

KYMENLAAKSO UNIVERSITY OF APPLIED SCIENCES

International Business, Kotka

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ORGANIZING A MARKETING PROJECT – AHEAD TO ENTREPRENEURSHIP-  
CAMPAIGN

Case: Cursor Oy

Bachelor's Thesis 2010

## ABSTRACT

KYMENLAAKSON AMMATTIKORKEAKOULU

University of Applied Sciences

International Business

KUOKKA, ANNIINA Organizing a Marketing Project – Ahead to Entrepreneurship - Campaign

Case: Cursor Oy

Bachelor's Thesis 70 pages + 20 pages of appendices

Supervisor Kai Koski, Senior Lecturer

Commissioned by Cursor Oy

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Keywords marketing project, organizing an event, Professional services marketing, marketing communication

The purpose of this thesis was to actively participate in a marketing campaign, organized by Cursor Oy and the partners of the campaign. The campaign was targeted to young adults, especially those who study in vocational school or in university of applied sciences, and who are interested in entrepreneurship or have already considered starting a business of their own. The campaign consisted of school visits within the Kotka-Hamina region and a visit to the shopping centre Pasaati. In addition an internet competition was arranged in Cursor's web pages during the campaign.

In relation to the campaign, two researches were completed. Before the campaign a baseline research was done. The aim of the baseline research was to find out the level of Cursor's recognizability before the campaign. After the campaign a second research, follow-up research was concluded. The objective of the research was to study the effectiveness of the campaign and to gain additional information of the image of cursor among the youth and get some tips for the possible next campaign. The researches were done using quantitative research method.

The results of the researches showed that some sort of improvement for recognizability was gained through the campaign. Nevertheless, the results proved that more work for improvement of the recognizability is needed; even though several students remembered Cursor's visit in their school, the majority had not even heard of Cursor let alone of what Cursor actually does. In addition, numerous students considered Cursor a company not very well known. Nevertheless, the students had mainly positive image of Cursor.

## TIIVISTELMÄ

### KYMENLAAKSON AMMATTIKORKEAKOULU

#### Kansainvälinen liiketoiminta

KUOKKA, ANNIINA	Markkinointiprojektin suunnittelu – Suuntana Yrittäjyys -kampanja Case: Cursor Oy
Opinnäytetyö	70 sivua + 20 liitesivua
Työn ohjaaja	lehtori Kai Koski
Toimeksiantaja	Cursor Oy
Helmikuu 2010	
Avainsanat	markkinointiprojekti, tapahtuman järjestäminen, asiantuntijapalvelujen markkinointi, markkinointiviestintä

Tämän opinnäytetyön tarkoituksena oli osallistua Cursor Oy:n yhteistyökumppaneiden kanssa järjestämään markkinointikampanjaan, sen suunnitteluun ja toteutukseen. Kampanja oli suunnattu yrittäjyydestä kiinnostuneille tai jo oman yrityksen perustamista suunnitteleville, erityisesti ammattikoulussa ja ammattikorkeakoulussa opiskeleville nuorille aikuisille. Kampanja koostui kouluvierailuista Kotka-Haminan seudulla sekä Kauppakeskus Pasaatissa, lisäksi kampanjan yhteydessä järjestettiin kilpailu Cursorin nettisivuilla.

Kampanjaan liittyen toteutettiin kaksi tutkimusta. Ennen kampanjaa toteutettiin lähtötalannetutkimus, jonka tarkoituksena oli selvittää Cursorin tunnettuutta ennen kampanjan alkua. Kampanjan jälkeen suoritettiin toinen tutkimus, jonka tarkoituksena oli selvittää kampanjan tehokkuutta sekä saada lisäinformaatiota Cursorin maineesta nuorten keskuudessa ja vinkkejä mahdollista seuraavaa kampanjaa varten. Tutkimukset suoritettiin kvantitatiivisella tutkimusmenetelmällä.

Tutkimusten tuloksista selvisi, että jonkinasteista parannusta tunnettuudessa oli saavutettu kampanjan kautta. Tutkimuksista selvisi kuitenkin myös, että työtä tunnettuuden eteen olisi syytä jatkaa, sillä vaikka osa nuorista kyllä muisti Cursorin vierailut heidän kouluillaan, hyvin suuri osa ei ollut koskaan kuullutkaan Cursorista, saati tiennyt mitä Cursor itse asiassa tekee. Lisäksi moni vastasi Cursorin olevan mielestään vähän tunnettu, kysyttäessä millainen mielikuva heillä on Cursorista. Suurimmaksi osaksi nuorilla oli kuitenkin positiivinen mielikuva Cursorista.

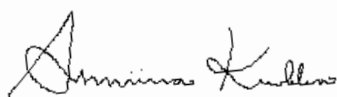
## FOREWORD

This thesis was commissioned by Cursor Oy and supervised by lecturer Kai Koski from Kymenlaakso University of Applied sciences.

The thesis would not have been possible to carry out without Cursor Oy and a few people who helped me during the process. Therefore, I would like to thank Cursor Oy for allowing me to participate into this project. Especially I would like to show gratitude to Cursor's Hanna Nieminen and Kristiina Kuparinen, with whom I mostly worked during this project.

In addition I want to express my thanks to Tommi Salmela the lecturer for his huge help with building up the web-survey, sending the e-mails and with collecting the responses. Furthermore I would like to thank Timo Erikoinen, the vice-principal of Etelä-Kymenlaakso vocational school for helping me with collecting the answers for the follow-up survey in Etelä-Kymenlaakso vocational school.

Kotka 25.2.2010

A handwritten signature in black ink, reading "Anniina Kuokka". The signature is written in a cursive style with a large initial 'A'.

Anniina Kuokka

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## 1 INTRODUCTION

Companies are beginning to understand the possibilities and the power of event marketing. Due to the massive amount of information in the markets the companies have to find new ways to stand out and catch the attention of the potential customers. As a result, in order to gain the attention of the target group, the companies must be creative when planning the marketing and find out new unique ways to distinguish themselves from the competitors.

This thesis is about improving the recognizability of Cursor Oy and making the services for beginning entrepreneurs available in the region, more known, through a marketing campaign. Theoretical framework of the thesis consists of marketing of professional services, organizing a marketing project and a marketing event. The empirical part of the thesis consists of the actual marketing project and the events in it, as well as the two researches that were made during the process.

### 1.1 The purpose of the thesis and the goals

The purpose of this thesis was to participate actively in the planning process of Cursor's *ahead to entrepreneurship*-marketing campaign (Suuntana yrittäjyys-kampanja) as well as to the implementation of the project. As a part of the thesis two researches were implemented. The first research was done before the campaign in the idea to find out how well known Cursor is among the students of vocational school and the University of Applied sciences in Kotka. The second research was completed a month after the campaign had ended. The purpose of the second study was to find out whether any changes had been made compared to the starting point, the first research. Another purpose was to get more information about the images of the people about Cursor and some further information and hints for the possible next project.

Later on in this thesis Kymenlaakso University of Applied Sciences will be referred as KyAMK and Etelä-Kymenlaakso vocational school as Ekami.

## 2 THE COMPANY

Cursor Oy is a Regional Development Company of Kotka–Hamina-region. It aims to support and strengthen the growth of business and entrepreneurial competitiveness within the region. Cursor Oy is a part of regional business services network, which offers services for companies and people who are planning to start a company of their own. The Business Services unit of Cursor guides and supports people and businesses in the matter of entrepreneurship. With the regional projects, which are carried out by the Development services unit, Cursor develops expertise fields and builds new possibilities to succeed conjointly with the businesses in the region. Cursor works actively to improve the visibility and the recognizability of the region. (Cursor, vuosikertomus 2008.)

Cursor is owned by the five municipalities of the region: Kotka, Hamina, Pyhtää, Virolahti and Miehikkälä, conjointly with some regional industry companies and financing institutions. The biggest owner of Cursor is the city of Kotka, with a share of 86,4 %. At this moment Cursor employs around 50 persons. In 2008 the annual turnover of Cursor- concern was about €7.90M and it administrated 48 projects. (Cursor, vuosikertomus 2008.)

### 2.1 The organizational structure of the company

Cursor is one of the largest regional development companies in Finland. The organization provides a large ensemble of regional business and development services. In Figure 1, organisation structure of Cursor is presented. As is seen in the figure, Cursor's organizational structure consists of two business units; Business- and Development services and the service functions that support the other sections of the business. The development services include the following lines of activities; Technology, Services, Digital business and Russia unit as well as regional centre programme and regional co-operation. The Business services unit produces regional business services for companies that are just starting their business, are already functioning or placing themselves in the Kotka-Hamina- region. (Cursor, vuosikertomus 2008.) The organizational structure of Cursor has been reformed 1.2.2010.



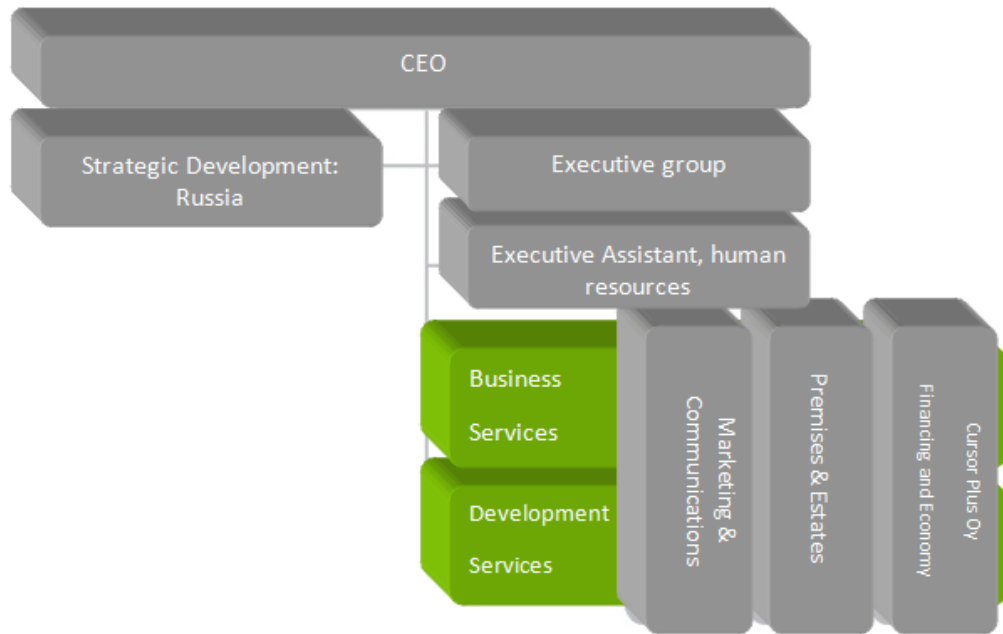


Figure 1 Cursor's organizational chart (Cursor, vuosikertomus 2008.)

### 3 PROFESSIONAL SERVICES MARKETING

Professional services are a sub-category of services and it is constantly growing. Professional service organizations are often built around specialists and building such company does not require big investments and funds because the resources of the company are in human form, in the minds and in the hands of the employees. Professional service companies are for example consulting companies and companies that offer training. (Sipilä 1996, 17, 30.)

There has been, and still is in some extent, a way of thinking within the professional services-companies that no marketing is needed. A common assumption in this field is that a network of personal relationships and word-of-mouth bring these companies enough new clients to grow a profitable business. Today this thinking is fading fast because there is an increasing amount of competition. One thing about professional services marketing would not change; the clients will carry on buying from reliable and competent people who can demonstrate, beyond a reasonable doubt, that they can produce the results which they had promised. (McLaughlin 2010.)

As all services are characterized, distinctly from products, as intangible, inseparable, heterogenic and perishable, professional services are usually seen even more intangi-

ble than most of the other type of services. This information is crucial for the professional service marketers since it is impossible for the client to test the service before making the buying decision. Therefore the customer has to make the decision of buying without knowing what exactly they are going to get. (Morgan 1991, 8-9.)

The goal of professional services is to build up relationships that are based on trust. Trust is a paramount for professional services because the company cannot build a relationship without trust. It is almost impossible for the customer to evaluate the service before buying it. That is why the customer has to have trust on the company and take a risk when purchasing the service. (Sipilä 1996, 18-20.)

Because of the intangibility the professional services, a company has to take really good care of their existing customers. Since the customer cannot test the service before making the buying decision, the customer might search the information of the service from others who have tried the service. Therefore a job well done is crucial for the company in order to keep the existing customers as well as gaining new ones. (Sipilä 1996, 37.)

For a professional service provider there are also various demands. The expert serving the customer has to take the responsibility of making the right decisions for the client. The expert may even have to make decisions that confront the client's wishes or to he might have to question the client's requests in order to guarantee the quality of service. This is why the saying "customer is always right" is not valid in professional services; in professional services the expert is always right. (Sipilä 1996, 19-20.)

Producing the services and marketing them is a cooperative action of a many factors and it needs the effort and the contribution of each part of the process and each participant. It is important that the service environment is positive and that the staff does not show personal negative feelings to the customers so that the service event stays positive. The main responsibility of a positive service environment is with the superiors of the company. (Lämsä & Uusitalo, 2003, 27-30.)

### 3.1 Professional Service Marketing Mix

Typically, when introducing competitive advantages in marketing, the four P's are presented. However, there is an extended version of the marketing mix for professional services marketing, the seven P's marketing mix. According to the 4P-approach the marketing mix consists of four different factors; Product, Price, Place, Promotion. In the service marketing mix three additional factors have been added. These three added P's are People, Process and Physical evidence. (Service marketing mix 2010.)

The purpose of these marketing mix factors is to support each other. For example, the purpose of the promotion factor is to deliver the information of the other P's to public knowledge by e.g. telling what kind of product it is, where to get it and for what price (Vuokko 2002, 11-12).

#### Product

Product is the first and the most important part of the marketing mix. In order for the product to succeed on the markets it has to be interesting and suitable for the needs of the client. A product consists of three different parts that are; the core product, added value and the image of the product. (Rope, 1999, 73-75.)

The core product defines the content of the product. Added values make the product to distinct from the competitors and make it more interesting for the customer. Image is the third part of the product, and it is compiled from the name, style, package etc. The image is the factor that makes the product to sell and to be desirable in the eyes of the target group. (Rope, 1999, 73-75.)

#### Price

Price is a vital part of the marketing mix. It is also the only part of the mix that brings money to the company, so financially it also the most important one. The price has an important part in creating an image of the product. The price also is a tool of messaging the quality; if the product/service is rated too low for pricewise, the credibility may suffer. On the other hand one should be careful not to set the price too high and

scare the customers away. (Ylikoski, 1999, 257-259.)

## Place

Place is the third part of the marketing mix. With the choosing of the place where the product is being offered, one can influence and guarantee that the product/service is easily and effortlessly available for the customer (Ylikoski, 1999, 271). The main goal of the place-decisions in the marketing mix is to make sure that the customer has the opportunity to get the product/service with diminutive effort and as quickly and precise as possible. The place decisions affect on the accessibility and availability of the product/service. With the place decisions it is reaffirmed that the goals are reached. (Lahtinen & Isoviita, 1998, 198.)

To the availability of the event affect many things, for example the date, timing and the place where the event is being arranged. Other things that may also affect are transportations connections and the sufficiency of parking lots. The organizer should also take account of such factors that affect the convenience of the guests. (Iiskola-Kesonen, 2004, 20.)

## Promotion

Promotion i.e. marketing communication is the fourth part of the marketing mix. The goal of the promotion is to tell to the target group about the product/service and its availability and as follows to increase the conspicuousness of the product/service. Through marketing communication the company can create images of the product to the customer. Marketing communication consists of four dimensions: advertising, personal selling, sales promotion and public relations. (Ylikoski, 1999, 281.)

## People

The key fact when providing any kind of service is to choose the right kind of staff for the service delivering. Competitive advantage can be reached by training the staff in appropriate times and by recruiting the right kind of staff. Usually the customer makes the judgments of the service according to the personnel providing the service. That is

why the staff should have the right kind of attitude, personal skills and professional skills in order to serve the customer the best way. (Service marketing mix 2010.)

#### Process

Process refers to the systems used to deliver the service. This contains such questions as how the service is delivered to the customer as fluently, fast and of best quality as possible. And what kind of methods should be used in order to deliver the best quality of service for the customer. (Service marketing mix 2010.)

#### Physical evidence

Physical Evidence is the material part of a service and it is also one essential part of the mix. It can mean the service event, the feeling the customer gets from it, the environment in which it happens, the smells, the uniforms of the employees, the building etc. It can also be the materials given e.g. the invoices, business cards and brochures. (Service marketing mix 2010.)

## 4 ORGANIZING A MARKETING PROJECT & A MARKETING EVENT

Before starting a project one should find out thoroughly what is the baseline of the project and the goals should be drawn carefully. When there is a clear vision of the starting point and of the goals, it is much easier to work goal oriented (Anttonen 2003, 64-65). When the organizer has a clear image of the baselines the project can be built on facts. This information can help the organizer also later on when comparing before and after situations. (Karlsson & Marttala, 2001, 23.)

The project started during the summer of 2009 when Cursor's Business Services Unit requested the Marketing and Communication Unit to plan a marketing campaign for the Business Service unit, targeted for the young adults within the region. At this point also the goal of the project was set; to improve the recognizability, of the services available for starting entrepreneurs in the region, among the vocational institution students in the Kotka-Hamina region. Because during that time I was doing my specialization training within the organization, as a marketing and communication trainee, I

was allowed to participate in the planning process.

