

Development Research for Jokelan Närkästysjuhlat Festival and Jekku Ry Registered Association

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<p>The commissioner of the thesis is a registered association Jekku ry, which organizes a variety of cultural events in Jokela and the nearby area. The main event is a music festival Jokelan Närkästysjuhlat. The aim of this thesis is to find the development targets of Närkästysjuhlat and Jekku ry based on the theoretical framework and research including analysis and internal benchmarking and to create the customer and target profiles by using the customer profile method. In addition to that, this study discovers ways to create a more cohesive brand for the festival and Jekku ry and finds out if Jekku ry's and their customers' perceptions about Närkästysjuhlat are compatible. The most significant opinion data to be found concerns Närkästysjuhlat being free of charge, the image customers and Jekku ry have of Närkästysjuhlat and whether there could be changes or additions to the festival.</p> <p>The methods used in this research are pre-research discussion with the association, online interviews created with the Google Forms tool, customer profile method and comparison of the customer profiles, ergo association's internal benchmarking. The customer profiles are done based on the analyzed interview data.</p> <p>At the end, the development targets are found and discussed, and development suggestions for Närkästysjuhlat and Jekku ry brand are introduced. Jekku ry will work on the found development targets during the following years.</p>	
Keywords non-profit association, festival, brand development, interview research	

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1 Introduction

This thesis is a research conducted to develop the brand and contents of a music festival called Närkästysjuhlat and Jekku ry association. The results of the thesis are discovered development targets and development suggestions for Jekku ry and Närkästysjuhlat.

The author has been a member of Jekku ry almost three years and has previous experience with the festival and association, and thus decided to do a research for the benefit of the association. At the start of the thesis process the author had a meeting with Jekku ry to discuss their developmental hopes, and thus the idea to enhance the brand of the festival Närkästysjuhlat and the association became the target of the research. At the beginning the focus was on the brand development, but with the collected data more information about the development of the festival contents was gotten as well. Närkästysjuhlat is in a turning point where it is time to decide the developmental direction and how beneficial it is for the festival to grow.

There are other music festivals like Närkästysjuhlat, and the members of Jekku ry wanted to find out what makes Närkästysjuhlat special and stand out from the other festivals, which aspects are important to the visitors and how significant is the fact that the festival is free of charge. This is done by a Google Forms online interview form shared in Jekku ry's social media profiles and at Närkästysjuhlat festival in Jokela on the 29th and the 30th of July 2022. The interview form includes questions about basic information, customer satisfaction and experience and development of the festival. The incentive to get the public to answer to the interview form is a raffle done among the answerers who leave their email addresses. Another Google Forms interview form is made for Jekku ry members. The questions are partly the same for Jekku ry and the customers, but Jekku ry's questions are overall more development oriented. The research methods are both qualitative and quantitative, since the questions include some quantitative numeric data which supports the main opinion-centred qualitative data. The research questions are about Närkästysjuhlat festival, but the results will be used to improve the brand of Jekku ry as well. The answers of both groups are analyzed and compared, after which they are concluded into development targets and suggestions supported by the theoretical framework.

The theoretical framework includes discussion about the importance of culture and brand gotten from books, articles and other research. The key terms are explained and the place of brand in a modern world is discussed. The benefits that the theoretical part brings out

prove the work Jekku ry does is meaningful. The author's experience and education with the event management field are useful assets for the research work.

Jekku ry is a registered association in Jokela, near Helsinki, the capital of Finland. The name Jekku comes from the Finnish words "Jokelan Elävän Alakulttuurin Kehitysyksikkö" which translates to The Development Unit of Jokela's Live Subculture. The letters "ry" come from the Finnish words for registered association. Non-profit Jekku ry was founded in 2010, concentrating on music and subculture, organizing cultural events the members themselves find interesting and essential to awake the subculture in the region. Nowadays Jekku ry consists of ten members. It has been important for Jekku ry to stay accessible for everyone, but can it be maintained when the festival grows, and more restrictions and income are needed? How to make the festival more welcoming and show how Jokela shines at every Närkästysjuhlat?

2 The Main Concepts of Events, Culture and Brand

To start the process of finding the development targets for Närkästysjuhlat and Jekku ry, the understanding of the concepts of events, culture and brand are required. The following subchapters cover the terms and discuss the significance and benefits for the development research.

2.1 Events

There exists a plethora of different events in the world and almost an infinite variety of themes and contents in them. A word event defined in the book called Event Studies by D. Getz and S. J. Page as: “an occurrence at a given place and time”. (Getz & Page. 2020, 51.) The category of events discussed in this thesis is focused on music festivals. Music festivals are events where various musical artists perform to a public in a certain place at a beforehand announced time. The festivals can be of different musical genres, for example rock or pop music. Usually, festivals offer other activities and facilities, such as shop stands, art, food and lavatories. Events are unique experiences. “No matter how hard one tries, it is literally impossible to replicate an event; by definition they only occur once, creating a unique experience for the audience or participants. Although planned events might be similar in form, some aspect of setting, people and programme will ensure that the event is always tangibly or experientially different. --- This uniqueness of events makes them attractive, even compelling, so that cultivating a ‘once in a lifetime’ image for an event is the marketer’s goal.” (Getz & Page. 2020, 51)

As an example of many possible ways of dividing events into categories, the author has made a figure based on the knowledge acquired from her previous studies. (Figure 1.)

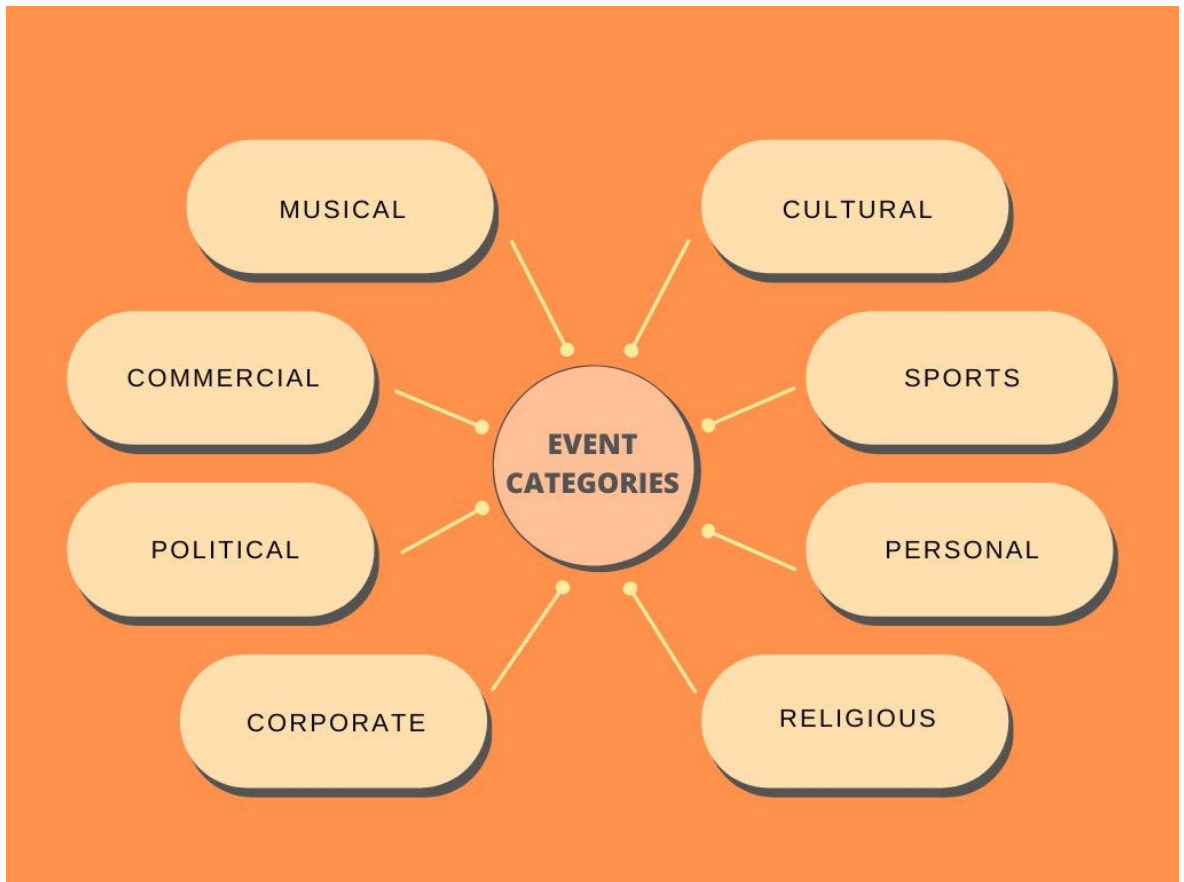


Figure 1. Event Categories.

An event can belong to multiple categories, for example a musical and cultural event. But usually there is a clear main category.

Event trends are affected by megatrends and occurrences of the whole world. As an example, the war Russia started in Ukraine got many concerts and events in Finland cancelled. The cancelled events were supposed to happen at the major event venue of Helsinki, Hartwall Arena, which is owned by Russian Oligarchs, who are close with the Russian president Vladimir Putin. (Koppinen & Mattila. 4.3.2022.) This caused problems with the funding and reputation of Hartwall Arena, and Finnish citizens started boycotting the venue. Some current trends pointed out from the Marketing Insider Group Blog post include sustainability, wellness and hybrid events (Brenner. 21.11.2022.). Sustainability has been on the list for a while due to the increased climate discussion in different groups from politicians to private people. Wellness and hybrid events are obviously trends caused by COVID-19, since the wellness of people has been a common conversation topic on many fields, and hybrid events continue to happen after the restrictions are over. All occasions can affect events in a negative or a positive way.

