

A black and white photograph of two men on a beach. The man on the left is sitting on a bench, wearing glasses and a jacket. The man on the right is standing, also wearing a jacket. In the background, there are several sailboats on the water. The text 'AND NOW FOR SOMETHING COMPLETELY DIFFERENT' is written in large, white, hand-drawn letters across the center of the image. A yellow horizontal bar is positioned below the text.

AND NOW FOR
SOMETHING
COMPLETELY
DIFFERENT

**Mielikuvamatkalla ostopäätökseen:
näin houkutat hyvillä sisällöillä**

Visit Finland / 1.2.2024



Different.fi

Autamme verkkokauppoja kasvamaan. Teemme digitaalisesta kaupasta kannattavampaa parantamalla asiakaskokemuksen tasoa.

**Mielikuvamatkalla
ostopäätökseen:
näin houkutat
hyvillä sisällöillä**

Päivän Keynote-haaste:

- Pitää olla tarina**
- Tosi konkreettinen**
- 35 slideä 30 minuuttiin**

**Jokainen matka tehdään kolme
kertaa: suunnitelmissa,
todellisuudessa ja muistoissa**

Case:

**Helsinki Hideout
Sauna Cabins**



1.

Asiakas

**eli kenelle
muotoilemme
kokemusta**

A man with short brown hair and a light beard, wearing a white button-down shirt, is looking off to the side with a slight smile. The background is a blurred city street. A bright yellow rounded rectangle is overlaid on the left side of the image, containing text.

***“Let’s do some
sauna in Helsinki!”***

-Georg
Saksasta



Visit Finland Must-experience saunas in Helsinki ...



Visit Finland Must-experience saunas in Helsinki ...



Visit Finland Must-experience saunas in Helsinki ...



Discover Helsinki 5 Saunas in Helsinki that You M...



A Lovely Planet The Best Saunas in Helsinki



Hotels.com 11 parasta saunaa Helsingissä - Tu...



TyöHelo Löyly - an urban oasis in Helsinki



Hotels.com 11 parasta saunaa Helsingissä - Tut...



Visit Finland Must-experience saunas in Helsinki...



50 Degrees North Visiting Saunas in Helsinki | 50 ...



CNN How to take a sauna in Helsinki | C...

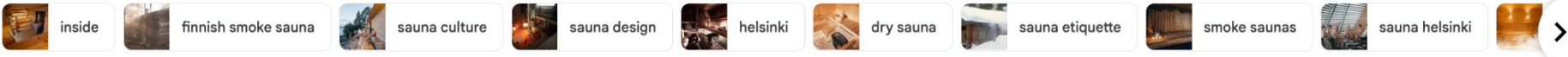


ArchDaily Löyly / Avanto Architects | Arc...



“Is this the real deal?”

Well, it depends.



Wikipedia Finnish sauna - Wikipedia



Ikikiuas Finnish Sauna | Perfect steam and ...



Featuring Finland Finnish Sauna Culture ...



thisisFINLAND Bare facts of the sauna in Finland ...



Taiga Times Finnish sauna culture - All you need to ...



Open Access Government authentic Finnish sauna bathing



BZB Cabins a sauna in Finland ...



Fluidra Finnish saunas: how they work and t...



FinnStyle Traditional Finnish Saun...



thisisFINLAND Finnish sauna culture ...



Featuring Finland Finnish Sauna Culture ...



***“How can I do genuine sauna in
Helsinki at my own pace?”***



2.

Kilpailuetu

**eli mitä teemme
paremmin kuin muut**



**Okei, saunat löytyy,
mutta minne ne laitetaan?**





RE/MAX

oikotie.fi/asunnet



**Noniin,
paikatkin siis ehkä löytyy,
mutta miten homma
markkinoidaan?**



Home

Create

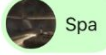
sauna aesthetic



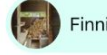
All Pins

99+

1



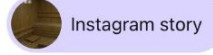
Spa



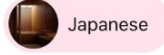
Finnish



Men



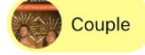
Instagram story



Japanese



Infrared



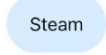
Couple



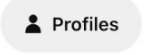
Gym



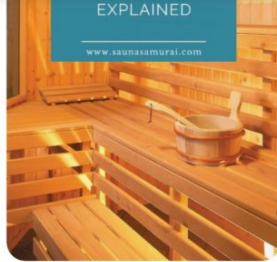
Fotos en



Steam



Profiles





3.

