

# **Evaluation of a Radio Commercial Targeted at Russian Tourists**

## **Case: The Finnish Science Center Heureka**

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Bachelor's Thesis  
Multilingual Management Assistant  
Degree Programme  
2014



Multilingual Management Assistant programme

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| <p><b>The title of your thesis</b><br/><br/>Evaluation of a Radio Commercial Targeted at Russian Tourists<br/>Case: The Finnish Science Center Heureka</p>   | <p><b>Number of pages and appendices</b><br/>36 +5</p> |
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| <p>The objective of this thesis was to evaluate the success and effectiveness of the Finnish Science Center Heureka's 2014 Mars-exhibition radio commercial targeted at Russian tourists. The aim was to highlight areas in need of improvement and change within marketing communication involving the target population.</p> <p>The theoretical section of this study examines Russian culture and communication styles, as well as the relationship and position of Heureka with the Russian tourist segment. This section also goes over Heureka's own marketing communication. It also discusses the general usage of traditional marketing today and how digitalization has influenced this.</p> <p>The empirical section illustrates the research method and implementation of the study. This research utilized quantitative research methods in the form of a questionnaire conducted face-to-face with Russian customers at the Finnish Science Center Heureka during Spring 2014. The research consisted of 28 randomly selected Russian participants.</p> <p>The results suggest that the radio commercial was, as far as content goes, well produced, and received a positive Likert scale evaluation on most levels. However, 55% of the participants saw the utilisation of such a radio commercial for an organization like Heureka to be ineffective. Radio commercials offer no visual appeal, are limited in terms of information and require the listener to access other platforms to gather all necessary information.</p> <p>Even though the majority of the target group travel to Finland by car, only one participant recalled hearing or gathering information about Heureka from the radio. On the other hand, 82.1% of participants had utilized the Internet and 64.2% the social media. One of the main suggestions made by participants was for Heureka to have a stronger online presence.</p> <p>According to these results, Heureka should alter their marketing communication by continuing to have print as their main marketing medium, but replacing radio as a supporting marketing platform with the social media network Vkontakte, which is used by 60% of the Russian tourist population. It is risky to invest in new and expensive marketing communications during the recent economic and political fluctuations in Russia, which have had an impact on foreign travel. Marketing online allows Heureka to stay visible to the target group without a large investment.</p> |  |
| <p><b>Key words</b><br/>Russian tourists, Finnish Science Center Heureka, radio, Sputnik</p>   |  |

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# 1 Introduction

Finland has been experiencing a continuing growth of Russian tourists in the past years and Russians are presently the biggest tourist group in Finland. According to Matkailun Edistämiskeskus (MEK), in 2013 Russians made up 28% of the overnight stays in Finland, which is a significant amount (MEK 2014). It is no surprise that the growing number of Russians impact companies' marketing communication, as they need to start taking into consideration this growing customer segment before the competition snatches the profitable opportunity away.

The Finnish Science Center Heureka is one of the organizations, who wants to take advantage of the situation and is keen to learn more about this segment. They conduct annual customer interviews with the Russian-speaking visitors with the aim of getting a deeper understanding about their travel patterns, information retrieval ways and general interests that could help the center market themselves better and more effectively to the Russians. Unfortunately, due to budget and limited number of Russian-speaking staff these interviews cannot be conducted frequently, which is a huge disadvantage, as trends and patterns usually change numerous times within a year. This is why Heureka appreciates any additional information that is of use to them about this growing segment.

Heureka has made great effort to bring in more Russian-speaking customers by improving their customer service, exhibitions, homepages, social-media and marketing. In 2014, in addition to other marketing efforts, they launched two radio commercials on the Russian-speaking Sputnik-channel in Finland to promote their two new main exhibitions: The Mars-exhibition and Heureka goes Crazy-exhibition to the Russian public. Heureka has used radio commercials for many years to promote Heureka and its exhibitions to Russians traveling to Finland, but it is not for certain whether it is still effective today or whether they should invest that money into other platforms that might be more effective in reaching the Russians visiting Finland today. (Seppälä, H. 12 September 2014)

Therefore, the focus of this thesis is to evaluate the use of this type of traditional marketing to reach the Russian-speaking customer pool that is entering Finland. The objective is to evaluate the effectiveness and success of the 2014 Mars-exhibition radio commercial with the use of surveys and through that come to an understanding about whether the use of this type of traditional marketing is still useful today with this segment or whether Heureka should concentrate on investing in other marketing media.

In 2013, I completed my 5-month internship in Heureka's marketing unit. I got the opportunity to utilize my Russian language skills to do preliminary interviews about the information retrieval methods of the Russian-speaking customers, as well as learn more about the segment and how Heureka has thus far marketed and handled this segment. This experience was a motivator to pursue this area of study even further, as Russians are a current and important topic for companies and an area of interest for me.

### **1.1 Thesis objectives and scope**

The objective of this thesis is to evaluate the success of Heureka's 2014 Mars-exhibition radio-commercial by conducting surveys with Russian-speaking visitors, specifically tourists, at Heureka. The aim of the results is to show and suggest areas of improvement within Heureka's marketing communication towards the Russian-speaking customer pool.

The scope of this study is limited to Russian-speaking customers visiting Heureka in Spring 2014. The interviews were conducted at Heureka and the minimum age for participating in the research was 15 years, as younger visitors are most likely not involved in the trip-planning process.

### **1.2 Thesis structure**

This is a traditional thesis that begins with an introductory to Heureka as an organization, as majority of the public knows about Heureka, but has little information about its operations. It continues by tying in how the culture and migration of Russians has influenced companies in Finland to change, including Heureka.

The final section in the theoretical part of this thesis deals specifically with traditional marketing, its evolution and whether traditional marketing can still be an effective part of a marketing communication plan, even though the current trends bring focus to digital or other marketing media.

The empirical section reviews the research method and analyzes the research results. This section aims to evaluate and come to a conclusion about whether this traditional radio commercial is an effective tool for marketing Heureka to Russians, taking into account the validity and reliability of this study.

The thesis concludes with recommendations for the future by observing the areas of weakness in Heureka's marketing communication.

## 2 Heureka as an organization

The Finnish Science Center Heureka (Heureka) is a non-profit organization run by the Finnish Science Center Foundation. It is situated in Tikkurila and began its operations in 1989. Heureka annually receives around 275,000 visitors and reaches numbers over 300,000 in its peak years . In 2013, Heureka received a record number of 409 403 visitors due to the popular “Body World’s” exhibition and is aiming for more records all the time. (Heureka Toimintakertomus 2013)

The concept of Heureka is based upon interactive science that is both educational and fun for visitors of all ages. Their mission is to provide fun of discovery for all by sharing the excitement of learning, which is based upon research and science. In addition to offering various educational exhibitions, Heureka creates free teaching material for schools and teachers in Finland, operates science camps, has rat basketball and a planetarium. To help poorer schools in Finland, it also runs a sponsorship program called, “Tiedekummi”, to provide companies and organizations the opportunity to support Heureka by sponsoring school trips to Heureka.

Even though Heureka is seen as a medium to large sized organization due to its numerous operations, it only has a staff of about 75 employees, plus an additional 60 – 70 volunteers, which is impressive. Majority of the operations are done at the center itself, including exhibition construction, graphic design, marketing, finances, IT and so forth. All departments work together to bring their concept to life.

Heureka is a well-known and valued organization locally in Finland, but it is also recognized well around the world. In 2013 it got nominated as being one of the world’s best science centers by the Association of Science-Technology Centers (ASTC). This is why in addition to Finnish visitors, Heureka also receives a lot of foreigners and tourists. (Heureka Toimintakertomus 2013)

With the growing number of foreigners they have started to provide information in the exhibitions in Finnish, English, Swedish and recently also in Russian to appeal to continuously larger and more diverse customer segments. The staff also has the opportunity to take for an example, Russian lessons to help them communicate with foreign visitors better. As Russian tourists are a big segment, Heureka also has four to five fluent Russian speakers, as well as around 10, who are able to speak Russian to a moderate degree. (Seppälä, H. 12 September 2014)

### **3 Introduction into Russian culture**

This chapter gives an insight on the target group and highlights relevant areas in their culture and traveling habits that influence the way that Heureka communicates with them. With cross-cultural communication it is important to understand differences, because they could ultimately be the deciding variable between success and failure.

The relationship between Russian tourists and Heureka differs quite heavily to the relationship between Finns and Heureka and therefore requires attention.

#### **3.1 Russian way of communication**

There are many aspects that international companies needs to take into consideration when starting communications with Russia.

The primary difference is to understand the possible linguistic limits. In Russia dubbing films and shows into the Russian language for an example is highly common. This gives a partial explanation to why it is estimated that 81% of Russians possess Russian as their main and only language. (Kwintessential 2013) On the other hand many younger entrepreneurs in the cosmopolitan centres are fluent in numerous languages in addition to English, so it is important to know the audience and recognize what is the appropriate language to use.

