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A Branding and Marketing Plan for a Trade Union

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<p>The purpose of this thesis project was to define a branding and a marketing plan based on study and research into successful brands and marketing strategies. The goal was to increase visibility by creating a cohesive brand image and to define a marketing plan to suit this purpose.</p> <p>This project looked into trade unions in Finland and how they conduct marketing. This project also looked into research that was available of target audiences for client website and Facebook site.</p> <p>The client of this project already had a logo, a website and a Facebook site, but this project and research showed that they are not enough to build a cohesive brand.</p> <p>This project included modifying an existing logo, choosing typefaces and colors, creating business cards, an animation and exploring the possibilities that a well-thought of marketing video could give to the brand.</p> <p>This thesis concludes that in order to create a cohesive brand image and a marketing plan, there is a need for continuous brand management. The most cost effective way to market and get visibility was to increase activity on the website and the Facebook site of the client as well as to commit board members to the project. It was also concluded that it is important to have well designed handout material to give out, when recruiting new members.</p> <p>The client was able to give feedback on the progress, but only small parts of the branding and marketing plan were implemented during this project, because all changes to the brand need to be voted on by the board of the client. An initial continuing co-operation was agreed on with the board in regards to the marketing video and continuous brand management.</p>	
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<p>Insinööriyön tarkoitus oli määritellä brändäys- ja markkinointisuunnitelma ammattiliitolle. Tavoitteena oli lisätä näkyvyyttä luomalla yhtenäinen brändi ja määritellä markkinointisuunnitelma, joka on tavoitteen mukainen.</p> <p>Projektin alussa asiakkaalla oli käytössä logo, verkkosivu ja Facebook-sivu, mutta tämä opinnäytetyö ja tutkimukset osoittivat, etteivät ne erillisinä osina yksin riitä yhdenmukaisen brändin rakentamiseen.</p> <p>Insinööriyössä parannettiin ammattiliiton logoa, valittiin dokumentointia varten yhtenäinen kirjaintyyli, suunniteltiin käyntikortit, animaatio sekä videon tuottamista markkinointimateriaaliksi.</p> <p>Opinnäytetyön osoitti, että saadakseen luotua yhdenmukaisen brändin ammattiliiton pitää hallita sitä jatkuvasti. Kustannustehokkain tapa saada lisää näkyvyyttä oli lisätä toimintaa verkkosivulla ja Facebook-sivulla. Hallituksen jäsenten osallistuminen brändäykseen on tärkeää. On myös tärkeää, että brändättyä materiaalia voidaan jakaa rekrytoitaessa uusia jäseniä.</p> <p>Asiakas pystyi antamaan jonkin verran palautetta työn edistymisestä projektin aikana. Opinnäytetyön tavoitteet ja asiakkaan alussa asettamat tavoitteet täyttyivät ja suunnitelmat valmistuivat ajallaan. Suunnitelmat jäivät ammattiliitolle toteutettaviksi myöhemmässä vaiheessa.</p>	
Avainsanat	sisältömarkkinointi, brändäys, brändikuva

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1 Introduction

The goal of this final year project was to give a customer a cohesive brand and to create a marketing plan. Turvallisuusalan ammattiliitto (Security sector workers' union) or TURVA as later referred has already a small brand, logo and a website, so there is no need to start to create a whole new brand altogether, but more to polish and expand an existing brand to its full potential.

The security sector workers' union is a very new union. There used to be local divisions of security workers within the trade workers union PAM, but since the spring 2015 all the security workers' divisions now form a union within a union. In other words, TURVA is a union within the PAM trade workers' union. TURVA has its own board, but is tied economically to PAM, even though it can independently allocate its own finances.

The security workers' union is a nationwide private security business workers' union. Its members are from different fields of work in the security business including guards, receptionists, shop observers, fire guards, security officers and porters. Together they make up around 5,300 members. [1, 1.]

Working as a shop steward in the security field and being a member of the TURVA I noticed that the logo of TURVA is not very well known, even among its members. The field of security sector workers has its challenges and is changing. Most recently a new updated law was passed that gave more responsibilities to security sector workers [2]. The hope and goal is that the brand and logo are as recognizable to students and workers of the field as the parent organization's PAM's, logo and name are. To reach this goal there is a need to create excitement in workers and spread information in a modern way of marketing.

These goals can be reached by introducing a brand new marketing that targets a specific audience and a branding plan that will hopefully make the brand, logo and website more visible and known. This then adds to the value of TURVA by giving it more credibility and getting more new members.

2 What Is a Brand?

According to the book Brand Glossary [3, 14]:

A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence.

This means that by combining attributes, text, and images, they in turn create a brand that is recognizable in a sea of information and images. In effect, brands are created with the idea that they will create value for the creator by securing customer loyalty. [3,14.]

2.1 Importance of Branding

A good brand can create more value to its owner and can stand on its own. A good brand is also recognizable and stands out. According to Mary Ann Henker, people are very visual beings which means it is important to choose a font, a logo and a look that then can be put everywhere. These visual elements are a good way to make customers remember and recognize the brand. [4.]

2.2 Brand Strategy

A strategy for a brand is a plan that combines everything the brand holds. It is a vision of how the brand will be received by potential customers. According to the brand glossary an effective strategy answers to these five questions:

1. What are the most profitable customer segments to which the brand must appeal?
2. What is the single-minded value proposition that is going to compel these high priority customers to repeatedly choose the brand?
3. Why should these high priority targets believe in the brand?
4. What are the facts that support the value proposition?
5. How do we communicate and implement the branding, marketing and operational plan so the employees and sales channel will adopt it? [3, 19.]

A company has to be able to control the image of the brand that they have, because the customer makes the decision to buy based on the image. This continuous maintenance of the image is called building a brand. [5, 50.]

A brand strategy is closely related to marketing. Traditional branding is defined by four Ps, which are the product, place, promotion and price. This is still a valid definition, but according to Mäkinen et al. to “product” can be replaced by another term “offering”. The

reason for this is that a brand does not usually only stand behind just one product. [5, 51-53.]

2.3 How do Brands Create Value?

According to Mäkinen et al. in their book "Brand to the corner office" "defining the brand has to have concrete advantages that benefit the brand in a way that the brand stands out from competitors. The model below explains how to define the advantages that the brand offers to the target group including material and immaterial benefits. [5, 183-184.]

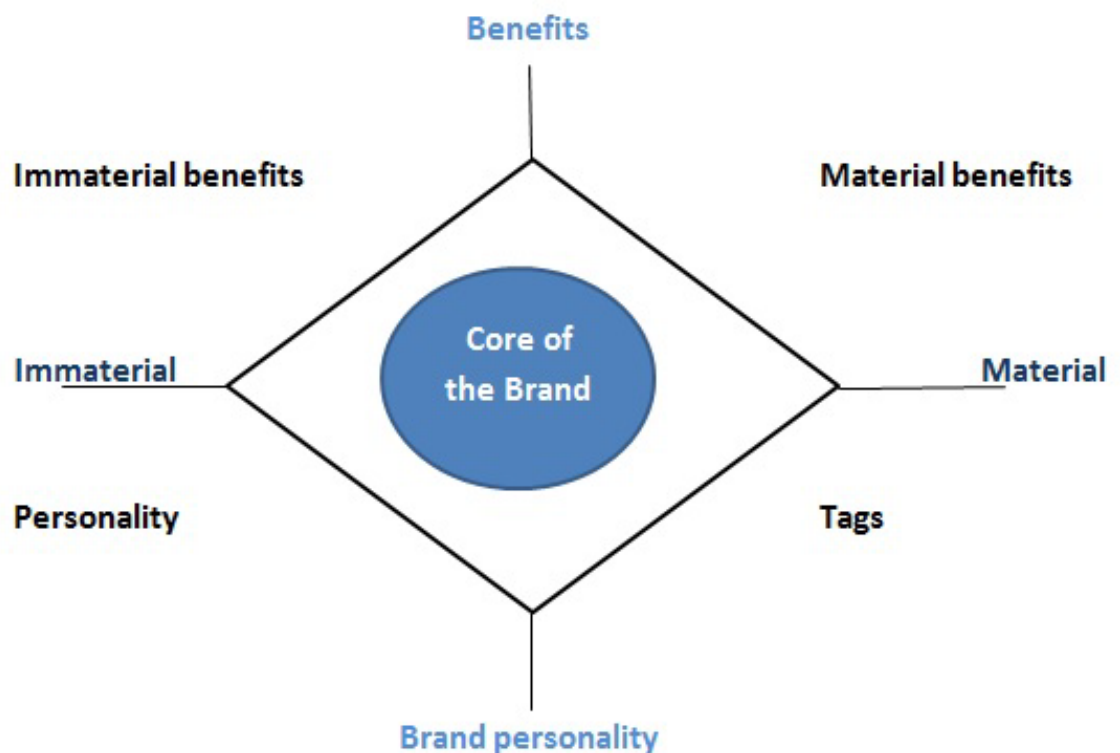


Figure 1. The core of the brand model copied and translated from Mäkinen et al. (2010) [5, 190].

The immaterial benefits are the benefits that the client gets that are based on emotion resulting from using the brand rather than anything concrete. The personality of the brand comes from features that depict the brand, like values. As for the material values, they are the benefits that the customer gets from using the brand in reality. The tags are the visible queues and real things that make the brand recognizable. [5, 185.]

Recognizing these benefits and making them work is important in recognizing the brand value. A brand that has been created and has a good immaterial brand personality can be used to sell a higher end product for a higher price than a regular product with the same functions or services. This can be achieved by having an immaterial brand image that makes the customer feel that “it is worth every penny” or making the customer feel successful, like with premium line products. [5 ,187].

