

# **The visibility of Helsinki's branding attributes in the articles of international media representatives**

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<p>Nowadays destination branding is one of the most powerful marketing tools in tourism industry. Strong brand gives a positive reputation that builds place competitiveness and long-term success.</p> <p>Helsinki as a tourist destination is becoming more recognizable and popular. The city is unique among Northern European cities. The lifestyle in the second-most northern capital city in the world is full of contrasts and activities in the form of hundreds of events and friendly people. Helsinki is still in the process of its brand creation. As a tourist destination, Helsinki needs own iconic image that would attract tourists and make the city more recognizable.</p> <p>The commissioner of the study - Visit Helsinki is in charge of the operative city marketing operations. There are several main attributes that Visit Helsinki is bringing out in destination branding: urban nature, food, events, design. One part of Helsinki branding strategy is media visits, through which Visit Helsinki aims to develop Helsinki's image.</p> <p>The theoretical part of the study introduces Helsinki as a tourist destination, describes Helsinki's tourism strategy, and presents a concept of destination branding and the importance of public relations as brand communication.</p> <p>A case study approach was applied to explore how the branding attributes are represented in the articles of journalists who were visited to Helsinki. The researcher used a content analysis method to find out if there is any relationship between the richness of the organized program in Helsinki and the article's attractiveness.</p> <p>The findings of the study indicate that branding attributes were presented very well in most of the analysed articles. Design is the most popular theme described in the analysed articles. There is no direct relationship between the richness of the organized program in Helsinki and the article's attractiveness. However the analysis showed that such factors as a form of provided program: individually or in group, and the origin of potential tourist segment have to be taken into account in media visits planning.</p>	
<b>Keywords</b> Helsinki as tourism destination, Helsinki branding attributes, destination branding, destination image, media visits, public relations	

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# 1 Introduction

In today's competitive globalised market, destination branding is one of the most powerful marketing tools in tourism industry. Strong brand gives a positive reputation that builds place competitiveness and long-term success.

Helsinki is unique among Northern European cities. The lifestyle in the second-most northern capital city in the world is full of contrasts and activities in the form of hundreds of events and friendly people. Helsinki's identity has been formed by cultural influences from both the East and West. Over 450 years of history, several architectural layers and the impact of different periods can be clearly seen in Helsinki. The rich past blends seamlessly together with high tech achievements, while old traditions mix with the latest contemporary trends. Helsinki's rhythm is laid back yet at the same time refreshingly active. (See you in Helsinki 2012.)

Helsinki as a tourist destination is becoming more recognizable and popular. According the statistical report provided by Visit Helsinki leisure travel in Finnish capital increased last year in January – July. The largest shares were attributable to visitors from Germany, Switzerland, Japan, USA, UK and Russia (Visit Helsinki, 2015).

This study is commissioned by Helsinki Marketing Ltd whose brand's name is Visit Helsinki. There are several main attributes that Visit Helsinki is bringing out in destination branding: urban nature, food, events, design. One part of Helsinki branding strategy is media visits. The commissioner understands the importance of media visits and targets to develop Helsinki's image through an international media representatives. Visit Helsinki would like to improve the organized program for invited journalists for getting more representative text content in the articles about Helsinki.

The aim of this study is to explore how the branding attributes are represented in the articles of journalists who were visited to Helsinki. The objective of the study is to find out if there is any relationship between the richness of the organized program in Helsinki and the article's attractiveness. It is important for the commissioner to explore the image of Helsinki as a tourist destination by analysing the content of a variety of articles. The article's writing tone, chosen images and the author's impression will be analysed. The article's comments by readers will also be taken into account.

The case study approach was chosen to investigate Helsinki's image in the articles of international media representatives. The researcher used a content analysis method with deductive approach for analysing the articles.

This study consists of theoretical and empirical parts. The first part of the theory tells about Helsinki as a tourist destination and its tourism strategy. This information was obtained from Visit Helsinki's web site, blog and other marketing material. Another part of the theoretical part dedicated to destination branding. This concept is literature based and gathered from books and articles related to the topic.

The empirical part of the study describes methodology used in the research, analysed articles and main findings. The conclusion part finalizes the study.

## 2 Helsinki as a tourist destination

This chapter describes Helsinki as a tourist destination. General information about the city and its main tourist attractions will be presented. Visit Helsinki's role in destination branding and Helsinki's tourism strategy will be discussed.

### 2.1 General information

Helsinki was founded in 1550 and has been the capital of Finland since 1812. It is a modern city with over half a million residents and is situated on the Baltic Sea. There is 123 km shoreline and 315 islands. Helsinki alongside its neighbouring municipalities of Espoo, Vantaa and Kauniainen form a metropolitan area of more than a million inhabitants. In 2012 Helsinki was the World Design Capital and celebrated its 200th anniversary as the capital of Finland. (Visit Helsinki 2016.)

Helsinki can easily be reached from anywhere in the world. Helsinki Airport consistently ranks among the best airports in the world and serves around two hundred international flights each day. The journey time between the airport and city centre is around 30 minutes. From the airport to the city centre visitors can get by train, bus or taxi. (Visit Helsinki 2016.)

There are excellent train connections from Helsinki to all major towns in Finland as well as to Lapland. There is also a daily train service to St. Petersburg and Moscow. Buses from all around Finland arrive to the central bus station, from the largest cities approximately every hour. Helsinki can be reached by ferry from Estonia, Sweden, Germany, also from Russia as well as from Poland. (Visit Helsinki 2016.)

Table 1. Travel 2014 (Annual report 2014)

Passengers	
<b>Via Helsinki Airport</b>	16 M
<b>Via Port of Helsinki</b>	12 M
<b>Via Helsinki railway station</b>	48 M
Hotel guests, 2013	1.9 M
<b>Overnight stays, total</b>	3.1 M
<b>Of which foreigners</b>	1.6 M
Hotels	52
<b>Rooms</b>	8, 471
<b>Beds</b>	16,044

The table 1 shows that Helsinki has steadily increased in popularity as a congress city. In 2014 Helsinki hosted the record number of 310 congresses, which brought over 40,000 visitors to the city. Overnights totalled 3.3 million. International cruise ships brought 420,000 cruise passengers to the city. The total number of airline passengers was 15.9 million. The Port of Helsinki's passenger terminals recorded 11,736,064 passengers. The majority of visitors to Helsinki came from Russia, Germany, the United Kingdom, Sweden, the United States and Japan. (Annual report 2014.)

According Helsinki tourism statistics in February 2016, 218,000 overnight stays were recorded in Helsinki, of which 113,000 domestic visitors and 104,000 were spent by foreign visitors. Bednights were up to 5 per cent compared to the February of last year. Bednights spent by Finnish visitors increased by 0,1 per cent and those of foreign visitors grew 10 per cent. The number of visitors from China, Japan, Estonia, Denmark, Sweden and Canada increased in February, and the number of visitors from Russia and Poland has decreased. (Helsinki tourism statistics 2016.)

## **2.2 Helsinki tourist attractions**

Helsinki is a dynamic and future-oriented city that combines trends and traditions in its own special way. Layers of fine architecture, functional design, a playful and often surprising food culture, and an enormous range of events, both large and small, intertwine to form a fascinating capital that offers experiences in all seasons of the year (Helsinki Visitors Guide 2016).

### **Nature**

Helsinki is one of the greenest metropolises in the world: over one third of the city consists of parks and other green areas, and it is surrounded on three sides by the sea. There are also 42 nature reserves in the city. The surrounding sea creates a special atmosphere and offers a wide range of recreational opportunities, from fishing and swimming to skating and sledding in wintertime. (Helsinki blog 2016.)

Helsinki is also one of the cleanest capital cities in the world. The noise, pollution and congestion that are often associated with capital cities are noticeably absent here. The



safe and tidy streets combined with the compact size of the city make Helsinki a pleasant place to visit. (Visit Helsinki 2016.)

The four distinct seasons also add variety to the look and feel of the city. The city's many parks are enjoyed by visitors and locals alike, some preferring to relax in them while others use them for sports and exercise. (Visit Helsinki 2016.) About one-third part of Helsinki is green spaces. There are small park blocks, play areas for children, manor parks, allotment garden areas, large outdoor areas. (Kalmari, 2013, 139.)

The rugged Finnish forests can also be experienced in Nuuksio National Park in neighbouring Espoo. Nuuksio is ideal for hiking, offering marked trails, cooking shelters and camping areas. Helsinki has over 300 islands, the most popular which are Suomenlinna and Seurasaari with their museums and historic appeal, as well as Pihlajasaari and Uunisaari with their swimming beaches. (Visit Helsinki 2016.)

### **Architecture**

Modernism, functionalism and the largest concentration of Art Nouveau buildings in Northern Europe make Helsinki a major city of architecture. The architecture in Helsinki is typified by Nordic minimalism and refinement. The buildings in the city centre present visitors with a fascinating journey through the changing styles of past centuries. (Visit Helsinki 2016.)

The area around Senate Square forms a unique and cohesive example of Neoclassical architecture created by German architect Carl Ludvig Engel. The jewel in the crown is the brilliant white cathedral known in Finnish as Tuomiokirkko. To balance the simple Lutheran cathedral, an Orthodox cathedral was built nearby in Katajanokka. Uspenski Cathedral represents Helsinki's Byzantine-Russian architectural heritage and is the largest Orthodox church edifice in Western Europe. (Visit Helsinki 2016.)

One of the most interesting architectural direction in Helsinki is "Jugend" movement flourished in the early 20th century and was given a unique National Romantic interpretation in Finland. One of Helsinki's famous landmarks, the Central Railway Station was designed by Eliel Saarinen in the Functional style that succeeded the Jugend movement. (Visit Helsinki 2016.)

The works of legendary Finnish architect Alvar Aalto, including Finlandia Hall, Kulttuuritalo and Rautatalo, are the most outstanding examples of Nordic Modernism. Another design classic, and one of the most popular tourist attractions in Helsinki, is the Temppeliaukio

Church. Carved out of the granite bedrock, the church was designed by Timo and Tuomo Suomalainen. (Visit Helsinki 2016.)

## **Design**

Design is a factor deep-rooted in the urban lifestyle of Helsinki. Design is manifest in the everyday lives of Helsinki citizens in many ways, ranging from home furniture and items that represent old Finnish design traditions to modern urban solutions in the city and contemporary interior design. In 2012 Helsinki wore the title World Design Capital. Helsinki is the perfect destination for design shopping and design culture. (Visit Helsinki 2016.)

Finnish Design made its official international debut in the 1950s. The most famous names in Finnish design include Alvar Aalto, Marimekko, Nokia, Rovio Mobile, Iittala and Arabia. In the fashion industry, Paola Suhonen's IVANA Helsinki, Ilona Hyötyläinen's Miu, Samu-Jussi Koski's Samuji, footwear designer Minna Parikka and Lumi Accessories have wowed audiences the world over. (Visit Helsinki 2016.)

Helsinki has its own Design District, an area to the south of the Esplanade that is home to around 200 design attractions, from shops to galleries, studios to museums, and design offices to museums and restaurants. Design District Helsinki is both a neighbourhood and a state of mind. It is 25 streets on a map that offer shops, galleries, design studios and design hotels. It is creativity, uniqueness, experiences, design and Finnish urban culture. (Visit Helsinki 2016.)

The permanent exhibition at the Design Museum tells the story of Finnish design from the late 19th century to today, highlighting the biggest names in Finnish design. The museum also presents special exhibitions presenting the latest trends in Finnish and international design. (Visit Helsinki 2016.)

## **Food**

The 2000s the capital's restaurant scene has been elevated to a new level of restaurants led by top chefs and the initial French cuisine has been overtaken by a celebration of Nordic ingredients (Visit Helsinki 2016). Food culture in Helsinki is enjoying a golden age.. Helsinki has several Michelin starred restaurants and many local chefs, baristas, food producers and café owners have become recognized celebrities. Numerous new food outlets and delicatessens have been established recently, and a wide range of food events are held each year. Helsinki's open-air markets and market halls are musts for food tourists. (Visit Helsinki blog 2016.)

The concept of Restaurant Day, originating in Helsinki, has become something of a global event. It is a food carnival that invites anyone to set up a popup restaurant, café, kiosk, street kitchen or other innovative food outlet just for a day. The purpose of the day is to have fun, to share new food experiences, as well as enjoy a common destination to go on. (Restaurant Day 2016.)

Helsinki is also an oasis for coffee lovers, as Finns drink more coffee per person than anywhere else in the world –the equivalent of almost 10 kilos of ground coffee per person each a year. Helsinki has an enormous range of cafés, from the traditional to the trendiest. In summertime the cafés spread out onto the streets, and sitting outside on the terraces or in the markets is a popular pastime among locals and visitors alike. (Visit Helsinki 2016.)

### Events

Helsinki hosts over 3000 events each year featuring versatile program for all ages all through the year. Besides the outdoor events and the city festivals, Maritime Helsinki offers also art exhibitions, music, theatre and dance performances for all tastes. (Visit Helsinki blog 2016.)

Table 2. Events and festivals (Kalmari 2013)

Event	Time	Description
<b>Lux Helsinki</b>	January	light installation's event
<b>Musica nova festival</b>	February	first-class classical music
<b>World Village Festival</b>	May	a festival for the whole family
<b>Helsinki Day</b>	June	the city's birthday
<b>Tuska Open Air</b>	June	metal music festival
<b>Flow</b>	August	one of the most popular summer festivals
<b>Helsinki Festival</b>	August- September	a wide range of culture, from classical and world music to circus, dance, theatre, art, film and urban events
<b>Helsinki Design Week</b>	September	the biggest design event in Northern Europe
<b>Love &amp; Anarchy</b>	September	International Film Festival
<b>Herring market</b>	October	traditional event held since 1743, where fishermen sell their products

Table 2 presents list of the major events in Helsinki during the year.

