





Experience 365

Permanent location, opened in 2019

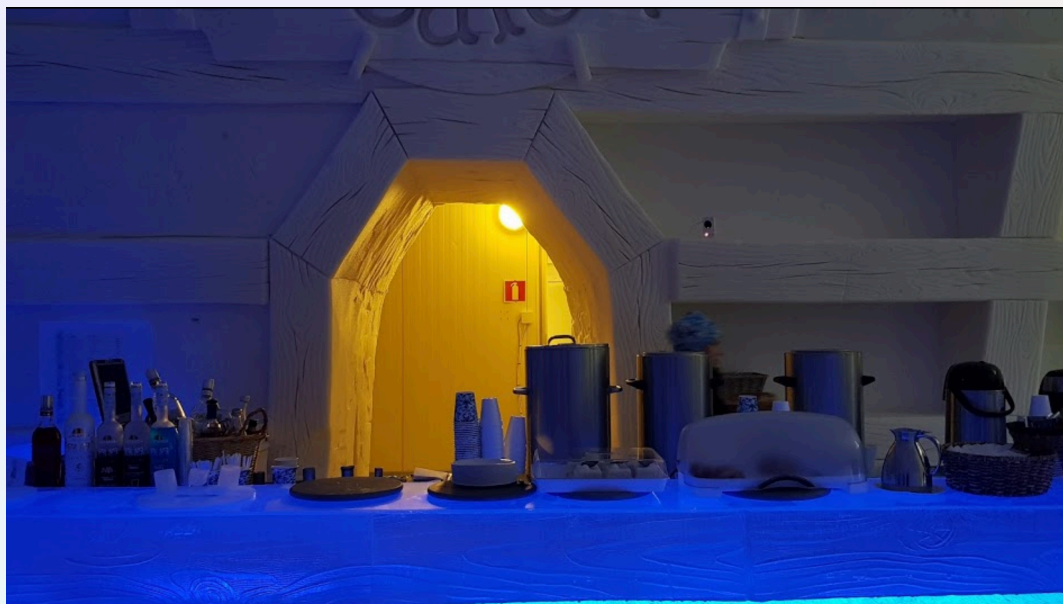
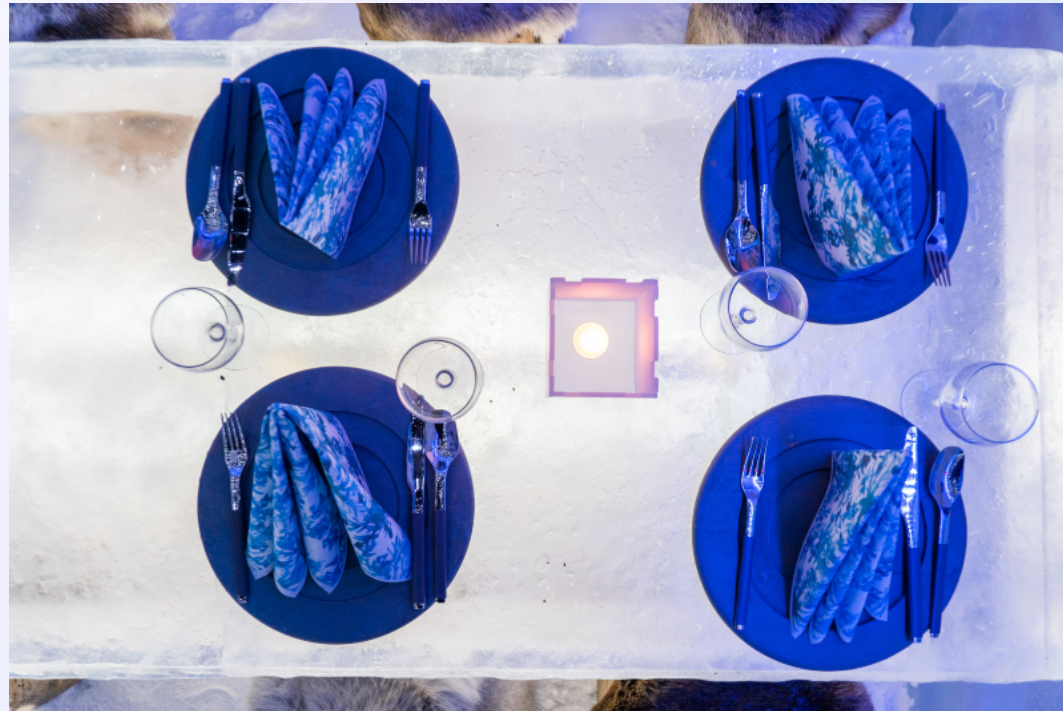


