21st Century Online Marketplace for Finnkino B2B

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Abstract

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The main task of this research and development project is to produce an implementable concept design of a modernized version of the Finnkino B2B website (www.finnkinob2b.fi).

The primary goal of this thesis is to analyze the current design of the Finnkino B2B website and compare it with web design best practices suggested by various sources. Additionally, a second, primary goal is to create a new concept design that incorporates an integrated e-commerce web portal and reflects the design choices of the main Finnkino website (www.finnkino.fi).

The scope of this report's analytical comparison is limited to a portion of the most significant web design concepts suggested within the theoretical background of this report. The chosen design concepts consist of page content and layout intricacies that prominently influence the visual presentation of the website's pages.

The scope of the new concept design is limited to a portion of the Finnkino B2B website's pages that are included within the analytical comparison. The webpages included within the new design are intended to serve as templates for future Finnkino B2B webpage modifications.

The result of this thesis is a concept design of an improved version of the Finnkino B2B website with e-commerce capabilities. The incorporated design changes are determined by the results of the analytical comparison.

Keywords
Finnkino B2B, website design, best practices, analytical comparison, concept design, e-commerce

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1 Introduction

The innovation for this research and development project derives from personnel of the Finnkino B2B department, who expressed their need for a modernized version of the current Finnkino B2B website at www.finnkinob2b.fi. The thesis idea was formulated during the author's role as an Event Manager in the Finnkino B2B Yritysmyynti team from October 2018 to April 2019 and the project was officially commissioned by Hannele Wolf-Mannila, the Head of B2B Sales at Finnkino Oy at the time, in August 2019. The website's most significant integral customer-focused functionalities currently rely solely on fill-in-form text documents, which are forwarded via email to shared mailboxes, utilized by the B2B Yritysmyynti and Mediamyynti teams. As a development project, the B2B department desires an efficient, attractive, and implementable website design that includes a web portal for ordering products. The current website undergoes thorough analysis in this report to pinpoint the primary areas of focus. In terms of website design, preliminary creative details and desires were discussed prior to writing this thesis and are taken into consideration in the final concept design.

1.1 Objectives and task

The objectives of this project reflect the primary areas of focus in regards to the necessary website improvements expressed by the B2B department. Therefore, three primary goals are set for this project. The first primary goal is to analyze the website design choices of the B2B website and compare them with theoretical best practices and standards of web design. In addition to this, the second primary goal is to create a modernized concept design of the Finnkino B2B website (Appendix 1, pages 1-38). Finally, the third primary goal is to incorporate concept designs for the pages of an integrated e-commerce web portal, with a functioning shopping cart feature, within the new design. The outcome of the concept design is fully determined by the results of the analytical comparison in this study.

Furthermore, the main task of this project is to research and develop the Finnkino B2B website into an online marketplace that reflects the design and functionalities of the main Finnkino website, at www.finnkino.fi. The author aims to not only learn how to analyze the various web design concepts, but also how to create a new, modernized concept design based on the acquired results, in this report. Most importantly, due to the fact that the end product of this project is a concept design of an altered version of the current Finnkino B2B website, the presented content in the new design has been copied and reused from the www.finnkinob2b.com and www.finnkino.fi webpages.

Finally, there are two primary deliverables for this research and development project. The first is the research report, with its introduction, theoretical background, analytical comparison, evaluation of results, references, and the appendices. The second is the new concept design for the Finnkino B2B website, which is included in the appendices of this report.

1.2 Scope

The scopes of this research project are defined by the three aforementioned main objectives. Firstly, one of the scopes is to analyze the current Finnkino B2B website according to website design best practices. Limitation of this scope is accomplished by choosing to include a manageable quantity of some of the more influential and relevant design concepts that have the most effects on the visual presentation of the webpages.

In addition to this, the second scope focuses on the creation of a modernized concept design for the Finnkino B2B website that reflects the design choices of the current Finnkino main website at www.finnkino.fi. Only the webpages that are included in the analytical comparison of this report are included in the new design.

Finally, the last scope addresses the incorporation of an e-commerce web portal, for making online purchases, into the new design. Basic concept designs of integrated shopping cart pages are the target of this scope.

1.3 Out of scope

The delimitations of the aforementioned thesis scopes exist to ensure that the size of this research report remains manageable and that the objectives remain focused. Other design concepts, that are excluded from the theoretical background and the analytical comparison, are consciously left out to avoid an exceedingly extensive report.

Additionally, concept designs for the remaining Finnkino B2B webpages, that are excluded from the analytical comparison, are also left out to ensure a manageable development project. Essentially, the new concept designs are meant to serve as templates for the creation of future pages.

Lastly, all programming remains outside of the scope of this thesis, because of the conceptual, design nature of the end product. In addition to this, the current Finnkino B2B

website is only in Finnish and is not translated into English anywhere. Therefore, to en-sure a focused scope, the analytical comparison and the new concept design includes content and new concepts only in Finnish.

1.4 Structure of the thesis

The structure of this report consists of the following five chapters, followed by a list of ref-erences and the appendices.

Chapter 1 consists of the introduction to this report, where the author presents the topic of this research and development project. The current state of the Finnkino B2B website is discussed, along with desired improvements. This is followed by a set of objectives, the scope and its delimitations, and finally, the deliverables.

Chapter 2 addresses the theoretical background that is used as the foundation for the an-alytical comparison in Chapter 3. The theoretical background consists of website design best practice study results presented by various source material.

Chapter 3 focuses on the analytical comparison between the best practices, presented within the theoretical background, and the current design of the Finnkino B2B website. Comparison results are analyzed and design changes are considered here.

Chapter 4 describes the results of the newly created concept design (Appendix 1, pages 1-38). The design change suggestions from chapter 3 are considered in this chapter.

Chapter 5 addresses the evaluation of the results of this research project. The achieve-ment of goals, applicability of the new design, suggestions for further development, and learning outcomes are discussed here.

Finally, the list of references includes the source material that is referenced within this re-port and the attached appendices consist of the pages of the new Finnkino B2B website concept design.

2 Theoretical background

2.1 B2B vs B2C characteristics

Firstly, in order to fully comprehend the best practices for designing a B2B sales-focused website, the core concepts of B2B (business-to-business) objectives and procedures should be investigated. What is B2B? Within the B2B market, companies offer products and services to individuals and groups of individuals of another company. Therefore, unlike in the B2C market (business-to-consumer), purchase decisions are agreed upon by either groups of people or across different levels of an authority chain after careful consideration. In addition to this, the product or service being offered must provide sufficient value to various aspects such as quality, finance, and business. Decisions cannot be made on impulse or emotional factors, but instead the final decision-maker must consider the effect that the purchase will have on the company or group of individuals as a whole. (Ritter & Winterbottom 2017, 49).

As mentioned earlier, the most critical factor affecting B2B purchase decisions is its cost-effectiveness. Is the product or service of sufficient quality and is it priced accordingly? Once a B2B company, providing these products and services, secures a consistently high level of standard quality, they will preserve the attention of customers and thus pave the way for the return of these loyal customers in the future. "Brand loyalty also plays an important role within the decision-making process" (2017, 50), as stated by Ritter and Winterbottom, further fortifies the notion that B2B companies should focus on acquiring and maintaining a loyal customer-base by supplying high-quality services and products. (Ritter & Winterbottom 2017, 50).

Secondly, the age of digitalization within the 21st century has profoundly impacted the methods that potential customers utilize in order to receive essential information about products and services of a company – company websites on the internet. In the 1990's and early 2000's, the most typical forms of communication between a company and its customers were by phone and email. Some more prominent companies may have maintained some form of company website, which was lacking in aesthetic design and usability, but did provide general information on the company's products and services. However, with the tools provided through revolutionary digitalization, the internet has become a hub for hundreds of thousands of aesthetically visionary and highly interactive web domains, offering detailed content and imagery. Design trends are the leading factors in determining the look and feel of websites and prominently affect the adaptation of best practices. However, websites have adopted certain popular design standards, which are directly reflected

in their UI (user interface) and UX (user experience). B2B websites should focus on providing supportive and analytical content, and customers should have the freedom and ability to share this content with individuals involved in the decision-making process. Supportive content refers to product, service, pricing, and purchasing information that the user deems necessary for making an informed decision. Ritter and Winterbottom's examples of such content are (2017, 50) "case studies, technical white papers, and buying guides". (Ritter & Winterbottom 2017, 50-51.)

In addition to supportive content, analytical content provides the website's users with critical information and analytical data on the effectiveness of the available product and service solutions. The easier this information is to find, the more convenient it is for the potential customers. These users have the opportunity to utilize the acquired data and compare it with the product and service solutions of competitors. As mentioned before, unlike B2C users, B2B users refrain from making purchase decisions based on instinct or personal factors, and instead collaborate with colleagues and upper administration towards a unanimous decision, beneficial to all involved individuals. This signifies the notion that a company website's product and service content should also be transparent and easily shareable. (Ritter & Winterbottom 2017, 50-51.)

In addition to exploring B2B as a business concept, we must investigate further how this concept is implemented into the website design. B2B company websites must adhere to differing best practice design standards than B2C websites, because they are targeting their own customer segments. It is just as viable to discuss a few of the most important key terminologies related to web design.

2.2   Core concepts of web design

In order to fully grasp the various concepts of web design, it is important to understand some of the key terminology involved. Web design can be dissected into layers, beginning with the executable scripts of code and ending with the user interface that the end user utilizes to engage with the website.

"A user interface (UI) is an interactive layer between the person (user) and technology (device)" (Ritter & Winterbottom 2017, 71). Essentially, this layer serves as a "bridge" between the user and whatever computerized device they are using, which the user can manipulate in order to perform actions on that device. GUIs refer to a user utilizing graphic elements on an interface to commit actions, such as clicking a sign-up button for subscribing to a newsletter on a company website. In regards to B2B websites, the user interface design is effectively the process of producing an accessible website GUI for users to use

and understand the presented web page content. Furthermore, most companies adhere to the conventional design standards addressing content elements and development when altering the structure of their user interfaces. (Ritter & Winterbottom 2017, 72.)

In addition to this, the concept of UX (user experience) derives directly from the appeal and functionality of the user interface. It refers to the "overall experience a user will have with a digital product, however, the core focus is usability" (Ritter & Winterbottom 2017, 8). In the context of web design, user experience is an overall account of how easy and satisfying it is to use the various functionalities that a website has to offer. User experience practically determines how successful a website's design is, and therefore designers must consider various methods for securing a positive experience. The UX of a digital product or service may be improved by effectively balancing the interactive layer between the user and technology. Users desire pleasant, effective, and efficient interaction with a website and the implemented technological features should promote usability, whilst meeting current design standards. (Ritter & Winterbottom 2017, 8, 72.)

Last but not least, the basic principle of web layout, the general purpose of a website, and the notion of standard practices of web design require a brief introduction. Websites are technically online graphical user interfaces that are accessed through digital devices over the vast internet. They are capable of efficiently connecting large pools of information, proving their underlying value to users. A website's layout, on the other hand, provides the foundation upon which a company maps out their content, be it written or visual. This content is separated into categories, which are then placed into appropriate pages. Eventually, these pages are intertwined together through navigation paths, which users utilize for directing themselves to desired information. Maintaining an easily comprehensible layout ensures that site visitors will find their way around. Lastly, a standard practice in website design is depicted as any layout element that is used in the same exact fashion across at least 80% of similar websites. (Crestodina 2015.) Alternative layout format practices do exist, but are not as popular and have thus not passed the threshold of securing standard practice status. (Plumley 2010, 55, 88.)

Both Google and Nielsen and Molich have formulated guidelines regarding material design and usability heuristics, respectively, to provide web designers with ideological factors that reflect the desires and expectations of standard users. Designers should keep these ideas close at hand in order to secure positive user experience ratings for their websites.

2.3 Addressing material design and usability guidelines

Google's Material Design guidelines are comprised of 10 core concepts that designers are instructed to abide by during the planning phase of web development to ensure the proper structure of UI elements. These concepts are listed below, but not in any order of significance (Ritter & Winterbottom 2017, 84):

- "Less is more"
- "Neutral trumps eccentric"
- "Transparency"
- "Classic and timeless approach"
- "Don't overdesign
- "Remember the details"
- "Be conservative"
- "Don't rush
- "No explanation needed"
- "Aesthetically pleasing"

The first ideology refers to a minimalistic approach to web design. A website's design should remain simple and holistic, whilst ensuring its aesthetic appeal and efficient usability. Secondly, instead of attempting to excessively fill a web design with all possible design elements, it is imperative to review the specific purpose of the website. What is the website trying to achieve? Include only those design elements that are necessary for portraying the goal of the website. Thirdly, transparency refers to a website providing a truthful portrayal of information that reflects the values of the company in question, because users may be deterred by dishonesty. With the notion of a classic approach, Google is promoting the idea that designers should favor long-enduring design guidelines and a simple color scheme. In this case, it can be suggested that standard practices provide the safest, most popular options, therefore there is no need to deviate from them. (Ritter & Winterbottom 2017, 84.)

Following this, avoiding the pothole of overdesigning reinforces the importance of the second principle on the list above. It is recommendable to actively review all design elements, especially visual imagery, multiple times during the design process to ensure that each element serves some purpose, and then take the time to remove elements that serve no impactful purpose. Furthermore, paying special attention to even the smallest of details is critical and thus designers must ensure that each visual element is of high quality, finely tuned, and placed exactly as intended. Regarding the color scheme, it is important to carry out a conservative approach, essentially finding the proper balance between warm and cool colors, rather than focusing on only one spectrum. (Ritter & Winterbottom 2017, 84.)

As with all planning processes, the designing phase should not be rushed. Instead, time should be properly utilized for ensuring a strategic design concept. The ninth principle deals with the use of design elements as they are intended to be used. Users have grown accustomed to certain features on websites and their functionalities, further supporting the fact that design elements should remain self-explanatory. For example, "iconography must be clear and buttons must look clickable" (Ritter & Winterbottom 2017, 84). Last, but not least, fully functioning features and high-quality design elements are not sufficient enough to cater to website users, without an aesthetically pleasing UI. Categorically, the design should please the visual senses of users, without being overwhelming. (Ritter & Winterbottom 2017, 84.)

Similarly, to Google's Material Design guidelines, Nielsen has listed ten usability heuristics, an informal approach to problem-solving, when it comes to usability aspects in web design. His principles appear to be collected from a more user-oriented mindset, providing a detailed glance at what features end users are accustomed to. These principles are listed below in no order of significance (Nielsen 1994):

- "Visibility of system status"
- "Match between system and real world"
- "User control and freedom"
- "Consistency and standards"
- "Error prevention"
- "Recognition rather than recall"
- "Flexibility and efficiency of use"
- "Aesthetic and minimalistic design"
- "Help users recognize, diagnose, and recover from errors"
- "Help and documentation"

The first principle discusses the visibility of a user's navigation path. It is crucial for a website's visitor to be aware of their current location on a website. The navigational path and transitions from one page to another should be clear with the aid of notifications and animations, for example. Secondly, not all users are as tech savvy as the designers of a website, therefore the language of the web pages should reflect this deviation. Refrain from utilizing technical terms that may be too complex for standard users, but instead, favor user-friendly terminology. Thirdly, websites should serve their users as tools for achieving their desired goals, whether it be to purchase a product from an online store, or stream a video. More importantly, actions and experiences on the website should be user-driven and these user-induced processes must be easily undoable. (Nielsen 1994.)

The fourth principle dictates that websites should consistently abide by preset best practice standards throughout their design and clearly distinguish between provided services. Popular user actions should define clickable iconography and their positions on the site. A

"Contact us" button generally transports users to a webpage consisting of a company's contact information, for example. This principle effectively mirrors that of Google's Material Design guidelines. In addition to this, in an effort to pre-emptively counter possible future errors when planning a successful website design, it is imperative that users' mental processes and ways of working are taken into consideration. This will help reduce the chances of user errors or mistakes from occurring. (Nielsen 1994.)

Furthermore, the sixth principle discusses the significance of clearly displayed user action paths. Clear visibility of prior information and actions should be provided to ensure that users are aware of the choices they have made and their current position within a process. It is more likely for users to recognize familiar website elements rather than attempt to memorize their action process. The seventh principle, on the other hand, refers to the usability of a website. In order to further improve user experience, frequent users should have the ability to tailor certain site processes to their liking. For example, users who are adept with a site's complex layout may prefer to utilize the search function for direct access to specific information, or use a filter to separate essential information from the non-essential. (Nielsen 1994.)

Coincidentally, the next principle also shares a view on aesthetics presented in Google's Material Design guidelines, and recommends that the web design is kept purposeful, with each website element serving an intended function or purpose. Considering the notion less is more, a less complex site layout provides more value to users in terms of usability, because it is essentially easier to use. Last but not least, the final two principles focus on user support and error recovery. Following in the footsteps of refraining from the use of technical jargon; simple, easy to understand explanations should be utilized for error messages and actions required for recovery. In addition to this, support pages should provide clear and precise instructions for accomplishing actions on the website and for circumventing any known problems. (Nielsen 1994.)

As has been stated on multiple occasions prior to this, design aesthetics can have a major impact on the perception of users and how engaged they are with a website, with color playing a major role. The effects of color can be seen all around us. It innovates, brightens, and makes even the most mundane objects much more interesting. A color's ability to psychologically manipulate us can also be effectively applied to the perception of a company's image. This phenomenon of color psychology is discussed further in the next section. (Ritter & Winterbottom 2017, 72.)

2.4 Color psychology

When a color is perceived by the human eye, the mind is unconsciously guided to feel an emotion that is linked to that specific color. This is the reason why some cognitive decisions are ruled by our emotions. Companies are able to use this to their advantage when creating their image and on their website, which reflects their brand colors. (Ritter & Winterbottom 2017, 74.)

Color psychology is essentially the "study of hues as a cognitive influence on emotions and ultimately human behavior" (Ritter & Winterbottom 2017, 74). Color retains the power of influencing a user or potential customer in making a certain decision and can thus be effectively utilized in purchase processes. Additionally, efficient usage of accessible color palettes can persuade users to choose certain aspects over others, be it navigational paths, products, or services. Plumley (2010, 68) suggests that "how people perceive colors is the result of many influences: culture, gender, age, socioeconomic factors, and so much more." The colors chosen for a company's website should thus reflect the mindset of their target audience and the goals they wish to meet. In order to understand the emotional effects that colors have on users, it is imperative to first discuss the meaning of colors. It is important to remember that colors are able to portray both positive and negative connotations. (Plumley 2010, 68; Ritter & Winterbottom 2017, 74.)

For this segment, the colors chosen for closer analysis reflect the colors of the Finnkino brand – yellow, black, and white. It is suggested by Ritter and Winterbottom (2017, 79) that yellow is seen to depict feelings of "happiness, joy, positivity, hope, enlightenment and creativity…betrayal, egoism, impatient, and deceitful". Black is seen as "sophisticated, formal, elegance, wealth and seductive…pessimistic, evil, secretive, conservative and negativity" (Ritter & Winterbottom 2017, 79). Lastly, white portrays feelings of "purity, innocence, peace, snow and pristine…empty, sterile, cold, unimaginative and detachment" (Ritter & Winterbottom 2017, 79).

The meanings of color, as expressed by Chapman, share similarities with the previous depictions, but also offer some alternate variations. Yellow is the "brightest and most energizing of the warm colors. It is associated with happiness and sunshine" (Chapman 2011, 84). However, "gold-hued yellows can look antique and be used in designs where a sense of permanence is desired" (Chapman 2011, 84). Black on the other hand is viewed as the "strongest of the neutral colors…power, elegance, and formality" (Chapman 2011, 87). Finally, white is "often associated with purity, cleanliness, and virtue" (Chapman 2011, 88).

Taking into consideration the choice of these three colors and disregarding the negative meanings of the colors, there appears to be some bold contrast. Yellow's mostly positive and energetic vibes are combined with black's formality and elegance, and wrapped within white's blanket of purity. It can be suggested that Finnkino's brand colors reflect their products and services, which are all promises of honest fun catered through formal professionalism.

2.5 Color scheme

As touched upon in the color psychology segment, color plays an important role in the presentation of a company's website and image. Users can feel various different emotions according to the color scheme of a particular brand. A color scheme refers to the most dominant palette of colors used within the presentation of a company's logo, imagery, products, and website layout. Typically, this color scheme is reinforced throughout the website, in an effort to create a connection between a user's perception of certain colors and a company brand.

Furthermore, Lyfemarket suggests that this reinforcement of color aids in unifying the various segments and pages of a site, creating a deeper user immersion with the company brand. Users should feel as if they are on a virtual tour of the company. Lofgren enforces the importance of a unified color scheme and its relationship with the strategy of a brand by suggesting that users form their opinion of a website in under 90 seconds, with color playing the most significant role in the outcome. Additionally, Lofgren also states that a website's color scheme should mirror brand colors, such as the colors on the company logo. These statements clearly depict the importance of a company choosing a set of colors and sticking to them. Users are quick to judge according to appearance, so it is highly recommended that companies present their repertoire within a memorable color scheme. (Lofgren 2020; LYFE Marketing 2019.)

Not only is it crucial to choose the most appropriate color scheme for a brand, but when companies are deciding on a background color for the website, their designers should be acutely aware of color contrast, especially when it comes to dark color schemes. A deep, dark background with minimal content to alleviate its heaviness may prove unappealing to visitors during prolonged use, as suggested by Plumley. Color contrast plays a significant role on the level of aesthetic appeal users perceive through a website. Friedman states that, among their findings, over 80% of websites favor light color schemes, comprised of mostly neutral colors. Additionally, most background colors tend to lean towards the yellow or gray spectrums. These statements give us an indication of the level of detail to consider when planning the layout of a website. However, Friedman also stresses the notion

that although lighter color schemes appear to be most popular, it should not be considered a trend or best practice. Most importantly, the chosen background color of a site should be the most effective for portraying the image of a brand and relaying the message of a company, be it a light or dark color. Essentially, most sites appear to favor lighter colors, especially as the background color, suggesting that dark colors may be difficult to work with, in terms of color contrast and balance. (Friedman 2011, 12; Plumley 2010, 70.)

2.6   Page structure

2.6.1 Column and content block styles

Website content layouts can be divided into columns and blocks just like articles in a newspaper. There are multiple alternate variations of these layouts but most websites have opted to adopt the standard block-style format with a set number of columns. Currently, this standard block-style consists of an introductory block, a minimalistic navigation menu, and the three columns of the layout, that are clearly distinguishable. Generally, the first page of a company website aims to provide essential information about the company in question and its portfolio of services, so that visitors are made aware of what they have to gain through them. This short, but noticeable, introduction is usually located at the top of the page, where it is easily spotted by users. Almost 80% of websites participating in the study follow this standard layout format. (Friedman 2011, 12-14.)

2.6.2 Content alignment

The manner in which the content in a website's layout is aligned is influenced by user interaction and their perception of elements within a webpage. The placement of various content also correlates directly with its significance and purpose. Friedman suggests, that in their study, layouts heavily favor central, horizontal alignment, with almost 90% of websites abiding by this practice. It is important to note that none of these websites have aligned content to the right. Left-aligned layouts have been somewhat standard prior to this new trend. There is evidence that suggests an underlying explanation for why websites have decided to avoid aligning their content to the right, as expert in website usability, Jakob Nielsen, discovered a distinguishable pattern regarding movements of the eyes during a study he conducted. Users were introduced to various websites, one by one, and the movements of their eyes were traced, in an effort to determine if there were any similarities between design layouts and where users fixed their sights. Nielsen's results suggest that eye movements followed "a rough, common, pattern in the shape of an F" (Plumley 2010, 55). According to Nielsen's results, it would prove beneficial to place the most significant information of each page "on the left and high" (Plumley 2010, 56). (Friedman 2011, 14-15; Plumley 2010, 55-56.)

