

Marketing process of Tough Viking event in Kaisaniemi

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<p>This thesis was commissioned by Tough Viking Oy in order to present the marketing process of one of their events in Kaisaniemi. The main focus of this thesis marketing process was in promotions. The primary objective was to plan and execute marketing for Tough Viking and meet the quota of 2500 participants for the event.</p> <p>This thesis covers only marketing from business to customers and briefly introduces the basics of a marketing plan. A limitation to the study is that budgeting is not determined for the project. Marketing is mainly implemented through bartering and partners' co-operation.</p> <p>The study consists of an introduction, theoretical and empirical sections and an evaluation of the marketing processes. The theoretical part introduces a marketing plan and different marketing channels used in the study. The empirical part introduces the marketing actions conducted for Tough Viking. Evaluation introduces the results, improvement suggestions for future and the writer's self-evaluation.</p> <p>This study was conducted from June 2014 to September 2014. Challenges in the study included national summer vacations and the tight schedule. For the author procrastination was a challenge throughout the project.</p> <p>The marketing promotion for this Tough Viking event in Kaisaniemi can be considered a success even though the number of participants was only 2376. This was less than 200 participants from the target number; the commissioning party was extremely satisfied with the results. Tough Viking was able to choose efficient marketing channels for the future by choosing successful marketing methods from this study.</p>	
<p>Keywords marketing, promotion, event marketing, marketing plan, marketing process</p>	

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1 Introduction

The demand for extreme sports in Finland has grown rapidly in the past year. Growing interest in fitness and wellbeing opens up new doors for entrepreneurs in the wellbeing industry. Sports events have been part of society development from early stages of civilization, they are annual celebrations and quarterly festivities that shape the society and people (Masterman 2014, 12-15).

Entry level companies struggle to find the right channels and to separate themselves in the mass of marketing today. There are various marketing channels for companies today but many face the challenge to choose the right and best channels for their product or service. This study is a project based thesis and the outcome is the promotion of Tough Viking event in Kaisaniemi 6 September 2014.

In Finland co-branding is not as common as in the United States. Many common objectives can be met through co-branding and organizing promotion events together with partners. This will lower the cost for the organizing companies and most likely provide consumers a better selection of services. (Vallo & Häyrynen 2008, 52). For Tough Viking event promotion I have utilized co-branding to a great extent.

When promoting events the marketing planning is entirely dependent on the objectives of the event organizer. The target groups and objective mainly determine how to approach marketing. (Vallo & Häyrynen 2008, 54). The marketing plan of this thesis is narrowed down to meet the organization objectives and some parts of marketing planning are not introduced too much in detail. The areas of marketing this thesis concentrates are event marketing, promotions, digital marketing and personal selling.

1.1 Commissioning party

Tough Viking is a concept of extreme obstacle races. It was created in Sweden in 2013 by an advertising company Le Pacte. Tough Viking Oy was established in May 2014 in Finland. Tough Viking Oy has three partners, two of the partners own an event management company Kohu Live Oy and the third partner is a private investor. Le Pacte organizes Tough Viking events in Sweden and Tough Viking Oy in Finland. By September 2014 Sweden has had five Tough Viking races and Finland launched their first race 6 of September.

Tough Viking has two employees and two interns throughout the year. Tough Viking has offices in the same premises as Kohu Live Event Management Company in Aleksis Kiven katu, Helsinki. I work for Tough Viking as a PR Specialist. Figure 1 introduces the responsibilities between employees in commissioning company.

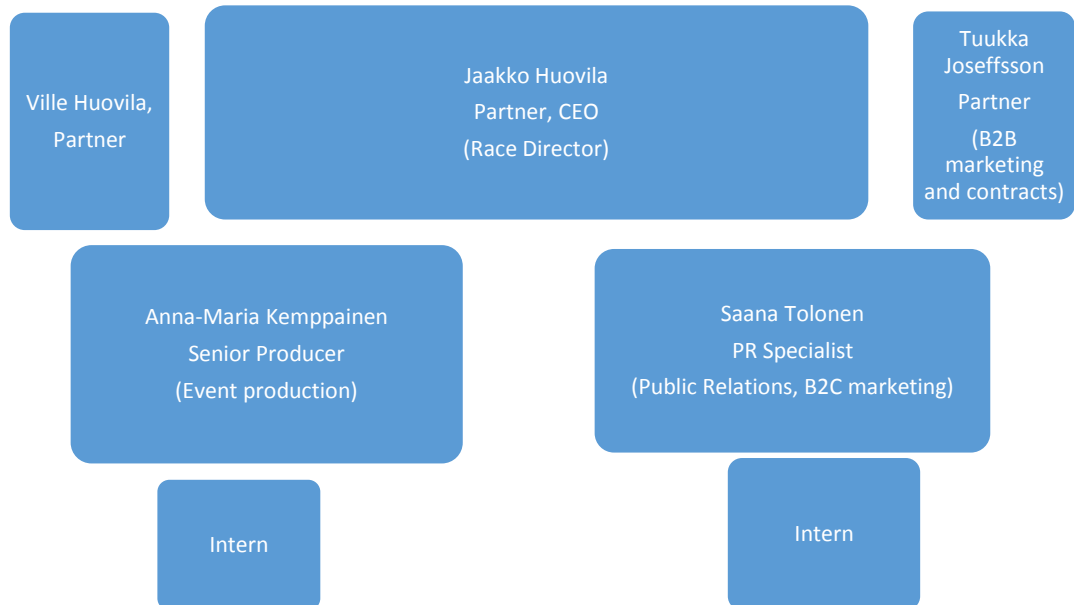


Figure 1. Tough Viking organization. (Tough Viking Oy 2014).

Tough Viking organization responsibilities are presented in figure 1. The structure also indicates the hierarchy in the organization with three partners, two employees and two interns.

1.2 Tough Viking event

The official name of the event was: Tough Viking, Kaisaniemi 6.9.2014. Kaisaniemi event consisted of 12 kilometres and 15 obstacles. The event was an entertaining running event that people could come watch free of charge. The event started at 8 am and finished by 6pm. The event was held in Kaisaniemi Park in downtown Helsinki.

The partners for the event were Reebok, Radio NRJ, SATS fitness centers, Rexona, MINI and FitLehti. Reebok was the event head sponsor and was attached to Tough Viking brand name; Tough Viking presented by Reebok. The partners played a big role in the success of the event marketing. Many promotions and event marketing for Tough Viking utilized co-branding with partners.

The event consisted of two parts. The running event and a complimentary concert. Performing in the concert were Rödsögården, Pete Parkkonen and Apulanta. The concert was open for all and was held right in the middle of the race village in Kaisaniemi Park. The stage was located so that the most interesting obstacles were placed around it. This gave the audience the most entertaining positioning because they could see the bands and follow the race at the same time.

Kaisaniemi Park had two food stands and a coffee stand to serve the competitors and audience. In the middle of the Kaisaniemi Park were Tough Viking race partners with retail stands. Tough Viking sold promotion spots for businesses for the event for extra revenue.

The event was open for all but a VIP area for organization guests and press was provided on behalf of Tough Viking. The event focused on the race and promoting the bands was mainly taken care by Tough Viking partner Radio NRJ who provided the artists for the event. The event was produced in co-operation with Kohu Live Event Management Company.

1.3 Thesis objectives

The objective of this thesis was to plan and execute a successful marketing plan to consumers. The company goal for the thesis was to have 2500 participants in the first Tough Viking race in Finland through successful marketing implementation and marketing promotions.

One objective of this thesis was to find the right channels for marketing in the future and to create a Tough Viking phenomena. The commissioning party objective was to expand their business the following year and therefore creating a phenomena that attracts to people was essential.

Tough Viking organization objective was to have over 10 000 people visit the Kaisaniemi Park on the day of the event. This objective was not the main objective of this thesis but was considered in the event promotions.

There was a great opportunity to reduce the costs of marketing by selecting only few successful channels and methods for marketing in the future. The empirical part of this project will examine the effective channels of marketing.

1.4 Thesis structure

This thesis describes the marketing plan and process for Tough Viking event in Kaisaniemi. This thesis follows zipper method where theory and empirical part are referred in turns. In each chapter theory is applied to Tough Viking marketing processes.

Throughout the project I introduce Tough Viking marketing process and promotions. This thesis is divided into two parts. The first part includes introduction, marketing plan and processes. The second part introduces Tough Viking event promotions and evaluation of the project. In the end of the thesis are appendixes.

1.5 Scope and limits

The scope of this project was limited to consumer marketing. The main scope of this project were promotions and cost efficient marketing tools. Social media and partnership was utilized to maximize cost efficiency. This thesis focus on marketing methods chosen together with the commissioning party.

A limitation to the project was that a budget was not determined. The entire budget used on marketing is not published in this thesis in request of the commissioning party and therefore only few figures have been referred in some occasions to give perspective on the project success. Another limitation for the thesis was time. The national summer holidays and short time period limited the methods used for promotion.

2 Marketing planning

Markets are competing in communications and trying to find new ways of reaching their target groups and many organizations are finding event marketing efficient way to connect with consumers. (Vallo & Häyrynen 2008, 19).

In essence, marketing plan is a series of activities which are tackled in a logical sequence in a way that leads to the setting of marketing objectives and the devising of programmes to meet them. (Frow, McDonald & Payne, 2011, 50.).

Business Dictionary describes event marketing “The activity of designing or developing a themed activity, occasion, display, or exhibition (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization”. (Web Finance Inc 2014).

Marketing is goal oriented process where event marketing is the activation of consumers. In general event marketing is defined as strategically planned sustainable action where a community or an organization uses events in chosen occasion and environment for communication with different target groups. (Vallo & Häyrynen 2008, 19).