IceRestaurant @ Snow Castle

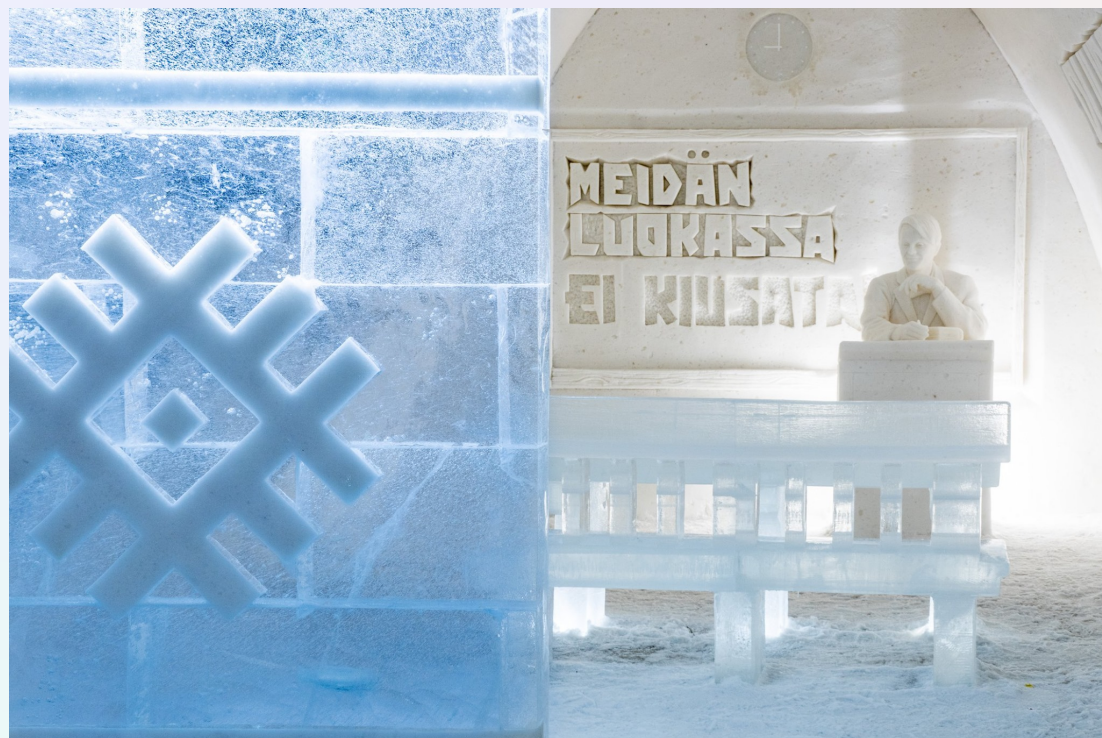
Rebuild each year since 1996



Experience 365 interior



IceRestaurant interior



Snow Castle Complex interior

Ice bar —> hot meals

Interior, exterior, decor, furniture = all ice

Sells experience

What's special





SnowRestaurant Experience

TripAdvisor — 23 vs 3

“...food is nothing special”

“...restaurant is filled up”

Press — “unique experience in the castle made of snow”

“restaurant... illuminated with various lights to make ice glow in a myriad of colors” – *Forbes*

“with it’s stunning icy setting and tasty cuisine, Snow Castle provides an unforgettable meal in Lapland” – *Forbes*



Reviews + Press



Branding Tone –

childish

heavy

tall

Communication Tone –

child-friendly

cartoony

playful

chilly

What works

association with Disney

castle mood

color scheme

Problems

outdated logo

luxury prices do not
connect with logo

letter L and towers

Current Branding

icebarcelona

ICE BAR
LONDON

DRINKHOUSE
FIRE  **ICE°**

CHiLL
Ice House

minus5°

ICE BAR

 **ICEBAR**
MELBOURNE

AMSTERDAM
ICEBAR
XTRACOLD

ICEBAR 
STOCKHOLM
BY ICEHOTEL

Competitors

Experience hot dinner at the ice table at all 365.

Primary message

Have magical family time with handmade ice glasses in -5 degrees on Celsius.

