



Personal Branding and Political Marketing

Action research study about a candidate in the Finnish
Parliamentary Elections

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ABSTRACT

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Personal Branding and Political Marketing

Action research study about personal branding in the Finnish parliamentary elections

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This thesis focuses on personal branding and the political marketing of Jaana Ristimäki-Anttila, a True Finns candidate for the parliamentary elections that were held in 2015. It was commissioned by Ristimäki-Anttila to help her create and market her own personal political brand and to research whether the intended brand has been communicated successfully to voters.

The main objective of this thesis was to research how the public saw Ristimäki-Anttila's brand and how to possibly make changes in the future so that it would be easier for voters to relate to her brand.

This thesis uses qualitative research in the form of an interview conducted through email and a questionnaire that was hosted on the client's Facebook profile. The secondary data used for the theoretical framework consists mostly of books and online publications such as articles and blog posts, which were then analyzed through a political branding and marketing angle.

Based on the theoretical framework as well as through the conducted interview with the client a brand was created for Ristimäki-Anttila which could be summarized as working together for a better and more equal place to live. After creating a brand base a simple marketing plan was conducted in order to sell this brand to the voters.

A questionnaire was created in order to research how successful the marketing plan had been in communicating the intended brand to the voters. Based on the results of the questionnaire it was found that marketing has mostly been successful and that most of the respondents shared their view of the clients brand with the intended brand concept. The social marketing actions had been successful and it was found that from the executed marketing channels social media had been the best communication channel.

Based on some of the responses to the questionnaire actions to promote the clients webpage and blog were suggested and the idea of separating her political persona from her personal one was advised. The long term objective of this thesis was to give the client and idea of where her brand is now, and give suggestions on actions which might make it stronger and more profitable in the future.

Key words: personal branding, political marketing, low budget marketing

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1 INTRODUCTION

This thesis focuses on the personal branding of the True Finns parliamentary election candidate Jaana Ristimäki-Anttila, and the marketing of her brand in a political environment. The thesis was commissioned by the candidate herself and was started in the winter of 2015.

In the summer of 2014 it was time for the True Finns Party and all other political parties in Finland to choose their candidates for the 2015 parliamentary elections, which ended up being a great victory for the True Finns Party, The National Coalition Party and Suomen Keskusta or Central Party of Finland. During that time Jaana Ristimäki-Anttila, my mother, was chosen to be one of the Pirkanmaa region candidates.

Ristimäki-Anttila faced a problem though, as she had no prior experience with marketing and her election budget was very limited since the party itself had decided not to help the candidates financially. That's where I came in, helping to create possible marketing actions that could be done with a limited budget and a lot of hard work from volunteers.

Personal branding is an ancient tool which has become more popular and well known in the last few decades. As a part of marketing, it focuses on profiting from who a person is. Everyone has a brand, however not many know how to manage theirs (Harry 2013). The trick in the base work of this thesis work was to distinguish what the client, Jaana Ristimäki-Anttila, wanted her political brand to convey to the world and how best to market that intent on a low budget.

Even though the framework in this thesis includes steps in figuring out the brand of the client, the research implemented was conducted to find out how well the intended personal brand has been communicated to voters. Since the elections ended one year prior it was important to measure if the then intended brand has stuck to the voters in preparation for future elections, like the municipal elections in 2017.

1.1 Branding and political marketing

Branding and marketing is just as important in politics as it is in selling services or goods. In order for a politician to be elected they need the public to buy their brand, the product they are selling, themselves (Post 2012). In the American presidential elections, for example, this means that you have to sell your brand to at least 51% of voters which can be a challenge in a country as large and diverse as the United States (Ries 2015). Similarly in political elections in Finland, the candidate has to get a certain amount of votes in order to be selected into the parliament, though the way votes are counted is a little different.

The key to political marketing is branding oneself, a task which might sound easy but in reality is anything but. In many cases a crucial point to winning the hearts of the voters is to find one essential point on which to focus on that still speaks true to one's own brand, much like Obamas "Forward" and "Change" policies (Ries 2015).

Political branding and marketing is especially interesting since it affects all citizens on a personal and daily level. It effects who we vote for to take care of our problems on a national level and because of this a political brand has to bring about trust. In order to bring about trust in voters a political brand has to have clear visions and plans of execution. Sometimes a list of accomplishments can be a good plus. Opinions and suggestions should be well researched and based on facts, the importance of which was proved when the financial minister of Finland, Alexander Stubb admitted to fabricating numbers when giving a lecture about leadership (Helsingin Sanomat 2015). The incident spread like wildfire on social media, and other medias negatively effecting Stubb's brand.

With the creation of different social media platforms and the growing importance of these in political marketing as well as in other types of marketing standing out with a strong and differentiated brand is a must. Taking part in political discussions on these platforms is one definite way in which to make your brand known, however, it's important to remember that even when discussing things the brand needs to be present.

1.2 The research purpose, objectives and questions

The main reason behind this thesis is to help Jaana Ristimäki-Anttila to get a complete picture of how the public sees her as a brand, and to figure out whether or not this is in line with what she herself perceives her brand to be. In order to find out what to change in future actions and what steps to take in order to have a brand that will help Ristimäki-Anttila in her future political career it was crucial to research the current options of the voters.

The main objective of conducting this thesis was to create an overall view of what the public thinks of Jaana Ristimäki-Anttila's brand, and how possibly to enhance the intended brand picture better in the future. In order to reach this intended objective it is important to understand political marketing and branding as a whole.

As it has already been a year since the elections ended and the personal brand of Ristimäki-Anttila has had time to develop in the minds of the voters, now was the perfect time to research it. As the public is, at the end of the day, what makes or breaks a politician their opinion is invaluable when building a strong platform for the future.

The main research question in this thesis work is: How well has the intended personal brand of Jaana Ristimäki-Anttila been communicated to the voters. Besides this main question there is two smaller questions to be answered, the first of which is: what is the intended brand of Jaana Ristimäki-Anttila? The second question focuses on how to best market this intended brand to the public. In order to find the answer to the main question the two smaller questions need to be answered first and thus are crucial for the thesis.

1.3 The structure of the study

Besides the Introduction this thesis consists of the theoretical framework which the actual research work will be based upon. The theoretical framework includes explanations on what branding and personal branding actually are, and how political marketing works. After the theory part the work moves on to describe the client Jaana Ristimäki-Anttila, her history, her political views and her intended personal brand concept. After establishing a personal brand, the thesis goes on to describe an intended marketing plan, separated into smaller parts in order to keep it clearer. The thesis then moves on to the actual research part, explaining the process of the questionnaire conducted, its research

results and analysis of found information. Lastly, based on the results of the questionnaire future actions will be suggested.

2 PERSONAL BRANDING AND MARKETING THEORY

2.1 Branding and its personal aspects

2.1.1 What is a brand and what does it have to do with branding

Branding as such is not a new phenomenon; it has been in existence since the beginning of agriculture. The origin of the word “brand” can be found in the Old Norse word *bradr*, which means to burn. Branding cattle by burning the stamp of the owner onto the livestock is one of the earliest forms of branding (Clifton & Simmons 2003, 13). Another early form of branding can be found at the bottom of pots, where potters used to press their fingerprints or draw their symbols. Because of this it can be said that instead of names or initials, symbols were indeed the earliest form of branding (Clifton & Simmons 2003, 14).

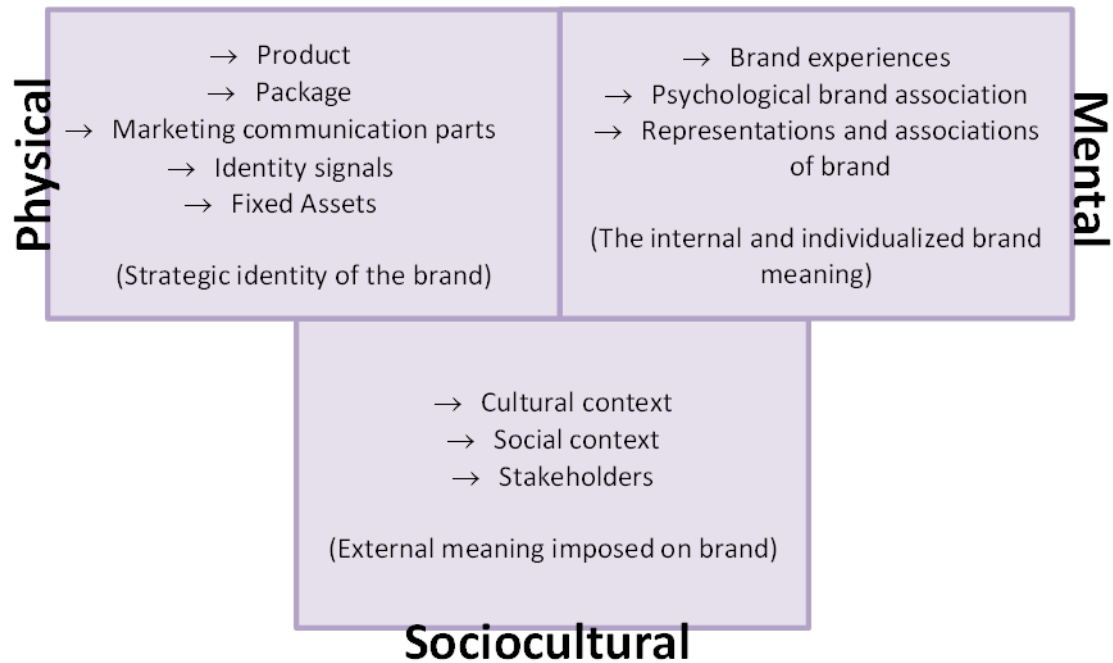
The use of brands in a more wide scale manner, however, didn't become popular until the late 19th century (Clifton & Simmons 2003, 15). Many of the brands established in the late 19th century still hold true to this day. Brand like Coca Cola, which was established in 1886 and Lipton Tea established in 1890 have spread worldwide (Pollard 2008). There aren't many people alive today who haven't heard of Coca Cola and which is currently the bestselling soft drink in the world, enjoying a 17,6% market share (Insider Monkey 2015). The true break-through of brand came at the end of the Second World War (Clifton & Simmons 2003, 15), and many big brands have had a hand in shaping history since then.

The American Marketing Association or AMA for short defined branding as “A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name” (American Marketing Association). This type of definition centers around identifying the brand, which even though central is not the whole truth (Franzen & Moriarty 2015, 5). The definition of the Business Dictionary focuses on a more process oriented definition “The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and

differentiated presence in the market that attracts and retains loyal customers.” (Business Dictionary). Neither of these definitions in themselves is wrong, but they neither of them are completely complete either. The Entrepreneur webpage summarizes a brand as a promise, a promise to customer or voters in the case of this thesis. A brand is supposed to inform customers what they can anticipate from the products and services you offer. A brand also differentiates you and your offering from your competitors. The brand you portray should be “derived from who you are, who you want to be and who people perceive you to be (Entrepreneur).”

So we can conclude that a brand is a promise to your customers regarding what they can anticipate from you. It is communicated through a unique name, visual messages and other features that differentiate it from competitors. It is up to the corporation, be it big or small to convey the intended messages to the public. This appears as “a delicate dance between intended meanings sent by the company and the perceived meanings elicited through consumer response” as Franzen and Moriarty (2015, 8) so well put it in. A brand in essence is a byproduct of two marketing systems that act in parallel and sometimes conflict each other. These marketing systems are the corporate and consumer system. Where the corporate side consists of strategies and decisions by the management, the consumer side shows itself as the comprehensive impression that has been received through experiences with the brand as well as messages about the brand (Franzen and Moriarty 2015, 5). Many brand managers claim to own a brand, when a brand at the end of the day is created in the minds of the consumers, and companies can only try to influence the options of the public (Franzen and Moriarty 2015, 7).

Branding is the process of creating the framework for a promise through ones actions, visual image and values. Branding tries to explain how the management decisions in creating a brand identity work in clarifying how products and services assume a certain meaning or nature to the public (Franzen and Moriarty 2015, 9). Branding can be seen as a system which consists of physical, mental and sociocultural elements (Franzen and Moriarty 2015, 16).



Picture 1 Elements of a branding system. Franzen and Moriarty 2015, 16

The physical element of branding is something that the brand itself can influence quite heavily. The product itself and the packaging are important factors from the beginning, as these are the first things the consumer will notice. Marketing communication pieces can be altered later, if a certain marketing strategy is proven ineffective. The fixed assets like buildings, cars and the uniforms workers wear are important brand creating factors as well, and usually serve as a continuity of the visual image of the package and product. Delivery trucks are an easy way to spread a brand's visual image across a wide area quickly. The mental elements of a brand are the individual feelings and experiences that consumers have about the product or service. This is why it is so important to train staff and make sure that everything that happens from the cleaning lady to the CEO represents the brand and is consistent, as one negative experience may affect the mental brand image of a consumer.

Sociocultural elements include how the brand interacts with the surrounding world. Cultural aspects are things like trends, values, attitudes in which the brand and its customer's believe in. The Body Shop, and many of its customers, for example, believe in not testing products on animals and it has become popular among animal activists and consumers who care about animal welfare. Apple products also have a very distinctive user base. Social context relies on communication between people, and many brands employ celebrities as spokespeople since many consumers can relate to them. Most brands

also have different stakeholders who in turn influence the actions of a brand, thus providing meaning to a brand (Franzen and Moriarty 2015, 16). Cultural and social factors give a brand external meaning, which is then observed, defined and judged by the public. This process creates an internal brand concept. Strategic brand development includes both external and internal concepts (Franzen and Moriarty 2015, 16).

Even though a brand consists of all the things listed above, the first thing to influence our brand image is the visual aspects of the product and its packaging. Many brands rely on visual differentiation from their competitors, much like Coca Cola with its simple logo and red color which stand out from Pepsi's blue color and round logo. Relying on a visual brand however means that it must be kept consistent (Clifton & Simmons 2003, 16). Consistency as such, actually applies to the whole branding process. The world is full of stories of rebranding going wrong. The visual identity of a brand consists of all graphical components that are seen as representing a brand. The basic blocks of the visual identity of a brand usually contain the logo, different symbols, colors and fonts (Clifton & Simmons 2003, 114).

Even though different strategies, models and frameworks can be helpful in positioning a brand in the marketplace, the core idea of a brand should always be explainable with a couple of words, in a sharp sentence or with a clear image. Think more of the core idea of the brand instead of tag lines or advertisements (Clifton & Simmons 2003, 80). This core idea is what you are trying to communicate to the public, and the more complicated you make your strategy the more difficult it is for the public to understand your brand.

2.1.2 A brand named YOU

Personal branding is not a new concept. Contradictory to popular belief the movement was not started by Tom Peters in 1997 with his article "The Brand Called You" published by Fast Company Magazine (Townsend 2015). We can assume that personal branding has been present throughout human history, even if it has not been conscious or spoken of. In short a personal brand is how others perceive you based on every interaction they have with you. The public and media had a very distinctive image of Marie Antoinette when the media published the famous phrase "Let them eat cake", ultimately leading to the queens execution.

The greatest brands usually stand for one thing (Goodgold 2010, 10), like Apple for example which stands for great design while still being easy to use. Even for a personal brand finding this one special thing is important, what is the most important thing to you? After one has found the one thing to stand for, it becomes easier to think of how to communicate this to others. What affects the one thing you should choose then? The most important things that contribute to who and what you are today are your life experiences, such as any major accomplishments or setbacks you have faced in your life (Wilson & Blumenthal 2008, 35). People such as Oprah have actively used traumatic experiences in their life to forming the basis on which their brand today stands on. The life we have led usually shapes the way we see life and the things we hold important, and that's why it is the first place to start searching for the one thing you as a brand stand for.

