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MARKETING OF MUSIC FESTIVALS IN FINLAND
Case Study on Websites

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ABSTRACT

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<p>The thesis was commissioned to provide support material to the course Festival and Event Management which is taught by Raili Häggblom in Central Ostrobothnia University of Applied Sciences.</p> <p>The subject of the thesis was Marketing of Festivals in Finland - Case study on websites. The aim of this thesis was to provide a comprehensive look on the marketing of festivals in Finland by presenting marketing theories, such as, visual marketing, branding and social media as well as analyzing some of the biggest Finnish Festival websites. Some Finnish festivals were also presented according to the visitor amount from the statistics in Finland Festivals –website from the year 2011.</p> <p>The research done was implemented by using qualitative research methods. Text and content analysis was used on the four websites of Finnish Festivals. These festivals were Kotkan Meripäivät, Helsingin Juhlaviikot, Provinssirock and Ruisrock. The first two festivals were chosen according to the Finland Festivals –website statistics as two of the biggest festivals in Finland. Provinssirock and Ruisrock were chosen because of their value to the Finnish summer-festivals and youth culture. The front pages and sub-pages of the websites were examined.</p> <p>The results showed that the rising trend in the tourism marketing industry is social media. Most of the websites implemented four, some of them even six, different social media on their websites. Also visual marketing is becoming increasingly important, because the websites need to compete with each other. Moving graphics and bold colors bring people to the site and make them visit again. Simple navigation and clear site-structure is very important for websites that need to have all the information a festival-visitor might seek.</p>		

Key words

Case study, festival, marketing, qualitative research, text analysis, visual marketing

OPINNÄYTETYÖN TIIVISTELMÄ

KESKI-POHJANMAAN AMMATTIKORKEAKOULU Pietarsaaren yksikkö	Aika Huhtikuu 2012	Tekijä Jonna Kurikkala
Koulutusohjelma Matkailun koulutusohjelma		
Työn nimi FESTIVAALIEN MARKKINOINTI SUOMESSA Tapaustutkimus internet-sivustoista		
Työn ohjaaja Katarina Broman	Sivumäärä 53	
Työelämäohjaaja Raili Häggblom		
<p>Tämä työ tehtiin antamaan apumateriaalia kurssille Festival and Event management, jota opettaa Raili Häggblom, Keski-Pohjanmaan ammattikorkeakoulun Pietarsaaren yksikössä.</p> <p>Opinnäytetyön aihe oli festivaalien markkinointi Suomessa – tapaustutkimus internet-sivustoista. Opinnäytetyön tavoitteena oli esitellä markkinoinnin teoriaa ja antaa laaja katsaus festivaalien markkinoinnista Suomessa. Teoriaosuudessa esiteltiin muunmuassa visuaalista markkinointia, tuotemerkkiä ja sen syntymistä sekä sosiaalista mediaa. Analyysiosuudessa neljän erilaisen suomalaisen festivaalin internetsivuja analysoitiin. Opinnäytetyössä esiteltiin myös Suomen isoimpia festivaaleja, joiden valinta perustui Finland Festivals –internetsivuilta saatuihin tilastoihin isoimmista suomalaisista festivaaleista kävijämäärän mukaan vuonna 2011.</p> <p>Työssä käytetty tutkimusmenetelmä oli kvalitatiivinen tutkimus. Teksti- ja sisältöanalyysiä käytettiin neljään suomalaiseen festivaalisivustoon. Nämä neljä internetsivustoa kuuluivat Kotkan Meripäiville, Helsingin Juhlaviikoille, Provinssirockille sekä Ruisrockille. Kaksi ensimmäistä analysoitavaa festivaalia valittiin Finland Festivals –sivustolta löytyneen tilaston Suomen suurimmista festareista mukaan. Provinssirock ja Ruisrock valittiin, koska ne ovat tunnettuja suuresta vaikutuksestaan suomalaiseen nuorisokulttuuriin kesäfestivaaleilla. Sivustojen etusivut ja alasivustot analysoitiin.</p> <p>Tutkimustulokset osoittivat, että nouseva trendi matkailun markkinoinnissa on sosiaalinen media. Useimmat analysoitavista internetsivustoista käyttivät neljää, jopa kuutta eri sosiaalista mediaa sivuistoillaan. Visuaalisesta markkinoinnista on myös tulossa tärkeämpää koska sivustojen kilpailu menestyksestä on kovempaa kuin koskaan. Liikkuvat graafiset kuvat ja rohkeat värimaailmat tuovat ihmisiä sivustoille ja saavat heidät kiinnostumaan niistä tarpeeksi tullakseen uudestaan. Vaivaton navigointi ja selkeä sivustorakenne ovat tärkeitä tekijöitä internetsivustoilla joilla pitää olla paljon informaatiota mitä festivaalikävijä voisi etsiä.</p>		

Asiasanat

Tapaustutkimus, festivaali, markkinointi, kvalitatiivinen tutkimus, visuaalinen markkinointi, teksti analyysi

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1 INTRODUCTION

In the society of today everything is sold to you through visual marketing. Television is full of images of products you need to have, newspapers and magazines portray holidays, concerts and cars which they want you to buy. In this world of visual marketing, web designers need to keep up by thinking about different ways to attract the consumer. Your friend links you to a webpage for a new festival which is coming up soon. The first thing that you do, is determine whether you want to go or not by looking at the website design, colours, fonts and how easy it is to understand, most of this without realizing it yourself. Websites are targeted to, for example, different age groups or the kind of style the festival itself will have. The importance of visual images is vital when attracting customers.

The word festival itself comes from the latin word “festivus” which implies something festive, something that should be celebrated. Festivals are a great way to market a city and bring people together for enjoyment even from far away. As long as there has been culture, there has been events and festivals attracting people to travel, and more importantly, to come together to have a great time. Festivals and events are among the fastest-growing segments in tourism all around the world. Countries compete furiously for the right to set up a mega-event such as the Olympic Games. Festivals and events are widespread around the globe whether it is a celebration, market, sports event or a charitable event, you can find different kinds of events at any time of the year. Sponsorship has also become an important ingredient when organizing a festival, it has become a big business and it involves the right to use logos and identify with the event. (Goeldner & Richie 2009, 234-235.)

In Finland festivals attract people annually from all over Europe and also the rest of the world. Mostly these festivals are about arts or music, theatre or they are different kind of cultural or seasonal festivals. The festivals can be organized by smaller entities or big associations. For example, the small music festival called Kajari, which is an annual festival in the city of Kalajoki, Finland, is organized by the city itself. Then again Provinssirock, one of the biggest and one of the most popular music festivals in Finland, is organized by Selmu ry (Seinäjoen elävän musiikin yhdistys) which is an association for live music in Seinäjoki. The biggest festivals in Finland are Kotkan Meripäivät, Helsingin

Juhlaviikot and Pori Jazz. The Finnish music and art festivals have also been noted in other parts of Europe and attract many visitors annually. The music festivals in Finland are usually focused on different kinds of music, like the Tuska Metal Festival is all about heavy metal music, and Faces etnofestival concentrates on ethnic music. (Finland Festivals 2011a.)

This thesis is a research-based thesis. The aim of this thesis is to study different kinds of music festivals held in Finland, and especially look into the marketing they use in their websites. The thesis will be implemented as a case-study and using qualitative research method text and content analysis, focusing on the websites of the festivals. In this thesis the structure of the website, the design of the website as well as the trends that can be seen, are examined. Also the growing usage of social media and in which ways this is implemented, is looked at. The sponsors and cooperation partners are a vital part of building reputation and funding the festivals and the involvement of these on the websites is examined.

The festivals chosen for this thesis were chosen according to the amount of visitors attending the festivals in 2011 according to the information acquired from Finland Festivals website statistics. Two of the biggest websites according to the visitor amount are Kotkan Meripäivät and Helsingin Juhlaviikot. These are the two bigger scale festivals analyzed in this thesis. The other two festivals chosen are Provinssirock and Ruisrock. These festivals were chosen because of the status they have as the most popular summer-festivals, especially from the youth point of view. The different marketing definitions and strategies are also looked at to get a better idea of what is expected of a website in the attempt to promote a festival. After doing research about other theses that has been made, the conclusion was that no such thesis has been made before, regarding festival and event marketing. Marketing plans for companies and theory about visual marketing has been written but no actual text analysis made based on visual marketing and festival marketing was found. (Finland Festivals 2011a.)

2 LISTEN AND ENJOY - DEFINING FESTIVALS

There have always been different kinds of reasons for people to come together and celebrate, to bond with similar people, to demonstrate and to worship, even grieve. These kinds of events have always been important to different groups of people, regardless of their religion, culture or community status. Nowadays when the world is becoming more accessible due to the internet, and there are growing possibilities and easier access for everybody to travel both locally and globally, different kinds of events are becoming more popular by the day.

What is meant by the word festival? People have different kinds of perceptions of what a festival or an event is depending on what they are interested in. For example, a person who is interested in music might think immediately about music festivals, while someone else might think about traditional Christmas celebrations. Literature sources like to define festivals as celebrations that tend to have a theme. Different kinds of themes can vary from cultural celebrations such as Halloween to sporting events or art gallery openings. The festival has to have a distinctive theme, with the quality to collect people together. (Vallo & Häyrynen 2010, 23–28.)

A marketing event is usually defined as a strategically planned action, where a community or event is connecting with a particular target group and meets with them in a situation or environment which has been planned in advance. Furthermore, when defining festivals and events, it is important to note that the duration is limited, they are not continuous and can last for example from a week to few days. It is not important how big the event is, how many people are attending, or what nature the event is, but it needs to be in a limited time frame. Although the time spent on organizing the event and the length of the event itself rarely go hand in hand, some music festivals might go on for only one weekend, but the whole work of organizing the event might begin a year, or a year and a half, earlier to make sure that everything runs smoothly and has been taken care of at the actual date of the event. (Vallo & Häyrynen 2010, 23–28.)

