

SUPPORTERS' AWARENESS OF SPONSOR BRANDS

Case JJK Jyväskylä

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Abstract <p>This thesis investigates football club JJK Jyväskylä's supporters' awareness of the brands that sponsor the club. In a plethora of brands, it is of vital importance to both the club and especially their sponsors to acknowledge the current situation of brand awareness in order to both assess the current bang-for-buck ratio of marketing investments and to further develop the effectiveness of their sponsorship activities.</p> <p>Throughout a quantitative online survey, the research found the top of mind brands in the field of companies that sponsor the Jyväskylä, Central Finland based football club. Also examined were both the unaided and aided awareness of selected sponsor brands.</p> <p>Further aim was additionally put on what type of sponsorship elements have led the reigning ring champions of JJK sponsor brand awareness to claim their titles, although this part of the study would clearly require further, prolonged investigation.</p> <p>Results indicate that JJK's biggest sponsors have reached favorable levels of brand awareness and the data obtained is of vital nature for the club's daily marketing operations. It is recommended that the study should be carried out on a regular basis to further increase the validity.</p>		
Keywords: brand, branding, awareness, sponsor, sponsorship, sport marketing, football		
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Tiivistelmä <p>Tässä opinnäytetyössä tutkittiin jalkapalloseura JJK Jyväskylän kumppaneiden tunnettavuutta seuran kannattajien keskuudessa. Brändiviidakon keskellä on erittäin tärkeää sekä seuralle että etenkin sen yhteistyökumppaneille tiedostaa tunnettavuuden nykyinen tilanne jotta markkinointipanostusten arvo voidaan määritellä oikein ja jatkossa tehostaa niiden tuottavuutta.</p> <p>Verkkokyselynä toteutetun kvantitatiivisen tutkimuksen kautta selvitettiin keskisuomalaisseuran kumppaniverkoston tunnetuimmat brändit niin spontaanilla kuin avustetullakin tasolla. Huomiota kohdistettiin myös markkinointimodeihin joilla brändit ovat tunnettavuutensa saavuttaneet, joskin tämä alue tutkimusta kaipaisi selkeästi lisäpanostusta.</p> <p>Tulokset osoittavat että JJK:n suurimmat yhteistyökumppanit ovat saavuttaneet kunnioitettavan bränditunnettavuuden tason joukkueen seuraajien keskuudessa. Tutkimustulokset ovat äärimmäisen hyödyllisiä seuran kumppanihakinnassa ja tutkimus olisi hyvä suorittaa säännöllisesti uudestaan sen validiteetin lisäämiseksi.</p>		
Avainsanat (asiasanat) brändi, brändäys, tunnettavuus, sponsori, sponsorointi, urheilumarkkinointi, jalkapallo		
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1 TOPIC AREA AND RESEARCH QUESTIONS

1.1 Aim of the study

Football is the world's most favorite sport by far with more than 265 million active players across virtually every corner of the globe practicing the noble art of scissor kicks and sliding tackles (Kunz 2007, 10). These Messi-to-be's (or to put it fair, *has beens* in some cases) are organized under 209 national football associations - 16 member countries more than in the United Nations - and in more than 301 000 football clubs (FIFA Big Count 2007, 3).

In this bachelor's thesis we'll take a closer peek on the sponsorship issues of one of these clubs by concentrating our efforts on determining what level of brand awareness the sponsors of our target club JJK Jyväskylä have achieved in the eyes, minds and souls of the supporters of our aforementioned Jyväskylä, Central Finland based club. Special attention is paid on the principal sponsor brand associated with JJK but data concerning the subsequent brands lingering in the imaginary line of brand awareness is of course also gathered and provided.

Given that different brands have chosen different elements of sponsorship - i.e. while advertiser 1 may have their sponsorship euros spent on perimeter advertising boards at the stadium, advertiser 2 could have opted for vías of online marketing - further thought is additionally put on discussing how and why the top sponsor brands have reached their top-tier status.

Of essential knowledge in order to follow the logic of this intricate investigation is to take note of our target group: the supporters of JJK. While strictly speaking this doesn't necessarily exclude a JJK-minded fan herd consisting of sun seeking expatriates hailing from Trinidad and Tobago or French Polynesia, this study is only focused on eyeballing the hidden mental information of people who - more or less - regularly go on-site to witness JJK in action.

We start our journey by familiarizing us with today's subject, football club JJK Jyväskylä and by getting acquainted with the companies who have chosen to expose their brands alongside this sporty entity. Next step is to go through the basic concepts related to our subject: what is a brand and what does branding mean? Brand awareness, what's that then? How about sponsoring and sport marketing in general?

After our expedition to the world of marketing glossary and research, we know the subject area well enough to proceed to the next step: choosing the methodology for our research and conducting the actual study by utilizing an online survey tool. To gather the responses, we are lucky to deploy JJK's rather active social media channels.

Logically enough, after executing the study, we'll submerge into results. What is the *número uno* sponsor brand of JJK - from the supporters viewpoint? What elements has this brand used to accomplish this? How are following brands coping?

Ultimately, we'll close up our work day by discussing some options how it could be possible to increase the brand awareness in the JJK sponsorsphere. Also under our magnifying glass shall be the validity of the research conducted and what followup studies should be done to further develop our knowledge on the issue.

The author has chosen the subject in hand because the lack - or practically the absence - of research information hinders football club JJK Jyväskylä's daily hunt for new, economically viable sponsorship deals. Long gone are the days when companies opened their wallets to every local sports salesman who dared to ask for some support money, nowadays the so called solidarity funding is over and enterprises require proven effectiveness and valid metrics for every dime spent on sponsorship marketing.

This bachelor's thesis fills the gap at least partially, by providing sound and current information on how high a plateau this specific club's sponsors have reached in the

minds of JJK supporters. The obtained information is of vital nature for the club in developing their sponsorship metrics, sponsor relations and day to day sales.

1.2 Football club JJK Jyväskylä

Football club JJK Jyväskylä is a Finnish football club that hails from the city of Jyväskylä in Central Finland. The club is concentrated solely in boys' and men's football and it is the largest football club in the region with the premier team playing in Finland's highest league Veikkausliiga, the reserve team Villiketut in third division and around 20 junior teams in the regional and national leagues of their own age groups (Vesalainen 2013).

The junior side also runs a hobby league ("Kortteliliiga" in Finnish) that gathers up to 40 teams of eager young boys just in the beginning of their football careers. This recreational addition raises the total number of players in the club to more than 1000 and entitles JJK to claim the trophy of the biggest sporting club in the region of Central Finland (Soininen 2013).



FIGURE 1. Logo of football club JJK Jyväskylä

Organization-wise, as we can see below in table 1, the club consists of three separate bodies with different functions, although in daily operations and communications the marketing name JJK Jyväskylä - or most often, just plain JJK - is widely used like shown in figure 1. According to general manager Joni Vesalainen (2013), this simplification is done in order to "keep things simple, to represent the club as a

whole and to bring a sense of community, belonging-together to each and every player and parent in the club.”

TABLE 1. The different bodies constituting football club JJK Jyväskylä (Vesalainen 2013; JJK 2013a)

Body	Function	Form	Ownership
JJK Jyväskylä ry	Governing the league rights of the premier team*, reserve team and U19 and U17 junior teams ¹	Registered non-profit association	Limited to founding members (five private persons)
JJK Keski-Suomi Oy	Handling day-to-day business operations of the premier team	Limited company	51% of shares owned by JJK Jyväskylä ry, 49% twenty different private persons and companies
JJK Juniorit ry	Organizing and running the junior department up to sub U17 teams	Registered non-profit association	Current players and/or their parents and JJK Jyväskylä ry

*The Finnish Football Association (Suomen Palloliitto in Finnish, or SPL for short) only allows registered associations to hold the rights to playing in the national league, thus making it impossible to run a professional team based only on a limited company (Liigalisenssimääräykset 2013, 6).

¹U19 / U17 = International age group abbreviations for “under 19 year olds” and consequently “under 17 year olds” (Regulations of the UEFA European Under-19 Championships 2011, 19).

History of the club

The club was originally founded in December 1923 under the name Jyväskylän Palloilijat, "The Ballers of Jyväskylä." From the very beginning, the acronym JyP - or with all capitals, JYP - became the way people referred to the club that during the first decades not only played football, but also practiced pesäpallo, the Finnish variant of American baseball in the summer and bandy ("hockey with a ball instead of a puck") during the winter time. After the Finnish wars in the 1940's, even ice hockey (this time with an actual puck) and basketball were introduced to the selection of sports of the club (Arvaja 197, 6-32).



FIGURE 2. Photo of the premier team in 1938. From the book *Jyväskylän Palloilijat palloilun suurseuraksi*, used with permission (Arvaja 1975)

As described in Erkki Arvaja's book celebrating the first five decades of organized team sports in Jyväskylä, the main motives behind setting up the club were to be found in developing and maintaining the physical attributes of its members and creating a brotherhood of likeminded, sports orientated persons (Arvaja 1975, 7-8).

This noble cause did not exclude the more competitive side of sports, so games within the club and preeminently against other clubs were held on a regular basis including through the early years. The club grew with a steady pace from decade to

decade, gaining more members and obtaining a strong place among the sport clubs of the region, but results in national competitions left a lot of room for improvement.

In fact, it was almost until the mid-nineties before any measurable success was truly achieved in football (JJK 2013a; Arvaja 1975) and before this, the club had transformed a couple of times, changing its name twice in 1977 and 1992, dedicating itself exclusively to football in 1977 and united its forces with other local clubs in 1992 (JJK 2013a). This historical backdrop and evolution of the club is illustrated in figure 3.

