

Marketing Plan for the Helsinki Cocktail Competition 2017

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<p>The Helsinki Cocktail Competition (HCC) is an event in search of a signature cocktail for the city of Helsinki. It was first organized in 2016 by the creative bartending agency the Son of a Punch. The objective is to organize the event on an annual basis.</p> <p>The HCC is a collaboration between the bars, bartenders and Finland's major alcohol importers, that operate as the sponsors of the competition. The competition invites all the best cocktail bars of the capital to create a cocktail, that represents Helsinki with its appearance, flavor, aroma and story. The HCC is a public event, and it invites the audience to follow the competition.</p> <p>The event is organized by Son of a Punch's Mika Koivula, who is also a commissioner of the thesis. The author of the thesis co-organized and marketed the first HCC in 2016.</p> <p>The thesis is product oriented and its outcome is the marketing plan for the upcoming HCC 2017. The objectives of the marketing plan are given by the commissioning party, and they are to: 1) increase the number of likes on Helsinki Cocktail Facebook page before the next event date, 2) create interaction with the consumers on social media platforms, 3) gain coverage on traditional media platforms, and 4) increase the number of event participants from last year's number.</p> <p>The theoretical framework of the thesis report forms the basis for the marketing plan. It studies the details of the marketing process, introduces the benefits of the marketing planning and explores the features of event marketing and digital marketing. Also, certain marketing tools and models (such as SOSTAC planning model, SWOT and marketing mix), that the author utilizes in the marketing plan, are presented. The marketing plan is also based on the author's previous experience and knowledge from organizing the first HCC, and the discussion sessions conducted with the commission party.</p> <p>The final product (marketing plan) first introduces the objectives and the situation analysis of the event and its marketing. Then the marketing strategy, tactics and action plans are presented. Finally, some ways to control the marketing are introduced. As the marketing plan will be implemented after the thesis is completed, and thus the results cannot be measured in real time, the marketing plan is evaluated by interviewing the commission party. The results of the evaluation are positive, and the only risks and limitations of putting the plan into practice are resources and time.</p>	
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1 Introduction

The topic of this thesis is a marketing plan for an event called the Helsinki Cocktail Competition 2017. It is a competition in search of a signature cocktail for the city of Helsinki for the summer period. The event is organized by a creative bartending agency the Son of a Punch Oy which is renowned of its five Helsinki based cocktail bars Liberty or Death, Trillby & Chadwick, 100 Dogs, Books & Antiques and Rusty Bar. The company also offers catering, training and consultation services.

The Helsinki Cocktail Competition (later referred as the HCC) was first organized on April 2016, when the author was doing her internship for the Son of a Punch Oy and thus organizing the event with one of the company partners, Mika Koivula. The author was then responsible for e.g. the planning, budgeting, marketing and executing the event. Koivula's objective is to organize the HCC on an annual basis.

The HCC is not just a cocktail competition for bars and bartenders, but also an open event and a party for public; it aims to invite as many customers as possible to follow the rivalry between the best bars of Helsinki. In addition to finding a signature cocktail for Helsinki, the objective of the HCC is to strengthen and promote Finland's cocktail culture and raise interest about cocktails among the so-called regular consumers, who are not working for the restaurant industry.

This thesis is commissioned by the organizer of the HCC, Mika Koivula, from the Son of a Punch Oy. The thesis has two parts; the thesis report and the actual marketing plan as an appendix. This is a product oriented thesis where the product outcome is the marketing plan itself.

1.1 Objectives

This thesis consists firstly of the report, which introduces a relevant theoretical framework, then the planning, implementation and evaluation part of the project, and at the end the discussion part, where the process and the learning outcomes are explored.

The second part of the thesis is the product itself; a relevant, practical and concrete marketing plan for the Helsinki Cocktail Competition 2017. The objectives for the marketing plan are given by the commission party, and they are to:

- increase the number of likes on Helsinki Cocktail Facebook page from 500 to 1000 before the actual event date
- create interaction (likes, shares, comments) with the consumers on social media platforms Facebook and Instagram
- gain coverage on traditional media platforms, such as print media and radio, before the event date
- increase the number of the event participants from last year's approximate of 200 to 300.

Because the thesis is completed before the marketing of the event starts in practice, and thus the results cannot be measured in real time, the marketing plan will be evaluated by interviewing Koivula about the outcome, and studying whether his expectations and the resources are in line with the plan, and the marketing is thus possible to implement successfully. The evaluation part is introduced later in the report.

1.2 The Helsinki Cocktail Competition

The HCC is the history's first competition in search of a signature cocktail for the city of Helsinki. It is an open competition for all the cocktail-serving bars and restaurants of the capital, and a competition where, instead of the individual bartenders competing against each other, it is the bars that take part in the battle. Each participant bar is represented by a bartender, who introduces a cocktail that represents the city of Helsinki with its appearance, flavor, aroma and story.

The HCC could be described as a collaboration between the industry professionals including the bars, bartenders and the major alcohol importers of Finland, that operate as the sponsors of the competition. The sponsoring alcohol importers all provide a portfolio of products that can be used in creating the competing cocktail. This gives the participants a great deal of creative freedom which is quite exceptional, as normally cocktail competitions are organized by a single spirits company, and thus the use of spirits is limited to the organizer's products.

In 2016 the sponsors of the HCC were Altia, Bacardi-Martini Finland, Beverage Partners Finland, Edrington Finland, Hartwa-Trade, Interbrands Wines & Spirits and Pernod Ricard Finland.

The registration time for the competition is around February, and the actual competition is organized in late spring, around April-May. Before the registration, the bartenders are provided with the spirits portfolio, and the general competition rules, that have information about e.g. the contents of the cocktail, its decorations, inspiration story, time reserved for the presenting of the cocktail in the competition and so forth.

The HCC is an event open for public and the winner of the competition is chosen by the Helsinki Cocktail Competition jury, which last year consisted of the representatives of each sponsoring alcohol importer, representatives of the media (a journalist from Helsingin Sanomat and a famous lifestyle blogger Natalia Tolmatsova), and the representative of the city of Helsinki, the mayor Jussi Pajunen. The winner cocktail of the HCC is crowned as the Helsinki Cocktail of the year, and it will be served in all the participant bars throughout the summer season. Also, a Helsinki Cocktail Map is made to introduce the winner cocktail and the bars serving it. The map is distributed in all the participant bars and in the tourist information centers of Helsinki.

1.3 Methods

The author will use a few different methods in the process of creating the marketing plan for the HCC 2017. Interviews and discussion sessions with the commission party are executed, and materials and prior experience from previous year's event are utilized to improve this year's marketing.

Studying of the literature and the theory of marketing and marketing planning will form a base for the thesis and its product outcome. The author has a limited experience in doing marketing planning, and thus a lot of action based learning is happening throughout the process, as she deepens her knowledge about the concept.

In the beginning of the thesis process the author discussed with the commission party, Mika Koivula, about the objectives of the marketing plan to form a clear image of the wanted results. Next she concentrated on creating the theoretical framework for the thesis. It introduces the main concepts of the work, some of their sub categories, and certain planning tools and models that the author utilized in the marketing plan.

After creating the theoretical framework, the author created the actual marketing plan. The completed work was presented to the commission party and the final interview was conducted to enable the evaluation of the product outcome. After this, the author wrote the

empirical part about the product planning, implementation and evaluation. The detailed schedule for the thesis process is presented later in the thesis report, when the project plan is introduced.

1.4 Key Definitions

The main concept of this thesis is marketing, and as the marketing plan is made for an event, also the concept of it should be explored. Before moving to the theoretical part of the thesis, the author wants to introduce the aforementioned concepts to ensure better understanding of the upcoming content.

1.4.1 Marketing

The concept of marketing has been defined in various ways. The United Kingdom based professional marketing body CIM, The Chartered Institute of Marketing (2007, 3), described it for a long time as “the management process responsible for identifying, anticipating and satisfying customer requirements profitably”. However, on their 2007 Agenda Paper (The Chartered Institute of Marketing 2007, 14) the CIM suggested that the definition should be updated to “the strategic business function that creates value by stimulating, facilitating and fulfilling customer demand”.

In their latest definition, the CIM aims to emphasize the importance of building brands, establishing relationships, encouraging innovation and creating good customer service. This view is more customer-centric, and it also highlights the role of the whole organization in the marketing process, instead of the management only. (The Chartered Institute of Marketing 2007, 14.)

Also, Kotler, Armstrong, Wong & Saunders (2008, 6) stress that creating value and satisfaction for customers is the core of marketing. According to them marketing is “managing profitable customer relationships”, and its twofold objective is firstly to attract new customers by promising indispensable value, and secondly to retain the current ones by keeping them satisfied.

Brassington & Pettitt (2013, 35), in turn, supplement the marketing definition by bringing in the concept of exchange. They claim that marketing can be seen as an exchange process; it aims to identify what the potential customers want and need in the present time or in the future, and after that offers them whatever they require in order to fulfill those

needs. This way the customers are provided with something they benefit from, and in exchange they provide the other party something it benefits from, usually money.

McDonald & Wilson (2011, 1) state that the core purpose of marketing is to match the company's competences, and the customer's wants to fulfill the objectives of both parties. So eventually marketing also aims to fulfill the needs and wants of the organization. Usually this refers to maximizing profits, but e.g. for a non-profit organization the marketing objective might be to change the needs and wants of the customers or consumers. (Kotler & al. 2008, 8.)

In the HCC 2017 marketing plan the objective is not to create or improve the sales of a certain product or company; it is to attract participants to the HCC 2017 event, promote Finland's cocktail culture, and eventually change the consuming habits of customers that are not yet that familiar with cocktails.

1.4.2 Events

Events can be defined as temporal occurrences that have a defined beginning and an end. They are a special set of happenings at a certain place and time. Planned events usually have a detailed schedule that is made public in advance. (Getz 2012, 37.)

The Oxford Dictionary (Oxford University Press 2016) defines events as a "planned public or social occasion", highlighting their social nature, while C. A. Preston (2012, 1) brings an emotional aspect into the definition by stating that "events are about excitement, creativity, and enthusiasm, and the generation of experiences and memories".

Grönroos has identified four different characteristics for services; intangibility, inseparability, variability and perishability. Also events share these characteristics. Intangibility refers to the fact that events cannot be touched as they are not physical objects. Inseparability, in turn, means that the events exists only if the person experiencing them is in a certain place at a certain time. Variability refers to the fact that events are always unique and never the same, whereas perishability highlights that events have a start and ending time. (Reic 2017, 6.)

2 Theoretical Framework

In this part of the thesis report the theoretical foundation of the HCC 2017 marketing plan is explored. First the author introduces the concept of marketing process and marketing plan itself, and then introduces some strategic marketing tools and planning models that are relevant and useful in the process of creating the HCC marketing plan.

After this, the author proceeds to the marketing sub-categories of event marketing, traditional marketing and digital marketing. The latter is studied more in detail, as most of the HCC 2017 marketing will be done digitally online. Thus, the author will also introduce the concepts of social media marketing and content marketing, which in this case is implemented on couple of social media platforms.

2.1 Marketing Process

According to Kotler & al. (2008, 7) in the marketing process the companies should aim to understand, create value and build strong relationships with the customers. This happens by developing understanding about the current marketplace and customer needs and wants.

Also, McDonald & Wilson (2011, 2) describe that the marketing process has a few different phases including e.g. the defining of the markets, specifying the customer groups' needs and choosing the values to meet these needs.

Brassington & Pettitt (2013, 499) emphasize the importance of marketing planning, for without it the marketing will be unsuccessfully coordinated, targeted and executed. They define marketing planning as a systematic practice of forecasting the forthcoming business environment, and then accordingly choosing the objectives and positions that best work in that environment.

In the marketing process an appropriate marketing strategy is needed. A marketing strategy must be in line with the whole organization's objectives, and it should define the target markets, show the direction, and tell what needs to be done for the organization to succeed. In the marketing strategy, it is also vital to think about the competitive strategy, which determines the ways that the organization competes within a market. In order to succeed, the organization should thus have competitive advantage: something that the competitors do not have. (Brassington & Pettitt 2013, 500-502.)

In differentiating and positioning itself successfully in the marketplace it is also important for the organization to think about the values and promises it wants to offer its clients and consumers. The value proposition consists of these factors and it can help the organization to gain its competitive advantage. (Kotler & Armstrong 2008, 9.)

According to Kotler & Armstrong (2008, 13) a good customer-centric marketing strategy answers to two questions: "What consumers will we serve?" and "How can we best do it?". The first question aims to point out the market segmentation and the target group the marketing is planned for. The latter, in turn, focuses on perceiving the positioning and competitive advantage.

