

Saimaa University of Applied Sciences
Faculty of Tourism and Hospitality, Imatra
Degree Programme of Hotel, Restaurant and Tourism Management

Trang Le

Visual Marketing - Employing Instagram in Restaurant business. Case: Roster Helsinki Restaurant & Bar

Thesis 2018

Abstract

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Visual marketing – Employing Instagram in Restaurant Business. Case: Roster Helsinki Restaurant & Bar, 57 pages, 2 appendices

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The purpose of this study was to acquire a deeper understanding of visuals marketing and Instagram marketing, as well as its implementation in the restaurant industry. An evaluation and guidelines for the case company's Instagram were formed as parts of the research.

The information was gathered mainly from relevant literature, the Internet and by interviewing. In addition to that, data for this study were collected from two sources, Instagram Business Insides and Google Analytics.

The results of the study show the power of visual persuasion to one's cognitive brain. It also proves the efficiency of Instagram in terms of visual communication for business in general, and restaurants to be specific. Based on the findings, a guideline on Instagram optimization was concluded for the case company. These results can be applied as social media references to any restaurant.

Further study is required to evaluate the performance of the case company's Instagram post-implementation of the guidelines.

Keywords: visual marketing, Instagram marketing, visual persuasion, restaurant business, Roster Helsinki

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1 Introduction

In the world of exponentially exploding uses of the Internet, where 3.8 billion users are daily interacting (Internet Live Stats 2018), involvement with it is clearer than ever. Needless to say, marketers and entrepreneurs are now jumping at the opportunity of making use of this unique and supreme tool, to expand their reach to potential customers. According to Investopedia (n.d), the act of using digital technologies or digital mediums to promote products/ services is generally called digital marketing. In the book Digital marketing excellence (Chaffey & Smith 2017, p. 13), this term refers to several courses of action including: getting close and understanding customers better; adding extra values to products; broadening channels of distribution; improving sales by marketing campaigns that involve digital media channels. Digital Marketing is one of the most interactive approaches to marketing. It is built on the database of consumers, which creates a constant flow of communication between the customers and the suppliers, as well as customers themselves.

Such a vast field requires business owners to choose a suitable strategy to follow. Nowadays, it is common knowledge that social media marketing is the trend. Experts suggest that the combination of social media and visuals is the most effective approach. (Hausman 2017.) It is important to bear in mind that: digital marketing, social media marketing and visual marketing are related to various extents. While social media marketing is a sub-category of digital marketing, visual marketing is one of the must-use tactics in digital marketing. However, social media is usually considered to be on the more competent side, while visual marketing is not so highly regarded. Contributing to the success of social networks with 2.8 billion active users worldwide (Showers 2017) is the major role of visual persuasion. It is a subtle process that humans are generally unaware of, hence, there is no doubt of its capability. This study will be conducted from the angle of visual marketing, integrated within social media marketing.

Roster Helsinki Restaurant and Bar was chosen by the author as the case company for this project-based thesis. From personal experiences, knowledge derived from working at Roster Helsinki, and from active participation in the social media marketing campaign, the author believes a good insight will be

demonstrated to the reader. From the perspective of a catering premises, it would be the most beneficial option to use a platform, where images can be shared easily, and which appeal to the majority of audiences. In this case, Instagram emerges as the number one choice, meeting all the requirements. It is wellknown as a free photo/video sharing application for smartphones, having 600 million users worldwide, and is currently the fastest growing social networking (Showers 2017). A term is created solely to address establishments that have admirable numbers of likes and followers on their Instagram accounts (premises that are popular among the network's community): 'Instagram-famous restaurant'. Such interesting proposition will be the topic of this thesis.

1.1 Purpose of the thesis

This thesis is a marketing project for Roster Helsinki Restaurant and Bar. Its goal is to produce a customized marketing guideline on Instagram based on the social media branding and the visual marketing theory.

Since the restaurant has already had a decent flow of business customers, it expects to expand the popularity among youngsters around the age of 20-35 with the support of Instagram. Followers on the page are forecasted to increase from 1,600 to 5,000 after the execution of the marketing calendar.

1.2 Case company

Roster Helsinki is the creation of the celebrity chef Kari Aihinen (who is also the Executive Chef of Restaurant Savoy – the culinary landmark of Helsinki) and the restaurant manager Paul Hickman. Roster Helsinki is under the ownership of the largest restaurant group in Finland – Royal Ravintolat. It is situated in an ideally central location – on the corner of Pohjoisesplanadi and Unioninkatu street, next to Helsinki Market Square.

Opened in June 2016, Roster has gained an exceptional reputation for being a popular meeting place. It prioritizes the quality reflecting the characteristics of the best ingredients obtainable in its cuisine rather than simply creating traditional fine dining. Roster is also one of the few restaurants which has an extensive range of wines with reasonable prices diners can enjoy in preferred quantities of

choice – by glasses, by half a carafe, by a whole carafe. (Roster Helsinki n.d.) Their ambition is to level up the Finns’ wine drinking culture. The cocktails are also tailor made to enhance the Nordic tastes and flavours. The service is friendly, yet kept professional at the same time. All in all, the Restaurant wants to ensure that customers are engaged in a serene ambience while having a completed dining experience.

The most significant manifestation of Roster Helsinki’s accomplishment is the expansion of the brand “Roster”. Roughly one year after the commencement of the premise in Helsinki, Kari Aihinen and his team launched Roster Turku. Roster is also mentioned in the Top 50 Restaurants in Finland by the White Guide Nordic (White Guide 2017), a leading restaurants guide in Sweden since 2005. To sum things up, despite its new-born status, Roster proves to be a potential culinary gem of Helsinki, or even Finland.



Figure 1 Roster Helsinki Logo (Roster Helsinki 2018)

1.3 Thesis structure and research methods

The study consists of three main parts: theoretical, empirical and conclusion.

For the theory part, the author’s research will be based on the following main concepts: visual marketing – power of great content - Instagram marketing. As an introductory proposal, the goal is to analyse the reasons why visuals are used as potential promotion materials. The impact of such impressions on the consumers’ mind-set will be proved. The affiliation of visual and heightening commerce will then be determined. In addition to that, the author will explain the

impact when integrating visuals with text to create good marketing content. The subsequent proposal addresses the competence of Instagram regarding visual communication. The author expects to give the audience a full appreciation of what Instagram is capable of in terms of promotion. Examples of how Instagram is used in the restaurant industry will be included to provide an initial understanding for the reader. Hence, it would be easier to relate to the case company in the following empirical section. In conclusion, the main aspiration of the theory section is to address the advantages of conveying visual communication messages in term of customers' persuasion.

Moving on to the empirical part, qualitative research will still be applied, however, in a different form. Interviews of key informants are going to be used in order to demonstrate a practical perspective of the phenomena - insights of true restaurateurs. The interviews will be conducted as thematic interviews (open interviews) with selective respondents, who are: Paul Hickman – restaurant manager; Henri Kotkavuori – head chef, and Ville Vikström – sous chef. Quantitative method will then be employed to add realistic factors to the research. The author will make use of the Instagram Business's Insights tool from previous social media updates (which provides key performance indicators), as well as Google Analytics, to yield unbiased patterns of the viewers' preferences. The access to the Google Analytics account is carried out under the supervision of Julia Blackman, restaurant's supervisor. Besides this, a breakdown of the restaurant Instagram situations will be given, so the reader is able to understand the reasons and motives for any further decisions.

Based on the collected figures and outcomes, the author will then discuss the main patterns and appeals in terms of visual marketing within the restaurant business. The Instagram guidelines for Roster consequently has a foundation to be formed.

1.4 Research questions

The study is conducted with the aim to answer these following research questions:

- Why are visuals used as a marketing tool?
- Why is Instagram one of the best tools regarding visual marketing?
- Why is Instagram the marketing solution for modern restaurants?
- What does the case company think of Instagram as a marketing channel?
- How should the case company operate on Instagram?

2 Visuals as a marketing tool

Top institutions around the world have devoted years in researching the interconnection of the brain and the eyes. ‘How do eyes see in reality?’ seems to be a question simple enough. The majority of people think we just open our eyes and the visual information is sent to the brain. This is a partial truth, but there is more to it than that. This part of the study will explain the actual connection process of the eyes to the brain, and how this process can be used to transform powerful advertising messages. In short, it will answer the research question ‘Why are visuals used as a marketing tool?’.

2.1 The science of visual processing

The eye mechanism is similar to one of camera’s: light reflects on objects, which is then transmitted to the cornea, refracted and bent via the pupil; it is bent once again through the lens, and reaching the final destination - retina (Rebuild your vision n.d). Retina can be considered as a screen made of a sheet of cells, of which some among them are photoreceptors. These light-sensitive cells are divided into two types: rods and cones. (Burmester 2015.) The eyes move continuously when humans are looking at the surrounding environment. The most common movement is called saccades (there are four types of movements in total), which occurs unconsciously (sometimes consciously) approximately three times per second whenever one opens the eyes, or fix the eyes on a target. The saccades are rapid, ballistic actions which allow the fovea to move towards the item of interest (Purves, Augustine, Fitzpatrick. 2001.)

The received images do not carry a message without the interpretation of the cognitive mind. Different layers of images are combined at the *primary visual cortex* (V1), where the three-dimensional visual is generated, hence the stable flow of pictures of the brain. (Rebuild your vision n.d.) Additionally, given that the mind has to match the suitable visual information to the task it is performing, nonessential images are eliminated. Named as *visual attention*, researchers believe that an individual needs this ability to gather fundamental information of a phenomenon (Burmester 2015.) A simple example of this is when one is asked to sort out different types of beans from of a mixed pile, he/she would highly likely not pay attention to a cat walking by.

In marketing context, it is extremely important to consider the following facts. Firstly, the ballistic and constant movement of the eyes is the most significant optical trait of a human being. Secondly, due to the visual attention function of the brain, one will automatically discard images that appear to be uninteresting and irrelevant. Hence, marketers need to concentrate on the two aforementioned facts in order to construct an effective advertising message.