3 Marketing

The core goal of marketing is to understand the needs of a customer and provide a service and/or a product for that need. Marketing in an organization is very important in order for that organization to grow and survive in competition. Marketing done with a purpose and a plan helps the organization to adapt and to achieve their maximum potential according to “Principles of Marketing”. [6, 5-6.]

There are many types of marketing these days. There is traditional marketing, which includes billboards, TV and radio marketing. Also giving out flyers in the street and engaging in public conversations with everyday people can be effective in reaching a certain audience. Nowadays one of the most effective ways to market is through social media. This includes Twitter, Instagram, YouTube, Facebook and many others.

3.1 Traditional Marketing

Traditional marketing has been conceived normally as flyers, billboards, TV and magazines. These are still used by companies today. Traditional marketing can be effective in the digital age, when the target group is more traditional marketing oriented consumer.

Losing touch of one another in the digital age has become evident in life, when communications is done by texting, messaging apps and email. Some customers might want that human connection, which is marketing face to face. That is why politicians still today use the oldest marketing tool: engaging with audiences face to face in conversations. Thus the power of hands in traditional marketing can never be underestimated, even with the early introduction of new marketing methods.

3.2 Content Marketing

Content marketing has been doing a good job in replacing traditional marketing after the digital revolution and entering the age of social media. According to the Content Marketing Institute [7],

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

Subsequently business creates real time content or distributes other created content that the customer finds valuable, relevant and interesting, which the customer shares in social media or other outlet [7].

With content marketing, the organization needs to be well aware of their audience when redefining their brand to include the actual audience in content creation. The content must be then labelled correctly and to have social relevance to the customer, so that it is found in real-time. [8, 3-4.]

Content marketing needs to be both about publishing and participation of users and employees. Content marketing is happening in real-time so time is of the essence, but still there needs to be a data oriented strategy behind it. Data needs to be analyzed and used when taking advantage of opportunities that arise in social media. [8, 49-53.]

3.3 Marketing in Social Media – the Inexpensive Way

Marketing in social media can be very effective when done right. It can also be free or very expensive depending on how the marketing is done. Many companies have their own Twitter, Facebook and Instagram pages. If a company wants more visibility with marketing videos and commercials, their marketing can be done in YouTube.

YouTube and Facebook are one of those services that allow users to add a lot of content for free and create pages after pages. This can be a good option if there is not a very big budget for marketing in a company.

3.4 Marketing by Using Videos in the Web

Video is one of the most effective ways to promote and improve the consumer awareness of company brands. Nowadays videos are published online more commonly than ever before and that has created another way to connect with customers. A video on the internet needs to be innovative and a well-thought off part of a marketing campaign according to John Cecil. A video allows the customer to be able to build more trust towards a company, when the customer sees a company more like a person. [9 ,8.]

There are multiple video sharing sites such as Youtube on the web that can be used to promote a company using online videos for free. However, there is so much content on video sharing sites that a viewer is more likely to click away from the video before it ends than to watch it until the end. According to John Cecil and research done by Visible Measures, the attention span of video viewers can be measured by “rate of abandonment” seen here in figure 2. [9, 78]

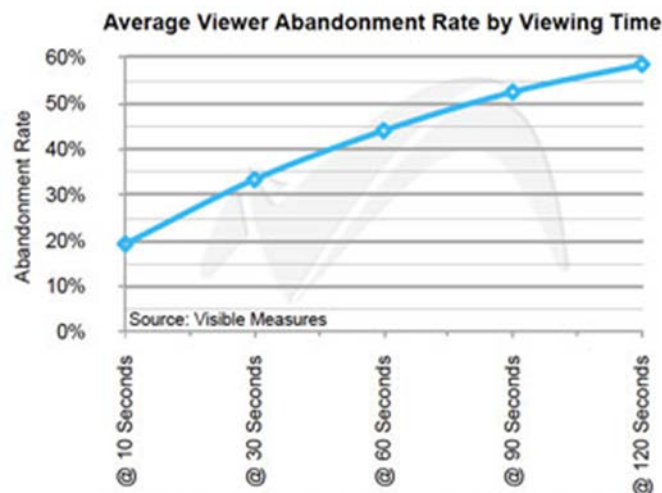


Figure 2. Screenshot Average Viewer Abandonment rate by Viewing Time copied from. Merino F. (2010). Screenshot. [10.]

After 10 seconds of watching a video, 20% of viewers have clicked away or “abandoned” the video. After 30 seconds the number goes to almost 45%. Keeping the result in mind, the most successful videos are the ones that are short and interesting to the viewers. [78, 9]

Viewers also look at how much time is left on a video and click away or stay according to the time left. This was investigated by Krishnan and Sitaraman in their study. They discovered that the abandonment rate was lower with a shorter video which showed that the viewer’s knew to look for how long it takes to watch the whole video and abandoned it sooner, if it was too long. [11, 8.]

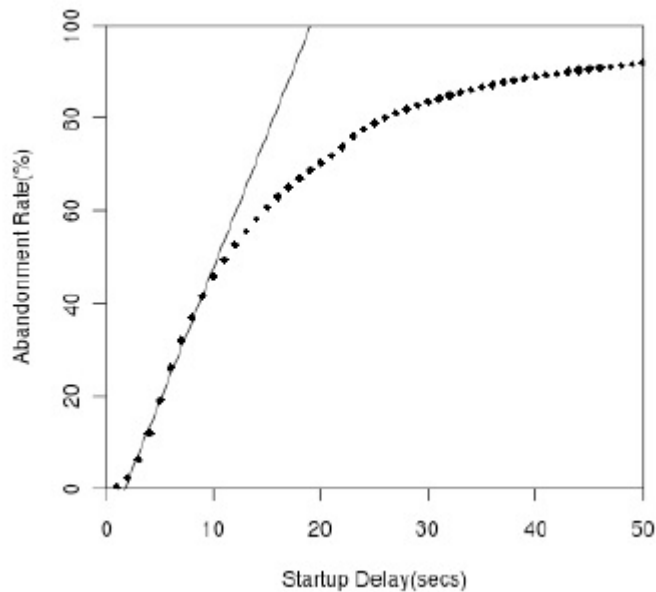


Figure 3. Rate of abandonment by length of video delay copied from Krishnan (2012) [11,8].

There is also a danger that a viewer can abandon the video even before it starts. A research into video stream quality by Krishnan and Sitaraman showed that if a video takes a while to start playing the viewers' start to abandon the video roughly at a 5.8% rate per second after two seconds of delay [11, 8]. This has to be taken into account when deciding which server is used to host a marketing video. Even if the video that the company uploads has a high resolution, or a large file, it is important to make sure the server has an option for a lesser quality stream for slower connections.

3.5 Viral Videos

Viral videos are videos created either by normal everyday users or companies on purpose or by accident. They are shared and viewed all around the world in a short period of time creating millions of views. YouTube was launched 10 years ago on February 2005. To celebrate its history, a user on YouTube created a montage of 10 years of evolution of viral video. [12.]

Some examples of viral videos on the montage are: "Evolution of dance by Judson Laipply" published in 2006 with over 290 million views and "RickRoll'D" music video published in 2007 with 71 million views. In 2011 popular viral videos have included: "Talking dog" with over 166 million views and "Baby laughing at tearing paper" with over 75 million

views. In 2012 at the time of the United States presidential election a video called “Obama vs. Romney (ft. Abe Lincoln) Epic rap battle” went viral with over 103 million views. In 2014 the “Ice bucket challenge” went viral with celebrities filming themselves dropping buckets of ice water on top of themselves to support finding a cure for ALS, a degenerative disease. [12.]

One of the most views created in that ALS campaign was “Bill Gates takes the ALS ice bucket challenge” with 21 million views. The same year the aviation company KLM created a marketing video that went viral. The video was about their lost and found delivery dog creating a much needed positive image for their company with more than 17 million views. Other videos that went viral were romantic proposals, music videos and many others. [12.]

It is hard to find a real rule of how to create a viral video, but Forbes magazine had studied this in an article listed six qualities to make a video go viral. According to the author, Ilya Pozin

Having a piece of content go viral is like winning the Internet’s version of the lottery. It’s incredibly difficult to achieve and often hard to replicate. For every viral video success, there are dozens, if not hundreds, of failures. [13]

However according to Pozin there are ways to make for a better chance in creating a viral video. Viral videos are often created and shared by young people who are used to short information outlets like Twitter. Also people tend to find videos that are positive more sharable. [13.] As a result there is a need to connect emotionally with the viewer and to create a positive feeling. Being current is also important so that the video is found by viewers who search for current information [13]. Working from recent relevant news, interest stories and trends is a good start.

Viral videos can be a good way to show that the company is involved and interested in the customer. Answering fan questions is a good way to show interest in the customers [13]. The video should also be informative to have a better chance of going viral. Therefore teaching the viewers’ something they did not already know would make the video more sharable. [13.]

The final way, according to Forbes, is to be inspiring. It is important to try and find stories and subjects that can be seen as inspiring, like overcoming adversity. [13.]

3.6 Creating a Marketing Strategy

A good marketing strategy has goals which are derived from a business strategy and branding strategy. Using the goals from those strategies, marketing guidelines and goals can be derived for a certain time period. These time periods can be short or long. Long time periods usually look for megatrends. Megatrends are trends of behavior that affect marketing in the long run, like the trend to use more online sources than written ones. Megatrends can affect a business so much that the business might lose its purpose. [5, 151-152.]

The marketing strategy also has to take into account studies and statistics about customer behaviors, but it is the interpretation that counts, not just the data collected on customers [5, 152].

A marketing plan should include six plans all together: a service plan, a marketing communications plan, a sales plan, a customer service plan, a research plan and an internet plan. The marketing communications plan should include public relations. The marketing communications plan is not a marketing plan alone, even though it mistakenly is interpreted as such by some people in companies. The customer service plan relates to how the customer can access the service and interact with the employees. The research plan, should include how the company keeps up with the market research, and there should also be an internet plan, which includes marketing of the website, according to William M. Luther. Combining all of these plans inside the marketing plan ensures that the company can be exceptional in marketing which ensures that the brand is promoted cohesively and together by all groups of workers. [14, 11-12.]