Asiakas- lupaus

**eli miten viestimme
kilpailuetumme
asiakkaillemme**

A wooden hot tub in a rustic cabin with steam rising from it. The tub is made of vertical wooden planks and has a wooden deck with steps leading up to it. The background shows a wooden interior with a window and a framed picture.

The Place Where
the World's
Happiest People
Are the Most
Happiest

NOW BOOKING SUMMER 2024

A wooden bucket with a handle and a bundle of herbs on a wooden bench. The bucket is made of horizontal wooden planks and has a wooden handle. The background shows a wooden interior with a window and a framed picture.

The Place Where
the World's
Happiest People
Are the Most
Happiest

NOW BOOKING SUMMER 2024

Helsinki Hideout Sauna Cabins

[Home](#) [Cabins](#) [Join the Waiting List and Win a Holiday](#)

Authentic Finnish Sauna Away from the Crowds

Now Booking Summer 2024 in Helsinki

Wish to experience genuine Finnish cabin life with authentic wood stove sauna – right in the heart of Helsinki?

We offer three destinations from June 2024 onwards.

[Book Now](#)

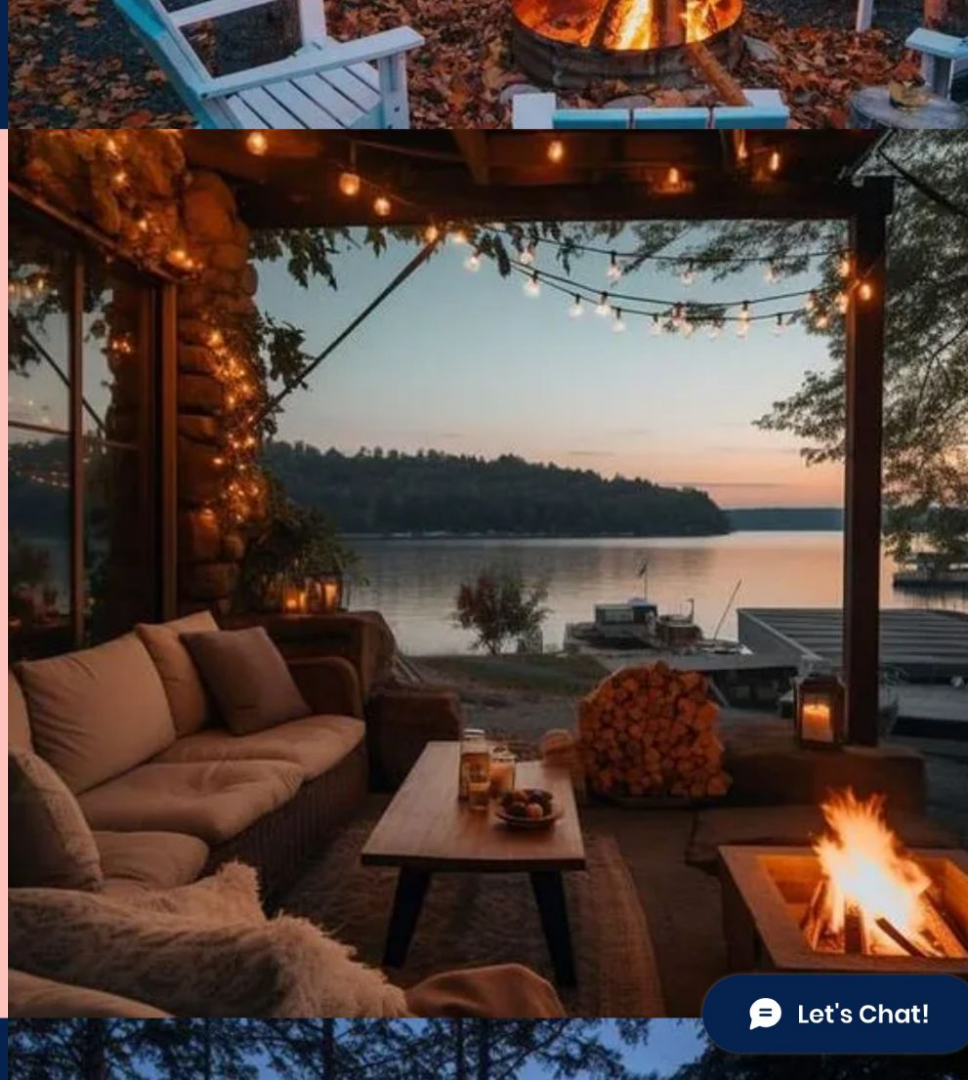


Let's Chat!

