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Vlog as a Branding Tool

How to Build a Brand with a Video Blog in Social Media

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<p>The purpose of the final year project was to examine how a video blog can help to build a brand and impact consumer engagement in social media. The goal of the project is to determine the possibility of a video blog channel as a branding tool with real-time online user engagement involvement.</p> <p>The project began with research on branding and social media presence including case studies. The project process was executed with the author building her own personal brand and creating a video blog channel with a social media strategy. The thesis illustrates how the branding process, content planning, audiovisual production, rebranding and content development, the implementation of a social media strategy and community management were executed in the project.</p> <p>The data was collected using YouTube analytics and the Facebook insights tool to analyse consumers' reactions and their engagement numerically. The results show that there was an increase in consumer awareness of the brand and that changes occurred in consumers' behaviour and preferences on the brand's vlog and in social media.</p> <p>Evaluating the project demonstrates that in spite of the success of vlog utilisation, a diverse range of content was missed, which resulted in the brand having incorrect reputation.</p> <p>Overall, the project demonstrated the effect of vlog utilisation for branding and the impact of consumers' influential engagement with brands in social media.</p>	
Keywords	video blog, vlog, social media, branding, digital branding, social media strategy, personal brand

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1 Introduction

People remember the reputation of an organisation or a celebrity by the look, audio and experience they have encountered. People expect certain behaviours when being reminded of a certain familiar organisation or celebrity and this reputation is called brand. Through a branding process, many internationally influential corporations have built a brand image of how they wish consumers to perceive them. The corporations have created many opportunities for consumers to experience their brand presenting their appearances, their voice and their personalities.

Traditional branding has been demonstrated through print advertising, TV commercial advertisements, product design, sponsorships, websites or online banners. It used to be seen as one-way communication from brands to consumers but not vice versa. [1.]

However, since the new version of the web was born as the social web, the amount of user-generated contents has rapidly increased and the impact of user engagement has become influential to organisations. Also, it has been witnessed that the web users are becoming content generators with more abilities and accessibilities on the web. [1.]

The social web, also currently as known as social media, is a platform where users publish their own contents such as texts, photos or videos, share their contents and interact with other users. In the beginning of the social web era, users began to publish their text contents such as academic articles or journals, daily diaries or beauty advice on Blogger and Wordpress. Then a video sharing platform called YouTube was established and it brought on the biggest audio-visual content trend on the internet. [2;36.]

The content of most video blogs is personal, informative and entertaining. Because the audience often relates their emotions and experiences, the amount of video blog platform users has constantly increased. The video blog watching trend has immensely gained popularity. For instance, compared to big advertising films with high-budget production, video blogs can succeed in promotion and bring huge awareness only with low-budget production. [2;36.]

The social media platform also allows two-way communication, which enables brands and consumers to communicate to each other. As brands can directly receive consumers' feedback, the power of consumer engagement has become very influential for a brand strategy. Social media helps brands to grow faster and cheaper with consumer feedback and consumers may receive better service with their direct message delivery to brands. [2;36.]

The purpose of the final year project was to examine how to build a brand using a video blog. Another goal was to study the impact of consumer engagement in the social media platform. As a result, the thesis will cover how to utilise a video blog channel as a branding tool with a social media strategy. In addition, the thesis will analyse the impact of video blog content and consumer engagement on brands.

The project was executed with my own personal brand and my own video blog channel, "Pöytä koreaksi", with involvement of YLE, a Finnish broadcasting company.

2 Brand

2.1 Brand

A brand is a unique name or a symbol with certain characteristics that an organisation, person, nationality or business has in consumers' mind. In marketing, a brand is defined as the name, logo, trademark and package. They are created to be differentiated from the marketplace to increase sales of services or products. [3.]

Impressions of trust and loyalty are created in consumer's minds by certain brands. In addition, tangible brand experiences create an impression of each brand in the consumers' mind through emotional behavioural interactions. As each organisation has a different reputation in the consumer's mind, a brand becomes one of the biggest parts that influences the consumer's product purchase choices. [3.]

For example, Nike and Adidas are the most well-known and popular shoe brands, Samsung and Apple are the biggest mobile and computer device brands and Deloitte and Accenture are well-known leading digital consultancies. The two brands in each industry differ from each other with a different brand identity and brand strategy. Consumers make purchase decisions based on their personal brand experiences and preferences. [3;5,73.]

A brand exists not only in commercial industries but it can be a person, a business, or a nationality. Leading product brands worldwide focus on searching for celebrities with suitable personal branding for collaborative advertisements. Celebrity endorsement in advertising engages more brand awareness and a more personal approach to consumers. [3,19-20]

Google is also famous as a company where many young people wish to be employed. Google has branded themselves due to excellent employee welfare benefits and promoting challenging, digital and IT-related projects. Google has motivated many young talented applicants to send a job application. [28]

To attract more consumers, to grab more talented future employees and to inspire the citizens, the first task of building a brand is branding.

2.2 Branding

Branding is the process of creating one's own unique visual, emotional and behavioural image in a consumer's mind through consistent campaigns, logos, slogans or activities of the brand. [4,3;5,20]

Branding is built between creating a tangible experience and developing an honest relationship with consumers. Branding needs to be done through as many events as possible, so it helps consumers to choose a specific brand amongst other brands. [4,7;5,20]

Depending on the branding image, consumer decisions on product purchases may change and they could increase the business profit. A concrete brand strategy and brand identity are the core part to execute the branding process. Figure 1 presents an example of how the branding process is carried out with the key stages. [4,7]



Figure 1. Branding Process. Copied from Wheeler (2009) [4, 7].

Brand strategy is the first and core part of the branding process. The brand strategy is a process where a brand starts defining the identity of a brand such as how an organisation wants to be represented to the world. [4,12;5,73-74]

For example, Nike, Amazon and Intel exude a good execution of a brand strategy. Even before the consumers have the experience of buying the products of the brands, the brands have been able to deliver their messages to the consumers

because of their good execution of a brand strategy. A good brand strategy also improves the brands' reputations in the eyes of future consumers. The majority of consumers see them as the outstanding brands amongst their competitors. [5,73]

The process of a brand strategy constitutes defining one's own business and the goal, identifying the target audience and the market, carrying out the extended research on target consumer groups, developing the brand positioning and setting up the brand identity including visuals. The list below illustrates basic aspects to be planned in the beginning of the branding process. [4,4;5,113]

- What is a brand
- What is the organisation
- What does a company do
- Setting the market
- Selecting target groups

Brand identity is tangible and it makes a brand instantly recognisable to consumers. It includes logos, typeface, tone, tagline and graphical elements. A brand identity brings recognition and differentiation and makes a brand's message approachable to consumers. [4,4;5,113]

2.3 Digital branding

Digital branding is the sum of users' online experiences. Digital branding engages two-way communication between brands and consumers. The Web, social media, search engine optimisation, mobile application, e-mail marketing and marketing automation are the most used digital communication tools. [6,3-6;3,10;6,43-44]

According to an article called 'What is digital branding?', published on the Smart Insights website, digital branding is explained as follows: "digital channels and assets are used to communicate a brand's positions (or purpose) as part of multichannel brand communication or engagement programmes". [10]

Digital branding creates and establishes a brand's story and presence in the digital sphere.

Consumers are getting smarter and it is not enough for them to clearly familiarise with a brand through commercial films on television, posters or any other traditional marketing method. They demand to experience brands digitally in order to decide whether they find the brand trustful, loyal, positive and suitable for consumers' own preferences. [4,6-9;6,7-8]

Digital branding is an important strategy for brand creation such as publishing daily social media posts on Twitter, Facebook, YouTube and Instagram, providing online content which matches consumers' needs with high visual quality and having most searched keywords. In the digital era, consumers are encouraged to explore and experience brands first, which enables to them make a final decision on each brand. [12]

3 Vlog and social media strategy as branding tool

3.1 Video blog

A video blog, shortened as vlog, is user-generated content, which a user publishes combining consistent storytelling and audio-visual contents in a video sharing platform. Video blog users interact with other users by commenting each other's content. [7,254-256]

The vlog trend gradually begun in 2007 on an online video sharing platform, YouTube, which is currently the biggest video content sharing platform with over one billion users, five billion videos being watched daily and around 10,113 videos with over one billion views. [9]

The currently biggest vlog celebrities, Michelle Phan and Casey Neistat, joined YouTube and started producing their own vlogs in 2007 and 2015 and now both of them have over seven million followers and in total over one billion video views. Vloggers produce and share their own videos because they want to share their passions and interests with other users. Throughout vloggers' channels, users who find common interests with a vlogger form an online community and they discuss and are willing to share their own experiences and stories. [8,67-68.]

Vlog categories include beauty, lifestyle, food, culture, travelling, motivation, cars, sports and education. Whereas television content does not provide users a selection of contents or schedule by individual preference, online platforms provide users freedom of content selection without time limitation. Video blogs provide informative, educational and entertaining sources and sometimes they create online communities amongst users with common interests and similarities. It seems that vlogs are not only about sharing one's own produced video contents but they connect diverse people with interests across the world. The vlog platform encourages users to build friendships and connections. [8,67-68.]

3.2 Video blog vs blog

A blog is a website on which a user regularly publishes their own posts including commentary, thoughts and ideas which contain photos, graphics, audio or video. Most blog sites are hosted by Tumblr, Blogger and WordPress. Blogs are used to provide news and content on a specific subject with personal interests. Visitors who read bloggers' articles share a specific article and comment on the article, which causes conversations between the author and readers. [7,148.]

A vlog is a segment of blogosphere. Its primary messages are delivered by video contents, whereas blog contents mostly include texts with static images. [7,148-149.]

General similarities of a blog and video blog are that they are user-generated contents. Many bloggers and vloggers with high popularity are supported by advertising or product sales. They prioritise the importance of interactions with other users who read and watch contents. [7,148-149.]

From a brand perspective, the blog or vlog approach is a very effective marketing and branding technique. It is another direct way to present a brand's personality and an effective way for consumers to experience the brand and for the brand to interact with the consumers. [11.]

However, letters and texts do not have an accent or body language, which is why writing can often be easily misinterpreted. Watching and listening to a person while he/she speaks allows audience to notice the presenter's emotions and tone, which helps a brand to build their branding image and trust and consumers to understand and experience the brand. For this reason, vlogs can be the most effective way to communicate with consumers. [7,254.]

Therefore, many famous fashion and food bloggers who started showcasing their work on their blog websites have transited to making vlog channels and many other users with other interests such as lifestyle, travelling and education have joined the vlogging trend and diversified the vlog communities.

However, blogs are still effective especially when a brand needs to present an outstanding intellectual personality to the public. For example, a blog for a corporate

is one of the best ways to present how up-to-date and innovative the brand is by sharing articles to business clients, partners and job applicants. [12,166-167]

3.3 Social media strategy

Social media is an online platform which enables people to connect to each other, share information and actively communicate with friends, colleagues and customers. Therefore, social media is an ideal touchpoint for brands to build a trust relationship with consumers. Brands can present their content to consumers on social media channels and get consumers' responds instantly. [12,98;7,5.]

Social media is where people can socialise and share information with others for personal and educational reasons. But at the same time it is also a virtual space where users experience, meet and interact with brands. Social media has fundamentally and revolutionarily changed users' engagement and interactions with brands and it has led to a fundamental shift in branding. [6,46.]

Two-way communication and consumers' empowerment have impacted the branding trends for both B2B and B2C businesses. In a social network such as Facebook, LinkedIn, Twitter or Instagram, it is about consumers and brands participating in conversations, learning about each other's personality and behaviour and building relationships. Therefore, brands are able to build a lasting relationship that will bring more sales and a greater word of mouth and that will enable posting shares through social media. [7,6-7]

From consumers' perspective, consumers prefer engaging with the brand over being broadcasted by brands. Sometimes consumers also participate in marketing for the brand, if they have experienced the brand in a positive way. Brands can collect consumer data directly from their social media marketing. The data can be collected and analysed based on consumers' reactions and behaviours through their social media campaigns. The data can be collected instantly, more accurately and with low costs which helps the brand plan the next branding campaign with improvement. [6,46]

When building a brand with social media, firstly, a **clear brand identity with visuals** should be considered. The most current social media platforms are designed to be focused on visuals. Therefore, consumers will interact with the brand by the brand's

visual identity. Consumers will make decisions as to whether they learn more about the brand or not by their visual contents and the tone of voice. [12,47-64.]