Creating a personal brand can be challenging especially since you could create all the marketing campaigns and plans you want, and still ruin your whole brand concept by answering your phone the wrong way, creating an email that clashes with your intended brand image or by being rude to the receptionist at a job interview (Goodgold 2010, 4). To start you need to decide what you want your personal brand to be, what do you want others to see and feel when they look at you or speak to you (Graham 2012, 44)? A good brand, be it personal or corporate, must start by defining what it is and what it is not (Goodgold 2010, 15). A good example of this is Oprah Winfrey, whose brand is focused around being very real and emotional. Oprah has consistently ignored topics and events which clash with her brand and even her book club focuses on books with great emotional conflicts instead of lighter topics (The cult branding company, 2012). Creating a successful brand is all about consistency (Goodgold 2010, 20) and by deciding the things your brand stands for and doesn't stand for is one of the best ways to ensure that your brand is dependable.

A personal brand concept should be started with a SWOT analysis, which will list your strengths, weaknesses, opportunities and threats. Even though it can be challenging it should be done in the most honest way possible as it will be invaluable in the future (Wilson & Blumenthal 2008, 34). After you have a SWOT profile, you can move onto thinking of a possible target audience especially if you are to work in the political field. Who are your possible voters? After one has determined a possible target audience for their personal brand it helps to look up references, both people who have succeeded and

people who have failed in what you are trying to do. The frame of reference also includes competitors, as it is crucial to know what they are doing and figuring out how you could do something differently.

Creating an emotional promise is the next phase. This should be in accordance to your intended brand and what you yourself want to portray. Let's say that the one thing you want to stand for is equality. With equality as a framework you should decide on a promise you want to portray, like equal pay for the same job for everyone or something along these lines. Make sure it is an important promise to you, and work towards making it happen. Lastly you should support your claims with facts. If you are rallying for equal pay for everyone for the same job, make sure you provide facts on why and how this is possible. It is always easier for people to relate to facts then opinions (Goodgold 2010, 12).

A brand consists of three main elements, and similarly a personal brand is made-up of many of the same building blocks. The visual elements of a brand are usually the logo, a color palette and fonts used on advertisements and online material. Similarly a personal brand has these elements. Many professionals use personalized logos to stand out from the competition and look credible. The colors you choose to represent yourself should be easy for you to wear and should say something about you, one should also consider that these colors should be incorporated into online materials and possible printed advertising material so it's best to stick to one or two colors. The type of font you choose for things like business cards, other printed material and web based materials is also crucial in giving a picture about who you are. A text written in Times New Roman gives a very different vibe to one written in *Comic Sans*.

The second element of your brand is emotional, this is the feeling your brand gives off. Things like keeping promises, following through with intended actions, the experiences that other people have with you and the feeling your promotional materials give all contribute to the emotional side of a brand. The third element is hearing. This aspect of one's brand consists of things you actually write or say, your tag lines and social media campaigns, anything that communicates your actual thoughts to the public (Graham 2012, 35). The most important thing is that all of these three elements exist in accordance to each other and are consistent with each other.

Personal branding has many things in common with branding goods or services and the same principles can be applied. However, it should be remembered that you yourself represent your brand every day of every year in public. This is why a personal brand should represent you, the way you are as otherwise it may become an unbearably heavy burden in no time at all.

2.2 Marketing and its uses in politics

The official marketing definition by the Chartered Institute of Marketing is "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably" (CIM). So basically it can be said that everything from communicating, branding, ideas, designing, research, effectiveness and consumer behavior psychology belongs to the frame of marketing (CIM). The real purpose, the most basic reason for marketing, however, is to create and keep customers. All successful business focus on the customer be it end consumers or customers along the way (Tracy 2014, 5).

Political marketing is about political players using techniques made for business to communicate intended actions to voters. In politics the customers are usually the voters, and understanding their wants and needs is as important as understanding customers' needs and values in retail. Swaying election results as well as progressing possible changes in policies or ideologies are the main ways that political entities such as candidates, parties, governments and advocacy groups use marketing (Marland, Giasson & Lees-Marshment 2012, 5, 8). In political marketing the main goal is to create, maintain and improve relationships with voters that will profit the political parties and society as a whole. In order to achieve this promises are exchanged and fulfilled mutually (O'Shaughnessy & Henneberg 2002, 102). It's important to remember; however, that marketing in politics is more about communicating things to the public than it is about advertising, though advertising is an important part of this (Marland, Giasson & Lees-Marshment 2012, 13).

The scope of political marketing



Picture 2 The scope of political marketing. Marland, Giasson & Lees-Marshment 2012, 9

Political marketing does differ from traditional business based marketing though, and the most important differentiation points are that political marketing includes both interactive and ethical dimensions. A political marketing theory also has to include both candidate-centered and party-centered systems, as the candidate in question speaks for both themselves as well as for the party itself. Political marketing is also categorized more as service marketing than as product marketing, as it focuses on marketing work and skills instead of actual goods. At the end of the day it is a political promise that is being exchanged, a promise to build more housing for the poor in exchange for votes is not unlike a cleaning service offering to clean your house in exchange for a couple of hundred dollars (O'Shaughnessy & Henneberg 2002, 95–107; Marland, Giasson & Lees-Marshment 2012, 5).

How does one start political marketing? According to O'Shaughnessy and Henneberg (2002, 106) one of the most important features of a political figure listed by voters is leadership. So it would make sense that in order to sell a certain candidate, the candidate needs to be shown as a leader or as someone who can make change happen. Using a fact-based approach that has been developed by listening and analyzing people's opinions around oneself is one of the traits of a good political leader. After acquiring enough information to form such a fact-based policy a good candidate then needs empathy,

leadership skills and political strength to actually implement their ideas. The ideas of a good leader should result in positive changes and the execution should be thought through and led through well (Mathews 2011).

You can approach the political market field much like you would any other market. One way to approach your intended voter-market is by creating utility or usefulness that satisfies a need you voters have. For example if the voters need a new sports center, become their means to an end. If you can predict what the voters will need, but do not realize they need yet, you can leap ahead of your competitors. A second way to approach the political voter market is by adapting to the voters social reality, especially by offering them a key benefit that at the same time removes a greater fear they have. This could be accomplished by for example offering to advocate the building of a new school so that children do not have to travel long distances for their education. The third approach can be found by working closely with voters and by discussing things with them. It can be referred to as finding the “true value” to voters. It is the core thing that voters want from either the candidate or from actions done by the candidate. It could be that the true thing that voters want is a candidate that doesn’t promise too much, but instead carries through with their promises (Tracy 2014, 9-11).

At the end of the day many bigger political parties can be compared to big grocery stores or department stores in that they usually offer many different products that the voters need and want, while still responding to a local preference as well (Marland, Giasson & Lees-Marshment 2012, 14). A candidate, however, does not need to offer everything to everyone, instead much like in marketing they should determine a focus group and focus their attention to that selected group of people. Being focused adds reliability and makes it easier to listen to what your voters really want. In countries like Finland, many of the political parties operate from Helsinki, which can make it difficult for the ruling members to know what the public in smaller cities need and want. In political marketing especially, it is important to remember that the political party is usually only a supporting force, with only base agendas and values that a candidate can build upon.

3 INTRODUCTION OF THE CASE

3.1 The client

Jaana Ristimäki-Anttila is a member of the True Finns political party, and an active member in the Pirkkala municipality. She started her political career in 2010 as the secretary Pirkkala section of True Finns. Since then she has taken an active role in local politics, beginning her first term as a municipal councilwoman in 2013 where she is both the vice chairwoman as well as the secretary. She was chosen as one of the 2015 parliamentary election candidates by the True Finns party in the summer of 2014.

She has a bachelor's degree in IT-engineering, as well as a degree in pedagogy. She has worked as a patent-engineer in companies like Valmet Automations, Nokia, Timberjack (now John Deere) and Glaston and has taught product development at Tampere Adult Education Center (TAKK).

Ristimäki-Anttila is a keen supporter of animals, and especially dogs. She has four of her own and they are an important part of her everyday life. Two of her dogs are rescues from Spain.

3.2 Political program

The client's political program focuses around identifying and analyzing problems after which solutions should be researched. She believes that without recognizing and working out problems, nothing will ever change. She states that when we find solutions to problems the executions should be planned out and then carried out through hard work.

As the environment, people and animals are important to her, she feels that these factors should always be taken into consideration when thinking of solutions. As a firm believer in sustainable development, the client's political solutions about the environment especially focus strongly on creating new sustainable solutions.

Some of her political themes include

- The creation of new exports, which are the key to getting the economy out of the swamp.
- The importance of education and the right concentration of educational resources.
- Humanity in the way we treat all living things.
- Citizens should be able to freely choose their place of residence, and basic services should be guaranteed to all citizens.
- Paying taxes as well as basic services are everyone right and responsibility.
- Diverse energy politics.
- A neutral Finland, no to Nato, no free-trade contract in its current form and no to European unions federation advancement.

3.3 Plan of intended personal brand concept

In order to create an accurate personal brand concept the client was interviewed through an online email based questionnaire, which can be seen in appendix 1. The main adjectives to describe the clients brand were chosen to be integrity, intelligence and kindness. Being genuine was chosen as the intended way to approach these adjectives and possible voters.

The most important values for the client were integrity, fairness and reliability. Most of these values correspond with the adjectives listed above, as well as with the intended plan of using genuineness to communicate these to the public. Based on the answers given in the email interview the most important factor to the client was to be an executor of a more Finnish friendly Finland, where the citizens of Finland are the most important factor for the government to consider. Besides making Finland a better place to live, the client clearly states that making politics to ensure a better and more sustainable earth for everyone today and in the future is also an important factor to her.

So through these findings that are based on the email interview conducted with the client the following brand concept was created. The clients brand concept was decided to be genuine integrity, intelligence and reliability. Fighting together for a better, fairer place to live tomorrow.

4 RESEARCH METHODS

The research methods used are mostly quantitative, and the thesis uses an interview and a questionnaire to gather information. The gathered quantitative data will be applied together with the theoretical knowledge gathered. The secondary data will consist of information gathered from books, online publications and possible other studies relating to the subject of this thesis. This theory will then be analyzed from a political branding and marketing viewpoint.

4.1 Action research approach

Because an action research is relevant to the participants it was the decided upon choice for this thesis's research. An action research is defined as a "disciplined process of inquiry conducted *by* and *for* those taking the action. The primary reason for engaging in action research is to assist the "actor" in improving and/or refining his or her actions (Sagor 2000)." Because of the nature of this thesis, where both the client and the researched played an active role and could directly affect the possible responses with their earlier actions and because the research was conducted in order for the client to have a better view of things that could be improved in the future an action based research method was the best choice.

4.2 The process

The process for this thesis started in autumn 2014 when it was confirmed that Jaana Ristimäki-Anttila would be one of the official parliamentary candidates for the True Finns Party. Before the elections began, printed marketing material, a webpage and a Facebook profile were created. During the elections accounts were set up on Instagram and Twitter as well. The election period served as a basis on which to start building the clients brand, with most effort going into keeping printed material, online material and digital material consistent. The work put into the campaign earned the candidate 1571 votes, which was a positive result for a first time candidate who before the elections wasn't that well known. Consulting the result service on Helsingin Sanomat – newspapers webpage it is interesting to note that most votes the candidate received came from Pirkkala, the municipality in which Ristimäki-Anttila is an elected municipi-

pality-politician. It is possible that voting for a familiar face is easier than voting for a complete stranger (Helsingin Sanomat, 2015).

After the election period the candidates Twitter and Instagram accounts were mostly forgotten, with focus being directed into Ristimäki-Anttilas Facebook profile and blog. The client continued to post her views and opinions on current events, pictures of her life and other things she felt were important to her. Together with the election time, this period was important to creating the clients follower base as well as brand. It was important for the client in order for her to build her own intended brand and to realize her goals as a politician.

The actual thesis work began with a need for a clear brand concept idea, as one had not been created before. For this an interview with the client was needed. Qualitative research is important when creating a brand concept as a brand can be difficult to reduce into numbers. It was finally decided that the best way to get answers was to send the questionnaire through email. The email based interview and the clients answers can be seen in Appendix 1.

Based on the interview answers the most important brand concept ideas were concluded. It had now been a year since the beginning of the election campaign and most probably many of the client's 2300 Facebook profile friends had some sort of brand concept of Ristimäki-Anttila. Because of the big number of possible respondents and the need for a large quantity of quantitative data, it was decided that creating an online survey and sharing it on the client's Facebook profile was the best bet in getting research data.

In order to avoid answering taking too long many, questions were "yes" or "no" questions. The questionnaire was hosted on kyselynetti.com and it was online for a month from the 24th of February until the 25th of March 2016, before which it was approved by the client. The questionnaire was shared on Jaana Ristimäki-Anttila's Facebook profile.

The questionnaire was shared on the client's Facebook profile a total of three times in the time period it was online, with some effort going into rising it to users front page by commenting every now and then. The original conducting time was supposed to be two weeks, but because not enough people answered the questionnaire in this time frame it was decided that extending was necessary. After the original two week time period there

were only four respondents who did not know the client personally, a point which might sway the objectivity of the answers.

The questionnaire and answers can be found in Appendix 4. The questionnaire content started with basic information, these were important in order to see if gender or age made a difference to how the respondents saw the client's brand. Region and municipality were asked in order to see if there was a difference between answers from the region the client was an election candidate in opposed to those from outside the Pirkanmaa-region. Municipality was an important factor in order to see if that had any impact on the brand concept, as municipalities like Pirkkala and Tampere, where Ristimäki-Anttilas activity is highest impacted the brand view in any way.

The questionnaire wielded a total of 24 responses. The possible respondent number was 2300 as this is the number of Facebook "friends" the client has. 24 respondents only equal to about 1% of the whole possible answer pool. Reasons for such a weak answer percentage are not clear, most likely many people missed the shared questionnaire, which is common because of the huge amount of information shared on social media. Another reason might be that the client's friend base on Facebook consists mostly of people who do not actively follow her profile, but are there more as a background support, such as other politicians and followers of the True Finns Party. However, the demography of the respondents reflects the demography of Ristimäki-Anttilas Facebook profile "friends" which can be seen in chapter 6.3.1. Because of this we can apply the responses in this thesis and make interpretations based on them. While interpreting the results it is important to remember that the answers are not absolute truths, but that they reflect the respondents own interpretation of both the subject and the questions themselves.

5 EXECUTION OF PERSONAL BRAND

5.1 Online personal brand marketing

Because of the small budget for the marketing scheme, most marketing will be done online or face to face. An online brand marketing scheme usually consists of search engine optimization, social media marketing, email marketing and online advertising (Andrew 2013).



Picture 3 Online marketing graph. Smallbizion 2013

For the sake of this thesis, we will focus mostly on social media marketing, with some online advertising which was mostly done on Facebook.

5.1.1 Personal brand marketing on social media

For the social media strategy, Facebook was selected as the baseline upon which all other mediums would be built upon. An Instagram and Twitter account were set up for the client and a blog was established onto her webpage, all of which were linked back to her official Facebook profile. A webpage was mostly set up to support the Facebook platform profile and was to be kept more formal.