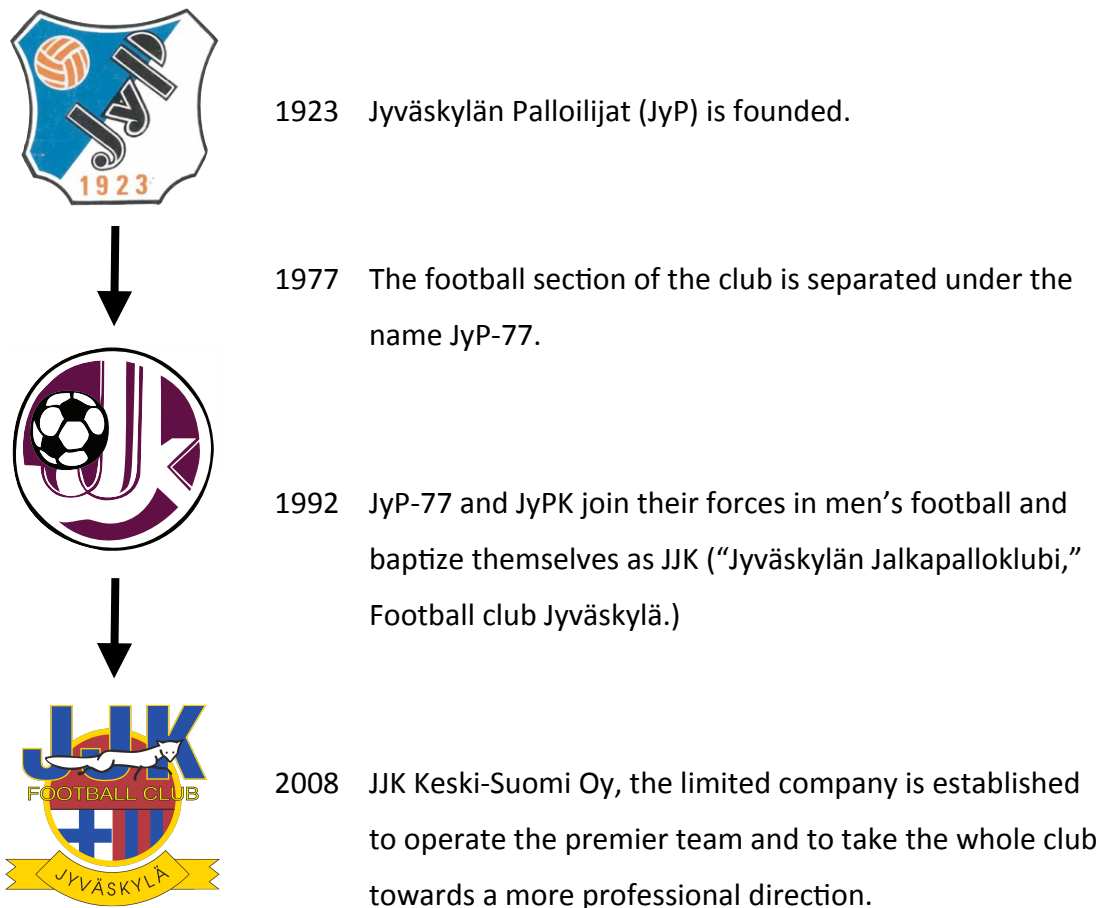


FIGURE 3. Historical backdrop and the evolutionary steps behind modern day JJK (JJK 2013a; Vesalainen 2013; Arvaja 1975)

Modern day JJK

Long gone are the days of dwelling in the lower divisions and feeling a low life for being a supporter of Jyväskylä's football scene as in spring 2013 the premier team of football club JJK Jyväskylä starts its fifth season in Veikkausliiga, the highest level of professional football in Finland.



FIGURE 4. Supporters of JJK rejoicing in an UEFA Europa League match at the Harju stadium during the summer 2012. Photo by Jussi Reinilä, used with permission (JJK 2013c)

Previous season Jyväskylä saw the invasion of first ever official international matches in the region with two rounds of UEFA Europa League, a rare treat even in the more established football atmospheres. The junior department won the national championship in U19 age group and twelve JJK players appeared in their corresponding national teams, tripling the previous record of national appearances (JJK 2013b, 6).

With these overly positive news regarding the current state of affairs, one would be tempted into thinking that running a football club in Jyväskylä in the year 2013 is all sunshine and no rainy days. Alas, according to the club's general manager Joni Vesalainen (2013), some particles of light may eventually reach the surface of our

planet, but overall the sky over Jyväskylä's football scene is still mainly clouded with heavy, economic showers hitting the ground every now and then.

We have a strong community behind us. The audience metrics are excellent and fans assist to games even during tougher times. Our biggest hurdles lie in the economical side and it is a constant struggle to make the ends meet. (Vesalainen 2013)

With the strong growth in basically every sector of the club, the income budget of the limited company behind the operations of the premier team hasn't held not even a single fiscal year during the existence of the company, albeit JJK has managed to pull off double growth figures nearly on a yearly basis (JJK 2013b, 22). The discrepancy between income and expenses can be seen in figure 5.

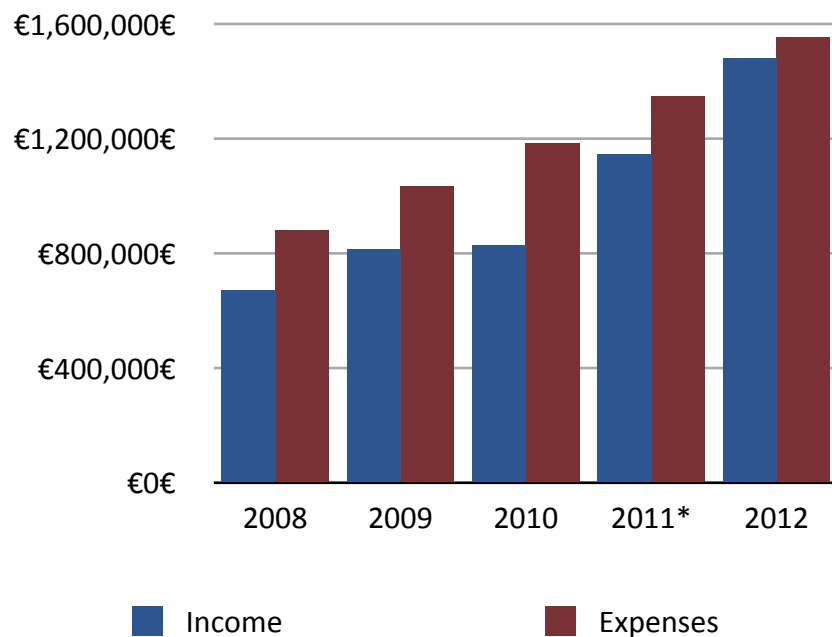


FIGURE 5. JJK Keski-Suomi Ltd - Income and expenses 2008-2012 (JJK 2013b, 23)

*A subordinated debt of 125 000€ was issued during the fiscal year 2011 (Vesalainen 2013). For practical reasons it is included in the profit & loss statement figures provided in this chart, although according to the Finnish legislation regarding limited companies (L 625/2006) it is normally treated as a separate liability in the balance sheet.

One could argue that the current economic turmoil has contributed to the monetary dilemmas of more or less every sport (Elo 2012; Sponsorointibarometri 2011) and football club JJK Jyväskylä is therefore no exception. Like we can see in figure 6, eight out of ten euros that the club receives come from sponsorship deals, so difficulties in this part of the sales forecast are bound to cause economical imbalance.

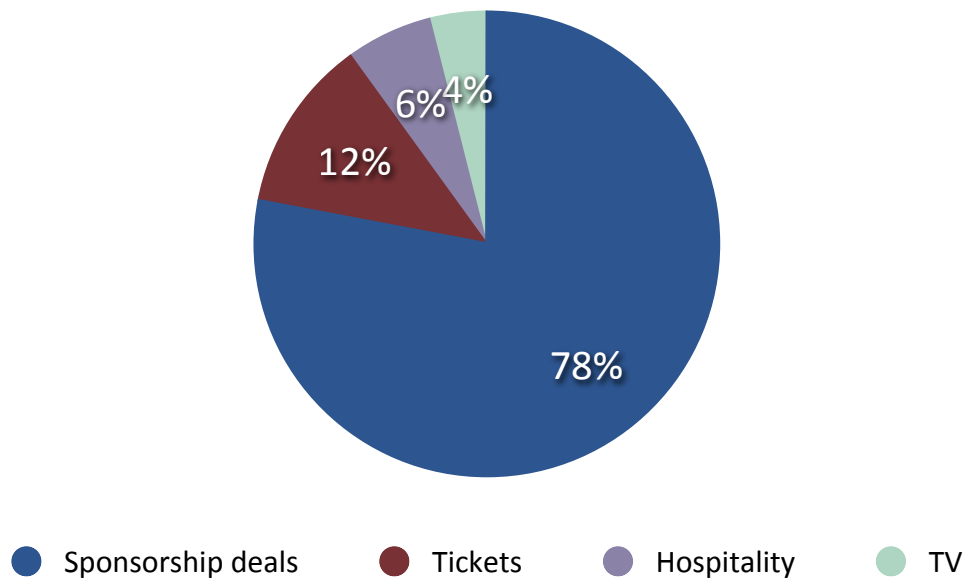


FIGURE 6. Sales budget of JJK Keski-Suomi Ltd divided by main sources of income (Vesalainen 2013)

Also to underline is the rather extreme pace that has converted the club from a mere amateur organization with one full time employee and a turnover of humble 150 000 euros to professionally run company with 34 full time employees and a budget just tipping the 1,5 million euro mark (JJK 2013b) - that's a growth percentage of 3300% in the human resources and 900% in the sales. Like showcased countless times before (Dahiya 2012; Hess 2010), delightful boosts in the first line of the profit and loss statement do not guarantee a bold bottom line, no matter how appealing the figures might seem.

1.3 JJK and it's sponsors

With the budget weight of the sponsorship income now freshly stored in our hippocampuses, we have a good opportunity to take a closer peek on where that pile of pesetas originates from. Figure 7 expresses the sheer number of co-operating companies that football club JJK Jyväskylä has had in it's sponsor network during the seven year period 2006-2012 and correspondingly a rough estimate on the average value of a single deal.