The idea chosen for implementation was the “Cursor on tour” idea. The idea was that Cursor will visit several schools in the Kotka-Hamina region to create attention and recognizability for Cursor and for the business services of Cursor as well as for the other services available for starting entrepreneurs within the region. All of the vocational institutes could not be chosen because it would have taken too much time and money to go through all the schools and their campuses. The upper secondary schools were not chosen either, mainly for the same reasons.

The schools selected were Kymenlaakso University of Applied sciences, Etelä-Kymenlaakso vocational school and Harju educational institution. In Kymenlaakso University of Applied sciences the campuses chosen and visited were Metsola Technology, Forestry and Transport Campus and Jylppy Social and Health Care Campus. In Etelä-Kymenlaakso vocational school Cursor decided to visit Koteko campus in Kotka and the Hamina campus. Harju educational institution has only one campus in Ravijoki, Virolahti.

In addition Cursor chose also to visit shopping centre Pasaati as a last point, so that the others who did not manage to visit the schools could come there. It would also bring additional visibility for Cursor being easily approached in a shopping centre. In the shopping centre Cursor was also available for also other people, not only students of the region.

Also, Cursor asked me to perform two researches; the baseline-research whose purpose was to find out how well Cursor is known among the students before the campaign, and another research that was completed after the campaign and measured the same things as the first one as well as the successfulness of the campaign. The aim was to compare the two researches and find out whether any changes in the recognizability took place, but also to detect what kind of the opinions towards Cursor the students have.

Additionally to the school visits and the researches, Cursor also carried out an internet competition where the prize was an iPod nano 8 GB. The idea and goal was the same

as in the actual project, but also get the youth to visit Cursor's web-pages. The internet competition and everything involved was being arranged by Cursor's marketing designer Hanna Nieminen, Anniina Kuokka helped with planning the questions and the prize for it.

Cursor also managed to get a few partners into to the project. The partners of the campaign were fellow members of the Kotka-Hamina regional business services network. The partners in the project were; Employment and Economic Development office, BIC-Kymi innovation centre, pro-Agria, Forestry centre- southeast Finland and Finvera.

A short summary of the campaign in Finnish is presented, Appendix 1. The summary was sent e.g. to schools that Cursor visited, in the aim to explain the idea of the campaign.

#### 4.1 Project definition

Kauhanen (et al., 2002, 24.) defines project as a mission with a clear objective or objectives and a limited time period to reach those goals. They are one-time performances that have clearly defined resources and investments and a starting and ending dates.

Projects characteristics also include having a clear and realistic goals and a life cycle. A project is not a continuous action, and it has a clear starting and ending. A project is also a unique entirety and two exactly similar projects cannot exist. Even if the same event is being arranged every year, each one of them is different from each other. (Kauhanen et al., 2002, 24-25.)

All projects contain risks and uncertainty. That is why risk management is crucial and has to be taken seriously. With good planning the risks can be minimized. (Kauhanen et al., 2002, 24-25.)

## 4.2 Planning the project

As mentioned the planning started already during the summer 2009. The actual and intensive planning however started not until the middle October when the first planning meeting was arranged. The most intensive planning placed from the middle of October until the campaign started on week 47, 16.11.2009. During this time several meetings were held and the actual content of the whole campaign, as well as the methods to be used were agreed on. The timetable of the project will be presented later on in this thesis.

The planning process was started with a few brainstorming sessions with Hanna Nieminen, Marketing Designer and Tuuli Koivisto, Art Director. During the summer holidays when the Marketing and Communications Unit was on a holiday I continued the planning process on my own. After the holidays a new brainstorming session was arranged and the ideas were discussed about. The best ideas were selected and presented to Kristiina Kuparinen, Business Advisor who then made the final selection of the ideas to be implemented.

In the first meetings the objectives and the initial timing of the project were agreed on. The project, Cursor on tour, was agreed to start on week 47, 16.11.2009 as it did later on.

On the later meetings the actual content of the project came more clear, the schools to be visited were chosen and contacted, the dates on which to visit each school were set, the material to be given in the events were chosen and so on.

## 4.3 Aims and goals of the project

The objectives of the project should be considered carefully before the planning of the project starts. If the defining of the goals is done carefully, it is more likely that the project will reach its goals than if the defining is done poorly. The objectives of the project can be for example financially based or image-based. An event is a great way of elaborating the environment and to activate the possible customers. (Iiskola-Kesonen, 2004, 9.)



The organization should also consider carefully of what they want to communicate with the event and in the event. The event itself signals of the organization and its values, therefore the event should be tailored so that it looks like its organizer. The event should always have a clear message that can easily be remembered by the participants of the event, also after the event has ended and some other smaller messages that support the main message. The organizer should make these messages and the goals of the event clear to everybody who takes part of the arrangements of the event. This is crucial in order for everybody to function to reach the common goals. (Vallo & Häyrinen 2008, 32-33, 101-107.)

There should always be a goal for event marketing that supports and connects to the existing marketing plan of the company. Vallo and Häyrinen (2008, 22, 80.) present a few examples that can be the goals of an event:

- improve the company image
- gain visibility
- strengthen existing customer relationships
- present and sell the products or services
- gain new customers and partners
- to motivate, train or coach own personnel
- to create an more welcoming environment for a new product or service
- to test new markets
- improve the knowledge of the company among the target group

(Vallo & Häyrinen 2008, 22, 80,101-104.)

An important thing is that the organizers within the company can answer to the very basic questions concerning the event; why the event is being organized and to who it is targeted for. If the answer cannot be given, the company should reconsider about directing the planned budget into some other marketing tool. (Vallo & Häyrinen 2008, 104-105)

The objective of the whole campaign as well as the events was to bring Cursor's services and regional business services available in the Kotka-Hamina region for starting

entrepreneurs in to the consciousness of the students studying in vocational institutions in Kotka- Hamina region, i.e. Kymenlaakso University of Applied sciences, Etelä-Kymenlaakso vocational school and Harju educational institution. As an additional benefit Cursor would get into consciousness of other people who would notice the advertisements of the project or see Cursor's booth in shopping centre Pasaati.

#### 4.4 Target group of the project

Before starting to plan the event the organization should define carefully the target group. The targeted group can be the present customers of the company as well as the potential ones, personnel, proprietors, partners, stakeholders and the press. The marketing communications has to be planned so that the goal and the chosen target group are carefully taken into account. (Vallo & Häyrynen 2008, 32, 113-115.)

A target group can be for example people of a certain age group, gender, marital status, etc. A certain combination, like men from twenty to thirty is often a target audience. It is essential to become familiar with your target market: their habits, behaviours, likes, and dislikes. By knowing all the crucial facts of the target group, it is easier to create a successful campaign.

In this project the target group was young adults that are studying in vocational institution or in university of applied sciences, who are interested in entrepreneurship or are even planning on starting a business of their own.

#### 4.5 Budget

Before even starting to plan the project, a budget should be set. The money available for it should be set at least broadly, this because it illustrates what can be used and done within the budget. If the company has arranged this kind of projects before, those budgets should be checked to get a realistic image what kind of a budget will do for this particular project. If the budget is small, the organization should take the best use of its own staff, when planning and implementing the project. (Vallo & Häyrynen 2008, 139-141.)

The organizations should explore the budgets of other similar kind of event in order to get a touch how much money is needed. Usually when arranging an event, items that need to be considered are, rent of the space, servings, program, possible salaries of the employees, sound systems and decorating. The purpose is not to use the whole budget but to use as little money as possible. (Harju, 2003, 10, 55.)

Sometimes when organizing an event, financing is needed even though the organizing company has funds for arranging an event. The sources of funding can be divided into three categories; the organization's own funding, the profit of the event which consists mainly of ticket earnings, and external sources that are, for example, grants or other support e.g. goods donations and sponsoring funds. (Kauhanen et.al, 2002, 59.)

The budget for the campaign was set by the management of the project. The Budget of this campaign was 3000 euro's without VAT and without personnel costs. The budget will not be presented in more detail in this thesis.

#### 4.6 Project organization

From the very beginning of the process everybody involved should have a clear and well informed part and tasks within the project organization. Project organization consists of a steering group, a project manager, a project group, a support group and different kind of teams. The steering group sets the goals, defines the budget and makes decisions together with the management of the company. The project manager's function is to lead the project forward and to arrange the meetings. Project manager is also responsible for the reporting to the steering group, following the actions and of the accomplishing the goals. (Löow, 2002, 28-31.)

The project group's task is to confirm that the project reaches its goals. In addition the project group takes care of most of the affairs and making decisions of the details of the project. The project group takes care of e.g. mailing, program and decorations. Projects also have support groups that are usually some kind of professionals in certain matters. Sometimes a project needs also some kind of teams that are in charge of different things, such as steering traffic, serving etcetera. (Löow, 2002, 31-32.)

Effective project organization is formed if all key roles are identified and their responsibilities are defined in crystal-clear terms, the references and accountabilities for all key roles and bodies are defined, all interfaces, at all level are defined also their specific responsibilities and at last the 'ways of working' in this team is defined. (Improving the Organisation of Project Teams 2010.)

The project group consisted of Kristiina Kuparinen, Business Advisor: Hanna Nieminen; Marketing Designer and myself, Anniina Kuokka, a student from Kymenlaakso University of Applied Sciences, who was doing a thesis of the project. Kristiina Kuparinen was acting the project manager and she made most of the final decisions concerning the project. In addition, also a number of other staff of Cursor worked within the project, mainly in the implementation stage.

Within the project organization, the responsibilities were divided as following; Hanna Nieminen with the assistance of Anniina Kuokka was responsible of the practical matters of the project and the marketing of it. Also the contacting of the affiliates, making the internet survey and the collecting of the needed materials (e.g. the give-a-ways) were in the responsibility of Hanna Nieminen. Anniina Kuokka was in charge of the researches made in connection with the project, distribution of the posters to the schools and Pasaati, She also assisted Hanna Nieminen in various tasks. All persons were also a part of the implementation of the events co-jointly with the rest of Cursor's staff who were involved to the project.

Tuuli Koivisto, AD of Cursor was in charge of the planning and hands-on implementation of all the printed materials, posters, info-material and banners of the project. She also attended partly in to the planning process of the project.

The project manager of the project, Kristiina Kuparinen was in charge of the general organizing of the project and made the last decisions. She also worked as a link between the project group and the management of Cursor.

#### 4.7 Events as a marketing method

As mentioned earlier, a part of the campaign consisted of events in several schools.

Cursor used these events as a marketing method to reach the goals set for this project. The events in the schools were a major part in this marketing project, thus the events are given a major part in this thesis, too. Organizing an event follows mainly the same structure as organizing a marketing project, as many of the features can be apply to both. In the following chapters events are being dealt with more thoroughly.

Events and exhibitions are one marketing tool among the others. Other tools are for example communications, advertising, direct marketing, telemarketing, sponsoring, promotions and printed publications. The organization must consider in their marketing strategy, which marketing tools to use to pass on different messages and to gain the attention of different target groups. All occasions that the organization is arranging can be built up to goal directed occasions where meeting people, personal selling, can have a remarkable impact. These kinds of occasions can be for example exhibitions, fairs, promotions, seminars, PR-occasions and trips. (Vallo & Häyrynen 2008, 32-33.)

Due to the continuously increasing information flow, the messages of the communities have to compete seriously in order to stand out from this massive information flow. Consequently the organizations are all the time trying to find new ways to reach their target group because the traditional mass marketing does not have the desired impact in the target group. Therefore the organizations have started to consider event marketing as an effective option of marketing communications. (Vallo & Häyrynen 2008, 19.)

Event marketing is considered to be marketing actions that have experimental value; the company makes the brand into a physical matter and meets its clients in a pre-planned situation and place. Event marketing creates new customer relationships and strengthens already existing ones. It is important that event marketing supports and is a part of company's other marketing messages and strategies. If event marketing is separate from the company's other strategies and messages it is not very effective and the money is not well spent. (Muhonen & Heikkinen, 2003, 41- 44.)

Event marketing combines together marketing and organizing an event. In some more extent definitions event marketing is considered to be any type of occasion where the company's activities and the possible customers are brought together with an interactive way. Vallo and Häyrynen (2008, 19-20) characterize a few criteria of event mar-

keting; the event has to be planned before handed, the goal and the target group have to be defined, interactivity and experiences have to be actualized in the event in order to be able to discuss of event marketing. (Vallo& Häyrinen 2008,19-20)

An event allows the marketer to interact with the clients without distractions; it can make an effective impact on the client when the company can be approached in an everyday situation. Personal meeting with the clients gives the company a possibility for an undivided attention, which is not possible with using other media. (Muhonen & Heikkinen, 2003, 51.)

Vallo and Häyrinen (2008) also present a few strengths of event marketing;

1. the interaction and individuality of the situation between the customer and the organizer,
2. maneuverability of the framework and the messages in the event,
3. the possibility of the organization to set goals and immediately receive feedback of accomplishing them.
4. possibility to limit the participant crowd according to the specific needs of the particular event
5. possibility to stand up positively compared to competitors
6. possibility to generate experiences
7. possibility to create something to remember for the customers

(Vallo & Häyrinen 2008, 21-22.)

The event should be built up in such a manner that all the elements and other marketing procedures support the chosen company opinion and image, because the event in a fact personates the organization and its representatives. This is why event marketing offers a lot of opportunities but also threats. If the event is successful it creates positive image of the company on the other hand if the event is a failure it creates a negative image of the whole company to the participants. This can later on have an impact on everything the organization does; the staff, company actions, products and services. So, always when organizing an event one must remember that the company name and image is at stake. (Vallo & Häyrinen 2008, 20, 27-28, 32-33.)

Attached to the Ahead to Entrepreneurship -campaign Cursor arranged events in the chosen schools and in Pasaati, with the same goals as the entire project. The “Cursor on Tour” info-point visited the following places with the timing:

- Monday 16.11.2009, 10–13, Kymenlaakso University of Applied Sciences, Metsola campus
- Tuesday 17.11.2009, 10–13, Etelä-Kymenlaakso Vocational School, Koteko campus
- Wednesday 18.11.2009, 10–13, Kymenlaakso University of Applied Sciences, Jylppy campus
- Thursday 19.11.2009, 11–13, Harju educational institution, Ravijoki
- Friday 20.11.2009, 10–13, Etelä-Kymenlaakso Vocational School Hamina campus
- Friday 20.11.2009, 14–17, Shopping centre Pasaati.

Cursor had a table and some staff of Cursor present in each place. Materials were given to the students with the give-a-ways. The give-a-ways are described in more detail in chapter *4.13 Materials*.

## Event SWOT

Table one, in the next page, presents the event marketing SWOT-analysis. From the table it can be seen what could be the strengths, weaknesses, possibilities and threats of an event. By considering all the aspects of the events SWOT, it is more likely that they event will be a success.

Table 1. Event marketing SWOT-analysis according to Muhonen & Heikkinen (2003, 47.)

<p style="text-align: center;"><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>• Gives a possibility for a more personal meeting</li> <li>• Is convertible according to the situation</li> <li>• Leaves a strong memory stain</li> <li>• Offers a possibility to expand networks</li> <li>• Teaches the company to know better the target group</li> <li>• Builds up a positive attitudes</li> <li>• Creates loyalty within the customers</li> <li>• Is unique</li> <li>• Makes a personal approach possible</li> <li>• Competitors are not present</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• An expensive way to create contacts</li> <li>• It takes skills and knowledge to carry out</li> <li>• The amount of contacts can be rather small</li> <li>• Results are hard to measure and test</li> <li>• Events are usually one-time occasions</li> </ul>
<p style="text-align: center;"><b>POSSIBILITIES</b></p> <ul style="list-style-type: none"> <li>• Makes the gathering of current market information possible</li> <li>• Gives the possibility to change the existing image of the company / Brand</li> <li>• Stays in the memory of the target group for a long time</li> <li>• Makes it easier to influence to the target group</li> <li>• Stands out from the massive amount of marketing messages</li> <li>• Creates a two-way understanding and communication between the company and the target group</li> <li>• Gives the possibility to gather an important and individualized information about the clients.</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• If the event is unsuccessful it will leave a negative memory of the company</li> <li>• Threat that the event is being executed unprofessionally</li> <li>• Wrong target group</li> <li>• Wrong media is being used</li> <li>• Too much distraction present, too many messages</li> <li>• The atmosphere is too pushy and too marketing-based</li> </ul>

#### 4.7.1 Event marketing as a reputation builder

When talking about the company reputation, concepts *image* and *brand* are often used. Vallo and Häyrinen (2008, 34-35) define *brand* and *image* the following way; Brand is a conception of the product or service based on the trademark and is always formed from the consumers own experience. Image is a conception of the product or service and can be formed even without own experience from imagination and beliefs. Image can be formed through marketing communication. The company reputation is the estimate of the company made by the public. Reputation is created and formed when the company meets the public in different kind of interaction situations. (Vallo & Häyrinen 2008, 34-36.)

As said by Isohookana (2007, 19-20) images guide our thoughts and behaviors, what we think of others, the companies and their services and product lead us through our



everyday choices and actions. Images are built up in people's minds when they have met the company representative, visited in the company's premises, heard news about the company, seen or tested their products or services or had a discussion with colleagues or friends about the company. Image can be very strong and very true for its possessor even though this person does not have any personal experiences of the object of the image.

The company cannot affect all image factors, for example, rumors, gossip, the writings of the press and to the uncontrollable communications that happen e.g. in the internet, via mobile phones or mouth-to-mouth. Still changing the images and perceptions is a long development process that the company should invest in and therefore the company should within in a reasonable period investigate what kind of perceptions and image the public has about their products, services and activities. (Isohookana 2007, 20-21.)