2.6.3 Content placement defines significance

When considering content for a website, it is imperative that the content reflects the goal of the site. Companies should be asking themselves the question: 'What do we want our site to accomplish and what do we want our visitors to receive when arriving on our site?' Most notably, companies should be actively reviewing the pages of their site on multiple occasions annually to ensure that their content is relevant and enforces the current purpose of the website. (Plumley 2010, 146.)

Accessibility is a key factor in determining the user traffic that a website can attract. Designers should ensure that the site's content is easily accessible to all users. Content placement within a layout also signifies that content's importance, making it even more important for designers to carefully plan each portion of a web page. To improve accessibility of a website's key content, links to other related pages should be embedded into the site's text. This way users will have the opportunity to be directed to more detailed information without the need to resort to the navigation menu. On the other hand, the navigation menu provides users with clickable elements that will quickly transport them from one page to another within the website. Pages that appear on the navigation menu automatically have higher significance because they are made readily available upon landing on the site. (Plumley 2010, 148-149.)

Furthermore, any content that exists on a company's landing page relays the most essential information to visitors, because it is the first bit of content that users come into contact with when loading onto the website, giving that content the highest level of significance. On the other hand, if there are links to certain content being placed on all of the site's pages, it indicates that the content in questions is also highly significant. In regards to the key information of each web page, the most significant information should be designated vertically as high up and horizontally as left as possible because users tend to examine content starting from the top left area of a screen. It is suggested that users expect the most important content to be located at the top of each page. (Plumley 2010, 148-149.)

Other methods of certifying a contents significance exist and are just as viable. Images relevant to the written content can help portray an important message for example. Inserted graphical imagery should be sized according to the significance of the content it is related to. This effectively means that images supporting the main message of a page should be larger than all other visual elements. Alternatively, if there is a desire to highlight certain content, an effective solution is to separate that segment of text from the main

body of content. As long as the choice of formatting deviates from the standard layout, that information will stand out in the eyes of the users. (Plumley 2010, 149.)

2.7 Written content

Typography is the term used when discussing the written content of a website design. It is important for website designers to consider various factors involving font, to ensure proper cohesion of the content's text. The chosen font should have an appropriate size, its style should be easily legible, and there should be ample line spacing. Effective color contrast and size can help make text pop out from the background. Additionally, headings should be sized sufficiently to separate them from the main body and proper margins should be instated to confine the text within set boundaries. Finally, the content structure of the written text should follow the same best practice standards that have been set by most current webpages. "Paragraphs should average about 3 sentences or roughly 60 words. Pages should be no more than 10 paragraphs long" (Plumley 2010, 154). Formatting that chooses to deviate from these pre-set parameters may overwhelm certain users, who have grown accustomed to the standard. (Plumley 2010, 60-62, 154.)

Furthermore, the landing page is usually the first page visitors load into when clicking on a company's website link. Essentially, this page should possess the most impact on its visitors and the most effective method of ensuring this is to reduce the amount of written content. Additionally, in order to ensure that a web page's written content can maintain the interest of visitors, it is important to use both short and long sentences, efficiently alternating between the two. Relay only the necessary information through text and remember to properly separate paragraphs, keeping them as short as possible. Any excess page clutter adds to the user intimidation factor. Lastly, bullet pointed lists of related content can be more effective for portraying extensive amounts of written text instead of standard paragraphs. Bullet points are essential for relaying detailed information in a concise and clean fashion. (Lofgren 2020.)

2.8 Visual content

Images can have a profound impact on the content of a page, by reinforcing the given message through visual aid, as long as they are relevant to the text. In addition to this, designers should refrain from including too many visual elements within a design so that user focus remains on the essential information being relayed. (Plumley 2010, 63.)

As in the case of all other visual elements, photo images should be small in size, unless they are utilized on the company's front page, where they tie into the introductory block effectively. LYFE Marketing suggests that with the aid of images, not only will the site's visitors be more engaged due to visual stimulation, but the likelihood of them remaining on the site increases. With the help of appealing, high quality photos and images, companies can connect with their users on a more humane level, especially when the imagery depicts real customers utilizing the company's offering of products or services. Studies also show that "people can recall up to up to 65% of information that is visually depicted for a period of 72 hours" (LYFE Marketing 2019), suggesting that images have a long-lasting impact on their viewers. Companies should take advantage of this on their webpages in an effort to make their name and brand more memorable among visitors. (LYFE Marketing 2019; Plumley 2010, 63.)

2.9 User engagement

On average, Plumley claims that the timeframe in which a website must secure a visiting user's engagement, varies between six to eight seconds. If it takes any longer, or if the website fails to successfully attract the user's undivided attention, they are more likely to leave. Lofgren, on the other hand, suggests the notion that "it only takes 0.05 seconds for people to form an opinion about your website" (Lofgren 2020). This opinion is formulated quicker than the time it takes for an average human to slam on the brakes of a car just before collision – 0.7 seconds. This drastic variation between the user engagement times, suggested by the two sources, effectively presents the significant technological leap the world has taken within the last decade. Essentially, users in 2020 expect higher quality websites with faster loading times, compared to users in 2010. It is important to remember that written text in a website can be reinforced or completely replaced by relevant images. As the saying goes, some images tell more than can be said with a thousand words. Therefore, visual media related to the page's main message should be favored over text. For example, even the company's primary products and services could be presented through high quality photos rather than explained through lengthy bodies of text. (Lofgren 2020; Plumley 2010, 93).

2.10 Important content pages

2.10.1 "About" page

The "About" page is utilized by most companies as a means to portray a more personal and humane image to their users. After all, it is easy to view a company as an inanimate entity with its sole purpose of promoting profit gain. However, companies are collectives of people, who are just like the users that they provide products and services to. This page

helps visitors grow accustomed to the company in question and builds on their trust. A positive, trustworthy portrayal of the company aids in securing potential customers. Many companies find this page to be a mandatory inclusion in the layout, with almost 90% of participants having one and providing a link to it in the navigation menu. Who we are, About, and About us are the most common formatting variations companies tend to utilize for their links. (Friedman 2011, 18.)

2.10.2 "References" page

A "References", client, or case studies page can be utilized by companies for listing out their success stories in an effort to boost the company's positive image in the eyes of the website's visitors. Effectively, a client page, a list of case studies, and strong references are great additions to a company's site because they offer realistic evidence of successful cooperation with other companies and clients. These examples significantly increase a company's good reputation and sense of professional attitude from the viewpoint of users. (Friedman 2011, 19.)

2.10.3 "Services" page

When designing a company website, it is critical to remember that the home page provides visitors with all of the essential information needed to understand the company's purpose. However, companies can choose to provide straightforward depictions of the services and products they provide either in the introductory block on their main page or on a separate "Products and services" page, so that visitors are immediately presented with this information. It is important to note that companies offering only services may resort to a "Services" page, but companies providing both services and products may use the aforementioned wording. (Friedman 2011, 19.)

2.10.4 "Process" page

The inclusion of this page is more viable for companies that solely provide services, but is also beneficial for companies that provide services, that follow a certain step-by-step process over a set duration. The actual process may be extensive or highly-detailed and for this reason requires its own content page to avoid getting lost amongst the other essential content of the website. A separate page for explaining the process of a certain service can also magnify its significance. Generally, companies use this page for discussing processes of their services, step-by-step to the visitors of the site. Process, Our process, and Working with us are examples of some of the most popular naming conventions among websites for this page. (Friedman 2011, 20.)

2.10.5 "Contact" page

If a company website uses online fill-in-forms for attaining customer information, they should ensure that the maximal amount of necessary information is gathered, regarding full customer details and their needs in terms of services. Any and all details that a company can divulge to potential customers should be provided on this page. The more informed a user is before making contact, the likelier they are to initiate communication. Sometimes users may not find direct answers to their questions or some specific information, even with the aid of a search function, and prefer to contact a company representative or customer support directly. It is important to clearly display the company's contact details on every page, generally in the top right area, where users are accustomed to finding them. (Crestodina 2015.) For example, physical address information, phone numbers, email, and links to all of the company's essential social media profiles should be available at the get-go. Most company websites tend to include links to their social media pages with the help of icons within the footer of their pages. (LYFE Marketing, 2019.) However, it has not been ruled out that these same links could be included separately on a separate contact page. (Friedman 2011, 20-21.)

2.11 Responsive design

Due to constant technological advancements within the mobile phones industry, smart phones are here to stay and remain the most reliable tools for browsing the internet on the go. Designers should ensure that their websites are mobile-friendly and scale to all screen sizes on all browsers. This concept is better known as responsive design. Furthermore, statistics show that the popularity of mobile device internet-browsing is growing at a steady pace. For example, Lofgren suggests that, approximately three out of every four websites are currently optimized for mobile devices and almost all mobile device users will base their satisfaction of a site's quality solely by its layout's responsiveness. Contrarily, Crestodina claims that out of the 50 top websites in their study, only "68% of websites are mobile-friendly using responsive web design" (Crestodina 2019). Though having slight statistical differences, these results alone effectively portray the necessity for mobile friendly web pages. (Lofgren 2020; LYFE Marketing 2019.)

2.12 Navigation menu

Navigation menus offer website visitors quick access to different content with the click of a button, whether they are searching for something in particular, or just exploring. However, it is viable to maintain a low amount of navigation menu options, with a maximum of six at any given time, to ensure that visitors are not intimidated by menu clutter, as recommended by LYFE Marketing. Contrarily, Plumley suggests that the website's horizontal

menu should consist of a maximum of ten clickable buttons. Additionally, it is recommended that the optimal amount of three dropdown levels on a navigation menu should not be exceeded, to ensure a simple structure. Lofgren meets the two in the middle and states that the navigation menu should consist of only the bare necessities and should instead offer a search function for finding more specific information. (Lofgren 2020; LYFE Marketing 2019; Plumley 2010, 90-91.)

Furthermore, a website's navigation pane should exist where users are accustomed to having it and this design decision should flow through each page of the website. Abiding by the most used practices is crucial for efficient usability. Therefore, most website designers have adopted the best practice of inserting their navigation menu within the header of the web pages, with around 90% of websites following this trend, effectively making "horizontal top-level navigation a web design standard" (LYFE Marketing 2019). Lofgren reinforces this claim with almost all of their researched sites utilizing the same format. Additionally, Friedman also supports the aforementioned results with their own, stating that navigation menus are large in size and positioned horizontally on the page, albeit towards the right, in 80% of the websites in their study. (Friedman 2011 15-16; LYFE Marketing 2019; Lofgren 2020).

Last, but not least, Crestodina's study of the top 50 websites also portrays a similar navigation menu design standard amongst them. Crestodina reported results that support LYFE Marketing's claims, with 90% of the websites they studied having placed the main navigation menu horizontally at the top of every page. The results of these various sources display striking similarities regarding navigation menu placement and an enduring trend amongst them. Additionally, although the company logo is separate from the actual navigational menu for most sites, it can be considered to be an extension of this navigational path. Most, if not all, company websites have their logo clearly displayed "in the upper left corner of every page" (Crestodina 2015). By clicking this logo, users can navigate back to the home page of the company website from anywhere on the site. (Crestodina 2015; LYFE Marketing 2019.)

2.13 Search function

Search functions offer website visitors direct access to information that would otherwise be transitioned to through navigation menu options. Users that frequently visit certain sites may opt to utilize the search function in order to direct themselves to specific content immediately, without the need to navigate through the menu, thusly making the search option a crucial addition to any complex site. However, search functions should be provided not only to users who frequently visit a site, but also for expediating transitions in general

within complex sites, compiled from multiple pages. Surprisingly, according to Friedman, almost 90% of the participant websites do not offer any form of search feature. The websites that do offer it however, prefer a simple search box, void of any filtering options. Crestodina, on the other hand, brings forth some contradicting results involving 50 of the top online websites, stating that some form of search functionality is provided within the header of pages, in over half of the studied websites. (Crestodina 2015; Friedman 2011, 16; LYFE Marketing 2019.)

The next chapter takes the theoretical background presented within this chapter and the current Finnkino B2B website design, and conducts analytical comparison between them. Essentially, the similarities and differences between the suggested theoretical web design best practices and the design choices of the Finnkino B2B website design are explored.

3 Finnkino B2B website vs. web design best practices

The primary target of this chapter is to identify a handful of the most popular best practice standards related to website design, that are set by some of the top e-commerce and marketing websites currently available. This background research is analyzed and compared to the design choices that have been incorporated into the current design of the Finnkino B2B website. Finally, the results of the comparison determine which parts of the current layout require change and essentially define the outcome of the new concept design presented in Appendix 1.

Google's Material Design guidelines and Nielsen's usability heuristics discussed in the theoretical background are considered during the planning and creation phase of the new Finnkino B2B website concept design.

3.1 Psychology behind the Finnkino B2B color palette

As suggested by both Ritter and Winterbottom and Plumley, the manner in which humans interpret different colors has a significant impact on their emotions and thought processes. Emotions play a crucial role in decision-making processes and by having the ability to utilize colors to guide these processes, companies, such as Finnkino, can benefit from this phenomenon. (Plumley 2010, 68; Ritter & Winterbottom 2017, 74.)

Finnkino's choice of brand colors is currently reinforced throughout the Finnkino B2B website as a whole. The main color scheme consists of yellow/gold, black, and white. As displayed in Finnkino's iconic "F" logo and by the two main colors used throughout Finnkino's main web pages at www.finnkino.fi, it is suggested that yellow/gold and black are the colors that really define the Finnkino brand. Ritter and Winterbottom, and Chapman have suggested that colors possess various meanings, that are perceived by people in different ways. The yellow color in Finnkino's logo can also be interpreted as a hue of gold for example, giving two completely different meanings to the choice. Both sources agree that yellow insights happiness and warmth, whilst the color of gold, however, promotes a more antique and longstanding image. Finnkino's movie theaters are promoted as places of joy and warmth where every moviegoer is catered to individually, so that each visit is a positive experience. The meaning relayed by the color yellow brings forth this message effectively. In addition to this, Finnkino Oy is currently viewed as the most prominent and popular company within the cinema chain industry in Finland, further reinforcing the notion that

Finnkino is here to stay, as can be suggested by the golden yellow of the brand. (Chapman 2011, 84; Finnkino Oy 2020b; Ritter & Winterbottom 2017, 79.)

Furthermore, the choice of a black color to accompany the yellow/gold of the Finnkino brand also brings forth various meanings to users. This dark and bold, yet neutral color upholds connotations of formality and elegance, along with a sense of robust power. Finnkino benefits from using this color because it brings the quality of their products and services to a higher level, essentially making a popular past-time activity feel like a luxurious, yet affordable service. The sense of power is reinforced by Finnkino's strong physical presence throughout Finland, with theaters located in most of the bigger cities. With the help of a strong presence, Finnkino effectively appears reliable and trustworthy, giving way to the last color that is utilized, though a bit more sparingly, in the brand color scheme – white. (Chapman 2011, 87; Ritter & Winterbottom 2017, 79.)

Last but not least, the color white appears to be included in the Finnkino brand as more of a contrast tool for balancing out the heaviness of the black, than as an actual tertiary color. However, the occasional white still portrays a sense of innocence and purity, as suggested by both Chapman and Ritter and Winterbottom. These meanings can help enforce the principles of honesty and transparency that Finnkino upholds. For example, taking Finnkino B2B products and services into consideration, the prices and purchase methods are clearly stated on the webpages with no strings attached. However, it can be noted that on some company imagery, the yellow text may occasionally be replaced with white text, but otherwise white is mainly used as either a background color or for written content. Additionally, it is important to note that the Finnkino B2B website appears to favor a white background with black written text, whilst Finnkino's main pages utilize a black background with white text. This deviation is explored more in a later section. (Chapman 2011, 88; Ritter & Winterbottom 2017, 79.)

In conclusion, considering the views on color psychology expressed by the sources above, the new Finnkino B2B concept design (appendix 1, pages 1-38) should incorporate a color palette format that aligns with the current format of the Finnkino main site's pages. The change to a darker background could be balanced with proper contrast from lighter text and imagery. In doing so, the change would not only strengthen the brand image portrayed by the webpages, but also the uniformity between Finnkino Oy, as a whole, and its B2B department.

3.2 Analysis of the website color scheme

Companies generally choose the color schemes of their sites according to the colors portrayed through their brand image. Website users are able to create a stronger connection between the site's image and the company's image, as long as the specified color scheme is incorporated throughout the site's pages.

The importance of companies reinforcing their brand's color schemes is further promoted by Lofgren's and LYFE Marketing's suggestions. Users are quick to judge the visual presentation of websites and thus, if a company brand is recognizable through visual perception, the easier it is to acquire user engagement. Additionally, Plumley suggests that color contrast plays a significant role in the aesthetic appeal of a website, and should be addressed accordingly. Lastly, Friedman suggests that, in terms of color schemes and background colors, most of the websites in their study preferred light color schemes over dark ones and have chosen to place their content on light backgrounds. These results suggest that darker colors are more difficult to work with and that, in the cases of dark backgrounds, efficient color contrast is crucial to ensure a healthy balance between background and content. (Friedman 2011, 12; Lofgren 2020; LYFE Marketing 2019; Plumley 2010, 70.)

In the case of Finnkino B2B's website, the main color scheme is clearly presented and reinforced throughout the site. Considering the colors in Finnkino Oy's logo and the primary and secondary colors used throughout the Finnkino main site, www.finnkino.fi, and the Finnkino B2B site, www.finnkinob2b.fi, we may conclude that the specified color scheme of the Finnkino brand consists of yellow and black. Furthermore, if we compare the Finnkino B2B landing page with that of the Finnkino main site, clear similarities can be distinguished in the visual presentation of various content elements. The Finnkino logo is the same, buttons are presented as yellow blocks with black text, and the choices of text and background color are either black or white, on both sites. However, the most distinct difference between the two sites is that the colors of the written text and the background are reversed. Finnkino B2B has chosen a white background with black text, whilst Finnkino's main site has chosen a black background with white text. Finnkino B2B's choice of a lighter background clearly abides by the most popular practices suggested by the results of Friedman's study, but Finnkino's main site has done the complete opposite. (Finnkino Oy 2020a; Finnkino Oy 2020b; Friedman 2011, 12.)

Furthermore, the aforementioned sources promote the importance of reinforcing brand colors throughout a website, to ensure the unity of all its content, and to strengthen the

connection between a specific set of colors and a brand. The Finnkino B2B site should be viewed as an extension of the Finnkino main site, because the B2B department is effectively a part of Finnkino Oy. Therefore, the color scheme and choices of color involving the presentation of content should be similar. Essentially, in this case, it could be recommendable for Finnkino B2B to change the website's background color to black and the color of their written text, excluding buttons and a few other elements, to white. It is important to note, that in the case of this change, sufficient color contrast must be instated to ensure a balanced design. This decision could not only unify the layouts of the two sites, but also strengthen the connection between users and Finnkino's brand image.

In conclusion, considering the current state of the Finnkino B2B website, it appears that the main Finnkino color scheme has been successfully incorporated into the overall design. However, the choices of background and text colors vary significantly from the colors of the Finnkino main site. Therefore, the new design considers the inclusion a black background with white written text, whilst retaining original button and fill-in-form elements. (Appendix 1, pages 1-38.)

3.3 Analyzing the page structure of the Finnkino B2B website

3.3.1 Analysis of page columns and content blocks

How closely does Finnkino B2B website's page layout follow the standard layout format suggested by Friedman?

It appears that Finnkino B2B's page layout differs slightly from the standard layout that is implemented in almost 80% of the studied websites. There are also notable layout deviations amongst the Finnkino B2B webpages themselves, since no layout format in particular appears to have been instated as a default. On the other hand, the column and block elements mentioned by Friedman are present, but situated in a slightly different manner. On the home page of the www.finnkinob2b.fi website there is a simple navigation menu located at the very top of the page with a clickable Finnkino B2B logo to the left of it. This coincides with the other test pages in Friedman's study. (Finnkino Oy 2020a; Friedman 2011, 12-14.)

On the other hand, instead of an introductory block near the top of the page, there is a large banner image in its place and the aforementioned introductory section is missing altogether. According to Friedman, this introductory block is followed by content, that is clearly divided into three columns. Finnkino B2B abides by this standard on the first page,

by offering three separate sections of content that are divided into three columns by department – Yritysmyynti, Mediamyynti, and Elokuvalevitys. However, regarding some of the other Finnkino B2B webpages, a mix of two-column and single-column formats are used instead of the standard three. (Friedman 2011, 12-14.)

Furthermore, although the Finnkino B2B webpages do not follow a single layout format, the content pages of the three sub-departments mentioned earlier do share some distinct similarities. It can be noted, that most of the pages located under each navigation menu section, Yritysmyynti, Mediamyynti, and Elokuvalevitys, respectively, are set up with a navigation menu at the top, include either an introductory block and/or a large banner image, and these are followed by content split into two columns. For the most part, these two columns are split into a left and right block, typically with text in one block and an image in the block adjacent to it. For example, if we compare the page www.finnkinob2b.fi/yritysmyynti/leffaliput/ from under the Yritysmyynti-section with page www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/ from under the Mediamyynti-section, the aforementioned layout format appears distinctly apparent. (Finnkino Oy 2020a.)

However, there are a few pages that display certain exceptions to this format. On pages where content is formulated in a list, or where the subject in question is better displayed in a chart-like fashion, then all of that page's content is placed into a single column. Pages such as www.finnkinob2b.fi/mediamyynti/teatterit/, www.finnkinob2b.fi/mediamyynti/hinnasto/, and www.finnkinob2b.fi/yritysmyynti/hinnasto/ appear to prefer the single-column content-style. Finally, considering the most popular standards suggested by Friedman, certain layout modifications could prove optimal for the new concept design. Website uniformity could at least benefit from the adoption of a single, default layout format, and this could effectively tie together any pages that users may feel are slightly disconnected from the rest. Additionally, the addition of a short introductory block on relevant pages could add value for the user, so that they may receive a quick understanding of what content each page consists of without having to scroll from top to bottom. (Finnkino Oy 2020a.)

In conclusion, considering the statements presented, the new concept design addresses the adoption of the more popular and modern three-column style, effectively changing the current two-column style. However, pages with a singular column-style, where content cannot be clearly presented in three columns, could remain singular. Additionally, the addition of short introductory blocks, within pages where an introduction could offer more value, are considered in the new concept design. Finally, the creation of default page templates, for any pages that present similar information, such as the "Hinnasto" pages under

both Yritysmyynti and Mediamyynti, are considered in the new concept design. (Appendix 1, pages 2-16.)

3.3.2 Analysis of content alignment

Is content aligned in the same fashion on all pages? Does content-alignment follow the standard central and horizontal alignment shared by almost 90% of studied websites or left-alignment as recommended by Nielsen? (Friedman 2011, 14-15; Plumley 2010, 55-56.)

Content alignment plays a key role in relaying the significance of text and imagery on a web page. Therefore, it is crucial to place content in areas of the page that users are accustomed to viewing, in order of importance. Plumley brings forth a discovery from one of Jakob Nielsen's usability studies, where users' eye movements were tracked whilst studying webpages. This discovery strongly recommends that a page's most significant information should be placed at the top left area of each page and continue down from there, keeping text aligned to the left. However, Friedman suggests that most of their studied websites favor a central, horizontal alignment, contradicting the results of Nielsen's study. Perhaps this is an example of a design standard shifting from a previously set standard to a more modern model, abiding by current trends and user preferences. In the case of Finnkino B2B, for the most part, the various pages on the Finnkino B2B site appear to align text to the left, opposing the norm of centrally-focused content that most of the currently studied websites abide by. A few exemplary pages that clearly follow the left-alignment model are www.finnkinob2b.fi/yritysmyynti/oma-elokuvanaytos/ under the Yritysmyynti-section, www.finnkinob2b.fi/mediamyynti/hinnasto/ under Mediamyynti, and www.finnkinob2b.fi/elokuvalevitys/teattereille/ under Elokuvalevitys. (Finnkino Oy 2020a; Friedman 2011, 14-15; Plumley 2010, 55-56.)

