

The impact of outdoor advertisements on corporate brand awareness

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Abstract <p>The aim of the study was to examine the current brand awareness of the assignor company and the impact of outdoor advertising locations on corporate brand awareness. The case company was a local radio channel, Radio Kompassi from Jyväskylä. The study was conducted among different aged people from Jyväskylä. The aim of the study was to investigate the current awareness of the company among its target audience. The second aim was to investigate whether the company's outdoor advertisements locations had been seen by the target audience and whether it has impacted on corporate brand awareness. The research questions were the following: What is Radio Kompassi's current brand awareness in the Jyväskylä region? What is the outdoor advertisement locations' impact on brand awareness? The sub-question was: How it differs between age groups? In this way, it was possible to form a perspective of the whole target group.</p> <p>The literature review dealt with branding and advertising. A quantitative survey questionnaire was used to implement the study because of the large sampling size of 226 citizens. The data collection was done in the street and on JAMK University of Applied Sciences' campus by using a compact two-sided questionnaire with multiple choice questions. The survey combined the information gained from the literature review and research questions.</p> <p>The research results indicated that the company was known in the area, but that deeper awareness of it was low. The outdoor advertisements locations were not visible. The results indicated that the impact of outdoor advertising locations on corporate brand awareness was minor. However, if the locations had been more visible the impact could have been bigger. This indicated that the company's brand awareness had been achieved mainly through other marketing channels. Based on the results, further recommendations were given about the company's advertising locations.</p>		
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<p>Tiivistelmä</p> <p>Tutkimuksen päämääränä oli tutkia yrityksen tämänhetkistä brändi tunnettuutta ja ulkomainnon sijainnin vaikutusta yrityksen brändi tunnettuuteen. Kohde yrityksenä toimi paikallinen Jyväskyläläinen radiotoimitus, Radio Kompassi. Tutkimus toteutettiin eri ikäisten jyväskyläläisten kesken. Tutkimuksen tavoitteena oli tutkia tämänhetkistä yrityksen brändi tunnettuutta kohdeyleisössä. Tutkimuksen toisena tavoitteena oli tutkia, onko kohdeyleisö havainnut yrityksen ulkomainnon sijainnit ja sen kautta onko tällä ollut vaikutusta yrityksen brändi tunnettuuteen. Tutkimuskysymykset olivat seuraavat: Mikä on Radio Kompassin brändin tunnettuus Jyväskylän alueella? Millainen on ulkomainnon sijaintien vaikutus yrityksen brändi tunnettuuteen? Alakysymyksenä käytettiin: Kuinka se eroaa eri ikäryhmien välillä? Näin saatiin kokonaiskuva koko kohdeyleisöstä.</p> <p>Kirjallisuus katsaus koostui brändäyksestä ja mainonnasta. Kvantitatiivista kyselylomaketta käytettiin tutkimuksen toteuttamiseen, johtuen suuresta 226 henkilön otannasta. Datan keräys tehtiin kadulla ja Jyväskylän ammattikorkeakoululla, kompaktilla kaksipuolisella kyselylomakkeella, jossa oli rasti-ruutuun vaihtoehtoja. Kyselylomake yhdisti kirjallisuuskatsauksen ja tutkimuskysymykset.</p> <p>Tutkimus tulokset osoittivat, että yritys on tunnettu alueella, mutta syvempi tunnettuus oli vähäistä. Ulkomainnon sijainnit eivät olleet näkyvät. Tutkimustulokset osoittivat, että ulkomainnon sijaintien vaikutus yrityksen brändi tunnettuuteen oli vähäistä. Kuitenkin, jos sijainnit olisivat olleet näkyvämmät vaikutus olisi voinut olla suurempi. Tämä tarkoitti, että yrityksen tunnettuus oli enimmäkseen saavutettu muiden markkinointikanavien kautta. Tutkimustulosten perusteella yritykselle tehtiin suositukset ulkomainnon sijainneista.</p>		
Avainsanat Brändi, brändi tunnettuus, mainonta, ulkomainonta		

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1 THE VALUE OF BRANDING AND OUTDOOR ADVERTISING

In the modern world, branding is a subject undergoing intense study. Each and everyone needs to be able to justify their choices, receive attention and express their opinions when tight competition does not purely come from the local markets, but also from around the globe. The question arises how to obtain authority and attention? (Pelsmacker, Geuens & Van Den Bergh 2013, 54-55.)

Brand awareness is more than knowing the brand's existence, it is everything that a product stands for, such as advertising and symbolic characteristics, design, the manufacturing company and attributes (Pelsmacker et al. 2013, 54-55). Combining the wanted features to a brand is hard when customers tend to make quick decisions and safe choices. For this reason, a brand needs to be eye-catching in order to succeed. Deep brand awareness puts the brand on top in the customer's eyes and creates loyalty and consideration among the customers. (Dahlen 2006, 40, 61.)

The attributes of a brand are described as a cluster of characteristics. It is not a trademark or reputation, but an imperceptible compound with sums of information about the product, service and corporation's name. (Abrahams 2016, 31-32.) Brand is a combination of both tangible and intangible features. Tangible features are rational and intangible features represent the brand's emotional and symbolic side. Each brand has its own features, which makes them different from the other similar products (Pelsmacker et al. 2013, 39). Moreover, if the brand is strong, it can stand out better from its competitors (Wheeler 2012, 2, 6), which states that a known brand has more value among the customers than unknown brand (Pelsmacker et al. 2013, 54-55).

Finnish companies tend to think that communicating is not their strength and inadvertently miss the fact that communicating and advertising are at the center of the future competitiveness (Sounio 2010, 27). Advertising is the most significant and well-known instrument of the marketing communication mix. The role of marketing communications is to remind, persuade and inform of brand's existence to customers. In this way, the customers can engage with the brand to build communities and

relationships with it. (Dahlen 2006, 60, 203.) Investigating brand awareness through outdoor advertisement is one possible way of engaging customers with the brand. This form of advertisement is physical and located outdoors; in public transportation, walls of properties and promotional stands (Raninen & Rautio 2002, 320). One of the channels to build brand awareness with advertising is that brand with strong awareness is advertised broadly (Vuokko 2003, 121-135). Outdoor advertising reach multiple consumers outside the home and connect advertisers with consumers (Outdoor Advertising Association of America 2015, 1).

1.1 Case Company: Radio Kompassi

Mediatakoijat Oy addresses itself as a “strongly local and dynamic media corporation” which stands out in company’s local atmosphere. Mediatakoijat Oy possesses in total 6 commercial radios, such as Radio Pori 89,4, Radio Mikkeli 104,2, Radio Kuopio 95,6, Radio Kompassi 88,0, Helmiradio and Radio Melodia Jyväskylä 107,8 MHz. Its subsidiary Jappis OY, with a nickname Jabadabadoo, operates in Mediatakoijat Oy’s marketing communications in Rauma, Helsinki and Pori. The CEO of Mediatakoijat is Jolma “Sampsa” Sakari. (Mediatakoijat n.d.) On the 10th May 2016 Mediatakoijat Oy and Nelonen Media replaced Radio Melodia Pori 101,0 MHz, with the new nationwide Helmiradio (Radiomedia 2016).

In 2014, a commercial radio named Radio Kompassi was established. The office was built on the 2nd floor of Kauppakatu 18 C, Jyväskylä. The crew consist of the producer Henri Berg, journalist Elsa Kalervo, regional leader Paavo Mölsä, a few freelancer journalists and the account managers Jari Rissanen and Oskari Villanen. The radio is a subsidiary of the Mediatakoijat Oy corporation. (Radio Kompassi n.d.) Radio Kompassi is a local radio channel which podcasts of local news and events in the Jyväskylä region every weekday from 6:30-18:00 and Saturdays from 9:00-14:00. The radio’s music scope is varied including new and old hits. Based on the recent research, the quantity of weekly listeners is approximately 13 000 of whom 63% are women and 36% men. The most frequent listeners come from the age group of 30-60 years-olds (60%), and in survey research they were the main target group. (Radiomedia n.d.)

Since 2014, Radio Kompassi has aimed to stabilize its position as a local radio station in Jyväskylä. The company's most well-known phrase "Radio Kompassi PAIKALLINEN 88" is written in outdoor advertisements all around Jyväskylä and adjacent villages. The company has outdoor advertisements all around the Jyväskylä, for example, in taxis, a parking hall barriers, buildings and places, such as Hippos stadium, Synergia arena, The Harju Stadium and in events. The producer Henri Berg (2016) stated in Appendix 1 p. 63 that public transportation is an essential part of company's outdoor advertisement. All the listeners who are interested to listen the radio are able to tune into Radio Kompassi from www.radiokompassi.fi or from frequencies Jyväskylä 88.0 and Äänekoski 88,4 (Radiomedia n.d.).