As each social media channel has different functionalities and offerings to users, users' behaviours also differentiate on every social media channel. It is important to research the strength and functionalities of each social media channel and study users' behaviours, reactions and preferences. Great visual content is the general strategy for all social media channels. However, the structured strategies of brands for users on different social media channels can increase consumer engagement. [12,47-64.]

Transparency is a fundamental key for the brand to maintain a trust relationship with consumers in social media. Consumers are able to create criticism based on the brand's general behaviour including activities and ethics. The brand should be honest and open with consumers regardless of controversial incidents such as culturally inappropriate campaigns, instead of hiding from consumers. [12,47-64.]

Communication allows consumers to learn more about brands and brands to present information about themselves directly and personally to consumers. Brands which actively communicate with consumers build strong consumer relationships and consumers have positive impressions of them. Consumers who have experienced positive brand communication may promote the brand by sharing the brand and the brand's content both online and offline. [12,47-64.]

Engagement encourages consumers to experience the brand in a more personal and effective way. A brand is willing to interact and participate with consumers and to provide proper and unique opportunities to consumers to familiarise with the brand. As consumers are active and tend to research brands, a brand's engagement attracts more consumers, raises more brand awareness and creates high traffic on their social media channel. [12,47-64.]

Constancy keeps consumers' attention on the brand with **consistent** content. From time to time, consumers will learn about the brand's personality by the brand's constant social media content. To be easily recognised by consumers in competitive social media channels, brands need to be actively providing consistent content with

a strong brand identity. Bolder and more consistent the content is, the brand can even have a special fan group who enjoys the brand's personality. [12,47-64.]

3.4 Social media channels from branding perspective

3.4.1 YouTube

YouTube is an online video sharing platform and nowadays it is one of the most visited websites on the internet. Almost one-third of people in the world are registered as YouTube users and these users create a billion watching hours on a daily basis, generating billions of views. Video contents include user-generated videos and professionally produced films such as user webcam videos, animal videos, video bloggers, international music videos and Hollywood film trailers. [14;15,129-134].

Brands can utilise YouTube for advertising, marketing, branding and promotion. YouTube provides video advertisement service which plays a sponsored commercial film before users watch a video they choose. YouTube also has a call-to-action function in the video advertisement service, so users can click and directly access the brand website advertised. [14;15,129-134]

Secondly, brands can create their own YouTube channel presenting their own video contents and directly interact with consumers. The most efficient way to introduce about the brand on YouTube is to create the brand's channel and share the brand's video content. Most big brands have their own YouTube channels and share videos which entertain consumers and present their new products. [14;15,129-134]

Lastly, many commercial brands collaborate with famous vloggers who share the same interest. Brands should be aware of the fact that consumers' purchase behaviour has also changed. Nowadays, consumers tend to watch or read vloggers' product reviews prior to final decisions about product purchase. Collaborations with vloggers attract the younger generation from teenage to 20's who know about vloggers. Brands sponsor the vlogger for their product placements and product reviews. Video bloggers or other social media influencers represent the audience

and share their experience with commercial products. The audience learn about the product after watching vloggers product review and make purchase decisions. Therefore, vloggers' product reviews are influential and make contribution to consumers' purchase decisions. It also helps brands to advertise their products to consumers in an approachable level. The collaboration of a brand and a vlogger also benefits vloggers when vloggers are featured on a big brand's YouTube channel. It is another significant way for vloggers to promote themselves in a famous brand's YouTube content which potential consumers meet apart from vloggers YouTube channel. [14;15,129-134]

3.4.2 Facebook

Facebook is the biggest social networking platform with almost two billion users a month, according to Facebook statistics shown in figure 2. Facebook provides an individual a user profile, business public pages on which users may click 'like' to subscribe and group communities for both private and public use. [16]

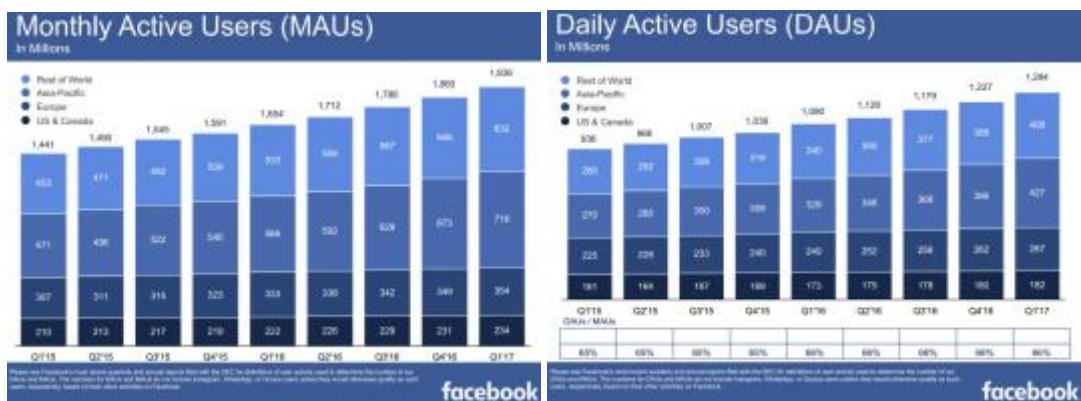


Figure 2. Statistics of monthly and daily active users on Facebook. Copied from Cohen 2017 [16].

Facebook has evolved with new functionalities and services having been added from time to time. Nowadays it is possible for users to do everything on Facebook. Users can socialise and communicate with friends, families and colleagues who are also Facebook users via the Facebook messenger or profile posts and comments. They can also read news articles, watch videos or see images of brands' pages that they follow; in addition, they watch videos and view photos of individual users and celebrities or any content on the public Facebook. [15,45-61;17;18]

As stated above, Facebook is based on two-way communication, which means that brands and consumers constantly communicate to each other. For the brand to utilise Facebook, the brand firstly needs to open a new business page, which users like and subscribe. Building a Facebook page connects the brand with consumers. [15,45-61;17;18]

Secondly, constant and consistent posting is an important way to communicate with consumers. According to many Facebook users' behaviour, noticing a brand's new post on their Facebook newsfeed, which interests them, is the most common way to engage with the brand and for brand to advertise themselves to consumers. Each Facebook user follows 70 public pages on average and has an average of 338 friends. This means their newsfeed is post updates from their Facebook friends and pages they subscribed; in turn, this means users are occupied by many posts and find interest in different sources so they do not particularly visit each brand's page to check the brand's posts regularly. This is why it is important for the brand to post images, videos or articles very frequently to keep consumers entertained and maintain their attention to the brand. [15,45-61;17;18].

Thirdly, content should be inspiring and impressive for consumers to remember the brand longer and feel engaged with the content. Facebook users tend to share posts which might be informative for other users, or they want to open a discussion with other users. If a user finds an inspirational image which the brand posted on its page, he/she will share the post from the brand page on his/her own profile so other users will see the shared post on their newsfeed. Users who become interested in the shared post may visit the brand's page and start following to the brand. This is one of ways that the brand can effectively raise the brand awareness through Facebook with a low budget. [12,49-50.]

Fourthly, the brand has a responsibility to entertain consumers. However, it is important to publish content which contains high consumer engagement. If the brand publishes consumer engagement content, consumers are encouraged to experience the brand and contribute to brand awareness. For example, social media campaigns and competitions tend to cause more consumer engagement. Consumers also learn about the brand better and promote the brand tagging their friends to the comment section. [12,86-88.]

Lastly, brands can advertise their public page or posts on Facebook. Small start-ups might find this function of Facebook helpful for brand promotion and product advertisements. The paid advertising function allows to select specific target groups including age, region and gender and budget options by how many people the business page or a post may cover. This connects the brand and new consumers and helps the brand to gain more brand awareness and consumer engagement. [15,45-61;17;18]

3.4.3 Instagram

Instagram is a photo and video sharing social networking application. Currently Instagram is the second most popular social media network in the world after Facebook. The concept of Instagram is simple: users share images or videos instantly after they take photos in the application. Instagram has photo filters, which help users to retouch images in the simplest way. Despite Instagram's limited usability on mobile devices only, as mentioned above, it is the second most popular social media network and one of the best customer engagement platforms. [19;20;15,75-86.]

According to a Forbes article, an American business magazine, a survey of over 2,500 micro-influencers, who are mid-sized social media users with a large number of followers, shows that 60 percent thought Instagram was the best overall engagement platform, whereas only 18 percent felt the same way about Facebook. [19.]

First of all, Instagram is all about sharing photos with others, infinitely scrolling down to look at others' photos and getting inspired. The application is visually very stimulating and it constantly inspires users with unlimited loads of other users' photos and videos. [19;20.]

Facebook is designed to post texts, images or videos and users are encouraged to write longer texts. However, on Instagram, users are encouraged to deliver their messages, emotions and statements through their photos or videos with less than a sentence of a caption on average. Therefore, the brand needs to plan its strategy for Instagram's content, which focus on planning photo and video content to

delivering the brand's messages. It is easier and quicker for people to get attention through visual contents than through text contents. Instagram's users are very fast with their reactions and the brand will get instant feedback from their followers with icon comments or likes. [19;20;15,75-86.]

Secondly, Instagram upgrades user's ordinary photos from extraordinary photos. Instagram has simple photo filters and edit functions which makes users' photos become highly aesthetic, design-like and photogenic quality. [19;20;15,75-86.]

Fashion bloggers, social influencers and celebrities started using Instagram and many of them are the leading users on Instagram. They attract fans constantly posting inspiring photos of themselves in their daily lives and many fans joined Instagram after them. Users who are inspired by the Instagram influencers share their inspiring photos to attract other Instagram users. This has shaped Instagram's inner culture resulting in the majority of users posting photogenic images to attract each other. [19;20;15,75-86.]

Brands need to plan inspiring concept combined with their own brand identity to attract Instagram followers. Trendy and inspiring content will increase the brand awareness and sales and consumer engagement. Many successful brand cases in Instagram have become a role model in consumers' daily lives and an inspiration for consumers. [19;20;15,75-86.]

Thirdly, brands can communicate and engage with consumers in a micro level. Unlike on Facebook, both a personal or business account on Instagram is registered as a user, which means everyone obtains the same functionalities. A business account can visit both personal and business profiles which enables the brand can comment and like consumers' content. If the brand engages with consumers first, consumers will show their interests back following the brand's profile. Therefore, the brand's active engagement will attract a large number of followers and attentions. [19;20;15,75-86.]

Hashtags are a great way to showcase the brand's ideas, concepts or conversations in a group. They are also an easy way for users to look for Instagram posts on topics they are interested. Having hashtags allows a post to be more exposed which invites more people to look at the post. The best way to use hashtags is to use popular

hashtag words which are relevant to the brand's specific industry and daily hashtags. Hashtags increase the number of visits and followers on Instagram. [15, 80-81]

Another example of the brand's activities for consumer engagement on Instagram is creating campaigns. Many commercial product brands frequently post campaign contents to get more followers. Such as on contest posts the brand asks followers to tag other followers to raise the brand awareness. In this kind of situation, a winner amongst participants may get presents in return. Many consumers end up following the brand's profile expecting future upcoming contests to participate. [19;20;15,75-86.]

Many celebrities and famous social media influencers use Instagram stories for consumer engagement. Instagram stories are the Instagram's new function which allows users to share photos and videos of less 20 seconds for 24 hours. Instagram stories encourage users to share instant moments with others and this function helps the brand to connect with consumers in an approachable level. Consumers can send a message after watching the brand's Instagram stories. Instagram stories also provides livestreaming video and users can comment on the livestreaming content. Many brands including social media influencers, celebrities and organisations use livestreaming on Instagram stories to directly communicate with consumers. [19;20;15,75-86.]

