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GROWING RECOGNIZABILITY AND ATTRACTING MORE AUDIENCE

– Case: Challenge Turku triathlon - event

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GROWING RECOGNIZABILITY AND ATTRACTING MORE AUDIENCE TO EVENT

- CASE: CHALLENGE TURKU TRIATHLON - EVENT

The objective of this thesis is to find out reasons and solutions, why there is lack of audience in Challenge Turku triathlon – event. Challenge Turku event is one weekend long international triathlon event in Turku, next to Aura river. The Challenge Turku event is organized under global Challenge Family brand. The event attracts triathletes as participants but there is the absence of an audience, which affects the atmosphere. In Challenge Turku event the audience consists of supporters who come with triathletes and spectators, who are local citizens. First part of the thesis introduces the Challenge Turku triathlon – event and Challenge Almere triathlon – event, which is also organized under the Challenge Family brand. Challenge Almere event is important for this thesis, because their marketing efforts has been used in practice with good results. This part also analyses the relevant triathlon event markets. The analysis includes Porter's five forces model and similarly the Porter's five sources model.

The next chapter focuses to the theory. The theory frame for this thesis is limited to service marketing theory with its features and event marketing elements. Likewise, consumer behavior and motivations theory was studied to discover which values and motivations drive consumer decisions to participate in social- or amateur sport events. From this we can determine what would motivate audience to participate in Challenge Turku event.

The main questions for the research are how recognizable is the Challenge Turku event among the local citizens in 50km radius. The research also covers motivation of local citizens and their communication channels. The research found that 52% from non-triathlete citizens had heard Challenge Turku event before and 16% had visited the event. The research also found that repliers were motivated by public events and willing to travel quite long distances for them.

The last part of the thesis covers findings and gives practical suggestions to solve the found problem. The main problem of audience absence in Challenge Turku event was the communication with the spectators and with supporters. Challenge Turku event has many features which in Challenge Almere event are motivating and attracting audience to their event, but they must be communicated correctly to the audience in order to attract them.

KEYWORDS:

Service marketing, event marketing, audience, recognizability

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TUNNETTAVUUDEN KASVATTAMINEN JA YLEISÖN HOUKUTTELU TAPAHTUMAAN

- CASE: CHALLENGE TURKU TRIATHLON - TAPAHTUMA

Tämän lopputyön tavoite on löytää syyt ja ratkaisut yleisön vähyyteen Challenge Turku triathlon – tapahtumassa. Challenge Turku tapahtuma on kansainvälinen triathlon tapahtuma Turussa. Tapahtuma järjestetään kansainvälisen Challenge Family brändin alaisuudessa. Tapahtuma houkuttelee triathlonisteja, mutta yleisön vähyyksessä kilpailussa vaikuttaa tunnelmaan. Challenge Turku tapahtumassa yleisö koostuu kannattajista, jotka tulevat triathlonistien mukana ja katsojista, jotka ovat paikallisia asukkaita. Päätötyön ensimmäinen osa esittelee Challenge Turku tapahtuman ja Challenge Almere triathlonitapahtuman, joka järjestetään myös Challenge Family brändin alla. Tämä toinen tapahtuma on tärkeä osa tätä lopputyötä, koska heidän markkinointi menetelmät ovat tuottaneet käytännön tuloksia. Osion myös analysoi triathlon tapahtumien markkinoita. Analysointiin käytetään Porterin viiden voiman mallia, mutta myöskin Porterin viiden mahdollisuuden mallia.

Seuraava osio keskittyy teoriaan. Teorian viitekehys keskittyy palvelumarkkinoinnin ominaisuuksiin ja haasteisiin, mutta myöskin tapahtumamarkkinoinnin elementteihin. Myöskin asiakaskäyttäytymisen ja motivaation teoriaa pitää tukia. Mitkä arvot ja motivaatiot ohjaavat asiakkaan päätöksiä, jotta he osallistuisivat yleisö- tai urheilutapahtumiin. Näistä teorioista pystytään päättämään mitkä asiat vaikuttaisivat yleisön päätöksiin osallistua Challenge Turku triathlon – tapahtumaan.