2.2 Culture

Culture is defined by the Merriam-Webster dictionary as “the characteristic features of everyday existence (such as diversions or a way of life) shared by people in a place or time.” (Merriam-Webster. 2022a.) Culture is a fundamental part of the existence of people every day. The importance of culture to humans has been studied significantly during the COVID-19 outbreak, and before it. It has been an important topic of discussion since the restrictions for cultural events started. The lack of cultural events has a negative effect on human wellbeing, and especially mental health. Humans need to feel being a part of a group and express their belonging in some cultural or subcultural group, whether that is art, music, literature, sports, or any other group that reinforces your persona. Due to these facts Jekku ry finds it important to keep subcultures alive for their audience. An environmental scan of the culture sector from Ontario website discusses the benefits of culture. It states that culture makes our quality of life better and has an impact on people’s learning, health, tolerance and gives them opportunities to come together with other people. Cultural events give people opportunities to relax, learn, enjoy and share experiences with others. The cultural experiences have benefits for individuals and communities when they let people express their creativity, create a person’s identity, and strengthen a community’s sense of place. Culture is what brings people together. The benefits are what attracts people to participate. In addition to these, culture contributes to job creation. (Ontario. 2016.) So cultural events have economic aspect as well. The market value of the global event industry in 2020 was approximately 890 billion U.S. dollars, which is almost 850 billion euros. (Statista. 2022.) The event industry’s part was 1,2% of the gross domestic product of Finland in 2019. It is common in the industry that the employer is some other than a profit-oriented organization. (Ali-Yrkkö & Pajarinen. 2021, 4)

An evidence review from Arts Council England discusses various results of different studies all indicating the clear positive effects of participation in culture to the wellbeing and health of the participants. The results were positive in different countries and with people in diverse life situations, which indicates the benefits of culture are a global phenomenon and cultural events should be considered highly valuable. (Arts Council England. 2014.)

2.3 Brand

Branding is a huge part of the modern world. A brand is the public image of a marketed matter. (Merriam-Webster. 2022b.) Branding is the way of creating this public image. It is

an important and complex process that should be taken seriously. Brands can be seen everywhere, all the time. But why are they important and how to successfully develop one?

Great branding adds value to the product or service. Branding is seen a set of positive elements, in this case, the festival, possesses. Brand also communicates information about the festival. In the twentieth century the modern branding started to rise, when people realized due to the economical awakening and consumerism raising its head, that showing reasons to buy your product was indeed a beneficial thing. (Newbery & Farnham. 2013, 29.) The communication of the brand in a special-to-your-brand way is essential. In the world of countless of brands, it is a challenge to create a memorable brand, but significant for your success. Brand development contains aspects of selling, analytics, design and communication, but also skills like storytelling and creativity are needed to create a captivating brand. The crucial information to find about the subject of branding is the category it belongs to, the matter it offers and its target group. These can be found with the help of the branding process the book "The only book you will ever need on branding to start, run and grow your business" by M. Maandag and L. Puolakka offers. (Maandag & Puolakka. 2015.)

3 Online Interviews for Jekku Ry

Jekku ry has a need for the opinions of the customers and members of the association to find out the current state of the brand and in which direction to take the next steps of improving it. Thus, the research is conducted in the form online interviews among the customers and members of Jekku ry. The results of the research will help shaping the future of the brand and the contents of the festival.

3.1 Jekku Ry

It is important for Jekku ry to give visibility to less known artists. Jekku ry's values are seen in everything they do, as in their slogan "Freedom, culture, equality!". Jekku ry states that they operate with attitudes, points of view, feelings, and artistic quality first. Their targets are to challenge citizens' cultural views, support musicians' and artists' position in Finland and revive live music. These targets are met by organizing artistically high-quality events and taking part in social discourse.

The main event of Jekku ry is Jokelan Närkästysjuhlat which offers musical and artistic experiences, regardless of the age or the wealth of the audience. It is a free two-day outdoor festival consisting mainly of rock music and other alternative music genres. The venue is the yard of Jokela's old brick factory, where Jekku ry also runs a restaurant called Ravintola Tiilitehdas. It is a summer restaurant and a culture centre ran by Jekku ry. Many cultural events are organized at Tiilitehdas, for example gigs, art exhibitions and various workshops. Tiilitehdas as a building is also one of the municipality of Tuusula's most significant museums and a great attraction. (Jekku ry. 2022a.)

Jekku ry's website describes Närkästysjuhlat festival the following way: "Jokelan Närkästysjuhlat is a DIY-oasis submerged in the obscure underground and surrounded by nature and fresh air." (Jekku ry. 2022b.) It is a weekend of heavy music and friendly feeling accessible for all kind of public including groups such as hippies, stoners, and metal heads. (Jekku ry. 2022b.) (DIY means do-it-your-self.)

The festival is arranged with soft values, attitudes and content first. Jekku ry are described as interesting, novel and easy to approach with everything they do.

(Tuusula. 2020)

Jekku ry acts on social medias such as Instagram, Facebook, Youtube and Spotify. The association organizes other cultural activities on top of Närkästysjuhlat. Jekku ry hosts a

radio show called Marginaalin Ulkopuolinen Show which can be heard in the capital area of Finland every Friday. The show includes two hours of underground music with a changing theme every week. (Jekku ry. 2022c.) Jekku ry has organized club nights with brave current artists around Southern Finland. In 2019 Jekku ry organized club nights in cooperation with Vantaa's live music association, Velmu ry, in the venue Vernissa in Vantaa. There have not been club nights after 2019 due to COVID-19. (Jekku ry. 2022d.)

3.2 The Interviewing Process

The research is conducted in the form of online interview forms to the visitors of Närkästysjuhlat 2022 and social media followers of Jekku ry, as well as the members of Jekku ry themselves. The interviews have elements of questionnaires with close-ended questions, but the number and significance of the open-ended questions make them interviews. The interviews are found as the most effective way to collect data to be analyzed. Both interview forms are written in Finnish. The questions of both of the forms are chosen in cooperation with the chairman of the association prior to distributing the links of the forms. The chosen questions are designed to get the answers to the most important questions Jekku ry has, which concern the image, cost, and changes or additions of Närkästysjuhlat. Other questions on top of these are chosen to get more data and opinions about the contents of the festival, and to support the qualitative main research method. The interview forms are made with the online interview form tool Google Forms, the link to the customers' interview form is made into a QR-code and shared on posters and leaflets at the festival venue, and social medias of Jekku ry on the 29th and the 30th of July 2022 by the social media person of the association. The QR-code is the easiest way to distribute the interview form link to the customers. Google Form collects and summarises the data automatically to easily analyzable charts and lists. The author sends the link for the members of Jekku ry interview form to the associations' Whatsapp group on 28th of October 2022 (Figure 2. The timeline of the interview process).

The timeline of the interview process

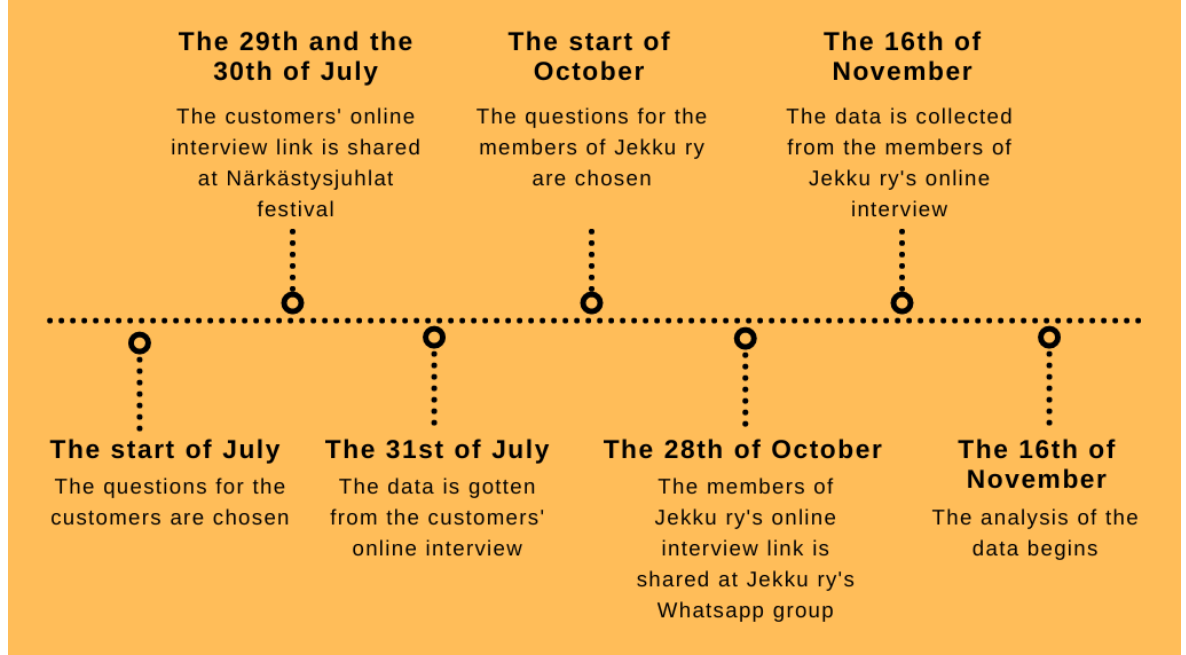


Figure 2. The timeline of the interview process.

To increase the possibility of getting more answers from the customers, an incentive is added, as a raffle is organized between the customers who leave their email address. The prize is a basket of delicacies provided by one of Jekku ry's members.

After the results are gathered from the interview forms the data is analysed. The analysis consists of statistical analysis of the quantitative background information data and text analysis of the qualitative data. The analysis also includes comparison of the results and benchmarking of the customer and target profiles. The questions are partly the same in both forms, to ensure a fair comparison of the two. Additionally, there are questions about background information of the visitors and more specific questions about the development of the festival for Jekku ry members. Many of the answers are complex, long and hard to translate to English, so most of the data is presented in tables. The tables consist of the answers translated and abbreviated for easier understanding. The answers that appear multiple times are mentioned once in the tables, but the volume is discussed in the text. All the original responses in Finnish are found in the appendices. The development targets are found from the analysis and by comparing the results.

The Google Forms created for the customers got 23 answers (Appendix 1). The research method for the background information is quantitative, but the method for the main research data is qualitative, which means the focus is on the contents of the main findings and not the number of answers gotten as it is with the background information. Qualitative method is justified in the research because the aim is to get descriptive information about the festival. There are 13 questions, the last of which is for leaving the person's email address to attend the raffle.

The Google Forms online interview created for Jekku ry members has 7 answerers from the total of 9 members (Appendix 2). As the 10th member of Jekku ry, the author cannot answer to the interview form in order to keep the analyzing of the opinions unbiased. This research method is qualitative.