According to dictionary.com image means *the general or public perception of a company, public figure, etc., esp. as achieved by careful calculation aimed at creating widespread goodwill*. And according to Isohookana (2007, 20) in Finnish language dictionary image is identified as "internal, psychic vision of something; an image; an impression of something; a conception"

With the events Cursor wanted to become better-known among the students and not to be so unknown. In addition the aim was to improve Cursor's image among the students, e.g. by being more easily approached.

#### 4.8 Organizing an event

Vallo and Häyrynen (2008, 57-59) states that events can be classified chiefly to cause events and to entertainment events. Before planning the event, the organizer should know what kind of event is in question, e.g. if the purpose of the event to entertain or provide plenty of factual information. An event is an opportunity no matter what it is like and whether it is big or small, therefore the basic features should be in order when planning and arranging all kinds of events. (Vallo & Häyrynen 2008, 57-59.)

As said by Muhonen & Heikkinen (2003,45) event marketing is one of the most demanding ways of marketing which is why one should invest a lot of time, knowledge and effort to plan an event. Event marketing can be implemented as a campaign or it can be more continuing, but it must always be well planned and the goals must be set.

According to Vallo and Häyrynen (2008, 147-148) 75 percent of the whole event lies within the planning process, the implementation is 10 percent and the post-marketing after the event is 15 percent. The planning process should be started in good time and everybody needed in the process should be aboard from the very beginning. As a result the success-factor of the event grows when different views are involved and everybody is engaged to the objectives and goals of the project. (Vallo & Häyrynen 2008, 147-148.)

The scheme of the project is good to be clear already in the beginning of the project. It can be very useful to the team that is planning the project because it can clarify, for example, why the event is being organized, what it offers, who the event is targeted to and how it is being arranged. (Iiskola-Kesonen 2004, 18.)

Event marketing suffers a lack of image and trust in many organizations. This stems from the lack of understanding of the true nature of marketing. The organizations have the erroneous impression that event marketing is just arranging parties and it is expensive and not very cost-effective. Of course, large amounts of money can be spent on an event but an event can be arranged very cost-effectively and still be high-spirited. (Vallo & Häyrynen 2008, 87-88.)

Different tools of advertising should be combined to event marketing diversely and the event should be used as a theme of the advertisements. Advertisements and communications along with the event help to reach the set goals. (Muhonen & Heikkinen, 2003, 75)

The common goal of all event-projects is a successful event. If everything happens as planned and the event is a success, it can be at best very rewarding and motivating for the staff working within the project. When creating a successful event, professionals of different areas are needed so that all the arrangements are done as good as they can

be done. The most important factor, nevertheless, is that the staff of the event is devoted and genuinely interested in the success of the project. (Liiskola-Kesonen, 2004, 30-34.)

The planning of the events progressed concomitantly with the planning of the entire marketing campaign. This was because the events were the biggest part of the whole campaign. The major part of the planning of the project was planning and marketing of the events.

#### 4.8.1 Different phases of planning an event

Building a successful event consists of many different phases, only the details make the event perfect and complete. Muhonen & Heikkinen (2003, 114) present that the process should be started with planning and doing some researches, the target group and the goals should be set. Next the action plan and the communication plan should be built up. After all this, the budget can be formed. At this point the partners and the other crew of the project should be engaged to the project and the hosts should be educated and internal marketing handled. When all this is done the company can move to the implementation stage where the event is being hold. The last but not the least thing the company should do a research, whether or not the goals have been reached.

Planning an event is a process. Vallo and Häyrinen (2008, 95) set three stages of the process: planning stage, implementation stage, past-marketing stage.

Planning stage is the stage where the project is being started. This is the stage where most or all the decisions are made and confirmed. The event is being organized and the right people are chosen to execute the plans. (Vallo & Häyrinen 2008, 148.)

Implementation phase is the phase that makes the plan real. Everyone who works within the project must know their role and share in the great ensemble. It takes seamless collaboration within the different units in order the project to be successful. (Vallo & Häyrinen 2008, 153-155.)

When the actual day of the event starts, the organizers have done a lot of work for the

event to be successful. It is very crucial for the success of the event that everybody involved to the event have their own share of tasks and has their own role and responsibilities. Events have the advantage over other marketing tools that the hosts can all along observe their guests and their reactions, and if needed react fast to changing situations and make quick changes so that the popularity among the target audience is guaranteed. (Muhonen & Heikkinen 2003, 124-125.)

Past-marketing stage is the last stage where summary and the evaluation of the project is made. Feedback is gathered, analyzed and learned from it. Materials and thank you-cards for everybody involved can be sent. (Vallo & Häyrynen 2008, 168-169.)

Kauhanen(et.al. 2002,23) state that it is wise to follow the principles of project working when planning a public event, so that the event can be carried out as effective as possible. If the project is well planned and implemented, it is valuable not only for the organizer but also the visitors afterwards.

According to Vallo and Häyrynen (2008, 93) a successful event is like a shining star that is formed from the two triangles: the strategic triangle and the operative triangle. Both have three questions that the organizer of the event should be able to answer before starting to plan the event. The triangles will be presented in chapters *4.8.2 Strategic planning of an event* and *4.8.3 Operative planning of an event* in this thesis.

#### 4.8.2 Strategic planning of an event

Planning an event consist of two different parts; strategic and operative planning. Both parts consist of three questions, which the organizer should be able to answer within the planning process.

The questions of the strategic triangle are presented in Figure 2.

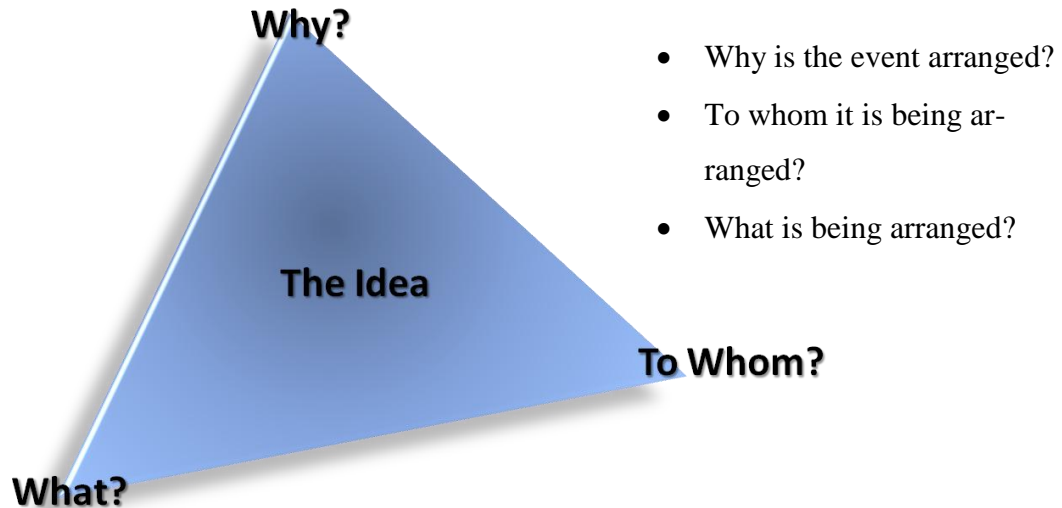


Figure 2. the strategic triangle (Vallo & Häyrinen 2008, 93)

### Why?

The organization must consider carefully why the event is arranged and what they want to out of it. The goals of the project have to be clear; if not, the budget planned for the event may need to be transferred to some other marketing tools. If the goals and plans are not clear, the goals simply cannot be reached and there is no real value for the project. (Vallo & Häyrinen 2008, 93-94.)

The events of this project were arranged because Cursor wanted to make the regional business services available for starting businesses more known to the students within the region. In addition some improvement of the recognizability wanted to happen.

### To Whom?

Other basic questions are for example; to whom the event is arranged, i.e. who are the target group. In more detail, one should consider how well the target group is known and what are they interested in, and what is the best way to reach and connect with this particular target group in order to reach the goals. (Vallo & Häyrinen 2008, 94)

The Ahead to Entrepreneurship- campaign was targeted to students within the region, more specifically to the students of Etelä-Kymenlaakso vocational school, Kymenlaakso University of Applied Sciences and Harju educational institution. In addition, the event in Pasaati was meant for everybody. It was decided that the best way to reach

these students was to visit their schools.

What?

This concerns to the actual nature of the event, i.e. what is being arranged, and further on, if a cause event or an entertainment event is to be arranged. Before this, one needs to consider, with what kind of event the attention of the target group can be reached. (Vallo & Häyrinen 2008, 94.)

Cursor info-points were being arranged in several schools within the region in the project week, week 47, 2009. The info-points were situated in the schools so that the students would easily pass it. In most cases it was in the lobby of the main entrance.

On the basis of these three questions the answer of what the idea of the event is should be found. An idea is the main point from which the event is started to build and the event is built around the idea. Sometimes an idea can be developed to an event-concept at which time it can be perennial. (Vallo & Häyrinen 2008, 94.)

#### 4.8.3 Operative planning of an event

In the operative planning of an event the organizer should consider and find the answers to the questions of the operative triangle. The project manager and the project group are in charge of the operative actions. (Vallo & Häyrinen, 2003, 122-124.)

The questions of the operative triangle are presented in Figure 3.

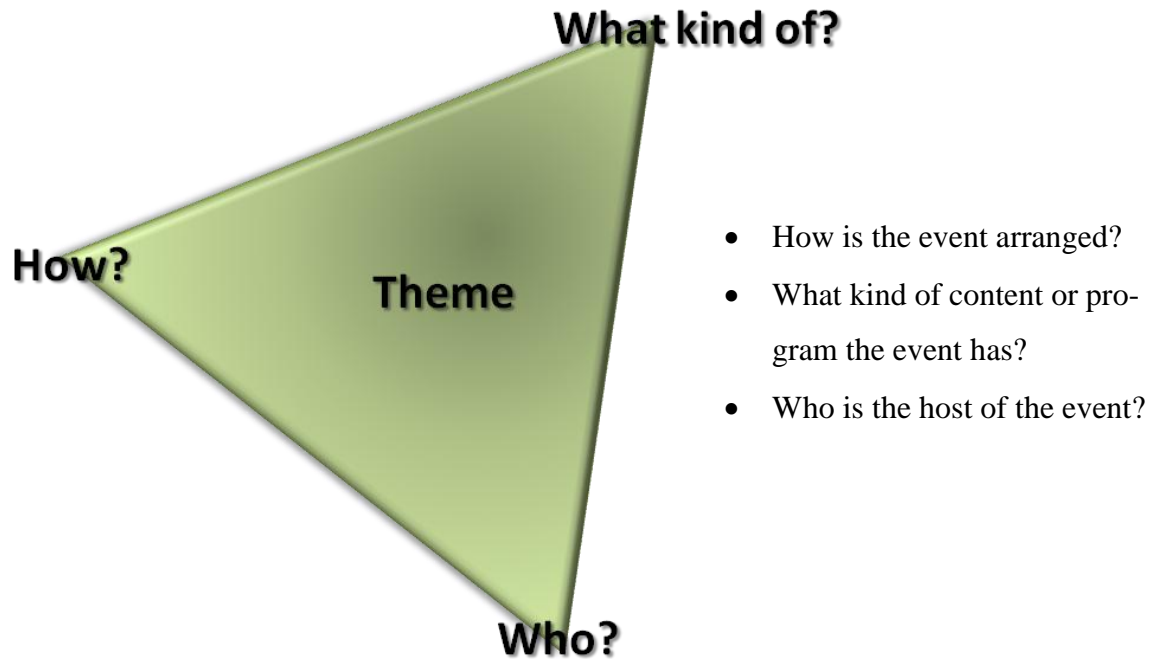


Figure 3. the operative triangle (Vallo & Häyriinen 2008, 95.)

#### How?

This question deal with the way the event executed so that the set goals would be reached. Subquestions include considerations such as how the whole event is arranged so that the desired messages are delivered to the target group as the organisation wants, and if the organization arranges the event itself or buys the service outside the organization. (Vallo & Häyriinen 2008, 95.)

The info-points were located in the schools in a visible place. The info-point was a table where all the material was in display; around the table were the roll-up advertisement and some posters of the event. On the table were also the give-a-ways, (introduced in more detail in chapter *4.13 Materials*)

#### What kind of?

The content and the program of the event depends a lot of the objectives, the target group and the aimed messages. The organizer of the event must know what kind of interests the target group has in order to tailor a suitable content of the event to reach the wanted attention. (Vallo & Häyriinen 2008, 96.)

The advertisements of the event were drawn up in such a ways that they would be at-

tractive for the target group. The give-a-ways interesting to the target group were selected. The representatives of Cursor were also selected to some extent so that they would be as easy for the students to approach as possible.

Below is a figure from a Cursor's Ahead to Entrepreneurship info-point in Kymenlaakso University of Applied sciences in Jylppy-campus.



### Who?

It is essential to define who the host of the event is and who takes all the responsibility. The organization should not start to plan the event not until the organization knows who need the project and who the host of the event is. Therefore a need for the event should be found. (Vallo & Häyrynen 2008, 96.)

The responsibilities of the events were taken by the staff of Cursor. The affiliates did not take part into the planning nor the implementation of the events, except for the visit in Ekami Koteko where a representative of Employment and Economic Development office was present.

In the operative triangle an answer to the question of the theme can be found. The theme is basically the appearance of the whole event, from the invitation to the post-marketing. The theme is the factor that holds everything together and therefore it is a part that should be carefully planned; the theme should fit to the desired image, values and/or profile of the organization. Does it create the wanted image and strengthen the brand? The theme has to be the same during the whole process, in the invitations, pro-



grams, content, materials, giveaways etc. (Vallo & Häyriinen 2008, 97, 180-181.)

The questions of the strategic triangle and the operative triangle form a star when placed on top of each other and it is the sign of a successful event if all the parts of it are in balance. This meaning that no part of it outweighs another. The idea and the theme of the event should be remembered all the time when planning and executing an event in order to make the event successful. (Vallo & Häyriinen 2008, 97-98.)

The theme of the event can be found from the advertisements and other material of the campaign. They are colorful and youthful. The poster of the event as appendix 2 and the newspaper ad as appendix 3.

#### 4.9 Marketing of the project

Marketing of the project consisted of marketing of the events and marketing of the campaign in general. The aim of the general marketing of the project was to draw people to Cursor's website and to improve the recognizability of Cursor.

When planning an event that is open for the public or is chargeable, marketing plan should be compiled. Vallo and Häyriinen (2008, 53-54) present a few items a marketing plan should consist of:

- Internal marketing
  - Briefing within own organization
- Press briefing
  - Press briefing and/or press conferences
- Media marketing
  - magazines, TV, radio and internet marketing
- Direct marketing
  - Direct mailing for the target group

External marketing needs a functioning internal marketing in order to function properly. Internal marketing means that the staff is informed of what the company is doing in order that they can function so that the set goals are reached. Therefore the product

or service should be “sold” first to the organisation’s own staff with the intention that they can then sell it to the customers as wanted. (Vuokko 2002, 32.)

The tools used in the marketing plan depend totally on what the target group is like and what the objectives of the campaign are. If the company is trying to catch the attention of the youth, radio and internet could be good choices for communication tools. On the other hand if the target group consists of financing managers and the occasion is a tax seminar, the best Media for this would probably be the newspapers and other publications in this particular line of business, also direct marketing could be a good choice in this case. In order to utilize the publicity wholly, a PR-plan should be formed. (Vallo & Häyrynen 2008, 54-55.)

According to Kotler (2006, 94-97) the communication tools are divided into four categories: advertising, personal selling, sales promotion, public relations and publicity.

The tools for implementation demanded a lot of discussion in the meetings arranged. The issues concerned which would be the best communication tools in order to gain the wanted attention of the target group. More about the selected methods in the chapter *4.10 Marketing communication*, in this thesis.

#### 4.10 Marketing communication

Marketing communications are communications targeted to public with the goal to create demand or an effect that affects the demand positively. With Marketing communications the company aims to create visibility, recognizability and an image. The main goal in marketing communications is to create information for the public of the company’s products and services, to create need and to maintain the customer relationships. (Vuokko 2002, 9; Bergström & Leppänen 2005, 273.)

With communications the company has the possibility to create and strengthen relationships that are important for the company and create a sense of community, a feeling of doing things together. At its best communications connect and build up trust and respect. Communication comes from a Latin word *communis*, common, and *communicare* - do together. (Isohookana 2007, 11, 35; Vuokko 2002, 13-14.)

The aim of marketing communications is to create something common between the sender and the receiver, a common understanding, *communis*, of the product and the company. Thereby improving the product image and the company image means that the opinions of the company and the customer are coming closer together. In order to bring these opinions closer together, more than just communicational level actions might have to be used, for example product developments or changes in the company's behaviour. At the matter of fact, building up the common understanding between the company and the customer means more than just bringing the opinions and perceptions of the customer closer to the company's perceptions but also bringing the company closer to the needs of the consumer. Below Figure 4 presents the process of building up common understanding. (Vuokko 2002, 13-14.)

