

Bachelor's thesis
International Business
2011

A Study of the Börs Restaurant Experience and Forum Ravintolamaailma Bracelets Marketing

Juuso Jalvas

BACHELOR'S THESIS | ABSTRACT
TAMK

International Business | BBA

25.5.2011 | 64 pages

Instructor: Shaidul Kazi

Author: Juuso Jalvas

A Study of the Börs Restaurant Experience and Forum Ravintolamaailma Bracelets Marketing

The bracelet of Börs Restaurant Experience and Forum Ravintolamaailma has not made the impact among customers that it could have. The customers have not been aware of the benefits it offers and there have been problems with the promotion. The bracelet is being held as more of an entrance ticket and the goal for it is different. It should be viewed as something that brings more customers to Börs and the whole restaurant experience, something that has value.

It was clear that the problem was in the marketing and promotion of the bracelet. That is why I chose to write my theory part about marketing. First I discussed the absolute basics of marketing. Following that, I chose to include some guerilla marketing tactics, because I felt that a place that is trying to appeal to a quite young crowd, and that is trying to stand out, could use more radical approaches in their marketing. After this I touched on the 4 P's, with an emphasis on promotion and finished the theory part with internet marketing.

I was clear that the best way to do my research was a questionnaire. This way I got information from the people who really matter, the customers. After I got enough answers and started to study them, it became even clearer that there was not enough information being released about the benefits of the bracelet. The respondents clearly felt that they did not know enough about the bracelet and that its promotion was failing.

My conclusion to the problem is simply more promotion; inside the clubs, outside the clubs and online. The fact is that people can't be aware of the offers, if they are not available anywhere. With more advertisements inside the clubs, more enticing offers and a better online presence people will notice the bracelet and it will become something of value.

KEYWORDS:

Marketing, Promotion, Guerilla Marketing.

OPINNÄYTETYÖ (AMK) | TIIVISTELMÄ
TAMK

International Business | BBA

25.5.2011 | 64 sivua

Ohjaaja: Shaidul Kazi

Tekijä: Juuso Jalvas

A Study of the Börs Restaurant Experience and Forum Ravintolamaailma Bracelets Marketing

Börs Restaurant Experience ja Forum Ravintolamaailman ranneke ei ole tehnyt tarpeeksi hyvää vaikutusta asiakkaisiin. Asiakkaat eivät ole olleet tietoisia tarjouksista, joita rannekkeella saa, ja myös promootiossa on ollut ongelmia. Ranneketta pidetään enemmänkin sisäänpääsylippuna ja sen tavoite on täysin erilainen. Ranneketta olisi pidettävä asiana, joka tuo lisää asiakkaita Börsiin ja koko Ravintolamaailmaan, jonain jolla on arvoa.

Oli selvää heti alusta asti, että ongelma oli rannekeen markkinoinnissa ja promootiossa. Siksi päätin keskittyä teoria osassani markkinointiin. Ensin kirjoitin markkinoinnin äärimmäisistä perusteista. Sen jälkeen päätin sisällyttää tekstiin osan sissimarkkinoinnista, koska ajattelin, että paikka, joka yrittää vedota melko nuoreen yleisöön ja joka yrittää erottua joukosta, voisi käyttää hieman radikaalimpaa suhtautumista markkinointiin. Tämän jälkeen siirryin kertomaan neljästä P:stä, korostaen promootiota ja lopetin teoriaosuuden Internet markkinointiin.

Oli selvää, että paras tapa hoitaa tutkimukseni oli kysely. Sillä tavalla sain tietoa aiheesta ihmisiltä, jotka olivat tärkeimpiä, eli asiakkailta. Saatuaani tarpeeksi vastauksia aloin tutkia niitä ja se, että asiakkailla ei ollut tarpeeksi tietoa rannekeen etuuksista, kävi yhä selkeämmäksi. Vastajat olivat selvästi sitä mieltä, että he eivät tietäneet tarpeeksi rannekeen etuuksista ja että promootio epäonnistui.

Ratkaisuni ongelmaan on yksinkertaisesti lisää promootiota; yökerhojen sisällä, niiden ulkopuolella ja Internetissä. Totuus on se, etteivät ihmiset voi olla tietoisia tarjouksista jos niitä ei ole missään esillä. Lisä mainoksilla yökerhoissa, houkuttelevammilla tarjouksilla ja parantamalla Internet sivuja ja promootiota, ihmiset alkavat huomioimaan rannekeen paremmin ja siitä tulee arvokkaampi yökerhoille.

ASIASANAT:

Markkinointi, Promootio, Sissimarkkinointi.

TABLE OF CONTENTS

1. Introduction	6
1.2. Market Research	6
1.3. Questionnaire	7
1.4. Theory	8
2. Profile of the companies	9
3. Tools change, basics stay the same; marketing in an evolving world	11
3.1. The Basics.....	11
3.2. Marketing vs. Guerilla Marketing.....	14
3.3. The 4 P's	19
3.3.1. Product	19
3.3.2. Price.....	21
3.3.3. Place.....	22
3.4. Promotion.....	23
3.5. Promotional Plan.....	26
3.6. Internet marketing	31
4. The research.....	33
5. Analysis and findings	42
5.1. Question: How often do you visit BNC or Amarillo?	42
5.2. Question: The day you usually visit BNC or Amarillo?	42
5.3. Question: Do you purchase the bracelet?	43
5.4. Question: Is the option to move between BNC and Amarillo important to you?	44
5.5. Question: The bracelet is useful.....	45
5.6. Question: I know enough about the benefits the bracelet offers	46
5.7. Question: I take advantage of the benefits the bracelet offers	47
5.8. Question: Because of the bracelet I visit BNC and Amarillo more often	48

5.9. Question: What benefits do you expect from the bracelet?	49
5.10. Question: Where would you like to get your information about BNC?	50
5.11. Question: What age are you?	51
5.12. Question: What do you know about the benefits the bracelet offers?	52
5.13. Question: What do you want the BNC homepage to contain?	53
5.14. Question: Do you have any suggestion for improving the bracelet?	54
6. Conclusion	55
6.1. Development suggestions	56
7. Bibliography/ References	60
8. Appendix	62

1. INTRODUCTION

The study about the Börs Restaurant Experience and Forum Ravintolamaailma bracelet is done because there have been some issues with the use of it. People have not been aware why it is used and why should they buy it. Right now it is not used to its full potential because it seems like people are not aware that, with the bracelet, there are offers for food, drinks and other things, with S-ryhmä affiliates. There was also a need for a study for Börs Night Club, which found out what the customers expected from the bracelet and were they satisfied with it. To find out what customers thought of the bracelet I decided to do a questionnaire. With the questionnaire I would find out; is the marketing working, are the offers promoted well, what offers would interest the customers, how they perceive the bracelet etc.

Clarifying the research topic and the questions that the research should answer should be done before starting any kind of research. After this you should choose the best research strategy, the way of collecting data and techniques of analysis. Even if, like in my case, the idea for the research was given to me by the manager of Börs Night Club, the idea still needs refinement to make it something that can be measured and understood. It is important to define clear questions that the research should be able to answer. My main research question is; how to make the bracelet work better?

1.2. Market Research

Chris West defines Market research in his book (Marketing Research, 1999) as

“The use of a defined set of qualitative or quantitative research techniques to obtain data which describes and analyses markets or potential markets.”

To the everyman when they hear Market research they think of surveys or interviews. Research and surveys are close together but to a businessman any activity that gives him or her knowledge of the market is considered Market research. Market research is something that any firm or organization can use to their advantage. It is no longer considered something that is nice to know but nowadays is an essential part of building a marketing plan.

It is important to know, when implementing customer loyalty strategies, how well are the customers' expectations being met. Customers are very volatile and will defect to the competitor if there is even some slight chance that the competitor offers better services or products. Customer satisfaction research is gaining importance constantly because of all of the loyalty programs organizations are introducing. Customer satisfaction surveys have three key elements according to Chris West (Marketing Research, 1999) a listing of the product and service attributes, a perception of the suppliers' performance and overall satisfaction. The survey can be improved by some open questions where customers can explain their ratings and answers.

My questionnaire is basically a customer satisfaction research. The only difference is that my research only focuses on one aspect of the night club, the bracelet. Finding out how satisfied people are with it, how well they know the benefits that it offers and how would they improve it are some of the sub-questions that I need to answer. I got answers to all of these questions, and more, with my survey. I studied them on the research and analysis and findings parts of my thesis. I also gave my opinions and suggestions based on the answers on the conclusion part and the aforementioned parts. There are many types of methods for research and I chose to make a questionnaire because it made the most sense to have the customers point out its flaws and where it does succeed. There are some open and some closed questions.

1.3. Questionnaire

The questionnaire is used frequently when doing market research. It makes sure that the answers are consistent and the results can be analyzed efficiently. The format of the questionnaire is determined on what type of data is going to be collected, the amount of answers needed and the analysis method. Quantitative surveys usually have very carefully structured questionnaires that can be analyzed with a computer, while qualitative surveys commonly have a limited number of interviews with an unstructured questionnaire which is in all likelihood going to be analyzed manually. There is also a possibility of using semi-structured questionnaires that includes questions with and without structure. Structuring the questions can also make the questionnaire way too complex. It would be foolish to ask what movies have you seen recently and then list a huge amount of them, when you can just ask the respondent to write the movies they have seen down.

My choice was to do a semi-structured questionnaire. I figured that more simple questions need to have a structure to them and questions concerning the customers own ideas and proposals need to be freer of form. My analyzing was done manually so I can analyze the customers ideas better and write a more cohesive proposal for a resolution.

I chose to do the research with an online questionnaire, instead of doing it face-to-face at Börs Night Club. This way I got more specific answers, because the respondents were not in a hurry to go anywhere, instead they chose to take the time and answer the questionnaire. I believe that this way I got more honest and reliable answers. There were 259 respondents, which is enough for the study to be valid. There are some results that can be interpreted in a few different ways, which I mention at the research and analysis parts, but there are rarely studies that can find out the absolute truth with no room for discussion.

1.4. Theory

My theory part is going to focus on marketing. The questionnaire was done so that the Börs Night Club and Amarillo can figure out what they are doing wrong and right with the marketing of the bracelet and what are the benefits the customers want from it. It is clear that Börs managers want to know how to promote the bracelet better and what kind of benefits would help them do it. So first I'm going to explain a few basic things about marketing and guerilla marketing and the differences between them. After that I'm directing my focus to the 4 P's of marketing and then focusing solely on promotion and making a promotional plan. I will close my theory part with the subject of internet marketing.

2. PROFILE OF THE COMPANIES

Börs Night Club is a club that has existed in Turku for over 30 years. It's located in Forum, with the Hamburger Börs Hotel, right next to the central market place. It is one of the most recognizable and also one of the largest night clubs in Turku. Börs is owned by Turun Osuuskauppa(TOK) which is a part of S-ryhmä. Börs is also a part of TOK's "restaurant experience" that also includes places like Amarillo, House of Dance and ShamRockCafe. ShamRockCafe is a restaurant that turns into a bar whenever Börs night club is open. It has the same owners as Börs and it also holds a entrance for the night club.

Börs Night Club is a classic night club with a big dance floor where the biggest hits of the time are played. Börs also has a space where friends of more rock oriented music can spend their night called Irish Night Pub. There are multiple counters in Börs so that you don't have to wait for drinks for too long even if the club is full. ShamRockCafe is more of a bar and a restaurant. It has several booths and tables where people can spend their night if they don't want to go to the night club. The music is a bit more toned down so customers can converse easier.



PICTURE1. Börs Night Club logo



PICTURE 2. ShamRockCafe logo

Amarillo has also been a staple in Turku for years now. It changed to it's new location a few years back and with this move the restaurant experience was created. Amarillo is a western themed restaurant that serves tex-mex food and after the kitchen closes it

becomes a bar in conjunction with the House of Dance nightclub that is located right next to it. It is also owned by S-ryhmä and it has many locations across Finland.

The restaurant experience is basically the option to move between the two locations that both have a bar side and a nightclub side, with the bracelet. Both locations are inside Forum but they are on different sides of the complex so there is a road inside Forum that is used even when the shopping mall is closed.



PICTURE 3. Amarillo logo



PICTURE 4. The bracelet

3. TOOLS CHANGE, BASICS STAY THE SAME; MARKETING IN AN EVOLVING WORLD

3.1. The Basics

Some people think that marketing only consists of commercials and selling a product. There are advertisements on every corner and people that come up to you trying to push some product so it's no surprise that most people think like that. In today's world it's not only about making a deal or a sell. It's also about making the customer feel better and satisfying his or her needs. You can only sell a product concretely after its produced and marketing starts way before that. Marketing is something that continues from the time a product is just an idea to the point where a customer is holding the product in his or hers hands and it doesn't even stop there. Keeping the existing customers, getting new ones and improving the product and its image come after this. It happens by monitoring the sales and the changing market. Customer services are also an important factor because they can either hurt future sales or gain the customers trust.

The most successful products, sometimes called "hot" products, are the ones that offer new benefits and fill a void that is on the market. Something a customer needs that is not out there yet. It requires that the customer is so well understood that the product or service basically sells itself. The iPod filled a void and it was marketed perfectly so that everyone wanted to have this new gadget and while there were other mp3 players on the market iPods sales were sky high. This was because Apple made customers believe that it was the only mp3 player that mattered, with cool designs and promotion. On the other hand Facebook was not marketed at all but it was a superior service that spread thru word-of-mouth. A marketer needs to know his or hers customers wants and needs and develop a service or a product that is superior to others. On top of this if it's promoted exceptionally and distribution is first class, the product or service will definitely sell very effortlessly. You can't, of course, forget the advertising and selling, but they are only a small part in a large marketing mix.

Product development, communication and pricing are some of the core activities in marketing. In a basic marketing situation a company and its competitors deliver their

products and promotional communication straight to the potential consumer or there is also the possibility of doing it thru a marketing medium. Every action through this system is affected by environmental forces, from economical and demographical factors trough to legal and cultural factors, everything is affecting every element of the system.