Content Marketing Strategy

When creating a content marketing strategy, it is important to evaluate first the past and current marketing programs that are being used. Performing a SWOT (strengths, weaknesses, opportunities, threats) analysis can help to see where there is work to be done and where the strengths are to be used to the full potential. Also setting a goal is important to see how these goals are achieved and executed, even though the goals might change in time. Identifying how to measure success and failure is also important. Analyzing market research and identifying the opportunities it offers is also important to get the audience engaged in the content. [8, 48-51.]

Even though statistics are often counted based on number of “clicks” and “likes”, it is important to remember that the audience online is made of real people who seek their interests online. That is why developing a real time presence online requires a human touch. [8, 52].

Identifying the audience is also important. According to the book “Search and Social” by Garner, it is important to find out what the audience searching for and has there been enough relevant content created that answers the questions that people have. The content must be related to keywords being used by the audience at each moment. [8, 48-51]

3.7 Creating a Marketing Video

A marketing video is not usually at the top of companies’ priorities, especially if there is not really an actual physical item to sell. However the world is a busy visual world with short attention spans [10]. A video is a good way to introduce a brand and the company in a fast, visual and storytelling way. According to Tyler Lessard, “2015 will be the year of video marketing”. Audiences prefer video content over other formats. [15.]

A marketing video is a big part of content marketing. A video can be an effective way to show a way to a website, by first capturing the interest of the viewer. A video has a better chance of standing out in social media [15]. Nowadays a video can be an inexpensive way to market a website, while also keeping in mind a marketing strategy that should include a publishing schedule, duration of the video and a call to action, according to John Rampton. [16.]

It is important to keep in mind the product and having the video mean something. A call to action is important so that the viewers know what to do after watching the video. Also keeping the product and offering in mind, customer created content, can be a good way to ensure a product success, according to John Rampton. [16.]

4 Case Berner XZ

Bimi Wegmuller, an old marketing advisor to business men and customers, described long ago that about an old media strategy in the following way:

When you use media, remember that you should focus your money and dominate.

To give an example, Berner XZ is a Finnish hair care product maker that is operating in the highly competitive field of beauty care products in marketing. The main problem for Berner is how they can stand out when their competitors have five times more money for advertising in their budget. The challenge for Berner is, according to Mäkinen et al. that they are a smaller company that competes with global marketing giants that have much more money to spend in marketing, than Berner. [5 ,248-249 .]

To keep themselves in business, Berner needs to add to their market share and keep coming up with new products. Berner has managed to keep themselves in competition and rose from their fifth position in the market of hair care products to the second place at the end of 20th century. [5, 249]

Berner has used Wegmullers instructions and chosen a media outlet to use and dominated it. Berners international competitors are always seen in different media and have spread out to use multiple media. Berner has targeted XZ marketing at magazines, at a relatively cheap cost. According to Mäkinen et al, this has resulted in growth in business that rivals even the major mogul L'oreal. [5, 249.]

From this can be learned that it is not always that important to spread out to all new media outlets, but to focus and go boldly and loudly where the customers are. It is important to choose a media strategy that works for the product and dominate. It is also important to see the limitations of the company. If there are no resources to match the competition in the marketing budget, then there is a need to rethink and target, which has become a very successful strategy for Berner. There is no need to abandon traditional marketing just because there are new media and ways to market being created all the time.

5 Social Media in Marketing

Social media, when used right, can be very effective and inexpensive at the same time. Social media is a key tool to have better conversation with customers, because social media allows clients/ users and audiences to comment, like and share the content that has been created for them. As mentioned earlier involving the customer is a key tool in creating brand recognition and loyalty.

Facebook advertising

Facebook allows users or marketers to measure the reach of their Facebook page through various charts. The creator of a Facebook site can easily see how many people have seen a particular post and how many clicks it created. Facebook also keeps track of users' personal information, which includes, among other things, their age and sex. Facebook also monitors, when users log in and use Facebook. The advertiser or site manager can see when active "likers" of the site use Facebook and then plan a post so that it reaches as many people as possible. Facebook calls this "Page Insights". [17.]

The more active the "likers" of Facebook are, the more visibility the site gets and therefore more views. Facebook advertising does not require a lot of money. A site can be created for free and a user can invite friends to "like" a page. Facebook also offers more visibility in exchange for money.

6 Unions in Finland

The history of workers' unions in Finland started in 1907 after the big strike in 1905. The most relevant changes in the working life were made by introducing the five day, 40 hour, workweek in 1965 and the 4 week vacation in 1973. Today companies and workers' unions work together to keep peace, make collective agreements and make changes to the working life in Finland. [18.] Because of collective agreements, there are not that many strikes anymore in the everyday work. However, strikes are still why companies chose to unionize in the first place and follow quite expensive collective agreement. The workers' unions and company unions together negotiate the collective agreements every few years and that way ensure compromise and peace in the work life.

A generally binding workers' collective agreement is the best tool unions have in order to fight under paying and to keep up good working conditions. For companies that are unionized themselves, they follow a normally binding collective agreement, but if the collective agreement is generally binding, then even the non-unionized companies have to follow it. [19] The security workers' collective agreement is generally binding at the moment, because more than half of the workers in the security field work for companies that are unionized. However maintaining the situation as it is requires work, unions and active members in the unions.

Big unions in Finland use marketing that combines different marketing tools. Unions started up by talking with people and making personal connections, so talking is still used in marketing as well as traditional outlets of marketing like TV commercials and billboards. Social media has also become a tool of marketing unions and memberships.

6.1 PAM Union

The PAM union was founded in 2000 and now has 232,381 members (December 31, 2014). It has 166 local divisions and has 42 collective agreements from different areas of work. About 80% of the PAM members are women and 29% are young workers [20].

The strategy of the PAM union is to take account globalization. Their vision is to be the most modern union, to make sure that its members get satisfaction from their job and to make sure that PAM members' industries develop and grow. [21, 5.]

6.2 TURVA Union

TURVA is a non-profit private security workers' union that has over 5,300 members [1, 1]. Getting people to unionize in the field of security is a challenge. In the past there has been a good amount of work in the security field. Also because the collective agreement in the field is generally binding, all the non-unionized workers can also enjoy the benefits of the workers' collective agreement. Now the world is changing and security businesses are trying to make cutbacks and use hybrid jobs, when planning security services [1,1]. In hybrid jobs a security officer could also be a vendor. This then results to fewer hours as a security worker. Companies and clients are trying to decide more ways to save money meanwhile especially in the traditional guard business, more responsibilities and requirements by law are becoming a part of everyday working life of security workers.

In March 2015 the parliament of Finland passed a new version of a law concerning security workers, the law on private security services (Laki yksityisistä turvapalveluista 282/2002). The law gives means to security workers to take some responsibilities that the police normally have. [2.] The enactments of the law are yet to be decided. According to TURVA chairman Markku Sojakka, improving TURVA's visibility and brand is important so that in the changing field of private service workers TURVA can be considered to be a powerful voice of workers. This would give TURVA more influence in the public conversation. Also in the future the TURVA brand needs to be strong enough to stand on its own, in case the continuing cooperation with the PAM workers' union ceases or their brand or world changes, TURVA needs to be strong enough to stand on its own merit. [Markku Sojakka, Chairman of TURVA, 15 March 2015, personal communication].

In the field of private security in Finland there are 5,300 members of TURVA [1]. That makes a total of about 10,000 workers of which 60 % have unionized within PAM and TURVA. Clearly there is still a long way to go to get that percentage up. In comparison in sales personnel that percentage is 65% according to PAM and in accommodation and catering business it is 75 %. [20]

The main goal of improving the brand is to make TURVA more visible, creating more traffic at the website (turvallisuusala.fi) and ultimately getting more members. The more members a union has, the more powerful the union is. The members are the future of unions, because change can be achieved through unions.

6.3 Introducing the Competition – YTK

YTK (Yleinen työttömyyskassa) or general unemployment fund is the main competitor to all unions in Finland. Its original name was “Loimaan liitto” and some of the unions suspect that its main purpose and goal is to lessen the influence that unions have today. However their brand does not indicate that. The product that they sell is a “cheap option” compared to unions’ expensive membership fees. YTK only offers unemployment insurance and benefits if an employee gets fired. [21.]

YTK does not negotiate for collective agreements nor do they help improve or develop working life in Finland or go to court for their members if they get fired without a proper cause. This is something that only unions do and the union membership fee is used to cover the cost. [22.]

Unemployment insurance is very important in the changing job market of today, but as mentioned above, only workers’ unions work to improve working life in Finland with the help of its unionized members.

YTK has been a very successful in brand recognition and gaining members. It has become more evident that unions like PAM and TURVA need to work harder in order to compete with the YTK brand and the notion that unemployment insurance is all a worker needs.

7 Introduction of the Project to the Board of Directors

Since TURVA has a democratically elected board of directors, the chairman asked me to come to introduce my project to the whole board to a meeting which was March 6th in 2015. I was asked to give a presentation and show why branding is something they need. I made some changes to the logo prior to the presentation and an animation of "turvalisuusala.fi" with the logo. In the meeting my presentation got a lot of comments and suggestions and overall the reception was positive. Clearly there is need for a brand and a marketing plan. That is evident based on the meeting agenda, which I was shown.

TURVA also has a council of 30 members, me included, so I was also asked to give the same presentation to the council on March 17th. The changes I had made to the logo were accepted and I was given a go-ahead to make any changes I see fit to TURVA materials. It was at the council where it became even more evident just how little has been done for the TURVA brand prior to this project.