Cabin #2 – Seaside Dreams

Experience the soothing sounds of the sea at our "Seaside Dreams" sauna cabin. Located by the waterfront, this cabin offers a traditional Finnish sauna experience with a wood-fired stove and cozy benches, perfect for a rejuvenating löyly (sauna steam).

[Book Now](#)



[Let's Chat!](#)

Cabin #3 - Pine Forest Island

Southeast Helsinki

Retreat into the heart of nature with "Pine Forest Island," a sauna cabin surrounded by majestic pine trees. This cabin provides an authentic Finnish sauna experience with a traditional wood stove and charming cooling terrace.

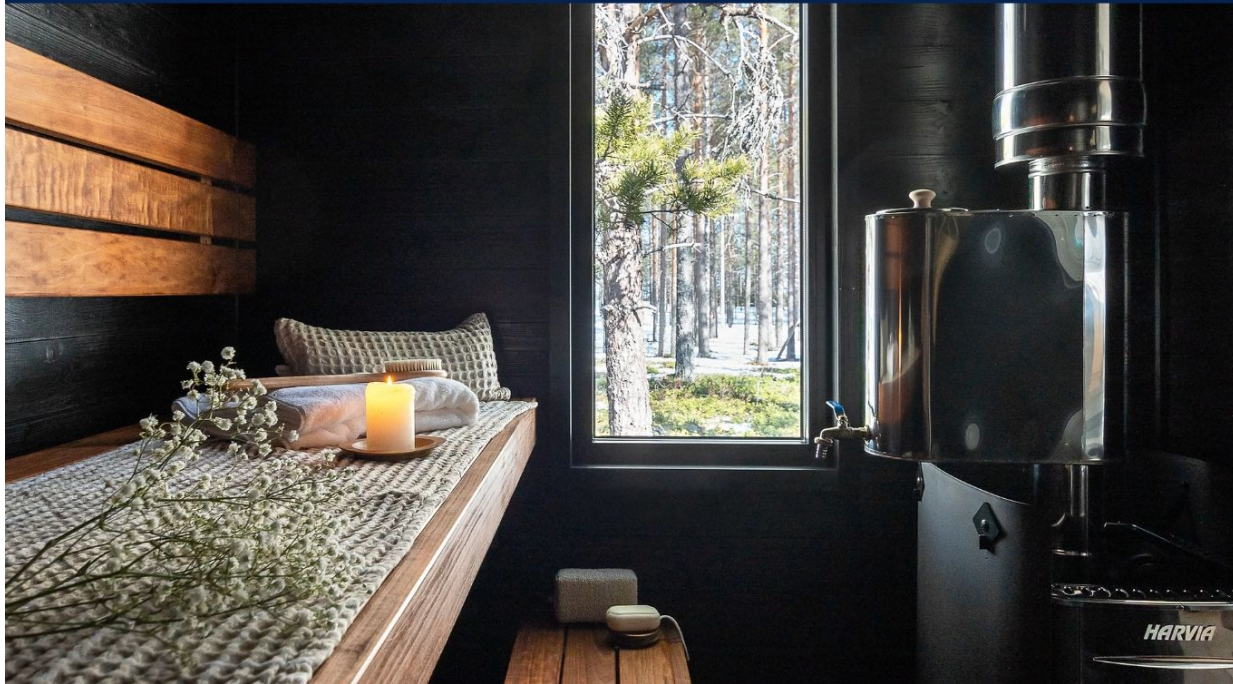
[Book Your Stay](#)



[Let's Chat!](#)

Enjoy the Ultimate Luxury: Silence

Do Like the Locals Do: Enjoy Sauna in Your Own Precious Peace and Quiet



A Genuine Sauna Experience Speaks to All Your Senses

The calming crackle of a wood burning stove, the sweet smell of heat-treated aspen benches – and of course the therapeutic steam with just the right humidity. The way the Finns do it.