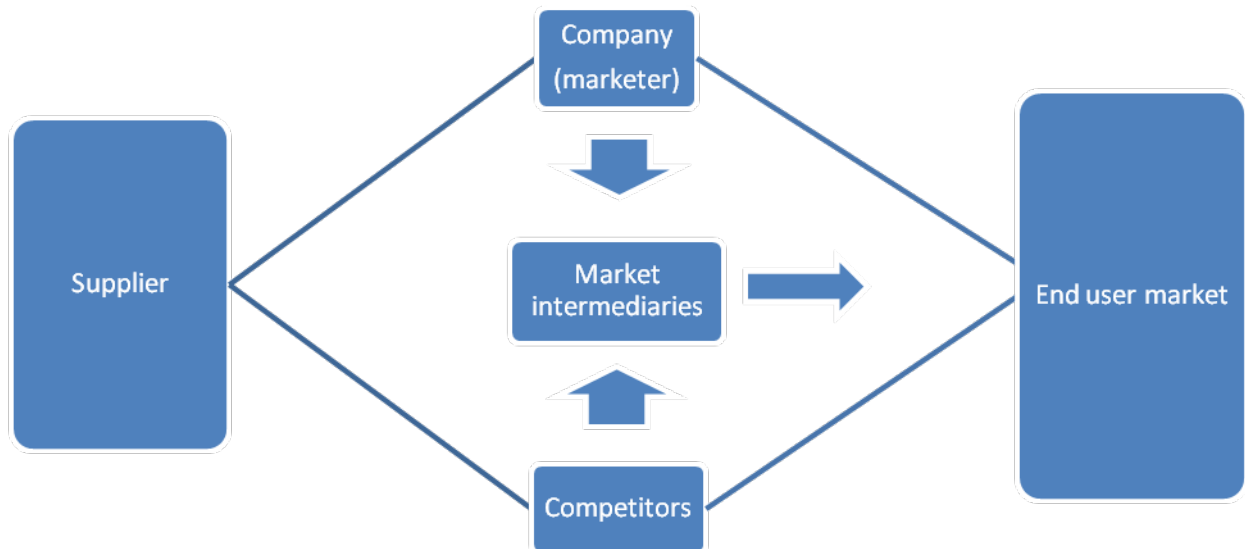


FIGURE 1. Marketing Mix

The book Principles of Marketing, 2001, defines marketing management as:

“the analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives.”

This means marketing management includes managing demand and managing and building customer relationships that are profitable. The demand for a company’s products shifts constantly and every product has a demand that the company desires. A company’s marketing management needs to adjust their ways to deal with the different situations. It may have to find more demand, but also time and again change it and sometimes lower it. This basically means that much of marketing management is demand management. You basically can’t promote a product and increase its demand if you don’t have enough resources to meet the demand.

The demand for a company comes from two places; existing customers that make repeat purchases and first time customers, so managing demand is managing these two groups. There are a lot less new customers that are up for grabs, so companies need to put more focus on the existing customers. It takes a lot more resources to gain a new customer than it takes to keep an old one satisfied. Even though companies can lose profits on some sales, retaining customers is more economically sensible. A satisfied customer will come back and spend more money and it is the company's object to keep the customer for their whole lifetime.

Marketing management can be practiced many different ways. There are different philosophies to choose from. It all depends on the way the company chooses to perceive its customers; they need to figure out what would appeal to their target market. There are many forms for marketing to be effective whether it is formulated or creative is up to the company. Marketing is usually formulated but it can be also creative and done with fewer resources like guerilla marketing tactics prove. The formulated marketing usually works best for big companies that have the resources to follow through a detailed plan that usually swallows a lot of time and money. Creative marketing or guerilla marketing can also be carefully constructed and thought through but they are usually new and without proof that the plan works. On the other side the five marketing management philosophies follow a path that has proved to work. There are five different marketing management philosophies that focus on the production, product, selling, marketing and societal marketing.

The production concept presumes that consumers prefer a product that is cheap and easily available. This means that the production and distribution should be done with perfection. This concept is useful when there is more demand than there is supply and when the price is too high for the consumers. The management needs to figure out, in these situations how to improve productivity. On the first example it to bring more of the product available to the customer and on the second it is to reduce its price. The product concept on the other hand expects the customer to purchase the product with the most value and best quality. Here the managers need to be innovative and create a product that is better than the rest and maybe even something that has never been seen before.

The concept for selling presumes that it takes all big scale promotional and selling feat to get the consumers to purchase their product, it is a concept that a lot of companies live by. This concept is often used with products that consumers don't necessarily know exist.

Promotion is used to show off the product and then convincing that they need the product. When a company is at overcapacity it usually turns into the selling concept to get more customers. It's usually a short term venture that completely forgets to build profitable long term relationships with the customers. With the marketing concept the company focuses on the target markets and the figure out how to deliver to them the most effective way. The marketing concept is similar to the selling concept, but the major difference is that on the selling concept existing products are sold and promoted while on the marketing concept the market is well defined and the primary focus is on delivering satisfaction to, hopefully, long time customers. This way the company can archive profits by making the customer a priority with value.

The final concept is societal marketing, where the needs, wants and interests of the customers in a target market are at the forefront. With this concept a company attempts to effectively maintain or even improve the well being of a customer and even the whole society. Serving society's interest and consumers' satisfaction can make for long lasting relationships and this way long term profits.

3.2. Marketing vs. Guerilla Marketing

Traditional marketing and Guerilla marketing differ from each other in many ways, the main one being that traditional marketing is usually adjusted for big businesses and Guerilla marketing is better suited for smaller businesses. Traditional marketing practices demand larger financial investments for big advertising and promotional campaigns, while in guerilla marketing the main investments should be time, energy and imagination. So guerilla marketing practices require the marketers to be creative and it also expects more effort and time being used into the marketing campaigns. In guerilla marketing the main focus is profit. High sales and traffic in stores are insignificant if the business is not achieving consistent profits.

In traditional marketing diversification is advised. Production rates are to be increased and later diversified with affiliated products and services that add another dimension to the main product. In guerilla marketing this is not advised. The main suggestion is focusing on one main activity or product and perfecting it. Diversification only creates bumps along the way to excellence. This is, of course, a huge difference which again shows that guerilla marketing is for smaller companies that have found a niche for themselves and are focusing on it. Traditional marketing practices want you to grow and continually add new

customers. Guerilla marketing does not overlook adding new customers, but its aim is more on getting more activity with the existing ones. Its focus is on bigger sales, repeat customer sales, word of mouth sales, and offering better services than the competitors. In guerilla marketing competitors are not always seen as the worst thing on the world. There are instances where they should be studied and co-operated with in order to increase both companies' profits. Guerilla marketing also urges marketing combinations. It claims that no one medium is enough; your company needs to have a lot of marketing actions that are cohesive. While traditional marketing is somewhat coming onboard with all of the technology based marketing, guerilla marketing wants adapting early to every new technology medium to be a priority. Nowadays social networks and blogs are great places for promoting new products and even companies with traditional marketing plans are already using them. All in all guerilla marketing gives you more weapons that are less expensive for marketing actions.

Guerilla marketing focuses on recognizing and exploiting every opportunity that is out there. Solving problems that are bound to appear in the marketing of any product is a key for success. Companies that focus on solving the arising problems are destined to perform better than companies that don't think it's important. The bigger more important opportunities need to be taken advantage of, but it does not mean that the minor opportunities and problems are something a company can overlook. You can't put in half the effort, you need to go and put 100% effort into everything you do, according to the guerilla marketing tactics. Yet it has to be done with intelligence. All of the energy put into these marketing actions need to be controlled and keep the focus on the main idea. Losing focus, especially for smaller companies, can lead to the product being inferior and the promotion being scattered and uninformative.

S-ryhmä is a large company, at least by Finnish standards. All of the night clubs that it owns, like Börs Night Club and ShamRockCafe, are somewhat responsible for representing S-ryhmä. Yet they are basically their own entities, with their own strategies and marketing and promotion plans. So therefore the marketing and promotional plans of Börs or ShamRock are related to plans done by smaller companies and entrepreneurs, aside from plans involving the S-etukortti. Thus Börs and ShamRock are suitable for using the tactics that guerilla marketing offers. While not every tactic is suitable for Börs and Amarillo, there are a lot of that can be applied to their situations.

Entrepreneurs financial input for marketing can't anyway be as big as the large companies'. The large companies have more leeway in testing different marketing options, but entrepreneurs and smaller companies don't have that option. Their marketing has to produce results and that's why it has to be more personalized and practical. There is also a huge difference in the degree of flexibility, when a company is smaller and does not have all the different chains of motion an idea has to be carried through, changes to the marketing plan can be made quickly on the spot. The reaction for things like market changes and new media is faster and adjustments can be made in a smaller time frame. When creating a guerilla marketing plan it is important to make sure right away that there are enough funds to follow the plan and if there is even a doubt that there is not enough money the plan should be scrapped. If the funds end halfway the plan there is no way that the money spent is worth the half-assed effort, basically it's just throwing money down the toilet.

One of the most important rules in the guerilla approach to marketing is commitment. The company or entrepreneur must be committed to the advertising or marketing program that they release. Marketing must be taken seriously and the marketer can't expect miracles and things to happen overnight. After perfecting the marketing plan it must be followed, the plan can't be forgotten the moment something staggers it. The commitment to the plan must also be backed with patience. Too many companies and entrepreneurs ditch their plans and try something else too soon. It is true that sometimes plans fail and things don't go as you would have liked them to go, but you can't know that for sure if you don't follow things through. A campaign can't be judged too soon, as the old saying goes patience is a virtue. Marketing can't be expected to provide miracles. It can bring a good increase to your sales but it can't be expected to double or triple the sales suddenly. A solid investment each year to marketing will bring constantly more customers but if too much is expected there will be disappointments. Another important factor is consistency. There can't be too much change in the marketing. It is important not to change the basic message or the familiar format that the customers have grown accustomed to. Prices, offers and slogans can be changed but the known identity must still be there. If there is consistency the product or service will become familiar. After there is familiarity there will be confidence in the product or service and it will transfer into sales. A great example, maybe the most infamous in recent history, of not being consistent and changing the format too much is the Coca Cola Company's New Coke. April 1985 the Company chose

to change the recipe of its flagship product Coca Cola and introduced and reformulated drink often referred as New Coke. After a uprising against the new beverage, the Coca Cola Company was forced to change the recipe again and go back to the “fabled secret formula” just after 79 days of New Coke being out. The consumers bond with the drink and brand was too large to be changed, and if the decision to go back to the old recipe had not been made it could have meant that the future of the Coca Cola Company could have followed a different path.

The most important things in a guerilla marketing strategy are making sure that the marketing will sell and making sure that the product is positioned right. After all the SWOT-analyses, determining the goals, fears and hopes, the thing to ask is who my target market is. The fact is that more markets equal for more profits and all of the target markets must be identified. According to Jay Conrad Levison (Guerilla Marketing, 1998) guerillas can create a marketing strategy with seven sentences. The steps are;

1. Sentence one explains the purpose of the strategy.
2. Sentence two explains how you'll achieve this purpose, describing the competitive advantage and benefits.
3. Sentence three describes your target market or markets.
4. Sentence four outlines the marketing weapons to be employed.
5. Sentence five describes the niche.
6. Sentence six reveals the identity of the business.
7. Sentence seven states the budget, which should be expressed as a percentage of the projected gross revenues.

The strategy starts with a purpose for it, the bottom line, reason why the marketing is done. It then goes on to explain the benefits that connect it to the reason why the marketing process is being done. Next in line is identifying the target markets that will create the benefits. Then tools for marketing to that target market, or markets, are detailed. After that the fifth sentence describes why the product or offer has value and why the consumer should go out and purchase it. Basically the explanation what the product stands for. The next sentence reveals the identity, not the image. Image is not real, it is something made up that is not genuine, but identity is the real deal, what the business really is. Then the last part shows what all of this is worth, the cost of marketing. The

strategy or plan is there to guide the process; it does not need to contain all of the details. The guerilla marketing plan should be concise, simple and easy to follow.

Creativity is always somehow involved with marketing. As a small business or an entrepreneur you have the possibility to get noticed with a different and creative marketing campaign. Creativity can be described many ways but in the guerilla marketing approach it is not creative unless it can move units from the shelves. This is true in all of marketing but the statement really hits the mark when talking about guerilla marketing and smaller companies. The advertising has to put the company to a path of making profit, if it doesn't the creativity isn't there. Creativity's goal is to make the ad's better and that way the product more desirable to the consumer. There also has to be a point in creativity. It has to be consistent with the message and identity of the business. Marketing has to be ahead of competition in creativity if the company is practicing guerilla marketing. If you have a well thought out marketing plan the creative concept is the only thing that is needed for a successful campaign. In the movie business there are always creative campaigns and attention grabbing advertisements, but there have been few that have been as creative as the campaigns for The Blair Witch Project and Paranormal Activity. Blair Witch came out in 1999 and used the internet well by promoting their small indie movie by claiming the footage for the film was real and the people who are in it are missing.



PICTURE 5. Blair Witch Project – promotional poster

Thanks to the internet advertising the film got noticed and the speculation of its authenticity began. The film eventually became a huge hit and with a budget of about 60 000 dollars the film went on to earn almost 250 million worldwide. Paranormal activity was marketed in similar ways. Its trailer was unusual because instead of showing only clips from the movie it displayed the reactions of a crowd that it was shown to, with most of the people being terrified of what they saw on the screen. It also shows quotes like “Paranormal Activity is one of the scariest movies of all time” and “the entire auditorium was freaked out of their minds... people were physically shaken”. Because of it only opening in a few cities the trailer asked the question; “Paranormal Activity not playing in your area?” and then under that it showed a banner that read “Demand it!” followed by the movies website. People were allowed to demand for its showing in their cities and soon the distributors took notice and opened the movie countrywide in the U.S. and later worldwide. It became a hit and earned over 190 million dollars worldwide with a budget of just 15 000 dollars. These two examples show what a creative marketing campaign can achieve and it can be done with a small budget.

3.3. The 4 P’s

When a company has decided on what is the marketing strategy they are going to use, it has to start planning its marketing mix. Marketing mix includes everything a company can do to influence the demand of their product. The marketing tools that a company possesses are divided into four groups, known as the 4 P’s. The 4 P’s are product, price, place and promotion, which a company uses to control their target market. There is also something called the four C’s, that takes the consumers view expecting every one of the 4 P’s to deliver some type of satisfaction and benefits. From the point of the customer the 4 P’s are; Product offers what the customer needs and wants, Price is the cost to the customer, Place means convenience and Promotion is how the message is communicated to the customer. Now I’m going to take a look at each of the 4 P’s and then go more in depth with promotion, it being a large part of my thesis.