To-do list from the board and council meetings

Presenting my work to the board as well as the council and having discussion after strengthened the view that TURVA has never really had a marketing plan, strategy or brand awareness. The board was enthusiastic about the project and made suggestions concerning a marketing video, animation and logo.

On April 14th in 2015 I met with the chairman of TURVA and showed my progress and some of my findings. He suggested then that TURVA also needs business cards so it would be great to create those in line with the brand image. TURVA has never had business cards and it would be more professional if the board members had individual business cards.

8 Marketing plan for TURVA

The marketing plan for TURVA is to activate old members, inform them about TURVA and to get more visibility for the TURVA brand. TURVA has to be interpreted as a reliable union that has a recognizable brand.

Marketing of TURVA should be done by using multiple mediums, because TURVA has members of all ages and both sexes. As seen in the SWOT analysis of TURVA brand (figure 10), the good thing is that TURVA has dedicated workers, who do their work as a calling. Therefore their motivation and dedication is the greatest strength.

The actual goals of this marketing plan are shown below in figure 4.



Figure 4. Marketing goals

The goal for this marketing plan is to get more visitors to TURVA website and Facebook site. Other goals are to recruit more members to the union, to get more visibility in media and more credibility as a voice of workers in the security field. This will give TURVA more weight in public debate. These goals form a circle because more visibility will in turn increase visitors to the website and the Facebook site. With more visitors to the sites, TURVA gets more weight and influence in public debate, which in turn can create more members.

The marketing plan for TURVA consists greatly of building a strong cohesive brand, which has been the main goal of this project. Also it is important to keep developing different materials to give out to members and potential members. The marketing plan also includes active content creation in social media and on the website. By targeting publications of news and posts at an optimal time slot (when users are active), the users are more likely to “like” and “repost”, which increases brand visibility. Once the brand recognition has been established, it becomes easier to market TURVA by using the logo and slogans.

Finnish trade unions have commonly marketed themselves by means of traditional marketing. The members of the TURVA union are of all ages from students to pensioners. Therefore the range of ages in the target group has to be taken into account when creating a marketing plan. For the older members of TURVA, traditional marketing is a better way to connect them.

Also when trying to get more members, a paper membership form has been a good way to recruit members. A simple membership form is easy to pass around and it also works as a flyer about TURVA includes information about the website, what TURVA is and how to join.

In the future TURVA will also print business cards and hand them out in various events. TURVA board members actively recruit new members and go to schools where security sector professions are taught to talk about TURVA. These are good places to hand out business cards and flyers. Potential members who are interested can then look up TURVA on Facebook or website.

TURVA website

TURVA’s website [23] has had a steady traffic spike increase whenever there is a post on the website. The same phenomenon also happens on Facebook. The TURVA website is hosted by Monkinmedia, which collected and shared the visitor data used in this project. Both sites are updated regularly, but only on Facebook users can engage in conversation about the news or topics posted. By looking at figure 5 statistics it can be seen that there is traffic going to and from Facebook at turvallisuuusala.fi site.

Sivuille saavuttu osoitteesta:	
Alkuperä	
Suora osoite / Kirjanmerkit	
Linkit Internetin hakukoneista - Täysi lista	
- Google	12571645
- Microsoft Bing	47 127
- Yahoo!	4 4
- Ask	2 2
- Unknown search engines	1 1
Linkit ulkopuolisilta sivuilta (poislukien hakukoneet) - Täysi lista	
- http://www.vartijat.com	171171
- http://m.facebook.com	95 214
- https://www.facebook.com	57 57
- http://semalt.semalt.com/crawler.php	42 42
- http://l.facebook.com/l.php	37 37
- http://vartijat.com	28 28
- http://buttons-for-website.com	27 27
- http://lm.facebook.com/l.php	25 25
- http://pornogig.com	20 20
- http://make-money-online.7makemoneyonline.com/money.php	20 20
- Muut	927947
Tuntematon alkuperä	

Figure 5. The TURVA website visited from outside websites in November [23]

As the data above shows, most of the visitors have used the google search engine and the old website of TURVA (vartijat.com) or Facebook prior to using the new TURVA website.

There is also data of what time of the day users visit the website. This can be important information when releasing information and news on the website to maximize the reach.

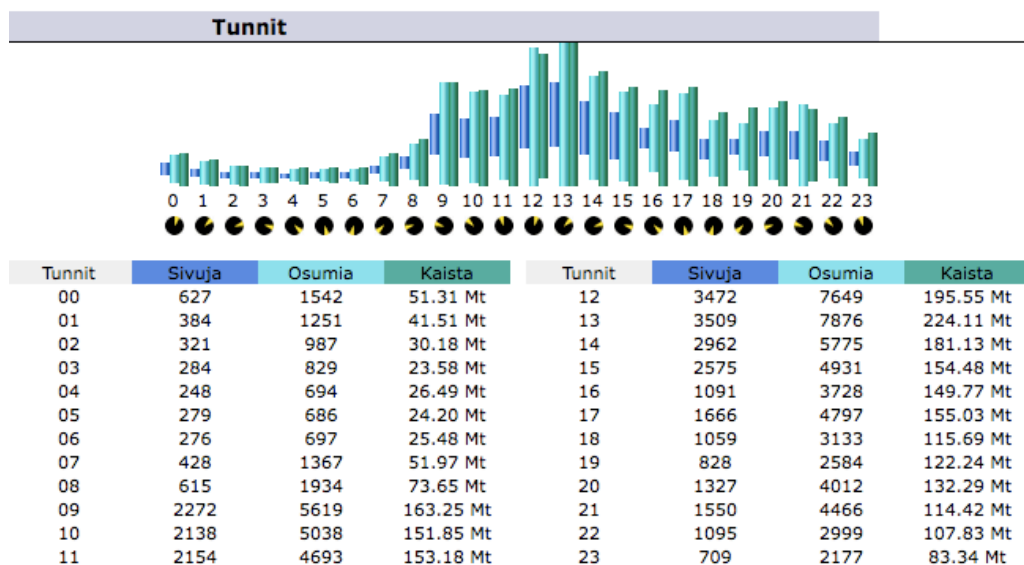


Figure 6. Visitors by hours in January 2015 from Monkinmedia [23]

As seen in figure 6, the most traffic to the website is during office hours and midday. It will be interesting to compare this data to the Facebook site data, but this data gives a hint about the fact that important releases and news should be published around midday to get most visitors.

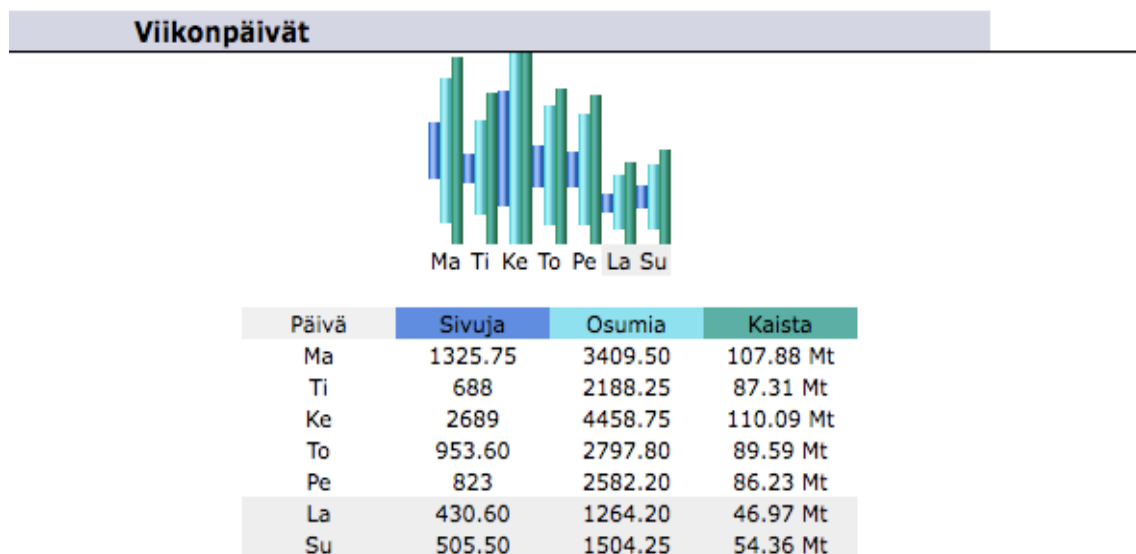


Figure 7. Traffic by weekdays in January 2015 from Monkinmedia [23]

Figure 7 shows that the most traffic in January 2015 was on Mondays and Wednesdays. The weekend was a bit slower and this can give hint as to the fact that “turvallisuusala.fi” is viewed as a professional site, visited during the work week and not during free time.