Tutkimusosion pääkysymys on, kuinka tunnettava Challenge Turku tapahtuma on paikallisten asukkaiden keskuudessa 50km säteellä. Tutkimuksessa tutkittiin myös vastaajien motivaatiota ja heidän kommunikaatiokanavia. 52% vastaajista oli kuullut Challenge Turku tapahtumasta aikaisemmin ja heistä 16% oli käynyt tapahtumassa. Tutkimustuloksista selvisi myös, että vastaajat olivat motivoituneita julkisista tapahtumista ja valmiita ajamaan suhteellisen pitkiä matkoja niiden vuoksi.

Viimeisessä osiossa käsitellään päätelmiä aiempien kappaleiden löydöksistä ja annetaan käytännön ehdotuksia ongelmien ratkaisuun. Pääongelma yleisön vähyyteen Challenge Turku tapahtumassa oli kommunikointi paikallisten asukkaiden kanssa, sekä myös kommunikoinnissa triathlonistien kannattajien kanssa.

ASIASANAT:

Palvelumarkkinointi, tapahtumamarkkinointi, yleisö, tunnettavuus

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LIST OF ABBREVIATIONS

CA	Challenge Almere
CF	Challenge Family
CT	Challenge Turku
PNG	Paavo Nurmi Games
TTW	Turku Triathlon Weekend
WOM	Word of mouth

1 INTRODUCTION

The objective of this thesis is to find reasons and solutions as to why there is the lack of an audience in Challenge Turku triathlon – event. Challenge Turku is a one weekend long international triathlon event in the heart of Turku, next to the Aura river. The event is organized under the International Challenge Family brand. The event is well-known among triathletes in Finland and it also manages to attract triathletes all the way from New Zealand and Japan. The absence of an audience is a problem for the event. In Challenge Turku triathlon – event the audience consists of supporters who come with triathletes and spectators that are local citizens. The audience is important for events like Challenge Turku because it creates atmosphere and gives more visibility to sponsors. Weather can affect the size of the audience in outdoor events like Challenge Turku triathlon – event, but since it is an uncontrollable variable, it is not discussed in this thesis.

In Europe, there are many triathlon events which are also organized under the Challenge Family brand. One of them is Challenge Almere in Holland, which is also situated in the heart of city within an urban area. The event has the same characteristics as Challenge Turku. The event is placed in middle of town with good transport connections and a mass of citizens around it. Challenge Almere event has been successful in attracting a greater audience, which has helped them to grow the event. Therefore, it is a good comparison for Challenge Turku and it is important for this thesis to study what they have done to achieve this. It is also important to study triathlon event markets and analyze which forces could affect to audience numbers.

The theory frame for this thesis is limited to service marketing theory with its features and event marketing principles. Likewise, consumer behavior and motivations is studied. Which values and motivations drive consumer decisions to participate social- or amateur sport events. From this we can determine what would motivate an audience to participate Challenge Turku event.

To understand the current situation, the research was conducted to understand how well-known the Challenge Turku event is among the citizens of Turku. This measures the recognizability level of the event. The results were then compared to another international sport event in Turku, Paavo Nurmi Games. This comparison is relevant, because Paavo Nurmi Games is also international sport event in Turku. In research was

also studied motivation of local citizens and their communicating channels. More precisely the research aims to find out how motivated citizens of Turku are to come to public events and where they receive information about local events.

Finally in the last part, the conclusion was made regarding the reason for the audience's absence. The last part also makes practical suggestions to Challenge Turku about how to attract more audience members to the event.

2 CASE STUDY

2.1 Challenge Turku triathlon - event

All of the following information is from an interview with Heikki Jaatinen, who is the Challenge Turku event's race director and CEO of SBR Finland Oy. In the following parts the Challenge Turku is abbreviated to CT. This part explains the history of the event and the current situation. It is important to explain the event's history as well because it gives the reader a better understanding how Challenge Turku triathlon event has been developed throughout the years.

CT event is a one weekend long public- amateur sport event in the second weekend of August where amateur- and professional triathletes are competing in different races, which vary in length. It is common in triathlon events, that they are mainly amateur sport events, but there is also a small professional series included. The event is chargeable for triathletes but free of charge for the audience. The main event area is situated in Varvintori and Forum Marinum area which is next to Aura river and close to Turku's castle (Jaatinen, 2018). Turku's castle and Forum Marinum are well-known areas among the citizens: popular places for outdoor activities and recognized also in international travelling sites as Tripadvisor (Tripadvisor, 2018). The event's swim courses are in the Aura river, the bike courses are outside of city center and the run courses are next to the Aura river in city center. The event has approximately 850 participants, 400 volunteers and audience of 2000 – 5000.