## **Family attractions**

Helsinki is an ideal destination for a family holiday, offering a wide variety of activities and attractions for all ages. At Helsinki Zoo it is possible to experience the whole world on one island. There is around 150 different animal species: snow leopards from the Himalayas, the hairy camels, the red pandas, the poisonous toads and all kinds of monkeys and other lovely animals. (Visit Helsinki 2016.)

Linnanmäki Amusement Park has entertained families since 1950. The amusement park has an enormous selection of fun rides, from ultra scary to more easy-going. The special wooden rollercoaster is over 50-years-old and remains the most popular ride. Linnanmäki also has many arcade halls with the latest games as well as an outdoor stage presenting entertaining performances. (Visit Helsinki 2016.)

Sea Life oceanarium offers a voyage from the tropical oceans to the Arctic Sea, stopping at the Baltic Sea along the way. Visitors can discover strange and fascinating underwater worlds, home to crabs and starfish as well as sharks and rays. There is possibility to step inside the ocean tank through a transparent tunnel. (Visit Helsinki 2016.) There are also many museums, parks, islands, playgrounds and attractions where visitors with children can have a lot of fun in Helsinki.

Besides all of these attractions Helsinki is a paradise for shopaholics with any number of unique boutiques and larger shopping emporia. There are also many public saunas in Helsinki where visitors can experience the magic of an authentic Finnish sauna.

## **2.3 Visit Helsinki**

Helsinki Marketing Ltd (brand's name Visit Helsinki) is in charge of the operative city marketing operations, including tourism, congress, event and business marketing and the application procedures of major events and congresses, as well as tourist information services and some of the city's event productions. The fully city-owned company works closely together with the Helsinki City Executive Office's Economic Development division. The Economic Development division's city marketing department, which aims to promote the attraction and reputation of Helsinki, is in charge of the operational strategy. (Visit Helsinki 2014).

In addition to management, the company has three units: Together, Inspiration and Welcome. The assignments of the Together unit include the management of customer ships, marketing operations and partnerships in Finland and abroad, as well as

applications for congresses and major events. The Inspiration unit is in charge of marketing campaign planning and implementation, the Visithelsinki.fi website and other online channels of the company, marketing publications, event productions and public relations operations. The Welcome unit manages tourist information services and their sales operations. (Visit Helsinki 2014).

The Helsinki Tourist Information located at Pohjoisesplanadi 19 offers free information about the city and its sights, events and services. There visitors can pick up brochures and maps, get the tips and advice for making the most of a holiday. Also there is Info Container, located close to the Railway Station and the regional tourist information point at Helsinki Airport that serves especially foreign visitors and transit passengers. The Helsinki Helpers patrol the inner city and cruise harbours in the summer from June until the end of August providing tips on sights, events, restaurants, shopping venues and various travel services. (Visit Helsinki 2016.)

Visithelsinki.fi is the city of Helsinki's official website for tourism and travel information.. The company offers advice to event organisers and implements some of the city's own events, such as New Year at the Senate Square, Lux Helsinki urban festival of light, Helsinki Day and the Independence Day celebration for fourth graders, which have hundreds of thousands of visitors annually. (Visit Helsinki 2016.)

## **2.4 Helsinki's tourism strategy**

Prior to the 1990s, Helsinki as a tourism destination was mainly a city attracting small amounts of tourists from the countries nearby, such as Sweden and Germany. Since the breakdown of the Soviet Union in 1991 and opening of the borders resulted in a large growth of tourist numbers in Helsinki, especially from Russia and Estonia. In the early 1990s, the city of Helsinki tried to develop its identity as a modern European city in the international tourism market. The main aim of the branding work, which was started by Helsinki Tourism and Convention Bureau in 2004, was to differentiate Helsinki from its competitors, Stockholm, Copenhagen, Tallinn and St Petersburg. (Holmberg & Lindroth 2015, 204.)

The brand identity of Helsinki was reorganized in 2007 into three different groups of brand attributes. The first group of brand attributes comprises the core attributes of the Helsinki brand such as archipelago, events, design, Finnish cuisine, pocket sized city and the main symbol, the Cathedral. The second group of attributes is related to Helsinki's residents and efficient service culture, including a well-developed infrastructure. The third group is

linked to the social brand, i.e. the flat hierarchy, equality, and the fact that the residents are easy to approach. (Holmberg & Lindroth 2015, 206.)

Last year Visit Helsinki began to create a new brand - Helsinki is a bigger story. The brand is being created for Helsinki – not advertising spin, but a story of the people of the city. It will crystallise what is good about Helsinki now and present a bold vision of the future. As the backdrop of the story, all those who view themselves as people of the city will share their experiences of it. This strategy has a clear goal - to raise international interest in Helsinki – to create jobs and wellbeing. (Brand New Helsinki 2016.)

Strategic goals for tourism in Helsinki:

- ✓ Helsinki is Finland's most important travel destination, and the importance of tourism to Helsinki's regional economy and business life is strongly appreciated.
- ✓ Helsinki has a unified brand.
- ✓ Tourism in the Helsinki Region is developed according to a comprehensive plan.
- ✓ Helsinki is even easier to get to.
- ✓ The Helsinki Region is marketed as an entity.
- ✓ Tourist services are high quality, meet customer needs and are easily obtainable.
- ✓ Helsinki is internationally recognised for its events.
- ✓ The Helsinki Region's income from tourism increases. (Visit Helsinki 2016.)

Visit Helsinki markets Helsinki as a tourist and congress destination and provides information about the region's travel services. The company promotes the development of the travel trade and strengthens the appeal of our city. (Visit Helsinki 2016.)

The Hel Yeah umbrella marketing theme "Hel Yeah" combines next attributes: urban nature, food culture and design. Urban nature covers sea, parks, saunas and other outdoors activities. Food culture includes restaurants, cafes, and food events. And design in turn, architecture, fashion and art. Events go through all these themes, and are therefore not separately one theme, but in itself interesting topic. (Karppinen 10 June 2015.)

Every year Visit Helsinki hosts hundreds of international travel and lifestyle media representatives and bloggers. Visit Helsinki carries out the media visits together with representatives of Visit Finland or other partners. Media representatives are provided with a Helsinki program, information about new and interesting attractions as well as useful contacts. Media representatives also receive access to the Visit Helsinki Material Bank and brochures. (Visit Helsinki 2016.)

### **3 Destination branding**

This chapter explains the basic concepts of destination branding: a destination image and its formation, characteristics that attract tourists, a destination brand. Definitions related to destination branding in tourism industry will be described and the role of public relations in destination branding will also be discussed.

#### **3.1 Destination image**

Today's consumers, facilitated by increased leisure time, rising levels of disposable income and more efficient transportation networks, have the means to choose from among this much larger variety of destinations. There is need for an effective destination positioning strategy in tourism market. A destination must be favourably differentiated from its competitors or positively positioned in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing image of the destination. (Echtner & Ritchie 2003, 37.)

A destination image is "the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place". Crompton (1979) defines tourism destination image as "the sum of beliefs, ideas and impressions that a person has of a destination". Destination images influence a tourist's travel decision-making, cognition and behaviour at a destination as well as satisfaction levels and recollection of the experience. (Jenkins 1991,1.)

Tourist destination images are important because they influence both the decision-making behaviour of potential tourists and the levels of satisfaction regarding the tourist experience. The image of a destination area is a critical factor in a tourist's destination choice process. (Jenkins 1991, 2.) Destinations with strong, positive images are more likely to be considered and chosen in the travel decision process. As a result, destination image has an important role in the various models of travel decision making developed to date (Echtner & Ritchie 2003, 37.)

The process of destination image formation is influenced by many sources such as promotional literature (travel brochures, posters), the opinions of others (family/friends, travel agents) and the general media (newspapers, magazines, television, books, movies). By actually visiting the destination, its image will be affected and modified based upon first hand information and experience. As a result of visiting the destination, images tend to be more realistic, complex, and differentiated (Echtner & Ritchie 2003, 38.)

The majority of products and services, information sources are for the most part commercial. Individuals can have an image of a destination even if they have never visited it or even been exposed to more commercial forms of information. The role of the general media and school courses in formulating most product images is very limited. Destination images are derived from a much wider spectrum of information sources. This is because there is a link between a country's tourist image and its national image (World Tourism Organization 1980; Kotler 1987). This means that the information gleaned from non-commercial sources concerning various historical, political, economic and social factors is incorporated into destination image. (Echtner & Ritchie 2003, 38-39.)

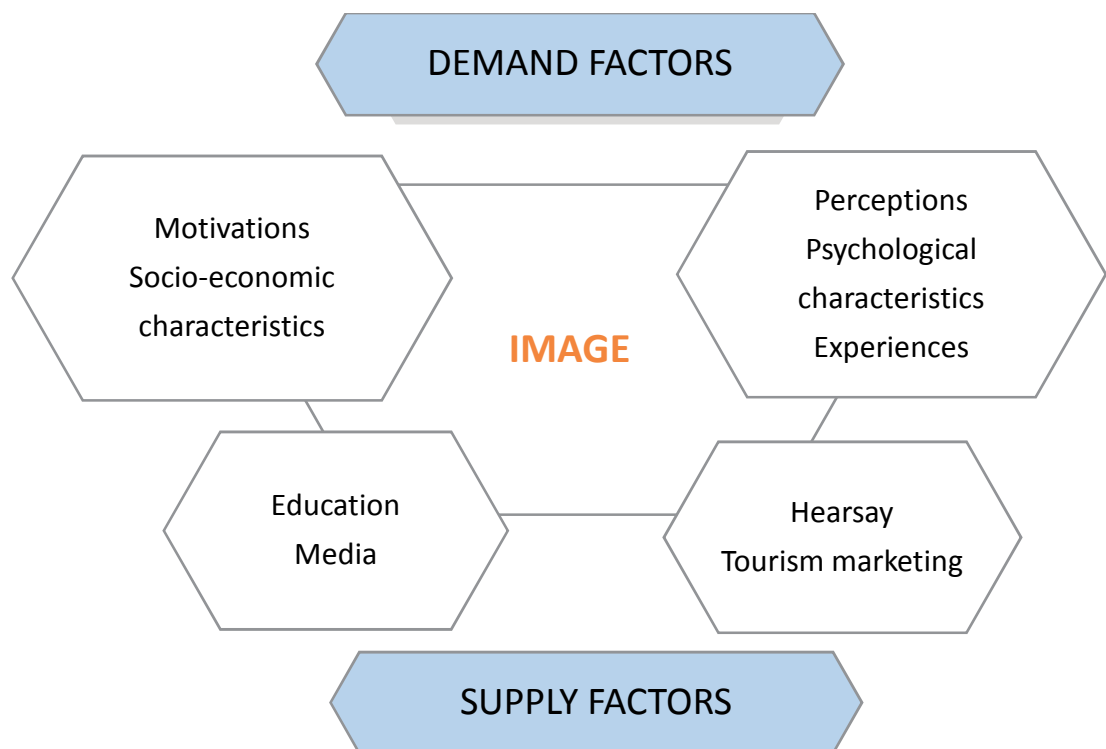


Figure 1. Factors influencing the formation of consumers' tourist image (Stabler 1988)

Stabler (1988) divides the factors influencing the formation of a consumers' destination image into demand and supply factors summarized in figure 1. The demand factors are non-tourist information about the destination, whereas the supply factors correspond to promoted information. (Jenkins 1991, 2.)

Marketers are interested in the concept of tourist destination image mainly because it relates to decision-making and sales of tourist products and services. According to MacInnis and Price (1987), imagery pervades the whole consumption experience. Before purchase, vicarious consumption may take place through imagery. During consumption,



imagery can add value and increase satisfaction. After consumption, imagery can have a reconstructive role in which a person relives the experience via memories and vacation souvenirs. Marketers can also use imagery to increase remembered satisfaction and to encourage repeat purchases of holidays. (Jenkins 1991, 2.)

### 3.2 Destination awareness

*“The traveller sees what he sees; the tourist sees what he has come to see...”*  
 – G. K. Chesterton, an English Writer, Poet, and Philosopher

A tourist destination has certain characteristics that attract tourists to spend time there. It can attract tourists for its inherent or exhibited natural or cultural value, historical significance, flora and fauna, natural or built beauty, offering leisure, adventure and amusement. (Tutorialspoint 2016.)



Figure 2. Factors of destination appeal (Tutorialspoint 2016)

The figure 2 shows factors that shape the destination appeal. The following five A's define the tourist needs and demands.

**Accessibility** is the ability to reach to a place of destination by opting one or multiple means of transportation. The transportation should be timely, convenient, inexpensive, and safe. Today there are various means of transportation like airlines, railways, surface transportation, and water transportation.

**Accommodation** is a place where the tourists can avail food and shelter on payment. Today, a wide range of accommodations are available ranging from a basic budget accommodation to elite class seven-star hotel suites.

**Attraction** is a place of interest where tourists visit, typically for its inherent or exhibited, natural or cultural value, historical significance, or natural or artificial beauty. The

attraction creates a desire to travel to a specific tourist destination. They also offer leisure, comfort, adventure, or amusement. For example, Paris draws tourists by offering Fashion as attraction.

**Activities** are what the tourists perform for fun and amusement. For example, boating, scuba diving, canoeing, camel riding, and visiting a place.

**Amenities** refer to the beneficial services offered to the tourists like visitor information centres, telecommunications, roads, drinking water, toilet blocks, garbage bins, etc. (Tutorialspoint 2016.)