Event marketing can be divided into two methods; marketing an event or using events as a way of marketing. Events can be considered as a part of marketing strategy or as a sole objective.

When planning marketing to an event the importance of media is bigger. A successful public event will also get media publicity. This can be gained through various methods the most common ones being a press conference and a press release. When media conference is successful it will generate media attention and provide natural publicity to the event and the company.

In event marketing it is important to examine what has been done before, what worked and what needed to be improved. Hoyle introduces the 3 E's of event marketing as follows:

History is rich with examples of creative geniuses who have dreamed beyond the borders of the conventional in order to develop awareness and increase sales for their events. We can learn much from their unique and sometimes outrageous stunts and attractions. While their venues and ventures were very different they all shared a commonality of purpose, namely the three *Es of event marketing*:

- Entertainment
- Excitement
- Enterprise

Whether you are marketing a complete convention or a standalone awards banquet, all three of these elements are critical to the continuing success of any event. (Hoyle, 2002, 1-2)

For Tough Viking marketing process especially entertainment and excitement was applied when planning the promotions. Tough Viking event itself reflected the ideology of these two E's of event marketing and therefore applied it in their marketing process.

Vallo & Häyrinen (2008, 28) describe event marketing as memorable, unique and fruitful. Event marketing is marketing that involves the customer more than traditional marketing. The objective is always to have the customer take actions and to attend. In event marketing the reason for motivation is in vital role. When the marketing is focused on motivating people results on marketing will be produced.

Masterman (2014, 245-246.) describes sports event marketing planning process as follows:

1. the setting of organizational goals;
2. internal and external analysis, including an internal marketing audit, situation analysis using tools as SWOT (strengths, weakness, opportunities and threats) and PEST (political economical, sociological and technological), customer and competition analysis;
3. Marketing goals: the setting of objectives for the marketing plan
4. Market selection: segmentation of potential markets and selection of target markets;
5. Marketing strategy: the identification of strategic thrust and the specific marketing mix required for each target market position in order to achieve competitive and execution of the marketing plan;
6. Control: the creation of controls and performance indicators to enable correction comparison of results against the objectives set, with feedback for future performance.

Marketing plan is more theory based than marketing process. Often marketing plan is created to be a framework for marketing and to guide marketing process. Marketing planning is essential for all businesses in order to meet their objectives in marketing.

A good marketing plan will work for business as a model for continuous marketing, prepare the business for changes in the market and help finding solutions in times of recession. (McDonald et al.2011, 50-51).

A successful marketing plan includes process that support corporate goal and fulfil customer need (Masterman 2014, 273).

Marketing planning is combination of marketing process and marketing strategy. Planning marketing creates a platform for processes where as strategy provides the ways to implement these processes. A marketing plan works as a theory base for processes and strategies. (Fahy & Jobber 2012, 312).

Fahy & Jobber (2012, 313) describe the marketing planning process as shown in the following figure.

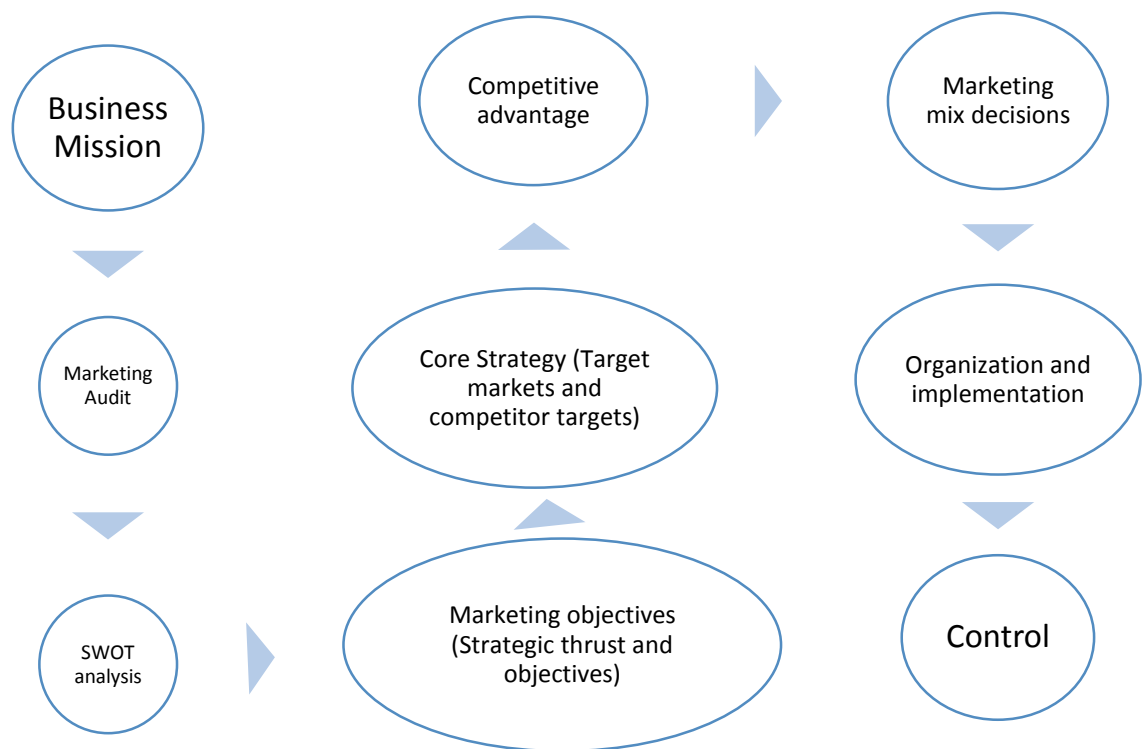


Figure 2. The marketing planning process (Fahy & jobber 2008, 313).

A good marketing plan provides solutions for consumer needs and fulfils organization objectives (Fahy & Jobber 2008, 312).

3 Marketing plan for Tough Viking event

In this chapter the marketing plan for Tough Viking event in Kaisaniemi is being introduced. Each topic is briefly explained and theory is applied to Tough Viking marketing process.

The marketing process chosen for Tough Viking event marketing consists of marketing objectives, marketing strategies, identifying the market situation, competition analysis, SWOT analysis, target market, marketing mix and budget.

3.1 Marketing objectives and strategies

One of the objectives of the marketing as stated before was meeting the quota of 2500 participants for Tough Viking race in Kaisaniemi. Other objectives for marketing were communicating through various channels and to test which channels work best for Tough Viking and which are most cost efficient. Tough Viking marketing objective was also to create promotions that support Hoyles (2012, 1-2) description of important elements in event marketing: entertainment, excitement and enterprise.

One main objective for marketing was creating a Tough Viking Phenomena, to have people all over Finland know what the race was all about and to create the need for customers to join. The commissioning party wanted to add an objective of 10 000 visitors for the event in half way the project so that objective has been taken into consideration in the later marketing promotions.

3.2 Market analysis

Identifying the market situation will provide the business with information that supports their objectives. By identifying the market the business is in they can examine the needs of the customers and to understand the customer decision making process (McDonald et al. 2011, 14).

Tough Viking was entering the market in Finland. It was vital to recognize the current situation of the market in order to execute a good marketing plan. "Information will be collected about the markets, such as the market's size and growth, with estimates for the future" (McDonald et al. 2011, 13-14).

Tough Viking was entering a small market in Finland. Extreme obstacle races are known in Finland but are not considered as an entire industry since there are only few companies

that can employ staff throughout the year. The Extreme obstacle race industry is a part of a greater industry, Sports and Recreation where mass markets can be met.

The sports and recreation market is extremely competitive and people are in demand for more. Tough Viking fortunately can provide its customers more and meet the customer needs in many ways. The current situation of the market is good and the market is growing. Tough Viking was entering a competitive but wanted industry.

The market situation at the moment is very objective to new entries. This can also be considered a threat since other companies can as easily enter the market in Finland. This is why Tough Viking needed to separate itself and take control of the markets.

3.2.1 Competition analysis

A popular competitive analysis is Porters 5 Forces that can be applied into any segment of the economy to search for profitability and interest. Porters 5 forces consist of: competition in the industry, potential of new entrants in the market, power of suppliers, power of customers and threat of substitute products. (Fahy & Jobber 2012, 315-16).

Competitors in the industry for Tough Viking are: Extreme Run, Midnight Run, Color Run, Manic Run and Mud Run. Potential new entrants are all obstacle race concepts in the Nordic countries: Toughest, Superior race and Tough Mudder. Toughest is entering the Finnish market in 2015 and therefore is one of the biggest competitor. Toughest also place itself in the same market as Tough Viking, separating itself from funrun's and concentrating more on extreme obstacle races.

Power of suppliers is in Tough Vikings advantage having created business relationships with constructors and suppliers already many years back through different businesses. Valuable business relationships with Tough Viking suppliers guarantee that they will stay loyal to us and prices for e.g. construction will stay moderate.

The power of customers control the business in many levels. Tough Viking aims to fulfil customer need in order to be able to rely on customer loyalty. At the moment Tough Viking is the only business offering a specific product of obstacle races. This doesn't mean that Tough Viking holds the power over customers because it is the customer decision whether they want to be a part of it or not. Tough Viking wanted to create a need for their buyers so that the power would shift from buyers to the business.

The threat of substitute products is real for Tough Viking. There is no patent of protection for obstacle races and there is no way of controlling weather someone wants to copy the idea and product. The power Tough Viking rely on is the service. Anyone can copy the product but they cannot substitute the service.

It is important to examine your competition at all times and to audit them in order to separate yourself from them. It is not enough we know our own strengths and opportunities but we must know the competition in order to be better than them. (McDonald et al. 2011, 144).

Tough Viking competes in the market with a unique style of execution and service. The competitive power is great when a phenomena through marketing is created.