3.3.1. Product

Almost anything can be classified as a product, if it’s something that is able to satisfy a need or a want. It also has to be submitted to a market to gain attention and be available for acquisition, use or consumption. A product is a massage, a hockey game, an energy

drink, a movie and so on. A product can also be something that is intangible, so a service is also a product.

There are three different levels for a product, the core, actual and augmented product levels. At the core is the basic benefit that the customer gets, the solution for a customer's problem. The core product is the thing that the consumer is actually buying, whether it is a phone to make calls or a sandwich because of hunger, it is something that satisfies a need or a want the customer has. A marketer needs to define what the core benefits of the product are for the consumer, when constructing it, in order to make the product desirable.

The next level is the actual product. This means building a real product from the core idea. There are characteristics to an actual product. The product planner must decide what the quality level of the product should be, of course nobody is trying to make a bad product, but it depends on the target market what the quality should be. For example the Flip Video camcorder, originally developed by Pure digital, was developed to be easy to use and to only contain the basic features that were needed in a video camera. It was made and sold cheap and it became a success in 2007. The company was sold to Cisco in 2009 but now the corporation is shutting down the Flip camcorder division. The reason behind this is the rise of Smartphone's and mp3-players with cameras that can also record video and do it better than the Flip cam. This shows you just how fast the world of technology moves; only two years ago Cisco was willing to pay 590 million US dollars for the company and now the product has been made unnecessary. The features and the styling of the product is another thing to be decided. The special features a product has and its look are really important characteristics when a customer is selecting a product. A cool look or a feature that sets the product apart from the others is usually the thing that gets the customer. A great, memorable, name for the product is crucial as is the packaging; no one is buying an mp3 player that comes in a brown paper bag. These things are carefully selected to give the customer the core product benefit.

The augmented product is built around the first two levels. It is built to offer customers additional services and benefits. When the customer already has the product, the company has to make sure that he or she gets all the help needed for using it. There has to be warranties, services and instructions. This will build the consumers trust in the product and increase satisfaction. The three different levels show that a product is not just a tangible product but much more. All of the features and benefits a whole product offers

affect the customers purchase decision. A marketer must know consumers basic needs and wants, create the product and then figure out how to compose all of the benefits together in a way that will satisfy and interest him or her.

3.3.2. Price

Price is something that is fairly easy to control and change, but it can also be really expensive. Lowering prices will draw attention from customers but is in no way a path to long term success. Cutting the price of a product as little as 10 or 15 percent can lead to large losses in profit. Every product and service has a price. It is the amount of currency that is charged from you when you buy or use something tangible or intangible.

Years ago prices were set through bargaining. The seller and the customer would debate over the price as long as it took for both of them to end up in an acceptable price. This meant that nearly everyone would pay a different price for a good. In today's world one price is set for all buyers because of so many items and staff members. All other marketing mix elements bring cost to the company; the only one that contributes revenue is the price. Pricing is very difficult. Market changes and the rest of the marketing mix have to be taken into account when setting a price. A company also has to vary the pricing for individual products, market segments and occasions. Especially for global companies, with facilities and factories around the world, the pricing will depend on the cost of raw materials, workforce, importing, etc. in the specific region. A Big Mac does not cost the same amount of money in Finland as it does in China.

According to Principles of marketing (Kotler, 2001) the internal factors that affect the pricing are the company's marketing objectives, marketing mix strategy, costs and organization. Before considering the price a company has to have a strategy for their product. If the target market is clear and the positioning of the product has been chosen carefully the pricing will be easy. A company that is clear of what its objectives are is a company that has no problems on setting a price. Decisions that are made in other marketing mix elements will more than likely affect the pricing but a company can also price their product first and then start defining the target markets, competition and design. Pricing the product first will then determine the features and production costs. The costs, of course, pay a huge part in what the products price should be. A company wants the price to cover all of the costs that come from making the product, distributing it and selling it. On top of that they want some profits that make up for all of the work they put in and all

the risks they take. A company can keep its prices low if its costs are low, which will lead to more customers and profits. On the organizational level it has to be decided who sets the prices. It usually depends on the size of the company who sets the prices. In smaller firms the upper management or the owner sets the prices and in bigger companies it is handled by divisional managers, with some top management guidance.

Principles of marketing (Kotler, 2001) name the external factors that affect pricing decisions as the nature of the market and demand, competition and other environmental elements. The market where the product is sold and its demand set the limit on how high the price should be. The customer always compares the price and the benefits of a product and decides if the product is worth the price. Competitor's prices and costs also affect the pricing. For example when there is knowledge about the competitor's prices and the products are similar the price should be close to that of the competitor. If the price is too high sales will be lost and if it's too low profit can't be made. Only the most established brands can get away with overpricing. Armani or Gucci jeans are rarely worth the price and seems like Apple can price their products a bit higher than other companies with similar products as long as they put the "i" in front of the name. There are also other external factors like the governments influence, laws and economic conditions that have effects on a company's pricing.

3.3.3. Place

The third element of marketing mix, place, explains the choices that a company does and the motions a company goes through when it brings its services and products to the consumer. The way the products or services are delivered or where they can be obtained can be a deciding factor for a customer. The time it takes to deliver a product or the availability of a product is something that is crucial and when a company is fast and dependable with its products the customer is pleased and satisfied. The channel a company decides to take affects all other marketing decisions. For example pricing is dependent on whether the company produces big amounts of the product or if it is a specialty store that produces high quality products on demand.

The channel functions are something that can be used to gain a competitive advantage. Numerous producers take advantage of intermediaries to distribute their products to the market. They build a distribution channel through them which therefore comprises of all the companies that the product goes through from production to the consumer. A company

gives up some control of their product in order to be more effective and to distribute the products to their target markets in a way that is more advantageous. A distribution channel is a collection of organizations that have a common goal and are joined together to make it possible. Every company that is part of the channel has its own part to play, from the producer and the transporter to the shop and the sales person. The success of the whole channel depends on its individual players, so they should work well together. If there is someone at the middle of the distribution channel that slacks off and doesn't do their job the whole operation suffers. Therefore every member of the channel should be made aware of their roles and the common goals.

Selling a product can sometimes be the easy part, with all of the possibilities of the internet, but the hard part is shipping it to the customer. Companies have to make sure that the storing, handling and moving the product are handled the best way possible. The product, or service, needs to be in the right place at the right time. With poor logistics customers will become unhappy and profits will fall.

Place can also mean, on a smaller scale, the location where you set up shop. Especially for smaller specialty stores, restaurants and bars, the location is really important; it can either make or break the business. Let's take a small city like Turku for example. The central is quite small but still big enough, that a bar can be "too far away". Börs Night Club is situated in a perfect place right next to the city square in the heart of the central. Every nightclub and bar located on a one block radius from the square is quite successful, but then there are locations, still considered inside the Turku central, that change owners all the time and are usually half empty. There has to be a gimmick or great word of mouth for the places located a little further away to succeed, but the places that have the best locations can go pretty far with just that.

3.4. Promotion

Promotion is the last element of marketing mix that is left to be covered. I will focus more on it than the other three, because it is the core of my thesis. Promotion can be defined as trying to reach the company's target markets by communicating their message through media and personal sales. After creating a product or service that brings satisfaction and

benefits to customers a company needs to find a way to get the message out that the product or service exists and it is worth buying. Communicating with a customer is crucial as is finding a way to keep him or her coming back. Companies need to find a right way for the communication and figure out how much they are willing to spend on it. Companies need to communicate with intermediaries, the public, and consumers, who will continue to communicate with each other through word of mouth.

Companies use promotion mix for attaining their advertising and marketing objectives. The promotion mix contains five means for reaching the objective. The first one is advertising which contains all forms of paid presentations that are not personal and promotion of goods, ideas and services, like TV commercials or magazine ads. The next promotion mix tool is personal selling, that contains everything that a company's sales person does in order to secure a sale and to build a relationship with a customer. Personal selling is something that is directed straight towards one person or a small group of potential customers and the message is tailored especially for them. The third mean is sales promotion. It consists of incentives like coupons and special discounts that try to convince the customer to buy something right now. The fourth tool is public relations or PR. This means maintaining a good relationship with customers and having a good image. It is all about getting good publicity and avoiding bad. The final promotion mix tool is direct marketing, which obviously means having direct connections with consumers through e-mail, text messages and telephone. The people who companies are targeting with direct marketing are usually carefully chosen and the objective is to start long lasting relationships and invoking instant actions and feedback from them.

Mass marketing is something that marketers are moving away from. Marketers are shifting to targeting smaller segments of the markets with messages that are specially built for them. The modern technology helps companies focus on more individual customer needs and tailor their communication to serve them. Facebook, Twitter and internet coupons help companies to get even closer to the customer and deliver them a message that is tailor made for them. Internet coupons are a growing trend online, with companies like Groupon and LivingSocial offering special deals with online coupons that are specified to the area that the customer lives in. With companies having more customer information the communication can be steered to the right direction with the right message. Companies can target their advertising to a specific channel on TV or a specific magazine that their target market purchases, but this media advertising is slowly decreasing and much of the

promotion budget is spent elsewhere. Direct marketing and sales promotion are taking over as the main ways to communicate, with the possibilities of making the message more tailored towards individual customers.

The promotion mix needs to be used carefully when using many different promotional approaches. The message has to be the same no matter what the approach is. Consumers are bombarded with advertisements and different messages and if the company's message is not consistent the company image and brand will not be clear and the consumers will be confused. People are surprisingly often against change, especially with their favorite products and that is why companies should handle name, logo and package appearance changes really carefully and listen to the customers on what they want. Companies need to integrate their communication channels. Everything needs to be in sync from the website and advertisements down to the label on the product. The problem is that the communications are often developed in different departments of the company that have different ideas about the message and splitting the promotional budget. This is why companies are starting to use the integrated marketing communications (IMC) concept, which integrates its communication channels together.

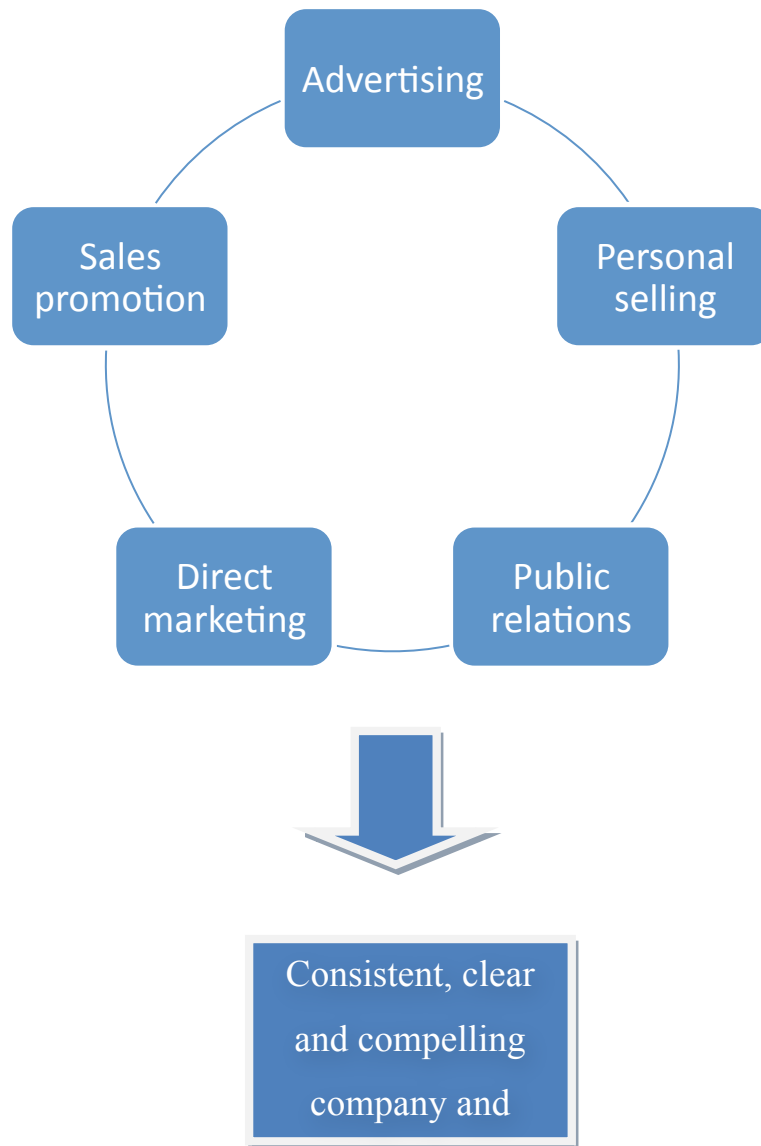


FIGURE 2. The IMC Concept

With the IMC concept the message stays the same wherever a consumer has contact with it. It coordinates the promotional activities and takes into account bigger investments, like major campaigns. This way the company's image stays consistent and it usually amounts to a better impact on sales.

3.5. Promotional Plan

The promotional plan needs to be well thought out and effectively integrated. The first thing the marketer needs to figure out is the target audience, to whom the product or service is sold to. The target can be anything from current users to a specific group that has potential. The audience that is chosen will mostly effect on the communication that is

put forward. The message, the way it is presented, when and where will it be presented and who will be the spokesperson is largely influenced by the target audience.

After this the marketer needs to figure out where the audience stands with the product. The final aspiration is of course that the consumer will purchase the product but first it needs to be considered what response is sought right now. There are six stages that a consumer can be at; awareness, knowledge, liking, preference, conviction and purchase. With marketing communication the marketer is trying to push the consumers forward on the stages in order to secure the purchase. The stages are something we are all used to. First we hear something about a product but don't necessarily know what it is. Then we start getting some information about it and if it's up our alley we start liking the product. After this we start to prefer it to other products of the same kind and then starting to feel compelled to buy it and then purchase it. This is of course a simplified explanation of the stages but it is something that has happened to all of us and something that the marketers want to happen. Consumers will drop off on every stage, but the objective is that most will like to try it and make the purchase.