1.2 Research problem and objective

Defining a company's research problem is the most important step in a marketing research process. This includes defining management-decision problem and marketing research problem (Malhotra 2013, 50). The Management-decision problem is an action and symptom orientated approach whose mission is to state what needs to be done. The management decision problem defines the problem that the company is facing, but not the conclusion on how to solve it. (Malhotra 2013, 50, 62.) The management- decision problem of the company deals with the company's current state of brand awareness in the Jyväskylä region and the impact of outdoor advertising on corporate brand awareness. More specifically, the outdoor advertising location's impact on brand awareness was examined in this study. The brand awareness was researched from the corporation brand aspect instead of product brand aspect. A More detailed description is in Chapter 2- Branding.

The marketing research problem is the most important step in a marketing research process, which defines what information is needed to solve the marketing problem. Research can be conducted if both parties have agreed on the marketing research problem. The biggest flaws are that wrong questions are asked from target group, which impacts the whole research. (Malhotra 2013, 50-52.) The marketing research

problem of the company was that since its establishment in 2014, the company has not conducted any research of their brand awareness in the Jyväskylä region. The company was unsure if the target audience knew their existence and if their outdoor advertisement locations impacted on the company's brand awareness in the Jyväskylä region. The company's mission is to become the best known local radio station in the Jyväskylä region and the first radio source of information of Jyväskylä's events and news.

The objective formulated for the research was to investigate brand awareness of Radio Kompassi's corporate brand in the Jyväskylä region and further to understand the impact of the company's outdoor advertisement location on brand awareness. The research questions needed to solve the marketing research problem were as follows;

The research questions:

- 1 What is Radio Kompassi's current brand awareness in the Jyväskylä region?**

- 2 What is the outdoor advertisement locations' impact on brand awareness?**

The sub-question "How it differs between age groups?" was reflected on in both main questions. The target audience was divided in four age groups, which were 18-30, 31-45, 46-60 and over 60-year-olds. The sampling was taken from over 18-year-old citizens living in Jyväskylä in order to obtain the most relevant data for the company. Radio Kompassi's producer Henri Berg (2016) emphasized in Appendix 1 p.63: "Our target group is primarily the audience who are interested in Jyväskylä region's local issues. Between the age range of 30-60 year olds."

The results for the management decision problem and marketing research problem were obtained by means of a quantitative survey. This is more clearly defined in Chapter 4, the Results section. The overall research results were combined for the company in English, however a translation summary of the most important findings was made in Finnish language to an external document. Based on the results, the company is able to see how their current brand awareness looks like and if they should modify their locations of outdoor advertisements. The information would be

beneficial for the company's future actions. "We would get new ideas of how to serve the customers better, improve our activities inside the corporation and get more listeners to our channel" (Henri Berg, 2016).

1.3 Overview of methodology

Methodologically, the study focused on quantitative research. The quantitative research method means data, which is examined quantitatively. The phenomena are investigated by analyzing numerical data with mathematically based methods, such as with statistics. (Muhjis 2004, 1-2.) In this research, the quantitative method was the best option, because the researcher made a random sampling of 226 citizens. The quantitative approach keeps the answers short, consistent and easy to evaluate in a broad sampling.

The decided primary data of the study were face-to-face meetings and email interviews with the company's producer Henri Berg. Primary data collection includes collecting data from the public, consumers and professionals (Hamersveld & De Bont 2008, 65). The secondary data used for the study came from the school's library database, books and articles related to advertisement and branding. A major help came from the Helsinki- and Jyväskylä City Libraries. Secondary data collection is used in the initial level of marketing research. It means using existing data and other sources relevant to the research topic. Secondary data sources are also companies' own website and other related websites. (Hamersveld & De Bont 2008, 64-65.) Primary and secondary data enables triangulation, which means collecting data from different sources by using different methods (Skinner, Edwards & Corbett 2015, 75). A more detailed description of methodology is in Chapter 3- the Methodology section.

1.4 Motivation for the study

At the beginning of the thesis process it was important to evaluate the possible co-operations opportunities with companies in the Jyväskylä region. Eventually I decided to contact the city's own local radio stations. The reason behind this was my own deep interest in the radio business and marketing in general. My topic itself concentrates on a company's brand and advertising, which are two interesting topics for me. My professional studies in JAMK University of Applied Sciences are targeted at marketing, and these two topics are important parts of it. I think that investigating outdoor advertisement is interesting for everyone in the age of digitalization, and it gives an aspect of "traditional advertising." Nowadays, it seems that more studies are focused on social media advertisement instead of outdoor advertisement. Moreover, the value of a brand in companies' decision making has significance in the modern world. I was able to find previous thesis on brand awareness studies, but less frequently they handled the impact of outdoor advertisement on brand awareness.

Radio Kompassi was interested in the study for the reasons of improving their actions to reach a better brand awareness and outdoor advertisement locations. In the Jyväskylä area there are many active radio stations, and the competition for the listeners between them is tight. Radio Kompassi is a quite a new radio station in the area, so this thesis gave them a valuable information about their current situation. I was thrilled to work with this company, because I had an opportunity to work as a "professional" of this certain area that I was investigating. The company itself did not have plenty of expertise on the marketing field, but it had good ideas of how to improve the thesis and keep it on the right track.

1.5 Structure of the thesis

The structure of the thesis follows the JAMK University of Applied Sciences project reporting instructions, starting from the Chapter 1 above- The introduction, until the Chapter 6- The Conclusion. The mission was to start from the Introduction and clarify to the reader the main idea of the thesis. Furthermore, analyze connections between the brand and advertising. Understanding the background information is important

before continuing the research. The next chapter is Chapter 2- The literature review. It immerses more deeply into the two main concepts; brand and outdoor advertising, but more closely into the brand awareness and outdoor advertisement locations impact on brand awareness. These two topics are clarified in the literature review. Chapter 3- The Methodology describes the implementation of the quantitative survey process. The results of the survey are described in Chapter 4- The Results section. The Chapter 5- Discussion, is located at the end of the thesis, where the results are in closer investigation. The thesis ends to Chapter 6- Conclusion, where each chapter is summarized and evaluated.

2 THE CONCEPTS OF BRAND AND ADVERTISING

According to the dictionary, the word “brand” stands for a stigma, trademark or a branding iron. The world’s first brand was created on a Greek island, already before Jesus Christ. Some unknown lamp makers from the island produced oil lamps which were known from for their longevity. The lamp makers decided to stamp their oil lamps their own “special symbol” in order to become known. The world’s first brand was born. (Laakso 1999, 39-41.)

In this century brands are built by consumers. Instead of a one-sided advertisement, consumers want to interact with the company and gain recognition as the fans of the brand. A brand is regarded as an exceptional friend or a household member. The more fervor a brand creates, the stronger position it has, and for that reason the brand’s marketing communications should focus on visibility and space in order to attract consumers. (Sounio 2010, 24, 28-29.)

A brand can be defined as a sign, a design, a name, term, a symbol or an aggregate of these. With these visual and verbal characteristics, brand aim is to differentiate itself from the competitors. (Pelsmacker, Geuens & Van Den Bergh 2013, 39.) In 1994 Gustav Hafren, a brand building consultant, stated that brand is the added value that a consumer is willing to pay compared to a competitor with the same product. A brand which cannot give a better product than the competitor becomes just a product without a symbol. After that, the market will determine the price of the product.

When the product becomes irreplaceable for the customer, a brand is born. If the product does not stand out, marketing campaigns are likely to be bad investments and may end up to as an array of unsuccessful experimentations. (Laakso 1999, 20, 22 43-44.)

A brand consists of two parts, which are the face and the soul. The face expresses the outer attributes, such as appearance and the package of the product. However, the soul expresses the background, personality, behavior and history of the brand. Catching the soul of a brand is more challenging than creating the face with visual and communication tools. Exposing the soul of a brand requires courage to uncover the vulnerable side of the brand. All things considered, brand can be anything, such as a product, a service, a person, a country, a village, a political party or a city. A brand should never be considered nothing but the face, because the best brand has a heart and soul with it. (Sounio 2010, 24.)

A brand has a capability to impact on audiences and stakeholders, see the Figure 1 below. In this study, Figure 1 illustrates the ensemble of a brand's influence on the audiences and stakeholders with whom it operates with. In addition, Figure 1 illustrates the different parties' impact on a brand and how several parties are connected to each other.



Figure 1 Brand's impact on audiences and stakeholders (Abrahams 2016, 31)

A brand operates as a focal point for audiences and stakeholders, such as communities, regulators, partners, employees and investors. The focal point of a brand comes from its capability to create demand by customers. This capability creates demand to the enterprise's product or service and through that willingness to associate with the company. It is important, that a brand has a definite objective to become a safe leader and developer inside the organization. (Abrahams 2016, 31-32.)

