Sami Aurora polar light sled camp = beige color	<ul> <li>Our goals which based on problems:</li> <li>creating new ideas to attract customers</li> <li>form prototype of ideas</li> <li>target customer group</li> <li>customer research and prototype based on target customers</li> <li>find out new solutions what company needs to cover in order to get more customers</li> <li>creating a customers journey map</li> <li>communication channels creation</li> </ul>	<ul> <li>Solutions:</li> <li>content ideas</li> <li>searching for apps and other marketing tools, creating examples of content</li> <li>explore the topic from cutomer side, get more information about customer experince of this business area</li> <li>articulate and test concepts that respond to questions from the target customers</li> <li>survey of possible customers</li> <li>map and checking the main points: Awareness, Consideration, Purchase, Retention and Advocacy</li> <li>use social media and physical networking to form easy communication process for future progress of customer</li> </ul>
collaborating with local accommodations to sell the tour decoration of table and sleeping cabins according to customer's requirements (candles, flowers, cakes) marketing by showing the interesting and unique experience on social media	breakfast in the restaurant gammen and coffee time checkout from the sleeping cabins building the website with other languages Northern Light Hunting	<ul> <li>cooperating with Artists Sami culture Art)</li> <li>deucational trips for students from high school to learn more about Sami culture more about Sami culture</li> <li>sigving family pictures as a memorable gift from Sami Aurora</li> <li>collecting feedback from guests</li> <li>collecting feedback from guests</li> <li>antte addja siida = black color</li> </ul>
	trip by sled transportation by sled transportation	(alternative options – if they do not want ice-swimming and

## Marketing recommendation

Family topic can be a good source for the type of Emotional Marketing. Sami Aurora can build a video storytelling advertisment 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.