Having the best attractions, access, accommodation and amenities in the world is totally useless if the awareness factor is missing. Awareness in this sense has three meanings. Firstly, the local population must have a positive attitude toward tourism. Secondly, those who directly interface with tourists must have strong, positive attitudes towards tourists. This includes the shops, post offices, road houses and the many other businesses that come in contact with tourists, not just the hotels and restaurants. In all a local community must be made aware of the value of tourism. The third plank in the awareness platform is market awareness. The destination or more importantly, the destination's image must be a strong, positive one and firmly implanted in the tourist's mind. (Tourism Western Australia 2016.)

### **3.3 Branding in tourism**

According to the American Marketing Association brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers (AMA 2016). A brand is an impression perceived in a client's mind of a product or a service. It is the sum of all tangible and intangible elements, which makes the selection unique. (Moilanen & Rainisto 2009, 6.)

Brands differentiate products and represent a promise of value. For consumers brands have both social and emotional value; many consumers are thus willing to pay a premium price for brand they prefer. The importance of having a brand is related to brand loyalty, i.e. many consumers are reluctant to change a brand they really like and one that has been proven good. (Holmberg & Lindroth 2015, 196.)

Brands have become a powerful means by which organisations communicate ideas about their products, services or values to audiences. The importance of branding to tourism

and hospitality is critical since the features of these products and services are generally easy to copy, and so companies rely on their brand image to differentiate themselves from competitor products and services. (McCabe 2009, 189.) Branding has many benefits, including reducing consumer purchase risk, building awareness by communicating a consistent message, encouraging repeat visits by building customer loyalty, and associating the city with a unique identity (Kolb 2006, 219).

A brand is successful when it has been developed with a clear statement of the product's use and its target group in mind. It also requires a commitment to offer sufficient resources for the brand, which enable it to achieve its desired position. Successful brand can satisfy the rational and emotional needs and expectations of the target customers. (Moilanen & Rainisto 2009, 13.)

The role of destination branding is vital for a destination marketing partnership organization to help the individual business they represent achieve their goals. At the level of destinations, this process is concerned with the communication of a set of ideas and images about the place to the targeted audience. (McCabe 2009, 191.) A brand is created when a customer feels the product or the service has added value compared to other, similar competing products or services. Brand building is a long process that requires besides good substance, determination and smartness. (Moilanen & Rainisto 2009, 13.)

### **3.4 Creating destination brand**

Destination image formation is not branding, neither is image building. The difference between image building and brand building is that in branding the focus lies on the creation of a unique brand identity. (Holmberg & Lindroth 2015, 200.)

Potential tourists do not wish to visit a city unless they are reasonably certain of the benefits the experience of visiting will provide. However, potential tourists do not have the time to research all possible destination choices. Consumers will use the information communicated through the brand identity as a means to help them choose which product will most meet their needs. (Kolb, 2006, 219.) Brand identity is the foundation of any brand building strategy. The brand identity is the unique set of brand associations that a brand strategist aspires to create or maintain; it is the soul and vision of the brand (Holmberg & Lindroth 2015, 196.)

Branding a destination should be more than the development of logos and taglines used in promotion, letters and business cards. Morgan and Pritchard (2005) highlight that a

destination brand can be developed in many different ways, for instance through traditional promotion such as advertising and personal selling, but also by websites as well as through public relations and co-operation with media. (Holmberg & Lindroth 2015, 200.)

The tourism actors involved in the branding process are all stakeholders who can be divided into primary and secondary stakeholders depending on their ability to co-operate rather than challenge the organisation. In the brand building process of a destination the primary stakeholders are strategic partners, but it can also be important to communicate with secondary stakeholders. According to Gilmore (2007) and Anholt (2010), potential stakeholders to be involved in the brand building process include residents, visitors (tourists), tourism companies, other service companies, media, politicians and export purchasers. (Holmberg & Lindroth 2015, 200-201.)

Once tourism marketers have created the branded message, it should be used consistently in all form of promotion to quickly associate the branded message with the city's benefits. Only if a brand is easily recognized and immediately associated with the city will the benefits be communicated to the targeted group of potential visitors. (Kolb 2006, 219.)

Branding a tourism destination is not a one-time project; successful destination branding should rather be seen as an ongoing process (Holmberg & Lindroth, 2015, 201). Even after the brand has become associated with the city, the tourism marketer needs to continue to utilize the same branding to build brand loyalty. If tourists have found the visit experience to be positive, consistent use of the same brand will quickly remind them the benefits the city provides have not changed and are still available. (Kolb 2006, 220.)

By consistently using the same branded message in all promotional communications the city produces, tourism marketers can increase the likelihood that the message will be heard and remembered. Successful brands communicate real benefits, are easily understandable, are memorable, and are designed so that they can be used on multiple forms of promotional communications. Potential tourist should be able to easily understand what the brand symbol and message are communicating. (Kolb 2006, 230.)

The branding strategy must be based on the real attractors of the destination. Moreover, the personality of the brand must be considered since this is a key factor to success. Instead of selling beautiful places and friendly people, destinations should focus on

highlighting the unique attributes of the destination, which are different from the attributes stressed by the main competitors. (Holmberg & Lindroth 2015, 201.)

### **3.5 Public relations as brand communication**

A good place image needs good communications, good operations and substance. Since image is the reality, it needs to be supported by good operations. Communications give promises, and operations fulfil these promises. (Moilanen & Rainisto 2009, 12.) To communicate a message the tourism marketer can use such promotional methods as advertising, public relations, sales incentives, personal selling, and direct marketing. Each of these methods has a specific role to play in motivating consumers to purchase. (Kolb 2006, 233-234.)

Public relations play a valuable role in brand development of the place. Every city should maintain a public relations program irrespective of the size of its budget and resources. This is an essential activity for any place wanting to enhance its attractiveness and reputation, and protect its good name. (Baker 2012, 162.)

Hilton International defines public relations as “the process by which we create a positive image and customer presence through third party endorsement”. Public relations is an important marketing tool than until recently was treated as a marketing stepchild. (Kotler, Bowen & Makens 2014, 426.) Public relations uses the media and events to indirectly communicate information for increasing awareness of the company’s product or to change any negative attitudes held in the public (Kolb 2006, 234).

Public relations is moving into an explosive growth stage. Companies are realizing that mass marketing is no longer the answer to some their communication needs. Advertising costs continue to rise while audience reach continues to decline. (Kotler, Bowen & Makens 2014, 426.) Public relations is effective because the media is viewed by the potential tourist as an objective source of information and, therefore, is more likely to be believed than advertising (Kolb 2006, 250).

Social media has proven to be a great way to reach thousands of customers and potential customers. Today, most effective PR campaigns use Internet; Web sites, blogs, and social networks such as YouTube, Facebook, and Twitter are providing interesting new ways to reach more people. (Kotler, Bowen & Makens 2014, 426.)

Public relations offers several advantages. One is believability. News, stories, features, and events seem more real and believable to readers than to ads. Public relations can reach many prospects who avoid salespeople and advertisements. The message gets to the buyers as news rather than as a sales-directed communication. Like advertising, public relations can dramatize a company or product. (Kotler, Bowen & Makens 2014, 399.)

Using public relations on a continual basis builds awareness of the city as an attractive tourist destination. While advertising also has this objective, a continual public relations campaign is less expensive than a continual advertising campaign. Public relations also builds credibility by communicating to developing a tourism industry. Public relations can also help to communicate information about special events the city is planning. (Kolb 2006, 250.)

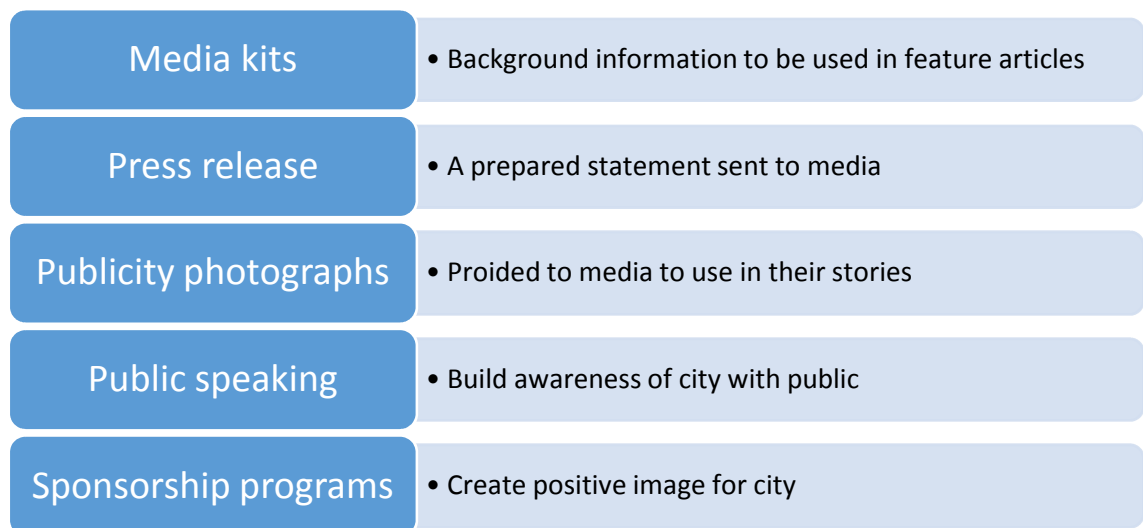


Figure 3. Types of public relations activities (Kolb 2006)

The figure 3 shows public relations tools that can serve to communicate with the public through the media. The tourism market should choose the most appropriate tool for a specific task or event. (Kolb 2006, 250.)

Strong public relations can be highly cost effective and, when executed well, generates increased visibility, awareness, and interest at a fraction of the cost of paid advertising. Consumers are more likely to be engaged by a first-hand account by trusted source than from paid advertising. (Baker 2012, 162.) However, public relations cannot be used alone. The tourism marketer must utilize public relations along with other methods of promotion. Alone, a good opinion of the city will not be enough to motivate potential tourists to visit. (Kolb 2006, 250.)

## **4 Methodology**

This chapter presents methodological approach used in this study. Case study approach and content analysis will be defined.

### **4.1 Case study research**

This paper describes the case study research. The case study approach was chosen in this research because it is suited well for developing studies. The purpose is to generate development proposals and ideas for branding Helsinki as a tourist destination through media visits. The researcher aims to investigate the incident in depth and produce detailed information about it which allows understanding the object of development holistically. To explore the image of Helsinki in international media articles the researcher chose qualitative research methods.

According Bell (2010) case study approach provides an opportunity for one aspect of a problem to be studied in some depth. All organizations and individuals have their common and unique features. Case study method aim is to identify such features, to identify or to attempt to identify the various interactive processes at work, to show how they affect the implementation of systems and influence the way an organization functions (Bell 2010, 12).

Case study provides information about a phenomenon that happens in present time, in a real situation and an environment. Case study purpose is to provide suggestions and ideas for development. It is more important to find out much about narrow subject rather than less about a wide range subjects. The question is not about how common is something, but how something is possible or how something is happening. (Ojasalo & Moilanen & Ritalahti 2014, 52.)

The case study strategy may use quantitative or qualitative methods and many case study designs use a mix of these methods to collect data. For example, interviews, observation, documentary analysis and questionnaires (Saunders, Lewis & Thornhill 2012).

### **4.2 Content analysis**

Documentary analysis is a method which seeks to make the conclusions of the obtained in written form content, particularly verbal, symbolic or communicative material. A subject of the review may be the modified to the text interview, web pages, magazine articles,

annual reports, marketing material, brainstorming meeting's notes, diaries, photos, drawings, speeches, conversations, reports and other written material. (Ojasalo & Moilanen & Ritalahti 2014 136.)

One type of documentary analysis is content analysis. Content analysis is a research technique that used to analyse documents systematically and objectively. Tuomi & Sarajärvi (2012) divide content analysis into quantitative and qualitative. Quantitative content analysis is a method that describes the content of text quantitatively. Qualitative content analysis is a technique that used to describe the content of documents in words. (Tuomi, Sarajärvi 2012, 106.) The purpose of qualitative content analysis is to identify the meaning of the text. These techniques are not mutually exclusive. (Ojasalo & Moilanen & Ritalahti 2014, 137.)

Regarding American research tradition content analysis may be used in an inductive or a deductive way. Inductive approach has no prior knowledge regarding the phenomenon or it is limited. The deductive approach based on previous theoretical framework. (Tuomi & Sarajärvi 2012, 108.)

The content analysis process consists of three main phases:

1. **Data preparation.** The aim of this phase is to make sure that data is clear and ready for the analysis. The data need to be transformed into written text before analysis can start.
2. **Analysis and reduction.** During this phase the units of analysis have to be selected. In the inductive approach, this phase includes coding, creating categories and abstraction. Deductive content analysis includes categorization and coding.
3. **Interpretation and conclusions.** This phase does not mean presenting of the analysis results. By interpretation a researcher brings out something new about the phenomenon that was analysed. (Ojasalo & Moilanen & Ritalahti 2014, 138 - 143.)

Many researches that were done by using content analysis method were criticized. One reason for critics is that a researcher often describes the process of analysis without meaningful conclusions. The purpose of the analysis is to make valid conclusions in the end of the research. The second reason for criticism based on that during systematic and mechanic process of analysis something important can be lost. (Ojasalo & Moilanen & Ritalahti 2014, 144.)