2.2 Marketing Plan

A marketing plan turns the marketing strategies into detailed actions that can actually be implemented. It is an accurate written statement that aims to define the target markets, marketing programmes, responsibilities, time frames and resources that are going to be used, while also considering the given budget. Thus, the marketing plan aims to express which strategies and actions are going to be implemented, when, by whom and with what desired outcome. (Brassington & Pettitt 2013, 499-502.)

A marketing plan presents the direction and focus point of the organization, product or brand. A good marketing plan can help launching new products and increase sales, and for non-profit organizations it can also be used to manage e.g. the fundraising programs or even build awareness of something the organization wants to emphasize. (Kotler & Armstrong 2008, A-1.)

Bly (2015, xxiii) has defined some benefits of creating a marketing plan. It can for instance help to determine if there is actual demand for the service or product, identify potential customer target groups, discover the wants and needs of the potential and already existing customers, and understand the strengths and weaknesses in relation to the competitors. Having a marketing plan can eventually deliver more sales, and it helps to measure the results of the marketing campaigns and find weaknesses in them.

McDonald & Wilson (2011, 48) state that the marketing plan should avoid having too much details and simply determine the company's current situation, where it wants to get and with what means.

The Harvard Business School Publishing Corporation (2006, 20) suggests a following structure for a marketing plan made for a company or a product:

- An executive summary
- A table of contents
- A summary of the current situation (including all relevant data, e.g. the strengths, weaknesses, opportunities and strengths of the company)
- A focused assessment of the market opportunity (including the segments of target markets, customer analysis and analysis of the possible risks for the company or the product)
- Financial and marketing goals (e.g. revenue, profits, unit sales or market share)
- A summary of the company's marketing strategy (e.g. the actions to achieve the objectives)
- A month-to-month marketing budget
- Forecast month-to-month unit sales and revenues
- A plan for monitoring and evaluating action plans in progress and at the end of the plan period.

The HCC 2017 marketing plan will include most of the listed parts in some ways, but because the plan is made for an event instead of a company or product, and thus is more small-scale and short term, it will slightly differ. However, the presented structure is utilized.

L. Rouhiainen states that a marketing plan should not be too long or formal in style, but instead companies often prefer visual marketing plans that e.g. utilize bullet points. However, the bullet points should be complemented with relevant and detailed information. (Rouhiainen, L. 23 August 2015.)

The HCC 2017 marketing plan is thus made as clear and relevant as possible, avoiding too much unnecessary information. The author is using pictures, screenshots and other visual elements. She also utilizes bullet points in the structure.

2.3 Strategic Marketing Tools & Planning Models

As mentioned before, the strategic planning of marketing is crucial for the organization if it wants to achieve its marketing objectives. Next the author will introduce some tools and models, that are created to help the strategic planning of marketing. These tools and models are going to be utilized in the HCC 2017 marketing plan.

2.3.1 SWOT Analysis

The SWOT analysis is a tool that helps to evaluate how e.g. a company, business unit or an idea for a new product or event would succeed. It focuses to analyze the strengths (S),

weaknesses (W), opportunities (O) and threats (T) of the company or other in question. (Kotler & Armstrong 2008, 52; Shone & Barry 2013, 72.)



Image 1. The SWOT Analysis

The strengths are internal and refer to e.g. capabilities, resources, and other positive situational factors that are likely to help the company to reach its goals. Weaknesses, in turn, refer to the company's internal limitations and negative situational factors, that might do harm while trying to reach the goals. (Kotler & Armstrong 2008, 52.)

Opportunities and threats are external. They focus on the future in addition to the present time, and aim to seek development and new options. The external opportunities and threats are usually found from the marketing environment, and might include e.g. demographic and cultural factors or some current trends. (Brassington & Pettitt 2013, 524-525.)

It could be said that the strengths and weaknesses represent the situation where the company is in right now, whereas the opportunities and threats focus on where the company wants or does not want to be. Using the SWOT analysis the marketer can more easily perceive what needs to be done to reach the objectives and avoid the risks. (Brassington & Pettitt 2013, 525.)

The SWOT analysis is used in the HCC 2017 marketing plan to study the internal qualities and the external opportunities and threats of the event. Through this the author will e.g. gain more detailed view on the event's competitive advantage and market place position,

and get familiar with the current trends or other external factors that might have an influence on the success of the event.

2.3.2 SOSTAC Planning Model

The SOSTAC is a strategic marketing planning model often used in digital marketing and created by P.R. Smith. It focuses to analyze six different categories with the objective to form a solid base for a marketing plan. The six categories are the situation analysis, objectives, strategy, tactics, actions and control. (Chaffey, Smart Insights Ltd 2016.)

The SOSTAC planning model is often applied to the digital marketing strategies of companies, rather than small events such as the HCC 2017. However, the author wants to utilize the SOSTAC planning model in the HCC 2017 marketing plan, for it introduces six important categories distinctly, and thus offers a clear structure and steps to follow in the planning process. In this chapter the very basic information of SOSTAC is introduced.



Image 2. The SOSTAC Planning Model

The situation analysis aims to answer to the question of “where are we now?”, and it includes the SWOT analysis introduced previously. The situation analysis should introduce the organization by answering to e.g. who they are, what they do and how they interact. (Swan, Smart Insights Ltd 2016.)

When doing the situation analysis, the marketer should pay attention to e.g. the company's current performance, marketplace opportunities, competitor analysis and customer insight, which refers to understanding the customers and their behavior. Also, market trends should be studied, for they tend to change very rapidly. (Chaffey, Smart Insights Ltd 2015.)

In this part the marketer should also analyze both the current customers and think about the new prospects. Creating ideal customer personas might be useful in pointing out e.g. the gender and age division, and the demographic details of the target market. By creating customer personas, it might also become easier to relate to the customers and their desires. (Swan, Smart Insights Ltd 2016.)

The next part of the SOSTAC model is called the objectives, and it strives to offer answers to "where do we want to be?". This can e.g. include some numerical objectives, such as wanted sales or cost savings. (Chaffey & Ellis-Chadwick 2012, 199.)

The strategy part of the SOSTAC model presents the big picture of how the objectives are going to be achieved. It answers to the question of "how do we get there?". If a company's objective would for instance be to increase its revenue by utilizing digital marketing, the strategy could be to use different digital marketing techniques, such as Facebook advertising or content marketing. (Chaffey & Ellis-Chadwick 2012, 199; Rouhiainen 23 August 2015a.)

The tactics part, in turn, breaks the strategy part into smaller details by introducing "how exactly do we get there?". If the strategy was to use e.g. Facebook marketing, the tactics part would introduce how exactly it would be done. The tactics part also includes the marketing mix, which the author introduces later. (Chaffey & Ellis-Chadwick 2012, 199; Rouhiainen 23 August 2015a.)

The actions part introduces the details of the tactics, and defines who does what and when. Actions in a way bring the marketing plan alive. (Swan, Smart Insights Ltd 2016.)

The final stage of the SOSTAC model is called the control, and it aims to offer solutions in "how do we monitor performance?". In this part the marketer measures how well the objectives set earlier are achieved and this can be done e.g. by using different web analytics, such as the LikeAlyzer, or through user experience review. (Chaffey, Smart Insights Ltd 2016.)

The author will structure the HCC 2017 marketing plan utilizing the SOSTAC model. However, because the author thinks that some contents under the SOSTAC categories overlap, she has structured the HCC 2017 marketing plan according to what best serves the marketing of the event. She has also decided to introduce the objectives before the situation analysis, to make the marketing plan more distinct.

2.3.3 Marketing Mix

The concept of marketing mix was first introduced in the 1960's by Borden, and later modified by McCarthy, and has ever since acted as a common basis for marketing planning. It perceives the marketer as the mixer of ingredients - the elements that are needed for successful marketing. The marketing mix approach aims to identify the ideal combination of characteristics and tools that ensure the best possible market position for the product or service. Two of the most significant and well-known marketing mix concepts are the 4Ps and 7Ps. (Brassington & Pettitt 2013, 27; Reic 2017, 46.)

The 4Ps marketing mix was first introduced by E.J. McCarthy in 1964. He described the 4Ps as the combination of the factors that the marketer needs to control in order to satisfy the target market. The 4Ps marketing mix includes the elements of product, price, place and promotion, and it aims to bring out the unique combination of characteristics for each marketed product. (Reic 2017, 46.)

The "product" refers to everything that is connected to the creating, developing and managing of products. It also aims to reveal the benefits that the customer gets by buying the product, such as the product features, packaging and branding. In addition to indicating what to create, this part emphasizes the importance of when to create it, how to create it and how to make sure it has a long life. The "product" does not only refer to physical things, but instead it includes everything that differentiates the product from its competitors. This might refer to e.g. the after-sales service. The "product" can also refer to a service or an event instead of something tangible. (Brassington & Pettitt 2013, 28, 564; Reic 2017,46.)

The "price" refers to the total price a customer pays for using the product. In addition to the financial cost this includes e.g. the cost of the effort of buying and getting the product home (the time and the travel costs), and the time needed to learn how to use the product. The "price" also reflects the buyer behavior, as people specify the value of the product through their own perceptions of what they get for their money, and what else they could

have gotten for it. Hence, the price actually represents the value. (Brassington & Pettitt 2013, 28; Reic 2017, 46.)

The “place”, in turn, represents the location where the exchange between the producer and the customer happens. The “place” is an extremely dynamic and ever-changing area of marketing, and whereas decades ago it mostly would have referred to a retail store, nowadays it might be anything from placing an order by mail to ordering something online. Thus, factors like the access to the target market and logistics need to be considered as well. (Brassington & Pettitt 2013, 28-29; Reic 2017, 46-47.)

Finally, the “promotion” refers to the marketing communications through which the message about the product is delivered to the target customers. This communication might include e.g. advertising, sales promotion, public relations, personal selling and the use of electronic media. In this part the marketer should consider the activities implemented within each of these communication areas, the objectives each can best achieve, their strengths and weaknesses, and the kinds of management and planning processes that are required to use them. (Brassington & Pettitt 2013, 29; Reic 2017, 47.)

Since the economy has progressed from offering products towards offering services, knowledge, emotions and experiences, the traditional concept of 4Ps marketing mix has struggled to fit the new market propositions. Thus, an extended marketing mix of 7Ps was introduced by Booms and Bitner on 1981, adding people, processes and physical evidence to the concept. The marketing mix of 7Ps was developed to be used in the service economy, and it helps the marketers to overcome the challenges considering the four characteristics that services have over products. These are the intangibility, perishability, heterogeneity and inseparability. (Brassington & Pettitt 2013, 29; Reic 2017, 47.)

The “people” refers to the people that perform the services or create and deliver the products to the customers. The level of customer satisfaction with the service is essentially linked to the quality and nature of the interaction between the customer and the service provider. Thus, a company’s employees are extremely important in creating the company’s and its services’ brand image for the customers. (Brassington & Pettitt 2013, 30; Reic 2017, 47.)



Image 3. The 7Ps Marketing Mix

The “processes” refers to the actual production and consumption of a service, that happens in real time. With services the production and the consumption happen simultaneously, and both the service provider and the consumer must be in the same place in the same time. Compared to the manufacturing of products where for instance a factory production line, various distribution phases and the customers’ own ways of using the purchased product have their own role, in the manufacturing of services mistakes can be spotted differently. As services are produced and consumed live, and as they involve people, their performance plays a big role in the end result, and the consistency can be more difficult to obtain. Thus, the marketer should pay attention to how the service is delivered and what kind of quality controls can be implemented so that the customers can rely on what to expect each time they consume the service product. Processes can also refer to e.g. different queuing mechanisms or processing customer details and payments. (Brassington & Pettitt 2013, 30; Reic 2017, 47-48.)

The “physical evidence”, in turn, stands for the lasting proof that the service happened. This might refer to e.g. a building in which the service was provided, the employee uniforms of the people who served the customer, receipts given or flyers and brochures with information about the service. (Reic 2017, 48.)

2.4 Event Marketing

The event marketing aims to avoid the risk of a negative outcome (e.g. the low number of event attendees) by using different marketing methods. This means e.g. positioning the event correctly in the competitive markets and promoting it effectively to the target customers on different platforms. (Preston 2012, 3.)

In the field of event marketing, the target market refers to the people who would be attending the event, and this target market should be explored as deeply as possible. The marketer should for example identify some segment groups of the target market, learn where the potential customers live, and research how they can be influenced to attend the event. Events are a competitor for the customer’s other activities and attractions, such as hobbies, and attending one often requires customers’ attention, money and time. (Shone & Parry 2013, 196-197.)