Originally the CT triathlon-event was called TTW Turku Triathlon Weekend and it was held for the first time in 2015. TTW was an idea of Heikki Jaatinen and his colleagues which they created when they were training together. In the first year the triathlon race was organized quickly and Heikki Jaatinen with his business partners cofounded company called SBR Finland Oy as a back-ground company for the event. Organizing TTW was large project that had to be done within a limited time, therefore it needed help from local triathlon club and other local societies. The race had a limited number of participants, but for a new triathlon competition in Finland the amount was relatively good - around 400 (Jaatinen, 2018). TTW attracted a few Finnish top triathletes to participate, but importantly, also top European triathlete Timo Bracht. Jaatinen Heikki's personal

connections convinced them to participate. This was an important step to grow the event's recognizability among triathlon societies.

The first time arranging an event as a TTW in an urban environment is challenging and the start of the learning path. Therefore, the race wasn't flawless, but most importantly Jaatinen, colleagues and local societies could arrange a safe, good quality and enjoyable event (Jaatinen, 2018). According to Jaatinen the event received a lot of positive feedback. In winter between 2015 - 2016 Jaatinen negotiated with an international triathlon brand called Challenge Family to arrange the next year's triathlon event as Challenge's event. In 2016 the deal was published and that was the start of Challenge Turku – triathlon event. To do business with the Challenge Family brand it means that SBR Finland Oy can use the brand name and some support functions, such as their marketing channels, in exchange for compensation, therefore it means that SBR Finland Oy is a franchisee (International Franchise Association IFA, 2018). With this agreement, in the year 2016 the event was raised from a local triathlon event to an international triathlon event. This attracted attention in the Finnish triathlon society because it was the first international triathlon event organized in Finland.

In Finland the triathlon sport has grown steadily from the 1980s when it landed in Finland and the first competitions were held in 1983 (Triathlon Suomi, 2018). In the 1990s the number of triathletes declined temporarily (Triathlon Suomi, 2018), but it has been growing and now there are 8000-9000 amateur triathletes in Finland. (YLE, 2018). One of the reasons why it took over 30 years to have international triathlon events in Finland can be due to the number of domestic amateur triathletes and the lack of funding. Triathlon events, like other sporting events are platforms for sponsors to advertise their brand and service or products, therefore it is vital to have a number of triathletes and followers in Finland to offer enough visibility for sponsors and with that to receive funding from them (Jaatinen, 2018). On the other hand, if there are not enough triathletes, there is not enough ticket income either.

In summer 2016 the event was organized under the CF brand for the first time. The event was upgraded officially to an international level and that could be seen in the numbers of foreign participants. From a total of 600 participants, 8% were foreigners (Jaatinen, 2018). Triathletes from professional to amateurs gave positive feedback from the event (Jaatinen, 2018). Likewise, CF had a representative to evaluate the event and he was pleased to see the good quality of the event and how well the different races inside the event functioned in practice (Jaatinen, 2018). Only one thing seen during the event - the

lack of audience. Marketing communication to the audience was minimal before the event since the organization's efforts were focused to organize a safe and high-quality event for the triathletes (Jaatinen, 2018).

After positive feedback from 2016 CT event, Jaatinen wanted to develop the event to attract more new triathletes and to keep the event attractive to those who already participated (Jaatinen, 2018). The goal was set to have a max. 850 participants in the event by the following summer of 2017 and the foreign participant percentage around 10% (Jaatinen, 2018). When comparing to other popular international triathlon events, this might be considered moderate growth, but there is good reason for that since Jaatinen wants CT to be a high quality and safe triathlon event and this can be achieved by growing the event controlled and moderately (Jaatinen, 2018). This way all the event's challenging functions stays in control and the triathletes can have a quality experience. Other reason for the moderate growth plan was the surrounding infrastructure. The event's main area has lot of fixed infrastructure to help to build events like CT, but close quarters also limit the event's size. With these limitations it is wise to grow the event steadily to ensure the quality for the participants as the audience (Jaatinen, 2018). The growing event meant that a few of its functions must be upgraded as well. The food service had been one of the bottle necks in 2016 because of the quality and the capacity. The food service was upgraded from one service provider to whole street food bazar. With this improved food service, the event was able to serve better the audience as well (Jaatinen, 2018). One other important function was to broadcast the event live on television and internet with commentators for three reasons. Firstly, to get more visibility for event, secondly to get more visibility for sponsors and thirdly, to entertain the audience (Jaatinen, 2018). Audience entertainment is important since bike and running courses are mostly away from the event's main area. The event met the expectations at almost every level and the event was successful considering the overwhelming positive feedback (Jaatinen, 2018). There were around 750 triathletes all together, where 10% were foreigners from as far as New Zealand and Japan, but the number of professional was surprises. The number of professionals raised from 13 participants in 2016 to 25 in 2017. This was a large number when comparing to any other European international triathlon event (Jaatinen, 2018). This also indicates with other positive feedback that this event is a high quality event where triathletes from professionals to amateurs are willing to participate (Jaatinen, 2018). However, as during 2016 event, there could have been more audience (Jaatinen, 2018). This year there was more communication with the