### 4.3 Implementing the study

The commissioner - Visit Helsinki gave to researcher eighteen articles for content analysing. The person who coordinated the research who was in contact with the researcher is PR-coordinator Leena Karppinen. The articles were written in English and Russian languages and most of them were published in the year 2015 in different media channels. Journalists from different countries were provided with an individual or group program in Helsinki.

The main branding attributes combined by title “Hel Yeah” are: urban nature, food culture and design. Urban nature covers sea, parks, saunas and other outdoors activities. Food culture includes restaurants, cafes, and food events. Design in turn, architecture, fashion and art. Events and family fun are interesting topics for the commissioner, so they were added to analysis as themes too. All journalists/writers, whom articles were analysed, are presented in the table 3.

Table 3. Media representatives

	Journalist	Country	Article	www	Program
1	Oliver Bennett	UK	Cycling around Finland's beautiful lakes and forests on the trail of its national composer, Sibelius	<a href="#">high50</a>	group Sibelius 150
2	Tracy-Ann Oberman	UK	Finland and the Moomins: On troll patrol in a fairytale landscape	<a href="#">independent</a>	individual
3	Laura Millar	UK	Colourful architecture, rich history and reindeer salami: Discover the city of Helsinki	<a href="#">express</a>	individual
4	Harriet O'Brien	UK	Finland: On the trail of Jean Sibelius	<a href="#">telegraph</a>	group Sibelius 150
5	Nicola Brandy	IRL	Fantastic Four: Helsinki hotspots	<a href="#">independent</a>	individual
6	Hortensia Sanchez	ESP	Helsinki - the Design Road	<a href="#">myvuelingcity</a>	individual
7	Elena Shahnovskaya	RUS	Sibelius 150	<a href="#">gazeta</a>	group Sibelius 150
8	Jim Farber	USA	Helsinki, Finland offers rejuvenating saunas, a world-class music center, a cool design district and budding hipster scene	<a href="#">nydailynews</a>	individual
9	Sergei Sherstennikov	RUS	Neighbors above	Audi magazine	individual
10	Tiara Lin	CHN	Helsinki? Hel yeah!	<a href="#">globaltimes</a>	no program
11	Rose Dykins	UK	Helsinki	<a href="#">businesstraveler</a>	no program
12	Daria Sokolova	RUS	Water games	<a href="#">allegromagazine</a>	group, press trip in June
13	Margarita Tsibulskaya	RUS	Family holidays in Finland	Flight Line magazine	group, press trip in May

14	Oksana Soboleva	RUS	A ticket to childhood	Ural Airlines magazine	group, press trip in May
15	Viktor Nikolaev	RUS	Finnish roller coaster from guys who conquered America	Profession – Director mag.	group, press trip in June
16	Nina Filyuta	RUS	Finnish holidays	Na Nevskom magazine	group, press trip in May
17	Nick Boulos	UK	Helsinki travel tips: Where to go and what to see in 48 hours	<a href="#">independent</a>	individual
18	Chris Peacock	UK	Like a local: Helsinki	<a href="#">natgeotraveller</a>	individual

Some of the writers took part in a group program organized in Helsinki. For instance Sibeliuss 150 –program and family fun press trip. Other writers were invited to Helsinki as individuals with program provided only for them. One of the study objectives was to explore if the individual program is more effective than the group program.

There was difference in the length of media visits: 1-3 days. Some of them came to visit only Helsinki, while for some of them, Helsinki visit was a part of Finland trip. The organized program was presented for the researcher and taken into account during analysing.

The analysis was started during the fall 2015 when the researcher got first seven articles from the commissioner. More articles were sent by commissioner as articles were received from the journalists. The content analysis of the articles was done by deductive approach. At first all articles were read by the researcher and Helsinki city related parts were separated for the analysis. After that, words, phrases, names and terms associated with branding attributes were coded by their own colour in the text and written to an excel table. Finally, number of mentions of each attribute was accounted and listed in the table of each article (presented in the result part). For instance, Oliver Bennett in his article mentioned about “the elegant 1887-vintage Kamp” and Sibelius Monument that was accounted as 2 points for design attribute.

#### **4.4 Validity and reliability**

In case study research reliability becomes a key concern and many case study researchers go to great lengths to ensure that their interpretations of the data will be both reliable and valid.

The reliability of a content analysis study refers to its stability. It is the extent to which data collection technique or techniques will yield consistent findings, similar observations would

be made or conclusions reached by other researchers or there is transparency in how sense was made from the raw data (Saunders, Lewis & Thornhill 2012).

In case of this study the reliability may be questioned due to the number of analysed articles. During the research eighteen articles were analysed, and two of them were disqualified from the analysis because their text had no relation to Helsinki and its attractions. Another challenge was that articles were chosen based on language of researcher (English and Russian), not based on some criteria that could be important for the research. Finally, the objectives of the study were changed during the research several times in accordance with the wishes of the commissioner. However, collected and analysed information can be found truly reliable and results can be repeatable.

The validity of a content analysis study refers to the correspondence of the categories to the conclusions, and the generalizability of results to a theory. Validity the extent to which data collection methods accurately measure what they were intended to measure. The extent to which research findings are really about what they profess to be about (Saunders, Lewis & Thornhill 2012).

To decrease the risk of non-objective interpretation of the results, the researcher used the main branding attributes of Helsinki as framework for finding related themes in the text of articles. Validity of the study means that the research results are truthful and meet the entire requirement of this research method.

## 5 Results

This part of the study presents findings of the articles' content analysis. Each article described and analysed in detail and results are listed in the table.

### 5.1 Articles

#### 5.1.1 Article 1

*Cycling around Finland's beautiful lakes and forests on the trail of its national composer, Sibelius* was published in High50 UK in July 2015. Oliver Bennet, British journalist, visited in Finland the follow cities: Hämeenlinna, Tuusula, Järvenpää and Helsinki. The author was provided with Sibelius 150 program, which included places related to the life story of the compositor, exhibitions, dinners in famous restaurants, guided tours and concerts.

The article is rich of the important moments of the great composer's life. There are a lot of feelings and emotions associated with the music of Sibelius in the article. The author wants to convey to readers even part of his mood:

“It was wonderful music. Measured but intense, structured but swirling and romantic, it demonstrates Sibbe's genius”.

The urban nature of Helsinki was described as:

“..it's a thriving cosmopolitan town on an archipelago, with bracing waterfronts, three different kinds of tram and thousands of cruise-liner passengers”.

Elegant 1887-vintage Kämp and the Sibelius Monument are two representatives of design attribute. Event attribute is presented in the article as Sibelius 150<sup>th</sup> anniversary and the concert at the Sibelius Finland Experience. Food culture and family fun attributes didn't come up in the article.

The author used very colourful images of Visit Finland and one video of Ainola – the home of Jean Sibelius. Helsinki is presented with three photos: Finlandia Hall, Hotel Kämp and Sibelius monument. The photo of Finlandia Hall (image 1) shows a beauty of green Helsinki, Töölö bay and the city centre architecture from height of bird's flight.



Image 1. Finlandia Hall (Bennet 2015)

All images represent the architecture of Helsinki. No one of these photos is the main image of the article. It is possible to share the article in social media, but there is no information on the web site how many times the article was shared. In the end of the article author wrote the information of direct flight by Finnair with price example and shared links for more information (Finnair and Visit Finland web sites).

Table 4. Brand attributes in article one

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
1	0	2	1	0	3	-

### 5.1.2 Article 2

*Finland and the Moomins: On troll patrol in a fairytale landscape* article was published in Independent UK in May 2015. The author - Tracy-Ann Oberman visited Helsinki in March 2015 with her husband and eight-year old daughter. Tracy-Ann Oberman was the voice of Moominmamma in the new Moomins on The Riviera movie and that's why she was very excited about coming to Finland. She wrote that Helsinki is "one of those places whose name sounds exciting and hip".

During the trip Oberman's family visited Helsinki and Tampere. The program in Helsinki included such places as: Design District, Suomenlinna Fortress, Old Market Hall, Arabia factory and restaurants: Story, Anna 22 and Juuri.

Suomenlinna Fortress is described in the article as urban nature:

“During the summer, the island is full of swimmers and picnickers enjoying the rugged layout and cafés.”

The next restaurants were mentioned by the author: Juuri, which gives traditional Finnish ingredients a modern twist; Story, Kappeli. Also Tracy-Ann Oberman wrote about Hakaniemi market “is full of stalls selling cheeses, exotic spices, fine chocolate, fruits and veg.”

The architectural sights: Central Railway Station, Havis Amanda, "Rock Church", Helsinki's historic synagogue. Design District was mentioned as “a cluster of 25 cobbled streets that are chock-full of creative cafés, art shops, and fashion.”

The author paid much attention to the Moomin story and its creator - Tove Jansson. She wrote some historic facts of the writer's life and how the Moomin story was written. The Hogwarts-esque house in which Tove Jansson grew up was visited by Oberman's family.

The writer used two images of Helsinki city – Design District and Suomenlinna Fortress - and two images related to the Moomins. Design District view (image 2) was chosen as the main image of the article. It shows the leisurely life of Finnish capital. Both photos full of green colours.



Image 2. Design District (Oberman 2015)

The writer added the map of Finland with Helsinki and Tampere marked on it. In the end of the article the author listed visited places, its contact information and web site links. The article has 1000 shares in social media.

Table 5. Brand attributes in article two

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
1	4	5	0	3	2	1000

### 5.1.3 Article 3

*Colourful architecture, rich history and reindeer salami: Discover the city of Helsinki* by Laura Millar was published in Express UK in July 2015. During her stay in Helsinki she was provided with the next program: guided architecture and design tour, Tori Quarters, Chapel of Silence in Kamppi, drinks at A21 and dinner at Spis. Such places as Design District and Suomenlinna Fortress were recommended to visit.

The article is full of basic tourist information about Helsinki. The urban nature of the capital is described as follows:

“Helsinki is well-placed, and well-sized, for the latter. Sitting towards the southernmost tip of the country, it oversees an archipelago of more than 300 small islands, some of which boast lovely beaches.”

Also she writes about Esplanade Park, where “Finns like to sit and picnic in the summer sunshine.” A significant part of the article is devoted to Finnish sauna. Food attribute is covered in a rich way:

“Eating, too, is a pleasure. On Sundays, you’ll find stalls selling fare from salmon and potato soup to fried whitebait in Market Square”.

Design attribute is presented as the description of WDC (World Design Capital), Design District and Finnish design brands: Iittala, Arabia. Also the writer mentioned in the article many architecture sights: elegant neo-classic buildings at Kauppatori, city's cathedral, Government Palace and the University, magnificent Uspenski Cathedral, different styles of architecture, deco central railway station, modern Kiasma. The events were mentioned generally:

“Summer is a big deal here; they might only have two or three months of it but they make the most of it, so through the long days residents enjoy picnics, festivals and concerts until beyond midnight.”

Laura Millar covered all Helsinki branding attributes very well in the article. Especially there is a lot of information regarding the design in Helsinki. Also attributes urban nature and food culture were disclosed in detail in the text.

The author shared many useful links in the text. In the end she gave a price example of a hotel night and flight ticket prices to Helsinki. Two images were added to the text: Helsinki Cathedral and Yachts at Pohjoisranta. The photo with Helsinki Cathedral was used as the main image of the article. Another church – Uspenski Orthodox Cathedral - is captured on the horizon of the second photo (image 3). The image conveys joy of Finnish summer – sailing.



Image 3. Yachts at North harbour (Millar 2015)

The article was shared 100 times in different social media. Another article of Laura Millar was published in the same time and in the same source: *10 things to do in Helsinki*.

Table 6. Brand attributes in article three

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
10	6	10	1	0	2	100

#### 5.1.4 Article 4

Harriet O'Brien's article - *Finland: On the trail of Jean Sibelius* – was published in British Telegraph online newspaper in August 2015. The author's Helsinki visit was part of an organized trip to Finland in April 2015. During the same trip Harriet O'Brien visited Hämeenlinna, Tuusula, Järvenpää and Helsinki. The article tells the reader about Sibelius' life, the places and sites associated with the great composer.



The park at Töölönlahti Bay described as “a sea inlet that brings seabirds into the heart of the city”. Sibelius Park was also mentioned in the article. The restaurant Kappeli was named in the end of the article in Where to eat -part:

“Gracious glass-and-iron Kappeli was another haunt of Sibelius and serves contemporary Finnish fare and a special Sibelius dinner menu.”

The architecture was presented by: “great white domed cathedral” and Sibelius monument. Sibelius 150<sup>th</sup> anniversary is the main topic of the article and the same time reference to the events attribute.

There were others topics about Finland in the text as links to the other articles about Finland and Helsinki in the same magazine. The author added two photos related to Helsinki: North harbour and Sibelius monument. Image 4 is very colourful. It represents Helsinki as waterfront town.



Image 4. North harbour (O’Brien 2015)

The author didn’t use image of Helsinki as the main picture of the article. The article has around 3000 shares in social media and one comment where the reader shares own experience of visiting Helsinki and gives recommendations to Helsinki visitors.

Table 7. Brand attributes in article four

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
3	1	2	1	0	2	3000

### 5.1.5 Article 5

*Fantastic Four: Helsinki hotspot* by Nicola Brandy from Ireland was published in Independent in May 2015. It was two days press trip to Helsinki with next program: The old market hall, Design District, Suomenlinna Fortress, concert at Temppeliaukio church, restaurants: Armas and Ateljee Finne. The author focused in the article on four attractions: Design District, Suomenlinna, Sibelius monument and Restaurant Day.

The article tells about urban nature of Helsinki: “pretty waterside area of Töölö, islands, sea Fortress of Suomenlinna.” The food attribute is covered by description of the restaurant Day -concept that began in Helsinki and was spread around the world.