Usually the event organizers aim to achieve some publicity for the event through marketing, and thus it is essential to plan marketing activities that ensure this. Depending on the event’s marketing budget, these activities might include different kinds of promotions and publicity stunts or if the budget is modest, simply an effective social media marketing. (Shone & Parry 2013, 130.)

Preston (2012, 22) suggests that in order to make the event marketing successful, the marketer should consider the ways the event differs from all the other events, and base the marketing on that. New ways to describe the event should be implemented and uniqueness should be pursued.

Shone & Parry (2013, 131) state that in event marketing the marketing plan should be done in terms of time. This refers to the detailed schedule of activities, that lead to the actual event. This schedule should ensure that there is enough time for each step, such as printing different materials, such as posters or banners, or ordering equipment. The mar-

keter should also keep in mind that if the aim is to gain coverage on certain traditional media platforms, such as radio or television, it often needs to be agreed and planned even couple of weeks in advance.

2.5 Traditional Marketing

The traditional marketing refers to the marketing strategies that utilize the categories of print, broadcast, telephone and direct mail. The print marketing usually means marketing in newspapers, magazines, newsletters or other distributed printed materials. The broadcast marketing, in turn, refers to the marketing done on television and radio. The marketing done via direct mail might utilize for instance postcards, brochures, letters or other printed material sent through post, whereas the telephone marketing delivers sales or marketing messages over the phone. (Marketing-Schools.org 2012.)

The HCC 2017 marketing plan will focus on the use of digital marketing instead of traditional. However, press releases with somewhat personalized messages are sent to various traditional media representatives, such as newspaper, magazine, radio and television journalists. Also, a small and private kickoff event is organized before the event date for the media representatives, restaurant and bar industry professionals and other relevant audience. All this is done to attract attention towards the event, and to gain coverage on different traditional media platforms.

2.6 Digital Marketing

Chaffey & Ellis-Chadwick (2012, 10) define digital marketing simply as “achieving marketing objectives through applying digital technologies”. The digital marketing includes for example the managing of the company web pages and social media company pages, the search engine marketing, social media marketing, online advertising and e-mail marketing (Chaffey & Ellis-Chadwick 2012, 10).

Thomas & Housden (2011, 4) also state that in addition to the aforementioned definition, digital marketing aims to develop a planned approach to improve the knowledge about the customers, and thus deliver targeted communications and online services that the customers need.

Digital media has changed the marketing and the relationship between the supplier and customer. Customers now have more power than before, and they can for example re-search the products and services on the Internet and give direct feedback in real time. (Thomas & Housden 2011, 5.)

In the HCC marketing plan the author will focus on few different digital marketing channels: the HCC web page and a couple of social media platforms including Facebook and Instagram, that are introduced in the next chapter.

2.6.1 Social Media Marketing and Channels

The social media marketing is a form of digital marketing, and it uses different social media sites to catch the attention, and reach the marketing objectives. The social media marketing is an effective way to reach new customers, that are still unfamiliar with the company or product, as the company's presence on social media channels might for example lead them to the company web page. The activities used in the social media marketing are mostly the social sharing of content, videos and images. Social media marketing may also include paid advertising, but in general it is a very low cost way to reach customers and gain brand recognition. (Christensson 2010; WordStream.)

There are various social media channels, of which the author now introduces a few to point out some relevant differences between them. Twitter is a social media service that allows the users to communicate and stay connected by exchanging short and frequent messages. These messages are called Tweets, and they may include pictures, videos, links, and up to 140 characters of text. YouTube, in turn, is a social media web page that provides a forum where people can watch and share videos. It operates as a distribution platform for content creators, and enables advertising through videos. (Twitter, Inc. 2016; YouTube.)

Facebook is a social media network, and a web page with an objective to give its users the power to connect and share for instance photos, videos, links and other content. On Facebook people or companies have profiles on which they can express whatever they desire. Facebook also enables creating events, groups or pages, that are like public profiles for companies or alike. On their Facebook page a company can connect and interact with the customers. (Facebook 2016.)

Instagram is a social networking service, that allows the sharing of mobile photos and short video clips after filtering them desirably. Instagram, too, requires a profile, and after

publishing the photo or video there, the content can also be shared on some other social media platforms such as Twitter or Facebook. Instagram users may follow others' profiles and posts, and leave a comment or like the published content. (Instagram 2016, Tech-boomers 2016.)

The marketing done on different social media platforms can vary a lot, for the sites offer very different social actions. E.g. on Facebook a variety of content such as photos, videos or updates can be shared whereas for example Twitter only allows very short message updates. Even though each social media platform has its own environment and possibilities, the company can still build and protect its brand image easily on each of them, by focusing on consistency. (Third Door Media 2016; WordStream.)

For there are so many options when choosing the platform for social media marketing, the objectives should be defined clearly to find the most appropriate option. The marketer should think whether the aim of the social media marketing is to raise awareness of the product or service, drive traffic to the company web page, increase sales, create trust among the customer group or perhaps create a new platform for customer care. (Ryan 2015, 4.)

A social media strategist Jemima Gibbons suggests that in the process of social media marketing the company should focus on two or three different platforms. She also emphasizes that the company should think carefully about what kind of content they want to create and share, what are the company's tone of voice and main topics on social media, and who they desire to connect with. (Ryan 2015, 16.)

L. Rouhiainen has introduced a simple social media marketing strategy that includes four parts: research, content, interaction and measurement. In the research part the goal is to research and identify the ideal client, focus on the company's product or offer and target it clearly to a certain group or market, consider what are the ideal social media sites for marketing, and carefully research the competitors and the way they use the social media for marketing purposes. The content part refers to the planning of interesting and relevant content for the social media sites to attract new customers. The interaction part, in turn, focuses on creating interaction with the customers, which often is likely to lead to the buying decision. Finally, the measurement part focuses on measuring how to get the best results, and at the end measure how well the marketing objectives were reached. This can be done for instance by following the sales, new interactions or followers, and likes, comments and shares on social media sites. Also, some tools like Facebook statistics or

LikeAlyzer may be used to measure the performance. (Rouhiainen 23 August 2015b, Rouhiainen 23 August 2015c.)

The author will utilize the social media platforms Facebook and Instagram for they allow the widest use of content and interaction between the customers. On the HCC 2017 marketing plan these platforms are used to share e.g. photos, videos and stories, and the HCC 2017 event will also have an event page and a company page on Facebook. Because the budget for the marketing is limited, the author finds the aforementioned social media platforms most effective to connect and communicate with the customers. The interaction will be pursued by creating frequent and valuable content.

2.6.2 Content Marketing

Content marketing is a strategic marketing approach that aims to create and distribute relevant and significant content in order to attract and engage the target audience. Through content marketing it is possible to attract customers, and even change the consumer behavior. The goal of content marketing can also be to increase business or sales. (Pulizzi, Content Marketing Institute 2012.)

Instead of just advertising the products or services, content marketing focuses on offering the customers useful and engaging content that helps them to solve their problems and makes them more knowledgeable. The core of the content marketing is the belief, that by offering consistent and continuous information to the target group, they will eventually become loyal customers. (Content Marketing Institute 2016.)

Content marketing can be seen as the most important factor for instance in the social media marketing. Engaging and interesting content should include valuable information and not only text, but also images, videos and infographics. (WordStream.)

3 The Planning, Implementation and Evaluation of the Project

This part introduces the background of the thesis project, presents the project plan and the content of the marketing plan in short, discusses about the limitations and risks considering the thesis process and its project outcome, and finally introduces the evaluation of the project.

3.1 Background of the Project

As mentioned in the beginning of the thesis report, the author co-organized the HCC 2016 with Mika Koivula from the Son of a Punch, and was then responsible for the whole marketing process among other things. The organizing of the HCC in 2016 was completed as a part of the author's internship, and she will not be organizing the HCC 2017. Thus, Koivula requested her to create a marketing plan for the upcoming event based on her expertise. The author accepted the commission, and together with Koivula the objectives of the marketing plan were discussed.

The author's goal was to create a concrete and practical marketing plan, which would introduce all the relevant background information, utilize the research done during the thesis process, and present the relevant timetables and action plans that help Koivula to succeed in reaching the marketing objectives.

The thesis was commissioned in the early autumn 2016 and the author actively started the process in October. The objective was to complete the work by mid-February 2017, so that the marketing plan could be utilized in the HCC 2017's marketing during the spring 2017.

3.2 Project Plan

The marketing plan starts with the executive summary, which introduces the basic information considering the following content. Next, the table of contents is presented, and then the HCC concept is introduced. The rest of the marketing plan is constructed according to the digital marketing planning model SOSTAC, which introduces the situation analysis, objectives, strategy, tactics, actions and control of the marketing.

To make the marketing plan more clear, the author has decided to introduce the marketing objectives and issues before the situation analysis, and also combine the strategy and tactics part. The situation analysis studies the marketing executed for the previous year's

HCC, introduces the competitor analysis, the SWOT analysis, and the competitive advantage of the HCC 2017 event.

The combined strategy and tactics part first studies the target audience of the HCC 2017 by introducing the segmentations and the customer personas. Next, the marketing mix approach of 7Ps is utilized to identify certain important characteristics considering the event and its marketing process. After this, the author introduces sections considering the visual content and appearance, copywriting and slogans, Helsinki Cocktail web page, Facebook marketing, Instagram marketing, press releases and the small kickoff event, which aims to market the HCC 2017 to the traditional media representatives.

The action plan part focuses to introduce the concrete timetables and marketing actions. It is divided in three: the marketing actions before the event, the social media marketing actions and the marketing actions after the event. Lastly, some means to control and measure the marketing and its effectiveness are introduced.

The whole thesis project started with a discussion session with the commission party, Mika Koivula, to determine the objectives of the marketing plan and the wanted results. Next the background research was done and the theoretical framework of the thesis built. After this, the author created the marketing plan, and the completed work was presented to the commission party. An interview was conducted to evaluate the product outcome. Then, the author proceeded to write the empirical part about the product planning, implementation and evaluation. The schedule for the whole thesis process is presented in table 1.

Table 1. The schedule of the thesis process.

10.10.	Discussion session with the commissioner about the objectives
21.11.	Theoretical framework completed
20.12.	Marketing plan completed
23.12.	Marketing plan presented to the commission party + interview conducted
29.12.	Product planning, implementation and evaluation part completed
30.12.	First version of the thesis returned to the thesis supervisor
25.1.	Comments about the first version received from the supervisor
31.1.	The thesis presentation and maturity test at HAAGA-HELIA
13.2.	Final changes made + the completed thesis published

3.3 Limitations and Risks

The biggest limitation in the process of creating the marketing plan was the lack of information at the time of creating it. Koivula had not started the actual organizing process of the HCC 2017 yet, and thus the details about the event date and time, its venue, competing bars, jury members etc. were not known. Also, even though Koivula predicted the budget to be the same as in 2016, it was not yet confirmed.

The HCC 2016 was organized by two persons: the author and Koivula. The author did not get paid for her internship, and Koivula did not get extra salary from organizing the event either. Due to the low budget and certain time-related issues, Koivula is now planning to organize the HCC 2017 alone. Thus, there is a risk that he cannot put enough time on implementing the marketing plan completely, as he has a much larger work load to himself compared to the previous year.

Also, there are a few other risks that might influence on implementing the marketing plan. If in 2017 a lower number of alcohol importers would agree to sponsor the HCC, the budget would probably be smaller than last year, which would affect the marketing, too. Also, a low number of bars participating in the competition is a risk for the whole event and its marketing.

Considering the event and its success in general, there is always a risk of not gaining enough media attention on traditional media platforms before the event. This could easily lead to the competition audience being too small, as the social media marketing might not reach enough audience to improve the number of event participants from last year's number.

3.4 Evaluation

As the marketing plan is going to be implemented after this thesis is completed, and thus the results are not yet known, the evaluation of the marketing plan was executed by interviewing Koivula about the completed marketing plan. The aim was to study whether Koivula thought the marketing plan was in line with the given objectives and whether its content could be executed in practice.

The objectives of the marketing plan were to:

- increase the number of likes on Helsinki Cocktail Facebook page from 500 to 1000 before the actual event date
- create interaction (likes, shares, comments) with the consumers on social media platforms Facebook and Instagram
- gain coverage on traditional media platforms, such as print media and radio, before the event date
- increase the number of the event participants from last year's approximate of 200 to 300.

