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THE EVOLUTION FROM CULTURE COMMUNICATION TO BRAND MARKETING

The development of “China Town Week” brand of Kiinalaisen Kulttuurin Yhteistyön Keskus in Finland

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ABSTRACT

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Nowadays, there is much personnel, economic and cultural exchange in different countries because of the development of world economy's globalization.

Chinese culture is popular in the world, many Chinatowns are formed in different countries and serial activities of Chinese culture are organized every year in European countries, however without excessive promotion in Finland. Kiinalaisen Kulttuurin Yhteistyön Keskus was established for promoting Chinese Culture and Wisdom in Finland. This company has registered the 'China Town Week' as a brand, they want to promote Chinese culture through the brand marketing.

Chinatown week originally is a culture communication event disseminating the Chinese culture, but now it is a marketing strategy since more and more new elements are integrated.

The purpose of this thesis is to learn the process of culture communication to develop to brand marketing and to design a brand marketing strategy for KKYK Company.

Keywords: culture communication, brand marketing, strategies

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1 INTRODUCTION

The topic of this bachelor thesis is about The Evolution from Culture Communication to Brand Marketing and the subtitles is the development of 'China Town Week' brand of Kiinalaisen Kulttuurin Yhteistyön Keskus in Finland.

1.1 KKYK Company

Kiinalaisen Kulttuurin Yhteistyön Keskus (KKYK) was founded in December, 2013 by a Chinese woman Judy Song. This company was established for promoting Chinese culture & wisdom in Finland because the manager of KKYK found out that there are not many organizations or companies focusing on this area of marketing in Finland. The main target of this company is looking for cooperation with Chinese living in Finland as well as Finnish locals. (KKYK 2015, cited 7.10. 2015)

For a startup company, looking for cooperation is an effective way to find new customers. Meanwhile, company also can quickly get useful information or feedback from the partner. As we know, the purpose of cooperation is to achieve win-win. Chinese who are living in Finland are the potential customers for KKYK Company, and if they have traditional skills they can participate in some projects of KKYK Company. On the other hand, KKYK Company as a platform is able to promote the person's skills. For example, KKYK Company has a new project which is about developing the science of health maintenance of traditional Chinese medicine. Haiyan Zhou is a Chinese woman who is living in Finland now. She is a doctor of traditional Chinese medicine, she cooperates with KKYK Company to advertise her skills and products. Haiyan performed traditional Chinese massage in 'China Town Week' event. The KKYK Company obtains much feedback from customers who are interested in science of health maintenance of traditional Chinese medicine.

As a foreigner starting a business in Finland, co-operation with Finnish locals is necessary. Finnish people can help KKYK Company to understand local culture and give some suggestions for combined their own experience when the company start draw up the business plan. Meanwhile, collaboration with Finnish can also promote the Chinese culture in Finnish. Collaboration is good

for developing economic and cultural exchanges between the two countries. If people are interested in one kind of culture, they will purchase some related cultural products or services.

In current stage, the KKYK Company focuses on introducing their company by making presentations in Finnish schools and organizing a series of activities, such as organized parties to celebrate the traditional Chinese festivals. On the other hand, to maintain the balance of payments, KKYK Company also sells products and services, for example calligraphy courses, Chinese language lessons and related products.

1.2 China Town Week Project

From 3rd to 9th August, 2015, “China Town Week” was held by KKYK in a market area of Oulu (Oulun Tori). This event not only provided a platform to show some projects of KKYK Company and publicize the products of some stores, but also it provided Chinese culture. Figure 1 is publicity picture of China Town Week event 2015.



FIGURE 1. China Town Week (Facebook 2015, cited 8.10.2015)

During the event, there were different booths from different stores to display various activities. Customer who are interested in cooking can taste and buy Chinese traditional food in the food booth. If they want to learn Chinese language, they can visit the calligraphy booth and so on. KKYK Company also had special performances every day to do some cultural promotion, for example, Chinses costume show, Chinese painting performance.

Through the “China Town week” event, some Finnish got interested in Chinese culture and ask about related lessons, for instance Chinese cooking lesson, Fengshui theory, Traditional Chinese

Medical Massage, etc. Therefore, KKYK Company gets a business idea to register the “China Town Week” as a brand, and starts planning brand marketing.

Traditional Chinatown week in Europe has had a series of activities over a period of time. The purpose of Chinatown is to provide a platform to overseas Chinese buying Chinese products, Chinese food, also to show the culture to local people. At the beginning, the China Town Week event of KKYK just wanted to promote Chinese culture. When the KKYK Company registered the ‘China Town Week’ as a brand, ‘China Town Week’ has a completely different property.

When China Town Week was registered a brand, it has its own logo, figure 2 is the logo of China Town Week. The main part of the logo is a traditional Chinese building, in the center of the building is KKYK’s logo. Around the logo there are the brand names written in Chinese and English.



FIGURE 2. China Town Week logo (China Town Week 2015, cited 23.1.2016)

KKYK Company wants to develop China Town Week brand as a platform of culture, economy and other aspects, it wants to bring an exquisite cultural experience to local people and also it wants to expand the company’s marketing. (China Town Week 2015, cited 23.1.2016) There are some activities of this brand:

- Annual China Town Week event.
- Culture travel, KKYK Company provides tour packages of China to travelers.
- Musical performance, western music played by Chinese musical instruments.
- Fengshui culture, it’s used in house layout.

The purpose of this thesis is to research the process of cultural communication to brand marketing and also to provide a marketing strategy to KKYK Company about development of 'China Town Week' brand marketing in Finland.

1.3 The evaluation of the 'China Town Week' project

China Town Week project is an important strategy for KKYK Company; according to current information we have, we think it has the potential market, as well as high risks.

At this stage China Town Week brand has developed a series of products and services which involve the mainstream of Chinese culture, such as Chinese food, Tai Ji, Fengshui culture and so on. The idea of these activities is not only planned by KKYK Company, some also suggested by local Chinese and people, and some activities such as Tai Ji lesson that is done in cooperation with the Oulu Taiji-seura Oy.

Currently, there is no similar brand of China Town Week in Finland which means this brand does not face the fierce competition in Finnish market. However, without the fierce competition the company will never have a motivation to overcome obstacles and it cannot learn from related experience. Because China Town Week brand benefits promotes Chinese culture, the Chinese embassy has provided significant support to this project, it is a great encouragement for China Town Week brand development. During the China Town Week event 2015, many Finnish people show the interest about Chinese traditional culture; therefore, KKYK Company thinks there is a potential market for Chinese culture related products and services.

On the other hand, although the brand launched a lot of products and services, customers cannot remember this brand, because the company does not have accurate brand positioning. A good brand should make an impression to customers, when consumers see this brand they will immediately think of the products or services. For example, the Apple brand, when people see the chipped apple, they will think of iPhone, Mac, Apple Watch even the iOS system. We think the KKYK Company needs to classify the products and establish specific brand positioning and market that is necessary for a brand development.

Because we did not find other enterprises or organizations who are developing Chinese culture market in Oulu, so we do not have enough data and examples to research this brand whether it will be accepted by local people.

This is a simple evaluation of 'China Town Week' brand, more details we will write in chapter four according to SWOT method. We will give some suggestions to help this brand to develop in the future.

2 THE INFLUENCE OF CHINESE CULTURE COMMUNICATION

Culture is defined by the Cambridge English Dictionary as the way of life of a particular people, especially as shown in their ordinary behavior and habits, their attitudes toward each other, and their moral and religious beliefs (Cambridge Dictionaries Online 2015, cited 14.10.2015). Culture communication occurs between two or more different cultural sources.

International cultural communication can promote bilateral or multilateral exchange of culture, it is a powerful means to emancipate the productive forces and one of the main driving forces of social advance. The diversity of the world is a basic feature of human civilization, and it is also an essential condition of the world full of strength and vitality. The human civilization was composed of each country's unique history, culture and tradition of excellence. Every nation, every culture has its strengths and advantages, we should respect each other, learn from each other, and achieve common progress. (Wikipedia 2015, cited 2.2.2016)

There are three main ways to promote cultural communication: (Baiké 2015, cited 14.10.2015)

1. Commercial activity, during the trading, not only just exchange of commodities, and cultural exchanges through the process of interaction between people.
2. Human migration, every massive migration means that large-scale cultural transmission, it will have a significant impact on the local economy, politics and culture.
3. Education, people can learn by various culture courses access to different cultural knowledge.

With globalization, overseas students are also playing a very important role to spread their national culture. As one of overseas students, we believe that every overseas students are more or less promoting their own national culture to the local people.

In this chapter, we will deepen the understanding of the Chinese culture, analyze the influence of Chinese culture communication in the world to provide a theoretical basis for the 'China Town Week' project.

2.1 Overview of Chinese culture

China is one of the world's four ancient civilizations, it has more than 5000 years of Chinese histories. The written records of history of China can be traced back to the Shang Dynasty (1600-1046 B.C.)(Wikipedia 2015, cited 18.10.2015). Xia Dynasty (2070- 1600 B.C) is the first dynasty of China, during this dynasty China changed from a primitive society to a slave society. Slave society had a great development during the Shang and the Western Zhou Dynasties (1100-770 B.C.). This era was followed by the Spring and Autumn and Warring States periods (770-221 B.C.), during this period, China was evolved from the slave society to feudal society. (China highlights 2015, cited 18.10.2015)

Spring and Autumn and Warring States period is a period of splendid ideological and cultural development in ancient Chinese history, and in China, this period is also called to the Hundred School of Thought. During Spring and Autumn and Warring States periods, the scholars and thinkers on behalf of different class and political power, they are trying to explain or make proposals to society and universe according to the interests and requirements of their own class or group. And there were many famous scholars and thinkers in this period, among them are Confucianism, Daoism, Mohist and Legist who have great influence in the ideological field. (Small e English 2015, cited 18.10. 2015) Especially, Confucianism even is popular in today's society.