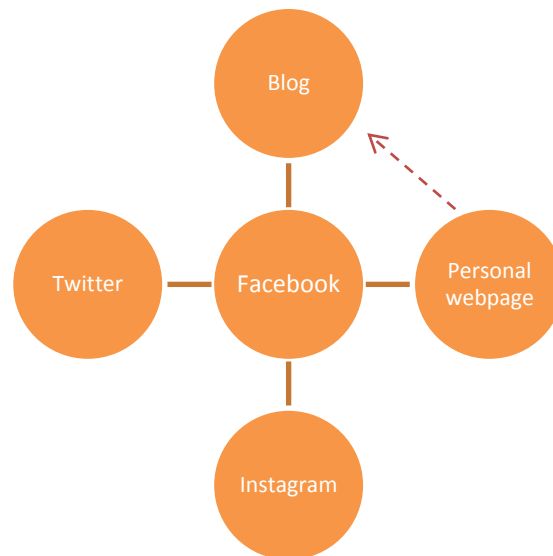


Figure 1 Plan of intended social media marketing base

A timetable of coming events was created onto the webpage and the blog was set up so that even though it was basically set up onto the webpage, it would be easy to share in different medias. A Twitter account was created so that it would be easier to create quick tweets from location, and was linked onto Facebook so that all tweets posted in the Twitter platform would also be visible to Facebook users. An Instagram account was created in order to post photos from event without having to post them onto Facebook. Instagram is also the most quickly growing social media platform currently and it was important to have a presence there as well. The Instagram account was also linked back to the main Facebook profile so that sharing photos would become easier.

Besides creating a Facebook profile, a page was also created onto the social media platform so that it would be easier for voters to follow her without having to ask the client to befriend them. As it was important to create visibility and to get the clients face out there, it was important to have a presence on as many social media platforms as possible. With so many different medias it was also highly important to have one base of operations that would make it easier to manage the pages in order to create a unified feeling.

5.1.2 Brand marketing on personal webpage

The most important factor for the brand when it came to the webpage was its visual image. It had to reflect the values and feelings of the client. The feel of the page had to be

fresh and clean, and it had to be easy to navigate. The webpage was also an important platform on which to bring to knowledge the values and themes of the clients then election campaign. Currently it hosts the important values to her as a politician.

As the main brand colors were chosen to be white and turquoise these had to be present in the website as well. With colors as clear and fresh as these, it was important not to fill the pages with too much text. As most of the important political discussions would take place in the blog and on the client's Facebook page and profile, only unchanging facts along with an event calendar were added to the navigation panels.

The webpage was advertised on all printed materials and every now and then was featured on the client's Facebook page and profile.

5.1.3 Personal brand marketing on other mediums

A radio campaign was recorded and aired on Iskelmä radio for a week before elections. The radio commercials were recorded together with the radio station and they helped with the directing. Commercials were short 30 second clips where the client talked about herself and her views. There were three different types, all focusing on different things. One focused on the client as a person, another on her views and one on her possible actions as a politician.

A digital board would also be set up for the week leading to the elections where every 30 seconds the clients face would show up to drivers. These boards allegedly can reach up to 100 000 vehicles each day in the Tampere region (Medialiiga). The sign was situated next to the Lempäälä road, which serves as a commuting route for many and where, according to Medialiiga, the media board could reach up to 19 000 vehicles every day (Medialiiga). The picture was chosen in accordance to the client's visual brand and white and turquoise were set as the main colors.

5.2 Marketing personal brand face-to-face

Face-to-face marketing would happen in events scattered around the region. Being present was the most important factor. It was also decided that along with talking to possi-

ble voters flyers would be given out so that voters could remember what name to put with the face. For visual impact in face-to-face situations the client would wear turquoise whenever possible. The timetable of events could be seen on the client's webpage. The client had a little team of helpers accompanying her in events, who wore vest with the clients logo on them, the logo can be seen in Appendix 2, along with the voting number. Because of the helpers more people could be reached and flyers could be handed out more efficiently.

5.3 Marketing personal brand with printed media

Printed media was concentrated on two different typed of flyers, a two sided one and a folded one. The folded ones were mostly handed out at events, whereas the two sided ones were distributed around Tampere and Pirkkala regions via postboxes.

It was important that the printed materials reflected the client's persona and image, and thus the two sided flyer was printed on a white shiny paper, with black text and turquoise accents. Since one of the client's main values is patriotism the flyers included Finnish flags as bullets.

The second folded flyer type went into more detail about the values of the client and featured her dogs in cartoons as the main features. The main colors for the folded flyer were also black and white, with some turquoise accents added in. A total of 3000 flyers were handed out to households around Tampere and Pirkkala with the help of 6 volunteers.



Picture 4 some of the client's printed flyers

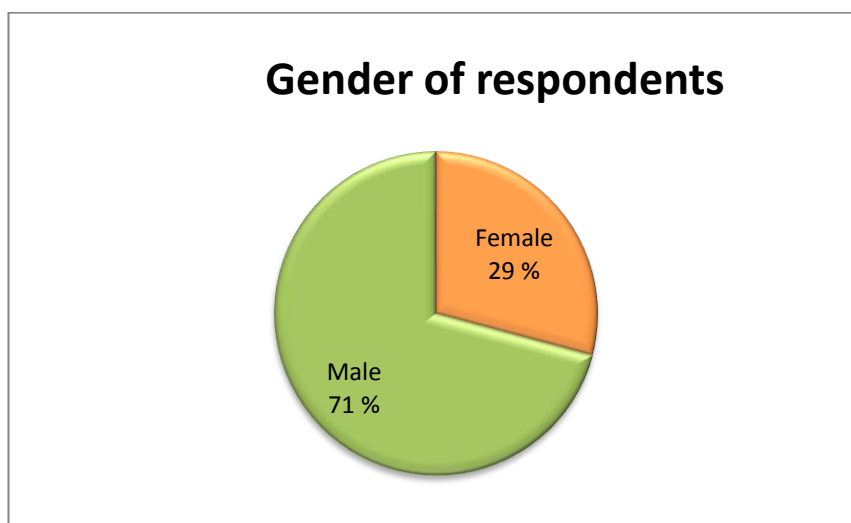
6 THE RESEARCH RESULTS

6.1 Research results of executed personal brand questionnaire

The following section sums up the results of the questionnaire into graphs. This section is based on the actual numbers. Analysis of the results can be found in section 6.2

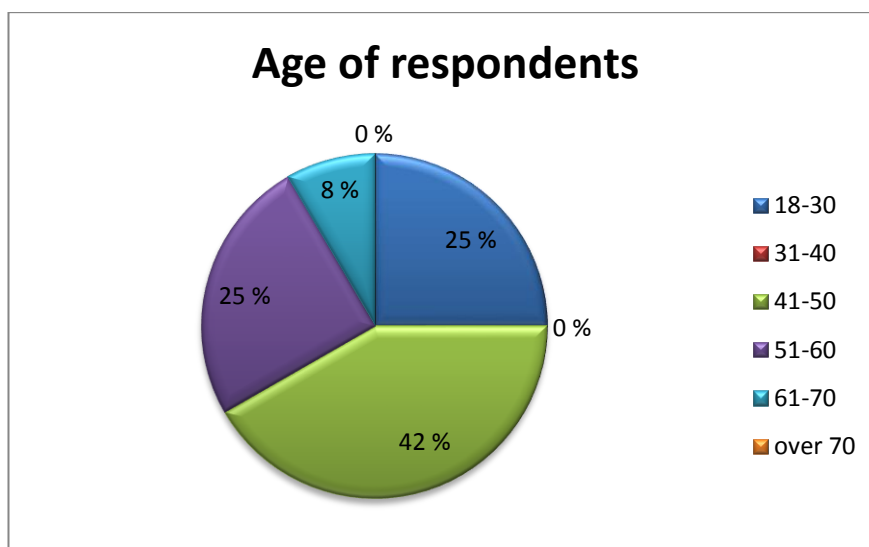
6.1.1 General information

Respondents were asked some general information about their sex, location and age.



Graph 1 Gender of respondents

71% of all respondents were male, with only 29% being female.

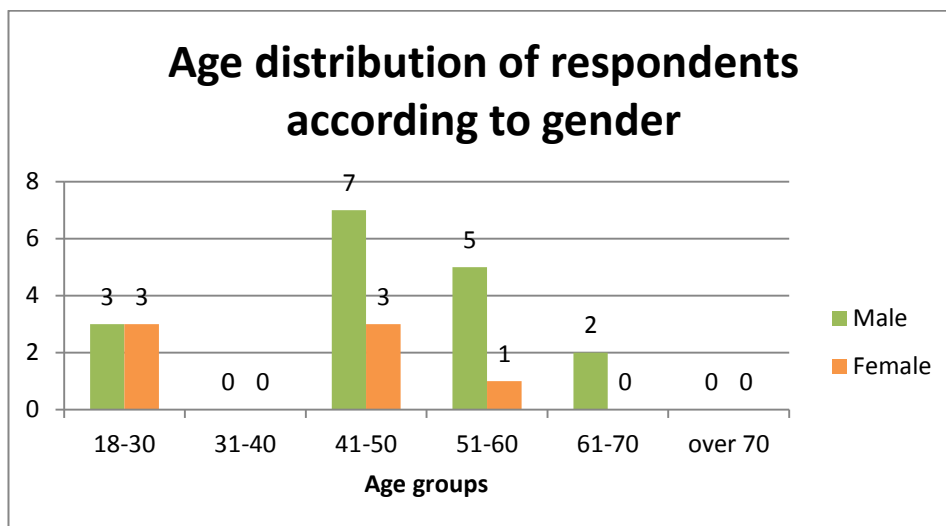


Graph 2 Age of respondents

18-30	6
31-40	0
41-50	10
51-60	6
61-70	2
over 70	0

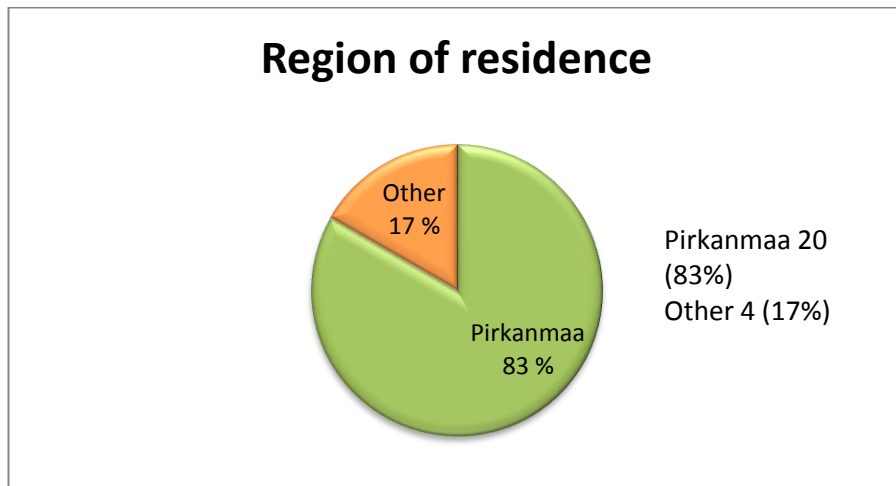
Table 1 Age division by number of respondents

Out of the 24 respondents the biggest group was 41-50 year olds, with a total of 42% of respondents or 10/24 respondents belonging to this age group. 6 of the respondents are between the ages of 18-30, accounting to 25% of respondents belonging to this group. 6 respondents also belong to the 51-60 years group, also accounting for 25% of respondents. 2 respondents were between 61-70 years, making up 8% of all respondents. There were no respondents between the ages of 31-40, and no respondents over the age of 70.



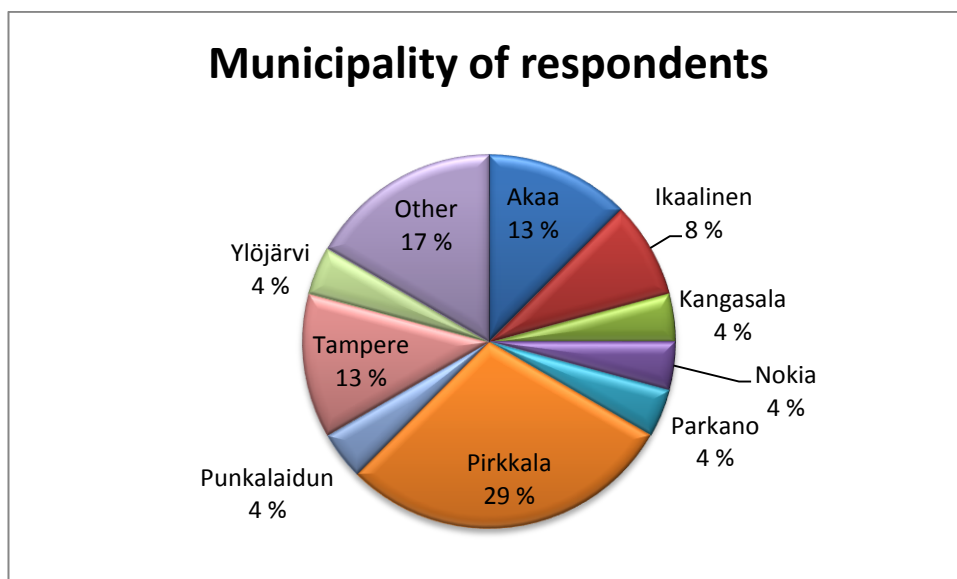
Graph 3 Age distribution of respondents based on gender

Graph 4 shows the age distribution of respondents based on the sex. With it we can conclude that most respondents were males, aged 41 to 50, with the second biggest group being males aged 51 to 60. Most female respondents were between the age of 18 and 30, or 41 and 50.



Graph 4 Region of residence

Respondents were asked about their region of residence with the answer possibilities being Pirkanmaa, Satakunta, Etelä-Pohjanmaa, Keski-Suomi, Kanta-Häme and Other. Out of 24 respondents 20 or 84% reside in the Pirkanmaa area, with 4 respondents or 17% living in another region if Finland excluding the regions listed earlier.



Graph 5 Summary graph of respondent's municipalities

Akaa	Hämeenkyrö	Ikaalinen	Juupajoki	Kangasala	Kihniö
3	0	2	0	1	0
Lempäälä	Mänttä-Vilppula	Nokia	Orivesi	Parkano	Pirkkala
0	0	1	0	1	7
Punkalaidun	Pälkäne	Ruovesi	Sastamala	Tampere	Urjala

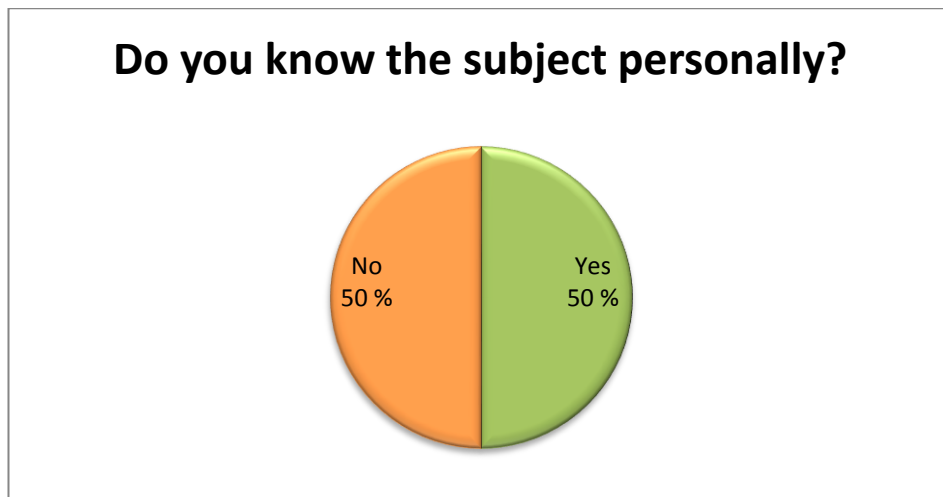
1	0	0	0	3	0
Valkeakoski	Vesilahti	Virrat	Ylöjärvi	Other	
0	0	0	1	4	

Table 2 complete table of respondent's municipalities

In order to find out whether the municipality had any relation to the way the respondents viewed the brand of the client as she had not visited every municipality in person, respondents were asked to choose a municipality of residence from a drop-down menu. The choices were Akaa, Hämeenkyrö, Ikaalinen, Juupajoki, Kangasala, Kihniö, Lempäälä, Mänttä-Vilppula, Nokia, Orivesi, Parkano, Pirkkala, Punkalaidun, Pälkäne, Ruovesi, Sastamala, Tampere, Urjala, Valkeakoski, Vesilahti, Virrat, Ylöjärvi and Other. The listed Municipalities are all situated in the Pirkanmaa region. Respondents were asked to choose “other” if they lived outside of the Pirkanmaa region. Respondents came from 9 different Pirkanmaa region municipalities, with 4 respondents living outside of the region. Most respondents come from Pirkkala municipality with 29% of respondents originating here (7/24 respondents). The second biggest municipalities of origin among the respondents were Akaa and Tampere with 3 respondents from each, or 13% of respondents originating in either Akaa or Tampere. 2 out of the total 24 respondents originate from Ikaalinen, which amounts to 8% of respondents. Kangasala, Nokia, Parkano, Punkalaidun and Ylöjärvi each had one respondent in the questionnaire. A total of 4 or 17% of respondents responded to residing in a municipality outside of the Pirkanmaa region.