Three out of the eight questions are the same as for the customers. They are the following questions:

- What got you/gets people coming to Närkästysjuhlat?
- What makes Närkästysjuhlat stand out from other festivals?
- How important it is that Närkästysjuhlat is free of charge?

There are two questions with an answer option on a scale from one to five, and six open-ended questions which give more detailed, qualitative information about the festival. The first three questions are about the image of Närkästysjuhlat and the questions from four to eight are about development of the festival.

4 The Results of The Interviews

The following subchapters discuss the results of the customers' and the members of Jekku ry's interviews. The data is presented with tables and figures. The results are compared, and customer and target profiles are made based on the analyzed results.

4.1 The Results of The Customers' Interviews

The first and the second questions are about the background information. The questions three, four, five and nine are about experience with Närkästysjuhlat. The questions six, seven, eight, ten, eleven and twelve are about the contents and development of Närkästysjuhlat.

The first question is about the age of the answerers (Figure 3). The majority are 23-30 years old (39,1%). The second largest age group is 31-40 (21,7%). The third biggest one is 41-50 (13%). The other groups (under 10%) are 13 or younger, 18-22, 51-60 and over 60 years old.

Minkä ikäinen olet?

n=23

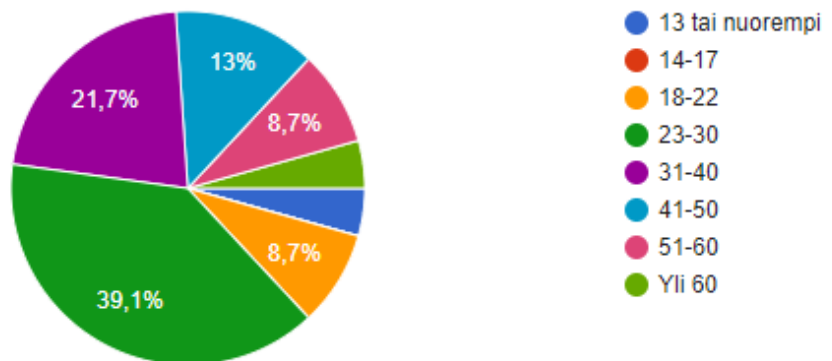


Figure 3. Question 1: How old are you?

n=23

The most common ages are surprisingly over 23, even though the festival is more likely to attract more of the youth with its subculture an underground music. Tiilitehdas restaurant as a venue might attract more of 23-40-year-olds compared to the previous years' festival venue on a field.

The second question asks where the answerers are from (Figure 4). The top three cities are Helsinki (21,7%) (“Stadi” from the answers means Helsinki) and Jokela and Vantaa (17,4%). Which makes sense since Jokela is the festival city and Helsinki and Vantaa are the closest big cities to Jokela. The other cities were Järvenpää, Kerava, Porvoo and Tuusula, which are all close to Jokela, Tampere a bit further away from Southern Finland and Strasbourg all the way from France.

Mistä paikkakunnalta tulet?

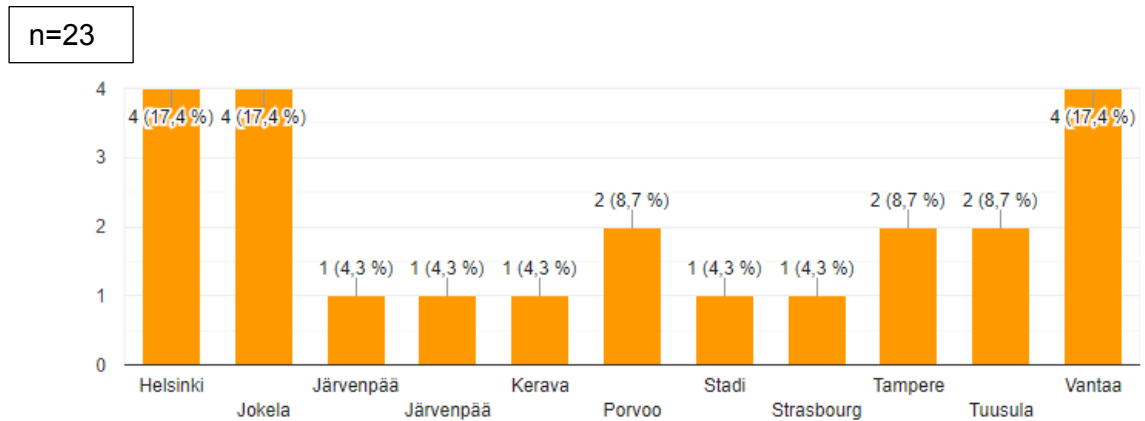
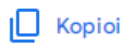


Figure 4. Question 2: From which city are you from?
n=23

The question three about the experience with Närkästysjuhlat is how many times the answerers have visited the festival (Figure 5). Most of the answerers have visited the festival once (34,8%), the second largest group is 2-3 times (30,4%) and the third largest group answers they have visited 4-6 times (17,4%). 13% have never attended Närkästysjuhlat and 4,3% have participated over 6 times.

Kuinka monesti olet käynyt Närkästysjuhlilla?

Kopioi

n=23

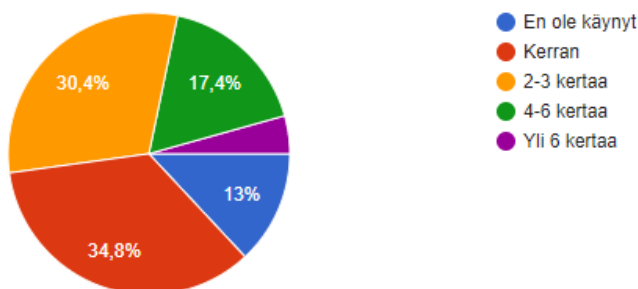


Figure 5. Question 3: How many times have you visited Närkästysjuhlit?

n=23

The fourth question asks where they heard about Närkästysjuhlit (Figure 6). Majority (56,5%) heard from their friends and family, the second most (17,4%) from Facebook, and the least from Instagram and advertising posters (each 13%).

Mistä kuudit Närkästysjuhlista?

Kopioi

n=23

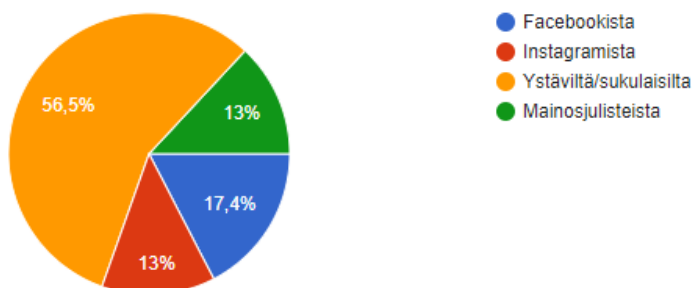


Figure 6. Question 4: Where did you hear about Närkästysjuhlit?

n=23

Over 60% had visited Närkästysjuhlit 1-3 times, and over 50% heard of the festival from family and friends. This means the visitors come back the following years and they recommend it to their family and friends, since the word to mouth marketing seems to be the most successful means of marketing. This means there is a need for enhancing the visibility of Jekku's social medias, and planning ways to create more buzz pre-festival and post-festival

The fifth question is about what gets the attendees coming to Närkästysjuhlat (Appendix 3). There are many different motives that they state. The following table contains all the positive reasons freely translated and grouped in main categories (Table 1).

Table 1. What got you coming to Närkästysjuhlat?

Reputation (8 mentions)	Music (8 mentions)	Company (7 mentions)	Cost (6 mentions)	Location (4 mentions)
Good festival	Live music	Family	Free festival	Hometown event
Good experience	Good music	Friends	Supporting local event	Location
Good reputation	Suite Green (2022 band)	Partner	Supporting the festival	New place
Tradition	Kiusa (2022 band)			
Friends recommended				

The most mentioned reasons for attending Närkästysjuhlat is the music, the company they come with, and the experience, tradition and the reputation of the festival. Thus, the festival is seen as a community event with great quality artists. Three people had never visited Närkästysjuhlat and two people answer the reason to attend is alcohol. These are neutral categories. There is an answer with both positive and negative content. The answer praises the last years' festival and thus the answerer attended in 2022 again, but he critiques the festival had downgraded due to the new area restrictions, and supposes the restrictions drove away the youth.

The last question about the experience with Närkästysjuhlat is question nine. It asks how much the attendees estimate they would spend on the services at Närkästysjuhlat (Figure 7). The most customers answer 11-20 euros or 31-40 euros (each 26,1%). The second most 40-50 euros (21,7%) and over 50 euros (17,4%). The prices (each 4,3%) 1-10 euros and 21-30 euros have the least answers.

Paljonko arvioisit käyttäväsi rahaa Närkästysjuhlien palveluihin?

n=23

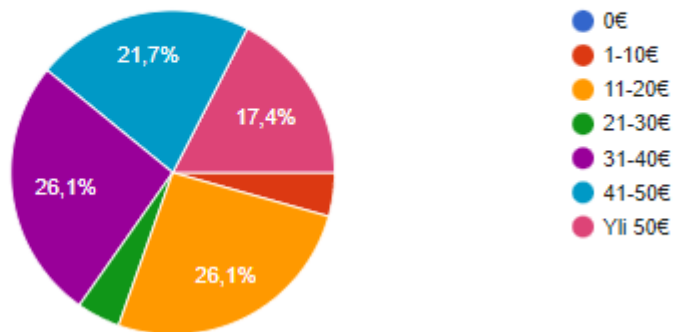


Figure 7. Question 9: How much would you estimate you spend on the services of Närkästysjuhlat?

n=23

The question six about the contents and development of Närkästysjuhlat is about what makes Närkästysjuhlat stand out from other festivals (Appendix 4). The following are the positive reasons freely translated and grouped in main categories (Table 2).

Table 2. What makes Närkästysjuhlat stand out from other festivals?