Corporate branding

Understanding the difference between corporate- and product branding was important part for the study, because the corporation type of brand awareness was researched in the thesis. In today's society and markets, the importance of corporate brand has increased. Corporate branding affects on company's behavior towards society and increases its competitiveness. Nowadays, customers tend to concentrate on evaluating and distinguishing companies from one another. The reason for this is that the markets are full of replaceable products. A visible corporate brand increases the company's brand value, which creates for the company an easier access to consumers' associations of the corporation. (Flemming & Christensen 2003, 111.)

Corporate and product branding differ from one another. In corporate branding the focus of branding concentrates on the corporation, and in product branding on a product made by the company. Corporate branding pushes brand thinking beyond the product and places customer relationships under greater scrutiny. It targets at the images formed by suppliers, community members, partners, investors and stakeholders. However, product branding targets only at the customers. Corporate branding requires wide organizational support, which product branding does not require. (Emerald Group 2004, 5-7.) When product branding is handled by a marketing department, corporate branding interplays between the corporate image, culture and vision held by the stakeholders. Everyone in the organization from top to bottom and functional units along with the audiences are involved in realizing the brand. Last but not least, the dimensional difference between these two is that a corporate brand lives in the past and present, but a product brand lives only in present. The

reason is that product brands tend to be short-term and quickly replaced after some time. (Emerald Group 2004, 5-7.)

2.1 How to build a Brand

Building a brand is challenging to the organization, because it involves tactical and strategic imperatives (Aaker 1996, 340). The following Table 1 below illustrates brand-building imperatives, starting from creating the brand identity until coordinating it across the different channels. The Table 1 (managing the brand) is important to understand the importance of common brand identity. The Table 2 (brand building process) concentrates more deeply on step-by-step level of building brand loyalty among customers. These are important to understand the base of a brand.

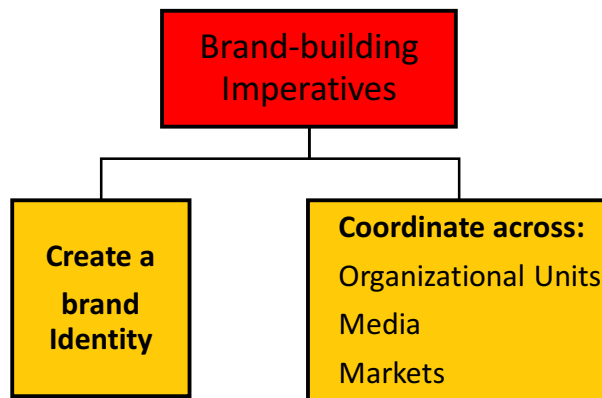


Table 1 Managing the brand (Adapted from Aaker 1996, 340)

The first step in creating a brand identity is to guide the progress and coordinate the tactics. Brand identity is defined as characteristics the organization want to be known, remembered, related to and described. Tool to deliver corporate identity is company's signals, which creates corporate reputation and image. Company's transmitted signals are important part in creating brand identity in consumers' minds. (Fill 2009, 388.) A Brand identity needs to be well targeted, by creating a vision of future identity and roles invented, have a supportive communication, core is clear and value proposition is generated. However, sometimes it is difficult, because usually no one is in charge with that task inside the organization, which can make a brand diffused and meaningless. Unfortunately, often happens that organization is a product driven

instead of a brand driven, which makes the brand depend on past product development. The brand strategy needs to be common and coordinated all across the businesses. If the strategy is not consistent, the risk of customers' confusion and interaction between parties becomes more difficult. (Aaker 1996, 340-341.)

Coordinating across media channels requires finding a common direction to all the media channels. Brand building needs individuals specialized in particular media, with different objectives and perspectives. Brand identity should be as common as possible, because without it media programs will not be consistent. Media channels includes; clubs, event sponsorship, public relations, direct response marketing, a packaging, a design and an event stores. Market coordinating includes creating synergy between multiple markets, which is challenging because of functional areas, such as advertising, marketing research and sales effecting to it. (Aaker 1996, 341-342.)

Building a brand loyalty

After defining the ensemble of brand building, the next step is to understand how to step-by-step build a single brand loyalty among customers. Branding aims to tempt people to choose one brand over another and become irreplaceable in marketplace, for that reason, companies aim to engage customers and connect them emotionally. Overall customers experience of a brand effects to its success in the marketplace. (Wheeler 2013, 2, 6.) The Table 2 below illustrates from the company's perspective the five (5) important phases of a brand building. This model explains the importance of brand awareness in achieving brand loyalty.

PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
Analysis associated to Brand	Creating Brand Awareness	Combining wanted features to product/service image	Buying process	Achieving brand loyalty

Table 2 Brand building process (Adapted from Laakso 1996, 79)

The process starts from analyzing the brand. It is rare that any strategic decisions are made without proper analyses of a brand's characteristics (Laakso 1999, 79). The second phase is creating a brand awareness, which scope, is the brand reached in markets and segments. It also effects on brand knowledge and salience among customer base. (Aaker 1996, 330.) After creating brand awareness, the wanted features are combined to a brand. This means that company adds features to a brand, which makes customers associate brand name to wanted product category. It is important to remember that a brand is not always a product or service, but it can be a person, an event or an organization. The fourth phase is buying process, which means luring customers to buy the brand. The last phase is achieving the brand loyalty, which makes customers loyal to a brand. (Laakso 1999, 77-78.)

2.2 Five levels of Brand Awareness

Brand awareness has an impact to reflects the question of what brand stands for. Establishing brand awareness can be carried out by repeating the exposure of a brand to consumers. The bigger experience customer has through logos, symbols, a name, a packaging, outdoor advertising, public relations or a slogan, the stronger the brand will register to consumer's memory. When a brand is new, it is important to emphasize a category it belongs to in the company's marketing program, because it may become crucial over the time. Brand awareness strengths a consumer's associations related to a brand image and consumers may consider a brand as a part of consideration set. (Keller 2013, 74-75.) Figure 2 below illustrates a brand's touchpoints, because each one of them is a channel to increase brand awareness (Wheeler 2013, 3). In this research, the most important touchpoints were advertising, billboards and vehicles, which are one of the many channels to create brand awareness.



Figure 2 Brand's touchpoints (Wheeler 2013, 3)

Brand awareness can create an important role in customers buying decision. Research shows that people tend to like things they know beforehand. However, brand awareness does not always lead to successful sales. Laakso (1999) describes that brand awareness can be divided into a pyramid of four levels. (121, 115-116.) However, other studies argue that brand awareness can also be divided into a pyramid of five levels, see Figure 3 below. The pyramid is a combination of two different book authors Laakso's and Aaker's "Levels of brand awareness" chapters. Aaker (1996) states that there exist five levels of awareness and the last one is brand dominant. These five levels are used as tools to measure brand awareness of a brand's customer salience. Knowledge of a brand is reflected by brand awareness. (10, 330).

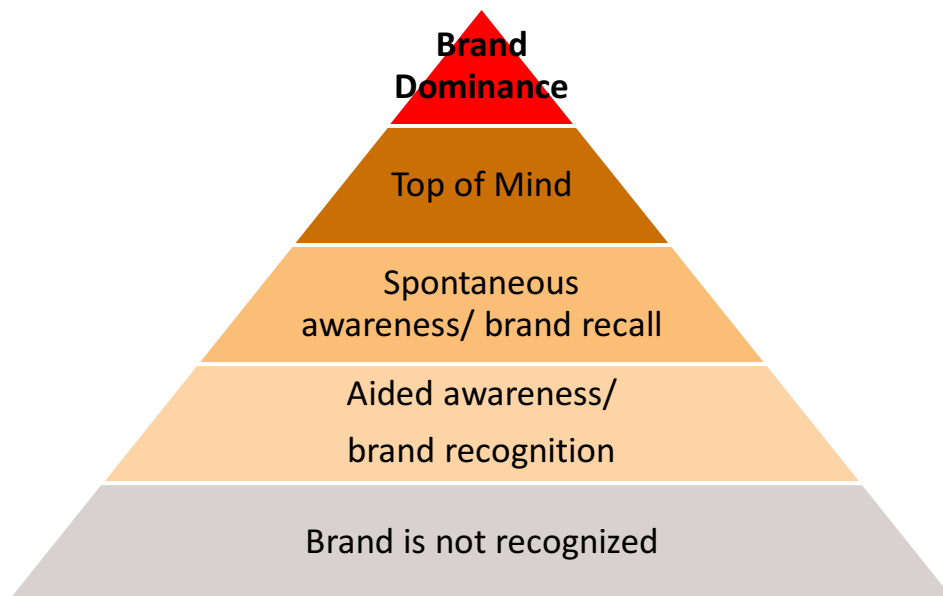


Figure 3. Levels of Brand Awareness (Adapted from Laakso 1999, 116 and Aaker 1996, 15)

Brand recognition and brand recall

The pyramid starts from unrecognized brand, which means that the brand is not recognized by the customers. The next level is a brand recognition, in other words aided awareness, when the consumer is given a certain product range, with a bunch of brands, and the mission is to name which it has seen or heard before. This tells does consumers generally know the brand, but it does not demonstrate does the brand differ in product range or is it associated to correct one. (Laakso 1999, 115-116.) Moreover, in brand recognition a brand's exposure does not require to know why the brand differs from other brands, what product class it has or where exposure happened, but it simply recalls the past exposure. Brand recognition alone can create positive feelings for almost towards anything, from words, a people, a music or brands. The more familiar the brand is it will have an edge compared to new unknown brand. In economics aspect, when consumers saw the brand multiple times, they think that company spends money to support the qualified brand, what makes it more qualified in a consumer's mind. (Aaker 1996, 11.)