2.2 The visual sense

One has three modes of sensing, which are: auditory, kinesthetic and visual. The definitions of them are as follows:

Auditory sensing: hearing sense

Kinaesthetic sensing: movement sense

Visual sensing: seeing sense

Though humans are equipped with sophisticated ability to learn through audio and actions, and both of the senses are consolidated with visual processing; the brain is still heavily dependent on visual. Scientists believe that approximately 80 – 90% of the information from the external environment is collected through the eyes. It is estimated that 36.000 images per minute is the capability of the brain, astonishingly. In fact, the case of human having developed to be visual-dominant, is considered to be a positive revolution in terms of information acquisition. (Hyerle 2000.)

2.3 The allocation of the brain and visuals

The Oxford dictionary (2018) defines visual persuasion as: the utilization of images, with the intention of influencing people's attitudes or conducts; frequently use in advertising and political contexts. Various sources have stated that the brain visually interprets language without one's recognition. When one attempts to recall any previous events, a projection of images surfaced under the form of a presentation. As explained above (see part 2.1.1 and 2.1.2), the human brain is strongly allocated with vision. Henrik Dahl (1993) in the book 'Visual persuasion: the role of images in advertising' (Messaris 1997, p5) has stated that images catch the attention of people even when they are not actively seeking for it. Observation is the very first step a human takes to communicate and understand the surrounding world. No testimonials are needed for such an obvious pattern: watching comes naturally without any training and guidance. As time passes by, one gets taught how to read and write, and the learning emphasis shifts to text. Gradually, under the pressure of being mature, formal and academic, people are deterred from the usage of visions. (Diamond 2013, p8.) Generally speaking, while observing is the natural norm, reading and writing are the nurtured ones.

Fortunately, in the past few years, due to the increase of data usage in various categories, the frequency of visuals' appearances simultaneously multiplies. Infographic is the trend which has people talking about. They are the visual interpretations of data or knowledge (Oxford dictionary 2018); unattractive numbers and info have a makeover, into a much more attractive, perspicuous and most importantly, simpler form. Such transformation brings the big data closer to the users, hence serves the right purpose for data.

2.4 Power of visual persuasion

The most severe different between all the possible communicating modes of human and pictures lies in the 'iconicity' (Messaris 1997, p3). 'Iconicity' is the approach that makes images so persuasive. It can be explained simply as: the image visually resembles what it stands for in term of meaning. (Gass & Seiter 2018.) Owing to the combinations of features on just any visual advertisements,

images are capable of recreating the type of visual information that human's eyes and brain normally see in the real world. Even when the images recreated bear differences to the items in real life (for example: flying humans, talking dogs, walking pigs), the brain strangely still is able to allocate them with reality. As long as they own the distinctive traits that the brain needs to identify the object, the human brain is able to interpret the pictures (Messaris 1997, p3.) That is the powerful capability of 'iconicity'.

Besides iconicity as one main feature of visual, Messaris (1997) believes that images also persuade through 'indexicality'. This term reflects the ability of images to document events that have previously happened. Therefore, once an individual sees a picture, he would assume the picture tells the truth. One significant example on this case is the 'Black lives matter' movement. Due to the overwhelming numbers of footages of policemen shooting down black people, the matter has been brought into the spotlight. These footages leave the citizens no choice but to believe in this sad reality. Hence, *seeing is believing*. (Gass & Seiter 2018.)

2.5 Visuals used in marketing

Visuals have always been a vital component of marketing since the very beginning.

Scientists and marketers have developed various ways of altering images, to draw out even more engagement and emotion from the audience. It has been common in advertising to use vision-related tactics such as violating reality to generate a more eye-catching appearance and a deeper meaning. Within this approach, marketers regularly use figurative or surreal images (Messaris 1997, p.17.)

Plenty of other tactics have been invented to be applied in this case. For instance, the manoeuvring of colours is one simple yet efficient method since they tackle the consumers' moods. Pigmentation is indeed the pivotal factor regarding consumers' first impression of products. The two shades, red and yellow, have

become popular among fast-food chains since they stimulate the human metabolism. This means customers tend to eat more, hence increasing sales. Blue, on the other hand, helps to unwind diners, which explains its popularity among formal restaurants. Once diners feel relaxed within the ambience, they have a tendency of staying longer, and possibly extend their spending. (Singh 2006, p.783-p.789.) Repetition is another familiar technique regarding visual marketing. The high frequency of similar images enables customers to acknowledge the brand's existence. In addition to that, direct-gaze is also used comprehensively in advertising, considering the power it delivers in real life. (Lasquite 2015.)

2.6 Conclusion of visuals as a marketing tool

In conclusion, the association of visuals - the eyes - the brain are the key to a convincing marketing content. The strong reliance of the brain on visuals results in collecting 80 – 90% of the information from the external environment via the eyes. Once again, there are crucial points that marketers who wish to employ visual marketing should be conscious of. Firstly, marketers must be aware of the constant movement of the eyes. Furthermore, it is the nature of the brain to automatically discard irrelevant information. Therefore, an exemplary visual content is one that is small enough for the eyes to quickly absorb; interesting enough for the brain to memorize. Special image-monitoring methods can be used to achieve the desired result.

3 The power of great content

In the previous part of the study, the author has demonstrated the significance of amalgamating visual and text to maximize the capability of the marketing content. Given that content is the available information of the products for customers; it is this that helps companies to profit. It can be under various forms of execution, products manuals, events, press releases, et cetera. However, the study will stay in the vicinity of Instagram (social media) content.

In the book 'The visual marketing revolution' (2013, p.43-p.44), Stephanie Diamond had set some assorted regulations that marketers might follow, were

they to desire better content. Since they are general rules that are applicable for events of all forms, the author will alternate the propositions slightly to meet with the needs of Instagram marketing content.

3.1 Educate and entertain

Firstly, good content *educates*. It needs to provide customers with proper knowledge on the characteristics and the utilization of the products or services (Diamond 2013, p.43.) The more accurate the knowledge is, the easier it is for customers' daily-life application. Moreover, educational content depicts the transparency of one's business, hence a gradual increase of creditability.

Content should also be delivered in a way that it *entertains* viewers (Diamond 2013, p.43). Although the humour appeal cannot be applied to controversial and sensitive campaigns, it works fine within the range of daily-life products. Formality is no longer in the trendy zone; a funny message leaves a stronger impression on consumers.

The use of visuals in this context takes part in alleviating any anxiety or uncertainty regarding the practices and quality of the goods (Diamond 2013, p.43). Heinz Ketchup shows below bears a perfectly suitable example in this case.



Figure 2 Example of humour appeal in marketing (Heinz Ketchup 2016 Super Bowl commercial) (Heinz 2016)

Having been a familiar household name since 1869, Heinz is possibly bound to be a boring one. However, Heinz had all of the public's attention when releasing a campaign of the hilarious 'weiner stampede' and the 'Meet the Ketchups' during the Super Bowl 2016 commercial break.

From the aspect of educating, the company hilariously introduce various types of manufactured items, which caters to different tastes. From the aspect of humour, such concept takes as long as few seconds to make one giggle. Who would not laugh at the scene of dozens of hounds, in the hotdog costumes, fleeing across the field? Or the little toddler in the costume of a ketchup packet? Talking about the designing of the campaign in an interview with Adweek (Monllos 2016), the founder of the Miami-based marketing agency, Anselmo Ramos said:

We tried to find something simple, visual and fun to communicate that hot dogs can't resist the great taste of Heinz. Heinz is an iconic American brand associated with great-tasting food and fun moments between family and friends, and its ads should reflect that. (Monllos 2016)

3.2 Persuade

The desired following step of any marketing content is customers' persuasion. After acknowledging the existence of a product and understanding the adverts, the consumer is expected to have more trust than *objections*. And the trust should be powerful enough to trigger the purchasing act. Under this particular circumstance, the integration of visual should help one to highly appreciate of the advantage of possessing the item. Successful-looking images of people is suggested to be used to convey the message. (Diamond 2013, p.44.)

The skincare brand Glam Glow is well-known for its Hollywood-approach. Often seen with words like: Hollywood, celebrities, stars; the brand is associated with countless articles which are likely to be: *Vanessa Hudgen is obsessed with this popular face mask brand* (In Style 2017), *The skincare brand celebrities swear by* (Cosmopolitan n.d), ... In addition to that, Glam Glow unintentionally (or in fact, intentionally) addresses quite high a price tag for its product. As a consequence, the brand is regarded as a luxury product which many women and men desire.



Figure 3 Instagram posts from Glam Glow showing celebrities from various fields using their products (Glamglow Instagram 2017)

Emirates Airline steps up its persuasion game by inviting the true expert of all vehicles, Jeremy Clarkson from the renowned show Top Gear. The concept of Top Gear has long been familiar and loved by the public: the members give out their own reviews of a specific vehicle in a humorous yet informative manner. Clarkson has re-enacted what he is famous for in this commercial for Emirates' new innovative aircraft. Emirates ensures that the audiences will not only be impressed by the viral degree but also of by the creditability degree of the content. Instead of inviting just a random celebrity, the airline has proved its sensibility and the status of a leader by choosing a professional who is a household name at the same time.



Figure 4 Emirates invites Top Gear's member Jeremy Clarkson to be part of their campaign (Emirates Airline Instagram 2017)

3.3 Tell a story and share

In order to make customers emerge even more in the message, the content should convey a relatable message, with which the public can personally associate. Story telling leads customers to imagine themselves as a part of the scenario. Under the circumstances, visuals play a role of the catalyst, to help people release the emotion that marketers want them to feel. Once consumers begin to share the piece of information, the success of the campaign is then indicated (Diamond 2013, p.44.)

A name that stands out in the story-telling norms is the sportswear giant, Nike. Its slogan, *Just do it*, is the value lying underneath the majority of its commercial videos and photos. This video is a story about a small boy, playing basketball on the street, who dreams big of becoming a triumphant NBA player. With the hashtag *#wantitall*, a touching way of conveying and upbeat music, fast flow, Nike makes the viewers feel pumped with energy and ambition. The adverts bring one back to one's childhood, when one had wild dreams of conquering the highest mountain, and prove, with practice and passion that nothing is impossible. The brand encourages the viewers to engage in the campaign, share their own stories by using the hashtags *#wantitall*.

The video reaches the peak of success for a commercial. It receives the top view on the brand's Instagram and causes quite a stir, not just among sports-lovers but people from all walks of life. In general, this is a representative case on how content should be determined. Although Nike has a strong financial background to invite all the top NBA stars, it is undeniable that Nike is doing something ethical besides pure promotion, influencing many to live positively. And that is how branding should be done.