The definition of a festival or an event can also be divided more specifically according to the size of the festival or how often the festival is organized. Special events are events that

are not held for example every year or even every ten years, basically one-time or seldom occurring events. These kinds of events are usually of a bigger scale, which is not even possible to arrange every year because of insufficient resources. These can be called mega or hallmark-events. Mega events can be, for example, the Olympic Games; it affects the whole community or country in which it is held and usually requires large resources, both financially and staff-wise. A slightly smaller type of event can be called a hallmark-event. This kind of event can be, for example, festivals that are held in a particular city and it has a special significance for the people of that city or the region. “They may be defined as major one-time or recurring events of limited duration often developed primarily to enhance awareness, appeal and the profitability of a tourism destination over the short term”, these kinds of events are much more possible to arrange for cities and communities. (Douglas, Douglas & Derrett 2001, 357.)

There are more to events than just the big hall-mark or mega -events. There is a vast amount of much smaller happenings arranged every year, that are basically the same as the bigger events but just on a much smaller scale and usually also appeal to a much smaller market-segment. A more appropriate way to call these happenings is, for example, a carnival, tournament, contest, competition or exhibition. These can be called community-based events. For example, a market that is arranged every autumn in some particular city appeals to the citizens or former citizens the most. Also a music-event that has different kinds of local bands getting together to play for a day or two can be called a community-based event. These can be held more regularly and usually give the community a chance to celebrate its history or way of life. If a particular city or region is co-operating well and they have a reason to celebrate for example different talents or features of the community, they might establish an annual happening over time and soon they might have an event-calendar full of important happenings that everybody in this particular community knows. (Douglas, Douglas & Derrett 2001, 357-358.)

3 CROWD MAGNETS - BIGGEST FINNISH FESTIVALS BY VISITORS

The biggest Finnish festivals according to amount of the incoming visitors every year will be presented in this chapter. The figures are based on the information presented on the site Festivals.fi, which is an organization uniting some of the biggest Finnish festivals. Their members are, for example, Helsingin Juhlaviikot and Provinssirock. Their tasks include marketing Finnish festivals, representing the collective interest of festivals as well as researching and gathering information. Their research includes counting the amount of visitors arriving to Finnish festivals annually. The visitor numbers are according to the total amount of visitors in the year 2011. Note that the number of visitors attending the festival and the amount of tickets sold are different things, in this chapter only the total amount of visitors is focused on. The festivals in Finland have been through rough times because of the recent recession, but regardless of that, the sales of tickets to festivals has been increasing annually. The exact amount of tickets sold in the year 2011 was 750 873. According to the Finland Festivals –site, an 8,8 percent increase in the tickets sold was seen in comparison to the year before. A part of the growth is explained by Seinäjoen Tangomarkkinat becoming a member of FF again after a membership-break. (Finland Festivals 2011a, Ylex 2011.)

These are the five largest festivals measured by total audience in 2011 according to the statistics found on Finland Festivals –site. The festivals are Kotkan Meripäivät with 200 000 visitors, Helsingin Juhlaviikot with 192 365 visitors, Pori Jazz with 152 000 visitors, Puistoblues with 119 000 visitors and Seinäjoen tangomarkkinat with 36 444 visitors. (Finland Festivals 2011a, Ylex 2011.)

3.1 Kotkan Meripäivät

Kotkan Meripäivät is the biggest sea-side carnival in Finland, it gathers about 200 000 visitors annually during its 4 festival days. The festival takes place in Kotka from 26 July to 29 July in 2012. The event has been organized since the year 1962, which means it will be celebrating its 50th anniversary in the year 2012. The venue of the festival consists of different kinds of marine-themed activities in an international atmosphere for the whole family. The top-artists, street-theater, boating-events and sea-cruises make it possible for everybody to find something that interests them. Also different kinds of sports activities, marine-style food and a vast variety of information on display about the culture in the archipelago makes the happening interesting for everybody to attend. Kotkan Meripäivät includes over 200 different kinds of smaller events that take place in the Meripäivät area. (Kotkan Meripäivät 2012.)

Already 50 years ago when Meripäivät was first set up, it gathered over 30 000 visitors. Kotka was presented as the city of harbors, marine and industrial development. The most important element in Meripäivät has always been the relaxed and the easygoing atmosphere which makes people come back every year. This festival is exceptional due to the fact that there is no entrance-fee to the festival area and most of the events inside the area are free of charge. The Kotkan Meripäivät –website states that the most important part about the Meripäivät is not the amount of tickets sold, but the unique atmosphere of the festival. (Kotkan Meripäivät 2012.)

3.2 Helsingin Juhlaviikot

Helsingin Juhlaviikot is Finland's biggest arts festival, which is organized annually in late August. Their mission is to offer a wide variety of high quality and unique art experiences for both a domestic and international audience. The Juhlaviikot takes place in 2012 from 17 of August to the second of September. The festival attracts huge amounts of visitors every year, in 2011 the festival had about 184 000 visitors. Of these visitors, 53,500 attended ticketed events with 130,200 taking part in free events. In the year 2011, the program consisted of classical and world music, circus, dance, theater, arts, movies and different varieties of city events. (Helsingin Juhlaviikot 2012 a & b.)

Helsingin Juhlaviikot is one of the four Music Nova Helsinki temporary music festivals who are main organizers and in charge of the coordination of the event. Helsinki Festival operates under the Helsinki Week Foundation, set up by the City of Helsinki. The Foundation consists of the organizers of Helsingin Juhlaviikot and Musica Nova Helsinki. The executive body of the Helsinki Week foundation is its Board. Members of the Board are elected by the Helsinki City Board to serve for a two-year term. At the moment the executive director of Helsingin Juhlaviikot is Erik Söderblom. (Helsingin Juhlaviikot 2012c.)

The first time Helsingin Juhlaviikot was organized was in May 1968. In the beginning the festival concentrated mainly on classical music which has later been accompanied by other forms of art and smaller events. The roots of the event lie on the Sibelius-weeks founded in 1951, which was organized to honor the Finnish composer Jean Sibelius. Over 41 years Helsingin Juhlaviikot has had a unique and international program varying from Luciano Pavarotti to Massive Attack, and artists like Picasso to Andy Warhol. Such events as Flow-festival, UMO Jazz Fest and Viapori Jazz have also made the variety of art and music even greater over the years. (Helsingin Juhlaviikot 2012a.)

3.3 Pori Jazz

The Pori Jazz festival is a music festival organized annually in Pori, Finland. It is said to be the pioneer of the Finnish festival summer, since it was originally organized by just a handful of people enjoying the summer sun and listening to Jazz music. In 2012, the festival will take place from 14th to 22nd of July. This will be the 47th time the festival is organized. The event is organized by Pori Jazz 66 RY which is a non-profit organization. About 70 percent of the festival is free of cost for the visitors according to the website. (Pori Jazz 2012a.)

Pori Jazz has evolved with time into a versatile music festival. Originally the emphasis was on the Jazz music, thus the name, but nowadays the visitor can find a vast variety of music styles. These are, for example, blues, soul, funk and hip-hop. A wide range of music styles, the location of the festival and the welcoming atmosphere have kept the festival on the top of the international festival listings for over 40 years. According to a survey made by

Taloustutkimus Oy in 2008, the festival was at that time one of the most interesting, popular and fast-growing summer festivals. (Pori Jazz 2012a.)

Pori Jazz has played a significant role in Finland's cultural summer program for over 45 years. The origins of Pori Jazz lie in the small Jazz festivals which grew annually due to the hard work of the Jazz-lovers. In the beginning, only 600 people gathered to enjoy the event, whereas nowadays the event gathers over 155 000 visitors. The musical position of Pori Jazz is a matter of conversation to this day, some state that Jazz-music as a form of art has no longer place in Pori. The conversation will go on, but the organizers think that Pori Jazz does not have any chance to return to its roots being only a Jazz-music festival, nor does it need to. (Pori Jazz 2012b.)

3.4 Puistoblues

Puistoblues is a music festival organized in Järvenpää. The festival lasts for five days and has usually been arranged from the 27 of June to the first of July. The festival is targeted for visitors who like blues-style music, but other kinds of music styles are also represented, which makes the festival an interesting event for all kinds of people. For five days different kinds of smaller events and concerts are set up, and on the fifth day the event culminates in the main concert. During the event the local pubs organize evening-clubs with rhythm music and the main street will be filled with rhythm-music performers. The special feature about this festival is that it is organized by voluntary work annually. (Finland Festivals 2011b.)

The first Puistoblues was organized in 1978, on the banks of the river Tuusulanjärvi. The first festival in 1978 is important for the history of the event since it has been the only time the main performers have all been Finnish. Some of the foreign artists attracting visitors to Puistoblues have been big names such as, B.B. King, Buddy Guy, Carlos Santana and Lynyrd Skynyrd. Even since 1978, the event has been Finland's and according to the website also the whole world's only festival which is organized through voluntary work only. This is exceptional, considering the fact that Puistoblues is a big festival with lots of visitors also on an international level. The organizing team consists mainly of the members of the Järvenpään Blues-Jazz Diggarit ry, which is an association of Blues and Jazz music

fans in Järvenpää. Annually there have been about 500 voluntary workers involved in Puistoblues and they are an important asset for the relaxed and welcoming atmosphere of the festival, as well as a vital part of organizing the festival. (Puistoblues 2012a & b.)