Secondly, Russian culture puts more emphasis on the spoken, than the written language. Therefore, even though sending a marketing e-mail might seem more convenient, consider the possibility of interactive or face-to-face possibilities, as Russians will most likely appreciate and trust that more. (World Business Culture 2013) The use of internet and technology has also grown in Russia, so the online world is not to be feared when communicating to a Russian audience.

Finally, having a local contact might be crucial and in all cases never useless. It is good to have a set of eyes that understands the audience and the market in a way that a foreigner cannot. Many international companies struggle, because they do not understand that even though they are well-known abroad, they might still lack in brand-awareness in Russia and therefore do not invest in marketing communication enough and fail. (Global Intelligence Alliance 2012)

Nevertheless, before starting communication with Russians, it is important to understand their culture. Russia has a lot of customs and traditions and in addition to having pride in their own nation and culture, they expect foreigners to acknowledge those as well. Business in Russia can easily fail due to lack of understanding the culture and procedures.

### **3.2 Russian migration into Finland**

Russians have for many years made up majority of the tourists visiting Finland and it has been growing since 2004. In 2012, Finland experienced a staggering growth of 17,1% in overnight stays of Russians and 47% of all tourists in Finland were coming from Russia. Only 12% of those Russians were experiencing Finland for the first time, which expresses that Finland continues to be a preferred tourist attraction for Russians and the most popular one out of the Scandinavian countries. (MEK 2014)

The typical reason that Russians visit Finland is for shopping. During the 2012 Russian boom, 77% of the trips to Finland were shopping trips. This explains why Russian tourists tend to prefer staying shorter periods of time in Finland, for an example in 2012 border research expressed that 66% of Russians stayed in Finland only a day, while only 3% planned to stay more than 5 days. (TAK 2013)

Out of the Russian travellers, approximately 80% are traveling from St.Petersburg. St.Petersburg is the closest bigger sized city in Russia and has relatively easy and quick transportation to Finland by bus, car or train. (Suomen Gallup Oy 2013)

For many Russians, traveling by car continues to be the most preferred mode of transportation across the border. This is because Russians tend to travel in families, so traveling by car is economical in relation to buying bus or train tickets for each person, which would be very expensive. Even though majority still travel to Finland by car, approximately 80% (Suomen Gallup 2013), the introduction of the Allegro trains between Helsinki and St.Petersburg has increased also train usage from Russia to Finland. According to Finland's Border Guard, in 2012 there was an increase of around 50 000 travelers at the Vainikkala train border station, of which over 60% were Russian. (Rajavartiolaitos 2013)

Even though the number of Russian tourists has been generally increasing, in the recent months there has been instability with the amount of Russians due to certain factors related to the Russian political and economic situation, which may alter the communication patterns between Finnish companies and possible Russian tourists.

### **3.2.1 Decline of Russians in 2014**

Starting from autumn 2014, there has been a visible decline in Russian tourists all over the world due to a few reasons.

First of all the value of the ruble has decreased in relation to the euro and dollar, therefore many Russians do not have the spending power they have had in the prior years. This causes the Russian tourists, in addition to limiting their shopping and other activities, to choose less expensive options for their holidays.

Another variable that has influenced the travel pattern is the political situation with Ukraine. Due to the sanctions set by Western countries many Russians question the possibility of still getting visas for the Schengen area, which is making visa-free areas a preferred option. In addition to that, the government of Russia is encouraging its citizens to travel domestically and has put a ban for foreign travel for government employees (eg. policemen, military servicemen, and firemen). (MEK 2014)

In July 2014 the situation became worse with the wave of bankruptcies in the tourism industry due to the poor political and economic situation that caused problems with transportation and accommodation for around 25000 Russian tourists abroad. (The Moscow Times 2014) The Ministry of Culture in Russia is now giving its focus to the tourism industry by setting forth legal actions, which have received a lot of criticism from the tourism industry, as it is seen that the proposed laws ruin the present travel agency field. Many in the field question whether that is their actual purpose, as there has been talk about transferring all foreign travel to a government owned operator. (MEK 2014)

It is yet to be seen how the situation will resolve itself, but for the moment the hope is that even though there is a decline, Finland will receive enough Russian tourists to keep up its tourism industry. Finland is likely to receive more Russians in comparison to other countries during this time, as it is the most visited country for Russians due to ease. Companies, like Visit Finland are also stating that they will continue with their planned 2014 marketing plans to ensure that Finland will continue to be in the minds of Russians and to create a base for the ascension period in the future. (Visit Finland 2014)

### **3.3 Heureka for Russians**

At the moment Heureka does not have a lot of brand awareness in Russia, which is why marketing towards Russians differs from marketing to Finns, who have prior knowledge and associations to the Heureka brand. Nevertheless, Heureka is a popular tourist attraction for Russian tourists, who make up a little over 10% of Heureka's annual visitors. Heu-

reka monitors the nationalities of visitors using language choice buttons on certain exhibition pieces. This is why it is difficult to get precise data on the number of Russians visiting annually. (Seppälä 12 September 2014)

Heureka is an appealing attraction for Russians, because it offers something for the entire family, as most Russians travel in families consisting of younger children, adults and senior citizens. It is also something unique and new that they cannot experience in Russia that is still available in the Russian language, which is an aspect that Heureka constantly tries to promote to Russians, who quite often suffer from linguistic obstacles when traveling abroad. In addition with Finland's weather conditions, Heureka offers activities both indoors and outdoors.

Also, Tikkurila is a great location for Russians. All trains from Russia stop at the Tikkurila train station and there is a straight bus connection to the airport and Flamingo Sokos hotel from Tikkurila.

Many Russians living in Finland tend to bring their visiting friends and family to Heureka for a visit, as they are knowledgeable about Heureka's operations and help to market Heureka through word of mouth, which is a reliable way for Russians to gain information about good tourist attractions.

### **3.4 Heureka's Marketing Towards Russians**

As mentioned in the section above, marketing to Russians differs quite heavily to marketing to Finns, firstly because of the lack of brand awareness that Russians have in comparison to Finns about Heureka. This impacts the overall content, which needs to be more informative, as well as basic, so that the Russian audience can grasp what Heureka is and also get excited about the possible additional exhibitions that are being advertised.

Because of lack of brand awareness Heureka markets itself imply as an organization to Russians in addition to marketing specific events and exhibitions held at Heureka. This is not necessary when marketing to the local audience, which is one reason why marketing to Russians is also a lot more expensive.

Other reasons why marketing to Russians is more expensive are that marketing and production costs in Russia and in the Russian language are higher. The visuals also differ in Russian marketing, which requires extra investment to create two visual concepts for marketing the same thing.

Furthermore, in addition to having more simplistic and informative content, Heureka always emphasizes that the exhibitions are also in Russian, as mentioned in the prior section linguistics are often an obstacle for Russians.

All of these marketing activities are brought forth through numerous channels discussed in the following section.

### **3.4.1 Media Mix**

“Advertising media refers to types of communications channels that can distribute a message.” (De Pelsmacker, Geuens & Van De Bergh 2013, 264) According to the marketing director of Heureka, Heli Seppälä (Seppälä 12 September 2014) Heureka’s marketing mix with the Russian tourist segment includes print (eg.brochures), internet (eg. homepages, social media), radio and outdoor.

Heureka utilizes various locations for their main marketing medium, including:

- Heureka Shop & Heureka
- All hotels in the Helsinki metropolitan area (Helsinki, Vantaa and Espoo)
- Travel agencies and transportation bureaus (eg. Tikkurila HSL office)
- Camping sites
- Harbours and Vaalimaa customs

These locations are often visited by tourists and thus create a lot of exposure for Heureka.

As internet today is another widely popular channel to receive information, Heureka has translated their homepages into Russian and possess a Vkontakte page, which unfortunately has not recently been updated or monitored actively. Vkontakte is the most popular social media platform in Russia, even more popular than Facebook. According to border research, 60% of Russian tourists are registered on Vkontakte, while 20% reported having a Facebook account. (TAK 2013) This suggests that Vkontakte has the possibility of being a highly successful communication platform.

Heureka uses outdoor marketing for specific campaigns and extra exposure near the border and along the highways from the border. Because marketing in Russia is a lot more expensive, Heureka’s marketing efforts are concentrated to Finland and the borders.

The following section looks at Heureka's use of the radio in their media mix. This medium is given extra attention, because it is also the focused medium for the research.

### **3.4.2 Sputnik Radio Channel**

Even though Heureka uses radio to market to Finns, the use of Sputnik is completely targeted towards Russians, as Sputnik operates 24x7 in Russian. It began its operations in 1999 and the coverage area is from Wiburg to Helsinki, including the three borders.

Heureka uses radio as a marketing medium in a similar way they use outdoor marketing. It supports other exposure created by other communication channels and is used for specific campaigns only.

The reason for using Sputnik is that research suggest that even in 2013 80% of Russians travel to Helsinki with a personal car, usually from St.Petersburg or nearby cities. Out of the participants in the 2013 TNS Finnish Gallup study 63% said that they had listened to Sputnik during their stay in Finland, which suggests that Sputnik should still today be an effective marketing platform. (Suomen Gallup Oy 2013)

On the contrary, the research also highlighted the demographics of the participants, which suggest that Sputnik is more popular with the older generations. The 35 – 64 age category consisted of the most participants, who had listened to Sputnik during their stay (70%). In contrast, in the 18-24 age category only 44% of the participants had listened to Sputnik.