Brand recall, in other words spontaneous awareness, states that the brand name comes up spontaneously to a customer's mind (Laakso 1999, 116).

Brand recall is formed when a customer remembers the brand when a certain product range is mentioned (Aaker 1996, 11). It requires that a correct brand is linked to a correct product range, for that reason in the research the respondents are requested to mention brands names from a certain product range. The respondents are not assisted with complete answers. Brand recall research is more challenging than brand recognition research, due to consumers' weak ability to spontaneously remember brands' names. (Laakso 1999, 116-117.)

After understanding the difference between the brand recognition and recall, it is important to know how to combine and measure these two together to exceed deeper data of brand awareness. The Graveyard Model illustrated in Figure 4 (Van Haaften n.d. quoted Aaker 1996) is not mentioned in the Figure 3 five (5) levels of brand awareness pyramid, because it is not one of the main brand awareness measurement tools. However, depending the customer's state of brand's recall and recognition, the graveyard model can become a handy tool to measure different brands in same product class in recall versus recognition graphic (Aaker 1996, 11, 15).

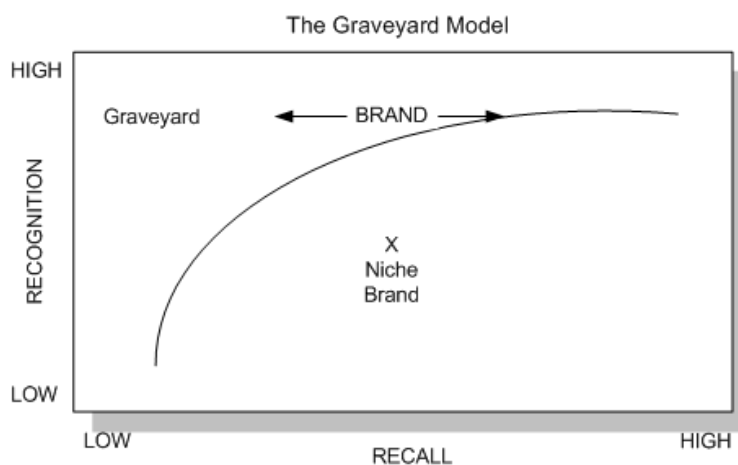


Figure 4 Graveyard model (Ronald Van Haaften quoted Aaker 1996)

The model shows to a researcher that brand recall is as valuable as brand recognition. If the brand moves towards a graveyard, it is a proof that the market share and sales are descending and on the other hand the location in upper- right or upper-

middle predicts increase. It is stated by the location of a brand in the graphic. Escaping from graveyard needs increasing a brand's recognition. Even though the brand has a high recognition it does not always prove that the brand is strong. High recognition can be connected also to weak brands. (Laakso 1999, 115-116.)

Top of mind and brand dominance

When the brand is "top of mind", it has a special meaning for consumers. Top of mind brand is the first one, which consumer remembers. It controls its own production range and stands out often in customers purchasing decisions. Brand control of its product range is one of the brand's power elements and its high market share can set standards for the entire market field. (Laakso, 1999, 117.) What is not shown in Hannu Laakso's statement is that the highest level of brand awareness is brand dominance, when consumers are able to recall only one brand from a product category. (Aaker 1996, 10). When the brand is the only remembered name from its product range, the best possible situation is achieved (Laakso, 1999, 117).

Strong brand awareness is important in case when customer's need for product or service occurs, to make it part of consideration set. A tool to maintain and create brand awareness is marketing communications, especially advertising. (Flemming & Christensen 2003, 15) relation between brand awareness and advertising is further described in Chapter 2.5 Advertising impact on brand awareness.

2.3 Advertising as a communication tool

In the early ages advertising was described as a public announcement of a product or a service. This marketing communication tool had evolved since industrial revolution and was discovered 200-years-ago in the ancient Rome and Greece as a transmission of information dates. (Chunawalla & Sethia 2008, 13-17.)

According to Chunawalla & Sethia (2008) advertising is a tool to reach big masses at same time. It is a powerful and the most visible marketing tool, which is used to increase a publicity, sales promotion and public relations. Advertising is one of the five elements in marketing communication mix, which have different elements to engage audience, for example advertising, sales promotion, publicity, personal selling and public relation. These are tools to help communicate and increase a sales effort of the company. The goal of advertising is to inform of the product's existence, its availability, features and benefits. Advertising builds brand by differentiating it from competitors, gives a brand personality and image. It is a strong way to reach corporation's customers and make them choose one brand over another. (13-15, 20.)

According to Fill (2009) The advertiser's message can reach a customer from six different main mediums, which are;

- Outdoor ("street furniture, billboard & transit")
- Digital media ("digital TV & Internet")
- Print ("magazines & newspapers")
- Broadcast ("radio & television")
- In-store ("packaging & point-in-purchase")
- Other medias ("product placement, cinema & exhibition")

Each off these mediums have tools, which can carry out the advertising message. It is important to select, which medium will carry out the message. Comparing characteristics, for example audience profile, costs, the richness of the medium and interactive assets help to make the decision. (711-712.)

There are many advantages and disadvantages of advertising. The disadvantages of advertising are that massive costs impacts directly on the cash flow. However, there are also relative costs, which deduct the cost per person, when cost is spread among target audience (Fill 2009, 485). Advertisement is often one-sided, where advertiser reach the public, but does not itself sell products. (Chunawalla, Sethia 2008, 15.) Neither, advertising does not have personal communication, which prevents formulating a personal contact between the company and the audiences. (Vuokko 2003 ,195)

Understanding how advertising impacts on consumers can give an insight on why customers have or have not seen the advertisements. The customer perspective was investigated, because the survey asked consumers opinions of corporate brand awareness. The following Figure 5 shows adapted version of Pirjo Vuokko's (2003) advertising impact process. The Figure 5 describes the three steps; exposure, noticing and processing, which creates an impact of advertising on customer.

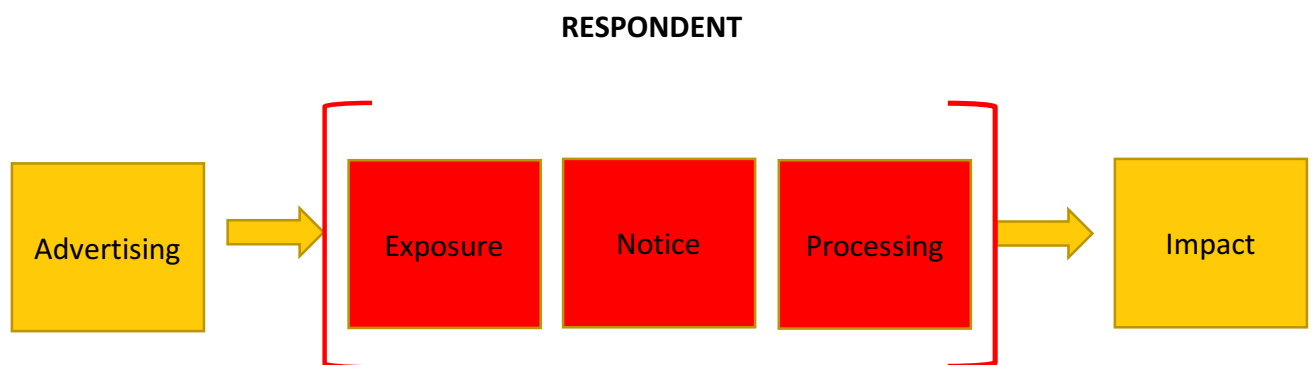


Figure 5 Advertising impact process (Adapted from Vuokko 2003, 204)

Exposure is the first step in creating advertising impact and it happens mainly in places where respondent is able to hear or see the advertising, for example while walking past a billboard, seeing commercial from a TV or while listening a radio. Despite the fact that respondent sees the commercial it does not ensure that it was noticed. Nowadays, the quantity of advertising has increased quickly, which creates that the most of them are not noticed. Humans tend to watch and see certain magazines, TV-shows and topics based on their interest, which makes them notice a certain type of advertisements. (Vuokko 2003, 204.) That is why it is not a surprise, if audience is unable notice all the signals coming from online and outdoor. Noticing the advertising, happens after the respondent has exposed to the advertisement. The respondent sees or hear the actual advertising, which can stay either in long or short time memory and pops up in a customer's mind while making a buying decision. (Vuokko 2003, 205.)