Feeling (9 mentions)	Music (7 mentions)	Location (5 mentions)	Cost (6 mentions)
Community spirit	Underground	Local event	Price
Sympathetic atmosphere	Unknown and interesting	Tiilitehdas as a venue	Free
Good feeling	Not mainstream	Size	Well-priced beer
Atmosphere	Mix of known and new	Freedom at the area	
Similar audience as elsewhere	Music	Can bring own drinks	
A festival for my age group	Artists		
Adaptability			

From the reasons can be seen that the underground music and selection of bands are the core of Närkästysjuhlat. On top of this, the overall great atmosphere and community are praised. In addition to these positive answers one customer mentions the different

concept Närkästysjuhlat has compared to other festivals. The answer about bringing your own drinks is actually only true at the camping area, which is a common rule at festivals with camping. Two of the customers state they have never visited the festival, and one answer contained both negative and positive feedback. The answerer has noticed the truly liberal and accepting atmosphere for all ages the previous years, but states the same ambiance could not be detected in 2022.

The question seven has answers to the significant question how important it is that Närkästysjuhlat is free of charge, on the scale from one to five, five being the most important (Figure 8). 47,8% of the interviewees choose number five. The options 4 and 3 are chosen by 26,1% each. No one chooses the numbers 1 or 2.

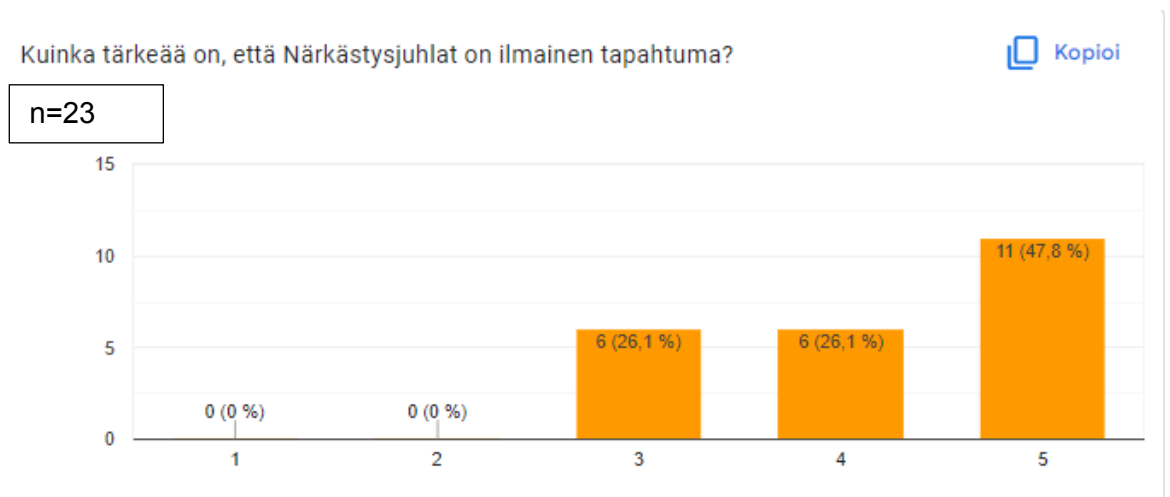


Figure 8. Question 7: How important it is that Närkästysjuhlat is free of charge?
n=23

One of the big questions Jekku ry has, is the importance of the festival being free of charge. As seen from the interview form results, it is not the most significant reason on the question what gets the attendees coming to Närkästysjuhlat, but it is still on the list of reasons (Appendix 3). But with the question on scale from 1 to 5, five being the most important, the importance of Närkästysjuhlat being free of charge is only 3 and above, so when asked directly the answerers consider it significant (Figure 8).

From the question eight it is found out that 30,4% would be ready to pay 11 to 20 euros for the tickets to Närkästysjuhlat. 21,7% would be willing to pay 6-10 euros, and 17,4% each would pay 1-5 euros or 21-30 euros. The last two answers are 31-40 euros by 4,3% and 41-50 euros by 8,7% (Figure 9).

Paljonko olisit valmis maksamaan Närkästysjuhlista?

n=23

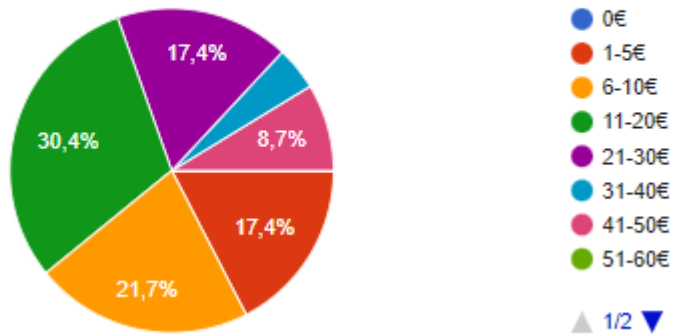


Figure 9. Question 8: How much would you be willing to pay for Närkästysjuhlat tickets?
n=23

The question ten asks which services or products the attendees would like to have at Närkästysjuhlat (Appendix 4). The most desired addition is more food options (7 mentions), and the second most desired is more drink options (5 mentions). The more specific food requests include vegan food, a hamburger grill and a grill bar. The requests for certain drink additions include cheaper beers, local beers and siders and absinthe. One suggestion asks for an area outside the festival zone, where people can enjoy their own drinks, like there was in recent years. There are also answers that hope for more music and local or youth art and performances. Two of the answerers think nothing more is needed, and one answerer wishes for cap hats to be sold at the festival.

The question eleven is about opinions on the band selection of the festival (Appendix 4). The opinions from the answers are divided into positive, mediocre and negative feedback in the following table (Table 3).

Table 3. What is your opinion on the band selection of Närkästysjuhlat?

Positive	Mediocre	Negative
Awesome	3/5	A bit too indie/rock
Never fails	Alright	Too many humppa bands
Good combination of different bands	Apparently OK	2022 not so successful
Underground scene and younger artists well noticed	Pretty good	
Good	2022 pretty good	
6/5		
Interesting		
Excellent		
Great		
This year very good		
All kinds of bands		
Something for everyone		
I liked		
Punk is the best		
2020-2021 youthful and energetic		
2021 awesome and interesting		

Most of the opinions about the bands are positive. There are only a few negative comments. The negative comments ask for high-energy and heavier music, reflecting on the previous years' band selection from the heavy end of the music genre spectrum.

The twelfth question is to know which bands does the audience want to see at Närkästysjuhlat (Appendix 4). The following are the suggested bands grouped by main genre (Table 4).

Table 4. Which bands do you want to see at Närkästysjuhlat?

Rock	Alternative rock	Punk	Metal
Eppu Normaali	Sweet Bloom	Bucket	Kval
KISSA	Lasten Hautausmaa	Lapsuus	Oranssi Pazuzu
Wöyh!	Ursus Factory	Puhelinseksi	Stoned Statues
Lala Salama		Kohti Tuhoa	Weri
Kiss Disease		Uncle Barry	Ranger
The MES		Tove Johnson	
Tiisu			
Viagra Boys			
Ylinopeus			
Mustat Pilvet			
Monsternaut			

The suggestions with no specific bands or bands with no genre found:

- Nothing special in mind but punk always works, especially if there are young attendees
- Versatile music from around Finland and nearby areas
- Heavy and punk
- Female bands
- Cover, Varjolla, For All Mankind (genres not found)

The band suggestions are a vast variety and will be considered by Jekku ry when choosing the direction of genre development of the festival. Most of the suggested bands are from the rock genre, which indicates of a need for a more powerful festival feeling. Although, most of the answers are positive feedback and point out the good combination of bands, as well as the underground scene and noticing younger artists.

4.2 The Results of the Members of Jekku Ry's Interviews

The first question is what image the answerers have of Närkästysjuhlat as a festival, and what affects it (Appendix 5). The comments about the image are the following (freely translated): A DIY-festival and feeling are mentioned multiple times, most answerers see it as a positive matter, but one thinks the outdoor setting is a bit lousy. The artists, audio technology and sound are seen as high-quality and pro-level. The adjectives mentioned describing the event are current, original, fun, feel-good and warm. Jekku ry sees the festival as an all-accepting cultural gathering close to the nature, a constantly fresh option

compared to other festivals. The organizers' handprint, heart and values are seen in a warm and welcoming community event, that celebrates and cherishes subculture. It introduces new arrivals of the music scene in addition to a few well-known bands. The festival is done with little money and a small team, but it is the highlight event for the organizers. This image is affected by:

- Every performer, common atmosphere at the festival, milieu, venue art and years of experience
- Organizers' will to produce their kind of culture and cherish soft values, which is also seen at the festival's audience
- Being one of the organizers

The second question asks what makes Närkästysjuhlat stand out from other festivals (Appendix 5). The answers are listed as whole comments since they give plenty of information. The following are the answers gotten (freely translated):

- Närkästysjuhlat as a festival is open and warm-hearted event for the whole family which gives an opportunity for also the smaller artists and bands of alternative music. The event is free of charge which means the event is done from love of organizing it and not for money.
- Free event and the performers are usually not known for a large audience. A little home-made feel is a plus in my opinion.
- Leaving things at the last minute and huge stress level. Self-made from the start and not so-so but with good taste and from love of organizing it.
- Warm-hearted and humane DIY event. High quality performers.
- Authenticity. Organizers dedication for their dear hobby.
- DIY-feel and good atmosphere.
- Free event and location.

The reason why Jekku ry sees that Närkästysjuhlat stands out from other festivals is, that it is an all-accepting event, that gives opportunities to smaller artists. The DIY-feeling is one aspect that makes it close to people, and since it is not done for money, but from the love of organizing it. It is free of charge, but still consists of high-quality and non-mainstream contents.

The third question is about what gets people coming to Närkästysjuhlat (Appendix 5). The answers are freely translated and grouped by category (Table 5).

Table 5. What gets people coming to Närkästysjuhlat?

Culture	Music	Company	Cost	Location
Experiencing alternative culture	Performing artists	New and old people to meet	The price	Insane milieu
History	Live music	Friends	Free event	Good public transportation
Regionally influential culture work	Good bands/music			
Belonging to Jekku ry/ organizing the festival				

The reasons for attending are categorized by culture, music, company, cost and location. Jekky ry's most mentioned reason for attending Närkästysjuhlat is the good bands. Other reasons listed on top of belonging to Jekku ry are the milieu, other attendees, good public transport, free event, experiencing alternative culture, history and the experience of doing regionally influential culture work.