However, although most of Finnkino B2B's content is left-aligned, some pages prefer to display their content with a centrally-aligned placement. Most prominently this alignment format is utilized under the Mediamyynti-section of the website in over 50% of its pages, with the rest of the pages being left-aligned. For example, the text in the content blocks on pages www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/, www.finnkinob2b.fi/mediamyynti/kampanjalaskuri/ and www.finnkinob2b.fi/mediamyynti/ are all centrally-aligned, whilst pages such as www.finnkinob2b.fi/mediamyynti/teatterit/, www.finnkinob2b.fi/mediamyynti/hinnasto/, and www.finnkinob2b.fi/mediamyynti/Menestystarinat/ are all left-aligned. If we take another look at a page under the Yritysmyynti-section, there appears to be some alignment deviation visible as well. On page www.finnkinob2b.fi/yritysmyynti/leffaliput/ in the "Yritysleffalippujen voimassaoloajat" content block,

the text is centrally-aligned, even though the rest of the written content on the page is aligned to the left. If the intention of using two different alignment models is to distinguish the departments from one another, then the same format should be used throughout each page of any one section. Otherwise, the same default alignment could be used throughout the website to improve uniformity. (Finnkino Oy 2020a.)

In conclusion, considering the suggestions brought forward by the aforementioned sources, the new design considers the integration of a more centrally-aligned content structure, with the most significant content elements placed at the top of each page. (Appendix 1, pages 1-38.)

3.3.3 Analysis of content placement

Presentation of important company information through content elements such as written text or imagery is the main objective for most company websites. There are, however, methods for increasing the significance value of certain content by altering its style and placement on a page.

Plumley presented views on various factors that apply to how users view content on a webpage: accessibility, landing page content, imagery reinforcement, and style deviation. The idea of accessibility revolves around the insertion of hyperlinks within written text and buttons for navigating to related content. Landing page content should include the company's most significant information because it is viewed first by site visitors. Imagery reinforcement refers to the addition of visual content near related text in order to strengthen the message. Finally, style deviation refers to the changing of content layout or style in order to make a portion stand out from the rest of the content. Most importantly, the content that is placed near the top of every page is generally viewed as the most significant. (Plumley 2010, 146-149.)

In the case of Finnkino B2B, it appears that the various factors, presented by the source above, have mostly been considered in the original design. Examples of accessibility planning can be seen on all of the website's pages, at least in terms of clickable buttons. The distinct yellow buttons with descriptive texts offer users the option to swiftly navigate from one content area to another. A few pages even include hyperlinks within the text that users can click to open up a webpage related to the linked keyword, in a new browser tab. Let us use the pages www.finnkinob2b.fi/yritysmyynti/leffaliput/ from under "Yritysmyynti", www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/ from under "Mediamyynti" as examples for comparison. The first "Yritysleffaliput" page provides buttons such as "Tilaa lipputuotteita" and "Hinnasto", which direct the user to the "Yrityslippujen tilauslomake" and

"Hinnasto" pages, respectively. It appears that these specific buttons are included in each content block that refers to an Yritysmyynti product. The "Yrityslippujen tilauslomake" page consists of a fill-in-form which is filled out and sent by users, for making corporate voucher purchases, and the "Hinnasto" page presents the current pricing models for each of the products. Clearly these subjects are closely linked to each other and this has been noted in the accessibility options presented here. (Finnkino Oy 2020a.)

Additionally, an example of hyperlinked content can be seen in the "Sähköiset liput" content block on the "Yritysleffaliput" page, where the text "Yritysliput.fi" appears clickable. The clicking of this link opens a webpage, where electronic corporate vouchers are purchased and handled, into a new browser tab. Though this e-voucher service is provided on a separate website, it is closely linked to the purchase process of this particular B2B product and thus, a direct link is provided to it. Furthermore, the "Mediamyynti" example page "Mainosvaihtoehdot" follows a similar accessibility design. Yellow buttons have been provided in content blocks, where appropriate. It is interesting to note that, just like in the "Yritysmyynti" example, each content block that presents a purchasable service includes the buttons "Hinnasto" and "Kampanjalaskuri" that direct users to the pages regarding pricing information and campaign pricing estimations. It appears that "Mediamyynti" has also made navigation options, that drive the purchasing process forward, readily available to promote their significance. (Finnkino Oy 2020a.)

In terms of how Finnkino B2B has handled landing page content presentation, the page found at www.finnkinob2b.fi is used as the focus of analysis. This page appears significantly more minimalistic, as it should, compared to the rest of the site's pages. The initial purpose of the company website's landing page is to promote its most significant message and make objectives clear to users. Finnkino B2B has chosen to promote its three sub-departments with a strong, centrally-aligned, horizontal placement right in the middle of the page, under a large banner image. It is important to note that each department's content block is presented in the same size and style, effectively portraying all three as equals, in terms of significance. There is no additional content presented on this page besides the aforementioned departments, other than the default header and footer elements, further highlighting the central content of the landing page. Additionally, each of these content blocks also includes a yellow, clickable "Tutustu tarjontaamme" button which users can use to directly navigate to each department's section on the site. (Finnkino Oy 2020a.)

Finally, the last two concepts of imagery reinforcement and style deviation focus on the visual presentation of content. Finnkino B2B utilizes imagery reinforcement to a significant

degree on most pages of their site, but there are a few areas where the written content could benefit from the addition of visual imagery. The current page design with a two-column content structure opens up the opportunity for placing a written content block adjacent to a block presenting a related image, and Finnkino B2B has taken advantage of this. The pages www.finnkinob2b.fi/yritysmyynti/leffaliput/ "Yritysleffaliput" and www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/ "Mainosvaihtoehdot" serve as prime examples of this two-block style. Content blocks involving products, such as "Yritysleffalippu" and "Herkkulippu" and "Valkokangasmainonta" and "Digitaalinen aulamedia", respectively, are reinforced by adjacent blocks presenting images that are either a close or direct representation of the product or service itself. (Finnkino Oy 2020a.)

On the other hand, style deviation decisions are not as apparent in the Finnkino B2B website as the previously mentioned concept. If we navigate through the site, we may notice that most of the webpages adhere to the general two-column block-by-block content structure, with text presented in one block and an image in the other. However, there a few pages that present either all, or a part of their content, with a singular-columned central-alignment. Whether this deviation in column structure is a conscious choice on the part of the designers, or not, it does break the mold and places these pages under a different light. For example, pages such as "Oma elokuvanäytös", www.finnkinob2b.fi/yritysmyynti/oma-elokuvanaytos/, and "Yrityslippujen tilauslomake", www.finnkinob2b.fi/yritysmyynti/lipputilaus/, under the "Yritysmyynti" section, and pages "Tekniset ohjeet", www.finnkinob2b.fi/mediamyynti/tekniset-ohjeet/, and "Kampanjalaskuri", www.finnkinob2b.fi/mediamyynti/kampanjalaskuri/, under "Mediamyynti", utilize this differing content structure in their layout. Pages where a single-columned content structure is used for the entire page may have decided upon this choice, primarily because it may just be the easiest and clearest method of presenting information. However, pages where the general two-column block structure is interrupted by single-columned centrally aligned content have effectively chosen to highlight a particular segment of content. This is apparent in the choice of the content that stands out within the chosen pages, "Oma elokuvanäytös" and "Yrityslippujen tilauslomake", which are fill-in-forms for ordering products or services mentioned on the corresponding pages. (Finnkino Oy 2020a.)

In conclusion, considering the current state of the Finnkino B2B website, it appears that Finnkino has addressed the aforementioned factors affected by content placement, with varying degrees of success. Accessibility options are successfully included in the current design, but more of the keywords on corresponding pages could be hyperlinked in the new design, to provide further connections between pages (appendix 1, pages 4-7). The

Finnkino B2B landing page's design succeeds in presenting the most significant information with equal importance and thusly serves its purpose effectively. No notable content changes are considered for the landing page in the new design (appendix 1, page 1). Furthermore, images are used prominently throughout the pages of the website and help in reinforcing the message of the text adjacent to them. However, some text segments are missing images and some of the images could be improved to provide more accurate representations of the written content and the current state of the Finnkino B2B business. The addition of missing images and suggestions for replacement images are considered in the new design (appendix 1, pages 2-3, 12-13, 21-24). Lastly, style deviation displays its effectiveness within the exemplary pages of the current design, and therefore additional deviation should be considered for the new design. Style deviation is addressed in the new design more effectively, to ensure that each page has its most important information stand out from the rest of the content.

3.4 Analyzing written content of the Finnkino B2B website

Written content, as its name suggests, addresses all of the content on a website that is presented in text form. It is generally the most effective way for companies to portray their most important information and objectives. There are, however, best practice standards that should be considered, to ensure that the complexity and quantity of text remains manageable for users.

Both Lofgren and Plumley have suggested best practice guidelines related to font sizing, font style, and acceptable quantities of presented text. Font style and sizing, combined with color contrast and spacing, should result in clear, legible text throughout the site. Additionally, there should be clear distinction between heading and body text formatting. Both sources agree that paragraphs should remain as concise as possible and that the quantity of paragraphs per page is limited to a set value, effectively ensuring that written text does not outweigh other content. This notion appears most significant in the case of the site's landing page, which should remain as minimalistic as possible. (Lofgren 2020; Plumley 2010, 60-62, 154.)

In the case of Finnkino B2B, it appears that written content follows a general pre-planned style, for the most part, but not in all aspects. The choice of font style has been effectively incorporated into every single page of the current website, as displayed by the example pages, "Oma elokuvanäytös", www.finnkinob2b.fi/yritysmyynti/oma-elokuvanaytos/, "Mainosvaihtoehdot", www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/, and "Elokuvateattereille", www.finnkinob2b.fi/elokuvalevitys/teattereille/. Text within the core body content of the pages uses "Helvetica" font style with a font size of 11,5. However, it

is important to note that various headings within the content of the corresponding pages also incorporate the "Helvetica" font style, but do not follow a defined sizing model. Instead, main headings and even subheadings vary in sizes between 19,5 – 37,5 on the site's webpages. Deviation between main headings and subheadings is understandable, and even recommendable, but as a general rule of thumb, the formatting of specific content elements should follow a set style, to ensure site uniformity. (Finnkino Oy 2020a.)

However, there are explicit examples of subheadings that are sized differently, with no apparent reasons to support the decisions. For example, if we compare pages "Oma elokuvanäytös" and "Mainosvaihtoehdot" we may notice that the main headers of the pages are sized and bolded similarly with a font size of 37,5. Subheadings such as "Oman elokuvanäytöksen sisältö", "Premiumkonsepti", "Valkokangasmainonta", and "Digitaalinen aulamedia", on their respective pages, on the other hand, are not sized in a similar fashion. The subheadings on the "Oma elokuvanäytös" have a font size of 19,5 whilst the subheadings on the "Mainosvaihtoehdot" page have a font size of 29,5. Most importantly, there are even differences in the sizing of subheadings within the "Oma elokuvanäytös" page, between the headings "Oma elokuvanäytös – elämyksellisin tapa kerätä ryhmä kokoon" and "Oman elokuvanäytöksen sisältö" content blocks, for example. The first example has a font size of 24 and is not bolded, whilst the latter example has a font size of 19,5 and is bolded. These choices do not appear intentional, and thus the changing of font sizing to a more uniform style throughout the website could be considered. (Finnkino Oy 2020a.)

Furthermore, all examples of written content in correlation with color contrast consist of either black text on a white, yellow or gray background and white text on segments with a black background. The main content is presented through black text on a white background, but some elements, such as buttons and fill-in-form field texts are presented with black text on either a yellow or gray area. Sufficient contrast is incorporated into the current design, yet it could be interesting to consider inverting the background and text colors, to formulate a stronger connection between the Finnkino B2B and Finnkino's main site, where the main written content is presented through white text on a black background.

In regards to the overall quantity of written text per page, Finnkino B2B does not appear to abide by any set standards for paragraph lengths or number of paragraphs per page. If we consider the two exemplary pages mentioned earlier, "Oma elokuvanäytös" and "Mainosvaihtoehdot", we may notice the hint of a trend, as each content block consists of paragraphs that range from one to four sentences each. In some rarer cases, as in the

case of the "Oma elokuvanäytös – elämyksellisin tapa kerätä ryhmä kokoon" content block on the "Oma elokuvanäytös" page, we may notice that the first paragraph consists of seven sentences. Considering Finnkino's more general use of paragraphs consisting of one to four sentences, it appears that the current design comes close to abiding by Plumley's current best practice recommendation of an average of three sentences per paragraph. Additionally, the maximum quantity of paragraphs per page, on average, should be around ten, if general paragraph lengths are met. Currently, each of the Finnkino B2B main content pages consists of around 7 to 16 paragraphs, each comprised of either 1-4 sentences. However, the pages with more than ten paragraphs have divided their sentences in a way that, if they were to be grouped up, the total quantity of paragraphs would fall under the recommended ten. (Finnkino Oy 2020a; Plumley 2010, 154.)

In conclusion, considering the current state of the Finnkino B2B website, the design could benefit from a few changes to the presentation of written content. The font style, "Helvetica", should remain the same for the new design, but font sizes for the text elements, such as main body, headers, and titles should be streamlined to follow specific sizing models. Changes should also be made to the paragraph structures, through the grouping of sentences into fewer paragraphs, to meet best practice standards in the new design. Lastly, the color of white is considered for the main written content of each page, with specific exceptions of yellow font, on a black or very dark background. (Appendix 1, pages 1-38.)

3.5   Analyzing visual content of the Finnkino B2B website

Images and their significance for written content have been discussed in the prior sections. However, some limitations must be applied to the use of images, to ensure that the user focus remains on the primary message relayed by text. Both the quantity and sizing of images within a page play significant roles in retaining a healthy balance between text and visual elements.

According to LYFE Marketing and Plumley, it is suggested that large images should only be used on a company's landing page, where the quantity of written text tends to be more minimal. Otherwise, small images of high quality should be favored for the remaining pages of a website, with the most attractive images being photos of actual events, such as real-life company and customer interaction. In the case of Finnkino B2B, their array of products and services is heavily user-focused and thus could benefit from visual elements that portray customer cases, with the products and services in the forefront. Finnkino B2B's Yritysmyynti department provides event hosting services and corporate voucher products to its customers, whilst Mediamyynti provides digital and physical marketing services within Finnkino's theaters. Therefore, photographic evidence of past successful

events and advertisement solutions could provide tangible, positive reinforcement for Finnkino B2B's product and service catalogues. (LYFE Marketing 2019; Plumley 2010, 63.)

Currently, both Mediamyynti and Yritysmyynti have incorporated high quality, photographic images to most of their corresponding pages. Especially Mediamyynti has effectively chosen to include photos where actual cases of digital marketing are clearly visible. For example, if we consider page "Mainosvaihtoehdot", www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/, under the "Mediamyynti" section, we may notice that every image, from top to bottom, except for the first one, depicts some form of digital or physical marketing campaign. These images successfully promote a few of the most popular services that companies could take advantage of, for advertising their own products through Finnkino. In addition to the aforementioned page, Mediamyynti has also incorporated photographic evidence of real digital advertising cases on their "Caset" page, www.finnkinob2b.fi/mediamyynti/Menestystarinat/. A list of past marketing campaigns is presented, each with a carefully chosen image for visual reinforcement. (Finnkino Oy 2020a.)

In the case of Yritysmyynti, however, there appears to be slight variation between the images chosen to portray their products and services, in regards to their relevance. For example, if we consider the "Yritysleffaliput" page, www.finnkinob2b.fi/yritysmyynti/leffaliput/, under the "Yritysmyynti" section, we may notice that each presented product is reinforced by an image that directly represents the purpose of the product in question. The "Yritysleffaliput" content includes a photo image of actual corporate vouchers, "Herkkuliput" content is represented by an image of popcorn and a soft drink, "Sähköiset liput" content is presented through an image of an actual electronic voucher, and so forth. On the other hand, the content pages presenting Yritysmyynti's event hosting services include visual elements that are slightly lacking in their representation of the services in question. (Finnkino Oy 2020a.)

If we consider the pages "Oma elokuvanäytös", www.finnkinob2b.fi/yritysmyynti/oma-elokuvanaytos/, and "Kokouspäivä & seminaari", www.finnkinob2b.fi/yritysmyynti/kokouspaiva-ja-seminaari/, we may notice that some of the images are more generic than others. For example, on the "Oma elokuvanäytös" page, the images presenting food and drink options, that can be reserved for private screenings, depict direct representations of available products. However, the images within the "Oman elokuvanäytöksen sisältö", "Premiumkonsepti", and "Popparit, buffa, tai suussa sulavat kakkukahvit" content areas are more general, concept images that could be replaced by photos taken from past private screening events, populated by real-life customers. The images of empty auditoriums could be

replaced by images presenting decorated auditoriums with full audiences, and the image of filled wine glasses could be replaced with either an image of popcorn and soft drinks or an intricate buffet, for example. In addition to these, the current images of empty auditoriums on the "Kokouspäivä & seminaari" page could also be replaced by populated versions of the same images, for example. These replacement images could offer more realistic depictions of the available services and products because, through their humanization, they become livelier and more relatable to viewers. (Finnkino Oy 2020a.)

Lastly, the sizing of images on the various Finnkino B2B websites varies significantly. If the largest images should be placed on the site's landing page, then the images on the rest of the webpages should be recognizably smaller. The site's images do not appear to follow a set sizing model, but generally each image fills an entire content block in the column adjacent to a content block comprised of written text. Currently, the size, and effectively, the heaviness of the incorporated images seems to outweigh the text they are meant to reinforce, mostly due to the chosen font size. However, the new layout design will incorporate a three-columned content block layout for each page, which essentially forces the reduction of the size of the visual elements, in order to accommodate written text equally. This change could effectively correct the imbalance between visual and written content.

In conclusion, considering the current state of the Finnkino B2B website, there are quality issues in some of the images that could be addressed. Recommendations of replacement images are considered in the new design, so that stronger visual reinforcement may be achieved. In addition to this, the sizing of images should be reduced significantly, to ensure that the current content can be accommodated into the new layout design, and that primary user focus remains on the presented text. (Appendix 1, pages 1-38.)

3.6   Analyzing the attractiveness of the Finnkino B2B website

User engagement is what website designers attempt to acquire when users visit their sites, and this concept correlates directly to a site's visual presentation. The more attractive and understandable the content of a site is, the easier it is to keep users interested in the site.

Primarily, it is the written text that generally presents the information of a website. However, images can play a significant role in attracting a user's engagement to a text because they are generally the first visual elements that a user's eyes focus on when landing on a site. Additionally, as suggested by Lofgren, an image can reinforce the message

of a text, or it can even be used to replace written text altogether, if it is a direct visual representation of the context of the text. This could be most effective for presenting products and services of companies, for example. However, in the case of Finnkino B2B, the products and services are quite complex and require more detailed descriptions, that could not be portrayed by images alone. Still, it is important to note that images are being effectively used to reinforce written text on the current website, but some images may require replacing to ensure that each product and service is enforced by the best possible visual representation. (Lofgren 2020.)

In conclusion, considering the current state of the Finnkino B2B website, user engagement appears to be addressed properly though a healthy balance of written text and visual content. However, some pages are missing visual images that could further reinforce the text, and some of the current images could be improved to further strengthen user engagement. Therefore, recommendations for new images are considered for relevant pages in the new design. (Appendix 1, pages 2-3, 12-13, 21-26.)

3.7 Analyzing Finnkino B2B's inclusion of content pages

3.7.1 Is there an "About" page?

Currently, the Finnkino B2B webpages do not include a separate "About us" page, where they provide a more in-depth portrayal of the values, aims, and objectives of the department within Finnkino Oy as a whole. The importance of this page lies in its ability to create and promote trust between users and a company providing products and services. According to Friedman, almost all of the company websites within their study have an "About us" page, further enforcing its significance. In Finnkino B2B's case, the only section that slightly resembles an about us page is the site's landing page, where each department related to B2B is introduced very briefly, with the option of navigating to either the Yritysmyynti-, Mediamyynti-, or Elokuvalevitys-sections with the click of a button. These three sections are not explored on any one page collectively, therefore it may be difficult for users to fully acquaint themselves with them. A quick access option for navigating to the "About" page from anywhere on the site could be included in the footer of every page. (Finnkino Oy 2020a; Friedman 2011, 18.)

In conclusion, after considering the high rate of inclusion of an "About" page amongst a variety of websites and the underlying value of this particular page's message, the addition of the aforementioned page, to the new design, is considered in the new concept design, along with a corresponding link to the page within the navigation menu and page footer. (Appendix 1, page 28.)

3.7.2 Is there a "References" page?

The main objective of a "References" page is to promote the successes of a company, and their fruitful interaction with clients and cooperative partners. The content on this specific page not only highlights successful case studies, but also presents a written, visualized, and tangible foundation for the products and services on offer. In Finnkino B2B's case, potential customers may receive a better understanding of their array of products and services through these reference cases, than they could through general descriptions on product pages, for example. (Friedman 2011, 19.)

However, this "References" page concept has not been implemented into every section of the current Finnkino B2B website. Under the "Yritysmyynti" section, there are no subpages hinting at a list of case studies or cooperation with other companies, whatsoever. On the other hand, there is a "Caset" subpage under the "Mediamyynti" section, see page www.finnkinob2b.fi/mediamyynti/Menestystarinat/, where a list of past successful cases is presented. Each case study is portrayed as an article in a list format, so users can choose to explore each of these cases individually. Most importantly, the page's list of articles includes case studies from both Mediamyynti and Yritysmyynti. However, the current Yritysmyynti navigation layout does not provide a path or even a link to this "Caset" page. The last section "Elokuvalevitys" focuses on providing users with a listing of the current and upcoming film slates at Finnkino theaters, so the aspect of a references page is not relevant for this section. (Finnkino Oy 2020.)

In conclusion, Finnkino B2B's website appears to follow the standard guidelines and does include a "References" page, although partly, as a content page of their layout. The current design offers a "Caset" page that incorporates case studies from both Yritysmyynti and Mediamyynti, but only Mediamyynti provides a path to that specific page in their section of the navigation menu. In addition to this, the current references page successfully combines both departments, so there is no need to create separate case study pages. Therefore, the new concept design will address a revamped version of the "Caset" page (appendix 1, pages 21-22) with the addition of a "Caset" page option within the navigation menu under the "Yritysmyynti" section (appendix 1, page 29).

3.7.3 Is there a "Services" page?

Generally, companies may present a short introduction of their goals, value propositions and purpose on their landing pages. Some even go as far as to briefly present their products and services. On the other hand, products and services can also be presented on a specified "Products and services" page, where they may be described in greater detail,

alongside related visual elements. Finnkino B2B has chosen to accomplish the presentation of their products and services in a slightly different manner, compared to the standard practice. (Friedman 2011, 19.)

Under the "Yritysmyynti" section, each product and service has been divided into its own individual subpage. There is no introductory page, where these products are presented collectively on a general level. Instead, a user must navigate through each product or service page separately, in order to familiarize themselves with them. These subpages include "Yritysleffaliput" "Kokouspäivä & seminaari", "Oma elokuvanäytös", "Virtuaalitapahtumat", "Koululaisnäytös", and "Event cinema". Furthermore, the only page where these products are mentioned collectively is "Hinnasto", but this page focuses more on providing pricing information than it does on describing the products in question. Therefore, due to a wide-ranging product catalogue including both event management and voucher sales, it may be recommendable to add a collectivized "Products and services" subpage, where this catalogue is briefly presented. (Finnkino Oy 2020a.)