Secondary message



Target Audience

Young families

Alternative tourism lovers

Current Perception — mid-aged couple

Want to see the castle for the first time

No intention to return

Desired Perception — young adults

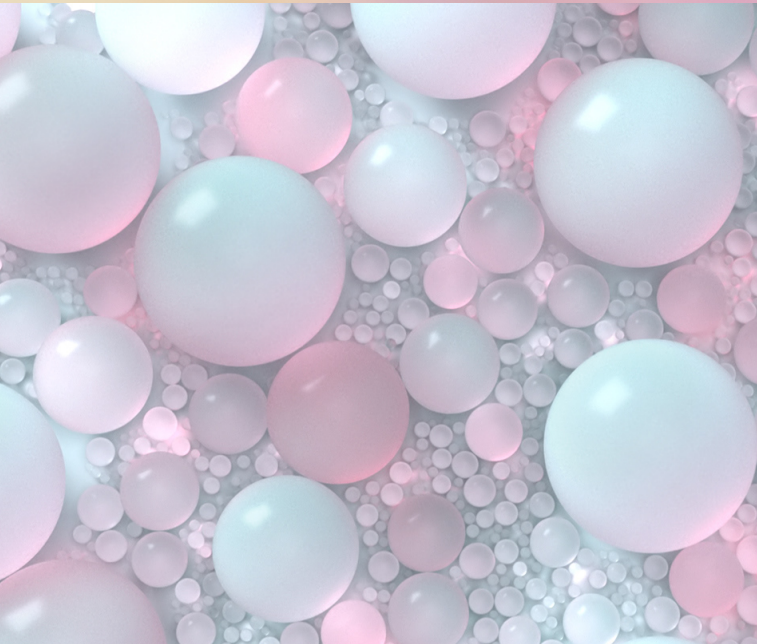
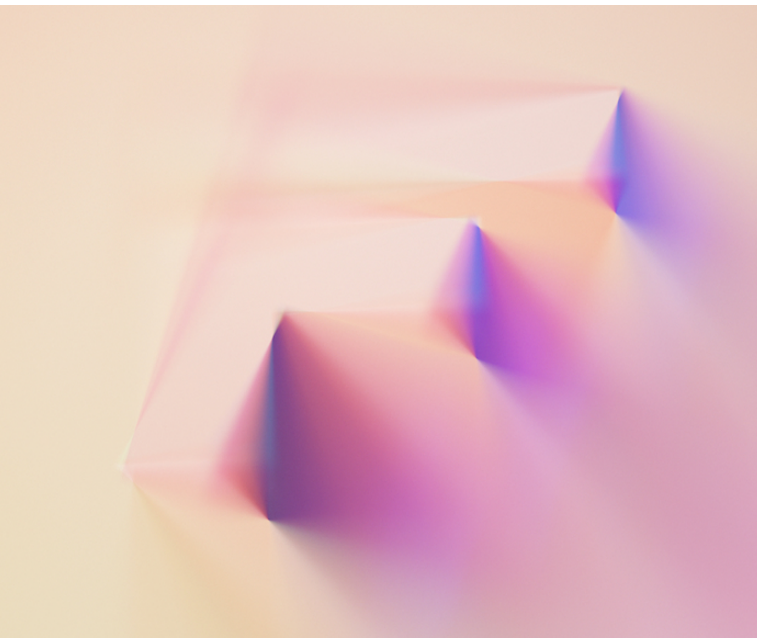
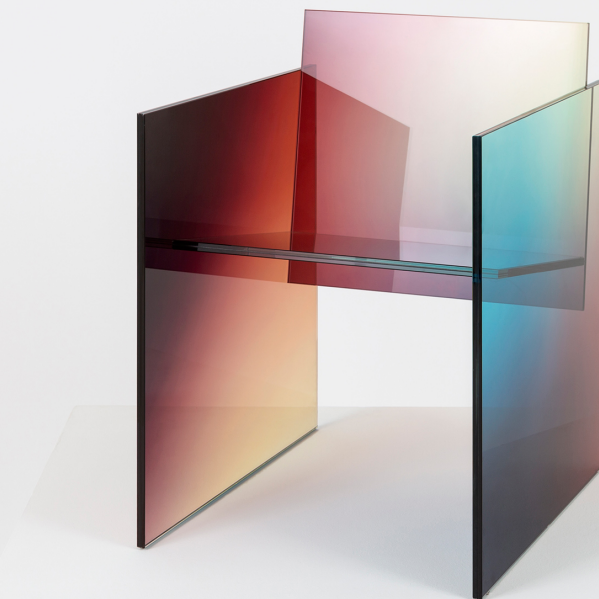
Nice hangout spot