This is why it is uncertain whether it is still profitable to utilize the radio. It is unclear how much of the decision making power on the trip lies with the radio-listening age segment.

## **4 Competition**

This chapter gives a quick glimpse on Heureka's competition for the Russian tourists and a SWOT analysis on Heureka.

### **4.1 Heureka's Competition for Russians**

Heureka is situated in Tikkurila, Vantaa, which is near the capital of Helsinki and it is the only science-center in its region. Therefore, Heureka has little competition between other science-centers in Finland that are situated more in the north.

This does not mean that Heureka has no competition, as instead of competing with other science-centers, it competes with other family-centered companies and venues of leisure and recreation, like shopping-malls, spas, bowling centres, amusement parks and so on.

During the Summer Heureka's biggest competition for Russians comes from the amusement park Linnanmäki, situated in Helsinki. It is at a good location and the entry to the park is free. Linnanmäki is only open from May - October, so during majority of the year Linnanmäki expresses no threat.

During the rest of the year the biggest competition comes from Flamingo and Jumbo, as well as venues for children, for an example Hop Lop. The advantages of Flamingo and Jumbo is that they are connected with the Sokos hotel and offer a variety of activities for visitors, including: shopping, bowling, restaurants, waterpark, golf, childrens' area etc. There is something to do for everyone from 10 am till 9 pm. They also have a direct bus connection to the airport and are a close distance from the center of Tikkurila.

Children venues, like Hop Lop are also considered a threat, because Russian families value children and usually travel with children. Children venues also allow the adults to spend a little time doing what they want, for an example shop, which is not always a pleasant experience with the impatient children. (Seppälä 12 September 2014)

### **4.2 SWOT Analysis**

Heureka possesses a strong market position, but it is important to ensure that you can maintain the strengths you have and consider the future, which can be done using SWOT. The table below (table 1.) illustrates one SWOT analysis for Heureka in relation to the Russian tourist segment. The SWOT analysis was formed using the knowledge gathered during this project and is not Heureka's official SWOT analysis.

Table 1. Heureka SWOT Analysis for Russian customer segment

|  |  |
|--|--|
| <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Location + free parking</li> <li>- Family-centered</li> <li>- Unique</li> <li>- Language options available</li> <li>- Indoors + outdoors</li> </ul> | <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Limited adaptability and variety of activities</li> <li>- Some exhibitions are too comprehensive for young children</li> <li>- Limited changeability of exhibitions</li> </ul> |
| <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- Events for Russians during their holidays</li> <li>- Live science shows in Russian</li> </ul>   | <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- If the public transportation does not work</li> <li>- Decrease in the value of the ruble</li> </ul>   |

Even with a strong market position due to Heureka’s unique family-centered concept, location and linguistic availability, due to the recent political and economic fluctuations, Heureka should consider taking advantage of their opportunities to continue to bring in Russian customers. As discussed in section 3.2.1, there has been a decline in Russian tourists and the spending power of the segment is also lower.

This means that the segment will possibly limit the amount of attractions they visit in Finland. Also, as approximately 77% of the trips are shopping-trips, there is a high likelihood that Russians will try to lean toward Heureka’s competitors, including Jumbo and Flamingo that provide the shopping experience and recreational facilities for the children for the duration of their journey to limit spending to necessities.

## 5 Traditional marketing communication

Chapter three touched upon traditional marketing communication in relation to Heureka's marketing media mix, which consisted of several traditional marketing communication platforms (radio, outdoor and print). The purpose of this chapter is to observe traditional marketing communication closely, understand the evolution of traditional marketing and balance the benefits and losses of using traditional marketing in the digital world today.

Traditional marketing consists of numerous platforms, as shown in the figure 1. below. Each platform has its own advantages and disadvantages and it is important to consider what you are trying to promote and to who, when choosing the right platform. For an example, outdoor marketing, like billboards have the possibility to get a lot of exposure fast, but if the product is too complicated it might not be the most successful platform. The audience has a short period of time usually to absorb the advertisement, which is why they should be easy and quick to comprehend to be successful.



Figure 1. A venn-diagram of some common traditional marketing platforms

Print was the first traditional marketing medium created. In Finland already in 1883 traditional marketing communication was utilized for local and cross-cultural communication in Russia, Denmark and Sweden. (Heinonen & Konttinen 2001, 34) Radio was created in 1924, but it was only used in the 1990's, alongside television and the internet. (Heinonen & Konttinen 2001, 58)

Traditional marketing is the most recognizable type of marketing that encompasses advertisements we see and hear every day." (Marketing-schools.org 2012) Even with the de-

velopment of technology, traditional marketing is still being recognized as being an effective way of marketing that has the possibility to reach all possible segments. Nevertheless, the evolution of digital marketing has influenced the role of traditional marketing in marketing communication strategies.

### **5.1 Utilisation of traditional marketing in the 21<sup>st</sup> century**

As mentioned, traditional marketing continues to have a strong presence in marketing communication strategies across the globe to attract new clients and business, on the other hand there are some companies, who are taking advantage of innovative marketing techniques available in the modern age.

It is quite risky to completely replace traditional marketing with the latest marketing innovations, as the newer ideas rarely have proven success rates the way traditional marketing does. The continuous advantage of traditional marketing is also that it brings the business to the potential customer, instead of requiring the customer to have the tools to find the business. (Higuera 2014)

A common mentioned disadvantage to traditional marketing is that it tends to require more investment, which creates a risk if it ends up being unsuccessful, for an example a television commercial. On the upside, with the right planning a 15 second commercial has the possibility of creating exposure to millions of people. (Ritu 2008) The best example of this is Super Bowl. Research conducted in 2014 with 37,440 participants suggested an average of 6.6% increase in the likelihood of purchase with a Super Bowl television ad, even for smaller unknown companies. (BrandAds 2014)

### **5.2 Changes into Digital Marketing and Impact**

Digital marketing has brought forth new platforms and marketing possibilities that require less investment and resources, which have consequently impacted the usage of traditional marketing in companies' media planning.

As pointed out above, traditional marketing is still used, but the rich technology lifestyle today requires companies to also possess an online presence. Internet has grown to become an easy information retrieval and leisure time tool and with a huge segment of the global population having accounts and spending time online, the possible customer base online is enormous. On the negative side, this requires companies to ensure they are easily found and seen.

Many traditional platforms have been made to some degree obsolete through digitalization, for an example Youtube, Ruutu, Katsomo and other video, series and show-oriented sites create an alternative for television. In addition many newspapers and magazines now offer a digital version of their services to ease usage and conform with the digital lifestyle.

This might create pressure on companies to incorporate various platforms or with smaller companies to choose, which one is the most effective and profitable for them. With numerous companies trying to find their place online, findability and presence online is also a competitive sport, because everyone wants to be seen.

The one obvious disadvantage about digital and innovative marketing is that it requires the consumer to have the knowledge and tools to utilize online services available. This creates an obstacle when trying to communicate and reach for an example the older demographics, who tend to be more effectively reached through traditional media. (Higuera 2014)

As mentioned before, replacing traditional marketing with innovation is highly risky, therefore incorporating various types of marketing media is a preferred way to gain customers. It is important to be available online today, as that is the platform that majority use primarily for searching, but it is just as important to supplement the online presence with traditional marketing media.

### **5.3 Effectiveness of Traditional Marketing**

To highlight the advantages of using traditional marketing media discussed in this chapter, section 5.3 mentions three points how traditional marketing is an effective tool for a successful marketing communication plan and mentions the specific advantages of the radio.

The key of traditional marketing is knowing and understanding your segment.

**Exposure:** While digital marketing allows your business to be visible globally, therefore having the possibility of getting great exposure, traditional marketing is more effective in gathering exposure in a limited amount of time. Possessing an internet page viewable by everyone is good, but the chance of everyone in the world accessing it is highly unlikely, let alone tough to even get your target segment to stumble upon your site without visiting your competitors' pages. Traditional marketing is more direct, but therefore also more effective, as shown in the Super Bowl example in section 5.2. (BrandAds 2014)

**Accessibility by Everyone:** Some argue that traditional marketing is intrusive, but at the same time it brings the product or service to the consumer, instead of forcing the consumer to search for the business, therefore saving time and easing the findability for the consumer. (Faulkner 2013)

In addition, as mentioned earlier digital marketing requires the consumer to have the right tools and knowledge on how to use it, which limits accessibility. This means that even though it has the possibility to be seen globally, it is restricted to those with the tools to find it. In a country like Finland, where the population demographic consists of a high older demographic, utilizing only digital marketing could be detrimental. (Higuera 2014)

**Ease of Decision-making:** Traditional marketing can offer consumers a chance to get introduced to the product or service before a purchase decision, which is a huge benefit. There are many online feedback possibilities available, but the reliability is not always guaranteed. Also with online trial services, the end result could be negative and costly, for an example with free-trial products that continue the subscription if the consumer is not aware that they need to discontinue it after the free-trial period.