The fourth question, starting the more development-centred questions, asks which kind of target group the association would pursue to get (more of) to Närkästysjuhlat (Appendix 6). Answers freely translated and grouped in a table (Table 6).

Table 6. Which kind of target group you would pursue to get (more of) to Närkästysjuhlat?

Age group	Location	Interests	Field
13-17-year-olds	Local youth	Music	Music
15-25-year-olds	Outside the municipality	Subculture	Media
18-25-year-olds	From the municipality	Alternative subculture	Culture
The youth			
Young adults			

The most desired target groups to get to attend Närkästysjuhlat are the youth, teenagers from 13 to 18, and young adults of up to 25-year-old as well. And people who are, in

general, interested in music and alternative culture. People from music, media and culture fields would also be seen as a great addition.

The question number five presents the importance of Närkästysjuhlat being free of charge, on the scale from one to five, five being the most important. 28,6% (2 people) answer number five, 42,9% (3 people) answer the number 4 and 28,6% (2 people) answer the number 3. No one chose the options 1 or 2, as with the customer answers (Figure 10).

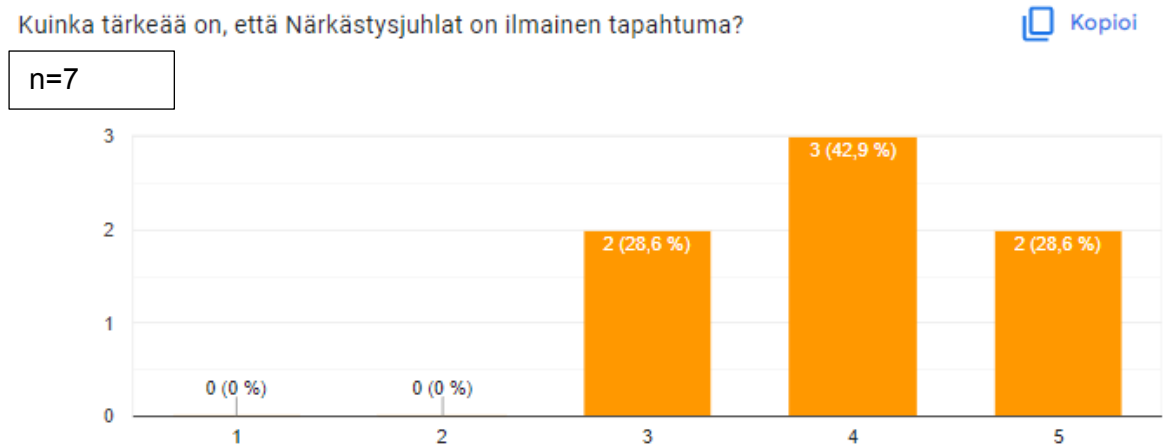


Figure 10. Question 5: How important it is that Närkästysjuhlat is free of charge?
n=7

The importance of the festival being free of charge is high for the Jekku ry members as well because there are only answers rating it three, four or five (Figure 10).

The sixth question searches for opinions on what to add or remove from Närkästysjuhlat (Appendix 6). More visually impressive venue including art, decorations and installations is wished for the festival. A second stage for non-music performances is suggested, such as workshops and panels that bring visibility to the municipality and local services. The members of Jekku ry suggest more high-quality and diverse artist selection, possibly even from other countries than Finland. In addition to these the answers ponder the possibility of an extra event day and wish for more funding. The only things they want to remove are the organizing confusion and the offended people. It is impossible to please everyone, but the organizing confusion can be minimized by improved planning and better communication.

The question number seven got the answer to the level of content Jekku ry members are about Närkästysjuhlat, on the scale from one to five, five being the most content. 28,6% (2

people) answer number five and 71,4% (5 people) answer the number 4. No one chose the options 1, 2 or 3 (Figure 11).

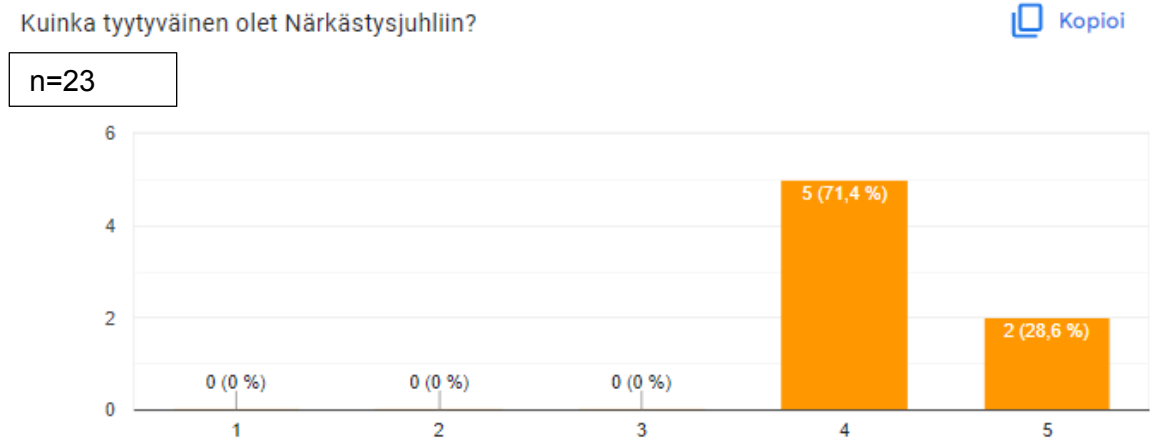


Figure 11. Question 7: How content are you with Närkästysjuhlat?

n=7

The overall satisfaction level of Närkästysjuhlat is high since all consider the festival to be a four or a five (Figure 11).

The question eight asks what Jekku ry members want Närkästysjuhlat to be in five years (Appendix 6). The answers are the following (freely translated):

- I want Närkästysjuhlat to be an ever-growing event where people from around the world would attend both as the audience and as the artists.
- Explosively colourful and performer-wise high-quality festival. The number one subculture event in Finland, where people arrive from all over Finland and Europe. Self-sufficient in terms of financing, a paid event.
- There is probably no need for growing the festival in size, but hopefully even more people will find their way there.
- Nationally and internationally recognized festival.
- Actually a zero-waste event.
- A growing cluster of creative energy. A cult.
- A festival noticed in Europe.

The answers have a common theme with the contents and atmosphere, but there are some conflicting opinions. The hopes for the festival's future include recognition nationally and internationally, but some opinions do not see the growth as a requirement in the future. The descriptive opinions about the festival itself are expressed through the terms "explosively colourful", "performer-wise high-quality", "a growing cluster of creative energy" and "a cult". More development hopes are financial self-sufficiency as a paid event and a zero-waste event.

4.3 The Comparison of The Results

The following discussion analyzes and compares the results of the interview forms, divided in categories. This, all the results and the theory will work as a foundation for discovering the development targets and the necessary development suggestions.

4.3.1 Venue

The customers hope for more variety in food and drinks, both in options and prices, and from the drinks specifically in alcoholic beverages. Jekku ry would add more art and decoration, and non-music programme at the venue. The results are quite different since the customers seek for their needs to be met before concentrating on the visual aspect. If they do not have anything to change about those, they might notice similar points as Jekku ry mentions. Both mention a hope for larger variety of the band selection.

4.3.2 Marketing, Image and Brand

As it was stated before, the word to mouth marketing works well for Närkästysjuhlat, since half the answerers heard about the festival from family and friends. Jekku ry knows the reached customers are mainly local, and the desire of most of the members is to reach a wider audience. So, the answers match, but there is a clear development need for social media marketing.

Närkästysjuhlat is seen as a community event with a great and accepting atmosphere. Since the most mentioned reason to attend is the music, it implies that one of the aspects of the image of Närkästysjuhlat is high-quality music. This levels with the idea Jekku ry has about the festival, which is high-quality artists and performance technology. The atmosphere and contents shine with uniqueness, and both results show that it is important for the festival to stay different from the mainstream. It still seems like Jekku ry sees the festival as more of an overall cultural experience, whereas the customers clearly concentrate more on the music, which can be seen from the reasons to attend. Some same reasons are mentioned in both interviews, especially music, but Jekku ry mentions more culture-related answers. This will be a development target for the association, to showcase the values and different forms of subculture at the festival more. Otherwise Jekku ry seems to be in consensus about the image, and so did the customers among each other, but there are parts to be developed to get the two images meet.

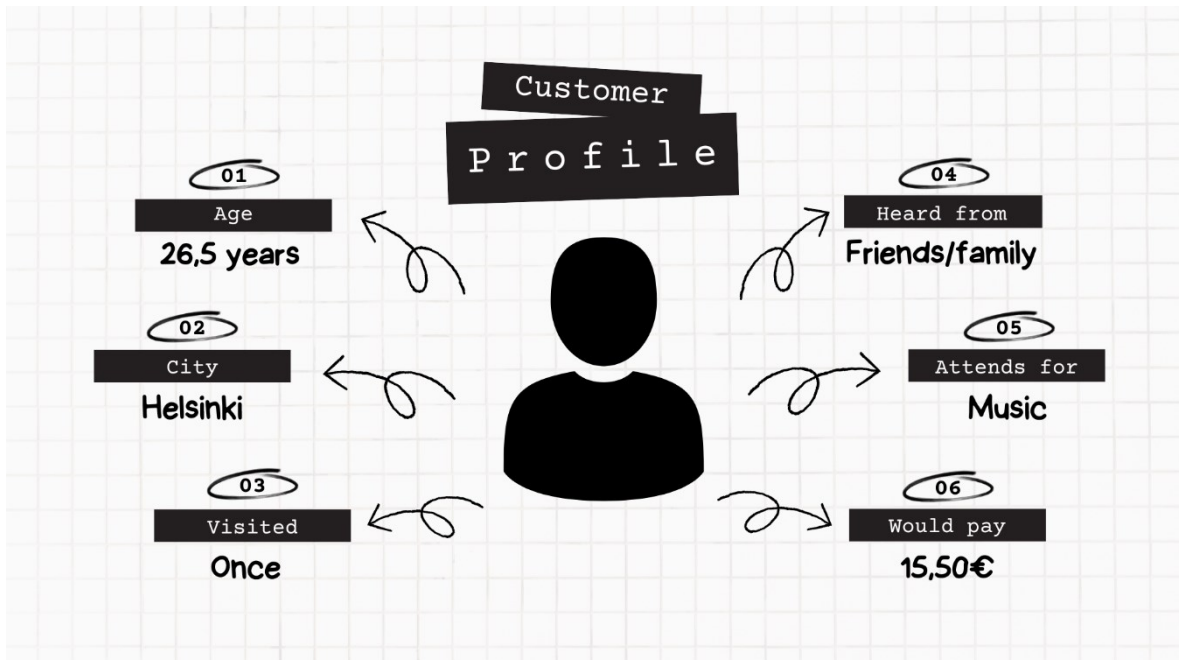
4.3.3 Reasons to Attend

From both interview forms, the most mentioned reason to attend Närkästysjuhlat is the music. Especially the selection of underground bands, even though there are hopes for a wider selection from both Jekku ry and the customers. Another reason that is mentioned in both interview forms is people, which strengthens the validation Närkästysjuhlat has gotten from the results as a community festival.