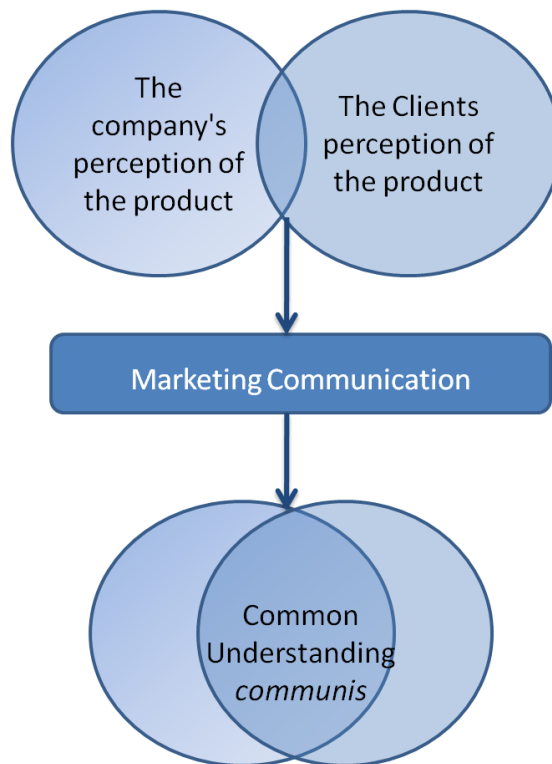


Figure 4. Function of the marketing communications (Vuokko 2002, 14)

There are some demands in order to create the common understanding. The company must find the right channel of communication and the message in them has to be built up in such a way that it can be easily understood by the target group. (Vuokko 2002, 14.)

The goals and objectives of marketing communication should always be based on the

strategies of the company, support the company image, support business activity, assist the relationships with the customers and the stakeholders and help the internal marketing. (Muhonen & Heikkinen, 2003, 61.)

The goal of the marketing procedures is to build up positive image of the company and its product, to create wanted image and -all in all- to produce the action wanted whether it is to gain additional sales, new clients, memberships or donations. The organizational values, target profile and the wanted image should be the basis on which marketing communications should be built up to. (Vallo & Häyrinen 2008, 22, 51.)

If the potential customers do not know anything about the product offered, demand cannot be developed. In addition if there are other ways to satisfy the need, the demand cannot be developed if the opinions of the product are negative. In order to fix these problems some informing and PR of the product is needed. Also, the attitudes towards the product have to be turned from negative to positive. (Vuokko 2002, 10-14.)

#### Integrated marketing communications

The marketing tools should not be seen as different processes but as an integrated entirety. Integrated marketing communications is created when these methods support each other and are used together. Integrated marketing communications aims at reaching a synergy benefit; all the processes support each other and therefore the entire effect is bigger. Integrity in the company's whole marketing communications is important to create an integral clear and easy to recognize message of the company. With integrated marketing communications the company can create a positive and strong image of the company in the long run. (Vuokko 2002, 31.)

Events and exhibitions are one marketing tool among the others. Other tools are for example communications, advertising, direct marketing, telemarketing, sponsoring, promotions and printed publications. The organization must consider in their marketing strategy, which marketing tools to use to pass on different messages and to gain the attention of different target groups. (Vallo & Häyrinen 2008, 32-33, 54-55.)

All the advertisements and the material for the project (posters, etc.) were designed

along with the line of Cursor's overall advertising-style. Thus the ads would be easy to recognize as Cursor's advertisements. The poster is presented in Appendix 2.

#### 4.10.1 Planning marketing communications

Planning marketing communications is usually begun with evaluating the target groups and comparing the features and values of the target group(s) into the features, values and needs of the organization. When planning marketing communications following features should be considered:

1. defining the target group
2. defining the wanted impact
3. planning the message
4. choosing the communication channels
5. defining the features of the message sender
6. choosing the methods of implementation and evaluation

(Vuokko 2002, 21-25)

One vital thing in planning marketing communications is target group orientation; to remember who we are convincing, informing or reminding and to draft the message in such a way that it is directly targeted for the target group (Vuokko 2002, 10-13).

The desired message of the project, to be transferred to the target group was to present the possibility of entrepreneurship as a career choice and to introduce various kind services that are available for starting entrepreneurs in the Kotka-Hamina region, for the students in the region.

#### 4.11 Advertising of the project

Advertising is presenting ideas, products or services in different advertising forms in order to gain visibility for the company or the product within the big audience. Different forms of advertising are for example media advertising, direct advertising, internet advertising in its various forms, even the package can be an advertisement. Advertising has always a goal to reach; usually it is to increase the sales or otherwise gain visibility for the company or the product. If the advertising is targeted in a right way it can

be very effective tool and even inexpensive when compared the price to the amount of reached audience. On the other hand, advertising is a one-way tool of mass marketing, the amount of waste contacts is huge; some even say around 90 percent. Also the media are so saturated of all the advertisements that it takes a lot of skill and sometimes even luck to get your advertisement to stand out from the ocean of information. (Muhonen & Heikkinen, 2003, 62-64.)

Iiskola-Kesonen (2004, 56-58, 63) divides the marketing of an event into four different dimensions; participant marketing, audience marketing, marketing to the affiliates and internal marketing.

Marketing of the event is needed if the event is open for everybody, is public or is chargeable. The advertising can be performed for example through free newspapers, websites or radio advertisement, depending on which media is best to reach the target group. The organizer should know in well advance if some printed material is needed. It takes a while to print things and is usually advisable to use professional services. (Harju, 2003, 99; Vallo & Häyrynen 2008, 192-193.)

Sometimes advertising and media play a decisive role in the success of the event, while at other times the role is quite modest. This is why the organizer should carefully consider how much and what kind of advertising is used in contact with the event. Distinct advertising can be a great competitive advantage and can affect a lot whether the event is a success or not. Important components about planning the advertising are for example the message, reaching the target audience by the media, expenses, timing, and impressiveness. (Kauhanen, Juurakko & Kauhanen 2002, 116-117.)

Cursor chose to advertise the project in Newspaper Ankkuri, in radio, in the internet and in bulletin boards. Also some direct marketing, in e-mail form was used.

Different advertising was used for different parts of the campaign. The radio advertisement was mainly used to tempt the people to cursors website, but also just to make the Kotka-Hamina region more known. The newspaper advertisement was used to advertise the Cursor info-point in Pasaati and the Bulletin board-advertisements, the

posters and the info monitor-texts to advertise the events in the schools. The dates and timing of the visit were written with a marker into each poster in each school. The internet advertising was meant to draw people into participate to the web-competition. Direct marketing was performed for the purpose of making the project familiar for the affiliates, the schools to be visited (teachers, etc) and so on. More about the chosen forms, in the next chapter in this thesis. The posters are appendix 2 and the newspaper advertisement as appendix 3. The timing of the advertisements can be seen timing-chapter in this thesis.

#### 4.11.1 Forms of advertising

There are various different kinds of forms of advertising. The forms of advertising mean the channels chosen by the advertiser to reach the customers or potential ones and to forward them the wanted message. (Vuokko 2002, 95.)

Even though there is a variety of different kind of advertising forms, in this chapter only those forms that Cursor Oy used in this project are discussed.

##### Newspapers

The newspaper advertising consists of daily and more sparsely released newspapers and free daily newspapers. In Finland the printed media has by far the biggest part of the advertising cake due to the fact that even over 90 percent of the Finns start their day with reading a newspaper. Newspaper advertising is usually very regional and it contacts customer pretty fast and quite cheaply. (Vuokko 2002, 96.)

According to a research made by TNS Gallup Oy, printed media took a share of 61.7 percent of the total media advertising in 2009. This was 21.2 percent less than in the previous year, 2008. All in all advertising in media decreased total of 15.8 percent. Newspapers together with free newspapers took a share of 42.9 percent of the total media advertising. (TNS Gallup Finland 2010) This means that companies spend less in advertising in newspaper and in general, which gives an opportunity to stand out because the media is less crowded of information.

Newspaper advertising was chosen because it is a familiar method for Cursor and it is

often used. Newspapers have also a wide distribution and they reach a great number of people. People within the area are also quite used to seeing Cursor in the newspapers, which is why it was also a safe solution. The chosen newspaper was the Ankkuri newspaper. The newspaper advertisement followed the same line and design as the other material of the project. The newspaper ad is shown in Appendix 3.

#### Internet and online marketing

Internet and other digital media are developing and raising their attractiveness faster than other media. The popularity and fast growth of the internet originates from its convenience, cheap prize and diverse range of opportunities. Also the fact, that online marketing is all the time available for everybody not depending on the time or the location. (Iltanen 2000, 217.)

According to Iltanen (2000, 221-222) internet advertising can be divided into three different categories: e-mail and homepage advertising, banners, which are far most popular way of internet advertising, and so called offline advertising i.e. search engine advertising.

According to a research made by Statistics Finland, 82 percent of the 16-74 years old Finns announced to have used the internet in the past 3 months in the spring 2009. 78 percent of the Finnish household has an internet connection in their home. (Tieto- ja viestintätekniiikan käyttö -tutkimus 2009. )

Internet marketing was used mainly in Cursor's own web-pages. There was a banner in the side of the page during the whole campaign. The banner was a link to the online-competition with the iPod-prize. Also there was information of the *Ahead to entrepreneurship*-campaign in the front page and under the *current*-topic. Below, as a Figure 5 you can see the banner into the competition in Cursor's website.



Figure 5 banner into the competition



## Direct marketing

Direct marketing consists of direct marketing with address and without address. In the direct marketing with address the advertising letter is indicated to the receiver with a name and address. (Vuokko 2002, 95.)

The aim of direct marketing is to target the campaign for a very specifically segmented customer groups, the groups can be already existing customers or potential ones. Direct marketing gives the company a possibility to reach the wanted customer groups in more personal way and give them more specific information about the products, whether it is direct mailing like advertisements and catalogs, or phone sales. Nowadays direct marketing has reached a critical point because many people consider it to be very negative thing and an intrusion of privacy. (Muhonen & Heikkinen, 2003, 67)

In this campaign, direct marketing was mainly e-mails to the partners and others who would find the project interesting.

## Radio

According to a research of media advertising in 2009 made by TNS Gallup Oy radio advertising took a share of 3,9 percent of the total amount spend in media advertising. (TNS Gallup Finland 2010) On the other hand, over 80 percent of the time spent amongst media is with electronic media. In the fall 2008, the Finns listened to the radio approximately 3h and 13 minutes per day. (Kansallinen Radiotutkimus 2008.)

The radio was chosen because it was quite unfamiliar for Cursor even though they had used radio Iskelmä a few times. Cursor had used radio Iskelmä (Kymenlaakso) a few times when advertising for a different target group. Radio Iskelmä's listeners are in general older than for example the listeners of The Voice and NRJ. Whereas majority of Radio Iskelmä's listeners are over 35 years old, the majority of NRJ's and Voice's listeners are less than 35 years old. (Kansallinen Radiotutkimus 2008.)

After a long consideration which radio channel would be the best to advertise this campaign, we came to the conclusion to choose Voice channel. The target group of

Voice-channel is 20-34 years old persons. (Radiomainonta/voice.fi.)

Radio advertising was used to raise awareness about the regional services available for starting entrepreneurs at the Kotka-Hamina region and to draw people to cursors web-site, but also just to make the Kotka-Hamina region more known. The Voice broadcasts only nationwide so the advertisements were also broadcasted nationwide, with the goal to make the region and the regional business services better known. Cursor chose to advertise 7 days; during the campaign was running, total of 63 x 20 second spots. The advert was planned by Kristiina Kuparinen, Hanna Nieminen and Anniina Kuokka, and carried out by Voice-radio.

#### Other

In addition Cursor advertised the project, the events more clearly, with bulletin board advertising. Posters were designed, printed and took to the bulletin boards of the schools, to Pasaati and to some other places like the offices of the affiliates. In addition two roll-up advertisements were made for the events; the roll-ups were placed nearby the table in the events. The bus advertisements were on local busses in the weeks 46 and 47.

#### 4.12 Timetable

The timing and the duration of the event is one thing that should be considered carefully, i.e. the best time to reach the target audience and possible time to arrive. The organizer should always reassure that there are no other events targeted for the same group arranged at the same time. (Vallo & Häyrinen 2008, 137-139.)

The organizer should take care that the set timetables are being followed so that everything is ready when the actual event starts. The timetable is the rock of the whole event on which everything is tied into. When the event date is being published it cannot be changed anymore. When the date is set also the deadlines should be agreed on, when everything should be ready and in control. Also the performance order of the tasks should be considered carefully. The most important tasks, which have a significant impact on the success of the event, should be performed at first and the less important ones last. (Kauhanen et al., 2002, 99-101.)

When the timetable has been formed the organizer should analyze it and be critical towards it. One needs to consider if it is possible to carry out all the chores with this timetable and with these resources, and if all of these are really needed and crucial for the event. Also, it is essential to consider if everything is being considered and listed in the to-do –list. (Kauhanen et al., 2002, 99-101.)

In the following table, the timetable of the project can be seen.

Table 2. the timetable of the campaign

<b><u>TIMETABLE</u></b>	
Summer 2009 (July-August)	<ul style="list-style-type: none"> <li>• The pre-planning started</li> </ul>
Week 42 -->	<ul style="list-style-type: none"> <li>• Intensive planning of the project started : choosing all the details, choosing the timing of the event, contacting the schools, choosing the methods for advertising (media), contacting the medias planned to use, arranging the partners of the campaign, sending the posters to printing... etc.</li> </ul>
Week 45	<ul style="list-style-type: none"> <li>• The baseline research was implemented</li> <li>• until on 2.11 Monday all the arrangements are in order</li> </ul>
Week 46	<ul style="list-style-type: none"> <li>• The competition/survey in the internet started</li> <li>• Posters were taken to the schools and to Pasaati, and other places</li> <li>• The advertising in the busses started</li> </ul>
Week 47	<ul style="list-style-type: none"> <li>• Campaign started               <ul style="list-style-type: none"> <li>• The radio ads starts in Voice</li> </ul> </li> <li>• 18.11.2009 advertisement in Ankkuri</li> <li>• Tour timetable: 16.11 KyAMK Metsola, 17.11 Ekami Koteko, 18.11 KyAMK Jylppy, 19.11 Harju, 20.11 Ekami Hamina &amp; Pasaati</li> <li>• Campaign ended, as well as the internet competition (winner of the prize, iPod 8GB announced)</li> </ul>
Week 51	<ul style="list-style-type: none"> <li>• The e-mails of the second survey (web-survey) were sent and the students in Ekami were interviewed.</li> </ul>
Week 53	<ul style="list-style-type: none"> <li>• The web-survey (follow-up) ends 31.12.2009 and the results are gathered.</li> </ul>

#### 4.13 Materials

A business gift or some other gift chosen according to the theme of the event could be a great way to remind the participant of the theme and the organization that is arranging the event. The gift does not have to be either big or expensive, the main point is that it is useful and connects somehow to the event. (Vallo & Häyrynen 2008, 170.)

In the events Cursor had some material to be given to those who are actually interested in entrepreneurship. These included materials of entrepreneurship, funding and Cursor's business services. In addition, some business gifts were given out. Cursor had as give-a-way gifts; pencils, notepads, candies, tissues and hand-disinfectants, all with Cursor's logo in it.

The tissues and the hand-disinfectants were chosen by the topicality of them, as it was the influenza season. This is why they were also the most popular of the give-a-ways. Hand-disinfectants were not given in Ekami, in order to avoid abuse.

Pencils and notepads were on the other hand very close to the message of the campaign; *ahead to entrepreneurship* (Suuntana Yrittäjäyys) and the notepads had Cursor's logo and a text; *space for business ideas* (Tilaa liikeideoille). The idea behind them was that the people could write their notes and the business ideas to the notepads. Also, notepads are something people need a lot, e.g. for a shopping list, because each page of the notepad had the Cursor-logo it constantly reminds the person of Cursor and its services. It may also remind someone on their own business idea and about starting a business of their own.

#### 4.14 Termination of the project

Officially the project ends in a steering groups meeting where the project manager hands over the final report that contains the results of the project. The report should be formed so that it is useful for the possible next project workers. (Löow, 2002, 105-107.) The final report should contain an overall description of the project and of the plan, use of the budget and time, own evaluation and some development ideas and suggestions of future operations. (Ruuska 2005, 182-183.)

The steering group should check from the given final report that the project has reached its goals and all needed tasks are done. Follow-up should always be done for the projects. Through the follow-up feedback about the project and actions can be received and the goals to be reached can be monitored. Follow-up continues also after the termination of the project. (Ruuska 2005, 180-181.)

The project terminated at the end of week 47, 2009. The follow-up actions, the follow-up survey started a few weeks after in the week 51, 2009 and ended on the week 53. More about the results of the follow-up survey, later on in this thesis.

Even after the event there are numerous tasks to take care of: paying the bills, returning borrowed things and cleaning up the space. Also the gathering of the feedback and compiling the final report are tasks that should be done after the event has ended. (Harju, 2004, 26.)

#### 4.14.1 Collecting the results & evaluation of the project

After an event it is important for the organization to know how the participators felt the whole event. With the feedback they can learn and possibly built even better events in the future. The feedback gained should also be compared to the starting point and see if the goals of the event were reached. The feedback also tells what was done well in the event, which parts were successful. (Vallo & Häyrynen 2008, 171, 203-205.)

If considered necessary the organizer can also remember the participants of the event somehow and thank them for participating. This gives a signal that the organizer cares for the guests and that the event is planned carefully. If the after-care of the event is done carefully, the memory of the event can be prolonged for several weeks. If some after-care is needed or wanted, it has to be planned and budgeted already at the planning stage. Sometimes even a simple thank you-card or e-mail does the job. (Muhonen & Heikkinen 2003, 125-126.)

Vallo and Häyrynen (2008, 33-34) suggest a few simple questions that an organization

should ask themselves after the organized event:

- Did we reach the goal?
- How did our target group experience the event?
- How did our hosts experience the event?
- Did we beat the expectations of the target group?
- How much did the event cost per participant?
- What did we learn considering the future events?

(Vallo & Häyrynen 2008, 33-34.)

At the best events are good additions to the organizations marketing strategy. Events are goal-directed and they are made to build up the wanted opinion and image within the chosen target group. Organization can learn from the events if feedback is being collected. Each event gives a great learning ability for the next time, what to avoid and what is proven to be very functional. (Vallo & Häyrynen 2008, 28, 171.)