About design the author writes that it is taken very seriously in Finland and mentions about Design District in the text and share the link. The article gives a nice holiday atmosphere in everyday life of Finns: “concerts and festivals shaping up all over the country”, “food carnival”.

The article gives enough useful and interesting information about the capital of Finland briefly and it is literally colourful. The author chose four big and colourful images related to described topics: Iittala shop, Sibelius monument, Suomenlinna and an image of meal related to Restaurant Day. The photo of Iittala shop (image 5) was situated right after the title of the article.



Image 5. Iittala shop (Brandy 2015)

Also he used an image of meal related to Restaurant Day. There is no information about the article’s shares in social media.

Table 8. Brand attributes in article number five

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
3	1	1	2	0	4	-

### 5.1.6 Article 6

Hortensia Sanchez and Fernando Sanz from Spain published the article *Helsinki - the Design Road* on My Vueling City website in August 2015. In Helsinki they were provided with guided design tour and had lunch at Story restaurant. Visit to Suomenlinna, Finnair Sky Wheel and Finnish sauna were recommended.

The article focuses on Finnish design. The places and events mentioned by author in the article were: Kamppi Chapel, church of Temppeliaukio, train station, Kaisa House, Design District, World Design Capital, Kallio District, Alvar Aalto University, Arabia center.

The author writes about Finnish design: “Helsinki’s design hub”, “the moment you set foot in the airport you are surrounded by design.” The article conveys the author’s admiration of Helsinki:

“Helsinki is one of the most wonderful cities I have ever visited, with endless opportunities for outings and sightseeing.”

Main design attractions are linked to the home pages, where a reader can find more information about each design or architecture object.

Other branding attributes were not covered in the article. The name of article explains it. Probably the author’s idea was to write about design in Helsinki. Also the provided program was focused on design attribute.

The author used own photos in the text and most of them represent the architecture of Helsinki. The photo of Kiasma museum was added to the article as the main image.



Image 6. Kiasma (Sanchez & Sanz 2015)

Other images represent Stora Enso building, Iitala shop, Fazer café, Kaisa House, Natural History Museum of Helsinki and the main railway station. There are the links on the same page to other articles about Helsinki but no direct links to Visit Finland or Visit Helsinki web sites. The article has 13 shares in Facebook.

Table 9. Brand attributes in article number six

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
0	0	13	0	0	7	13

### 5.1.7 Article 7

*Things to do in Finland for those who have already been there* – the article by Elena Shahnovskaya was published in Russian online newspaper Gazeta in August 2015. The author was provided with Sibelius 150 program. The most part of the text is dedicated to the composer Sibelius and his life. The author used simple writing style with slang words and humour that was a good way to reach a wider audience.

The author mentioned about well-known for many Russian tourists monuments and architecture objects (Senate Square, Church of Temppeliaukio, Sibelius monument), wrote what to buy and for what price at the market square, and described in a humorous manner about shy Finnish nature. In the end she wrote about sunset on seafront in Helsinki and mentioned about restaurants there.

The article is full of colourful and well matched to the text photos, which gives a visual impression and invites viewers to read. Helsinki was presented with two images: Helsinki

Cathedral and Sibelius monument. The photo of Helsinki Cathedral (image 7), that was taken from height of bird's flight, represents Helsinki by sea and its Art Nouveau architecture.



Image 7. Helsinki Cathedral (Shahnovskaya 2015)

All photos in the article are big and colourful. It is possible to open photos in bigger size that makes the article more attractive. The article was shared in Facebook and in Russian social media all together 88 times.

Table 10. Brand attributes in article number seven

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
1	1	3	1	0	2	88

### 5.1.8 Article 8

New York Daily News' Jim Farber wrote in November 2015: *Helsinki, Finland offers rejuvenating saunas, a world-class music centre, a cool design district and budding hipster scene*. He visited Helsinki in May 2015 and had 4 days program which was full of events and interesting places. The main sights were: Kallio, Design District, Music Center, Culture Salon and famous saunas of Helsinki. The author met the representatives of the Flow festival and Tuska festival, took part in a guided Helsinki tour and Sibelius Finlandia music show. The restaurants included to the program were: Sandro, Sinne and Hotel Indigo's restaurant.

In the text the author clearly focused on the main three topics: sauna, events and food.

It is noticeable that sauna left the most memorable impression on the author. He wrote about sauna and its meaning for Finns:

“While “sauna” may be the sole Finnish word that’s universally known, it means something deeper here. Saunas equalize the citizenry and purify them.”

The author named several “world-class lures for tourists” such as Flow festival – “Helsinki’s biggest music, art and culture display”; Tuska Open Air Metal festival; lots of festivals at the Helsinki Music Centre and The Sibelius Finlandia Show.

Also he mentioned about city’s finest locavore restaurants – “city’s must” and delicacies of the Old Market Hall in Helsinki. The food experience of the restaurant Spis was described in the article as “one of the greatest meals of my life”.

The main Helsinki’s sightseeing and such attributes as urban nature, food, events – were covered very well in the article that made fascinating to follow. Family fun attribute was not described by the author. The author used all together seven images in the article. Photos represent saunas, Design District, Music Center, Flow Festival and Old Market Hall.



Image 8. Kotiharjun sauna (Farber 2015)

As the main image of the article the author used photo of Kotiharjun sauna by Jussi Hellsten. One more image of sauna was added in the end of the text that proves about author’s interest in Finnish sauna. The article was shared 271 times in Facebook.

Table 11. Brand attributes in article number eight

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
4	8	8	6	0	7	271

### 5.1.9 Article 9

*Neighbours above* article by Aleksander Fedorov and Sergei Sherstennikov was written for Audi magazine during their trip to Finland in June 2015. The program in Helsinki was short – visit to Suomenlinna Fortress. The article tells the readers about how to relax, have fun and eat well in seven towns of the southern part of Finland: Imatra, Lappeenranta, Kouvola, Kotka, Porvoo, Helsinki and Hanko. The article is mostly focused on the habitants of St. Petersburg and a border area of Russia who travel to Finland by car for weekend.

A style of writing in the article is enthralling. It contains a lot of history, humorous comments, interesting facts and tips for tourists. Although the Helsinki’s part is quite short, the author described Suomenlinna Fortress and Art Nouveau architecture in Helsinki, which corresponds to the program. In the end of the article author mentioned some statistic information about tourism in Finland, gave the links of web sites visited places and wrote words of gratitude to Visit Finland and Sergei Shkurov.

The author added three images related to Helsinki. Two of them show Suomenlinna Fortress and one view of Helsinki from the sea (image 9).



Image 9. View of Helsinki from the sea (Fedorov & Sherstennikov 2015)

All pictures are very bright and colorful, and represent Helsinki situated by sea. The article wasn't published in internet, that's why there are no shares for it.

Table 12. Brand attributes in article number nine

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
1	0	1	0	0	3	-

### 5.1.10 Article 10

The article *Helsinki? Hel yeah!* by Tiara Lin was published in Global Times in China in September 2015. She had no organized program in Helsinki, but was provided with a press kit that contained Helsinki material and tips. The author wrote about contradictions of Helsinki. In the article she paid attention to Finns and their way of life. How serious and shy Finns are, and in the same time they are fun and happy. Helsinki is car-free, green and comfortable city.

The author picked the most interesting and somehow strange things typical for Finns and for Finnish capital. Telling to the reader about Helsinki by using contradictions, the author tried to break stereotypes and show the best side of Finns. She used a local joke in the text:

"An introverted Finn looks at his shoes when talking to you; an extroverted Finn looks at your shoes."

Tiara Lin mentioned Suomenlinna Fortress as the place for a picnic or to enjoy the natural scenery. Helsinki is pocket-sized city that is interesting to explore, has 330 islands, providing beautiful green views. The city never sleeps in summer when it is full of life: "music festivals, art festivals and a lot of parties".

She wrote about sauna and midnight sun, Angry Birds and Nokia to make Finland recognizable for people, who never been in Finland or even never heard about the country.

In the end the writer gave some recommendations for Helsinki visitors for different seasons. There are two photos in the article taken by the author: Taidehalli Art Museum (image 10) and Suomenlinna Fortress.





Image 10. Taidehalli Art Museum (Lin 2015)

People are presented in both images. The article has no shares, but 3 comments. One of them:

“I personally recommend summer season for a visit in Helsinki...unless you have a strong feeling for northern lights or Santa Claus (which are observed in Lapland, northern part of Finland).”

Table 13. Brand attributes in article number ten

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
4	1	1	1	0	2	0

### 5.1.11 Article 11

The article *Helsinki* by Rose Dykins was published in *Business Traveller* in May 2015. The author was not provided with a program in Helsinki. She had lunch at Bronda restaurant with representative of Visit Helsinki.

The article tells about Finland’s technology industry, start-ups, a culture of entrepreneurship in Helsinki, creative talent and education. The author wrote about Nokia’s story, game developers: Supercell and Rovio, as “well innovative clean tech solutions”.

In the fact that the main topic of the article was Helsinki as a business city, the branding attributes came out quite well in the article’s text. She wrote about Design District: “a community of galleries, Finnish design brands and jewellery makers.” About the city she wrote:

“In winter, the outline of bare black trees contrast with the white sky and the snow-sprinkled, neoclassical architecture wouldn't look out of place on a Christmas card.”

In the end of the article she mentioned that a new hotel Indigo in Helsinki has “scandichic design”, friendly service and experimental cuisine. The author added the photo of railway station (image 11) in the header of the article.



Image 11. Helsinki Central (Dykins 2015)

In addition photos represent Esplanad, Deign District, Helsinki’s view from the sea and images of the hotel Indigo. There are the links to Finnair and Visit Finland web sites in the text. The article was sent as a pdf-file. Web site version is available only for magazine subscribers. For this reason there is no information about shares in social media.

Table 14. Brand attributes in article number eleven

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
2	2	4	0	0	6	-

### 5.1.12 Article 12

The article *Water games* by Daria Sokolova was published in Allegro magazine in Kids-part. The writer participated in the second "Family Fun in Finland"-press trip in June 2015. The program provided in Helsinki during the trip was one day long and included guided city tour and visit to Linnanmäki.

It is a very short article about Serena Water Park that gives a general description of the water park services. The author mentioned about main attractions of Water Park – Black hole and Wild stream, ski school and resort, cottages, hotel Korpilampi and panorama restaurant. There are detailed price information, the address of the water park and its web page link in the article.

Helsinki and its “Family Fun” attractions were not mentioned in the article at all. The author wrote that Serena water park is situated 20 km from Helsinki. For this reason the article was disqualified from the analysis. The article does not contain any information about trip organizers or Helsinki tourist information.

### **5.1.13 Article 13**

*Family holidays in Finland* by Margarita Tsibulskaya was published in Flight Line on-board magazine in July 2015. The article was written based on provided program during the first "Family Fun in Finland"-press trip in May 2015.

The author recommend Finland as where “a lot attention is paid to children activities and child will not be bored”. The author wrote about family attractions in Helsinki and Tampere. Helsinki part of the article includes description of amusement park Linnanmäki, Sea Life, Zoo Korkeasaari and Suomenlinna Fortress. The text contains a lot of interesting and detailed information about family attractions. For instance:

- 44 rides - entertainment for visitors of all ages
- rising up to 60 meters for 2,5 seconds;
- 1500 inhabitants of the underwater world;
- underwater tunnel with sharks;
- 200 species of animals from different parts of the planet;
- to pass through the tunnel of the fortress with a flashlight.

All these facts pay attention to reader who is planning to visit Helsinki with children. Also the author gives information about prices, what to see and how to get to the attraction. There are all together 4 images in the text related to family attractions in Helsinki. As the main image author used the photo of the entrance to Linnanmäki (image 12) that is not so attractive for visitors.



Image 12. Amusement park Linnanmäki (Tsibulskaya 2015)

Helsinki Zoo is presented with two photos and Suomenlinna Fortress with one small image in the end of the article. There are no shares in social media for the article because it was published in printed media. There is no links or any additional information about Helsinki, its attractions or trip organizers in the article.

Table 15. Brand attributes in article number thirteen

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
1	0	0	0	4	4	-

#### 5.1.14 Article 14

Oksana Soboleva from Ural Airlines inflight magazine is the author of the article *A ticket to childhood*. She took part in "Family Fun in Finland"-press trip which was organized in June 2015. The program provided in Helsinki included guided city tour and visit to Linnanmäki.

The article tells about amusement park Linnanmäki, aquarium SeaLife, Water Park Serena and amusement park Puuhamaa in Tervakoski in 85 km from Helsinki. The author wrote that Helsinki is very comfortable city for family holidays. There are a lot of parks, good infrastructure and almost all sights are reachable by public transport.

The amusement park Linnanmäki and oceanarium Sea Life are described in details in the text. There is information about park's attractions, prices, cafes and restaurants. The author wrote separately in the text about Carnival of Light at Linnanmäki amusement park in October: "this year is 10<sup>th</sup> jubilee of the festival that promises a lot of surprises."

The author used two images in the article. One of them related to Helsinki shows having fun in Linnanmäki amusement park (image 13). The image is very positive and shows to the reader experienced impression.



Image 13. Linnanmäki (Soboleva 2015)

There was no information about program organizers in the text but links to the attractions' webpages. The sent article was published in the printed media. For this reason information of possible shares in social media is not available.

Table 16. Brand attributes in article number fourteen

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
1	1	0	1	5	1	-

### 5.1.15 Article 15

*Finnish roller coaster from guys who conquered America* article was written by Viktor Nikolaev in magazine "Profession – Director". The author participated in the second press trip in June with one day program in Helsinki which included: guided city tour and visit to the amusement park Linnanmäki.