3.2.2 SWOT analysis

A SWOT analysis is a structured way for business to evaluate their strengths, weaknesses, opportunities and threats (Fahy & Jobber 2012, 319). A SWOT analysis works as a base for setting objectives and strategies and is therefore one of the most important stages in marketing planning (McDonald & Frow & Payne 2011, 171-174).

SWOT analysis is important to draw so that not only are all parts listed down but critically thought through. When creating SWOT analysis for business the competition SWOT analysis need to be examined and used as a tool to separate your own business from the competition (McDonald et al. 2011, 142-143).

In the figure below Tough Viking has analysed SWOT for their business. Tough Viking main competitor at the moment is Extreme Run and their business is evaluated when drawing this analysis.

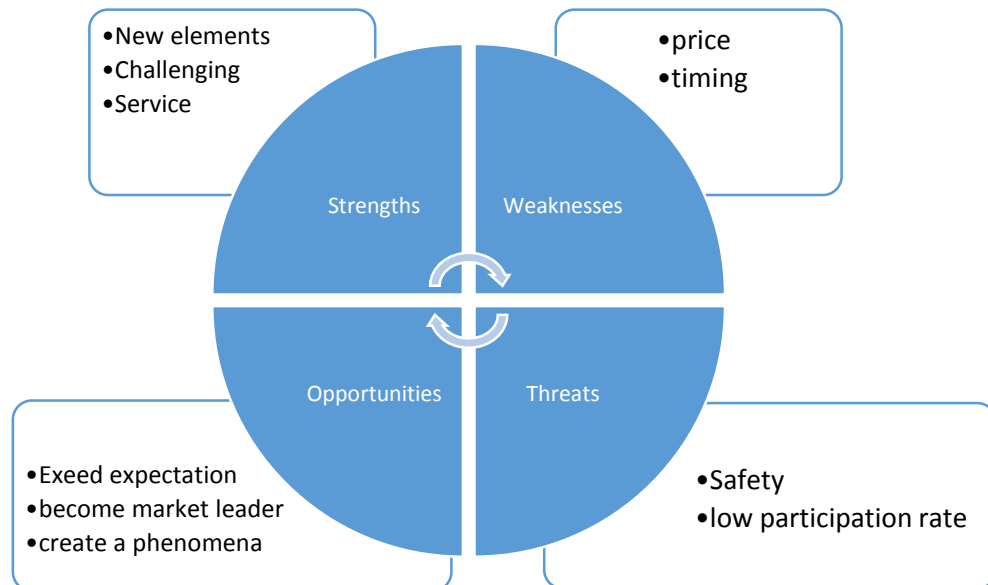


Figure 3. SWOT analysis for Tough Viking event (Tough Viking Oy 2014).

Strengths are the power that a company possess and can utilize to boost their business. Strengths need to be compared with company competition and if the strengths can be identified in the competition they are only considered a competence of a business. (Fahy & Jobber 2012, 319).

Tough Viking absolute strengths are: new elements to extreme racing, challenging to a whole another level and quality service. Relative strengths are safety in extreme racing, location and service on site.

Weaknesses are important to identify because they can be turned into strengths if they are overcome (Fahy & Jobber 2012, 319). Tough Viking weaknesses are price and timing. Tough Viking pricing is higher than competition prices. This is a weakness that can be overcome when customers get value to their money. If the event is executed as planned the quality of the entire race and the service will make the weaknesses into strengths.

Tough Viking race was held in the beginning of September and all major summer vacations were during the most important marketing period. This brought challenges to marketing but through right channels the marketing communication was executed with success.

It is important to think opportunities and threats outside the business and separate strategic objectives from opportunities. (Fahy & Jobber 2012, 320). Tough Viking opportunities were to create a phenomena and to have people try new things. Another opportunity for Tough Viking was to exceed expectations and to provide unique services for customers.

A threats that needed to be considered was safety. The illusion of extreme and dangerous competition was important but it was also a possible threat that too many accidents happen and the reliability to the business would be gone. This could be avoided by following safety instructions and through good risk management and planning.

The stress on SWOT analysis was put on strengths and opportunities. Threats and weaknesses were recognized and taken into consideration but with lesser importance. Tough Viking marketing was more focused on S and O in SWOT analysis so it was also applied in the marketing plan.

3.3 Marketing strategy

The marketing strategy for Tough Viking includes target markets and the segmentation of potential customers, positioning and branding. A marketing mix is often part of marketing strategy and in this thesis it has been introduced in a separate chapter.

3.3.1 Target Market and segmentation

Target markets need to be defined in order to serve customer groups effectively and fulfil their needs successfully (Fahy & Jobber 2012, 114). Tough Viking used psychographic segmentation for the Kaisaniemi event. In Psychographic segmentation it is believed that customer personality and lifestyle affect their purchasing decision (Fahy & Jobber 2012, 115).

Tough Viking behavioural customer segmentation consist of brand loyalty, innovative customers who understand values and ethics, they are online generation who want annual and continuous events. Psychographic segmentation is outgoing, adventurous and a team player type.

Profile is in the age between 18-40 years old, female or male who lives in the capital area or in big cities. Neighbouring countries like Sweden, Estonia, Norway and Russia are part of Tough Viking segmentation but don't have a big of an emphasis on marketing. Segmentation in social class or income is not determined.

Different sports are requiring more physical challenges and overcoming oneself so these groups have been targeted especially in the Tough Viking event marketing. These sports are Cross Fit, orienteering, triathlon, martial arts and marathon runners.

In figure 4 the consumer segmentation is presented for Tough Viking event.

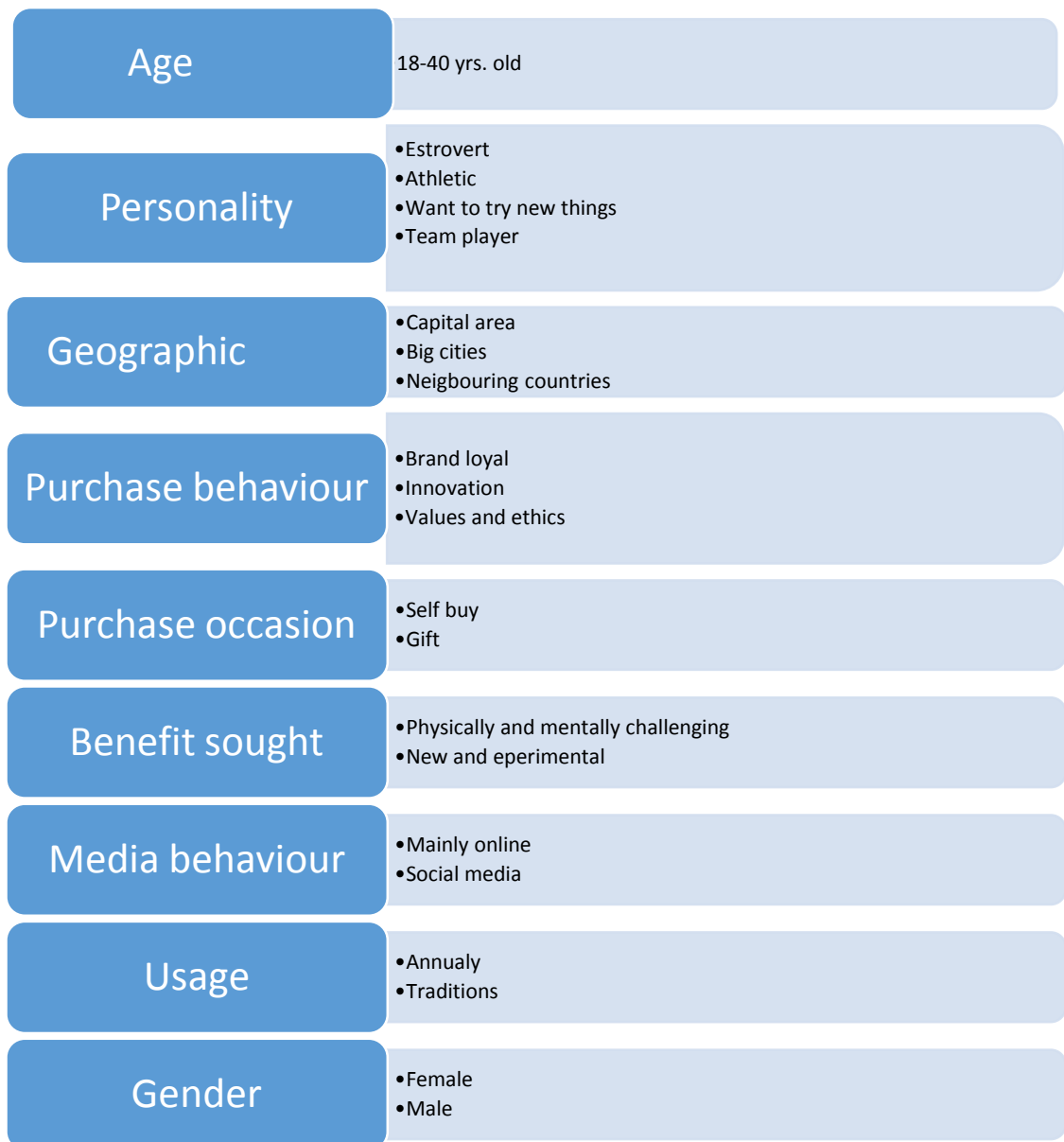


Figure 4. Consumer segmentation for Tough Viking event

As shown in figure 4 Tough Viking segmentation was not in too detail. Tough Viking customers are a various group of people but they have few of these features in common. Environmentally and socially they are a mix of people but believes and ethics are alike.

The profile of participants in Sweden is divided 40 percent women and 60 percent men. In Finland Tough Viking hasn't made any segmentation in gender. The oldest participant for Tough Viking event in Kaisaniemi was 60 years old.