Both results show that the event being free of charge is significant. Adding a cost for the tickets should be carefully considered. The amount of the cost and reasoning for it should be at level with the development. For example, there should be a greater band selection, as well as selection of the food and beverages. The cost can also affect the age group the festival attracts, and when the need is to reach more of the youth it might not be an immediate development target. One of the core attributes of the festival is, that it is not done for the money, and if the ticket cost is added, this ideology should not change.

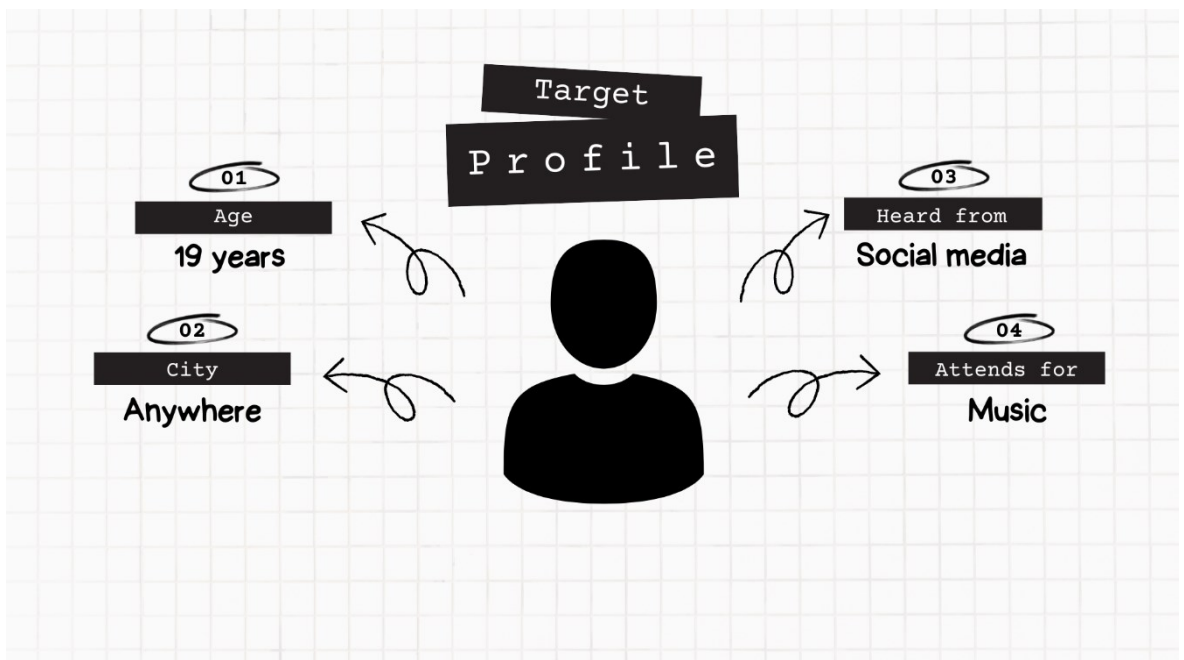
4.3.4 Customer Profile and Target Profile

The customer and target profiles are built with Canva design tool to define who the customers and target customers are, and to compare them by internal benchmarking. (Maya. 2021.) A customer profile is an estimated average customer created from the most answered results of the customers' interview form. For example, if most of the answerers are 23-30 years old and from Helsinki, the customer profile would be a 26,5-year-old from Helsinki. The same process is done with the answers about the target group from the Jekku ry interview form. The target profile is a representation of a possible person from the most desired group of people to reach. The target profile is created by analyzing the answers and summarising them into a person.



Picture 1. Customer Profile.

The customer profile person is a 26,5-year-old person from Helsinki, who attends the festival for the live music (Picture 1). The most answered age is 23-30, so the age of the customer profile person would be the number between those, which is 26,5. The customer profile person has visited Närkästysjuhlat once and heard of it from their friends or family. The amount they would be willing to pay for the festival tickets is 15,50 euros, which is calculated by taking the middle amount from the most answered price range, 11-20 euros.



Picture 2. Target Profile.

The target profile person is a 19-year-old person from any city, who heard about Närkästysjuhlat from social media and attends it for the music (Picture 2). The most desired target groups to get to attend Närkästysjuhlat are between the ages 13-25, so the target profile person's age is the middle number between those, which is 19. Jekku ry wishes to reach people from anywhere to grow the festival's fame nationally and internationally, so the target profile person can be from any city, although mostly the answers mentioned Finland and Europe. Since the festival is desired to be noticed widely in the world, the marketing that reaches the target profile person must be from social media.

Both profile persons attend Närkästysjuhlat for the music, but other pieces of information do not match. The development targets to reach more people like the target profile consist of more active social media marketing to people from other than the nearby area of Jokela, and marketing, branding and contents of the festival aimed towards younger target groups.

5 Brand Development Process

The aim is to make Jekku ry's brand more cohesive and enhance it in the eyes of the customers and Jekku ry's own members. Having a brand is a necessity for marketing and selling anything. Since Närkästysjuhlat is desired to be THE one and only subculture festival, it needs to be the name people come up with first when they think of subculture festivals.

How to make this happen? The steps from the book "The only book you will ever need on branding – to start, run and grow your business" by M. Maandag and L. Puolakka will be used and Närkästysjuhlat will be set in the place of the brand in the process the book addresses. (Maandag & Puolakka. 2015.)

It needs to be defined **for whom** Närkästysjuhlat is and **what it does**. The brand position is extremely hard to change after the customers have adapted it, therefore the decision must be absolute. The first step from the book is to define Närkästysjuhlat to a category for it to have a meaning. Närkästysjuhlat is a festival, but in the land of hundreds of festivals, some definition is needed. It is **an alternative subculture festival**. The defined category is a great way to create a slot for Närkästysjuhlat, where it is indeed the one and only, the original. There is no other **DIY (do-it-yourself) -festival with such high-quality performers** of this alternative subculture genre. Since Jekku ry's aim is to make Närkästysjuhlat a place for everybody, the target group is **everyone interested in what Närkästysjuhlat has to offer**. Närkästysjuhlat offers a place for all to feel welcomed and come together. The customers themselves receive enough information about the brand to decide whether it is for them or not. With branding and marketing this can be guided by the artistic and verbal choices, on top of the contents of the festival. Närkästysjuhlat is the one and only **alternative subculture festival**, that welcomes **all souls to experience high-quality live music at a homely venue**.

Närkästysjuhlat needs to stick with the done positioning, since if it deteriorates a competitor will take the place with a stronger brand. (Maandag & Puolakka. 2015, 44) The book also suggests for brand enhancing to establish a colour as the brand colour, a slogan, and tell the brand's story, how and why was Närkästysjuhlat created. It gives a solid base for the brand, which differentiates the brand from others. Lastly, the chosen suggestions to implement in Närkästysjuhlat brand development; be consistent with communication and let the brand live in the mouths of people.

Närkästysjuhlat is an experience. It seeks to be artistic, alternative and authentic. It is unusual; therefore, it is a unique experience. The reason why Närkästysjuhlat is needed, is the human need to belong and feel at home with your own kind. As mentioned before the benefits of culture to an individual are vast, and often very personal. (Ontario. 2016.)

6 Discussion

As Jekku ry sees all parts of the festival affect the image and the brand of Närkästysjuhlat, all of them are equally important to be developed. The qualitative method of research was enriched by the quantitative parts of the interviews and both data are useful for the association.

As seen from the customer profile and the target profile comparison, the marketing, branding and contents of the festival should be aimed more for the younger audience on social media, without decreasing the existing local advertising and reach of other age groups. To keep the marketing attractive to all ages and groups, the band selection should have more genres. It needs to be considered which genres attract which kinds of audience. As the customers requested for going back to heavier music, this will be noticed in the choosing of next years' bands. Having similar genres timed for each day, or time of the day, will make the contents more structured and bring different groups to the festival.

The means of creating pre- and post-festival buzz will be harnessed to attract more social media interaction and customers, from further away than only from Southern Finland. Buzz marketing is defined on the TechTarget website's blog as a viral marketing technique that aims to maximize the word-of-mouth potential of the marketed matter. In the case of Närkästysjuhlat this technique can be used to create buzz on social media to increase the visibility of the festival and thus reach more potential customers. (Lutkevich. 2021.)

- Facebook and Instagram polls and competitions about the festival (for example about the artists, venue, history...)
- Feedback from the audience and interactivity with them on social media
- Asking the artists of the festival to post about it or do collaborations on social media platforms (posting content together, for example short interviews)
- Posting teasers of the contents of the festival (artist announcements, after movie of Närkästysjuhlat)
- Daily social media posting before, during and after the festival
- Creating a hashtag for Närkästysjuhlat and encouraging customers to use it
- Art and visuality at the festival for photographing, which encourages visitors to post on their social medias, preferably with the festival's hashtag
- Visuality on social media posts gets more attention (photos and videos)
- Advertising actively on Jekku ry's radio show around the festival

The ways to create pre- and post-festival buzz listed with the help of blog posts from Intellitix (Anderson. 24.10.2019.), Marketing Insider Group Blog (Brenner. 27.8.2019) and Eventbrite Blog (Pike. 6.9.2019.).