The article is devoted to a businessman Jorma Lillbacka and his business. It tells about his business history, Finn-Power company and the Power Park. The only place where the author mentioned about Helsinki was description of similarity of wooden roller coasters in Power Park and in Linnanmäki in Helsinki. For this reason the article was disqualified from the analysis.

The author used the picture of Jorma Lillbacka in the Powerpark taken by Pekka Karhunen and didn't mention the name of the photographer or the source.

#### 5.1.16 Article 16

The article *Finnish holidays* by Nina Filyuta was published in July 2015 in St. Petersburg's magazine Na Nevskom. The author was provided with Family Fun -program during three days of press trip in May 2015.

Nina Filyuta writes in the article about a wide variety of activities and entertainment for families in three cities of Finland: Helsinki, Tampere and Turku. In Helsinki, she described the amusement park Linnanmäki, the oceanarium Sea Life and Suomenlinna island. Also the author mentioned Nuuksio national park that is situated in 35 km from Helsinki, but she didn't write anything about park's activities for families.

The author mentioned about Yacht Regatta organized by Viaporin Tuoppi in August 2015. Also in the "sea calls" -part she wrote about possibility to ride by some sailboat in Suomenlinna but there is no name or information about boat or rides organizers. For some reasons the writer used the photo of Kansalaistori (image 14) that is not connected to the text and picture to the reader some open air event.



Image 14. Kansalaistori (Filyuta 2015)

The author added links related to described topics. There was no information about program organizers in in the text. The article was published in printed media, that's why it does not have shares in social media.

Table 17. Brand attributes in article number sixteen

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
2	0	0	1	3	1	-

### 5.1.17 Article 17

Nick Boulos, who visited Helsinki in the end of 2015, published the article *Helsinki travel tips: Where to go and what to see in 48 hours* in Independent UK. The author was provided with an individual program in Helsinki which included: Guided Helsinki tour, visiting the Christmas Market, Sibelius 150 – Finlandia hymn at Senate Square, the Abattoir tour and dining in restaurants: Juuri and Teurastamon Portti. The Fortress Suomenlinna was in the recommendation’s list.

The article is a ready pocket guide for a traveller who visits Helsinki the first time. There is a lot of useful information about the city with maps, prices, opening hours, restaurants and menu suggestions, links, addresses and phone numbers.

Urban nature of Helsinki is described as: “elegant tree-lined boulevards draped with fairy lights; views of the outer islands and cruise liners, steamy saunas to enjoy, forested islands”. The author suggests taking a view at Helsinki from Sky Wheel observation Ferris Wheel. The main architecture attractions of the city are: handsome Art Nouveau buildings, the redbrick Orthodox Uspenski Cathedral, the Neoclassical City Hall, Senate Square, the city’s landmark and visible from almost everywhere is the Helsinki Cathedral.

Nick Boulos writes about Helsinki as a world-class shopping destination and recommends to head to the Design District, an area of more than 200 cutting-edge interior stores, galleries and boutiques.

In the author’s list of recommended restaurants are: Story inside the Old Market Hall with its available year-round salmon soup; Juuri specialized in saps (Scandinavian tapas); Savotta which serves rustic Finnish fare and Sunn with views over Senate Square.

There are two images in the article: Kaivopuisto Park and Market Square. As the main image the author used photo of Kaivopuisto (image 15). In the end of the article the photo of Market Square was added. Both images present winter time in Helsinki and convey the joy of winter and coming holidays.



Image 15. Kaivopuisto park (Boulos 2015)

The article has a lot of useful tourist information (phone numbers, addresses, links, and prices). The article has 1000 shares in social media.

Table 18. Brand attributes in article number seventeen

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
6	7	11	0	0	2	1000

### 5.1.18 Article 18

The article *Like a local: Helsinki* by Chris Peacock was published in National Geographic Traveller (UK) in February 2016. Two days program was organized as an individual visit and included: Guided Design tour, Kallio tour and dining in restaurants Kuurna and Galleria Keidas.

In the article Chris Peacock proves to readers that Helsinki finally found its voice. The author pays attention to design, developing a creative edge of Helsinki and it's bohemian Kallio district. The author was able to take a look at the city through the eyes of local:

In today's Nordic family, Helsinki is the design-obsessed art graduate who buys organic, locally sourced produce, eats out of rough-and-ready food trucks, drinks artisan coffee by the bucket load, shuns pop music over alternative, edgy scenes, and wears ecologically crafted clothes from emerging Finnish designers.

Nature of Helsinki dominated by its harbour and many of city's key attractions are understandably waterside. He writes about "handsome beaches and woodlands of



recreational islands”, Kaivopuisto Park that offers “some of the best city views” and the last all-wood-heated public sauna Kotiharju.

The food culture of Helsinki is opened widely in the article. Author mentioned different types of cafes and restaurants, pop ups and food trucks, Restaurant Day - a local food carnival, the city’s growing gastronomic hub set and traditional food such as salmon soup or meatballs with mashed potatoes.

The author didn’t pay attention to the city’s main tourist sights (only recommended to take tram 4 for architecture), but focused on strong design heritage: “good design is the lifeblood of Helsinki”. Events attribute was presented in the article with Helsinki’s top music venues.

In the end of the article the author gives to reader top 10 local tips, useful books and links. There are four images in the article. The photo of Flow festival (image 16) was used as the main image.

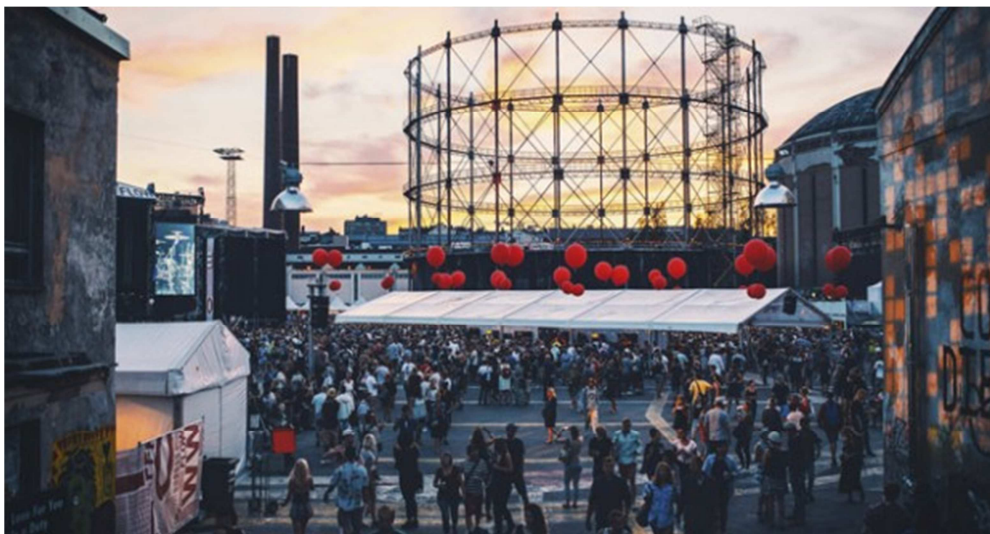


Image 16. Flow festival (Peacock 2016)

Also there is a photo of Moroccan food in restaurant Sandro, an image of nightlife and an image of hand work of Finnish designer. Two images represent the city life full of events. The article has 629 likes in Facebook and it was shared 213 times in social media.

Table 19. Brand attributes in article number eighteen

Urban nature	Food culture	Design	Events	Family fun	Images	Shares
6	22	12	6	0	4	213

## 5.2 Summary of articles

In this part of work the main findings of content analysis will be presented. An analysis of branding attributes visibility, differences between individual and group program, relation to author's origin, visual content and articles overall impression will be shown. Two articles were disqualified from the analysis because their text had no relation to Helsinki and its attractions (articles 12 and 15).

In the beginning the main topic of each article was picked and classified as one of branding theme or some other theme.

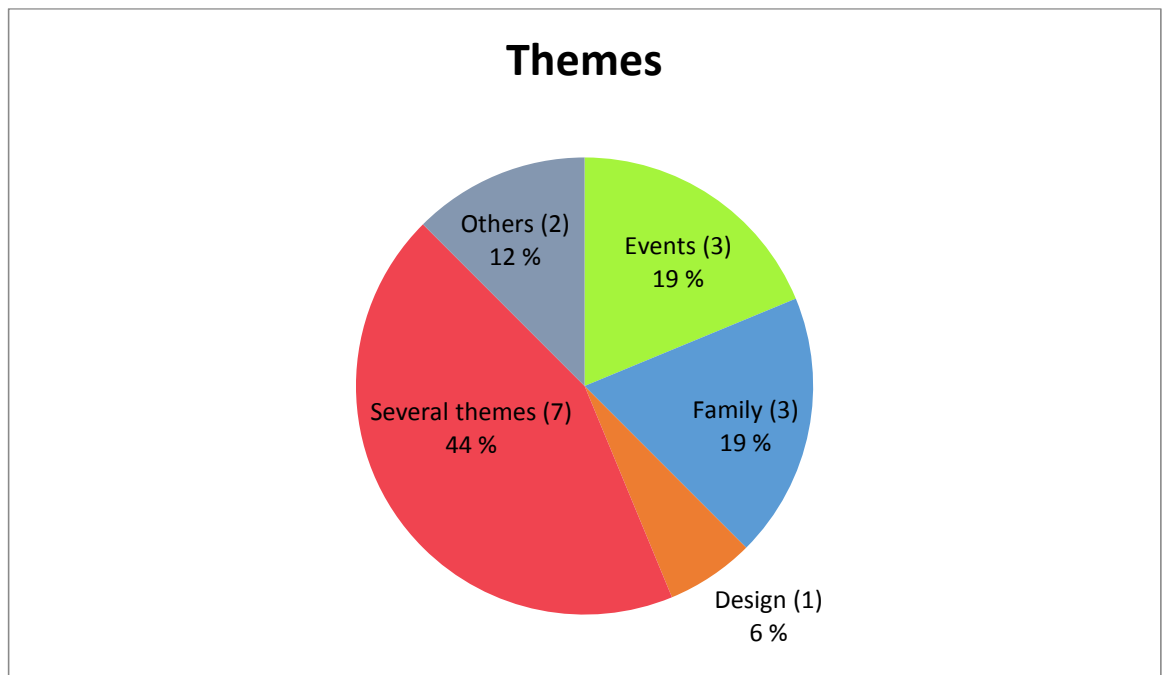


Figure 4. Article's main themes

Family theme was clear in three articles (19%). The articles that were dedicated to Sibelius were three (19%). These articles were classified as articles with main theme – events. One article was dedicated completely to design (6%).

Two articles (12%) described other than branding attributes. Rose Dykins from UK wrote about business Helsinki and Tiara Lin from China described Helsinki as a city of contradictions. And only these two articles were written by journalists who didn't have organised program in Helsinki.

There were seven (44%) articles with several topics as: nature, architecture, design, food, events and sauna. It was difficult to pick one main topic in these articles. Despite this they described mostly architecture (that belongs to design attribute) and food.

The figure 4 shows that all together in 14 articles (88%) the main (or one of the main) topic was branding attribute of Visit Helsinki. Authors of all these articles were provided with program in Helsinki. This is a good result, which proves that organised program has an impact on written text and branding attributes visibility.

### **Branding attributes visibility**

For analysing branding attributes visibility, quantitative results of each article were combined all together and qualified by attribute.

Table 20. Attribute's repeatability in all articles

	Author	Urban nature	Food culture	Design	Events	Family fun
1	Oliver Bennet	1	0	2	1	0
2	Tracy-Ann Oberman	1	4	5	0	3
3	Laura Millar	10	6	10	1	0
4	Harriet O'Brien	3	1	2	1	0
5	Nicola Brandy	3	1	1	2	0
6	Hortensia Sanchez, Fernando Sanz	0	0	13	0	0
7	Elena Shahnovskaya	1	1	3	1	0
8	Jim Farber	4	8	8	6	0
9	Aleksander Fedorov, Sergei Sherstennikov	1	0	1	0	0
10	Tiara Lin	4	1	1	1	0
11	Rose Dykins	2	2	4	0	0
12	Daria Sokolova	0	0	0	0	0
13	Margarita Tsibulskaya	1	0	0	0	4
14	Oksana Soboleva	1	1	0	1	5
15	Viktor Nikolaev	0	0	0	0	0
16	Nina Filyuta	2	0	0	1	3
17	Nick Boulos	6	7	11	0	0
18	Chris Peacock	6	22	12	6	0
		<b>46</b>	<b>54</b>	<b>73</b>	<b>21</b>	<b>15</b>