Figure 5. A story-telling video of Nike, which has 1.6 million views on Instagram (Nike Instagram 2017). The full video can be found on YouTube: Want It All Nike

4 Instagram marketing

4.1 Key concepts

The following are the basic functions of all the Instagram accounts, including the average user account as well as the business account: *Profile*, *Home*, *Like*, *Comment*, *Hashtags*, *Locations*. The definitions are given by the author according to the instructions given on the Instagram application (2018)

Profile: the personal profile of each user, where all of the posts (photos or videos) of the account owner are displayed in a grid-view.

Home: the personal feed of each user, where all the posts of one's followed accounts are displayed one after another.

Discovery: the posts suggested by Instagram according to an account's activity, which the algorithm believes would suit one's interest; shown by clicking onto the magnifying glass symbol.

Like: indicating the number of times people click the heart symbol for the post.

Comment: indicating the number of times people comment on the photo (the bubble conversation symbol).

Hashtags: indicating any subjects or themes, users can click or search for one hashtag and see posts related to that particular hashtags; all users are entitled to create hashtags.

Locations: indicating the location where the posts take place at, or are related to; users can click or search for one location and see posts related to that particular location.

The functions listed below, named as *Insights* by Instagram itself, are only available with the use of the business account.

Saved: indicating the number of times people save the post to their own collection (the book tag symbol).

Actions: indicating the number of actions performed on the account's profile from the particular post.

Profile visits: indicating the times the profile is visited.

Website clicks: indicating the times the attached link in the account's bio is clicked

Follows: indicating the number of individuals who start to follow the account after a particular post

Reach: indicating the number of distinctive individuals who have seen the particular post

Impressions: indicating the total number of times the particular post has been viewed

Impressions from Home: from personal homepage of individual

Impressions from Profile: from the restaurant's profile

Impressions from Hashtags: From hashtags # used in the post

Impressions from Other: From other sources such as location, tagged profile, discovery

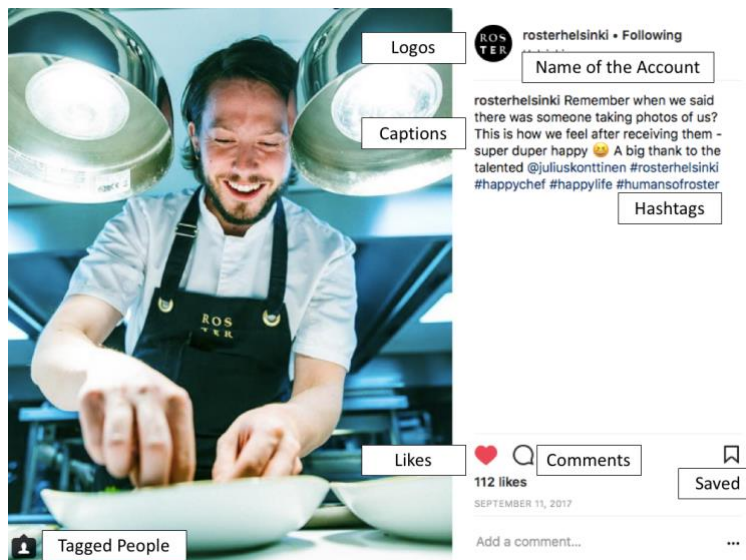


Figure 6. An Instagram post of Roster Helsinki, (Roster Helsinki 2017)

4.2 Instagram and its expanding popularity

Instagram has recently been the dominant application in the field of mobile Web. It is easy, fast and more importantly, extremely accessible via smartphones. It allows users to have real-time updates any moment of the day. Users can take photos or videos, or use the existing materials in their phones to upload on the platform; and add captions, locations, hashtags to make the post even more appealing. The concept of Instagram is so fascinating that it had drawn a lot of attention from Facebook. The social media giant decided to purchase Instagram for \$1 billion at its primitive stage, when the company had not even produced any profit yet and had a total of 13 employees only. Facebook had realized before anyone else did that the future lied in the mobile Web, and no other platform did it better than Instagram (Kerpen 2015, p.255.) In a short span of time, it has bloomed to a successful social network with 600 million users (Showers 2017).

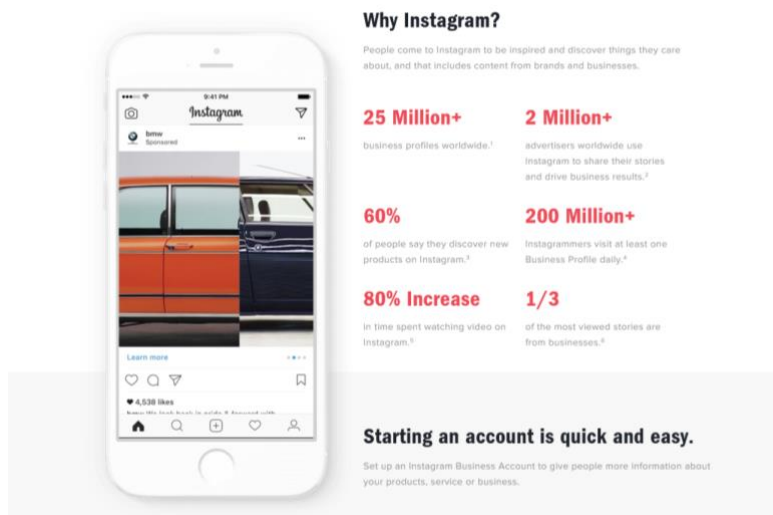


Figure 7 Instagram Business website - Why Instagram (Instagram 2018)

Instagram has demonstrated several fairly persuasive reasons why their service is worthy. Numbers never lie, hence a smart choice of data usage. Minimalistic background makes all the attention shifted to the message. Brief yet informative reasoning, not too long to avoid making the viewers bored. All in all, this is truly a good marketing content, owing to a harmonious combination of numbers, texts and visuals. It would be safe to say Instagram itself is setting a good example for

its customers. Most importantly, it plants the seed of trust into the customers' mind, that the company truly is a guru when it comes to visual marketing.

4.3 The utilizations of Instagram tools

4.3.1 Caption

Visuals are not everything on Instagram, the integration of text is of the same equivalency. The 2,200 characters given in the caption box will be the voice of the image (Kolowich 2016). 2,200 letters for text is neither short nor long, however, the challenge is: how to be informative and interesting, simultaneously. The one rule that should be followed under any circumstances is consistency. Being coherent with the overall image of the brand is vital. If the image the business aims for is affability, it is not wise to suddenly be formal and distant (unless it is a special occasion). In short, the caption as well as the photo should portray the vision of the company as it is strategized.

In addition to the uniformity of the overall branding, the engagement ability of a post is another issue to be attentive of. Instagram's algorithm used to organize updates chronically, however, it has recently converted to prioritizing the most popular one (Kolowich 2016). Therefore, the post should be capable of driving engagements, which means inviting consumers to involve more in the conversation (by commenting, sharing, saving, tagging). Later, a professional Instagram marketing planner names this effort as a *call-to-action* moment. There are several applicable methods regarding this issue, and they are all related to caption-writing. Number one, straight-forward action words (such as: join, start, discover, look, watch) might help to urge customers into participating. Number two, put the caption under the form of a questions using the 5 WH-question words. This is a natural, non-forcing way to get people to comment below, or tag friends of them who share the mutual interests. (Loren 2017.) An example put together by the two techniques could be as follow: 'Look at this stunning hotel room! Who would you like to share it with?'. Method number two might be the most engagement-driving approach, yet, overusing it put the public under the impression that the business's focus is on gaining popularity. Consequently, this

has the consumers assume the company is not confident enough of the product's quality, hence trying extra hard on social media.

The theory used in chapter 3, *the power of great content*, can also be referred to this case. By giving out useful information, adding some humorous factors, or telling a relatable story within the caption, consumers will likely to be more interested. The caption should harmonize with the visuals, creating a content that is either educating, entertaining, persuasive, relatable, or shareable. In the end, the most respectable element of a good caption is its accuracy. Living in the information age, consumers daily struggle with untruthful and false advertisement. Hence, a transparent business is what they are longing for and will appreciate. Despite the fact that increasing profit and market shares are crucial, marketers must not cross the sheer line of promoting and deceiving.

4.3.2 Hashtags and locations, and stories

Hashtags (#) and *locations* are two useful tools marketers can use to maximize the reach of an Instagram post. Due to their mechanism, the public will be able to see and to find your company's post better. Therefore, adding these two functions to your post is an easy way to raise the engagement level. An update can only be featured with one *location*, but with as many *hashtags* as desired. Nevertheless, customers might see the post as a scam were too many hashtags to be used.

Stories, is another function of Instagram besides traditional photos and video updates. Although *stories* works similarly as regular permanent posts, it only lasts for 24 hours. Stories are great to perform on-the-go updates, which provides a touch of realness to consumers. Since they are so interactive, it does a better job in encouraging customers to send direct messages than regular posts. According to the statistic of Instagram (2018), one-third of the most viewed stories are from business accounts. The *stories* function also allows marketers to record a live video, a broadcast, on which any potential customers can post real-time comments. Hence, the marketers are capable of promptly answering to them, which bears similarity to home-shopping channels. In conclusion, this is one of

the noticeable features of the social platforms that marketers should take advantages of.

4.3.3 Instagram business insights and paid promotions

All Instagram business accounts are equipped with insights, which provide key statistics of each post, stories as well as the overall account, free of charge. The insights are neatly categorized and above all, easy to use and understand. Figure 7 underneath shows the sight of a post from a business account. Numbers of *actions*, *reach*, *follows*, *impressions* are organized as such. From this data, marketers are enabled to interpret if the content is working well or poorly, or which types of visuals and contents would the public favour. Further comprehension for the business' sake is available under the form of a systematically recorded statistics.