The free festival most likely attracts young people to attend, and the older audience is happy to support local events by paying. Therefore, adding ticket costs would affect the age-range of the attendees, and the music genre and band line-up should be directed to the expected audience. Or the headliner band should be good enough for the youth to be willing to pay for the tickets. The most answered price range (11-20 euros) indicates that the average price the visitors would be willing to pay for the tickets is 15,50 euros. The tickets costs should also be reasoned by adding services and quality of the event. The average amount of money used is 11-40 euros, which would increase if the ticket cost would be added, and the selection of services and products increased. Since the opinions on adding the cost for the tickets is conflicted and different in significance for different age groups, there could be added ways of supporting the festival. For example, the festival could be free for the youth, for whom it is more important and a greater reason to attend. Other supporting possibilities could be more selection of the Jekku ry merchandise such as hats or other souvenir-like products, possibly useful items on a festival such as raincoats or bottle openers. It seems to be important to keep the festival free at least for now, but the matter should be discussed again if the festival grows and the needs for funding become greater.

The highly requested larger food and beverage selection will need to be considered. The costs of outside food and beverage services is high for a non-profit association, so the possibility of adding more options to Jekku ry's own restaurant Tiilitehdas should be explored. Jekku ry desires to add more venue art and showcase culture and their values at the festival. The decoration and art installations should be planned earlier for the venue, and they could be all-season elements to be seen at every event Jekku ry organizes at Tiilitehdas. This way not only Närkästysjuhlat's brand is affected but also the whole association's brand. The values and culture should be added into marketing as well to distribute the information and strengthen the brand of Jekku ry as an ambassador of alternative subculture.

One development suggestion that will add credibility of both Närkästysjuhlat and Jekku ry, is a brand book that will be implemented in all content creation. The brand book will include brand colours, fonts and logos, elements and templates, and clear user instructions. As M. Maandag and L. Puolakka discuss in their book, it is a part of the brand development to establish a brand colour (Maandag & Puolakka. 2015.). Following visual brand guidelines creates a cohesive, high-quality and professional outlook for the brand, thus enhancing the delivery of Jekku ry's marketing and visuality and making it more attractive to the customer. The author has work experience as a graphic designer and will

create the brand book in cooperation with the association's marketing and social media person.

The brand development direction and first steps will be decided by the start of the marketing of the next Närkästysjuhlat, so the marketing can be cohesive and attractive to new customers. The important already-existing brand aspects of Närkästysjuhlat will be sought together with the association and chosen to use in the marketing and the brand development, on top of the development targets found with the help of the research. Since the opinions on whether Närkästysjuhlat should grow or not are differing, the matter should be discussed within Jekku ry. The association's goals for the next five years should be planned together in a meeting, to have consensus on their aim. From the mentioned discussion a 5-year plan should be created, with steps what can already be done for the next year. The association is overall content with the event, but they possess a will to develop and create more to the festival.

The brand of Närkästysjuhlat, found out with the method from the book by M. Maandag and L. Puolakka, will be used as a guideline for developing the brand further. Jekku ry will decide which changes will be done considering the contents of the event, such as artist selection, keeping in mind the variety of people's age and style of the target groups. The most important development challenges, solutions, and the data collected to find more solutions were found. The challenge of keeping Närkästysjuhlat accessible and welcoming, stated in the introduction, is resolved by aiming the contents, marketing and branding to everyone and being mindful of all choices. The data was collected to answer the three core questions of image, cost and development ideas of Närkästysjuhlat. A great amount of additional data to the original brand-oriented aim was received with suggestions and opinions Jekku ry can use in the planning of the next festivals. Jekku ry has developmental suggestions to follow and the theory and data to base their actions on. The development targets found, and solutions suggested are a great base to start working on with Jekku ry. The benchmarking done with the customer profile and target profile give an idea of the differences between the current average customer and the customers the association wishes to reach. The customer data collected was from a rather small group of 23 when the usual number of visitors at Närkästysjuhlat is around 800, so it can be supposed there is a greater variety of opinions. But the results gotten give a good idea of the main views the customers have, since the value of the results is based on the contents and not the quantity.

The learning experience of the process of branding, and the key elements it includes, are valuable to the author, and the whole association of Jekku ry will benefit from it. The

author can analyze and compare data critically and apply it to the development process in the near future. The results of the research will be presented at the end-of-the-year meeting of Jekku ry on the 29th of December 2022. Jekku ry can consider their work valuable and meaningful, when they offer such cultural events that have many positive effects on the attendees' life.

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Appendices

Appendix 1. Customers' Interview Form



Jokelan Elävän Alakulttuurin Kehitysyksikkö eli Jekku ry on vuonna 2010 perustettu musiikkiin ja alakulttuuriin keskittynyt voittoa tavoittelematon yhdistys. Jokelan Närkästysjuhlat on yhdistyksen kesän päätapahtuma.

Jekku Ry

Kysely Jekku Ry:n ja Närkästysjuhlien brändistä AMK:n opinnäytetyötä varten.

111

Minkä ikäinen olet?

Monivalinta

- 13 tai nuorempi
- 14-17
- 18-22
- 23-30
- 31-40
- 41-50
- 51-60
- Yli 60
- Lisää vaihtoehto tai lisää Muu

Pakollinen

Mistä paikkakunnalta tulet? *

Lyhyt vastausteksti

Kuinka monesti olet käynyt Närkästysjuhilla? *

- En ole käynyt
- Kerran
- 2-3 kertaa
- 4-6 kertaa
- Yli 6 kertaa

Mistä kuulit Närkästysjuhlista? *

- Facebookista
- Instagramista
- Ystäviä/sukulaisilta
- Mainosjuttelusta
- Muu...

Mikä sai lähtemään Närkästysjuhille? *

Lyhyt vastausteksti

Mikä saa Närkästysjuhlat erottumaan muista festareista? *

Lyhyt vastaukseksi!

Kuinka tärkeää on, että Närkästysjuhlat on ilmainen tapahtuma? *

1 2 3 4 5

El tärkeää Todella tärkeää

Paljonko olisit valmis maksamaan Närkästysjuhlista? *

- 0€
- 1-5€
- 6-10€
- 11-20€
- 21-30€
- 31-40€
- 41-50€
- 51-60€
- 61-70€
- 71-80€
- 81-90€
- 91-100€

Paljonko arvioisit käyttäväsi rahaa Närkästysjuhlien palveluihin? *

- 0€
- 1-10€
- 11-20€
- 21-30€
- 31-40€
- 41-50€
- Yli 50€

Mitä palveluja tai tuotteita haluaisit Närkästysjuhlien tarjontaan? *

Pitkä vastausteksti

.....

Mitä mieltä olet Närkästysjuhlien bänditarjonnasta?

Lyhyt vastausteksti

.....

Mitä bändejä haluaisit nähdä Närkästysjuhilla? *

Lyhyt vastausteksti

.....

Jätä sähköpostisi ja osallistu arvontaan!

Lyhyt vastausteksti

.....

Appendix 2. The Members of Jekku Ry's Interview From

Jekku Ry brändikysely

Saran opinnäytetyötä varten brändikysely Jekkualaisille.

Mikä on mielikuvasi Närkästysjuhlista festarina ja mikä vaikuttaa siihen?

Pitkä vastaukseksi

Pakollinen

Mikä saa Närkästysjuhlat erottumaan muista festareista? *

Pitkä vastaukseksi

Mikä saa lähtemään Närkästysjuhliille? *

Pitkä vastaukseksi

Minkälaista kohderyhmää tavoittelisit (lisää) Närkästysjuhliille?

Lyhyt vastaukseksi

Kuinka tärkeää on, että Närkästysjuhlat on ilmainen tapahtuma? *

1 2 3 4 5

Ei tärkeää Todella tärkeää

Mitä lisääisit tai poistaisit Närkästysjuhliilta? *

Pitkä vastaukseksi

Kuinka tyytyväinen olet Närkästysjuhliin? *

1 2 3 4 5

En tyytyväinen Erittäin tyytyväinen

Mitä haluat Närkästysjuhlien olevan viiden vuoden päästä? *

Pitkä vastaukseksi

Appendix 3. Question 5: What got you to attend Närkästysjuhlat?

Mikä sai lähtemään Närkästysjuhlille?

23 vastausta

Perhe

festivaalin tukemiseen

Omalla paikkakunnalla oleva tapahtuma

Omalla kylällä oleva tapahtuma

Live-musiikki ja uusi paikka

Hyvä festari

Suite Green ja "perinne"

Hyvät kokemukset musasta ja fiiliksestä, perinne!

Punk rock ja kalja

Ystävät

Poikaystävä, ystävät, hyvä musiikki, ilmainen, hyvä meininki

Aikaisempina vuosina siellä oli aivan huikea meno, joten tulin tänäkin vuonna. Tänä vuonna koko homma oli vaan kuivunut kasaan valitettavasti. Johtunee siitä kun alue oli niin ikävästi rajattu, mikä karkotti kaikki nuoret pois.

Tuki Jokelan kehitykselle

En ole käynyt

Appendix 4. The questions about the contents and development of Närkästysjuhlat.

Mikä saa Närkästysjuhlat erottumaan muista festareista?

23 vastausta

Hinta

ne ovat tuntemattomia ryhmiä, joita on mielenkiintoista kuunnella

En ole ennen ollut festareilla

Oman kylän juhla

Muuntautumiskyky

Artistit ei samaa valtavirtahuttua kuin muissa tapahtumissa.

-

kiva sekoitus tuttuja ja uudempiä bändejä, tunnelma, varsinkin Tiilintehdas tuo tapahtumalle hyvät puitteet ja fasilitteetit!

Ilmainen, hyvä musa ja kaljaa hyvillä hinnoilla

Emt

Erinlainen konsepti, erottuu valtavirrasta.

Ilmapiiri, ilmaisuus, esiintyjät.

Samoja pierunhajusia heveljiä ku muuallaki

Ilmaisuus ja alueen vapaus

Ilmainen ja sai tuoda omat juomat

Närkästyksen jälkeinen närästys

Ilmainen, ug

Oman ikäisille suunnatut festarit + musagenre

Koko, fiilis

Yhteisöllisyys, Sympaattinen meininki,

Aikaisempina vuosina se, että siellä on aidosti vapaamielinen meininki ja hyväksyvä ilmapiiri kaikenikäisille. Tänä vuonna ei toiminut.

