



LOYAL

- Communication agency
- Activities in the promotion of goods and services on the market

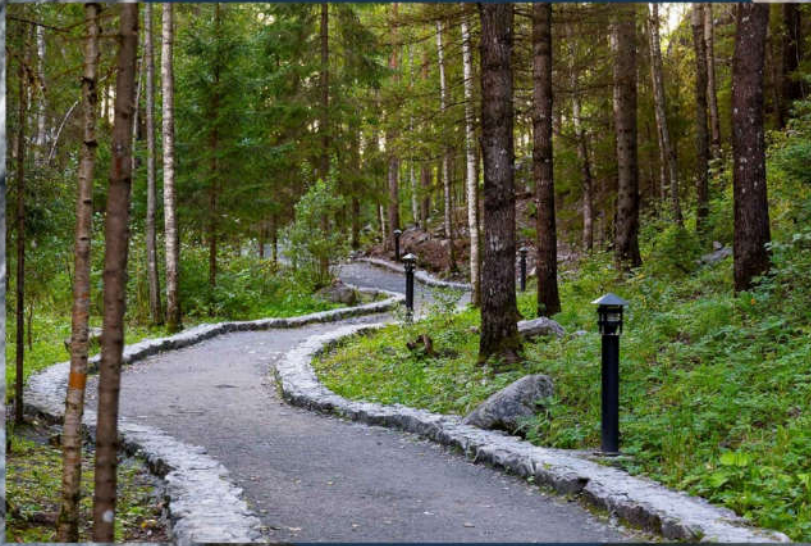


RUSKEALA PARK

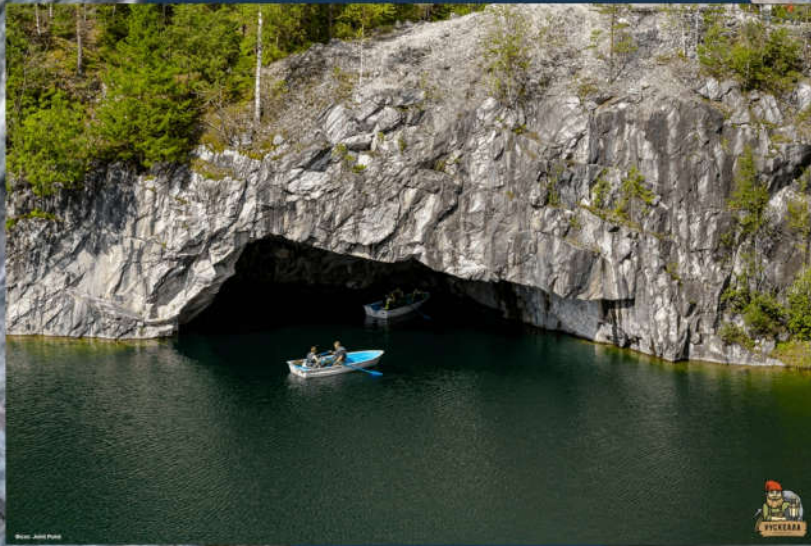
- A unique sight of Karelia, a tourist site in the North Ladoga
- Offering a big variety of experiences



RUSKEALA PARK



RUSKEALA PARK



RUSKEALA PARK



PROBLEMS

Main problem:

The number of customers coming to Ruskeala is always decreasing significantly in **the autumn**