The third and the last step is when the respondent process the message and creates an own understanding of the commercial. The past experiences, information and image impacts on customer's interpretation of the advertisement. If the image does not match with advertiser's target, the advertisement may be a failure and changing the current image becomes laborious. The deeper and positive image the advertisement has created, the better is the impact. (Vuokko 2003, 206-208.)

Comparing to other marketing communication tools advertising has the most control. It also has ability to create a competitive advantage to the corporation. Today's organizations aim to practice their business and marketing skills by reaching and engaging variety of audiences with advertising. The main strength of advertising is the ability to communicate with specific audiences and maintain or build awareness, associations and values of organization or product. But it also has other tasks, such as positioning brands, differentiate brands and persuade audience how to behave towards organization or brand. Advertising has ability to be mobility barrier and preventing exit for other companies in same market. (Fill 2009, 5, 483, 485.) Advertising pays attention, interest and pass information of the product or service from marketer to a group of individuals. This mass market tool sells company's products in large cover to reach optimum exposure. The main mediums used are electronics, such as computer, radio, television, video, phone or through print or other channels. (Chunawalla, Sethia 2008, 13-15.) The Following outdoor advertising and its impact on brand awareness is discussed due to the study's focus on chapter 2.5.

2.4 Outdoor Advertising

Outdoor advertisement is a spread and oldest form of communication (Roux T 2014, 96). The name "out-of-home" or "outdoor" advertising comes from the location outside home (Fill 2009, 720). The location of outdoor advertising need to be in the area where targeted people are most likely to see it. The location can be for example; in moving transit, buildings, public facilities, inside leisure areas, parking areas and stationary transit, which gives free hands for custom advertising. (Roux T 2014, 96.) Out-

door advertising is normally used as a the main or support media in campaigns, because of its capability to extensive coverage. (Raninen & Rautio 2002, 320) Using outdoor media as a substitute media form is important in case if primary media, such as a print and a broadcast are unavailable. (Fill 2009, 722).

According to Fill (2009) there are three main types of outdoor media, which are a billboard, a street furniture and a transit. Billboards are 6-,48- or 96- sheet poster sites and statistic displays. Street furniture are statistic displays located on a street, such as bus shelters and adshels. As a local business industry, outdoor advertising posters and display locations are run by small and large size companies, which rent advertising locations for a certain period of time. Transportation advertising in other words “moving posters” are symbols and names painted on outside or inside the taxis, a underground (a walkway hall, a lift, a metro), airplanes, balloons, ships, railway, lorries and all the vehicles that are used for advertising purposes. The mission is to attract attention of everyone who sees the vehicle and announce of corporation product and services in traffic. (274,711, 722-723.)

Despite the popularity of out-of-home advertising the advertiser needs to be aware of advantages and disadvantages in outdoor media. The advantages of outdoor advertisement are that it offers long exposing times, geographical selectivity to direct the advertisement to a particular segment, reminds of a last-minute deal, impact on peoples' choices and allows psychedelic display for products. (Chunawalla & Sethia 2008, 213.) Moreover, traditional marketing, such as outdoor advertising, has durability and level of trust, because it has less frauds than online marketing (Todor 2016, 54). Outdoor advertisement faces also limitations. Sometimes brief sentence makes pointing out the wanted message difficult. Even though outdoor advertising can target to a particular segment, targeting the wanted target group is difficult, when there is non-selectivity to a certain target group. Outdoor advertising is also considered expensive. Last but not least, there is a continuous need of creating novelty in long campaigns and difficultness to collect statistic data from people exposed to advertisement. (Chunawalla & Sethia 2008, 213.)

Elements of Successful outdoor advertisement

The elements of successful outdoor advertising require different considerations from marketer. The following example of key locations and physical attributes effecting the visibility is taken and modified from Robert Thomas Helmer's *The Appraisal Journal*, Winter 2016. The sample shows the elements of billboard advertising physical and locations needed to be consider. The sample can be used to other outdoor advertising forms. The first thing to consider is to decide the location of the advertisement, following up the side of road where customers can view or read the advertisement (Helmer 2016, 53). Traditional marketing, such as outdoor advertising, can create faster and more effective results than digital marketing, when ads are placed in good locations near the targeted audience (Todor 2016, 54). The next things to consider is posing the right angle and measuring the distance from traffic. In addition, deciding the target audience is important, weather it is pedestrians, vehicle passengers or both. The type of road impacts on the physical and locational aspects of billboard advertisement. The last but not least, are the height, size and illumination of the billboard. (Helmer 2016, 53.) Traditional media uses statistic text commercial where changing the content cannot be done fast and for that reason the timing needs to be good. Moreover, understanding the higher costs of traditional marketing than digital marketing is important. (Todor 2016, 54.) With these elements, the successful outdoor advertisement visibility may have been achieved.

2.5 Advertising impact on Brand awareness

Advertising has multiple ways to impact on brand awareness. It is stated that in marketing communications, especially advertising is an important tool to sustain and generate brand awareness (Flemming & Christensen 2003, 15). Advertising has cognitive ability to create brand awareness of a corporation brand, a product brand and a certain target group. It also keeps audience updated of company's actions, flaws and new features. (Vuokko 2003, 196.) Advertising is often used to build brand awareness in new product launches, because of advertising messages ability to reach

big masses. Creating a strong brand awareness increases brand's likelihood to become part of consumers' consideration process. Brand awareness impacts on brand knowledge and brand image, which together establish strong brand relationship. Advertising is one of the tools to marketing a brand. Despite that advertising is the most visible tool, it is not always the most powerful (Jones & Slater 2002, 231, 235).

Isohookana (2007) explains the objectives of advertising in four levels of object hierarchy, which are persuading, resembling, strengthening and informing. Persuading makes the product more wanted, informing means creating awareness of product or service features and existence, reminding effect on new purchase of the product and strengthening the feelings of good purchase in customer mind. (141.)

Outdoor advertising is a form of traditional advertising, which can become more effective than digital marketing, if the locations of advertisements are suitable for target audience (Todor 2015, 51, 54). The value of outdoor advertising relies on its location outdoors, better the visibility better the effectiveness. The location can be strengthened by length of approach, angle of the billboard panel and measuring the speed of travel. Outdoor advertising can offer high frequency and reach. (Chunawalla & Sethia 2008, 214). Outdoor advertising reach people in public places, such as in trains, billboards and blimps. Here is when the location of outdoor advertising becomes important, because the exposing times to customers are short. (Salomon, Marshall & Stuart 2008, 415, 418-419.)

Consumers spend outside home around 70% of total waking hours, whereof around 18 hours on vehicle per week. The common routines are socializing, eating in restaurants, driving personal vehicles, shopping or work. Therefore, outdoor advertising can engage on-to-go consumers and complement powerfully the other media. While combined to other media forms outdoor advertising engages consumers with brands. (Outdoor Advertising Association of America 2015, 2)

However, is not enough for brand to be just recognized, because the strong awareness is the most important when the consumer need of the product appears. (Flemming & Christensen 2003, 15) For that reason, building a strong brand becomes important. Naturally, known brand is more likable than unknown brand, which makes brand awareness crucial in fast buying decision product categories with low interest, such as a soap, a toilet paper and a gum. Strong brand awareness becomes especially crucial, when competitors from same market has similar product or services. (Vuokko 2003,204, 120, 129.) Combining advertising and branding becomes a strong tool to reach and inform customers of a brand.

Advertising has ability to create brand awareness and location of advertising impacts on effectiveness of commercial. These all are united together in a process of creating a brand awareness, which step by step lead to a stronger brand. Outdoor advertisement has a high frequency, short exposing times and reach people in public places. Therefore, the location becomes important to make the advertising effective. Without effective location, the outdoor advertisement is not seen, which does not increase company's brand awareness.

3 METHODOLOGY

The overall thesis process started in January 2016 and lasted until May 2017. The main research objective was to study the case company's current brand awareness and the impact of outdoor advertising on brand awareness in a certain region. These two subjects complemented each other in the literature review and in the result section. The study's case company was a Finnish radio channel, Radio Kompassi, a local radio channel in the Jyväskylä region. The study was concentrated on Finnish speaking citizens living in Jyväskylä, because the company broadcasts in the Finnish language. The company has outdoor advertisements all around the Jyväskylä region. The radio aimed to strengthen its existence as a local radio channel in the Jyväskylä region, which required firstly a strong corporate brand awareness and understanding the impact of outdoor advertising on brand awareness in the region. Based on the research aim and existing literature, the following research questions were formulated to answer the research problem.