Next thing on the list is designing a compelling message. The message should hold all of the concepts of the AIDA model. It has to gain attention, hold the consumers interest, make them desire the product and force them to take action. The messages theme and content is important. It may appeal to the rational side of a consumer, with promises of better functionality, performance and quality. This is the most common theme for a product or service, emphasizing the good things that it has to offer. The theme can also be emotionally appealing trying to get people to react either with positive or a negative message. Promises of a better life, success and love can be used to create a positive message while fear and shame can be created to make consumers buy products that prohibit things like cavities or obesity.

The structure of the message needs to be decided next; how to present the message. There are three structure decisions that the marketer has to make. The first one being leaving the conclusion open or not, so either letting the consumer to arrive at an opinion or just straightforwardly present it. Then there is the choice of only presenting the good things about the product versus having the strengths but also admitting to some weaknesses. Most of the messages only exhibit the strengths and it works, except when the consumers to whom the message is presented are very aware of the field and the competing products, then presenting both sides can be a better choice. The third decision that the

marketer has to make is where to locate the best argument; first or last. Leading with the strongest point will more likely get the attention of the consumer, but the punch line won't be as strong.

Format is next on line. Everything from the font to the colors needs to be carefully selected. In a print ad the marketer needs to catch the consumers' attention with a strong line or a picture that is interesting, preferably both. The same applies for radio and TV. The attention has to be grabbed somehow, with something special or familiar.

The marketer has to choose the way that he or she will use to communicate the message to the consumers. The communication can either be personal or non-personal. Personal communication is usually communication that is handled face-to-face, with the exception of phone calls and specialized e-mail and regular mail. Word of mouth communication is, of course, also personal, with people learning about new products and services from their family and friends. Word of mouth is something that is difficult to control but can be really advantageous for products that are expensive or risky purchases. Non-personal communication is done without direct contact to the consumers. It includes everything from TV to newspapers and grand openings of stores to the atmosphere an office provides. Non-personal communication influences the consumers directly, but also indirectly when it affects people and makes them talk amongst each other. Whether the communication is personal or not the audience is also affected by the source of communication, therefore the communicator needs to be chosen carefully. The source can be a salesperson, a voice or an actor and he or she needs to have credibility to the audience the ad is targeting. The message can be delivered by a professional of the field, like a dentist when the product is toothpaste or a known person, like an actor or musician. They can either play a role or deliver the message as themselves. A good example of a great source for a message is the Dos Equis Beer Company's The Most Interesting Man in the World. The character is played by actor Jonathan Goldsmith in ad's that run in the US. The ad's that feature The Most Interesting Man in the World started in 2006 and the company's sales have gone up significantly every year since then. According to the company's brand manager Dos Equis is the fastest growing beer import in the United States. The spots are created to highlight the Man, who is a 60 year old sophisticated gentleman, with funny lines like; "His personality is so magnetic, he is unable to carry credit cards" and "Police often question him, just because they find him so interesting" to create a mystique around him. What also make the spots interesting and stand out is the fact that The Man acknowledges that he

does not always drink beer, but when he does its Dos Equis. This means that the message leaves the conclusion quite open and lets the customer make his own opinion.

After the way of communicating the message is settled, the media, in which to advertise in needs to be selected. First there needs to be a decision on how much of the target market the advertisements are going to reach and how many times a person is going to be exposed to the ad. For example the company can decide that the message needs to reach at least 50% of the target market in the first month of the campaign and they want a person to be exposed to the ad at least two times. The higher the objectives are the higher the advertising budget needs to be, so a smaller company can't aim too high with their exposure objectives or they will be disappointed and more than likely in financial trouble. The actual media needs to be chosen considering the habits of the target market. The company needs to consider do the consumers in the target market read magazines, watch TV, listen to the radio or only use the internet. If they watch the TV or listen to the radio often, when and what channel or what sites do they visit on the internet, and so on. The planner also needs to get the timing right. Presenting it in a simple way, there is no reason to advertise beach towels in the winter in Finland. The media planner needs to be on to of his game to make the right choices out of all the possibilities, and all this while making sure that he stays on budget and allocates the funds the right way.

After all of the planning the company needs to make a decision on how much to spend on the advertising and promotion. There is no way to determine the right or the wrong amount of spending and usually when a company uses a lot of money for promotion some of it goes to waste, but it's nearly impossible to find out what amount is wasted. There are different ways to figure out how much to spend on the promotion. The most common way to set the budget is to use the amount of money the company can afford. It has the problems of under or overspending and it really does not consider promotion as important factor on sales but it is still frequently used. Another way to figure out the promotional budget is to base it on sales, current or forecast. This usually means that the company decides a percentage of sales it will use on marketing. The method is simple and easy to use and it has some idea behind it, relationship between promotion and sales, but its problem also is that it basically considers sales as the reason for promotion. One method relies on the budgets of competitors. The company will find out what other competing companies spend on their promotion and then match it, which is of course quite a bad idea with no further explanation needed. The best and most reasonable way to make a

promotional budget is to base it on the goals the company wants to achieve with the promotion. The company needs to figure out its goals, define what they need to do to reach these goals and determine the costs of performing the actions, which will determine the costs of the promotion. It is the most logical method but also the hardest to use.

There is also a factor that all of the marketing needs to be socially responsible and accepted. In the modern world people are quick to get offended by everything that does not fit into their beliefs. People will voice their opinions fast and if something does not sit well with them in an advertisement they will make the matter public. The advertisements can't be, according to law, deceptive and claim that the product does something it doesn't. This is, of course, common sense; though there are still numerous products that claim to be something they're not. Let's say that an advertisement is totally truthful and depicts only what the product really does, there are still be a number of things to consider. Recently there was a commercial for an alcoholic beverage called Åttå Drinkero that caught a lot of attention. It displayed a Swedish person who acted flamboyantly marketing the product. The commercial got a lot of appeals for its alleged segregating and stereotypical portrayal of Swedish speaking and homosexual people. While some people found it funny and refreshing, other took offense to it. The Finnish ethical council ruled that the commercial was against good taste after it had been on the air for quite a long time. After the judging was made there has been a shorter more appropriate commercial. This is a good example of people reacting to things differently, depending on their beliefs. The campaign got a lot of attention before it was pulled off, but there was also bad attention. A company has to take this into consideration. They can make a ad for their target market and they could love it but there are a lot of people who are going to see the campaign and they could have some negative to say about it. There is always the possibility for a company to take a risk and make a distinguishable campaign, but they have to think what the costs are.

When the message is out making an impact, in the chosen media, it is time to find out how well it is reaching the audience and collect the feedback. The questions the audience should be asked include; How many times they saw the ad, what is their recollection of it, what feelings did it bring up and how did it change the feelings they had towards the product before they saw the advertisement. Marketers are trying to sell products so of course they will also have to ask the audience did they purchase the product, was it because of the advertisement they decided to try it and did they talk about the advertisement to others and was the tone positive or negative.

3.6. Internet marketing

Internet has changed everything; the way we communicate with each others, the way we pay our bills, the way we follow the news, just to name a few things. It has made the world a smaller place with options to keep in touch using e-mail, Facebook and Skype among other things. It has made purchasing products from the other side of the world easier for both companies and single persons. The Internet has also been the main reason for the decline of the music business and album sales and has made it easier to share bootleg movies, music and software. Whether you think the world has changed for good or bad, there is no way to avoid the fact that the world has changed for good, so in order to keep up with the competition every company needs have their presence in the online world.

According to a survey, conducted by Viisikko-Communica Communications VCA Oy, the decision makers in marketing in Finland are investing more to advertising in digital form and in social medias. The survey states that eight out of ten decision makers are increasing their digital and social media advertising for 2011. Search engine marketing is also becoming more popular as two out of three marketing experts are attempting to reach more customers with optimizing the search engine results. Digital advertising can mean anything from banner ads to spots on online TV. This way the marketers can better aim their target market by advertising in sites they believe that their customers visit. Social media advertising is marketing in sites like Facebook and twitter. Advertising in Facebook can be specially tailored for an age group, location and time frame, which makes it easy to reach a specific target market. Another way to use Facebook is to create a site for the company and run promotional campaigns like sweepstakes, contests and group deals, in there. Twitter is quite new and still at a pretty young stage at least in Finland, in the U.S. it is used by artist and sites for self promotion and posting links to their own sites. Twitter could be used to draw attention to the company's site and Facebook page but with so few people using it in Finland right now it's still at a growing stage. Search engine marketing is basically paying for ad space in specific searches. This could mean an advertisement before the search results or a place on top of the results.

The VCA survey also states that; "Traditionally the marketers have used most of their budget for conventional media marketing but according to the results the stakes may be

split in a different way in the following years". While the traditional ways of advertising; TV, print and radio, are still alive and well, in the future online advertising will most likely be mentioned among these as a standard advertising method.

Facebook is the most visited site on the internet creating 770 billion page views per month, with approximately 630 million users and the number is growing constantly. Each company that has a presence online is thinking about how to make sense of the phenomenon and how to take advantage of its marketing possibilities.

Some companies in Finland have already used Facebook as a marketing tool. One of the examples is Gigantti, a company that sells domestic appliances and electronics, that executed an online auction for the users of Facebook that "liked" the company. To "like" a company or anything that has its own page, on Facebook basically means that you are a fan of the cause target and you will get updates from it. The auction was done in the homepage of Gigantti and it had one product at a time for auction at the starting price of 0€. The bids were free and the raise for them was 10 cents. The object of this was to secure more social media contacts for Gigantti and to get more visitors to their www.gigantti.fi online store. With more Facebook "likes" the company will have a bigger audience for their updates and it will direct more people for their online store. The auction had proven to be a success and it has increased the "likes" for Gigantti's Facebook page and the visitor numbers of its online store.

While internet marketing is on a rise, it doesn't mean that it is passing the traditional marketing methods, at least in remembrance of the message. A survey on direct marketing conducted by Itella shows that advertisements are best remembered when they appear in newspapers, with 73% of the respondents spontaneously remembering ads that they had seen on newspapers. Internet marketing was by no means ranked bad by this survey, being the fifth best remembered of the advertising channels, behind direct print advertisement and television, but ahead of magazines and radio. 43% of the respondents remembered some advertisement they had seen on the internet and the report also mentioned that young people remembered advertisement from the internet slightly better than others. "Social media is marketing goldmine" declares Kauppalehti in its article on 25.10.2010. Social media is deemed a huge opportunity for marketing, but also challenge because of the information overload.

4. THE RESEARCH

The research was done with a questionnaire that can be found at the end of the document in attachments. The main focus of the questionnaire was to find out how people felt about the bracelet and what they knew about its benefits. My choice to have both open and closed questions was because in the open questions customers who visit the nightclubs often could present their knowledge about the bracelet better and this way in more detail criticize it and explain how they would improve it. The closed questions were the base of the research for figuring out the situation the bracelet is in; is it useful in the minds of customers or not?

The questions arranged so that the first questions would find out what the customers thought about the bracelet then what they knew about it and finally, knowing that there were some problems with promoting the benefits it offers, how would they like to get information about it. Some of the questions that made the questionnaire that do not have that much relation to the bracelet were put there at the request of Börs night club and TOK employees. While they don't necessarily have direct connection to the bracelet they still offer a outlook on the whole situation of the clubs, that when figuring out new promotional ideas is useful.

First getting people to answer the online questionnaire proved to be quite difficult. The first idea was to go to BNC to gather the answers by hand. After thinking about this option it did not feel like it would bring the best possible results. The customers would have been somewhat annoyed and uninterested and the answers would have been sloppy and scribbled in a rush. The problem was to figure the right way to get the questionnaire to as many people who have visited Börs and/or Amarillo who belong to their target group. I then asked the Turku University of Applied Sciences for help and they were really cooperative and placed the link to the questionnaire to their Intra and Facebook site.

The answers were somewhat expected with a few surprises. Being that I have also been a customer of both Börs and Amarillo and knowing a lot of people who also visit the places I got a pretty good sense on what the situation was with the bracelet.

In this chapter I will introduce some graphs and explain them and in the later chapters I will evaluate the results in more detail and offer some of my own thoughts and findings.

How often do you visit Börs Night Club or Amarillo?

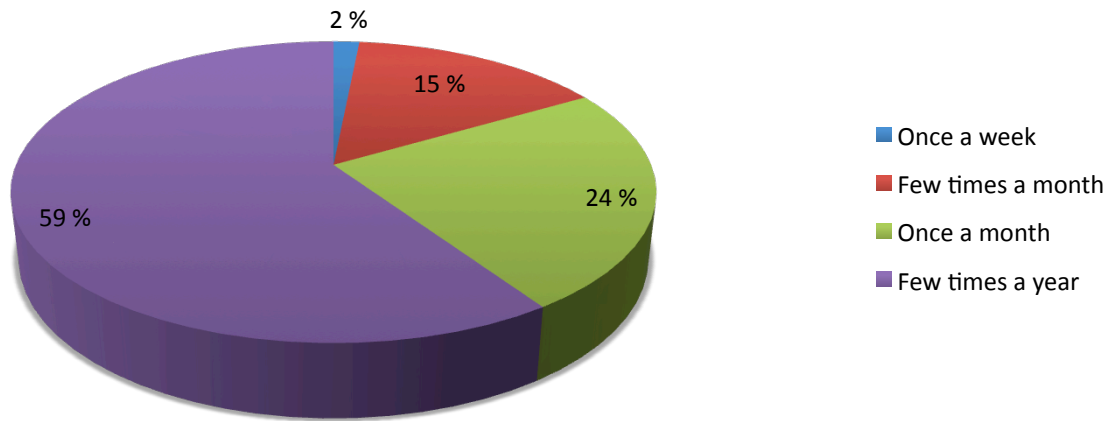


FIGURE 3.

With this graph we can see that 41% of the answerer's are what can be considered as regulars. 59% visit Börs or Amarillo just a few times a year and these are the people that Börs wants to visit them more regularly as well as, of course, keeping the ones who visit regularly satisfied. The fact is that there are not many people that go out celebrating every single weekend and if they do it is rare that they always go to the same place. That is a possible reason for so few answers for the once a week alternative. While 59% of the respondents count as people who only visit Börs or Amarillo a few times a year, it could still mean that their first choice is to go to either one of them, but they just don't go out to nightclubs that often. The results show a good mixture of respondents, regular and occasional visitors.