Figure 8 shows the overall numbers of visitors per day in January 2015

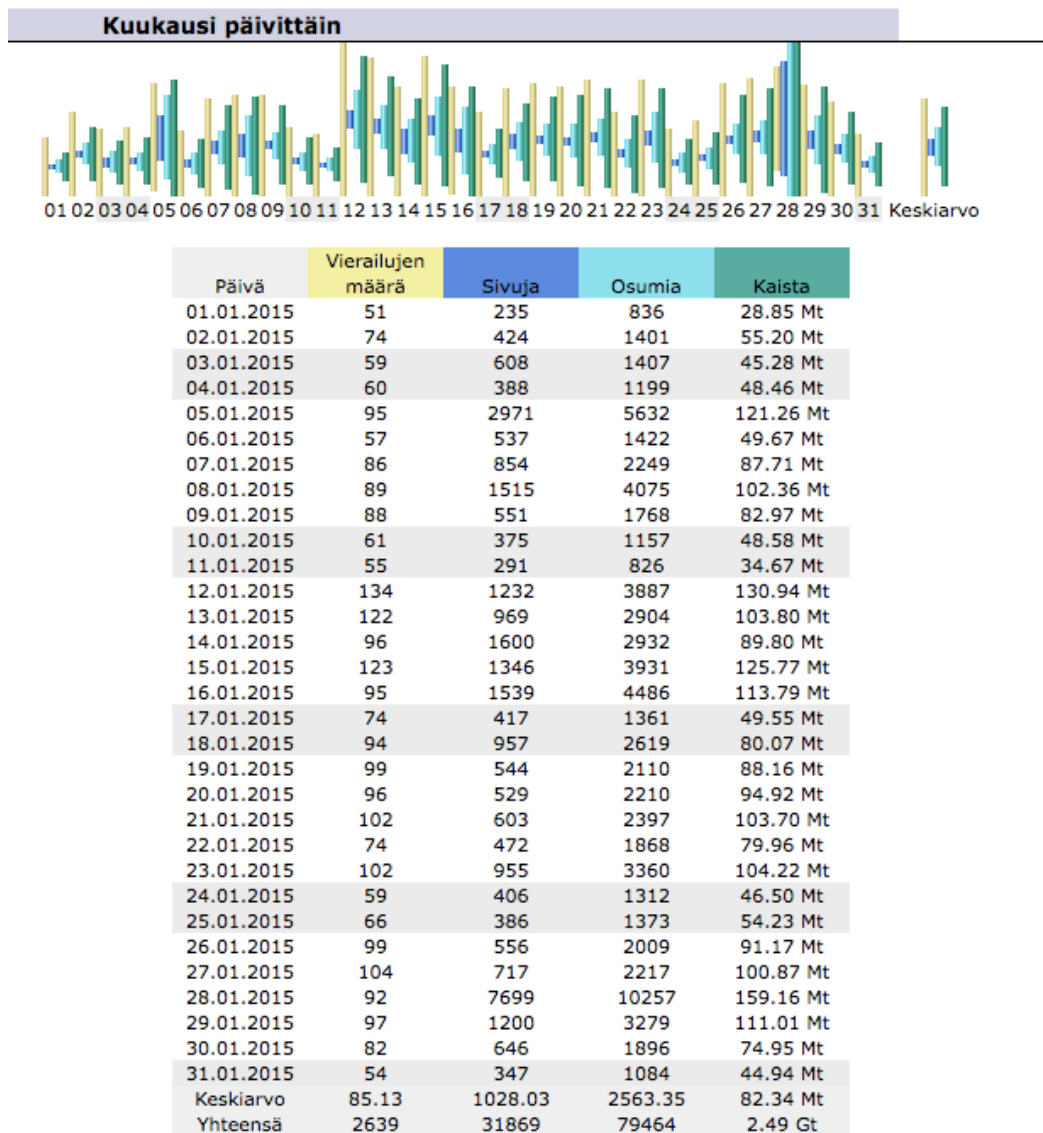


Figure 8. Number of visitors per day in January 2015 from Monkinmedia [23]

As seen in Figure 8, the average number of visitors for the site per day were 85 in January. Overall the reach was 2,639 per month, which is good considering the target audience is 10,000 (approximately all workers in the security field).

9 Branding of TURVA Union

The first thing that I did when promoting the main idea of this thesis was to focus on the logo of TURVA which is the most visible part of TURVA. In Finland there are many successful brands that have set themselves apart from others and that are widely recognized, according to Jari Taipale [13,23]. The logo is just one part of a brand, but it is the most visible part.

In the branding of TURVA there were key questions that had to be asked relating to the vision of the brand and the strategy. The questions were what the brand personality is, what material and immaterial factors are relevant and how the brand can create value.

The immaterial benefits of TURVA for customers/members are that TURVA creates safety, security and gives knowledge. Members of the TURVA union can feel more secure when they know that there are people working with legislators to defend their work rights. The material benefits of belonging to a union are unemployment benefit and, if work is terminated illegally, legal representation. There is also slightly less important material benefits such as discount holidays, insurances and activities planned for members.

According to Mäkinen et al. a brand's personality needs to be thought about as if the brand was a person. That person could be described as honest, dependable or serious. These characteristics would be the target image of the brand. [5, 200-201.]

For the TURVA brand these personality traits would be being dependable, strict and protective. TURVA is not a pushover and its members can be depended on TURVA.

The tags or keywords that TURVA can be recognized by would be security-related. "Turvallisuusalan ammattiliitto" is known as TURVA already, and it has a website and a brand that gives the impression of security. This is so because TURVA means "security" in English and "turvallisuusalan ammattiliitto" means security sector workers' union. These words are already well branded and in use on the website and Facebook as well as in the everyday language of board members and other active members of TURVA. Also for tag words, TURVA is good for all types of slogans, which can be played with, like word play. A good slogan is simple, so a slogan suggestions for the board would be "se on TURVA", which translates to "it is security" a suitable slogan. For membership flyers could be "Älä ole yksin työelämässä, ole TURVAssa." which could be freely translated

as "Don't be alone in the working life, be safe". All of these slogans need to be presented to the board and voted on. Thanks to a good brand and tag name "TURVA", it is not that difficult to come up with good, short slogans for all uses.

9.1 SWOT Analysis of TURVA

SWOT analysis or, Strengths, Weaknesses, Opportunities and Threats analysis, is a tool used for developing and planning strategies. Also, as the name suggests, identify opportunities and threats. Opportunities and threats can be of internal origin as in within the brand and union as well as external origin.



Figure 9. SWOT analysis chart learned from a course at Metropolia "Working in International Operations" taught by Neil Smee (2013).

A SWOT analysis of TURVA was done as suggested in "Search and social", as it is helpful for the real-time marketing plan in order to anticipate future threats and to utilize strengths. [8, 49]

TURVA SWOT analysis

	Helpful	Harmful
Internal origin	STRENGTHS - good logo - dedicated workers - activity in social media	WEAKNESSES - not very well known - weak brand - inefficient communication
External origin	OPPORTUNITIES - some active members in social media - more sharing of posts - more public conversation	THREATS - becoming irrelevant - unions losing influence - getting bad press

Figure 10. SWOT analysis of TURVA

As seen in figure 10, the SWOT analysis identified some strengths such as a good logo, dedicated workers and new activity in social media. Weaknesses were that the brand is not very well known and that communication has been done inefficiently in the past. External opportunities were that there are some enthusiastic members in social media who share and comment posts regularly which in turn creates more public conversation. Threats were that TURVA becomes irrelevant if influence in the public conversation decreases and also getting bad comments and press in all media can harm the brand.

9.2 Vision of the Brand TURVA

The TURVA union is a union for security workers, so the brand must exhume security, strength and confidence. Most members of TURVA are men as are the workers in the security field, so this has to be taken into account when deciding how to market the TURVA brand.

When presenting my project I asked the chairman Markku Sojakka why a strong brand is important for TURVA since it is only a union inside a bigger union that already has a strong brand. He explained that the PAM union is viewed by some security workers as unrelatable and by marketing the union membership as TURVA membership, it is easier

to get new members to join [Markku Sojakka, Chairman of TURVA, 15 March 2015, personal communication]. According to PAM statistics 80% of their members are female and in TURVA that is not the case.

9.3 Brand Strategy

The brand strategy for TURVA includes creating more visibility and improving the brand by editing the existing logo. The brand strategy also includes making all material more cohesive by choosing a font and text type for materials.

The brand must appeal to private security workers, which in the case of TURVA is mostly men without leaving an emerging female population in the field unreached. It is important that the brand becomes more recognizable for the members. The members of the union are an important part of ensuring that more members, their colleagues, join TURVA.

The value proposition for the brand TURVA is that by joining TURVA, the member can feel more secure in the working life, be informed about changes in the security sector, involve himself/herself into decision making and make a positive difference in their working life.

The fact is that it is hard to get heard considering the challenges of working life if one is alone, but with the support of a workers' union it is possible to be heard to influence matters. A word shouted together is much stronger and louder than an individual shouting alone.

To achieve the branding goals, which are to ensure more recognition, the board of directors of TURVA has to be more active in social media about TURVA as well as talking about it in their workplaces. By showing the difference we can get more people to join. Showing and sharing what TURVA does and showing how it makes a difference by posting and reposting news, sites and videos can show to members and non-members that the brand has value.

9.4 Branding of the Logo

The original logo (figure 11) has already been implemented on the website, the Facebook site and promotional papers and meeting memos. The original logo was very basic, done with only two colors, but the logo otherwise was considered good. It followed the rules of good logos, being simple, but also describing enough the business behind the logo. [24, 110 – 114.] It is just a little behind its time with its 2D design and simple colors.



Figure 11. The original logo of TURVA from the website [23]

When analyzing the logo it can be seen that the logo itself shows a shield or a badge. The logo has the letter “T” on it to represent TURVA with a key that describes security. The seven stars in the middle describe the seven divisions within TURVA that are located all around Finland. The color is also good, because the union is a Finnish and because blue is a very powerful primary color. The logo was originally designed by a board member.

To update and bring the logo to the 21st century Photoshop was used to create a more polished look on the logo. In figure 12 is the new logo, that was already accepted in March by the board of TURVA and is used on the Facebook page, but the implementation of the new logo overall will begin later.



Figure 12. Updated TURVA logo

The changes that were made was to make the logo glossier so that it is more like a shield, like it was intended originally. This was done by adding some blending effects and shadowing to make it curvier and to have more texture and depth.

10 Fonts in Branding

A part of a cohesive brand is to choose one typeface to use in memos, agendas and newsletters. It is important that the font and type are the same for all documents so that the font becomes part of the brand.

10.1 Fonts and Design Used by TURVA

Up till now when meeting memos or agendas, they have been different in design and content, based on the author's decision. Typefaces has been different as well as the layout and overall structure. For example, in March 2015 the typeface for the agenda was "Calibri" and for the meeting memo it was "Arial".