1 What is Radio Kompassi's current brand awareness in the Jyväskylä region?**2 What is the outdoor advertisement locations' impact on brand awareness?**

Both research questions were followed by the question "How it differs between age groups?" In this way, the data concerned all the targeted age groups, from 18 to over 60-year-olds Finnish living in Jyväskylä. This made the data more realistic and representative of the whole population of the municipality. The measurement was done based on the ages, gender, audience awareness of the company and audience awareness of the company's existing outdoor advertisements locations. Measurement is part of research design, which is the plan of how to answer the research question. (Cowles & Nelson 2015, 2).

The empirical data was collected by using a quantitative paper survey in Jyväskylä, with the random sampling of 18- to over 60 years old Finnish citizens. The other sources of data were literature of branding, advertising and interviewing the producer of the company. A more detailed description of the data collection is in chapter 3.1. The most suitable research methodology to analyze the empirical data was the quantitative method.

In this research, the focus was on the quantitative aspect because of the data's numerical nature and the random sampling of 226 citizens representing the whole of Jyväskylä. The quantitative method is essential in collecting numerical data when phenomena is explained with mathematical methods. (Muijs 2004, 1). The quantitative method is used in field studies and interviews where the target group is chosen and a sampling taken to represent the whole target group. The numerical variables are presented in tables and in a statistical form. (Hirsijärvi, Remes & Sajavaara 2005, 127, 131.) Sampling means a subset of a certain population (Skinner, Edwards & Corbett 2015, 70). The large sampling size gave a reliable sample that represented the Finnish citizens of Jyväskylä, and for that reason deeper personalized analyzes were not made. The research questions were easy to modify in short quantitative questions. The data analysis was done by using the SPSS statistics program. This program is one of the most common statistical data analysis software for quantitative research available in higher education. (Muijs 2004, 85.)

3.1 Data collection techniques

The empirical data was taken from the primary and secondary sources. The primary sources of data used in the research were face-to-face meetings and e-mail discussions, in Appendix 1 p.63 with Radio Kompassi's producer Henri Berg. Interviewing Berg, especially at the beginning of the thesis, was important. Henri Berg gave information about the outdoor advertisement locations, competitors, the corporation's aims and other relevant data. These clarifications were asked along the thesis process and not in one email or meeting. The second primary data used in the research came from a survey research, which was conducted after the literature review. The data answered to research problems and gave new aspects of the topic. The quantitative method was used to collect the survey data.

A quantitative survey can be implemented as face-to-face interviews on street, through a telephone, by post, an email or by using web-based survey tools. (Hamersveld & De Bont 2008, 65-66.) Primary data is defined as a text collected from the participants, such as group discussions, participant observations or individual interviews. The data is collected usually as transcriptions, tape-recordings or in written form. In a literature review, the most known primary sources are peer reviewed journal articles. (Skinner, Edwards & Corbett 2015, 36, 70.) Primary data is gathered for a specific task or investigation from consumers, public and experts in business. The value of a primary data is in making available and presenting data, which has not been researched before. (Hamersveld, & De Bont 2008, 65-66.)

The secondary data was mostly from available online and book sources in JAMK University of Applied Sciences and Dynamo's school libraries. The other sources were Google Scholar, the school library databases, such as Janet.Finna.fi, Nelliportaali and Ebsco. The Helsinki and Jyväskylä city libraries were also researched. The secondary sources were e-books, books and articles related to branding, advertising and marketing research. E-books were the main source of information. Radio Kompassi, Mediatakojat and Radio Media websites and articles of Radio Kompassi were used to define the case company, but not as an information for the interviews. Previous reports were not conducted of the company's brand awareness, which created that the data

given by the company was limited. The secondary data is defined as sources from diaries, unpublished and published research materials, case notes, letters, policy documents, histories and agendas. Secondary data includes all the existing data and sources of information which may be important for the research. Collecting secondary data has become easier due the digitalization, when the search engines and secondary data portals have improved. (Skinner, Edwards & Corbett 2015, 64-65, 70.)

When a researcher uses primary and secondary data sources conjunctionally as a data collecting method, it is called triangulation. This includes using data from different times, sources and settings. This combination was used in the research, because the benefit of triangulation is the possibility to avoid misconstruction. This can be done by verifying and clarifying the repeatability of interpretation and observation. Data-source triangulation means using different type of data sources in one study. (Skinner et la 2015, 75-76.)

3.2 Survey

The motivation for the study came from the quick digitalization, which has brought the online advertising solutions onto the top. When articles relate to online advertising, marketers forget that traditional advertising is an important base for creating new types of advertising. In the present study, the outdoor advertising aspect was chosen based on the case company's wish. Branding nowadays has become an important tool for differentiating and building awareness in the markets. Moreover, the impact of outdoor advertising on brand awareness is not as widely studied as the impact of online advertising impact on brand awareness.

A quantitative paper survey was chosen as the research tool, because of its numerical nature, wide sampling of different age groups and online surveys lack of contacts to the oldest age groups in Jyväskylä. The survey research had a non- experimental design, which meant that the researcher was not able to protect the research results from extraneous influence. (Muijs 2004, 13). The paper survey ensured the control over the diversity and age of the respondents. An online survey would have been dif-

difficult to execute due to the random sampling consisting of people in all ages. A survey is used to collect information directly from people about their feelings, plans, ideas, beliefs, social and educational background. It is a method, which can be used with assistance or individually by phone, on paper or through the Internet. (Fink & Kosecoff 1998, 1.) The company's main target group was the 30 to 60-year-old Finnish speaking citizens from Jyväskylä. The survey questions were in the Finnish language, because Radio Kompassi broadcasts in Finnish. The aim of the survey research was to give useful tool for marketers on how to measure the company's current brand awareness from different perspectives and measure the impact of outdoor advertising.

Survey Structure

The paper survey, full in Appendix 2 p. 64-65, included questions related to Radio Kompassi's outdoor advertisements and the current brand awareness from a customer perspective. The questions were close-ended, which meant that they were restrictive, did not give great uniformity, but were highly targeted at and appropriated for the research questions. The most proper ones for this thesis were single-response questions, multiple-response questions and scaled questions. Single questions have only one answer provided, multiple-response questions have multiple answers and scaled questions are in ordinal ranking. (Cowles & Nelson 2015, 114.) The reason for choosing multiple-response questions was giving the respondents the opportunity to mark more than one answer in questions related to outdoor advertisement locations. The single questions were mainly about gender, age and questions with only one answer available. The survey included open-ended "Other, please specify" clarifications for extending the data. Open ended questions are used, when the researcher does not know what type of answer to expect. It is a good way to collect a wide range of qualitative data from the respondent. (Skinner, Edwards & Corbett 2015, 255.) The scaled questions were about rating the quality of outdoor advertisement or awareness of the corporation.

The survey had in total one reversible page and consisted of eight (8) multiple choice questions, five (5) on the front page and three (3) on the back page. The survey's first page began by defining the aim and background information of the study for the respondent. The first page of the paper survey, presented in Appendix 2 p.64, consisted of questions related to brand awareness of the corporation and its competitors. The second page, presented in Appendix 2 p.65 concentrated on awareness of Radio Kompassi's outdoor advertisement locations and their quality. The company has outdoor advertising all around the Jyväskylä central area and surrounding municipalities, see in Appendix 3 p. 66. It was essential for the study to investigate all the different outdoor advertising locations to ensure comprehensive results. At the bottom of the second page was a line for voluntary contact details for a free carwash lottery.

Data Collection implementation

The data collection was carried out in Jyväskylä between the 6th and 9th of December in 2016. The survey was conducted mainly by standing at the entrance of the Tawastia shopping center and outside the Sokos Shopping center. However, some of the data were collected from JAMK University of Applied Sciences employees and students. The data collecting method included asking Finnish speaking over 18-year-old citizens to answer the survey on the street. Tools to assist in executing the survey were a homemade lottery box, 250 pages of reversible paper surveys, see in Appendix 2 p. 64-65, writing tablets, pens and an A4 sheet stating "Thesis survey questionnaire ~ 2 minutes, lottery: free carwash ABC PESUKATU". Collecting 200 responses was time consuming and challenging, for that reason, the company draw five (5) free carwash coupons to the ABC PESUKATU between the participants.



Figure 6 the lottery box (taken by the researcher)

In total, the organizing, including meetings with the company and preparing the tools, took around 5 hours and the data collection 7 hours. Eventually, the process went better than expected. The targeted number of responses was around 200 Finnish speaking citizens, but eventually the survey gathered 226 responses. The reason for the wide sampling was the large target group of over 135 000 inhabitants in Jyväskylä. On the 9th of December, the lottery participants' contact details were cut and delivered to the company. The writing tablets were brought back to the school information desk and the lottery box with the survey answers carried back to Helsinki.