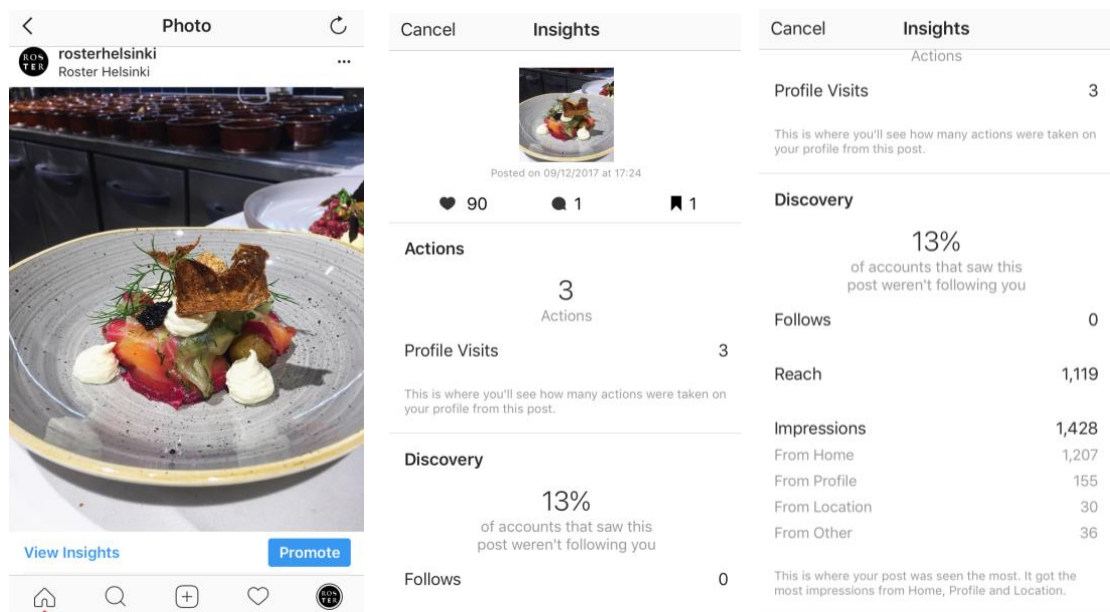


Figure 8 An example of an existing Instagram post from a business account (Roster Helsinki 2017)

As mentioned above, the account itself has its own insights. The data shown are the sum of all the posts' statistics in the span of one week. Table charts in accordance with each category (*actions*, *reach*, *impressions*) are exerted to show the daily figures for a week. In addition to that, basic demographic information of

the audiences such as genders, age-group, locations are reported. All posts and stories can also be sorted in descending order by individual category for effortless observation.

Filter		Apply
	Engagement	7 days
All	Follows	30 days
Photos	Get Directions	3 months
Videos	Impressions	6 months
Carousel posts	Likes	1 year
Shopping posts	Profile Visits	2 years
	Reach	

Figure 9 Users can choose their preferred order of posts (Instagram 2018)

Instagram offers promotions for any desired post. The promotion works on the foundation of the insights; what makes it efficient is the fact that marketers can choose a specific goal and targeted audiences with ease. The initial step Instagram requires is to select the desired goal/*outcome* among the three options provided:

More profile visits: helps to increase the familiarity of the account by delivering the promotion message to a medium-sized group of users who are inclined to visit the profile.

More website traffic: help to increase the website-click by delivering the promotion message to a specific group of users who are inclined to interact with the promotion itself.

More promotion views: help to increase the *impressions* by delivering the promotion message to a large group of users.

Depending on one's choice of outcome, subsequent steps will be altered but all processes consist of a sum of four steps. In addition to that, Instagram also let one decide on the budget (from as low as €2) and duration of the promotion (from as little as 1 day). In brief, Instagram promotion appears to be flexible, economical yet functional, and especially accessible for small or medium size enterprises.

4.4 Conclusion of Instagram marketing

The principle of Instagram commerce lies in its usage of small chunk of content. While infographic is considered to be a *full meal*, Instagram content can be described as *snackable visual content* according to Leslie Bradshaw, cofounder of JESS3 (Diamond 2013). The content is small, easy and brief enough for a consumer to quickly absorb it. In addition to that, it is not too demanding in time and effort to create a small content, hence a consistent long-term instalment is sensible in this circumstance. It should occur to businesses that a good relationship with a customer needs to be *cultivated* over time, and that a well-cultivated relationship has the potential of becoming a life-time bond (Qualman 2011, p.55).

To end this chapter of Instagram marketing, a saying from the Online Marketing Vice President of EF Education, Erik Qualman, will do it justice:

Historically Word of Mouth has been the most beneficial marketing effort for business. Social media takes Word of Mouth and puts it on digital steroids and essentially turns it into World of Mouth. (Qualman 2011, p.267)

5 The use of Instagram in restaurant business

Theoretically, Instagram stands out as a wonderful option whether the approach of the business is visual marketing, or social media marketing. A wide range of audiences are able to be exposed to the contents, while the visuals naturally leave impacts on the cognitive mind. Hence, Instagram emerges as a suitable choice for the restaurant business, where the images of the food and the premises themselves are of the utmost importance. However, in reality, how do restaurateurs actually contemplate this idea? This chapter will describe the current situation of restaurants on the platform of Instagram.

5.1 As a tool to connect to the world

Being a leading social media network with 600 million users (Showers 2017), it turns Instagram into an irresistible marketing instrument for various industries. In the case of the restaurant industry, where visual presentation is one of its fundamental aspects, Instagram is the perfect tool to deliver those images to the

world. As listed and explained in chapter 4, 'Instagram marketing', the platform has plenty of worthwhile functions to offer. These tools are customizable and yet economical, and can also be altered in accordance with one's choice of outcome. Most importantly, Instagram promotes the use of using small chunks of content at a time, which suits the nature of a human's eyes and brain. From a perspective of restaurateurs, these small contents can be information of a dish on the menu or a newly-launched cocktail. It is easy and quick enough to do on a tight schedule, all with the simple use of a smartphone.

From a perspective of a diner, who frequently uses Instagram to document his/her culinary experiences, but on top of that, he or she uses it to find a worthwhile place to dine in. A research carried out by Zizzi suggests that the age group of 18-35 browse for food-related photos so frequently that in total the time adds up to five full days in one year. Thirty percent of them would not visit the restaurant were its Instagram photos to appear inadequately (Hosie 2017.) Hence, one's effort to capture decent photos will surely be acknowledged by a potential customer. Another advantage of Instagram is that when diners upload photos of the restaurant on their personal accounts, they will be seen by their circle of friends. All of the photos from diners of one business can be organized by using a same hashtag or location, which ultimately creates a virtual library for other potential customers. This is basically the modern days' digital word-of-mouth. (Pinkham n.d.)

In general, there are no restrictions over a consumer's exposure to a brand on Instagram, owing to its expansion on the Internet. Instagram is a place for visual communication between one business and its audience.

5.2 As an assistance for branding

Since the main communication tool on Instagram is visual, it is simpler than ever to present the concept of a restaurant. A picture is worth a thousand words, the struggle of explaining a sophisticated or abstract idea to the customers is no longer there. Instead of giving a boring description, Instagram now assists restaurants to deliver the essence of the idea in the easiest, and most effective way possible. Instagram can be used as a part of a business' marketing plan,

since it is possible to share the photos with other sites such as Facebook, Twitter, Flickr. It is capable of promoting for the restaurant's main webpage in an approachable manner, besides the optimization of search engines (Gourmet Marketing 2017.)

Plenty of restaurants nowadays have started to step up the branding game and take it to the next level. By adding the logos directly into the photo in a creative way, they make sure the brand name will leave a stronger impact on the mind. By being creative, it means carving the name of the restaurant into an ice cube, piece of steak, or stencilling the name on top of a cocktails. These products are then photographed and published online with the intention of surprising the audience. (Krader 2017.) These restaurants are basically building empires of their own by such a strong approach that people cannot help but to pay attention to.

5.3 As an information source for market research

The fact that the majority of restaurants and their customers are ritually using Instagram builds up an enormous virtual library for just anyone wishing to research. This library provides chefs and restaurateurs plenty of valuable insights into the industry. First of all, Instagram can be used to evaluate the customers' experience of one specific premises. By observing what food and beverage are posted online by diners, restaurateurs are able to detect what items are in the favourite zone. (Hosie 2017.) This helps restaurant to promptly determine what the strengths are to boost and the weakness to improve on. Moreover, chefs and restaurants' staff can use the platform to learn about the situation of their competitors. And last but not least, Instagram is a good place to discover new trends that are in the spotlight (Pinkham n.d). In the most convenient way possible, Instagram enables restaurateurs to learn about themselves, the customers and the competition. It is also a wonderful source of inspirations that surely adds more colours to the business.

5.4 The driving force of Instagram

There is no denial over the influence of Instagram in the catering business; however, such a great impact also has consequences. Being popular nowadays

is so important that the actual quality of food is now put as the second tier after the priority of being aesthetical. It has been said that Instagram has destroyed the purity of the restaurant industry. (Buxton 2018.) Chefs say they have found themselves compromising rather than actually making good food. The flavour is altered due to the pressure of being 'Instagrammable'. Extra cream, sugar, colouring, cheese, things that are absolutely terrible to one's health, are added in the portion just for that photogenic look. (Petter 2017.) The same occurs to interior designers for restaurants, they are being asked by entrepreneurs to implement flashy and trendy features that appear almost everywhere. These features might make the premise look rather impulsive, which shows that it is clearly a product of a mass culture. (Buxton 2018.) Plenty of décor details might appear to be eye-catching on Instagram, but in real life, it would not be pleasant enough to spend a few hours at a place where the wallpaper's colour is in bright pink (Petter 2017) In addition to that, many believe that it distracts people from actually enjoying their dining experience (Buxton 2018). The food might have all gone cold while someone is trying to take an aesthetical photo. And the excitement of having a delicious food is not there anymore, instead it is the expectation of whether the food looks good enough for one's Instagram.

5.5 Conclusion of Instagram usage in restaurants

Instagram provides restaurants with great publicity and communication with the customers via its multiple functions and features. Additionally, it is a great source of reference not just for businesses, but for diners at the same time. It is one truly competent tool, minus the large expenses and the intricate implementation. Notwithstanding, this powerful instrument is capable of manipulating restaurants' operations. The impulse for popularity on Instagram might lead businesses to violate its code of conduct. Hence, it is important that restaurateurs keep alerted, and not let social media affect their business decisions.

6 The use of Instagram in the case of Roster

Chapter 5 has revealed the popularity of Instagram and its efficiency in the catering industries. Hence, it naturally explains why the majority of restaurants within the area of Helsinki have been active in updating their portfolios. In order

to evaluate how Instagram would work for the case company, Roster Helsinki, the author has interviewed the management board to achieve a better comprehension. The managers who were interviewed are as stated in chapter 1.3, including: Paul Hickman – restaurant manager; Henri Kotkavuori – head chef, Ville Vikström – sous chef. This chapter will give the answer to the research question: What does the case company think of Instagram as a marketing channel?

