

# Sami Aurora 3

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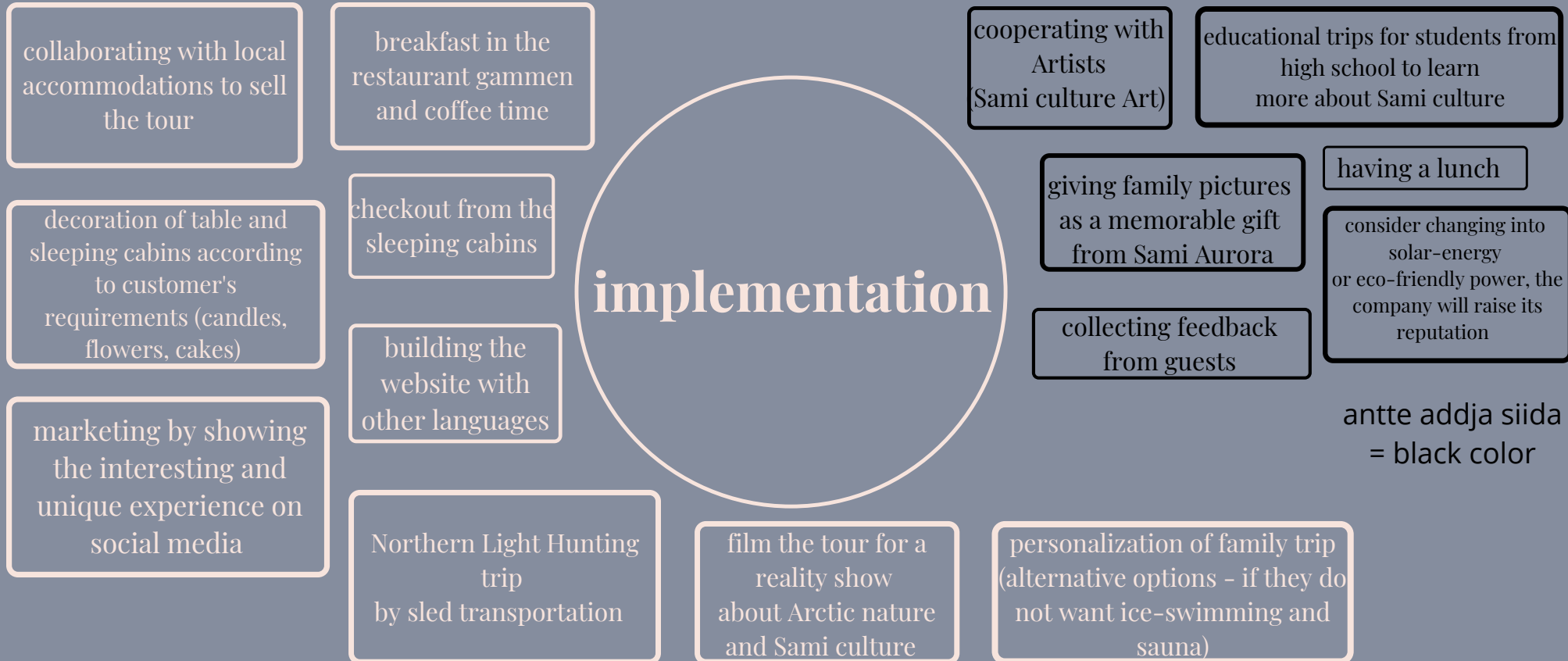
Our goals which based on problems:

- creating new ideas to attract customers
- form prototype of ideas
- target customer group
- customer research and prototype based on target customers
- find out new solutions what company needs to cover in order to get more customers
- creating a customers journey map
- communication channels creation

Solutions:

- content ideas
- searching for apps and other marketing tools, creating examples of content
- explore the topic from customer side, get more information about customer experience of this business area
- articulate and test concepts that respond to questions from the target customers
- survey of possible customers
- map and checking the main points: Awareness, Consideration, Purchase, Retention and Advocacy
- use social media and physical networking to form easy communication process for future progress of customer

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# Marketing recommendation

Family topic can be a good source for the type of Emotional Marketing. Sami Aurora can build a video storytelling advertisement about family time and feeling that the company can bring to people and make them close together after busy days in the crowded city. The video can touch their heart and bring them emotions like happy, then persuade them to purchase for the trip.