With product samples, face-to-face marketing, and informative articles and broadcasts about products it is a lot easier and comfortable to make purchase decisions without feeling unsure. Traditional marketing can also offer personal live feedback and interactive experiences to decision-making.

**The Radio:** The radio possesses these characteristics, but again it is about understanding the limitations in marketing communication in relation to the product/ service. The radio is accessible by practically everyone and provides free entertainment. It reaches the listener in a non-intrusive manner and since the medium is free, it is often seen as a fair deal.

Even though radio commercials lack visuals, they can create emotional reactions in listeners due to the positive associations the listener has with the radio station. In addition, radio commercials communicate with the listener in a more personal form than other marketing media and without all the clutter. This is a high advantage in comparison to other traditional and digital marketing media. On the other hand, some products are too technical to be effectively marketed on the radio or require more visual appeal. For an example marketing a specific television requires too much attention from the listener and most listeners will not be able to grasp all the information. Heureka is on the border, as it is a large concept to discuss, but is not so technical and complicated in content.

## **6 Conducting the Research**

This following chapter introduces the research method and data collection of this study, as well as provides background information about the radio commercial studied.

### **6.1 Quantitative Research**

The chosen research method for this study is mainly quantitative, as it was the most appropriate for collecting information from a large group of people; the Russian tourist population.

Collecting data and analysing the entire target group would be an impossible and time consuming task, that is why it is usually better to select a smaller group of participants from a large target group to gather a decent approximation on the variable. The assumption is that this randomly selected group can represent the entire target group well enough. (Bell 2005; Saunders, Lewis & Thornhill 2003, 327)

Due to the reason above, the number of participants for this research is 28 persons. Limiting the number of participants allows control and more precise analysis. On the contrary, the margin of error is higher, as statistically, it is unlikely that 28 people can accurately present a population of approximately 3.6 million, the number of Russian tourists in Finland in 2012. (Rajahaastattelutkimus 2012)

The research also utilizes partially a qualitative research method to support the quantitative, as the number of participants for the research was as low as 28 people for a large population. Qualitative research is useful for offering greater insight on each participants and their opinions on “why” and “how” they feel a certain way.

It is also important to acknowledge that even though the results may not give statistically a precise picture on the situation, they can express an estimation.

### **6.2 Background on the Radio Commercial**

The aim of this research was to gather information about the effectiveness of Heureka’s 2014 Mars-exhibition radio commercial played on Sputnik. Heureka has utilized the Sputnik radio channel for numerous years to reach the Russian tourist segment.

All prior commercials have been produced in Finland. This commercial was the first to be produced in Moscow, Russia by Russian radio professionals, therefore in addition to being a larger investment, this commercial had higher hopes on being successful.

Below is the English translation of the commercial:

“Heureka! The MARS exhibition. Hundred questions about the red planet, which we do have answers for! A fantastic interactive exposition about outer space. For the very first time in Science Center Heureka's history - everything about space traveling. Science Center Heureka is open every day, even on Christmas. Our internet address is heureka.fi. Science Center Heureka - The MARS exhibition Heureka! It's worth seeing!”

The radiocommercial was played on the Russian Sputnik channel four times a day between 09:00 and 19:00 during the following dates:

08.03.14 -10.3.2014

22.03.14 – 30.03.2014

These days were seen as the most optimal, as they landed on Russian holidays: women's day and school holiday season.

The original Russian script can be found in the attachments (Attachment 3.).

### **6.3 Data Collection and Process**

The empirical data for this research was gathered using surveys conducted face-to-face with customers at the science center Heureka. Participants were chosen using random selection with the only requirement being that they were from Russia. The surveys consisted of two sections mentioned below.

- General (sex, age, city of origin) and reasons behind their visit
- Views on the commercial and on Heureka's marketing efforts

Before responding to the second section the participants had the possibility to listen to the radio commercial if they had not heard it before, as a part of the second section was evaluating the commercial using a likert scale.

## **7 Results**

This chapter presents the observations and results of the study. As the participants were chosen using random selection, the first section of the results focuses on identifying the participants and then continues to the analysis of the radio commercial itself.

It is useful to note that the questionnaire was formed using prior surveys conducted at Heureka as a template to allow for easier comparison of results later.

### **7.1 Observations**

General observations were made in addition to the survey during the research process at the science center.

It was quite evident that majority of the Russian visitors were visiting as a family and the tendency was that the women were more willing to participate in the survey, while the others enjoyed the exhibition.

Most families consisted of four people with a few adults and a few children, who looked to be under 15 years old and therefore were not eligible to participate in the research.

On the contrary, the younger age group of 18 – 25 years were usually visiting as a couple and had a keen interest in science. This age group preferred shorter responses and were not so interested in providing information about why they responded in a particular way.

Some participants had a greater knowledge about marketing and were a lot more critical about the commercial and how it reflected Heureka compared to less knowledgeable participants, who were more likely to give very positive evaluations without much criticism.

This might have also been due to the haste to finish the interview process and continue enjoying the exhibitions instead.

It is important to note that when there were families visiting, only one member of the family was asked to participate in the survey. This explains why even though the number of men at Heureka was similar to the number of women, majority of the participants are women.

## 7.2 Demographics

The total number of participants in the study was 28. Out of the total, 21 participants were women and 7 men. As mentioned above, only one member of a family was interviewed, as it was assumed that all family member would express similar results.

As expected, majority of the Russians were visiting from St.Petersburg (24/28). Other towns included: Tyymen(1/28), Ekaterinburg(2/28) and Moscow (1/28).

16 participants had priorly visited Heureka and for 12 of the participants it was their first visit, which correlates with the theoretical section that expressed that most Russian tourists have visited Finland before. This means that majority of the participants had prior knowledge about Heureka and its concept and the views of the more knowledgeable visitors might differ from the visitors experiencing Heureka for the first time.

Both types of visitors were treated the same.

Below is a chart to express the age range amongst the participants.

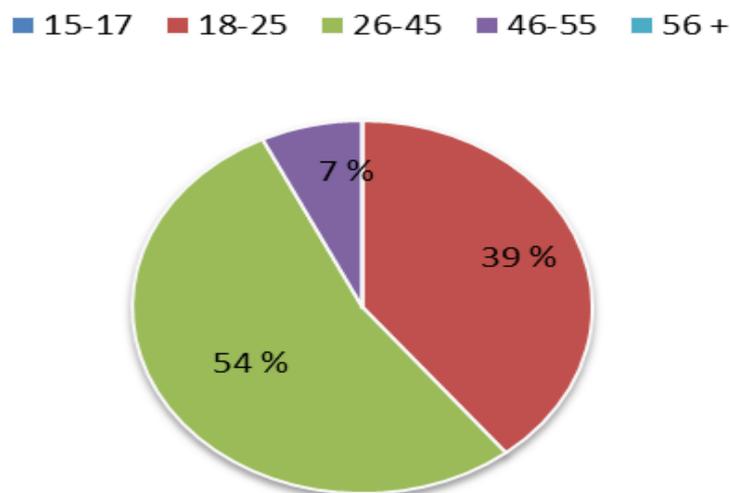


Chart 1. Pie-chart of participants' ages (N=28)

None of the participants were younger than 18 years or older than 55. Both of the participants, who were from the 46-55 age category were women. As can be seen from the chart 1. majority of the participants came from the 26-45 or 18 – 25 category.

### 7.3 General Result Analysis

Participant were also asked to identify reasons for their visit from a list of options that Heureka has utilized before. Below is a chart (figure 2.) to express the results found. Notice that participants were able to choose more than one option. This is why the number of responses for this questions is over 28.

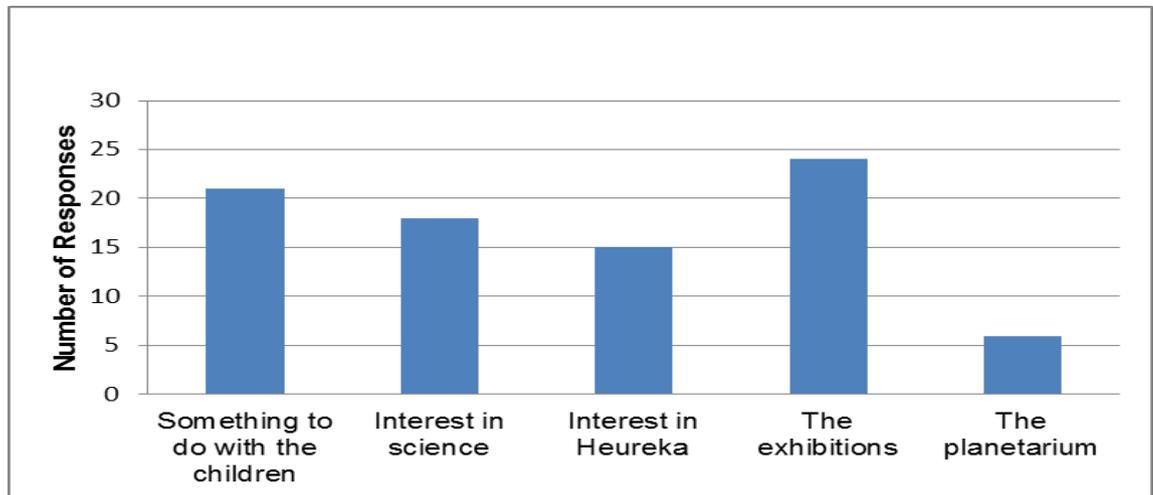


Figure 2. Results for the reasons the participants were visiting Heureka (N=28)

The results suggest that the main reasons for visiting Heureka are for the exhibitions and because Heureka offers something to do with the children. This supports the observation that many participants visit Heureka as a family. At the time of the survey, there was also the “Children’s Heureka” exhibition available, which might explain why families were even more keen to visit Heureka with the children during this time.