PROBLEMS

Christmas

**New Year's
Eve**

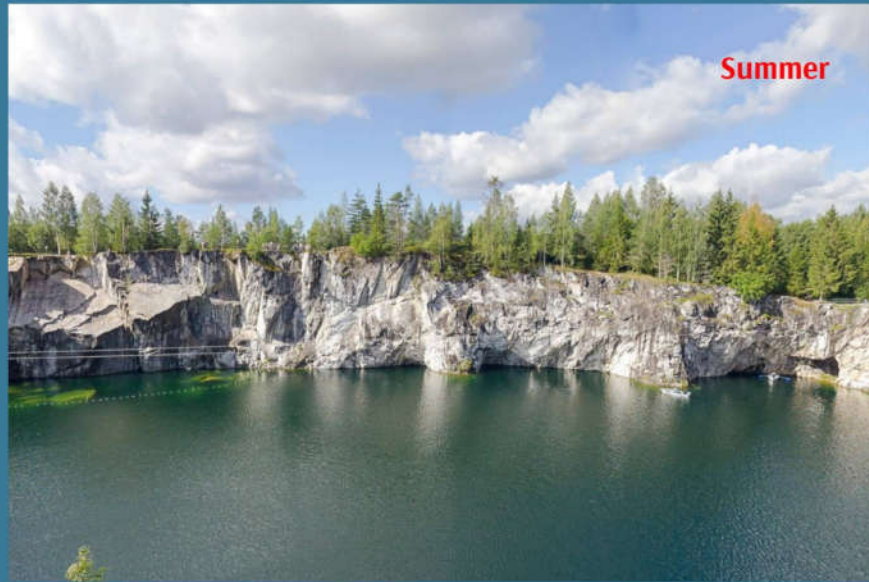
**Snow and
snow - related
events**



PROBLEMS

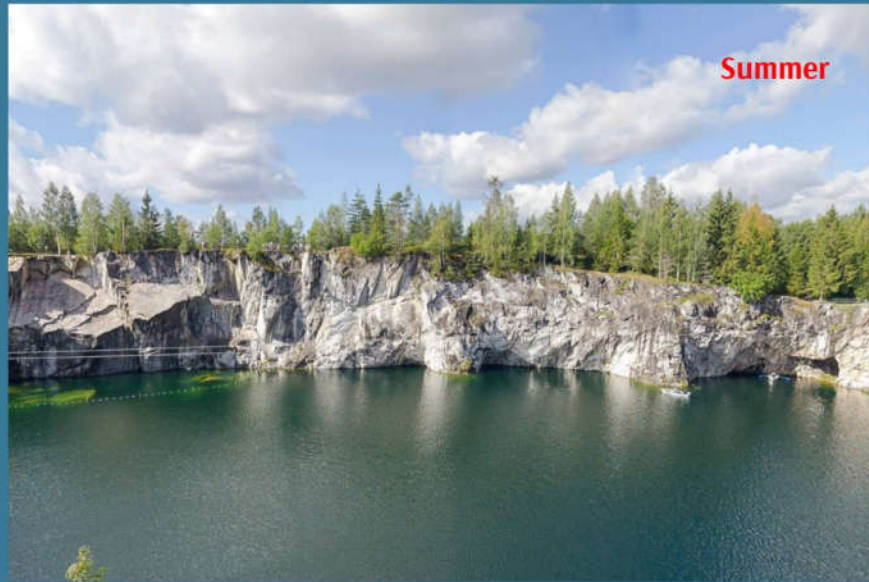


PROBLEMS



PROBLEMS

Beautiful
weather



PROBLEMS

Cloudy
weather

Often
rains



Autumn

=> People do not want to go to the park in the rainy (autumn season)





CONFERENCE AND SAUNA BOATS

What are they?

- Conference boat (capacity of 20 - 40 people) allows people to have conference and meeting inside with all of the technical meeting equipments
- Sauna boats (capacity of 6 - 12 people) have sauna inside

Why should this idea be implemented?

- Solving the defined problems
- Making Ruskeala the ideal destination for businesses to come on their "bleisure" trips
- Attracting:
 - + Businesses and businesspeople
 - + Local schools
 - + Couples
 - + People interested in having a fancy experience

CONFERENCE AND SAUNA BOATS



CONFERENCE AND SAUNA BOATS



CONFERENCE AND SAUNA BOATS



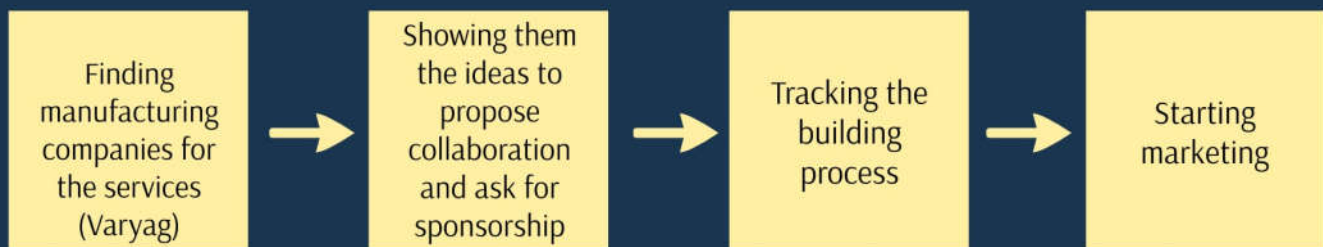
CONFERENCE AND SAUNA BOATS



CONFERENCE AND SAUNA BOATS



ROAD MAP FOR IMPLEMENTING THE IDEAS



GUIDED FOOD AND VODKA TASTING EXPERIENCE

What is it?

- Event including food and vodka tasting, the food and drinks are selected from the local products

Why should this idea be implemented?

- Bringing customers an authentic experience about Karelian cuisine
- Attracting Finnish customers
- Can be organized indoors without worrying about the weather (especially in the autumn)

GUIDED FOOD AND VODKA TASTING EXPERIENCE



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Road map of implementing this idea

- Seeking local manufacturers of alcoholic drinks and establishing a cooperation
- Can use drinks from Karelia in food and drink tastings at their park while telling about the history of manufacturing those products



VIDEO IDEA

What is it and why should it be implemented?

- A short video about the history of Ruskeala in order to attract new customers
- Instagram is one of the most helpful channels to reach for customers
- Attracting customers and drawing more attention to Ruskeala, thus increasing the number of customers as well as the profit

=> Got 15,000 rubles (150 euros)



True Kebab



Clinic Academica



Café "The Kitchen"



Tik Time Pizza

EXPECTED RESULTS

<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	2.340 %	4.25 P
Total: 9 campaigns				15,000 P	149 980	3 301	2.276 %	4.62 P

The background of the slide is a photograph of a quarry. In the foreground, there is a calm body of water reflecting the surrounding environment. The middle ground shows steep, grey rock cliffs with some sparse vegetation. In the background, a dense forest of tall, thin evergreen trees rises up the hillside. A large, dark blue circle is superimposed over the center of the image, containing the text.

FURTHER IDEAS

- Mining themed escape room (a worldwide popular game)
- Arctic dome shelter rooms (cost-effective and eco-friendly accommodations)