Other historically important dynasties include the Qin Dynasty (221-207 B.C). Qin Dynasty was established by Ying Zheng who was the first Emperor in Chinese history. This was also as first a centralized, unified and multi-ethnic state in the Chinese history. During Han Dynasty (206 B.C- A.D 220), the agriculture, handicrafts and commerce were well developed, and the famous "Silk Road" from the Chang'an (Today's Xi'an) to Europe was formed. The Qing Dynasty (1644 -1911) was the last dynasty in Chinese history. The Revolution of 1911 which was led by Dr. Sun Yat-sen, ended the Qing Dynasty. (China highlights 2015, cited 18.10.2015)

After the Revolution of 1911, the Republic of China was established and modern Chinese history begin. (China highlights 2015, cited 18.10.2015) Figure 3 is the list of Chinese dynasties and modern governments.

List of Chinese Dynasties and Modern Governments					
Dynasties		Period	Capital	Founder	Historical Relics
Prehistoric Times		1.7 million years - the 21st century BC			
Xia Dynasty		2070–1600 BC	Xia County in Shanxi Province	Yu	Bronzeware
Shang Dynasty		1600–1046 BC	Xiangqiu in Henan Province	Tang	Bronzeware
Zhou Dynasty	Western Zhou		Xi'an	King Wu of Zhou	
	Eastern Zhou	Spring and Autumn Period		King Ping of Zhou	Philosophical and Religious Literature
		Warring States Period	475–221 BC		Philosophical and Religious Literature
Qin Dynasty		221–206 BC	Xi'an	Qinshihuang	Terracotta Army, the Great Wall
Han Dynasty	Western Han	206 BC–AD 9	Xi'an	Emperor Liubang	The Silk Road
	Xin Dynasty	9–23			
	Esatern Han	25–220	Luoyang		
Three Kingdoms	Wei	220-265	Luoyang	Cao Pi	
	Suhan	221-263	Chengdu	Liu Bei	
	Wu	222-280	Nanjing	Sun Quan	
Jin Dynasty	Western Jin	265–317	Luoyang	Simayan	Tomb fresco
	Eastern Jin	317–420	Nanjing	Simarui	
Southern and Northern Dynasties		420–589			Sacred Grottos
Sui Dynasty		581–618	Xi'an	Yangjian	The Grand Canal
Tang Dynasty		618–907	Xi'an	Liyuan	Literature
Five Dynasties and Ten Kingdoms		907–960	Kaifeng		
Song Dynasty	Northern Song	960–1127	Kaifeng	Zhao Kuangyin	
	Southern Song	1127–1279	Lin'an in Zhejiang	Zhao Gou	
Liao Dynasty		916–1125	Liaoning	Yelü Abaoji	
Dali Kingdom		937–1254	Dali		Dali Ancient Town
Western Xia Dynasty		1032-1227	Yinchuan		Rock Carvings
Jin Dynasty		1115–1234	Beijing	Aguda	
Yuan Dynasty		1271–1368	Beijing	Genghis Khan	Novels
Ming Dynasty		1368–1644	Beijing	Hongwu Emperor	The Great Wall, the Forbidden City
Qing Dynasty		1644-1911	Beijing	Nurhaci	Summer-palace, the Forbidden City
Republic of China		1911-1949	Nanjing		
People's Republic of China		From 1949	Beijing	Chairman Mao	

FIGURE 3. The list of Chinese dynasties and modern governments (China highlights 2015, cited 18.10.2015)

2.2 Chinese culture today

Nowadays, the Chinese culture has significant effects in the world. Many countries have established Chinatowns. Vancouver has the biggest Chinatown in Canada, it's more than one hundred years old. Chinatown was formed because of the Chinese emigrated overseas in early time, and they have become the minority groups among the local. In recent years, Chinatown has

become synonymous with the Chinese cultural in overseas. Whether business or entertainment, and a variety of cultural facilities, they all embody the color of China. (Chuen-yan 1988, 99)

Currently, more and more new Chinatowns are built, the main purpose is to attract tourists. For example, New York's Chinatown was established as attractions, there are many Chinese restaurants and shops selling traditional Chinese products. In Chinatown, some activities are organized during the traditional Chinese festival. (Wikipedia 2015, cited 18.10.2015)

The most stores in Chinatown are Chinese restaurants. China has been advocating “Food is the first necessity of people” concept: a splendid food culture. Food culture is an important part of Chinese culture and has huge impact in the world. (Wikipedia 2015, cited 26.2.2016)

The number of Chinese restaurants is increasing with the growth of Chinese immigrants and students abroad in western countries. More and more westerners accept Chinese food. Figure 4 shows the number of Chinese restaurants In America.



FIGURE 4. The number of Chinese restaurants Chinese restaurant in America from google map (Google map 2015, cited 18.10.2015)

In recent decades the traditional Chinese medicine become a new popular trend in western countries. Chinese traditional medicine is very different from western medicine. Chinese traditional medicine pays more attention to use of herbal medicine, massage, exercise and dietary therapy to cure illness. More and more people can feel its magic charm. (Live Oak Acupuncture 2016, cited 26.2.2016)

There is no doubt that the Chinese Kung Fu is a very popular element used in many European and American movies. Kung Fu and many other Asian martial arts are now popular also in western countries.

As the result of the long history of traditional Chinese culture and the unique national characteristics, a plenty of foreigners start to pay attention to traditional Chinese culture. Overseas Chinese students and Chinese who are working in the western countries, are more or less spreading the Chinese culture to local people that might also be attracted to learn more about the Chinese culture. Therefore, more and more foreigners will travel to China. According to figure 5, in the 141 countries, the ranked of China in the tourism competitiveness index is NO.17, and the Hong Kong SAR China is NO.13. (World economic forum 2016, cited 26.1.2016)

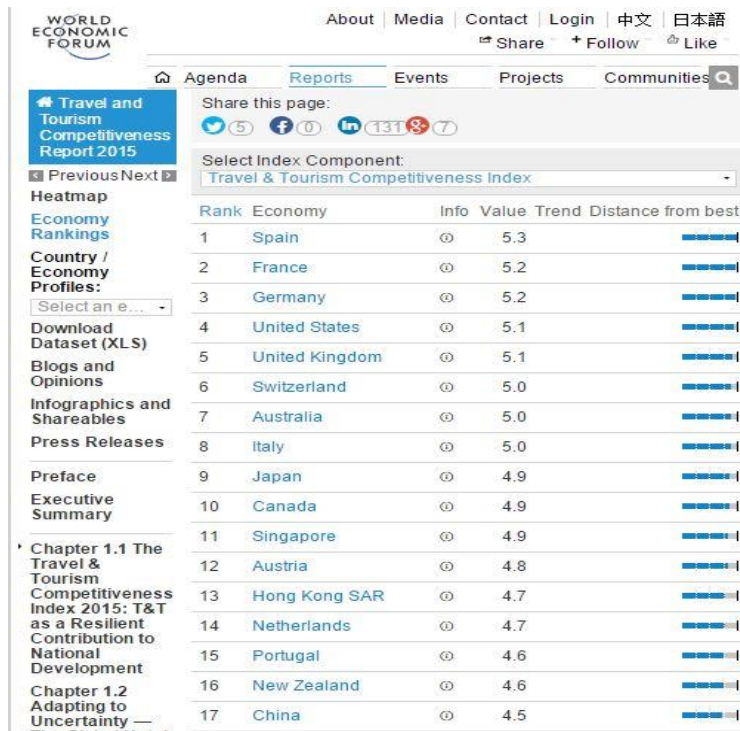


FIGURE 5. The travel & tourism competitiveness index (World economic forum 2015, cited 26.01.2015)

2.3 Macro-environment

China has a rich cultural background, for thousands of years, the Chinese culture has made a great contribution and influence to human civilization.

The influence of Chinese culture in Asia

Culture communication between China and Japan can be traced back to 2000 years ago. (Peter 2013, 467). In Japan, Chinese characters were introduced into Japan with the Chinese immigrants in Spring and Autumn and Warring States periods (770-221 B.C.). As we known, Chinese characters were widely used in ancient Japan, until today, the Chinese characters are still used in everyday life.

In Tang Dynasty, many Japanese including diplomatic envoys to China, students and monks studying abroad came to China. At this history stage, these Japanese brought back the advanced culture of China to Japan. This has played an important role in Japanese community, economies and the culture. For example, Japanese imitate the education system of Tang, Japanese students were required to study the teachings of Confucian. (Peter 2013, 470)

In addition, the Chinese architecture also has a great effect in Japan. The pattern of Japanese historical capital cities imitated block planning of Chinese historical cities. (East Asian History 1991, cited 2.3.2016)

Chinese characters were introduced into Korea in the fourth century B.C., and the ancient literatures of Korea were written in Chinese characters, more than half of words of modern Korean were from Chinese. (Baidu Wenku 2011, cited 22.10.2015) During the Joseon Dynasty (1392-1910), Confucianism was the dominant philosophy at that time. Based by the guidance in Confucianism, Koreans developed agriculture and commerce.