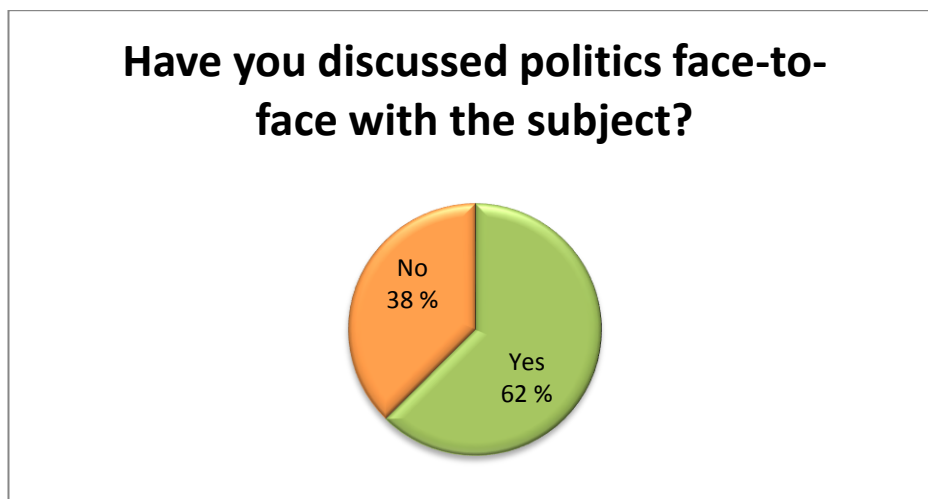
6.1.2 General information on relationship with customer

Respondents were asked a few general questions about their relationship with the customer, in order to create a more unbiased respondent base.



Graph 6 Amount of respondents who know the customer personally

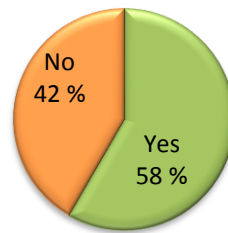
12 respondents or 50% responded to knowing the customer personally. The other 50% of respondents reported on not knowing her personally.



Graph 7 Percentages of respondents who have discussed politics face-to-face with the customer

The respondents were asked whether they had discussed politics face-to-face with the customer. 62% (15/24) of respondents answered “yes” to discussing politics face-to-face. 38% or 9 out of the 24 respondents have not discussed politics face-to-face with Ristimäki-Anttila.

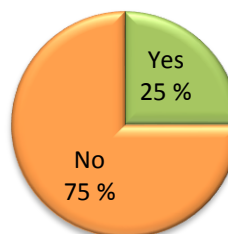
Have you discussed politics online with the subject?



Graph 8 Percentages of whether respondents have discussed about politics online with the client

58% or 14 out of the 24 respondents answered yes when asked if they have discussed politics online with the client. 42% or 10 respondents reported to not having discussed the topic of politics online with the customer.

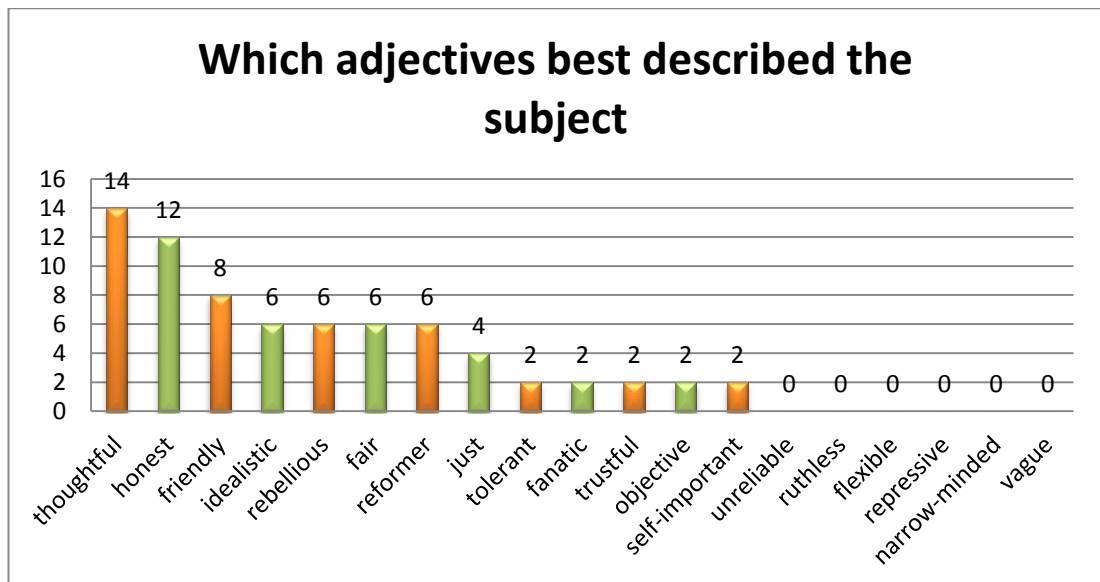
Have you attended a political panel with the subject as a guest?



Graph 9 Percentage of respondents who have attended a political panel with the client as a guest

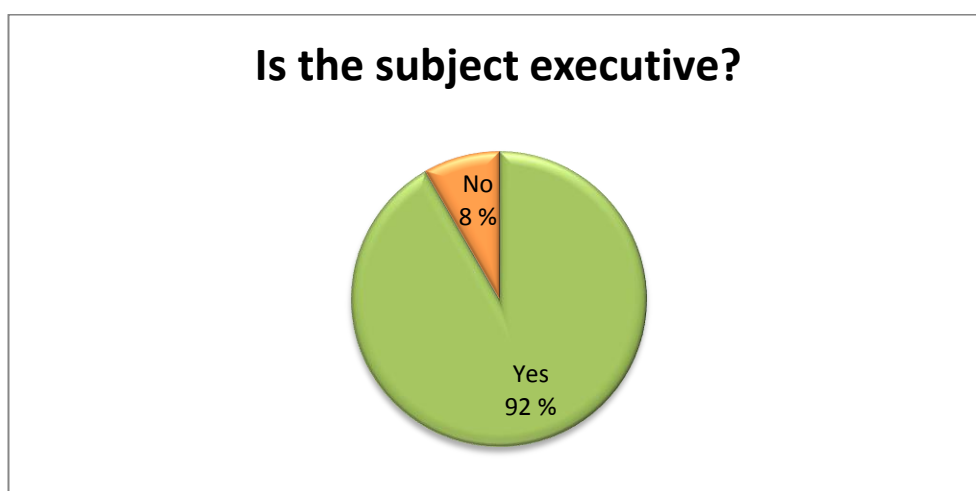
Next the respondents were asked whether they had attended a political panel where the client was participating as a guest. 25% of respondents (6/24) have attended such a political panel. 75% or 18 out of the 24 respondents answered as not having attended such a panel.

6.1.3 Respondent's views about the client as a politician



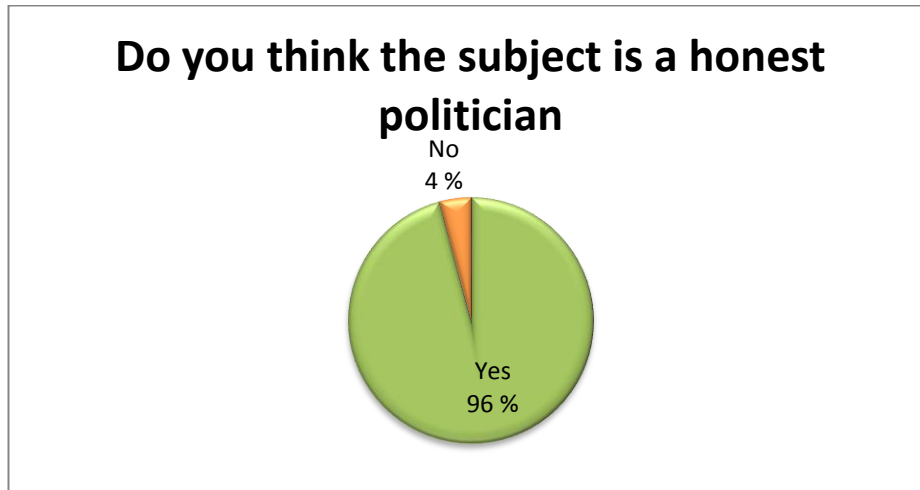
Graph 10 Adjectives chosen by the respondents to describe the client

Because the client had specified which adjectives she wanted to describe her, respondents were asked to choose three adjectives they thought best described the client from the 19 adjectives shown in the chart above. Thoughtful was the most popular adjective with 14 respondents choosing it, honest was a close second with 12 votes. Friendly got eight hits. Idealistic, rebellious, fair and reformer were all chosen six times. Respondents chose just a total of four times, and tolerant, fanatic, trustworthy, objective and self-important receiving two votes each. Unreliable, ruthless, flexible, repressive, narrow-minded and vague received no votes from the respondents.



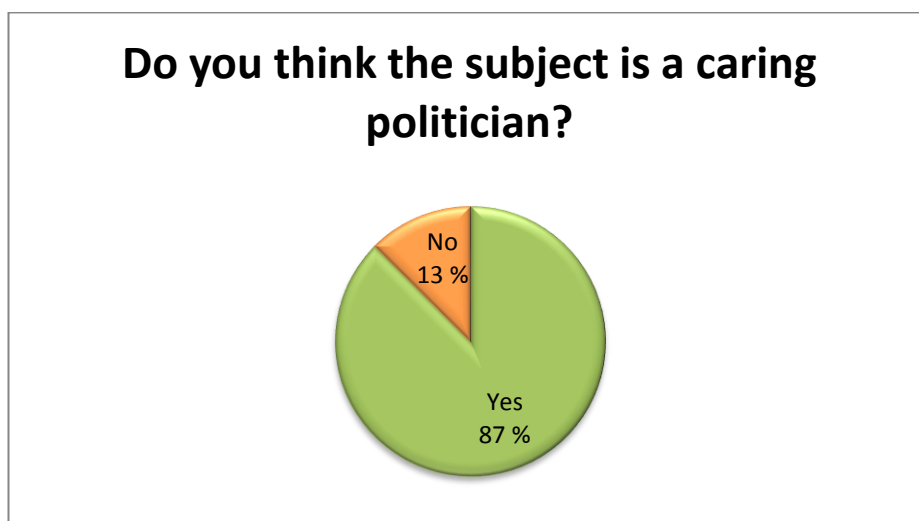
Graph 11 Answers to whether respondents think the client is action oriented

8% or 2 respondents answered “no” when asked if they thought the client was executive. 22 or 92% of respondents answered that they thought the customer is executive.



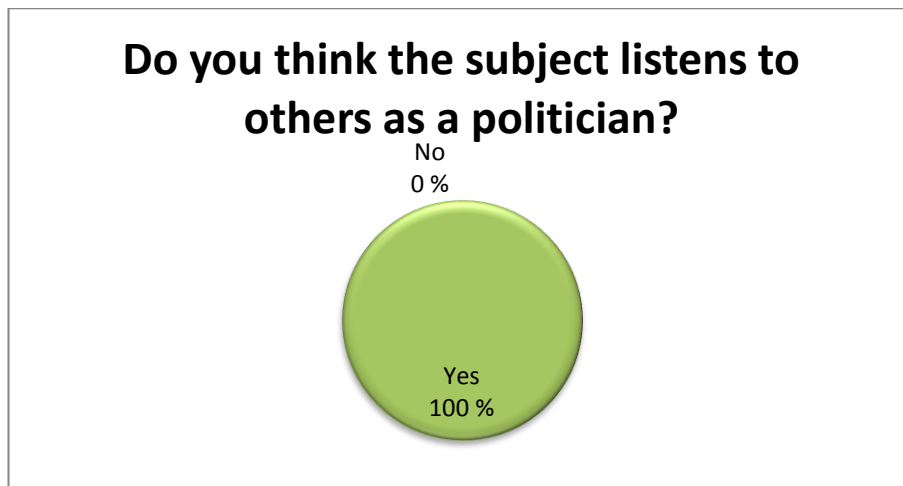
Graph 12 the respondent's option on whether or not the client is an honest politicians

23 respondents, or 96% all respondents though that the client is honest. Only 1 respondent responded "no" when asked.

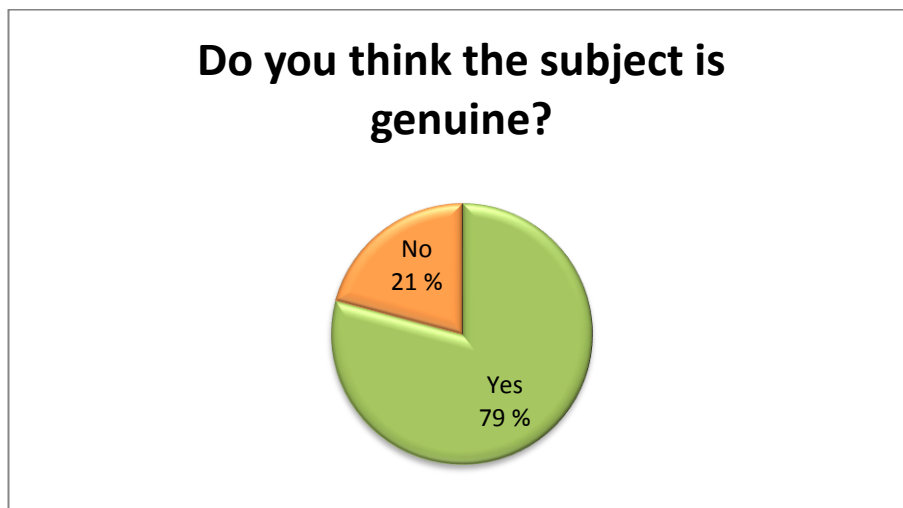


Graph 13 the respondent's opinion on whether or not the client is a caring politician

87% of the respondents feel that the client, Jaana Ristimäki-Anttila is a caring politician; this is a total of 21 out of 24 respondents. Three respondents or 13% don't feel that the client is a caring politician.

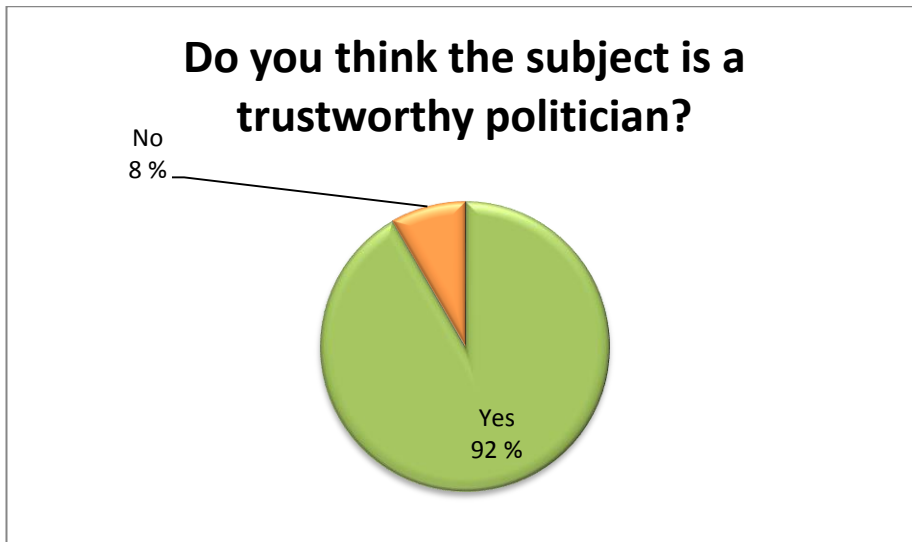


Graph 14 respondents' thoughts on whether or not the client listens to others
All of the 24 respondents thought that the client listens to others as a politician.