3.5 Seinäjoen Tangomarkkinat

Seinäjoen tangomarkkinat is a tango-music festival taking place in the city of Seinäjoki. The event lasts for four days from the beginning of July. In the year 2012 it will be organized from 11 to 15 of July. The event consists of concerts, performances and dance-stages for the audience to enjoy. Tangomarkkinat also consists of different kinds of activity-centers, such as Tanssiareena (dance arena) and Tangokatu (Tango Street) where the visitors can take part in different kinds of activities directed for the whole family. The specialty around Tangomarkkinat is that in the Kisa-Areena (competition arena) visitors can watch the singing contest Tangolaulukilpailu finale, where the annual King of Tango and Queen of Tango are crowned. The atmosphere of the festival, the big variety of activities and the high-class performers bring people back to this event year after year. (Seinäjoen Tangomarkkinat 2012a.)

The first time Seinäjoen Tangomarkkinat was organized was in the early 1980's. The inspirations for this event were the beautiful summer evenings in Seinäjoki and the traditional Tango music which is highly popular in Finland. Tangomarkkinat soon became one of the most important and popular summer festivals in Finland, and it has had an immense impact on Finnish entertainment industry. Tangomarkkinat has also gained recognition outside Finland, from all over Europe and also from Northern America people have come to see and experience the festival. (Seinäjoen Tangomarkkinat 2012b.)

4 ROCK 'N' ROLL - MOST WELL-KNOWN FINNISH ROCK FESTIVALS

These music festivals were selected due to their reputation and importance to the Finnish summer-festival scene. Some of these festivals, like Provinssirock and Tuska Open Air Metal Festival, have proven to be successful every year, not only when looking at the visitor count but also the number and popularity of the bands arriving to the festival. Some festivals have been very important as midsummer festivals but have been put on hold for a time unknown. It has been stated that Finnish music festivals are one of the great assets that Finland has when considering tourism in general, and these music festivals bring people from all over Europe annually as well as invigorates the cultural-life in Finland.

4.1 Provinssirock

Provinssirock is one of the largest rock-festivals arranged in Finland, and it takes place from 15 of June to 17 of June in 2012. The event will be held for the 34th time in 2012. The location for this summer festival is a beautiful festival park located in Törnävänsaari, Seinäjoki. The festival is organized by Selmu ry (Seinäjoki Live Music Association). (Provinssirock 2012b.)

Provinssirock has been ranked as one of the best rock-festivals in Europe. The performers include both domestic and international bands. In 2011, the event made their visitor record attracting 81 000 visitors during the three days it was held. The last time the event made a record was in 2008 when there were 75 000 visitors in three days. The Provinssirock spokesman Milla Hautala states that the lead performers including bands such as System of a Down, Pendulum and the Sounds managed to attract visitors to the festival in 2011. Also the special atmosphere on the location Törnävänsaari and on the festival itself has made it so that people will come back many times, regardless of the performers that change annually. (Ylex 2011.)

4.2 Ruisrock

The Ruisrock festival is held in the national park Ruissalo in Turku in the beginning of July. The festival lasts for three days and during these days there will be around 60 artists and bands that are performing in the area. The area itself is great for a festival weekend, since it offers not only a good place to hang out in the many bars and restaurants, but it also has an actual beach right next to the performance stages. The performers include international and domestic artists and bands. The amount of visitors has been tens of thousands continuously for 43 summers now. (Ruisrock 2012.)

The festival was first organized in 1970, which makes the festival one of the oldest still organized rock festivals. The only other festival that is as old, is organized in the Netherlands, the Pinkpop festival. The first couple of festivals were set up in Saaroniemi, which is nowadays the Turku city camping site. In 1971, Ruisrock made its visitor record since over 100 000 people came to enjoy the festival that summer. The visitor amount was too much for the location then, so the event was relocated to the Ruissalo national park. The festival is known for its strict rules regarding preserving the national park. (Ruisrock 2012.)

4.3 Raumanmeren Juhannus

RMJ which stands for Raumanmeren Juhannus (Raumanmeri Midsummer festival) is one of the most legendary midsummer festivals in Finland. The festival was organized in the years 1999-2007, on the banks of sea in Otanlahti. In the best years of RMJ, the festival attracted tens of thousands visitors and in the greatest summers there would have been 100 performers on six different stages. The story of RMJ ended in 2007 and the idea of reorganizing the festival has been put to wait for better years. A separate festival was set up to replace RMJ. It was named RMJ Party Camp. In 2011, the festival did not reach its visitor expectations, the goal was to attract 45 000 visitors but only 36 000 found their way to the festival. (The Voice 2011, Turisti-info.fi 2012.)

Rauma as a place still continues as a midsummer-festival city. The organizers have put aside the once so famous RMJ and continued the legacy with an event called Unajan

Juhannus. It is a much smaller event and has more of a small village -event feeling to it. The festival was first organized in Pori, Kirjurinluoto but was later relocated to Rauma. (Festarit.org 2012a.)

4.4 Tuska Open Air Metal Festival

Tuska Open Air Metal Festival is a festival for all metal-music lovers. It is organized in Suvilahti, Helsinki in the end of June. The festival lasts for three days and is filled with international and domestic metal artists. The performers from former years have been, for example, Lamb of God, Apocalyptica, Children of Bodom and Nightwish. (Festarit.org 2012b.)

In 2011, the biggest performers in Tuska Festival were, for instance, Devin Townsend Project and Amon Amarth. The festival is set up by the Finnish Metal Events organization. The festival was in Suvilahti, Helsinki. The area has a capacity of about 14 000 visitors a day, which meant that the festival could sell more tickets for 3000 visitors per day than in the former location in Helsingin Kaisaniemi where the event had been held for the past 10 years. (Marmai 2011.)

The event was first organized in 1998 by a group of magazine writers who thought that the Finnish metal-scene needed a festival of their own. The owner of Tavastia-club, Juhani Merimaa, liked the idea and the Metal-festival was born. In 2011, the 14th Tuska was celebrated for the first time with 4 stages and over 50 artists. The three festival days gathered 28 000 visitors. (Tuska Open Air Metal Festival 2012a & b.)

5 EXAMINING AND ANALYSING - MARKETING

The chosen method for this thesis is qualitative research methods from social research methods. The method was chosen because the text and content analysis provided the best way to analyze the websites of the festivals. The websites included graphics, layout and textual data which would be best analyzed by implementing this method.

5.1 Qualitative research methods

Qualitative research methods belong to social research methods. These methods are different ways used to explore, describe and explain social phenomena. One study or research may serve all these purposes or just one or two of them. Social science is a science that attempts to debate and explain what is, rather than what should be. Belief is not the same thing as theory, especially in the social sciences. The regularities and bounds of social life are the things that social science looks into with its research. Still, the individual humans do not interest social science researchers, but the groups of people and their behavior and customs. The theory within the research is always written in variables. For example, the gender in a research can be defined in two variables, male and female. (Babbie 2010, 28-29.)

Social sciences and research is different from any other research, mostly because the ethics of conducting a research with humans need to be considered carefully. Certain research procedures may need to be left out or the research design needs to be modified to protect the subject's privacy when thinking about the ethical issues regarding the research. There are two methods that are used in social research and these are: qualitative research methods and quantitative research methods. These are the main categories, but several other methods can be found also under these main categories. Quantitative research methods are a numerical way of researching, whereas qualitative data does not rely on numbers. For example, a quantitative research method is often a statistical research or a survey, whereas qualitative research method can be an interview, case study, text analysis or observation. Both main types of research methods are useful for different kinds of research purposes. When beginning a research project, it is very important to consider which research method

would be more beneficial when considering the outcome of the research. Depending on the research question the one conducting the research chooses the right method to advance with. Time and the resources are also vital points to consider when defining the research method. (Babbie 2010, 28-29.)

A qualitative research method is a method used in social research. Its collateral method is quantitative research method. The qualitative research method is the less known of these two, but has quite different rules when compared to quantitative research. Although these social research methods are considered to be separate methods, it is quite common that a researcher uses both methods in the same research and when analyzing the research material or the results. Alasuutari states that the two research methods should not be viewed as two different research methods but more like two parallel analyzing models. The easiest way to recognize a qualitative research method is to look at the way the research was conducted. A qualitative research is never executed based on data that is in statistical form, good data for qualitative research can be interview-material, pictures or text-material that have been made into a structured form. (Alasuutari 1999, 31-33.)

The qualitative research method differs from the quantitative research method in some ways. In qualitative research, the material is viewed as a whole; it is seen as a method that describes a logical phenomenon. For example, in an interview about well-being of a company staff, the individual results do not matter as much as the whole picture about the staff, the majority. Qualitative research often demands an unconditional result, all the material and facts used in the research should be able to be explained in a way that those do not conflict with the presented research result. On the contrary, in statistical research it is normal that there are exceptions to the rule. A qualitative type of research is not conducted only because there are no sufficient resources or time to carry out the research, but also because in some cases there is no possibility to acquire all the needed information for quantitative research. A large number of answers or statistical data is not necessarily needed for the qualitative method, for example when thinking about a research concerning the reasons of starting the First World War. It is not possible to make such a research where the researcher could conduct similar situations where on the other the war did not start and on the other it did. The analysis should be based only on the differentiation of the one war and the reasons behind it. (Alasuutari 1999, 38-44.)

The most important phases when executing a qualitative research is making a general concept of the research findings and then to determine the results and outcome of the research. What is meant by making a general concept of the findings is that only the information that is relevant to the research area and results should be considered. When determining the results, the findings and the collected data should be analyzed and an interpretation about the phenomenon studied should be made based on those findings. (Alasuutari 1999, 38-44.)

Theoretical framework determines what kind of material should be collected and what kind of method should be used when starting to analyze. Or on the contrary, the composition of the material sets boundaries on what kind of theoretical framework the research has, and what kind of methods can be used. It is vital to make the theoretical framework and to choose a research method that is supportive; it makes the research process much easier and more reliable. It is very difficult to analyze research results based on a narrow scale of findings, that is why it is natural for qualitative research to have a vast amount of information from as many perspectives as possible. This is again totally different from for example statistical inquiries, where the researcher has only one answer that the person answering to the inquiry has chosen from a set of questions that the researcher has established. The best situation for a person using a qualitative method is to find data that is naturally occurring data. This means that the information is available already for the researcher, he does not need to modify it or the subject is not in any way interrupted by the researcher. (Alasuutari 1999, 83-84.)