3.3.2 Positioning

Through right positioning a company can influence their brand image and separate themselves from the competition (McDonald et al. 2011, 151). Tough Viking position themselves in the leading obstacle race producer in the Nordic countries. In 2014 over 15 000 people pass the finish line in Tough Viking races in a Nordic level.

In Finland Tough Viking is the sole provider of extreme races that use electricity and other physically and mentally challenging elements in their obstacles. Tough Viking wants to provide its customers with an extensive and developing obstacle course that no other business can offer at the moment in Finland.

Tough Viking is affordable but on the higher price range in running events in Finland. This is how Tough Viking positions itself in the quality and safe extreme run category. Tough Viking also separate itself from its competitors through excellent customer service: Tough Viking goes the extra mile to make sure that the participant has the best day of their life and that they feel safe and entertained during the entire race.

Sometimes positioning can be hard for existing business and the repositioning of a service and product can be challenging (McDonald et al. 2011, 152). Tough Viking is entering the market in Finland and therefore has an advantage to position itself in the market easier.

3.3.3 Branding

Branding is one of the most challenging parts of promotion. Communicating, educating, building an image and raising awareness takes years to accomplish. Brands in general take over 10 years to build. (Fahy & Jobber 2012, 150-151).

Tough Viking is creating a strong brand image in Sweden. Tough Viking name is often associated with Vikings and that has become a challenge in branding Tough Viking as an obstacle race. Unfortunately many think of Vikings as bullies and aggressive. Also according to history books Finnish ancestors were not Viking.

Overcoming existing image of the brand based on the name is a challenge Tough Viking will try to overcome in its promotion. Tough Viking brand image is important to preserve. Tough Viking brand is tough and extremely challenging both physically and mentally.

An important part of Tough Viking brand is team work. Tough Viking is all about working together and helping others.

At the moment Tough Viking concentrates in building its brand more locally in Sweden and in Finland. Tough Viking organizers in Sweden and Finland regularly communicate with each other to keep the same brand image and to grow into the same direction.

Brands can be extended or stretched but the decision of either one needs to be done in consideration because all previous brand building can go to waste. It is important to evaluate the brand image and if changes are needed. (Fahy & Jobber 2012, 153).

3.4 Marketing mix

The four P's, also known as the marketing mix describes the approach to marketing. Product, price, promotion and place are considered to be the foundation of marketing tools (Kimmel 2010 7-8).

A short term strategy was applied to Tough Viking marketing mix in order to penetrate the market in a short time and to accumulate as many participants as possible. The short term strategy had been applied in 4 P's of a marketing mix.

There has been arguments that in service industries additional P's need to be added in order to meet the current customer needs. This is called the 7 P's of service marketing (Kimmel 2010, 10-11). The 7 P's of marketing will be presented in the last lower chapter.

3.4.1 Product

The product or service is one of the most critical aspects of marketing. The name, packing and other features work as the flagship for marketing. Continuous development of service and products correlate to sales (Kimmel 2010, 7).

For sports event products many different elements affect the place. Media, ideas, people and information need to be taken into consideration in addition to traditional 4 w's of who, what, why and when. (Materman 2014, 258).

Tough Viking product was the event held in September 6 2014 in Kaisaniemi. The product name refers to Scandinavian Vikings who were strong and powerful and could overcome any obstacle in their way. The ideology behind the name is to form an image in peoples mind that when attending the race the consumer too will be a tough Viking.

Tough Viking races are a safe way for people to do extreme things and challenge themselves in an entire new level. The product is an experience Tough Viking wants the consumer to share with friends, family or loved ones. The event is the product the consumer must have.

3.4.2 Price

Price is the element that needs to be set to have the best possible margin for the product. The price needs to serve the consumer and the business. Price is effected by many things including economic forces and the business environment but the main decision making process for business is to determine whether they want to sell at a high price for a longer period of time or at a low price for a short period of a time. (Kimmel 2010, 9).

Tough Viking pricing was mainly determined by the race in Sweden. The prices cannot vary too much between races. The price tear for Tough Viking Kaisaniemi was 66 €, 77 € and 88 €. Different promotions with a code and a discount were offered to potential customers through different channels. This helped Tough Viking determine which channels work efficiently and which ones do not accumulate participants.

The price was not the main focus in Tough Viking marketing since Tough Viking is in the upper price range in the industry. The price is associated with the impression of a high end production and execution. The price influences greatly the segmentation for Tough Viking competition, an adult customer who is passionate about sports will think the price for the event is moderate considering the experience they will be provided.

3.4.3 Place

Place is the third part of a marketing mix. Place in an important part of distribution channels and moving of good closer to customers (Kimmel 2012, 9). In sports events the place is the answer to where the consumers can be reached the best and where their needs are fulfilled. Place also determines where consumers like to buy their tickets and when. (Masterman 2014, 265.)

For Tough Viking two methods of purchasing tickets was chosen. The main place to buy tickets for the event was through an online platform MyNextRun. MyNextRun is a nationwide platform where 90 percent of all running events in Finland are listed. The online platform also includes international running events. Outsourcing the registration for the competition saved Tough Viking many hours of labour.

Other way to buy tickets for the event was at the event itself and a day before. This purchasing method was arranged and controlled by Tough Viking. Tough Viking wanted to have the last change registration for people who wanted to be spontaneous.

3.4.4 Promotion

Promotion is also referred as marketing communication and it consist of various marketing processes (Masterman 2014, 267). For this project marketing promotions are not planned in advance. Some core ideas for promotion are introduced in the beginning of the project.

Promotions that the commissioning party wanted to use are personal selling, sales promotions, social media, public relations and event marketing. All of these different parts of marketing were used in Kaisaniemi event marketing.

A press conference and a consumer activating sales promotion were two promotions planned in advance. The rest of the promotions were produced through different opportunities and ideas.

3.4.5 7 P's theory

Additional P's have been proposed for managing services and 7 P's theory consist of the following additional P's: process, physical evidence and people. Process describes the relationship between service quality and productivity and how to maintain a balance between these two. Physical evidence means that people today want to be more involved and prove business image and marketing as real. Seeing a product or service themselves to confirm their idea of adjective filled marketing slogan. Last but not least people play a great role in service industry. Consumers like to meet real people and the employees of a company are often the faces of the organization. When employees are satisfied and well trained they will provide the business additional value through people to people encounters. Consumers are attracted by business whose employees are exited and taken care of by their employer. Motivation in employees grow when they are taken care of and being acknowledged. (Fahy & Jobber 2012, 178-179).

Tough Viking applied the additional P's to the marketing mix greatly. Especially the weigh on people and process was great on marketing planning and in the actual event planning. Tough Viking created a group of people who are excited about the race and named them the Tough Viking Tribe. This group of enthusiast worked as messengers for the company with no costs and consumers considered them trustworthy channel of information. This is a perfect example of applying People of additional P's in the marketing mix.

3.5 Marketing budget and timeline

Budgeting is an important part of a marketing plan since it determines all other aspects of marketing. Also lack of budgeting determined the approach to planning marketing and promotions.

The budget for the projects was not determined which brought more challenges to planning. The commissioning party wanted me to utilize partnerships and barter as much as possible during the project. Since the budget for the project was not determined and cost efficient promotions were asked on behalf of the commissioning party the main focus on the promotions was on media coverage.

A preliminary timeline for Tough Viking promotions is presented in table 1.

Table 1. Tough Viking week plan for promotions

Week	Promotion
23	Press conference
24	Kamppi promotion
25	Morning runs start
26	Roosters promotion
27	Media promotion
28	
29	
30	
31	Radio promotion
32	Press conference
33	
34	
35	NRJ workout
36	

The schedule for different promotions was drafted in the third week of the project. First three weeks were added to the table afterwards. The planning for different marketing activities for this purpose was not very efficient.

One of the main objectives for promotions was to create media attention for the race. Media relations took up a lot of time and story ideas needed to be pitched for reporters constantly. Often promotions needed to be put together in a really fast schedule if a reporter wanted to make a story. For this it was good to have a basic marketing plan drafted.

4 Kaisaniemi Event marketing

The promotion of Tough Viking event is divided into separate parts that are introduced in each chapter. The marketing activity is explained and evaluated separately in each under chapter. Tough Vikings marketing actions took place from the beginning of June until the event in September 6 2014.

4.1 Public relations and publicity

Public Relations are important to all businesses and through good PR a company can accomplish many of their marketing and business objectives. Through PR a company can build reputation, brand image or correct misconceptions of the company if the company has faces bad publicity. (Fahy & Jobber 2012, 237).

For Tough Viking event I arranged two press conferences, the first on 5 June 2014 and the second one 8 August 2014. The press conferences were arranged to get the media attention and to introduce an entire new concept of obstacle races in Finland. The objective for the press conferences was to get as much publicity as possible without direct media costs.

1. Press conference 5 June 2014

The first press conference was arranged at Tough Viking partner organization premises at SATS Eliel. The objective of the press conference was to get media attention to Tough Viking and to create media connections for future. The press conference consisted of an introduction, Performance Tough Viking class held by a SATS Eliel trainer and a general questions and answers slot. The press conference also included a catered breakfast and a Reebok workout clothing line introduction.

The press conference was successfully executed with a consultation help from a partner media agency Sopranos. I was responsible for organizing the press conference. The press conference was successful for Tough Viking. Twelve reporters from 10 different medias attended and as a result of the press conference Tough Viking was featured in 4 major publications; Fit Lehti, MeNaiset Sport, Iltalehti and Kauneus ja Terveys. In e.g. the calculated media value for an article in MeNaiset Sport (Leinonen 2014, 30-32.) was 9670 €. The budget for the press conference was 500 € and one article was almost 20 times the value of the event budget. In conclusion the press conference was profitable and a good marketing event.