3.4.4 Snapchat

Snapchat is a social networking mobile application through which users exchange maximum 10 second images or videos with other users. Snapchat has over 300 million monthly active users and over 170 daily active users worldwide. [23]

Firstly, if millennials are a part of big target groups for brands, Snapchat is an essential social media channel to present the brand and communicate with the consumers. Snapchat is especially popular amongst the younger generations as 71% of Snapchat users are under 34 years old and 45% of Snapchat users are aged between 18 and 24. Users spend up to 30 minutes per day on Snapchat, when the average time of a user spending on Facebook is 50 minutes. As more people and brands are getting involved with new and exclusive daily contents, the engagement

rates of Snapchat are rapidly growing. Brands may promote their Snapchat account through other social networking platform or their own content. [23;15,87-101.]

Secondly, brands can utilise exclusive content to give personal and friendly impressions to consumers on Snapchat. Such as live streaming videos and product making-of videos tightens the relationship with consumers. Consumers start understanding the brand in a personal angle and engaging with the brand. [23;15,87-101.]

Thirdly, Snapchat has an exclusive feature which helps in the promotion of the brand. Snapchat has introduced some new tools that could be efficient for brand promotion. To give an example, Snapcahat Geofilters encourage users to share visual content with other users in a fun and unique way, which can be used for brand promotion. [23;15,87-101.]

Snapchat Geofilters are a brand-new tool which detects the location of users and allows users to place a creative geo stamp on Snapchat images. Users can customise their own Geofilter stamps on certain geographic area with specific date setting. The function is a creative and fun way to engage with consumers and promote the brand. User customised Geofilter stamps notify other Snapchat users about the events and the stamps invite others to the invitation. This could also increase the awareness of the brand and the event. [23;15,87-101.]

Lastly, Snapchat has brought new perspectives to the social media industry, allowing brands to approach and engage potential consumers in new and unique ways. It is definitely a platform to connect and communicate with younger consumers. It also allows brands to learn more about the behaviours and preferences of the major consumers of the future. [23;15,87-101.]

3.4.5 Twitter

Twitter is a social networking platform where users post a tweet message within 140 characters. Tweets can include text, images, videos and hyperlinks. Instead of being overwhelmed by having to write long texts, Twitter encourages users to express and share their thoughts, ideas or any texts with 140 characters. Compared to many Facebook users mainly sharing their posts with their friends only, anyone can follow

and communicate on publicTwitter, which is why Twitter is also famous for microblogging. Any user can retweet through sharing and replying to others' posts or sending private messages. To weave tweets into a specific conversation thread, users can add hashtags in their posts so other users can join the conversation. [15;25]

According to a statistics portal website, Statista, the statistics of a survey on the usage and usage frequency of Twitter in Finland in year 2017 shows that 65 % respondents stated that they do not use the service. However, if a brand aims to enter the international market, the brand's Twitter account is highly recommended since Twitter is especially popular in Asian and north American countries. [22]

Twitter's biggest strength is real-time trends. Twitter is an essential online platform where brands and consumers discover trending topics and real-time news. Moreover, consumers and brands can exchange instant crowd-sourced feedback using hashtags. [15,63-65.]

Brands should be the first one to engage with consumers making a certain topic popular and trendy on Twitter. It will result in more Twitter users talk about the brand and any topics about the brand. [15,63-65.]

Twitter is all about interaction and communication with other users. Users who are active on Twitter like to be involved in many conversation topics and engage with other users and brands. Constant communication with users help brands to gain more attention and obtain more Twitter followers. Brands need start the strategy planning with consumer insights to create Twitter trending topics and be leader of the topic. [22;15,63-65.]

3.5 Social media case studies

3.5.1 Nestle

Nestlé is a Swiss transitional food and drink company that manufactures one of the largest food products in the world. Their products include baby food, medical food, bottled water, breakfast cereals, coffee and tea, dairy products, ice cream, frozen food, pet food and snacks such as Nespresso, Nescafe, Kit Kat and Nesquick which they are the most famous for. [31]

In March 2010, the environmental activist group Greenpeace claimed and had been pressuring Nestlé to stop using palm oil, the production of which causes deforestation, greenhouse gas emissions and loss of endangered species. The Greenpeace activists published a video campaign on YouTube, which presents damage to nature and orangutans being threatened to lose the residence due to the food production by Nestlé. According to Greenpeace, Nestlé requested YouTube to remove the video citing a copyright complaint. [29.]

However, Greenpeace supporters and activists continued their campaign against Nestlé on Facebook, encouraging everyone to change their Facebook profile photo, replacing it by a modified Nestlé logo with anti-Nestle slogans and to post critical comments on Nestlé's Facebook fan page. Nestlé announced that any fans' comments made with the modified Nestlé logo will be removed and they removed many critical comments. As a result, the brand received a huge criticism by the society and the media. [29;30.]

Their respond to fans and consumer's reaction on social media worsened their branding reputation by consumers. Later they apologised for their past rude attitudes towards critical comments and for removing people's posts by force. [29;30.]

This case shows that the brand did not consider the importance of transparency and communication with consumers. Instead of openly accepting their working environment, Nestlé attempted to stifle consumers' negative criticism, claiming it is violating copyright and trademark. However, it seemed as, throughout the copyright and trademark violation issue, Nestlé was not willing to openly discuss and communicate with consumers, which made consumers angry. Also, in general,

Facebook fan pages are meant for brands and consumers to communicate but Nestlé didn't seem to respect the culture. [29;30.]

In conclusion, the Nestlé case shows the brand's lack of understanding of the importance of a social media branding strategy. It also illustrates what happens when a brand underestimates consumers' power on social media. Brands should be aware of understanding consumers' needs and honest communications with consumers to maintain the trust relationship with them. [29;30.]

3.5.2 Heinz Ketchup

The world famous British ketchup brand Heinz learnt that many consumers enjoy consuming tomato ketchup but they are not aware of how tomato ketchup is made and how many actual tomatoes are used. In March 2013, Heinz launched a social media campaign called "Grow your own". [6,19-20.]

The purpose of the campaign was to educate people about how tomato ketchup is made of fresh and healthy tomatoes. Mothers and children in the U.K. were the core audience of the campaign. The purpose of this campaign by Heinz was to engage with mother audience and at the same time encourage them to get their children involved in the campaign. [6,19-20.]

Heinz decided that showing what ketchup is really made of would be the best way to communicate with consumers. They took an approach by encouraging people to grow their own tomatoes. [6,19-20.]

The campaign was activated through the Heinz Tomato Ketchup Facebook page, with an exclusive 'Grow Your Own' hub. Heinz provided participants the brand's own pack of tomato seeds and growing equipment, which were free of charge, courtesy of Heinz. [6,19-20.]

Heinz also created 'Tomato School' on the 'Grow Your Own' hub, so participants and other consumers learnt how Heinz grows its tomatoes and how Heinz tomato ketchup is made with their recipe. Heinz also offered a game where consumers can

virtually grow tomatoes and they gave detailed tips of how best to grow one's own tomatoes at home. [6,19-20.]

During the campaign period, consumers also participated in the Heinz Facebook community online, posting photos and stories of growing tomatoes and giving inspiration to other consumers who also joined the campaign later. Heinz also participated in communicating with consumers with comments and provided consumers an opportunity to win various competitions which encouraged more consumers to engage. [6,19-20.]

As a result, 'Grow Your Own' was Heinz's most successful social media campaign. The virtual game was played about 59,203 times on Facebook and hundreds of photos were uploaded to the Facebook community by consumers and shared on personal Facebook pages, showing mothers and children enjoying the tomato growing experience at home. During the campaign, the Heinz Facebook page gained over 66,396 new likes and over 11 million people reached the campaign on Facebook with over 180,000 engaged Facebook users. [6,19-20.]

This campaign showed a significant and successful case of creative consumer engagement in social media. The brand had structured plans for the core target groups so they were able to approach and communicate with them. The results also proved the effect of consumer engagement on the campaign by consumers encouraging and inspiring others. This personalised campaign not only built better branding reputation but also consumers had a special branding experience on a personal level. In the end, consumers were the main key of raising the brand awareness for Heinz. [6,19-20.]

4 Project: Pöytä koreaksi

Pöytä koreaksi is a video blog channel created for a personal brand. The aim of this project is to utilise a video blog to build a personal brand in social media with various multicultural content. The personal brand was created by myself and the aim is that the brand becomes a multicultural influencer in Finland. The project will demonstrate the branding process using a video blog channel. The focus area of the project is social media platforms. The project examined the process and the results of consumer engagement using a social media strategy based on the theoretical studies. It will also give an analysis of the impact of consumer engagement on branding. The video blog channel includes two seasons. The first season was launched in May 2016 and the second season was launched in September 2016.

4.1 Project background

The background of the brand was inspired by the social observations and experiences which foreigners and Finnish citizens with a foreign background have made and had including myself, my friends, international university students and foreign workers in Finland. According to Statistics Finland, the number of immigrant population in Finland has increased from 0.4% in 1990 to 5.1% in 2016. [32]

However, despite the increase in the immigrant population in Finland, most foreigners from non-EU countries or Finnish citizens with a foreign background have experienced social isolation from the Finnish society. It is because of due to lack of social connections or culture differences. A large number of Finnish people asked me about the culture of my nationality and other cultures. Most Finnish people said that they lack social interactions or personal experience with people with a foreign background. Therefore, I decided to create my own personal brand which could provide diverse contents to build connections and better understanding between Finns and people from other cultures. [33;34]

4.2 Project planning: Brand identity

Firstly, project planning was executed with research about the brand including the following:

- Brand identity
- Product of the brand
- Target audience of the brand
- Deliverables
- Touchpoints
- Brand strategy

Firstly, **the brand was identified** as a cultural influencer and personal brand that encourages cultural integrations and positive multiculturalism in Finland. The brand promotes introductions of foreign cultures and providing multicultural experiences in the Finnish society. The aim of the brand is to connect Finnish citizens with people with foreign backgrounds and to build a better understanding between them.

The product of the brand was educational and entertaining content which consumers obtain through audio-visual content containing storytelling and physical events such as cultural events and meet-ups. In this project, the product as content was utilised to see how it helps to build the brand as a branding tool.

The main target audience of the brand was identified as general audience ranging from teenagers to adults who are Finnish or understand the Finnish language and are familiar with the Finnish culture. The target group is interested in learning about foreign cultures including cuisine, politics, culture and arts and society. The target group may lack multicultural and foreign experiences or be highly aware of or experienced in different cultures.

The main tangible deliverables of the brand began with audio-visual contents to promote the brand and its content to potential audience. In the future, the deliverables may also include articles, events and food products. The main audio-visual content was presented as a video blog which contained stories and information about foreign cultures and multiculturalism. The products were planned to be presented in online media.

The touchpoints of the brand were predominantly digital including YouTube as the main hub and Facebook and a website. The television was the secondary touchpoint because of collaboration with YLE, a Finnish broadcasting company. The project was dominantly executed by myself.

The brand strategy covered the social media strategy, as the social media was the biggest touchpoint of the brand and its products. The product of the brand, a video blog channel, was utilised as a tool to build the personality and reputation of the brand. The strategical method used for the touchpoint was the social media strategy which was planned based on the theoretical research and case studies. YouTube and other social media was also used to examine consumer engagement and analyse the result and the impact of the brand.

4.3 Content planning

After the brand's first product deliverable was defined as a video blog, the process was continued with identifying the vlog channel and developing the concept and content. Since the video blog was also utilised as a branding tool, the emphasis was on how to present the brand's personality in a natural and personal way to the audience. The project was also begun with the participation in a content curator pitch contest organised by YLE Folk, a content curating programme for both online and TV media, of the Finnish broadcasting company. The list below shows what was planned during the content planning process.

- Name of a video blog channel
- Main message delivered through the vlog
- Vlog channel concept
- Content category
- Target audience of the vlog
- Tone of voice
- Detailed content planning and development per episode

First of all, **food was the topic chosen** to begin the video blog series and to approach the potential audience with. The vlog concept was developed by

introducing Korean food and cultures sharing different Korean recipes in each episode. The name given to the vlog series was decided to be **Pöytä koreaksi** to present a simple, easy, catchy and relatable name for everyone to remember.