The logo has not been used much, but using it would help identifying papers which concern TURVA among lots of papers. When the logo was implemented on the first agenda, it was put on the left hand side of the paper. That does not really help if the memo or agenda is then put into a folder with lots a lot of other papers. The main rule is to put the logo in the center or in the top right corner. Since the logo is small, it would be best on the top right corner.

The "turvallisuusala.fi" website also uses email to inform its members. The website that hosts @turvallisuusala.fi addresses is neutech.fi, so the limits of the email have to be taken into account when choosing a typeface and designing a cohesive template for meeting memos, agendas and newsletters.

10.2 Different Typefaces

There are a lot of typefaces to choose from, but since the aim is a cohesive brand the restrictions of email host has to be taken into account. The typefaces that are by the email host are Andale Mono, Arial, Arial Black, Book Antique, Comic Sans MS, Courier New, Georgia, Helvetica, Impact, Symbol, Tahoma, Terminal, Times New Roman, Trebuchet MS, Verdana, Webdings and Wingdings.

From those the ones that look more official and clear were chosen. The types were Andale Mono, Arial, Book Antique, Courier New, Georgia, Helvetica, Tahoma, Times New Roman, Trebuchet MS and Wingdings. Since TURVA has a limited budget and TURVA

uses Microsoft Office Word for all its documents, it is more reasonable to look for fonts that are already included in Microsoft Office. From the above mentioned typefaces, the following typefaces Arial, Courier New, Georgia, Tahoma, Times New Roman, Trebuchet MS and Verdana, are provided in Microsoft Office and Word.

10.3 Choosing the Right Typeface

Since the typeface is needed for official document purposes, it is better to choose a simple font for consistency and to make sure that also includes font variations within the family. [24 ,92-93]. When writing official documents it is better to make sure the letters have a simpler look to make reading easier.

That is why it is better to choose a typeface without “serifs”. Serif is a word which means “feet’s” which are ornamental. In typeface language “sans serif” means without the effect serif or “feet”. [24, 89]. A student had created a “so you need a typeface” flowchart online (see figure 13) which was used as a tool to help find the right font for TURVA.

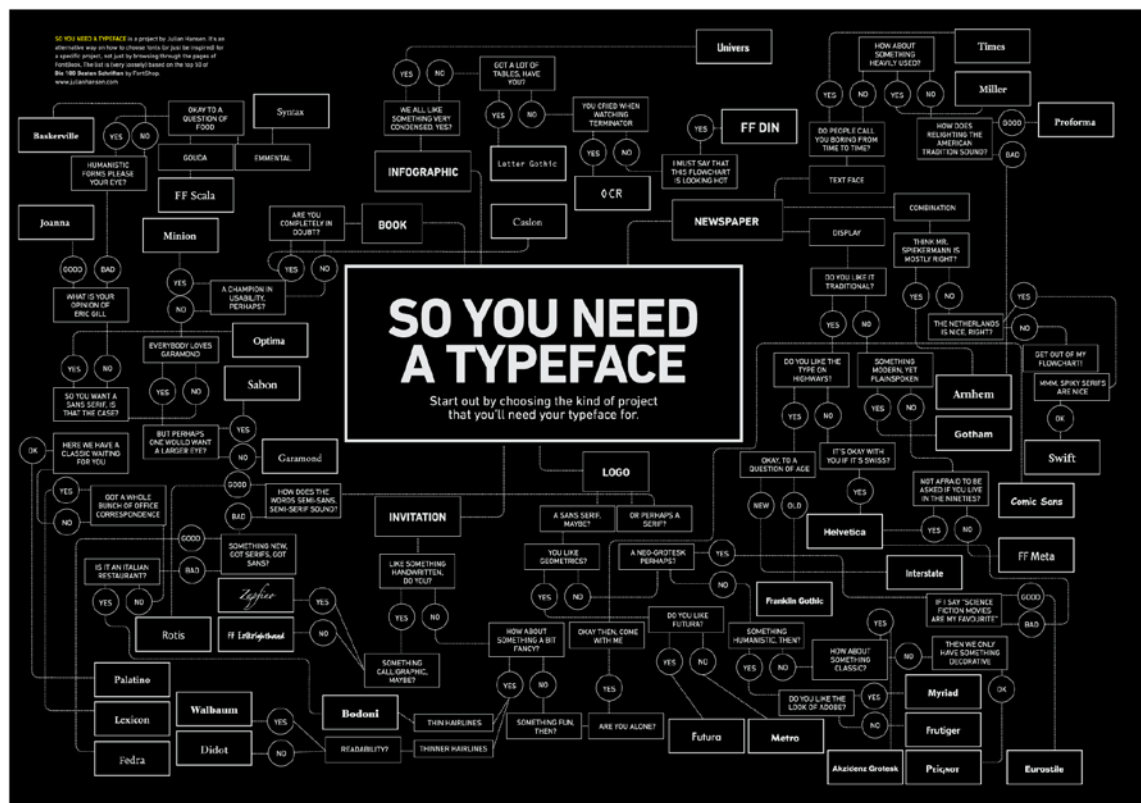


Figure 13. A flowchart to use in choosing a typeface [25]

The flowchart showed that Helvetica would be a good option. The Helvetica family has been very popular in marketing, but since Helvetica is a font that has to be bought, it is not good for this use. The closest one to Helvetica is Arial which is clean and simple which makes it good for official documentation. It also has some good variation in Bold and bigger fonts. Arial is easy to read, but it also stands out a little, from a sea of papers. Working with one typeface can give a lot of flexibility, according to “white space is not your enemy”. [, 92-94]

11 Creating Products for a Brand

11.1 Creating a Template for a Newsletter

The typeface for all official communication within TURVA has been chosen to be Arial. As mentioned before in chapter 10, Neutech hosts turvallisuusala.fi emails. It was important to familiarize with the server, because Neutech has its limited options on how to modify written text. However there is an option to use HTML code to create an email and insert images into the text. That is the tool needed to get the logo into the newsletter, therefore giving the logo much needed visibility and brand recognition. Inserting the image to the newsletter in code done in HTML, as seen here in listing 1.

```
<div style="float:right;margin-right:15px; margin-left:20px;margin-bottom:10px;"> </div>
```

Listing 1. Code for including the TURVA logo on the email newsletter

The template was created using the Arial font and for the main header “Turvallisuuksalan Ammattiliitto tiedottaa”. For the subheadings 14pt was used and the font option of Arial Black to make it stand out. For the rest of the text 13pt was used and also Arial Black. Since the logo is blue, the heading and subheading were made into a dark blue color to keep consistency. Also aligning the text to the left and the logo and heading right looked clear. Some margins were added to the image and to the whole text to get a better clear look. Two links were added: one to the website and one to the Facebook site, with a similar code. The template was sent to the chairman Markku Sojakka and to the publicist Mika Laitinen for comments.

11.2 Creating Templates for Meeting Memos and Agendas

The board of TURVA meets approximately once a month and there is a regulatory meeting of the council twice a year. For all of those meetings there is an official agenda and memos are written. The memos are used frequently, so the template should be easy to use. The board of directors is chosen every two years so the secretary and chairman

can sometimes change. It is therefore important that these memo and agenda templates are stored on a TURVA computer and named accordingly. It is also important to have instructions in those templates.

The new meeting memo template was created by using an existing template of a meeting memo and modifying it. In the old template there was no logo on it, so a logo was added to the header, with also the text “Turvallisuusalan ammattiliitto” and a place for a date. Also the whole text was changed to Arial, which is now the standard text format for all written documents at TURVA. The style was created for the whole document for headers and sub headers.

An agenda template was also created by using the same method of editing an existing template. The existing template did not have a header at all so a header was added along with the logo and “Turvallisuusalan ammattiliitto” text on it. The same style was used that was created for the meeting memo template, as it is now the standard.

11.3 Choosing a Typeface for Animation and Videos

When presenting this project, a simple animation with the “turvallisuusala.fi” text and logo had been created. The mock-up was met with acceptance. A font had been chosen at random for the animation which worked pretty well, however I decided to use the previously mentioned flowchart to choose another typeface.

The flowchart showed that for an infographic text the chosen typeface would be “OCR” in Microsoft the typeface name is OCR A Std. The typeface works very well for “turvallisuusala.fi” text, since it gives a very secure, interesting and a professional look, as can be seen here below.

`turvallisuusala.fi`

The typeface can be used as a standard for all animations, text on videos and other visual products. That will in turn help in keeping the brand more cohesive and give it more edge.

11.4 Creating Business Cards

Business cards were one of the last request made by the TURVA union chairman and for that I had already had some ideas. As I defined the TURVA brand personality previously in my thesis, the TURVA brand personality is supposed to give members the vision of security, dependability and protectively. For that it makes sense to stick with a basic clear design with basic colors. Still it is important to stand out so the same colors were used. According to “The Importance of Creating a Cohesive Branding Experience”, it is advisable to choose the same colors as the website has for all other material and platforms to keep the brand cohesive [4].

For the business cards it is also important to stick with the choices of typefaces that was chosen previously for text products. Also since the members of the TURVA union board can change every two years the chairman wanted only the chairman, vice chairman and secretary to have a card with a name. Otherwise the card that would be given out would have only the union and the standard email address.

Figure 15 shows the latest version of the regular business cards, front and back, with the new logo implemented on it.



Figure 14. Front side of the logo.

The design of the business card is simple and clean, with necessary information. Also this is a good opportunity to market the website and Facebook presence. Figure 16 shows the backside of the business card.



Figure 15. Backside of the TURVA business card

The backside has a bigger image of the logo. The color is not black so that it is not too harsh and adding the word "TURVA" or security increases the visibility of the tag word which increases the brand visibility. It is in line with the brand strategy.

Also the second option is in consideration by the TURVA board so whichever one they prefer a business card template is perfected as part of branding TURVA. A slogan was also added "se on TURVA" which translates to "it is security". Figure 16 shows the backside.