The Chinese food as well has been introduced into Korea and Japan by monks and merchant ships. One example of food culture is the tea culture, which is very popular in Korea and Japan. In the clothing culture, the Japanese kimono and Korean traditional clothing both have been effected by Chinese costume. Many Chinese traditional costume elements, like silk, embroidery, dragon and

phoenix patterns were widely used in traditional costumes of Japan and Korea. (Baidu Wenku 2011, cited 22.10.2015)

For other Asian countries, China's papermaking, printing, calendar, medicine, currency, language culture and music drama had a profound impact on Vietnam, Myanmar, Thailand, Laos and other neighboring countries and Southeast Asia. With the Maritime Silk Road developing, the Chinese merchant ship took lots of silk and gold to these countries to trade with local people. (Baidu Wenku 2011, cited 22.10.2015)

Nowadays, these countries have a large number of Chinese immigrants. The local people inherited the traditional Chinese culture and retained many festival customs. They also were affected by the Chinese life behavior.

The influence of Chinese culture in Europe

Despite the distances between China and Europe, the cultural exchanges can be traced back to the Western Han dynasty, about 2,000 years ago. (Baidu Wenku 2011, cited 22.10.2015)

Silk Road is a famous ancient trade channel which traverses Asia and connects Eurasia. Since 2000 years, it broadened Chinese horizons, promoting the cultural communication and economy between China and Europe. Through the Silk Road, many Chinese inventions were introduced into Europe, including the four great inventions of ancient China: the compass, papermaking, movable type printing press and gunpowder. (Wikipedia 2015, cited 25.10.2015) The most important invention was papermaking, the influence of papermaking for Chinese and the world's culture is incalculable. Porcelain had been called the fifth great invention of China, Europeans always associate China with the porcelain, even as a synonym for China.

Marco Polo (1254-1324) who is an extremely important person in cultural exchange between China and Europe. In A.D.1271, the Italian traveler Marco Polo began his long journey from Europe to the Orient, arrived in China after four years, he stayed in China for 17 years. After he backed Italy, his experience was recorded in a book *Marvels of the World*, also known as *The Travels of Marco Polo*, this book introduced Europeans to Central Asia and China and inspired many European travelers to come Orient. (Wikipedia 2015, cited 25.10.2015)

Today, with the rapid development of Chinese economy, Chinese culture has become more and more popular in the world. Many cities have established Chinatowns and those have become famous tourist spots. The Chinatown also promotes the local economic development.

The influence of Chinese culture in America

Early in the colonial period, Americans had collected ancient Chinese porcelain, painting and so on. Since the end of last century, more and more American museums began collecting modern Chinese art, which further stimulated the development of Chinese culture in America. In 2013, the New York City Mayor Bill de Blasio announced Chinese New Year an official public school holiday in New York City (New China 2015, cited 26.1.2016). This reveals the fact that the Chinese culture is popular in America.

In recent years, China's image has improved and its influence is rising in America, more Americans are familiar with Chinese culture. Clayton Dube who is the associate director of US-China Institute has said 'Chinese restaurants were everywhere in US cities, no matter big or small'. Chinese cooking book were sold in almost all mainstream bookstores and websites. (China Daily 2011, cited 27.1.2016) The essence of traditional Chinese medicine also lets more and more Americans feel its magic charm. In addition, more and more Chinese factors are used in Hollywood movies, like the Chinese Fung Ku, Chinese traditional musical instrument, Chinese myths and folk tales.

Language is a carrier of culture, in spite of the Chinese is one of the most difficult languages in the world, a growing number of Americans are learning Chinese at present. Dube also said 'not only college students are interested in learning Chinese language, elementary and secondary schools also has an enormous interest in learning about China' (China Daily 2011, cited 27.1.2016).

Of course, Chinese culture is not only popular in these areas or countries. For thousand years, the cultural exchanges occur between countries or areas. Because of different cultures interact that formed today's world.

2.4 Micro environment in Finland

Finland is located in northeastern Europe, it is one of the countries closest to the North Pole, and it is great far from China. But Finnish people are not completely unfamiliar with the ancient Chinese civilization and splendid Chinese culture nowadays. (Guangming Daily 2015, cited 20.11. 2015)

As early as October 1950, Finland established formal diplomatic relations with China. In 1951, the 'New China Exhibition' was held in Finland, it has become the beginning of the China and Finland conducts friendly exchanges in the cultural field. In 1973 the two countries signed the government cultural exchange program, the official project began to play a leading role in China-Finland cultural exchange. In recent years, one of the biggest highlights of cultural exchange in China and Finland is the Chinese New Year Temple Fair in Helsinki every year. This event is jointly hosted by Helsinki and Beijing city. The event was first held since 2007. Of has been held for 9 times, it is more and more popular in Finland. (Guangming Daily 2015, cited 20.11. 2015)

We have been living in Oulu about three years, however we can feel the Chinese culture is not so popular or have distinct influence to Finnish people, at least in the environment around us. During China Town Week event in August 2015, we had traditional Chinese food booth to selling Chinese spring rolls and dumplings. To our surprise most of Finnish people did not want to taste dumpling. We explained that dumplings are traditional food and delicious. They said because they were not familiar with it or have never tasted it before. We realized there are no Chinese restaurants providing Chinese dumplings in Oulu. In other European countries which we have traveled, the dumplings are very normal in Chinese restaurants even in other Asian restaurants.

We tried to search some information or material for China-Finland cultural exchange and the influence of Chinese culture in Finland, but we did not find enough useful information. The most of culture events are concentrated in Helsinki area. The events are mostly held by official department, this shows the relations between the two countries. In fact, the folk activities are the most direct reflection of culture whether it is popular among local people. However, folk events are not common in Finland.

Finland is a non-immigrant country, the number of Chinese is not much relative to other European countries. According to a report of the population in Finland 2014, the number of Chinese was 7559 which is 0.138% amount of Finnish population (Statistic Finland 2015, cited 26.1.2015). Comparing

to other European countries, especially Germany, France, Britain, the number of Chinese is quite small.

We mentioned the human migration is one of the main ways to promote cultural communication. Nowadays, travel also is a great way to promote the cultural exchange. Finland is a beautiful country, it has beautiful natural resource, and Finland also can be called “Country of thousand lakes”. Finland is the hometown of Santa Claus. However, most Chinese people are unfamiliar with Finland and they do not have many choices about travel to Finland. Many Chinese people prefer to go to the Western European countries. In 2014, a total of seven million Chinese tourists visited Europe and the Finnish missions in Beijing and Shanghai received about 15,000 visa application. (Ministry for foreign affairs of Finland 2015, cited 22.11.2015)

Comparing the influence of Chinese culture in Finland, the Japanese culture is more popular in Finland. The cosplay is very popular among young Finnish people, especially, people like to cosplay the Japanese anime character. It is well known, Japanese anime is the representative of the Japanese culture industry, it promotes the Japanese culture and it also has a great influence in the world.

In our Japanese class, our teacher Takako said that for Finnish people learning Japanese is not too difficult, because there are similarities between the two language families. Finnish belongs to the Ural-Altaic language group. Japanese can be considered as an Altaic language. So, there might be some distant linguistic relationship in these two languages. For example, Finnish and Japanese both have vowel harmony, use SOV word order, are agglutinating in structure and so on. (Yamagata translating knowledge 2013, cited 23.11.2015)

In fact, these two countries have also other cultural similarities. The products that Japan and Finland export have high reputation in the world. In the design aspects, Japan and Finland have the perfect combination of beauty and function in the design traditions. The products of Finland and Japan not just focus on function, fashion and pop-culture, they are more people oriented. The forest is the soul of Finland and Japan, the forest coverage rate of the countries is close to 70% (Wikipedia 2016, cited 26.1.2016). Finns and Japanese respect nature as well as they have an intimate relationship with nature. Peace and trueness are the life attitude of Japanese and Finnish. There are many similarities that show that Japan and Finland have a mutual affinity in culture.

Finnish culture has been affected by geographic, history, the cultural trends of Sweden and Russia had their impact on the culture of Finland as well.

We know that at the moment, Chinese culture is not so popular in Finland. However using proper marketing actions, Chinese culture has great potential space to expand and develop.

3 THE DEVELOPMENT OF BRAND MARKETING

Nowadays, with the advent of the new economic era, the brand has become an important tool for enterprises to occupy market. With the improvement of people's living standards, brand is more and more important to influence people's consumption.

3.1 Brand marketing introduction

The American Marketing Association(AMA) defines a brand is a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers". The famous advertising copywriter and ad agency founder David Ogilvy defines brand as "The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised." (Dearborn media group 2015, cited 3.12.2015.)

Ogilvy pointed out the more important point about the brand that is an advertisement, brand will help encourage consumers to buy a product. The brand is not only the unique symbol of enterprise products or services, to some extent it is a kind of standard and commitment. Brand marketing is through marketing enables customers to form a cognitive process of enterprise brand and products. (MBA 2015, cited 3.12.2015.)

There is no doubt that brand has a big impact for the consumer when buying. Building a successful brand is hard and challenging, it is a long term investment. From figure 6 we can see the different levels of brand awareness for consumer.