Tone of the voice in the vlog channel was declared to be that of a diligent foreigner integrating into the Finnish culture and the society. The character was to be happy to share information about the Korean and other national cultures with the citizens in Finland. Tone of the voice was to be positive, curious, informative and in imperfect Finnish language.

The target audience of the vlog was mainly from 18-year to 40-year-olds who live in Finland. The group was interested in learning about different national cultures, widening their understanding of multiculturalism and interacting with foreigners and immigrants living in Finland.

The concept of the vlog was not only focused on food recipes but the vlog delivers informative messages. The messages were about introducing different and diverse cultures from all over the world. In the first vlog series, five episodes were produced and the theme was about introducing Korean food. Each episode contained a food recipe, background stories and Korean culture. In the second vlog series, different national cuisines were introduced such as Somalian, Vietnamese and North Korean dish and South Korean street food culture.

4.4 Pre-production

The process started with producing an introduction video about the brand's video blog. This particular introduction vlog included the vlogger's introduction and her explanation of the vlog series content and the purpose of the video blog channel. When the concept planning was finished, the process continued to script writing and then self-recording. Figure 3 presents the final, edited video version published on Dahn Kim's YouTube channel.

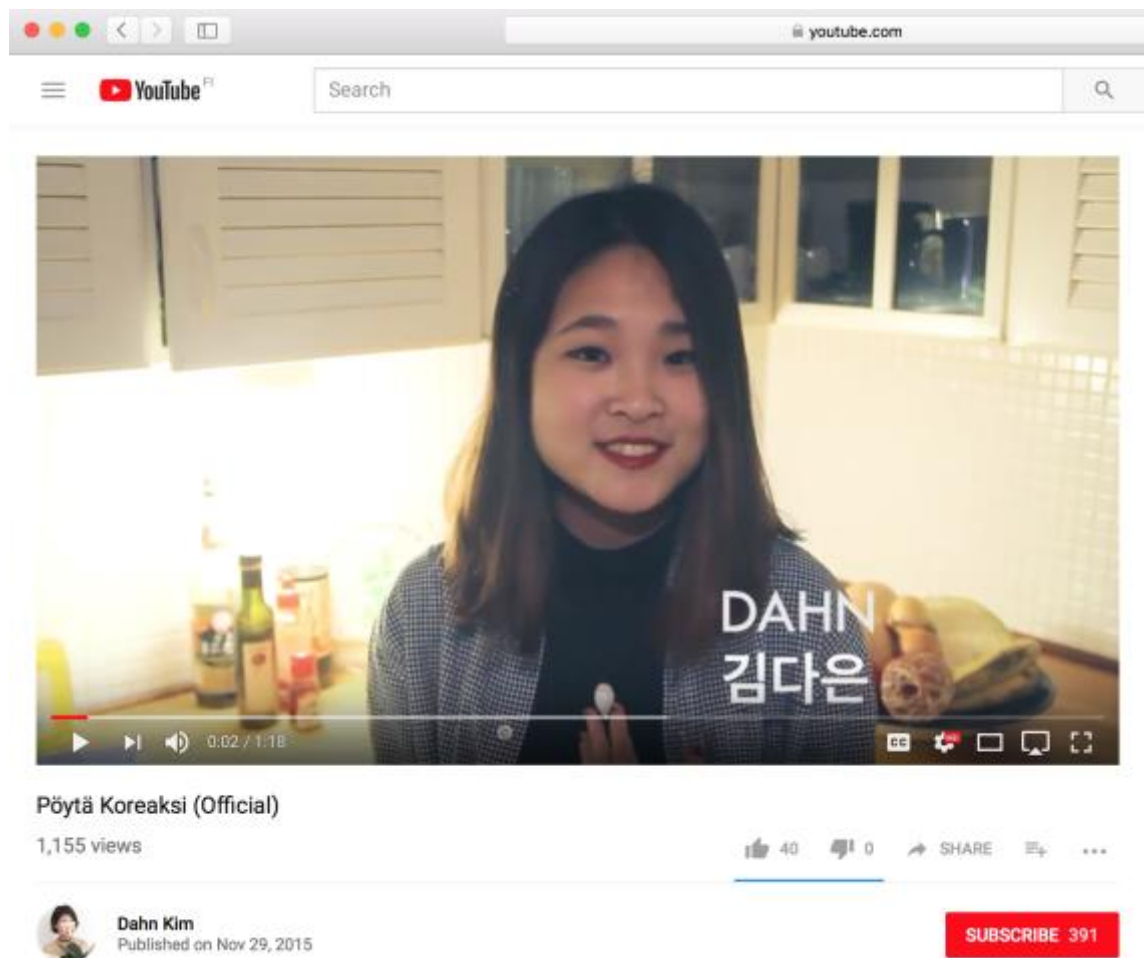


Figure 3. Screenshot of Introduction video of Pöytä koreaksi published on YouTube. Screenshot [35].

After publishing the introduction video, the project continued with production planning and scheduling.

4.5 Production

The production scope was confirmed and it consisted of script writing, recipe filming, introduction filming, voice over recording, post production including video editing and motion graphics and lastly online delivery.

Table 1. Pöytä koreaksi video blog production calendar

Production Calendar for season 1

	Dec 2015	Jan 2016	Feb	Mar	April	May
<i>Script writing</i>						
<i>Recipe Filming</i>						
<i>Intro Filming</i>						
<i>VO recording</i>						
<i>Post production</i>						
<i>Online delivery</i>						

Table 1 presents a completed production calendar of the first season of the project. The production was scheduled to be executed at private premises from December 2015 to April 2016. Online delivery was scheduled from May 2016 onwards. The budget for the materials was sponsored by YLE.

4.5.1 Script writing process

The script writing process began with five confirmed food dishes for each episode. The writing process required cultural background research for each introduction dialogue, recipe research and making modifications for the Finnish taste and ingredients available in Finland. After the research stage was finished, the project continued with script writing for the speech and translating completed scripts from English into Finnish.

4.5.2 Filming and recording process

Before the filming process, benchmarking research for the food video techniques was made to provide an easy and entertaining view to the audience to be instructed about food recipes. During the filming process, the camera equipment used were a Canon EOS 600D DSLR camera, a Sigma DC 18-50 mm 1:2.8 macro lens, a Røde VideoMic Pro compact directional on-camera microphone, a SanDisk 64 GB memory card and a camera tripod and food ingredients were prepared in advance.

During the recipe filming process, it was important to document each cooking step of the recipe according to the scripts written earlier, in mostly close up and medium close up shots. The introduction speech part was filmed separately because more focus was needed on filming myself delivering a speech in front of the camera.

Voice-over was recorded for the recipe instructions to provide the audience better and easy guidance to follow the recipes. The equipment used in the voice-over recording was a Røde VideoMic Pro compact directional on-camera microphone and a Canon EOS 600D DSLR camera. In total five voice-over sessions were recorded for each episode.

4.5.3 Post-production process

The post-production process included video editing, search for reference images and usage of sound track music with copyrights and creation of graphic assets. The software programmes used during the post production process were Adobe Premiere 2015 for video editing, Adobe Photoshop 2015 for graphics and Adobe After Effects 2015 for logo animations.

Firstly, the editing process began with importing video and audio clips that were taken during the filming process. All footages were reviewed to ensure each clip was recorded every process of the recipe. The introduction speech part was filmed multiple times to be able to choose the best take. Any additional content consisting of images, video and audio such as background music and stock images was added after reviewing the raw footage review.

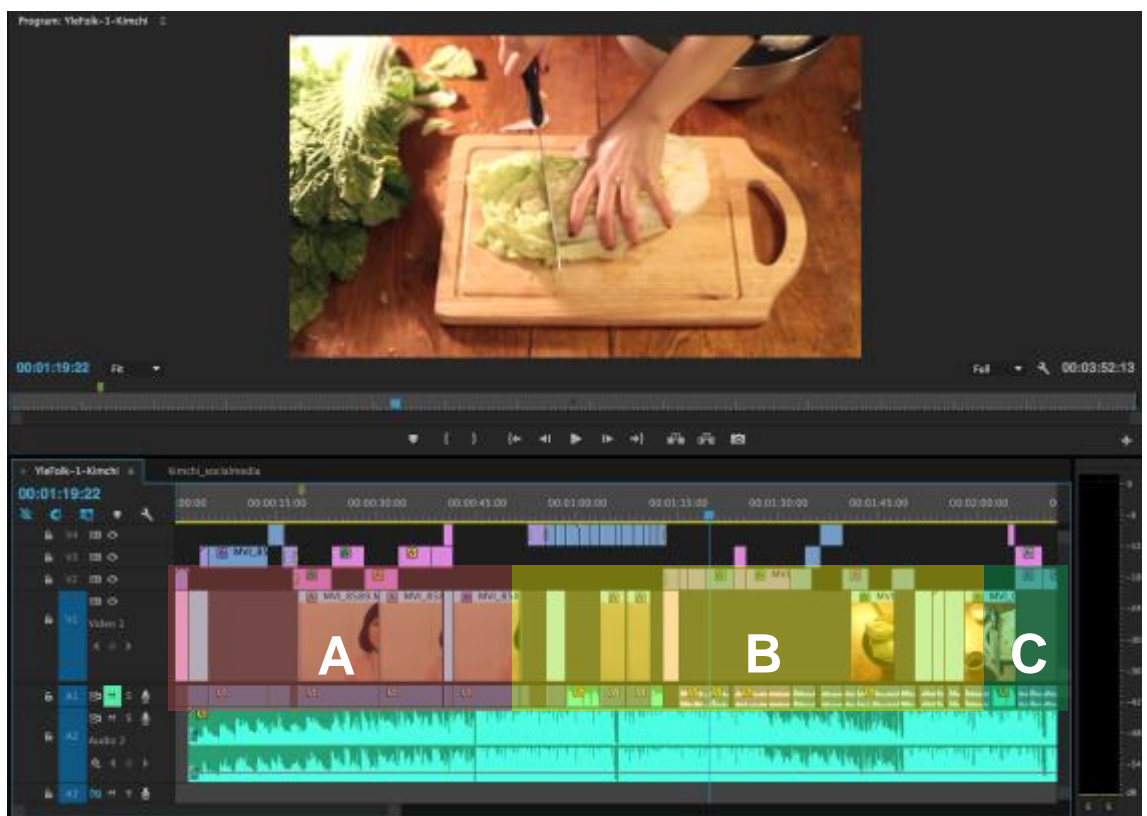


Figure 4. Screenshot of Editing process of Pöytä koreaksi Kimchi episode in Adobe Premiere. Screenshot. [35]

Figure 4 presents a screenshot of the video editing process using the Adobe Premiere software for an episode. This figure also shows three divided video

segments in the sequence and this segment division was applied in all episodes. However, the length of each segment varies in each episode, depending on the video length of each section. Section A started with an introduction video clip which included my speech on food and cultural storytelling.

Reference images or videos with free-copyrighted usage were mostly added in section A to support the visual description of cultural storytelling with my narration. Section B was the recipe part which included instructions about how to prepare dish with my narration. Each video clip should be synchronized with text subtitles and orally recorded narrations. Section C was the ending part which included my closing comments. The duration of each episode should be shorter than five minutes.

The stock images, videos and audio contents to add more dynamical content were gathered from the internet. The image and video contents were used for cultural reference content and it is important to ensure that all of them are copyright free materials or legally purchased from online stock content websites. Audio content for sound effects and background music were also found from copyright free websites such as freesound.org and FMA Free Music Archive [35;36]. Using other audio content with protected copyrights required directly contacting music producers for a usage permission and a collaboration request with the video blog. The information of the music source with the producer's permission, including the name of the artist and soundtrack, needs to be shown in the video.