Graph 15 respondent's options on whether the client is genuine

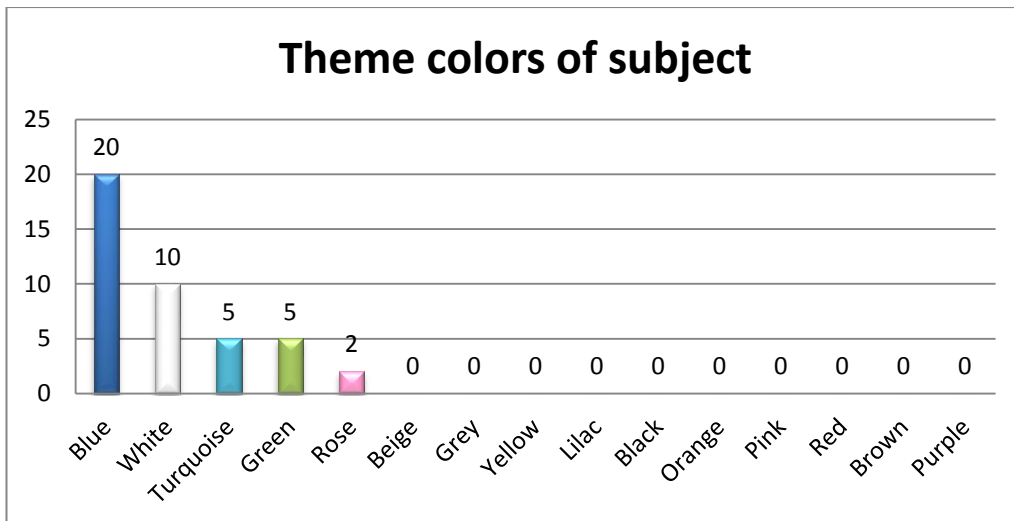
When asked if respondents thought the client was genuine 79% or 19 out of the 24 respondents answered "yes". Five respondents (21%) thought that the subject was not real.



Graph 16 respondent's option on whether or not the client is a trustworthy politician

22 respondents equaling 92% of all respondents feel that the client is a trustworthy politician. 8% or 2 out of 24 respondents thought that the client was not a trustworthy politician.

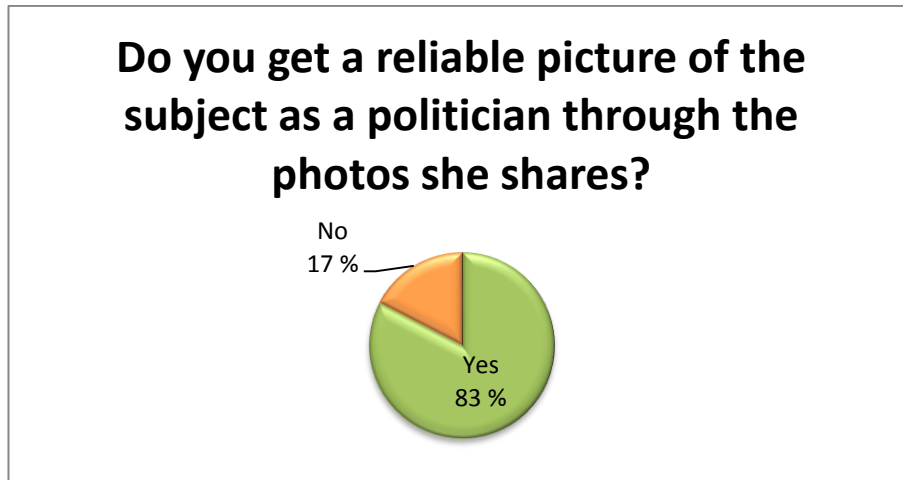
6.1.4 Visual image of the customer



Graph 17 Respondents view on the theme colors of the client

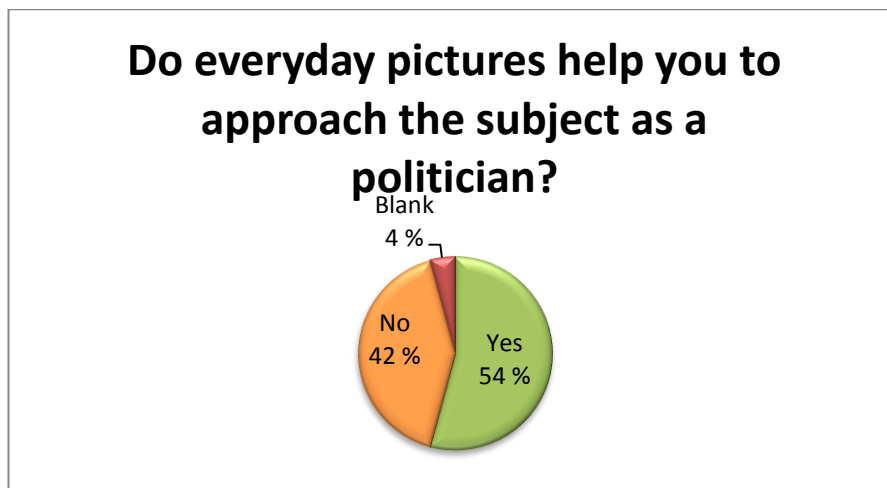
Respondents were asked to choose two colors from a list of 15 colors that they felt were the client’s theme colors. Blue and white were the most popular choices, with 20 hits on blue and 10 on white. Turquoise and green both received five votes, and rose received

two. Beige, grey, yellow, lilac, black, orange, pink, red, brown and purple received no hits



Graph 18 reliability of the client transmitted through her pictures

The respondents were asked whether they felt that they received a reliable political picture of the client through her photos. A total of 19 or 83% of respondents thought that the client communicates a reliable picture through her photos. 17% or 4 of the respondents thought that the picture the client communicates through her photos is not that of a reliable politician. One respondent didn't reply to the question.

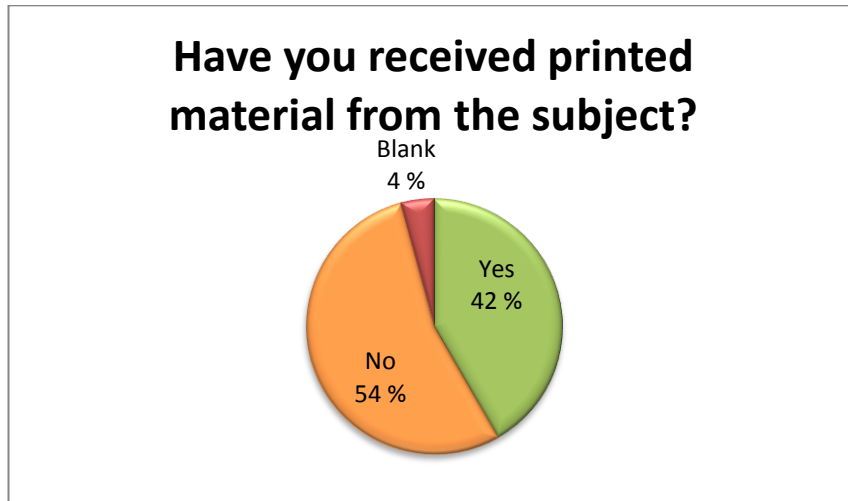


Graph 19 Respondents thoughts on whether or not the everyday pictures the client shares help them approach her as a politician

Respondents were also asked whether or not they felt that the client's everyday pictures help them to approach her as a politician. 1 respondent did not answer the question and thus they equal the 4% blank in graph 19. 13 or 54% of respondents thought that the everyday pictures the client shares help them approach her as a politician. 42% or 10 of

the 24 respondents didn't think the clients everyday pictures make her approachable as a politician.

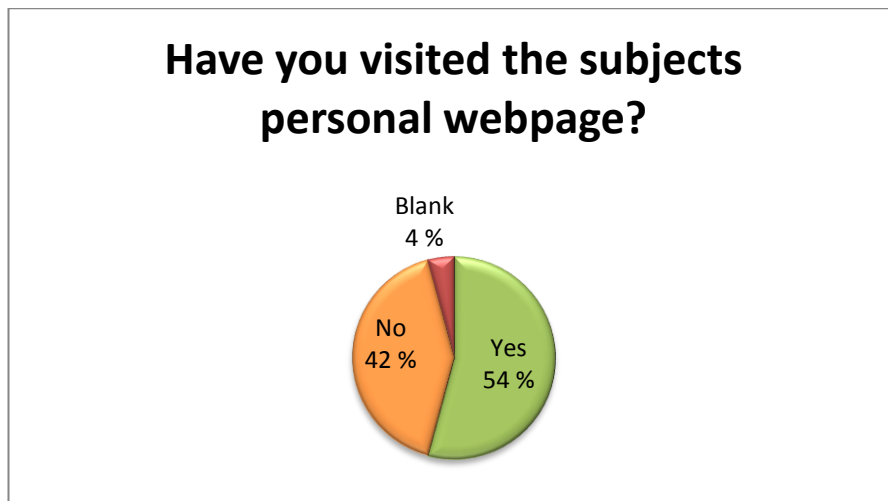
6.1.5 Printed material



Graph 20 Question on whether or not respondents have received printed materials from the client

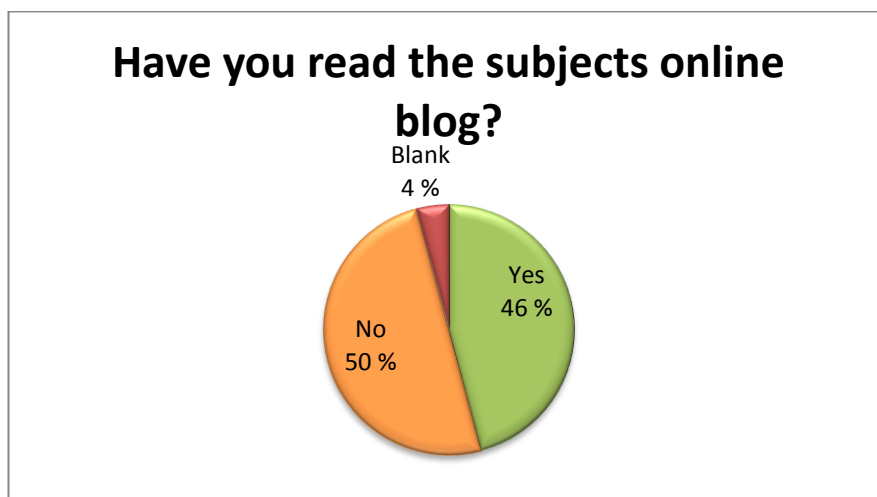
54% or 13 respondents have not received printed material from the client. 42% or 10 respondents have received printed material of the client. One respondent did not answer the question and they equal the 4% in the blank slice of graph 20.

6.1.6 Online presence



Graph 21 Percentages of respondents who have visited the client's webpage

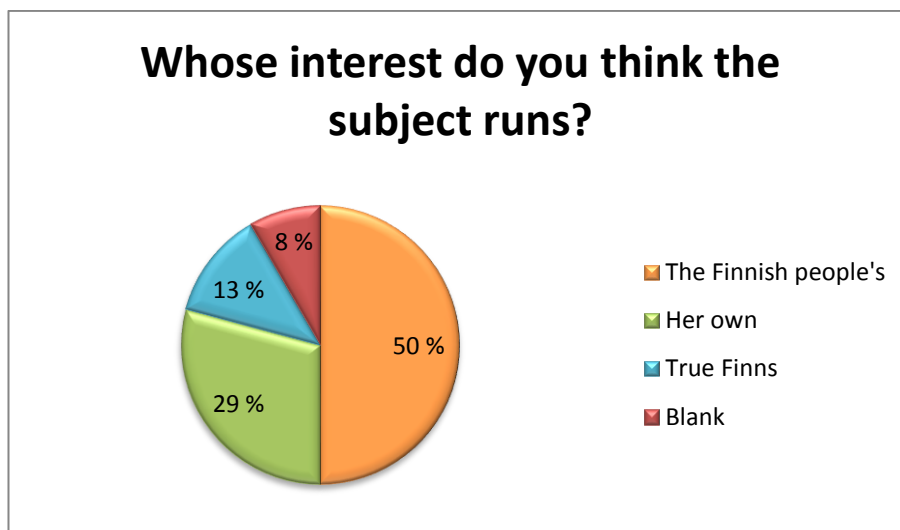
13 respondents have visited the client's personal webpage, equaling a total of 54% of respondents. 10 respondents have not visited the client's personal webpage; this equals 42% of all respondents. One respondent did not answer the question and they are represented as the blank 4% in graph 21.



Graph 22 Respondents answers to whether they have read the subjects online blog

Respondents were asked whether they have visited and read the client's online blog, which can be found on her webpage and is sometimes linked to her facebook page. One respondent did not answer and thus accounts for the 4% blank in graph 22. 12 respondents equaling 50% of all 24 respondents have not read the client's online blog. 11 respondents or 46% of all respondents answered that they have read the clients online blog.

6.1.7 Round-up questions



Graph 23 the respondents thoughts on whose interest the client runs

The respondents were asked whose interest the client runs in their opinion. Half of the respondents felt that she runs the interests of a common Finnish person. 29% or 7 respondents feel the client runs her own interests. 3 respondents equaling 13% of all respondents answered that the client runs the interests of the True Finns party in their opinion. 2 respondents didn't answer and account for the 8% blank in graph 23.

6.1.8 Collected answers to open ended questions

Respondents were asked an open question encouraging them to leave a free comment on what they think about the client as a politician.

- Jaana's thoughts are based on life experience and justness.
- Active politician
- Jaana has an interesting profile as a True Finn. She is a highly educated middle age female. This is definitely a trump card for her in coming elections and in succeeding. She should be able to build her own brand. With her own charisma she attracts a lot of votes, which could already be seen in the last elections. Writing for Aamulehti might help with recognizability and running for the country board would definitely help as well. Broadening the topics of which she speaks out for would also be important. With her background in teaching, speaking out

about current phenomenon in the school world would be good. It would be good to give out news about her implementations in politics.

- A person, who sees the condition of the poor, unemployed, elderly, youth, marginalized, entrepreneurs and the whole country and wants to help them with her ideas. A person who loves dogs and animals in general is not a evil person, but instead a good person.
- Says what she really thinks
- Could familiarize herself better with things before speaking out.

The respondent's ideas about the printed material of the subject they have received.

- An election ad where she brought hope of a better Finland
- A worthy candidate, trustworthy
- Just

Respondents were asked an open question about the picture they think the webpage gives about the client. Three respondents answered:

- A person we will hear a lot of good and constructive about in the future as a spokesperson for the countries issues.
- A pleasant persona
- Genuine and honest

Respondents were asked about the picture they got of the client based on her online blog with an open ended question. Two respondents answered:

- Daily politics, the country's economy, unemployment, care for elderly, the country's refugee politics give a good picture of her thoughts on how we should and shouldn't operate about these things. I trust her judgment and I hope we hear about her from Arkadianmäki in the future.
- Familiarizes herself with things and brings forth her opinion.