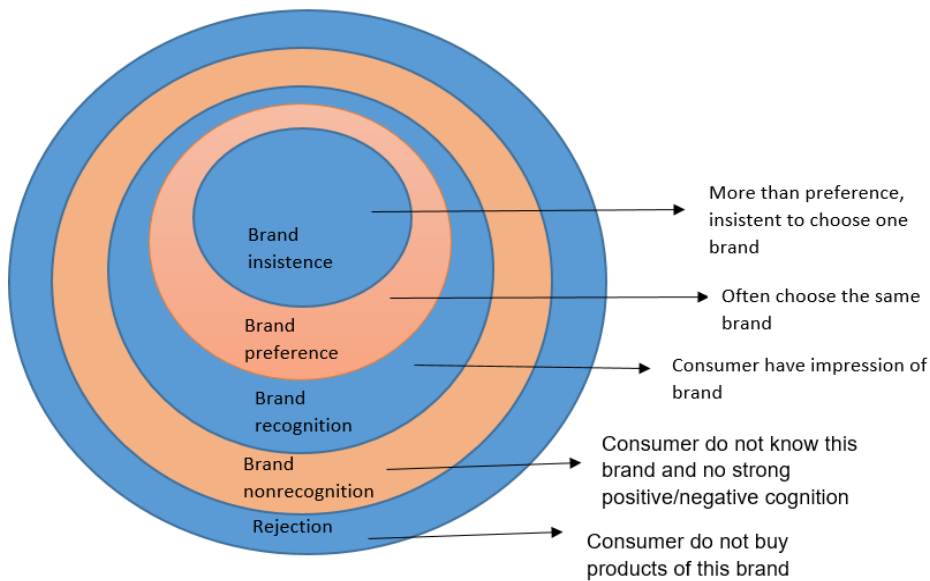


FIGURE 6. The different levels of brand awareness for consumer. (Chang Jung Christian University, cited 4.12.2015)

China Town Week brand should be put in brand non-recognition level at current stage. Since August 2015, KKYK Company started to promote it, but KKYK did not has a clear strategy of promotion. Therefore, the effect is not evident.

3.1.1 The content of brand

American marketing professor Philip Kotler points out that the brand has six levels of content: attribute, benefit, personality, user, culture and value. (Kotler 2000, 206). Figure 7 shows the relationship of six levels.

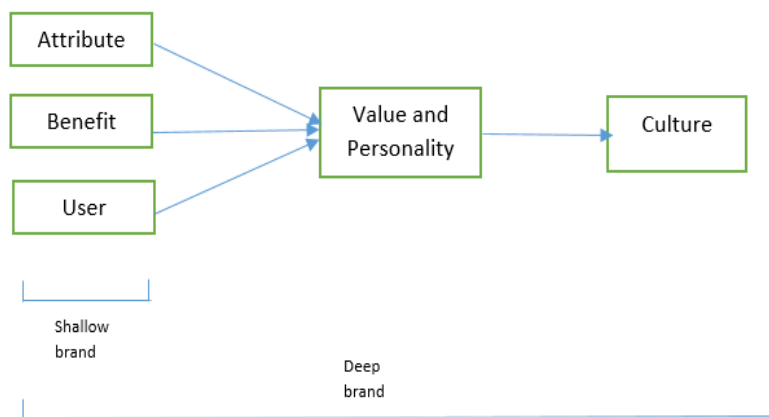


FIGURE 7. The relationship of branded content (Baidu Wenku 2013, cited 8.12.2016)

Attribute refers to the unique feature of brand products in performance, quality, technology, etc. Benefit means the benefits of products' properties to users and the users feel well-pleasing when using products or services. Value is the product value of pursuit and evaluation by producers. Culture refers to the spirit in a broad cultural background, and it often represents the national culture or ethnic culture. Personality is the brand attributes after brand personification, American brand experts D. Aaker put forward five dimensions of brand personification: sincerity, exciting, reliability, sophisticated and ruggedness. (Value based management 2015, cited 10.12.2015) User refers to the brand points to kind of consumer or target market segment.

Philip Kotler use Mercedes Benz as example to explain these six levels of branded content: (Kotler 2000, 206)

- Attribute: expensive, good manufacturing, sophisticated technology, durable, high reputation.
- Benefit: attribute transfer to functional and emotional benefits. Durable can transfer to “I do not want to buy a new car in a few years”, expensive can transfer to “this car can reflect the importance and enviable status”.
- Value: high-performance, safety and prestige.
- Culture: German culture, organized, efficient and high quality.
- Personality: Consumers may put a Mercedes, is a rich, middle-aged entrepreneur.
- User: 55-year-old top executive, not a 20-year-old secretary.

Certainly, Mercedes Benz is a deep brand with long time development. China Town Week brand is a new brand, it does not have so deep meaning. We think this brand has three levels:

- Attribute: cultural communication, peace, approachable
- Benefit: attributes transfer to knowledge and ability benefits. For example, cultural communication can mean “Finnish people can learn the Chinese culture”, approachable can transfer to “everyone can enjoy it”.
- User: all people who are living in Finland, especially living in Oulu.

3.1.2 The significance of brand

Today, brand has become one of the most important strategies in enterprise development and competition. A successful brand has high brand equity, consumers prefer to choose functional products in past years. With the social and economic development, the demand of consumer is becoming more and more diversified. Brand consumption becomes a new consumptive trend in nowadays. Brand can bring many benefits to both enterprise and consumers.

For enterprise, firstly, brand can promote product sales and set up the enterprise image. Every large enterprise has their own famous brand. Some brands are more famous than the enterprises, and some example of famous brands are Tide detergent, Crest toothpaste. These two brands all belong to Procter & Gamble Co. also known as P&G. P&G has many other famous brands, these brands will help P&G become one of the largest commodity producer in the world. (Wu 2011, 189-191)

Secondly, registered brand can protect the legal rights and interests of enterprises. KKYK Company registering China Town Week as brand can protect their legal rights, reducing disputes. (Wu 2011, 189-191)

Thirdly, brand is advantageous to the constraints of bad behavior (Wu 2011, 189-191), the famous Honda recalls incidents is a typical example.

Finally, brand is contributed to product portfolio. (Wu 2011, 189-191) China Town Week brand is not only have China Town Week event in summer every year. KKYK Company also developed various activities and business under this brand, like the calligraphy class, cooking class, painting and calligraphy exhibition and so.

Brand is convenient for consumers to recognize and buy products. (Wu 2011, 189-191.) For example, people who want to buy a mobile phone, might think of Apple, Samsung, Nokia, because these brands have high reputation among mobile phones. Although China Town Week is a new brand, people do not know it now, however it might be well known with the development.

Brand can help protect consumer's interests. On the other hand, brand can make companies to keep high quality of products and maintain the brand image. Brand is also conducive for relevant departments to supervise products.

3.2 Branding

Branding is a dynamic process of market competition to establish and strengthen the brand, from non-brand to brand, shallow brand to deep brand. It is one of the most important strategy of any business, large or small. (Entrepreneur 2015, cited 27.1.2016.) Branding is an effective strategy that differentiates from competitors.

3.2.1 Defining the brand

Defining the company's brand is the basis of branding, it might be difficult and time-consuming. However it requires, the following questions help to define a brand: (Entrepreneur 2015, cited 27.1.2016)

- What is the company's mission?
- What are the benefits and features of the products or services?
- What does the company's customers already think of your company?
- What are the qualities that customers want to associate with the company?

Once the company has defined the brand, company can start to develop it. Here are a few useful tips about develop a brand: (Entrepreneur 2015, cited 27.1.2016)

- Design a good logo.
- Write down the brand message. The key message that company want to express about the brand.
- Integrate the brand. Company could extend to every aspect of their business.
- Design a memorable and meaningful tagline.
- Be consistent. Company needs to achieve the goal that promised to consumers.

3.2.2 Brand positioning

Brand positioning refers to finding a suitable market position for a brand. The purpose of brand positioning is transforming products to brand, set consumers mind on this brand in similar-type

products. Brand positioning is the core of marketing positioning; segmenting; targeting and positioning are main parts of brand positioning. (MBA 2009, cited 28.1.2016.)

Segmenting

If market is too wide, a company needs to do the market segmentation. Market segmentation is to divide market according to purchasing groups which have different demands, character or behavior, and other factors. Market segmentation has become widespread adoption of brand strategy in a full-fledged enterprise. (Baik 2015, cited 20.12.2015.)

P&G is a specialist in terms of market segmentation. P&G has launched various brands of shampoo according to different hair quality. Head & Shoulder is effective for dandruff. Pantene is good to protect the hair, make the hair healthier. Ascend is for black hair and so on. (Baik 2015, cited 20.12.2015)

Not all market segmentations are successful. Market segmentation needs to be based on sufficient market research, also it needs to be analyzed from different views to be able to find a suitable market. Commonly used segmentation variables are geographic, demographic, psychological and behavior (NetMBA 2010, cited 27.1.2016).

Geographic variable: urban or rural, north or south, capital or local. The China Town Week brand, KKYK Company was set up in Oulu. As a new brand, developing Oulu market is the main and practical goal at present. Oulu is the biggest city in northern Finland, the market is not small, and however an unfavorable condition that is far away from Helsinki. In general, the resource of capital is more abundant.

Demographic variable: like age, number, gender, and career and so on. China Town Week brand has no limit in this variable, the original motivation of China Town Week to promote Chinese culture, and by cultural communication to develop a business idea. Everyone can access to culture and learn it.

Psychological variable: class, lifestyle, personality, etc. China Town Week brand also has no limit in class. But in lifestyle and personality, KKYK Company prefers that the target is interested in Chinese culture.

Behavioral variable: usage frequency, purchasing power. At present, Chinese culture is not so popular in Finland, Finns may not be so interested for China Town Week brand. Therefore finding potential consumers is a challenge for KKYK Company.