All the reporters that attended the press conference were interested in coming back for another media event if one was organized. Many of the reporters were contacted after the press conference and pitched stories. Continuous e-mailing and messaging resulted in all the reporters to attend Tough Viking event in Kaisaniemi.

2. Press conference 8 August 2014.

The second press conference was held in Kivikko at a military obstacle course. Lieutenant Saarela who is a competitor in military obstacle races and a Tough Viking enthusiast held an obstacle race training for young athletes and few media representatives. The second press conference didn't attract as many media representatives as the first one but all in all the event was a success.

Iltahti made a 1 minute 30 second video that was published in their online publication. The video was viewed in Tough Viking Facebook channel over 46 000 times and shared from Iltahti web page for almost 500 times. The media value of the video publish by Iltahti is over 30 000 € if it were produced on Tough Viking own expense.

Over all the second press conference was a great success especially because of the people who got excited about Tough Viking brand and products. The good publicity gained through young athletes that attended the press conference ambulated positive attention and company image for Tough Viking.

3. Press release

Tough Viking sent a press release 5 June on the day of the first press conference. Media agency Sopranos was the distributor for the press release since Tough Viking didn't have contacts for different media and the research for journalist email address was too time consuming. The press releases attracted almost 10 reporters to Kaisaniemi event to document the race and to write about it in their own channel. The press release can be found in appendix 2 in Finnish.

A second press release was sent on the day of the second press conference. The second press release can be found in the appendix 4.

4.2 Marketing promotions

Tough Viking arranged various promotions to introduce the event for potential customers. The different promotions are presented in this chapter.

1. Tennispalatsi promotion

The first Tough Viking promotion was arranged in Tennispalatsi in Helsinki. The promotion time was from June 2 to June 20, 2014. The promotion was divided into two parts; the first part was Tough Viking promotion and the second part was a Tough Viking and Reebok co-operation promotion.

The location was chosen on the basis of accessibility and the amount of visitors they get per week. The different elements in the promotion were dog tag- encrypting, flyers and video with audio. The promotion was executed with good style and the promotion stand itself worked as a good attraction.

The promotion stand had two promoters working during the opening hours of Tennispalatsi. The promoters were carefully chosen based on their interest in sports and their open minded and experimental personality. The promoters handed out flyers, attracted people to come and talk about Tough Viking as well as introduced the race and engraved dog tag with a signature name on it if they liked Tough Viking on Facebook.

The promotion stand had a picture wall where people could take pictures of themselves and use hashtags in social media. The key attraction in the promotion was a glass fibre MINI Countryman that was positioned on a ramp in the middle of the theatre. The glass fibre car was identical to the Tough Viking promotion cars used during the summer. The ramp represented one of the obstacle from the race, Rexona Rampage. Tennispalatsi was also introducing the race map for consumers. The race map can be found in appendix 1.

Another promotion was also placed in Tennispalatsi. For 2 weeks before the competition a Tough Viking teaser video was displayed in commercials in the beginning of the newest movies playing. The teaser was 30 seconds long clip from Sweden races and it encouraged people to go to Tough Viking web page and register for the competition. This promotion reached mass markets fast but was more expensive than traditional marketing.

2. Tough Viking morning run by Reebok

Tough Viking head sponsor Reebok wanted to be part of an open Tough Viking workout that were arranged as additional value to race participants. The promotion I decided upon was a Tough Viking by Reebok morning run. To add Reebok the value for their investment they were featured in the name.

Tough Viking morning run was held every Thursday morning at 8 am. The morning run consisted of a running part and obstacle training. The trainer for the promotion came from Tough Viking partner SATS. The promotion was held in Kaisaniemi and Töölönlahti area, where the actual race would be held in September.

The marketing for the event was solely through Tough Viking Facebook. Tough Viking created a weekly event for morning run and after the first workout the work started spreading. The morning run was free of charge for the customers and added additional value in their registration for the competition.

The first morning run had 20 participants. The following morning runs had 40-60 participants each week. The promotion worked as good PR for the event because people were excited that an open workout was held free of charge. The trainer also played an important role in making good exercises and working as a representative for not only SATS but also Reebok and Tough Viking.

Tough Viking morning run by Reebok was mainly financed by Reebok. The only expenses that were Tough Viking expenses were the promotional material brought on site each week; beach flags with Tough Viking logo and Tough Viking promotion cars.

3. Kamppi promotion

Tough Viking had a cooperation promotion with SATS in Kamppi shopping center. The promotion was mainly a SATS gym center promotion but Tough Viking brought visual elements to the promotion. A 3 screen led tower, Tough Viking flags and flyers were given to SATS promoters who were responsible for the promotion. On the 3 screen led tower a Tough Viking video material was shown together with SATS promotional video. The objective of this promotion was to attract people to meet SATS trainers and introduce their Performance Tough Viking class as well as motivate people to register for Tough Viking race. A separate promotion code was used in the flyers in order to examine the promotion success.

The Kamppi promotion didn't accumulate any participants with the promotion code but I think it made people a little bit more aware of the event in general. The promotion was conducted in SATS expenses so the only cost for Tough Viking was the transportation of the material. In conclusion the promotion was good publicity but not as effective as other promotional events for Tough Viking.

4. SATS promotions

Tough Viking partner SATS had various independent promotions for Tough Viking. SATS gyms arrange Performance Tough Viking classes and many of Tough Viking participants were a target group for their business. SATS promoted the Tough Viking Performance class and the race in all their promotions during the summer. Also three piece video towers were placed to SATS Eliel and SATS Itis to promote SATS customers to take part in Tough Viking race.

SATS also allowed one free visitation to their gyms for registered Tough Viking customers which brought more value to Tough Viking product. Communication on the promotion was mainly through a monthly newsletter. Both SATS and Tough Viking cross referenced each other in their publications.

5. Esplanadi Park promotion

Esplanadi park promotion was planned for event marketing. The first obstacle of the race, PAIN, consisted of an American football player defence line. Tough Viking had many enquiries concerning the obstacles and many were interested in knowing how hard the football player were going to tackle in the race so I decided to have 1 hour promotion in Esplanadi Park.

The promotion time was from 4pm to 5 pm since that is the time most people finish their work and on a sunny day come to Esplanadi Park for a picnic or an after work drink. The promotion consist of two promoters and 6 American football players from East City Giants team in Helsinki. For one hour the promoters encouraged people to come and try to run through a defence line. Tough Viking branded cars played music and the atmosphere was relaxed.

The promotion turned out to be great. Over 50 people were activated in the promotion and over 100 flyers were handed out. According to registration information 10 people registered using the promotion code created for that particular promotion.

The cost of the promotion was 2 hours of work from Tough Viking interns and in return Tough Viking got 10 registrations. The return on investment was extremely good.

6. Roosters and East City Giants promotion

Tough Viking official cooperation team was East City Giants who were also working in the first obstacle in the race. Another American football player team who worked with us in promotions and at the event was Roosters. I took the opportunity to have promotions at their home games to educate people of Tough Viking race and to possibly get few people to register for the race.

The promotions for the football games were two kinds; pushing a Tough Viking promotion car 50 yards or kicking a goal from 25 yards. The goal kick promotion was held in Roosters home games and pushing the car at a 35 year anniversary game for East City Giants. The promotion for East City Giants game interested people more than the one at Roosters game.

Overall the promotion was good publicity but did not accumulate participants. The cost for the promotion was minimal. The only cost for the promotion was two participations that were given out for free for the fastest time for pushing the Tough Viking promotion car for 50 yards.

Tough Viking promoted the Kaisaniemi event through Roosters and East City Giants social media channels. References in social media generated natural likes for businesses so cross marketing with Tough Viking partners was extremely effective.

7. Cross Fit promotion

Cross Fit trainers were one of the core segments for Tough Viking race. I decided to contact Cross Fit gyms and provided each gym with a team of 5 participants if they would in return post Tough Viking posters at their gym and share information about Tough Viking in their communication channels.

Many cross fitters got interested in the race and started to build their own teams. Tough Viking even got emails where different gyms were asking the starting times for their competitor gyms teams. Tough Viking decided to name one start for cross fitters, X-start, so they could have a friendly competition against each other in the race.

I personally contacted most Cross Fit gyms and used a method of personal selling in order to get participations for the race. The best working method was to call the gyms and talk with the manager and send a video link and a link to Tough Viking Facebook. That again generated more natural likes for Tough Viking Facebook.

8. Media promotions

In order to gain publicity I contacted various reporters and pitched stories for them to write with a Tough Viking angle. Martina Aitolehti who won the Splash a TV show for Olympic diving for celebrities got extremely excited about Tough Viking race and agreed to be featured in a Tough Viking article.

I planned a Tough Viking workout for Martina Aitolehti and her team of four and started contacting different reporters. Tough Viking offered the story for many reporters and finally Aitolehti got interested in the case. In three days I arranged a workout for Martina and her celebrity team. I arranged few American football players to be a part of the workout to have a bit more of the actual race feel to it. The reporter from Aitolehti was extremely satisfied with the co-operation and published a long article in their online publication that included a three minute video.

The article was shared over 300 times in social media directly from Aitolehti online page and hundreds more in social media alone. Spreading awareness of the Tough Viking event through media worked extremely well and it will be used in future Tough Viking marketing as well.

9. NRJ workout

Tough Viking media partner offered the opportunity to promote Tough Viking event in the biggest indoor sports event in Finland, NRJ Workout. Tough Viking of course wanted to take this great opportunity to promote the event. I decided to have a mini obstacle course in Kaapelitehdas where the event was held. The additional value it added to NRJ Workout was that they had a bigger variety of activities in the event and therefore might be able to sell more tickets to the event.