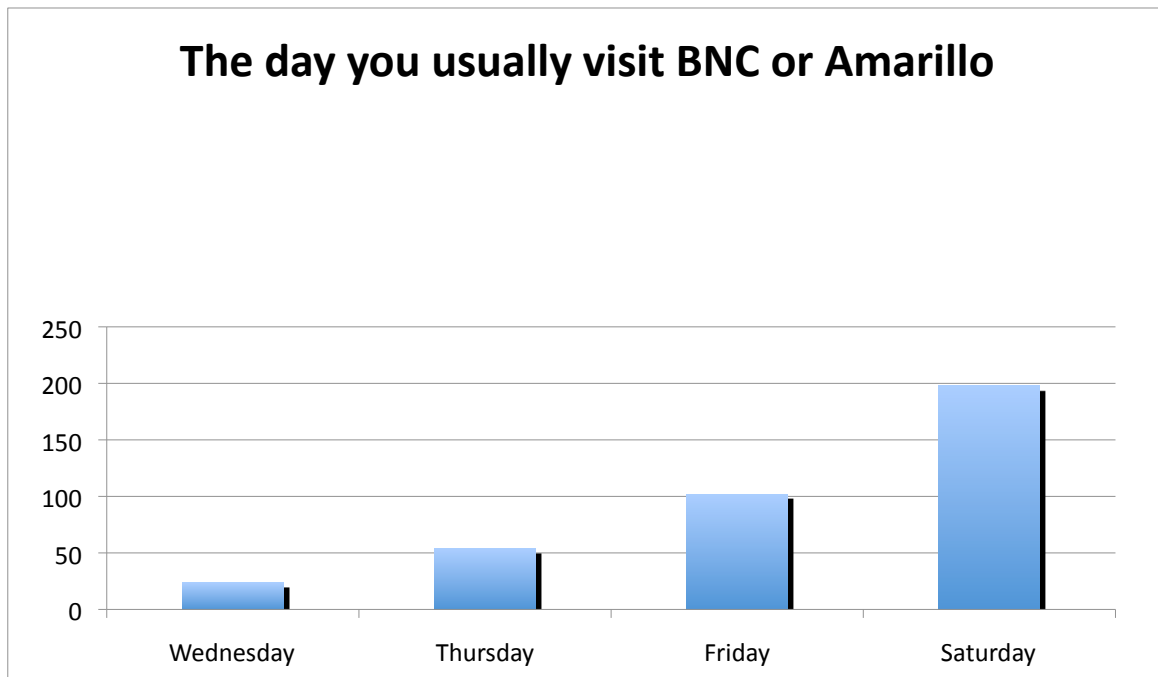


FIGURE 4.

It can be clearly seen from the graph that the main day for the nightclubs is Saturday. The questionnaire had the option to choose more than one day as a option and out of the 259 people that answered the questionnaire 198 answered that they usually visit Börs on Saturdays and 102 answered that they visit the clubs on Fridays. Thursday and Wednesday trailed behind with 54 and 24 respondents. Turku is usually fairly quiet on Friday nights and this can be seen on the graph. The people that go out on Fridays don't usually visit nightclubs but choose bar's instead. Thursdays are usually days that students go out on, if there is something interesting happening, for example Börs hosts a handful of student parties on Thursdays that are usually pretty crowded. Wednesdays are clearly the quietest and while Amarillo is usually open on Wednesdays, Börs is closed. It should be also considered that the bracelet is only sold on Fridays and Saturdays and while the two other days don't have much to do with the topic I included them because it was requested by the people from Börs and Amarillo.

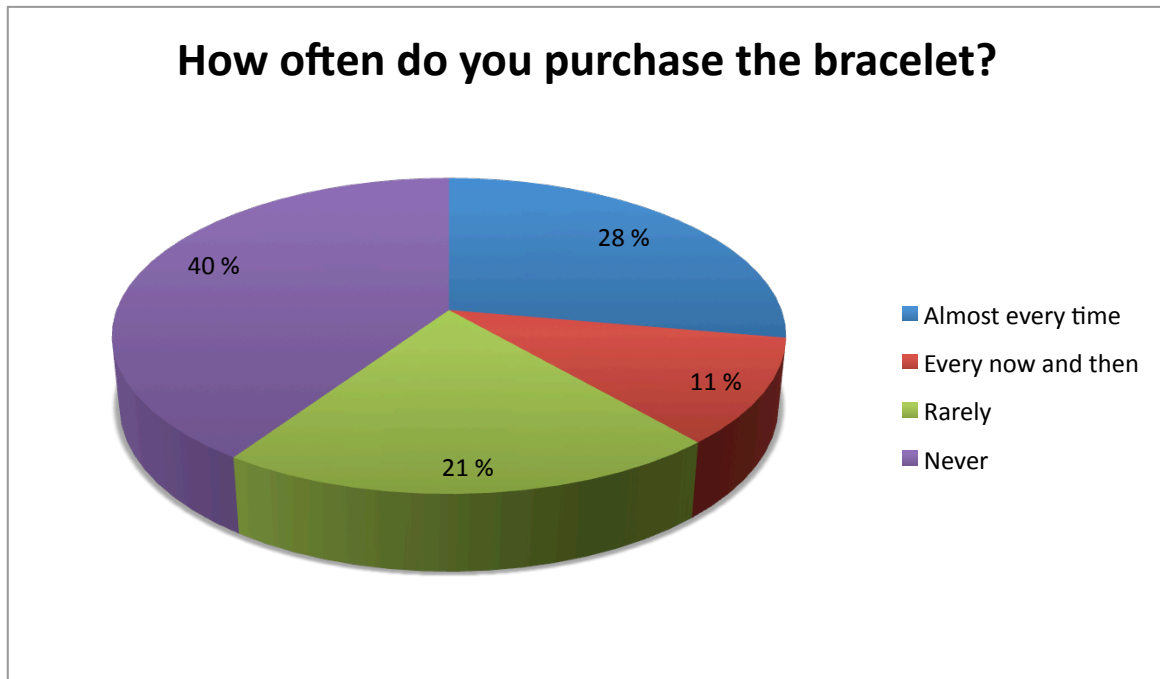


FIGURE 5.

From the graph it can be seen that only 28% of the respondents usually purchase the bracelet. The percentage is shockingly low and unexpected. Also shocking is the high percentage for the people who never buy the bracelet at 40%. The conclusion that can be made from these answers is that almost 2/3 of the respondents rarely or never purchase the bracelet and something needs to be done to change these figures for the better. A part of the 40% that answered never can be included to the people who only visit the clubs on Wednesdays or Thursdays when the bracelet is not sold. But as we saw on figure 8 there was only a combined 78 people that answered that they visited the clubs usually on Wednesday or Thursday, and there might even be some overlap due to the fact that the respondents got to choose more than one day as their answer.

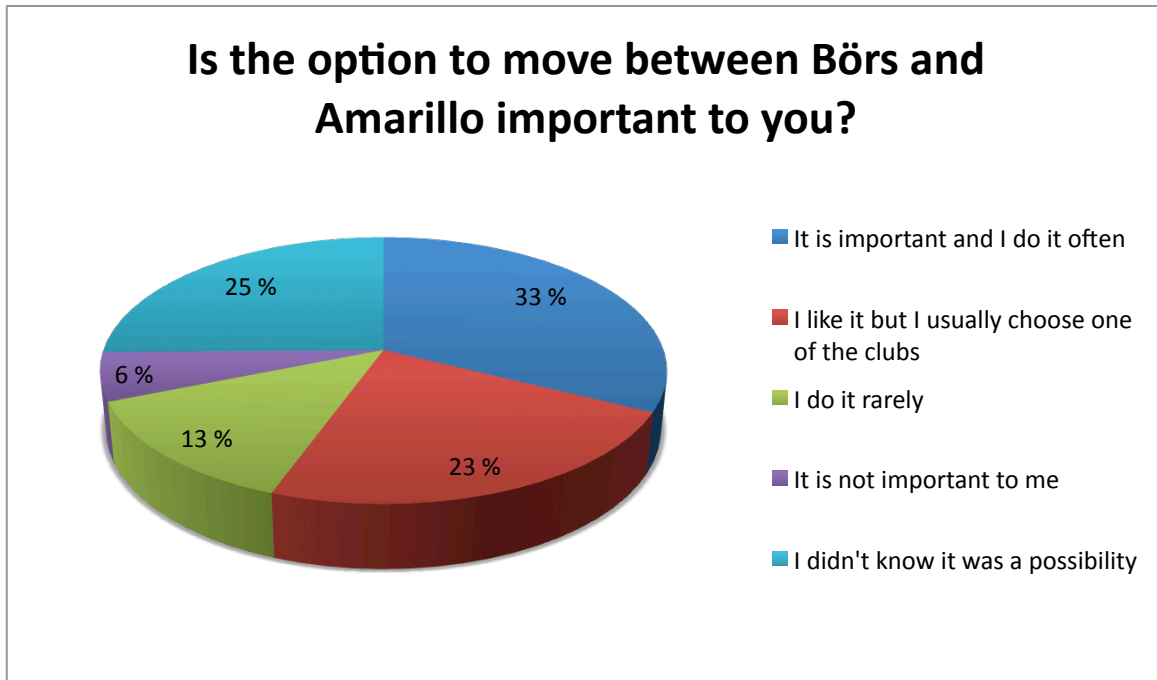


FIGURE 6.

A little over third of the respondents think that the option to move around between the two clubs is important they do it often. 23% also like the option but usually choose one of the options. These figures are good with over 60% of the people finding this option appealing. The one thing that is upsetting about this graph is that 25% did not even know that there was an opportunity to move between the clubs. The conclusion that can be drawn from here is that, taking into account that 41% of the respondents visited one of the clubs at least once a month, as seen on figure 3, all of the people who visit the club regularly are aware of the option to move from one club to another. The 25% that answered that they were not aware of the option more than likely are people who only visit a few times a year, an option that 59% of the respondents chose. This even means that out of the 59% that visit a few times a year, more than half are likely aware of the option.

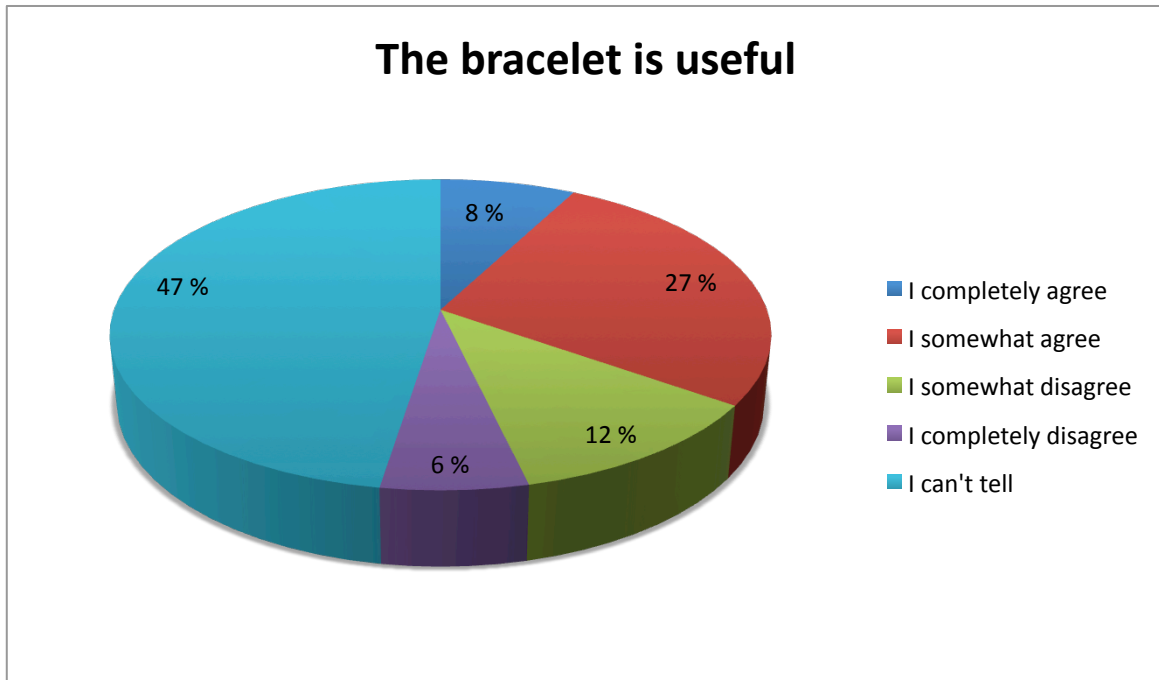


FIGURE 7.

47% of the respondents can't really tell if the bracelet is useful or not. Clearly this is a sign that there is not enough information given about the bracelet. Most people only think that it is a sign that you have paid to get inside and don't know anything else about it. The positive thing that can be taken away from this graph is that over a third of the respondents agree or somewhat agree that the bracelet is useful. Taking away the 47% of the respondents that can't tell how they feel about the bracelet, significantly more people think that the bracelet is useful than they think that it is not. There is still the fact that 65% of the respondents are not positive about the bracelet and it is quite clearly the majority. Is the bracelet needed if only 35% of the people think something positive about it? It is a question that needs an answer.