Intended to come back

Audience + Perception

moodboard #1

Sunrise Beams on Ice



moodboard #2

Nordic Lights

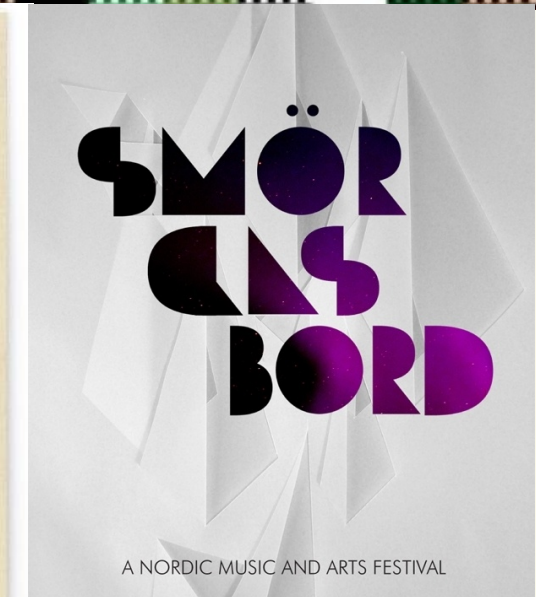
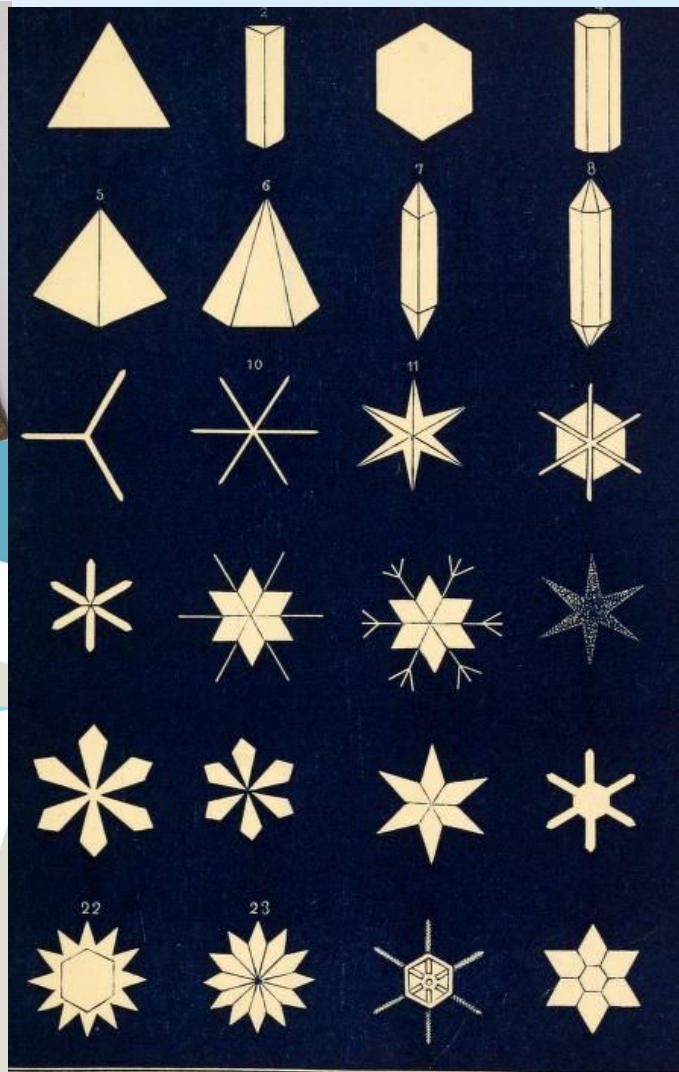
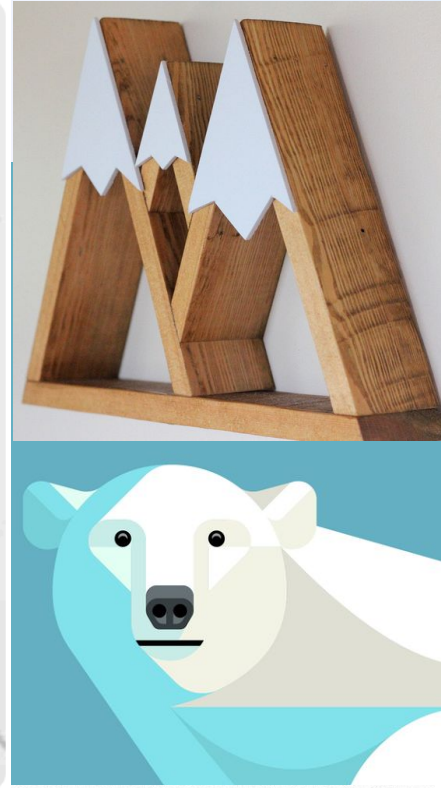
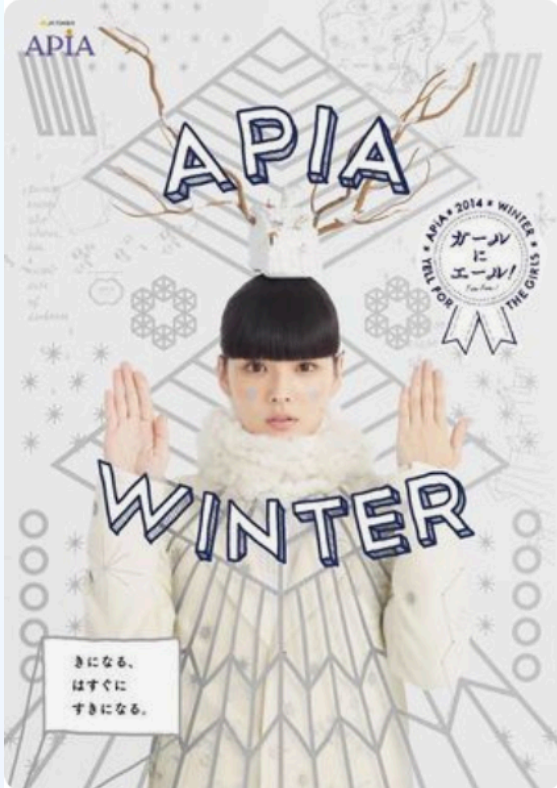