The feedback can be gathered in various ways for example by written feedback form, by e-mail or by phone. Nowadays it is very common to gather the feedback via the internet or e-mail. The feedback form should be tailored according to the event. It is also crucial to gather information within the own organization in order to find out which parts of the event the organizers thought went well and which went poorly. When analyzing the feedback one should always remember -no matter how harsh the feedback is- that it is the truth whether or not the analyzer felt the same way. (Vallo & Häyrynen 2008, 171-173.)

When doing research on the project it is important to remember that the primary focus of research is to what extent the goals set were reached, not so much if the arrangements and the process were successful. Of course it is important to evaluate also the process so that the company can learn from the mistakes and so. (Muhonen & Heikkinen 2003, 125-126.)

It is not every time crucial to know in very detailed way which ideas worked well and which did not. Sometimes it is enough to know that the campaign increased sales. On the other hand, if the company wants to know how to increase the effectiveness even

more, they should do a very detailed research on how each action affected on the buying behavior of the target group. (Muhonen & Heikkinen 2003, 132-133.)

The company can also perform a questionnaire for their clients and inquire them what kind of encounters they wish for, also their opinions about the actual event can be questioned. When doing a research and evaluating an event Muhonen & Heikkinen (2003, 133-134) set a few stages on how the process should proceed. These stages are presented in Figure 6 below.



Figure 6 Stages of doing a research and evaluating an event, retold Muhonen & Heikkinen (2003, 134.)

Each of the stages is described below in detail

1. At first the starting point has to be identified. From what kind of point are we moving onward? For example if the company's goal for the campaign is to strengthen the customer relationships, one should analyze the starting point at first, what kind of relationship does the company have with the customers before the event?
2. The next stage is setting the objectives and goals to reach. When the goals are set in a clear way, it is easier to reach them.
3. After the event starts the research stage, when all the needed information and numbers are collected for the analysis.
4. The fourth stage is the analyzing stage where all the gathered information is analyzed and it is possible to evaluate whether or not the set goals were reached.
5. The last stage is the follow-up actions. Can we learn from something what have been done, can we reach better results by improving certain things; is it worth of arranging an event similar ever again?

(Muhonen & Heikkinen 2003, 134-135.)

The follow-up and evaluation in this project was dealt with with the follow-up research. The results of the research were ought to guide the project group on how successful the campaign was and to give information for the possible next project. The results of the follow-up research later on in chapter 6.

## 5 BASELINE RESEARCH

The aim of the baseline research was to make a study of the visibility and recognizability of Cursor among the students of Kymenlaakso University of applied sciences and the students of Etelä-Kymenlaakso vocational school. The study was carried out with the goal to find out the level of current recognizability of Cursor among the students, how well it is being recognized among the youth.

The study was implemented 2 weeks before the campaign was planned to start, in order that the students were not yet been influenced by the advertisements and marketing communication of the campaign. Also, afterwards when the follow-up research was implemented, the aim was to compare the acquired results, in order to find out how much improvement for recognizability is made with the campaign.

The study was performed in such a way that the printed forms of the questionnaire were given out to the randomly chosen students of KyAMK and Ekami to fill in. The researcher was present all the time when the paper were being will in case someone had some unclear things in the form. The questionnaire form was in Finnish because most of the students of both schools are native Finnish speakers and it was much easier to do it in Finnish.

The research was done as a quantitative research. The questionnaire form consisted mainly of structured questions but also some freely answerable questions were along. The questionnaire forms were printed and given to the respondents to answer, then collected back. The answers were gathered and analyzed in an Excel table. The answers were entered in Excel and on base of them graphical charts were drawn. The open questions were first translated from Finnish into English as directly as possible and then listed in a table.

The respondents were all students of either Kymenlaakso University of applied sciences Metsola (Technology, Forestry and Transport) or Jylppy (Health Care) campus or Etelä-Kymenlaakso vocational school Koteko or Jylppy campus. All the respondents were randomly chosen. All together 50 persons answered to the questionnaire, 4 people who were asked to answer refused. The questionnaire form is appendix 4.



## 5.1 Results of the research and analysis

Of the respondents of the research, 64 percent were students of Kymenlaakso University of Applied sciences, majority of these (46 percent of total) were from KyAMK Metsola and 18 percent were students of KyAMK Jylppy. The rest of the respondents were students of Etelä-Kymenlaakso vocational school, 14 percent were from Ekami Koteko and 22 percent of the respondents were students of Ekami Jylppy.

The second question was about the respondents' age. 90 percent of the respondents were under 30 years old. Nearly half of the respondents (46 percent) were 19-24 years old. 31 years old or more were only 10 percent of the respondents.

The third question was about the recognizability of Cursor. The respondents were asked whether they knew a company called Cursor Oy. Over than half of the respondents knew Cursor, at least by name. 44 percent of the respondents had never heard of a company called Cursor Oy before. 65 percent of the students of KyAMK Metsola knew Cursor. With Ekami Jylppy the situation was nearly the same, 64 percent of the students had heard of Cursor. The majority of the students in KyAMK Jylppy and Ekami Koteko had NOT heard of Cursor.

The next three questions were aimed only to those who had answered *yes* to the previous question, those who answered *no* were thanked for participation in the survey and the research ended at their part here. The next three questions were destined to give more information to the *yes*-answers. That is why the next question, question number four was; "From where have heard about Cursor?" The respondents were given options; school, internet, newspapers; which ones, in pursuance of an event; which event, from somewhere else, where?

Many of the respondents had heard/read about Cursor from the newspapers and seven respondents of those 28 respondents which answered this question had heard about Cursor from Kymen Sanomat, one respondent had heard from Ankkuri and one from advertising magazines. Seven of the respondents had heard about Cursor from the internet and three respondents from school. In addition one respondent told to have heard of Cursor in pursuance of an event, but did not mention which event. All to-

gether 12 respondents had heard of Cursor from somewhere else; three respondents reported that they had heard of Cursor from a family member or a friend, two had seen Cursor's logo on top of the Eagle-building in Karhula, one had heard of Cursor from the employment office and from other entrepreneurship sources. The five that had heard of Cursor from somewhere else did not mention where.

In the next question the respondents were asked whether they knew what Cursor did, or if they had just heard the name "Cursor" mentioned somewhere. The majority of the respondents had heard of Cursor, these who answered *yes* to the have heard of Cursor Oy-question, 63 percent did not know what Cursor exactly does. Greater part answered that they had no clue what so ever what Cursor does, some had guesses that where close, but also some totally wrong answers were involved. Answers given of what Cursor does were e.g.: *"Works to help local companies and helps new entrepreneurs in the beginning of their businesses, co-operates with the companies"*, *"Some kind of development processes in aid of employment"*, *"Improves business services within the region"*, *"Business counselling"*, *"Advertisement"*, *"Helps entrepreneurs"* etc.

As a final question, question number 6 the respondents were asked what kind of image they had of Cursor. Many answered that they have no kind of image at all, a few answered that they had a good image. Other answers were for example *"Unclear"*, *"has something to do with immigrants"*, *"Useless"*, *"factory-type of image"* etc.

#### Summary of the results

Based on the results we can induce that over 50 percent of the students of Kymenlaakso University of Applied Sciences and Etelä-Kymenlaakso vocational school knows Cursor. Anyhow, of those who had answered that they know Cursor, over 60 percent did not know what Cursor actually does. As a result it can be interpreted that even though the students might have heard of Cursor in some context, they in general do not know at all what a company called Cursor exactly does. This is a point where the campaign of the business services wanted to impact and to improve the knowledge of Cursor.

### Reliability

The respondents represented the target group fairly well. There were both female and male students equally interviewed. There were those who had studied a few years in the institution and those who had just started their studies. All in all the respondents represented the target group well even though the amount of answers remained quite low.

## 6 THE FOLLOW-UP RESEARCH

The aim of the follow-up research was to find out whether or not any progress on the recognizability was made through the project and to compare the results of the second research into the results of the first (baseline) research. In addition the aim of the follow-up research was to find out additional information for example what kind of image does the respondents have of Cursor, have they seen any of Cursor's advertising and through what kind of communication methods would be best to reach the youth the next time. The second research was started about a month after the campaign, in the week 51, 2009.

The objective was to find out whether or not the Ahead to Entrepreneurship-campaign (suuntana yrittäjyys) had been successful and reached its goals on creating visibility. Also to find out the images of the respondents about Cursor in general, Cursor's advertising and to find out tips in advertising in the future for the same target group.

### 6.1 Methods of data collection

In this research the method used was quantitative. The research was made in two ways; for the student of Etelä-Kymenlaakso vocational school, the questionnaire form (appendix 5) was in printed and the researcher personally requested them to answer to the questionnaire.

For the students of Kymenlaakso university of Applied sciences, a web-survey (appendix 7) was made and the link to it was sent via e-mail. The web-survey was made with SPSS MrInterview-program. The link to the survey and a request to answer to it was sent to 1259 students of Kymenlaakso University of Applied sciences in

14.12.2009. There were some technical difficulties with the survey and people could not answer to it, which is why a new message with apologies and new codes to the survey was sent in the same day few hours later. The e-mail cover letter is appendix 6.

## 6.2 Respondents

The respondents of Etelä-Kymenlaakso vocational school were randomly chosen. All together 50 students from Ekami answered the second survey. The e-mail with the link to the web-survey was sent to 1259 students of Kymenlaakso University of Applied sciences. These students were chosen by the following criteria; they had started their studies in 2006 or later, they studied either in Metsola or in Jylppy and they also had announced to be present in the autumn semester. These criteria were chosen because the questionnaire was targeted to those who had possibly seen Cursor visiting their school that is why the e-mail was not sent to e.g. students studying in Seafaring Campus. Also because of the massive amount of students in KyAMK, some limitations of the respondents had to be made.

1259 e-mails were sent to students of KyAMK, 227 respondents answered to the questionnaire. Accordingly the response rate was 18 percent. 50 students answered to the questionnaire in Ekami, everyone who were asked agreed to answer. All together whole Etelä-Kymenlaakso vocational school has approximately 3000 students, the respondents represent 2 percent of the whole range of students in Ekami. All in all 277 students from both KyAMK and Ekami answered to the second research.

## 6.3 Results and analysis

The analyzing of the data was made with SPSS and Excel. Even though the collection of the data was different in Ekami and KyAMK, the data has been unified and the results are dealt together. The open question-answers were translated from Finnish into English retelling the respondent's answers as best as possible.

Questions 1, 2 and 3 dealt with the background information of the respondents. 55 percent of the respondents were male and 45 percent females. One respondent did not answer to this question. 82 percent of the respondents announced to study in Ky-

menlaakso University of Applied sciences, 61 percent of the respondents in Metsola campus and 21 percent in Jylppy campus. 18 percent announced to study in Etelä-Kymenlaakso vocational school in Koteko campus. Two respondents did not answer to this question.

Half (50%) of the respondents were 19-24 years old. 83 percent of the respondents were 30 or less. Four respondents did not answer to this question. In the Figure 6 below, the age distribution of the respondents is presented in more detail.

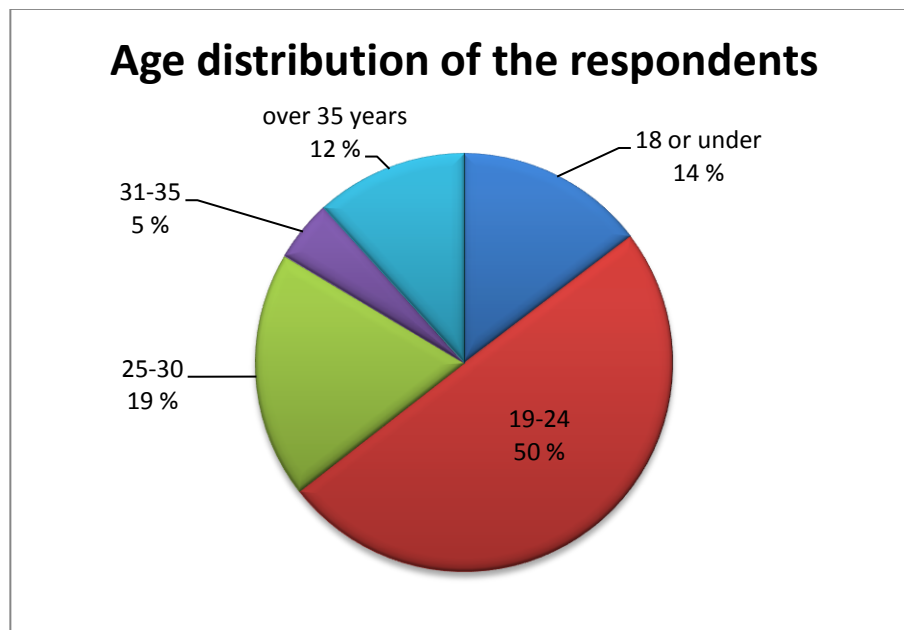


Figure 6. Age distribution of the respondents

In the questions four and five the respondents were asked whether or not they had heard of Cursor before and from where had they heard of it. 56 percent of all of the respondents had heard of Cursor before, 40 percent answered that they had never heard of Cursor and 4 percent was not sure whether they had heard or not. When the different campuses of KyAMK and Ekami were compared, it can be seen that the majority in each school had heard of Cursor Oy before. The deviations of the answers are quite the same in each school. Figure 7, on the next page displays the deviation.

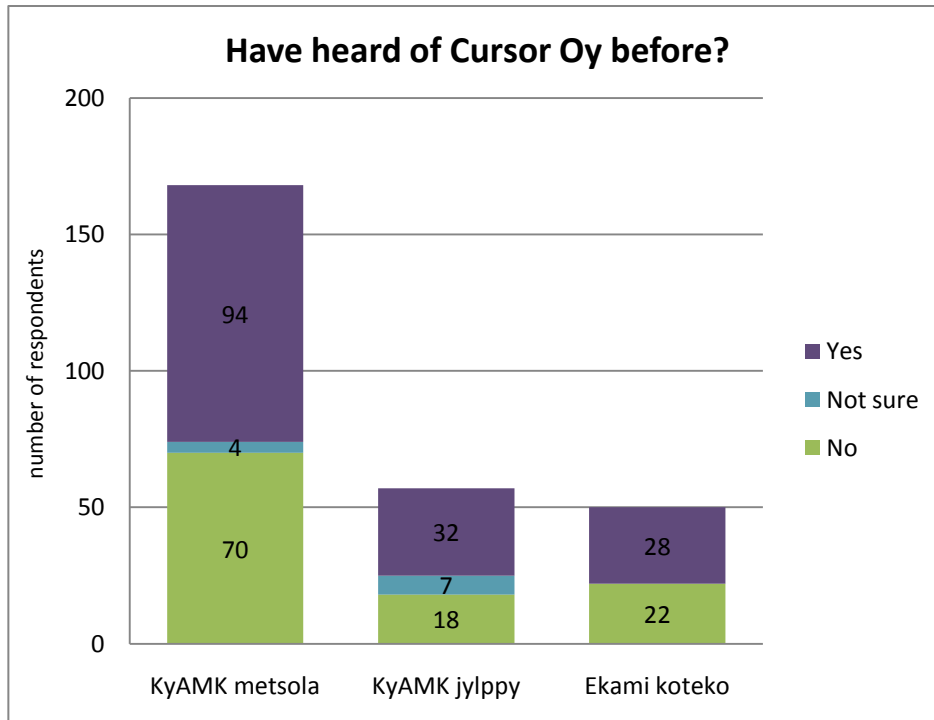


Figure 7. Deviation of Cursor recognizability between schools and campuses

In question five the respondents were given the option to choose many of the given choices. Figure 8, in the next page displays the deviation of the answers of questions five. Most commonly the respondents had heard of Cursor from the newspapers which were chosen all together by 75 respondents, advertisements in general which was chosen by 68 respondents and/or from school which was chosen by 65 respondents. 30 respondents had heard of Cursor from the www-pages, 12 answered to have used Cursor's services and 12 had heard from a friend. Only seven respondents claimed to have heard of Cursor on the radio. From the Figure 8 it can also be seen that even though the majority of KyAMK's students claimed to have heard of Cursor from newspapers, the majority of Ekami's students had heard of Cursor from school, and the newspapers ranked as low as the fourth. 36 respondents reported to have heard of Cursor from somewhere else. They were also asked from where, and these answers are specified later on.

107 respondents of total answered to have never heard of Cursor and 6 respondents did not answer at all to the question.