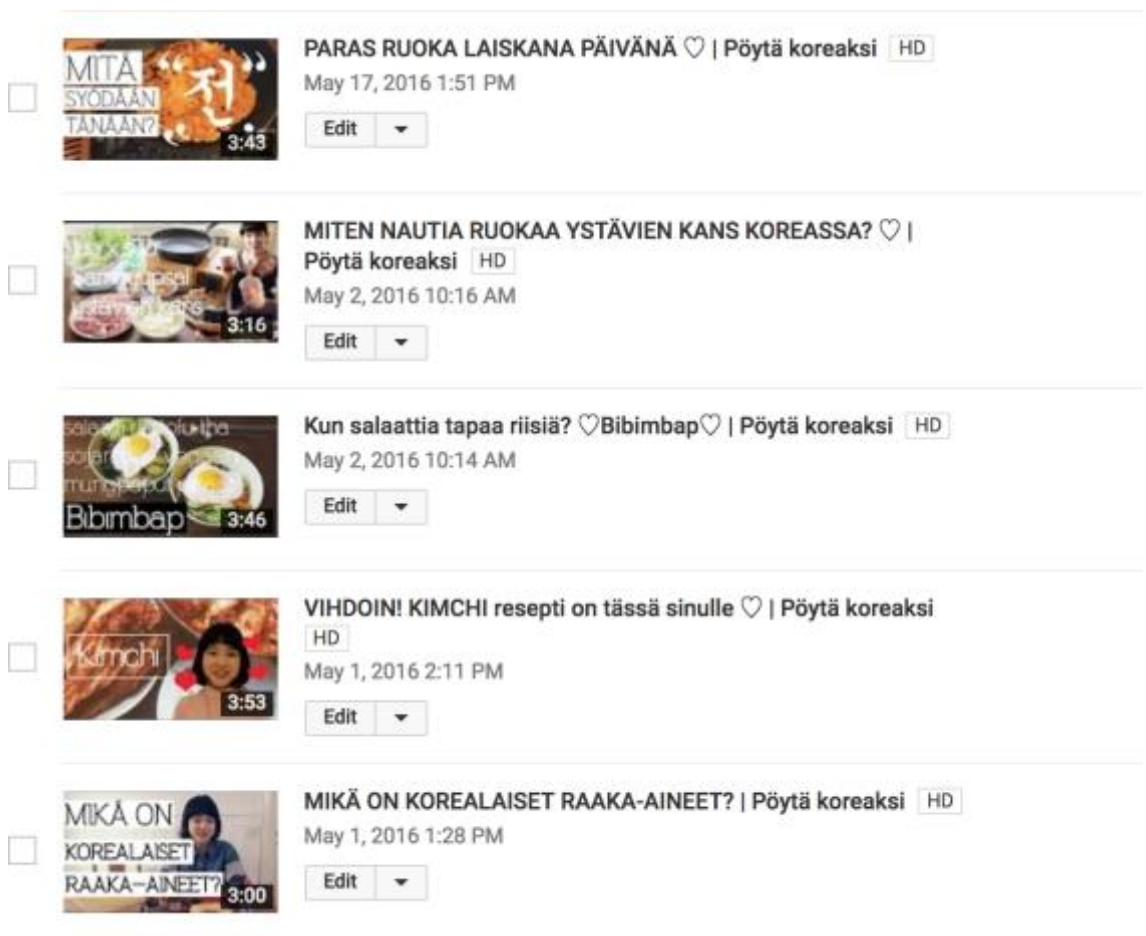
Lastly, videos were exported to 1920x1080 pixel .mov format for the iOS operating system or .avi format for Windows computers, which these formats are uncompressed and contain high quality of resolution. With exported mov/avi files the second export was made with the .mp4 format to be capable for digital platforms and online streaming.

4.5.4 Online delivery

The main online platforms for video publishing are the YouTube channel of Pöytä koreaksi and the official website of Yle FOLK. When publishing a video on social media platforms, there are common elements to provide as the list below illustrates.

- Title of video
- Description of video
- Thumbnail or preview image of video
- Video content

Figure 5 presents the video list of the Pöytä koreaksi series on the YouTube website, which shows each video title and video thumbnails.








<input type="checkbox"/>		PARAS RUOKA LAISKANA PÄIVÄNÄ ♥ Pöytä koreaksi HD May 17, 2016 1:51 PM Edit
<input type="checkbox"/>		MITEN NAUTIA RUOKAA YSTÄVIEN KANS KOREASSA? ♥ Pöytä koreaksi HD May 2, 2016 10:16 AM Edit
<input type="checkbox"/>		Kun salaattia tapaa riisiä? ♥Bibimbap♥ Pöytä koreaksi HD May 2, 2016 10:14 AM Edit
<input type="checkbox"/>		VIHDON! KIMCHI resepti on tässä sinulle ♥ Pöytä koreaksi HD May 1, 2016 2:11 PM Edit
<input type="checkbox"/>		MIKÄ ON KOREALAISET RAAKA-AINEET? Pöytä koreaksi HD May 1, 2016 1:28 PM Edit

Figure 5. Screenshot of video list of Pöytä koreaksi series on YouTube. Screenshot. [35]

The title of each video episode was made during the script writing process. The titles were catchy and memorable, which would make the audience become curious about the content and feel encouraged to watch the videos.

Descriptions were short texts which describe an episode. In addition, hyperlinks were added to social media channels such as Facebook, Instagram and the Yle FOLK website.

Thumbnails are also an important element of advertising video content because visually creative and aesthetic preview images are more appealing for the audience. Using the Adobe Photoshop software, graphics for video thumbnails were made.

4.6 Social media strategy

The main goal of social media use during this project was to promote the Pöytä koreaksi video blog channel and raise more awareness of my personal brand. The Facebook page was predominantly used to communicate and engage with the audience. Other media that were used were YouTube and Instagram.

The social media channel plan began from January 2016 to consider the importance of consistent communication with the audience during the pre-production and production process of the series. The first four weeks were spent planning detailed schedules and contents such as how many posts there should be every week and what content categories should be used for posting on the Facebook page. The list below illustrates the social media channel plan for the project.

- Over four posts per week
- Either video or photo content
- Consumer engagement content
- Visually creative and interesting
- Communicative and transparent
- Tone of voice

Firstly, the basic Facebook page was set up uploading a profile and cover photo and adding description of the page. The first post was the Pöytä koreaksi's introduction

video embedded from the YouTube channel so people could learn about the vlog channel.

Every week since week 4 in January, consistent photos and videos were uploaded on Instagram and posted on Facebook. Photos and videos showed a personal perspective so that they would be more approachable and relatable to the audience. Contents included the making-of of the film production, food recipes in stop-motion videos, myself cooking Korean food and video messages for special occasions such as the national mid-summer holiday and the official Restaurant day in Finland. Interesting cultural articles relevant to Korean culture, food or multiculturalism in Finland were also shared and posted.

All video blog episodes for the first season were published on YouTube from May 1st to 2nd. However, unlike on YouTube, each episode was separately posted once a week on the Facebook page so the audience would learn about new content. The Facebook and YouTube channels were expected to have a constant number of regular and new audience visits. Other episodes from the second season were uploaded on a monthly basis on both YouTube and Facebook.

At the end of each video, each logo of different social media channel of Pöytä koreaksi was added to promote the social media presence of the vlog channel. The promoted social media channels were Facebook, YouTube, Instagram and Snapchat.

4.7 Rebranding and concept development process

During the production of the second season, rebranding and content development were involved in depth. Graphical assets were added to strengthen the visual identity of the vlog channel. The new visual concept of the brand was trendy and youthful to appeal more specific target group of age 18 to 30. Graphical assets that created for the new visual concept of the brand consisted of logos, frames, logo animations, typeface and transitions.



Figure 6 Logo and typeface development from season 1(left) to season 2 (right). Copied from Kim. [35]

Figure 6 presents the graphical development of the logo (top) and typeface and transition sequence (bottom) from the first season to the second season. The logo and typeface used during the first season seemed to lack consideration in creativity. Those assets were not enough support to build the branding image of the video blog channel. Additionally, as shown in Figure 6, three different fonts were used in the first season. The brand identity was not clear or graphical assets were not well planned.

To create an outstanding, noticeable and memorable image of the vlog to the audience, logo and typeface development was an initial process. After considering that the brand was to be friendly, open and positive, a bold yet lively logo was created with the soft peach pink colour as primary colour. Figure 7 presents how the second season previews look more visually united and elaborated than the previews of the first season episodes.



Figure 7. Preview thumbnails of Pöytä koreaksi season 1 (top) and season 2 (bottom). Copied from Kim. [35]

The programme content of the first season consisted of a brief cultural introduction to Korean food and recipe only to approach new audience with a simple and easy concept. However, during the second season, the programme content underwent development with the main idea of the brand which promotes holistic multiculturalism in society.

The developed ideas of the programme content included presentation and discussion about different cultures with a few guests with different cultural and national backgrounds. The list below shows what was included in the programme content of each episode in second season

- Introduction with a vlog guest including guest profile and brief explanation of her national culture
- Recipe instruction of a specific national dish introduced by the guest
- Mukbang: eating and talking show style, host and guests having a further discussion of the guest's national culture and social issues

The topics used for the second seasons included Somalian culture, religions and Vietnamese culture. Other topics included life experiences of international students in Finland, human rights issues in North Korea and South Korean street food culture.

5 Results and Analysis of Project

5.1 YouTube

For the statistics measurement, the YouTube video manager and YouTube analytics were used to examine the specific statistics of views, audience groups, likes and subscribers. The results were measured from 30th April 2016 to 17th October 2017. The table below shows the result of the number of views, likes and comments of the project.

Table 2. Table of YouTube statistics of the Pöytä koreaksi series from 30/04/2016 to 17/10/2017

	Views	Likes	Comments
<i>Introduction video</i>	1159	40	3
<i>Vlog Trailer</i>	254	6	0
<i>Season 1 episode 1</i>	794	33	1
<i>Season 1 episode 2</i>	1584	49	5
<i>Season 1 episode 3</i>	984	31	1
<i>Season 1 episode 4</i>	1792	40	16
<i>Season 1 episode 5</i>	1307	45	9
<i>Season 2 intro</i>	1134	47	27
<i>Season 2 episode 1</i>	1196	62	17
<i>Season 2 episode 2</i>	841	49	9
<i>Season 2 episode 3</i>	781	35	5
<i>Season 2 episode 4</i>	544	32	9
<i>Season 2 episode 5</i>	797	38	10
<i>Total</i>	13167	507	112
<i>Average</i>	1012.85	39	8.6

The statistics of all episodes have been put together and are shown in the table. In sum, Pöytä koreaksi had had 13,167 views, 507 likes and 112 comments by 17th October 2017. The average views per episode are 1012.85 views, 39 average likes and 8.6 comments on average. Since the launch of the YouTube channel, a total of 391 YouTube users have subscribed to the channel.

The most watched video had had 1,694 views and the least watched video had had 254 views. The average view duration had been 2 minutes 10 seconds and contents had been shared 109 times.

YouTube Analytics also provide geography, gender of audience, traffic source and playback locations as shown in Figure 8.

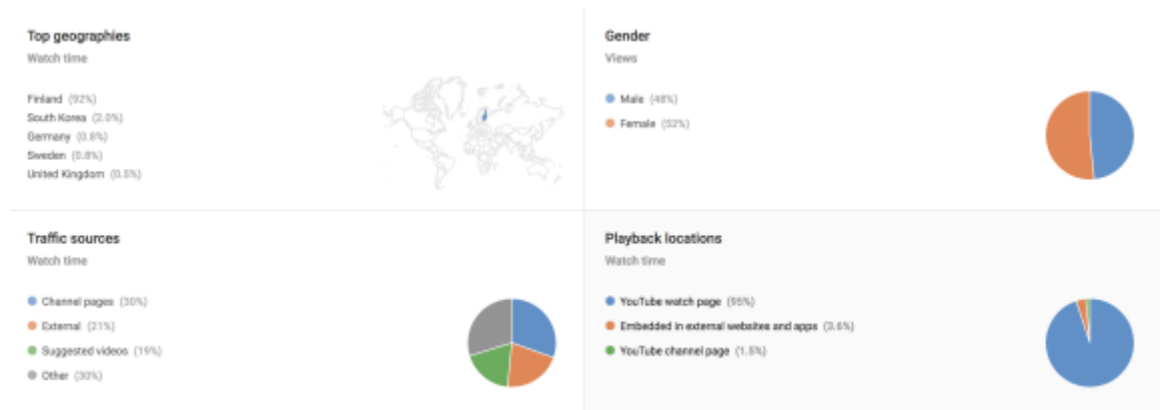


Figure 8. Pöytä koreaksi statistics on Youtube Analytics. Copied from Kim. [35]

The figure shows 92% of the subscribers are from Finland and the gender ratio of people who watched the videos is almost equal between female and male. The traffic sources show that 30 % of the audience voluntarily visited the channel to watch videos and 21 % of the audience visit from external sources; Those external sources were such as 75 % was from Facebook, 7 % from Google search and 2.2 % from Instagram.