On the other hand, quite a few participants also showed to have genuine interest in science and Heureka, while the planetarium was shown to have the least significance on the visit decision-making, as only six participants noted as it being a reason for their visit.

It is important to note that the planetarium consequently might not have been the main reason for the visit, as the planetarium is not as advertised as the exhibitions and the center, even though information about the planetarium can be found on the homepages and in brochures about Heureka.

In addition, the participants were required to mention how they gathered information about Heureka. This information is important to understand which platforms are preferred by the segment and thus worth investing in.

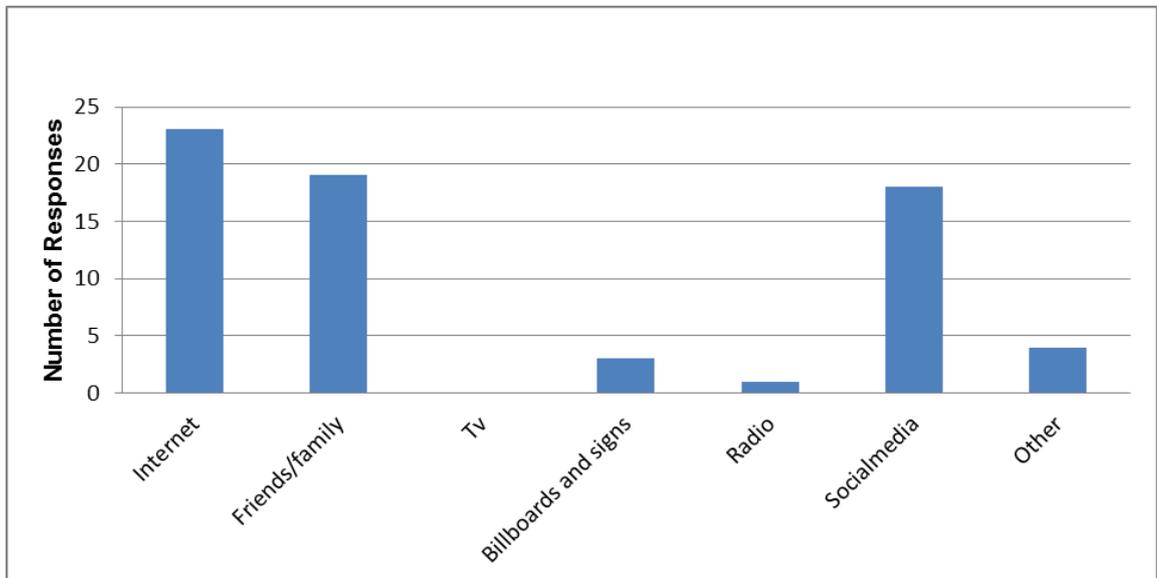


Figure 3. Platforms used by the participants to gain information about Heureka (N=28)

As can be seen from the graphic (figure 3.) above, only one participant had heard/ listened to a radio commercial. It is important to note that the surveys were conducted after the Mars-commercial had been on air, not during.

Heureka has no commercials in Russian on the television, which explains why none of the participants had used it as an information retrieval platform.

Three participants noted using billboards and signs, which suggest that they were traveling by car, as the outdoor advertising is near the Finland border.

On the contrary, internet, social media and word of mouth were the main platforms used to gather information prior to the visit. Overall, internet was used by 82.1% of the participants, which supports the border research in 2012 that suggested that 90% of Russians entering Finland do possess internet access during their visit. (TAK 2012)

For the “other” option, participants mentioned different types of print media eg. guidebooks, guides and brochures.

This supports the theory that digitalization is expanding also into the traveling Russian segment and that traditional mediums are become the supporting platforms for the digital ones, which are seen as being more convenient and accessible for even this traveling segment. Word-of-mouth is also seen as a more reliable source of information, which also correlates with the Russian culture of trusting more the spoken than written information.

## 7.4 Radio Commercial Result Analysis

This section covers the results of the survey's second section; the commercial. The first question in this section of the survey asked the participant to evaluate the following characteristics of the radio commercial using a likert scale from one to five. One representing full disagreement and five full agreement.

- Comprehension
- Length
- How attention-grabbing
- The Voice of the speaker
- Interest in hearing the ad again

### 7.4.1 Likert Scale Results

The following graphic (figure 4.) analyzes the results of the likert scale with the use of mean and mode in all the categories.

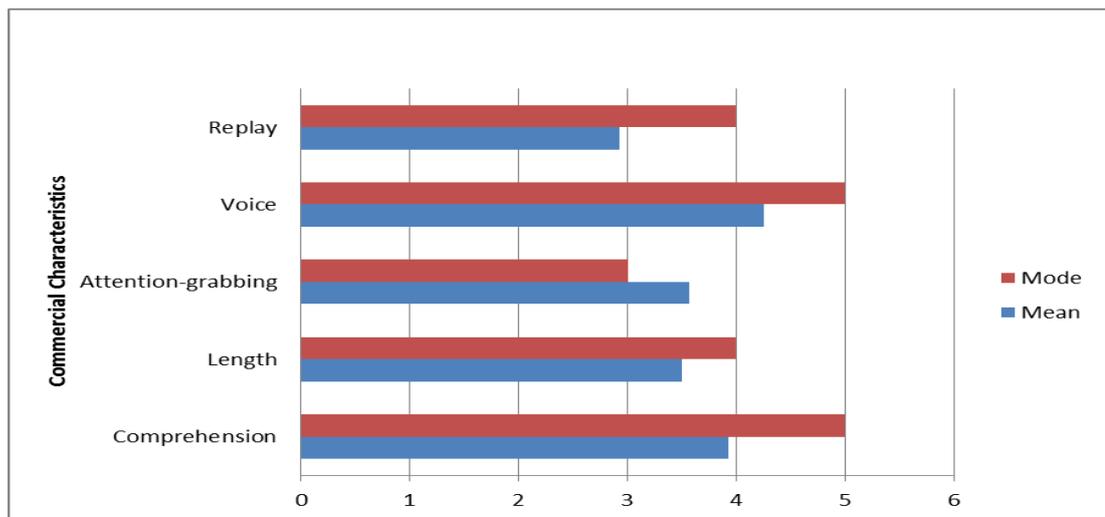


Figure 4. Quality of the radio commercial

It is important to use two types of analysis, because the mean can often be altered due to a few lower results and thus give an unrealistic view of the results.

All characteristics received a decent evaluation. There was a general pattern with the mode being higher than the mean. While the average expressed lower ranking, overall the participants had ranked it high. The only exception from this pattern was the degree that the commercial was attention-grabbing. When the mean suggested that participants evaluated it to be around 3.5, the mode was only a three.

The results suggest that the most successful characteristics of the commercial are the easy comprehension and the voice of the speaker. The weakest are the eagerness to hear the commercial again and the degree that it catches the listener’s attention.

The results nevertheless express a positive image that participants felt that the commercial was produced well.

#### 7.4.2 Follow-Up Questions

The likert scale was followed with several yes and no questions with space for explanation to understand how the participant felt about Heureka using this commercial as a part of their marketing and whether Heureka’s marketing reflects Heureka in a positive manner.

The following graphics (figure 5 & 6) display the results. This section also utilizes qualitative research by categorizing the main opinions and explanations the participants gave to their responses that give further insight to the question “why” and “how” Heureka’s marketing communication works or does not.

In addition, all participants had the opportunity to provide Heureka with suggestions for future improvement within all areas of marketing communication. All of the participants did not wish to give additional information and ethically it is not suitable to force a participant to give information if they are not willing. This is taken into account.

Each of the following graphics consist of a quantitative analysis and the supporting qualitative analysis for better understanding.