Tough Viking promotion consisted of 140 m² area where four obstacles were brought. One of the obstacles was Pain, the American football players that came from the Roosters women's team. The other three obstacles were Reebok Walls, Mini All 4-tyres and Cargo net crawl. The promotion took place on the 30 August and 1 September, a week before the race. The promotion was a good marketing event. Over 60 people tried the mini obstacle course in two days. Unfortunately the promotion was too close to the actual race and therefore didn't accumulate registrations.

4.3 Digital marketing

Tough Viking Digital marketing consisted of website, social media, and blogging. In Finland there are an estimate of 5.2 million people and 5.1 million internet users (Internet World Stats, 2014). This means that Tough Viking penetration percent is above 90 percent online. Without hesitation can be said that digital marketing is one of the most important channels currently.

Digital marketing can be broken down to various types: Internet marketing, Search advertising, email marketing, social media marketing, viral marketing, mobile marketing and interactive television marketing (Fahy & Jobber 2012, 265-270).

Tough Viking promotion used three digital marketing channels. I chose only website, social media and blogging for Tough Viking promotion so I could produce quality communication through all the channels. Also the target group for Tough Viking was likely to be reached through these channels.

4.3.1 Website

Tough Viking website was mainly used as a referral for people to seek more information on the event. Also it was used in all printed media and online publications.

Tough Viking web page included a blog section that was used for publishing Tough Viking partner offers and Tough Viking news. The same information was then shared on Tough Viking Facebook page.

The web page for Tough Viking was the secondary channel of digital marketing. The priority channel for marketing was Tough Viking Facebook page. The web page was important to include all informative communication to customers and a platform where people would be directed to.

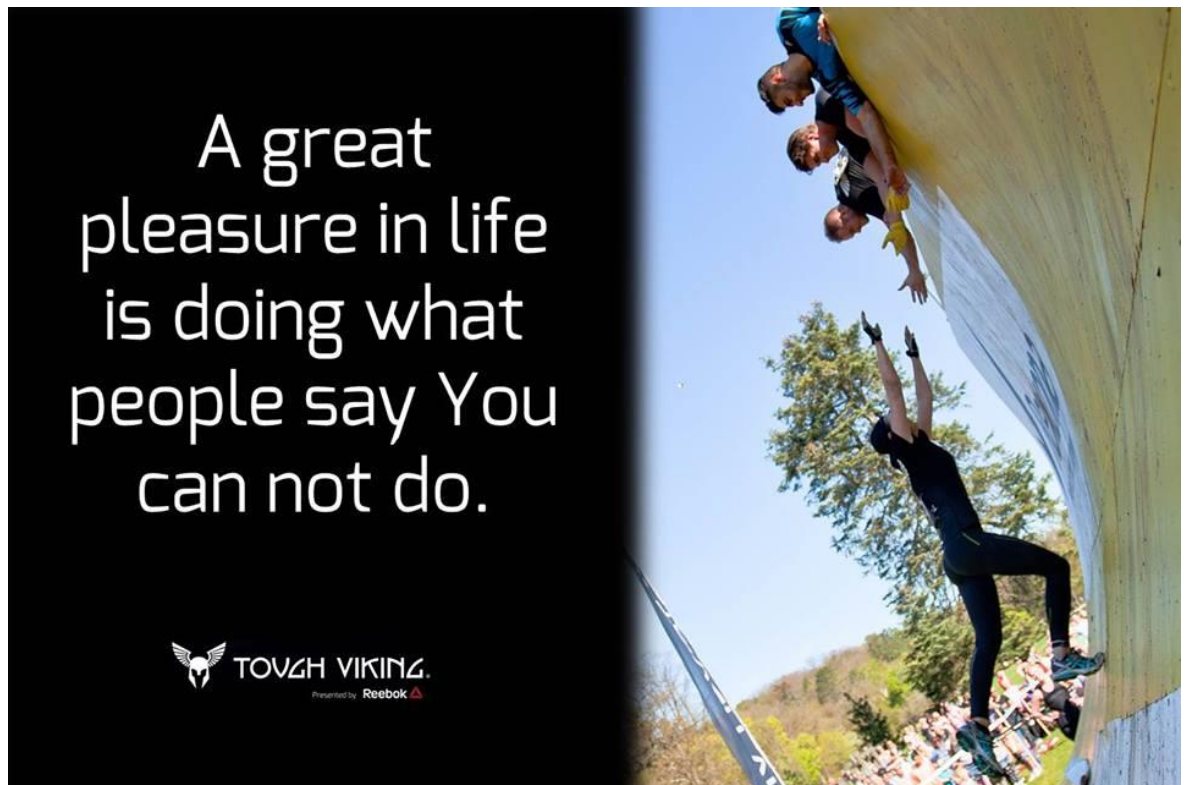
4.3.2 Social media

Tough Viking channels in social media were chosen to be Facebook, Twitter, YouTube and Instagram. Social media marketing is a great way to communicate to people but it is important to make the customer needs a priority when planning promotions in order to gain the best participation and activation (Fahy & Jobber 2012, 267).

1. Facebook

The main channel for communication throughout the project was Facebook. In the beginning of this project Tough Viking had a little over 3000 followers. A personal goal I set for this project was to have over 10 000 followers by the time of the race 6 September 2014.

Facebook was used for various marketing communications. The weekly marketing actions in Facebook consisted of motivation posts, pictures from the races in Sweden and post that would encourage to register now. A motivation post is presented in Picture 1.



Picture 1. Tough Viking motivation post for Facebook (Tough Viking Oy 2014).

Motivation posts were used to affect the emotional side of customers and potential customers. When a post draws to emotions it is more likely to be liked and shared in social media. I consulted social media marketing expert Janne Niini from Fiercer Media a media agency specialized in social media marketing. Janne gave good tips regarding Facebook marketing; what works best and what creates the most natural likes.

During the project a budget of 500 € in Facebook marketing was used for target marketing for Tough Viking segments. The 500 € budget accumulated to 2000 new likes. The total number of likes on the day of the race was almost 12 000. Facebook marketing, promotions and activities in Tough Viking page were extremely successful and the organic growth of the page continues at 50 likes per week.

For this project Tough Viking arranged two Facebook competitions. The prize for both competitions was a Reebok obstacle race clothing set. The first competition was printed in all flyers used in promotions: "Like Tough Viking Finland in Facebook, one will be rewarded with a Reebok obstacle race clothing set on June 31 2014". The flyer can be found in appendix 3. The second competition was to invite friends to like Tough Viking Facebook page. The person with most friends liking Tough Viking Facebook won Reebok obstacle race clothing set. This was a good activation to reach new people to Tough Viking page through recommendations.

Facebook was also used for informative communication. Information published in Tough Viking web page was published in Facebook where the message would reach more people at once. Facebook platform was excellent for interactive communication with potential customers. Tough Viking had gallups and questions regarding the race that people could comment and feel a part of the event planning process.

2. Twitter

All Facebook posts were automatically shared in Tough Viking twitter. Twitter account was not used as much as planned ahead of time. During the project the twitter channel was used only to follow reporters and to see if they tweeted about Tough Viking. During this project Tough Viking gained 30 followers on twitter.

3. YouTube

YouTube was the main channel for sharing video material. Tough Viking decided to have a separate Tough Viking channel for Finland and in the beginning shared videos of the races in Sweden. Tough Viking filmed short clips from promotions and shared those on YouTube as well. At the end of the project Tough Viking YouTube channel had over 120 followers.

4.3.3 Blogging

Blogs are a great platform for businesses to introduce their product and services. Blogs are becoming more and more popular and creating blogs online effortless. Blogs are also considered trustworthy and reliable source of information because they often reflect personal views of the writer (Kimmel 2012, 55-56).

Tough Viking promotions were conducted through partner blogs in moderation. I contacted many bloggers in the field of sports and lifestyle and proposed a co-operation with Tough Viking. For one post regarding Tough Viking competition a blogger would get a participant for the Kaisaniemi race. A limit of five participants was set to control the activity.

All bloggers contacted had moderate reading rates per week and were listed in top 30 most read blogs in their field of blogging. Many bloggers got excited about the race and featured Tough Viking in their blog posts. All bloggers were given a Tough Viking t-shirt by Reebok and depending on the depth of co-operation Reebok, the head partner, offered the bloggers with a Reebok product package. The Reebok product package consisted of obstacle race shoe, tights and a shirt with a value of over 300 €.

The blog co-operation was a great success. Tough Viking visibility in the mainstream blogs in Finland created buzz around the event and reached a great number of potential customers. All blog promotions were bloggers own views and thoughts on the race and they were not paid to promote Tough Viking event. This added to the creditability of the blog posts.

4.4 Advertising

Well executed advertising generates more sales and increase profits for business. It encourages consumers to purchase a product or a service through education and awareness (Fahy & Jobber 2012, 225).

For Tough Viking event advertising was used in moderation. The target group of the event were active in the digital platforms and therefore advertising was done only few times.

Tough Viking partner FitLehti published three magazines in the time of the project and a Tough Viking advertisement was in each publication. A sample of the advertisement can be found in appendix 5. The advertising was free of charge provided by a partner media FitLehti.

Tough Viking also used radio for advertising. Tough Viking media partner radio NRJ provided Tough Viking with 300 units of 30 second spots and were able to record the advertisement from material Tough Viking provided. The radio advertising worked well for the summer season because people were listening to the radio more than usually during the day.

4.5 Personal selling

Personal selling in face-to-face promotion and sales of the product or service. It is the most interactive communication and the customer needs and wants can be identified and target the promotion to those needs (Fahy & Jobber 2012, 270). In Tough Viking marketing this approach was the most important.

All the people working on the project were selling the product personally as much as they possibly could. Tough Viking had identified that talking with people and explaining to them what the Tough Viking race is about worked best for promotion. Unfortunately a company of seven people couldn't be selling the product the entire time but needed to work on other things as well. The importance of personal selling was identified and utilized to maximum.