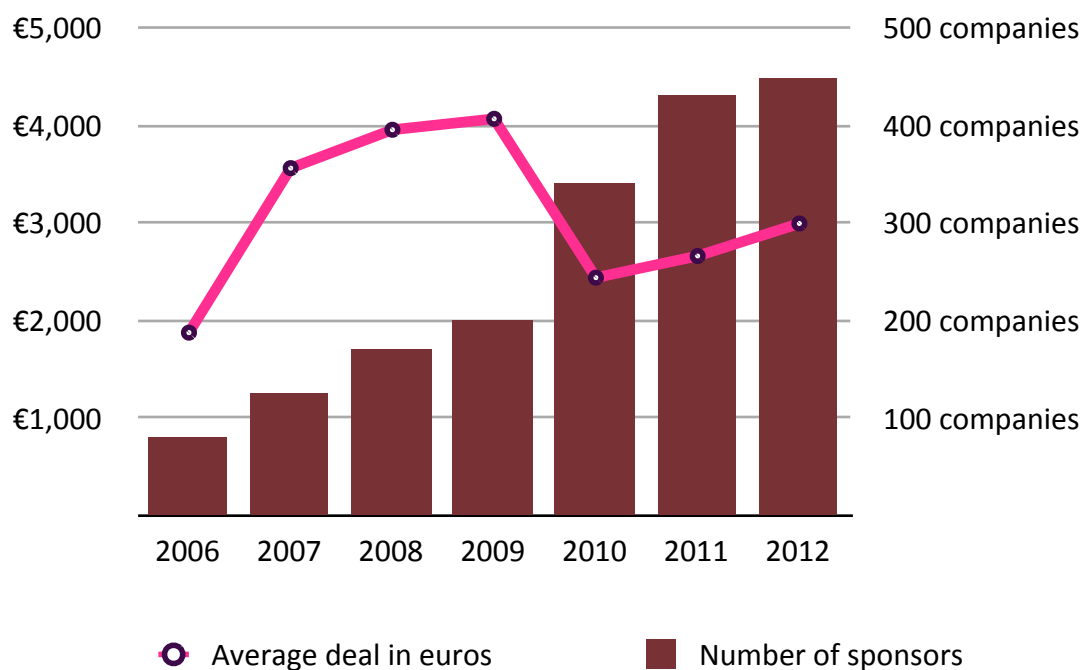


FIGURE 7. JJK sponsor companies and estimated* average deal in 2006-2012 (JJK 2013b, 24-26)

*Average deal size calculated by dividing the total turnover of a given year by the number of sponsor companies in the same period. Serves as comparative figure.

As illustrated above, the sponsor network has expanded with quantum leaps but the average size of a deal has in fact plummeted - up to minus 40 percent in a year. JJK's general manager explains that while "rapid acquisition of new partners was a conscious sales strategy choice in the first place" (Vesalainen 2013), this maneuver has revealed a couple of caveats:

- The limited sales personnel resource of JJK is having a tough time trying to maintain vivid communication with over 400 companies.
- Upscaling the entry level deals has proved more difficult than was previously thought - companies insist on keeping the *status quo* with their sponsorship packages.
- Aggravated sponsorship field has naturally dilated the number of brands exposed in conjunction with the club, even though not all companies choose a visible form of sponsoring, instead opting for hospitality packages et cétera. Fear is that this multitude of brands diminishes the attention and awareness that a single brand receives, like has proven to be the case even in truly upscale sponsoring events like the recent London Olympic Games (Mitchell 2012).

As our mission with this bachelor's thesis was to examine the brand recall levels of JJK's sponsors, especially the latter of this trio of aftermaths raises our eyebrows. How many brands one can recall? How dramatic is the effect of diminishing awareness when we add a brand or two - or fifty - to our soup of sponsors? How much is too much - is JJK's playing jersey really among the ugliest (Forsström 2013; Pusa 2011)?



FIGURE 8. The official kit of football club JJK Jyväskylä. Photo by Jussi Reinilä, used with permission (JJK 2013a)

2 REVIEW OF RELATED MARKETING CONCEPTS

2.1 Brand

According to Vuokko (2003, 119), a brand is something that helps to recognize the products and services that a specific company offers to its customers. Taking this thought further, it serves a dual purpose as at the same time it differentiates and separates the offering from competitors even without the requirement of an actual contact by/with the end user.

This bridge building of associations between an actual product and the metaphysical level - better known as *branding* - is done through the use of symbols such as company or product names and logos (ibid). While a financial entity may maintain a distinct brand for the actual company and separate brands for its products and services, the development has been more and more into the direction of universal, company-wide brands like stated by von Herten (2006, 18). This unilateral form of branding creates a two way street where positive connotations regarding the company's umbrella brand associate with its product offering, and vice versa, well branded products contribute towards a positive company brand.

Von Herten continues the analysis of a brand and its significance by writing that "building and maintaining brands is a part of the daily operations of a company." While this definitely holds true and the importance of a finely run brand cannot be highlighted enough in the global markets of the modern world, Lindberg-Repo (2005, 21) adds an interesting point of view by claiming that the birth of a brand requires an interactive relationship between the brand and the customer. Lindberg-Repo also comments that in the best possible scenarios, customers and companies co-create the brands together.

The aforementioned, rather modern view of developing a brand in unison with the actual customers fits the bill pretty nicely when it comes to the brand of the subject of this bachelors' thesis, football club JJK Jyväskylä. Like Joni Vesalainen, the general

manager of JJK formulated in the interview (2013), “we as a club have our own values, visions and strategies, but in a way the JJK brand is reborn and reformed during every contact, every touch we have with the supporters and the sponsors.” Vesalainen sees this rather intriguing philosophy as a continuous way to keep the brand fresh and alive, constantly reacting to possible changes in the community it belongs to.

This view contrasts heavily against the brand theories that have dominated the past decades. Gardner and Levy wrote in their classic paper (1955) that “the success of a brand depends on marketers’ abilities to select a brand meaning *prior* to market entry.” The grand old man of marketing text books, mister Philip Kotler also shares a more mechanical view of the basic building blocks of a brand (2002, 469). Given the existence of two rather opposing philosophies, it is vital to grasp the fundamentals of both theories. The more recent one is illustrated in figure 9 in conjunction with the brand of football club JJK Jyväskylä.

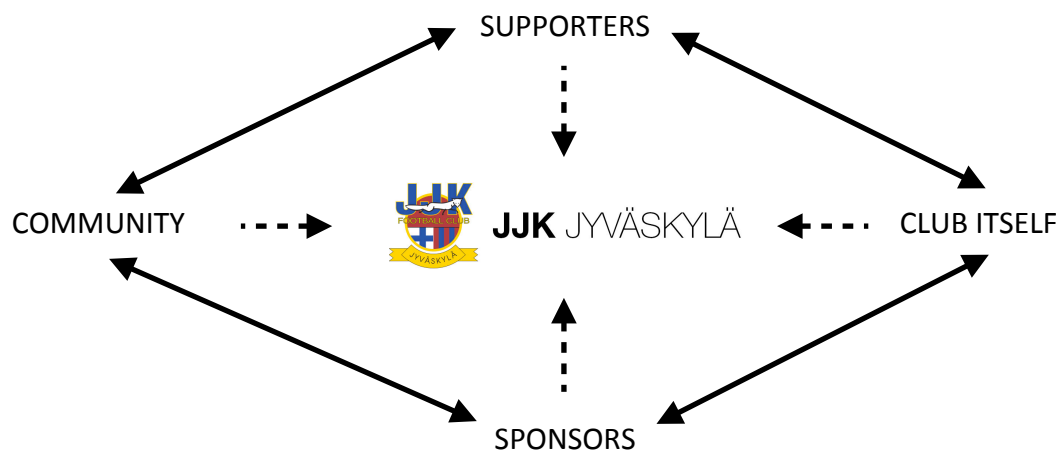


FIGURE 9. The continuous rebirth and reformation of JJK Jyväskylä’s brand (adapted from Vesalainen 2013; Lindberg-Repo 2005)

2.2 Brand awareness

Brand awareness is an element or even an essential prerequisite of brand equity (Aaker 1996, 7-8), the power and value that is linked to a brand. As such, this causality is rather easy to digest as an indication of the strength a brand has in the mindsets of both existing customers and potential future prospects (ibid, 10).

According to Hannu Laakso (2003, 116), brand awareness can be further divided into four different levels or steps - or five, if you count the complete and utter absence of any awareness at all as your starting point. These four - or five - plateaus are pictured in figure 10 in ascending order.

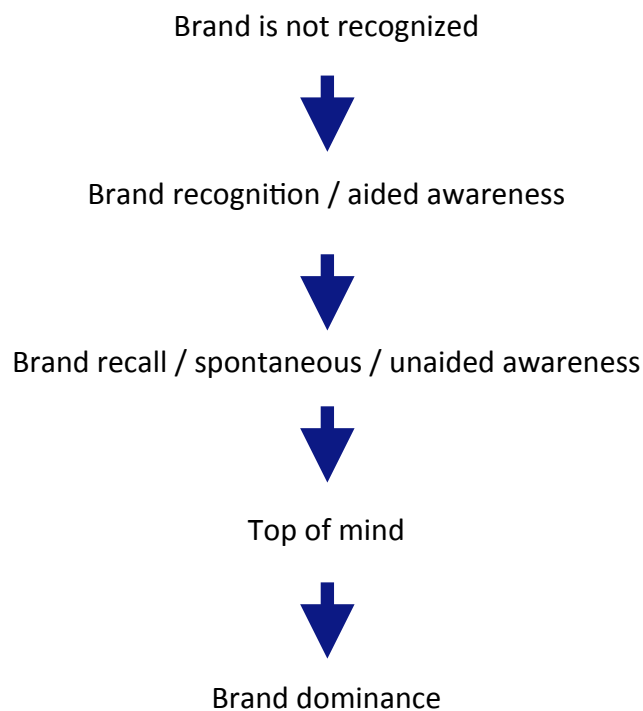


FIGURE 10. The levels of brand awareness (Laakso 2003, 116)

Brand recognition / aided awareness

Brand recognition literally questions whether our brand is recognized within our target group or not. Also known as aided awareness, it really stops there and does not dig not even an inch deeper to research what the correspondent knows or assumes to know of our brand in question (Aaker 1996, 10; Laakso 2003, 125-126).

Aided awareness is most typically researched by presenting or naming a list of brands and interrogating a yes or no answer whether our guinea pig has seen or heard of them before. While this may not sound as much, it is generally believed that *homo sapiens* prefers familiar things to unknown objects (Aaker 1996, 10-11) and thus if valid, this assertion makes spending big bucks on marketing financially viable.

Brand recall / spontaneous / unaided awareness

Moving one step towards the sun from plain brand recognition, our next pit stop hails at brand recall. If at the first stage the question was a generic “have you heard or seen our brand somewhere,” now we are crossing our fingers and hoping that people are able to name our brand and link it mentally to the corresponding product or service category without any assistance at all, hence the synonym unaided awareness (Aaker 1998, 11-12).