Qualitative research has numerous essential points. These are the four points that are mostly concentrated on when conducting a qualitative research in social sciences. First of all, what people say, all the information they have and what they have understood. Secondly there are the needs or desires of people, which can be conscious or unconscious. The third research area is what kind of actions people take and what they perceive themselves doing. The last area is culture, and this means that the culture which the people and the brands live in are affected by the meanings, norms and codes that exist in that particular society. Basically, qualitative research does not concentrate on the 'how' but more on the 'why' side of things using unstructured information. (Ereaut 2011.)

As stated above, the main research methods are qualitative and quantitative research methods. These are the main categories, the sub-categories of qualitative research methods are important to describe, since one of the methods, text and content analysis is used in this thesis.

The main types of qualitative research methods are interview, text analysis, case study and observation. These methods are briefly described in this paragraph. Different kinds of interviews are the most common methods when conducting a qualitative research. The interview methods have been divided into three categories which are: structured interview, semi-structured interview and unstructured, also referred to as in-depth interviews. Text analysis, which is a method used in this thesis, is described as a method used for describing and analyzing cultural resources such as texts, pictures, music or films. In this thesis, text analysis is used as a method to analyze websites from the marketing point of view. Text analysis is a useful method for this thesis, because of the large variety of cultural products it is used for. Case study is a method that is used to describe a specific example of larger phenomena. An example of this would be a research about the accommodation facilities available for tourists in a certain city which has been commissioned by the city's tourism board. (Jennings 2011, 163-165, 169-171, Trochim 2006.)

Moreover observation can be divided into two different categories: participant observation and direct observation. Participant observation is seen as the most challenging qualitative research collection method because it demands that the researcher becomes a part of the culture and context that is being researched. Participant observation requires usually a lot of time from the researcher and also intensive work, for the method to work the researcher needs to become a natural part of the group or context, otherwise the method is not credible. Direct observation is a method where the researcher does not try to become a participant in the culture or group observed. The researcher will try to be as little noticeable as possible, so that he or she does not affect the outcome of the research. Direct observation also tends to be more focused to a certain group or situation. The method also takes less time than participant observation. (Jennings 2011, 163-165, 169-171, Trochim 2006.)

Furthermore, the most commonly used qualitative methods are participant observation, in-depth interviews and focus groups. Each of these methods is specialized to obtain certain

kinds of information and it is very important to know which method to use to get the desired results. Participant observation has been explained in the paragraph above. In-depth interviews are optimal for gaining information on individual persons, their histories and stories. This kind of interview is especially useful when the subject is sensitive for the individual. For example when doing a research about a book, the individual interview with the author of the books is the most beneficial for the research. Focus groups are the best ways to get information about a certain topic concerning a large amount of people, cultural norms or collecting overviews of different kinds of issues concerning a large number of people. An example of this could be a work environment research about the productivity of the work group in a large company. The forms of qualitative data are field notes, transcripts or audio/video material from the interviews. (Family Health International 2012.)

Text and content analysis are the methods used in this thesis research. As stated above, text analysis is described as a method used for describing and analyzing cultural resources such as texts, pictures, music or films. In every content analysis, it is vital to address a couple of questions. These questions are, for example, which data are analyzed, how they are defined, what is the population from which they are drawn, what are the boundaries of the analysis and what is the target of the interpretation. Qualitative text or content analysis can incorporate any kind of analysis where the communication subject is categorized or distinguished. This kind of subject can be, for example, images or posters, interviews, written text or journals or speeches and interviews. (Krippendorff 2004, 17-21.)

Content analysis is a research method in which the researcher gathers and analyzes textual or graphic information that can present insight into the perceptions, values, customs, or experiences of people involved in tourism. These people can be visitors, marketers, and the staff working in the tourism field, or the inhabitants of the destinations. Content analysis can be defined by the questions asking what is said (written or visual content), how is it said and by whom is it said. Communication is a vital concept for tourism, people talk about vacations, see travel stories in popular press releases and search for destination websites. Content analysis information is usually collected with unnoticeable methods, making it possible for the analyzer to obtain information that has not been modified by the views of the persons being interviewed by the analyzer. Two of the most typical questions asked by the researchers using content analysis are: what is the content and meaning of the subject under study, and how are words, definitions or images used to get the message

clear to the viewer. This type of method is useful when testing a hypothesis or to explore themes without having a biased assumption about what is going to be found. (Smith 2010, 201-202.)

There are two different kinds of methods for the comprehension of the results. Manifest content analysis focuses on observing the words, images and layouts without going deeper into the meaning of the content, concentrating on the visual side of the content. The other content analysis is latent content analysis and it consists of further analysis. It involves analyzing the content to gain a deeper meaning behind the communication and images. This analysis method can offer more information about the content, but is also a greater risk because when analyzing to some extent the researcher's own interpretations might modify the results. (Smith 2010, 201-202.)

Whichever type of content analysis one chooses for a research, it is vital to approach the communication method systematically. The process begins by stating the objectives of the research and defining the key concepts to guide the analysis and to make it easier to analyze the results. After that, it is important to develop a frame for your work, which information is going to be left out and which should be kept. The next step is to create the questions on which the research is based, and what will be analyzed. Photographs and images are frequently used when making a content analysis. After listing the wanted attributes and answering the questions, an analysis and conclusions of the content should be made. (Smith 2010, 218-219.)

5.2 Visual marketing

Visual marketing is a rising trend in the marketing business. It is clear that visual communication in our society is nowadays a factor that defines and impacts every kind of business marketing regardless of the field, product, message or service they are offering. Also the world itself is 'visual', our acts, behavior, reactions and decisions are affected by our senses. Grabbing people's attention and making the first impression is vital when planning a marketing campaign whether it is on the web, in a brochure or a poster or in person. The definition of visual marketing is making the design and influencing buying behavior. There are various techniques used for promoting, selling, and distributing goods

or services. Almost all consumer and marketing activities are within visual marketing businesses' reach. Visual marketing is that part of a company's marketing plan that involves the usage of visual media, such as TV-commercials, posters, websites and newspaper marketing. The technology of today makes it possible for even small businesses to market themselves at low costs, whether it is on the internet or with posters. Previously, only the bigger companies had the chance to design and implement marketing campaigns cost-effectively and without consuming too much time. The internet has made it fairly easy to search for professionals and hire them to fit the company's marketing plans. Even more companies are starting to train their staff with online software services and do-it-yourself – tools to make it easier for them to create visual elements effectively. Also new ways of visual marketing are developed fast, the newest of them being blog-marketing. (Langton 2011, Coleman 2008.)

But what is the reason for a company to start investing in visual marketing? Thinking about for example the branding of Coca-Cola and McDonald's, people know exactly what they identify when they see the colors of Coca-Cola and the big letter 'M' in a city. These companies visual marketing is very effective and drives to differentiate them from their competitors. Simple, memorable, applicable and consistent visual images and sounds are highly effective in all communication channels and nowadays also in social networks. Focusing on powerful visual images and sounds that attract the company's target audience makes the service or product more memorable and visual messages drive brand awareness, loyalty to the product and increases repetitive sales. Of course also positive customer experiences and feedback are needed for a positive outcome for the marketing campaign. (Coleman 2008.)

Visual marketing can also be called the frontline of marketing since it includes the branding, logo, sales tools, vehicle, slogan and much more that is vital for the company's success. These overall corporate identity materials tell the customers and possible competitors immediately what is the service or product offered when they see the advertisement. It is the way people see things, the perception of something, that modifies their emotions and realities towards it. Positive perceptions are vital for the success of the marketing campaign. Visual marketing is a part of every communication plan that a company makes. Advertisements, websites, brochures et cetera provide endless opportunities for increasing the marketing activities with good visual planning and a

successful marketing strategy. Presenting your company, service and products in an appropriate and professional manner is one of the most important steps that ensure that the message or idea is remembered by the audience and also possible competitors. (Coleman 2008.)

Visual marketing and visual presentation are methods of choosing what is wanted to be seen. The perspective from where the viewer sees and the perspective from where he or she is wanted to view the product are essential in graphic communication and marketing. The visual form of a marketing plan is important, because the effectiveness of the marketing determines everything; it is the moment where the customer decides his/her opinion about the service. In the early days of marketing, in the 1950's, it was said that the first five seconds in an advertisement matter the most. To attract the viewer, the marketing needs to be somehow familiar, yet have to have something new so that the viewer will begin to question what he or she just saw. Koskinen states that in the future, the visual marketing and design trends will place more emphasis on the ageing and youth -side as well as healthy and well-being marketing. The public will want advertising that promises them the basic needs and a little bit more. This will become important information for the tourism industry, since the hotels and attractions need to start paying attention to their visual marketing considering these basic needs. He also states that only the design of the marketing campaign will not be enough. The interpretation of the customer decides whose campaign is the winning one, only the cultural facts and norms shown in the campaign that are close to the customers own views gives the customer enough motivation to actually go and buy the product or service portrayed. (Koskinen 2000, 53, 66, 170-171.)

Since the publication of Koskinen's book, the year 2000, it has been seen that his premonition about the emphasis of well-being and wellness-marketing has more or less come true. Nowadays, one of the most important methods in marketing is promoting ageing and youth. The marketers think about the visual image of the models and life-situations portrayed in their campaigns and the target groups can be seen clearly. It is difficult for smaller companies to keep up with the rapidly changing technological development, which affects the visual marketing. New methods of advertising and promoting are developing all the time. The internet is a good source for many knowledge-hungry marketers, since it provides a vast variety of manuals and do-it-yourself instructions for the new marketing methods, such as blog-marketing. In Finland blog-

marketing is still a quite unknown and not so much used method, but for example in Sweden the fashion-blogs have become a very important asset for the marketing industry. The blog-writers get salary for their blogs and get offers and gifts from companies to test their products and services and then review those in their blogs. Some of the most famous blog-writers get enough salary from their blogs to keep that as a daily job. In Finland, the blog-trend is growing rapidly and in a few years marketers will also have understood the value of blog-marketing.