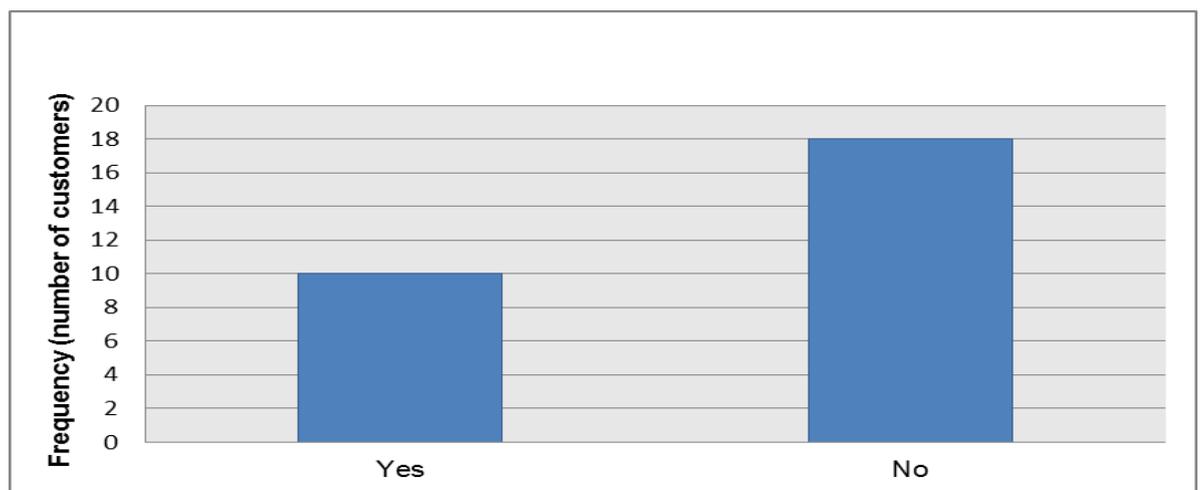


Figure 5. Question 1. Is radio a suitable way of marketing Heureka? (N=28)

Out of the participants, 55% felt that the radio commercial was not a suitable marketing method for Heureka, while the other 45% of the participants felt that it was. The difference in percentages for this question is not big, but majority leaned toward the radio not being the most suitable.

The main problems highlighted by the participants (as shown in figure 6. below) were the lack of visual appeal required to grab the attention of the audience and provide information about the concept, which is exciting, but with audio loses some of its spark.

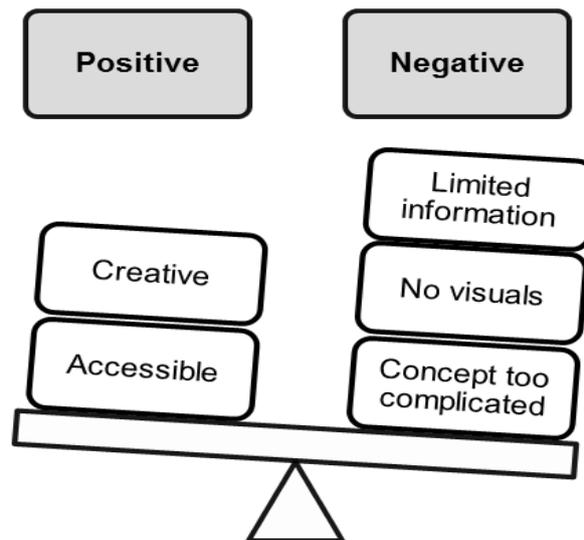


Figure 6. Balance of opinions about radio commercials as a marketing method

A radio commercial offers limited amount of information in a limited amount of time, which the participants felt was inadequate to explain all essentials of Heureka. Heureka consists of numerous activities, spaces and exhibitions, which the commercial does not highlight. A concept like Heureka requires time to be explained well to an audience with limited brand awareness. Visuals would be a lot quicker to understand and get excited about in comparison to audio, which requires the listener's complete attention for full comprehension.

On the other hand some participants appreciated the creativity of the commercial and felt it was attention-grabbing enough simply with audio. Participants with positive feedback also highlighted that this is a form of marketing that is accesible by majority, as most people own radios. It is also not as intrusive in the way that online advertising for an example is that irritates many and therefore it is suitable even for a concept like Heureka.

In continuation, when examining the degree that this specific commercial overall encouraged the listener to pay a visit to Heureka, the opinions flipped to the positive side.

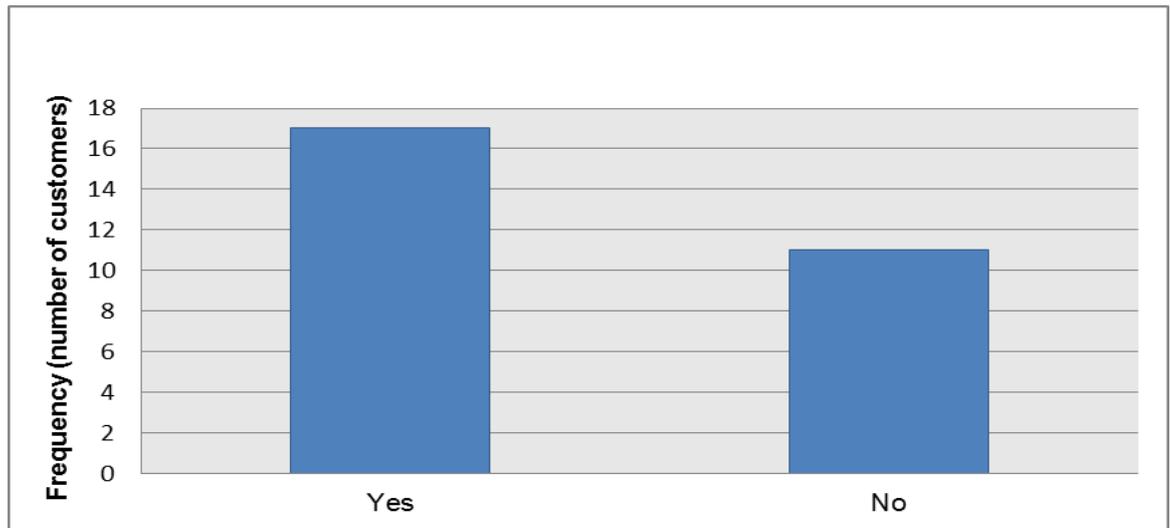


Figure 7. Question 2. Does this commercial encourage you to come visit Heureka? (N=28)

Out of the participants 64.7% felt that this particular commercial did encourage them to visit Heureka, even though in the previous question some of these participants had highlighted the radio to not be a suitable marketing channel for Heureka. Only 35.3% felt that it did not encourage them to visit.

Some similar explanations were highlighted to why it encouraged the participant to visit. These responses are relevant, as they give insight to what the participants value and come to Heureka for. Below is a graphic (Figure 8.) to display the responses.

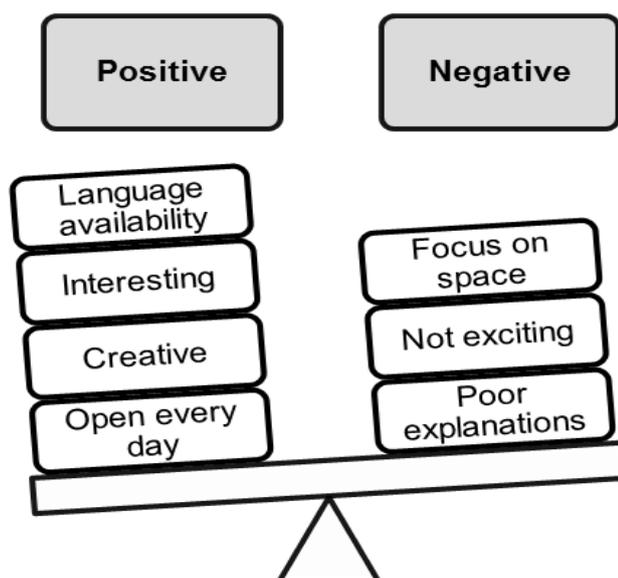


Figure 8. Balance of responses for degree of encouragement

The similarities with the previous opinions were that the commercial was effective in displaying Heureka as interesting and fun in a creative way. Many participants valued the acknowledgment of the Russian customer segment through the linguistic options and also that the center is open daily. Opening hours are very important to this segment, since many Russians spend short periods of time in Finland, so Heureka is a sure place to visit, without worries whether it is open or not.

While some enjoyed the commercial, it also confused some. As the focus was on space, instead of Heureka as a whole, some participants felt it was not interesting enough. Without an interest in space, the commercial does not encourage to visit either. Some participants also felt that the description and explanations were poor and did not provide enough crucial information. Furthermore, some referred again to the fact that a radio commercial does not have the ability to excite to the extent that other marketing media possibly can, making it difficult for the parents to encourage also the children.

Nonetheless 100% of the participants did feel that Heureka possesses a positive image that the marketing also reflects to the audience. As an observation, no participant commented anything negative about Heureka as an organization, which was great.

The main aspects that the participants valued about Heureka was firstly the educational characteristic of Heureka. Participants expressed that they prefer providing their children educational recreational activities over non-educational ones. In addition Heureka offers education in an interactive and interesting way, which is easy for parents to promote to their children.

Finally, the other main aspect appreciated was the suitability for all ages. With short trips it is crucial that activities are enjoyed by all member of the family, as the activities are limited in number, increasingly so in the recent times due to the decrease in value of the Russian ruble. The decrease in spending power can be seen as a partial advantage for Heureka as Heureka is a recreational facility that pleases all members of the family, which makes it an easy choice during the trip. In addition Heureka is affordable and easily reached, adding to the convenience of the visit.