audience, but they weren't directly targeted with marketing messages. Main marketing efforts were mostly in attracting more triathletes as participants.

For the year 2018 the event has made the decision to focus more on the audience. The event has already made the following plans to provide better service. Because the event is family event, there will be more activities for children. In event main area, there will be screens to see live footage from bike and run courses and there will be more direct services for supporters next to finishing line. The goal of these upgrades is to reduce the audience's entertainment gaps while the triathletes are on the race routes and not in the event main area. This will overall serve better the audience during the event.

2.2 Challenge Almere

Challenge Almere is an important event for this thesis because it is a similar event to CT, and it is also organized under Challenge Family brand and the managers have developed the event to be attractive from both a local and an international point of view. To achieve this, they have created different marketing methods and used them in practice. These methods have made the event more recognizable and attractive for participants and the audience (Vlam, 2018). In the following sections, the Challenge Almere is abbreviated as CA and Challenge Family is abbreviated as CF. The following information from CA event is from an interview with Jort Vlam. Jort Vlam is one of the race directors from CA event.

CA event is a similar to CT event and it is organized in a similar way under CF brand. Event is organized in Almere's city center next to a large commercial area. CA has understood the importance of the audience and the atmosphere they create. Therefore, they have created more entertainment for the audience during the event and also targeted possible audience with adequate messages before the event. In triathlon events it is common to have entertainment gaps where triathletes are on race courses and for the audience it is hard to follow since the courses are long and outside of the main event area. CA made changes to their swim, bike and running courses to reduce these gaps. They changed the courses so that the audience can follow the races as much as possible. They gave guidance to the audience about where and what time is the best change to follow the triathletes and the audience can use a free app to track the triathletes online. In the event area, there is food and beverage services, an expo to find and buy sport related products and live music. All these efforts reduce entertainment

gaps and is aimed at customer satisfaction. CA has put lot of effort into marketing and that is one of the reason why CA is well recognized among the local citizens and the triathletes. The number of participants and volume of audience prove this. To grow recognizability and to attract more audience, they have used different ways of marketing - for example public relations and different kinds of promotions. When they target audiences through social media they use pictures not of sweating triathletes, but pictures that show people cheering in the event to emphasize the feeling of atmosphere in an enjoyable scenery. In the Almere's commercial center they use posters a few weeks before to inform people about the upcoming event. Likewise, they target the audience during the event. They make content like short video clips from the audience and volunteers and then use them to target their followers through social media and attract more audience members (Vlam, 2018).

The positive outcomes of creating better recognizability and a bigger audience have been diverse. The most important has been an improved atmosphere, which has led to a growing number of triathletes which are bringing more supporters with them. The better atmosphere has increased the number of spectators and volunteers. These volunteers aim to enjoy the event as spectators, but also to assist the event. This bigger audience has enabled greater visibility to CA's sponsors and stakeholders, but importantly the businesses in Almere's commercial center are also benefiting from the bigger audience through increased sales (Vlam, 2018). CA conducted economic impact research in 2014. The event organizers wanted to find out how much money the event overall brings to the local community, in this case to Flevoland province. The event attracted 22 400 visitors (participants and audience) from outside of Flevoland who spent 669 000€. Moreover, the total economic impact from event for Flevoland province was 1.1 million euros (Challenge Almere - event, 2014).

