

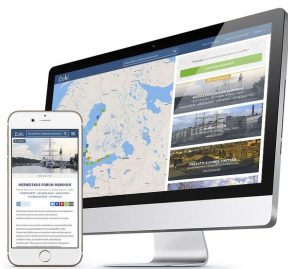


# Telling the stories of the sea - Loki



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The John Nurminen Foundation maintains the cultural heritage and traditions of Finnish seafaring and maritime history. Loki is a maritime service that was produced under the supervision of the John Nurminen Foundation in partnership with maritime museums. Loki is a place for stories and destinations as well as all kinds of information on maritime history and culture. The technical execution was completed by Futureice. I was lucky enough to help the John Nurminen Foundation with their marketing efforts as part of the Loki project. From my point of view, working on this project was a comprehensive experience allowing me as a designer to influence the process from the beginning to the end.



## The Challenge

Loki's mission is to bring people together and to enrich their lives by actively sharing knowledge and imagery of the sea. Like any project, it is not just about making a great service but also identifying the audience for it. The strategic aim is to provide a platform for anyone interested in sea culture and allow visitors to share and enjoy the rich maritime cultural heritage.

## Approach

From the first sales meeting to the final version of the marketing campaign plan I felt I had ownership and great pride for the work I performed. Together with the customer, we worked closely and went through a multi-step process. This included benchmarking and current state analysis, to decide how we wanted to define the Loki brand. And looking into costs and revenue not to forget customer touch point planning. All this developed our understanding greatly. The brand vision was validated by interviewing potential customers to see if it resonated with them. With all this knowledge we were able to create a marketing strategy and a campaign plan to meet the customers' needs and meet Loki's business objectives.

## The Results

The Foundation has started the first marketing actions across different channels. It is already super interesting to see how the actions are perceived.

I loved working on the project and it's always good to get positive feedback from the client too:

“With Futureice's tools we implemented a systematic process, where our own understanding and vision of service development crystallised even further. The end result of the process is a good documentation, which will benefit us in the future”.

Anne Mäkijärvi, Marketing Manager at John Nurminen Foundation

The Loki Service

