

# STAY RELEVANT

## CASE COMPETITION

### COMPANY:

<b>NAME AND ADDRESS OF COMPANY</b>	
<i>Name:</i>	Blue Spirit
<i>Address:</i>	Ndr. Strandvej 42, 8400 Ebeltøft
<i>Web:</i>	www.bluespirit.dk

<b>CONTACT(S)</b>			
<i>Name:</i>	<i>Robert Rohwedder</i>	<i>Name:</i>	
<i>Title:</i>	<i>Director</i>	<i>Title:</i>	
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<b>DESCRIPTION OF COMPANY</b>	
	<p>Blue Spirit was founded in 2020 and is Denmark's first surf school which is also aimed at people with disabilities. The overall goal of the company is to make surfing accessible for all disabled people who might be interested in testing their surfing skills. In addition to conducting courses for disabled people, the company offers water sports activities for tourists, team building activities, bachelor parties and other events.</p> <p>In order to raise awareness of the many activities available in Mols, Blue Spirit has initiated the process of developing a branding strategy under the heading "Blue Bay" together with Syddjurs Municipality. The company Blue Spirit is project manager for the project.</p> <p>The aim of the project is for all businesses – outdoor activities, restaurants, shops and cultural institutions – to be able to benefit from being part of a unified brand. In this way, it might also be possible to extend the tourist season beyond the months of June, July and August and include the so-called shoulder season for the benefit of all businesses in the area.</p> <p>Blue Spirit wants help to gather all players in the area, so that it can become a joint project to identify the special characteristics of the area as a basis for an overall branding strategy. The ambition is not only to attract more tourists from afar, but also to attract guests from Aarhus who are not aware of the possibilities in Syddjurs. Perhaps it could even be a joint initiative with the involvement of the entire bay, that is Aarhus, Kaløvig and Ebeltøft.</p>

In the work to develop a joint branding strategy, it will be possible to draw inspiration from Løkken <https://www.northshoresurf.dk/en> and Lynæs <https://surfcenter.dk/>.

## THE CHALLENGE

*Blue Spirit needs help to figure out how “Blue Bay” can become as successful as Cold Hawaii or Løkkendarisk, and what it takes.*

- *Who would be the right people to contact in order to initiate the work to develop an overall branding strategy, including suggestions for participatory measures which can ensure that all relevant people are heard and can contribute knowledge and experience.*
- *Suggestions are sought for a sustainable plan for how to develop an inclusive branding strategy.*