The respondents were asked to leave some free choice regards to the client. Four respondents left a little note:

- There's a woman with a big (W) and a big heart to lead the country from the swamps towards a more just and better tomorrow.
- Friendly, easy to approach

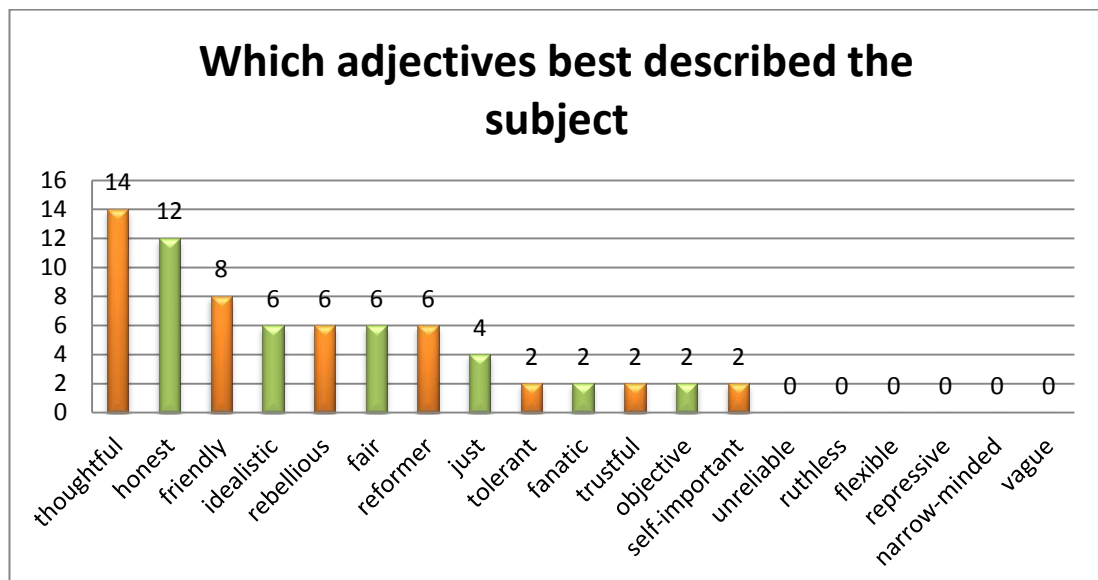
- Linking ones webpage/blog to Facebook will add awareness of one's webpage. You should try it. Definitely take part in the regional elections.
- Jaana is a broad-minded, listening and presentation skilled politician.

6.2 Brand image based on Facebook followers

The next section focuses on the analysis of the results to the questionnaire conducted. It reflects the results of the questionnaire to other known facts and compares results to other results.

6.2.1 Political image

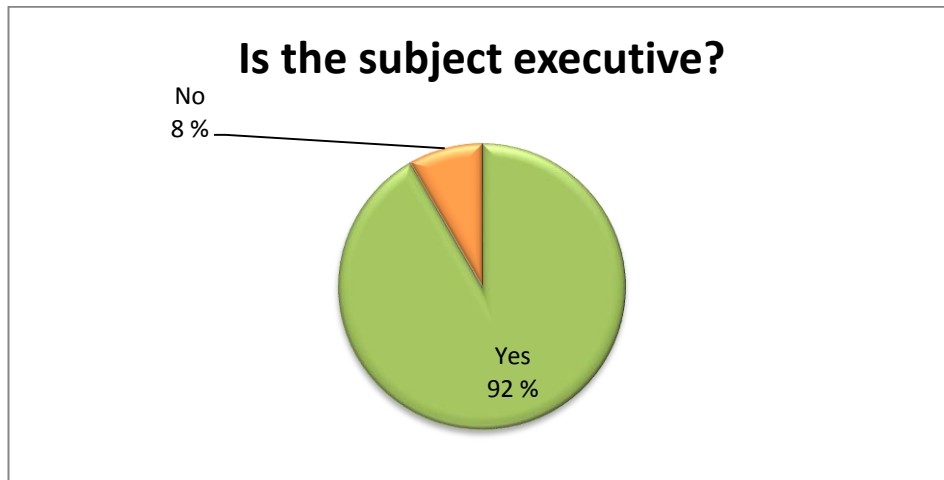
In chapter 3.2 of this project we discussed the intended brand concept based on the clients own thoughts on the questions asked on her email questionnaire. The adjectives based on her answers chosen to represent her intended brand were integrity, intelligence and kindness. The adjectives the client chose to represent herself were honest and direct, thoughtful and intelligent, friendly and listening.



Graph 24 Adjectives chosen by respondents to describe the client

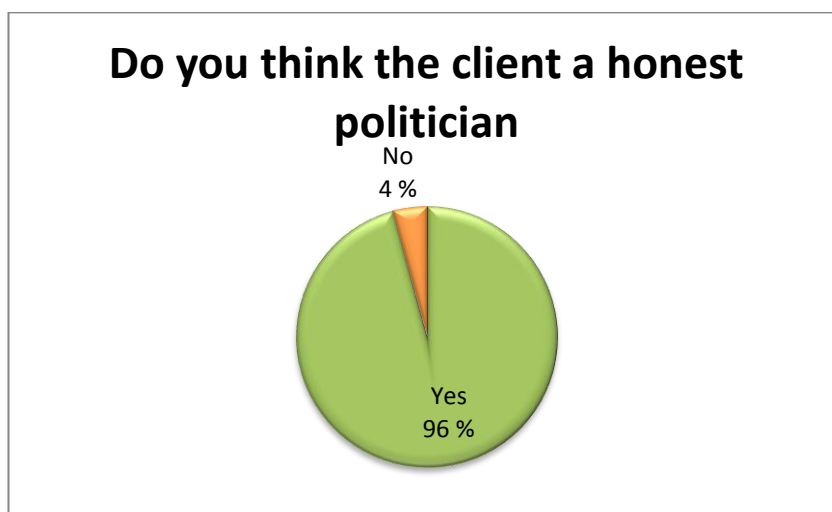
In graph 27 we can see the adjectives chosen by the respondents to represent the client. Honest, thoughtful and friendly were added straight into the questionnaire as it was

thought that basically honesty and directness, thoughtfulness and intelligence and friendly and listener could be grouped into three words without losing much of the intended meaning. The respondents to the questionnaire were asked to choose three (3) adjectives they thought best described the client. The respondents chose thoughtful, honest and friendly as the top three adjectives. This corresponds with the clients chosen adjectives.



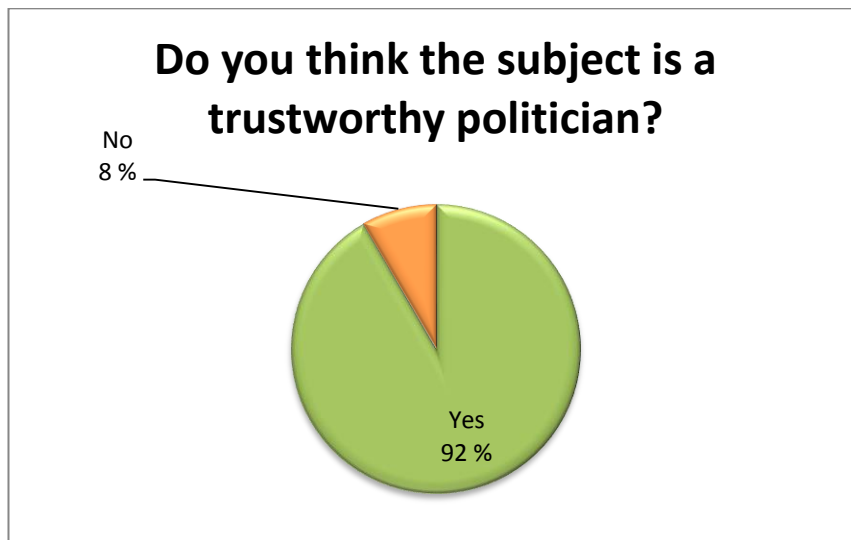
Graph 25 respondents views on whether the client is executive

In her interview Jaana stated that she wants to give out an executive picture of herself. Graph 28 shows that most respondents feel that she is indeed executive; however two respondents didn't feel this way. Later in an open ended question, the answers to which can be found in table 3, one participant stated that the client's executions should be on show somewhere. Without the executed plans on show, some followers might find that the client is not executive as there is no show for this.



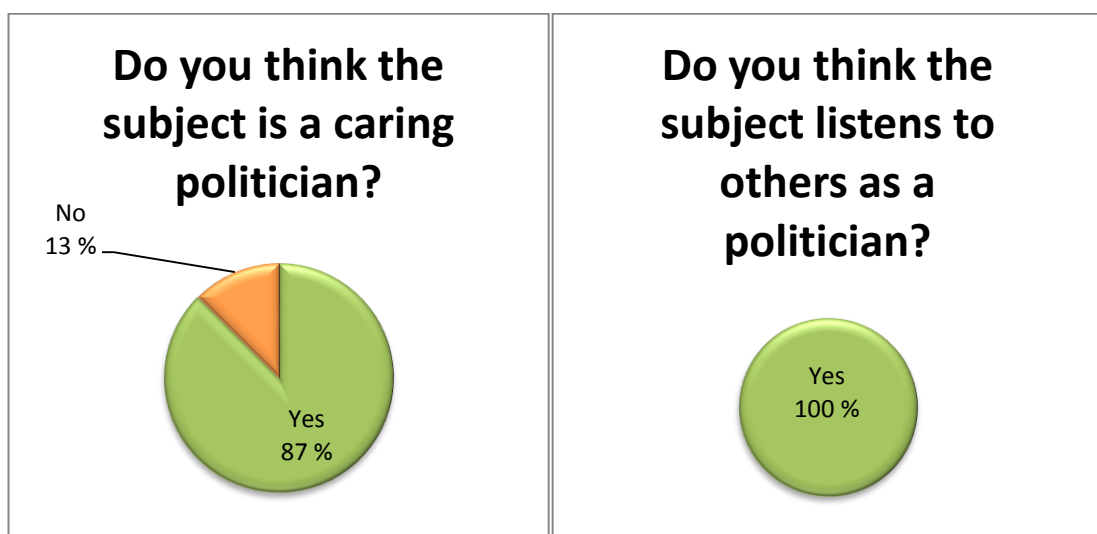
Graph 26 Respondents views on the client's honesty as a politician

Most participants think that Jaana Ristimäki-Anttila is an honest politician. This is in line with the client's interview where she stated that the most important factor to her as a politician is honesty.



Graph 27 Trustworthiness of the client according to the respondents

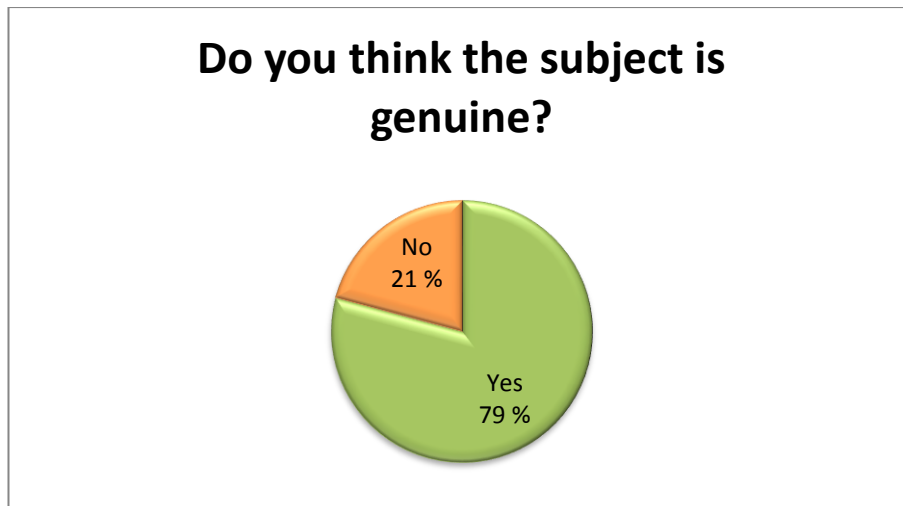
Since trustworthiness was also an important value for Jaana in her interview it is positive to notice that 22 out of the 24 respondents felt she is a trustworthy politician as shown in graph 30. Unfortunately the two respondents who answered no to the question did not leave any feedback as to why they thought the client is not trustworthy.



Graph 28 Views on whether the client is a caring politician

Graph 29 Views on whether the client listens to others

When asked in the email interview what the thing that should be changed first in Finland was, Jaana Ristimäki-Anttila answered that politics should firstly concentrate on caring for the countries own citizens. Thus when conducting the questionnaire, participants were asked whether they think that the client is a caring politician. Three respondents felt that she was not caring, and 21 respondents though that yes, the client is a caring politician. Unfortunately none of the three “no” respondents gave any comments as to why they thought that the subject is not caring. It is interesting to compare the results of whether the client is a caring politician compared to whether the respondents thought that Jaana listens to other as a politician, seen in graph 31 and 32. Clearly some respondents do not feel that listening to others and being caring are not linked to each other. As Ristimäki-Anttila listed that one of the important adjectives to her as a politician was “listener”, it is positive to notice that this has been communicated to the voters.



Graph 30 the respondents view on whether they think the client is genuine

When creating the brand concept being genuine or real was chosen as the best approach. It is a little alarming to notice that 5 out of the 24 respondents felt that Ristimäki-Anttila was not genuine.

	Talked about politics face-to-face	Talked about politics online	Felt pictures help her approachability	Have read her blog
Person 1	no	no	no	yes
Person 2	no	no	no	no
Person 3	yes	yes	no	no
Person 4	no	no	no	no

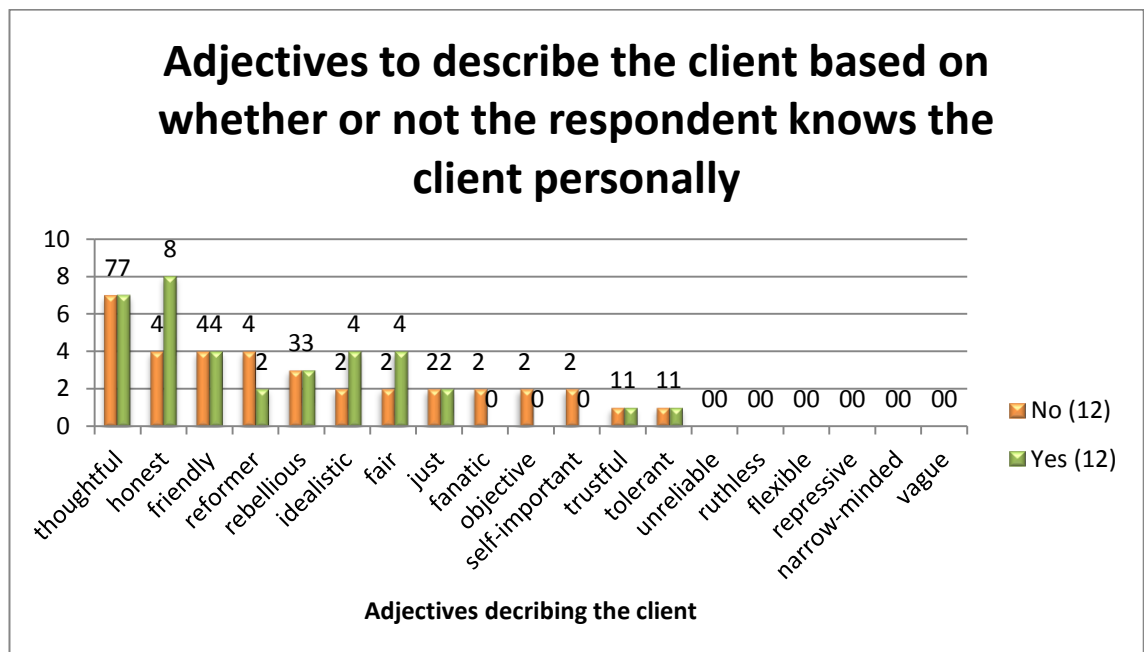
Person 5	no	no	no	no
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Table 3 respondents who didn't feel the client is genuine

In the above table we can see the answers of the five respondents who answered “no” to whether they feel that the client is genuine (in graph 33) to other questions. From the table we can conclude some things. Firstly most of these respondents have not discussed politics with the client, and most have not read her blog where Ristimäki-Anttila writes most of her political thinking processes. All of the five respondents also felt that the everyday pictures the client shares do not help her approachability as a politician. Unfortunately none of these five respondents left any feedback on how to fix this, however we will be tackling it in section 5.4.