CALL OF THE WARCHIEF
Resident Advisor
COURTESY
Motivated
DISCRETIONAL



Additional moodboard!!

Geometry of Winter



MAIN LOGO

PURE*magic*

DRY BAR AND SALON

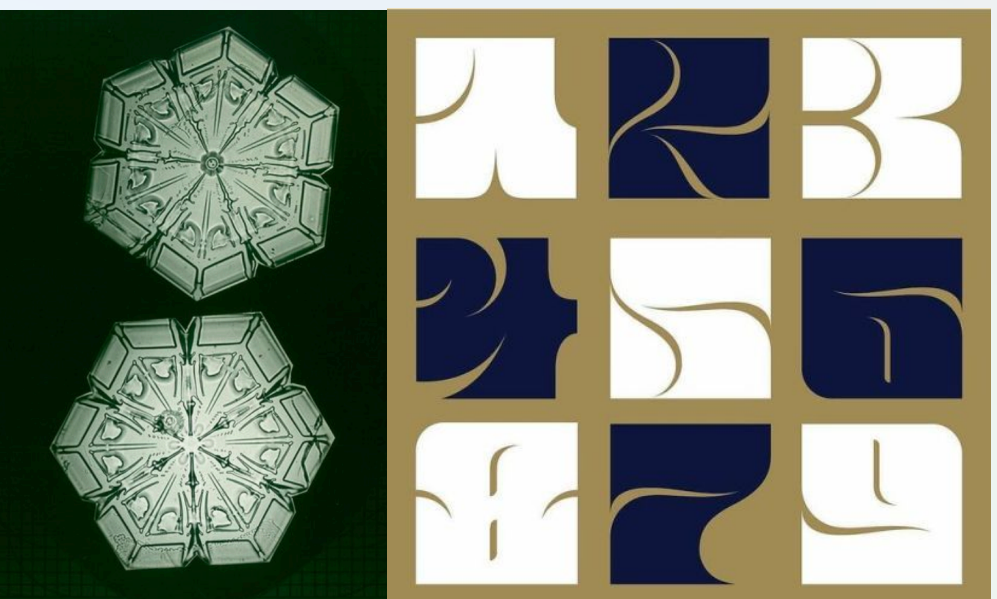
COLOR PALETTE

MARGO SCRIPT

abcdefghijklmnopqrstuvwxyz

MARGO SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Now let's discuss...