One method for personal selling that Tough Viking team used was handing out small flyers, showed the teaser video for the race and explained the race from the start to the finish. Most people who were approached wanted more information on the topic.

Also Tough Viking partners were doing a lot of personal selling and educated people on Tough Viking event extremely well. The partner role in personal selling had a great influence in raising awareness of the event.

Tough Viking team was excited to work for the event and it showed to the customers. Therefore it was vital to utilize personal encounters and promote the event. The results on personal selling were seen immediately. In today's marketing environment people are attracted by face-to-face interaction. For Tough Viking meeting people and talking to potential customers accumulated to great number of registrations.

5 Discussion

In this chapter I will evaluate the marketing process for Tough Viking event in Kaisaniemi. The evaluation includes analysis of the planning process, implementation and results. My own performance is evaluated throughout the project. This chapter also includes a summary and improvement suggestion for the commissioning party.

The marketing plan for this project was produced in tight schedule. The commissioning party wanted to proceed in the project very hands on and theoretical analysis was not considered as important as good marketing implementation. The marketing plan is very top level in theory and practise. One aspect of the marketing plan that could have been done is market research. In the beginning of the project it could have narrowed down few marketing actions that were not as productive as planned.

5.1 Evaluation of marketing plan

The marketing plan was top level plan and played a small role in the implementation of the project. The plan worked as a foundation for all marketing activities but not spending too much time on the planning was a good solution. The commissioning party was satisfied with the theory base of the marketing plan and agreed that the planning process did not play as important role as the implementation of the project.

5.2 Evaluation of promotion implementation

The promotions implemented for this project were extremely successful even though the quota of 2500 participants was not met. The number of participants was over 2300 so the commissioning party was very pleased with the project.

The best promotions for the project were Tennispalatsi promotion because it reached the most people and press conferences because they generated the most visibility for the event. Also radio marketing worked extremely well for the season.

The implementation of the East City Giants and Roosters promotion was poor. The target group was not according to plan and therefore the results on those promotions were expectedly poor. This was a good example why places for promotions need to be determined carefully to meet target markets. The original goal for promotions was to generate more participants for the race and unfortunately sports events especially American football did not work in this case.

NRJ Workout promotion had been a great success if the timing of the promotion could have been a month earlier. In this case the promotion was too close to the event and was not as successful as it could have been.

5.3 Self-evaluation

I enjoyed the implementation part of the project greatly. The reporting part of the project unfortunately was conducted in poor time management. I was satisfied with the results of promotions and the implementation of media events. Unfortunately the processes could have been reported more in detail in order to give better picture of the size and quality of the promotions. Also deeper evaluation on my behalf could have been implemented right after the promotions.

Exceptionally well implemented event was the first press conference for Tough Viking event. It was produced and implemented professionally and on schedule. The only thing that I could have planned better for the press conference was the assembling of the promotion. For this project the assembling of the event took too much time and therefore interfered with the gym schedule.

The thesis was written in a very tight schedule. All the practical parts of it and basics for the marketing plan was done in the summer but the rest of the thesis was written in only few weeks and unfortunately it can be seen in the overall result.

The biggest learning was using of references. I have always struggled writing references and reports that require sourcing. This project gave me some tools for future in using references. Luckily many of the marketing books are published in English so they were easy to read and reflect to my thesis.

The problems I faced in planning the thesis was the structure of my thesis. It was really hard to find example thesis that use zipper model. Also the variety in marketing thesis was huge. The number of pages varied a lot so it was hard to determine the length for the thesis.

Also narrowing the project down to the most important aspects of the project was hard. The thesis could have been twice as long without any additional value to the project. In overall I was pleased with the project and learner a lot of ne promotion methods for events and businesses in general.

5.4 Summary

Although the project was implemented in tight schedule and on weekly basis the projects were successful. Marketing planning was guiding promotions for the event and worked as guidelines for me in the projects. The importance of a marketing plan became essential when marketing promotions were put to action. The foundation for marketing was set in the planning stage and it was easy to refer to the plan when creating ideas for promotions.

The promotion of Tough Viking event in Kaisaniemi included various methods of marketing promotion and communication. The project followed the strategy planned together with commissioning party.

Tough Viking event promotion consisted of the following parts: public relations and publicity, marketing promotions, digital marketing, direct marketing, advertising and personal selling.

In the future Tough Viking will use the same methods for promotion. The recommendation for future promotions is to use public relations and publicity as much as possible as well as social media marketing.

5.5 Improvements

Improvements for Tough Viking event marketing for the future are suggested in this chapter. The improvements are based on my own experiences in Tough Viking event promotion.

A communication plan could be made in order to support marketing promotions. Marketing and communication go very much hand in hand in the service industry and therefore it could help in organising promotions.

A quarterly calendar for promotions, communication and other activities related to the event could be used to support the promotion planning. Also other events and activities need to be taken into consideration when organizing promotions.

Quantitative and qualitative research could be done for Tough Viking regarding the brand and the marketing promotions. More B2B marketing could be done that could result in more co-branding and co-promotions.

Also reporting on marketing promotion should be done more on behalf of the promotion organizer and the other parties. If clear objectives and result were drafted and required for all promotion it would be easier to monitor the development and success of promotions.

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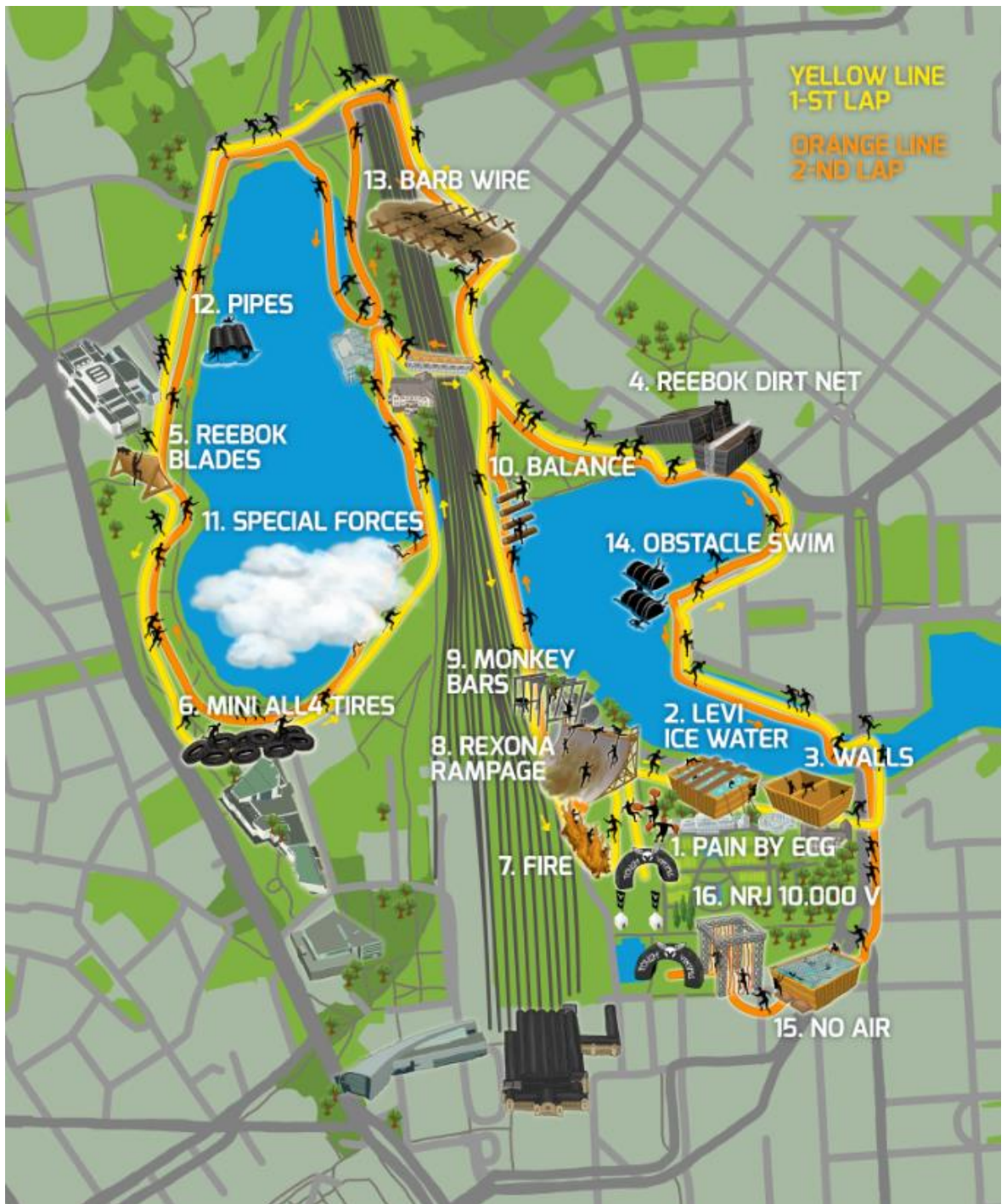
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Appendices

Appendix 1. Tough Viking race map



Appendix 2. Press release

TIEDOTE 5.6.2014

Pohjoismaiden haastavin esteratakilpailu Tough Viking Suomeen syyskuussa

Tough Viking -esteratakilpailu järjestetään Helsingin Kaisaniemessä 6. syyskuuta 2014. Kilpailu starttaa Kaisaniemen puistosta ja kiertää Töölönlahden sekä Eläintarhanlahden alueella. 12 kilometriä pitkän radan varrella kilpailijat kohtaavat 15 fyysisesti haastavaa estettä: luvassa on mm. tulta, jäätä, mutaa, 10.000 voltin sähköeste ja amerikkalaisen jalkapallon pelaajista koostuva puolustuslinja. Kilpailun voi suorittaa joko yksilökilpailuna, parina, tai useamman henkilön ”taistelujoukkueena”.