Comments were usually cheerful and positive feedback but some were about questions on my personal preferences or personal life. My replies were commented in some questions and feedback and half of the commenters made second comments.

5.2 Facebook and Instagram

The results from Facebook were gathered by the insights tools on the Facebook page from 24th January 2016 to 1st September 2017. Figure 9 shows the results in statistics below.



Figure 9 Facebook statistics of Pöytä koreaksi page likes from 24/01/2016 - 01/09/2017. Copied from Kim. [35]

The number of Facebook page likes increased to 227 likes on 24th January 2016 which was the launching day. The rapid increase in likes, from 290 likes to 566 likes, from May 2016 to July 2016 can be seen in figure 9. Those two months were when the first season was launched and social media contents were consistently posted.

57 % of the Facebook page followers were female and 40 % were male. The biggest age group of the followers was 25-year-olds to 34-year-olds. 31 % of the followers belongs to this group. 11 % of the followers were 18-24 of age and 9 % were 35-44 of age.

One of the most reached and visible piece of content was a short recipe video clip (see appendix 1). It has reached 26,783 people which caused the engagement of 1,200 post clicks and 129 times of shares, reactions or comments. The content was a 30-second short video clip of a recipe and it was shared by fans for 20 times and it increased the number of page visits and page likes.

One video post was published with a paid advertisement on Facebook. The post reached a total of 22,300 people with over 11,000 people via the promotion. It caused the engagement of 842 post clicks and 174 times of reactions, comments or shares.

Some contents which were targeted to interact with users have received good results. For example, a video post of asking a question about Finnish street food (see appendix 3) received eight comments from users and three conversations were created. On other posts, it was seen that fans tag their friends' names to the comment section which suggests potential subscribers discovering the fan page and the fan page's content.

One special campaign attempted was promotion in a local community group on Facebook. (see appendix 2) Kallio kierättää is one of the most active local community groups in Helsinki with over 38,000 joined users. In the group, people living in the Kallio area sell, buy, exchange or give away secondhand items with each other. I created a post about selling homemade Korean salad with a bit of description of the food to observe other user's reactions and to see any possibility to promote my Facebook fan page. In total, the post gained a great amount of user engagement reaction with over 410 likes with over 30 active comments from different users. In the comment section, I introduced my Facebook page and the comment received over 55 likes which caused more traffic and likes on the Facebook fan page.

I opened my own personal Instagram account for the Pöytä koreaksi audience to share my personal perspectives on life in Finland as a foreigner and to give a personal and friendly impression. Before the vlog began, the number of followers on my Instagram account was over 300 but since the vlog was published, the number increased to over 600 with a rapid rise from May 2016 to August 2016. The strategy applied on Instagram the same as on the Facebook page with audience engaging posts but more consistent and motivational contents were posted on Instagram. Hashtags with many relevant keywords helped to invite more Instagram users to visit my posts and to follow the account.

6 Evaluation

Overall, the results show that the project met the expectations set in the beginning. The project results were analysed by doing comparisons between the original expectations prior to the project execution and the outcome after the project, based on statistics data collected from YouTube and Facebook. Numbers of the video views, subscribers and comments were twice as high as originally expected. Higher popularity among especially unexpected gender and age groups presented the possibility of target groups and a bigger provision for them.

My expectation of average video views was over 500 views which is half of the results. I was also surprised by the rapid increase in the number of Facebook page likes from May 2016 to August 2016. The biggest audience group met the expectation and it was a surprise to obtain more attention from the group of 34 to 45-year-olds. The biggest successful part of the project was the large amount of audience engagement, as my audience was voluntarily involved in promoting my brand especially on the Facebook page.

The most fascinating fact of the project was that the results can be seen instantly by looking at the users' reactions with post likes, shares, comments and messages on social media. The brand can also receive consumer's help to grow better with constant consumer interactions. Throughout the project, it was observed that the brand's social media activities such as campaigns and consumer engaging posts are an efficient and effective way to promote the brand with consumers who have a low budget.

A while after the project was published, I received many contacts from cultural events and TV programs saying that they are willing to do collaboration work with me. I have been offered to cook and promote Korean food at a trendy music festival in Helsinki and one of the most recent collaborative work offers I received was from Yle Urheilu, the sport news program of the Finnish national broadcasting company. To celebrate the winter Olympics held in South Korea, February 2018, they offered me that I could produce eight cultural video blog episodes and join a live show as a guest host.

The content of the video blog was under my expectation and I noticed that it needs more improvement with solid brand planning. The simple concept of the vlog content was to be able to provide big results by entertaining a large audience. However, contents could have been developed in more depth so the huge focus on only a specific subject, food, could have been avoided.

Collaboration with Yle FOLK, a content curating program of the national Finnish broadcasting company, was strict and there was a conflict on the content of the second season. When submitting the first season, all episodes were broadcasted and published on their website without any issues. However, during the second season the program production disagreed with the concept of focus on social and political issues but requested my vlog to keep and maintain the entertainment part only. As a result, their modified version of my episode was published with content separation between entertainment and discussion, but on their website the discussion part was not published. Also, Yle FOLK declared that they will not publish one episode due to political context contained.

7 Conclusion

The purpose of the project was to experiment on how to utilise a video blog channel as a branding tool. The goal of the project was to build a brand using a video blog channel and a social media strategy.

The project demonstrated how the audience can learn about a brand watching their video content and how they are willing to participate with the brand. The project also presented how social media presence can help the brand to build and grow a relationship with consumers.

From the perspective of brand awareness, the project managed to provide a certain impression of the brand to consumers and I was able to express and demonstrate brand personality throughout my video blog. As a result, I made many relevant contacts after people learnt about my brand.

From the perspective of marketing and promotion, the project enabled efficient examination of how important a social media strategy is and how it influences business. The impact of consumer engagement on social media is immense and influential to every business on any scale. This has taught that a brand cannot be built in a sustainable way without acceptance and help from consumers.

The least successful part of the project was lack of content range. As a result, the audience received a perception of my brand as a cooking channel instead of a multicultural influencer, which was different from the original goal.

The future improvement and implementation for the project begins with a broader content plan. Currently, the audience sees the brand and the vlog channel as a cooking programme due to lack of content range. Content should be more consistent with diverse topics to change the audience's perception of the brand. It is the provider's task to make what consumers believe and see.

The next future goal of the project is developing English content to target the international market. Continuous brand identity development with solid graphical assets must be included in the first planning. Research on trendy and popular content and styles in the international market will help the brand to target the

audience and the market faster. The social media strategy should be strengthened with a concrete structure of scheduling all different social media channels and bigger involvement on Snapchat to communicate with the teenage group.

In conclusion, the project has proved that a video blog is an efficient branding and marketing tool for a brand, which impacts consumer engagement. Throughout this project, it was shown that the video blog channel helps to create the brand and grow with the brand. Consistently repeating the cycle of creating the brand's vlog and engaging consumers and getting their feedback helps the brand to monitor its path and to improve. The process also helps consumers to communicate their needs to the brand to gain better consumer experience. Additionally, watching a video blog is fast and instant so consumers learn about the brand faster than about any other tangible products. Personable content such as a video blog approaches every consumer and connects the brand and consumers.

Brands are highly encouraged to challenge themselves consistently to carry out creative, consumer-engaging campaigns and to study and adopt methods of innovative and personable consumer communication.

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Appendices

Appendix 1. Screenshot recipe, Pöytä koreaksi Facebook

Dahn Kim
June 2, 2016 ·
KATSOA KIMCHIN RESEPTIÄ VAIN 30 SEKUNNISSA!
Tykkää ja jakaa! ❤️ ❤️
Lisää tietoa ja reseptiä -> <https://youtu.be/K2vf4anRwqw>

LIOTA 2 TUNTIA suolavedessä


26,783 people reached Boost Post

79K Views

Like Comment Share

Dahn Kim, Anitta Airi, Tuomas Virtanen and 26 others Chronological

20 Shares 2 Comments

Matti Teppo Osuma 
Like · Reply · Message · June 3, 2016 at 12:37am

Anitta Airi Mistä löytyä Suomesta tuota korealaista chiiki?
Like · Reply · Message · November 22, 2016 at 8:49pm

Write a comment...

Friend
People
Suggest
English
Español
Privacy
Cookie
Facebook

Appendix 2. Screenshot of social media campaign on local community, Kallio kierrättää Facebook group page

10/20/2017

Kallio kierrättää

Kallio kierrättää
Closed Group

TÄMÄ ON ALUEELLINEN RYHMÄ!

lue ryhmän pähkinäkuoriohjeet! (sivun eka kiinnitetty julkaisu)

Kallio kierrättää

Joined Notifications Share

Discussion
Your post
Items for Sale
Your Items
Members
Videos
Photos
Events
Files

Search this group

Park, Poist! 최근에 퇴진...
TV-frikkulle töitä
Media-alan työtöri
Media- ja teatteriala...
2014-2015 韓人만도 韓人...
VAASAA
Korean Student Assoc...
VAASAA
Leppävaara Media Engl...
METKA Exchange Tu...

Dahn Kim
FemF ART: Opening & ...

Dahn Thérèse
January 23, 2016

(SOLD) Pakastekimchi €3
Helsinki, Finland

Haluako joku kokeilla mun oman tekemän kimchiä? Kimchi on korealainen hapatettu tulinen kaali. Tein liian paljon kimchiä ja mulla ei ole enää paikka säilyttää. Ruoka resepti vihkonen tulee kimchin mukaan.

Like Comment

Li-jun Loh, Inkeri Alatalo and 410 others

Arttu Hyttinen Nam, Voisin hakea itäla, jos olet kotona.
Like · Reply · Message · 1 · January 23, 2016 at 1:07pm

Arttu Hyttinen Orihan sun resepti gluteeniton?
Like · Reply · Message · January 23, 2016 at 1:09pm

Arttu Hyttinen Laitan viestin.
Like · Reply · Message · January 23, 2016 at 1:09pm

Dahn Thérèse aww :S Tästä kimchissä on noin ruokauskallinen vehnä jauhoja. :S Mutta yleensä käytän risjauhoja. Kerron kun mä teen seuraavana kimchiä (gluteeniton)
Like · Reply · 11 · January 23, 2016 at 1:15pm

Terhi Mattila Kiinnostaisi vastauksessa keliakkokole soveltuva kimchi 😊
Like · Reply · Message · January 23, 2016 at 4:19pm

Write a reply...

Paula Mänttä Mun mies rakastaa kimchiä!
Like · Reply · Message · 1 · January 23, 2016 at 1:15pm

ADD MEMBERS
Enter name or email address...

MEMBERS 35,178 Members (206 new)

SUGGESTED MEMBERS Hide
Jona You Add Member
Bee-Amanda Peltolahti Add Member
Choi Rakho Add Member
See More

DESCRIPTION
←--- LUETHAN ENSIN ohjeet ja säännöt ennen kuin alat toimia ryhm... See More

GROUP TYPE
Buy and Sell

LOCATIONS
Kallio

FOR SALE Find More Buy and Sell Groups
Learn more about buying and selling in Groups on Facebook.
Share your feedback on buying and selling in Groups.