2.3 Analyzing Challenge Turku's markets

I chose to analyze CT markets with Porter's five forces model, which is most suitable to analyze the market forces that can negatively impact the event. Conversely, in this market analysis I also used Porter's five sources to analyze the possible positive forces that can impact the event as well (Hollensen, 2014, ss. 107-111).

With Porter's five forces model the competitive field of business can be analyzed. There are five forces which affect the business in this case the event. They are market

competitors, new entrants, suppliers, substitutes and buyers. All these forces can affect the business and it is important analyze how they effect and how great the threat is. I used the Porter's five forces model in following way. Competitive rivalry means that other already existing triathlon events are competing for same triathletes and their supporters. New entrances are simply the new triathlon events which are also coming to compete for the same triathletes and their supporters. Suppliers are not relevant for this thesis topic. Lastly, buyers for the CT event are the triathletes who are racing and triathletes' supporters as well as spectators who are the audience. Porter's five sources model was also used in modified way. The way was similar five forces but suppliers and buyers were relevant in the sources model, while market competitors, new entrants, substitutes and were not.

In figure 2.1 is shown the Porter's five forces and explained how those forces can affect a business.



Figure 2.1 Porter's five forces, picture from mindtools.com (Mindtools, 2018)

2.3.1 Four forces – Challenge Turku

Market competitors

Rivalry from triathletes in triathlon event markets is quite intense. On a global scale there are two major competitors in long distance triathlon events and also dozens in every country on a national level. Globally the big brands are Ironman and Challenge Family and they both have races in Finland. Together they dominate the triathlon markets and they have triathlon events in many countries, which are arranged under their brands. The scale and value of markets in the United States was 2,8 billion dollars in 2014 (International, 2014) and in 2015 the Ironman brand was worth of 650 million dollars (Triathlete, 2015).

To look more closely at the market competitors which affect the CT event, we must narrow the scale from a global point of view to Finland, Scandinavia, Western Russia, Baltic region and other European countries. In Challenge Family (2017) research was found that on average triathletes are willing to travel approximately 600km for triathlon events. For the CT event this geographically covers half of Finland, a small part of Western Russia, the Baltic region and part of Sweden that fits within a 600km radius. However, majority, 90% of CT's participants comes from Finland. Therefore, the main competitor events for CT are Finnish, Baltics and Swedish events. However, rivalry is not that simple since triathletes usually do more than one triathlon race during the season, so not all events from these regions rival directly with CT even though they are in close range. If we look at the international triathlon events, there is only one other international triathlon event in Finland. Ironman Lahti and it is held in June 2018 for the first time. Since CT event is held in August, Ironman Lahti most likely won't be the greatest competitor and impacts for CT event probably are marginal. Biggest rivals for CT event are the other events which are held same time, one month before or CT event. Ironman Tallinn is held 4th of August first time this year and it will probably be the biggest event to compete with CT. Other rivals are the Finnish national and regional triathlon events. If we look at Triathlon Suomi calendar (Triathlon Suomi, 2018), there are more than twenty triathlon events in two-month period, but only six of them really rivals with CT, because of the time these are held. Many of these events are smaller regional events and therefore their affect is marginal. However, from all six competing events, the combination affect is then larger.

New entrants

To organize triathlon event is quite complex and a demanding effort. Even to organize running event like marathon is demanding and in triathlon, it consist two more sports, swimming and biking. Because of the complexity of triathlon event, new events do not emerge all the time. New smaller regional events aren't such a big threat, since they usually are small scale events and they aren't so popular as big brand's events. The real effecting force from new events are international triathlon events under strong brand as Ironman Lahti and Ironman Tallinn (IRONMAN, 2018). Ironman organization has long experience of organizing big triathlon events and it can give strong support to event organizers with brand recognition, know-how, marketing, material, etc. With all that support, they are able to help the local organizers to create attractive triathlon event to triathletes and supporters. Ironman Tallinn will be the biggest competitor to CF and the effect will be seen after season 2018, since it is a new rival. CT's participants 90% are domestic and Tallinn is in close proximity with good transport connections from Finland. Price levels in Estonia for commodities are lower than in Finland or generally in EU (Tallinna24, 2017), so for the triathletes and supporters, the IRONMAN Tallinn can be attractive new event. Similarly, Tallinn is also popular location for visitors so it can attract triathletes' supporters and that may turn triathletes' decision from CT to IRONMAN Tallinn.