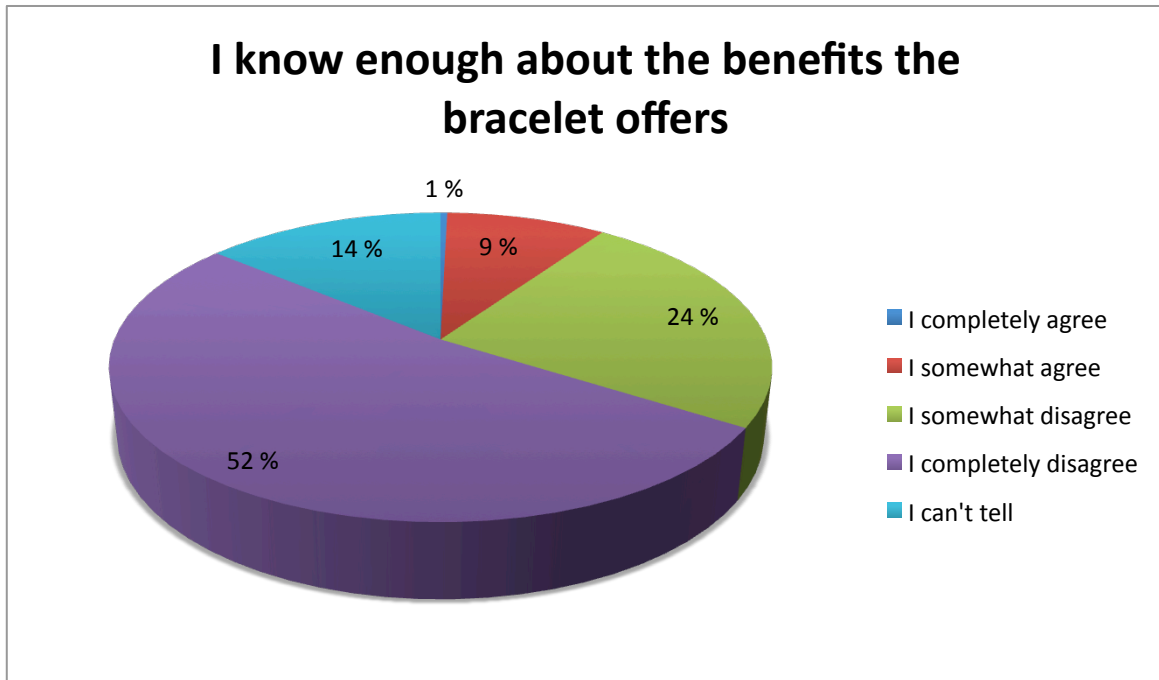


FIGURE 8.

Again here it can be seen that most people don't know enough about the bracelet and about the benefits it offers to its buyer. Only 9% somewhat feel that they know enough about the benefits and 1% think that they know enough. 52% of the respondents completely disagree that they know enough about the bracelet. This means over half of the people who answered the questionnaire feel that they don't know anything about the bracelets benefits. Only one in ten persons feels like they know enough, which is low by any standards.

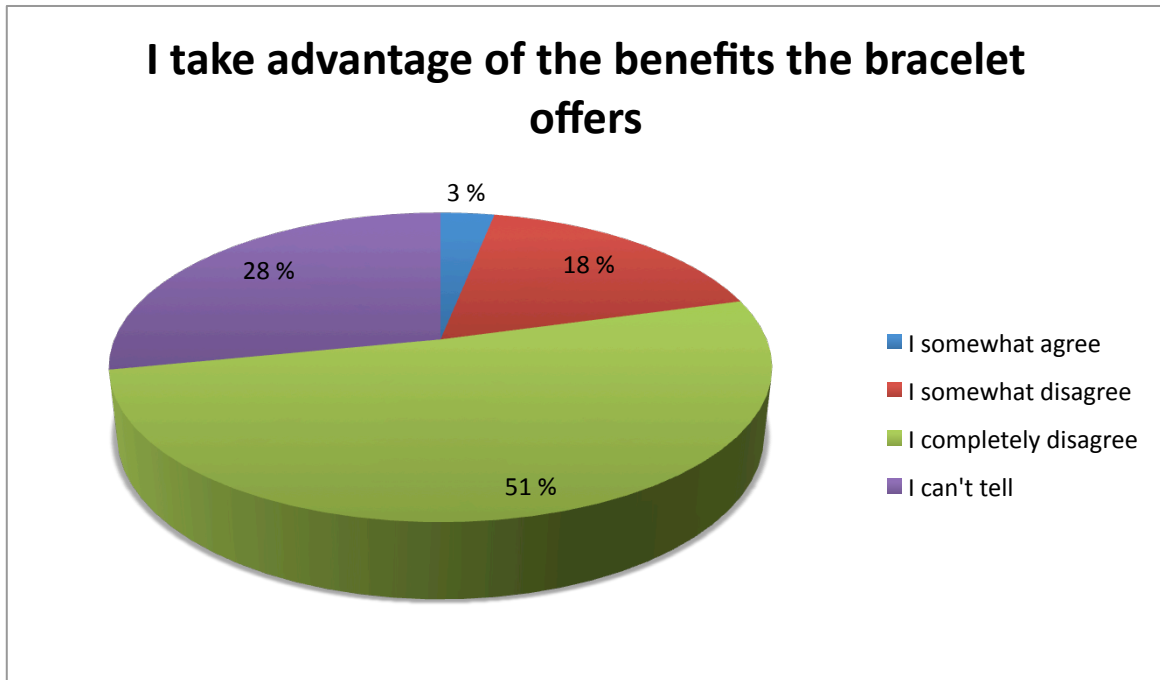


FIGURE 9.

It is evident that that people don't feel like that they take advantage of the benefits that the bracelet offers. In the graph it can be seen that no one completely agreed that they take advantage of the offers and only 3% of the respondents somewhat agreed that that the claim suited them. 18% somewhat and 51% completely disagreed that the statement was something they agreed with. There is clearly something wrong with the promotion when only 3% of the respondents feel like they take advantage of the bracelet. This proves exactly the same thing that figure 8 proved, which is most of the people clearly have no idea what there is to benefit from the bracelet.

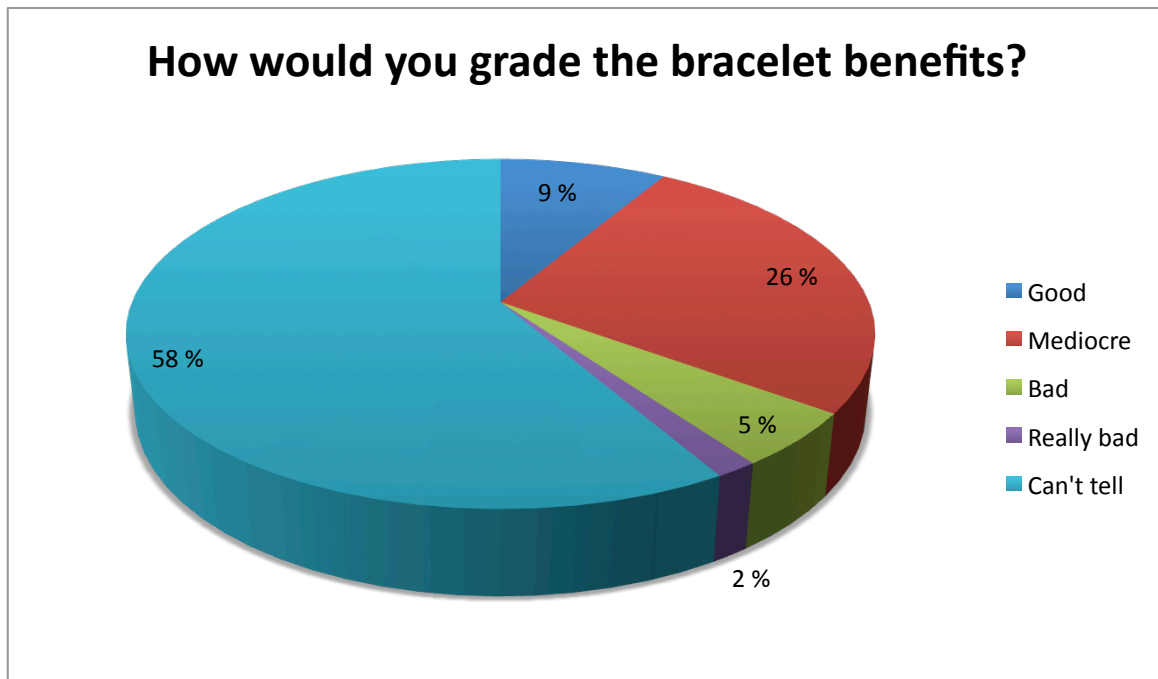


FIGURE 10.

This is another graph that supports the argument that there is clearly something wrong with the promotion. When 58% of the respondents feel like they can't tell whether the benefits are good or bad, it's either because they have never heard what the benefits are, or they simply don't care or remember what they are. The benefits should be something that are obvious and something you remember after you visit the clubs, so that visiting both Börs and Amarillo with the bracelet will get people talking about the offers. Good word-of-mouth will always lead to some new customers and old customers keep coming back for the good offers. 26% grade the benefit as mediocre which is not that complimentary; mediocre benefits won't bring new customers or get people excited. 9% thought that the benefits are good and 7% thought that they were bad or really bad, which is at least somewhat positive, that someone has noticed something. Not many people slammed the benefits to the ground as bad but then again most of the respondents did not even know about them enough to grade them. Again going back to figure 3, 59% of the respondents only visit Börs and Amarillo a few times a year and 58% can't tell how to grade the benefits. There is clearly a connection here that can't be overlooked, in that most of the people who are uncomfortable to grade the benefits probably don't feel they visit the clubs enough to give a grade.

5. ANALYSIS AND FINDINGS

In this part of my thesis I will go through the questions of my survey and offer my opinions on the results. I will refer to the results that I already presented in the research part. There are also results from the questions that I did not discuss in the research part. I did not address them yet because I felt that the results of these questions did not need graphs and addressing them would better suited for this part. All of the figures are accurate results from the questionnaire and the quotes, from the open questions, are translated word for word from the Finnish answers.

5.1. Question: How often do you visit BNC or Amarillo?

The respondents were well divided between the people who regularly visit the nightclubs and people who don't. The results are therefore well balanced.

The results are from both sides of the fence, the people who visit the club couple times a month have their own opinions on the bracelet and how it should be developed and the people whose visits to the clubs are more infrequent have their views on what the bracelet is and they have expressed their experiences with it and knowledge of it.

5.2. Question: The day you usually visit BNC or Amarillo?

The days that the bracelet is sold are pretty different. People had to choose the day that they regularly visit the clubs and Friday got 102 answers and Saturday 198. Especially Börs has noticed that Friday is slow for them and they are looking for ways to get more people in.

Börs and Amarillo, as many other nightclubs in Turku, have a pretty low attendance on Fridays. The few people who go out on Fridays are scattered across the city central in different bars and clubs and the goal is to get them into Forum's restaurant experience. It's

a difficult task but it can be done with the right marketing of the bracelet, especially for the people who like to go out on both Fridays and Saturdays.

The bracelet costs 5€ on a Friday and 6€ on a Saturday. On Fridays people like to hang out in smaller bars and drink a few beers after a week of work and they don't want to pay 5€ to do that. It is possible that these people are also going out on a Saturday but are not thinking ahead to it on Friday, so the question is how to make them think towards Saturday, and get them to buy the bracelet on Friday. There are two sides to Börs that are quieter than the essential club side, ShamRockCafe and the Irish Night Pub side, and Amarillo is entirely a bar after the kitchen closes. These options could be marketed on Fridays; a place where you can converse and relax after a hard work week and if the mood strikes the club/dance side is right by.

Changing the bracelet price for Fridays is also an option. The one euro difference compared to the Saturday price is not that noticeable, making the price 4€ or even 3€ the benefit becomes really clear. People are more willing to pay 3 or 4 euros to get in because it right away seems like a bargain. Paying 5€ to get in a nightclub or a bar is pretty much the standard, at least in Turku, and going under this price is fascinating to the customer, it right away seems a lot cheaper. There is also the possibility to raise the price for the bracelet on Saturdays. Börs is fairly packed every Saturday and so is Amarillo, a one euro rise to the bracelet price would not probably do anything to change that. If the price of the bracelet is noticeably cheaper on a Friday there could be more interest.

5.3. Question: Do you purchase the bracelet?

40% of the people responded that they never purchase the bracelet. Some of this can be credited to the people who answered that they only visit Börs few times a year but only 28% answered that they purchase it almost every time they visit the clubs which is considerable. Some of the people who answered that they never purchase the bracelet can be respondents that have only visited the nightclubs on Wednesdays or Thursdays when the bracelet is not sold.

The bracelet has to be made more appealing to the customers. In my own experience there are even people who pay the entrance/bracelet price but refuse to take the bracelet

on their hand, which seems strange, but understandable because to them it could seem that it serves no purpose other than the proof that they have paid to get inside. Knowledge about the benefits the bracelet offers is, of course, the reason for many of the problems exhibited by the results of the questionnaire but I will focus on that more later.

On Fridays it should be made clear that with the purchase of the bracelet there is the possibility to enter the club free on the next day, if the bracelet is still intact in the persons hand. Some might consider the bracelet to be inconvenient especially when it's in your hand for the whole day but the free entrance and other benefits on a Saturday should make it easier to get through the annoyance. Food offers, with the bracelet, should be also considered for Saturdays. This would make it more interesting for people to buy the bracelet on a Friday. People who are visiting Turku might be really interested in this; while staying at a friends house or in a hotel, people often go out to a restaurant to eat and a Saturday food offer could prove out to be really interesting. The restaurants are usually crowded on Saturday evenings so this offer could potentially be a lunch offer.

The bracelet already looks quite good so for the appearance is not a problem and the inconvenience it brings, if worn throughout the whole day, can't really be eased. Should there be a possibility to disconnect the bracelet from your wrist, it would be easy to give it to a friend and even rotate it amongst a group and making it impossible to figure out that all of them did not pay the entrance fee. The only real possibility is to make the offers so irresistible that people need and want it. There is a question if the bracelet is needed at all, with these benefits, but I will discuss this matter later passages.

5.4. Question: Is the option to move between BNC and Amarillo important to you?

56% of the people felt that the option to move between the clubs is important and good. So this use for the bracelet is well received. What is confusing is the fact that 28% of the people were not aware of the option to do that, but then again, they more than likely fit in to the category that only visit the nightclubs few times a year. Either way it should be promoted better that you can access the whole night club experience with the bracelet on Fridays and Saturdays.

The option to move between the two locations is a huge strength for the restaurant experience. There are many places to choose from, so everyone should be able to find a comfortable spot. 33% of the respondents also feel that this is a great feature for the clubs and they use this possibility often, and think it's important. The road that connects the locations goes through Forum from ShamRockCafe to Amarillo. There was also a large percentage of people that was not aware of the possibility, which can be contributed to a few things, other than the fact that they might not visit the restaurant experience so often. One thing that can be responsible for this problem is that the path is in a place that can easily go undetected. The other end is downstairs from Amarillo, basically in Coffee House and the other end is at a corner in ShamRockCafe that is hard to find if you don't know it's there. Another problem with this is that there are no signs pointing to the path or any advertisement that there is a possibility to move between the two locations. This problem could be corrected, with signs that give instructions where to find the path and maybe some ad's inside the bar's to make sure that customers know that moving is a possibility. The last reason for this unawareness could also be that some of the respondents have not visited Börs or Amarillo when this is possible, when the other side is closed.