5.3 Beneficial visualization - branding

There is a vast amount of different ways and perceptions to the question what is a brand? It can also be defined in different ways when thinking about different industries, for example, in the tourism industry it can include the customer service and the premises of the destination. A brand is a concept that is also many times mistakenly only defined as a logo. This statement could not be more wrong. In the book *Perspectives on Branding*, Jason Miletsky states that a brand is the sum of all the experiences of a particular product or service, building both reputation and future expectations of benefit. He also gives a good example of taking the guests into a good hotel in the hometown, and so branding not only the hotel, but also the location. If one would be taking them into a completely different hotel, they would be thinking differently of the whole place they are staying in. This can be called one type of branding; one is setting certain types of images and expectations to the minds of the visitors. (Miletsky & Smith 2009.)

The brand of for example McDonalds does not change when changing the city, not even when changing the country because every restaurant is for most parts the same. This can be said to apply also to for example the Hilton Hotel chain, of course every Hilton Hotel is a business and a different component of the chain itself, but people know to expect the same variety of services and good quality premises from every hotel, those qualities being a part of their brand. (Miletsky & Smith 2009.)

The reasons people think that brand only means the logo or the advertisement of the company, might lie in the fact that that is the tangible part of the product or service, the part that is seen and can be referred to as what the company is. But logo, advertisements

and such tangible things are actually the components that define the brand and which represents the brand. These elements help the customer to make decisions based on their expectations and experiences about the product, service or destination. (Miletsky & Smith 2009.)

There are some key elements that build a brand. The first one is a promise. An example of this could be the Finnish airline Finnair. They fly people all over the world, but that is what most of the airlines do. They promise also reasonable prices with good customer service and safe flights. This is the way they are branding themselves on the market, not only as an airline but also a safe and reliable airline. (Miletsky & Smith 2009.)

The second element of branding is personality. Some tourism destination can describe their premises as being good for families and children, whereas some destinations will market themselves as a good choice for students and young people to come and explore the destination. It is very important for the destination to keep this image, since the emotional connection that the personality creates is the one that the customers want to keep. If this connection is broken, meaning that the destination was not for example what the customers were expecting, it might completely ruin the relationship between the customer and the company or destination in question. (Miletsky & Smith 2009.)

The third and last element that is stated to form a brand for a destination or company is the USP. This stands for Unique Selling Proposition. This is vital when thinking about the brand and the whole marketing strategy since USP is the thing that separates the product, service or destination on the market. Every destination needs to have something to draw customers and every travel package that a travelling agency might sell needs to have a quality that sells and makes it unique. (Miletsky & Smith 2009.)

The brand consists of a different variety of elements and cannot be defined only by referring to the logo or advertisements the company or product has. These different segments that build a brand must be investigated carefully since the whole future of the product or service depends on the way the customers and the whole market see it. Also, the brand can be described as the sum of all the experiences the customer has of the product or service. For example if thinking about a hotel chain this can mean advertisements, word-of-mouth information and own personal experiences the customer has had when visiting

the hotel. Brand building is important, every negative point is tried to make positive and the overall image needs to stay at all times positive. Considering the three points that have been presented above is not enough, but these elements need to be constantly researched and improved for the brand to keep its status in the market. It will be very hard for the company or product to repair its brand if it is once broken, the whole public sees that the promise or unique selling proposition was not fulfilled and the reliability might be lost completely in worst case scenario. (Miletsky & Smith 2009.)

In conclusion, the brand of a certain company or a destination determines many things considering the image of the company. The brand is not just the logo, it is the whole image that the customers see and most importantly feel, when thinking about the certain company or destination. The brand includes the images and expectations that the customer has and the positive outcome that he or she will have after trying the product or service.

5.4 Different advertising methods

An advertisement exists because the producers pay for their product to be visible and available to the public and to the other marketers in order to sell their brands. There is a vast amount of different kinds of marketing methods ranging from television commercials to newspaper and internet advertising. Nowadays new ways of promoting one's products are invented and also the development of technology has made it very easy for marketers to make their product both seen and heard anywhere they feel the need to market them. Advertising is an economic investment for any leisure, tourism and travel organization regardless of the sector they are occupying in. Good and well-planned advertising will not guarantee the success of the product nor service but it increases the possibility of success to a large extent. (Morgan & Pritchard 2001, 3-5.)

Advertising belongs to the marketing mix, which is stated to consist of product, pricing, distribution and promotional decisions. Not only newspapers, radio, television or the internet have advertisements, there are also other elements such, as promoting with posters and flyers, or going from door-to-door advertising. The word-of-mouth is also a vital part in promoting one's business, since this is usually done by satisfied customers and spreads far better than any other advertisements do. These elements can be described as 'paid for'

and non-personal type of advertising. What is meant by 'paid for' is that the promoter or the producer can be clearly seen in the advertisement and it is non-personal since the sponsor of the advertisement is trying to reach out to and is communicating simultaneously with a large number of people, not to small groups or one person. (Morgan & Pritchard 2001, 3-5.)

What makes advertising so important for the tourism and leisure industry is that the services in the industry are not tangible; they cannot be touched or taken home for one to then decide whether to purchase them or not. The whole buying decision lies in the advertising, the way the trip or destination is promoted to the customer. One could say that advertising is the product itself since if the customer is not convinced to buy it, there is no product. What is beneficial for the advertisements in tourism and leisure industry is that normally when consumers think about buying products like holiday packages or such, they are prepared to use more money on them and are financially more prepared and have also considered hard about purchasing the product. On the other hand, this might also be a down-side for the advertisements, since the demand for convincing the customer at once is much higher than for other products. (Morgan & Pritchard 2001, 23-25.)

There are different kinds of marketing stages that apply to the tourism industry marketing. These are stages that should be considered when starting to advertise a tourism company or a different type of resort. The first two stages are awareness and comprehension. With awareness it is meant that the target group of the product needs to be made aware of that the product is coming to the market and then continue to the other groups of people. By comprehension it is meant that the target group needs to be made aware of the products or services' qualities and possible specialities that separate them from the others on the market. (Morgan & Pritchard 2001, 23-25.)

The next steps in the advertising process are acceptance and preference. Acceptance means that the new customers must feel confident that this product or service will meet their needs and be the thing that they were originally looking for. Preference means that the advertising itself must include a good reason for the customer to buy it; this is why good marketing research is also vital for the advertising to work. The advertising must be selling but also unique and reliable when making promises. (Morgan & Pritchard 2001, 23-25.)

The last two stages of the advertising process in leisure and tourism are purchasing and reinforcement. When advertising has been successful, the customer will make the decision to purchase the product or service. Purchasing has often been linked with the promotions of the sales. Reinforcement needs to take place after the purchasing. The customer needs to feel that he or she has made the right choice to purchase the service or product and preferably even share information about this. (Morgan & Pritchard 2001, 23-25.)

Another aspect when talking about advertising is to look at key models used in advertising today. These elements that need to be considered are: sales response, persuasion, involvement and saliency. With sales response it is meant the price-based strategy, this strategy encourages the customer to buy the service or product purely based on the price by giving for example a special price with coupons or discounts. The second model is persuasion. This model relies on the advertising, the customer needs to be made aware of that the product that is being advertised is the best one on the market and the best available product also. The price of the product or service should not be relevant since the customer needs to think that he or she will get the product he or she wants regardless of the price. (Morgan & Pritchard 2001, 23-25.)

The third advertising model involvement is one of the most sophisticated and subtle methods, it means getting the customers to relate to the product or destination being advertised. They can imagine themselves using the product or service and they feel confident enough to trust the brand and make the purchase. The next step from involvement is commitment to the brand and this will increase the demand and sales of the product or destination. (Morgan & Pritchard 2001, 23-25.)

The last advertising model is saliency. This is one of the leading methods used in marketing. This means creating new, innovative and even controversial branding images. Every method is of course important but this is the one that is newly developed and has seen to be effective on the market nowadays. Making people talk and raise thoughts is the thing that this method relies on. Its target is to move the target group closer emotionally through different kinds of slogans and images. (Morgan & Pritchard 2001, 23-25.)

In conclusion, the promotional methods of today are vast and continuously developing. The consumers demand different kinds of marketing services more than ever and from

different kinds of sources. The companies and enterprises need to work hard to keep up with the updates and new methods created. Advertising does hold a vital role in the tourism industry, but this image has also changed over the years. It is not anymore so much about selling the product instantly, as it is about creating an image with advertising and finally with purchasing that this is a product or destination that a customer wants to come back to. These long-term sales are vital to the tourism industry since usually when people buy a travelling package or a trip, they experience what they bought after the purchase. This creates pressure for the industry since the customer needs to be convinced that that particular company was the one that the consumer needs to come back to. The expectations and the advertising are in vital point when the customer is making this decision, creating a bigger possibility for the customer to come back to the company and also to how the customer feels after; does the product win over the competitors or not. (Morgan & Pritchard 2001, 3-4.)

5.5 Electronic commerce

First of all, the difference between the concepts of e-business and e-commerce needs to be stated. E-business is business and information, location, accounting etc. about the company on the Internet. E-business includes selling products over the Internet. E-commerce is the online part of an e-business. E-commerce covers all activities done through the Internet, whether it is business-to-business or business-to-consumer. It is usually divided into two categories which are; online shopping and online purchasing. Advertising is vital when doing online-shopping whether it is for a clothing store or a tourism destination. Online-shopping means that you are browsing through a website, finding information about different products and then making the decision to purchase the product. Online purchasing is the transaction made in the website, the ordering or reservation of the product or service or some kind of action that is made towards purchasing the product that happens through the Internet. (Rosen 2002, 4-6.)