6.2.2 Political image based on whether or not the respondents know the client personally

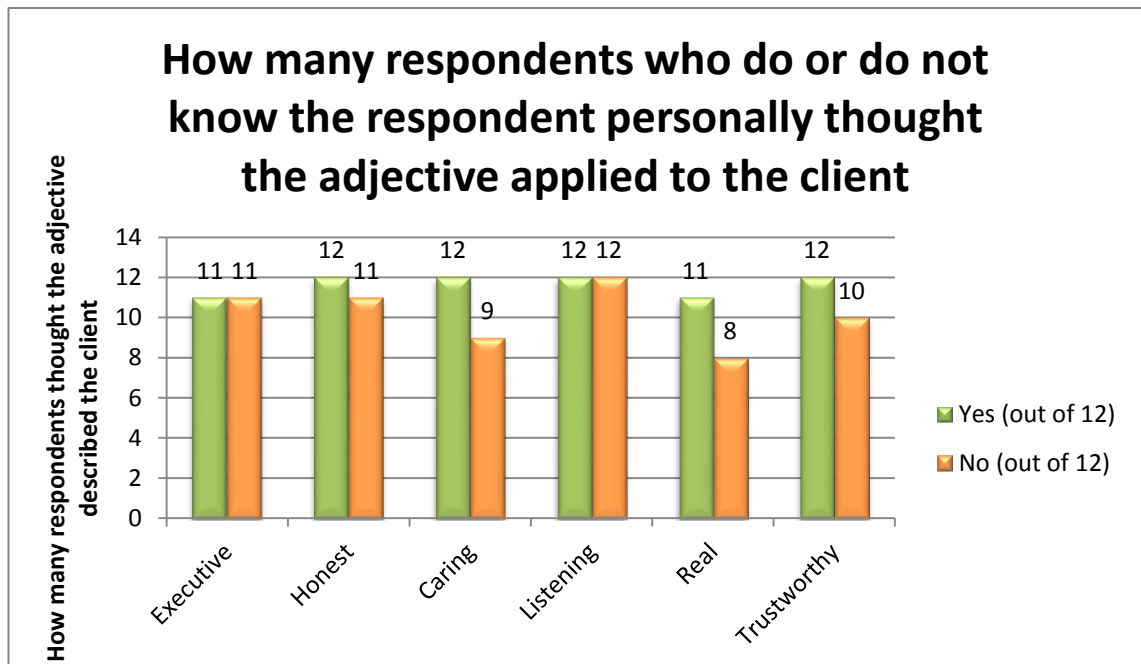
It is crucial to compare the results of the respondents who know Ristimäki-Anttila personally to those who do not, as a personal relationship might affect that brand image of the client.



Graph 31 Adjectives based on whether the respondent knows the client personally

In graph 34 we can see how knowing or not knowing the client personally affects the adjectives chosen to describe her as a politician. The graph is in numerological order, based on the “no” answers. We can see that thoughtful, honest and friendly are still

among the top adjectives, even though double the amount of people who know her personally feel she is honest compared to the respondents who do not know her personally. It is positive to notice that more respondents who do not know her personally think that the client is a reformer. However, it's a little troubling to notice that two out of the twelve respondents who do not know Jaana personally feel she is fanatic and self-important, compared to none of the opposing side. This however is a small percentage, even of those who do not know the client personally. Over-all the graph shows some positive results.

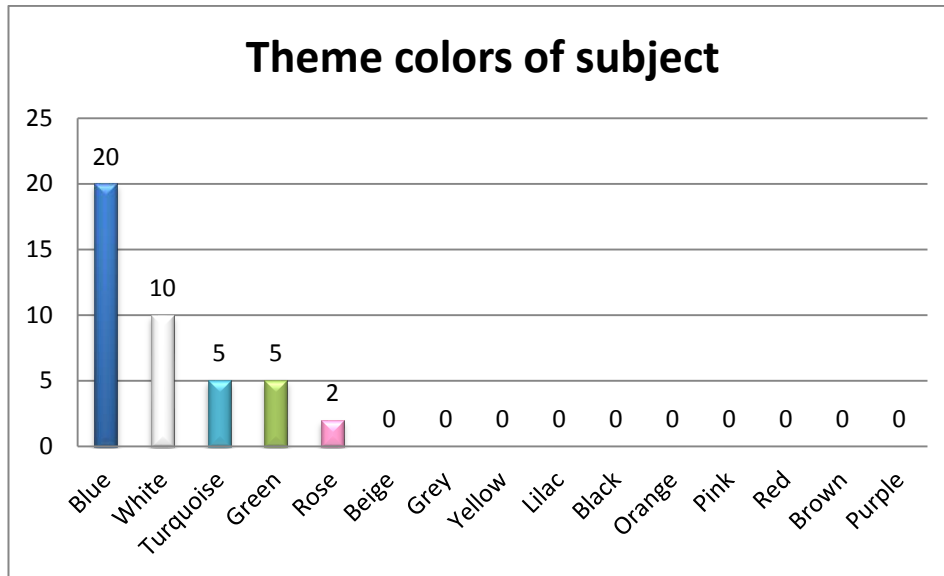


Graph 32 the amount of respondents who know or do not know the client personally that feel the adjective suits the client

Graph 35 combines the results of graphs 11-16 and compares the answers to whether the respondent knows Ristimäki-Anttila personally. As there were 12 respondents who know, and 12 respondents who do not know the client personally the graph was easy to combine. We can see that mostly the feedback for both parties is positive. There is a definite difference only in whether the respondent felt that the client is caring and real, depending on if they know her personally or not. 33% of respondents who do not know Jaana personally though that she was not, unfortunately none of them gave any reason for this. Overall graph 35 shows a positive result.

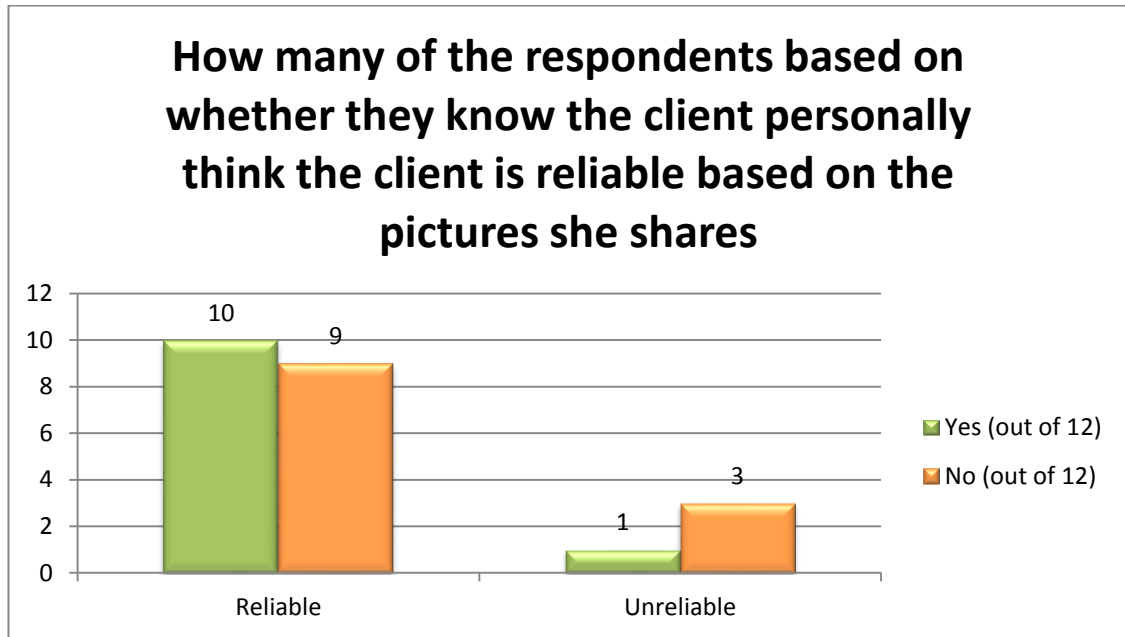
6.2.3 Visual presentation

When creating her visual image, Jaana Ristimäki-Anttila wanted her representation colors to reflect her values as well as her power color. This is why turquoise and white were chosen as the colors for her website, printed material and Facebook banner colors.



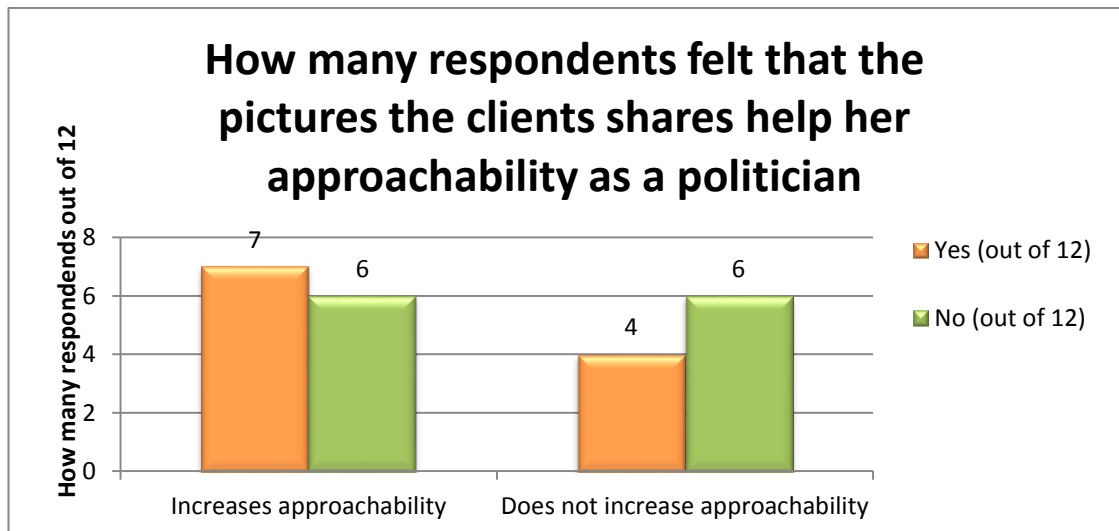
Graph 33 results on the theme colors people chose

Graph 36 shows the results of what respondents thought were the theme colors of the client. They were asked to choose two (2) colors out of a list. Only five respondents chose turquoise as the theme color of the client. However 20 people chose blue. We must remember that most of the respondents to the questionnaire were male. James Owen published an article (Owen 2012) titled “Men and Women Really Do See Things Differently” which described how men and women really do see colors differently. This article among many others stated that men usually have more difficulty defining hues in colors, and as turquoise is mainly a hue, it might explain why so many respondents chose blue instead of turquoise. White was chosen by 10 of the respondents. The results show that some more definition of the color ways could be useful.



Graph 34 feeling of reliability based on photos the client shares online

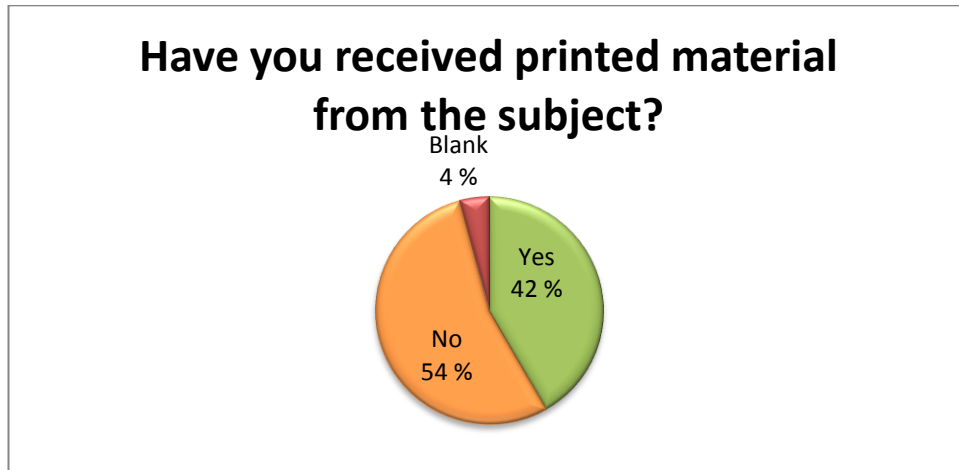
The client shares a lot of personal pictures about her everyday life on her Facebook page. Most of the respondents thought that these pictures do not reflect poorly on the client's reliability or trustworthiness. One of the respondents who reported to knowing the client personally did not answer the question.



Graph 35 the division of whether the respondents thought that the pictures the client shares online help her approachability as a politician grouped by whether they know the client personally

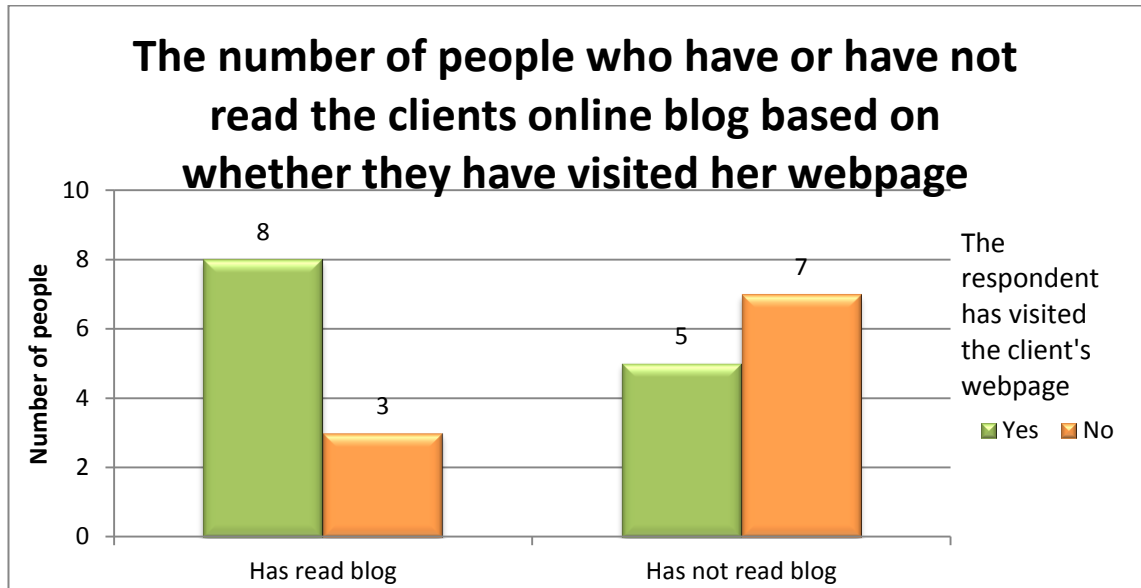
There was almost a 50/50 spread on whether or not the respondents felt that the pictures the client shares about her everyday life help her approachability. There wasn't much

difference between whether or not the respondent knew the client personally. It is quite a drastic difference between graph 37 and 38. Many respondents seemingly don't think that the pictures do any harm to Ristimäki-Anttila's image, but 10/24 respondents also feel that they don't really help either. One respondent did not answer the question.