YOUR ITEMS See All
No Posts

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates.
Create Group

RECENT GROUP PHOTOS See All

Chat (Off)

https://www.facebook.com/groups/576554655712623/permalink/1137432156291534/?like_post_id=1137432156291534

Kallio kierrättää
Closed Group

Shortcuts

Essi Pelkonen Laitan viestiä!
Like · Reply · Message · 1 · January 23, 2016 at 1:16pm

Arttu Hyttinen Voi harmi, Karro ämmessä, kun ei ole vehnää missään muodossa. Laitoin sulle viestin. Laita mun numero muistitn 😊
Like · Reply · Message · 1 · January 23, 2016 at 1:17pm

Samira Susan Laitan viestiä myös!
Like · Reply · Message · 1 · January 23, 2016 at 1:18pm

Tessa Helsinki joo!
Like · Reply · Message · 1 · January 23, 2016 at 1:20pm

Mia Eld Yv lähtetät!
Like · Reply · Message · 1 · January 23, 2016 at 1:20pm

Inkeri Alatalo Yv!!!
Like · Reply · Message · 1 · January 23, 2016 at 1:27pm

Jukka Erikäinen Eeca Holopäinen
Like · Reply · Message · January 23, 2016 at 1:32pm

Kaisa Verho Mä oisin kans kiinnostunut gluteenittomasta kimchiästä, jos jokuks sellaista innostut tekemään.
Like · Reply · Message · 2 · January 23, 2016 at 1:37pm

Kiira Kuusisto Dahn mä haluan myös jos sulla jää joku kerta! 🍷🍷
Like · Reply · Message · 1 · January 23, 2016 at 1:40pm

Mikko Vuoristo ooh mulle kelpais kylä nannan
Like · Reply · Message · 1 · January 23, 2016 at 1:46pm

Jannica Tapanainen Merkkö jo kaikki? Rakastan kimchiä! Jos on vielä näin olen kiinnostunut!
Like · Reply · Message · 1 · January 23, 2016 at 1:59pm

Arttu Hyttinen Ei muuta kun kimchi-lehdas pystyyt 😊
Like · Reply · Message · 8 · January 23, 2016 at 2:00pm

Emmi Kiiskilä Oi kimchiä 🍷
Like · Reply · Message · 1 · January 23, 2016 at 2:01pm

Emmi Kiiskilä Ohje kiinnostaa!
Like · Reply · Message · 5 · January 23, 2016 at 2:01pm

Saara Louhensalo Varoituksen sana: kun pitää kimchipurkkia jääkaapissa niin se saastuttaa kaikki muutkin ruoat kimchinhajuisiksi. Korealaisilla onkin erikseen kimchijääkaapit... En enää itse yhden kokemuksen jälkeen semmosta oötää kaappini halua 😊
Like · Reply · Message · 2 · January 23, 2016 at 2:20pm

Tuula Katrina "Saastuttaa"? :-P
Like · Reply · Message · 1 · January 23, 2016 at 4:15pm

Dahn Thérèse No korealaisia ei käytä kimchijääkaapit koska sen oma haju. Mutta kimchijääkaapi auttaa kimchiä hapertumaan oikeassa lämpötilassa.
Like · Reply · 6 · January 24, 2016 at 1:28am

Write a reply...

Ei Laifaa Oi nam tää täytyy päästä kylä maistamaan :-))
Like · Reply · Message · 1 · January 23, 2016 at 2:30pm

Anni Saares Jos riittää tästä saatsita tai ens kerralla niin mieluausti otan! Kimchi 🍷
Like · Reply · Message · 1 · January 23, 2016 at 2:35pm

Fatu Áffá Niang Mä haluan kans 😊. Jos vielä riittää 😊
Like · Reply · Message · 1 · January 23, 2016 at 2:55pm

Hilda Niemelä Mulekin! Jos on vielä! 🍷
Like · Reply · Message · 1 · January 23, 2016 at 3:18pm

Reetta Amalia Isomäki ihana Dahn! Laita reseptiä tänne jos ennätät? 🍷
Like · Reply · Message · 1 · January 23, 2016 at 3:21pm

Antti Pyhälämmi Gluteeniton kimchi maistuis kyl, eik kojaa Karhuuistoon nyt kun paikkasetin häiritse 🍷
Like · Reply · Message · 2 · January 23, 2016 at 3:42pm

Oona Laine vuo saako reseptin tänne? 🍷
Like · Reply · Message · 1 · January 23, 2016 at 5:04pm

Dahn Thérèse Wow! Oikeasti kiitos paljon kaikkien kiinnostuksesta. Nyt olen järjestämässä kimchiä ja kerron kaikille jos siellä on vielä vapaa kimchiä. Oikeastaan olen aloittanut oma ruokaprojekti että minulla on ruokavideoblogi Yle POLKin kautta. Minun videoblog... See More

Dahn Kim
Personal Blog
👤👤👤 Jona You, Diana Sanchez and 199 other friends like...

Like · Reply · Remove Preview · 56 · January 23, 2016 at 6:49pm

Inkeri Alatalo 🍷🍷🍷🍷🍷🍷
Like · Reply · Message · 1 · January 23, 2016 at 6:52pm

Sallamaari Jauhunen 지도 먹고싶은데로 ㅋㅋ~ Tehdäinkö joikus kimchiä yhdessä? Mun varastot on päässot taas ehtymään ja kaupasta ostettu ei

Myydään | Ostetaan | Vaihdetaan | Lahjoitetaan | Va...
5 friends · 19,860 members

Oulunkylän FB-kiirppi
8 friends · 6,936 members

Haaga kierrättää
16 friends · 15,801 members

Keskustassa kienrätetään (HK)
45 friends · 22,904 members

PALOHEINÄ--

Paloheinä-Pakila-Torpparinmäki
kierrättää
4 friends · 8,869 members

Friend Requests See All

이대린
13 mutual friends
Confirm Friend

People You May Know See All

Eun Ji Ha
15 mutual friends
Add Friend


English (US) · Suomi · 한국어 · Svenska · Español


Privacy · Terms · Advertising · Ad Choices · Cookies · More
Facebook © 2017


Chat (0/0)


Kallio kierrättää
Closed Group

vaan maistu läheskään niin hyvälle 😊 Dahn Giverny Kim
Like · Reply · Message · 2 · January 23, 2016 at 9:58pm

 Eija Niskanen Minä!
Like · Reply · Message · 1 · January 23, 2016 at 11:07pm

 Dahn Thérèse Kaksi ihmisiä voi ottaa kimchiä! Huomenna(Sunnuntaina) olen kurvissa UFFin edessä klo 14-14.30. Ole nope! 🙄
Like · Reply · 4 · January 24, 2016 at 1:22am


 Samiira Susan 🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻🍻
Like · Reply · Message · January 24, 2016 at 1:26am · Edited
Toivottavasti kerkeään


 Dahn Thérèse Mulla on yhteensä yhdeksän pakkettai ja kaksi on vapaa. 🙄
Like · Reply · 1 · January 24, 2016 at 1:33am


[View more replies](#)

Write a reply...


Shortcuts


 Tessa Helsinki iiik!
Like · Reply · Message · January 24, 2016 at 1:23am


 Dahn Thérèse Vielä kimchiä! Tule nopee 🙄
<https://instagram.com/p/BA69fC8tqzvj>



Dahn Thérèse on Instagram: "Vielä pari kimchipakettia ja reseptivihkosia jäljellä!..."
INSTAGRAM

Like · Reply · Remove Preview · 2 · January 24, 2016 at 2:34pm

 Hanna Maija Dahn onko kimchiä vielä jäljellä?? Tulisni mielellään hakemaan!
Like · Reply · Message · January 24, 2016 at 5:52pm

 Dahn Thérèse Moi Hanna voit tulla hakemaan Käpylän kirjaston edestä 🙄
Like · Reply · January 24, 2016 at 6:02pm

 Hanna Maija Dahn milloin sulle sopii?
Like · Reply · Message · 1 · January 24, 2016 at 6:24pm

 Liza Pikulskaya Mulleki 🙄
Like · Reply · Message · 1 · January 25, 2016 at 11:26am

Write a comment...

Chat (Off)

Appendix 3. Screenshot of questionnaire video post on Finnish street food on Pöytä koreaksi Facebook page

Dahn Home

Dahn Kim
July 25, 2016 ·

See All

KYSYMYS SINULTA! Mikä on suomalainen katuruoka? Please kerrokaa ja kommentoikaa sinun omia ideoita siitä FB-sivulla tai instagramilla tai lähekää viestiä snapchatilla tai kaikkialla jos oot ujo!! #katuruoka #kysymys #snägän #ruoka #pöytäkoreaksi

-0:45

3,140 people reached
Boost Post

1.1K Views

Like
Comment
Share

25
Chronological

1 Share
10 Comments

Antti Myöhänen Paistetut mukulat on ainakin perinteistä suomalaista katuruokaa.

Like · Reply · Message · 1 · July 25, 2016 at 7:57pm

Mikko Laaksonen Riippuu mitä on saatavilla, keskustassa aika eri tarjonta kuin syrjemässä 😊 makkarasperunat on jotain jota en paljon muualla ole nähnyt 😊

Like · Reply · Message · 1 · July 25, 2016 at 8:02pm

Markku Hokkanen ei oo suomalaista katuruokakulttuuris

Like · Reply · Message · 2 · July 25, 2016 at 8:03pm

Dahn Kim HAHAHAHA

Like · Reply · July 25, 2016 at 8:59pm

Markku Hokkanen hodari 😊

Like · Reply · Message · 1 · July 25, 2016 at 8:03pm

Ossi Honkanen Porilainen, lörtsy, mukulat, lettu & niilo.

Like · Reply · Message · 2 · July 25, 2016 at 8:23pm

Dahn Kim KIITOS!! Toisia kysymyksiä, kuinka usein syöttökö katuruokasta? Tunnetko ihan mukavalla? Nautitteko katuruokaa kun on kävelä?

Like · Reply · July 25, 2016 at 8:59pm

Minna Inkeri Anttonen Lihis! Mieluiten Lahen torilla ostettuna 😊

Like · Reply · Message · 1 · July 25, 2016 at 9:02pm

Anna Solovjev-Wartiovaara Perinteisesti hieman eri ruokia eri puolilla Suomea (huom. en ole ekspertti, paikalliset korjatkaa 😊): Savossa kukkoa, Tampereella mustamakkaraa, monessa paikassa perusmakkaraa, muikkuja...

Like · Reply · Message · 3 · July 25, 2016 at 10:03pm

Ossi Honkanen Mustamakkara, ehdottomasti!!