On the other hand, the "Mediamyynti" section has presented their array of services in a differing manner to that of "Yritysmyynti". Essentially, the product, or in this case, the service catalogue of the Finnkino Media sales department is slightly more compact and straightforward. The primary service on offer is digital marketing space, along with their respective durations and timeslots, with the only varying factor being the physical digital space that this advertising is presented on. Effectively, this means that products and services are easily summed up in a single page, "Mainosvaihtoehdot" under the "Mediamyynti" section. Considering this, the "Mediamyynti" section appears to follow the standard practice of providing a "Services" page. (Finnkino Oy 2020a.)

In conclusion, after taking into consideration the presented standard practices, reinforced by the product page under "Mediamyynti", alteration considerations for the new concept design have been chosen. A separate, collectivized "Tuotteet ja palvelut" page should be added into the new design under the "Yritysmyynti" section (appendix 1, pages 23-24). Additionally, the new design of the "Mainosvaihtoehdot" page (appendix 1, pages 12-13) under Mediamyynti should abide by the same layout design that is used for the new "Tuotteet ja palvelut" page. "Elokuvalevitys" section will be left untouched in relation to this matter.

3.7.4 Is there a "Process" page?

The importance of a separate "Process" page lies in its content's ability to inform the site's users, in great detail, of the necessary steps for procuring and using a company's products and services. As suggested by Friedman, a potential customer is more likely to purchase a product or service, if they receive all significant information required to make an informed decision. Presenting a step-by-step guide for completing desired user actions could prove vital for any company. (Friedman 2011, 20.)

In other words, what this means for Finnkino B2B, is that the presentation of the methods in which products and services provided by Yritysmyynti and Mediamyynti are used, could be accomplished on a specific page. Currently, Yritysmyynti provides products and services mentioned in the prior section and has designated individual subpages for each item. On each of these pages, the product or service is explained further and steps for either purchasing or for making further inquiries on it are presented clearly. This applies to all corporate voucher products and event booking options. Using the "Oma elokuvanäytös" subpage www.finnkinob2b.fi/yritysmyynti/oma-elokuvanaytos/ under the "Yritysmyynti" section as an example, we may notice that the "Private screening" product is described in further detail quite extensively. Options for what users can do with and during a private screening are explored and a fill-in-form for making a reservation for a private screening is provided. Users are presented with most, if not all, of the necessary information they would need to either choose to make a purchase or inquire more on the matter. (Finnkino Oy 2020a.)

Similarly, in the case of Mediamyynti, the provided services are depicted in an equally extensive fashion. Though this department's range of service options is significantly narrower, there is still enough variety amongst advertisement methods to warrant descriptive explanations of each one. As stated earlier, Mediamyynti provides a single service of digital marketing space in different locations and the options are presented on their "Mainosvaihtoehdot" page www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/ under the "Mediamyynti" section. Once users have acquainted themselves with these options and have chosen to move forward in the purchasing process, they may move onto the "Tekniset ohjeet" page www.finnkinob2b.fi/mediamyynti/tekniset-ohjeet/, where steps are presented for providing advertisement material to the service provider. These final steps essentially bring the purchasing process to a close. (Finnkino Oy 2020a.)

In conclusion, considering the current state of the subpages under both "Yritysmyynti" and "Mediamyynti" on the Finnkino B2B site, the product and service processes appear to be aptly presented on their respective pages, without the inclusion of a separate "Process

page". Therefore, the exclusion of a specific "Process" page, from the new design, is considered in the new concept design.

3.7.5 Is there a "Contact" page?

Generally, the "Contact" page consists of contact information or links to communication channels that users can use to reach out to representatives of a company. These details are essential for ensuring that users can receive answers to any questions they may have that are not provided through the information on the site's pages. This information includes, but is not limited to phone numbers, emails, addresses, and social media accounts. (Friedman 2011, 20-21.)

Furthermore, the various sources presented similar, yet slightly differing views on where this contact information and their links should be located. Friedman promotes the standard practice of including a separate "Contact" page on a company website and their website study results also suggest that a direct contact link should be included in the top right area on the landing page of a site. Additionally, at least half of the websites in their study include a contact link in the footer of each page. Both LYFE Marketing and Crestodina appear to agree with the recommendation of including contact information or at least a link to the information in the top right area of the page. (Crestodina 2015; Friedman 2011, 20-21; LYFE Marketing 2019.)

In Finnkino B2B's case, Yritysmyynti, Mediamyynti, and Elokuvalevitys have all included an "Yhteystiedot" subpage under their corresponding sections. These pages are www.finnkinob2b.fi/yritysmyynti/yhteystiedot/, www.finnkinob2b.fi/mediamyynti/yhteystiedot/, and www.finnkinob2b.fi/elokuvalevitys/yhteystiedot/, respectively. On Yritysmyynti's contact page, they present information such as a general hotline and sales personnel phone numbers, email addresses, and a physical address. However, there are no contact links located in the top right area of any of their pages, only in the footer. In a similar fashion, Mediamyynti has included the contact information at the same level of detail as Yritysmyynti. There are no contact links located in the top right area of the pages in their section either, but links are, yet again, included in the footer. Elokuvalevitys, however, has chosen to display their contact information in a simpler manner. A single, shared department phone number is presented with a list of the personnel to contact through emails. On the other hand, even though the similar information is portrayed on all of the aforementioned "Yhteystiedot" pages, their layouts differ significantly. Mediamyynti appears to list contact details plainly through written text, but Yritysmyynti has chosen to use a block by block style with text and images included. Elokuvalevitys has

two content blocks, one presenting an image and the other presenting written text. (Finnkino Oy 2020a.)

In addition to this, it is interesting to note that Finnkino B2B does not mention its social media accounts anywhere on its site's pages. The fact is that Finnkino, with B2B included, has a presence on various popular social media and streaming platforms, such as Instagram, Facebook, LinkedIn, Twitter, and YouTube. However, there are no links to Finnkino's social media accounts on any of Finnkino B2B pages, contrary to what has been recommended by the aforementioned sources as a general practice. Furthermore, if we compare Finnkino's main site's pages to B2B's, we may notice that links to Finnkino's social media accounts with their corresponding icons are in fact included in the footer of every page, https://www.finnkino.fi/, thus reinforcing the standard practice. (Finnkino Oy 2020b.)

In conclusion, considering the current state of the Finnkino B2B website, it can be concluded that a "Contact" page already exists for all B2B sub-sections, Yritysmyynti, Mediamyynti, and Elokuvalevitys. However, the "Yhteystiedot" page's layout, under Mediamyynti, will be modified to reflect the new layout design of the "Yhteystiedot" page (appendix 1, pages 25-26), which serves as a template for the future Yritysmyynti and Elokuvalevitys contact page alterations as well. In addition to this, a contact link/button is currently missing from its most crucial location in the top right corner of the landing page, along with social media links within the footer of each page. Therefore, the new concept design should incorporate the missing elements into their corresponding locations (appendix 1, page 1.)

3.8 Analyzing design responsiveness of the Finnkino B2B website

Responsive design is a concept that modern website designers should take into careful consideration when creating a design. With technological devices rapidly transitioning to the mobile-friendly sector, mobile devices, such as smart phones, are quickly becoming the number one choice to turn to for browsing the internet on-the-go. Therefore, it has become crucial for websites to scale naturally between different screen resolutions.

LYFE Marketing, Lofgren, and Crestodina all suggest that most top websites have optimized their designs to behave responsively, in an effort to accommodate most, if not all, of their website visitors. The most popular operating systems, devices, and browsers are taken into consideration during the designing processes. In Finnkino B2B's case, the current website scales responsively when accessed on devices with varying screen resolutions. At the time of writing, this scaling test was conducted on a Samsung Galaxy S10

smartphone, running on an Android-based operating system, using both the Samsung Internet- and Google Chrome-browsers. Another test was carried out on an iPhone 11, running on an iOS-operating system, using the Safari-browser. (Crestodina 2015; Lofgren 2020; LYFE Marketing 2019.)

In conclusion, considering the current state of the Finnkino B2B website, its responsiveness and scalability appears to be in tune with current standards. The website scales properly on multiple platforms and therefore appears to not require further changes in that aspect. Therefore, no evidence suggests that the current website's responsiveness requires any necessary changes.

3.9   Analyzing the navigation menu of the Finnkino B2B website

The navigation menu of a website essentially forms the backbone for the webpages that can be navigated to through this very menu. Through the options offered on the menu, users may transition to any part of a website with the click of a button. Therefore, it is important for designers to ensure that all pages are incorporated into the navigation menu in some way.

Considering the views expressed by the sources LYFE Marketing, Crestodina, Friedman, Plumley, and Lofgren, there are distinct design standards that designers have grown accustomed to. These best practices focus on the placement of the navigation menu on a page, the amount of clickable options on the menu bar, menu dropdown levels, and the location of a clickable company logo. These standards have been adopted by almost all of the top websites mentioned in the aforementioned sources' studies. The Finnkino B2B website has abided by the set standards faithfully, with only a handful of deviations. (Crestodina 2015; Friedman 2011, 15-16; Lofgren 2020; LYFE Marketing 2019; Plumley 2010, 90-91.)

In the case of the current Finnkino B2B site, it appears that the navigation menu is placed exactly where the best practice guidelines recommend. The menu is located in the header of each page, situated horizontally with a central-alignment within the top area. If we compare three of the site's pages, www.finnkinob2b.fi/yritysmyynti/leffaliput/, www.finnkinob2b.fi/mediamyynti/mainosvaihtoehdot2/, and www.finnkinob2b.fi/elokuvalevitys/mediaalle/, we may notice that the placement on each page remains exactly the same. Furthermore, considering the standard amount of clickable options on the navigation menu, Finnkino B2B has successfully kept their options within the optimal range. LYFE Marketing and Plumley have set a maximum range of six to ten menu options, but it can be noted that the maximum amount of menu options currently offered on the Finnkino B2B site is

four. In addition to this, a Finnkino B2B company logo is also included in the header area of every page, to the left of the navigation menu, and offers a smooth transition to the landing page of the Finnkino B2B site with the click of a button. (LYFE Marketing 2019; Plumley 2010, 90-91.)

Lastly, regarding navigation menu structure, Plumley suggests that any dropdown menus included within the navigation should not exceed three levels of options at any time. However, Finnkino B2B's current design exceeds this recommendation significantly. At this time, the dropdown menu provided under the "Yritysmyynti" option offers 14 sublevels, "Mediamyynti" offers 10, "Elokuvalevitys" offers seven, and "Ajankohtaista offers 16 visible levels - see page www.finnkinob2b.fi. Each menu option clearly exceeds the best practice standard, and therefore menu-level changes, such as adding additional sub-levels to the current levels, and grouping these sub-levels together by product type, could be considered. (Finnkino Oy 2020; Plumley 2010, 90-91.)

In conclusion, considering the current state of the Finnkino B2B website, it may be noted that most of the best practices mentioned in this section have been abided by successfully. However, dropdown menu levels require some changes, to reduce their quantity. The new design should incorporate less crowded dropdown menus with the help of categoric grouping. A few, more general dropdown menu options based on product type are considered in the new design, with the current design's pages being placed under them in additional sub-level dropdown menus (appendix 1, pages 29-30.)

3.10 Does the Finnkino B2B website offer a search function?

The search function provides a more direct transitional pathway to specific information for users that know exactly what they are looking for, compared to the traditional method of clicking through a navigation menu. New visitors benefit from this function because the search presents results that are most related to the information they may be seeking on a site with a large quantity of content, whilst visitors that frequent a site may prefer to reduce navigation time. (LYFE Marketing 2019.)

However, the need for a search function correlates directly with the both the complexity of a website and the amount of content available. Still, even these factors do not guarantee that a search function is a must-have feature, as suggested by the results of Friedman's study, stating that almost none of the sites they studied provide any form of search function. On the other hand, Crestodina's study results suggest a slightly differing view on the popularity of a search function, with over half of the sites providing some form of search feature. These contradicting accounts present the idea that the use of a search function

on websites is more of a preference than an actual best practice standard. (Crestodina 2015; Friedman 2011, 16.)

In the case of Finnkino B2B, there is no search function in use in the current design. Considering the amount of content available on the site, the prerequisites that could warrant the need to expedite navigation are not met. The site's total number of webpages is quite minimal and the navigation menu is broken down in a way that quite clearly points users to their desired information through department and product division. The overall clarity of the navigation menu effectively overrules the notion that this site may be complex enough to require a search function. If we compare the Finnkino B2B site to Finnkino's main site, (see pages www.finnkinob2b.fi and www.finnkino.fi) it becomes apparently clear that the content quantities vary significantly. Finnkino's main site consists of all necessary information regarding Finnkino Oy's consumer products, services, theaters, movies, and marketing content that is relevant for users. The amount of content under the aforementioned categories is significant and warrants the inclusion of a search function in the upper right-hand corner of the page. (Finnkino Oy 2020a; Finnkino Oy 2020b.)

However, Finnkino B2B is a sub department of the Finnkino company, and therefore the B2B site acts as more of a sub-site or extension of the main site, rather than a whole separate entity. Therefore, the quantity of content is significantly more manageable and easily accessible, focusing on only the B2B-oriented products and services that Finnkino provides to other companies and organizations. These factors could explain why a search function has been left out of the original design.

In conclusion, considering the current state of the Finnkino B2B site and the views expressed by the various sources, the need for a search function on the webpage is not completely substantiated. The inclusion of this feature being more of a preference, rather than a standard affects the final decision greatly. Therefore, the exclusion of a search function, from the new design, is considered.

3.11 Analyzing additional requests: E-commerce checkout and user notifications

Considering the current state of the Finnkino B2B website, there are a few features that the Finnkino B2B department desires to include into the new design. Essentially, to bring the Finnkino B2B website into the 21st century and provide proper e-commerce purchasing options, it is imperative that a shopping cart e-commerce checkout feature is implemented into the site. Additionally, proper user prompts, notifications, and error messages

should be added to all content areas of the site, where a user is required to complete an action or provide some form of input.

In the current design, the only method of purchasing products and services is to complete fill-in-forms found on the corresponding pages of the site and send them to the Finnkino B2B sales teams. These purchase requests are then handled by the B2B personnel, who will contact the buyer and confirm all details before processing the transaction. Essentially, the handling and processing of purchase requests is done manually by Finnkino B2B teams and all transactions are either pre-billed or post-billed. The chosen billing model for each purchase is determined by the value received through a credit score check of the purchasing company. It is important to note that this method applies to all voucher products, event hosting services, and digital marketing. As suggested by the current purchasing model, there is no direct method for purchasing voucher products, with a company's credit card or bank account, for example, which is exactly what the B2B department wants to make available.

In addition to this, if we compare the Finnkino B2B site to Finnkino's main site, we may notice that a shopping cart checkout feature is specifically used by customers to purchase Finnkino's products. This same feature could be incorporated into the Finnkino B2B site for the purchasing of corporate voucher products. More importantly, the current fill-in-form found on the "Yrityslippujen tilauslomake" page, www.finnkinob2b.fi/yritysmyynti/lipputi-laus/, could be integrated into the shopping cart checkout, so that companies have the same voucher design options made available to them, that are currently available on the aforementioned page. This shopping cart checkout feature could prove vital not only for companies that do not have the option to purchase corporate vouchers through the normal billing process, but also for companies that desire to make direct voucher purchases using a company credit card or account. Effectively, the addition of a secondary purchasing channel could expedite corporate voucher purchasing processes, and increase the amount of voucher sales significantly. (Finnkino Oy 2020a.)

Furthermore, the current Finnkino B2B website design also needs user prompts, notifications, and error messages, to improve usability of the site, especially with the addition of a shopping cart checkout feature. Currently, the website offers fill-in-forms for purchasing various Yritysmyynti and Mediamyynti products and services, which users can fill out and send to the Finnkino B2B department with the click of a button. Unfortunately, the current site does not save these user inputs anywhere, nor does it provide any notifications to users, informing them that there is unsaved data on the page, in the case that users either

decide to or accidentally leave the corresponding pages. In the case that a user accidentally leaves the fill-in-form page and returns to the page immediately after, they must fill in all of the information from scratch. Therefore, the current design could benefit from the addition of notifications or prompts that a user must accept before leaving a fill-in-form page into which they have inserted data inputs.

Additionally, users may send their fill-in-forms before they have filled out all of the required and most necessary fields. This, in turn, forces Finnkino's B2B personnel to contact this user separately, if contact information is provided, and acquire the missing details before processing the order. Unfortunately, these additional contacts consume unnecessary amounts of effort and time. Therefore, it is essential that the most important input fields in the fill-in-forms are designated as required, and if a user attempts to send the purchase order with missing information, they will receive an error message informing them to fill in the required fields, before clicking the "Lähetä tilaus" button again. (Finnkino Oy 2020a.)

In conclusion, considering the current Finnkino B2B design, and the desires of the Finnkino B2B department, additional features will be added to the new design. New features to consider for the new design, only as concepts, are an e-commerce checkout with a corresponding shopping cart button in the header, and notifications to fill-in-form and shopping cart pages (appendix 1, pages 17-18, 31-38).

4   Results of the new concept design

The primary product of this project is a new website layout concept design, that incorporates popular features, elements, and design choices found in modern e-commerce websites. This concept design was created for the Finnkino B2B department as an optional, implementable website design, that could be adapted to the current www.finnkinob2b.fi webpages. Most importantly, as a reminder, due to the fact that the product of this project is an altered concept design of the current webpages, the current content found throughout www.finnkinob2b.fi has been copied into the new design, but may be situated differently. Finnkino Oy owns all of the content used within the new concept design. Essentially, not all of the current webpages were included in this new design. The webpages that were chosen to be included in the new concept effectively reflect the results of the previous comparison segments. However, the layout designs of these new pages provide foundations that can also be adapted to the remaining pages of the current website, if the Finnkino B2B department wishes to do so.

The first targets of comparison focused on the aspects of color psychology and the importance of a chosen color scheme, and its reinforcement throughout the website. The primary color palette Finnkino's brand consists of yellow, black, and white. This is reinforced throughout Finnkino's main website at www.finnkino.fi and therefore the new design has adopted the same use of color. The background color was changed to black and the color of most written text was changed to white, to align with Finnkino's main website's design. Some text segments incorporate yellow text in order to make elements such as headers and introduction segments stand out. The consistent use of yellow buttons and yellow hyperlinked text was also implemented into the concept. Finally, the decision to move from a lighter design to a darker one was affected significantly by the design of the Finnkino main website. The effective use of lighter written content and sufficient amounts of colorful images ensures that the black background does not outweigh the content. These guidelines were followed closely during the creation of the new design. (Appendix 1, pages 1-38.)

In regards to the column-structure and content alignment of pages and the inclusion of an introductory block, the new design incorporates significant changes. The results of the comparison enforced the decision to adopt a three-columned content structure with central-aligned content in place of the current two-columned content structure with left-aligned content. It is important to note that some of the current Finnkino B2B webpages use a mixture of a single-columned structure and left- and central-aligned content. Therefore, a few example pages that are two-columned have been replaced by three-columned page concepts with central-aligned content (appendix 1 pages 2, 12-13). Single-columned

pages remain single-columned in the new design and include both left-aligned and central-aligned content, with occasional uses of bullet points, to ensure the clarity of written content (appendix 1, pages 4-11). In addition to this, comparison results suggest that an introductory block should be included on relevant pages. Therefore, short introductory blocks were inserted under title blocks on pages where they could provide most value in the new design. The introductory blocks include a call to action in larger yellow text, and a short introduction to the content in smaller white text. Yellow buttons were included into some of the introductory blocks to provide quick navigation paths to related information (appendix 1, pages 8, 21). In addition to this, it is important to secure website uniformity by implementing similar page layouts. However, the current Finnkino B2B website has pages that provide similar information, although under separate sections, such as Yritysmyynti and Mediamyynti. Both of these sections provide pages such as "Hinnasto", "Teatterit", and "Yhteystiedot", but the layouts of these pages differ significantly. The new design addresses these deviations and has enforced page uniformity through the use of set layout templates (appendix 1, pages 4-11, 14-16, 25-26).

Furthermore, results suggest that the way in which content is placed on webpages has an effect on its level of importance. The new design has addressed this claim by placing the most important content near the top of each page, by providing a sufficient amount of hyperlinked text, by utilizing effective style deviation, and by including a simple, yet impactful landing page. As mentioned earlier, the introductory block, located at the top of relevant pages presents a clear call to action and a short description of the pages' primary message. These calls to action are accompanied by buttons or links that direct users to the pages where these called actions can be completed, such as purchasing products. Other pages, that do not include introductory blocks, provide content blocks with call to action buttons. Additionally, like the yellow buttons found on these pages, yellow, hyperlinked text is also inserted within the written content of the new webpages, to further improve navigation. Primarily, text that refers directly to a product or service has been hyperlinked, to provide quick navigation to respective pages, where the product or service may be purchased. (Appendix 1, pages 1-38.)

Additionally, style deviation is used within the new design to both separate content sections and to highlight content. Page titles, introduction headers, section headers, and main body text are all sized differently, and in some cases, colored differently. The differing sizes and colors effectively guide users to certain areas of the pages and places more emphasis on content that stands out from the rest. Essentially, the introductory block utilizes a larger header text size and yellow color, whilst the body text is smaller and white. Compared to the main body content of these respective pages, the introductory content is

larger in size, essentially highlighting its significance. In addition to this, the introductory block is placed on a lighter, greyish-black background that stands out from the darker black background. It is important to note that the lighter, greyish background is only used for the introductory blocks, headers, and footers of each page, whilst the rest of the content is placed on the general, black background. Additionally, the inclusion of images within content blocks can further enforce the message of written text. However, images should only be used where necessary, and they should not shift focus away from the written messages. Therefore, images have been carefully chosen and placed into only the most relevant pages, where they provide direct visual representations of the written content, such as products, services, and case studies. (Appendix 1, pages 2-3, 12-13, 23-24.)

In the case of the Finnkino B2B landing page, the new design had to address strict standards. The main role of a website's landing page is to provide a clear depiction of the site's purpose and objectives, primarily through large visual content, rather than written text. Therefore, the new landing page design has adopted a dark color scheme and its main content is a banner image at the top of the page, followed by three content blocks presenting the two B2B departments and the film distribution services directly in the middle of the page. Each content block is of equal size and there is minimal use of written text. Large, yellow call to action buttons are clearly presented to users for navigating to each of the departments' main pages. The page's content is accompanied by a header, footer and a sizable, yellow "Ota Yhteyttä" button in the top right corner of the page, which directs users to a contact page, where all of Finnkino B2B's combined contact information and social media links are available. This option was included on the landing page to provide users with direct contact access for communicating with Finnkino B2B. (Appendix 1, page 1.)

In addition to this, both written and visual content play significant roles in acquiring user engagement on websites. In regards to written content, the results of the comparison laid out best practice guidelines, that have been addressed in the new concept design. The font size and style of various text content, be it section headers, titles, body text, has been streamlined throughout the new design. The set font style for the new design is "Helvetica", which is the font style also used in Finnkino's main webpages. Page titles are all caps-locked, white in color, and have a set font size of 26. Introductory headers on relevant pages, however, are sentence-cased, yellow in color, and have a set font size of 20. Some pages even include sub-headers for sections that are also colored yellow, but follow a set font size of 18. Main body text, on the other hand, has a font size of 6 and is colored white throughout most of the design, with some exceptional uses of yellow. The landing

page (appendix 1, page 1) and "Ostoskori" pages (appendix 1, pages 31-37) present exceptions to these rules since they follow their own set of font sizes. (Appendix 1, pages 1-38).

Furthermore, written text on pages can be broken down into paragraphs, and these paragraphs into sentences. By including written content, taken directly from the current Finnkino B2B site, the new design has addressed optimal paragraph and sentence quantities by reducing the amount of written text on its pages. Time and effort were put into ensuring that the maximum number of main body content paragraphs per page is ten. Exceptions to this rule include pages that present their content through bullet points and the introductory blocks, which are not included in the paragraph count. Additionally, the optimal number of three sentences per paragraph has also been successfully addressed. The new design incorporates main body and introduction block paragraphs that are between one to three sentences long. Therefore, some content blocks consist of multiple paragraphs. (Appendix 1, pages 12-13, 21-22, 28.)