5.5. Question: The bracelet is useful

35% of the people felt that the bracelet was good or somewhat practical. Half of the people did not have an opinion on the matter which can mean two things either they did not have enough information about it or they just hadn't had enough connection with it to judge it.

The 35% of the respondents thought that the bracelet is useful and practical, are more than likely the same people who like the option to move between Börs and Amarillo and the people who are aware of the benefits the bracelet offers. To them the bracelet is useful because they know how to use it and what you can do with it. 47% of the respondents could not tell how they felt about the claim that the bracelet is useful. To these people it is possible even plausible that the bracelet only represents the fact that the person who has it in his or hers hand has paid the entrance fee. If you look at the bracelet this way, it's only benefit being the symbol that you have paid to enter the club, there are few things to find useful about it. People rarely are willing to find out more about things that are insignificant to them and it seems that for the 47% of the respondents the bracelet is somewhat

irrelevant. This should be corrected by a marketing campaign that not only markets the fact that there is a bracelet, but also teaches the people what are they going to get if they purchase it. There is no reason to put out ad's of the bracelet if people only think of it as an more uncomfortable entrance stamp.

18% of the respondents feel that the bracelet is not useful. This can be attributed to three types of respondents, either they don't know enough about the offers, they feel that they are not good enough or they just don't like it. If people don't like it, there is little that can be done, but more information about the bracelet is doable and so is better offers.

5.6. Question: I know enough about the benefits the bracelet offers

76% of the respondents feel that they do not know enough about the benefits of the bracelet. It is pretty self explanatory what the clubs should do about this. It is really difficult to find information about the offers; there are no different price lists for the bracelet and the offers that you can find on the counters at the clubs are mainly for the owners of the S-etukortti. The next day if you have the bracelet still intact and you have heard that it has some offers when you still have it, you can find a web address on it, www.bors.fi. After visiting this site it does not become any clearer what the offers are. After some searching through the site I could not still find anything about the bracelet or it's offers and the person who searches through this site most likely is not ready to spend as much time as I did going through the links.



PICTURE 6. Börs.fi - homepage

Either the bracelet should have a different address on it or the page should have some easily accessible information about the bracelet. The site has many offers that are good and it is good promotion for the restaurants, coffee shops and hotels under the TOK banner, but there is no reasons for the person reading the offers to keep the bracelet at his or her hand. None of the offers requires the bracelet, so why not take it off? I know that there have been many people who have asked this question, myself included, which leads to a bigger question; does the bracelet need to have any offers?

5.7. Question: I take advantage of the benefits the bracelet offers

69% of the people feel that they don't use the bracelet offers well. Basically when you don't know much about them, you can't take advantage of them.

It is another thing to get the customers to use the bracelet on the next morning, but how to get them to purchase it on the first place. It is not a secret that most of the nightclub customers have had something to drink before they go inside and at this point there are few people that are wondering what can I do with this bracelet tomorrow. The main selling point is what can the bracelet do for me now. If you are looking to have a good time, hang around with your friends and have a couple of drinks, you are not thinking about what the bracelet can do for me tomorrow, you are thinking what can it do for me tonight. There should be a reason for customers to buy it and use it that night. The offers should be presented in a way that it would be senseless not to buy the bracelet, keeping in mind that you can get it for the price of the entrance fee, it should not be a hard sell.

One option is to take all of the drink offers away from the bracelet altogether. Making the bracelet an honest entry ticket, and forcing everyone to purchase it. So that no one can be seen inside without it or they will get thrown out. The bracelet would still have its food and other benefits the next day, but it would only be a ticket and a symbol for the restaurant experience on nights.

5.8. Question: Because of the bracelet I visit BNC and Amarillo more often

68% feel that they don't visit the clubs more often because of the bracelet. The bracelet does not cost anything basically, you get it at the price of the entrance, so what is the reason of for the existence of it. The possibility to move around from Börs to Amarillo? If you have paid to get inside why would you not be able to change the club. There is no other reasons to have the bracelet than, it makes the restaurant experience stand out from other places and get more customers because of it's benefits. Still 68% of the respondents feel that the bracelet in no way influences their nightclub choice. If there is a reason for the bracelet to exist, as it does now, this number has to change. The object should be that people choose these nightclubs to at least some extent because of the bracelet. Especially on Fridays the reason to go to some of the restaurant experience's location should be the benefits the bracelet offers. Whether it is because of the free entrance on Saturday, cheaper drinks on that night or even some offer from a store on Saturday, there should be at least some incentive integrated with the bracelet that could draw more people in.

The bracelet clearly does not lure people in the way it is now. Considering the the amount of promotion and offers it would need to get peoples attention focused to the bracelet and its “power”, maybe it would be better, as I previously stated, to keep it just as an entry ticket on nights.

5.9. Question: What benefits do you expect from the bracelet?

-86% of the respondents would like drink offers

-68% of the respondents would like food offers

-33% of the respondents would like clothing offers

-61% of the respondents would like to have the benefit of passing the line with the bracelet

The figures that show what people would want for the benefits of the bracelet to be are pretty clear. Most of the people, 86%, want cheaper beverages. While this comes as no big surprise, it is clear why people at the end of the day visit nightclubs, to drink a few drinks and have fun with their friends. Drink offers are always crowd pleasers and an easy way to get people inside the clubs. 68% of the respondents would like some food offers with the bracelet. The weekends are a time when a lot of people are not willing to prepare food themselves, so they go out to eat. Food offers are good if they are marketed properly but at this moment no one is buying the bracelet because of them. A good 33% wanted to get some clothing offers with the bracelet. The interest is not that high but with some good promotion and special occasions the offers could potentially provide something worthwhile. 61% want to pass the line with the bracelet, which is also understandable. This could be arranged, but it could cause too much traffic inside the clubs and longer lines for the coatrooms. Passing the line with the bracelet is a small benefit but it can make a difference, because if you already have the bracelet at your hand you can potentially get to the club 5-15 minutes faster, and make a customer really happy that he or she had the bracelet, which is why this could be at least tried out.

5.10. Question: Where would you like to get your information about BNC?

It is a fact that the Internet is right now the easiest and cheapest way to contact young people. People visit their e-mail and Facebook everyday to find out what is going on and to connect with others. When planning for an evening out it is almost a necessity to check the Internet for what's happening that night. Over half of the people would like to find out about Börs and Amarillos' programs from their Facebook page and over 60% of the respondents would like the nightclubs to have their own homepage to get information from. 30.89% of the respondents would like to get the information from magazine and newspaper ad's and only 16.22% are interested in getting information sent to them through e-mail.

Facebook is clearly a cheap way to promote the clubs and give younger people who use it every day the schedule and bracelet offers for the weekend. In order to get information about the nightclubs the user has to be a fan of the club to get a notification of new content, but this can be easily accomplished by organizing a contest that encourages a person to become a fan of either Börs, Amarillo or both. Facebook also offers advertising space at the sides of the pages where either the company's fan group ad can be placed or just a normal ad for the club. The ad's can be directed towards a special group according to peoples residence, age or interests. While you can't advertise the hard liquor prices in Facebook, or in Finland for that matter unless it's inside a club that has obtained the right to sell it, or even, what is considered in Finland, mild alcohol, there can be schedules, events, links and photos on the clubs Facebook site.

64.86% of the respondents would like to find information about the BNC through their homepage that is especially designed for the nightclub experience. Amarillo has it's own website that depicts everything they offer, but does not mention anything about the bracelet. This is somewhat understandable because Amarillo is first a restaurant and a club/bar second, but not finding anything promoting the bracelet is surprising. BNC, as seen on picture 7, has a website but it is under the TOK address and contains only a small amount of information and nothing about the bracelet. The website is not very enticing and not very informative, so a new website might be in order or updating the existing one with more information and a new outlook. The new website might be in conjunction with the ShamRockCafe site that right now looks similar with the BNC site. It is understandable that TOK wants all of its links and destinations under the same address but something needs to be done.



PICTURE 7. Børs Night Club - homepage

The magazine and newspaper advertising can be really tricky. Free newspapers like City have quite reasonably priced advertising spaces but they are usually read in a hurry and rarely paid much attention to. So while the ad might be quite cheap it still might not be worth it. In a renowned newspaper like Turun Sanomat advertisement spaces are really expensive and the ad will probably get lost in the mix. The only reasonable option would be a smaller ad on the last pages of the newspaper and it would more than likely go unnoticed. Between these two options the City newspaper would be better, because of the price and the fact that it would serve better to BNC:s and Amarillos target group. 30.89% from this group would like to see advertisements for the clubs in newspapers. The number is not that big not even a third of the respondents, but an advertisement still might catch some eyes and get new customers. (The problem would be constantly getting the schedule and the bracelet offers to the newspaper, because it only comes out once a month.)

5.11. Question: What age are you?

Aged 20-23, 53.28% of the respondents

Aged 24-30, 31.27% of the respondents

The age spread of the respondents is quite successful. BNC and Amarillo both have the age limit of 20 and the target group for the clubs is clearly over twenty. 84.55% of the respondents are between the ages of 20 and 30 which holds the ages that go to these types of nightclubs the most.

5.12. Question: What do you know about the benefits the bracelet offers?

The first open question was; what do you know about the benefits the bracelet offers? There were a lot of different answers and different perspectives. Some people knew the offers well, some knew a couple of benefits but the most common answer was; I don't know anything about the benefits. While there were a lot of respondents who couldn't tell anything about the offers, it was a pleasant surprise that there were still a significant amount that knew at least something. Compared to the previous questions that I had evaluated I expected to have a lot more of "I don't know anything" types of answers.

"With the bracelet you can get in on Friday and Saturday"

"You can get out the club and go back in with it, also you can visit both sides"

Most of the respondents, who knew something about the benefits, knew that you can get in with the same bracelet on both Friday and Saturday. They were also aware of the fact that you are able to move between Börs and Amarillo with the bracelet in your hand. It should be noted that this open question was placed before any of the questions that touched on the bracelets offers in more detail.

"The bracelet works for the whole weekend and discounts on pizzas"

The people who knew something about the benefits were also mostly aware that there are some other offers, but could not tell what they were. There were answer that read; "Benefits from the clubs", which is a statement that maybe there is something wrong with the promotion of the offers and discounts. There were a decent amount of people who were aware that there is some kind of a food discount with the bracelet. Out of these there were also mentions of pizza, which indicates that people are not totally unaware of the 2 pizzas for the price of one offer on Sundays.

“Pretty invisible. Rarely you can get anything with it that it's worth keeping it on longer”

There are also these types of negative answers that indicate that they are not necessarily happy with the promotion and the offers that are available, the day after a night spent at the club. There are of course always people that are not happy or satisfied, but at least they are somewhat informed about the benefits.

“I always go online the day after buying the bracelet, to find out what the are the offers at that time, I won't take the bracelet off before this.”

Some of the answers are also quite positive and a testament to the fact that the bracelet somewhat works and after improving the promotion could prove to be a real success. These types of answers were not that common but there were people who were informed about benefits from gyms and movie rental places that you can get with the bracelet. That is actually a bit surprising because these offers are not that easy to find. This exhibits that there are also people who are willing to find out about the offers the next day and that is really positive. Only problem is that right now they are not that easy to find.

5.13. Question: What do you want the BNC homepage to contain?

The open question that was for the people who wanted to find out information about BNC from it's homepage and asked what do they want to find from the page, had pretty expected results. The biggest demand was for the program for the nightclub; the DJ's that are playing, performances that are scheduled and special nights. There was also a lot of demand for drink prices and special offers. You can't promote hard liquor in Finland, so that is quite hard to accomplish, but there could be mentions of some special beer or cider offers. Most of all there should be information about the offers that are available with the bracelet. Whether it is the offers for the night, the next day or with their affiliates, they should be easily accessible and easy to find. Another fixture that is suggested is a coverage of the spaces that BNC, and maybe even Amarillo, offers. This could be accomplished easily and with pictures and some additional information, for example the music that is played, people could get to know these places beforehand. This feature would help especially with the new customers.

There is also demand for a picture gallery, which could have pictures of the biggest parties and the aforementioned gallery of the different rooms. The entrance price should also be better on display, there are comments that people have decided not to come to BNC because they have not found the bracelet price online. Some people would also like more information about the special evenings, student parties and what rooms are open on these occasions.

5.14. Question: Do you have any suggestion for improving the bracelet?

The last open question was asking the respondents to give their own suggestions for improving the bracelet. Many of the answers were comments about the same problems that I have already written about. The lack of promotion, internet presence and interesting offers were the biggest problems that the respondents wanted to get fixed. Here are some of the suggestions:

“More benefits, so that there would be an incentive to buying the bracelet instead of ignoring it.”

“More advertisement, because I don't really know anything about it.”

“At least more information about the bracelet; I did know about its existence but I don't know any benefits it offers or the reason for its existence.”

Basically the lack of promotion is the continuing story here. People are not interested in something that they know nothing about and they won't search more information about it because, quoting a suggestion, “it has the status of an entrance ticket”. The image of the bracelet needs to be retooled, so that customers will think of it as more than just an inconvenient entrance ticket. It has to be something that can't be ignored, something that makes you want to go to either Börs or Amarillo instead of the other nightclubs in Turku.

6. CONCLUSION

The answers are quite straightforward and easy to read. There are problems with the bracelet, especially in the promotion of it. People know that it exists and that it serves as kind of a entrance ticket, but there are also other ways that it can be used that are not known to most of the people.

A large amount of the respondents felt that they did not know enough about the benefits that can be had with the bracelet around your wrist. Even the basic benefits, like the option to shift clubs between Börs and Amarillo, were unknown to a large amount of people (25%). The bracelet is clearly under promoted inside the night clubs and in the internet. Right now the status of the bracelet is a entrance ticket that you don't have to even purchase, or at least take into your hand. Customers think that it is only useful if you plan to leave the club and come back later, and because much of them plan to spend the whole night at the place they chose, they refuse to even accept the bracelet to their hand. 40% of the respondents never purchase the bracelet, although it's given to you on Fridays and Saturdays when you pay the entrance fee, and 21% rarely purchase it. This basically means that more than half of the people, who answered the questionnaire, don't care about the bracelet and they have not been informed on what it means and offers. With the kind of promotion it has gotten, it is no surprise.