These results provide valuable information to what Heureka should market about itself, as these are the things that this visitor segment cares about and values.

The final section allowed the participant the opportunity to mention suggestions for improving Heureka's overall marketing communication.

Below is a venn-diagram to display the results in a visual form.

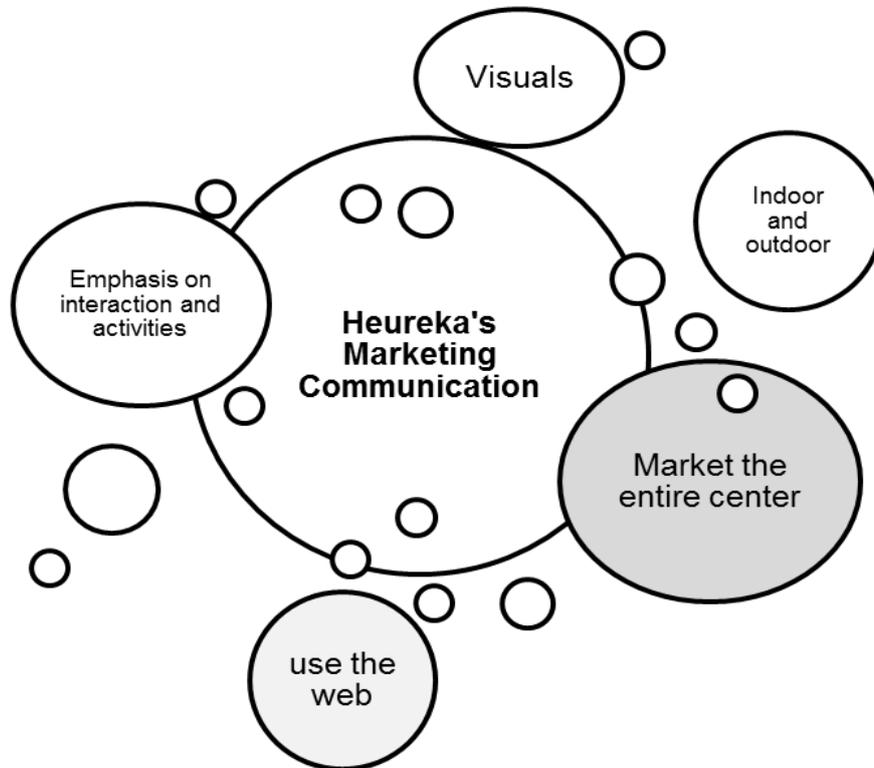


Figure 9. Venn-diagram to improve Heureka's marketing communication

The colored bubbles express the most mentioned suggestions.

The most frequent suggestions went under the topic of marketing Heureka as a center and not simply concentrating on one exhibition, as it does not offer a full image about all the operations that Heureka has to offer, which makes it unique.

Secondly, many participants highlighted the trend of having a presence online and being active in updating and interacting with possible customers online. This was also mentioned as being a requirement for companies today and not understanding why Heureka does not pursue activities online more, since they are an organization that values science and technology.

Some participants also mentioned that Heureka should put more emphasis on their assets, in other words on their spaces that are indoor as well as outdoor, offering customers fun no matter what weather it is. As well as on their numerous activities and

interactive characteristics that give Heureka a unique edge in comparison to other science centers across the globe.

Finally, participants repeated the lack of visual appeal in Heureka's marketing communication that should be increased to gain more attention and excitement, especially from the younger visitors.

Out of all the participants eight had no suggestions to give Heureka and four participants did not give any qualitative open-ended responses.

## **8 Discussion**

This chapter examines and evaluates the results of the research to form conclusions and suggest improvements for future development of Heureka's marketing communication, taking into consideration the reliability and validity of the results.

### **8.1 Reliability and validity of results**

Even though these results express an estimation, the high marginal error on this research needs to be acknowledged and the reliability and validity discussed before coming to conclusion about the results.

Reliability refers to the degree to which a research tool produces consistent results, in other words the higher the tendency to get the same results no matter who the respondent is, the more reliable the research results are.

Validity on the other hand takes into account how well the research measures what is meant to be measured. It is possible that the research tool measures a variable that the researcher did not initially mean to measure. In addition participants can also affect the validity by misunderstanding the purpose and therefore responding in an unintended manner, influencing the results. (CAL 2009; At Work 2007)

This research took into account validity by utilizing a questionnaire with short and easily understood questions to avoid misunderstanding. Most questions were option-based in structure. It is possible that some participants ranked in the likert scale wrong, disregarding the instructions that mentioned the scale rating, which was from (1) full disagreement to (5) complete agreement with the statement.

Also, Heureka's main marketing medium, print was not mentioned in the options for question (6). Some participants mentioned print in the "other" option, but it is possible that participants did utilize print media, but did not mark it in the responses, as it was not mentioned clearly.

Since all the questions were based on the participant and their opinions and experiences, there was no risk in validity due to the participant's lack of knowledge about the topic. It is still important to note that some participants had more brand awareness about Heureka or knowledge about marketing than others and were therefore more capable to give knowledgeable constructive feedback.

Since the results consisted of both quantitative and qualitative research, it is possible that the direction of research was unclear and might have affected the validity in measuring unnecessary or unrelated areas of Heureka's marketing communication and not giving enough focus to the commercial itself.

In relation to reliability, the responses in number were few (28) taking into account the entire possible population, which is 3.6 million Russian tourists. (Rajahaastattelutkimus 2012) This weakens the reliability, even though the responses showed high correlation with each other. The lack of responses was due to my limited amount of time to conduct face-to-face customer interviews.

With an extended schedule, the number of responses would be higher, which gives an area for improvement for conducting this research in the future. The more participants and repetition, the higher the reliability.

Another area of improvement would be to include "print" in the options and put more effort in the creation of the questionnaire to ensure that all questions are related to the topic and to have a clearer analysis plan to improve the validity of the results.

As mentioned, the results of this research cannot be generalized, but do give an estimation and allow for appropriate evaluation on the radio commercial and furthermore on Heureka's marketing communication.

## **8.2 Evaluation of results**

The results of this research support the theoretical section of the thesis to a high degree. The observations of this research suggest that Russian tourists do indeed tend to travel as families and majority of the participants of the study were traveling from St.Petersburg, which correlates with the research done at the border in 2013 that expressed that 80% of the tourists are traveling from St.Petersburg. (Suomen Gallup 2013)

Unfortunately, this research did not examine the mode of transportation used by the participants to enter Finland, but using the Suomen Gallup 2013 research as a reference there is a possible assumption to be made that majority also traveled to Finland by car. A few participants also mentioned seeing the billboards, which suggests that they were traveling by car or bus, as the outdoor advertising is situated near the borders.

Taking this into account, there is a possibility that the participants had the opportunity to listen to the Sputnik radio during their journey. Nonetheless, only one participant recalled hearing/listening to a radio commercial, which is a poor result. This participant was from the 46-55 age group, which is logical, since Sputnik is most popular with the 35-64 age group. (Radio Sputnik 2013) In contrast to the marketing theory mentions that radio can be an effective form of communication, especially with accessibility and opportunity and with the Russian communication culture trusting more the spoken word than the written, there must be a variable that is making the radio not so utilized anymore. A possible explanation is digitalization, which is also supported by the expansion of the digital trend mentioned in the theory part of this thesis.

In contrast to the radio, the internet, social-media and word-of-mouth gained the most popularity in the results as information retrieval methods. This is an expected result, as in addition to the internet gaining popularity globally, the TAK border research in 2012 revealed that 90% of Russians actually have internet connection in Finland and 45% have internet access straight on their phone. (TAK 2012) This also explains why some participants mentioned as a suggestion that Heureka should have a stronger online-presence.

### **8.3 Effectiveness of commercial**

Even though the commercial received a positive likert scale evaluation from the participants for its content and production and 45% still felt that it was a suitable marketing method for Heureka, the fact that the participants still prefer and utilize other media suggests that it is not the most suitable after all. This might be a surprise, as approximately 80% of Russians are recorded still traveling to Finland by car and thus have the opportunity to listen. (Suomen Gallup 2013) As mentioned above, this change in effectiveness might be explained through digitalization.

Online services have become easy and available for a huge majority, referencing again the fact that 90% of Russians crossing the border in 2012 admitted having internet access in Finland (TAK 2012) This might limit the number of Russians listening to the radio in the car to the elder age category, while younger groups prefer entertaining and informing themselves with the use of technology eg. phones, tablets, laptops etc. (BrandAds 2014) Before the radio was possibly a lot more effective, because this noise, clutter and distractions did not exist to the extent that they do now and the listener's attention and attention span are miniscual.

In addition, participants that found the radio to be a poor marketing method for Heureka noted that a concept like Heureka should be visual to excite the audience more effectively than a radio commercial, especially to gain interest of children. Children today are used to lively colors and sounds and it might therefore be increasingly difficult to grasp their attention.

Taking this information into account, it is beneficial for Heureka to make some changes.