Graph 36 the percentage of respondents who have received printed material about the subject

Most respondents haven't received any printed material from the client as can be seen in graph 39. This can however be explained by the fact that during election season printed materials were mainly given out in functions and distributed into mailboxes only in the Tampere and Pirkkala regions. Out of the 10 respondents who have received printed material, three left positive remarks in the open ended question the answers to which can be seen in table 4.



Graph 37 the amount of people who have read or have not read the client's online blog based on whether or not they have visited her webpage

Graph 40 gives us information about how many people have visited the client's webpage, and also about how many of the respondents have read her blog. Since one of the respondents did not answer the question it is positive to note that most of the respondents have visited the client's webpage (13/23 people to respond to the question). Almost half of the respondents have read the client's blog, with 11 answering yes and 12 answering no when asked if they have read the online blog.

6.3 Recommendations based on research results

Based on the comments and results of the questionnaire some adjustment will be proposed to the client.

6.3.1 Political image

It will be proposed that on the client webpage there be a section on executed acts that will feature both "in process" projects as well as completed ones with results included. These will exclude possible confidential material.

On the subject of authenticity, the client has already taken steps in the right direction by starting a deeper journey into discovering who she is. Jon Low's (2014) article on au-

thenticity called “How Do I Come Across As Authentic?” which he published on his webpage gives great pointers in how to be authentic. His most important points are that we are all already different, but what makes us seem authentic to others is that we ourselves know who we are. This is something that might affect the image of authenticity others have of her.

As far as her chosen brand, we are definitely on the right track and the brand image has been communicated quite well. For now there is no reason to greatly change the way the client communicates with her followers or to change the way the brand is being communicated.

6.3.2 Online presence

It is important to get more clicks to her webpage and more people reading the client’s online blog. This is why it will be suggested that the client add the link of her webpage and blog to her Facebook profile and that she steadily updates them with according information.

As the pictures she shares don’t seem to have much of a negative image on her political presence, there is no need to limit sharing them. It is important to keep in mind that the pictures do not help in creating a more approachable persona and thus should be kept minimal. Sharing pictures from events, especially with other people, can also be a great way to help with approachability.

However, it will be proposed that the client has a more defined division between her political identity and her personal one. As things on the internet can spread like wildfire, it is important to distinguish between what you share with your friends as compared to what you share with people who follow your political career.

6.3.3 Face-to-face and printed media actions

In the future it would be important to attend as many events as possible around the Pirkanmaa region, especially outside of election season to build a name for the next elections. Talking to people increases the chances of them remembering you in the future and creating an active voter base mostly happens outside of the actual election season.

It will also be proposed that Ristimäki-Anttila attempt to write a column every now and then into local newspapers like Pirkkalainen, Tamperelainen and Aamulehti. These papers have quite a wide distribution and can help spread ones name into areas that other printed media possibly couldn't. At the moment there is no need to create other types of printed media campaigns. These can wait until the next elections.

7 CONCLUSION

Overall the thesis was successful in answering the main questions set in the introduction. The main question was - how well has the intended personal brand concept of Jaana Ristimäki-Anttila been communicated to the voters? Through the questionnaire conducted it could be concluded that the voters have received the brand of Ristimäki-Anttila very well and accordingly. Most of the respondents of the questionnaire painted a very similar picture of the client than what she had painted herself, which was a very positive result at this point of Ristimäki-Anttila's political career since she has only been an active politician from 2013.

Based on the interview conducted through email of Jaana Ristimäki-Anttila we were able to successfully create a brand image of her as a politician. Her brand could be summarized into "fighting together for a better, more equal place to live". It was important to be able to summarize the brand into a single sentence as the theory researched indicated that it's easier for people to take to a brand that is compact, and that finding one point to focus on will help win the hearts of the voters (Ries 2015).

Most of this thesis focused on measuring the brand of the client, not much energy or attention went into finding out how well marketing had worked. According to the questionnaire results, however, it is clear that at least printed materials haven't reached too many of the respondents. Also visits to the website and blog of Ristimäki-Anttila were not common. With this information we could conclude that although social media and face-to-face marketing seem to have been successful, extra attention has to be paid in the future to the promotion of the client's webpage and the distribution of printed materials. Even though based on the responses to the questionnaire we could say that marketing was not that successful, the 1571 received votes in the election speak for themselves and indicate that at least some marketing strategies have worked (Yle 2015).

7.1 Summary of possible future actions

For her political future it is important that Ristimäki-Anttila focuses some energy on finding out who exactly she wants to be as a politician in order to seem genuine to her public in the future as well. It is also important that she figures out what she wants her

future to hold, and if she even wants to continue in politics. She should also prioritize the things she would like to promote so that voters, in the future, would have a better grasp at what it is Ristimäki-Anttila wants to achieve as a politician.

For the future, creating a place on her webpage that list all the actions she is driving forward and has succeeded in executing would greatly add to her trustworthiness. Voters find it easier to trust in a candidate's political leadership skill if they have proof that the person has been able to execute promised initiatives. Linking newspaper articles discussing the successes and actions of the candidate to such a page could also prove effective.

Since the questionnaire revealed that not many of the respondents had visited the client's webpage or blog, adding a link to her Facebook profile could prove to be very effective and important. Updating them regularly is also very important. Since currently Ristimäki-Anttilas webpage is hosted on a platform that carries the name "ehdolla" it could also be suggested that she change it to just her name for example. Adding a permanent link to her Facebook profile and maybe even stating the address in her header picture could help boost clicks in the future.

Ristimäki-Anttila likes to add pictures to her Facebook page of her family, and since she has many personal friends following her there it is understandable. However, a suggestion will be made that the client separates her personal and political persona from one another. Sharing personal pictures on her public political page could prove to be problematic for the featured people in the future and even though it is perfectly fine to share pictures of oneself running a marathon, like Alexander Stubb did, sharing pictures of one's family and friends does not necessarily belong on a political webpage, especially if permission hasn't been asked before.

For face-to-face marketing actions, actively taking part in many different events around the Pirkanmaa region will help in coming elections as well. Currently Ristimäki-Anttila is very active in the Pirkkala municipality, but if she is to run in the next parliamentary elections events outside of Pirkkala should also be attended.

To spread her name even more, writing columns every now-and-then into newspapers will definitely be something the client should take under consideration. Newspapers are

still one of the main sources of news to many middle-aged and elderly Finns and even with the rise of the internet should not be completely forgotten.

All in all the current direction of Ristimäki-Anttila is quite good, and the brand communication has worked. In the future the most difficult part for the client will be consistency and presenting facts to support her opinions. Ristimäki-Anttila is a well-educated career woman, with a long work history and she is still only learning the basics of politics and political marketing. This will prove to be an asset as she has no rigid patterns and thus it will be easier for her to learn new models and to build her brand from the bottom up, instead of trying to fix something that cannot be altered.

7.2 Further research

It would be interesting to create a new political marketing plan for the client in the next parliamentary elections and to measure her brand after this. Brand live with the minds of the consumers, or in this thesis's case voters, and seeing how possible changes in Ristimäki-Anttila's political conduct might affect the brand image inside her voter's minds might give interesting results. If the client does decide to continue with politics this might be taken into consideration in another three to four years' time.

7.3 The reliability of this thesis

The results found by conducting the questionnaire even though sparse could be implemented in this thesis work, because the demographic of the respondents matched the followers of the client's Facebook profile, the main platform of her brand communication well. Because of this the research results could be implemented in a wider scale even though the answer rate was only 24/2400 Facebook friends. The research results were quite univocal and thus easy to interpret. There were no big abnormalities and since the object of the thesis was to find out whether or not the intended brand of Jaana Ristimäki-Anttila had been communicated successfully, the results were easy to make sense of.

The research in this thesis could easily be replicated and repeated, which might hopefully lead to more respondents. Judging by reactions of followers to post on Jaana Ri-

stimäki-Anttila's Facebook profile many view her as a genuine and trustworthy politician which is in line with the answers to the questionnaire conducted.

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APPENDIX

Appendix 1. Email interview

1(2)

1. *Minkä kolmen adjektiivin koet olevan tärkeimpiä kuvaamaan poliittista-persoonasi? (esim. johdonmukainen, luotettava, totuudenmukainen, reilu, kuunteleva, aktiivinen yms)*
 - Rehellinen ja suora
 - Ajatteleva ja älykäs
 - Ystävällinen ja kuunteleva
2. *Kolme tärkeintä poliittista arvoasi?*

Rehellisyys
Reiluus
Luotettavuus
3. *Mikä asia tulisi muuttaa ensimmäisenä Suomen politiikassa?*

Suomalaisen politiikan tulisi ensisijaisesti huolehtia suomalaisten hyvinvoinnista vauvasta vaariin, koulutuksesta, työllistämisestä sekä yrittäjyyden kannustamisesta
4. *Keiden asioita ajat ensisijaisesti Suomessa?*

Olemme vastuussa niin eläinten, ihmisten kuin luonnonkin hyvinvoinnista. Jos laiminlyömme ja riistämme luontoa ja eläimiä, niin laiminlyömme myös omaa ja lastemme tulevaisuutta. Yhteiskunnan hyvinvointi tarkoittaa yleistä hyvinvointia eli sellaisia asioita, jotka kantavat elämää tulevaisuudessakin. Pyrin ajamaan kaikkien niiden asiaa, jotka edesauttavat oman kansamme ja maapallon hyvinvointia ja tulevaisuutta sekä tämän hetkistä elämää.
5. *Suomen tulevaisuus on mielestäsi mistä kiinni?*

Viisaista päätöksistä. On paljon helpompi kehittää olemassa olevaa kuin uudelleen rakentaa tyhmien päätösten vuoksi purettua tai hävitettyä. Tulevaisuus on kiinni siitä, että ihmisistä pidetään huolta, työtä on riittävästi ja luonnon rajoituksia ja vaatimuksia kuunnellaan.
6. *Millaisen kuvan haluaisit antaa itsestäsi poliitikkona äänestäjille?*

Haluan antaa kuvan älykkäästä, välittävästä ja toimeksipanevasta poliitikosta. Sellaisesta, joka toimii omatunnon äänen ja rehellisyyden periaatteilla. Tahdon olla poliitikko, joka sanoo mitä tarkoittaa ja tarkoittaa mitä sanoo.
7. *Ketkä ovat mielestäsi poliittinen-äänestäjä kohderyhmäsi?*

Ihmiset, jotka tahtovat Suomen valtion pitävän ensisijaisesti huolta omistaan ja jäävien voimavarojen avulla muista... ei päinvastoin. Haluan erityisesti olla niiden ihmisten ehdokas, jotka oikeasti arvostavat älykäästä ja sydämellä tehtäviä töitä. En minkään alan ääriajattelijoita, koska silloin puuttuu ymmärrys ja halu kuunnella muiden ihmisten mielipiteitä ja oppia niistä. Maailma ei ole mustavalkoinen.
8. *Mikä on Sinulle tärkein asia politiikassa? (tähän esim. vaikuttaminen, ihmisten tapaaminen, haastavuus yms)*

Rehellisyys. Pitää sanoa ja tehdä niitä asioita, joihin uskoo ilman taka-ajatuksia tai vilpillisiä päämääriä. Kun luvataan jotain, tulee yrittää tehdä töitä lupausten toteuttamisessa. On tärkeää kuulla mitä ihmiset sanovat, on tärkeää lukea ja miettiä heidän mielipiteitään. Tärkeintä on tehdä sitä työtä mihin on tullut valituksi ja ajaa niitä asioita, joita on luvannut ajaa. Tavoitteeni ja tahtotilani olisi päästä vaikuttamaan asioihin, jotta saisimme maastamme ja maailmastamme paremman.
9. *Suurin vääräys poliittisessa-Suomessa?*

Oman kansan kunnioituksen puute. En ymmärrä miksi suomalaiset päättäjät laittavat usein suomalaiset arvojärjestyksessä muiden maiden kansalaisia alemmaksi. Aivan kuin emme olisi yhtä arvokkaita kuin muut. Jos poliitikkomme maailmalla vähättelevät tai arvostelevat omaa maatansa kansainvälisissä keskusteluissa, niin silloin on asialle laitettu väärät ihmiset. Jokaisen ikäluokan ihmisiä pitää kunnioittaa ja heidän asioitaan pitää laittaa kuntoon. Ei ole mitään syytä saati tekosyytä jättää jonkun ryhmän

2 (2)

hyvinvointi toisten jalkoihin. Myös päätökset, jotka koskevat luontoa, luonnonvaroja ja eläimiä vaikuttavat tulevaisuuden monimuotoisuuteen. Olemme vastuullisia siitä, että myös tulevaisuudessa suomalaisilla on mahdollisuus elää rikasta elämää.

Appendix 2. Logo



Appendix 3 Questionnaire

Taustatiedot Ensimmäinen osio koskee taustatietojasi, näitä tietoja käytetään vertailuun

Sukupuolesi:

Asuin maakuntasi

Asuinkuntasi

Mikäli et asu Pirkanmaalla, valitse vaihtoehdoksi "muu" Ole hyvä ja valitse

Mikä on ikäsi?

Taustatiedot osa 2

Tunnetko Jaana Ristimäki-Anttilan henkilökohtaisesti?

Oletko keskustellut politiikasta Jaanan kanssa kasvotusten?

Oletko keskustellut Jaanan kanssa politiikasta netissä?

Oletko osallistunut kuuntelijana paneeliin jossa Jaana on ollut puhumassa politiikasta?

(Myös seminaarit ja esitelmät otetaan tässä huomioon)

Tässä osiossa kartoitamme näkemystäsi Jaana Ristimäki-Anttilasta poliitikkona.

Mitkä alla olevista adjektiiveista kuvaavat mielestäsi parhaiten Jaanaa poliitikkona?

Valitse kolme (3) vaihtoehtoa

Onko Jaana mielestäsi toimeenpaneva poliitikko?

Onko Jaana mielestäsi rehellinen poliitikko?

Onko Jaana mielestäsi välittävä poliitikko?

Kuunteleeko Jaana mielestäsi myös muiden mielipiteitä poliitikkona?

Onko Jaana mielestäsi aito?

Onko Jaana mielestäsi luotettava poliitikko?

Vapaana sana Jaanasta poliitikkona

Kirjoita oma mielipiteesi Jaanasta poliitikkona. Mikä on oma kuvasi?

Mitkä ovat mielestäsi Jaanan teemavärit? Valitse kaksi (2) vaihtoehtoa

Saako Jaanasta mielestäsi luotettavan kuvan poliitikkona hänen valokuviansa perusteella?

Helpottavatko kuvat Jaanan jokapäiväisestä elämästä hänen lähestymistään poliitikkona?

Oletko vastaanottanut printattua materiaalia Jaanasta poliitikkona?

(Flyerit, lehtijulkaisut, julisteet otetaan tässä huomioon)

Mikäli olet vastaanottanut printattua materiaalia Jaanasta poliitikkona, millaisen kuvan sait Jaanasta niiden perusteella? Voit vapaasti kirjoittaa havaintosi.

Oletko vierailut Jaanan verkkosivuilla?

Oletko lukenut Jaanan blogia joka on nähtävillä hänen verkkosivuillaan?

Mikäli olet vierailut Jaanan verkkosivuilla millaisen kuvan sait hänestä poliitikkona niiden perusteella?

Mikäli olet lukenut Jaanan blogia, millaisen kuvan sait sen perusteella hänestä poliitikkona?

Kenen asiaa Jaana mielestäsi ajaa poliitikkona? Alla olevaan kenttään voit kirjoittaa mielipiteesi siitä kenen asiaa Jaana mielestäsi ajaa poliitikkona. Kirjoitathan maksimissaan kolme (3) sanaa.

Tähän voit kertoa vapaasti oman mielipiteesi Jaanasta poliitikkona.

Voit kirjoittaa niin pitkästi tai niin lyhyesti kuin haluat.