Substitutes

Local citizens can easily change the public event to some other event if they are not receiving sufficient services. CT is also family event, so the age range is from small children to elderly people and when they come to public event they have basic needs, such as food, drink, child activity and sanitary services. Entertainment is also important, since triathletes aren't all the time in event's main area. All these services and entertainment must be served with good quality, if customers feel that they are receiving quality service, they probably will come again and won't substitute the event to another. The time CT is held is not generally the main summer vacation time anymore in Finland so there are not so many events going on during this time. However, there is a music festival in Turku at same time called Aura Fest (Fest, 2018) and it is also open for all ages. What may favor to CT is that, since Aura Fest is recommended more than 13 years of age to enter, it might restrict families with small children to participate the festival and CT has made plans to serve the family spectators better with extra services, like with

activities for children. Other advantage for CT event is that it is free of charge for audience and Aura Fest is not. Depending on which type of public events citizens prefer, they will chose between family oriented sporting events or music festivals.

Buyers

For CT event, there are three different types of buyers. Firstly there are the triathletes, but also secondly the supporters who comes with them. Supporters consume services in the event's main area, such as food, child activity services. Thirdly, local citizens as spectators consume the same services similar way, so they are equally important buyers as supporters. CT event offers triathlon services and satisfaction of buyers are important. If buyers would experience bad or mediocre service, they most likely will go to other event the following year. To attract new and already existing customers CT event must also always develop something new to experience. Since, on average, every triathlete brings 1,5 persons as supporters with them (Challenge Turku, 2017), they create possibility and threat to CT event. Since there are more supporters, than actual triathletes, supporters positive experience every year is also important and effects directly and indirect to events economy and atmosphere. If triathletes and supporters receive bad experience and moves to another event, it means lower ticket income and lower consumption of services. Spectators' buying impact may not be as big as trithletes and supporters, because they may not spend their whole day or weekend in the event, they can just visit the event shortly. Although, if there are tens of thousand of spectators, then they can even have bigger impact as triathletes and supporters combined. Nevertheless, spectators have big impact to atmosphere, which is important, because atmosphere affects the whole event. This in mind, spectator experience must also be sufficient.

2.3.2 Two sources – Challenge Turku

Suppliers

Suppliers can be positive affects in three different ways. Firstly, as we learned from new entrance paragraph, already existing events can be suppliers to new ones. Secondly, they can cooperate when searching for the best suppliers and to order bigger quantities

to lower the prices. Thirdly, the event's sponsors can be considered as suppliers. Sponsors can offer support for events in many ways as, money, material, know-how and visibility. For example, public events inside of cities need many kinds of material support and transport as well. Material and transport can create lot of expenses and if these are sponsored, it saves event's resources.

Buyers

There is a way where buyers as triathletes can have positive impact. It is obvious that they are creating positive impact with ticket income, service consumption and bringing supporter with them, but there is something else as well. Both, IRONMAN and CF brands has system that if triathletes are successful enough in their triathlon races during the season, they can win place to brand's own championship event. In CF brand, the championship organizing event can be changed every year and therefore it could also be CT event in future, now it is held in Slovakia. With this possible change in future, CT event recognizability would grow internationally and because of that grow the number of participants as well.

2.3.3 Market analysis conclusion

With modified Porter's five forces and five sources models was found relevant factors which can and do effect the CT event.

There are several market competitors in close proximity of CT, but only few which can affect directly to the event and intensify the rivalry. However, rivalry encourages CT to develop new services for participants and audience from child to adult to attract them to the event. New events emerge to triathlon event markets, but because of the triathlon event organizing complexity it restrains how many are emerging. IRONMAN Tallinn will be most affecting for force for CT event, because it is held just before and its close proximity to Finland and because it is international triathlon event as CT event. Tallinn is also popular location for visitors, so it attracts triathletes' supporters and that may turn triathletes' decision from CT to IRONMAN Tallinn. Same time as the CT event is held, there is another public event, where spectators can substitute the CT event. This music festival is not free of charge and not aimed at families, so its impact is most likely minimal. Buyers as triathletes and their supporters have greater impact to CT. If triathletes choose

to go to another triathlon event, they also take their supporters with them who then are not consuming services in the event area. Spectators are using same services and therefore they are buyers as well, but their impact is more in atmosphere side.