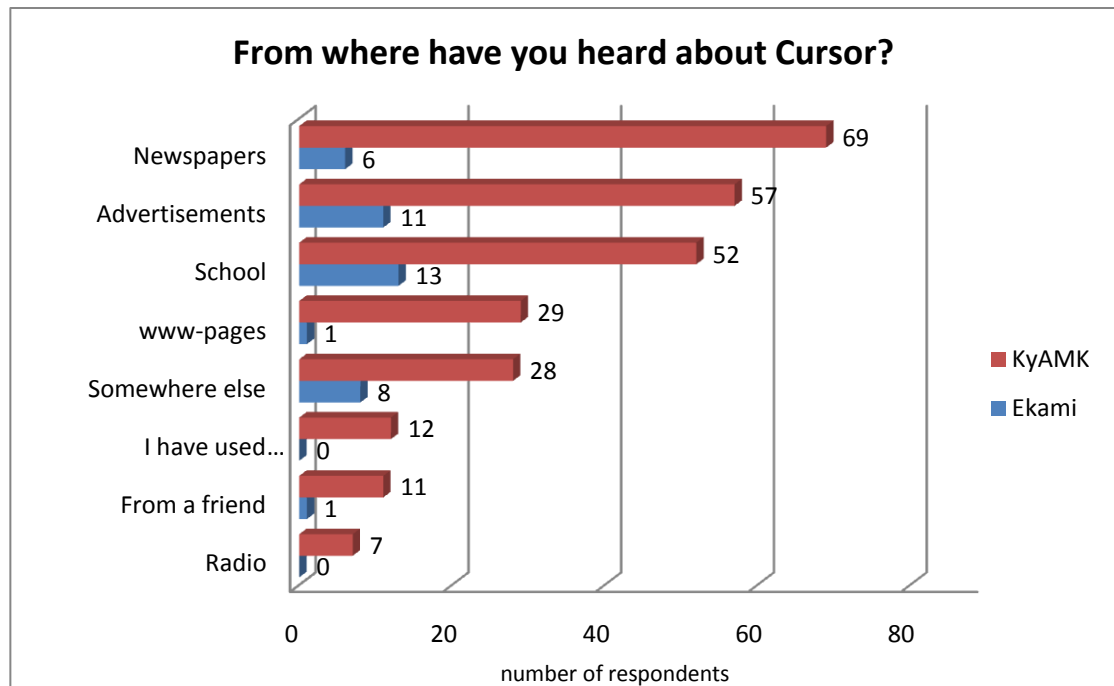


Figure 8. From where have the respondents heard of Cursor?

The somewhere else, where?-answers were translated from Finnish into English retelling the respondents' answers as best as possible. The respondents had heard of Cursor for example from school, the Eagle-building-sign, a bus advertisement, from a friend or a family member, some had even worked in co-operation with Cursor in a project. In addition seven respondents reported to have heard of Cursor through a job. Full list of the answers given in appendix 8.

In the next questions 6, 7 and 8 the respondents were asked if they had seen any of Cursors advertisements, what kind of advertisements they had seen and what they thought of them. From the following Figure 9 we can see that 40 percent of the respondents have not seen any of Cursor's advertising, this number is exactly the same as in question four (have heard of Cursor) so in this case it is only logical that the number is same also in this case. On the other hand in the question four 56 percent of the respondents had heard of Cursor and four percent were not sure of it. In question number six only 38 percent had seen Cursor's advertising and 22 percent were not sure of it. Two respondents left this question unanswered.

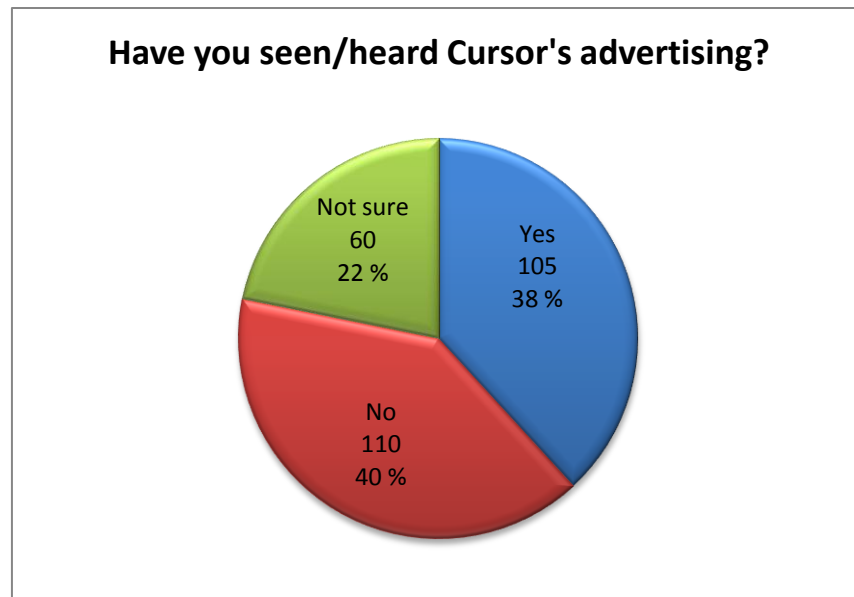


Figure 9. Have the respondents seen Cursor's advertising

In question seven the respondents were asked what kind of advertisements they had seen from Cursor. The respondents were given the option to choose multiple choices in this question. From the Figure 10 we can see that even though only 110 respondents answered to not have seen Cursor's advertising in the previous question, yet still 123 respondents answered to not have seen Cursor's advertisements at all in the question seven where they were asked what kind of ads they were seen. Evidently some of the respondents who reported not to be sure if they had seen Cursor's advertising in the previous question (number 6.), had changed their mind in the question seven and argued not to have seen Cursor's advertising at all. From the Figure 10 below we can read that most commonly the respondents had seen Cursor's newspaper advertisements, which was chosen 81 times by the respondents. The second and third most often the respondents had seen Cursor's advertisements in events and in the internet. Eight respondents reported to have seen some type of else advertising and five respondents reported to have seen Cursor's radio ads.



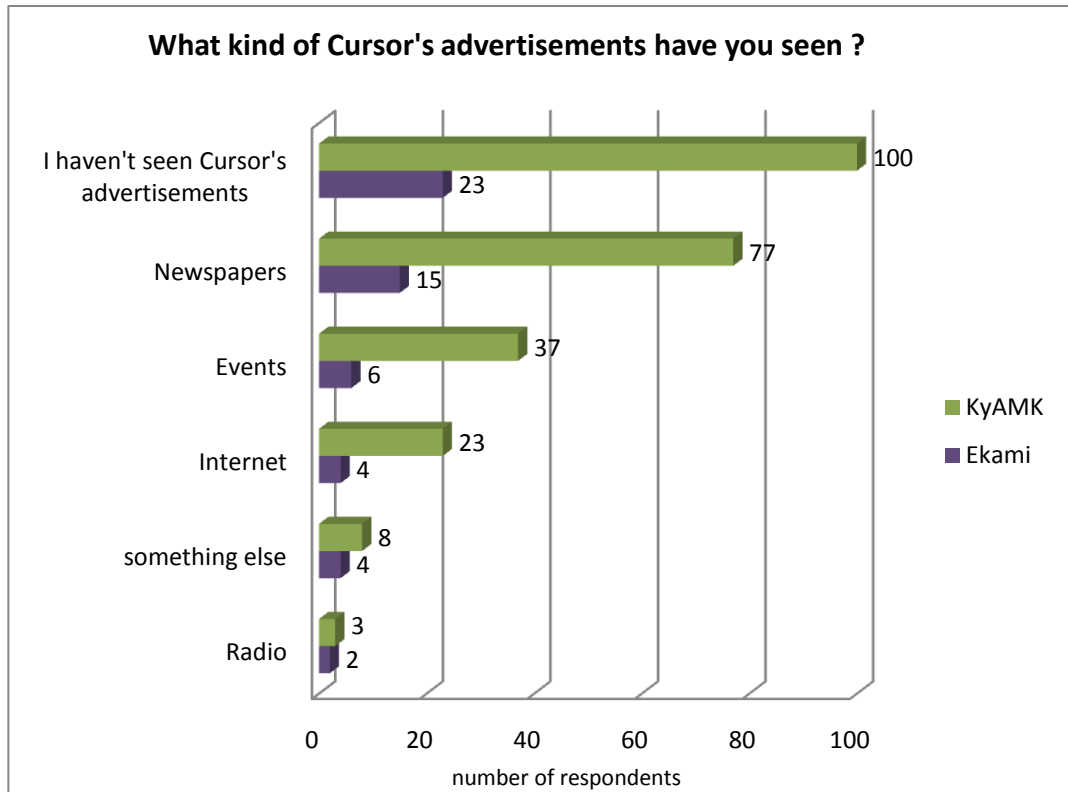


Figure 10. What kind of advertising have the respondents seen from Cursor?

Those eight respondents, who had reported to have seen some else kind of advertising of Cursor, were asked to specify their answer. These answers were; *“Pencils”, “The advertisements in bus”, “if somewhere, it is from the ads in the bus”, “Everybody recommend in the beginning of establishing a business, the bank, TE-centre, etc”, “Newspaper articles that has something to do with entrepreneurship”, “logo in the wall of the firm”, “Screen- advertisements”, “Finding a job”.*

In the next question, question number eight the respondents were asked what they think of Cursor’s advertising. Many reported that it is very matter-of-fact, clear and professional. Several also claimed it to be too invisible and not very memorable. From the results of the question eight it can be interpreted that more advertising is needed and there is some need for improvement in the attention attractiveness of the advertisements. A full list of the given opinions is as appendix 9.

In the question nine the respondents were asked whether they remembered when Cursor visited their school. The dates when Cursor was in KyAMK Metsola and Jylppy and in Ekami Koteko were given to ease up the memorizing.

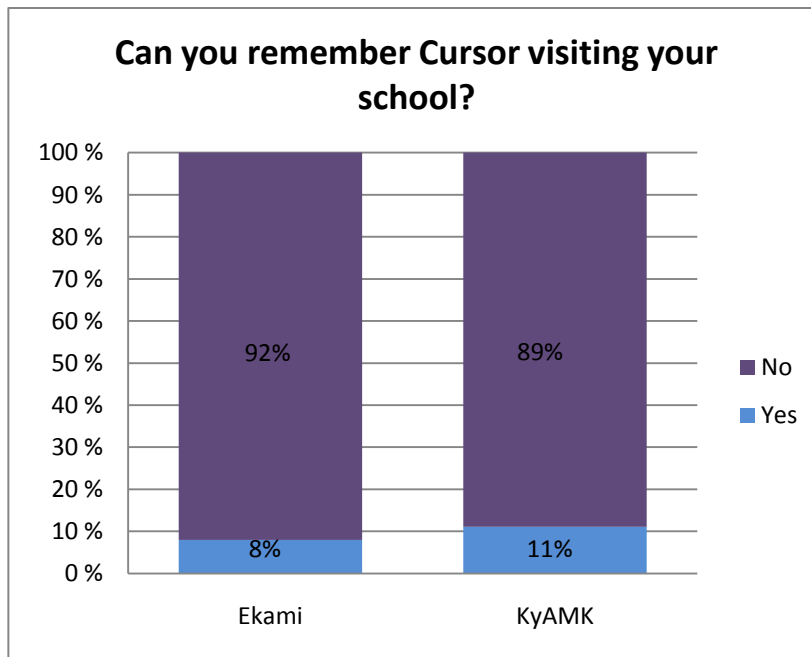


Figure 11. Do the respondents remember when Cursor visited their school?

From all of the respondents only 11 percent remembered Cursor visiting their school, 89 percent of the respondents in total answered not to remember Cursor's visit in their school. When categorizing the results of KyAMK and Ekami in the Figure eleven above, it can be seen that fewer respondents in Ekami remembered Cursor's visit that in KyAMK. Obviously the results of Ekami are not as reliable as the results of KyAMK because of the lesser amount of answers from Ekami.

In question ten, the respondents were asked what they remembered of the visit. Many answered not to remember anything, some said that they did not even know that Cursor had visited their school and a few informed that they were not present that day at school. Many remembered the give-a-ways that day, mainly the candies and hand-disinfectants. A few mentioned to have got some useful information from the stand. A full list of the given answers is appendix 10.

In the next question, eleven, the respondents were asked if they had visited Cursor's web pages 15 percent of the respondents had visited Cursor's web pages. 85 percent reported that they had not visited Cursors' web pages, but because of the fact that the address to the web pages was attached, it could be assumed that some respondents were interested and visited the website after the survey.

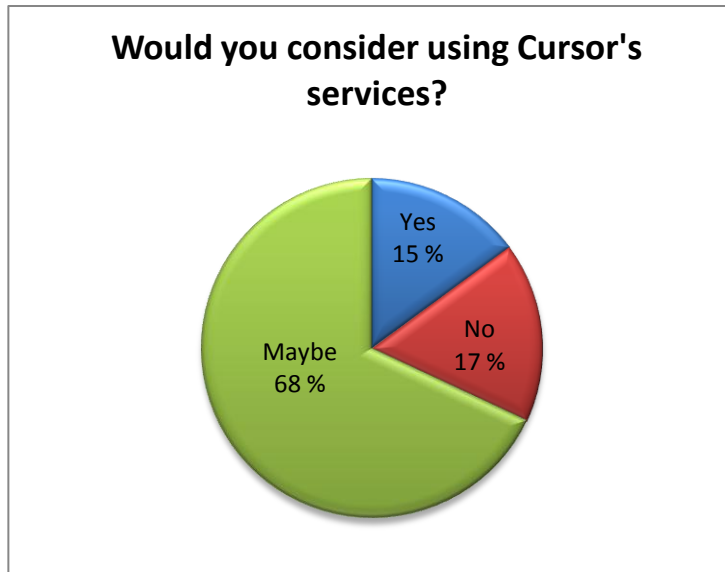


Figure 12. Would the respondents consider using Cursor's services?

In question twelve the respondents were asked would they consider using Cursor's services. From the Figure twelve above, the results can be seen. Majority of the respondents, 65 percent, answered that they would *maybe* consider on using Cursor's services, 17 percent answered that they do not even consider using them and 15 percent would definitely consider using Cursor's services.

In question thirteen the respondents were asked what kind of image they have of Cursor. The respondents were given 12 options to choose from. The options were; Fore-runner, Passive, Active, Hard to reach, Essential, Unnecessary, Productive, Reliable, Customer oriented, Professional, not familiar and some kind of other, what? The respondents were given the option to choose many from these options.

From the Figure 13 in the next page it can be seen that total of 96 respondents out of 269 respondents who answered to this question (eight respondents did not answer at all to this question) felt that Cursor is not very familiar. This makes a total of 36 percent of the respondents who answered to his question. The Second most often the respondent's image of Cursor was professional and third and fourth often active and essential. The least chosen options were unnecessary with 11 votes, hard to reach with 10 votes, passive with 7 votes and forerunner with 6 votes. In addition 20 respondents chose the *other, what kind of?*-option, itemized results of this option later on.

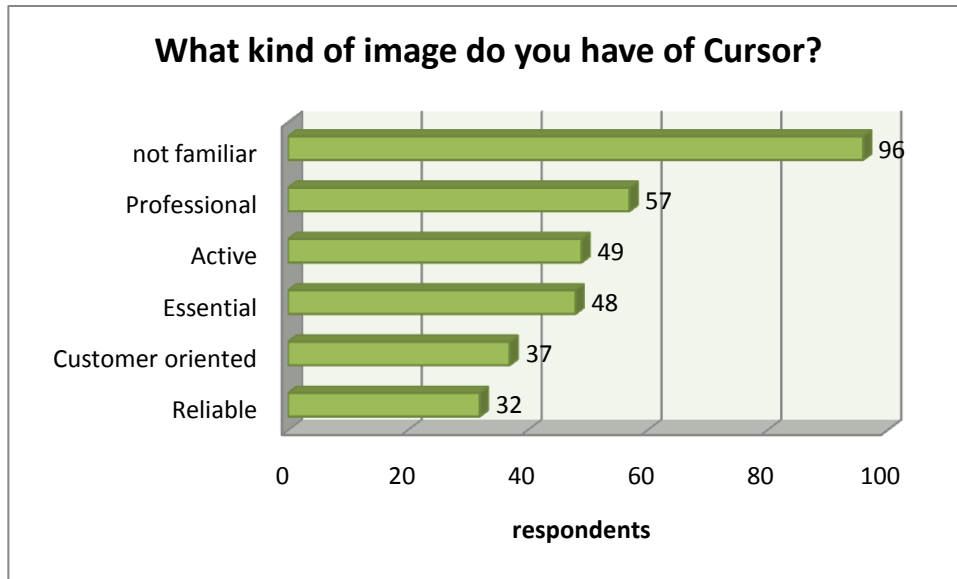


Figure 13. Respondents' images of Cursor

From the results of question 13 it can be interpreted that even though a big part of the respondents feels that Cursor is not very familiar, they also feel that Cursor is professional, active and essential. On the other hand the respondents do not see Cursor as a forerunner, even though it is one of Cursor's company values; *"to be the role model of business that advances change, inspires creativity and questions existing answers"* (Cursor homepage). Then again most of the respondents have not used Cursor's services and are not that sure of what Cursor actually does, consequently they might not know the facts or have the experience enough to answer that Cursor is customer oriented or a forerunner in their opinion.

Twenty respondents also chose the *other, what kind of?*-option. 13 of these 20 respondents who had some kind of other image, answered not to have any kind of image or not to even know the entire company and therefore to have no image at all. The rest seven answers were; *"I have not visited their website so I do not know what kind of service the company in question offers"*, *"The firm has had bad reputation from national TV-broadcast about their use of funding"*, *"Not as good image"*, *"Mystical"*, *"Subconscious"*, *"Money sucker"*, *"It is hard to say, I am going to go and get familiar with the services and the internet-pages after this survey"*.

In question fourteen the respondents were asked in an open question if they know what kind of services Cursor offers. 110 respondents answered to this question by tell-

ing in their own words what the services that Cursor offers are. Some of the answers were correct, others were just good guesses, others not that good guesses and others were totally wrong or the respondent just announced not to know at all. Commonly given answers of Cursor's services were for example *Business counseling, training, helps starting businesses, development services*. The answers were roughly divided into two categories; does not know and knows. The division was made based on how much correct there is in the answer e.g. answer "*As far as I know it helps starting businesses and in some extent already functioning businesses*" was categorized into knows and answer "*They try help businesses that want to work in collaboration with Russian businesses and/or with clients*" was categorized into does not know. The rough deviation of these answers resulted that about 64 percent of the respondents does not know actually what kind of services Cursor offers, 36 percent did know what kind of services Cursor offers. A Full list of the given answers is as appendix 11.