3.3 Data Analysis

In general, the variables studied in the thesis were mainly independent and depend variables, for instance age and gender were independent variables. Depend variables were *“which local radio do you listen?”*, *“Are you aware of Radio Kompassi?”* and *“In which type of advertisement you got known Radio Kompassi?”*. The difference between depend and independent variables are that independent variable has ability to influence, while depend variable is always influenced by other variables (Hamersveld & De Bont 2008, 551).

The following sections were translated from survey in Appendix 2 p. 64-65. The studied variables on the front page were the age, gender and questions of brand awareness. The variables were measured based on the age and gender, because it gave the most relevant data of the sampling. Age and gender evaluation is called nominal measurement. The unit of analysis being studied were the Finnish speaking age groups from 18 to 30-year-olds, 31 to 45-year-olds, 46 to 60-year-olds and over 60-year-olds from Jyväskylä. These age groups were decided as the unit of analysis to ensure an extensive illustration of Finnish speaking citizens in Jyväskylä. Despite the age groups, the unit of analysis were also men and women variables, which were measured in cross-tabulation to see the majority of respondent gender.

A Brand awareness section included questions of *“Which local radios from Jyväskylä do you listen?”*, *“Are you aware of Radio Kompassi?”* and *“How often do you listen to Radio Kompassi?”* The awareness of Radio Kompassi was cross-tabulated with the quantity of listening the broadcasts to measure the cemetery of brands. The cemetery described the worst-case scenario, if the company is known but not listened by citizens. The second page concentrated on outdoor advertisement location aspect *“Through what type of outdoor advertisement you got known Radio Kompassi?”* and *“Which of the following locations have you seen Radio Kompassi’s outdoor advertisements?”* The locations and type of outdoor advertisement were created based on the current locations of Radio Kompassi’s outdoor advertisement. *“Other Media, please specify”* option described other sources of media the respondent got aware of the company. The last but not least, the quality of advertisement locations were asked to get a general picture of current outdoor advertisement locations. *“how would you rate the quality of outdoor advertisement locations?”* then rate the quality from bad to good. The most of the questions had an option to choose that they have *“not seen advertisement”* and *“not aware”* to give freedom of choice to respondents.

Measurement and analysis of variables

A survey was analyzed in quantitative method, since the data was in numerical form and the sampling size was large. The survey data was analyzed by using predictive analytics software SPSS (Statistical Package for the Social Sciences). SPSS is one of the many software packages for creating mathematical equations. In educational research SPSS is the most commonly used statistical software for quantitative studies. With the software researcher is able to create manually own data analysis. (Muijs 2004, 85.) Survey's idea is to collect information from responders and analyzed it by descriptive statistics and correlations. The results discovered responds opinions of the investigated topic. (Fink & Kosecoff 1998, 60.) The process began by inputting all the eight (8) questions to separate columns in SPSS program. The reason for not using MAC EXCEL was Windows remote.jamk.fi incompatibility with MAC computer. The respondents were presented in 226 rows and survey questions were filled per respondent. Histograms and frequency distribution were created based on the data available. The quantitative data was analyzed in Finnish language, because the results were alienated for the company's use.

In total the survey got 226 answers, which were divided between four (4) age groups. These groups were compared to each other to obtain reliable data. The cross-tabulations were made between age group variable and each of the survey questions. Cross-tabulation means that two separate variables are compared and measured in a table to show how many cases fall in the combination. (Muijs 2004, 114.) Ultimately, an assembled of all the age groups together were compared to the survey questions for a general picture. Survey results were also measured based on Frequency distributors. The most of the survey questions had ordinal responses, which is one of the data analysis techniques called frequency distribution's measurement tools. The multiple-choice questions had ranking order responses, such as *"how often do you listen to Radio Kompassi?"* and *"how would you evaluate the quality of outdoor advertisement locations?"*. Ordinal measurement means ranking data from higher to lower, based on the respondent attitude or variable is classified (Hamersveld & De Bont 2008, 526). The further details of findings in Chapter 4- the results section.

3.4 Verification of Findings

Despite the mission of research study is to avoid research errors, the reliability and validity of research can alternate. The validity of study is a research method or meters ability to measure the intended study. (Hirsijärvi, Remes & Sajavaara 2005, 216-217.) In survey research, the validity is measured in different ways, such as in content, criterion and construct. The content measures appropriate nominals related to the concept, criterion new measures correlation with established measures in concept and construct does the measure behave according to theory in relationship with other variables (Skinner, Edwards & Corbett 2015, 255). The content validity was achieved in the survey questionnaire by answering to research questions with the most relevant factors of brand awareness and outdoor advertisement, but still keeping the questionnaire simple and in combat form. The criterion validity was achieved by investigating what is respondents' current awareness of the corporation and their outdoor advertisement locations. The results showed what type of situation the company had and should they modified it. The results gave an answer of company's current situation. The construct validity in the survey research was partly achieved. Brand awareness was investigated in superficial form to keep the survey compact, but the outdoor advertising section was investigated in more detail to achieve relevant data. Faulty data was removed or subjectively combined with other similar answers. Ethically the data collection method and execution was proper to ensure valid results.

Internal and External validity

Long investigation of proper questions was done to ensure the internal validity of research. Internal validity is like credibility in qualitative studies, which measures are the findings trustful, clear and robust (Skinner, Edwards & Corbett 2015, 74). The internal validity was achieved in several ways. The survey questions were modified based on the research questions, which ensured the results answered the research questions. All the survey questions were approved by the thesis lecturer and the corporation. Before implementing the survey questions, the link between theoretical framework and findings were achieved by detailed research design. Literature of

branding and advertising were investigated and implied to literature review. Methodology and findings were successfully combined, due to high survey answering rate. Methodology was suitable to implement the survey, despite the fact that street surveys are time consuming and challenging, which requires a certain type of personality to succeed. The validity of meters was achieved by collecting answers from each age group. However, the validity of research may have impacted that street survey was conducted next to Verso Hotel, which passed by a lot of tourists. In addition, because of illogical question order some contradictory answers were made in research questions. This will be further discussed in Chapter 4- the results section.

External validity emphasizes are the research results generalizable to research settings in other organizations (Saunders, Lewis & Thornhill 2009, 158). When the case study in this thesis is done to another corporation, the results can be generalized. The question base is corporation neutral and replaceable by other company's name or outdoor advertisement locations to ensure usage in other researches. The random sampling represents well a broader population. The extended age group however, can be narrowed down in case of different targeting.

Reliability and Objectivity

The reliability of research was measured with diverse tools. Reliability of the study stands for avoiding arbitrary results and give repeatable findings. The reliability can be achieved, if the same results are achieved by different researcher or same findings are gotten from same research participant. (Hirsijärvi, Remes & Sajavaara 2005, 216-217). The findings can be repeated by another researcher, if the researcher changes the corporation's name and outdoor advertisement locations, for instance "*outdoor advertisement location's impact on brand awareness, case: Sonera*". The used sources were random 18 to 60-year-old citizens from Jyväskylä area. The Most of the responses were from 18 to 30-year-olds and least from over 60-year-olds. This impacted on the reliability of the research, because the company's target group was from 30 to 60-year-olds. Furthermore, some of the responses were taken from JAMK University of Applied sciences, which impacted on the variety of respondents. The

quantitative method was used to collect the most relevant data. The data collection itself was reliable and implemented successfully.

The objectivity of research means that the researcher is detached and minimized from the involvement to the actual research. Minimizing the intervening maximizes the objectivity of research. (Muijs 2004, 4.) In the light of objectivity, the other researchers can achieve the same findings from the same data. The reason is that all the data sources were available online or in JAMK University of Applied Sciences libraries. The data analysis technique was valid for the research, because quantitative data is generally evaluated by statistical programs. In addition, the measured variables were the most important ones for the research questions. While adding data in SPSS statistical program, the necessity to being selective of valid data was necessary. The results section also required minor subjectivity in certain questions. The validity and reliability is further discussed in Chapter 5- the discussion.

The discussion and results section are deleted due to confidential agreement.

4 CONCLUSION

Branding and advertising are both comprehensive terms in marketing and used by multiple organizations' worldwide. Brand awareness is an important part of branding, which explains what brand stands for and can be formed with multiple marketing communication channels. Outdoor advertising is one of marketing communication channels, which is used as a tool to create visibility to a product and services. Customers tend to pay low attention to advertisements, which increases the importance of good advertisement locations. Companies need to actively adapt and observe their advertising impact on consumers to ensure broad brand awareness. Locating the outdoor advertisements in visible locations attracts attention from audience and through that impact on corporate brand awareness.