3 THEORY

For this thesis relevant marketing theories are service marketing and event marketing. There are features and challenges when providing and consuming services and marketing events. In event marketing, there are elements, that are crucial to emphasize to make the event appealing for people. However, it is also relevant to study customer behavior, their motivation and how to communicate with them. In public- and amateur sport event, there are studied values, ways of communication and motivation, which guides and motivates people to participate the public events.

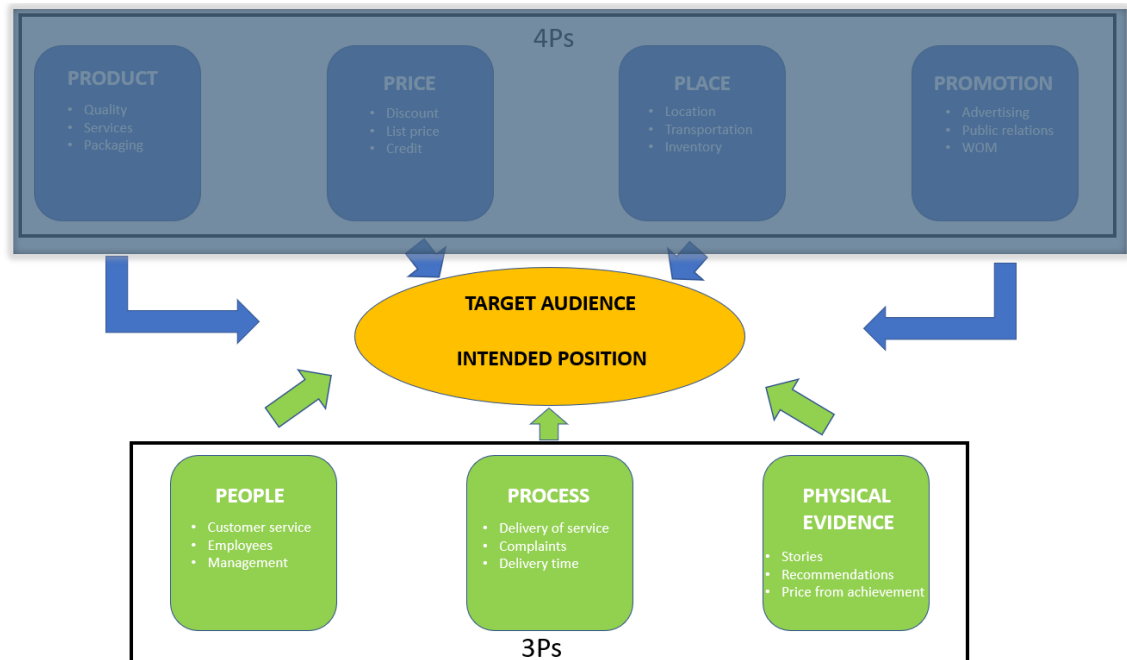
3.1 Features of service marketing

Service marketing has more features than more common product's marketing 4Ps. Organizing a event is delivering services for consumers and for this reason service marketing features which are involved is good to be acknowledged. Event marketing has it's own aspects as well. In the event marketing the place has a big role, but motivating and communication the target audience is also important.

Kotler suggest that "a service is any activity or benefit that one party can offer to another which is essentially intangible and does not result in an ownership of anything" (Jackson, 2013, ss. 78-79). I think this description of service gives good first impression, but it must be opened more. Features what explains service marketing challenges are intangibility, inseparability, variability and perishability. Jackson describes same features, but says heterogeneous, instead of variability (Kotler & Armstrong, 2010, ss. 268-269), Kotler's meaning is similar, where he means that service providers are heterogeneous, so service quality can differ, because service providers are all different. With heterogeneous Jackson may mean that the service experience is different because service providers are all different. Moreover, they cannot be separated from the provider either, so services are inseparable as well. Perishability feature means that services cannot be saved and used again later, since service is bought, then produced and consumed at the same time. Intangibility feature means that services "cannot be seen, tasted, felt, heard, or smelled before they are bought" (Kotler & Armstrong, 2010, ss. 268-269). Because intangibility feature and the need of influencing consumer buying decision, service provider must do other things to make the service as tangible as it is possible. This can

be done, for example, by showing professionalism in the place where the service is consumed or the professionalism of people who are providing the service.