#### **8.4 Improvements and changes**

As the main problem with the commercial was not in its content and production, it is logical to consider the medium. 55% of the participants expressed that the radio commercial was not the proper marketing tool for Heureka and as 57.1% of the participants had priorly visited Heureka and to some degree understand the concept, it is useful to take this feedback into consideration.

The weakest characteristic of the radio commercial was its ability to grab attention. The theoretical section of this thesis discussed that one of the effective characteristics of utilizing radio was that it reaches the listener during a time of minimum distractions, which might not be the case anymore. In the present time we are bombarded with distractions constantly, even in the car, making it very difficult for any radio commercial to grab the listeners full attention. This solely could be a reason to invest in other media.

Heureka does already a nice job of using various channels, both digital and traditional to limit risks, but the percentages in effort put into digital marketing should be increased to align with the current trends and needs of the target segment. Heureka should utilize their present Vkontakte-pages that are not reaching their full potential, as 60% of incoming Russians are noted as having Vkontakte-pages. Utilizing the online possibilities is also a cost-efficient in the present time, when traveling habits of the Russian tourists are unsure. Heureka's print distribution on the other hand is shown to be effective and wide and even though there are current fluctuations, which will most likely affect the exposure made through print, it will be best for Heureka to continue using their print distribution channels.

As marketing is more expensive in Russia (Seppälä 12 September 2014) and with the present changes in Russia's tourism industry it would be risky to invest in inside Russia marketing. This gives an additional reason to utilize the online possibilities more, as well as continue the distribution of print media in tourist-centered locations to try to reach the Russians, who are still entering Finland in the present situation.

## 9 Conclusion and recommendations

To conclude, Heureka has an overall positive image amongst the Russian tourist segment with some brand awareness, but with the recent economic and political fluctuations it is even more crucial that Heureka highlights their strengths and remains visible to the Russian tourist segment, which continues to make up majority of the tourists in Finland.

Majority of Russians visit Finland for short periods of time. This means that along with the decrease in spending power at the moment, the competition to get Russian tourists during their stay is high. Most Russians come to Finland for shopping, which is why Flamingo and Jumbo are Heureka's biggest competitors throughout the year, as Linnanmäki operates only from May till October.

The main advantages Heureka has over these recreational facilities is uniqueness, interactivity, language and educational value, which they need to communicate in order to continue to possess a strong market position with the Russian tourists in the field of leisure and recreation.

Radio commercials are one way that Heureka has tried to promote its center and the feedback that the Mars exhibition radio commercial gained from this research was positive for the content and production, but the overall method received criticism.

Even though 80% (Suomen Gallup Oy 2013) of Russians continue to travel to Finland by car, because it is the most economical mode of transportation, the effectiveness of using radio commercials is suggested by this research to be weak. Sputnik is most popular with the older generations and the trend seems to support an increasing interest in the utilisation of the internet. Over 80% of the participants mentioned using the internet to find information about Heureka, while only 3.6% had used the radio. The negatives for Heureka using radio commercials are that (1) they lack the visual appeal (2) the listener needs to quickly grasp the most important information (3) the listener needs to go visit other platforms to gain all the required information for the visit (4) it is expensive.

In addition to this, there is more distractions and noise in the car that limits the listeners ability to grasp radio commercials today, which directly leads to decreased efficiency, which is another reason why Heureka should switch the efforts to another medium instead.

In the light of this information, Heureka should support their traditional print and outdoor media with a strong online presence instead of investing in radio commercials. Heureka already possesses a Vkontakte page and in Russia, Vkontakte has higher popularity than Facebook, therefore it is most beneficial to concentrate efforts solely to Vkontakte and the homepages. 90% of Russians mentioned having internet access in Finland, therefore internet is an easy and convenient information retrieval tool. (TAK 2012)

Vkontakte also allows Heureka to market itself visually and creatively with the use of pictures and videos without investing too much, as one of the main suggestions was that Heureka requires a more visual marketing method, as the concept is difficult to grasp simply with audio. Nonetheless, audio should be incorporated on the sites, as it is more personal and to the Russian population more reliable than simply text.

In addition, even though the content of the radio commercial was found to be good, Heureka should try to market their center as a whole and mention all the activities available, as one of the criticisms was that without interest in that specific area of science and knowledge that the center offers more, the eagerness to visit is very low.

Finally, as Russia is facing political and economic fluctuations that have also influenced foreign travel, until the situation has settled it is quite risky to invest in expensive marketing communication or begin cooperation with travel agencies inside Russia. This is why utilizing the internet offers an easy tool to remain visibility with the Russian segment during this difficult situation, but as Visit Finland (Visit Finland 2014) stated, it is important to continue marketing efforts even during this time to remain in the minds of the target group and to create a base for the ascension period.

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## Attachments

### Attachment 1. Original Questionnaire



1. Ваш пол? Мужчина / Женщина
2. Ваш возраст? 15 – 17      18-25      26-45      46 – 55      56+
3. Из какого Вы города? \_\_\_\_\_
4. Приходилось ли Вам ранее бывать в научном центре “Эврика”?  
  
Да / Нет
5. В чем заключается цель Вашего визита?
  - Интерес к науке
  - Интерес к научному центру “Эврика”
  - Посещение вместе с детьми
  - По работе
  - Посещение вместе с родственниками / гостями
  - Из-за выставки
  - Посещение планетария
  - Другая причина: \_\_\_\_\_
6. Откуда Вы узнали о научном центре “Эврика”?
  - Интернет
  - Друзья/семья
  - ТВ
  - Рекламные щиты/вывески
  - Радио
  - Социальные сети Вконтакте/Facebook
  - Из других источников: \_\_\_\_\_
7. Приходилось ли Вам слышать рекламу научного центра “Эврика” на радио?  
  
Да / Нет

-- ПОСЛЕ ПРОСЛУШИВАНИЯ РЕКЛАМЫ --

1. Пожалуйста, оцените рекламу по шкале от 1 до 5 баллов. 5 баллов – полностью согласны, 1 балл – полностью несогласны.

Реклама внятная, ее суть воспринимается легко 1 ... 2 ... 3 ... 4 ... 5

Реклама подходящей по времени длины 1 ... 2 ... 3 ... 4 ... 5

Реклама привлекает к себе внимание 1 ... 2 ... 3 ... 4 ... 5

Голос диктора выразителен и приятен на слух 1 ... 2 ... 3 ... 4 ... 5

Рекламу хотелось бы услышать снова 1 ... 2 ... 3 ... 4 ... 5

2. По Вашему мнению, является ли такой способ рекламы подходящим для научного центра “Эврика”?

Да / Нет

Почему? \_\_\_\_\_

3. Вызывает ли эта реклама желание посетить научный центр “Эврика”?

Да / Нет

Почему? \_\_\_\_\_

4. По вашему мнению, обладает ли научный центр “Эврика” позитивным имиджем?

Да / Нет

5. Имеются ли у Вас предложения по улучшению рекламы научного центра “Эврика”?

\_\_\_\_\_

Благодарим Вас за участие!



1. Your gender? Man / Woman

2. Your age? 15 – 17                      18-25                      26-45                      46 – 55                      56+

3. Which city are you from? \_\_\_\_\_

4. Have you visited Heureka before?

Yes /No

5. What are the reasons you are visiting Heureka?

- Interest in science
- Interest in the Heureka center
- Something to do with the children
- For work
- To come with friends or guests
- For the exhibitions
- For the planetarium
- Other reason: \_\_\_\_\_

6. From where did you hear about Heureka?

- Internet
- Friends/family
- TV
- Outdoor advertising
- Radio
- Social-media (Vkontakte/Facebook)
- Somewhere else: \_\_\_\_\_

7. Have you heard a Heureka radio commercial before?

Yes / No

-- AFTER HEARING THE COMMERCIAL --

1. Please rate the commercial on a scale from 1 to 5. 5 – full agreement, 1 – full disagreement.

The commercial was easy to comprehend 1 ... 2 ... 3 ... 4 ... 5

The length of the commercial is good 1 ... 2 ... 3 ... 4 ... 5

The commercial attract the listener's attention 1 ... 2 ... 3 ... 4 ... 5

The voice of the speaker is expressive and pleasant to hear 1 ... 2 ... 3 ... 4 ... 5

The commercial would be nice to hear again 1 ... 2 ... 3 ... 4 ... 5

2. In your opinion, do you think this is a suitable way to market Heureka?

Yes / No

Why? \_\_\_\_\_

3. Does this commercial encourage to visit Heureka?

Yes / No

Why? \_\_\_\_\_

4. In your opinion, does Heureka have a positive image?

Yes / No

5. Can you think of suggestions to improve Heureka's marketing?

\_\_\_\_\_

Thank you for participating!

### Attachment 3. Original script of the commercial

“Эврика! На встречу с Марсом. Сто вопросов о красной планете, на которые у нас есть ответы. Фантастическая интерактивная экспозиция на тему космоса. Впервые в истории научно-развлекательного центра Эврика - всё о тонкостях космического путешествия. Центр Эврика открыт ежедневно, даже в Рождество. Адрес в интернете: [heureka.fi](http://heureka.fi). Научно-развлекательный центр Эврика - выставка "На встречу с Марсом". Эврика! Это надо видеть.