Through the segmentation of target market, enterprise can learn about brand preference in different areas, ages and income classes. By collecting consumers' brand preference and respective characteristics of the consumer group, company can effectively determine their target market and developing new brand to attract consumers.

Targeting

The basic of market segmentation is to evaluate the market segment and determine the brand positioned in the target market. Then to consider how to enter the target market.

1. Evaluating the market segmentation.

Enterprise needs to estimate the demands of potential market. The demands of potential market are determined by the number of potential consumers, purchase power and other factors. For a small enterprise, the bigger market requires more input resources, meanwhile larger enterprises also enter this market. That is not a good market opportunity for small business. (MBA 2009, cited 28.1.2016)

Analyzing competition of target market is also necessary. If there are many brand competitions in the same industry or some brands occupy a large market share, small business is hard to enter this market. (MBA 2009, cited 28.1.2016)

The enterprise strength is an important factor of brand marketing. Although the target market is consistent with enterprise's objective, but the technical, financial, human and other resources are limited, entering target market might end up to a failure. (MBA 2009, cited 28.1.2016)

2. The methods of enter target market.

Once determine a target market, choosing proper methods to enter market are need be consider. Here are some different methods: (MBA 2009, cited 28.1.2016)

- Centralized method: enterprise is using a flagship brand for centralized marketing. Enterprise can consider brand extension after this brand is success.

- Selective method: enterprise can choose several target markets to brand marketing. For example, P&G has different brands in shampoo market, toothpaste market and detergents market.
- Specialized method: enterprise provides one kind product to all consumers or specialized provides products to some target consumers.
- Difference method: enterprise has different market segments in a target market, according to different demands to develop suitable product or services.

The process of determine the target market and choose proper methods to enter target market that is brand positioning process. The core of brand positioning is to demonstrate the company's competitive advantages, and to use some strategies to communicate of these competitive advantages to consumers.

3.3 Brand strategy

Developing and choosing fit and proper brand marketing strategies have a great effect for enterprise. Today, there are four brand strategies popular in brand marketing.

1. Line extension. It refers to enterprise developing a new product line but still using the same brand. The new product are often the improvement of existing products, such as add new functions, packaging, styles and so on. (MBA 2008, cited 28.1.2016) For example, Calvin Klein is a famous clothing brand, it has Calvin Klein collection, CK Calvin Klein and Calvin Klein jeans three main clothing lines. All these products are used Calvin Klein brand.

2. Multi brands. Enterprise is developing some brands in similar-type products. (MBA 2008, cited 28.1.2016) Securities investors tend to invest various stocks at same time, all of stocks of investors have that is portfolio. Similarly, enterprise can choose many brands and set up brands portfolio can reduce risks.

3. New brand. Enterprise can design a new brand to a new product. Of company has many products, the name or image of original brand is not suitable to all products. (MBA 2008, cited 28.1.2016)

4. Co-branding. It refers to unite of two or more brands in one product. (MBA 2008, cited 28.1.2016)

4 PROMOTING CHINA TOWN WEEK BRAND

4.1 SWOT of KKYK Company

SWOT analysis is a useful method to evaluate a company's competitive advantage, competitive weaknesses, opportunities and threats. Figure 8 shows the content of SWOT analysis method.



FIGURE 8. SWOT analysis method. (SANS ISC InfoSec Forums 2016, cited 28.1.2016)

Strength

KKYK Company was established for promoting Chinese Culture & Wisdom in Finland, as a cultural company, it does not need too much capital. Many activities held by KKYK Company get the supports from Chinese people who are living in Finland, as well as some local people. As a small business, the business structure and the number of employees are easier to manage. Besides, KKYK Company can flexibly adjust their marketing strategy according to the market demands and some special needs of customers.

Weakness

Currently, KKYK Company has no clear marketing strategies for their products and services. KKYK Company develops too many businesses and events at the same time that they cannot do one thing really well. They also cannot make a deep impression to customers. There is also no investment from other companies or organizations. The number of employees is too small.

Opportunity

Chinese culture is more and more popular in the world. The potential market needs be developed. There are not many other companies or organizations developing Chinese culture market in Oulu.

Threats

Now, KKYK Company does not have a representative product or brand. Therefore it cannot make a deeper impression for consumers. For example, Apple brand has made a profound impression to consumers. Although, the other brand imitated Apple's products, Apple is still one of the most popular brands in the electronics markets.

Other threat is the impact of net media. People can find many kinds of articles and videos about Chinese culture online for free. For instance, people who want to learn how to cook Chinese food, and they can search the instructional video in the YouTube and so on.

Analysis

As can be seen from the SWOT analysis, in this case, the internal and external environment of KKYK Company has certain superiority, but still it needs analysis from the weakness part. It also needs to enter to a new development stage, since its competitive advantages is temporary.

Primarily, the KKYK Company needs to integrate the information resources and project classification to facilitate management. According to the market conditions and consumers demand, KKYK Company can make a prioritized list of products. It can choose one of the most popular products, and require development this part to be the representative product of the company. Products should be so impressive that they stay in consumers mind. And competitors cannot easily imitate and replace the products.

KKYK Company can be flexible to develop different modes of operation and marketing, is a good way to transmit the valuable knowledge about company such as product knowledge, business philosophy and enterprise culture to the potential customer.

And the network marketing in the current information society is beneficial for the company publicity, KKYK Company has an official website and a page on the Facebook, where new activities are promoted and the information about Chinese culture is updated. Company should increase the exchange and interaction with the customers.

4.2 Example of brand marketing: Shaolin temple

Chinese culture is popular in the world, and Chinese Kung Fu is one of the most popular Chinese culture. There are not only a large number of Chinese Kung Fu movies in the world , Shaolin, Tai Ji and Weng Chun Kung Fu are widely spread all over the world. Figure 9 is to show the shaolin martial arts.



FIGURE 9. Shaolin martial arts (Flickr 2011, cited 6.1.2016)

Shaolin martial arts is synonymous with Chinese Kung Fu, it is also the core of Shaolin temple culture. Shaolin temple has become a brand of Chinese traditional culture. Nowadays, with all kinds of martial arts performances, training, tourism development, Films and TV programs featuring Shaolin martial arts are popular. It seems that Shaolin martial arts has become an essential element in the Chinese entertainment industry. (Baidu Wenku 2011, cited 6.1.2015)

Under the market economy, Shaolin cultural resources of market development and brand marketing should use modern company as operating carrier. In 1998, Shaolin temple set up Shaolin Industrial Development co. Ltd. Shaolin Temple was registered as a brand, meanwhile the temple also registered many related trademarks, that make the brand output as its basic business model, (Baidu Wenku 2011, cited 6.1.2015) for instance, Shaolin Industrial Development co. LTD authorize animation film and online game “Legend of Shaolin temple” to use Shaolin theme, Shaolin temple gain the profit from it.

Shaolin culture also includes Zen, martial arts, medicine, and arts. Because it has a rich historical background, a variety of related products and services were developed. For example, Shaolin Temple established professional monk team, Shaolin library, Zen magazine. Through held

international symposiums of Shaolin Kung Fu, and cooperated with culture and arts organization to perform stage play and other forms to promote Shaolin culture in the world. (Baidu Wenku 2011, cited 6.1.2015)

The development of Shaolin temple brand also get the provincial government support. Henan Province list the Shaolin martial arts culture on the government's cultural industry projects. Shaolin temple gets many advantages in policy. In marketing, Shaolin temple is developing their own special products and services, meanwhile active develop businesses in overseas. At present, Shaolin temple has 'overseas center' in Europe and America (Baidu Wenku 2011, cited 6.1.2015). On the other hand, cooperating with other organizations or enterprise is a great tool to expand market; collaboration with government is valuable to develop regional tourism and commercial economy.

From brand focused to brand extension strategy, the marketing strategy of Shaolin Industrial Development co. LTD. is a good example about the development of cultural industry. Shaolin Industrial Development co. LTD. focused on the Shaolin martial arts, though organize "Shaolin Monks" world tour and a series of activities to enhance brand recognition. Then, extend brand to medicine, magazine industries, even set up own television production company to promote Shaolin Temple brand. Nowadays, Shaolin Temple brand is more and more popular in the world.

4.3 Brand marketing of China Town Week

Through analyzing the current projects of KKYK Company and interview with Judy Song, the China Town Week brand should be positioned as an educational brand. Because all the products of this brand are various classes about Chinese culture.

One purpose of this thesis is to provide a marketing strategy to KKYK Company to develop China Town Week brand. In information era, except traditional brand marketing, the internet marketing also plays an important role in brand marketing.

In traditional marketing, marketing mix is a very important business theory used to make strategies in a marketing plan. The marketing mix was coined by Neil Borden in his American Marketing Association in 1953, it often associated with four P's: price, product, promotion and place. (Wikipedia 2015, cited 10.1.2016) Figure 9 shows the components about marketing mix.



FIGURE 9. The four P components of Marketing mix (Business Fundas 2011, cited 10.1.2016)

Product

Currently, KKYK Company did not have a clear product portfolio of China Town Week brand. According to China Town Week brand positioning, we make a product portfolio of China Town Week brand:

- Opi kiinaa kerho (Chinese language club).
- Kiinalainen Kokkikurssi (Chinese kitchen).
- Chinese calligraphy/painting class.
- Fengshui counsel.
- Traditional musical performance.
- Annual China Town Week event.