The objective of the study was to investigate the current corporate brand awareness and outdoor advertisement locations' impact on brand awareness in the Jyväskylä region. The case company was local radio channel, Radio Kompassi. The objectives

were accomplished with well targeted quantitative survey research. The survey research was conducted in Finnish language to 18 to over 60-year-olds citizens in Jyväskylä.

According the research results the current general corporate brand awareness in Jyväskylä was good, however radio's listening rates were low, which created cemetery of brand. The customers did not have deep knowledge of the company. Escaping from cemetery can be done by increasing recognition of the company. However, general listening rates of both local radio channels were low, but Yle Radio Keski-Suomi was more listened in older age groups. Furthermore, the results indicated that outdoor advertisement impact on brand awareness exists, but did not have remarkable impact. Advertising is a tool to increase brand awareness and good location of outdoor advertising increases the advertisement's visibility. The weak locations of outdoor advertising made it hard for audience to recall and recognize the outdoor advertisements locations, which resulted that corporate brand awareness may have formed from other advertising channels. The visibility of social media advertisement was bigger in younger age groups, which were the biggest respondent group in the research. However, if the locations were better, the impact of outdoor advertising could have been bigger and more significant.

The biggest limitation of research was short survey answering time, due to location of inquiry, which created hasty answers. The validity of research was negatively impacted by relatively young answering age, which was not able to cover evenly the citizens of Jyväskylä. The survey had few disordered survey questions, which impacted the reliability of answers. The reliability and validity of research study was ensured by researching previous studies of brand awareness and advertising, creating a well targeted survey questions and using accessible data sources. Nonetheless, the survey can be repeated by another researcher.

The research results and literature review can be utilized by companies who measure their current brand awareness and any type of advertising impact on brand awareness. The useful chapters for further researchers are CHAPTER 2.2 the five levels of brand awareness and CHAPTER 2.5 the advertisement impact on brand awareness to

clarify the meaning of brand awareness and impact of advertising. The survey in Appendix 2 p. 64-65 can be used as a base for research questions. The thesis brought researcher to deeper world of brands and advertising. Understanding the connection between these two subjects was remarkable and valuable skill to possess in marketing. The thesis created a better understanding of marketing research, data collection techniques and improved writing in English.

The future recommendations for next researcher could be made by little twist. Instead of concentrating on outdoor advertising aspect, the concentration could be “social media advertising impact on brand awareness”. It would be interesting aspect to measure what respondents think about the advertisements. The other tip is concentrating on content of outdoor advertising instead of location aspect, which requires slight modifications to survey questionnaire. The other type of research could be made by changing the target group from citizens to businesses, retail stores or workplaces. Researching radios that people listen in workplaces could be interesting aspect. Regardless, the aspect of outdoor advertisement can be changed to a direct mail, a TV advertising or a newspaper, with variety of options. In addition, the company can be changed to events, groups or individual persons.

The modification for survey could be a qualitative research, which include free word lines, where respondents are able to justify their choices if needed. In this way, more data of why people “*did not saw*” outdoor advertisements or “*did not know*” the company could be explained. However, the risk of irrelevant information may occur. The order of questions six (6) “*Through what type of advertisement, you became aware of Radio Kompassi?*” and seven (7) “*Which of the following locations you have seen Radio Kompassi’s outdoor advertisement?*” should be turned other way around or remove the question six (6) to avoid mixed questions. The radio’s listening times can be changed to “*how often do you buy/consume/visit?*”. However, it is not necessary to investigate both aspect.

In general, the survey is well constructed, simple and answers all the necessary questions and hopefully is a great help for future researchers.

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Appendices

Appendix 1. Interview of Henri Berg

Interview of Radio Kompassi's producer Henri Berg. The content is in Finnish and includes questions related to target audience, motivation for brand awareness study, outdoor advertisement locations and other information.

Mikä on Radio Kompassin kohderyhmä ja kehen kohdistamme tutkimuksen?

Kohderyhmämme on ensisijaisesti paikallisista asioista kiinnostuneet Jyväskylän seudulla asuvat ihmiset. Ikähaarukka on 30-60 vuotta. Tutkimus olisi hyvä kohdistaa tähän.

Onko tämä teidän ensimmäinen brändi tunnettuus tutkimus ja miksi halusitte juuri tällaisen tutkimuksen?

On. Olemme vielä uusi toimija ja mediabrändi (avasimme kesäkuussa 2014). Emme tiedä, onko ihmisten mielikuva brändistämme ja toiminnastamme sellainen, kuin mitä itse kuvittelemme sen olevan. Meillä ei ole mitään tällaista dataa vielä olemassa.

Mitä hyötyä kerätystä tiedosta on yrityksellenne?

Voimme mahdollisesti saada ideoita, kuinka kehittää toimintaamme, jotta voimme palvella paikallisia ihmisiä paremmin ja saada lisää kuulijoita.

Mitä ulkomainonnan muotoa tutkimme vai kysymmekö kyselyssä kaikkia eri ulkomainonnan kohteita? (ulkomainonta jäähallissa, stadionilla, tapahtumissa, hippoksella)?

Liikenne on olennainen osa mainontaa, sillä meillä on näkyvyyttä mm. takseissa ja Jyväskylän parkkihalleissa. Tutkija voi tehdä lopullisen valinnan, mutta ainakin liikenteessä näkyvä mainonta olisi hyvä olla mukana.

Onko alhaalla olevassa kuvailutekstissä jotain väärää informaatiota yrityksestänne?

Radio Melodia on muuttunut Helmiradioksi, eli Melodiaa ei enää ole.

Henkilökuntaan kuuluu lisäksi muutama freelancetoimittaja.

Täsmennyksenä, että tuo 13 000 on siis viikkokuulijaa viimeisen tutkimustuloksen mukaan.

Tutkimuksia tehdään muutama vuodessa.

Appendix 2. The quantitative paper survey

Olen Jyväskylän ammattikorkeakoulun 3.vuoden opiskelija ja teen opinnäytetyötäni yrityksen brändi tunnettuudesta ja ulkomainonnan vaikuttavuudesta. Kaikki vastaukset käsitellään anonymisti ja osana tilastollista vertailua. Vastauksestanne ovat tärkeitä opinnäytetyön onnistumisen kannalta. Kiitos.

- Mies Nainen

Ikäsi

- 18-30
 31-45
 46-60
 yli 60

Mitä jyvaskyläläisiä paikallisradioita kuuntelet?

- Yle Radio Keski-Suomi
 Radio Kompassi
 En kuuntele paikallisradioita

Onko Radio Kompassi yrityksenä sinulle tuttu?

- Tunnen hyvin
 Olen kuullut joskus puhuttavan
 En tunne yritystä

Kuinka usein kuuntelet Radio Kompassia?

- Päivittäin
 Viikoittain
 2-3 kertaa kuukaudessa
 Harvoin
 En kuuntele



Ulkomainonta= julkisilla paikoilla tapahtuvaa mainontaa, esim. liikenne-, urheiluhalli- ja katumainokset

Minkä tyyllisen mainonnan kautta tulit tietoiseksi Radio Kompassista?

- Liikennemainonta (mm. Taksin mainostarrat)
- Pysäköintihallit
- Urheilualue mainonta
- Valotaulu keskustassa
- Muu media (mm. Facebook) mikä: _____
- En ole nähnyt mainoksia

Missä seuraavissa kohteissa olet nähnyt Radio Kompassin ulkomainoksen?

- Aren Aukion (Londonin) valotaulu
- Jyväsparkin parkkihallien puomit
- Harjun stadion
- Hippoksen pesäpallostadion
- Hippoksen tenniskenttä
- Synergia Areena (eli jäähalli)
- Peurunka golf
- Takseissa ja kuorma-autoissa
- En ole nähnyt ulkomainoksia



*Esimerkki ulkomainoksesta

Kuinka arvioisit Radio Kompassin ulkomainonnan sijoittelua?

- Hyvä (mainonta on näkyvällä paikalla)
- Tyydyttävä (mainonnan näkyvyys on kohtalaista, mutta voisi olla parempi)
- Huono (mainonta ei ole näkyvällä paikalla)
- En ole nähnyt ulkomainoksia

Halutessasi voit kirjoittaa puhelinnumerosi sekä etu- ja sukunimesi alla olevalle viivalle, jolloin olet mukana ilmaisien autopesu kuponkien arvonnassa. Arvonnan järjestää Radio Kompassi yhteistyössä ABC Pesukadun kanssa. Yhteystietoja ei luovuteta kolmannelle osapuolelle

Puh. num sekä etu- ja sukunimi:

Kiitos vastauksestanne!

Appendix 3. Company's Outdoor advertisement locations

The first two Images of billboard and parking hall barrier are taken by the researcher.

Taxi and Synergia arena outdoor advertisements are taken by Radio Kompassi.