Koivula was happy with the project outcome and considered the marketing plan to be clear, concrete and practical. He appreciated the detailed information, examples of the marketing content and the action plan including the timetables. He thought that the marketing plan offered good solutions for reaching the marketing objectives.

However, Koivula was uncertain whether he would have the sufficient time to implement all the content introduced in the plan, as he would most probably be organizing the event and its marketing alone. Hence, Koivula predicted that especially the scope of the social media marketing actions would not be as wide as introduced in the plan. However, he stated that the conducted marketing plan is a great manual for all the future years' HCC marketing, and thus will be useful in long term.

Also, by the time the author introduced the completed marketing plan to Koivula, all the alcohol importers that sponsored the HCC 2016 had agreed to sponsor the upcoming HCC, too. Hence, the budget was agreed to be the same, and the marketing plan would thus be valid, and not require modifying because of budgeting issues.

4 Discussion

This part of the thesis introduces the author's own thoughts about the process and its product outcome. It also presents the learning outcomes, and eventually completes the thesis report with a conclusion part.

4.1 Thesis Process

The thesis process went mostly well, and the author managed to create a work she aimed for. However, there were certain challenges during the process. Like described before in the thesis report, the biggest limitation in creating the marketing plan was the lack of information about the upcoming HCC 2017 event. Due to this, certain parts in the marketing plan, such as precise timetables or detailed social media marketing contents, could not be created. However, the author managed to plan a preliminary yet detailed marketing schedule, which the commission party could utilize regardless of the event date. Also, some examples of the social media marketing content were created, so that the commission party could base certain marketing actions and social media posts on them.

The author had a great benefit of already being very familiar with the event and its marketing, as she co-organized the first HCC in 2016. Thus, the topic of the thesis and creating the actual product felt quite personal and naturally interesting. The author also possessed all the materials from the first HCC's marketing herself, which made the process easier, as she did not have to rely on the commission party's help or schedules to receive information.

The author managed to stay on her planned schedule with the thesis. She had enough time reserved for the process, and it was also easy to communicate with the commission party when needed.

4.2 Learning Outcomes

As the author had a limited experience in doing marketing planning and creating written marketing plans, the thesis process was above all a great learning experience for her. Even though she implemented the marketing for the first HCC in 2016, no marketing plan was created for it, and the marketing actions were not planned well ahead. Thus, the thesis process taught the author in practice, how important the marketing planning is, and how much it can improve the marketing actions. The author was able to see clear differences between the marketing done for the first HCC, and the marketing planned for the

upcoming second HCC. Creating the marketing plan required for instance the clear defining of the target audience, setting marketing objectives and creating detailed action plans and schedules. All this would have been useful already for the HCC 2016, and thus it could be predicted, that the marketing plan will improve the HCC 2017's marketing compared to the previous year.

The background research done for the theoretical framework proved out to be extremely useful and interesting, and the author learned a lot about marketing and its sub-categories. The information studied was both theoretical and practical, as the author was actually able to put certain parts, such as using the planning tools and models, into practice while creating the marketing plan.

4.3 Conclusion

The author is satisfied with the product outcome, and is confident that it will help the commission party to market the HCC 2017. Even though certain parts of the marketing plan are not as detailed, as the author would have hoped for, the plan is still accurate and full of useful information. The author thinks she overcame the challenges caused by the lack of information well, and by creating the marketing plan for the HCC 2017, she simultaneously created a simple marketing manual for the whole HCC concept.

Also, the author is happy about the learning experience she had during the thesis process. Studying the basics of marketing and marketing planning will most probably prove to be useful in her future.

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5 Appendices

5.1 Appendix 1. Marketing Plan – Helsinki Cocktail Competition

Marketing Plan

Helsinki Cocktail Competition 2017

SONJA JÄRVINEN

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1 Executive Summary

This marketing plan is made for a small-scale event called the Helsinki Cocktail Competition 2017. It is a unique competition concept, which aims to find a signature cocktail for the city of Helsinki. It invites the best bars of the capital to showcase their Helsinki-inspired creations to the audience, and the objective is to organize the competition on a yearly basis.

The marketing plan is the project outcome of the author's thesis for HAAGA-HELIA University of Applied Sciences. It is created based on the author's previous experience from marketing the Helsinki Cocktail Competition 2016, and the research conducted during the thesis process.

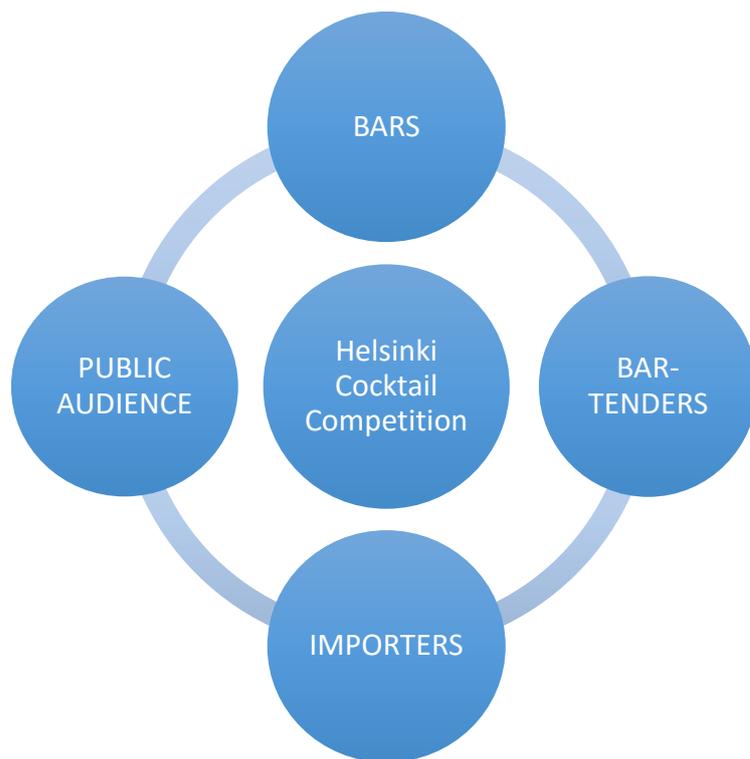
First, the author introduces the relevant background information about the Helsinki Cocktail Competition concept. Then, the marketing plan structure has been built utilizing the digital marketing planning model SOSTAC, which introduces the situation analysis, objectives, strategy, tactics, actions and control of the marketing. However, to make the marketing plan as clear as possible, the marketing objectives and issues are introduced before the situation analysis. Also, the strategy and tactics parts are combined.

The marketing plan is made for the Helsinki Cocktail Competition 2017, but it may be utilized and used as a marketing manual for the future years' competitions, too.

2 The Concept: Helsinki Cocktail Competition

The Helsinki Cocktail Competition is the history's first competition in search of a signature cocktail for the city of Helsinki. It is an open competition for all the cocktail-serving bars and restaurants of the capital, and a competition where, instead of the individual bartenders competing against each other, it is the bars that take part in the battle. Each participant bar is represented by a bartender, who introduces a cocktail that represents the city of Helsinki with its appearance, flavor, aroma and story.

The HCC could be described as a collaboration between the industry professionals including the bars, bartenders and the major alcohol importers of Finland, that operate as the sponsors of the competition. The sponsoring alcohol importers all provide a portfolio of products, that can be used in creating the competing cocktail. This gives the participants a great deal of creative freedom which is quite exceptional, as normally cocktail competitions are organized by a single spirits company, and thus the use of spirits is limited to the organizer's products.



The HCC is an event open for public, and the objective is to attract consumers to follow the rivalry between the capital's top bars. The winner of the competition is chosen by the Helsinki Cocktail Competition jury, which consists of restaurant and bar industry professionals, media representatives and the representatives of the city of Helsinki. The winner cocktail of the competition is crowned as the Helsinki Cocktail of the year, and it will be

served in all the participant bars throughout the summer season, approximately from the end of May till the beginning of September. Also, a Helsinki Cocktail Map is made to introduce the winner cocktail and the participant bars, and to guide the customers' way to them. The Helsinki Cocktail Map is distributed in all the participant bars, and in the tourist information centers of Helsinki.

The HCC is organized by the creative bartending agency Son of a Punch, which is renowned of its five Helsinki based cocktail bars and its catering, training and consultation services. The competition was first organized in the spring 2016, when eleven bars took part in it. On 2016, Mika Koivula and the author were in charge of the event, and Koivula will also organize the HCC 2017.

3 Objectives and Issues of the Marketing Plan

The objective of the Helsinki Cocktail Competition 2017 marketing plan is to provide clear and concrete content for the next year's HCC's marketing. The aim is to first analyse the current situation of the event and its marketing, including e.g. the research of last year's marketing, the competitor analysis and the SWOT analysis. Then the marketing strategy and tactics are explored and the action plan with relevant timetables is presented. Finally, some ways to control and measure the marketing and its effectiveness are introduced.

The objectives of the marketing for the HCC 2017 are to:

- increase the number of likes on Helsinki Cocktail Facebook page from 500 to 1000 before the actual event date
- create interaction (likes, shares, comments) with the consumers on social media platforms Facebook and Instagram
- gain coverage on traditional media platforms, such as print media and radio, before the event date
- increase the number of the event participants from last year's approximate of 200 to 300.

The means to achieve these goals are introduced in the strategy and tactics part of this marketing plan, after the situation analysis is introduced.

The biggest issue in conducting the marketing plan is the lack of information at the time of creating it. The budget can be predicted to be the same as last year, which helps to plan the strategy and tactics. However, the exact budget is not yet known and thus some of the marketing actions might have to be modified in the future, when the budget is confirmed. Also, the date and time of the event or its venue, the competing bars, the jury members and the presenter are not yet decided. This forms a challenge in planning the marketing actions in detail, for the content cannot be created well ahead due to the lack of information.

With one exception, no tools or statistics were used to measure the success of last year's marketing and therefore it is not possible to build the marketing plan utilizing previous year's statistical data. However, last year's marketing has formed a solid base for the marketing of the HCC in general and the concept is no longer totally unknown.

4 Situation Analysis

The HCC was first organized on the spring 2016, and thus the publicity of the previous year's event, and the marketing executed for it forms a good base for the marketing of the Helsinki Cocktail Competition 2017.

The HCC 2016 was a success in many ways: the winner cocktail, the Helsinki Cocktail 2016, gained a good amount of coverage on traditional media, such as newspapers, magazines and radio. According to the Meltwater media monitoring tool, approximately 1,5 million people in Finland were reached by articles handling the Helsinki Cocktail or the Helsinki Cocktail Competition, by the 30th of May 2016. Thus, the event and the concept is somewhat known already and the marketing and promoting of the HCC 2017 does not have to be started from the scratch.

4.1 Previous Marketing of the HCC

Last year, 2016, most of the HCC's marketing was done digitally. The Helsinki Cocktail had its own webpage, but most of the pre-event marketing was done on social media. One of the challenges of last year's marketing was choosing the language for the marketing content. As the event was targeted for Finns, and the objective was to attract local audience, the Finnish language was used in the marketing. However, one of the objectives was to make Helsinki's cocktail culture more known worldwide, and thus the marketing actions were also implemented in English. Only the Helsinki Cocktail web page used one language, English, as the budget did not cover creating it in two languages. Hence, the organizers decided that using English on the web page was the best solution, for it would reach the more viewers than using Finnish.

The Helsinki Cocktail already has its own Facebook page from last year, with approximately 500 likes. Also, the still-existing Helsinki Cocktail web page introduces the basic information about the Helsinki Cocktail concept and the HCC event utilizing visual content, like pictures and a video of the last year's competition. The Helsinki Cocktail Competition also has a certain visual appearance from last year, including the logo, promotion pictures used for marketing, and the Helsinki Cocktail Map, where the participant bars of last year are placed. Also, the main slogan, "*Helsinki Cocktail – a splash of Helsinki in a cocktail glass*", was invented for the marketing of the first HCC.



The Helsinki Cocktail Competition 2016 logo, one of the promotion pictures and the Helsinki Cocktail Map 2016.

The budget for organizing the HCC 2016 event was 12,000 euros. A total of 5,700 euros was used to pay the creative agency, which put together the web page, the logo, the Helsinki Cocktail Map and the promotion brochures for the event. Also 1,500 euros was spent to pay a photographer, who shot the promotion photos and a short promotion teaser video. He also photographed the actual event, made a video compilation of it and shot the official promotion photos of the winner cocktail.