At beginning, KKYK Company had the travel project in China Town Week brand, we think that a travel project is a commercial project, it can be developed separately.

According to Judy Song's idea, the 'Opi kiinaa kerho' project is the flagship product. KKYK Company can focus on this project to develop China Town Week brand. In fact, learning a language is not only knowing how to speak and write, but also about learning a culture. KKYK Company could introduce Chinese food, Chinese calligraphy and painting, Fengshui culture, traditional Chinese music in Chinese language course. KKYK Company even can teach consumers to make traditional Chinese food, play some traditional instruments in Chinese language class. On the one hand, this way can improve learning efficiency; on the other hand, KKYK Company also finds potential students for other courses.

We think 'Opi kiinaa kerho' project can provide three packages to consumers according to different requirements:

- Basic course. It will teach basic Chinese to consumers who have never learnt Chinese language before.
- Intermediate course. This package can strengthen Chinese communication skills and expand vocabulary. Consumers who already have basic Chinese skills can choose this package.
- Advanced course. It will teach authentic Chinese dialogue. In China, the same word or sentence has different meanings in different situations as well as in different parts of China. This package also can teach some courtesies on general commercial affairs or daily life. Consumers who are familiar with Chinese culture can choose it.

As we all know, developing different markets can reduce risks. At present, 'Kiinalainen Kokkikurssi' (Chinese kitchen) and 'Chinese calligraphy and painting classes' are popular among consumers. For a better development, providing different packages according to consumers' requirements is necessary. We also design some packages for these two projects:

1. Kiinalainen Kokkikurssi:

- Crash course. This course will teach Chinese foods which are easy to make and save time. The target groups are young people and white-collar workers.
- Professional course. People can learn various branches of Chinese cuisine. The target groups are people who have lost of free time.

2. Chinese calligraphy and painting class:

- Children class

- Adult class

According to Judy's feedback, 'Kiinalainen Kokkikurssi' project is a potential project, many people are interested in making food. KKYK also can register it as a new brand to develop in the future.

Traditional musical performance is a new project, we think this project can pause temporarily and KKYK Company can put more resources in 'Opi kiinaa kerho' project.

'China Town Week' event could be an annual exhibition event to sell the products and promote Chinese culture. And KKYK Company can consider finding more investors or partners in the future for this event.

Price

According to different target consumers and products, KKYK Company should make different price strategies. Here are our suggestions about different package prices of products:

1. 'Opi kiinaa kerho' project

- Basic course: 15€ each lesson
- Intermediate course: 20€ each lesson
- Advanced course: 25€ each lesson

2. Kiinalainen Kokkikurssi

- Crash course: 30€ once. The price includes food material.
- Professional course: 50€ once. The price includes food material.

3. Chinese calligraphy and painting class

- Children class: 15€ each lesson.
- Adult class: 20€ each lesson.

If consumers will purchase more than two packages, KKYK Company can give some discounts to them.

Place

KKYK Company was set up in Oulu. Currently, the Oulu market is the main target market, all products are first launched in Oulu. When China Town has a good reputation, KKYK Company can consider expand market into other cities. People who are interesting about Chinese culture is the target group.

Distribution channel, it may include any physical store and virtual stores. The main products of KKYK Company are intangible service, all the products are provided directly by KKYK Company and no dealer in Finland. Meanwhile, KKYK Company also has own online store to sell tangible products. We consider that KKYK Company can cooperate with some dealers in the future.

Promotion

Brand marketing cannot develop without promotion. Promotion consists of four distinct elements: advertising, public relations, personal selling and sales promotion (Business Fundas 2011, cited 10.1.2016).

KKYK Company decided the China Town Week event will be held in August every year. In Finland, most people have ended the summer holiday in August. KKYK Company can consider hold this event in June or July that more people have free time to join this event. Meanwhile, there are many activities such as restaurant day and music events are held in summer in Oulu. KKYK Company can do cooperation with organizers that is a good opportunity to enhance brand awareness.

KKYK Company is rarely using advertising because of financial constraints. However, advertising is a fast and effective way to increase brand recognition. Investing advertisement is necessary to brand development. Advertising not only refers to newspaper, magazine, publicity pictures and so, but also cooperation with an enterprise or an organization is a good advertisement. For example, the Chinese New Year Temple Fair event is famous in Finland, KKYK Company can do cooperation with Finland China Society which is one of the main organizers of Chinese New Year Temple Fair.

Currently, KKYK Company had held many activities to show their products, and the employees also promote products in local schools and organizations. However, this extension method is unstable and has little impact. KKYK Company can cooperate with local schools and organizations to organize culture communication event one or two times every year that people can gradually deepen the impression of China Town Week brand.

For some new products, KKYK Company also can provide free trial to consumers, like the first course is free to consumers, it can attract customers. During the Chinese traditional festivals, KKYK Company also could invite their consumers to join the festival party, and offers discount on some products.

Internet marketing refers to enterprise use Internet as a medium for marketing. For Internet marketing, KKYK Company did not develop many works in this part.

So far, KKYK company has own online shop. When browsing the online shop we found the online shop just sells tangible products and the shop is incomplete. The shop should optimize in some functions that is better to use. We think search function is necessary for an online shop. There could also be some cultural background about product in a product description. Except tangible products, the intangible products also can put in the online shop so that customer can get more information when browser website.

In the online shop, there could be some advertisements in the webpage to promote China Town Week brand. That can continually deeper impression of China Town Week brand for users.

With the widespread dissemination of the Internet and smart phones, more and more enterprises choose using social media to develop the enterprise's image or brand. According to the data from Statistics Finland shows 80% of Finns aged 16 to 89 use the Internet and 68 % Finns use it several times a day. In 2015, 29 % Finns used the web with tablets outside home and workplace. (Statistics Finland 2015, cited 27.1.2016)

On the other hand, promoting brand with social media can access more potential customer and built favorable impression. Figure 10 shows the global social networks ranked by number of users in 2015.

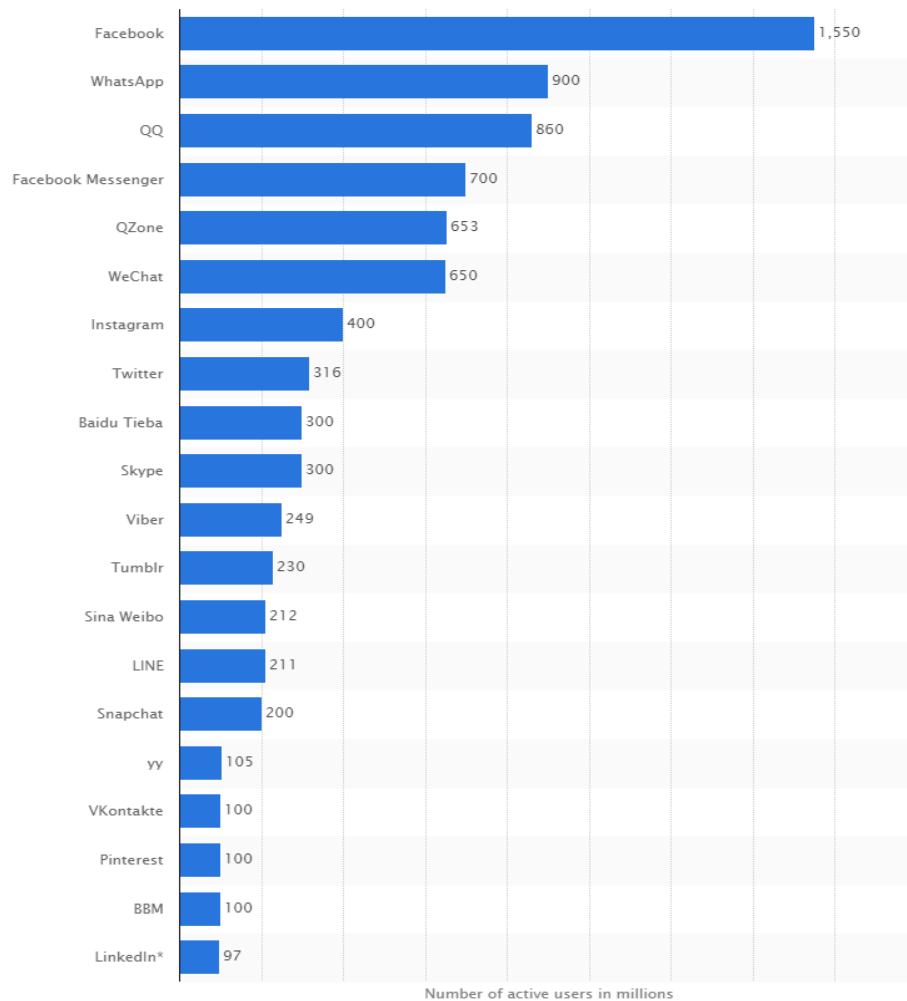


FIGURE 10. *Global social networks ranked by number of users in 2015. (Statista 2016, cited 14.1.2016)*

At present, KKYK Company just has official Facebook and WeChat account. So we think KKYK Company could use more social media. Instagram is more and more popular in the world and Sina Weibo has a great influence in China, these two social networks are necessary to use in the future.

Nowadays, the network has a huge influence on people, sharing of the social network and the speed of information flow are more efficient for brand marketing than traditional marketing. For the company, using social networks to promote China Town Week also is a low cost strategy, a good brand can be quickly promoted through social networks for consumers. In general, a successful brand needs long time to build and develop.