6.1 Current situation of Roster's Instagram

Based on the interview with the restaurant manager, Paul Hickman, perceptions of restaurateurs on social media marketing would be illustrated. Being the head behind a brand requires an open mind, and that is how Hickman describes himself. Putting a wooden barrel of wine in the middle of the restaurant and serving wine on tap is an example of Hickman's receptive mind. And again, this is shown in allowing small kids to run the premises for a day. All of these events have turned out to be a great success adding more colour to the image of the restaurant. Hickman is indeed an Instagram-advocator. As a middle-aged man, he is not the most active social media user; however, he is fully aware of its influence. He frequently mentions how Instagram helps to enhance the brand's image. One renowned concept is Hesburger, which is a good representative case that leaves a strong impression on Hickman: a fast food chain, of which Instagram's photos are so good that it positively balances people's perception of fast food .(Hickman 2017.)

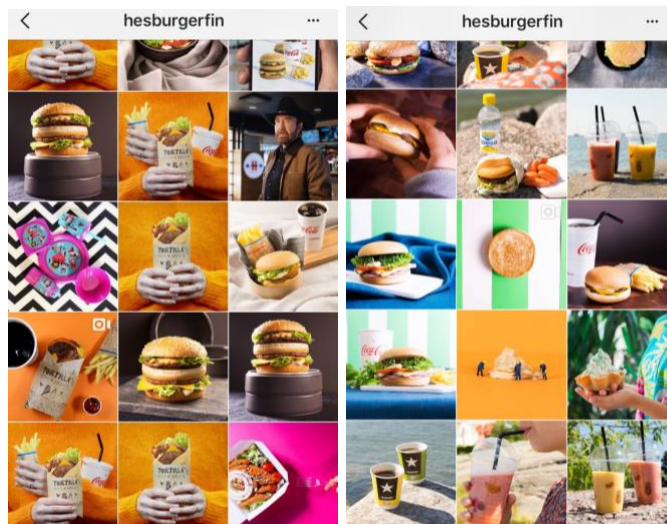


Figure 10 Restaurant manager Hickman is strongly impressed with Instagram page of Hesburgerfin (Hesburger Instagram 2017)

According to Roster's Sous Chef, Ville Vikström, since the more frequent Instagram implementation starting in July 2017, the restaurant has received a steadier stream of customers. He believes that there might be countless factors contributing to this growth, but Instagram is definitely one of them. Instagram has brought the Roster name under the spotlight, people know of the restaurant more than they did before. Given that Roster is quite a new name in the market, the customers' flow appears to be pleasantly positive (Vikström 2018.) It has been common that restaurants of all scales in Helsinki are using Instagram as an element of branding. Although Roster has been putting more effort into developing the Instagram page, there are no specific plan or budget for social media branding at the moment. (Hickman 2018.)

6.2 Instagram is capable of showing a view of the restaurant

Roster was originally created as a concept, rather than a restaurant. Hence, the theme of Roster does not belong to any specific country's culinary identity. Kari Aihinen, the founder and the executive chef of Roster, wants his chefs to have that liberty of making just anything of their preference. It was the plan from the beginning that Roster will have a diverse menu. Since there is no theme-restriction, Asian and European dishes can be combined as different courses on

one set menu, or the restaurant can have a whole day dedicated to fried-chicken. (Kotkavuori 2018.) Kari Aihinen is also the brain behind the classic fine-dining restaurant in Helsinki, Savoy, which has been standing as a pioneer for 80 years (Savoy 2018). Unlike its brother, Savoy, which always stays classy, and formal, and loyal to the Finnish traditional flavour, Roster's concept is much more casual, yet sophisticated (Hickman 2017).

As specified by Ville Vikström, an experienced chef of 10 years, the Finns considered dining out as an extravagant act, which is solely done on the event of special celebrations. From their point of views, dining out means dressing up and other hassles. Therefore, Roster described itself as casual with the intent of lowering the bar, shortening the distance to the customer (Vikström 2018.) What a better way to deliver the message to the world than using a social media platform? Instagram was specifically targeted to perform the task due to its distinctive feature of providing a gridded images view. When all the photos are put together side by side in one single frame, it is easier for the audience to picture the whole scenery, hence acquiring the concept faster.



Figure 11 The view of Roster's Instagram (Roster Helsinki 2017)

As observed from the case company's Instagram account, the author is able to depict several significant patterns. To demonstrate the concept to the viewers

better, Roster Instagram does not only place the focus on the images of food and beverages. On top of that, humorous elements are inserted simultaneously to break the monotony of a standard restaurant's feed. The restaurant has been adding multiple daily-life photos or videos of the staff. They believe that when an image of a staff member having fun is uploaded on social media, it should add the ethical and humane touch to the business. One can only have such a positive attitude when the workplace environment is comfortable and enjoyable enough. In addition to that, Roster also wants to give insights on how the restaurant would look without the presence of the customers. Therefore, posts on food preparation, staff training as well as different moods of the premise (early in the morning, late at night, more and more) can be found on the platform.



Figure 12 Posts of Roster's staff members (Roster Helsinki 2017)

6.3 Roster's Instagram interactivity

Among the staff who participate in the interviews, Roster's Head Chef, Henri Kotkavuori pays special attention to customer review channels such as Tripadvisor, Yelp or Facebook. On the one hand, it is wise to maintain a close monitor of customer's satisfaction online. Whereas, on the other hand, this type of observation may result in unnecessary stress due to several reasons. The first reason would be that the majority of customers only write reviews when they are unhappy, less people tend to do so if they are pleased. And usually customers who are neither unhappy nor pleased would remain silent. (Kotkavuori 2018.) Secondly, Roster is not a highly-appreciated type of restaurant on Tripadvisor or Yelp's community. The users of these two platforms somewhat favour family-

friendly restaurants or bistros, where they can have big portions at low prices, which is not usually the aim of up-scale premises. Owing to the use of high quality ingredients and professional staff, the case company might appear to be less price-sensitive. And last but not least, people do not necessarily follow these forums anymore now than any other forms of review that have come out (Vikström 2018.) Vikström's opinion towards such reviewing websites bears similarity with celebrity chef Anthony Bourdain's. In his interview with Business Insider, the infamous chef stated that he had absolutely no tolerance towards Yelp and its users. Reviews on Yelp provide a narrow picture of the restaurant with more negativity than positivity. It is heart-breaking to witness all the efforts put into creating a restaurant being disregarded so easily. (Bourdain 2017.)

Unlike Tripadvisor, Yelp and Facebook, Instagram does not have such a rating system. Instagram is certainly interactive, however not that interactive (Vikström 2018). Because it is not possible for customers to leave any reviews for the restaurant on the restaurant's page (like Facebook) on Instagram, they are then forced to upload the content on their personal feeds. Given that the majority would want their account to look presentable, one would not include anything related to an unworthy restaurant. Hence, it is safe to assume that once a diner makes an extra step to post something, it means that the restaurant has done at least one right act. (Vikström 2018.) Additionally, tagged photos from previous diners can also act as references for potential customers. Generally speaking, Instagram is a positive platform for visual communication without a harsh rating system. There are less arguing and criticizing, just a place devoted for the pure culinary art, which eventually leaves some room for the audiences' imagination. Once again, the expert Anthony Bourdain shares the same point of view. He pointed out that Instagram is a much more democratic place, where people are more engaged in the culinary discussions than pinpointing flaws. Users then have the chance to interpret the information in their own personal ways.

6.4 The uniformity on Roster's Instagram

Since all the posts on Instagram are displayed side by side in one frame, it is of common sense that they should follow certain patterns to achieve the overall uniformity. A harmonized feed is more pleasant to the eyes, which is satisfying

and hypnotizing to some degree (Kotkavuori 2018.) Though harmony is highly regarded, the content would become more interesting were the materials to come from various sources. In the case of Roster, materials from various sources means that more than one person should be in charge of capturing photos. The employees can be encouraged to capture the fascinating or fun moments of their work day, which are bound to be missed if it is just a one person's delegated job. The range of photos now, however, can be sent to one individual who is responsible for editing, writing content and optimizing the Instagram page. This conducting method ensures that the account is unified while the content is not monochrome. (Hickman 2017.)

As mentioned in the introduction of the case company, Roster is a part of the largest Finnish restaurant group, Royal Ravintolat. The company does own an Instagram account, however, no updates are to be found. Roster's management board agreed that it would be even more empowering if the uses of Instagram from Royal Ravintolat and all of its restaurants can be systematically utilized. The parent company's account should be dedicated to promoting its various premises. Such a joint system acts as a digital directory book. Customers who have dined at other restaurants under the ownership of Royal Ravintolat can be introduced to Roster and vice versa. It is an effective yet economical way to gradually forge common benefits.

Restaurants for all occasions

Bank	Palace	Sipuli
Bar All In	Pizzarium	Sports Bar Casino Helsinki
Casino Helsinki	Pizzeria Luca	Strindberg
Elite	Presto	Svenska Klubben
Hanko Sushi	Restaurant NJK	Särkänlinna
Helsingin Pörssiklubi	Restaurant Nokka	Tampere Hall
Hieta	Restaurant Pörssi	Telakka
Holiday	Restaurant Savoy	The Cock
Katajanokan Kasino	Restaurant Teatteri	Tuhto
Kruna Restaurang & Bar	Roster Helsinki	Töölönranta
Kulosaaren Kasino	Roster Turku	Vanha Ylioppilastalo
Löyly	Royal at Crowne Plaza	Wanha Satama Brasserie
Macu	Salutorget	Wanha Satama Restaurants
Pajazzo Trattoria	Sandro	Yes Yes Yes

Figure 13. List of restaurants under the ownership of Royal Ravintolat (Royal Ravintolat 2018)

6.5 Conclusions and future plan

Instagram undoubtedly is a cheap, yet useful tool for modern restaurants. It does not only act as a reference material for customers but also for insiders. As restaurants and chefs follow each other, they are able to learn, observe and look for new inspirations. Such an effortless learning process is enabled by the power of the internet and visuals contents. In addition to that, Instagram can be utilized in accordance to the restaurant's will: as a marketing tool to improve sales or as an aid to branding, more and more. Though it is not difficult to glam things up on a virtual platform, keeping it real stands as the key to a sustainable business. Entrepreneurs ought to ensure that the actual quality is on the same page as the image displayed.