Thus, the last year's budget for the marketing was 7,200 euros. The social media marketing also had an essential role, as a lot of content was posted on Facebook. A few posts were sponsored to gain more visibility, which costed a small amount of money, but other than that the social media marketing was cost free. Unfortunately, no statistics or tools were used to measure the effectiveness of it, and thus it is not possible to use any comparative data for this year's marketing.

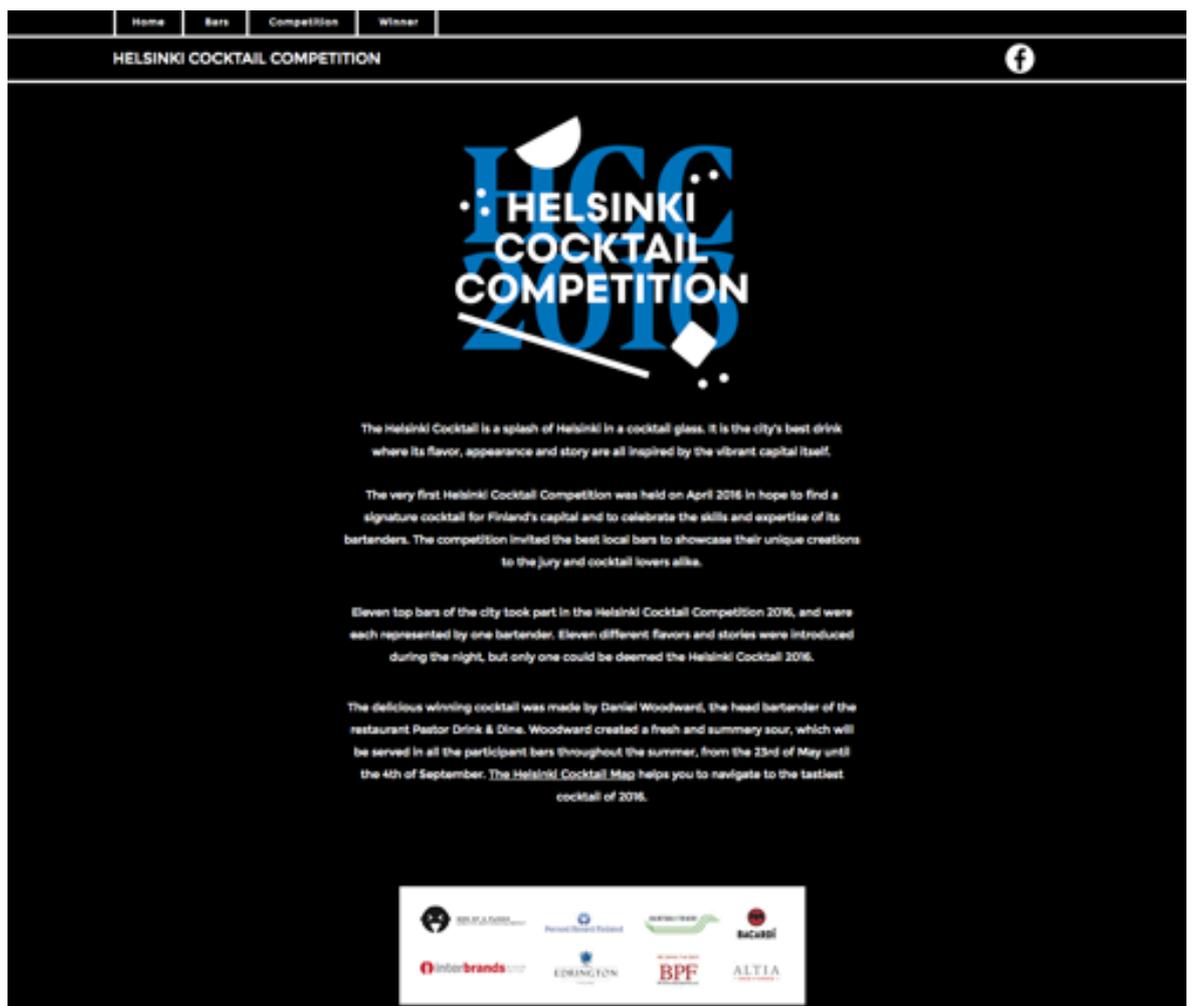
In addition to the digital marketing of the event, a great amount of press releases with personalised messages were sent to different kinds of media representatives, such as journalists and bloggers. This was done to raise the interest of the media, and thus gain coverage on blogs and traditional media, such as magazines and newspapers. The HCC 2016 was indeed noted on a few publications before the event, such as the Shaker magazine, the Helsingin Uutiset and the City-lehti. However, most of the attention was gained after the competition. Hence, the challenge of the HCC 2017 marketing is to market the actual event effectively enough to gain more visibility already before the event date, and thus attract more audience to follow the competition.

To summarise, the digital channels used in the marketing of the HCC 2016 were:

- **HELSINKI COCKTAIL WEB PAGE** (www.helsinkicocktail.com)

This is the web page for the Helsinki Cocktail and the event Helsinki Cocktail Competition. It is built to promote both concepts and has content like written information, photos, videos and the Helsinki Cocktail Map. The Helsinki Cocktail web page also presents the logos of the HCC sponsors on the bottom of each of its pages.

On 2016, when the HCC was organized for the first time, the web page was published couple of weeks before the event. At that time, it introduced the very basic information about the competition concept and promoted the event. After the competition, more content, such as the photo and story of the winner cocktail, the Helsinki Cocktail Map and the video of the event, was added. The web page is only in English, as the budget did not cover creating the page both in Finnish and English.



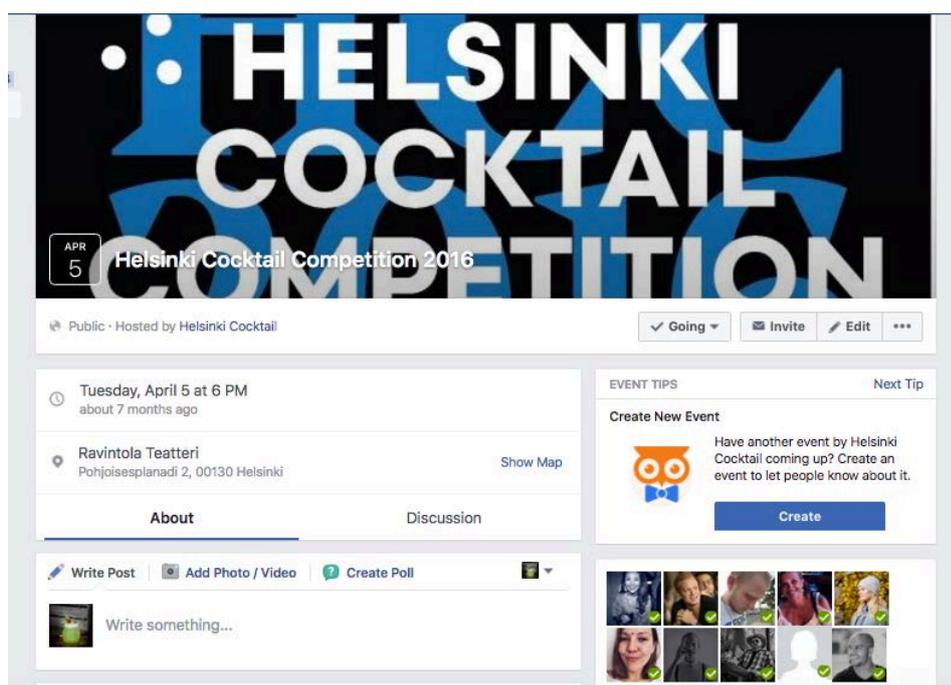
- **HELSINKI COCKTAIL -FACEBOOK PAGE**

This is the Facebook page for the Helsinki Cocktail concept. On this page the winner cocktail of each year's competition is promoted and the same page is used each year. On this page, also the HCC event is marketed. All the material is provided both in Finnish and English.



- **HELSINKI COCKTAIL COMPETITION 2016 -EVENT ON FACEBOOK**

This is the event page on Facebook for the event Helsinki Cocktail Competition 2016. Each year a new event page will be created for the HCC, and through it people are invited to participate. On this page the event is marketed in both Finnish and English, and the same content is always posted on both this page and the previously introduced Helsinki Cocktail Facebook page.



4.2 Competitor Analysis

Like stated before, the HCC is a unique cocktail competition concept and does not have any actual competing events. Other cocktail competitions are targeted only to industry professionals and are not public events. Nor do they possess the versatility that the HCC has due to so many alcohol importers being a part of the concept, and offering their products in the use of the bartenders.

The only events that slightly resemble the HCC are a few fairs and conventions focused on alcohol beverages. These are the FinnBar, Viini ja Ruoka -messut (the wine and food fair) and OlutExpo (the beer and whisky fair). All of these take place in the autumn time, whereas the HCC is organized in late spring. FinnBar, which focuses on all alcoholic beverages that are sold in restaurants, is targeted only for restaurant industry professionals instead of the public. Viini ja Ruoka and OlutExpo, in turn, are public fairs but focus on wine, beer and whisky instead of cocktails.

Hence, the HCC does not have to compete against any other events. Instead, the biggest challenge for the success of the event is the lack of knowledge and interest that the consumers in Finland have in cocktail culture. Also, it could be said, that the consumers' own hobbies and other free time activities are the biggest competition of the HCC, as attending the event requires the audience's presence and engagement. Thus, they need to choose the HCC over something else to do with their free time.

4.3 SWOT Analysis

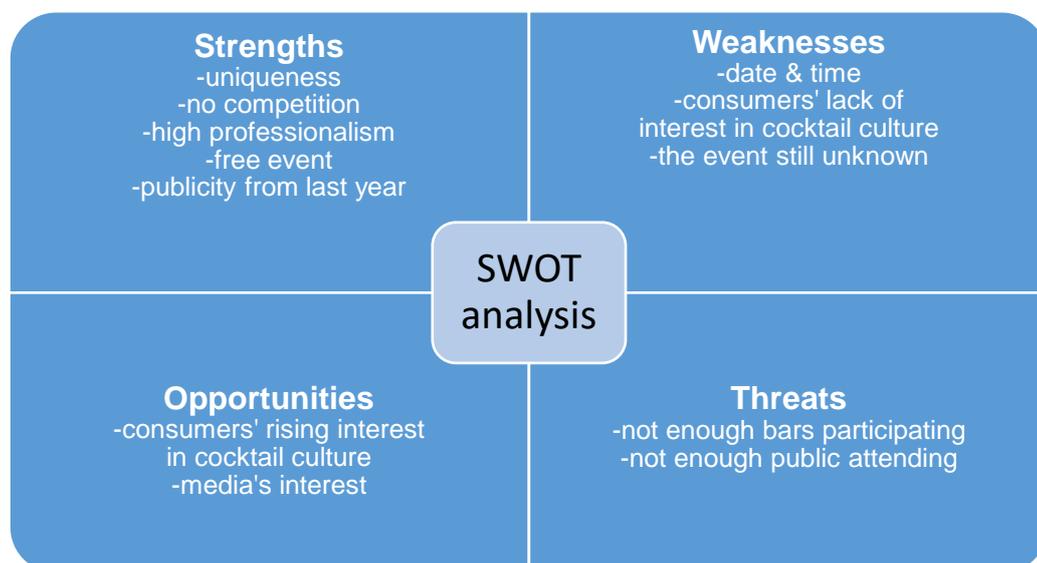
The HCC has quite a few internal qualities that can be classified as strengths. As stated before, it is a unique concept and a does not have any competing events. It is a collaboration between the best bars and bartenders and the major alcohol importers of Finland, and thus offers the audience a great setting of professionalism. The HCC does not have an entry fee but instead is a free event, where the audience can follow the competition while enjoying drinks from the bar of the venue. Also, the publicity gained from the last year's HCC is a great strength for the HCC 2017.

The weaknesses of the Helsinki Cocktail Competition include the weekday it is most likely going to be organized on. Because the bars are at their busiest on weekends, the bartenders cannot have a night off to compete on Friday and Saturday. Therefore, the Helsinki Cocktail Competition needs to be organized during the week, which last year meant Tuesday evening. However, for the public this is not necessary the ideal evening to attend

an event, where the idea is to enjoy alcoholic beverages while watching the competition. Also, the event lasts for a few hours and cannot begin before people have finished their work and started their free time. Thus, the event will start on the evening and go on till relatively late, the estimated event time being around 7pm-10pm. Also, even though the HCC 2016 got a nice amount of publicity, the event is still relatively unknown, which can be perceived as a weakness.