An exemplary question of brand recall applied to our beloved football club could be something in the lines of “what Jyväskylä based sporting clubs you recall?” If we would like to be more specific, we could switch the term *sporting club* to *football club* in the hope for more flattering results - or to be more broad, we could forget the geographical boundaries and just ask “what football clubs you can recall” - and instantly get depressed by the miles of *barcelonas* and *liverpools* getting all the attention instead of our domestic counterparts.

When it comes to handling these two aforementioned levels of brand awareness together, Aaker (1998, 12-15) goes on to explain two interesting, rather noteworthy phenomenons: the not so well known but healthy *niche* and the famous but dwelling *graveyard* brands. The first may not score high in recognition but maintain a profitable operation by doing extremely well within a smaller segment, often with premium pricing and top recall rates. The latter is the opposite: brands that are recognized by everyone and their mother but nobody cares about them when it comes to recalling - dying dinosaurs, a paleontologist might put it.

Top of mind and brand dominance

The term top of mind describes the first brand that is spontaneously recalled in a given category like explained by Laakso (2003, 127-128). Most often not everyone will recall the same brand first, therefore causing the title of top of mind brand to land on the one gathering most frontline mentions in these scenarios.

Top of mind awareness is a status much sought after especially in highly competitive and saturated markets, as buying decisions are made rapidly and in some sectors like the daily commodities even unconsciously. This also affects the perceived brand quality and the price end users are willing to pay to for a product or a service, as well known brands are usually valued higher than more anonymous ones and consumers build stronger bonds with them (Keller et al 2008, 59-61; Laakso 2003, 128).

Brand dominance describes a situation where only a single brand is recalled in the product category under our magnifying glass (Aaker 1998, 15-16). This sort of brand dictatorship in the lines of Gaddafi's Libya or Kim Jong Un's North Korea is usually viewed as every marketer's dream come true, as a dominant brand blocks other options consumers might otherwise have in the buying process (Verma 2009, 225).

Back in *the good old days*, brand domination was easier to achieve with less competition, fewer marketing channels and not so knowledgeable and demanding consumers. About the only risk was that your brand could even occupy a too dominant position, with your carefully crafted branding becoming a homogenous synonym for the whole product class - the verb *to xerox* serves as a prime example of this (Aaker 1998, 16). However, it has to be seen whether we will still see as sovereign brands as we used to have, with zillions of brands fighting for the souls and spirits of consumers in our globalized markets.

2.3 Sponsoring and sport marketing

Writer's note: although not limited solely to sports anymore - even symphonic orchestras and art exhibitions are considered objects of sponsoring in the 2000's

(Nayeri 2012) - for the means of this bachelor's thesis, we are concentrating on sport sponsorships and therefore all mentions of sponsoring in this chapter are in the context of sport partnerships, if not implied otherwise.

According to triple olympic medalist Samppa Lajunen (2010), sponsoring is a form of marketing communications that fits the values of the sponsor and develops the brand image of both the sponsor and the object of sponsoring. Valanko (2009, 52) further defines this form of marketing by stating that sponsoring affects the target groups indirectly, not by presenting direct sales arguments but instead by linking the sponsor and the object in a more mental level.

While Valanko's point of sponsoring as an indirect method of marketing may be valid when it comes to the historical concept of sponsoring and still apt for the uses of building your brand, generally speaking nowadays more and more companies treat sponsoring as just a one more marketing channel among zillion others and they have therefore come to expect tools for tactical marketing also, skipping the finely crafted branding visions and moving ahead directly to the stage of making more sales through the use of sponsoring (Vesalainen 2013). While this shift has been challenging for example for many established sporting institutions, the positive side is that the change has broadened the marketing options that the objects of sponsoring can offer to their sponsors: instead of sticking with the old model of "let's put your logo there and it will boost your brand image," modern day sponsoring goes further by also offering direct sales channels in both business-to-consumer and business-to-business marketing environments (Vesalainen 2013; Lajunen 2010).

While partially fighting with every other form of media and marketing, sponsoring still has it's own, unique strongholds. Sport literally moves people and connects them emotionally to their objects of affiliation - this personal connection can be put in use by the brands. Sponsoring also offers a way to stand out in a positive, more personal way by participating in the everyday lives of billions of people and by building memorable stories and bonds between the masses, the sponsor brand and for example a football club.

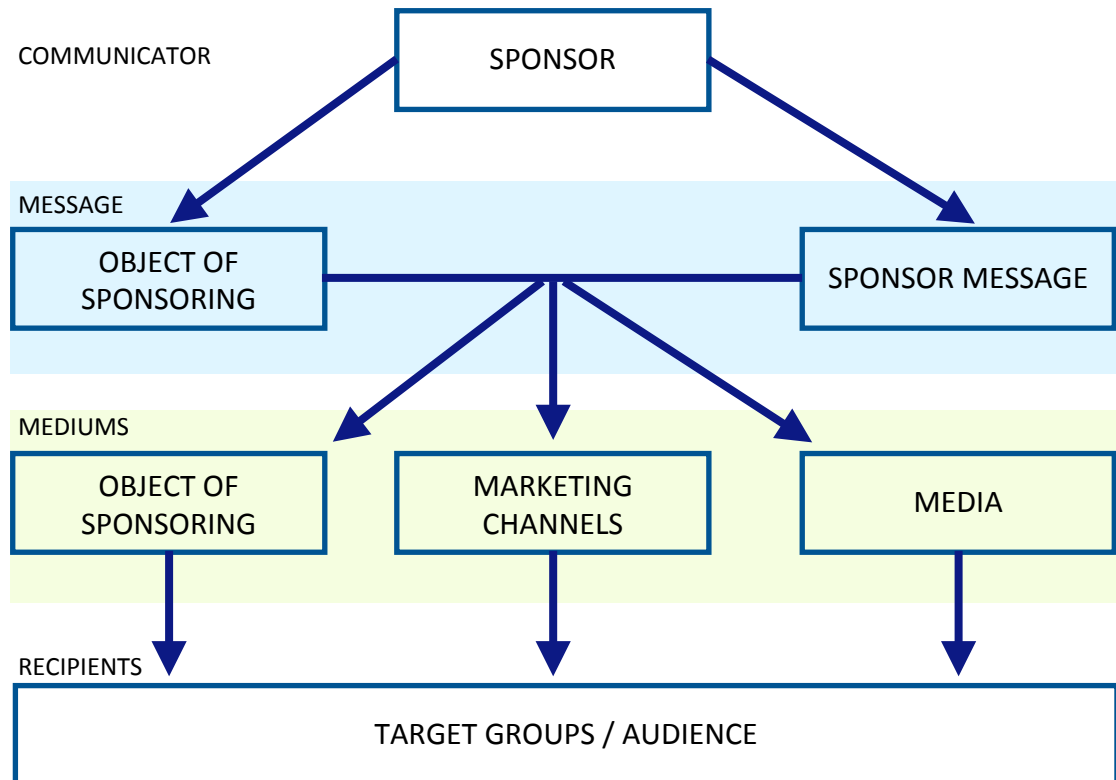


FIGURE 11. Delivering the sponsor message to the target groups (Alaja & Forssell 2004, 28)

Alaja and Forssell (2004) have pictured the process of how the sponsor's message reaches the audience through the use of the sponsorship and other mediums. This model is illustrated in figure 11. Rather logically, it all starts from the message that the sponsor wants to transmit to its target groups. In best scenarios, there's a natural fit between the sponsor and the object of sponsoring and the actual message can be crafted together without leaving a bitter artificial taste to the lips of the recipients. The message is then transmitted to the aimed target groups by the careful and hopefully controlled usage of the sponsorship, the sponsor's own marketing channels and the media - all in unison, and all elements supporting the same shared target.

Forms of sponsorship that JJK Jyväskylä offers to its partners

In chapter 1.2 we already recognized the massive significance of sponsorship deals in football club JJK Jyväskylä's budget, with a whopping 4/5 of the incoming euros

directly related to sponsorship agreements with companies and other organizations. While this bachelor's thesis' research targets are centered at the most visible side of the sponsorships, i.e. brand marketing, it is essential to realize and to take note of the complete sponsorship á la carte that the club offers. According to general manager Joni Vesalainen (2013), the sponsorship contracts are most often a mix of the following elements:

- *Marketing* Concrete visibility for the sponsor at the stadium, in the club's playing jersey, marketing materials, website, etc-
- *Leisure* Season tickets and dedicated events for the personnel.
- *Networking* Business to business networking possibilities, events for customers and partners.
- *Health* Sports days, wellbeing lectures etc - the newest yet fastest growing sector.

Vesalainen continues by estimating that the weight of the marketing sector in euros is roughly in the lines of 75 percent of the sponsorship cake. To place this number in the big picture and assess the overall value of marketing related sponsorship agreements in JJK Jyväskylä's total budget, with a quick calculation we can see that 3/5 of the club's income budget owns its origin to marketing deals. To further illustrate this figure in layman's terms, that's a mammoth million euros with the sales numbers of 2012 and by far the most ponderous source of income for the club. Realizing this cardinal importance gives even more prominence to the subject and research questions of this bachelor's thesis.

3 METHODOLOGY FOR CARRYING OUT THE RESEARCH

3.1 Method of the study: quantitative survey

As outlined in the first chapter of this bachelor's thesis, the research question we are facing is what brand the supporters of JJK Jyväskylä associate with the club most strongly. Basic research related to brands can be roughly divided to *qualitative research* about the brand image and *quantitative research* about the brand awareness (Keller 1993, 6-7). Our case falls clearly to the latter category of brand awareness, consequently guiding our research to the quantitative path.

Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods, in particular statistics. (Aliaga & Gunderson 2002).

Like the term implies, quantitative research has to do with quantities, so for the major part we will be dealing with a bunch of numbers. According to Kananen (2008, 10-11), the purpose of a quantitative research is to generalize, and this is accomplished by taking smaller samples from the target population.

The use of samples, smaller portions from the whole population makes conducting the study possible time and resource wise, but the sample size needs to be large enough for the results to be generalizable and valid. The obtained results in quantitative research are analyzed and reported predominantly by statistical methods (Likitalo & Rissanen 1998, 10-12).

3.2 Data collection and implementation

Before taking any concrete steps, a quantitative research model by Jorma Kananen (2008, 12) was applied in the designing of the research process. This model can be seen in figure 12.