In the future, Roster wishes to take advantages of its Instagram more. The first step taken will be photography days prior to the launch of each new menu (every two weeks). The management board will also hold a meeting to decide on the budget used for Instagram promotion. More attention is guaranteed to be paid to the maintenance of the platform.s (Hickman 2017.)

7 Roster's Instagram evaluation

This chapter is dedicated to the assessment of Roster's Instagram. A thorough evaluation need to be taken prior to the creation of a new plan. Initially, the author is going to apply an academic framework to evaluate the existing contents, to see whether the Instagram meets up with the requirements. Previously in chapter 3 (the power of great content), the author has introduced the standard criteria should an Instagram marketing content be capable of delivering: the ability to educate, to entertain, to persuade, to tell a story and to share. This set of rules will be applied the second time in the empirical part to assess the content presented on the case company's Instagram platform.

7.1 Educate and entertain

A good content should provide customers with sufficient information on a products or services. To maximize the impressions, it is preferably delivered in a

manner that is attractive and humorous. By doing so, marketers help to eliminate customers' doubts and uncertainty towards the products or services. (Diamond 2013, p.43.) In the case of a restaurant, specifically Roster, it is beneficial for the customers to acknowledge what types of food, beverage and set menus are available; and whether it is worth the price.

It is clear that Roster has plenty of informative posts, of which the majority are introducing different dishes and their main ingredients. The restaurant also notices customers whenever there is a change of menus, or exceptional closing days. Updating essentials information via Instagram provides a quick and convenient view, which saves the customers from the hassle of logging into the restaurant's website. The photo bellow shows an example of a good information briefing session. While reminding the customers of the availability of the special 'Chef's table', the restaurant took the chance to promote for the Independence Day's special menu (Suomi100). It tackled the fear of missing out on people: if they did not book a table in advance, there would be no chance later. It also let consumers know there was an exclusive dining experience by the 'Chef's table'. Therefore, if one wishes to have a private dinner, or simply wants to try something different, Roster has the capability to create it.



Figure 14. A post promoting for the Independence Day's special menu (Roster Helsinki 2017)

Quite often the account would keep the customer updated on the high-quality sources of its wine and ingredients, which subsequently generates trust from the audiences. However, on the other hand, these high-end brands might end up making the restaurant appear to be extravagant. To not appear as costly, while the emphasis is put on being a casual meet-up place, the majority of its contents use a humorous approach. This approach, in conjunction with the clear information provided, eventually help the restaurant appear to be friendly yet transparent and trustworthy.

7.2 Persuade

To serve as a marketing material, the content must be persuasive. It should give the consumers enough background to make a purchasing decision. The integration of visuals at this point should act as a catalyst for the customers' appreciation of the product's ownership. This process can be strengthened by the presentation of high-profile names (Diamond 2013, p.44). In the case of Roster, its executive chef - Kari Aihinen is the high-profile name needed. Appearing on multiple television shows as well as being the head of the renowned restaurant Savoy, Kari has been known as a celebrity chef. Roster has received more recognitions from being featured in Aihinen's recent cook book Kape24. Hence, naturally, the restaurant has been uploading multiple posts containing images of the chef. Aihinen himself also features Roster on his personal Instagram account with over 7.200 followers. Roster's chefs hosting a dinner for the Finnish Embassy in Singapore was a true honour, which proves the creditability for Aihinen and his team. Being trusted by a government organization is one of the highest forms of recognitions. Hence, it was a good choice for Roster to announce this particular news on its Instagram.

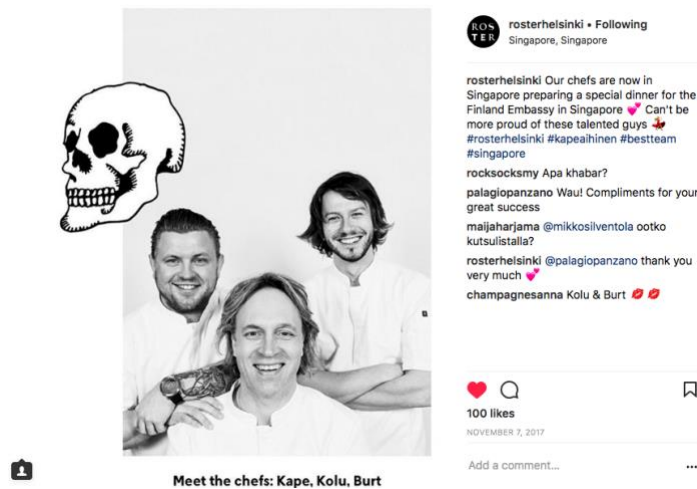


Figure 15 Roster's head chefs got invited to organize the culinary event for Finnish Embassy in Singapore (Roster Helsinki 2017)

To increase the level of persuasion, Roster's Instagram also re-upload photos/feed-backs from customers. People have the tendency to trust a brand once they see others using its services (Diamond 2013, p.11). In addition to that, since it comes from the consumers' side, the information appears to be more objective and unbiased. Moreover, the restaurant does not have to take the photos itself but collects them from Instagram. Hence, Roster has been repeatedly using the hashtags #rosterhelsinki on all of its updates, to raise the public's awareness of the restaurant. Owing to Instagram's hashtags function, by clicking onto #rosterhelsinki, the feedbacks from customers will automatically be collected. This can be considered as the digital age's formation of word of mouth.

7.3 Tell a story and share

The key to a successful marketing campaign is its ability to earn the audience's sympathy and let them relate themselves to the message (Diamond 2013, p.44). This particular criterion is not that significant on Roster's Instagram. Although Roster has the foundations to create stories, the restaurant does not seem to take advantages of them so well. The majority of the contents do not convey any underlying message. The captions are usually short and not so sophisticated, leaving barely any room for further imagination. The humour approach is slightly overused; hence, it might generate better reaction from the public when a more

formal and sophisticated style is applied. A photo is as expressive as it can be, however, it can have its own voice and background stories with the assistance of the captions. Therefore, were more efforts to be spent on forming the text, the result would surely be improved.



Figure 16 One of the few examples of story-telling on Roster Instagram (Roster Helsinki 2018)

Take the case of the Hoplopster event, which is held annually at Roster Helsinki. Hoplopster is an event designed specifically for children, with the intention of providing children with real restaurant experiences. Talking about this campaign, restaurant manager Paul Hickman has mentioned how up-scaled restaurants are usually not children-friendly, how kids would be considered not behaving well enough for the occasion. As a father himself, Hickman (as well as executive chef, Aihinen) wants to turn Roster to a playground for kids. Hence, they dedicated days for kids, with special menu and fascinating decoration, as well as the kids' direct involvement in the making of food. All to make sure that the participants would have beautiful memories that last a lifetime. Such meaningful event should have its story published, so even adults can relate to their own childhood. In addition to that, people would highly appreciate a business that contributes to the good of the community. In conclusion, it serves the purpose of a successful story-telling tactic, and simultaneously adding in the ethical image of the Roster brand.

7.4 Conclusion of Roster's Instagram content

The efforts put in maintaining the platform have been clearly shown through the frequency and the variation of the Instagram updates. However, to extract even more engagement from the audience, extra preparations can be spent to perfect the creating of captions. Captions, in conjunction with visuals, create an irresistible marketing content to the public. In addition to that, Instagram promotion, with its low cost and wide reach can also be purchased from time to time, within the company's budget, to give the necessary boost to the account.

8 Data analysis of Roster's customers

Data is able to depict details which cannot be spotted by normal observation. Hence, the author has chosen two different sources of data complementation, Instagram Business Insides and Google Analytics, with the intention of portraying the characteristics and preferences of the potential customers groups in the case of Roster Helsinki. Since Google Analytics only provides statistics for websites and smart phone applications, data of the company's webpage (<https://rosterhelsinki.com>) will be utilized. Even though the analytics are not exactly of the Instagram account, the targeted segmentation of both the webpage and the Instagram platform is indeed the same (who are Roster Helsinki's potential customers). Given that the data is relevant to a certain extent, the author believes the data from Google Analytics will be serving as a reference to any social media in use.

8.1 The portrait of Roster's customers

A description of those who are likely to be interested in the restaurant will be portrayed based on the relevant statistics. The readers should be aware that there will be two different data sources applied in this section, while Instagram Insights acts as the main attribution, Google Analytics is considered to be an additional one only.

The audience is advised to bear in mind that owing to the specific location of the restaurant (on the Pohjoisesplanadi Street); which is close to major shopping

malls (Forum, Stockmann, Galeria Esplanad), luxury shops and offices, the restaurant naturally welcomes many white-collar workers and shoppers. Were the readers to demand the map of the surrounding area, it can be found easily on Google Maps with the keyword, Roster. In addition to that, the establishment bears a trendy Nordic appearance, which looks smart yet elegant at the same time. Roster, therefore has a stable flow of diners, especially middle-aged clients and businessmen. This is one of the factor leading to its usage of social media. The management board hopes to draw more attention from the younger age group.

The table below presents the basic demographic facts of Roster’s potential customers. The author has recreated this table with the statistics retrieved from two different sources: Google Analytics and Instagram Insights.

	MALE %	FEMALE %	AGE GROUP		
			25-34	35-44	45-55
Google Analytics	36%	64%	42.54%	24.76%	13.41%
Instagram Insights	40%	60%	39%	34%	15%

Figure 17 Basic demographic information on people who review Roster’s webpage and Instagram account (Roster Helsinki Instagram, Roster Helsinki Google Analytics 2018).

As revealed in the table, approximately 60% of those who review Roster on the internet are female. However, one should take into consideration a few facts. Number one, according to a journal on Brandwatch (Vemeren 2015), women are more active on Instagram than men, which partially explains the higher percentage of females being interested. Number two, a study has pointed out that women are dominant in terms of deciding place to dine (Cullen 2012), hence they have a higher tendency of reviewing the place online. Therefore, a higher proportion of women engaging with the brand online does not necessarily impose the brand is not popular among the gentlemen. However, to adjust the proportion,

the case company can attempt to update more masculine contents. For example, an update on the bar's selection of manly drinks such as whiskey is approachable enough. The statistics also illustrate that the age-group in which Roster is most popular is the range from 25-35. This proves that the managers' plan to use Instagram for promotion among youngsters is a right decision.