There has been a promotional campaign for the bracelet with the slogan; I heart Ranneke. I believe that it has caught some attention and possibly because of it the whole Restaurant Experience has caught more interest, but it fails to inform people how to and where to use the bracelet. If the bracelet is meant to be more like a symbol for a different experience and the benefits are supposed to be kind of under the radar, the bracelet and its promotion work fine. But I presume that the focus is to get people to concentrate their business to the TOK owned places and their affiliates, and to offer people benefits that keep them coming to the nightclubs. Right now the promotion for the bracelet is doing little to support this. A example of this is the fact that when visiting the website that is printed to the bracelet(www.bors.fi), you can't find anything about the offers that are in effect right now.

With some adjustments, that don't need to be in no way radical, finding information about the benefits can be made considerably easier. With the search words; börs ranneke (börs bracelet), I found a site (<http://borsnew.dev.doop.fi/borsajankohtaista?s=n>), that has the

latest news about the whole Restaurant experience. It even has an I heart Ranneke advertisement, that by clicking it transfers you to a site that lists the benefits for the bracelet in May. This is a site that needs to be more easily found when visiting the website that is promoted in the bracelet because it states the bracelet benefits well and clearly. I find it really odd that the site is so hard to find and it can't be accessed through links from the main sites.

Because alcohol prices can't be promoted online, they need to be more prominent in the night clubs. In the bar counters there are boards that are dedicated to the offers that can be obtained with the S-etukortti, but nothing that can be acquired with the bracelet. S-etukortti is far more important to the whole TOK than the bracelet, but still there needs to be more information about the bracelet to draw customers attention to it. Making at least one A4 of bracelet offers, per counter, can't be hard to accomplish. It would make the offers available and easy to notice.

6.1. Development suggestions

Simply put: more promotion. It should be focused online and inside the nightclubs, because newspaper ads might be too expensive and hard to retool and text messaging, as a promotional tool, is quite old fashioned at this point. I believe that simple adjustments would make the bracelet more interesting to people.

The first suggestion would be to either build a new website for Börs night club or the bracelet, where everything that is essential to the bracelet would be found. Right now it is too hard to find information about it and people are not willing to spend their time searching, they will simply rip the bracelet off and forget about it. The site could also include schedules, photo galleries and other vital information. The exterior of the site could also be more directed towards the style that Börs is trying to capture. The sites right now lack personality and are a bit dull. The reason I am not mentioning Amarillo right now is because it already has a website and it is first a restaurant and a bar/night club second, but either way it should also have links to this suggested site and some advertisement for the bracelet. The internet address that is on the bracelet should also refer to this site for obvious reasons. If it is not possible to create a new website, because TOK wants to keep all of their restaurants, bars and night clubs in the same directory, at least some promotion should be added to the existing sites. Inserting bracelet offers to the BNC site should be

done immediately, especially because the address on the bracelet directs you to a site where there is no information to be found about it.

Inside Börs and Amarillo it should be made known that the bracelet is something that you need and should want when you are spending the night at the restaurant experience. It should be a “no-brainer” to purchase/accept the bracelet when entering either one of the clubs. This should be made clear right at the entrance, when conducting business at the register that sells the bracelets. The vendor at the entrance should be able to tell the customers the benefits and even sell and promote the bracelet to them. There should also be, for example next to them, an ad where the nights, or weekends, offers could be found right away. This would establish the bracelet as an asset right from the gate and inform the customer that he or she will benefit wearing it.

Friday is a difficult day for nightclubs in Turku generally. There are considerably less people going out than on Saturdays and people are geared more towards a pub/bar experience than a nightclub. Bigger performers, concerts and holidays, of course, break this tradition, but usually Friday is quite calm. Börs and Amarillo should be established as the places to go on Fridays. Both ShamRockCafe and Amarillo have an “After Work Buffet” every Friday from three to nine, that is a small food buffet that costs 8,90€ and if you own the S-etukortti it's only 7,50€. The After Work Buffet could be used to promote the Friday nights and the bracelet. The bracelet could be sold in conjunction with the buffet for a small discount, for example the buffet and the bracelet could be offered for the S-etukortti holders for a package price. There could also be considerable discounts, with the bracelet, for drinks on Fridays. This could be limited to a time frame, for example, from eight to twelve beer and cider could be cheaper with the bracelet.

The two pizzas for the price of one offer that stands in ShamRockCafe is good, but it also needs to be promoted better and more clearly. The best route to promote this offer is the internet. The site that is written on the bracelet should have information about this benefit right away when you enter the site. The offer should also be on display on the advertisement, which I proposed earlier, next to the bracelet salespersons. The customer might not remember what the offer was, but he or she will more than likely remember that there was some discount on food with the bracelet and then check out what it is online. A discount on only one pizza would also be a good idea. Right now in order to use the offer

two pizzas need to be purchased. If the offer was to include, for example, 30% off the price if only one pizza is purchased, it could attract more interest.

Clothing discounts with the bracelet are interesting opportunities. 33% of the respondents claimed that they would be interested in this, which is not exactly a huge amount of them, but notable nonetheless. If there should be a clothing benefit linked to the bracelet, it should be a special occasion that happens semi regularly, maybe once a month. The offer should be either a special occasion in the clothing store or a special offer on a specific product. The promotion for this kind of a special offer could be different. It should be focused online on the websites, Facebook and maybe even Twitter. It could be built up from the start of the week, with clues as to what the offer is going to be and what store it will be at. The revelation would come on a Friday or a Saturday, but not too early. In these promotional messages there could also be advertisement for other bracelet offers that are effective every weekend. These types of special occasions would bring more visitors to the websites and bring more knowledge about the bracelet to the customers. There could be slogans for these weekends that could read something in the likes of; "You will be sorry, if you don't have the bracelet", "My biggest regret of the weekend; taking off the bracelet before checking the special offers" or "The bracelet, the only entrance ticket you want to hold on to".

Another suggestion I would offer is to reconsider the use of the bracelet altogether, especially if there are no plans to invest more in its promotion. Right now the bracelet does not have the type of promotion for its offers that it needs. The offers need more coverage and improvement. But if the company is not willing to give the bracelet the push that it needs, it is time to re-evaluate the need for the bracelet. It is true that the bracelet sets the restaurant experience apart from the other nightclubs in town, the bracelet is a promotional tool on its own. The question is; does the bracelet need to include other benefits, besides acting as a entrance ticket for both Fridays and Saturdays, and perhaps some food benefits for Sundays. My answer is; maybe not. The truth is that nobody is really excited about the bracelet, at least according to my research. So including more benefits to the bracelet might be unnecessary and unwanted. It could make the further investment for promotion and advertisement useless. While the bracelet is not exactly flourishing right now, maybe it doesn't need to. Using it as a entrance ticket for two days, and on Sundays as a ticket for cheaper food, might be enough. It could take too much time and resources to re-brand the bracelet and making it a tool that can be used for the whole

weekend to acquire a multitude of things. Looking at the results of my survey, maybe the bracelet does not need to be a Swiss army knife; maybe all it needs to be is a good sharp regular blade.

I have two very differing suggestions for the bracelet, either promote it and make it work on multiple levels or just accept it as it is and make some minor adjustments. Either way something needs to be done because right now, the bracelet is not benefiting from the uncertainty that hangs above it. Right now there are only a handful of people that know what can be done with it. Every customer needs to know what the bracelet is for.

7. BIBLIOGRAPHY/ REFERENCES

Kotler, P; Armstrong, G; Saunders, J. & Wong, V. 2001. Principles of Marketing. Third European Edition. Pearson education limited.

Levison, J. C. 1998. Guerilla Marketing. Completely revised and updated third edition. Houghton Mifflin Company.

<http://www.fastcompany.com/1674547/the-most-interesting-man-in-the-world-dos-equis>

http://adage.com/article?article_id=137963

<http://www.keskuskauppamari.fi/Palvelut/Asiantuntijapalvelut/Mainonnan-eettinen-neuvosto/Lausunnot/Mainonnan-eettisen-neuvoston-lausunnot-2010/MEN-lausunto-20-2010-Oy-Hartwall-Ab-n-tt-Drinkero-mainoskampanjasta>

West, C. 1999. Marketing research. Macmillan Press LTD

Kotler, P; Keller, K. L; Brady, M; Goodman, M. & Hansen T. 2009. Marketing Management. Pearson Education Limited.

Ghuri, P. & Grønhaug, K. 2002. Research Methods in Business Studies. Second edition. Pearson Education Limited.

Saunders, M; Lewis, P. & Thornhill, A. 2003. Research Methods for Business Students. Third edition. Pearson Education Limited.

http://www.facebook.com/advertising/?campaign_id=198536534694&placement=broad&creative=5981064732&keyword=facebook+mainos&extra_1=636d3a5b-218f-58a8-b2e4-00000a4b432c

http://www.valvira.fi/ohjaus_ja_valvonta/alkoholi/mainonta

<http://www.valvira.fi/files/ohjeet/alkoholimainonta.pdf>

Schumann, D.W. & Thorson E. 2007. Internet Advertising. Lawrence Erlbaum Associates.

http://www.thecoca-colacompany.com/heritage/cokelore_newcoke.html

<http://www.kauppalehti.fi/5/i/yritykset/lehdisto/hellink/tiedote.jsp?direct=true&selected=kaikki&industry=&oid=20101101/12900877662800>

<http://www.entrepreneur.com/article/217923>

<http://www.kauppalehti.fi/5/i/yritykset/lehdisto/hellink/tiedote.jsp?direct=true&selected=kaikki&industry=&oid=20101101/12892985147640>

<http://www.toprankblog.com/2011/03/facebook-marketing-qa/>

<http://www.kenburbary.com/2011/03/facebook-demographics-revisited-2011-statistics-2/>

<http://www.kauppalehti.fi/5/i/yritykset/lehdisto/hellink/tiedote.jsp?direct=true&selected=kaikki&industry=&oid=20100801/12831562676570>

<http://www.wired.com/gadgetlab/2011/04/flip-camera-rip/>

<http://www.independent.co.uk/life-style/gadgets-and-tech/news/the-swift-rise-and-fall-of-the-flip-camcorder-2268618.html>

http://www.tietokone.fi/uutiset/facebook_laajentaa_netin_hittialueelle_deals

8. APPENDIX

Börs Restaurant Experience ja Forum ravintolamaailma - Sisäänpääsy- ja eturannekekysely

Kysely tehdään Börs Restaurant Experience ja Forum Ravintolamaailman kanssa yhteistyössä Rannekkeen kehittämiseksi. Kyselyn tavoitteena on saada Rannekkeesta palautetta, jotta sen etuja, käyttöä ja mainontaa voidaan parantaa ja näin tehdä ravintolakokemuksesta entistä miellyttävämmän. Vastauksia käytetään myös opinnäytetyöhön, joka tehdään Tampereen Ammattikorkeakoululle.

Kysely

1. Kuinka usein käyt Börs Night Clubissa tai Amarillossa?

- Kerran viikossa
- Muutaman kerran kuukaudessa
- Kerran kuukaudessa
- Muutaman kerran vuodessa

2. Milloin käyt yleensä Börs Night Clubissa tai Amarillossa? ?

- Keskiviikkoisin
- Torstaisin
- Perjantaisin
- Lauantaisin

3. Ostatko rannekkeen, kun käyt BNC:ssa tai Amarillossa?

- Lähes aina
- Silloin tällöin
- Vain harvoin
- En koskaan

4. Mitä tiedät rannekkeesta ja sen eduista?

5. Mitä mieltä olet seuraavista ranneketta koskevista väittämistä:

	Täysin samaa mieltä	Melko samaa mieltä	Melko eri mieltä	Täysin eri mieltä	En osaa sanoa
Ranneke on hyödyllinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiedän riittävästi rannekkeen eduista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyödynnän rannekkeen etuja monipuolisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranneke on mielestäni edullinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rannekkeen vuoksi käyn BNC:ssa ja Amarillossa useammin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Kuinka tärkeänä pidät mahdollisuutta liikkua rannekkeen avulla BNC:n ja Amarillon välillä?

- Liikkuminen on tärkeää ja teen sitä usein
- Liikkuminen on hyvä asia mutta valitsen silti usein toisen ravintolan ja pysyn siellä
- Liikun harvoin ravintolasta toiseen
- En pidä liikkumista tärkeänä vaan valitsen ravintolan ja pysyn siellä
- En ole ollut tietoinen mahdollisuudesta liikkua ravintolasta toiseen

7. Mitä rannekkeen etuja käytät/hyödynnät?

8. Mitä etuja toivoisit rannekkeelta?

- Juomien hintaetuja
- Jonon ohi pääsyä
- Ruokaetuja ShamRockCafesta tai Amarillosta
- Etuja vaatekaupoista

Muuta, mitä?

9. Pitäisikö rannekkeella päästä mielestäsi jonon ohi?

- Kyllä
 Ei

10. Käytätkö rannekkeen sunnuntai-etuja?

- Kyllä
 Ei

11. Ovatko rannekkeen sunnuntai-edut mielestäsi hyödyllisiä?

- Kyllä
 Ei

12. Minkä arvosanan antaisit BNC:n ja Amarillon ranneketarjouksille?

Rannekkeen arvosana Erittäin hyvä Hyvä Keskinkertainen Huono Erittäin huono En osaa sanoa

13. Pitäisikö Bors Night Clubilla/ ShamRockCafella olla omat baari- ja yömaailmaa kuvaavat kotisivut?

- Kyllä
 Ei

jos vastasit kyllä mitä haluaisit kotisivujen sisältävän?

14. Mitä kautta haluaisit saada tietoa BNC:sta?

- Iltaravintolan omat verkkosivut
 Lehtimainokset
 Facebook tai muut sosiaaliset mediat
 Sähköpostilla
 Tekstiviestillä

15. Onko sinulla muita ehdotuksia rannekkeen parantamiseksi?

Henkilötiedot

Sukupuoli?

- Mies
 Nainen

Ikä?

- 18-19
- 20-23
- 24-30
- 31-40
- 40 +

Nimi:

Sähköposti:

Tietojen lähetyk

Tallenna

Kiitos osallistumisestanne!