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Cross Baltica Sweden AB

Success story: “Vivat Vasa! 2026”

Success story of the Generative AI use case: “How to Generate Effective Prompts”.

1. Brief description of the company (area of activity, position, length of service in the industry)

Cross Baltica Sweden AB

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Cross Baltica Sweden AB company focusing on sustainable tourism, tours and study trips to the Baltic Sea region, and consultancy services for regional & business development. The company has been operating on the market for 14 years.

2. What problem was the company facing?

The challenge of turning the historical event based on a battle reenactment into a peaceful collaboration, around the Baltic Sea and create a platform for mutual exchange and future cooperations, and to communicate the shift.

Prepare supporting materials in connection with a Polish-Swedish historical festival Vivat Vasa! 2026, emphasizing the shift from the reenactment to collaboration and creating a meeting place. To communicate the message to the potential target groups and launch the concept.

3. How did the company find out about the project and the platform?

Meeting and email from BTH representative.

4. How was this solution applied?

- a. Solution helped to focus on goals for generated content to be defined clearly.

- b. Context was improved by providing relevant documents about the 25th battle reenactment tradition, and the documents about the history of the 2 Vasa kings, as well as the organisers' intention for the future.
- c. Better details were specified in prompt: focus on the result and a clear shift from the battle reconstruction to meeting between 2 great nations.
- d. Key insights for ChatGPT conversation; prompts - input provided to the AI Tool:
 - Historical background (The Battle of Gniev/Mewe 1626)
 - The anniversary perspective (400-year commemoration)
 - Cross Baltica's role as an official international partner
 - The purpose of the film (targeting international markets)
 - Objective: to sell the travel experience while strengthening the Cross Baltica brand

This comprehensive input enabled the AI tool to understand:

- The historical significance of the event
- The emotional dimension of the narrative
- The business objective behind the communication
- The difference in tone and strategy between platforms such as Facebook and LinkedIn

Clear context leads to relevant, high-quality output.

5. What has improved? How has this use case been integrated into the company's daily processes?

Chat GPT was very helpful in production of texts and concepts of historical battle converted to modern travel context. GenAI tool demonstrated very good results for text description, scenario and slogans for the promo-video (it is spectacular!).

Improved use of ChatGPT prompts greatly improved the quality of generated content and to clarify the overall vision.

- Structure the core message
- Differentiate communication between platforms
- Translate historical content into an international marketing narrative
- Build a coherent campaign logic

6. How has it helped the company? What benefits have you achieved by using artificial intelligence?

We got a very valuable help with:

- concept development
- communication strategy

It saves a lot of time for a small company owner and will be reused in the future!