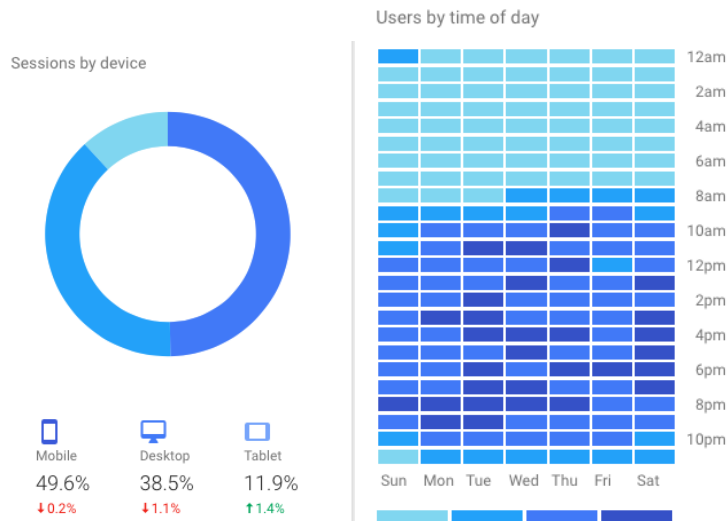


Figure 18 Sessions performed by devices; Users' activations by time of the day on Roster's webpage (Roster Helsinki Google Analytics 2018).

Google Analytics show that 61.5% of customers check the Roster webpage through devices that are capable of running the Instagram application (mobile and tablet). Given that 59.16% of them have been using well-known smartphones brand (such as Apple, Samsung, Huawei), the audiences certainly have the tools to access the Instagram platform with ease. During the working day, they have a tendency to check the webpage during the lunch break (10.00AM till 11.00AM) and after work (after 16.00PM). Additionally, it appears that the highest traffic flow is around 20.00PM during most of the days of the week, with the exception of Fridays and Saturdays. (Roster Helsinki Google Analytics 2018.) The data reflects the consumers' habit in real life of having an evening out during the weekend, which consequently results in the peak hours of restaurants and bars

in town. The case company should definitely update the Instagram account within these time slots, in order to achieve the desired influence.

The majority of Roster's audience (52%) are originated from the city of Helsinki as stated by Instagram Insights (Roster Instagram 2018), the number from Google is more or less the same with 63.15%. The two remaining locations of the top three are predictably the municipalities of Espoo and Vantaa. (Roster Helsinki Google Analytics & Instagram 2018.) It is plausible to promote the brand more within the nearby cities, by using Instagram customizable marketing packages, if the case company wishes to do so.

The webpage acts as the case company's main channel of information channel to the public, where all the details regarding the menus, promotions, contacting details, shop, staff are published. Therefore, it has been a priority to direct the audiences to the webpage from all the remaining channels. The pie chart shown below reveals the contributions to the website's clicks. Instagram has not been performing so well in this category, standing humbly with 0.3% overall and 5.88% out of the social networks. (Roster Helsinki Google Analytics 2018.) Nevertheless, it is an understandable fact that since the only place Instagram allows links to be featured is the account description. Moreover, no promotion package has ever been purchased for the Roster's Instagram platform, while several have been for Facebook. Giveaway events with prizes have also been run on Facebook to attract customers. Hence, although Instagram should be supporting the main webpage, it should have strong content to be able to promote independently on its own.

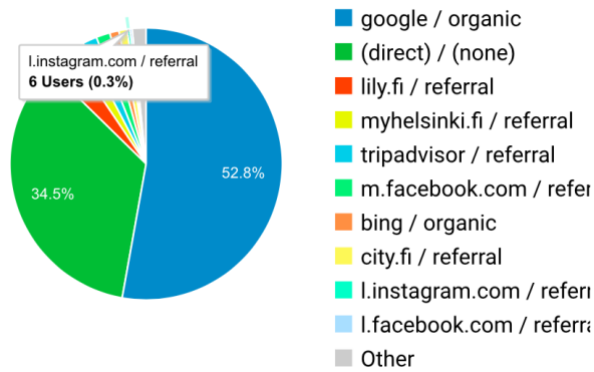


Figure 19 Contributions to website's clicks (Roster Helsinki Google Analytics 2018)

In conclusion, a typical potential diner of Roster Helsinki as revealed by Instagram would be likely to have these features: an office woman at the age of 25-35, living in the Helsinki and/or surrounding areas, who uses her phone to browse the Internet during the lunchbreak, after work or during her free time in the early evening. These characteristics should be taken into consideration seriously when implementing Instagram, to achieve the desired goal.

8.2 The Roster's customers preferences

Following the understanding of a typical online customer's profile, the author will analyse what is his/her's tastes and whether the Instagram has catered to his or her preferences. Social media materials of restaurants can be categorized into several main themes: food related; beverages related (wine, cocktails, liquor, and so forth); human related (customers and staffs), facilities and promotions. An equal contribution of each section is required to maintain a good balance of content, which ultimately keeps the audience interested. The author has organized Instagram posts of the past year into their own theme and calculated the outcomes individually using the Instagram Insights' statistics. The result is then combined and will be presented in table and charts below.

CATEGORIES	FOOD RELATED	BEVERAGES RELATED	HUMAN RELATED	PROMOTIONS RELATED	FACILITIES RELATED
Total number of posts	59	13	24	16	14
Engagements	3,661	962	1,394	478	523
Impressions	67,131	10,084	26,431	13,247	10,712
Average engagements/post	62	74	58	30	37
Average impressions/post	1,138	776	1,101	828	765

Figure 20 Categories' counts and their contributions, calculated based on figures from Roster Helsinki's Instagram (2018).

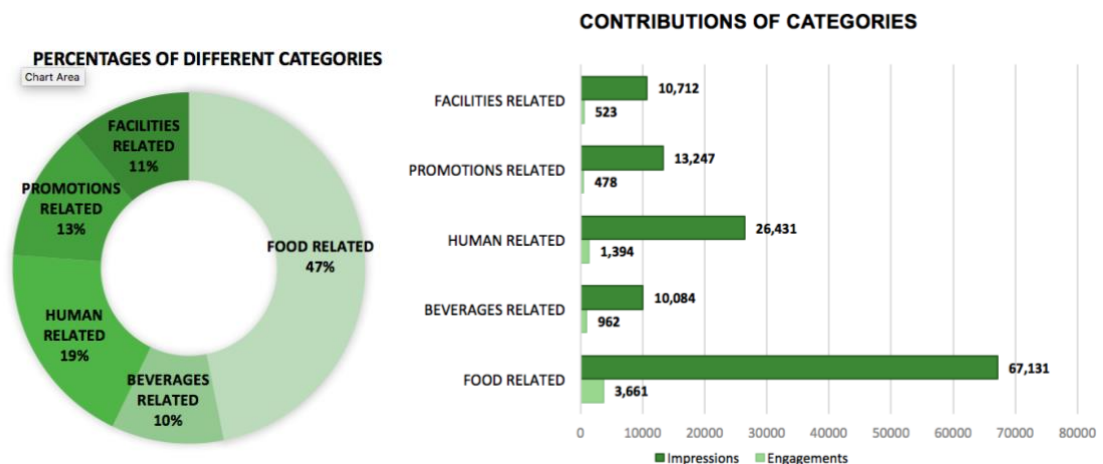


Figure 21 Percentages of different categories and their contributions, calculated based on figures from Roster Helsinki's Instagram (2018).

As presented in the pie chart of figure 21, food related posts account for 47% of the total, the highest percentage of all the categories. Meanwhile, the lowest percentage belongs to beverages related posts. Previously in chapter 6, the use of Instagram in the case of Roster, the author has discussed how Roster would prefer to appear as a casual meet-up place. The common concept of a meet-up would be a couple of drinks in a relaxed lounge, however, the presences of these factors are not so significant on the platform. Instead, a high frequency of images of well-plated dishes, unintentionally puts the customers under the impression

that it is one expensive and formal restaurant. Hence, the restaurant should update more on the beverages options, special offers on drinks (happy hour), or the bar/lounge settings (facilities related posts). Photos of cocktails or wines are in fact among the most favourite on Roster's Instagram. By calculating the average performance of each theme, the author has found out that customers are especially interested in food and beverages images. In term of engagement, on average, beverages related posts come at first place, while food related posts have the highest number of impressions per post. Human related photos also receive good reaction from the audience. They add in the ethical side of the business as discussed in multiple chapters above. Moreover, the majority of staff's photos on Roster Instagram employ a humorous approach, which clearly shows the intention of the restaurant to connect more with the audience. Hence, receiving positive responses should be seen as a good sign considering all the efforts.

However, the same cannot be said about facilities and promotions posts. The audiences appear to be rather ignorant towards these subjects. The statistics of these posts are quite moderate, which might be the result of repetition and lacking in variety. In fact, it is indeed difficult to add spices to a promotion news if the offer itself is not fascinating enough. In this circumstance, organizing a giveaway is one option of driving engagement to a key promotion of the business. Nevertheless, giveaways should not occur too often, or else it would raise doubts among customers that the business is struggling. This method has proven successful previously on the case company's Facebook page. The occasion was a special menu launch for the International Women's Day with a four-course dinner for two as the prize. The post was boosted using the Facebook promotion package, which resulted in 1,700 reactions and 3,300 comments. Given that the normal figures for reactions and comments stayed at a single-digit number, the outcome of this giveaway was truly overwhelming. (Roster Helsinki Facebook 2018.)

In order to achieve a better understanding of what content would satisfy the case company's audience, the author will summarize the best-performed photos of the past year on its Instagram (see appendix 1). It is easy to point out the two main

key patterns in these photos, which are: large quantity of food and happy staff members. Based on the portrait of a typical Roster-brand advocate above, these two key patterns seem to be quite predictable.

Though numbers tell the truth, it is essential to be conscious of the fact that Instagram runs with algorithms. Within the first hour of a new post, the system will monitor its performance. If the engagement level is high, the post will be boosted more by the algorithms, hence, the result is better key performance indicators. There are plenty of contributing factors to this issue, related to the post's content, or hashtags, or locations; however, time is one deciding component that people usually neglect. The image should be published at a time when its potential audiences are active on the network. Hence, marketers ought to find out when that suitable time is and upload their photos preferably at that hour. This action gives all the posts a similar background, helps to eliminate any hindrance, which will eventually make further research on the statistics being more objective. The analysing of figures in this chapter does not take into account the time impact. Therefore, it is advised that the viewers should be aware of the slight difference in the outcome. A content might not perform well; yet, it does not necessarily mean that its message is not legitimate. Its level of success might have just been the result of bad timing.