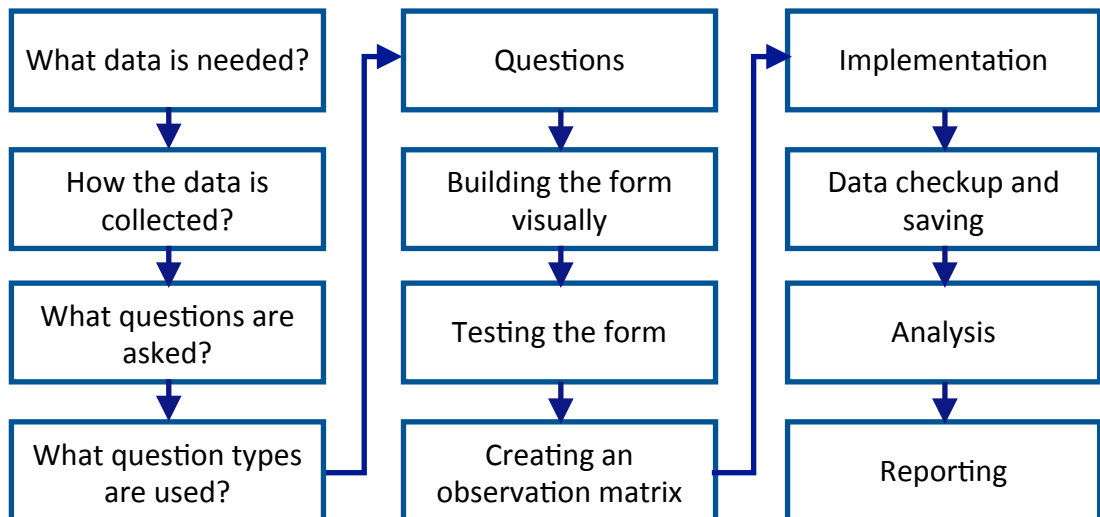


FIGURE 12. Steps for quantitative research (adapted from Kananen 2008, 12)

The data sought after for our research was collected by using an online survey tool Digium Enterprise during a two week timeframe from February 25 to March 10 in 2013. The chosen period is months away from the Finnish football season that runs from mid-April to the end of October, so this may have contributed to the results. The possible impact of the snowy survey schedule is further discussed in chapter 5.

Like stated in our research question, the target population of the study are the supporters of JJK. While the definition of supporter is somewhat loose, a series of background questions were placed in the beginning of the survey to both provide demographical data on the respondents and to exclude possible lost individuals that do not belong to our target population. Reasons leading to exclusion are described in chapter 4.1 along other demographical about the correspondents. Fortunately enough, only a minor percentage of the answers was judged to belong outside our target population.

A link to the online survey was posted to JJK's most dominant social media channels (Facebook and Twitter) and a news article hailing the launch of the research was written on the club's website at www.jjk.fi. A small scale prize consisting of a couple of match tickets was promised as a prize and all participants who left their contact details at the end of the survey automatically took part in the draw. This additional

incentive to spend the five minutes or so required in answering the survey was planned to form an extra motivator in order to reach an abundant sample size. Was it for the thrill of the lottery or just plain willingness to help a poor bachelor candidate, the survey was an instant success with the majority of the total 177 responses landing in during the first couple of days after the initial premiere.

The primary research question regarding the top of mind sponsor brand associated with JJK was - naturally - interrogated with an open question. While not belonging to the core of the research, one qualitative question asking the respondent to describe their very own top of mind brand was inserted for the sake of being an interesting aspect to know and possible building ground for possible, more qualitative future research. An additional enquiry *where* the individual remembered this top of mind brand was also summoned in the same context.

After reaching the primary target of examining the top of mind brand, second major set of questions had to do with other brands recalled spontaneously. The respondents were given space to list up to twenty other brands that they recalled from the JJK environment. While going through the results in chapter 4, the brands given most answers for are displayed. Another rather intriguing number we can pull from this data is the average number of sponsor brands a supporter can recall without a helping hand.

Moving on closer to finishing the survey, the final question dealt with aided awareness of thirty sponsor brands. The brands examined were selected with JJK with the criteria consisting of getting different sort of sponsors 'to the table': some major sponsors, some smaller ones, some who have only bought online marketing tools, some with major visibility all galore.

4 RESULTS OF THE STUDY

The online survey developed for our research pulled in a total of 177 respondents. The whole questionnaire is attached to this bachelor's thesis as appendix 1. As our target population were the supporters of JJK, a decision was made to exclude the four individuals who stated that they never attend JJK's home matches. Percentwise, this a mere 2,3% of the respondents and as such a minority minuscule enough not to pamper the validity of our research from the point of view of sample size versus the whole target population. Thus, in the continuation and in the analysis of all answers, the total sample size (the *n* of the study) is considered to be 173 if not otherwise stated.

A *Pearson's chi-squared test*, also known as likelihood ratio was calculated on selected, applicable questions. The obtained *significance level* is measured using a *p-value* that demonstrates whether our findings are statistically significant or not (Heikkilä 2008, 212). Additionally a large portion of the survey questions were *cross-tabulated*, although results are only presented if something peculiar is found.

4.1 Sample

Age and gender

As illustrated in table 2, our survey gathered a rather masculine group of contestants with roughly nine out of every ten respondents carrying both x and y chromosomes. Although we lack bulletproof demographical data on how the gender percentages go in the general population of JJK home match attendants, the JJK spokesperson affirms that a "8/10 to 9/10 male dominance sounds more or less correct in the longer run, albeit we have tried to increase the share of the ladies during the past couple of years" (Vesalainen 2013). Have these marketing activities targeted to the *señoritas and señoras* carried any fruit or not remains to be seen, but at least from the point of view of this study we are inspecting a largely male-dominant population.

TABLE 2. Gender of the respondents (N = 173)

Gender	N	%
Male	155	89,60%
Female	18	10,40%
Total	173	100%

Progressing further on in the background information, in table 3 we take a closer peek on what stages of life our respondents are going through. Still lacking valid demographical data of *a normal JJK match attendee*, we are at least able to spot the stereotypical live sports fan, a male belonging to the age group of 26-65 years. In fact, this archetype is validated almost up to dictionary standards, with a gargantuan share of 76,78% of the respondents combined in the age groups of 26-45 years and 46-65 years with the variable male as gender.

TABLE 3. Age of the respondents (N = 173)

Age	N	%
0-15 years	1	0,58%
16-25 years	33	19,08%
26-45 years	83	47,98%
46-65 years	48	27,75%
65+ years	8	4,62%
Total	173	100%

The lack of statistics on a typical JJK supporter is a big minus, as the existence of such data would have allowed us to compare our sample to the target population, thus

increasing the validity of the research. Additionally and even more crucially, not knowing your customers does not form a trustworthy base to develop your operations and even though JJK and probably other Finnish sport teams also acknowledge this issue, the lack of resources has made it hard to come up with such data (Vesalainen 2013).

Taking a closer peek on the gender and age groups that our survey respondents represent, a crosstabulation between the two variables was made and it is presented in table 4. Given the smallish sample size especially with the better looking gender, it is not feasible to build any solid conclusions from the data under crosstabulation. However, one could observe that both the slightly younger (16-25 years) and the slightly older (46-65 years) women are somewhat overrepresented in comparison with their male counterparts. A dirty-minded sociologist could make a sexist remark here by commenting that *the puma ladies* are in the game after the younger males - and vice versa, the 26-45 years old lads have their eyes on the younger generation of the opposite sex. That, or everyone is just watching football.

TABLE 4. Crosstabulation of gender and age variables (n=173)

Age	Female (n=18)	Male (n=155)	Total (n=173)
0-15 years	0%	0,65%	0,58%
16-25 years	27,78%	18,06%	19,08%
26-45 years	33,33%	49,68%	47,98%
46-65 years	33,33%	27,1%	27,75%
65+ years	5,56%	4,52%	4,62%
Total	100%	100%	100%

Geographical whereabouts

Geographically speaking, our respondents are heavily concentrated in the Jyväskylä area, with 72,25% hailing from the self-proclaimed capital city of Central Finland and other 13,29% from other parts of the region. This was to be expected, as the club itself determines its core market area as Jyväskylä and its immediate surroundings (JJK 2013b). Table 5 shows us the coordinates for all of the survey participants.

TABLE 5. Geographical location of respondents (n=173)

Location	n	%
Jyväskylä	125	72,25%
Other location in Central Finland	23	13,29%
Other location in Finland	23	13,29%
Abroad	2	1,16%
Total	173	100%

Level of activity towards football club JJK Jyväskylä

The background information section of the survey ended up with three checkups all related to the level of activity and interest the corresponding individuals show towards the football club under question. The goal of these interrogations was to determine how involved the respondents are with JJK, or to put it other way, how heavily involved JJK is with their daily lives. The exact questions were the following:

- *How often do you attend to home matches of JJK?*
- *How regularly you follow news about JJK on the club's website, social media channels and other media?*
- *Do you own a season ticket to JJK's home matches?*

Like stated in the beginning paragraph of chapter 4, the four litigants who confessed never to attend any home matches were expelled from the study to keep our sample loyal to the aimed target population. The answers collected for our trio of questions are presented in the following tables 6, 7 and 8.

TABLE 6. Level of attendance in JJK's home matches (n=173)

Attended home matches per season	n	%
All or nearly all	60	34,68%
6-12 matches per season	44	25,43%
3-5 matches per season	33	19,08%
1-2 matches per season	36	20,81%
Total	173	100%

Table 6 lays down the details on how often our sampled individuals attend home matches of JJK. To quote a cheesy Aerosmith song, one third *doesn't wanna miss a thing*, a quarter is present at at least six games and 40% can be found *onsite* in 1-5 games per season. From the club's point of view, the most regular attendees are of course the most important customer group and it is crucial to keep them satisfied. Focusing on future, it is at the same time vital to develop ways to increase the number of attended matches of the people who are currently not that active.

Moving closely behind in the same foot steps as the previous question, the frequency of following JJK related *propaganda* is presented in table 7. With a colossal 46,24%, almost half of the respondents follow the club's communications channels as actively as your average Joe washes his teeth - on a daily basis it is. Contributing rather nicely to this group of enthusiasts are the 43,94% of weekly dwellers. Together these two active segments sum up a nice total figure of 90,17%.