The opportunities of the HCC 2017 include the rising interest in cocktails among the public. This, though, is a twofold matter as many of the consumers are still relatively unfamiliar with the cocktail culture and prefer other alcoholic beverages, such as beer or wine, over cocktails. However, since the last year's winner cocktail and the competition concept got a nice amount of media attention, the opportunity of the HCC 2017 is the coverage it might gain already before the event takes place, and the new winner is revealed. In other words, it might be easier to market the event prior it takes place and thus attract more audience to it, too.

The possible threats of the HCC 2017 include the uncertainty about the number of competition participants. Even though last year as many as eleven bars participated, and also the competitors' feedback was good, it is impossible to know for sure how many bars are going to take part in the HCC 2017. The biggest gain for the competing bars, in addition to the chance to win, is to be a part of the Helsinki Cocktail Map. And if suddenly the amount of the competing bars is too low, the whole idea of the map being the guide to the best cocktail bars of Helsinki, backfires. The HCC event is very dependent in both the number of its competitors and the audience attending it, since both are an essential part of the experience. If there are not enough bars showcasing their creativity, nor public attending the event, the HCC 2017 is not going to be a success.



4.4 Competitive Advantage

As already highlighted before the HCC's main competitive advantage is its uniqueness: no similar events exist for the public. The HCC's competitive advantage also includes the level of quality and professionalism it offers for the audience: the best cocktail bars and bartenders of the city, combined with the great products of Finland's major alcohol importers.

Also, the way the HCC concept plays with cocktails and Helsinki's brand image can be perceived as a unique competitive advantage: it aims to create "a splash of Helsinki in a cocktail glass". The event is all about having fun, socialising and enjoying what the Helsinki's best cocktail bars can offer.

5 Strategy and Tactics

In this part the strategies and tactics for the marketing of the HCC 2017 are presented. First, the target audience of the event is studied, and then its marketing mix is explored to identify certain important factors concerning the marketing process. Later e.g. the marketing channels and the tactics implemented through them are presented.

5.1 Segmentation and Customer Personas

The target audience of the Helsinki Cocktail Competition can be divided in two: firstly, the restaurant industry professionals, who through their profession are naturally interested in such events, and secondly the “regular” consumers who enjoy cocktails and social events. In the marketing of the HCC 2017 the goal is to address and offer engaging content especially for the latter, as the goal is to promote Finland’s cocktail culture and attract more of the so called regular consumers to attend the event.

The target audience is geographically spread in the Capital Region of Finland, including Helsinki, Espoo, Vantaa and Kauniainen. This is due to the event being quite small scale, and only lasting for a few hours in the middle of the week, and thus does not necessarily tempt to travel from long distance. The age group of the target audience is young and middle aged adults, estimating 20 to 40 years of age, as they are perceived to appreciate quality food and beverages, and are thus usually familiar with cocktails, too. The age group also likes to attend social events.

The two customer personas of the Helsinki Cocktail Competition are:

- Krista

Krista is a 35-year-old female from Kruunuhaka, Helsinki. She works as a communications manager for a middle-sized Helsinki based company and enjoys culinary experiences on her free time. She likes to relax by occasionally having after-work cocktails with her friends, and thus is somewhat familiar with Helsinki’s bar scenery.

- Matti

Matti is a 26-year-old male from Tapiola, Espoo. He has worked for the restaurant industry for a few years now, and currently is a waiter in one of the high-end restaurants of Helsinki. Matti enjoys good food, wine and cocktails, and is always interested to take part in

the industry events. He knows the bars and some of the bartenders competing in the HCC 2017 and wants to attend the event to enjoy the show, sip a few cocktails and cheer on his friends.

5.2 Marketing Mix of the HCC 2017

The 7P's marketing mix approach is used to identify certain important characteristics that must be considered in planning and implementing the marketing of the HCC 2017. The 7Ps refers to the product, price, place, promotion, people, processes and physical evidence.

- **PRODUCT**

In this case the product refers to the actual event Helsinki Cocktail Competition 2017. It is an experience rather than a physical product and it requires engagement from the customers' side, meaning that they must physically attend to the event to be a part of it. The HCC 2017 offers the customers some entertainment, a chance to socialize and above all a great experience in the cocktail scene. It is a unique concept with no competing events.

- **PRICE**

The HCC 2017 is a free event, meaning it does not have an entry fee. However, the event attendees will most likely spend money on cocktails that they enjoy while watching the competition, so the price of the bar menu of the HCC 2017 needs to be considered and made reasonable for the public. Also, even though no entry fee exists, the event attendees must choose the HCC 2017 over something else to spend their free time on.

- **PLACE**

The venue of the HCC 2017 must be easily accessible to ensure that the customers will choose to attend the event. The venue is not yet decided, however it must likely will be a bar or a restaurant that does not ask for a rent payment, but instead gains profit from the beverages that the event attendees buy. Hence, the restaurant (or other) benefits from being the event venue.

On the year 2016 the HCC took place in Ravintola Teatteri, in the center of Helsinki, and it is possible that the location will be the same on the 2017, too. In any case the HCC 2017 will be organized in the city center, where customers can easily arrive, and in a venue where a bar is in use. Also, the capacity must be enough for approximately 300 people.

- PROMOTION

The marketing of the HCC 2017 will mostly be implemented digitally and the platforms for it are the Helsinki Cocktail web page and the social media channels Facebook and Instagram. The Helsinki Cocktail web page will introduce the relevant basic information of the event and the Helsinki Cocktail itself, whereas on the social media platforms a lot of other content is offered, too. The use of the aforementioned channels will be presented later.

For the goal is to also gain coverage on traditional media platforms, such as newspapers and radio, somewhat personalized press releases are going to be created and sent and a kick-off event will be arranged to raise the interest of the media representatives. These, too, will be introduced in detail later in the marketing plan.

- PEOPLE

The people are an essential part on the HCC event concept and they can be divided into: 1. the event organizers and other employees delivering the event experience, 2. the bartenders representing the competing bars and 3. the customers that take part in the event, and thus are an essential part of the atmosphere and the overall experience.

The marketing of the HCC 2017 is targeted to the potential event attendees with the aim to attract them, but also the bartenders and the HCC 2017 jury need to be taken into consideration, and somehow included in the marketing content. The reason for this is that especially the bartenders are an essential part in delivering and creating the event experience to the customers, since they are the ones creating the content in the competition acts. Thus, their participation should be already noted in the marketing activities to ensure the best possible outcome and dedication from their side. Hence the introduction of the competing bartenders and the HCC 2017 jury members will be included in the content marketing actions of the HCC 2017.

- PROCESSES

As the HCC 2017 is an event, it is unique and only happens once. Thus, no consistency or quality controls need to be considered. However, event experience itself can be perceived as a process, and thus the marketing of it must be in line with the reality.

- **PHYSICAL EVIDENCE**

The main physical evidence of the HCC 2017 is the winner of the competition, the Helsinki Cocktail 2017. It will be served in all the participant bars throughout the summer season and thus available for the customers long after the event.

5.3 Visual Content and Appearance

The HCC 2016 had a certain visual appearance, including e.g. the competition logo, the promotion photos and a video, the Helsinki Cocktail Map and the appearance of the web page. Last year the objective was to create a logo, that would easily stick to the mind of the audience, and especially the Helsinki Cocktail Map needed to be clear and easy to read.

Even though the abovementioned objectives were quite fulfilled, the appearance of the logo and map were not very stylish, and especially the colouring if the map was not appealing. Thus, for the HCC 2017 the logo and the Helsinki Cocktail Map should get an update. If the budget for the HCC 2017 is the same as last year, this could be executed. However, some sort of resemblance should remain with the last years' appearance, so that the public could more easily recognize and engage with the new material. Also, the new HCC logo should be timeless and thus not include the year. Hence, the same HCC logo could be used each year in the future.

The promotion photos and the short promotion video both distributed on Facebook were a great way to engage the audience and market the event. Thus, some promotion photos and video material should be used in the marketing of the HCC 2017, too. For the HCC 2017's promotion material, the photos and videos shot on previous year's event could be utilized, and a short promotion video could be edited from the longer HCC 2016 video compilation. There were various interesting and creative competing cocktails in the HCC 2016, and thus some of them and their inspiration stories could be introduced to the public to offer interesting and engaging content, and remind about the HCC concept before the event.

In the actual event of the HCC 2017 some fresh video and photo material should be shot, and a new video compilation would be made of the event. These would be shared after the competition, and again utilized in the future years' HCCs.



Photos of HCC 2016's competing cocktails, that could be utilized in the marketing of the HCC 2017.

VISUAL CONTENT FOR THE HCC 2017 MARKETING:

- Updated HCC logo
- Improved look for the Helsinki Cocktail Map
- New promotion photos
- New promotion video

5.4 Copywriting and Slogans

The main slogan of the HCC 2016 was created for the use in the future HCCs', too, and thus it should be utilized in the marketing of the HCC 2017. The slogan characterised the Helsinki Cocktail as *"a splash of Helsinki in a cocktail glass"*. This summarises the essence of the concept, and should be the red thread in each HCCs' marketing.

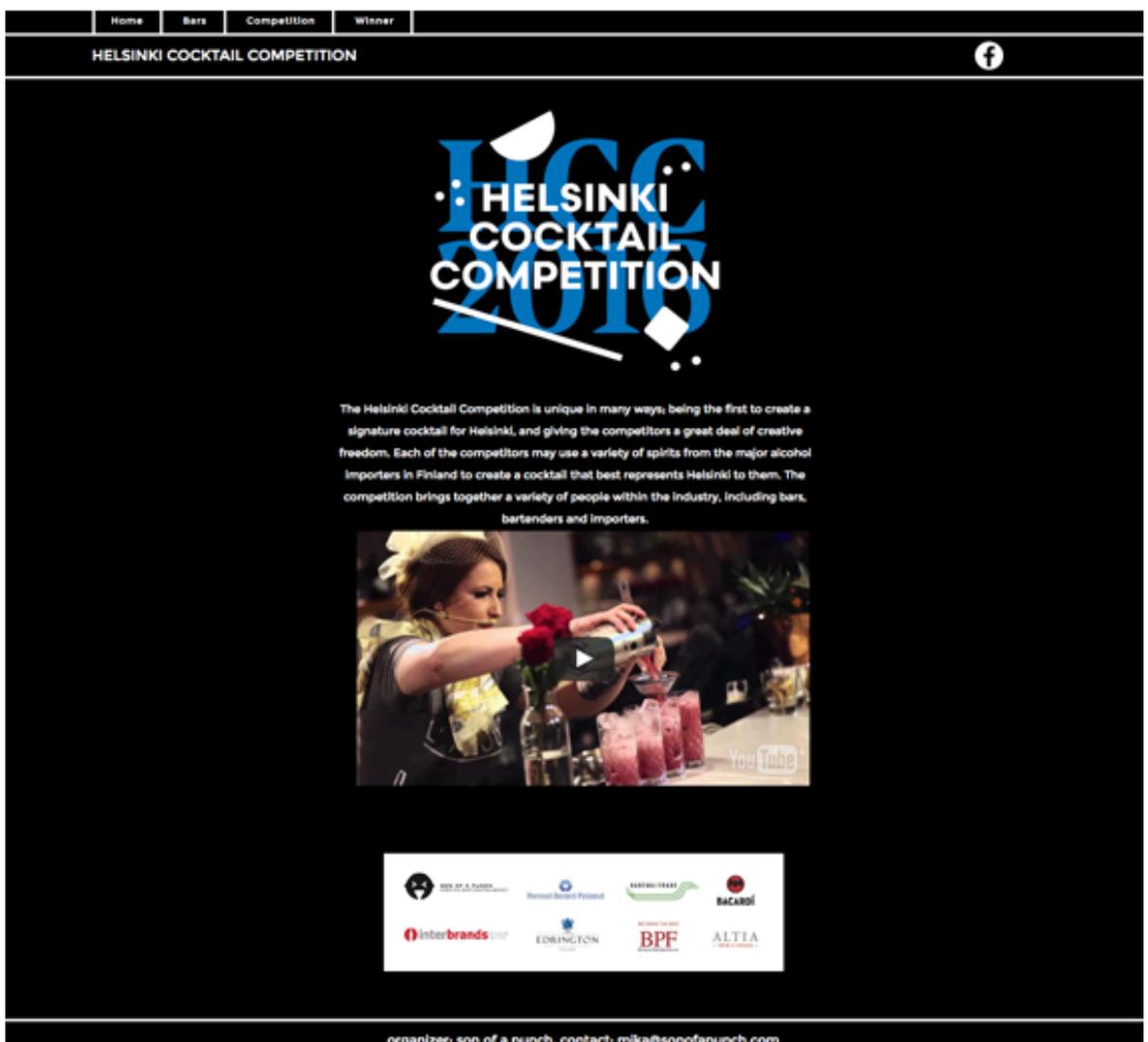
On 2016 the longer introduction of the Helsinki Cocktail was: *"The Helsinki Cocktail is a splash of Helsinki in a cocktail glass. It is the city's best drink where its flavour, appearance and story are all inspired by the vibrant capital itself."* This will be used on 2017, too, to create a clear image of the concept.