8.3 Conclusion for patterns of Roster's customers

Combining the customer's portrait discovered in the previous section, the author is able to conclude several points regarding a typical Roster's advocate preferences: she – in her mid 20s – mid 30s, a white collar worker living in Helsinki, who usually uses her smartphone during lunchbreak and during her free time in the early evening, would like to see images regarding well-plated food with large quantity and images of the restaurant's staff.

9 Conclusion

9.1 Main findings

This chapter will act as a conclusion for findings that have been discovered for the case company Roster, on the ground of visual marketing and Instagram marketing.

The study has discovered the natural influences of visuals on potential customers, which proves why visuals are useful in marketing context. 'Iconicity' (the ability to define subjects) and 'indexicality' (the ability to document events) are the two significant factors that decide the dominance of visual sensing mode towards the remaining, kinaesthetic and auditory. On top of that, due to the 'visual attention' procedure, when nonessentials images are eliminated; an advert need to be interesting enough to remain in the mental capacity. A content is adequate once it drives engagement by being educational, entertaining, relatable and shareable. In short, an effective marketing message should be one that is 'snackable': appealing visuals with small chunks of information. The small visual content is the perfect imitation of what human eyes and brain are naturally expose to. Therefore, Instagram is the perfect tool that employ such functions. In addition to that, Instagram provides restauranteurs with various tools at the lowest cost possible. It enables restaurants to convey their abstract concepts to a wider range of customers, visually. Communication is now easier than ever with the assistance of Instagram. The majority of restaurants consider the platform as a powerful tool to promote their brand, as well as a material for market research. However, restauranteurs should be aware of Instagram's capability to manipulate. Although it is advantageous to lead the popularity competition, one business should not violate its own code of conduct.

As a conclusion, Instagram is one powerful instrument, essential to just any business and brand. With the cost being only a fraction of the traditional marketing's expenses, the platform proves to be a solution for modern catering premises.

9.2 An Instagram guideline for Roster Helsinki

Based on all the theory and practices acquired through the studying process, the author will generate the most useful tips into a guideline suitable for the case company. The guideline will be documented as a step-by-step tutorial for easy observation and application.

Firstly, it is important to make sure the idea of the photo is interesting enough. Close attention should be paid to the variety of content currently on the Instagram. As mentioned above photos of different categories such as: food related posts, beverage related posts, human related posts, promotion related posts and facilities related posts, should be kept at an equal ratio. Chapter 8.2, the Roster's customers' preferences, has discussed about the fact that the Instagram page is attracting more women than men. Therefore, more masculine photos can be added, for instance, images of hard liquor is a good option. In addition to that, humour is the approach suitable in the majority of times, given that Roster would like to appear as a casual restaurant. Hence, to implement humour factor with ease, rare, weird and funny special days can be used as a theme for the content. The list of some interesting days (restaurant and bar related) between January and June can be found below:

January 1: Bloody Mary Day
January 24: Beer can appreciation day
January 26: Fun at work day
February 11: Satisfied staying single day
February 18: Drink wine day
February 22: Margarita day
February 24: World bartender day
March 3: International Irish whiskey day
March 24: Earth hour
April 6: New Beer's Eve
May 6: No diet day
May 24: World Tiara Day
June 9: World Gin day

The following step is capturing the moment of your desired content. Tidy background is almost as important as a perfect-looking item of focus. This specific issue is even more crucial when the picture is taken as a behind-the-scene, inside

the kitchen. When taking the photo, it is advised to capture it in a well-lit place, with preferably natural sunlight. The background should not be too complicated, in order to avoid an over-crowded photo. Such a photo disrupts the message's flow, distracts people from the main subject and appears a little unpleasant to the eyes. This explains why professional cameras and advanced smartphones have the background-blurring function. To avoid photos being shaky, a tripod can be used for that extra support. With food photography, angle is important to bring out details of the plate, hence, thought should be put into finding the right angle. An angle from above is usually a go-to were the food to be placed on a plate or a bowl. In addition to that, a photo of food or drink should be pre-accepted by the chefs or the bartenders before publishing to guarantee that the subject is in its best stage. (Taylor n.d. ; Jennymustard 2016.)

Moving on to the editing stage, it is advisable to keep the colour natural when it comes to food or beverages photo. Only when the filter is light and natural would the customers be convinced that the food actually tasted good. Certain shades are considered to be not appetizing and not of real food colours. Editing should be done so that the subject is highlighted, and its colour is vibrant. Increasing contrast might help to do the job, but it does it poorly. Adjusting contrast makes the photo look fake, grainy and it decrease the high-resolution drastically. Instead, adjusting the tone and other tools will be more promising. Indeed, tone is what brings depth and dimension to the photos. (Rachel n.d.)

To achieve that desired result for a post and create a good social media content, attention should be paid to writing caption as well. As mentioned in chapter 3, the power of great content', a content can be educational, entertaining, relatable and shareable. Creativity and humour are the keys to induce engagement from audience. To maximize the result, location-tag and hashtag are two great instruments. Previously explained in chapter 4.3.2, they help the post to reach a wider range of accounts. An official hashtag of Roster (in this case: #rosterhelsinki) should always be used to unify all the contents, not only from the restaurants, but also from the diners. Additionally, the best hour to post a photo is at around 11.00AM in the morning or 8.00PM in the evening as interpreted from Google Analytics. Multiple photos should not be uploaded with the period of two

hours to prevent spamming the audience. Last but not least, the restaurant should always engage with the customers online by replying to comments or liking their posts of the restaurants. In the end, it is an additional form of customer relationship management, in order to show the appreciation towards the brand's advocate.

9.3 Suggestions for further study

The study has researched on the two main theories: visual marketing and Instagram marketing. Visual marketing bears a complicated scientifically background, which the further analysis of which may exceed the resources and knowledge of a hospitality degree student. Were the student to find sufficient assistances and guidance from specialists and professionals, study on the psychological aspect of visual marketing would be a good supporting material for this thesis. In terms of Instagram marketing, although it only occurs on one social platform, the depth of this field is noticeable. Researches on the photography aspect, specifically of food-photography on Instagram, is a very much needed subject.

To act directly as a sequence for this thesis on Roster's Instagram activity, a study on the effect of post-implementation of the findings for the case company is a potential option. The study can specifically aim at the reaction and the level of satisfaction from Roster's customers, to measure the success of the implementation.

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Appendices

Appendix 1. Most popular posts on Roster's Instagram page

Post	Description	Caption	Likes
	The staffs' lunch box: the trendy Japanese poke bowl with salmon, avocado, and seaweed	This is how we eat. What's your staff lunch?	124
	A picture of a sunny summer day out at the terrace and an exciting waitress	The sun is <u>out</u> and we are here!!	128
	A photo of a chef counting portions for one catering event	1.2.3.10.100... DAMN. 1.2.3.... What comes after 4?	109

Post	Description	Caption	Likes
	<p>Information on the creditability and reputation of the chefs, who were trusted by government representative to introduce Finnish culture to the world</p>	<p>Our chefs are now in Singapore preparing a special dinner for the Finland Embassy in Singapore 💕 Can't be prouder of these talented guys</p>	<p>100</p>
	<p>A mouth-watering image of rare beef chunk, nicely cut with juice running down</p>	<p>Beef game strong. Beef is life</p>	<p>106</p>
	<p>A picture of a chef with a bright, genuine smile while working</p>	<p>Remember when we said there was someone taking photos of us? This is how we feel after receiving them - <u>super duper</u> happy 😁</p>	<p>112</p>

Appendix 2. The process of purchasing promotion package on Instagram

Cancel Outcome Next

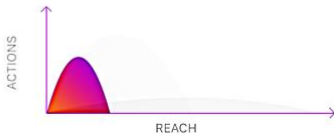
What's Your Goal?

- More Profile Visits
- More Website Traffic
- More Promotion Views

Get help choosing your outcome

Cancel Outcome Next

Website Traffic



ACTIONS


REACH

This outcome sends people from Instagram to your website. We'll show your post to a focused group of people who are likely to interact with your promotion.

Select Website Traffic

Cancel Outcome Next

Profile Visits



ACTIONS

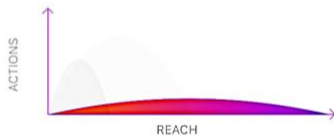
REACH

Select profile visits if you want to grow your presence on Instagram. We'll deliver your promotion to a medium-sized group of people who are likely to visit your profile.

Select Profile Visits

Cancel Outcome Next

Promotion Views



ACTIONS

REACH

Promotion views can help your post get discovered. We'll show your promotion to a broad audience. Your promotion will get lots of impressions, but receive fewer clicks.

Select Promotion Views

< Audience
Next >

Select Target Audience

Automatic
Instagram targets people like your followers ▶

Local
Select people in a specific location to target ▶

Manual
Select people, places or interests to target ▶

Cancel "New audience" Done

Name Required

Locations
Helsinki ▶

Interests
E.g. organic food, farmer's market ▶

Age & Gender


13 65+

Male

Female

New audiences will be saved so that you can reuse them for other promotions.

Cancel "New audience" Done



Location
Your business (Pohjoisesplanadi 17, Helsinki 00170) ▶

Radius
 5 km
Your promotion will be shown to accounts in this area.

Age & Gender

13 65+

Male

[Learn how to reach the right people](#) ▼

< "Budget and duration"
Next >

Your Total Spend is €4 Over 1 Day

20 - 55
Est. Profile Visits

1,300 - 3,400
Est. Reach

Daily Budget

€4

Duration

1 Day

[Learn about budget & duration](#) ▼

< Review
>

You're All Set

[Preview promotion](#) ▶

Outcome	Profile Visits
Destination	@rosterhelsinki
Action Button	Visit Instagram profile
Audience	Automatic
Budget & Duration	€4 / 1 Day

[Add a New Payment Method](#)

Create Promotion

By tapping "Create Promotion", you agree to Instagram's [Terms and Advertising Guidelines](#).