Figure 16. The second option for a business card with a slogan.

As can be seen the slogan is with a clear Arial font, so it stands out. The slogan which was tried is “se on TURVA” which means “it is security”. So there was a little wordplay on the slogan also.



Figure 17. . The front side of the second option.

Figure 17 shows the second option front side and it is a bit more crowded so I removed some text effects to give it a cleaner look.

Once TURVA members decide which model they prefer, then perfecting the model can start, before it goes to print. The next board members' meeting is on April 24 2015, where I these options will be presented as well as show the marketing plan altogether with the brand specifics.

12 Marketing of TURVA

TURVA already has a Facebook page and a good website. The challenge is that at the moment getting more traffic to the website and the Facebook page. TURVA updates the news of the field of security weekly in the newsfeed so the group is very active. In March 2015 the TURVA Facebook page had a little less than 300 likers. Sometimes some news or updates can have almost a thousand clicks or reads even though actual number of page likers is a lot smaller. It can be concluded that the potential is there and people in the field are interested in what TURVA has to say.

The goal of marketing TURVA is also to engage with the members more so that the members get something more out of it. Information is important about how unions work and what kind of new rules and legislation affect the security workers' field is interesting. That helps to keep unions' relevant and union membership useful. So answering the questions in content form and keeping up with the news of the field with commentary is a good way to help engage the members.

12.1 Advertising TURVA on Facebook

Getting people to find TURVA on Facebook is also a challenge. Since it is known that TURVA has over 5,000 members, then at least some portion should be on Facebook somewhere. Finding the members can be tricky, but luckily Facebook offers a way to market posts online made by the Facebook site. Facebook marketing can be very effective if words like "security", "union" and "Finland" are included.

The Facebook site "Turvallisuusalan ammattiliitto Ry" is getting more popular as this thesis is written. In April the "likes" has gone over 300 partly because increased activity by administrator/publicist and by members inviting friends to "like" the page, but it is still a long way to go to numbers that are on the "turvallisuusala.fi" site. Figure 18 shows the increase from 200 members to 300, which happened in a short time period.



Figure 18. Screenshot of Increase in “likes” since January 2015 chart. Screenshot [26].

The council meeting was on March 17th, where I presented my work and talked about the importance of active social media in marketing. I was hoping to activate the involved council members to work for the TURVA brand and invite more people to like and follow the page. This partly might explain the increase. Also a new security field collective agreement is going to be negotiated later this spring, so that spiked up some news that were shared on the TURVA website and Facebook page, which then created more clicks and likes.

Facebook categorizes the data very well and from that it can be seen that the visitors are on Facebook at about the same time as turvallisuusala.fi

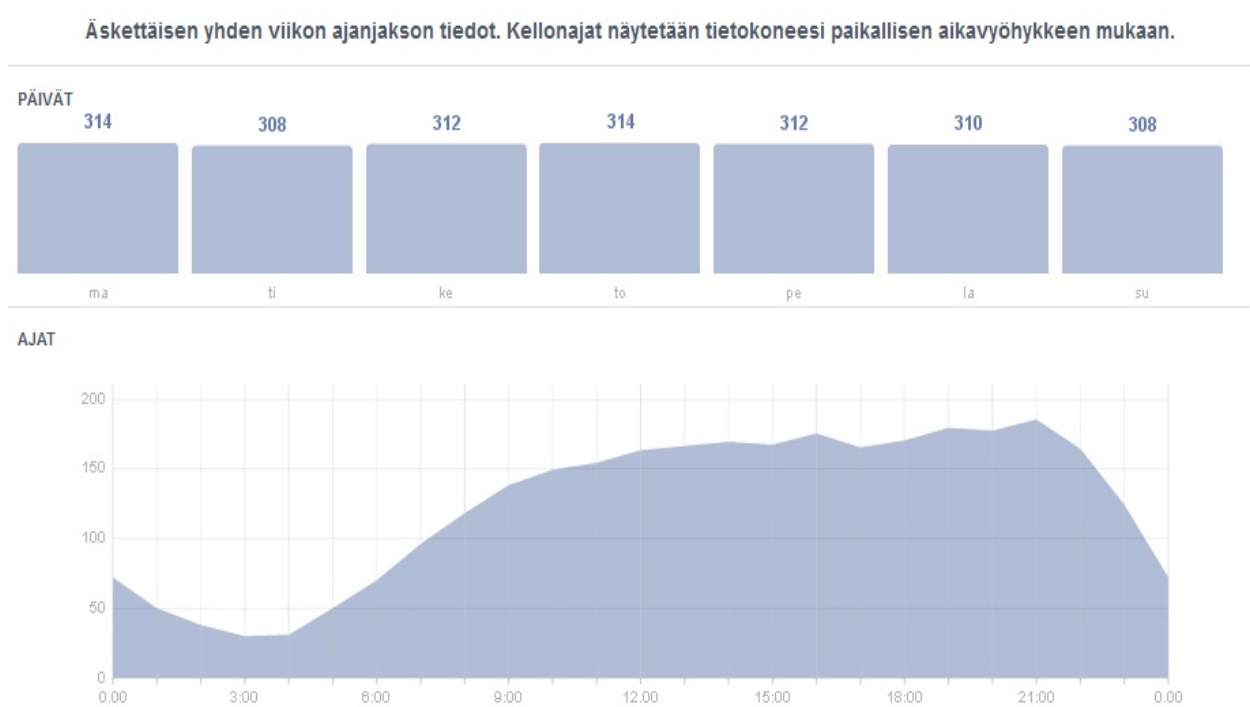


Figure 19. Screenshot of chart Facebook visits per time of day. Screenshot [26].

As can be seen from the figure 19, the users are most active during daytime from 12 am to 9 pm. Security workers are used to working in shifts as well as during office hours. Therefore that cannot explain this phenomena, but to see that the usage of the site ends after 9 pm dramatically and is active during the day might indicate that the TURVA Facebook page is felt to be a professional site.

The next chart shows the gender and age distribution of people who “like” the TURVA Facebook page. There is also a comparison with the percentages of the whole Facebook (Koko Facebook). That gives an idea of what is entire Facebook user statistics are in relation to the TURVA Facebook site.



Figure 20. Screenshot of Likes on TURVA Facebook page and categorization of likes by sex and age. Screenshot [26].

As seen in figure 20 above about 30% of users are women who like the page. Also the age group where there are most likes is that of 25-34years old. The more social media active group, 18-24 year olds is not the majority mainly because it is harder to get young people to unionize in a field that they can feel is not for them in the long run. Surprising in this data is how wide the age range is from 18 to over 65 year olds. So even older members of TURVA have found the Facebook site, which is promising. Underage people are not represented on the TURVA Facebook site, because in the field of security employee has to be over 18 years old to work.

12.2 Target Timing of Posts on Facebook

As can be seen from figure 20, the active users of the TURVA Facebook page are on Facebook mostly after midday and before 9 pm. That is then the target time to publish and share news that are relevant to the field of security. This will then help to get more likes and shares, in turn giving the site more visibility.

Once these statistics have been shown to the board a decision can be made whether to apply these findings. Target timing is important for maximum reach of users.

12.3 Paid Advertisement of Facebook

Facebook offers also the opportunity at a low cost advertising posts made by the Facebook site. This could be an important tool when trying to gather social relevance and reach more new people. This however requires monetary investment from TURVA so it has to be voted on.

Paid advertisement was tested relating to an election held by PAM where I was one of many election candidates. I created a page on Facebook and marketed one of my posts using the Facebook marketing tool. I used five euros over three days in total and reached 988 people in total. I used keywords like “security”, “PAM”, “TURVA” and so forth to improve target my advertisement. My previous non-advertised post had reached 28 people. The paid reach was 863 people for the advertised post as can be seen in figure 21.

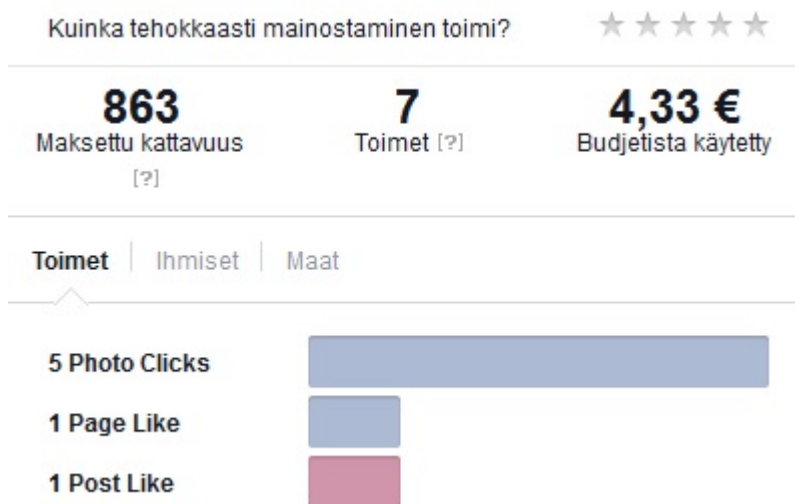


Figure 21. Screenshot of Analytics of a Paid Advertisement on Facebook [27].

As seen in figure 21 the budget was five euros and Facebook does not go over that user set limit. The difference from 28 views to 988 views was less than five euros. That is a huge increase in visibility, which is why this is something TURVA should consider using in marketing.

TURVA's one of the most successful posts had a reach of 710 people, which is a very good reach.