Just like written text, images also play a part in presenting a website's content. It is important to remember that images should be used to reinforce the written content, without distracting users away from the text. The size of images and their placement also affects their significance. Therefore, careful consideration was needed when choosing the images that were then implemented into the final design. The sizes of images were reduced significantly, to ensure a proper fit within the content block limits of the new three-columned content structure. Additionally, it was ensured that the sizes of these images do not outweigh the amount of written content they are meant to reinforce, by limiting the amount of space each image fills within a content block to a maximum of 40% (appendix 1, pages 2-3, 12-13, 21-24). Exceptions to this rule can be seen on the new "Yhteystiedot" (appendix 1, pages 25-26) and "Yrityslippujen tilauslomake" (appendix 1, pages 17-18) pages because they utilize these images in a different manner. Suggestion blocks for images have been inserted into the new "Yhteystiedot" page (appendix 1, pages 25-26) as well. Finally, the placement of images above the written content of each content block was chosen with the notion of user engagement in mind. The primary purpose of these images is not only to provide the most effective, visual depictions to support the written content, but to grab the attention of users and divert it to the text adjacent to them (appendix 1, pages 2-3, 12-13, 21-24).

In regards to specific content pages, "About", "References", "Services", "Contact", and "Process" are the most popular inclusions in today's top websites. The "About" page is effective in providing detailed background information on the company and their objectives.

Therefore, the new design has incorporated a "Tietoa meistä" page (appendix 1, page 28), which can also be found on Finnkino's main website. A link to this new page has been inserted into the footer of every page (appendix 1, page 15), along with a navigation menu option under each department (appendix 1, pages 29-30). The content of the "Tietoa meistä" page consists of the same of Finnkino Oy background information that is found on the main site, along with longer, more descriptive presentations of Finnkino B2B's department processes, with clickable buttons that transport users to their respective pages.

In the case of the "References" page, the current Finnkino B2B website includes a case studies page under the name "Caset", but it is located under the Mediamyynti section dropdown menu levels within the navigation menu. The purpose of this page is to provide tangible, real life cases of successful cooperation between Finnkino and other companies. Essentially, the page's content consists of Yritysmyynti and Mediamyynti cases, but Yritysmyynti does not reference this page anywhere within its pages. Therefore, the decision was made to modify the current "Caset" page for the new design with a three-columned content structure and relevant imagery (appendix 1, pages 21-22). In addition to this, a "Caset" option was added as an Yritysmyynti dropdown menu level in the new navigation menu design (appendix 1, page 29). Both "Caset" options, under Yritysmyynti and Mediamyynti, direct users to this new page.

Furthermore, in regards to the "Services" page, the "Mainosvaihtoehdot", "Omat näytökset" (just one example of Yritysmyynti's various product pages), and "Elokuvateattereille" pages under Mediamyynti, Yritysmyynti, and Elokuvalevitys, respectively, serve a similar purpose. Mediamyynti and Elokuvalevitys appear to list their services on a single page, but Yritysmyynti has divided its products and services over multiple pages. The purpose of this page is to provide users with detailed information about the products and services provided by Finnkino B2B. Each B2B department provides differing catalogues of products and services, so the decision was made to incorporate separate "Services" pages for each. All of Yritysmyynti's products and services have been combined into a single three-columned "Tuotteet ja palvelut" page (appendix 1, pages 23-24), made up of content blocks, consisting of written text and images. A link to this page has been inserted into the new navigation menu design under Yritysmyynti (appendix 1, page 29). Additionally, Mediamyynti's "Mainosvaihtoehdot" page has been redesigned to follow a similar three-columned content structure with written text and images placed into content blocks (appendix 1, pages 12-13). Finally, the "Palvelut elokuvateattereille" page serves as the services page for Elokuvalevitys, and its layout consists of a single-columned content structure, with written content presented through bullet points, to ensure clarity (appendix

1, page 27). A "Palvelut elokuvateattereille" option has also been added into the new navigation menu design (appendix 1, page 30).

On the other hand, the "Contact" page is included in the current Finnkino B2B website, as the "Yhteystiedot" page. The purpose of this page is to provide users with Finnkino B2B's contact information and optional channels of communication. Currently, there are separate "Yhteystiedot" pages for each B2B department, with each page displaying differing layouts. In an effort to improve site uniformity, it was decided that the new design incorporates one conceptual layout design for the "Yhteystiedot" page (appendix 1, pages 25-26) that is to be used as a foundation for each department's contact page. The new "Yhteystiedot" page provides a presentation of the revamped Mediamyynti contact page, with a three-columned content structure and content blocks occupied by written text and images. Each department has been provided an "Yhteystiedot" navigation menu option into their section's dropdown menu levels, for navigating to their respective contact pages (appendix 1, pages 29-30).

In addition to the standard contact page, a company should also provide links to their contact information and social media accounts. The current Finnkino B2B website does not mention its social media accounts anywhere and there is no "Contact us" button in the top right corner of the landing page. Therefore, links to all of Finnkino B2B's social media pages have been provided in the footer of every webpage in the new design. Additionally, a yellow "Ota yhteyttä" button has been implemented into the top right corner of the newly designed landing page. (Appendix 1, page 1.)

In regards to the "Process" page, the current Finnkino B2B website does not include a page that resembles one. The products and services and methods for procuring them are clearly and descriptively explained on their respective pages, effectively removing the need for a separate process page. Therefore, the decision was made to not include a "Process" page into the new concept design.

In terms of responsiveness and mobile-friendly design, the current Finnkino B2B website has addressed the concept successfully. When accessing and viewing the current webpages on mobile devices, the content layout is presented in a way that ensures legibility and clarity. Page content feels alive and actively reacts to the increases and decreases in user screen resolutions. The same occurs when changing the browser window size, whilst viewing the webpages on a computer screen, for example. The same sense of responsiveness and mobile-friendliness should be incorporated into the implementation of the new concept design, in the case that Finnkino B2B decides to use it.

Furthermore, the navigation menu of the current Finnkino B2B website has been slightly modified in the new design (appendix 1, pages 2, 8, 27). Most notably, the base color of the menu has been changed to black, to reflect the new website background color, whilst the menu options are presented in white text. Additionally, the Finnkino B2B logo, located to the left of the navigation menu, has had its text changed to a yellow color. An "Ota yhteyttä" button has been added to the right of the menu on the landing page (appendix 1, page 1), whilst a shopping cart icon has been added in its place onto the other webpages (appendix 1, pages 2-38). Otherwise the main navigation menu has not been altered in the new design, and presents the same four navigation paths, Yritysmyynti, Mediamyynti, Elokuvalevitys, and Ajankohtaista. However, the number of concurrently visible dropdown levels in the current B2B website exceed the optimal quantity suggested by comparison results. Therefore, the decision was made to create new navigation menu groupings, to ensure that there are only three visible options available in each sublevel of the dropdown menus. These new dropdown menu levels for each navigation menu section are presented in the "Navigation menu design" page, with an example of the Yritysmyynti "Tuotteet & palvelut" navigation path displayed at the top of the page (appendix 1, pages 29-30).

On the other hand, a search function provides users with a quick manner of locating and navigating to desired information, and therefore may be pivotal for certain content-rich websites. However, considering the complexity and content quantity of the current Finnkino B2B website, the need for a search function is not evident. The new design incorporates a sufficient quantity of hyperlinks and buttons for navigating between pages, and therefore a search function is excluded from the new concept design.

Finally, the concepts of an e-commerce section, accompanied by a corresponding shopping cart button, and user notifications were introduced by the Finnkino B2B teams. These features are not implemented into the current Finnkino B2B website, but a desire to have them added, was presented. Therefore, conceptual e-commerce pages were added into the new design with the title "Ostoskori", along with shopping cart buttons in the top right corner of the navigation menu header (appendix 1, pages 31-37). The layout of the "Ostoskori" pages was directly adopted from the shopping cart pages of www.finnkino.fi -website, but certain layout alterations were made to better incorporate Finnkino B2B concepts and terminology. For example, segments of the "Yrityslippujen tilauslomake" page and the option to pay with a corporate credit card or bank account were implemented into the new "Ostoskori" pages (appendix 1, pages 31-33). These decisions reflect Yritysmyynti's desire to provide companies the option of purchasing corporate vouchers directly with a

company credit card or bank account, through an e-commerce portal, alongside the current option of ordering through a fill-in-form purchase order, which is charged to a company's billing address. (Finnkino Oy, 2020b.)

In addition to this, there are currently no user notifications configured in the current Finnkino B2B website. Certain pages, such as "Yrityslippujen tilauslomake" and "Kampanjalaskuri" provide users with a fill-in-form to fill out, that can be sent to Yritysmyynti or Mediamyynti, respectively, for purchasing corporate vouchers or calculating campaign prices. If a user accidentally or intentionally navigates away from these aforementioned pages, after inputting text into the fill-in-forms, they receive no notification that inputted data is deleted upon exiting the pages. However, Finnkino's main website provides user notifications on their e-commerce pages, if there are items in the user's shopping cart. A user notification, that must be accepted or cancelled, is presented if a user attempts to empty a shopping cart of items. Additionally, a similar notification is presented when a user chooses to pay for their products, prompting them to review their shopping cart before continuing. These similar notifications have been incorporated into the "Ostoskori" and "Yrityslippujen tilauslomake" pages of the new design, but could also be implemented into pages such as "Kampanjalaskuri". (Appendix 1, page 38.)

5 Evaluation of results

5.1 Goals of this research project

This research and development thesis had three primary goals that were designated at the launch of this project. The first goal was to discover how well the current Finnkino B2B website stands up to scrutiny when comparing its design choices to best practice standards suggested by the referenced sources. Secondly, another aim of this project was to produce a new, modernized concept design for the Finnkino B2B website, which incorporates newly discovered best practice design changes discussed within the analytical comparison. Lastly, the final goal was to include an e-commerce shopping cart segment, for purchasing corporate vouchers, into the new concept design.

Considering the first goal, this report has successfully accomplished required analytical comparison of the current Finnkino website design choices against design standards. Results of the analysis suggest that the current design successfully addresses a significant portion of the studied best practices, but some of them either partially or in a slightly differing manner from what is recommended. However, some practices are either missing or accomplished in a contradicting fashion. Essentially, these analytical results helped formulate the design foundations that the new concept design was based on.

Furthermore, the second goal of producing a new, modernized concept design has been achieved, although not completely. A conscious decision was made by the author to create new concept pages only for the Finnkino B2B webpages that were included in the analytical comparison. Effectively, the results of the analysis guided the production of the new design, and therefore only a portion of the webpages of the current Finnkino B2B site were revamped. However, the primary purpose of the new page layouts is to provide templates for future webpage redesigns, if Finnkino B2B were to implement the new design. In addition to this, the visual presentation of the new concept design was also altered to ensure that the page layouts and color schemes reflect those of the current main Finnkino website at www.finnkino.fi, effectively tying the two websites together.

Lastly, the final goal of producing e-commerce concept pages for the new design was accomplished successfully. The Finnkino B2B teams expressed their desire for a customer web portal within their B2B website, where corporate voucher products could be purchased directly with the introduction of new payment methods. The new design has incor-

porated exemplary shopping cart pages, that have been adapted according to the requirements of the B2B department. The author wishes to note that the concept pages have not covered the entire e-commerce segment, but they may serve as templates that can be implemented and adapted by Finnkino B2B in the future.

5.2   Applicability of the new concept design

At the time of this project's commissioning, the needs and requirements presented to the author by the Finnkino B2B department derived directly from the current state of the Finnkino B2B website. During the time between the signing of the commissioning agreement in October 2019 and the completion of this thesis project, the Finnkino B2B website underwent numerous changes to its design and layout.

Changes were made to aspects such as the amount of website pages, and written and visual content. The most notable change was the creation and launch of the yritysliput.finnkino.fi website in November 2020, which functions as a web portal that companies can use to purchase corporate vouchers with alternate payment methods. It is important to note that the new concept design, including the newly added e-commerce pages, was completed in late December 2020. However, the current yritysliput.finnkino.fi website was not integrated directly into the Finnkino B2B website, but functions as a completely separate site instead. Additionally, the updated appearance of the new design aligns directly with the appearance of the www.finnkino.fi website at the time of writing. Therefore, the new design remains relevant and completely applicable, because it provides a modernized website design, including concept ideas for implementing e-commerce pages that can be integrated within the Finnkino B2B website.

5.3   Further development

This research project focused on a collection of the most popular and often discussed website design best practices and subjected them to comparison with the design of the Finnkino B2B website. The results of the comparison effectively determined the outcome of the new concept design. Considering this, the scope of the project had to remain limited to ensure that each design feature was aptly analyzed and that the size of the thesis remains manageable. Therefore, some other features and webpage design concepts were left out of the analytical comparison and new concept design.

The website features and webpage elements that were included in the report are some of the most prominent ones, that have gained standard methods of execution. These elements have the most significant effects on the overall presentation of page content, and

therefore other, visually not as apparent, concepts were left out. However, the chosen concepts make up only a fraction of the wide array of website design topics, that are available for analysis. Therefore, this research report could be further developed in the future, to include more of the design concepts within the analytical comparison. It could be recommended, that the individual or individuals in charge of further developing the Finnkino B2B website remain actively aware of the changing trends and best practices of website design, to ensure the most modern website presentation.

In addition to this, the adjusted scope of this project also affected the level of detail and the number of webpages included in the new concept design. Only a portion of the current Finnkino B2B webpages were subjected to analytical comparison and discussed within the empirical segment. Therefore, only the pages that were discussed in the report received updated concept designs. This conscious decision was made by the author because many of the webpages followed similar layout designs, and would benefit from the creation of a few page layout templates in the new design. Effectively, the new concept design could be further developed to include all of the current Finnkino B2B webpages. These new designs could incorporate additional design concepts, in the case that new topics of comparison are added to the research.

5.4 Reflections on own learning

The project completion of this thesis was affected by a handful of variables, with a healthy mixture of both positive and negative ones. Time management, planning, finding the motivation to continue, and limiting the research scope during the writing process played significant roles in the overall progression of the project. The author feels that the task of limiting the scope of the research was simultaneously the most difficult, but also the most significant part of this project. However, the author also believes that the outcome of this thesis provides much value to the Finnkino B2B department and offers them detailed page concept templates for modernizing their current Finnkino B2B website. Additionally, the author feels that valuable knowledge on analyzing websites and creating implementable concept designs was gained during this research project.

Primarily, the idea for this research project was founded in early 2019, when the author was still working as an Event Manager in the Finnkino B2B department's Yritysmyynti team. Interest in developing the current website design was expressed to the B2B team members and the idea was discussed among them. However, there was a struggle between determining whether this project would be research-oriented or product oriented, which led to the hybrid thesis structure. The author also faced time management difficulties and a lack of motivation mostly due to the fact that a clear plan of action was missing.

Additionally, the author transferred to the IT department within Finnkino Oy in mid-2019, and the stressful orientation period included in the change of occupation, made the notion of using time outside of work to develop the project feel unpleasant. Therefore, the process of gathering theoretical framework was prolonged to late 2019, until a precise plan of action was formulated.

Following this, year 2020 offered its own set of challenges, starting in Spring, but it also brought with it more time to continue the thesis. Specific deadlines were set for completing a significant portion of the empirical segment for late 2020. These deadlines proved effective and therefore the author implemented personal deadlines for finishing the empirical part and for creating the new concept design, which were completed prior to the end of year 2020. Effectively, the plan of completing one short thesis section at a time, outside of work hours, helped the author stay motivated and focused. Most importantly, sufficient amounts of time and effort were reserved for the planning and production phases of the new design, to ensure that all required features and elements were included.

Overall, the goals of the thesis project were successfully achieved and therefore the author is grateful for the opportunity to occupy a role in the development of the Finnkino B2B website. A great deal about website research, analysis, and concept designs was learned during this project. Essentially, the gained experience has enhanced the author's skills of working in the current position of IT Support Specialist at Finnkino Oy.

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Appendices

Appendix 1. New Finnkino B2B website concept design

Etusivu

Tervetuloa takaisin.

Yritysmyynti

Kokous – tapahtuma – palkitseminen

11 paikkakuntaa Suomessa, paras paikka yritystapahtumille

TUTUSTU TARJONTAAMME

Mediamyynti

Finnkino Media on Elämysmedia

Elokuvamedia on vaikuttavin tapa vaikuttaa 25 kaupungissa ja 31 teatterissa

TUTUSTU TARJONTAAMME

Elokuvalevitys

Maahantuonti ja levitys

Finnkino edustaa Suomessa Paramount Pictures- ja Universal Picture's studioiden sekä Scanboxin elokuvateattereissa esitettäviä elokuvia

TUTUSTU TARJONTAAMME

FINNKINO B2B

Tietoa meistä

Yritysmyynti
Tilaa yritysleffalippuja
Yhteystiedot

Mediamyynti
Kampanjalaskuri
Yhteystiedot

Elokuvalevitys
Tulevat elokuvat
Yhteystiedot

Seuraa meitä somessa

Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

Page 1

Etusivu > Yritysmyynti > Yritysleffaliput

YRITYSLEFFALIPUT

Anna lahjaksi tai palkinnoksi elokuvaelämys

Elämykset ja aineettomat lahjat koetaan yhdeksi merkityksellisimmistä lahjoista saada. Yritysleffaliput ovat kätevä ja edullinen tapa palkita henkilöstöä ja muistaa asiakkaita ja muita yrityksellesi tärkeimpiä henkilöitä. Lahjan saaja päättää lipun käyttöajankohdan ja voi valita mieleisensä elokuvan laajasta elokuvavalikoimastamme.

Vältät myös hutiosumat lahjojen hankinnassa, kun elämyksen sisällön päättää lahjansaaja itse.

Yritysleffalippu

Avoimet Yritysleffaliput käyvät kaikkiin elokuvanäytöksiin Finnkinon teattereissa voimassaoloaikanaan. Vaihda yritysleffalippu näytöslippuun joko teatterin kassalla tai verkkokaupassa.

Valikoimassa on perinteinen **Yritysleffalippu** ja **Premium-yritysleffalippu**. Premium-yritysleffalipulla pääsee ilman lisämaksua kaikkiin Premium-saleihimme

TILAA LIPPUTUOTTEITA

HINNASTO

Yritysleffalippujen voimassaoloajat

Viranomaisrajoitusten johdosta suljimme keväällä 2020 teatterimme väliaikaisesti ja olemme pidentäneet tiettyjen yritysleffalippujen voimassaoloaikaa tämän johdosta. Ennen 10.7.2020 ostettujen yritysleffalippujen voimassaoloaikaa on pidennetty neljä kuukautta. Tämä pidennys on tehty automaattisesti kaikkiin jo ostettuihin lippuihin eikä edellytä asiakkailtamme mitään toimenpiteitä.

Herkkulippu | Herkkuseteli

Leffaherkut täydentää elokuvaelämystä! **Herkkulipulla** saat 0,5 l hanajuoman ja 1,8 l popcornit Finnkinon herkkumyymälästä.

B2B-herkkusetelillä voit ostaa Finnkinon herkkumyymälöistä ja baareista vapaavalintaisesti haluamiasi ruokia ja juomia. Saatavilla on 5 € ,10 € ja 15 € arvoisia herkkuseteleitä (alv. 0 %). Tuotteet on voimassa 12 kk.

TILAA LIPPUTUOTTEITA

HINNASTO
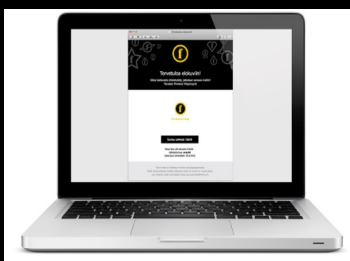
Sähköiset liput

Ei enää postitusrumbaa! Voit toimittaa tilaamasi **Yritysleffaliput** ja **Herkkuliput** kohderyhmillesi myös sähköisesti. Saat käyttöösi verkossa toimivan **Yritysliput.fi**-palvelun, jolla lähetät haluamallasi viestillä, kuvalla ja logolla täydennettyjä Yritysleffalippuja kätevästi ja nopeasti.

TILAA LIPPUTUOTTEITA

HINNASTO

LUE LISÄÄ YRITYSLIPPU.FI PALVELUSTA

Event Cinema

Event Cinemaksi kutsutaan pääasiassa niitä elokuvateattereissa esitettäviä sisältöjä jotka eivät ole elokuvia -tarjonta käsittää oopperan, baletin ja teatterin lisäksi mm. taidedokumentteja, konsertteja, musikaaleja, rock/pop-musiikkitaltiointeja tai vaikkapa e-urheilua.

Meiltä voit tilata myös Event Cinema -esityksiin käyviä avoimia **B2B Event -sarjalippuja**. Sarjaliput myydään 4 lipun paketeissa, paperisena tai sähköisenä. Liput on voimassa 12 kk.

TILAA LIPPUTUOTTEITA

HINNASTO

LUE LISÄÄ EVENT CINEMASTA

Toimitusehdot

Yritysleffalippujen ja Herkkulippujen minimikertatilausmäärä on 30 kpl / tuote. Lippujen voimassaoloaika on 12 kuukautta tilauspäivämäärästä eteenpäin ja tilausten käsittely- ja toimitusaika on: 1-2 arkipäivää. Vastaanotettuja lippuja ei voi palauttaa.

Toimitus- ja käsittelykulu postitse 20,00 € + alv 24% / lähetys.
Toimitus lähetillä (pääkaupunkiseutu) 30,00 € + alv 24% / lähetys.

