

STAY RELEVANT

CASE COMPETITION

COMPANY:

NAME AND ADDRESS OF COMPANY			
	Museum Jorn		
Name:	Gudenåvej 7-9		
Address:	8600 Silkeborg		
Web:	https://museumjorn.dk/		
CONTACT(S)			
Name:	Line Unold	Name:	
Title:		Title:	
Tel.:	2933 3090	Tel.:	
Email:	lun@museumjorn.dk	Email:	
DESCRIPTION OF COMPANY			
	https://museumjorn.dk/		
THE CHALLENGE			
<p>Museum Jorn aims to combine nature and art through the project <u>Jump on a bike - and explore art and nature around Silkeborg (museumjorn.dk)</u></p> <p>As part of this project, the museum rents out electric bikes. However, it has been more difficult than originally thought to launch the project and to get it noticed.</p> <p>It is necessary to perform a target group analysis in order to identify potential target groups for the project and good, marketable ideas to boost the business around the project.</p>			



Silkeborg
K o m m u n e



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