TABLE 7. Regularity of following JJK related news (n=173)

How regularly you follow JJK related news?	n	%
Very actively, practically on a daily basis	80	46,24%
Couple of times a week	76	43,93%
Mostly through other medias	14	8,09%
Not at all	3	1,73%
Total	173	100%

The frequency of possessing or a strong future intention of getting a JJK season ticket is described in table 8. A little less than every fourth respondent already has his/her very own bench place at the Harju stadium while every tenth plans to get one. This naturally leaves us with the biggest proportion of 66,47% of our sample size who do not have a season ticket nor have the aim of getting it.

TABLE 8. Season ticket status (n=173)

Owns a JJK season ticket	n	%
Yes	40	23,12%
No, but plans to get one	18	10,40%
No	115	66,47%
Total	173	100%

According to JJK's general manager Joni Vesalainen (2013), season ticket holders are in many ways the most valuable customer group to JJK as they both attend the most matches, cause a steady source of income in bigger bumps than single ticket sales and are more likely to spend more in site to other amenities such as food, beverages

and fan apparel. In the same lines, the same source assumes that season ticket holders also are most active visitors of the club's homepage, participating in discussions and sharing JJK related content in social media channels.

To validate these assumptions - at least partially - our sample was divided into two groups: the current and forthcoming season ticket holders (yes, one *must* believe in humanity and that the good intentions expressed here will eventually translate to season ticket sales, n=58) and the ones with no aspiration of getting one (n=115). This bipolar duo was then crosstabulated with their attendance and interest levels and the outcome is showcased in tables 9 and 10.

TABLE 9. Crosstabulation of home match attendance and season ticket status (n=173)

Attended home matches per season	Owns or is planning to get a season ticket (n=58)	Doesn't own a season ticket (n=115)	Total (n=173)
All or nearly all	77,59%	13,04%	34,68%
6-12 matches per season	15,52%	30,43%	25,43%
3-5 matches per season	5,17%	26,09%	19,08%
1-2 matches per season	1,72%	30,43%	20,81%
Total	100%	100%	100%

The results that are presented in tables 9 and 10 indicate an apparent pattern of rising attendance and interest levels when the individual owns a season ticket to football club JJK Jyväskylä's home matches. If one would be forming sales and marketing strategies following these statistics, targeting potential new season ticket holders would clearly fit the bill and what could be a better prospect group than the 30,43% of the current non-holders who still attend to more than six matches a season.

TABLE 10. Crosstabulation of interest level and season ticket status (n=173)

Regularity of following JJK related news	Owns or is planning to get a season ticket (n=58)	Doesn't own a season ticket (n=115)	Total (n=173)
Very actively, practically on a daily basis	63,79%	37,39%	46,24%
Couple of times a week	29,31%	51,30%	43,93%
Mostly through other medias	5,17%	9,57%	8,09%
Not at all	1,72%	1,74%	1,73%
Total	100%	100%	100%

Like presented in table 10, worth of additional acknowledgement is also the big portion of people who actively follow JJK related news but do not have a season ticket. With 37,39% of daily addicts and 51,30% of weekly followers still not carrying *the card* in their wallets, this could be a potential prospect group as the interest in JJK is clearly and uncloudedly present, just waiting to be transformed into a concrete buying decision.

4.2 Top of mind and total spontaneous awareness

Top of mind

If you have just wondered through thirty plus pages of nonsignificant information, just anticipating the ultimate result on the top of mind JJK sponsor brand in they eyes of the club's supporters, you can now finally stop holding your breath (if you are still alive) as we have now progressed far enough to present the actual brand awareness related findings. A one word answer to our research question is *Harvia*, but a bit more descriptive form of explanation is to follow in figure 13 and the underlying paragraphs.

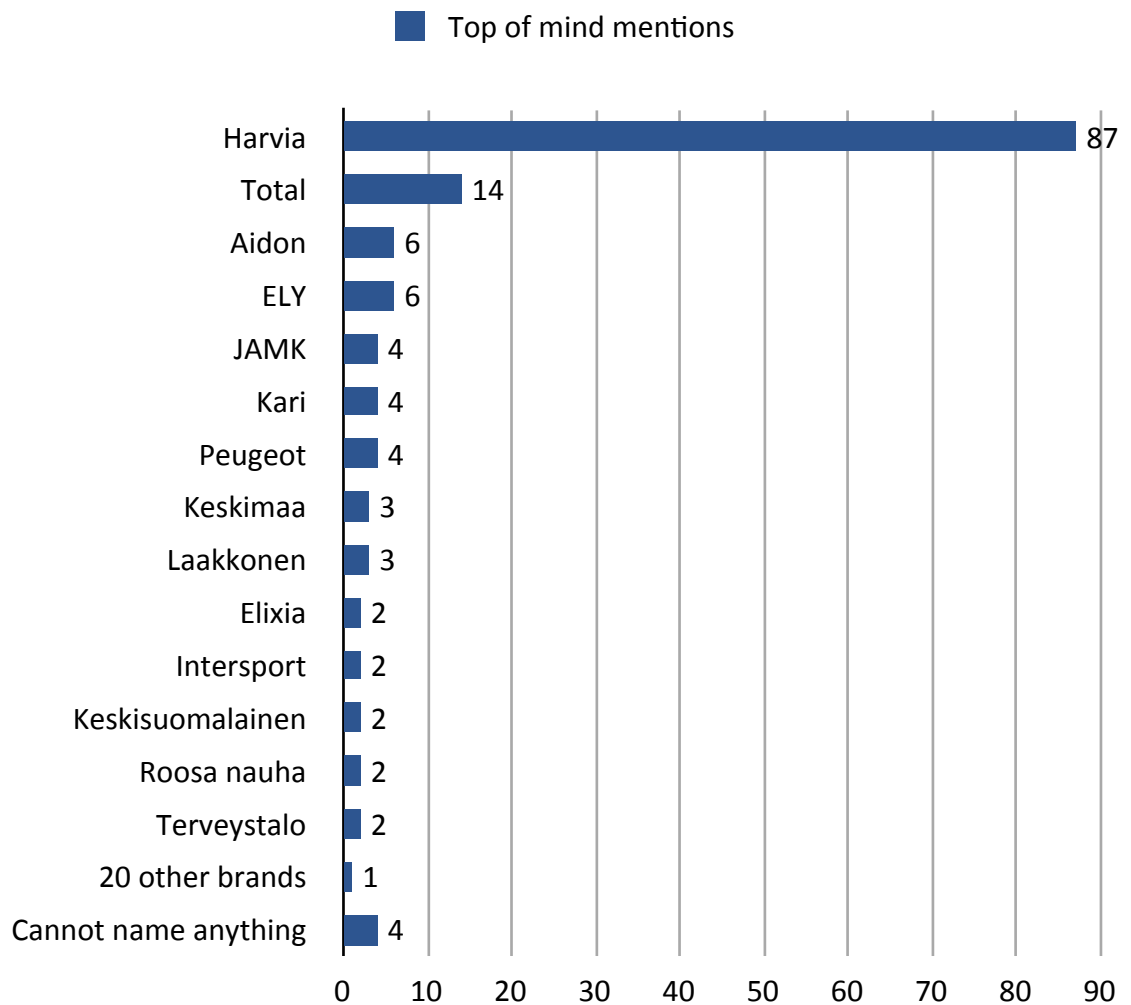


FIGURE 13. Top of mind JJK sponsor brands in the population of club's supporters (n=165)

Like stated in figure 13, 165 respondents cared to answer to our question with a monstrous 52,72% of them naming the Muurame based manufacturer of stoves and other sauna related accessories as their top of mind brand in the context of football club JJK Jyväskylä. The difference to second place conqueror Total was huge, as the maintenance and facility management company reached a total of 14 first place rankings, not a bad result as such but still at 8,48% of all the mentions, far *colder* than the stoves and sauna stones.

Sharing the third spot we have the electric metering experts Aidon who sponsored JJK's 2012 UEFA Europa League campaign and the state run Centre for Economic

Development, Transport and the Environment, owners of the naming rights for the home stadium of JJK during the previous season. Both scored six first place mentions, 3,64% of all the casted opinions. All in all, 161 people named a total of 34 brands with 20 of them only reaching a single mention. Four contestants (2,42%) were unable to recall any sponsor brands at all.

The top of mind brands were crosstabulated with sex, gender, location, season ticket status, match attendance and interest level, but nothing statistically significant was to be found. If a conclusion has to be made, one could state that the most effective sponsors have been competent and memorable across all segments in the population of JJK supporters. The validity of this conclusion of course suffers from the low number of mentions in every other case than Harvia.

Reasons for reaching the top spots and associated brand qualities

Right after petitioning the survey respondent his or her top of mind brand associated with JJK, the interrogation continued by asking *where* the contestant had seen or heard the named brand in association with the club. To ease up the answering and to get more constant, reportable replies that qualify for comparison, a short list of different visible or audible forms of sponsoring was provided.

The brand specific results are not relevant due to small number of top of mind mentions except in Harvia's and partially Total's case, but to get the big picture the general results are presented in table 11 and crosstabulated with the already familiar season ticket status. This is a rather specific area where further research would most probably help the club in pricing their different products better and in many cases also help the sponsors in finding the most suitable combination to reach their particular goals in sponsorship.

TABLE 11. Crosstabulation of indicated source of brand awareness and season ticket status (n=161)

Where have you seen or heard the brand you just named in conjunction with JJK?	Owns or is planning to get a season ticket (n=58)	Doesn't own a season ticket (n=103)	Total (n=161)
Playing jersey	67,27%	62,39%	64,02%
Signs at the stadium	67,27%	51,38%	56,71%
Match program	38,18%	22,94%	28,05%
Announcements	18,18%	30,28%	26,22%
Fan apparel	21,82%	14,68%	17,07%
Online medias	38,18%	27,52%	31,10%
Other	12,73%	18,35%	16,46%

Brand visibility in the playing jersey scores highest points in both of our crosstabulated contestant categories and overall the figures are mostly in the same class. Three statistically significant findings ($p < 0,05$) can still be found:

- Season ticket holders state stadium signs as a bigger source of brand awareness than non ticket holders. As they have their own numbered seats and some have 'sat there for years', they become more familiar with the signs close by, contrary to single ticket buyers who have a different seat in every match.
- Also the match program is more familiar to the season ticket holders. According to Vesalainen (2013), they arrive to the stadium earlier than others and thus have more time to read the program. Some may even collect them.
- The only initially controversial finding is regarding the audio

announcements at the stadium. From the point of view of brand awareness, their effectiveness is almost the double in the subpopulation of non season ticket holders compared to individuals who have their own seats. One possible explanation is that the season ticket holders' ears have already been saturated with plenty of repetitions while the people who do not attend that many matches are more open to new audible stimulus.