TILAA LIPPUTUOTTEITA

HINNASTO

FINNKINO B2B

Tilaa Finnkino Yritysmyynnin uutiskirje:

Sähköposti | >

Tietoa meistä

Yritysmyynti
Tilaa yritysleffalippuja
Yhteystiedot

Mediamyynti
Kampanjalaskuri
Yhteystiedot

Elokuvalevitys
Tulevat elokuvat
Yhteystiedot

Seuraa meitä somessa

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Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

HINNAT 2021

Lipputuotteet

Yritysleffaliput ja Premium-yritysleffaliput

- Minimikertatilausmäärä 30 kpl
- Lippu oikeuttaa yhteen elokuvakäyntiin Finnkinon teattereissa voimassaoloaikanaan. Yritysleffalipuilla pääsee Premium-saleihin lisämaksulla. Premium-liput käyvät kaikkiin näytöksiin sellaisenaan.
- Lippuihin saa oman tervehdystekstin (kolme riviä, max. 40 merkkiä / rivi)
- Liput on saatavissa paperisina tai sähköisinä
- Hintaan lisätään alv 10 %
- Liput voimassa 12 kk ostokuukaudesta
- 10.-14.2.2020 välisenä aikana tilattujen Yrityslippujen hintaan on sisällytetty Herkkuliput
- Hintaan sisältyy lippukuoret
- Lisäpalveluna pakkaamme liput valmiiksi kuoriin (max. 100 kuoren erä 15 € (+alv 24%), 101-300 kuoren erä 35 € (+alv 24%), yli 300 kuoren erä 55 € (+alv 24%)
- Käsittely- ja toimitusmaksu on paperisilla yrityslipuilla 20€ ja sähköisillä yrityslipuilla 15€ (+alv 24%)
- Lippujen toimitus mahdollinen myös lähetillä pääkaupunkiseudulle 35€ (+ alv 24%)
- Vastaanotettuja lippuja ei voi palauttaa

Tilausmäärä	Yritysleffalippu (alv. 0%)	Premiumlippu (alv. 0%)
30-49 kpl	10,50 €	12,50 €
50-99 kpl	9,90 €	11,90 €
100-499 kpl	9,70 €	11,70 €
500-999 kpl	9,20 €	11,20 €
1000-1999 kpl	8,90 €	10,90 €
2000-4999 kpl	8,70 €	10,70 €
5000 kpl tai enemmän	8,50 €	10,50 €

TILAA YRITYSLEFFALIPPUJA

Herkkuliput

- Minimikertatilausmäärä 30 kpl
- Herkkulippu oikeuttaa 0,5 l hanajuoman ja 1,8 l popcorn-annoksen hankintaan Finnkinon herkkumyymälöissä voimassaoloaikanaan
- Liput on saatavissa paperisina tai sähköisinä
- Hintaan lisätään alv 14 %
- Liput voimassa 12 kk ostokuukaudesta.
- Hintaan sisältyy lippukuoret
- 10.-14.2.2020 välisenä aikana tilattujen Yrityslippujen hintaan on sisällytetty Herkkuliput
- Lisäpalveluna pakkaamme liput valmiiksi kuoriin (max. 100 kuoren erä 15 € (+alv 24%), 101-300 kuoren erä 35 € (+alv 24%), yli 300 kuoren erä 55 € (+alv 24%)
- Käsittely- ja toimitusmaksu on paperisilla herkkulipuilla 20€ ja sähköisillä herkkulipuilla 15€ (+alv 24%)
- Lippujen toimitus mahdollinen myös lähetillä pääkaupunkiseudulle 35€ (+ alv 24%)
- Vastaanotettuja lippuja ei voi palauttaa

Tilausmäärä	Hinta (alv. 0%)
30 kpl tai enemmän	4,50 €

TILAA HERKKULIPPUJA

B2B-herkkusetelit

- Minimikertatilausmäärä 30 kpl
- B2B-herkkusetelillä voit ostaa Finnkinon herkkumyymälöiden ja baarien valikoimista vapaavalintaisesti herkkuja, ruokia ja juomia. B2B-herkkuseteliä voitte käyttää myös omissa tilaisuuksissanne drinkkilippuina.
- Liput on saatavissa paperisina tai PDF-lippuina sähköpostiin
- Lippujen alv. on 0 %
- Liput voimassa 12 kk ostokuukaudesta.
- Hintaan sisältyy lippukuoret
- Lisäpalveluna pakkaamme liput valmiiksi kuoriin (max. 100 kuoren erä 15€ (+alv 24%), 101-300 kuoren erä 35 € (+alv 24%), yli 300 kuoren erä 55 € (+alv 24%)
- Käsittely- ja toimitusmaksu on paperisilla herkkuseteleillä 20€ ja sähköisillä herkkuseteleillä 15€ (+alv 24%)
- Lippujen toimitus mahdollinen myös lähetillä pääkaupunkiseudulle 35€ (+ alv 24%)
- Vastaanotettuja lippuja ei voi palauttaa

Tilausmäärä	Hinta (alv. 0%)
30 kpl tai enemmän	5€, 10€, tai 15€

TILAA B2B-HERKKUSETELEITÄ

B2B-Event -sarjalippupaketit

- B2B-Event -sarjalippupaketti sisältää 4 lippua
- B2B-Event -sarjalippu oikeuttaa yhteen Event Cinema -näytöskäyntiin Finnkinon teattereissa voimassaoloaikanaan
- Liput saatavissa paperisina tai sähköisinä
- Hintaan lisätään alv 10 %
- Liput on voimassa 12 kk ostokuukaudesta.
- Hintaan sisältyy lippukuoret
- Käsittely- ja toimitusmaksu postilla on 20€ (+alv 24%)
- Lippujen toimitus mahdollinen myös lähetillä pääkaupunkiseudulle 35€ (+ alv 24%)
- Vastaanotettuja lippuja ei voi palauttaa

Tilausmäärä	Hinta (alv. 0%)
Sarjalippupaketti (4 lippua)	120 €

TILAA B2B-EVENT SARJALIPPUPAKETTEJA

Kokoustuotteet

Kokouspaketit

- B2B-Event -sarjalippupaketti sisältää 4 lippua
- B2B-Event -sarjalippu oikeuttaa yhteen Event Cinema -näytöskäyntiin Finnkinon teattereissa voimassaoloaikanaan
- Liput saatavissa paperisina tai sähköisinä
- Hintaan lisätään alv 10 %
- Liput on voimassa 12 kk ostokuukaudesta.
- Hintaan sisältyy lippukuoret
- Käsittely- ja toimitusmaksu postilla on 20€ (+alv 24%)
- Lippujen toimitus mahdollinen myös lähetillä pääkaupunkiseudulle 35€ (+ alv 24%)
- Vastaanotettuja lippuja ei voi palauttaa

Alue	Hinta per henkilö (sis. alv 14% ja 24%)
Pääkaupunkiseutu	39 €
Muu Suomi	25 €

VARAA OMA KOKOUSPAKETTI

Räätälöity yritystilaisuus

- Hinta sisältää tilan ja peruskokoustekniikan
- Ma-to klo 8.00-23.00 välillä ja perjantaisin klo 8.00-17.30 välillä
- Hintaan lisätään alv 24%
- Käsittelymaksu on 20 € (+alv)

Alue	Hinta alkaen per 4h (alv 0%)
Pääkaupunkiseutu	375 €
Muu Suomi	360 €

VARAA OMA TILAISUUS

Virtuaalitapahtumat ja hybriditapahtumat

Finnkinob2b Live on oivallinen ratkaisu silloin, kun vieraat halutaan turvallisesti useisiin saleihin, jolloin voimme tarjota henkilömäärään perustuvan hinnan ja mahdollistaa jopa useiden tuhansien vieraiden tapahtuman laadukkaasti!

- Näytös veloitetaan vierasmäärän perusteella
- Oma sisältö valkokankaalla
- Ma-to klo 8.00-17.00 välillä'
- Max 4h, lisäaika voidaan neuvotella erikseen
- Minimimäärä on 30 henkeä salia kohden
- Hintaan lisätään alv 10% lippujen ja 14% lisätuotteiden osalta
- Käsittelymaksu on 20 € (+alv)

Tuote:	Hinta per henkilö (alv. 0%)
Finnkinob2b Live	14,70 €
Lisätuotteet:	
Sweet treat: Tuoreet Popcornit ja jääkylmät limut turvallisesti tarjoiltuna	4,90 € / hlö
Salty treat: Kahvit yms. lämpimät juomat ja ihanat pikkusuolaiset turvallisesti tarjoiltuna	6,70 € / hlö
Sparkling treat: Lasi hyvää cavaa ja pikkumakea	8,50 € /hlö
Leffaliput ohjelmistossa olevaan näytökseen (ei minimimäärää) tai oma näytös (min 30 hlöä)	9,00 € / hlö

LUE LISÄÄ   **OTA YHTEYTTÄ**

Omat näytökset

Yksityinen elokuvanäytös

Oma yksityinen näytös ennakkoelokuvasta tai ohjelmistossa olevasta elokuvasta

- Näytös veloitetaan valitun salin paikkamäärän mukaan
- Mahdollisuus 20 min kokoustekniliseen presentaatio ennen elokuvan alkua
- Ma-to klo 8.00-23.00 välillä ja perjantaisin klo 8.00-17.30 välillä
- Hintaan lisätään alv 10%
- Käsittelymaksu on 20 € (+alv)

Elokuvatyyppi	Hinta per henkilö (alv 0%)
Ennakkoelokuva	19 €
Ennakkoelokuva, Premiumsalit	21 €
Ensi-illan saanut elokuva, pk-seutu	13 €
Ensi-illan saanut elokuva, pk-seudun ulkopuoliset paikkakunnat	12 €
Ensi-illan saanut elokuva, Premiumsalit	15 €

VARAA OMA ELOKUVANÄYTÖS

Koululaisnäytös

- Päivähoito ja esiopetus, peruskoulut, lukiot ja ammatilliset keskiasteen oppilaitokset ovat oikeutettuja tilaamaan edullisia Koululaisnäytöksiä lapsista ja nuorista koostuville ryhmille
- Veloitetaan toteutuneen osallistujamäärän mukaan, kumminkin minimissään 30 oppilasta
- Kaikki opettajat/avustajat pääsevät näytökseen veloituksetta
- Ma-pe klo 8.00-17.30 välisenä aikana
- Paikkojen hinnoittelu sisältää alv 10%
- Ei käsittelymaksua

Näytösaika	Elokuvatyyppi	Hinta (sis. alv. 10%)
ma-pe, klo 8.00-17.30 välillä	2D- ja 3D-elokuvat	7,50 €

VARAA OMA KOULULAISNÄYTÖS

Hyvä huomioida

Ilmoittamiimme hintoihin lisätään arvonlisävero:

- *Yritysleffaliput ja Event Cinema -sarjaliput alv. 10 %*
- *Elokuvanäytökset alv. 10%*
- *Herkkuliput alv. 14%*
- *Herkkusetelit alv 0%*
- *Leffaherkut alv. 14 %*
- *Tilavuokrat alv. 24 %*
- *Alkoholi 24 %*
- *Muut alv. 24 %*

Poikkeuksena Kokouspaketit ja Koululaisnäytökset joiden hinnoittelu sisältää jo alv:n.

Käsittely- ja toimitusmaksu on paperisilla yrityslipuilla 20€ ja sähköisillä yrityslipuilla 15€ (+alv 24%)

FINNKINO B2B

Tilaa Finnkino Yritysmyynnin uutiskirje:

Sähköposti >

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

HINNAT 2021

Elokuvamainonnan bruttohinnat 2021

Kaikista hinnoista myönnetään 12% suoralaskutusalennus tai 15% mediatoimistoalennus sekä kampanja-alennus joka määräytyy vuosipanostusten mukaan.

Alta löydät kaikkien tuotteiden bruttohinnat. Ota yhteyttä mediamyyntiin, autamme sinua rakentamaan unohtumattoman kampanjakokonaisuuden! Voit myös laskea kampanjasi hinnan alustavasti kampanjalaskurillamme.

KAMPANJALASKURI   MEDIAMYYNNIN YHTEYSTIEDOT

Valkokangasmainonnan bruttohinnat 2021

- TOTAL CPT 30":   105 euroa
- TOTAL CPT 30" 3D: 105 euroa
- RBS CPT 30":   65 euroa

- **Paikallisen mainonnan kertoimet:**
  Index local: 1,3
  Index local (Helsinki)   1,1

- **Kohderyhmäkertoimet:**
  Index Men/Women: 1,15
  Index Family: 1,15
  Index Family Pop: 1,15
  Index Young Adults: 1,15
  Index Adults: 1,15
  Index Upmarket: 1,2
  Index Custom: 1,25

- **Määräpaikkakertoimet:**
  Määräpaikka: 1,2
  Supermääräpaikka: 1,3

- **Kontaktitakuu** 100% myönnetään kampanjoihin, joiden kontaktitakuu on vähintään 150.000 katsojaa. Yksittäisiin elokuviin tehtävissä kampanjoissa maksimi kampanja-aika on 4 viikkoa.

- **RBS** ostotavalla maksimi spottipituus on 30 sekuntia ja sen saatavuus on rajoitettu. Minimi kontaktimäärä on 200.000 katsojaa ja kesto minimissään neljä viikkoa. RBS:n osuus myytävästä varannosta on enintään 40%.

- **Pieniin kampanjoihin**, joiden kontaktimäärä on alle 100.000 kontaktia, TOTAL CPT 30" on 117 euroa. Alle 1000 € arvoisiin kampanjoihin lisätään spotin masterointikulu 300€.

- **Määräpaikalla** mainostaja pääsee kahden viimeisen mainoksen joukkoon ennen trailereita.
- **Supermääräpaikalla** (Golden Spot) mainostaja varmistaa paikan katkon viimeisenä trailereidenkin jälkeen.
- **3D Mainonta** esitetään aina muiden mainosten jälkeen

- Myönnämme bruttohinnoista 15% mediatoimisto-alennuksen tai 12% suoralaskutusalennuksen ja asiakaskohtaisen kampanja-alennuksen.

Spottipituuskertoimet (sekuntia/kerroin)

5	0,3
10	0,50
15	0,70
20	0,80
25	0,90
30	1,00
35	1,20
40	1,30
45	1,40
50	1,60
55	1,80
60	2,00
65	2,15
70	2,30
75	2,45
80	2,60
85	3,00
90	3,15
95	3,30
100	3,45
105	3,60
110	3,75
115	4,00

isense
B R E A T H T A K I N G L Y   R E A L

Digitaalinen aulamainonta

Finnkinon teattereiden aulojen digitaalisilla pinnoilla tavoittaa Finnkinon teattereissa 5,9 miljoonaa kävijää vuodessa. **206 digitaalisia pintaa** on sijoitettu Finnkinon 16 teatterin auloihin ja julkisivujen ikkunoihin. Voit valita kampanjaasi vain yhden teatterin tai hyödyntää valtakunnallista verkostoamme.

Käytämme pysty-formaattia tiloissa joista kuljetaan nopeammin ohitse ja tiloissa, joissa viivytään kauemmin käytämme vaaka-formaattia. Mainostajan kannattaa hyödyntää kampanjassaan molempia mainosmuotoja. Tiedostoissa voi olla äänet mukana.

- **98 Vaakanäyttöä**
- **84 Pystynäyttöä**
- **18 Premium toteemipilaria**
- **6 Videowallia/Led screenia**

= 206 Mainosnäyttöä

Näytöt on sijoiteltu vilkkaimpiin paikkoihin teattereissamme.

Premium toteemipilareiden näytöt sijaitsevat ensisijaisesti keskellä lattiaa, teattereiden keskeisimmillä paikoilla. Laitteissa on vakiona Multitouch- sekä Kinect 2.0 ominaisuudet, sekä äänisuihkut. Laitteet ovat osa Finland sarjaa, tai ostettavissa interaktiivisena pelikampanjana.

Mainossarja	Bruttohinta 1 viikko	Bruttohinta 2 viikkoa	Bruttohinta 3 viikkoa	Bruttohinta 4 viikkoa
MAINOSSARJAT 10 SEKUNTISELLA PYSTY- JA VAAKA-AINEISTOLLA:				
Select Yksittäinen teatteri, ei tennispalatsi	1.200,00 €	2.100,00 €	2.700,00 €	3.600,00 €
Premiere OTC (Opportunity to contact): Vain Tennispalatsi, 29 pintaa	2.000,00 € 0,5 miljoonaa	3.500,00 € 1 miljoona	4.500,00 € 1,5 miljoonaa	6.000,00 € 2 miljoonaa
Capital OTC (Opportunity to contact): Helsinki, Espoo, Vantaa, 82 pintaa	2.250,00 € 3,4 miljoonaa	3.900,00 € 6,8 miljoonaa	5.000,00 € 10,2 miljoonaa	7.000,00 € 13,6 miljoonaa
CITY-5 OTC (Opportunity to contact): PKS, Turku, Tampere, 122 Pintaa	3.250,00 € 7,9 miljoonaa	5.600,00 € 15,8 miljoonaa	7.350,00 € 23,7 miljoonaa	9.800,00 € 31,6 miljoonaa
Finland OTC (Opportunity to contact): Kaikki Finnkinon teatterit, 14 teatteria, jopa 185 pintaa	4.000,00 € 12,6 miljoonaa	7.000,00 € 25,2 miljoonaa	9.200,00 € 37,8 miljoonaa	12.200,00 € 50,4 miljoonaa
INTERAKTIIVISTEN PILARINÄYTTÖJEN DOMINANSSIT / PELIKAMPANJAT:	3 päivää	1 viikko	Jatkoviikko	
Interactive One Interaktiivinen pelattava kampanja on livenä kampanja-ajan yksinoikeudella vain yhdessä laitteessa. Tällöin tässä laitteessa ei esitetä lainkaan tavallista mainoskoostetta	1000,00 €	1.500,00 €	1.000,00 €	7.750,00 €
National 10 Interaktiivinen pelattava kampanja on livenä kampanja-ajan yksinoikeudella 10:ssa valitussa laitteissa. Tällöin näissä laitteissa ei esitetä lainkaan tavallista mainoskoostetta	3.500,00 €	5.000,00 €	3.000,00 €	-
National 18 Interaktiivinen pelattava kampanja on livenä kampanja-ajan yksinoikeudella kaikissa laitteissa. Tällöin laitteissa ei esitetä lainkaan tavallista mainoskoostetta	5.000,00 €	7.000,00 €	4.500,00 €	

Promootiopaikat ja Tuotejakelu

Promootioilla tai tuotejakelulla tavoitat trendikkäät mielipidejohtajat ja saat aikaan kokeilua juuri oikeassa kohderyhmässä. Elokuvateattereissa ollaan hyvällä tuulella viihtymässä. Leffakäynti on elämys, jota promootio vahvistaa. Vuokraamme promootiopaikkoja tai tarvittaessa autamme promootion toteuttamisessa alusta loppuun.

Finnkinon siivotun ja lämpimän promootiopaikan hintaan kuuluu tilavuokra, sähkö, henkilökunnan taukotilat, digitaaliset mainospinnat promopaikan lähellä sekä wifi promoottoreita varten.

Kohde	Bruttohinta 1 päivä	Bruttohinta 2 päivää	Bruttohinta 3 päivää	Bruttohinta viikko
Tennispalatsi	1.000,00 €	2.000,00 €	2.500,00 €	5.000,00 €
Turku Kinopalatsi	1.000,00 €	2.000,00 €	2.500,00 €	5.000,00 €
Tampere Plevna	1.000,00 €	2.000,00	2.500,00 €	5.000,00 €
Espoo Sello	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Espoo Omena	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Helsinki Kinopalatsi	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Jyväskylä Fantasia	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Kuopio Scala	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Lahti Kuvapalatsi	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Lappeenranta Strand	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Oulu Plaza	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Pori Promenadi	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €
Tampere Atlas	800,00 €	1.600,00 €	2.000,00 €	4.000,00 €

Tarjoamme henkilökunnan promootioihin alkaen 28 € /h. Kauttamme saat myös tilattua promoottoreille flaijerit, banderollit, matot yms tarvikkeet.

Leffapeli 2019

Leffapeli varataan neljä viikkoa kerrallaan ja sen voi kohdistaa joko kaikkiin elokuviin, aikuisten elokuviin tai perhe-elokuviin. Hinnoista myönnetään 12% suoralaskutusalennus tai 15% mediatoimistoalennus. **Pelin hinta pitää sisällään pelin, ja oheismateriaalin tuotannon.** Tuotantoon on syytä varata noin neljä viikkoa.

Bruttohinnasto ja vapaat pelijaksot:

Kampanja-aika:	Total (kaikissa näytöksissä)	Adults (vain aikuisten näytöksissä)	Family (vain perheleffoissa)
10.2. - 8.3.	50.000,00 €	40.000,00 €	-
9.3. - 5.4.	50.000,00 €	40.000,00 €	20.000,00 €
6.4. - 3.5.	50.000,00 €	40.000,00 €	20.000,00 €
4.5. - 31.5.	50.000,00 €	40.000,00 €	20.000,00 €
1.6. - 5.7. (5 viikkoa)	50.000,00 €	40.000,00 €	20.000,00 €
6.7. - 9.8. (5 viikkoa)	50.000,00 €	40.000,00 €	20.000,00 €
10.8. - 6.9.	50.000,00 €	40.000,00 €	20.000,00 €
7.9. - 4.10.	50.000,00 €	40.000,00 €	20.000,00 €
5.10. -1.11.	50.000,00 €	40.000,00 €	20.000,00 €
2.11. - 29.11.	50.000,00 €	40.000,00 €	20.000,00 €
30.11. - 31.12.	50.000,00 €	40.000,00 €	20.000,00 €

	Total (kaikissa näytöksissä)	Adults (vain aikuisten näytöksissä)	Family (vain perheleffoissa)
Huom! Käyttämällä samaa peliä jatkopelin hinta laskee:	40.000,00	30.000,00 €	13.000,00€

Online ja mobiili

Finnkino.fi:ssa vierailee viikoittain keskimäärin 300 000 eri kävijää ja kuukausittain noin miljoona. Netti on oleellinen osa elokuvaelämystä ja tarjoaa oivallisen lisän elokuvakampanjaan. Noin 65% elokuvissakävijöistä asioi verkossa ennen elokuvissakäyntiään - joko varaten liput tai ostaen ne. Perinteisten online mainospaikkojen lisäksi voimme esimerkiksi toteuttaa sivulle kilpailun tai hyödyntää Finnkinon sosiaalisen median kanavia tai mobiilia osana elokuvakampanjaa.

Mainospaikka:	Formaatti:	Kontaktisuositus/viikko	CPT
www.finnkino.fi			
Paraatipaikka	980 x 400 px	200.000	30 €
Panoraama	980 x 120 px	300.000	8 €
Mainosboxi	300 x 250 px	300.000	6 €
Tuplaboxi	300 x 500 px	300.000	8 €
m.finnkino.fi			
Mobiiliparaati	300 x 500 px	150.000	17 €
Mobiilipanoraama	300 x 300 px	150.000	13 €

Erikoistuotteet

Tarjoamme lukuisia erikoisratkaisuja teattereiden auloissa ja yllättävissäkin paikoissa. Ota yhteys mediamyynnin yhteyshenkilöihin kun haluat suunnitella erottuvia lisäelementtejä kampanjaan. Alla muutamia esimerkkejä.

Lipuntaustat:
Lipuntaustojen minimitilauserä on 50.000 lippua, toimitusaika noin 6 viikkoa ja hinta alkaen 0,03 euroa / lippu.

Popcorn-rasiat:
Popcornrasiat voidaan brändätä, jolloin mainostaja ostaa kaikki koot. Tällöin yksi tilauserä on noin 295.000 rasiaa, ja kampanjan kesto on noin 3 kuukautta. Koko tilauserän nettohinta on 24.990,00 euroa.

Lattiatarrat:
Lattiatarrojen hintaan vaikuttaa luova toteutus ja tarran koko. Kuukauden tarrakampanjan bruttohinta on noin 2.000,00 euroa. Tarran tuotantohinta on noin 45 euroa neliömetriä kohden sisältäen asennuksen ja poiston.

WC-Peilien tarrat:
Noin 65 % asiakkaista käy WC:ssä elokuvissakäynnin yhteydessä. WC peileihin voidaan tarroittaa luovia ratkaisuja tai kiinnittää tavallisia mainosviestejä. Esimerkiksi kuukauden kampanja 5:ssa suurimmassa teatterissa on bruttohinnaltaan 5.000 €.

TEKNISET OHJEET

Etusivu > Mediamyynti > Mainosvaihtoehdot

MAINOSVAIHTOEHDOT

1 AULASSA VIETETÄÄN KESKIMÄÄRIN 24 MINUUTTIA ENNEN ELOKUVAN ALKUA. PROMOOTIOIHIN ON AIKAA OSALLISTUA JA DIGITAALISEN AULAMAINONNAN EHTII NÄHDÄ USEITA KERTOJA.

2 VALKOKANGASMAINONTA ON VAIKUTTAVIN TAPA ESITTÄÄ VIDEOMAINONTAA JA SE VAIKUTTAA VOIMAKKAASTI LAATU- JA TYYLIMIELIKUVAAN. AULAN DIGITAALISIA PINTOJA ON SIJOITETTU FINNKINON 16 TEATTERIN AULOIHIN. KYSY LISÄÄ MEDIAMYYNNIN YHTEYSHENKILÖILTÄ!

3 NETTI ON ELOKUVISSAKÄVIJÖILLÄ AINA MUKANA JA SIKSI LUONTEVA OSA ELOKUVAKAMPANJAA.

Valkokangasmainonta

Tutkimusten mukaan elokuvamainonta parantaa mainostajan laatu- ja tyylimielikuvaa ja korostaa korkealuokkaisuutta. Kuluttaja, joka on nähnyt elokuvamainontaa, kokee muunkin mainonnan positiivisempana.