4.4 Risk management

Risk Management is a process of management, including the perception of risk, the risk measurement and evaluation, and control the probability or impact of unfortunate events. The purpose of risk management is to reduce or avoid risk loss. It also can monitor project risk that ensure the effectiveness of risk coping strategies. (Wikipedia 2015, cited 5.2.2016)

Risk management of KKYK Company

For KKYK Company, the main risk is that the products are so easily influenced by market environment. The main products of KKYK Company are about Chinese culture, such as the Chinese cooking and calligraphy course. The development of this kind of product depends on local people's interest. If most local people are not interested in Chinese culture, the development of KKYK Company is hard to go on.

With this problem in hand, we design a questionnaire to research if Finnish people are interesting in Chinese culture, and which part they are more interested. As the result of the survey, KKYK Company can focus on the development of the most interesting services, for instance, increase the activities in this regard and sell the related products.

In the future, the brand "China Town Week" wants to cooperate with the other brands. They could be bundling selling their products, that not only can share the promotion cost with each other and rewards the spreading of risk, but also convenience of having multiple selections, and different products that are available in one part. As the Figure 11 (Ebay 2016, cited 5.2.2016) shows Disney Company cooperates with Crocs brand, launch a kind of shoes with Disney cartoon logo to attract people who like Disney goods to buy, in the same time, Crocs are more famous than before. This two brands explore the ways of economic cooperation and create a win-win situation.



FIGURE 11. Disney Crocs product (Ebay 2016.Disney Crocs, cited 5.2.2016)

On the other hand, if KKYK company has a new product looking for the other company to collaborate, but the product gets a bad reputation since the mistakes of other company, that will also cause damage to KKYK company's reputation, and vice versa, the other company also need to take this risk. But if KKYK Company wants to promote their products by the aid of a famous company's influence, they need to consider the reputation of the famous company will have eclipsed "China Town Week" brand, and replace to make the consumer pay attention.

In cases of this kind, KKYK Company should develop some special products which cannot be substituted, to deepen customer impression. Before they choose Cooperative Corporation, they should do a lot of research and select a company which has an experience, professional quality and good reputation. Contracts should give clear indication of the responsibility, which company make mistakes, they shall assume compensation liability. Catching errors early and avoiding risk should be the most important thing for the development of KKYK Company in the future.

5 ANALYSIS OF MARKETING CHINA TOWN WEEK BRAND IN OULU

In order to help KKYK Company to know the local people's interest about Chinese culture and develop related projects according to the feedback we designed a questionnaire to collect data. We hope the answer will help Kiinalaisen Kulttuurin Yhteistyön Keskus (KKYK) to develop the China Town Week brand project in Finland.

5.1 Research plan of questionnaire

Background and goals:

Chinese culture is popular in the world, even there are formed many Chinatown or series activities was organized every year in European countries, however without excessive promotion in Finland. Kiinalaisen Kulttuurin Yhteistyön Keskus which established for promoting Chinese Culture and Wisdom in Finland, this company registered the 'China Town Week' as a brand, they want to promote Chinese culture through the brand marketing.

Our research is based on people who are living in Oulu, the result would help us to analyze the development of China Town Week project in Finnish market.

Theoretical background:

At present, there is no Chinatown in Finland and limiting by environment and economy, it is not reality to build Chinatown. KKYK Company was established for promoting Chinese Culture and Wisdom in Finland, the company held the China Town Week event in August, 2015 and register the "China Town Week" as a brand to develop new business.

In fact, there was not another organization or enterprise to focus Chinese culture to develop business in Oulu. For KKYK Company, it means there is no fierce competition in market, on the other hand also this reflects that China Town Week project has high risks, meanwhile it also has potential market.

Defining the elements and population to be studied:

The main population of a survey consists of people who are living in Oulu.

Mean of sampling:

The sampling we will prefer is the people who are living in Oulu, especially in our around people.

Ethical valuation:

The questionnaire is conducted anonymously and voluntarily.

Members and labor division:

The group members are Lu Qiuyi, Liu Si which are Oulu UAS students. We have done the research plan together.

Tools:

Webropol platform

5.2 Data analysis

We had 236 respondents, the main respondents are from different organizations, schools and we randomly selected some people who are living in Oulu. Figure 12 shows how much there are the Finnish people who are interested in Chinese culture. There was 18.34% people who are very interested in Chinese culture, 41.92% are interested, 36.68% people sometimes are interested about it, and 3.06% people are not interested in Chinese culture.

How much are you interested in Chinese culture ?

Responses count: 233

	N	Percent
very interested	44	18.88%
interested	97	41.63%
sometimes have interested	85	36.48%
not interested	7	3%

FIGURE 12. Interest level.

From figure 13, there were people from many different countries to participate our survey, but most of them were Finnish, that really suitable for us to research Finland market.

Where are you from (your hometown/country)?

Responses count: 230

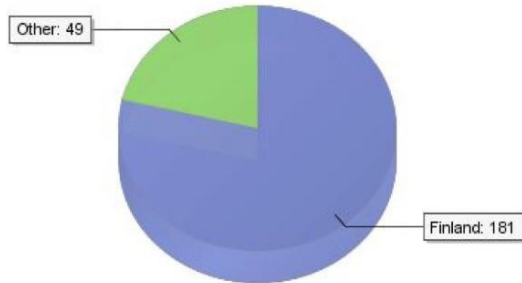


FIGURE 13. Where are you come from?

From the figure14, we can know there were no under 18 years-old people to participate our survey. The age were from 19-25 (62.45%), 26-40 (25.76%), 41-60 (10.92%), and only 0.87% above 60.

How old are you ?

Responses count: 234

	N	Percent
under 18	0	0%
19 - 25	143	61.11%
26 - 40	62	26.5%
41 - 60	27	11.54%
above 60	2	0.85%

FIGURE 14. Age of respondent.

From figure15, we find at least 50% people have no experience about Chinese culture events, but some people ate Chinese food and had participated Chinese festival events before.

In which Chinese culture events have you participated before?

Responses count: 180

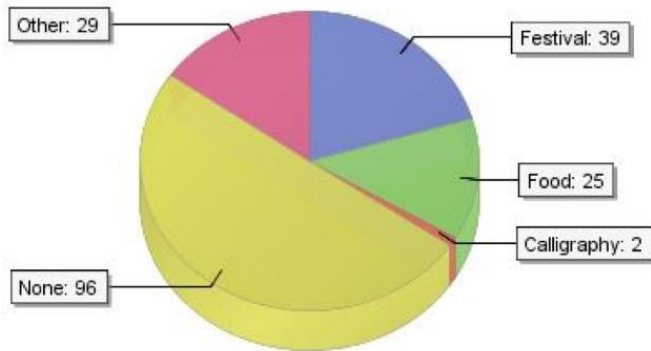


FIGURE 15. Chinese culture events participated.

Chinese culture have various manifestations. In figure 16, we provide 8 parts for the respondents that are surveyed, Chinese festival, Chinese cooking, Chinese language, tea ceremony, traditional Chinese medical massage, Chinese art, Chinese music, Chinese history, and have 5 levels can be selected. Based on the statistics, we find the most interested activity is Chinese cooking (47.39% of very interested option), and people don't have more interest in Chinese language (17.83% of no interest option).

Which events about Chinese culture are you interested in?(1-no interested , 5 - very interested)

Responses count: 230

	1	2	3	4	5	Total	Average
Chinese festival	15 6.55%	23 10.04%	72 31.44%	70 30.57%	49 21.4%	229	3.5
Chinese cooking	7 3.04%	12 5.22%	28 12.17%	74 32.17%	109 47.39%	230	4.16
Chinese language (speak and writing)	41 17.83%	66 28.7%	57 24.78%	33 14.35%	33 14.35%	230	2.79
Tea ceremony	25 10.92%	48 20.96%	60 26.2%	57 24.89%	39 17.03%	229	3.16
Traditional Chinese medical massage	28 12.17%	37 16.09%	54 23.48%	64 27.83%	47 20.43%	230	3.28
Chinese art (painting, calligraphy...)	16 7.02%	55 24.12%	61 26.75%	49 21.49%	47 20.61%	228	3.25
Chinese music (Beijing Opera, modern pop music in China...)	38 16.52%	66 28.7%	68 29.57%	34 14.78%	24 10.43%	230	2.74
Chinese history	21 9.13%	32 13.91%	73 31.74%	58 25.22%	46 20%	230	3.33
Total	191	339	473	439	394	1836	3.28

FIGURE 16. Which Chinese culture are people interested in?

From figure 17, only 19.15% people know the organization/ companies in Oulu that promote Chinese culture, most of the people (80.85%) don't know any approach about Chinese culture promotion.

Do you know if there are any organization or companies in Oulu that are organizing activities to promote Chinese culture ?

Responses count: 235

	N	Percent
Yes	45	19.15%
No	190	80.85%

FIGURE 17. Do you know Oulu have any organization/companies are promote Chinese culture?

In the era of information, we have many channels from where can get information. From the figure 18 (Webropol 2016, cited 9.2.2016), we can find out that most of people prefer to use some social media (31.44%) and website (27.51%) to research information. Many people think that their Chinese friends (17.62%) can give them the news about Chinese culture. Only 2.16% people usually get information from print media, and 8.62% people usually choose ads in newspaper and magazine to find Chinese culture information. 8.73% people likes to participate Chinese culture activities.