Hyvä fiilis

En ole käynyt

Mitä palveluja tai tuotteita haluaisit Närkärstysjuhlien tarjontaan?

23 vastausta

Vegaaniruokaa

Hampurilaisgrilli

Ei mitään kaikki ok

Paikallisia oluita

Paikallisia oluita ja siidereitä

Halvempia oluita, jos ne on 0,33l kokoa

Halvempia oluita

Halvempaa kaljaa ja enemmän ruokailu mahdollisuuksia.

Nämä palvelut riittävät

Instanlaatioita

Ryyppyä ja ruokaa

Ruoka

Ruoka. Ruokavaihtoehtoja ei ole ikinä liikaa!

Lippiksiä

Alkoholia, vegaaniruokaa

Absinttia

Ruoka- ja juomavaihtoehtoja

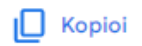
Jotain paikallista/nuorten taidetta tai performanssia

Ruoka, juomat, musiikki ja alue omien juomien juomiseen alueen ulkopuolella, kuten aiemmin oli.

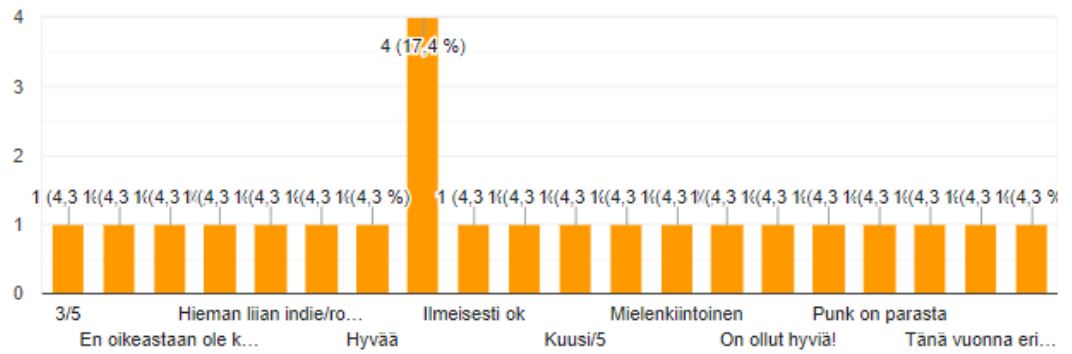
Ruoka/juoma

Grillibaarin

Mitä mieltä olet Närkästysjuhlien bänditarjonnasta?



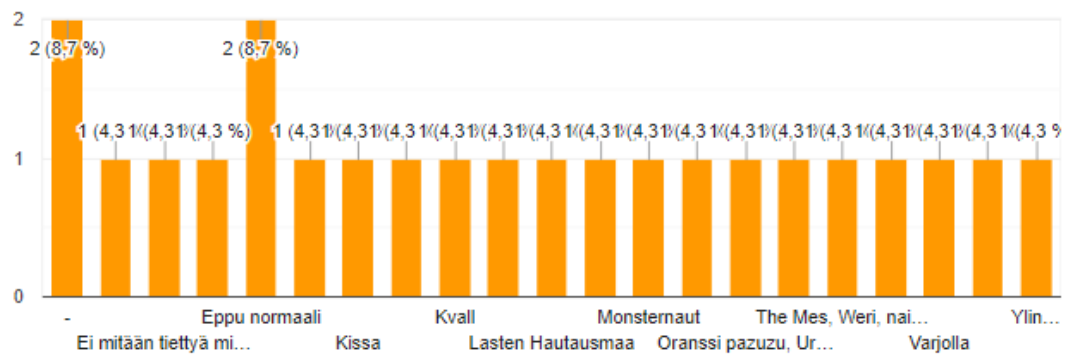
23 vastausta



Mitä bändejä haluaisit nähdä Närkästysjuhllilla?



23 vastausta



Appendix 5. The questions about the image of Närkästysjuhlat.

Mikä on mielikuvasi Närkästysjuhlista festarina ja mikä vaikuttaa siihen?

7 vastausta

Mielikuvani Jokelan Närkästysjuhlista festareina on lämmin, kaikki hyväksyvä, ihmisiä yhteen tuova ja monipuolinen kulttuurin puolesta.

Tähän vaikuttaa kaikki esiintyjät, yleinen tunnelma festivaaleilla, miljöö, aluetaide ja vuosien kokemus.

Diy-festari, jossa laadukkaat esiintyjät. Ulkomusiikilliset puitteet vähän käppäiset, mutta audioteknikka ja soundit pro-tasoa. Ajassa kiinni oleva, laadukas ja hauska tapahtuma.

Pienellä rahalla ja porukalla pyritään tuottamaan laadukkainta mahdollista. Järjestäjänä mukana olo varmasti vaikuttaa mielikuvaan..

Närkästysjuhlat on vaihtoehto kaikille paskafestareille, kulttuurikokoontuminen, hyvän fiiliksen diy-bileet. Jatkuvasti tuore tapaus muutoin näivettyneellä livemusakentällä.

Närkästysjuhlat on ilmainen vaihtoehtomusiikin festivaali, jossa esiintyvät skenen uudet nousijat ja muutama nimekäs alan yhtye

Omatakeinen tekijöiden kaikkensa antava rävellyksen huipentuma. Tekijöiden halu tuottaa omanlaistaan

Omatakeinen tekijöiden kaikkensa antava rävellyksen huipentuma. Tekijöiden halu tuottaa omanlaistaan kulttuuria ja vaalia pehmeitä arvoja, joka näkyy myös festivaalin yleisövalikoimassa.

Diy meininkiä ja luonnonläheisyyttä ja hyvää meininkiä

Mikä saa Närkästysjuhlat erottumaan muista festareista?

7 vastausta

Närkästysjuhlat on festarina avoin ja lämminhenkinen koko perheen tapahtuma, joka antaa myös pienemmille vaihtoehtomusiikin artisteille ja bändeille mahdollisuuden päästä esiintymään. Tapahtuma on ilmainen, joka kieltii siitä että tapahtumaa tehdään rakkaudesta lajiin eikä rahaan.

Lämminhenkinen ja ihmisläheinen tee-se-itse meininki. Laadukkaat esiintyjät.

Ilmaisuus ja esiintyjät eivät yleensä ole suurelle yleisölle tuttuja. Pieni kotikutoisuus on omasta mielestä plussaa.

Aitous. Tekijöidensä omistautuminen rakkaalle harrastukselleen.

ilmaisuus, sijainti

Viimetinkaan jättäminen ja valtava stressitaso. Alusta itse tehty ja ei sinnepäin vaan hyvällä maulla ja rakkaudesta lajiin.

Diy meininki, ja hyvä tunnelma

Mikä saa lähtemään Närkästysjuhlille?

7 vastausta

Esiintyvät artistit (livemusiikki), vaihtoehtokulttuurin kokeminen, maksuton tapahtuma ja uudet sekä vanhat ihmiset joita tapahtumassa voi kohdata.

Hyvät bändit. Hyvät julkiset yhteydet. Hinta.

Jekkuun kuuluminen. :D Mutta varmasti tulisi lähdettyä artisteja katsomaan.

Hyvä musiikki ja ystävät.

Historia ja kokemus alueellisesti vaikuttavan kulttuurityön tekemisestä

Hyvät bändit ja mieletön miljö

Järjestäminen

Appendix 6. The questions about the development of Närkästysjuhlat.

Minkälaista kohderyhmää tavoittelisit (lisää) Närkästysjuhlille?

7 vastausta

15-25 vuotiaita nuoria

Musaa ja erilaista alakulttuuria fiilistelevät nuoret aikuiset. 13-17v jengit olis myös kiva tavoittaa. 18-25v paikallisia nuoria mahtuisi myös lisää

Melko hyvin on jo edustusta kaikenlaisista ryhmistä, mutta ehkä nuoria voisi olla enemmänkin.

Vaihtoehtokulttuurista kiinnostuneita ihmisiä.

Musiikki-, media ja kulttuurialan ihmisiä niin kunnasta, kuin kunnan ulkopuoleltakin

Nuoria.

Nuorta musiikista nauttivaa jengiä

Mitä lisäisit tai poistaisit Närkästysjuhlilta?

7 vastausta

Lisäisin Närkästysjuhlille aluetaidetta ja yleistä somistusta, sekä toisen lavan jossa voisi olla muutakin ohjelmaa kuin livemusiikkia.

Lisää näyttäviä taideprojekteja alueelle. Workshoppeja.

Festareiden ilmeessä on ollut vähän hakemista, eli ehkä hieman lisää panostusta siihen?

Laadukasta ja monipuolista esiintyjäkaartia.

Lisäisin visuaalista näyttävyyttä, ulkomaalaisia esiintyjä, rahaa ja ehkä ohjelmapäiviä.

Instanlaatioita lisäisin ja enemmän yhteisöllisyyttä kaikkien kesken mm. Kunnan ja lähipalveluiden näkyvyyttä. Kenties jotain myöhäisillan paneeleita tekijöistä ja yhteistyökumppaneista koostuvasta vieraista. Poistaisin mielensäpahoittajat.

Järjestys-sekoilut

Mitä haluat Närkästysjuhlien olevan viiden vuoden päästä?

7 vastausta

Haluan Närkästysjuhlien olevan alati kasvava tapahtuma, jonne osallistuisi ihmisiä ympäri maailmaa sekä yleisönä että artisteina.

Räjähtävän värikäs ja esiintyjäkoonpanolta laadukas festari. Alakulttuurin ykköstapahtuma Suomessa, jonne yleisö saapuu kaikkialta Suomesta ja Euroopasta.

Rahoitukseltaan omavarainen, maksullinen tapahtuma.

Festareiden kokoa ei ehkä ole tarvetta kasvattaa, mutta toivottavasti vieläkin useammat ihmiset löytäisivät paikalle.

Kansallisesti ja kansainvälisesti noteerattu festivaali.

Oikeasti zero-waste -tapahtuma

Kasvava rypäs luovaa energiaa. Kultti.

Euroopassa noteerattu festari