 Let's Chat!

Relax in the Cosy Lounging Room

Make yourself at home by preparing something to eat in the mini kitchen and enjoying the atmospheric fire as you take the surroundings in.



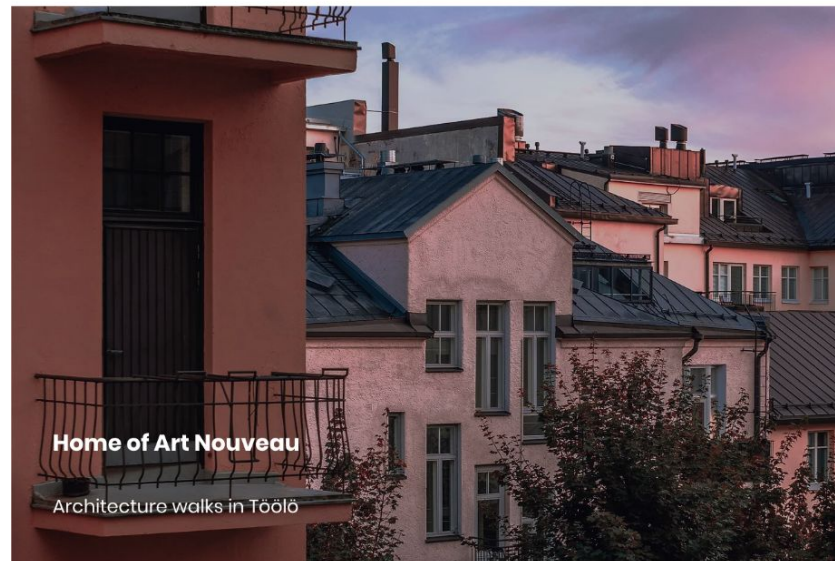
Enjoy a Good Night's Sleep

When it's time to hit the sack after a fully relaxing day the corner sofa bed converts into a double bed just in seconds. Sweet dreams!

[Let's Chat!](#)

And When You're Relaxed and Ready to Explore...

Your Helsinki Adventure Awaits





We Are Opening Summer 2024

Booking Available from January Onwards

Hideout Sauna Cabins is a new kind of accommodation concept built around a real-life finding: we heard from many of our foreign friends that they wished to experience Helsinki in a more genuine and local way than just staying at a hotel.

Finnish cabin life and the authentic sauna experience with a wood-burning stove are something that encapsulate Finnishness like no other – and this is just what we hope to show to our friends from abroad.

That's why we brought Finnish cabins and saunas right to the heart of Helsinki. Enjoy a relaxing and authentic stay that you will cherish and remember forever!

 Let's Chat!

A man with short brown hair and a light beard, wearing a white button-down shirt, is looking off to the side with a slight smile. The background is a blurred outdoor setting, possibly a street. A bright yellow rounded rectangle is overlaid on the left side of the image, containing text.

***“Put the sauna on,
I’m coming!”***

-Georg
Saksasta



“Määkin tulisin.”

-Suomalainen mies

Yhteenveto:

- 1) Kulje ostopolku asiakkaasi silmin**
- 2) Myy elämystä, älä tuotetta**
- 3) Kerro tarinoita**

A photograph showing two individuals bowing deeply on a blue carpet. The person on the left has blonde hair and is wearing a blue long-sleeved shirt. The person on the right is wearing a black t-shirt with white text on the back. Both are wearing lanyards with identification badges. The scene is dimly lit, with a bright light source from the left creating a strong shadow on the carpet.

KIITOS!

Lopuksi

Järjestämme Visit Finlandin kanssa keväällä 2024 ryhmämuotoisen kilpailuetu- ja asiakaslupausvalmennuksen, jos kiinnostuneita on tarpeeksi.

Valmennus on toteutettu viidesti aiemmin Business Finlandin verkkokauppaohjelmien alla, ja siihen on osallistunut yhteensä 24 suomalaista verkkokauppaa. Valmennuksessa kirkastat kilpailuetusi, asiakasymmärryksesi ja viestisi – ja teet sen jälkeen paremmin kauppaa.

Ota meihin yhteyttä!



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AND NOW FOR
SOMETHING
COMPLETELY
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