Both of these processes are described as electronic commerce (e-commerce). The development of this marketing method has been very recent, but is increasing in the advertising business all the time. People are starting to use the Internet for everything more. Purchasing train tickets, buying clothes, reserving and paying flights and the list

goes on. The increasing demand has also made companies react by buying and building bigger and better websites and making sure that the costumers have effortless and clear access to the products and can be sure that the purchasing and delivery of the goods will work. (Rosen 2002, 4-6.)

In conclusion, the e-commerce business is vital for the role of the companies nowadays. Tourism companies benefit especially, since people have started using easier and faster services increasingly, and purchasing tickets and finding information about different kinds of destinations has never been faster. The busy businessmen can purchase their tickets fast by using e-commerce companies and sites, without having to go actually to the company. Also the people who have been planning a trip for a long time browse through all options carefully and for example tour operators and then decide what kind of trip they want, and purchase it online. (Rosen 2002, 4-6.)

5.6 Social media

In this sub-chapter, the most popular social media –sites are introduced. Facebook is a site dedicated to connecting people by creating a profile where a person can share his or her interests and life. Facebook is nowadays one of the most well-known websites and the most used social media on the Internet. (Facebook 2012.) Twitter is a real-time information network that connects the user with other users, friends, celebrities or companies. In Twitter the information is in the form of Tweets, 140 letter-long messages. (Twitter 2012.) YouTube is a video-sharing site where people can watch and share originally-created videos. In YouTube people can share videos as well as comment and rate others'. Creating own playlists and modifying one's own videos are just few of the features available for the users. (Youtube 2012.) Google Plus is said to be the Facebook of Google. It is a social media site where a person can share his or her life with videos, pictures or Google Plus updates. The speciality about Google Plus is that a person can create "circles" such as family and friends and share with them different contents for example the colleagues and work contacts. The user can also create hangouts, where a conversation with multiple persons can be made using a webcam and a microphone. (Google Plus 2012.) Tumblr is a blog-site where people can share texts, photos, quotes, links, music and videos. The

sharing can happen from the user's phone, computer, e-mail and wherever the user might be. Everything about the blog is customizable, for example the colours and fonts. (Tumblr 2012.)

Spotify is an application used as a music collection. There is no need to download songs, only internet-connection and the application is needed for the user to be able to search and share music. The users can create their own playlists and publish those in other social Media such as Facebook. (Spotify 2012.) The use of blogs in marketing has increased tremendously during the past few years. A blog is a personal online journal where one can write what one wishes, varying from fashion to lifestyle. In festival-sites these blogs can be used for example to tell about the process of organizing the festival, to tell about competitions and past festivals. (The Economist 2006.)

5.7 The hottest marketing methods of 2011

Marketing strategies, methods and regulations change from time to time, regardless of the industry or product in question. These trends can differ also when thinking about the political situation or the resources the city or country in question has. In for example China, nowadays there are over 420 million Internet users and 92 percent social media engagement (such as Facebook, Twitter or Livejournal). This makes social media the most influential marketing power in all China. Facebook, Youtube and Twitter have been blocked in China, since those are the sites that people use most, and thus have the most influence. E-commerce is growing rapidly in China, and also other countries, making it a very valuable marketing chance for the industries. (Conrady & Buck 2011, 3-4.)

The global economy has been and is going through massive changes for a while now and during these changes the social-media marketing has become a new opportunity for small businesses to expand in totally different directions than before. There are still needs that stay basically the same from year to year, and these are, for example, the trust, value and brand transparency in marketing. There are current trends, such as geotargeting, mobile marketing and online management reputation. There are ten marketing trends that are most useful in 2011 for those who are about to start or promote their business. (Gunelius 2011.)

The first trend is one of the most important ones in 2011. The seller needs to build reliable brand advocates. What is meant by this is that one does not need to have for example on websites like Facebook, a vast amount of friends or a huge amount of people following you on Twitter to build the knowledge about your company. Moreover, one needs many quality customers who come back to the product time and time again and stay loyal to the brand. (Gunelius 2011.)

The second trend is that the company or destination does not need to be excellent and available for everybody, but offer something special and to excel in this certain area. For example, a tourism destination needs to really emphasize the speciality they have in their destination and market that to the specific people who are interested in these kinds of things, rather than trying to focus on marketing the whole destination to everybody. (Gunelius 2011.)

Thirdly, the Internet is a vast place and full of information in different forms, and especially nowadays full of advertisements and companies trying to sell their ideas or products. In the year 2011 the marketing needed to be well focused and high-quality for it to break through and win over the other market competitors. The better the quality and reliability to the customer, the better are the chances for the company to get more publicity even on the cluttered Internet. (Gunelius 2011.)

The fourth trend focuses on moving more funds to marketing and especially social media. The statistics of 2011 show that an increasing amount of companies are emphasizing and moving funds to develop their marketing in social media and other digital marketing methods, and are decreasing the use of printed and radio advertising. People spend more time on the Internet and especially social media (for example Facebook and twitter) and to stay competitive, the companies need to be where the customers are. (Gunelius 2011.)

The fifth trend is that the companies need to start monitoring their target groups and customers more and observing what kind of feedback they get. Social media give the chance for the customers to talk with each other and give feedback, positive or negative. There are different kinds of ways for the company to get this feedback; in websites like Hootsuite and Spredfast they can give opinions about different companies and products

easily and fast. This feedback is vital and can give or take many customers from the company. (Gunelius 2011.)

Number six in the marketing trends of 2011, is increasing the online experiences to meet the different variety of customer needs. The company needs to spread widely and with a big variety of sites to really appeal to consumers, for example through different kinds of social media sites like blogs, video sites, and chatting sites. Still, one common rule, quality over quantity applies for also this kind of marketing, and the company should make sure that every kind of marketing they have on the Internet has the same quality. (Gunelius 2011.)

Marketing trend number seven implies that mobile marketing is the thing that big and small companies should be concentrating on their marketing. It is yet to develop to the state in which the social media marketing is, but it will continue to grow and develop since the telephone companies are making new versions of phones and new applications to those by the day. Every business should have some kind of mobile application which the consumers can easily access. Some businesses use for example text message marketing, sending messages about new offers and possibilities. (Gunelius 2011.)

The eighth trend focuses on geotargeting and localized marketing. With geotargeting it is meant that the businesses should have the biggest priority to promote their website in the neighbourhood and in the country where they are operating. Of course international connections are also important, but the top priority should be on domestic and nearby. Well targeted and local campaigns will be important for businesses. (Gunelius 2011.)

The second last trend is emphasizing the importance of offline, online and mobile marketing. These strategies create an opportunity for the businesses to lead the customers from one marketing message to another. They can establish a higher return on their marketing investments by promoting in branded online destinations, discounts, contests or events. (Gunelius 2011.)

The last and tenth trend of the marketing of 2011, is co-marketing. Most of the smaller companies do not simply have enough resources to expand their marketing to all needed sectors of the social media. In this case, the companies can co-operate with similar

companies and create co-marketing programs. Promotional partnerships are beneficial when thinking about the costs related to marketing and those can also lead to getting new target groups and exposure in different kind of markets. (Gunelius 2011.)

The marketing trends are sure to be applied in 2011, since the development of electrical appliances such as computer and phones has been rapid. Also the consumers are using these electrical tools increasingly, which also creates a big market for the future marketers. New innovative ways of marketing will surely be developed but these ten trends are sure to dominate most of the marketing also in 2012. Most of these ten trends also have some marketing principals that apply year after year.

6 ANALYSIS OF THE WEBSITES

The analysis of a website is as important as the whole marketing plan behind the website. This analysis stage is unfortunately the stage that is mostly ignored by the business owners and marketing leaders. The overall marketing strategy lies on the effectiveness of the website produced, since the whole outcome of the campaign lies on whether customers will find it appealing or not. There is no way of telling whether you will get the best results from the website and marketing plan without an analysis. This could mean loss of money for the company, because the money invested for marketing goes to waste or is not implemented as well as it would be possible. (Labarbera 2011.)

6.1 Written plan about the analysis of the websites

This chapter presents a written analysis plan from the marketing point of view about some Finnish Festival websites. These websites will be Kotkan Meripäivät, Helsingin Juhlaviikot, Provinssirock and Ruisrock. The two first ones are two of the biggest festivals organized in Finland, according to the visitor amount data acquired from the Finnish Festivals.org website. The last two are important Finnish festivals from the youth point-of-view and to the supply of summer music festivals. Analyzing two of the biggest and two of the smaller scale festivals would bring a more deep insight into the marketing of music festivals. The analysis is conducted by applying the qualitative research methods to the web-pages, which include text analysis and content analysis. The target of the interpretation is to find out what the trends of festival marketing in Finland currently are and on what level these websites differ from each other.

The analysis will consist of different sources for qualitative research methods. Textual and content analysis will be implemented. Help for conducting textual and content analysis were acquired from the College of Liberal Arts & Sciences – Department of English website, Basic Guide to Textual Analysis (College of Liberal Arts & Sciences – Department of English 1997) and from the MCIL Management Centre International Limited website - 10 criteria to evaluate a website (Farm 2010.). Important research

questions have been added, such as the use of social media on the website, which is a rising trend in Internet marketing today. The analysis will be conducted by first analyzing the front page and then continuing to sub-pages' content. The emphasis will be on the front page since that is the first thing the viewer sees and it also determines their interest for the rest of the festival. A website consists of a front page and sub-pages. The front pages are analyzed at first and then the sub-pages.