In question fifteen the respondents were asked did they know that Cursor offers many services for free for starting businesses. Only 18 percent of the respondents did know that fact. 82 percent of the respondents answered not to know of this at all. Three respondents left this question unanswered. Even though many respondents, 36 percent, answered nearby correct in the previous question number fourteen, only 18 percent of the respondents answered to know that Cursor offers many free services for starting businesses in the question fifteen. However, question 14 and 15 are not necessarily that easily to compare, only 110 respondents answered to question 14 whereas 274 respondents answered to question 15.

In the last question number 16 the respondents were asked through what kind of communication methods their attention could best be reached. In the Figure 14 below the answers are presented in a column chart. As can be seen the top three methods distinctly are TV, internet and newspaper ads, following evenly with; school visits, radio, events and direct mailing. The last two ones were Facebook and exhibitions; still they too had some sort of support in their part. Between the schools no major differences were in this question. The students of Ekami preferred more of the advertising in Facebook and direct marketing and not so much about the events, than the students of KyAMK.

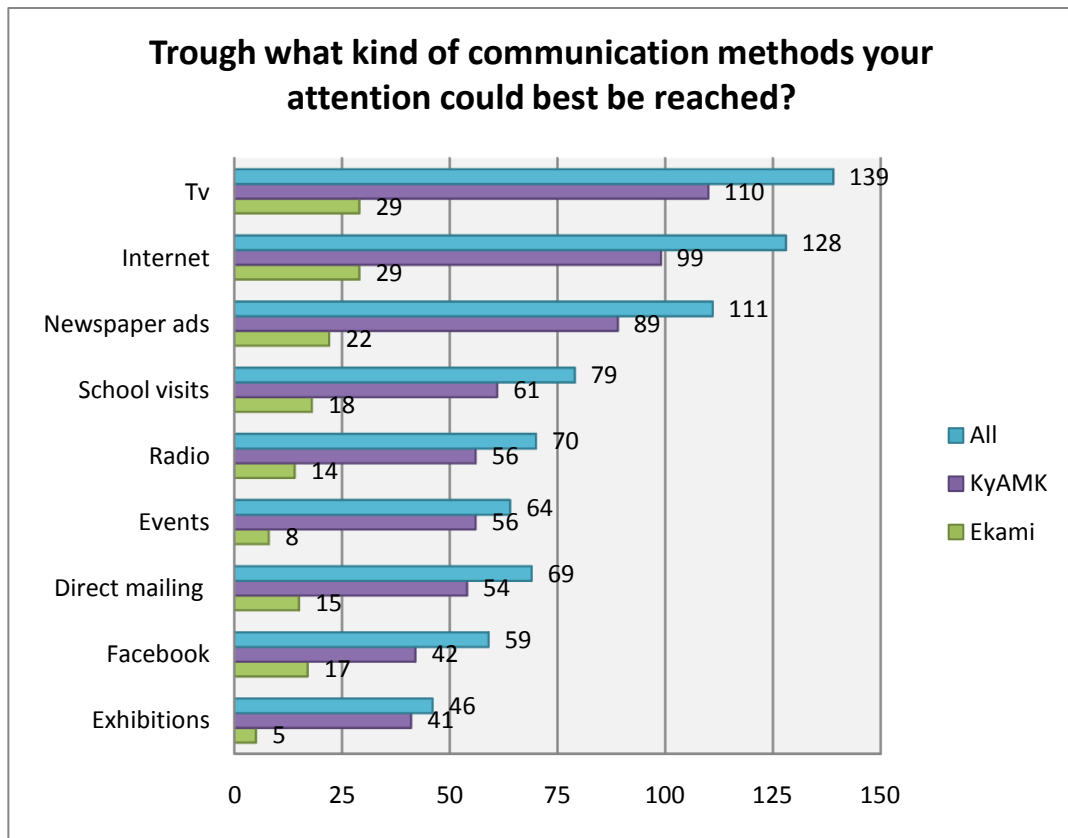


Figure 14. Which communication methods would be the best to reach the respondents?

In addition three respondents chose the other, what?-option. These answers were: “Open doors-type of event” ,”Advertising board in busses, that are actually very cheap and pay itself back very quickly, because people who travel by bus look at them unconsciously.”, “Advertising is not important. Everybody has heard of it and all around you can hear them talk about it. It is all about the implementation”.

#### 6.4 Summary and conclusions

As mentioned the results of the second research were meant to be compared in some extent with the results of the first research. Therefore in this part there are both evaluations of the results of the follow-up research but also comparison of the two researches.

There were a lot less respondents in the baseline research (50 respondents) than in the follow-up research (277 respondents). In addition the two researches contained only a few similar questions and the second research contained a lot more questions than the

first one. Therefore the researches can be compared to each other only partially.

Also some dissimilarity was in the respondents of the surveys. In the follow-up research Ekami's Jylppy-campus was not represented unlike in the baseline research. This is because Cursor did not visit the Ekami Jylppy-campus; they only visited KyAMK Jylppy which is right next to Ekami Jylppy-campus. The poster of the info-point in KyAMK Jylppy was taken into the Ekami's campus, in case the students there wanted to visit the info-point in KyAMK's building.

The age structure of the follow-up research was a little older than in the baseline research. 90 percent of the respondents of baseline research were under 30 years old or less and 83 percent of the respondents of follow-up research were under 30 years old. This may be caused that a larger number of respondents in the follow-up research were from Kymenlaakso University of Applied Sciences than in the baseline research.

In the both researches the results were similar, when the respondents were asked if they had heard of Cursor Oy before, 56 percent of the respondents of both surveys answered to have heard Cursor Oy before. The difference was that in the baseline research the respondents were not given the option *not sure*, which was given in the second research, although it did not carve out much responses, only 4 percent in the second research was not sure whether they had heard or not. Even though some improvement had happened when compared the campuses separately, the amount of responses in the first research in some campuses were so small that the results are not very applicable. Therefore, according to these results no major improvement for the recognizability was made.

In both researches when the respondents were asked from where had they heard of Cursor, the most popular answer in both, was from the newspapers. Some other popular answer in both were; *from school, the Eagle-building-sign, from a friend or a family member*. In the second research many had heard of Cursor from advertisements, in the first research nobody mentioned to have heard of Cursor from an ad, even though there was not directly such option available in the first research. Roughly on the basis of this it can be interpreted that Cursor's advertising is at the very least somehow working because newspapers and other advertising was chosen 143 times in the sec-

ond research when the respondents were asked from where had they heard of Cursor.

From the results we can also see that while the students of KyAMK claimed mostly that they had heard of Cursor from newspapers, the second most often from advertisements and the third most often from school. The students of Ekami chose to have heard mostly from school, secondly from advertisements, thirdly often they chose option *somewhere else* and fourthly newspapers. From these results we can interpret that the students of Ekami do not read as much newspapers as the students of KyAMK, therefore the best way to reach them could be something else than newspapers.

On the basis of the question six in the follow-up research can be seen that 38 percent of the respondents answered to have seen Cursor's advertising. Consequently, some of those who had heard of Cursor had still not seen any of its advertising. Mostly people had seen Cursor's newspaper advertisements but also quite many had seen Cursor's advertising in events. The only one respondent in the baseline research answered that he had heard of Cursor from an event whereas even 43 respondents answered in the second research to have seen Cursor advertising in events, this could possibly, be a result of the campaign.

In the question seven, only 7 respondents answered to have heard of Cursor from the radio, which was at least something, although not the impact wanted. In addition to this, some people said to have heard the radio advertisements during the campaign when they visited the Cursor info-point. Before Cursor had had only very minor advertisements in radio, these ads have been on Iskelmä-radio which is not really targeted to the same target group as this campaign was. This was the first radio campaign in a different radio station that is targeted mainly for younger people.

Total of 11 percent of respondents remembered Cursor visiting their school, 89 percent of the respondents in total answered not to remember Cursor's visit in their school. When compared the two schools together we can see that 11 percent of KyAMK's students remembered the visits and only 8 percent of Ekami's students remembered them. On the base of this at least some impact to a part of the student were made. From the school-visits many remembered the give-a-ways, several also remembered the useful information given in the info-point.



According to the acquired information, 83 percent of the respondents would consider or would *maybe* consider on using Cursor's services. 17 percent would *not* even consider on using Cursor's services. When thinking afterwards, additional information on why the respondents would not even consider on using Cursor's services, could have been acquired.

Based on the results of the researches it can be seen that the students have commonly a very unclear image of Cursor, as many of them think that Cursor is not very familiar. On the other hand the others most commonly chosen options were rather positive; *professional, active and essential*. So even though the students do not feel Cursor very well known, they felt it to be professional, active and essential.

The results of the question of do the respondents know what cursor does of what kind services they offer were quite the same in both researches. This is clearly a part where more work is needed in order to improve not only the knowledge of Cursor's work among the people, but also the image of Cursor into more well-known company.

Trough the follow-up survey we also found out that the students would best be reached via TV, internet and newspaper ads. This could be very useful when considering the possible next campaigns. I also found a few differences between the students of KyAMK and Ekami; the students of Ekami reported for instance direct mailing and Facebook to be better ways to reach them than radio and events, the students of KyAMK reported the exactly opposite.

I believe that some sort of improvement for the recognizability has also been gained through these two researches. At least some of the respondents, and possibly some of those who did not even answer to this survey, got interested and explored Cursor and its services.

## 6.5 Reliability

The questionnaire was sent via e-mail (a link to the web-survey) to 1259 students of Kymenlaakso University of Applied Sciences and handed to 50 students from Etelä-

Kymenlaakso vocational school. All in all 50 students from Ekami answered to the questionnaire and 227 students from KyAMK answered to the web-survey.

Accordingly, the response rate of KyAMK was 18 percent. 50 students answered to the questionnaire in Ekami, everyone who was asked agreed to answer. Altogether whole Etelä-Kymenlaakso vocational school has approximately 3000 students, the respondents represent 2 percent of the whole range of students in Ekami. All in all 277 students from both KyAMK and Ekami answered to the second research.

The results are rather reliable at least from the KyAMK point of view, due to the fact that so many answered to the questionnaire, even though the response rate was not so high. The reliability is not that good in the case of Ekami, there could have been more answers from there. Nevertheless 50 answers from Ekami was good enough when considering that the answers had to be collected in to printed questionnaire in writing and then fed manually into excel.

The respondents represented the target group fairly well in case of the both institutions. Respondents represented two campuses of KyAMK, Metsola and Jylppy and Koteko campus from Ekami. All age groups were all represented but the focus was on students under the age of 30 years, which was 83 percent of the respondents.

The questions of the questionnaire were well understood, at least no questions concerning on filling up the questionnaire were presented. Some of the questions could have been built up differently, but more from that in the pondering soon after.

## 7 DISCUSSION

The planning of the thesis started already during the summer of 2009, but the confirmation that the thesis could be done came as late as in the end of September. However, the intensive planning started in the middle of October, and that is the point when the content of the project became clear and trough it also the content of the thesis became clearer. The planning stage continued in to the beginning of the campaign, in to the week 47, 2009. The actual project lasted all the way until the follow-up survey was done, into the week 53, 2009.

The campaign and the events in the schools went well. The students were interested, some for real and some just because of the candies given. After all, some things could have been done differently. For instance there could have been more co-operations with the teachers of the schools. For example as it was in Ekami's Hamina campus, where the teachers brought their students in turns into the Cursor info-point to hear information about the services of Cursor and entrepreneurship in general.

During the campaign it was also found out that Monday is not probably the best day to visit KyAMK, at least not the Metsola campus. This was because few students were present that day in school, perhaps because the weekend was so close and a new bar was opened during the weekend. The researcher noticed when visiting the Metsola campus on Tuesday, that it would have been a much better day, then there were much more students present. Many also informed in the follow-up research that they were not at school that day.

From the researches made during the process, the baseline research could have been broader, more questions. It could have also had more respondents in it so that it would have been more reliable. In addition, there could have been more connection between the two researches so that they would have been easier to compare.

The second, follow-up research, turned out to be successful. There were a lot of responses and the questions were understood well without misinterpretations. A few of the questions could have been presented in a different kind of way. For example in question seven, there could have been a scale between good-neutral-bad and the respondents could have chosen where Cursor's advertising fits the best, or simply they could have just graded it. The question 16 could have also been done with a scale for instance so that the respondents could have chosen between *agree*, *somewhat agree*, *somewhat disagree*, *disagree* when asked is your image of Cursor e.g. professional, necessary etc.

All in all the campaign as well as the researches went well. The researches proved that some improvement for recognizability had been done through the campaign. In addition the results gave essential information for a possible new campaign and what would be

the best way to reach the youth. From the campaign it was learned that the radio advertising was not the best choice for this purpose and it did not create the impact that was wanted. However, the final opinion was that the radio advertising was worth trying and because the radio ads were broadcasted nationwide, all the impact cannot be measured and even though majority of the youth of the region had not heard the ads, the advertisements might had made the Kotka-Hamina region better- known.

In the future Cursor should continue to work on improving the recognizability. Cursor could also try to communicate more on what it actually does and what kind of services it offers. One possible thing for improvement, when thinking of improving the image and also the recognizability, is to make it clearer for the public that what kind of things Cursor have achieved. This way the images could be improved and people could build up more positive images of Cursor.

In the future a similar campaign targeted for the youth could be carried out, with some changes. Through the information gained from these researches, Cursor has the possibility to build up a more successful campaign with more effect.

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Kotkan-Haminan seudun kehittämissyhtiö

# SUUNTANA YRITTÄJYYS

Pääosassa: Yrittäjä

## SUUNTANA YRITTÄJYYS – Aloittavan yrittäjän palvelut Kotkan-Haminan seudulla

Cursor Oy järjestää yhteistyössä Finnveran, ProAgria Kymenlaakson, BIC Kymi ry:n ja Kotkan työ- ja elinkeinotoimiston kanssa yrittäjyydestä kiinnostuneille tai jo oman yrityksen perustamista suunnitteleville nuorille aikuisille, erityisesti ammattikoulussa ja ammattikorkeakoulussa opiskeleville suunnatun aloittavan yrittäjän palveluja Kotkan-Haminan seudulla markkinoivan kampanjan. Seudulla on tarjolla aloittavalle yrittäjälle monia maksuttomia asiantuntijapalveluita perustamis- ja rahoitusneuvonnasta, yrittäjäkoulutuksiin ja innovaatiopalveluihin.

### Aloittavan yrittäjän palveluiden infopiste kiertää seudulla viikolla 47 seuraavasti:

ma 16.11. klo 10–13 Kymenlaakson ammattikorkeakoulun Metsolan toimipisteessä  
 ti 17.11. klo 10–13 Etelä-Kymenlaakson ammattiopiston Kotekon toimipisteessä  
 ke 18.11. kello 10–13 Kymenlaakson ammattikorkeakoulun Jylpyn toimipisteessä  
 to 19.11. kello 11–13 Harjun oppimiskeskuksessa  
 pe 20.11. kello 10–13 Etelä-Kymenlaakson ammattiopiston Haminan toimipisteessä

Lisäksi infopiste vieraillee kauppakeskus Pasaatissa perjantaina 20.11. kello 14–17.

Kampanjan puitteissa järjestetään Cursorin nettisivuilla osoitteessa [www.cursor.fi](http://www.cursor.fi) yrittäjyyskysely, johon osallistuneiden kesken arvotaan Apple iPod nano 8 GB. Viikoilla 46 ja 47 toteutetaan myös kampanjaan ja yrittäjyyskyselyyn liittyvää mainontaa Kotkan-Haminan seudun busseissa ja viikolla 47 valtakunnallisessa The Voice-radiossa.

**Lämpimät kiitokset yhteistyöstänne. Tervetuloa kuulemaan lisää aloittavan yrittäjän palveluista Kotkan-Haminan seudulla!**

Lisätietoja kampanjasta ja aloittavan yrittäjän palveluista Kotkan-Haminan seudulla:

yritysneuvoja Kristiina Kuparinen, Cursor Oy, p. 040 190 2516, [kristiina.kuparinen@cursor.fi](mailto:kristiina.kuparinen@cursor.fi)  
 markkinointisuunnittelija Hanna Nieminen, Cursor Oy, p. 040 190 2507, [hanna.nieminen@cursor.fi](mailto:hanna.nieminen@cursor.fi)







Kotkan-Haminan seudun kehittämissyhtiö

# Tänään SUUNTANA YRITTÄJYYS

Pääosassa: Yrittäjä

Ohjaus ja käsikirjoitus: Sinä

Tule kuulemaan lisää aloittavan yrittäjän palveluista Kotkan-Haminan seudulla.



Osallistu yrittäjyyskyselyyn osoitteessa [www.cursor.fi](http://www.cursor.fi). Osallistuneiden kesken arvotaan Apple iPod nano 8 GB.

Tätä Show'ta  
johdat sinä!



 Työ- ja elinkeinotoimisto



PRO  
Agria

 metsäkeskus  
kuukkois-suomi

 FINNVERA



Kotkan-Haminan seudun kehittämissyhtiö



Kiinnostaako yrittäjyys?  
Oletko jo suunnitellut oman  
yrityksen perustamista?

Tule kuulemaan lisää  
aloittavan yrittäjän palveluista  
Kotkan-Haminan seudulla.

**Kauppakeskus Pasaatissa  
perjantaina 20.11. klo 14–17**

Osallistu yrittäjyyskyselyyn osoitteessa  
[www.cursor.fi](http://www.cursor.fi). Osallistuneiden kesken  
arvotaan Apple iPod nano 8 GB.

Tätä Show'ta  
johdat sinä!