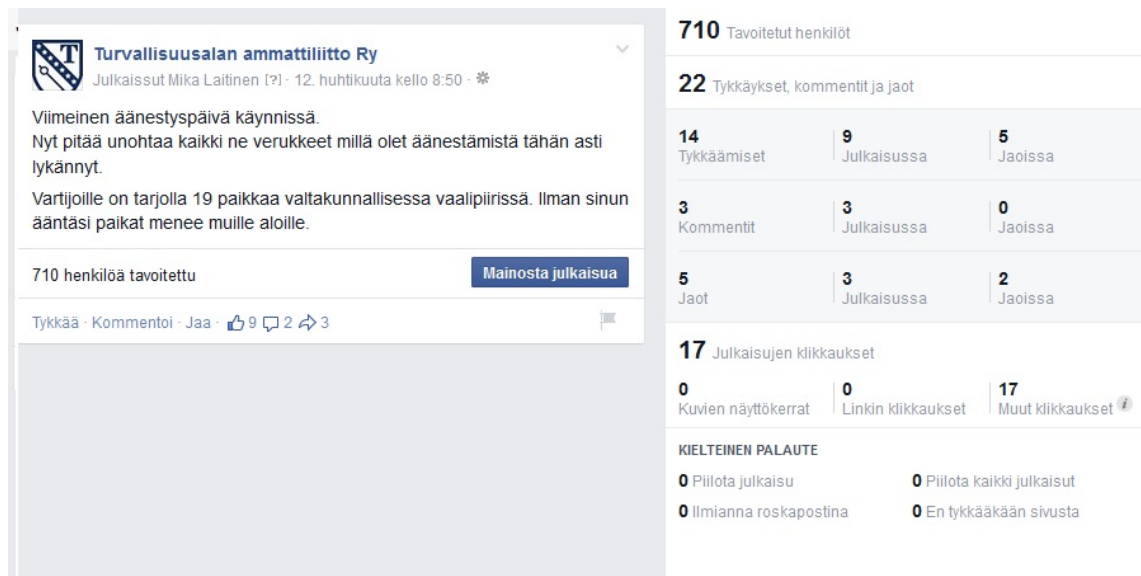


Figure 22. Screenshot of Analytics of a Non-paid Advertisement on the Facebook TURVA site [26].

As can be in the figure 22, the reach was 710 people with likes and comments. When the post is marketed, there is also a chance of a more in-depth analytics of the post and reach.

13 Discussion

13.1 Involvement

I chose to pitch the idea to improve the brand of TURVA, because the work that I do today is very close to it. During this project the goals of the project were presented three times, twice to the board and once to the council. This made me well known in TURVA.

In this project I was able to gather relevant data that could be analyzed and used for a better chance of reaching more people in the field of security workers.

I had been earlier elected to the board of directors of the Helsinki-Uusimaa division of TURVA and also the council, in part because of my involvement in this project. I was also elected to the board of directors of TURVA itself, which is a great achievement.

I was very positive to see how involved TURVA board and council members were about the project. Everyone there works for basically more or less for free so this is their passion.

I was beginning to get very familiar with the people of TURVA so after my presentations I became more confident in my design and concept choices. It also showed that I was trusted, because I got free hands with development and my suggestions were met with approval.

13.2 Problems and Issues

This was not the thesis and project that I initially set out to do. The first idea was to make a marketing video for TURVA and that would be the main product of the project. However, it became clear very early on that the thesis cannot only be about making a video. After research into branding and marketing it became clear that marketing of a union cannot be just about making one video. It involves so much more.

This was actually a good thing because the video concept was to shoot "what is TURVA" and show security workers working in the field, offices, airports, buildings, trains and so forth. It became obvious pretty soon that because of the laws in Finland, security workers

of companies cannot just perform in a promotional video in their uniforms. Also getting permits to film in locations all over Finland in companies and airports was not that easy.

The concept for the video then changed into a more teaser-like promotional video that is still on the works. The animation that I made during this project will be used in the end, as well as the material I was able to shoot.

13.3 Implementation of the Plans

Even though I have now created a branding and a marketing plan, the work is not done yet. There is still the part of implementing the plan and continuously maintaining the image of TURVA to ensure a good brand image in the future. This requires continuous commitment from the TURVA board and council members. They need to be involved actively in social media, talking about TURVA and recruiting members.

Following the statistics of the TURVA website and the Facebook site, progress can be measured as well as the impact of implementing these plans. Once the business cards have been printed, they can be handed out at schools and to security workers everywhere easily. After the animation and the video is completed, TURVA can decide when to publish the new marketing video using data collected and analyzed in this thesis.

TURVA is an organization that is democratic, which means that everything is voted on. That in part has been the reason that it has taken a lot longer to implement all parts of the plans. On April 24, 2015 I presented parts of my project to the board and they can later vote on the implementation of the typeface, newsletter, business cards and what the schedule of publishing the video and animation is.

The findings of this thesis could easily be implemented in TURVA divisions. Almost all the divisions have their own logo which represents them. Divisions give a more local reach and relatability to potential members. I will encourage the council and board to familiarize with branding and marketing as suggested in this thesis. They can then decide if there is something that the division could put into their own use.

14 Conclusion

The project was about defining a branding and marketing plan for the security sector workers' union TURVA. This consisted of multiple parts that were considered when making the plans. In the start of this project. At the beginning of this project, available statistics were analyzed and interpreted for a better way to reach more members than before. TURVA has over 5,300 members, but only a handful knew what TURVA actually is. This project was done keeping the goal of making the brand more visible in mind.

During this project, a cohesive brand was created by selecting a typeface for all documentation and creating templates for newsletter and memos. In addition to those, business cards and animation were also made. A marketing video was also considered as a viable option to market TURVA which is going to be implemented as a part of the marketing plan for TURVA at a later date.

In conclusion this thesis showed how important it is not to just have a logo and a website, but to build a cohesive brand. A company can have a logo and a website without having a brand working in favor of the company.

For this thesis, it helped that I had vast knowledge of the client TURVA and unions already, since I had been a member of a union since 2008 and a board member of a division since the start of 2015. Therefore, I knew what the main goal was for the brand message and what the personality should ideally be and also what the overall purpose and benefit is of having a strong brand separate of PAM.

As stated in this thesis, PAM, the parent union of TURVA, has an overwhelming majority of women members. However, in the field of security workers, it is the other way around. As could be seen from the data of visitors on the TURVA Facebook page the ratio of men and women was 70/30. The PAM brand has red as their primary color and is considered more as a women's union, which is why it was important to build a strong brand that would be relatable for men.

For this use the TURVA logo was already masculine and other parts of a cohesive brand needed to support that message. Work was designed that communicated the message well and good feedback was received.

I found it very interesting to work with building a brand that I was already familiar with. The only reason I was familiar with it because I became an active member of TURVA last year. Before that I would not have recognized the TURVA logo unless someone had told me what it was. I had identified myself with the PAM union and did not know about TURVA.

This project taught how important it is not to just have a logo and a website, but to build a brand and maintain it. It also taught how much work goes into creating a branding and a marketing plan, even though there was already a good logo and a website. Relevant and up to date content on a website and regular posts in social media are important in keeping the brand and the website and the members of the union active. That also shows the relevance of unions, when there is something to show for all the work that they do.

TURVA is a democracy so it slowed the progress of the project down in some parts. That is also a good thing because I was able to practice show my project and progress multiple times to different audiences.

In the end this project is usable as its purpose is to maintain and improve the TURVA brand. This final year project also showed that a good marketing plan consists of multiple parts and a marketing communications plan is not enough.

The TURVA brand has already benefitted from this project because the project activated the board and council as regards to the importance of social media. This has been seen in the increase of “likes” that the TURVA Facebook site has. The more active members there are on the TURVA Facebook site, the more visibility there is for the TURVA brand.

Even though this project and plans are ready to be implemented there is still a need for continuous brand management and to update the marketing material that TURVA has. In content based marketing there is also a need to create more content that is up to date. With more time and resources, implementing a well-thought of marketing video and publishing it at the right time is also something that TURVA will do in the future. The brand and marketing plan can also be developed further in the future along with more well designed products.

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Online Newsletter Template

Turvallisuusalan ammattiliitto tiedottaa



Alaotsikko aiheelle

Nisl faucibus sit senectus a et a nibh ullamcorper suspendisse natoque nascetur et mus in morbi adipiscing vitae suspendisse orci ad sociis cursus aliquet nisi. Ut in magna elementum dui nibh condimentum pharetra a cursus vestibulum et potenti et fringilla hac parturient a mauris a elementum ad donec tempus felis.

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Väliotsikko

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Cursus adipiscing vestibulum elementum vel vestibulum.

Terveisin,

Etunimi Sukunimi

Titteli

Yhteystieto@turvallisuusala.fi

Lue lisää:

turvallisuusala.fi



Tykkää meistä myös Facebookissa! [Facebook/TURVA](https://www.facebook.com/TURVA)

Meeting Agenda and Memo Template



Turvallisuusalan ammattiliitto ry.

Hallituksen kokous 4/2015

ESITYSLISTA

Paikka	Tähän paikka	
Aika	pp.kk.2015 klo hh:mm	
Osallistujat Hallitus	Markku Sojakka	Puheenjohtaja
	Toni Lindgren	Varapuheenjohtaja
	Marko Lähdesniemi	Sihteeri
	Sami Enonkoski	Tapahtumavastaava
	Ilkka Heikkinen	Hallituksen jäsen
	Mika Laitinen	Tiedottaja
	Marjut Pihonen-Randla	Solidaarisuusvastaava
	Toivo Piira	Oppilaitosvastaava, pohj.
Osaston edustajat	Etunimi Sukunimi	Titteli (osasto)

1. Kokouksen avaus
 - a. Tähän kirjoitetaan kokous avattu klo.
2. Läsnäolijoiden toteaminen
3. Kokouksen laillisuus ja päätösvaltaisuus
4. Tiedottaminen
 - a. Tähän kirjoitetaan mitä kerrottu tai puhuttu kokouksessa.
5. Tilinpäätös
6. Ilmoitusasiat
7. Päätösaasiat
8. TES
9. Muut esille tulevat asiat
10. Seuraava kokous
11. Kokouksen päättäminen