While copywriting the marketing material of the HCC 2017, the tone of voice and the style should be similar to last year's. The marketing content should be informative yet fun, and

the style and language should not be too formal. The content should always be created in both Finnish and English, so it could be used on different platforms.

5.5 Helsinki Cocktail web page

The Helsinki Cocktail web page aims to offer the basic information about both the concept of the Helsinki Cocktail and the event Helsinki Cocktail Competition. It introduces the basic idea behind the event, the winners of each year, the latest Helsinki Cocktail Map and visual content, such as photos and videos. The web page already has a Facebook widget, which directs straight to the Helsinki Cocktail Facebook page when clicking it. Also, a widget for the Helsinki Cocktail Instagram page should be added, as next year Instagram will be used for marketing purposes, too.



The Helsinki Cocktail web page: Introduction of the competition and the video compilation from last year's event.

As mentioned before, on 2016 the content of the Helsinki Cocktail Web page was only provided in English due to the budget issues: it simply cost too much to build the web page in two languages. However, on 2017 the objective should be to create the content in both Finnish and English to serve all customers better. As the Helsinki Cocktail web page already exists, it does not need to be created from the scratch next year, and thus the budget for updating the web page could also cover adding the content in Finnish.

The Helsinki Cocktail web page should be first updated approximately 1.5 months before the event date, when the basic information (date, time, venue, etc.) is known. At this time the introduction text on the home page should be modified up to date to promote the upcoming HCC 2017. After the event, more content, such as the winner, the updated map and a new video compilation, would be added. If the budget is the same as last year, more frequent updates on the web page are unlikely, as it would cost more.

WEB PAGE IMPROVEMENTS FOR 2017:

- Add all content in Finnish
- Add the Instagram widget

5.6 Facebook Marketing

The Facebook is the most important channel in the HCC 2017's marketing. This is due to it being extremely cost effective and enabling the frequent sharing of diverse content, such as text, photos and videos. As introduced before, on 2016 two different Facebook pages were used: 1) the Helsinki Cocktail page (+500 likes) and 2) the Helsinki Cocktail Competition 2016 event page. The same Helsinki Cocktail page is going to be used each year, as it is the page for concept of the cocktail, regardless of the timing. However, each years HCC will have its own event page on Facebook, and thus a new one will be created for the HCC 2017, too. Through the event page people will be invited to attend the event, and through it the prospective number of the participants could be somewhat predicted before the event date.

The aforementioned Facebook pages will be the platforms for the content marketing of the HCC 2017. All content is going to be provided both in Finnish and English, and the objective is to offer the followers interesting posts with lots of visual elements. This includes e.g. the HCC 2017 promotion photos and the short promotion video.

EXAMPLES OF THE FACEBOOK CONTENT MARKETING FOR THE HCC 2017:

- On the HCC 2016 Facebook marketing the highest number of shares, likes and comments were received through the posts that introduced a certain person participating in the event (last year the jury members were each introduced in individual posts). There might have been many reasons for this, but one was that the person introduced in the post wanted to share it themselves, and their friends alike were liking, sharing and commenting it. Thus, on 2017 short introductions of the competing bars and the bartenders representing them should be posted. These posts would include a photo of the bartender, a short yet informative description of the bar, and a clue of the bartender's competing cocktail and its source of inspiration (an example below, using previous year's material). Also, a post of the HCC 2017 presenter and the jury members would be published. However, this year the jury should be presented by introducing them all in one post, to avoid distributing too much similar kind of content.



“This is Laura from the A21 Decades, the bar offering the tastiest classics from all decades - with their own twist, of course.

Laura’s creation for the Helsinki Cocktail Competition 2017 introduces the greener side of Helsinki. But what does that mean? Come and see yourself on the 9th of May!”

- To activate and engage the Facebook followers, some sort of a quiz or fun survey could be implemented, too. Since nowadays Facebook offers multiple reactions (such as “love”, “haha” and “wow”) in addition to the traditional “like”, this feature could be utilized to ask followers opinion about a certain matter. An example of this would be posting a photo collage of a few different views of Helsinki, and asking which of them would best act as the viewer’s own inspiration for the Helsinki Cocktail 2017. Each of the views would have their own reaction, and the voting would happen by clicking it.



“How would YOU picture Helsinki in a cocktail glass?”

Is your Helsinki Cocktail 2017 inspired by the leafy Esplanad park, urban city views of Merihaka, the beautiful harbour view or perhaps the snow-covered streets of Helsinki?”

- The content shared on Facebook could also engage the followers by educating them about Helsinki’s cocktail culture. Thus, some interesting and funny cocktail-related stories could be shared. An example of this would be telling a story about how the alcoholic beverage retailing monopoly Alko used to rule all sales of alcohol in Finland, and the bars of Helsinki had to plead for a permission for each single cocktail they wanted to serve.

5.7 Instagram Marketing

The HCC 2017 should be marketed on Instagram, to gain as many viewers and followers as possible, and eventually attract people to participate in the event. The Helsinki Cocktail should get its own Instagram account (*helsinkicocktail*), where both the cocktail concept and the competition would be promoted.

On the Helsinki Cocktail Instagram account the organizers would introduce different content, such as memories of last year's competition, "behind the scenes" preparations for the event, stories about Helsinki's cocktail culture and all kinds of information about the Helsinki Cocktail concept and the HCC 2017 event.

The content would include photos and short video clips, and appropriate hashtags would be used to ensure the maximum visibility of the content. Helsinki Cocktail's hashtag should simply be *#helsinkicocktail*, and the number of the year could be used to separate certain content, such as each year's winner: *#helsinkicocktail2016* or *#helsinkicocktail2017*. The event Helsinki Cocktail Competition 2017 could be linked to the hashtag *#hcc2017*, which is short enough and utilizes the abbreviation used e.g. in the event's logo.

The Helsinki Cocktail Instagram posts should somewhat be in line with the Facebook posts, meaning that most of the content shared on Facebook pages should also be shared (perhaps with a shorter introduction) on Instagram. Thus, the social media marketing would be consistent. Also, the tone of voice and the style used in both Facebook and Instagram should be the same. The posts should be published very frequently, as the account is new and has to gain as many followers as possible in a short amount of time.

It is also important to follow as many other Instagram users as possible, to gain visibility for the account. The account should not follow just any users, but e.g. those that are linked to restaurant industry (accounts of restaurants, bars, industry professionals, etc.) and especially users, who seem to be interested in restaurant and bar industry. An easy way to find these kinds of accounts would be to explore the followers of bars, restaurants, food & beverage publications and such.

5.8 Press Releases

A press release of the HCC 2017 should be created and distributed to inform the media about the event and raise interest in it. The press release should include all the relevant information about the event, such as the date, time, venue, competing bars, jury members, presenter, etc. It should be clear and interestingly written and include visual content, such as the updated competition logo and a photo of previous year's winner.

The press release should be sent to multiple media representatives, such as newspaper, magazine, radio and television journalists, not to forget bloggers. It should be sent via email with personalised greetings and an invitation to the event. The person receiving it should feel that even though the press release is written for all public, it was sent particularly to them. The press release should be sent early enough to give the press some time to react and ensure they have the sufficient time to write about the event. Thus, the sending time would be approximately a month before the HCC 2017 event, and if needed, the material could be sent multiple times as a reminder.

The press release would be written in Finnish, but if the organizers want to raise foreign medias' interest and gain coverage in e.g. foreign industry publications, an English press release could be created, too.

5.9 Kickoff Event

To gain more coverage on media before the event, and thus attracting as many event participants as possible to the HCC 2017, a small kickoff event should be organized. The HCC 2017 kickoff would be a private event for the competition participants, different media representatives and bloggers, the sponsors of the competition and bar industry professionals. Its objective would be to educate about the concept and the upcoming event.

The kickoff could take place in one of the organizing company Son of a Punch's bars (possibly Rysty Bar), and it should be organized approximately three weeks before the HCC 2017 event day. At this point all the basic details about the event would have to be planned and decided, and the media would have enough time to write about it.

In the kickoff Mika Koivula, the organizer of the HCC2017, would give a short presentation about the concept and answer possible questions. Last year's winner cocktail, the Helsinki

Cocktail 2016, would be served by its creator Daniel Woodward. The event would be relatively short and very small-scale, and would take place on a weekday afternoon, on a best possible time for media journalists to attend.

As the venue would be one of the organizer's bars, no rent or other would have to be paid. Also, the bartenders working behind the bar would be Son of a Punch's own employees. The alcohols used in the Helsinki Cocktail 2016 could possibly be sponsored by the importers (Interbrands Wines & Spirits and Edrington Finland). Thus, the kickoff should not require a huge budget, and could be afforded.

6 Action Plan

In this part the action plan and timetables for the HCC 2017 marketing are introduced. As most of the details about the event are not yet known, the detailed content of certain marketing actions cannot be created yet. Also, it is yet not known how many people from the Son of a Punch will be organizing the event and participating in the marketing actions, and thus the actions are not pointed to any certain person. However, the main organizer Mika Koivula may delegate some of the actions to his colleagues, if needed.

The event date is not yet known, but Koivula has planned it to be in late spring, around mid-May. As the event must take place on a weekday, probably on Tuesday, the author has decided to build the timetable and action plan according to that. She uses the date 9th of May 2017 (Tuesday) as the predicted event date, but the plan may be used for any other date, too.

Next the author will first introduce certain marketing actions that must be implemented before the HCC 2017 event date. The marketing actions implemented on social media are presented separately. Even though this marketing plan focuses mainly on pre-event marketing, the author wants to include certain actions implemented after the event date, and thus they will be introduced lastly.

6.1 Marketing Actions Before the Event

Before some of these actions can be implemented, the basic information about the HCC 2017 must be known. These include e.g. the event date & time, the competing bars & the bartenders representing them, the event venue, the event presenter and the HCC 2017 jury members.

Action	3 months before	7 wks before	5 wks before	4 wks before	3 wks before	9.5.2017
Book the Creative Agency	x					
Book the Photographer	x					
Book the Printing House	x					
Start copywriting (web + some + press release)	x					
Update of the Web Page (logo, map, new content)		x				
Promotion photos + video ready		x				
Create Instagram account		x				
Refresh Facebook page		x				
Create Facebook Event page + start sending invitations		x				
Plan the Kickoff		x				
Send invitations to Kickoff			x			
Add HCC 2017 to public event calendars				x		
Start sending press releases				x		
The Kickoff					x	
The HCC 2017						x

The timetable of the main marketing actions before the HCC 2017 event.

- **3 months before the event date (on February 2017)**

Certain actions for the HCC 2017 marketing must be completed well before the event date. These actions include the booking of the creative agency, the photographer and the printing house. The creative agency will create the new HCC logo, the new Helsinki Cocktail Map and make the updates for the Helsinki Cocktail web page. The photographer will create the promotion photos and video, and take the photos and video material in the event. After the event, he will also take the promotion photos of the winner cocktail, the Helsinki Cocktail 2017. The printing house, in turn, will print the Helsinki Cocktail Maps, which will be distributed throughout the summer.

On 2016 the organizers did all the copywriting for the HCC marketing, including the content on the web page. This way a lot of money was saved, and the content was exactly what the organizers wanted it to be. As due to the small budget, the same decision is probably made for the HCC 2017, the copywriting process should start well in advance, approximately 3 months before the event date. First the refreshed content for the Helsinki Cocktail web page should be written in both English and Finnish, as the updated page would be published approximately 1.5 months before the event date. The new content would include promoting the upcoming HCC 2017.

Also, the writing of the press releases should start early enough, so they could be sent approximately a month before the event date. If the organizers want to prepare well, they could also start copywriting the content for the social media posts.

- **7 weeks before the event date (approximately 20.3.2017)**

The updated Helsinki Cocktail web page should be published 7 weeks before the event date. The new web page would have all the content both in English and Finnish, and it would introduce the basic information about the concept, the previous year's winner and competition, and promote the upcoming HCC 2017. It would also introduce the first version of the Helsinki Cocktail Map 2017, which would present all the competing bars of the HCC 2017.