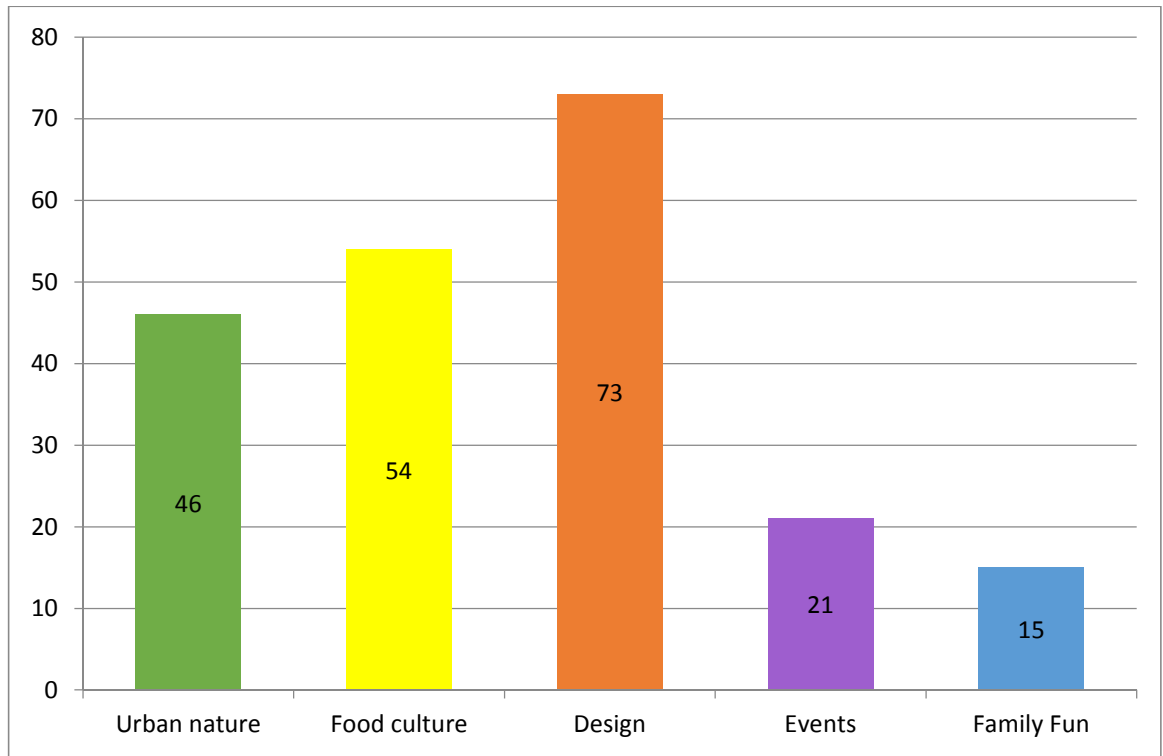


Figure 5. Attribute's repeatability in all articles

The figure 5 shows that the most popular attribute that was mentioned in these articles is design. Design and such related topics, like architecture and art, noticeably overpowered other topics. Food culture related text was mentioned in these articles 54 times. Urban nature attribute visibility is placed on the third position - 46 times. Events attribute related phrases were written in the text 21 times. Family fun attribute has the fewest amount of repetition in these articles.

Urban nature was described text included sentences about sea and islands (Pihlajasaari, Kaunissaari, Seurasaari; Suomenlina was mentioned almost in each article), parks, beaches and saunas (Arla, Kotiharju, Kulttuurisauna, sauna in the Yrjonkatu Swimming Hall). In some articles Helsinki was described as “well-placed and well-sized” city.

The authors wrote about finest restaurants (Juuri, Savotta, Sunn, Story, Kappeli, Spis, Sinne – mostly with Scandinavian and Finnish cuisine) and nice cafes “to relax during lazy days”. Only one author - Chris Peacock from UK – wrote about food culture of Helsinki in different way: “Helsinki eats out of rough-and-ready food trucks, drinks artisan coffee by the bucket load”.

Events attribute was presented as Sibelius 150th anniversary, Flow festival, Restaurant Day, Tuska Open Air Metal festival, Carnival of Light at Linnanmäki, Yacht Regatta organized by Viaporin Tuoppi and “other festivals and concerts”.

Family attractions related text described Gardenia, Zoo, Linnanmäki amusement park, Sea Life, Suomenlinna Fortress and Suomenlinna Toy Museum.

It was not a surprise that design attribute is the most popular described topic in analysed articles. Since year 2012, when Helsinki was the World Design Capital, design has been one of the main topics of tourist's interest. Also this theme has been one of the branding attributes of Visit Helsinki.

Design attribute combined art nouveau architecture of Helsinki, Design District, Finnish design brands, legendary Alvar Aalto, Design museum, Kiasma Museum of Contemporary Art, Kallio District and such landmarks as: Helsinki Cathedral, Uspenski Cathedral, Kamppi Chapel, church of Tempeliahaukio, Music center, Parliament building, Central Station, Havis Amanda statue, Sibelius monument.

Design attribute was the most popular in the text, but as a main article topic it was presented only once. A reason for this result's distribution can be the fact that architecture of Helsinki belongs to design attribute. City's landmarks, main building attractions and monuments of Helsinki automatically go to this category. It is not possible to avoid all these main sights in the text, especially if a journalist visits the capital of Finland the first time. Another reason that design attribute wasn't the main topic of articles, might be the organised program that was based on journalists' wishes. There was only one program which was focused on design.

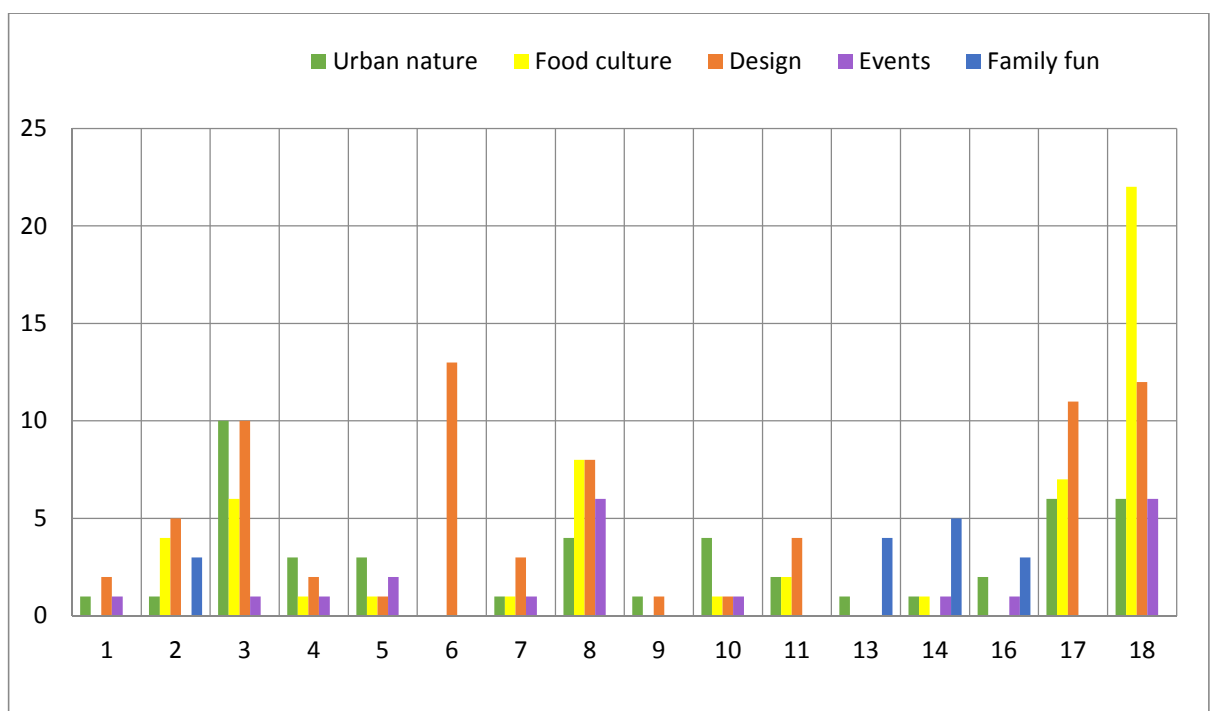


Figure 6. How many times a particular attribute was mentioned in each article

The figure 6 shows how many times names, places or events, related to a particular theme, have been mentioned in each article. Articles number: 12 and 15 are not included to the graph, because there was no text related to analysing themes and their indexes are equal to zero.

There was no article where all five branding attributes would be covered, but in 9 articles (56% of all articles) four branding attributes were presented:

- Article 2: *Finland and the Moomins: On troll patrol in a fairytale landscape* by Tracy-Ann Oberman.
- Article 3: *Colourful architecture, rich history and reindeer salami: Discover the city of Helsinki* by Laura Millar.
- Article 4: *Finland: On the trail of Jean Sibelius* by Harriet O'Brien.
- Article 5: *Fantastic Four: Helsinki hotspot* by Nicola Brandy from Ireland.
- Article 7: *Things to do in Finland for those who have already been there* – the article by Elena Shahnovskaya.
- Article 8: *Helsinki, Finland offers reju-venating saunas, a world-class music center, a cool design district and budding hipster scene* by Jim Farber from USA.
- Article 10: *Helsinki? Hel yeah!* by Tiara Lin from China.
- Article 14: Oksana Soboleva - the article *A ticket to childhood*.
- Article 18: *Like a local: Helsinki* by Chris Peacock.

Most of these authors were provided with an individual program in Helsinki extending more than one day. Two authors took part in a group program and Tiara Lin didn't have any organized program during her stay in Helsinki.

### Individual vs group program

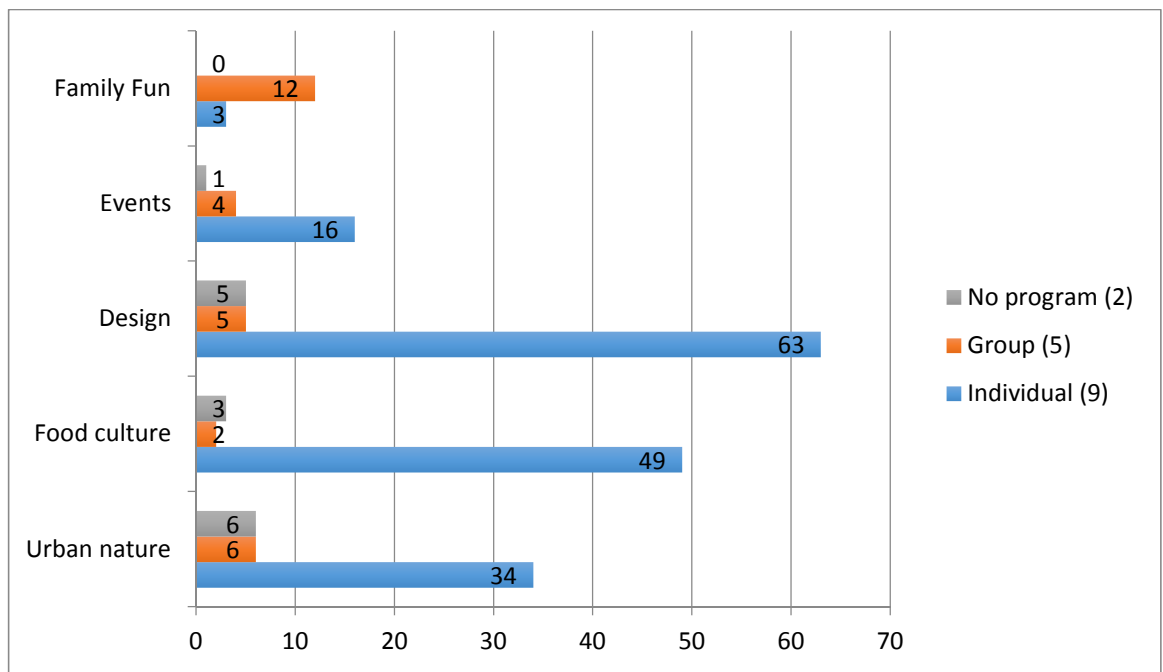


Figure 7. Attributes' visibility depend on provided program

There is a clear difference between authors with a group program and authors who had an individual program in Helsinki. The figure above shows the amount of repetition particular topic in articles of all writers with group/individual program and without any program during their stay in Helsinki. It is noticeable that branding attributes came out very well in the articles of authors with individual program. The authors provided with a group program in Helsinki brought out the main topic of the organized program and described other attributes in articles somehow.

The main difference between programs provided in Helsinki was that a group program was focused on the main theme of the visit (Sibelius and family fun) and an individual program was based on journalists' wishes and Visit Helsinki recommendations. Also group programs included visiting other places and cities in Finland. In some articles Helsinki visit wasn't described enough.

### Authors' origin

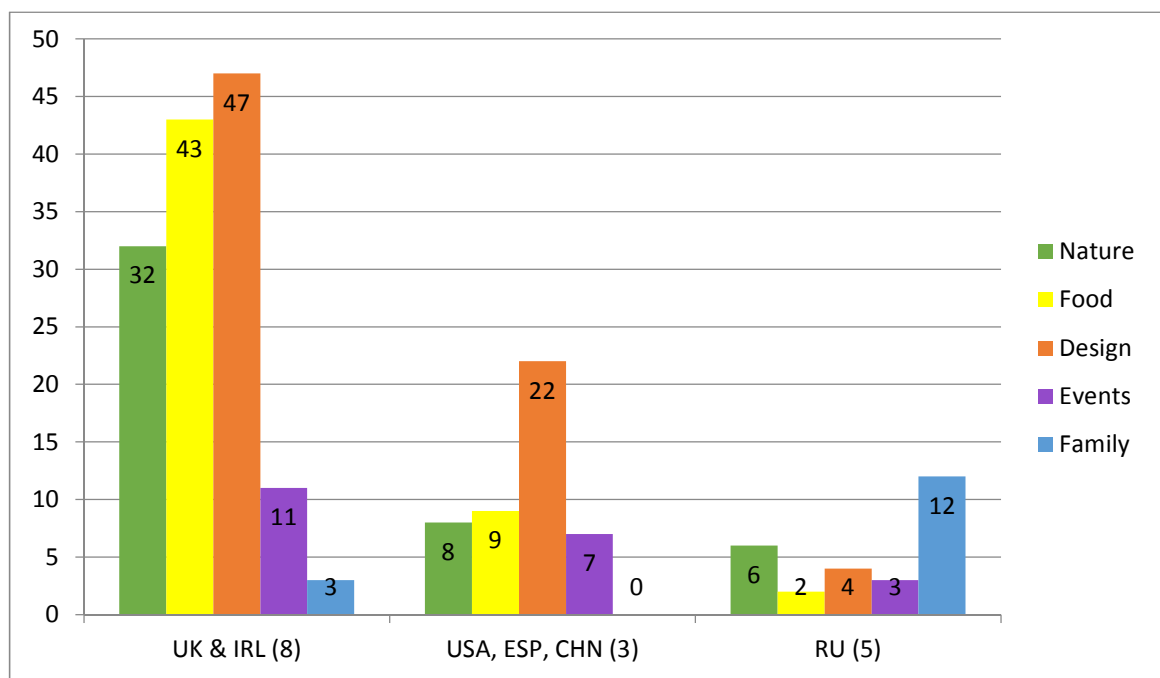


Figure 8. Attributes' visibility depend on authors country

It was interesting to see if there are any differences in attributes' visibility depends on authors' origin. The figure 8 shows that authors from United Kingdom and Ireland (all together eight articles) covered all branding attributes in the articles very well. They are mostly interested about design, urban nature and food in Helsinki. Authors from United States of America, Spain and China (three articles) also paid the most attention to design. They covered other attributes very well besides family fun attribute that was not covered in

the articles. The articles written by Russian authors (five articles) were focused on family fun attribute. The reason for this was provided program that presented different types of family activities in Helsinki.

