



MAGIC OF NUUKSIO

Story Identity



tarinakone
*Story Design
Case Study*



About the Project

The **Magic of Nuuksio** is a nature-based tourism and experience service company. The Magic of Nuuksio offers activities that celebrate the joy of movement, the magic of the forest and the enchantment of nature.

Tarinakone created a Story Identity for the Magic of Nuuksio, which sums up its essence in story format. The story identity was borne out of the woods of Nuuksio, old Finnish spells and the curative powers of the Juniper Spirit.

The Juniper Spirit is a character that offers guests many kinds of experiences and moments of magic. The story is present in all aspects of the service: pure Finnish foods, retail products and experience services.

“Everything is linked to the story of the Juniper Spirit”

The Objectives

The objective was to create a story identity that would differentiate the company from other similar businesses. The aim was also to facilitate the overall commercialization of the company's services in the future. The story identity made company's marketing easier and more effective: the story reaches the target audience and creates also international interest in the company. [Watch the video \(in English\)!](#)

“Reach the target audience and create international interest”

Customer Comments

“I can’t think of a company that wouldn’t benefit from Tarinakone services”

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We make most of our decisions based on the story identity. For example, we use juniper as a material in many details. The story identity gives a framework for our service, and it makes it possible to provide a holistic experience for our guests.

Satu Selvinen

Entrepreneur, Magic of Nuuksio

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I can’t think of a company that would not benefit from Tarinakone services. All companies from cleaning to childcare could develop a story to support their marketing. It has great potential to increase the attractiveness of your service, especially on the tourism industry.

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The intensity of the collaboration and dialogue with Tarinakone surprised us. We also noted the integrity with which Anne addressed the subject, and as a result the Story Manual was more comprehensive than we expected.