Kyselyn tarkoituksena on kartoittaa Cursor Oy:n tunnettavuutta ammatti- ja ammattikorkeakouluopiskelijoiden keskuudessa.

Kyselyn tulokset käytetään Kansainvälisen markkinoinnin opinnäytetyöhön.

1. Koulu / Toimipiste \_\_\_\_\_

2. ikä
- |                          |               |
|--------------------------|---------------|
| <input type="checkbox"/> | 18 tai alle   |
| <input type="checkbox"/> | 19-24         |
| <input type="checkbox"/> | 25-30         |
| <input type="checkbox"/> | 31-35         |
| <input type="checkbox"/> | yli 36 vuotta |

3. Tiedätkö yrityksen nimeltään Cursor Oy?

- |                          |       |
|--------------------------|-------|
| <input type="checkbox"/> | Kyllä |
| <input type="checkbox"/> | En    |

Jos vastasit **KYLLÄ**, vastaathan myös seuraaviin kysymyksiin. (4.-6.)

4. Mistä olet kuullut Cursorista?

- |                          |                                      |                         |
|--------------------------|--------------------------------------|-------------------------|
| <input type="checkbox"/> | Koulusta                             |                         |
| <input type="checkbox"/> | Internetistä                         |                         |
| <input type="checkbox"/> | Lehdistä                             | , mistä lehdistä? _____ |
| <input type="checkbox"/> | Jonkin tapahtuman yhteydessä, minkä? | _____                   |
| <input type="checkbox"/> | Muualta, mistä?                      | _____                   |

5. Tiedätkö mitä Cursor tekee?

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6. Millainen kuva sinulla on Cursorista ?

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**Kiitos avustasi !**

Kyselyn tarkoituksena on kartoittaa Cursor Oy:n tunnettavuutta ammatti- ja ammattikorkeakouluopiskelijoiden keskuudessa, sekä Cursorin opiskelijoille suunnatun kampanjan tehokkuutta.

Kyselyn tulokset käytetään Kymenlaakson Ammattikorkeakoulun Kansainvälisen markkinoinnin opinnäytetyöhön.

Tutkimuksen onnistumisen kannalta on tärkeää, että vastaat kaikkiin kysymyksiin totuudenmukaisesti.

Antamasi tiedot käsitellään ehdottoman luottamuksellisesti ja tuloksista ei ilmene kenenkään yksittäisen vastaajan tiedot.

#### 1. Sukupuolesi?

<input type="radio"/> Nainen		
<input type="radio"/> Mies		

#### 2. Ikäsi?

<input type="radio"/> 18 tai alle		
<input type="radio"/> 19-24		
<input type="radio"/> 25-30		
<input type="radio"/> 31-35		
<input type="radio"/> yli 36 vuotta		

#### 3. Oletko kuullut Cursor Oy:stä aiemmin?

<input type="radio"/> Kyllä		
<input type="radio"/> En		
<input type="radio"/> En osaa sanoa		

#### 4. Mistä olet kuullut Cursorista?

<input type="checkbox"/> Olen käyttänyt Cursorin palveluita		
<input type="checkbox"/> Mainoksista		
<input type="checkbox"/> Radiosta		
<input type="checkbox"/> Koulusta		
<input type="checkbox"/> Sanomalehdistä		
<input type="checkbox"/> WWW-sivujen kautta		
<input type="checkbox"/> Kuulin kaverilta		
<input type="checkbox"/> Jotain muuta kautta, mistä?		
<input type="checkbox"/> En ole kuullutkaan		

#### 5. Oletko kuullut/nähty Cursorin mainontaa?

<input type="radio"/> Kyllä		
<input type="radio"/> En		
<input type="radio"/> En ole varma		

6. Jos olet, niin millaista mainontaa olet nähnyt?

<input type="checkbox"/> lehtimainontaa		
<input type="checkbox"/> Internet-mainontaa		
<input type="checkbox"/> radiomainontaa		
<input type="checkbox"/> tapahtumissa		
<input type="checkbox"/> jotain muuta, mitä?		
<input type="checkbox"/> en ole nähnyt Cursorin mainontaa		

7. Mitä mieltä olit Cursorin mainonnasta?

9. Muistatko kun Cursor vieraili koulullasi?  
(17.11.2009 Kotekolla)

<input type="checkbox"/> Kyllä		
<input type="checkbox"/> En		

10. Mitä muistat Cursorin vierailusta?

11. Oletko vieraillut Cursorin nettisivuilla?  
(www.cursor.fi)

<input type="radio"/> Kyllä		
<input type="radio"/> En		

12. Voisitko harkita käyttäväsi Cursorin palveluja?

<input type="radio"/> Kyllä		
<input type="radio"/> En		
<input type="radio"/> Ehkä		

13. Millainen mielikuva sinulla on Cursorista? (Voit valita monta vaihtoehtoa)

<input type="checkbox"/> asiantunteva		
<input type="checkbox"/> asiakaslähtöinen		
<input type="checkbox"/> luotettava		
<input type="checkbox"/> edelläkävijä		
<input type="checkbox"/> aikaansaava		
<input type="checkbox"/> aktiivinen		
<input type="checkbox"/> passiivinen		
<input type="checkbox"/> vaikeasti tavoitettava		
<input type="checkbox"/> vähän tunnettu		
<input type="checkbox"/> tarpeellinen		
<input type="checkbox"/> tarpeeton		
<input type="checkbox"/> muu, mikä?		

14. Tiedätkö millaisia palveluja Cursor tarjoaa?

15. Tiesitkö että Cursor tarjoaa monia palveluja aloittavalle yrittäjälle maksuttomasti?

<input type="radio"/> Kyllä		
<input type="radio"/> En		

16. Millaisia viestintäkeinoja käyttäen sinun huomiosi saisi parhaiten?		
<input type="checkbox"/>	radiomainonta	
<input type="checkbox"/>	tv-mainonta	
<input type="checkbox"/>	lehti-ilmoitukset	
<input type="checkbox"/>	Internet-mainonta	
<input type="checkbox"/>	Suoramainonta (esim. postitse, sähköpostitse, tekstiviestillä)	
<input type="checkbox"/>	Facebook	
<input type="checkbox"/>	tapahtumat	
<input type="checkbox"/>	messut	
<input type="checkbox"/>	kouluvierailut	
<input type="checkbox"/>	muu; mikä?	

Kiitos vastauksistasi!

Lisätietoja:  
Anniina Kuokka  
anniina.kuokka@student.kyamk.fi

Hei,

Olen kansainvälisen markkinoinnin opiskelija ja osana opinnäytetyötäni on selvittää Cursor Oy:n tunnettavuutta kotkalaisten ammatti- ja ammattikorkeakouluopiskelijoiden keskuudessa, sekä Cursorin opiskelijoille suunnatun kampanjan tehokkuutta. Toivoin, että sinulla olisi hetki aikaa vastata kyselyyn (linkki alla).

Antamasi tiedot käsitellään ehdottoman luottamuksellisesti ja tuloksista ei ilmene kenenkään yksittäisen vastaajan tiedot.

Vastaamiseen menee aikaa noin 5-10 minuuttia.

Toivon, että vastaisit tähän kyselyyn 31.12. mennessä.

Kiitos!

Terveisin,

Anniina Kuokka, BM06

anniina.kuokka@student.kyamk.fi

KUN AVAAT LINKIN, SINULTA KYSYTÄÄN ENSIN HENKILÖKOHTAISTA ID-NUMEROASI, JOKA ON: 6535

Älä välitä, vaikka se kysytään englanniksi - itse kysely on suomenkielinen.)

TÄSSÄ LINKKI KYSELYYN:

<http://zoltar.kyamk.fi/mrIWeb/mrIWeb.dll?I.Project=CURSORKYSELY>





Tutkimuksen onnistumisen kannalta on tärkeää, että vastaat kaikkiin kysymyksiin totuudenmukaisesti.

Antamasi tiedot käsitellään ehdottoman luottamuksellisesti ja tuloksista ei ilmene kenenkään yksittäisen vastaajan tiedot.



Oletko kuullut/nähty Cursorin mainontaa?

- Kyllä  
 En  
 En ole varma

Jos olet, niin millaista mainontaa olet nähnyt?

- lehtimainontaa  
 Internet-mainontaa  
 radiomainontaa  
 tapahtumissa  
 jotain muuta, millaista?   
 en ole nähnyt Cursorin mainontaa

Mitä mieltä olit Cursorin mainonnasta?



**Sukupuolesi?**

- Nainen
- Mies

**Ikäsi?**

- 18 tai alle
- 19-24
- 25-30
- 31-35
- yli 35 vuotta

**Toimipiste, jossa opiskelet?**

- KyAMK Metsola
- KyAMK Jyppy
- Ekami Koteko

**Muistatko kun Cursor vieraili koulullasi?**

(16.11.2009 Metsolan toimipisteessä ja 18.11.2009 Jylyn toimipisteessä) (17.11.2009 Kotekolla)

- Kyllä
- En

**Mitä muistat Cursorin vierailusta?**

Oletko vierailut Cursorin nettisivuilla?  
(www.cursor.fi)

- Kyllä  
 En

Voisitko harkita käyttäväsi Cursorin palveluja?

- Kyllä  
 En  
 Ehkä

Millainen mielikuva sinulla on Cursorista? (Voit valita monta vaihtoehtoa)

- asiantunteva  
 asiakaslähtöinen  
 luotettava  
 edelläkävijä  
 aikaansaava  
 aktiivinen  
 passiivinen  
 vaikeasti tavoitettava  
 vähän tunnettu  
 tarpeellinen  
 tarpeeton  
 muu, millainen?

Tiedätkö millaisia palveluja Cursor tarjoaa?

Tiesitkö, että Cursor tarjoaa monia palveluja aloittavalle yrittäjälle maksuttomasti?

- Kyllä  
 En



**Millaisia viestintäkeinoja käyttäen sinun huomiosi saisi parhaiten?**

- radiomainonta
- tv-mainonta
- lehti-ilmoitukset
- Internet-mainonta
- Suoramainonta (esim. postitse, sähköpostitse, tekstiviestillä)
- Facebook
- tapahtumat
- messut
- kouluvierailut
- muita, minkälaisia?



<b>From somewhere else, where?</b>
I live nearby the Eagle-building
I can't remember
i don't remember from where the name is familiar
It was mentioned in some thesis
The house of the firm in Karhula
From school
I pass the building, nothing else
Municipality
Lecture
I have read some thesis
Now from you trough this e-mail survey
I saw the office in Datariina
Was there an advertisement in the bus sometime?
Have been a mandator of a project
The name caught my eye in the office door, when I was passing by
Family
I have been a project worker in a project carried out in co-operation with Cursor
From the Yrittäjäksi-booth in school
From establishing a business, I have visited them many times
My mother has worked in co-operation with Cursor
One friend works there
From seukkarit

<b>What did you think of Cursor's advertisements?</b>
Quite invisible
Rather diminutive and it doesn't draw a lot of attention
At least the internet-pages were very useful and interesting for me.
Informing of the active operations would be good advertisement in my opinion. According to my memory the ad I'd seen was sort of declaration-type.
Professional
Matter-of-fact
Matter-of-fact
Businesslike and reliable
Matter-of-fact information
Matter-of-fact, non-intrusive. Appropriate for the situation.
Matter-of-fact, but did not stay in mind in any special way. It would be good if Cursor could convince better the influence of their projects.
Appropriate
Appropriate and professional
At my point of view, Cursor's advertising is quite positive and encouraging. The advertising hasn't bothered me yet and I really think that Cursor need advertising in order to gain recognisability.
Can't remember what. Employment announcements have been often in Kouvola Sanomat lately.
Not very memorable because I can't recall the details of the campaigns
Not very memorable.
no vision, or I just can't connect
I haven't noted much
No clear vision, somehow I have thought Cursor is a negative actor
I can't remember an ad
I can't remember what kind of it was. So it wasn't very memorable.
I can't recall, because it hasn't touched me in any way.
I haven't paid much attention.
I can't say
Not very special, they have been some kind of newspaper ads.
It raised my attention
Quite ok.
Quite ok, but it comes to my mind that this service is only for immigrants. I don't know if it is ^^
I guess it works somehow, after all I have heard of Cursor.
It raises attention
Very neat and well done ad in the newspaper
Advertising hasn't raised any kind of interest at all.
Quite invisible
Quite invisible
What in the world is Cursor..?
In case Cursor advertises, then obviously I haven't paid much attention to the entire company?

Well at least I have run into Cursor's advertising in many places
Invisible, I don't know at all what Cursor does. I only know the premises in the glass-building. Nothing else. Too invisible.
Ok
It was quite good, it stayed in my mind
I was surprised what kind of actions Cursor actually is. It is rather mystical just by name.
I would have yarned for more colourful ad. It would be good to have precise information from the services shortly and tersely.
Ok
Basic stuff
Mainly good and clear.
Rather invisible
Unfortunately it hasn't stayed in my mind
It could be more unforgettable
Could be more visible
The company advertises it's services for entrepreneurs etc. but not truly itself as a company and as a employer.
Quite basic...
I don't even know what it is
I can't recall the ads in question
haven't seen
I haven't seen in quite a time but i would recall they were clear and quite visible
I haven't orientated myself that much of Cursor's activities
Can't tell
Can't tell because I haven't seen
I can't know
Quite ok
Quite ok, nice. Enough information
The ads are clear, but from e.g. the newspaper ads you cant necessarily tell whose ads they are
Never heard
It was good and it raised my attention
Clear
Clear and visible
Visible

<b>What can you remember of that visit?</b>
I tried to ask how to get to work there, but I was just smiled at and told that they don't have information of that particular subject.
Visited also earlier. As I recall it was spring or fall 2008. I don't remember much else that the name and that they aimed to help businesses that want to co-operate with Russian businesses and/or customers.
My office is in Datariina
The stand
It was this table and they gave some stuff away to people who wanted it.
They gave me a hand-disinfectant
They gave me some advertising goods (pencil, block...)
They were chatty, helpful and willing to tell about their operations.
The name
I can remember the candies and other give-a-ways
A short conversation with people I know
I went to get some free stuff from them. From the actual company I don't know really anything
Hand - disinfectants
Corruption goods
They gave free stuff away in the lobby
They gave information if needed
Nothing special, they had a table in the lobby. I didn't visit it, I just passed by
I wasn't at the school in that particular day, but I can recall getting an e-mail that has something to do with the subject
They gave me information about entrepreneurship and they were really professional.
At least we got information of the person who takes care of the immigrant affairs
Pencils
I don't remember much, I just passed by



**Do you know what kind of services Cursor offers?**

Aiding and developing businesses for firms in Kymenlaakso

All kinds of things for beginning businesses

As far as I know it helps starting businesses and in some extent already functioning businesses

At least developing services of Kotka-Hamina region and re-designing industry e.g. because of Summa paper mill closing

At least something for starting businesses

At least support and counselling for immigrant entrepreneurs

Business counselling

Business counselling, regional development, support for beginning businesses, renting premises

Business counselling, support and professional help in starting a business

Business services for starting businesses

business services with a specialty of eastern export and an office in Estonia

Business services. One time send them e-mail and I cant remember did they even answered to it

Business training or something like that

consultant and training services

Counselling for starting entrepreneurs

Counselling for starting entrepreneurs/businesses, services for immigrants

Counselling in establishing a business. Events?

Courses/training etc.

Development and business services (which is of course an advertising sentence and doesn't tell directly anything)

Development services

development services and projects for the companies in the county

development services of businesses

Different kind of services for beginning businesses

e.g. counselling for starting businesses

Entrepreneurship services, development services etc.

Guidance in starting a business, development jobs, different kind of services, projects and events. Supports beginning entrepreneurs and enables hiring new staff with projects

Holds courses for beginning entrepreneurs and counsel in start-up grant etc.

Help and development plans for firms in the beginning of business

Help for businesses and to develop it

Help in starting a business
Help in starting a business, monitoring the business within the region, development processes in the region
Helps in establishing a business and in matters that associated with it
Helps starting businesses to get a proper start, makes businesses well-known, involved in development projects
I can't tell in certain. Something like consulting?
I don't know anything else than that it has something to do with entrepreneurship
I know that Cursor offers at least counselling and training for beginning entrepreneurs
I visited the website and found out that they offer services for starting businesses and they also provide premises
Information about establishing a business
Into Cursor's range of services include various range of services of which one can get better image by visiting its website
Is it some kind of human resources stuff?
I've heard quite much of Cursor's services and what do they offer. But as a customer I haven't got any services. There is loads of talking and advertising but not much of the execution unfortunately.
marketing etc.
No idea. You can't figure out anything from the name either. Does it got something to do with the mouse of the computer?
No, and a quick look to the webpage doesn't clear it up
Provides services for entrepreneurs and for those who are planning to start a business. They give tips and development ideas.
Recruitment services, Regional development, research and project works for businesses
Services concerning establishing a business and consultation at least
Services for businesses
Services for businesses and people who are starting a business, in the establishing and development stages
Services for people who intend to start a business of their own for example training and courses that help in setting up a business
Services that have something to do with entrepreneurship.
Services that have something to do with entrepreneurship?
Some business stuff
Some services for entrepreneurs
Some kind of working life business maybe
Something for beginning businesses? It is really hard to find somkind of information-package of the company where the information what the company does is compacted
Something for businesses, advice..

Something useless
Start-up grants for businesses, sponsoring in project etc.
Support and development services
Support for entrepreneurs in Kymenlaakso
Support services for new businesses and entrepreneurs: idea hatchery, counselling, help for getting financing, courses etc.
Support services of businesses
They try help businesses that want to work in collaboration with Russian businesses and/or with clients
Training
Training, getting businesses to the region