Additionally, the kind contestants also got a chance to briefly describe what they know of or how they feel about the brand they just 'top of minded'. While more detailed analysis of these open answers would go way beyond the scope of this bachelor's thesis, it has to be cheerfully noted that all of them were positive, some even up to a point of almost turning into paid advertisements. Around one third of the open answers also clearly described how positively the respondents viewed the brands' sponsoring efforts with JJK.

Total spontaneous awareness

After finding out the brand that our sampled souls reminisced first, space was given to list up to twenty other spontaneously recalled brands. With 134 answers containing at least a single brand, the average number of brands an individual respondent recalled was 5,02 - or if we count in the 'zero answers', 3,87. Thirteen persons (7,51% of total 173) recalled more than 10 brands (three of them actually filled the maximum 20 brand names) and 61 listed at least five brands, 35,26% of the whole sample size including the sheets left empty. Owning a season ticket made you memorize on average 1,09 brands more (5,75 against 4,66 for non holders.)

Brandwise, while Harvia still occupies the pole position with a courteous margin like can be seen in figure 14, some rather interesting, noteworthy changes and even humongous newcomers were introduced to our list of spontaneously recalled JJK sponsor brands. Why these brands scored so low or even inexistent points with top of mind mentions yet managed to pull off admirable total unaided awareness level remains a mystery - maybe these brands in general do not make such a fuzz about themselves?

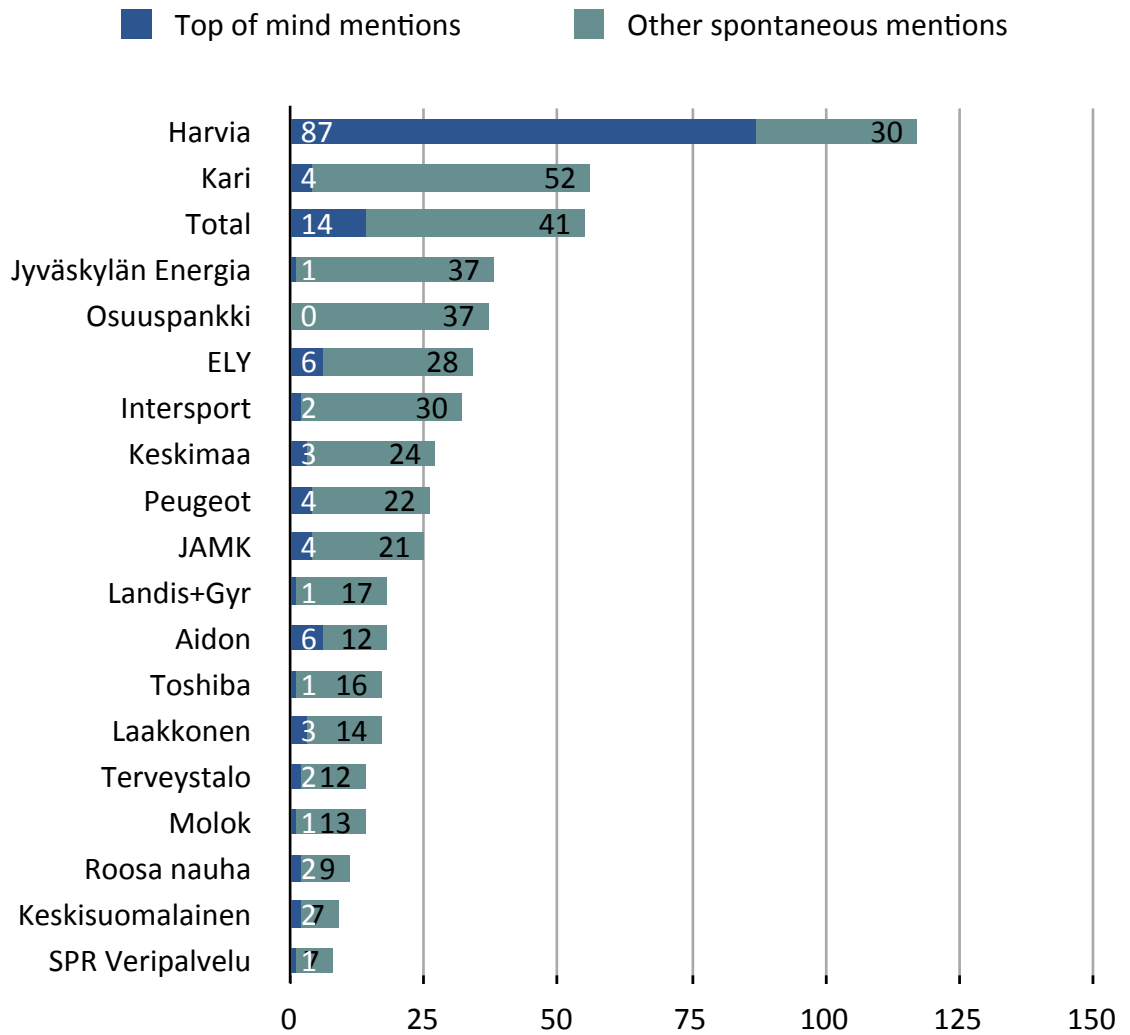


FIGURE 14. Total unaided awareness in the population of club's supporters (n=173)

To paint a more realistic picture on how well our spontaneously recalled brands have penetrated the supporters' minds, the same data for the top ten is provided in percentages in figure 15. Harvia is of course leading the pack with a mighty impressive unaided awareness level of 67,63%, although the runner-ups have nothing to shame either.

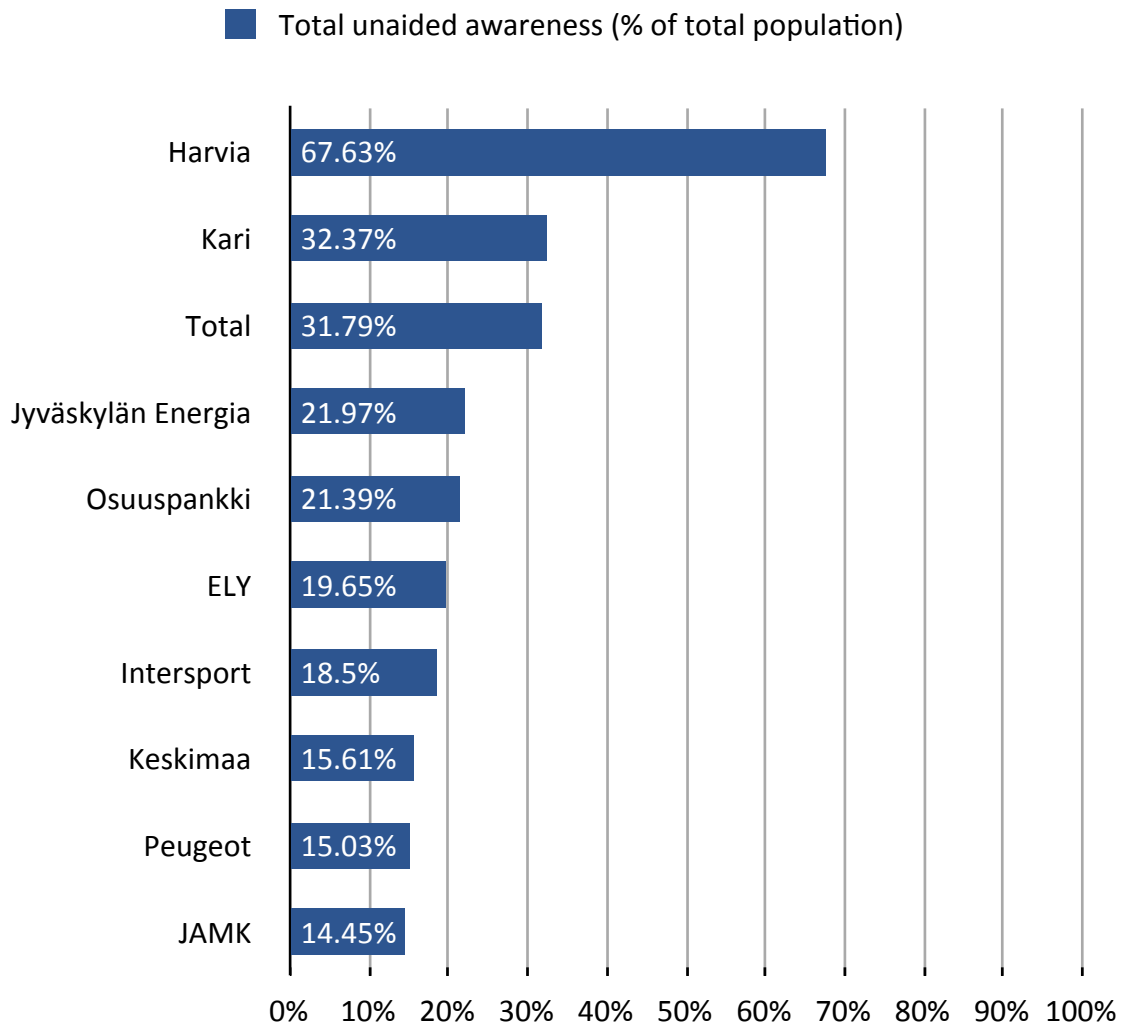


FIGURE 15. Total unaided awareness as % of the population (n=173)

4.3 Aided total awareness

The subject of aided awareness was brought into the designed online survey by listing 30 JJK sponsor brands and asking the respondents whether they had experienced them in conjunction with our beloved football club. The selection of the specific brands was done in close cooperation with JJK and the aim was to include not only the main sponsors, but also a wide selection of smaller brands that may have spent their sponsorship euros on a single online banner or something similar. The whole final result is packed in figure 16.