Mainonta on digitaalista ja lähdeaineistoksi käy esimerkiksi televisiospotti, erillistä jälkituotantokustannusta ei ole. Annamme kaikille yli 150.000 kontaktin kampanjoillemme 100% kontaktitakuun.

KAMPANJALASKURI

HINNASTO

KOHDERYHMÄT

Digitaalinen aulamedia

Finnkinon teattereiden aulojen digitaalisilla pinnoilla tavoittaa teattereissa vierailijat tehokkaasti. Aulan digitaalisia pintoja on sijoitettu Finnkinon 16 teatterin auloihin, julkisivuihin ja kauppakeskuksissa myös käytäville. Voit valita kampanjaasi vain yhden teatterin tai hyödyntää valtakunnallista verkostomme.

Digitaalisia pintoja on noin 220 kappaletta. Mainostajalle suosittelemme vaaka- ja pystyformaattien yhdistelmää sillä vilkkaimmilla paikoilla käytämme pysty-formaattia ja tiloissa, joissa viivytään kauemmin käytämme vaaka-formaattia.

KAMPANJALASKURI

HINNASTO

Interaktiiviset digitaaliset kampanjat

Finnkinon jokaiseen teatteriin on asennettu uudenlaisia digiscreenejä, jotka mahdollistavat uudenlaisen pelattavan mainonnan! Laitteissa on valmiina FullHD näyttö, Multitouch paneeli, Kinect tunnistin ja mittari sekä nettiyhteys.

LUE LISÄÄ

HINNASTO

Promootiot

Promootioilla tavoitat trendikkäät mielipidejohtajat ja saat aikaan kokeilua juuri oikeassa kohderyhmässä. Vuokraamme promootiopaikkoja tai tarvittaessa autamme promootion toteuttamisessa alusta loppuun. Tarkemmat tiedot promootiopaikoista saat mediamyynnin yhteyshenkilöiltäsi.

KAMPANJALASKURI

HINNASTO

Tuotejakelu

Tuotejakelu tarjoaa ainutlaatuisen mediamahdollisuuden, jossa kuluttajalla on tuote kädessään nähdessään mainoksen valkokankaalla. Tuotejakelulla on tällöin tutkimustemme mukaan todella voimakas vaikutus kampanjan kokonaisvaikuttavuuteen.

Tuotejakelu voidaan toteuttaa jakamalla myös Goodiebag tai tuote istuimille, jolloin kokonaisuus hoituu vaivattomasti. Tällöin riittää kun mainostaja toimittaa tuotteet Finnkinon keskusvarastolle. Ota yhteys mediamyynnin yhteyshenkilöösi niin suunnitellaan kokonaisuus yhdessä.

KAMPANJALASKURI

HINNASTO
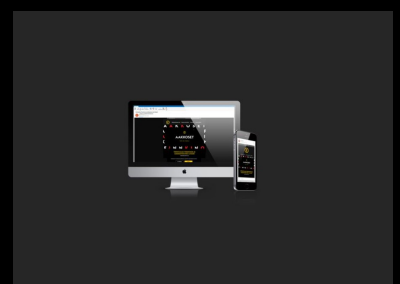
Online ja Mobiili

Sivuillamme vierailee kuukausittain noin 1,5 miljoonaa kävijää. Netti on oleellinen osa elokuvaelämystä ja tarjoaa oivallisen lisän elokuvakampanjaan. Noin 65% elokuvissakävijöistä asioi verkossa ennen elokuvissakäyntiään - joko varaten liput, tutustuen tai ostaen ne.

Perinteisten online mainospaikkojen lisäksi voimme esimerkiksi toteuttaa sivulle kilpailun tai hyödyntää Finnkinon sosiaalisen median kanavia tai mobiilia osana elokuvakampanjaa. Perinteisten mainospaikkojen myynnistä vastaa Pop Media.

KAMPANJALASKURI

HINNASTO

POP MEDIA

Huomioarvotutkimus

Tarjoamme yhteistyössä Digitalistin kanssa kampanjamittausta, jolla selviää miten kampanja otettiin vastaan elokuvayleisön keskuudessa. Tutkimustulokset ovat kattavat kertoen huomioarvon, mainonnan ymmärtämisen, mainostajan tunnistamisen ja kuluttajan aktivoitumisen.

Kampanjatutkimuksen hinta on **800 euroa.** Myös promootio osana valkokangaskampanjaa voidaan tutkia. Tällöin kokonaishinta on **950 euroa.**

Sitten vain ostoksille!

KAMPANJALASKURIIN


Etusivu > Yritysmyynti > Teatterit

TEATTERIT

Tervetuloa teattereihimme

Finnkinon teatterit sijaitsevat yhdellätoista paikkakunnalla ympäri Suomea kaupunkien ytimessä, hyvien liikenneyhteyksien ja majoituspalvelujen äärellä. Elokuvateatteriketjuun kuuluu 16 teatteria joissa on lukuisia eri kokoisia tiloja 28-paikkaisesta intiimistä Espoon Omenassa sijaitsevasta Lounge-salista aina 635-paikkaiseen upeaan Helsingin Tennispalatsin ISENSE-saliin.

Tutustu alla olevien linkkien kautta teatterikohtaiseen tarjontaamme:

- Tennispalatsi, Helsinki
- Kinopalatsi, Helsinki
- Maxim, Helsinki
- Itis, Helsinki
- Omena, Espoo
- Sello, Espoo
- Flamingo, Vantaa
- Plevna, Tampere
- Cine Atlas, Tampere
- Kinopalatsi, Turku
- Plaza, Oulu
- Scala, Kuopio
- Kuvapalatsi, Lahti
- Fantasia, Jyväskylä
- Strand, Lappeenranta
- Promenadi, Pori
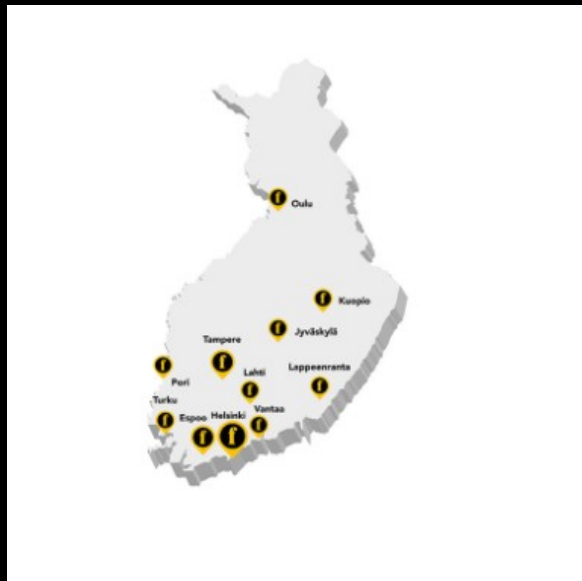
FINNKINO B2B

Tilaa Finnkino Yritysmyynnin uutiskirje:

Sähköposti   >

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

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TEATTERIT

Liity mukaan kasvavaan verkostoon

Finnkino Media tarjoaa teattereissa mainosratkaisuja, joilla tavoitetaan yleisö paikallisesti tai valtakunnallisesti. Mainokset kulkevat kauttamme kankaille näissä teattereissa.

Mediamyynnin tuotto on merkittävää lisäansaintaa yksityisille teattereille. Esitystekniikkamme mahdollistaa aineiston siirtymisen kaikkien yksityisten teattereiden olemassa oleviin järjestelmiin (Unique transit box) Suomessa. Uusien teatterien liittymiseen liittyvissä keskusteluissa yhteyshenkilö on Media Operations Manager Miika Hupli, miika.hupli@finnkino.fi

Mainosverkostomme teatterit:

Kaupunki	Ketju	Elokuvateatteri	Salimäärä
Helsinki	Finnkino	Tennispalatsi	14
Helsinki	Finnkino	Kinopalatsi	10
Helsinki	Finnkino	Maxim	2
Helsinki	Finnkino	Itis	9
Helsinki	Cinamon	Redi	5
Helsinki	Cinamon	Tripla	6
Espoo	Finnkino	Omena	7
Espoo	Finnkino	Sello	6
Vantaa	Finnkino	Flamingo	6
Lahti	Finnkino	Kuvapalatsi	6
Pori	Finnkino	Promenadi	5
Tampere	Finnkino	Plevna	10
Tampere	Finnkino	Atlas	4
Turku	Finnkino	Kinopalatsi	9
Kuopio	Finnkino	Scala	7
Oulu	Finnkino	Plaza	8
Jyväskylä	Finnkino	Fantasia	6
Lappeenranta	Finnkino	Strand	4
Porvoo	Bio Rex	Bio Rex	4
Seinäjoki	Bio Rex	Bio Rex	3
Tornio	Bio Rex	Bio Rex	3
Hyvinkää	Bio Rex	Bio Rex	5
Riihimäki	Bio Rex	Bio Rex	2
Kajaani	Bio Rex	Bio Rex	3
Hämeenlinna	Bio Rex	Bio Rex	4
Vaasa	Bio Rex	Bio Rex	5
Pietarsaari	Bio Rex	Bio Rex	3
Rovaniemi	Bio Rex	Bio Rex	5
Kotka	Kotkan Leffat	Kinopalatsi	1
Kotka	Kotkan Leffat	Trio 1,2,3	3
Järvenpää	Studio123	Studio 123	3
Kouvola	Kino123	Studio 123	3
Kuusankoski	Kino123	Kino 123	3
25 kaupunkia		34 teatteria	174 salia

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Yritysmyynti ⌄   Mediamyynti ⌄   Elokuvalevitys ⌄   Ajankohtaista ⌄

Etusivu > Yritysmyynti > Yrityslippujen tilauslomake

YRITYSLIPPUJEN TILAUSLOMAKE

Tilaa lipputuotteita täyttämällä alla oleva lomake

Kiitä, palkitse ja muista elokuvaelämyksellä!

Elämykset ja aineettomat lahjat koetaan yhdeksi merkityksellisimmistä lahjoista saada. Lahjan saaja päättää lipun käyttöajankohdan ja voi valita mieleisensä elokuvan laajasta elokuvavalikoimastamme. Liput ovat voimassa 12kk ja minimitilaus on 30 lippua.

LISÄTIETOJA TUOTTEISTA   **TURVALLISUUS**

YRITYSLIPUT

Yritysliput 30-49 kpl (á 10,50€)   ⌄   Ilmoita kappalemäärä   kpl

PREMIUM-LIPUT

Premium-yritysliput 30-49 kpl (á 12,50€)   ⌄   Ilmoita kappalemäärä   kpl

HERKKULIPUT

Herkkuliput á 4,50 € (0,5 l juoma ja 1,8 l popcorn)   ⌄   Ilmoita kappalemäärä   kpl

B2B-HERKKUSETELI

B2B-herkkuseteli á 5 € (ei saatavilla sähköisinä)   ⌄   Ilmoita kappalemäärä   kpl

B2B-EVENT-SARJALIPPUPAKETTI

B2B-Event -sarjalippu 4 kpl (120€)   ⌄   Ilmoita kappalemäärä   kpl

Oma teksti Yritys- tai Premium-lippuun

FINNKINO YRITYSLIPPU

Oma teksti lippuun, rivi 1 (max. 40 merkkiä)

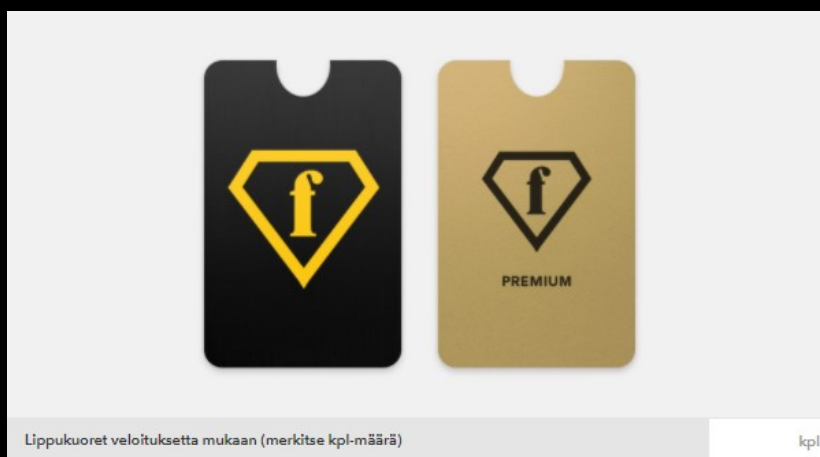Oma teksti lippuun, rivi 2 (max. 40 merkkiä)

Oma teksti lippuun, rivi 3 (max. 40 merkkiä)

Tähän tulee lipun voimassaoloaika

Lippukuoret ja pakkaus

Lippukuoret veloituksetta mukaan (merkitse kpl-määrä)	kpl

LIPPUJEN PAKKAAMINEN KUORIIN

Pakkaus kuoriin 0,15€ per kuori (+alv 24%) ▾	Lippujen määrä per kuori	kpl

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Yritys

Yritys	Y-tunnus
Yhteyshenkilö	Titteli
Puhelinnumero	Sähköpostiosoite
Laskutusosoite	Laskutusosoitteen postinumero ja -toimipaikka
Verkkolaskutusosoite (OVT-tunnus)	Laskun viitetieto
Toimitusosoite (ensisijaisesti katuosoite)	Toimitusosoitteen postinumero ja -toimipaikka
Vastaanottaja (jos eri kuin yhteyshenkilö)	Vastaanottajan puhelinnumero

Lisätietoja ja toiveita

LÄHETÄ TILAUS

Etusivu > Mediamyynti > Kampanjalaskuri

KAMPANJALASKURI

Laske tulevan kampanjasi hinta meidän laskurilla

Alla olevalla laskurilla voi laskea suunnittelemasi kampanjakokonaisuuden hinnan. Tehtyäsi laskelman, muista lähettää siitä itsellesi sähköpostiisi pdf-yhteenveto.

Korona-aikoina yleisömäärät ovat hankalasti ennustettavissa, joten kesän 2020 katsojaennusteet ovat erittäin maltilliset.

Valkokangasmainonnan osalta laskelma on viitteellinen, joten varmistathan ajantasaisen kontaktiennusteen yhteyshenkilöiltä.
Yksittäisiin elokuviin kohdennetuista custom-kampanjoista saat ajantasaisen tiedon myynnin yhteyshenkilöiltäsi.

Valkokangasmainonta ⌄

ALOITA SYÖTTÄMÄLLÄ VALKOKANGASMAINONNAN TIEDOT:

| Yritys |

| Valitse kampanjan kohderyhmä | ⌄ |

| Valitse spotin pituus | ⌄ |

| Valitse kaupungit | ⌄ |

| 📅 Valitse alkamisajankohta | | 📅 Valitse loppumisajankohta |

Aulojen ja julkisivujen digipinnat ⌄

Finnkinon teattereiden aulojen digitaalisilla pinnoilla tavoittaa Finnkinon teattereissa 5,9 miljoonaa kävijää vuodessa. Noin 147 digitaalisia pintaa on sijoitettu Finnkinon 14 teatterin auloihin ja julkisivujen ikkunoihin. Aulan digipintojen kokonaiskontaktimäärä/ OTC on jopa 12,6 miljoonaa viikossa.

Aloita valitsemalla mainossarja ja kampanjan kesto. Kampanjat buukataan viikko kerrallaan. Mainossarjoihin kuuluu sekä pysty- että vaakanäyttöjä.

| Valitse | ⌄ |

Promootiot ❯

Online-mainonta ❯

Mobiilimainonta ❯

Alennukset ja kokonaishinta

○ Suoralaskutusalennus 12%   ○ Mediatoimistoalennus 15 %

Asiakasalennusprosentti ⓘ   %

NETTOHINTA (ALV 0%)

. . . . 0,

Lähetä kampanjalaskelma sähköpostiisi

Nimi	Yritys

Sähköpostiosoite	Puhelinnumero

LÄHETÄ LASKELMA PDF SÄHKÖPOSTIISI

Yritysmyynti ⌄   Mediamyynti ⌄   Elokuvalevitys ⌄   Ajankohtaista ⌄

Etusivu > Yritysmyynti > Caset

CASET

Täältä näet meidän aiemmat tapahtumat ja kampanjat

Tutustu linkkien kautta tarkemmin meidän aikaisempien tapahtumien ja kampanjoiden onnistumisiin! Voit käyttää niitä vaikkapa esimerkkeinä, tai vähintään inspiraationa. Voit myös keksiä aivan omanlaisen idean.

Voit kätevästi laskea tulevan kampanjasi hinnan käyttämällä meidän kampanjalaskuria. Yksityisnäytösten ja kokouspakettien hintoja pääset laskemaan kyseisillä sivuilla ja räätälöidyistä tilaisuuksista voit pyytää tarjouksen.

KAMPANJALASKURI   KOKOUKSET JA SEMINAARIT   OMAT ELOKUVANÄYTÖKSET   HINNASTO

Caverion kiertue

YRITYSMYYNTI, 08.04.2020

Caverionin kiertue toteutettiin kuudella Finnkinon paikkakunnalla.

Yrityskaupalla henkilöstömääränsä tuplannut Caverion Industria Oy järjesti tapahtumakiertueen, jonka tavoitteena oli tutustuttaa fuusioituneiden yritysten ihmiset toisiinsa. Tuhatkunta osallistujaa vetänyt Caveri-päivät -tapahtuma kiersi yhdeksän paikkakuntaa, joista kuudella areenana toimi Finnkino. Finnkino valikoitui yhteistyökumppaniksi tunnelman ja tekniikan vuoksi.

LUE LISÄÄ

Coca Cola leffapeli

MEDIAMYYNTI, 31.03.2020

Cokiksen joulukampanjassa leffapeli tuli myös mobiilipeliksi, ja kampanjan engagement kasvoi peräti 81%. Yli 60.000 pelaajaa osallistui peleihin!

LUE LISÄÄ

Tallink Silja VR

MEDIAMYYNTI, 29.03.2020

Elokuvateatterivieraat pääsivät kokeilemaan Finnkinon Tennispalatsissa Helsingissä elokuvan alkamista odotellessaan merimatkaa virtuaalitodellisuudessa. Uudenlaisella elämyskonseptilla testataan samalla virtuaalitekniikan soveltuvuutta skaalautuvaan ympäristöön. Pilotin yhteistyökumppaneina ovat Zoan ja Pikseli Arcade.

LUE LISÄÄ

Aakkoset Pop-Up Cinema

MEDIAMYYNTI, 27.03.2020

Cokiksen joulukampanjassa leffapeli tuli myös mobiilipeliksi, ja kampanjan engagement kasvoi peräti 81%. Yli 60.000 pelaajaa osallistui peleihin!

LUE LISÄÄ

Skiffer Kamppi mainos

MEDIAMYYNTI, 12.02.2020

Kampin Skifferiin ajettiin tammikuussa 2020 yleisöä mainostamalla elokuvateattereiden valkokankaalla Kampin ravintolan läheisyydessä.

LUE LISÄÄ

Oneplus kampanja

MEDIAMYYNTI, 24.01.2019

Oneplus otti ensi-illan haltuun ainutlaatuisen monipuolisella tavalla ja lisäksi kampanjasta luotiin sisältöä joka nousi ennätyksellisen suosituksi

LUE LISÄÄ

Valmentaja ensi-ilta

Valmentaja-elokuva täytti Tennispalatsin kutsuvierailla ja otti tilan haltuun todella monipuolisesti. Elokuvamaiseen tyyliin tilaisuus striimattiin myös iltapäivälehtien verkkosivuille.

LUE LISÄÄ

FINNKINO B2B

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

Etusivu > Yritysmyynti > Tuotteet & palvelut

TUOTTEET & PALVELUT

Palkitse elokuvaelämyksellä tai järjestä ikimuistoinen tilaisuus

Meiltä saat avoimet Yritysleffaliput, Herkkuliput ja kaikissa Finnkinon herkkumyymälöissä ja baareissa maksuvälineenä käyvät avoimet Herkkusetelit. Yrityslippu on mainio tapa palkita henkilöstöä tai muistaa sidosryhmiä ja asiakkaita.

Finnkinon elokuvateatterit ovat myös elämyskeskuksia, joissa voit järjestää monenlaisia tapahtumia, kokouksia, seminaareja ja omia elokuvanäytöksiä turvallisesti. Pehmeät, nautinnolliset tuolit, auditoriomaiset salit sekä upeat, suuret valkokankaat muodostavat elämyksellisen tilan tilaisuuden toteutukselle. Elokuva on ikimuistoinen ja edullinen elämys, tilaisuus leffamiljöössä merkitsee hetken irtiottoa arjen kiireistä.

Yritysleffaliput

Avoimet Yritysleffaliput käyvät kaikkiin elokuvanäytöksiin Finnkinon teattereissa voimassaoloaikanaan. Vaihda yritysleffalippu näytöslippuun joko teatterin kassalla tai verkkokaupassa.

Valikoimassa on perinteinen **Yritysleffalippu** ja **Premium-yritysleffalippu**. Premium-yritysleffalipulla pääsee ilman lisämaksua kaikkiin Premium-saleihimme

TILAA LIPPUTUOTTEITA
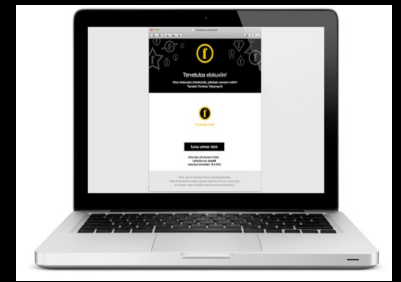
HINNASTO

Herkkuliput | Herkkusetelit

Leffaherkut täydentää elokuvaelämystä!
Herkkulipulla saat 0,5 l hanajuoman ja 1,8 l popcornit Finnkinon herkkumyymälästä.

B2B-herkkuseteleillä voit ostaa Finnkinon herkkumyymälöistä ja baareista vapaavalinteisesti haluamiasi ruokia ja juomia. Saatavilla on 5 € ,10 € ja 15 € arvoisia herkkuseteleitä (alv. 0 %). Tuotteet on voimassa 12 kk.

TILAA LIPPUTUOTTEITA

HINNASTO

Sähköiset liput

Ei enää postitusrumbaa! Voit toimittaa tilaamasi **Yritysleffaliput** ja **Herkkuliput** kohderyhmillesi myös sähköisesti. Saat käyttöösi verkossa toimivan **Yritysliput.fi**-palvelun, jolla lähetät haluamallasi viestillä, kuvalla ja logolla täydennetyt Yritysleffalippuja kätevästi ja nopeasti.

TILAA LIPPUTUOTTEITA

HINNASTO

LUE LISÄÄ YRITYSLIPPU.FI PALVELUSTA

B2B-Event-sarjaliput

Event Cinemaksi kutsutaan pääasiassa niitä elokuvateattereissa esitettäviä sisältöjä jotka eivät ole elokuvia -tarjonta käsittää oopperan, baletin ja teatterin lisäksi mm. taidedokumentteja, konsertteja, musikaaleja, rock/pop-musiikkitaltiointeja tai vaikkapa e-urheilua.

Meiltä voit tilata myös Event Cinema -esityksiin käyviä avoimia **B2B Event -sarjalippuja**. Sarjaliput myydään 4 lipun paketeissa, paperisena tai sähköisenä. Liput on voimassa 12 kk.

TILAA LIPPUTUOTTEITA

HINNASTO

LUE LISÄÄ EVENT CINEMASTA

Kokouspaketit

Kaikki paketit sisältävät kokous- ja tarjoilutilan, perus kokoustekniikan, kokousveden ja vartioimattoman naulakon. Teatterin henkilökunta avustaa teitä teknisesti kokouksen alkuun ja ovat tarvittaessa tavoitettavissa kokouksen aikana.