### **Frequency of words**

Such tool as word cloud generator was used to show frequency of words in text fragments of the articles. Certain sentences and words that belonged to a particular topic were chosen in the text and added to one document. After that the combined text was added to a word generator (appendix 1).

The cloud showed that the following are the frequently repeated words in the chosen article's text: design, art, café & restaurants, Sibelius and Suomenlinna, sea and islands, festivals, music and park.

### **Visual content**

All of analysed articles have visually appealing content. Analysis of visual content showed that authors used images of different objects and places, not only "marketing images of Helsinki". For instance the image of Helsinki Cathedral was used only in three articles. Popular images were images of Suomenlinna, Sibelius monument and Helsinki by sea. The most frequently quantity of images appeared in the articles was two.

Table 21. Brand attributes in articles images

Urban nature	Food culture	Design	Events	Family fun
13	4	25	5	4

The table 21 shows that the most popular images were related to design. The reason for this is that authors used a lot of images with architecture of Helsinki. On the second position is urban nature brand attribute. The images related to food culture, events and family fun were not so popular. The most attractive are articles where authors used big, colourful and representing different themes images.





Image 17. Restaurant Day (Brandy 2015)

Nicola Brady from Ireland used a rich colour image with food for picturing Restaurant Day (image 17). The food looks very appetizing and will not remain without attention of a reader. There was a lot of text regarding to food attribute but authors didn't use images of food so often. All together there were only 4 images of food in the analysed articles.



Image 18. Kotiharjun sauna (Farber 2015)

The photo of Kotiharjun sauna with men (image 18), who came out after the sauna to fresh up, is unusual view of city life of Finnish capital and in some way unique and exotic especially for visitors from other continents. This picture Jim Farber from New York chose as the main image of the article.



Image 19. Linnanmäki (Soboleva 2015)

Most of images in the articles represented different types of architecture of Helsinki. Images, where people appeared, were used in eleven articles. Images with people having fun give a positive attitude to the reader. The photo of Linnanmäki Amusement Park (image 19) was used by Oksana Soboleva from Russia to picture summer holidays and amusement parks in Finland.



Image 20. Sibelius monument (Brandy 2015)

Images with sunny weather are more attractive for a reader. This colourful photo of Sibelius monument (image 20) was used in the article Fantastic Four: Helsinki hotspots by Nicola Brady from Ireland. Most of articles' images were taken in summer time. Winter images of Helsinki were used only in two articles.



Image 21. Flow festival (Peacock 2015)

Chris Peacock from UK used the photo of Flow festival (image 21) as the main image of the article. It represents Helsinki as a city with different events and gives readers the picture of metropolitan life full of events and fun.

Seven authors used images from Visit Finland website. In three articles images were taken from other sources. Own photos were used in two articles. In the rest of articles an authorship of images is unknown.

### **Impression**

An impression transmitted by authors in the articles was different but in all analysed articles it was positive. Someone was amazed and delighted: "...one of the greatest meals of my life". Music of the composer Jan Sibelius was described as: "It was wonderful music. Measured but intense, structured but swirling and romantic, it demonstrates Sibbe's genius." Some writers were surprised by tastes that were experienced in Helsinki: "We were very surprised to discover that reindeer meat is pretty delicious". Authors used different words to describe their admiration:

- "A small but glorious maritime city of 315 islands, Helsinki has an unmistakable Scandinavian swagger in step";
- "blissfully, it never feels crowded";
- "part of the pleasure of walking around the compact centre";
- "magnificent";
- "ideal city for fan of art nouveau";
- "most wonderful city";
- "endless opportunities for outings and sightseeing".

Chris Peacock writes that Helsinki finally found its voice:

Helsinki is the design-obsessed art graduate who buys organic, locally sourced produce, eats out of rough-and-ready food trucks, drinks artisan coffee by the bucket load, shuns pop music over alternative, edgy scenes, and wears ecologically crafted clothes from emerging Finnish designers.

Tiara Lin from China, who wrote about contradictions of Helsinki, describes them as some unique characteristics of Finnish people, not as shortcoming.

It's a place that seems so quiet on the surface yet has the highest amount of heavy metal rock bands per capital in the world; the Finns seem a little bit reserved and shy yet have no problem showing themselves naked in front of others in the sauna; it is one of the happiest cities in the world yet it gave birth to Angry Birds.

She used an interesting way to introduce Finns and their culture to people who has never been or even never heard about Finland.

Tracy-Ann Oberman in her article *Finland and the Moomins: On troll patrol in a fairytale landscape* mentioned twice that "March is not a great time to visit Finland". This comment can be considered as a negative one:

"In March however much of it (Suomenlinna island) is shut and we were absolutely freezing, laughing hysterically as we battled the bracing winds."

Also a negative side in analysed articles can be that in two of them (*Water games* by Daria Sokolova from Russia and *Finnish roller coaster from guys who conquered America* by Viktor Nikolaev from Russia) Helsinki was not mentioned at all. And in the article - *Neighbours above* by Sergei Sherstennikov from Russia – Helsinki was described shortly compared with other cities mentioned in the text.

## **Shares**

Shares of articles in social media were difficult to analyse. On some websites, the number of article's shares was not visible. Some articles (almost all articles of Russian writers) were published only in printed media that's why they didn't have shares. The most shares in social media got articles published in British online newspapers.

Table 22. Shares in social media

Article	Shares
<i>On the trail of Jean Sibelius</i> by Harriet O'Brien (UK)	3000
<i>Finland and the Moomins: On troll patrol in a fairytale landscape</i> by Tracy-Ann Oberman (UK)	1000
Nick Boulos's article <i>Helsinki travel tips: Where to go and what to see in 48 hours</i> (UK)	1000
<i>Helsinki, Finland offers reju-venating saunas, a world-class music center, a cool design district and budding hipster scene</i> by Jim Farber from USA	271

All these authors were provided with an individual program in Helsinki. But there is no relation between branding attributes visibility in the text and how many times the article was shared. It is noticeable that mostly shared articles were published in popular online newspapers as Independent and Telegraph.

There were only six comments by readers all together. The comments were positive and had recommendations to visit Helsinki.

## 6 Conclusions

The purpose of this study was to explore how branding attributes of Visit Helsinki were represented in the text of articles of journalists who were invited to Helsinki in the year 2015. It was interesting to find out if there any relationship between the richness of the organized program in Helsinki and the article's attractiveness. It was important to explore the image of Helsinki as a tourist destination by analysing the contents of a variety of articles.

The results showed that branding attributes were presented very well in most of the analysed articles. The most popular attribute described in analysed articles was design. Larger part of articles was informative and enthralling, giving positive picture of the capital of Finland. There was no article with all five branding attributes presented. But in more than half of all articles, four attributes were covered. It is a good result in fact that media representatives had different program in Helsinki and the length of their visit was not the same.

There were programs dedicated to a specific topic such as Sibelius 150th anniversary, general "getting to know" program with main sights and also an individual program prepared for a certain visit. All programs provided by Visit Helsinki were quite diverse. There were both individual and group programs. This could be the reason for difference in the themes coverage in the articles.

During the analysis all articles were divided also into categories by article's main topic. Most of the articles described several topics. These results were compared with branding attributes' visibility results. It was interesting to see that the distribution by the main topic was different from the distribution by branding attribute. For instance there was only one article dedicated to design. In contrast design attribute was the most popular branding attribute in the articles. A reason for this result can be the fact that the architecture of Helsinki, which was described in each article, belongs to design attribute. City's landmarks, main building attractions and monuments automatically go to this category. Another reason, that design wasn't the main topic of the articles, might be the organised program that was based on journalists' wishes. There was only one program which was focused on design.

Content analysis didn't show direct relationship between the richness of the organized program in Helsinki and the article's attractiveness. But there was a noticeable relationship between the articles of authors provided with an individual or a group

program. The individual program proved to be more effective to deliver the information. The articles, written by authors who were part of group program, were focused mostly on the main theme of their visit. This is explained by the fact that a group program is usually prepared around one topic and provided with attractions and activities regarding the chosen theme. Both types of program have their own pluses. A group program is easier to prepare and organise for many media representatives in the same time. An individual program is more personal and gives the possibility to share more information with a writer.

There are some other factors that could have an impact on branding attributes visibility in analysed articles. One of them is the origin of articles' authors. Different topics are interesting for visitors from different countries. For instance you cannot surprise a Russian tourist with Finnish sauna or Helsinki's architecture. But for a tourist from New York, sauna is an adventure and for Spanish visitor Helsinki is the "ideal city if you're fan of art nouvea". Writers from UK were noticeably interested in food, design and nature of the city.

Another affecting factor can be thematic focus of the media source where an article was published and the interest of the author in the particular topic. As an example is the article by Rose Dykins, that was published in Business Traveller and dedicated to business Helsinki. Another one was Viktor Nikolaev's article in magazine "Profession – Director" that focused on business of Jorma Lillbacka.

Based on the results obtained by content analysis, Helsinki has an image of compact city with an emphasis on design, that "name sounds exciting and hip". "Feted for its architecture and design, the city is developing a creative edge, spearheaded by the rapid regeneration". Helsinki is a city by Baltic Sea that is full of energy in summer time with many festivals. These articles give a picture of a city that is easy to explore, to be part of some-thing new and extraordinary. The city is well-known by its neighbours and still quite exotic for those who live far from Finland. It is clear that design theme is the most popular among Helsinki visitors. This proves that branding of design in Helsinki was successful.

Articles' analysis showed such factors as a form of provided program: individually or in group, content of organized visit and also the origin of potential tourist segment have to be taken into account in media visits planning. Good quality images and visually appealing content attract the reader's attention. Also it is important nowadays that an article is readable in internet not only in print media. It is much easier to read an article online, use added links and share it in social media. That's why articles on online magazines and newspapers are more preferred that printed media.

The content analysis of the articles proved that Helsinki as a tourist destination has a lot of attractions to offer for its visitors. The city that is situated by the sea with many islands, parks and beaches gives great possibilities for outdoor activities such as: archipelago cruises, kayaking, cycling, hiking, picnics, and swimming around the year. Families are one of potential segments for marketing.

Food culture of Helsinki is rising all the time as one of the most popular topics among city's visitors. Restaurant Day, Helsinki's open-air markets and other gastronomic events can be one of the reasons to visit Helsinki for weekend. Also the capital of Finland is the place that is full of events around the year not only in summer time. Design holds a leading position among the reasons for visiting Helsinki.

It is understandable that it is impossible to control what a journalist writes in the article. Regarding PR-coordinator Leena Karppinen, the idea of media visits is to give to the journalists the opportunity to experience Helsinki in their own way and write positive articles about the city.

“We do not require what they should mention in the articles, instead we want them to write about the most memorable things and the impression Helsinki left.” (Karppinen 17 March 2016.)

This study results will be used by Visit Helsinki to improve the organized program for invited journalists so as to get more representative text content in the articles about Helsinki. It is clear that there are differences in activities preferences of visitors from different countries. These differences can be explored in further research with more account articles written by journalists from different countries.

Also there is the possibility for a survey research to get feedback from journalists who already visited Helsinki. The program organized by Visit Helsinki can be modified and supplemented based on received results. It is important to take into account tourists' destination loyalty and preferences.

Helsinki is still in the process of its brand creation. As a tourist destination Helsinki needs own iconic image that would attract tourists and make the city more recognizable. The new brand is being created for Helsinki – not advertising spin, but a story of the people of the city. It will crystallise what is good about Helsinki now and present a bold vision of the future. It is important not only to create and construct the brand of Helsinki, but also represent it to a market. That's why media visits are and will be one of essential marketing channels.



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## Appendices

### Appendix 1. Frequency of words

arabia architecture art baltic bar  
beaches buildings cafe carnival  
cathedral church coffee concerts  
culture design dinner elegant enjoy  
family festivals food fortress galleries  
hall handsome havis historic hosts islands jewellery  
kaivopuisto kallio kappeli kiasma legendary life light  
linnanmaki local market modern  
monument museum music nature  
neoclassical nordic nouveau outdoor park  
picnic popular pretty public restaurant  
salmon sauna sea senate serves  
sibelius soup spis square store story street  
summer sunshine suomenlinna  
uspenski views vintage waterfront wdc