Like · Reply · Message · 1 · July 26, 2016 at 3:34pm

Dahn Kim Hei Kiitos paljon!! tässä on suomalaista katuruokaa että yllätystesti en tiennyt tai kuulut. Nyt mulle on parempi idea suomalaista

Friend Requests See All

이대현

13 mutual friends

Confirm Friend

Suggested Groups See All

THE REAL ABOUT RELATIONSHIPS
96,723 members Join

Happy Halloween Ghoul Fie
RuPaul's Drag Race Fans
45,694 members Join

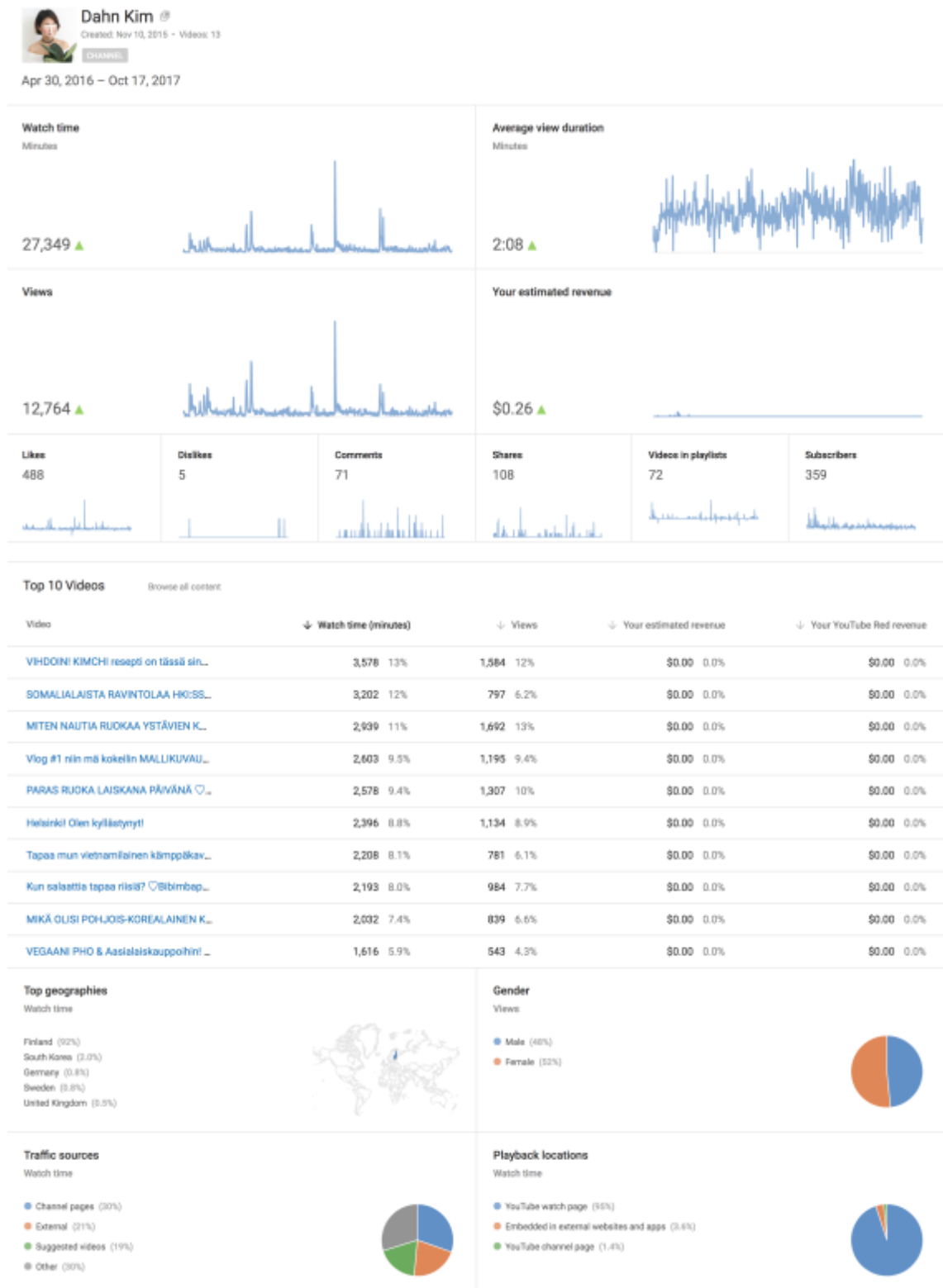
English (US) · Suomi · 한국어 · Svenska · Español

Privacy · Terms · Advertising · Ad Choices · Cookies · More

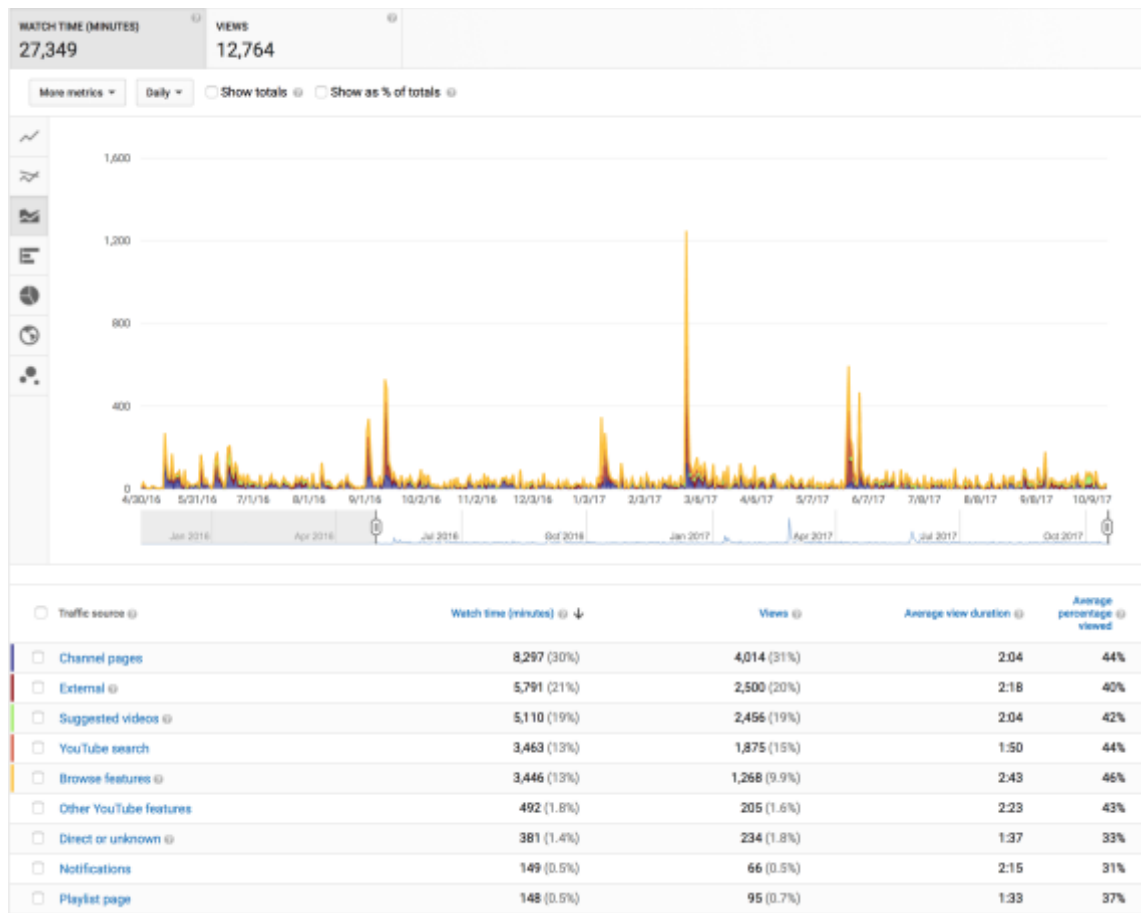
Facebook © 2017

Chat (Off)

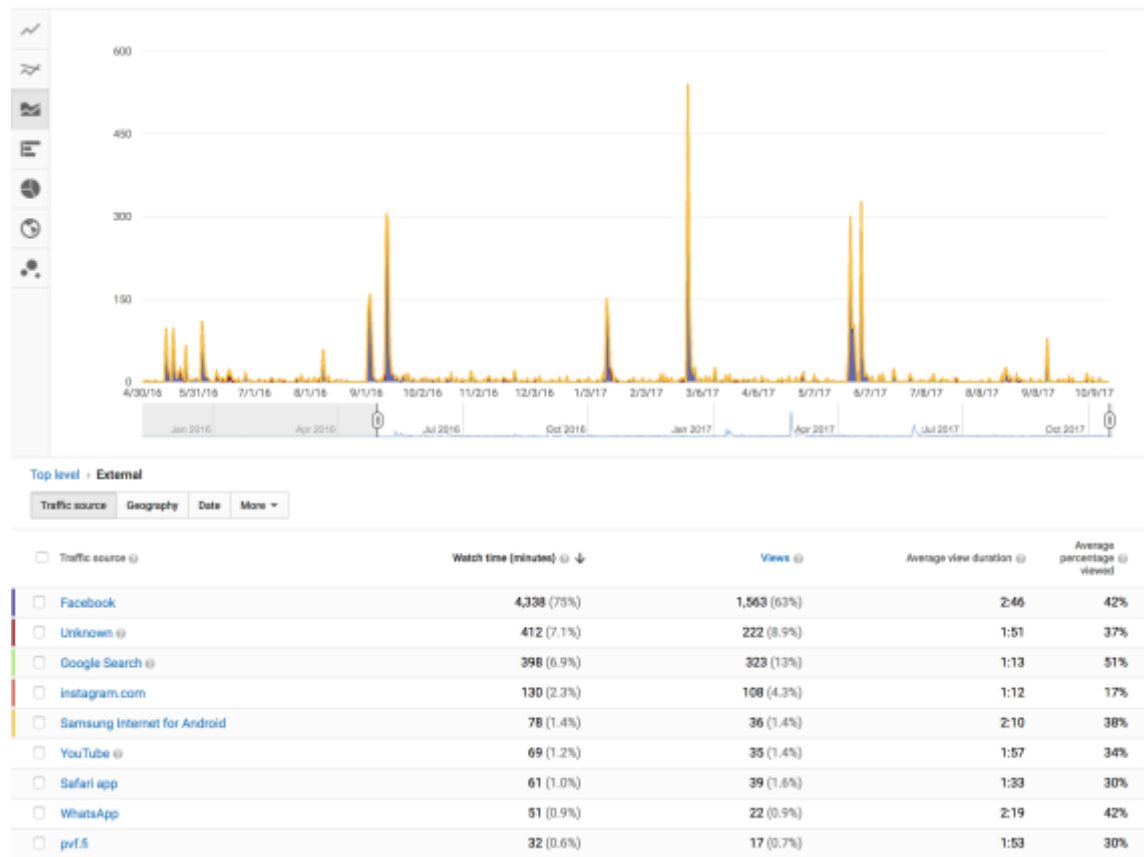
Appendix 4. Statistic overview of Pöytä koreaksi channel via YouTube Analytics



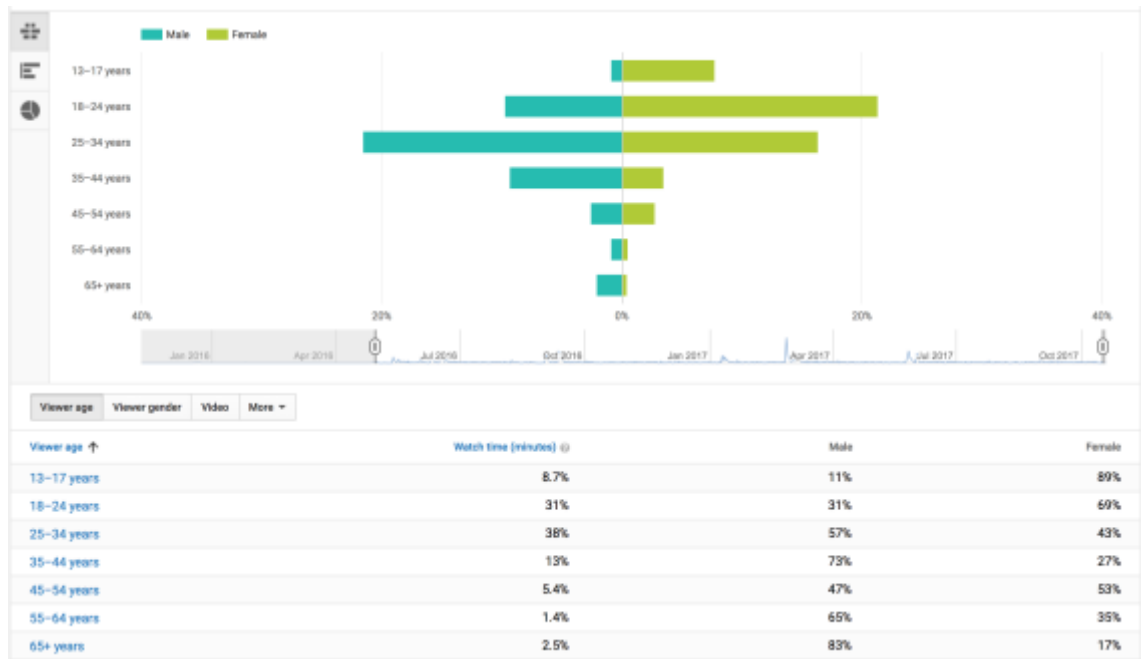
Appendix 5. Statistics of traffic sources of Pöytä koreaksi channel via YouTube Analytics



Appendix 6. Statistics of external traffic sources of Pöytä koreaksi channel via YouTube Analytics



Appendix 7. Demographics of Pöytä koreaksi channel via YouTube Analytics



Appendix 8. Demographics of Pöytä koreaksi via Facebook insights