6.2 The front page

On the Kotkan Meripäivät front page, the emphasis is clearly on the logo and the fact that the festival's 50th year of being organized is in 2012. Also the first impression for the viewer is that it is a sea-based festival, the colors of the front page are blue and white with indications to sea and marine-life. Even the 50th year logo of the website is an anchor. The navigation is in the top-bar of the page and it states clearly where the viewers can find all information they wish to find. There are no pictures or videos on the front page, which on the other hand is a good thing, the page is clear and is not filled with too much information. On the other hand, some pictures of the event or videos could make the site more attractive to the potential customers. The use of social media is not visible on the front page, but when navigating further to the site, for example, the sponsors of the festival and the map and info about Kotkan Meripäivät can be seen immediately.



GRAPH 1. Kotkan Meripäivät (adapted from www.meripaivat.com/)

The front page of Helsingin Juhlaviikot festival is a perfect example of a website that is well-constructed and informative, but still has elements that makes the viewer interested and enjoys looking at the site. The first impression coming to the front page are the bright colors (white and yellow) and the moving images presenting the upcoming festival's performers. The background of the front page consists of graphic images of creatures made in a very artistic, but still lively way. The feeling the viewer gets from this background is that the festival consists of also arts and exhibitions in addition to the musical performances. The navigation on the page is clear and well-structured. The front page has columns that include information about what is happening currently with the Juhlaviikot and a news stream. When scrolling down, the viewer immediately sees two social media, the Helsingin Juhlaviikot Twitter-page and Facebook-page. Even further down a blog, Youtube-videos, Flickr-photos and newsletter can be found. Next to the social media there are the main cooperation partners and sponsors.

The screenshot shows the front page of the Helsingin Juhlaviikot festival website. At the top, there is a navigation bar with language options (Finnish, Svenska, English) and a menu with items like ETUSIVU, FESTARI-INFO, YHTEYSTIEDOT, MEDIA, KUMPPANUUS, and HAE. The main content area features a large banner for 'TRISTAN AND ISOLDE' with a video player and text describing the performance by Esa-Pekka Salonen. Below this are sections for 'JUURI NYT' (Gewandhausorchester Leipzig Festival Weeks) and 'UUTISVIRTAA' (News Stream) with various articles and dates. A 'JUHLAVIIKKO-SHOP' is also visible. The footer includes social media links (Facebook, Twitter, Blogi, YouTube, Valokuvat, Tilaa uutiskirje) and a list of sponsors (Helsingin Sanomat, OP-Pohjola, elsa, HOK-ELANTO, accenture, B&B).

GRAPH 2. Helsingin Juhlaviikot (adapted from www.helsinginjuhlaviikot.fi/)

Provinssirock is one of the most famous Finnish summer festivals and especially popular with the youth. The front page of the festival is well-designed and very graphic with moving images and a lot of colors. The first impressions of the site are that the target group is young adults and the design has been thought through carefully. The page is very user friendly since the most important information about the bands that are performing in the festival, the ticket sales and the location and time for the festival are all on the front page. The navigation is clearly visible and includes, for example, info and the shop of Provinssirock. The page also has news and a 'back-stage'. The back-stage is a place with exclusive information about the festival, like info about the promotional tour and schedule and history with pictures about the past summer festivals. The exceptional thing in this website is the 'competitions' page which helps to attract the visitors and also promotes the social media used on the webpage, since some of the competitions take part in for example Facebook.

Placed on the upper-right side of the page are all the social media links Facebook, YouTube, Twitter and as a nice addition, Spotify. Spotify is a music-sharing program that allows the users to make their own playlists and find music without having to download anything else but the program. Provinssirock has made their own playlists according to which bands are coming to the festival and Spotify-users can add those playlists to their favorite music lists. The style of the website, including images and text, is very informal. The marketing staff has made sure that the festival's slogan 'Ihmisten Juhla' which translates into 'People's celebration' comes through also in the design. One notable thing about the website is that the site does not seem to have any information in English, which is strange for this kind of popular festival. On the other hand, the front page in itself is easy to understand also for those who do not understand Finnish, since all the important information like the place and time of the festival are quite visibly presented.



GRAPH 3. Provnssirock (adapted from www.provnssirock.fi/)

GRAPH 4. Provnssirock (adapted from www.provnssirock.fi/)

Ruisrock is a three-day festival which is special because it is organized in the beautiful Turku on the banks of the island Ruissalo. The organizers of Ruisrock are very strict on protecting the environment and the rules of the festival are stricter than that of most festivals. The first impressions when one goes to the Ruisrock website is that the overall design and layout is very animated and colorful. The site looks youthful, but one could say that all the graphics and how they are organized on the page also makes the layout look a little bit messy. The front page is very full of information and visitors need to search for a while and concentrate on where to find what they desire. Regarding graphics, the amount

of information might be bad but the visitors find everything they need and more straight from the front page, if they have the motivation to look for it a little bit. Nevertheless, the front page has well organized navigation on the top of the page and also the social media-links and language-links for Finnish and English are found there. The site has all the information about affiliates and sponsors. There are a lot of pictures about the event or advertisements related to the festival. The festival can be found on Facebook, Youtube, Twitter and also Spotify.



GRAPH 5. Ruisrock. (adapted from www.ruisrock.fi/)

6.3 Sub-pages

Kotkan meripäivät has a quite exceptional website since the page does not change at any time when the visitor is viewing the website. The front page and subchapters change according to the link the visitors clicks, but the site scrolls down or up depending on the location of the sub-page. The visitor can choose either to scroll up and down the page to view the information, or press the links presented on the upper space on the website. The sub-pages consist of the venue of the event, a map of the big event-area, Info about the event, more information about the event and a page about the sponsors and co-operating bodies of the event as well as recruiting page for those who want to join the festival staff. On the second information page there is information included about the event, such as, the fact that the festival will celebrate its 50th birthday in the summer 2012. Also the page contains information about how the Kotkan Meripäivät aims to also conserve and raise money for the surrounding environment.

The website could have more pictures and eye-catching attractions for the viewer, a gallery for images about the past 50 Kotkan Meripäivät events would be nice. The way the website is designed is quite fun for the viewer because of its exceptional scrolling-mechanism and the viewer sees instantly that the event is strongly sea- and marine-based event from the colors and the mood of the website. Especially the Info sub-page is well constructed and has clearly stated all the information needed to be able to attend the event with contact information of the staff.

Kotkan Meripäivät OHJELMA TAPAHTUMAPAIKAT INFO MIKÄ MEININKI MESSISSÄ Briefly in English

Info

Yhteystiedot
 Kotkan kulttuuriasiainkeskus
 Keskuskatu 33
 48100 KOTKA
 puh. 05 234 4714
 meripivat@kotka.fi
 toimisto avoinna ma-pe klo 9 - 15
 Henkilöstön sähköpostit ovat muotoa:
 etunimi.sukunimi(at)kotka.fi

Tapahtuman johto, kulttuurijohtaja
 Laura Päivö-Häkimies, 0400 583 190
 VIRKAVAPAALLA 1.-30.4.2012

Ohjelmapäällikkö
 Niilo Sevänen, 040 5810 852

Tekninen päällikkö, valvoja
 Petri Lampinen, 044 7205 425

Tapahtumasihiteeri
 Eeva Kauppi, 040 7734 296

Markkinointiasistentti
 Seija Günther 040 7535 569

Majoitus
 Ajantasaista tietoa majoitusmahdollisuuksista löydät
 Kotkan matkailutoimiston sivustolta,
www.visitkotka.fi

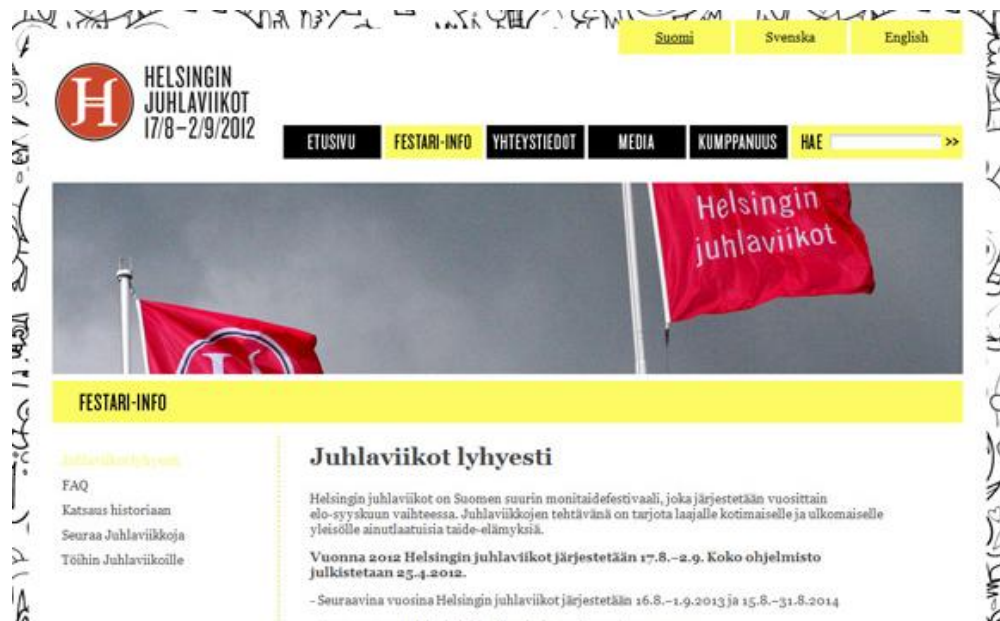
Lipunmyynti
 Konserttilippuja voi ostaa ennakoon Menolipun ja
 Lippupalvelun myyntipisteistä kautta maan,
 Koivassa lippuja myy Sokos Kauppakeskus
 Passaatissa. Myös R-Kioskit palvelevat
 lippuasiakkaita. MeripäiväAreenan lippuja voi ostaa
 myös Areenan portilta ennen konserttien alkua,
 jolloin hinta on hieman korkeampi ennakkolippuun
 verrattuna.