Paketteihin sisältyvät tarjoilut:
Aamu- tai iltapäiväkokouspaketti sisältää kahvin/teen ja kahvitorin.
Puolen päivän kokouspaketti sisältää kahvitorin ja lounaan.
Koko päivän kokouspaketti sisältää aamupalan, kahvitorin ja lounaan.
Kokouspakettilaskurillamme saat laskettua kätevästi hinnan suunnittelemallesi tilaisuudelle ja näet eri pakettien ominaisuuksia.

KOKOUKSET JA SEMINAARIT

Räätälöity tilaisuus

Alla olevan linkin kautta pääset lomakkeeseen, jonka kautta voit pyytää meiltä tarjouksen räätälöidystä yritystilaisuudesta jotka sopivat sinulle silloin kun Kokouspaketti ei tarjoa ratkaisua kaikkiin tarpeisiinne. Räätälöidyt yritystilaisuudet on vaihtoehtonne, jos tilaisuutenne on esimerkiksi illalla, vaatii laajempaa kokoustekniikkaa tai haluatte yhdistää siihen esimerkiksi elokuvanäytöksen tai erikoistarjoiluja.

RÄÄTÄLÖITY TILAISUUS

Oma elokuvanäytös

Voit järjestää teattereissamme omia elokuvanäytöksiä joihin voitte kutsua vieraaksi kohderyhmänne. Finnkinolla järjestät erilaiset yritystapahtumat turvallisesti ja sujuvasti. **Turvallisuuteen** kiinnitetään meillä erityistä huomiota jo tarjousvaiheessa, kun erilaisia yritystilaisuuksia aletaan suunnitella.

Salien koot vaihtelevat 28-paikkaisesta 635-paikkaiseen ja ne myydään 50 prosentin kapasiteetilla. Elokuva on toimiva ja mielekäs tapa saada toivomanne henkilöt tilaisuuksiin. Kuka voisi vastustaa elokuvan taikaa?

OMAT ELOKUVANÄYTÖKSET

Virtuaalitapahtuma

Haluatko webinaarillesi tai virtuaalitapahtumallesi yleisön täyden huomion? Kutsu vieraat elokuviin! Laadukkaasti toteutettu webinaari on loistavaa valkokangas sisältöä ja leffateatteri tarjoaa parhaat puitteet sen seuraamiseen.

Finnkinolla järjestät tapahtuman turvallisesti ja sujuvasti. Meillä on paljon tilaa: salien koot vaihtelevat 28-paikkaisesta 635-paikkaiseen ja ne myydään 50 prosentin kapasiteetilla. Ohjelmiston teemme maanantaisin seuraavalle leffaviikolle (pe–to), joten tilaisuuden järjestäminen onnistuu helposti lyhyelläkin varoitusajalla.

OTA YHTEYTTÄ NIIN SUUNNITELLAAN TAPAHTUMASI!

Koululaisnäytös

Omat näytökset oppilas- ja opiskelijaryhmille on mahdollisia ma-pe klo 8.00 - 17.30 välillä. Näytöksiä järjestetään varhaiskasvatukselle, peruskouluille, lukioille ja keskiasteen oppilaitoksille. Finnkino suosittelee, että ryhmissä joissa on paljon alaikäisiä, ja vain muutama täysi-ikäinen valvoja, kaikki näytökseen osallistujat ovat täyttäneet elokuvan ikärajan verran vuosia.

Meillä on paljon tilaa: salien koot vaihtelevat 28-paikkaisesta 635-paikkaiseen ja ryhmällenne valitaan vähintään 50% osallistujamäärää suurempi sali jotta turvallisuusvälit toteutuvat. Ohjelmiston teemme maanantaisin seuraavalle leffaviikolle (pe–to), joten oman leffanäytöksen järjestäminen onnistuu helposti lyhyelläkin varoitusajalla.

KOULULAISNÄYTÖKSET

Event Cinema

Event Cinema käsittää elokuvateatteria varten tuotetut esitykset muista taiteen ja viihteen lajeista kuin elokuva. Event Cinema tarjoaa mm. oopperaa, näytelmäteatteria, balettia, musikaaleja, konsertteja, urheilua ja taidenäyttelyitä. Event Cinema -esityksistä voit ostaa myös omia näytöksiä.

Oma Event Cinema -näytös veloitetaan osallistujamäärän mukaan, minimimäärä omassa näytöksessä on 50 henkilöä. Ota meihin yhteyttä ja järjestetään teille ikimuistoinen Event Cinema -näytös!

LUE LISÄÄ EVENT CINEMASTA

YHTEYSTIEDOT

Mediamyynti palvelee teitä

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Head of Sales

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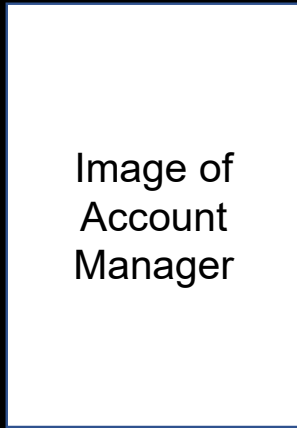
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FINNKINO B2B

Tilaa Finnkino Mediamyynnin uutiskirje:

Sähköposti   >

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

Etusivu > Elokuvalevitys > Palvelut elokuvateattereille

PALVELUT ELOKUVATEATTEREILLE

Elokuvalevitys tarjoaa seuraavia palveluita teattereillemme

Alla olevia aiheita koskien voit olla yhteydessä tiedotteessa mainittuun yhteyshenkilöön.

Buukkaukset, avaimet ja DCP-kopiot

- Varataksesi elokuvan teatterisi ohjelmistoon tai järjestämääsi tapahtumaan ota yhteyttä elokuvalevityksen myyntiin **Mika Niemiseen** ja **Minna Lampolahteen**.
- DCP-kopioidemme digitaaliset avaimet toimitetaan pääsääntöisesti keskiviikkoisin.
- Elokuvakopiot toimittaa Gofilex ja materiaalit Tremendo. Kaikki toimitukset tilataan myynnin kautta.

Sähköiset materiaalit elokuvista

- Lataa julisteaineistot, ilmoituspohjat, living one sheetit, stillkuvat ja some-materiaalit.
- Pyydä käyttäjätunnus ja salasana myynniltä!

KINGHILL

Aulojen ja julkisivujen digipinnat

- Tuotamme teatteriasiakkaillemme uutiskirjettä, jossa viestimme tulevista ensi-illoista.
- Jos et vielä saa kirjettä sähköpostiisi, ota yhteyttä **Minna Lampolahteen**.

Nelonen Median elokuvien materiaalit

- Nelonen Median elokuvien *Pertsa ja Kilu* ja *Vinski ja näkymättömyyspulveri* markkinointi- ja viestintämateriaalit toimittaa Nelonen Media. Yhteyshenkilönä toimii markkinointipäällikkö **Päivi Koivunen**.

FINNKINO B2B

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

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Page 27

TIETOA MEISTÄ

Tervetuloa elämysten pariin!

Vuonna 1986 perustettu Finnkino Oy on Suomen kulttuuriviihteen monipuolisin elämysten tarjoaja ja edelläkävijä. Finnkinolla on Suomessa yhdellätoista paikkakunnalla kaikkiaan 16 elokuvateatteria, joissa on yhteensä 113 salia. Vuonna 2016 teattereissa kävi lähes 6 miljoonaa katsojaa.

Finnkino kuuluu Euroopan suurimpaan elokuvateatteriketjuun Odeon Cinemas Groupiin, jonka omistaa amerikkalainen maailman johtava elokuvateatteriketju AMC. Konsernilla on teattereita Suomen, Viron, Liettuan, Latvian, Ruotsin ja Norjan lisäksi seitsemässä eri Euroopan maassa.

Finnkino kehittää teatteripalvelujaan jatkuvasti sekä rakentamalla uusia että kunnostamalla vanhoja teattereita. Finnkinon tavoitteena on luoda elokuvakäynnistä kokonaisvaltainen elämys tarjoamalla laadukkaiden elokuvien lisäksi paras mahdollinen katselumukavuus sekä monipuoliset oheispalvelut. Finnkino Oy:n palveluksessa on n. 360 työntekijää, joista suurin osa työskentelee teattereissa.

Finnkino B2B muodostuu Finnkino Yritysmyynnistä ja Mediamyynnistä. Finnkino toimii myös elokuvien maahantuojana ja levittäjänä.

Yritysmyynti

Finnkinon elokuvateatterit ovat elämyskeskuksia, joissa voit järjestää monenlaisia tapahtumia, kokouksia, seminaareja ja omia elokuvanäytöksiä turvallisesti. Pehmeät, nautinnolliset tuolit, auditoriomaiset salit sekä upeat, suuret valkokankaat muodostavat elämyksellisen tilan tilaisuuden toteutukselle. Elokuva on ikimuistoinen ja edullinen elämys, tilaisuus leffamiljöössä merkitsee hetken irtiottoa arjen kiireistä.

Meiltä saat myös avoimet Yritysleffaliput, Herkkuliput ja kaikissa Finnkinon herkkumyymälöissä ja baareissa maksuvälineenä käyvät avoimet Herkkusetelit. Yrityslippu on mainio tapa palkita henkilöstöä tai muistaa sidosryhmiä ja asiakkaita. **Yritysmyynti palvelee asiakkaitamme ma-pe klo 9-16 välillä.**

TUTUSTU TARJONTAAMME

Mediamyynti

Finnkino Media tarjoaa elokuvamainontaa Finnkinon, Bio Rexin, Cinamonin, Kuusankinojen, Studio 123 Järvenpään ja Kotkanleffojen teattereissa. Tavoitamme noin 600 000 elokuvissakävijää kuukausittain, joka on noin 82% Suomen elokuvissakävijöistä.

Esitämme elokuvamainontaa 25 kaupungissa, joissa on 34 elokuvateatterikeskusta ja 174 valkokangasta. Lisäksi elokuvateattereista löytyvät siisti ja ilmastoidu promootiopaikat, 220 digitaalista aulanäyttöä ja rajattomasti mahdollisuuksia luoville erikoisratkaisuille. Tarjoamme myös verkossa monipuolisia mainospaikkoja ja mahdollisuuden hyödyntää kävijädataa ohjelmallisessa ostamisessa.

TUTUSTU TARJONTAAMME

Elokuvalevitys

Finnkinon elokuvalevitys levittää ja markkinoi Suomessa Paramount Pictures- ja Universal Pictures -studioiden sekä Scanboxin elokuvia. Julkaisemme noin 40 elokuvaa vuosittain valkokankaalla. Finnkinon elokuvalevitys on yrityksen sisäinen, elokuvateatteritoiminnasta erillinen osasto, joka jakelee edustamiaan elokuvia kaikille Suomessa toimiville elokuvateatteriyrityksille.

Nelonen Median levittämät elokuvat kulkevat jatkossa kaikkiin Suomen elokuvateattereihin Finnkinon elokuvalevityksen jakelemana.

TUTUSTU TARJONTAAMME

FINNKINO B2B

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

Yritysmyynti ⌄   Mediamyynti ⌄   Elokuvalevitys ⌄   Ajankohtaista ⌄

Yritysmyynnin etusivu
Tuotteet & palvelut ›
Yhteystiedot ›

Lipputuotteet ›
Näytökset
Tapahtumat ja t

Yritysleffaliput
Yrityslippujen tilauslomake
Hinnasto

Navigation menu design

Yritysmyynti dropdown menu levels

Yritysleffaliput

Yrityslippujen tilauslomake

Hinnasto

Lipputuotteet ›

Näytökset ›

Tapahtumat & tilaisuudet ›

Oma elokuvanäytös ›

Koululaisnäytös ›

Event Cinema ›

Hinnasto

Turvallisuus

Tulevaa ohjelmistoa

Yritysmyynnin etusivu

Tuotteet & palvelut ›

Yhteystiedot ›

Tietoa meistä

Teatterit

Caset

Kokouspäivä & seminaari ›

Virtuaalitapahtumat ›

Leffaherkut & dinner ›

Hinnasto

Turvallisuus

Tulevaa ohjelmistoa

Mediamyynti dropdown menu levels

Kohderyhmät ›

Kampanjalaskuri ›

Tekniset ohjeet ›

Hinnasto

Turvallisuus

Tulevaa ohjelmistoa

Mediamyynnin etusivu

Mainosvaihtoehdot ›

Yhteystiedot ›

Tietoa meistä

Teatterit

Caset

Elokuvalevitys dropdown menu levels

Elokuvalevitys etusivu

Levityspalvelut

Yhteystiedot

Medialle

Elokuvateattereille

Katalogi

Tietoa meistä

Uutiset

Tulevaa ohjelmistoa

Ajankohtaista dropdown menu levels

Kaikki uutiset

"Viimeisin uutinen"

"Toiseksi viimeisin
uutinen"

Yritysmyynti ⌄   Mediamyynti ⌄   Elokuvalevitys ⌄   Ajankohtaista ⌄   🛒 09:56

OSTOSKORI

| 1. YRITYSLIPPUJEN TILAUSLOMAKE | 2. TARKISTA JA MAKSA | 3. VALMIS |

YRITYSLIPUT

| Yritysliput 30-49 kpl (á 10,50€) ⌄ | | Ilmoita kappalemäärä | kpl |

PREMIUM-LIPUT

| Premium-yritysliput 30-49 kpl (á 12,50€) ⌄ | | Ilmoita kappalemäärä | kpl |

HERKKULIPUT

| Herkkuliput á 4,50 € (0,5 l juoma ja 1,8 l popcorn) ⌄ | | Ilmoita kappalemäärä | kpl |

B2B-HERKKUSETELI

| B2B-herkkuseteli á 5 € (ei saatavilla sähköisinä) ⌄ | | Ilmoita kappalemäärä | kpl |

B2B-EVENT-SARJALIPPUPAKETTI

| B2B-Event -sarjalippu 4 kpl (120€) ⌄ | | Ilmoita kappalemäärä | kpl |

Oma teksti Yritys- tai Premium-lippuun

FINNKINO YRITYSLIPPU

Oma teksti lippuun, rivi 1 (max. 40 merkkiä)

Oma teksti lippuun, rivi 2 (max. 40 merkkiä)

Oma teksti lippuun, rivi 3 (max. 40 merkkiä)

Tähän tulee lipun voimassaoloaika

Lippukuoret ja pakkaus

Lippukuoret veloituksetta mukaan (merkitse kpl-määrä) | kpl

LIPPUJEN PAKKAAMINEN KUORIIN

| Pakkaus kuoriin 0,15€ per kuori (+alv 24%) ▾ | Lippujen määrä per kuori | kpl |

Toimitustiedot

Yritys	Y-tunnus
Yhteyshenkilö	Titteli
Puhelinnumero	Sähköpostiosoite
Toimitusosoite (ensisijaisesti katuosoite)	Toimitusosoitteen postinumero ja -toimipaikka
Vastaanottaja (jos eri kuin yhteyshenkilö)	Vastaanottajan puhelinnumero

Lisätietoja ja toiveita

SIIRRY MAKSAMAAN >>

FINNKINO B2B

Tietoa meistä

Yritysmyynti
Tilaa yritysleffalippuja
Yhteystiedot

Mediamyynti
Kampanjalaskuri
Yhteystiedot

Elokuvalevitys
Tulevat elokuvat
Yhteystiedot

Seuraa meitä somessa

Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

Yritysmyynti ▾   Mediamyynti ▾   Elokuvalevitys ▾   Ajankohtaista ▾   🛒 09:56

Etusivu > Ostoskori

OSTOSKORI

1. YRITYSLIPPUJEN TILAUSLOMAKE   **2. TARKISTA JA MAKSA**   **3. VALMIS**

Yritysleffalippu | 30 x 10,50 (voimassa 12kk)	30kpl	**315,00 €**	⊗
Lippukuoret | 30 x 0,00	30kpl	**0,00 €**	⊗
Toimitus ja käsittely | 1 x 20,00	1kpl	**20,00 €**	

Tarkista ja maksa

Jos et ole tällä hetkellä kirjautunut sisään, huomaathan, että ostoskori peruuntuu, jos nyt kirjaudut sisään.

Oma teksti lipuissa & Lippukuoret

FINNKINO YRITYSLIPPU

Oma teksti lippuun, rivi 1 (max. 40 merkkiä)

Oma teksti lippuun, rivi 2 (max. 40 merkkiä)

Oma teksti lippuun, rivi 3 (max. 40 merkkiä)

Tähän tulee lipun voimassaoloaika

PREMIUM

Lippukuoret veloituksetta mukaan (merkitse kpl-määrä)   30 kpl

Toimitustiedot

Yritys	Y-tunnus
Yhteyshenkilö	Titteli
Puhelinnumero	Sähköpostiosoite
Toimitusosoite (ensisijaisesti katuosoite)	Toimitusosoitteen postinumero ja toimipaikka
Vastaanottaja (jos eri kuin tilaaja)	Vastaanottajan puhelinnumero
Lisätietoja ja toiveita	

Summa: **335,00 €**

MAKSA LUOTTOKORTILLA TAI VERKKOPANKISSA ❯❯

Tyhjennä ostoskori

FINNKINO B2B

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

OSTOSKORI

| 1. YRITYSLIPPUJEN TILAUSLOMAKE | 2. TARKISTA JA MAKSA | 3. VALMIS |

Kiitos tilauksestasi!

Tilauksen ID: 456769838

Tilausvahvistus ja ostoskuitti toimitetaan ilmoittamaasi sähköpostiosoitteeseen hetken kuluttua.

Tilauksesi toimitetaan käsittelyn jälkeen 2-4 arkipäivän sisällä ilmoittamaasi toimitusosoitteeseen.

Jos sinulla on kysyttävää tilauksestasi tai jos haluat perua tilauksen, ole yhteydessä Finnkino Yritysmyyntiin sähköpostitse osoitteessa yritysmyynti@finnkino.fi. Pyytäisimme sinua liittämään viestiisi tilauksesi ID-numeron nopeuttaaksemme yhteydenottosi käsittelyä.

FINNKINO B2B

Tietoa meistä	Yritysmyynti	Mediamyynti	Elokuvalevitys	Seuraa meitä somessa
	Tilaa yritysleffalippuja	Kampanjalaskuri	Tulevat elokuvat	
	Yhteystiedot	Yhteystiedot	Yhteystiedot	

Finnkino Oy | Mannerheimintie 113 | yritysmyynti@finnkino.fi | 09-1311 9205 | Tietosuoja | finnkinob2b.fi | mediamyynti@finnkino.fi

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Yritysmyynti ⌄　　Mediamyynti ⌄　　Elokuvalevitys ⌄　　Ajankohtaista ⌄　　🛒 09:56

Tyhjennetäänkö ostoskori? ✖

| PERUUTA | OK |

OSTOSKORI

| 1. YRITYSLIPPUJEN TILAUSLOMAKE | 2. TARKISTA JA MAKSA | 3. VALMIS |

Yritysleffalippu | 30 x 10,50 (voimassa 12kk)	30kpl	315,00 €	✖
Lippukuoret | 30 x 0,00	30kpl	0,00 €	✖
Toimitus ja käsittely | 1 x 20,00	1kpl	20,00 €	

Tarkista ja maksa

Jos et ole tällä hetkellä kirjautunut sisään, huomaathan, että ostoskori peruuntuu, jos nyt kirjaudut sisään.

Oma teksti lipuissa & Lippukuoret

FINNKINO YRITYSLIPPU

Oma teksti lippuun, del 1 (max. 40 merkkiä)

Oma teksti lippuun, del 2 (max. 40 merkkiä)

Oma teksti lippuun, del 3 (max. 40 merkkiä)

Tähän tulee lipun voimassaoloaika

Lippukuoret veloituksetta mukaan (merkitse kpl-määrä)

Toimitustiedot

Yritys	Y-tunnus
Yhteyshenkilö	Titteli
Puhelinnumero	Sähköpostiosoite
Toimitusosoite (ensisijaisesti katuosoite)	Toimitusosoitteen postinumero ja toimipaikka
Vastaanottaja (jos eri kuin tilaaja)	Vastaanottajan puhelinnumero
Lisätietoja ja toiveita	

Summa: **335,00 €**

MAKSA PANKKI- TAI LUOTTOKORTILLA >>

Tyhjennä ostoskori

Etusivu > Ostoskori

Olen tarkistanut ostoskorin tuotetiedot.

Ostoskori lukitaan maksamista varten. Sen jälkeen muiden maksutapojen käyttö ei ole mahdollista!

| PERUUTA | OK |

1. YRITYSLIPPUJEN TILAUSLOMAKE   2. TARKISTA JA MAKSA   3. VALMIS

Yritysleffalippu	30 x 10,50 (voimassa 12kk)	30kpl	315,00 €	✕
Lippukuoret	30 x 0,00	30kpl	0,00 €	✕
Toimitus ja käsittely	1 x 20,00	1kpl	20,00 €	

Tarkista ja maksa

Jos et ole tällä hetkellä kirjautunut sisään, huomaathan, että ostoskori peruuntuu, jos nyt kirjaudut sisään.

Oma teksti lipuissa & Lippukuoret

FINNKINO YRITYSLIPPU

Oma teksti lippuun rivi 1 (max. 40 merkkiä)

Oma teksti lippuun rivi 2 (max. 40 merkkiä)

Oma teksti lippuun rivi 3 (max. 40 merkkiä)

Tähän tulee lipun voimassaoloaika

Lippukuoret veloituksetta mukaan (merkitse kpl-määrä)   30 kpl

Toimitustiedot

Yritys	Y-tunnus
Yhteyshenkilö	Titteli
Puhelinnumero	Sähköpostiosoite
Toimitusosoite (ensisijaisesti katuosoite)	Toimitusosoitteen postinumero ja toimipaikka
Vastaanottaja (jos eri kuin tilaaja)	Vastaanottajan puhelinnumero
Lisätietoja ja toiveita	

Summa: **335,00 €**

MAKSA PANKKI- TAI LUOTTOKORTILLA ≫

Tyhjennä ostoskori

Yritysmyynti ⌄   Mediamyynti ⌄   Elokuvalevitys ⌄   Ajankohtaista ⌄

Etusivu > Yritysmyynti > Yrityslippujen tila

Olet poistumassa tältä sivulta

✖

Lomakkeeseen syöttämäsi tiedot poistuvat ja joudut täyttämään lomakkeen uudelleen. Haluatko varmasti poistua sivulta?

PERUUTA	OK

YRIT   AKE

Tilaa lipputuotteita täyttämällä alla oleva lomake

Kiitä, palkitse ja muista elokuvaelämyksellä!

Elämykset ja aineettomat lahjat koetaan yhdeksi merkityksellisimmistä lahjoista saada. Lahjan saaja päättää lipun käyttöajankohdan ja voi valita mieleisensä elokuvan laajasta elokuvavalikoimastamme. Liput ovat voimassa 12kk. Minimitilaus on 30 lippua.

LISÄTIETOJA TUOTTEISTA   TURVALLISUUS

YRITYSLIPUT

Yritysliput 30-49 kpl (á 10,50€)   ⌄   Ilmoita kappalemäärä   kpl

PREMIUM-LIPUT

Premium-yritysliput 30-49 kpl (á 12,50€)   ⌄   Ilmoita kappalemäärä   kpl

HERKKULIPUT

Herkkuliput á 4,50 € (0,5 l juoma ja 1,8 l popcorn)   ⌄   Ilmoita kappalemäärä   kpl

B2B-HERKKUSETELI

B2B-herkkuseteli á 5 € (ei saatavilla sähköisinä)   ⌄   Ilmoita kappalemäärä   kpl

B2B-EVENT-SARJALIPPUPAKETTI

B2B-Event -sarjalippu 4 kpl (120€)   ⌄   Ilmoita kappalemäärä   kpl

Oma teksti Yritys- tai Premium-lippuun

FINNKINO YRITYSLIPPU

Oma teksti lippuun, rivi 1 (max. 40 merkkiä)

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Oma teksti lippuun, rivi 3 (max. 40 merkkiä)

Tähän tulee lipun voimassaoloaika