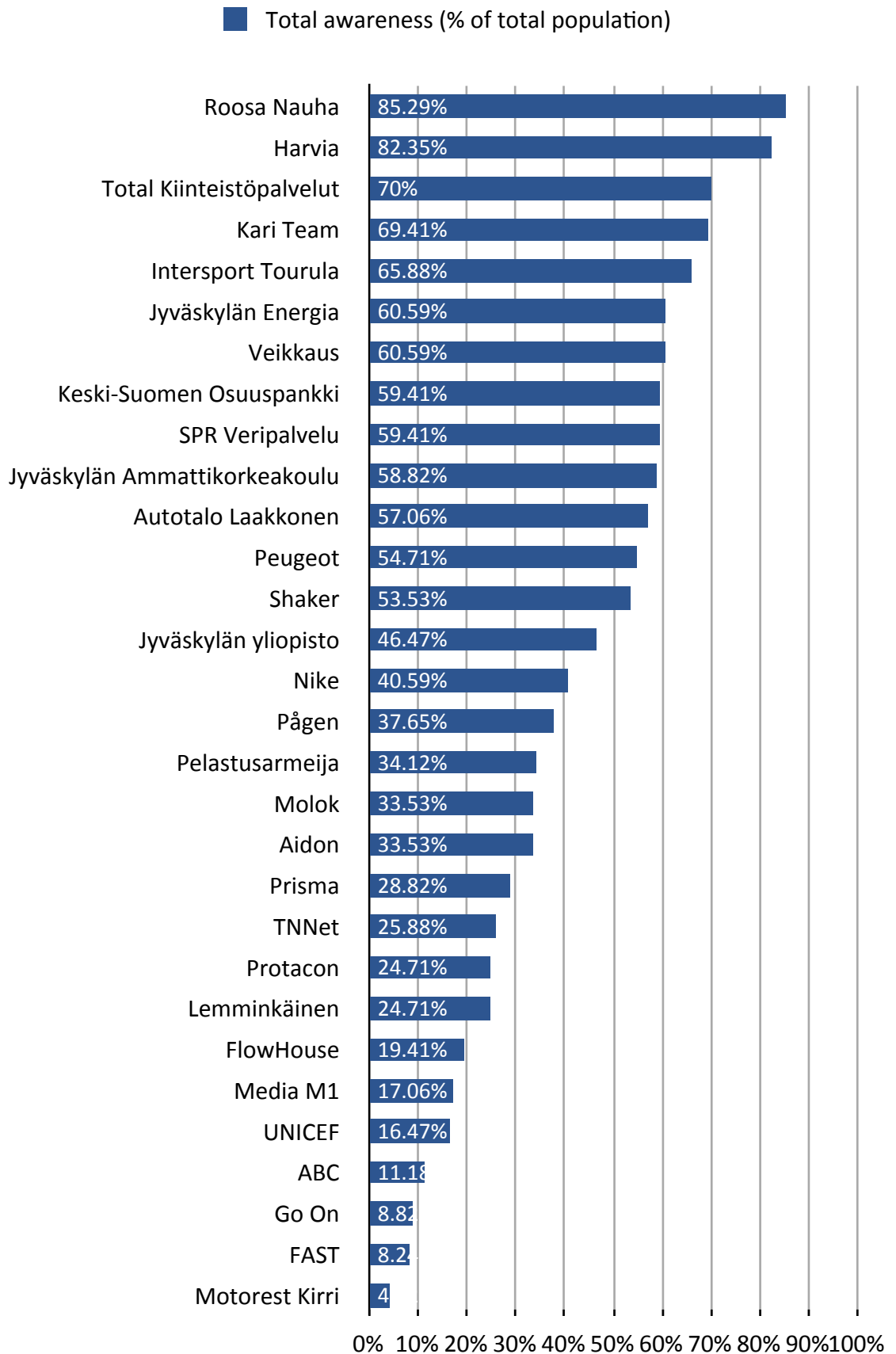


FIGURE 16. Total awareness as % of the population (n=173)

This lovely last figure wraps up the whole study nicely and brings a wide warm smile to the author's face - we have a new number one! Nothing against the stoves - on the contrary, a Harvia was just heated up and enjoyed to the max in order to find energy and inspiration to finish this piece of academic work - but the very nature of our winner brand, Roosa nauha (figure 17), is something special.

Pink Ribbon in English, this global breast cancer awareness and support campaign has been one of football club JJK Jyväskylä's partners from 2011 - and a totally different one from the majority of sponsors who fund the football operations. Instead of giving money to JJK, the *club actually donates at least 10 000 euros per year* to Finnish Cancer Foundation to sponsor the campaign and to have the right to use the Pink Ribbon logo. To have conquered such a large brand awareness share in a relatively short period of time is a strong sign of the power of goodwill and belief in common good and a proof of football's potential as an unifying force in the community.



FIGURE 17. Logo of Roosa nauha campaign

5 DISCUSSION

5.1 Conclusions

The author of this bachelor's thesis was positively surprised on the results accomplished during the research and the level of brand awareness that football club JJK Jyväskylä's partners have reached in the minds of JJK's supporters. Especially the biggest sponsor brands have achieved rather favorable heights and given the size of their investments and long term commitment, the results are just as fair as they are convincing.

As I have worked three years in the sales and marketing of the aforementioned club, I know from personal experience that convincing companies to finance local football operations is not the easiest of tasks and the global economical turmoil hasn't really contributed to their will to do so. Not to sound bitter, corporate social responsibility and partnerships with local sports clubs are nice topics in dinner discussions but too rarely these talks transform into actual money transfers. A big part of the blame is equally directed to the representatives of the clubs, as amateur organizations suffering from lack of resources and *lack of information* are not the most convincing business partners for professionally run business entities.

The data obtained in this study has both given me more energy and motivation on a personal level in my daily work and at the same time provided current, unique and convincing data to present to the sponsors of JJK. This has already proved to be enormously valuable information and with proper use in the future (more of this in chapter 5.3), the research done can be used as a backbone for developing football club JJK Jyväskylä's marketing and customer operations into even more professional direction in the future.

5.2 Validity of the research

Feeling satisfied with the work and results of this bachelor's thesis does not mean we can close our eyes to possible bumps and erroneous paths that we might have crossed during the process. While these alterations might not literally destroy our credibility, it is imperative to be aware of the possible shortcomings, especially if real world action is to be taken based on the findings in this research.

The first and foremost issue lies in the sample of the study. Are 173 contestants enough to represent our population, the supporters of JJK? If yes, how can we be sure that the sample obtained represents equally all of the demographical subgroups, subsegments in our population? Short answer to both questions is *no*, we cannot be sure, especially given this unfortunate case where we practically have no valid information at all regarding the population under our magnifying glass.

Like already stated before, it is hard to develop a business if you do not know your customers and this lack of information is a bottleneck for many Finnish sport organizations. This means we don't have any statistically viable way of assessing the validity of our sample in contrast to the population. That said, based on the infamous *groin feeling*, it can be formulated that our sample represents the assumed population rather well with your basic stereotype of a sports fan clearly identifiable in the sample demographics. Also the sample size of 173 respondents is not bad at all if we reflect this figure to the average attendance of 3031 spectators during JJK's four years in the top division.

Second legit question rises from the timetable of our research and how this has affected the answers. The online survey was run from February 25 to March 10, four months after the actual football season was brought to an end and a couple of months before a new season begins. Logically enough, one could hypothesize that the lack of media coverage on Finnish football, freezing temperatures and two meters of snow have not contributed to the results obtained, at least not positively.

Third possible dilemma can be found in the method of our survey and the question types we ended up using. An online survey has its pros - quick to launch, easy to share, results are ready in digital form, etc - but it also has its cons: respondents can provide totally false demographical data, visit the club's website while faking to memorize the sponsor brands, some individuals can respond multiple times to the same survey by changing their ip numbers or just switching to a different computer.

5.3 Recommended further research

As noted in the conclusions in chapter 5.1, the research done provided valuable real life information that has already found plenty of practical uses in the daily operations of football club JJK Jyväskylä. While a lot can be done with the research results *per se*, the true value of the findings and the process can be harvested in the future if a similar study is to be carried out on an annual or maybe biannual basis. This continuity would allow JJK Jyväskylä to examine how sponsors' brand awareness develops with time and how varying marketing methods affect this. Repeating the research on a longer term would also add plenty of validity to the result and thus provide a more solid foundation to base decisions on.

In addition to repeating the same study 'over and over', important and interesting information that would contribute nicely to the same area of developing JJK's partnerships could be obtained by studying the perceived brand image of the sponsors. What values the club's supporters link to a specific brand(s)? Are these values the same as in general population? Are these values the ones that the companies itself list in their strategies? The issue was noted on page 34 and should offer rather interesting information on how the sport partnership possibly affects the sponsors' brand image and perceived values.

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7 APPENDICES

Appendix 1. Online survey form

BACKGROUND INFORMATION

1. Gender

Male Female

2. Age

0-15 16-25 26-45 46-65 65+

3. Geographical location

Jyväskylä
 Other location in Central Finland
 Other location in Finland
 Outside of Finland

4. How often do you attend to home matches of JJK?

To all or to almost all matches
 6-12 matches a season
 3-5 matches a season
 1-2 matches a season
 Never

5. How regularly you follow news about JJK on the club's website, social media channels and other media?

Very actively, practically on a daily basis
 Couple of times a week
 Mostly through other medias (tv, newspapers, etc)
 Not at all

6. Do you own a season ticket to JJK's home matches?

Yes

No, but I'm planning to get one

No

7. What JJK sponsor brand comes to your mind first?

8. Where have you seen or heard this brand in conjunction with JJK?

Playing jersey

Perimeter advertising boards or other signs at the stadium

Match program

Announcements at the stadium

Fan apparel

Website or other online mediums

Other

8. How would you describe the brand you mentioned briefly?

9. What other JJK sponsor brands you can recall? Do not mention the brand you mentioned in previous questions.

10. Which of the following brands you remember seeing or hearing in conjunction with JJK? If the list includes brands you already mentioned, please pick them also.

Harvia	Kari Team	Pågen
Total Kiinteistöpalvelut	FlowHouse	Protacon
Motorest Kirri	JAMK	Molok
Nike	K-S OP	Peugeot
Lemminkäinen	Intersport Tourula	Aidon
Prisma	Jyväskylän Energia	Media M1
Autotalo Laakkonen	Shaker	FAST
TNNet	ABC	Jyväskylän yliopisto
Roosa nauha	SPR Veripalvelu	Pelastusarmeija
UNICEF	Veikkaus	Go On