasting and sale of products at Ruskeala

Risk factors: The implementation of a food experience is also a low risk enterprise. Both ideas are proposed with low risk in mind.

Arctic dome shelter rooms

What is it: Arctic dome shelter rooms are a mix of a solid structure house and a tent, which can be used as accommodation for overnight stays and arranged in the nature areas

Why should this idea be implemented?

• Building domes is more cost-effective than building a hotel

• Nowadays, eco-tourism is becoming a trend, so this eco-friendly kind of accommodation has the potential to attract many eco-tourists as well as improve the value of the business in a competitive market.

• The overnight stays would keep people at the site and they would also purchase more food and drinks or experiences that could be done in the evenings

How it is implemented: contacting the company Arctic Domes (www.arcticdome.no) to ask for concepts and final prices for accommodation shelters.