Which channel you prefer to use to get Chinese culture information?(1- not using , 5- usually)

Responses count: 233

	1	2	3	4	5	Total	Average
Social media (Facebook, Instagram...)	43	23	36	58	73	233	3.41
	18.45%	9.87%	15.45%	24.89%	31.33%		
Print media (posters, flyers...)	65	63	61	38	5	232	2.38
	28.02%	27.16%	26.29%	16.38%	2.16%		
Advertisements in newspapers or magazines	57	59	62	34	20	232	2.57
	24.57%	25.43%	26.72%	14.66%	8.62%		
Website	23	33	54	60	63	233	3.46
	9.87%	14.16%	23.18%	25.75%	27.04%		
Participate activities	66	51	49	43	20	229	2.56
	28.82%	22.27%	21.4%	18.78%	8.73%		
Chinese friends	90	18	37	45	41	231	2.69
	38.96%	7.79%	16.02%	19.48%	17.75%		
Total	344	247	299	278	222	1390	2.85

FIGURE 18. Channel to get Chinese culture information.

From figure 19, we can see the Chinese food is impresses the respondents the most, some people think Chinese culture is representative in China Town.

What is China Town in your mind? (For example food , products, services...)
Responses count: 177

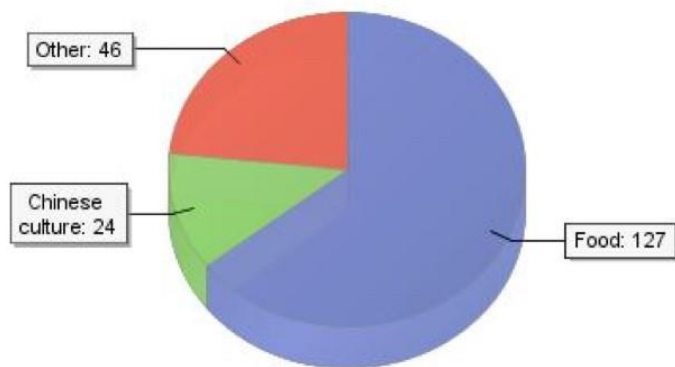


FIGURE 19. China Town in your mind.

5.3 Interview

We had an interview with Judy Song who is the manager of KKYK Company at Oulun pääkirjasto (Oulu city library) in 2.2.2016. We had a list of questions to ask her about China Town Week brand:

- What is the core product of China Town Week brand?
- What is China Town Week brand positioning?
- Where the company is headed in the future?
- What is your idea about brand development?
- Do you have partners?
- Are you going to cooperation with big enterprises or organizations in the future?

Judy told us the core product is Opi kiinaa kerho (Chinese club) project, because this project is the most popular in all projects. 'However Opi kiinaa kerho project is just started on, I want develop it as a core product', she said.

For positioning, we think this brand is just used to promote Chinese culture, it should be positioned as a culture brand. When we asked her about the brand positioning, she said, 'At the beginning, I am going to establish it as culture brand. But with the development, the most products of China Town Week brand are classes and consulting services. So I want develop it as education brand to promote Chinese culture. As a brand, it prefer to commercial use. After all, the property of promoting culture and business is completely different.'

'Currently, I want do well on China Town Week brand, after this brand has a good reputation, I want develop more products or brands. Meanwhile, tourist project as a main project for KKYK Company will be developed in the future', she said.

'I hope more and more people who are living in Finland know China Town Week brand in the culture. And making a suitable brand marketing strategy is become an urgent matter', she said.

At present, KKYK Company is cooperation with Tai Ji club to develop Tai Ji project. KKYK Company also has cooperated with some Chinese people.

She said that after China Town Week brand makes some achievement, cooperation with big enterprises or organizations is a good channel to expand market. Only if your brand has value, the big enterprises of organizations will consider cooperate with you.

Through this interview, we know better the situation of China Town Week brand. The interview also helped us to make a suitable strategy for KKYK Company.

6 CONCLUSION

There are two main research problems in this report. Through studying and researching culture communication and brand marketing, we got the answers for these two research problems.

The first question is to learn the process of culture communication developing to brand marketing. We have a case company Kiinalaisen Kulttuurin Yhteistyön Keskus (KKYK), it was established for promoting Chinese Culture and Wisdom in Finland. With the development, KKYK Company has become more commercialized. China Town Week event originally was used to promote Chinese culture, when KKYK Company registered China Town Week as a brand, it means China Town Week has different property.

When thinking of the culture communication developing to brand marketing, we can notice several steps in this development process. Firstly, the main products of this cultural brand are cultural derivatives, the popularity of the culture in the world or local area is very important. Secondly, under the market economy, brand marketing should use modern company as operating carrier. Finally, a good brand marketing strategy is also playing an important role in brand development.

The second question is design a brand marketing strategy for KKYK Company. From research related information, we learned much knowledge about brand marketing strategy. We also got some experience from the Shaolin example.

Firstly, clearing the brand positioning and target marketing are important. After interview Judy, we know China Town Week brand is positioned as an education brand, according it positioning, we make a clear product portfolio of this brand. Because KKYK Company was set up in Finland, the target market is Oulu area. Secondly, we think centralized method and difference method is suitable for current KKYK Company situation, the line extension, multi brands and co-branding can be consider in the future. Finally, promotion is very important for brand marketing in nowadays. Low cost is important for small business, we think KKYK Company can cooperate with other events to enhance the brand awareness, and advertising is necessary in marketing. Offering some discount can attract consumers. Combing with internet marketing is a highly effective and low cost way.

We also design a survey to collect data about China Town week brand. The result can help KKYK Company develop products according to the local people's interest; thus reduces some risks.

We want to research which projects of "China Town Week" brand have potential market in the future. Through the survey we can find most of people are very interested about Chinese culture that means Chinese culture have a large market in the Oulu, but not many people know similar organizations or companies which are organizing activities to promote Chinese culture in Oulu. For this problem KKYK company should increase the exchange and interaction with the customers, also enhance promotions

According to our statistics, the most popular event of Chinese culture is Chinese cooking, and the Chinese food also impresses the respondents the most. KKYK Company can focus on developing this part and require development project to be the representative product of the company that the "China Town Week" brand will have a product which impression will upon in consumer's subconscious mind.

7 DISCUSSION

We wrote this topic together because we both did our professional training in KKYK Company. China Town Week brand project started during our internship, and we are interested about this topic. During writing this report, we learned many new things about culture communication, brand and marketing strategy and so on. This knowledge is valuable experience for us when we start to work.

Initially, we wanted to research the process of culture communication becoming a brand, but when we collected and analyzed information, we gradually studied how to make a brand be successful, brand promotion and marketing strategies. We used our knowledge which we have learned in the courses while also learned lots of experience when we were writing the thesis.

KKYK is a start-up company that we cannot find many corporate and business example, but that means we can make a planning for company future from the beginning.

We used many diagrams and pictures to clearly express our point, and tried to find some examples to prove our views. Also, we are now paying more attention to our grammars and standard phrases.

We think collecting data was the most challenging task. We edited the questionnaire many times because we need to use simple words to express what we mean, and through a small number of questions, to get the answers we need. We use E-mail and Facebook to send the questionnaire to people and print a part of a survey to ask people who had free time to answer in the street. Fortunately, we got 236 feedbacks in the end.

We think this report is meaningful, and our commissioner Judy Song also is satisfied with the results. We hope China Town Week brand will be more popular in Finland in the future. During the writing process, we also learned much new knowledge and many skills. The knowledge and skills are good experience for our working life in the future.

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[VcUFNsHQR1_rHI8vSb1F_D7ngv7j8-iFvuc3mLfCzy1P06Bz8asqvDDW6mRIF4gmgQsr0e](http://wenku.baidu.com/link?url=zwwxplwJ4ayQib8P7tlxBKxFWqqEnV9gRBV-VcUFNsHQR1_rHI8vSb1F_D7ngv7j8-iFvuc3mLfCzy1P06Bz8asqvDDW6mRIF4gmgQsr0e)

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ANNEX 1

China Town Week

We are Si Liu and Qiuyi Lu, two students studying in Oulu UAS. Our degree programme is business information technology. We are doing thesis from the topic is the evolution from culture communication to brand marketing, this survey will help us to analyze the development of China Town Week project in Finland. The survey will take only few minutes and it will give a lots of help for us, thank you!

1. How much are you interested in Chinese culture?

- very interested
- interested
- sometimes have interested
- not interested

2. Where are you from (your hometown/country)?

3. How old are you?

- under 18
- 19 - 25
- 26 - 40
- 41 - 60
- above 60

4. In which Chinese culture events have you participated before?

5. Which events about Chinese culture are you interested in?(1-no interested , 5 - very interested)

	1	2	3	4	5
Chinese festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese language (speak and writing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tea ceremony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional Chinese medical massage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese art (panting, calligraphy...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese music (Beijing Opera, modern pop music in China...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Do you know if there are any organization or companies in Oulu that are organizing activities to promote Chinese culture?

- Yes
- No

7. Which channel you prefer to use to get Chinese culture information ?(1- not using , 5- usually)

	1	2	3	4	5
Social media (Facebook, Instagram...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print media (posters, flyers...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertisements in newspapers or magazines ○ ○ ○ ○ ○

Website ○ ○ ○ ○ ○

Participate activities ○ ○ ○ ○ ○

Chinese friends ○ ○ ○ ○ ○

8. What is China Town in your mind? ? (For example food, products, services...)

Thank you for answering. These answers will help Kiinalaisen Kulttuurin Yhteistyön Keskus (KKYK) which is established for promoting Chinese Culture and Wisdom in Finland to develop the China Town Week brand project in Finland.