Ensiapu
 Meripäiväalueelta sekä MeripäiväAreenalta löytyy
 ammattitaitoisella henkilökunnalla varustettu SPR:n
 ensiapupiste.

GRAPH 6. Kotkan meripäivät – Info (adapted from www.meripivat.com/#ankkuri14)

Helsingin Juhlaviikot website is quite traditional in the sense that its navigation works by changing the page completely. The sub-pages consist of festival information, contact information, and media and partnership information. On the sub-pages there are even more sub-pages found. These sub-pages can be found from the upper-corner of the page as well as the bottom, which makes finding the information even more effortless. For example, in the festival-information sub-page links to also frequently asked questions can be found, and also an overview about the history, social media sites of the festival and a page with information for those who wish to work in the festival. The essential festival information is gathered to one sub-page, and the pages have also graphics to attract the visitors.

The social media site links to pages such as Facebook, YouTube etc. are on display all the time, the viewer can browse through different sub-pages but the social media links are visible in the bottom-left corner of the page the whole time. The event also has its own blog in Tumblr, where it collects articles about the event or just cultural articles written by Finnish writers. The usage of Tumblr as a blog-site is a great idea, since it is easy for everybody to update regardless of the background they have with computers. The big graphic stating “Join to be a friend of the Helsingin Juhlaviikot -event” is also visible on every sub-page, the graphic itself being a link to a sub-page where the visitor can sign up for an e-mail newsletter of the festival. The strength of the website is that it is clear and well-structured, with visible links to social media channels.



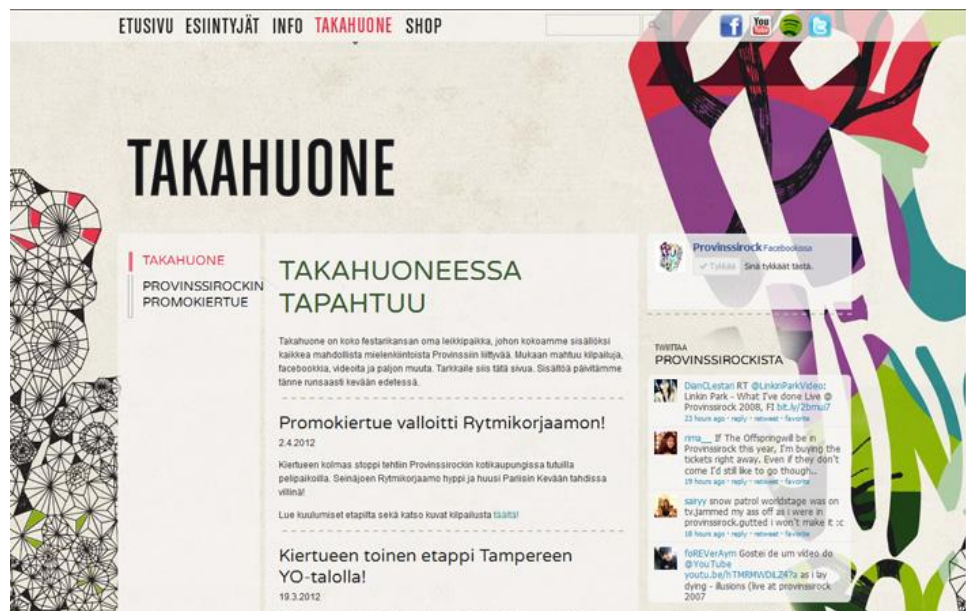
GRAPH 7. Helsingin Juhlaviikot - Info (adapted from www.helsinginjuhlaviikot.fi/tietoajuhlaviikoista)



GRAPH 8. Helsingin Juhlaviikot – Social media links & newsletter (adapted from www.helsinginjuhlaviikot.fi/tietoajuhlaviikoista)

The subchapters on the Provinssirock-festival page consist of performers, Info, Backstage and Shop. The navigation on the Provinssirock sub-pages is simple but graphic. On the info-page on the left side the viewer can see links to more information about the event, such as accommodation, tickets, V.I.P-tickets, voluntary work and contact information. On the right-hand side of the page the viewer can see links to Provinssirock 2012's Facebook-site, Twitter-page and a forum-page for the festival as well as a space where one can sign up for the newsletter. The shop provides the visitor a chance to purchase the tickets to the festival and also merchandise, t-shirts and such associated with Provinssirock.

The most exciting thing about the Provinssirock sub-pages is the “Takahuone” Backstage. The backstage consists of social media links and news about the festivals. A Facebook Provinssirock-page can be found on the left-hand side of the page, as well as a Twitter-feed which updates in real time when people tweet about the festival. The page also features the latest topics from the Provinssirock Forum. A Spotify-link to a playlist full of Provinssirock performers and a newsletter can be found from the sub-page. From the backstage sub-page the visitor can navigate further to the page Provinssirock promotional tour. The promotional tour takes the Provinssirock staff to various cities with a Finnish band to promote the festival. The schedule of the tour can be found from the page, as well as news and greetings from the tour and a gallery full of pictures from the promotional tour.



GRAPH 9. Provinssirock – Takahuone (adapted from www.provinssirock.fi/takahuone)

The Ruisrock website has quite similar sub-pages to those of Provinssirock website. The sub-pages are the program of the festival, ticket-sales page, Info and a page showing the companies that are co-operating with Ruisrock. The one thing that stands out when comparing to the other festival sites analyzed before, is that the page is full of advertisements of sponsors and affiliates. In the performers sub-page the visitor can find all the Ruisrock performers in alphabetical order and when pressing the desired band or artist, is taken to a page that has information about that artist and pictures. From the Info-page the visitor can go to sub-pages accommodation, frequently asked questions, environment,

accessibility and contact information. The navigation is still a bit messy, the whole organization of the website could have been made a little bit clearer by leaving some graphics out and concentrating on the content.

The Ruisrock-festival is organized on the Ruissalo island which is for most parts a nature conservation area. The Ruisrock and environment sub-page tells about the preservation of the area, including information on what kinds of actions Ruisrock is doing to keep the environment clean and preserve the nature on it and what the festival visitor can do to help with this important task. Another a bit more special sub-page is the accessibility-page. This page tells the visitor about the project Ruisrock is conducting and implementing. Ruisrock wants to make sure that everybody can access the festival safely, regardless of age or physical restrictions. For example, the signs and guides should be clear and visible in the festival area and the area is accessible also with a wheel-chair. The social media links to Facebook, Youtube, Twitter and Spotify can be seen on every sub-page, as well as the advertisements of the biggest sponsors and the language options which are Finnish and English.



GRAPH 10. Ruisrock – Info (adapted from www.ruisrock.fi/fi/info)

7 CONCLUSIONS

The main objective of this thesis was to examine the Finnish Festivals' websites from a marketing point of view. The festivals chosen were two of the biggest festivals according to the visitor amount, Kotkan Meripäivät and Helsingin Juhlaviikot. The other two websites chosen were Provinssirock and Ruisrock. These festivals were chosen because the festivals are important for the Finnish summer festival and cultural scene and especially for the youth. The research method implemented was qualitative research methods and especially text analysis and content analysis. The research method was right for this thesis, since when analyzing a website, the first things that one must consider are the layout and content of the website. The way the website is conducted is very important, it might bring more customers to a company or in this case, a festival or it might even put on the customers away by not offering the visitors what they need. The time and money put to the marketing plan is never going to waste but if the plan and execution of the marketing is made poorly, money is lost.

A lot of marketing theory was read for this thesis and also many of Finland's biggest festivals were presented. The process was very interesting and gave new perspectives about marketing. The most interesting results that were found involved the visual marketing and the use of social media. The visual side of the festival websites is very important. The Provinssirock website had many colors and moving graphics, as well as many images and overall a strong visual presentation. On the contrary, the Kotkan Meripäivät website had little visual marketing, not so many images and a simple blue background telling about the festival being a kind of marine and sea-side themed festival. The differences in the content of the websites, however, were not so big. The difference in the visual marketing on the websites can tell for example about the target group of the website. The visual marketing on the Provinssirock website is much stronger compared to Kotkan Meripäivät, this is understandable when considering that Provinssirock's target group is mainly youth and the music and arts supply is also different in comparison.

All of the websites analyzed had one thing in common and that was the vast use of social media. The vast use of social media brings pressure to websites since the festival should be presented everywhere, but it is also a big opportunity for the festivals to expand their

visitor amount. All of the websites analyzed were involved in social media but all of them were at least on Facebook, Twitter and Youtube. Other social media that was implemented was Spotify, Tumblr and blogs. All of these channels help the festivals not only to gain more visitors, but also to get feedback and suggestions from them and so improving the whole quality of the festival.

Other important facts that came to light when analyzing, were that many of the websites had interactive websites with moving images and a lot of links. The more engaged the visitor will get with the website the chances are that they will come back the next time also. Also all of the websites had visible signs where the tickets can be purchased for the festival, and of course this is a vital part of the marketing. Not only did they have sub-pages featuring the sites that sell the tickets, they also had graphics on every page saying things like 'purchase tickets' here. It is very important for the visitor to be able to see that the ticket purchase is easy and clear on the website. The most important thing that was mutual with all websites analyzed here was that the basic information, the venue, time, and performers of the festivals were all to be found easily and quickly.

The starting of this thesis was difficult for the writer, finding an interesting topic that would also have a relevant and important ground in the tourism industry seemed to be hard. The answer came finally from the writer's own thesis seminar work which was related to the festival and event -side of tourism. Analyzing the websites of some of Finland's most well-known festivals seemed like an interesting idea. Starting the writing and finding the methods of research were the hardest parts but in the end the result was good and much information was learned about marketing and music festivals in Finland.

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