

# STAY RELEVANT

## CASE COMPETITION

### COMPANY:

<b>NAME AND ADDRESS OF COMPANY</b>	
<i>Name:</i>	<i>Aarhus Hostel</i>
<i>Address:</i>	<i>Beringvej 1, 8361 Hasselager, Aarhus</i>
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<b>DESCRIPTION OF COMPANY</b>
<p>Aarhus Hostel in Hasselager was established in 2013 in the buildings of a former folk high school (<i>højskole</i>). See <a href="http://www.aarhushostel.dk">www.aarhushostel.dk</a>.</p> <p>There are 37 rooms and a total of 75 beds divided among single, double and family rooms.</p> <p>Since it is a former folk high school, there are also facilities which are used for courses, conferences, weddings, parties and much more. The buildings are 2,000 m<sup>2</sup>, providing plenty of opportunities.</p> <p>However, the focus of this case will be on our outdoor facilities – a total of 20,000 m<sup>2</sup>, including our own small forest and, not to mention, a major lawn where GAFFA has estimated that events can be arranged with up to 1,000 participants.</p> <p>In connection with the coronavirus pandemic, we have applied for – and received – government subsidies to move some of our activities outdoors. This gives us the opportunity to install power, water and sewer lines for toilet trailers, and set up tents with flooring, tables/chairs and lights.</p>

### **COMMUNICATION CHALLENGE**

In order to utilise our outdoor areas and the new outdoor facilities, we are planning to arrange a minimum of two “garden parties” in August targeted at companies. Keywords could be garden party, whole roasted suckling pig, barbecue buffet, draught beer and music. “Pig party” might be used for fun. Or “do you owe your employees a Christmas party?” In addition, we generally need to communicate more actively about the new opportunities to conduct outdoor events.

### **COMMUNICATION TASK**

1. Create one or more “summer party” packages targeted at companies in the same way as you would do in connection with Christmas parties.
2. Make a marketing plan aimed at companies.

The task is to draw up a plan for the marketing of the “garden parties” aimed at companies. The plan must include a concept for the parties and a proposal for how you would communicate the events to the defined target group (including goals, message and media choice).