Around this time the promotion photos and the short promotion video of the HCC 2017 should be ready. They would be later used for the marketing purposes.

At this time, also the Helsinki Cocktail Instagram account should be created for marketing purposes, and the Helsinki Cocktail Facebook page should be updated with the new logo

and relevant information about the upcoming HCC 2017. Also, the new Facebook event page for the HCC 2017 should be created and the organizers should start inviting people through it. On these social media pages the organizers would frequently post different content. The timetable for the social media actions is introduced later.

The planning and organizing of the HCC 2017 Kickoff event should start around this time, too. This includes e.g. the preparing of the concept presentation, deciding the date, time & venue and booking the employees needs (including the last year's winner).

- **Five weeks before the event date (approximately 3.4.2017)**

The invitations to the Kickoff event should be sent approximately two weeks before it takes place, and about five weeks before the HCC 2017 event date. This way the people invited would have enough time to save the date and prepare to attend.

- **Four weeks before the event date (approximately 10.4.2017)**

The press releases with somewhat personalized messages should be sent approximately a month before the HCC 2017 event date. They would be sent to several print media journalists, radio & television reporters and bloggers.

A month before the event date the HCC 2017 should also be added to certain public event calendars, to ensure the maximum visibility for the event. These calendars include e.g. Visit Helsinki's event calendar and Menovinkki event calendar which publishes events on Helsingin Sanomat, Nyt-liite and Minnenyt web page.

- **Three weeks before the event date (18.4.2017)**

The Kickoff event should take place approximately three weeks before the HCC 2017 event date. As mentioned before, a suitable time for the Kickoff would be a weekday afternoon, and thus the author suggests Tuesday 18th of April around 3pm.

6.2 Social Media Marketing Actions

As mentioned before, the detailed content of the social media posts cannot be created yet, due to the lack of information. However, the posting frequency can be considered ahead. The social media marketing actions in this chapter thus refer to the posts published on Helsinki Cocktail Facebook page, the Helsinki Cocktail Competition 2017 event page and the Helsinki Cocktail Instagram account. Below is a timetable for the posting frequency. The event is predicted to take place on 9th of May, Tuesday, which is highlighted in yellow. Thus, seven full weeks before the event date should be used for the social media marketing actions.

When all social media platforms are used for posting, the content of the post will be the same. However, because Instagram posts should be short enough to best engage the viewers, the content of the posts should be edited shorter for Instagram.

For longer content marketing posts (such as the stories about the cocktail culture in Helsinki) only the Facebook pages will be used. The Instagram account, in turn, will be used more to share photos or videos, that do not require too much text to explain the content.

The timetable for social media marketing actions.

	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
Wk. 1			X X X	X		X X X	
Wk. 2	X	X X X		X	X X		X
Wk. 3	X X X		X		X X		X
Wk. 4		X X X	X	X		X X X	
Wk. 5	X X X		X X		X	X X X	
Wk. 6	X	X X X		X X X		X	
Wk. 7	X X X		X X	X	X X X		X
Wk. 8	X X X	X X X	X X X	X X X		X X X	

[Helsinki Cocktail Facebook page \(21 actions\)](#)

[Helsinki Cocktail Competition 2017 event on Facebook \(21 actions\)](#)

[Helsinki Cocktail Instagram account \(30 actions\)](#)

The first action for the social media marketing is to refresh the Helsinki Cocktail Facebook page, to create the Helsinki Cocktail Competition 2017 event page and invite people to join it, and to create the Helsinki Cocktail Instagram account. After this, the organizers should start the frequent posting on each platform to engage the viewers. It is particularly

important to post regularly on the Instagram account, as it is new and does not have any followers from the previous year. By posting frequently on Instagram, using the suitable hashtags on the posts, and by following other accounts the audience is more likely to come across the Helsinki Cocktail account and start following it.

On the first three to four weeks, the organizers should implement approximately two “main” posts on the social media platforms (the posts, that are shared on each platform). Starting to post more often too early could annoy the audience and work against reaching the marketing objectives. However, the Instagram posts could be more frequent as the account is new and requires followers.

The last three weeks before the event date already require more social media marketing actions to gain the maximum visibility for the event. Thus, the postings for each platform must be more frequent and offer interesting content. These are the most essential weeks for the social media marketing actions, and thus the organizers should plan well ahead what content to publish. The introductions of the competing bars & bartenders, the quizzes & surveys and the HCC 2017 promotion photos and the short video should be published on these weeks. Also, the possible articles or others published on media should be shared on the Facebook pages.

The week of the event is also essential for the social media marketing. On the last day before the event and on the actual event day, various posts can be published to e.g. show the event preparations and to boost the atmosphere. After the event day, a lot of content, such as information about the winner, should be posted. Also, the published articles about the winner and the competition should be shared.

The social media marketing actions should not stop after the event week. On the contrary, the event organizers should aim to post frequent content at least through the summer season, when the Helsinki Cocktail 2017 is served. If possible, the Helsinki Cocktail Facebook page and the Instagram account should remain somewhat active through the year, to retain the audience’s interest.

6.3 Marketing Actions After the Event

The actions presented next are implemented after the event date, but are however extremely important for marketing the HCC 2017 and the competition concept in general. Thus, they cannot be left outside this marketing plan.

Action	1 day after	2 days after	1 wk after	2 wks after
First photos of the HC 2017	x			
Promotion photoshoot of the HC 2017		x		
Copywrite new content for the web page		x		
Video compilation + photos of the HCC 2017 ready			x	
Updated web page ready				x
The Helsinki Cocktail Map ready and printed				x

The timetable for the marketing actions after the HCC 2017 event date.

- **1 day after the event day (10.5.2017)**

The media will need a good-quality photo of the winner cocktail already on the following day of the event. Thus, the photographer should capture at least couple of good photos of each competing cocktails during the event, and agree to edit at least one of the winner for the following day. This photo could be used if the media wanted to tell about the Helsinki Cocktail 2017.

- **2 days after the event date (11.5.2017)**

The photoshoot of the official promotion photos of the Helsinki Cocktail 2017 must be arranged as soon as possible after the event. These photos are needed for the Helsinki Cocktail web page, the Helsinki Cocktail Map 2017, and general marketing purposes. When making a contract with the photographer, this should be agreed as well. The ideal date for the promotion photo shoot would be two days after the event, so that it would be as soon as possible, but also give the winner bartender some time to give possible interviews the previous day.

- **1 week after the event date (approximately 16.5.2017)**

The official promotion photo of the Helsinki Cocktail 2017, the photos from the HCC 2017 event and the video compilation of the HCC 2017 should be ready one week after the event date. Thus, they can be used for after-event marketing, and they are also needed for the updated Helsinki Cocktail web page and the Helsinki Cocktail Map 2017.

- **2 weeks after the event date (approximately 22.5.2017)**

Two weeks after the event date the Helsinki Cocktail web page should be published with all the updated content, such as the story and photo of the winner, the video compilation of the HCC 2017 and the newly modified Helsinki Cocktail Map 2017, which also introduces the winner and the competition concept. All this should be provided in both English and Finnish. At this point the Helsinki Cocktail Map 2017 should also be printed and it should be distributed to the tourist information centers of Helsinki, some hotel lobbies and the bars who participated the competition. From there the customers can take their own copy and use it to navigate their way to the bars serving the Helsinki Cocktail 2017.

7 Control

In this part, some means to control and measure the marketing actions and their results are introduced. It is important to follow the audience's reactions to the marketing actions and thus study which things work and which do not. For instance, the content (photo, video, story, quiz, etc.) of the social media postings, the time and date they are being posted and the extent they aim to activate the audience, are things that might have an effect on the level of engagement. Thus, it is important to follow the reactions and modify the marketing actions if needed, to reach the objectives. As the budget for the HCC 2017 is very small, all the means to control the marketing must be free.

- **FOLLOWING THE REACTIONS ON SOCIAL MEDIA**

Whenever a social media post is published, the way the audience engages with it should be followed (likes, shares, comments). On 2016, the posts published around early afternoon usually got the most of reactions. Also, it should be followed whether certain weekdays work better than others, or whether Instagram posts should be posted earlier than Facebook posts to attract more viewers during the day.

If the level of engagement is higher on posts that involve a certain person (e.g. an introduction of a competing bar and bartender), those should be used more frequently, and if quizzes or surveys do not activate people enough, they should be modified or discarded. All in all, the person in charge of the social media marketing should constantly keep track on what works for the followers and what not.

- **FOLLOWING THE NUMBER OF EVENT ATTENDEES ON FACEBOOK**

After publishing the HCC 2017 event page on Facebook, the number of the attendees should constantly be followed to predict the quantity of people who would actually attend the event. In event pages, Facebook offers the audience three options: "going", "interested" and "not going". Also, the number of the invited people, who have not responded anything, is shown. Following the numbers of each section, it is possible to predict the quantity of the event attendees and accordingly modify the marketing actions: if the number of attendees on the event page is low even couple of weeks before the event date, more visibility is needed. In this case, the marketer might have to start posting more frequently or offer content, that activates or engages more, such as short videos or interesting photos.

- **USING THE FACEBOOK INSIGHTS**

The Facebook Insights is a free tool to measure and track the interaction on the Facebook page. This tool should thus be utilized to research the performance of the Helsinki Cocktail Facebook page.

The tool introduces the page admin certain statistics that help to e.g. determine the best time of day and weekday to post, and the type of content that best engages the audience on the page. To gain the biggest benefit from the Insights, it must be followed frequently.

The screenshot shows the Facebook Insights interface for the 'Helsinki Cocktail' page. The 'Insights' tab is selected, and the 'Your 5 Most Recent Posts' section is displayed. A legend indicates that orange bars represent Reach (Organic / Paid), blue bars represent Post Clicks, and pink bars represent Reactions, Comments & Shares. The table below summarizes the data for each post.

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/25/2016 9:42 pm	The Moomins approve the Helsinki Cocktail 2016 <3	Image	Public	194	22 4	Boost Post
05/24/2016 3:37 pm	Do check our updated web page, t oo <3	Text	Public	201	6 3	View Results Boosted: €0.78
05/24/2016 3:35 pm	The Helsinki Cocktail campaign started yesterday and will go on till the	Image	Public	156	15 11	Boost Post
05/04/2016 11:01 am	A month ago we had a pretty awesome party, when the Helsinki Cock	Video	Public	12.3K	727 210	View Results Boosted: €26.00
04/25/2016 5:10 pm	A little treat particularly for the ones speaking Swedish; Daniel shows h	Image	Public	228	10 7	Boost Post

See All Posts

Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

- **USING THE LIKEALYZER TOOL**

The LikeAlyzer by Meltwater (www.likealyzer.com) is a free tool that can be used to assess a Facebook page. It offers suggestions to improve the page and its performance, and rates the page on a scale from 0 to 100. The LikeAlyzer points out factors, that are done well, and highlights the factors that need to be improved. It is very practical and concrete. The tool does not require a setup or fee, but instead is used by simply entering the URL of the wanted Facebook page. After this the tool offers a simple online report.

The Helsinki Cocktail Facebook page has not been active after the summer season of 2016, and thus the current rate of the page is extremely low. However, this tool should be actively used when starting the marketing process of the HCC 2017, to measure and control the effectiveness of the marketing.

The screenshot shows the Likealyzer tool interface for the Helsinki Cocktail Competition page. The tool is by Meltwater and includes navigation links for Analyze, About, Statistics, FAQ, and Contact. The main banner features the text "HELSINKI COCKTAIL COMPETITION" with a large "17" in a laurel wreath. Below the banner, there are recommendations for improving the page's performance, such as publishing posts more often and asking business partners to become fans. The interface also includes a "Page Information" section with details like the page name, category, username, and website, as well as a "Like / Share" section with social media sharing options.

Likealyzer
by Meltwater

Analyze About Statistics FAQ Contact

HELSINKI COCKTAIL COMPETITION

17

Recommendations:
Publish posts more often.
Ask business partners, customers and friends to become fans.
Try Promoted Page Ads to gain more likes.
Ask more questions to your fans.
Like other Pages and interact with them.

LEARN MORE

Page Information

Homepage icon

Page name: Helsinki Cocktail [Visit]

Category: Wine/Spirits [Visit]

Username: Helsinkicocktail

Website: <http://www.helsinkicocktail.fi>

Like / Share

Share and make the world a better place. Please select which Social Network you would like to share your result to.

0 Likes 0 Tweets

Like +1 Share