Tough Viking -konsepti perustuu maailmalla ilmiöiksi nousseisiin esteratakilpailuihin. Haastavat liikuntamuodot, kuten CrossFit ovat saaneet aktiiviliikkujat vaatimaan myös juoksupahtumilta enemmän elämyksiä. Tough Viking järjestettiin ensimmäistä kertaa Tukholmassa vuonna 2013. Suuren suosion takia Ruotsissa järjestetään tänä vuonna kolme kilpailua ja Kaisaniemen tapahtuman myötä konsepti rantautuu nyt ensimmäistä kertaa Suomeen. Seuraaviksi Suomen osakilpailuiksi on suunnitteilla Winter Tough Viking vuoden vaihteessa Pohjois-Suomessa sekä Stadion konseptiin perustuva osakilpailu keväällä Helsingissä.

”Tough Viking esteratakilpailu eroaa muista juoksupahtumista haastavuudellaan ja näyttävyydellään. Kilpailun haastavuus riippuu kuitenkin nopeudesta, jolla kilpailija radan suorittaa, joten normaalikuntoinenkin ihminen selviää hyvin radasta. Järjestäjän kannalta paras palkinto ovat maalivivan ylittäneet uupuneet, mutta euforisessa tilassa olevat kilpailijat.”, kertoo kilpailun tekninen johtaja, **Jaakko Huovila**.

Kilpailijat jaetaan 150 - 200 osallistujan lähtöryhmiin ja lähdöt tapahtuvat 15 minuutin välein klo 10-14 välisenä aikana. Tough Viking Kaisaniemen kilpailussa järjestetään myös 112 erikoislähtö (klo 11.20), johon osallistuu ensisijaisesti palo- ja pelastusalan ihmisiä sekä poliiseja. Mukana kilpailussa ovat myös omilla joukkueillaan mm. vuoden 2013 Miss Suomi **Lotta Hintsa**, NRJ:n aamun Korppilan Pursiseuran **Renne Korppila** sekä **Tero Salenius** ja mediavaikuttaja **Pauli Aalto-Setälä**.

Tough Viking on paitsi estekilpailu myös jännittävä koko päivän tapahtuma. Kilpareitti, esteet ja kisakylä on suunniteltu yleisöystävällisiksi ja viihdyttäväksi. 15 minuutin välein tapahtuvat lähdöt tarjoavat sykähdyttävää seurattavaa koko päiväksi - yleisön kannustuksella on merkittävä rooli kilpailijoiden suorituksissa. Kisakatsomossa yleisöä vauhdittavat myös **Apulanta**, **Pete Parkkonen** ja **Rödsögården**.

Kilpailun kaupallinen johtaja, **Tuukka Josefsson** kommentoi tapahtumaa seuraavasti: ”Olemme järjestämässä mittavaa tapahtumaa keskelle Helsinkiä. Tough Viking Kaisaniemeen odotetaan yli 4000 kilpailijaa ja 15 000 katsojaa päivän aikana. Seuraavan vuoden aikana noin 20 000 kilpailijan arvioidaan ottavan haasteen vastaan Pohjoismaisella tasolla. Erityisesti kaveriporukat, urheiluseurat ja yritystiimit ovat lähteneet innokkaasti mukaan.”

Tapahtuman pääyhteistyökumppanina toimii Reebok. Yhteistyössä ovat mukana myös NRJ, SATS, MINI, REXONA ja FIT -lehti. Tapahtuman tuottaa Tough Viking Finland Oy yhdessä tapahtumatoimisto Kohu-Live Oy:n kanssa.

Lisätietoja:

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Kilpailun kaupallinen johtaja: Tuukka Josefsson, p. +358 40 844 3636, tuukka.josefsson@toughviking.fi

Pressitiedot ja -kuvat: www.toughviking.fi (Yläpalkissa kohta ”Press”)

www.facebook.com/toughvikingfinland



Appendix 3. Tough Viking flyer



TOUGH VIKING

Presented by **Reebok**

Pohjoismaiden suurin ja haastavin esteratakilpailu

KAISANIEMI, HELSINKI, 6.9.2014

12 KM / 15 ESTETTÄ

Ilmoittaudu 15.7 mennessä hintaan 78€ (norm. 88€)

www.toughviking.fi



Tykkää meistä www.facebook.com/toughvikingfinland - kaikkien tykkääjien kesken arvotaan 31.7. Reebokin Obstacle Race -asukokonaisuus (arvo 300e)

Appendix 4. Press release

TIEDOTE 7.8.2014

Pohjoismaiden haastavin estejuoksukilpailu Tough Viking Suomeen syyskuussa

Tough Viking -estejuoksukilpailu järjestetään Helsingin Kaisaniemessä 6. syyskuuta 2014. Kilpailu starttaa Kaisaniemen puistosta ja kiertää Töölönlahden sekä Eläintarhanlahden alueella. 12 kilometriä pitkän radan varrella kilpailijat kohtaavat 15 fyysisesti haastavaa estettä: luvassa on mm. tulta, jäätä, mutaa, 10.000 voltin sähköeste ja amerikkalaisen jalkapallon pelaajista koostuva puolustuslinja. Kilpailun voi suorittaa joko yksilökilpailuna, parina tai useamman henkilön ”taistelujoukkueena”.

Tough Viking -konsepti perustuu maailmalla ilmiöiksi nousseisiin esteratakilpailuihin. Haastavat liikuntamuodot, kuten CrossFit ovat saaneet aktiiviliikkujat vaatimaan myös juoksutapahtumilta enemmän elämyksiä. Tough Viking järjestettiin ensimmäistä kertaa Tukholmassa vuonna 2013. Suuren suosion takia Ruotsissa järjestetään tänä vuonna kolme kilpailua ja Kaisaniemen tapahtuman myötä konsepti rantautuu nyt ensimmäistä kertaa Suomeen. Kaisaniemen kilpailua seuraavat maailmanlaajuisesti ainutlaatuinen Winter Tough Viking maaliskuussa Levillä sekä Stadion konseptiin perustuva osakilpailu toukokuussa Hartwall Areenalla. Hartwall Areenan kilpailun yhteydessä järjestetään ULTIMATE TOUGH VIKING CHALLENGE – osakilpailu, joka on nimensä mukaisesti tarjoaa haasteen lajin kovimmille harrastajille.

”Tough Viking esteratakilpailu eroaa muista juoksutapahtumista haastavuudellaan ja näyttävyydellään. Kilpailun haastavuus riippuu kuitenkin nopeudesta, jolla kilpailija radan suorittaa, joten normaalikuntoinenkin ihminen selviää hyvin radasta. Järjestäjän kannalta paras palkinto ovat maaliviivan ylittäneet uupuneet, mutta euforisessa tilassa olevat kilpailijat.”, kertoo kilpailun tekninen johtaja, **Jaakko Huovila**.

Kilpailijat jaetaan 150 - 200 osallistujan lähtöryhmiin ja lähdöt tapahtuvat 15 minuutin välein klo 10-14 välisenä aikana. Tough Viking Kaisaniemen kilpailussa järjestetään myös 112 erikoislähtö (klo 11.20), johon osallistuu ensisijaisesti palo- ja pelastusalan ihmisiä sekä poliiseja. Mukana kilpailussa ovat omilla joukkueillaan myös mm. NRJ:n aamun Korppilan Pursiseuran **Renne Korppila** sekä **Tero Salenius**, vuoden 2013 Miss Suomi **Lotta Hintsa**, mediavaikuttaja **Pauli Aalto-Setälä**, **Jone Nikula**, tuore vapaaottelun maailmanmestari **Aleksi Nurminen**, **Martina Aitolehti**, kansanedustaja **Tom Packalen**, entinen ratapyöräilijä **Mira Kasslin** sekä lukuisia huipputason yleisurheilijoita.

Tough Viking on paitsi estekilpailu myös jännittävä koko päivän tapahtuma. Kilpareitti, esteet ja kisakylä on suunniteltu yleisöystävällisiksi ja viihdyttäväksi. 15 minuutin välein tapahtuvat lähdöt tar-

joavat sykähdyttävää seurattavaa koko päiväksi - yleisön kannustuksella on merkittävä rooli kilpailijoiden suorituksissa. Heti viimeisen lähdön jälkeen klo 14 alkaa ilmaiskonsertti, jossa esiintyvät **Apulanta ja Pete Parkkonen**. Pete Parkkonen on tapahtumassa kaksoisroolissa; hän osallistuu myös itse kilpailuun ennen esiintymistään.

Kilpailun kaupallinen johtaja, **Tuukka Josefsson** kommentoi tapahtumaa seuraavasti: ”Olemme järjestämässä mittavaa tapahtumaa keskelle Helsinkiä. Tough Viking Kaisaniemeen odotetaan yli 4000 kilpailijaa ja 15 000 katsojaa päivän aikana. Seuraavan vuoden aikana noin 20 000 kilpailijan arvioidaan ottavan haasteen vastaan Pohjoismaisella tasolla. Erityisesti kaveriporukat, urheiluseurat ja yritystiimit ovat lähteneet innokkaasti mukaan.”

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Pressitiedot ja -kuvat: www.toughviking.fi (Yläpalkissa kohta ”Press”)

www.facebook.com/toughvikingfinland



Appendix 5. Tough Viking advertisement in FitLehti (A4)



 **TOUGH VIKING**®

Presented by **Reebok** 

POHJOISMAIDEN SUURIN JA HAASTAVIN ESTERATAKILPAILU

KAISANIEMI, HELSINKI 6.9.2014

12 KM / 15 ESTETTÄ

VARMISTA PAIKKASI - ILMOITTAUDU NYT: WWW.TOUGHVIKING.FI

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