Figure 2.1 3Ps



People

People are the face of the service and the face of the service provider company. Because people are heterogeneous, the experience of the service can differ. Therefore, it is very important that people who are delivering the service are carefully chosen to show their professionalism. Also, the consumers are heterogeneous, so the service providers must handle all kind of personalities to lead customer satisfaction. When product is a combination of product and service, it creates entity. Product can be outstanding, but if the people who providing a training for the product as service are worthless, then the whole product can come worthless. From ground level to management applies the same rules. If management are seen in negative, non-professional or incredible way, this can separate the value base of consumer and service provider to different lines and this can impact the consumer buying decision. Other way around, it can be the value proposition and differentiation from other providers and lead to increase of sales.

Process

Process means, for example the service delivery and delivery time. Process can be thought as core of the service, because process delivers the value for the customer. There are different values what consumers appreciate, so customer can value the fast delivery or high standard delivery. No matter what the core value is, the most important thing is that service process is done in front of the customer, so it is the big part of the customer experience. This in mind, the process is very important P among the others and cannot be under estimated.

Physical evidence

Hardly ever there is physical evidence left, after the service is bought, delivered and consumed. This character is unique, but service provider can benefit from it greatly or suffer as well. Only physical evidence after consuming a service is the experience of a consumer. If the service has been as good or greater than expected, the consumer's feeling is satisfaction. If not, the consumer is most likely to be lost to another service provider. When consumer is satisfied he will have stories from great service as physical evidence and he will share them and make recommendations to another consumers. Because this is the case, the service provider can offer the service for free to well-known individuals, to a opinion makers. This method can be used to boost their sales as they share their physical evidence from great experience to followers, for example in social media (Kotler;Hayes;& Bloom, 2002, s. 165).

3.2 Event marketing

The definition of event can be said as “essentially happening constructed to bring together people for a defined period of time to achieve an identified purpose” (Jackson, 2013, s. 2). This definition, leads to challenges and opportunities of event marketing. The difficult part with event is that, event is not ongoing like selling basic service. Because event is only running defined period of time and if there are major problems during the event, for example the experience of participants and audience are bad, this experience cannot be corrected until next time the event is held. Many times, the next change to make it right is next year and it can be too late to correct it then. Event and sport event

marketing is also a combination of many components. There are participants, audience and staff, also it is a platform for sponsor to promote their products and services and that creates opportunities to success. Since this thesis is about attracting more audience to CT event, it will focus more to audience, which is created from supporters, who comes with triathletes and local citizens as spectators.

3.2.1 Place

Place in marketing commonly means place, where products are distributed to consumer in right place at the right time. But the place in event marketing is much boarder concept. It is the core of the event and it can shape the event's nature, so location for event is essential and it must be right. Place for the event must be so amazing that it impacts positively the triathletes and audience, so it will be one of the actual reason to join the event (Jackson, 2013, ss. 83-84). Convenience is the other important factor, participants and audience must have the services easily consumed and supporting facilities as sanitary facilities easy to be used. If the place is selected wrong, it can change the event and have negative impact to triathletes and audience. Transportation and parking must easy to use and close to the event's main area. Similarly, atmosphere is important to event and maybe even the most important element. Therefore, the place must be decorated suitable way, there must be enough audience and also entertainment for them. If these factors are missing it can lower the event's atmosphere and can make the event unattractive. The event's place have a big role in attractive and convenience ways, so it must be carefully chosen, planned and build.

3.2.2 Consumer behavior and motivating audience

Consumer behavior is what all the marketers wants to understand. For researchers it is easier to find out where, how much and what time consumers buy, but harder thing is to find out why they buy. What stimulates the consumer to make the buying decision to buy certain brand's product and not the other one next to it. Different factors affect the consumer behavior and they can be categorized in cultural, social, personal, or psychological ways.

Motivating local citizens as spectators and triathletes' supporters to participate in amateur sport event is important, since motivation is the driving force to consumer behavior (Kahle & Close, 2011, s. 183). Motivating must be done well before the event takes place in preparation phase throughout effective marketing. In amateur sport event, which are also public events, social values are important factors. Social values can either be important goals, which drives people more goal reaching behavior, or it can be more force, which guides people to action (Kahle & Close, 2011, s. 183). In other words, social value can be a goal, for example for triathlete to finish long distance triathlon race or more importantly, social value can drive supporters and spectators to amateur sport events as audience.

Sport consumption motives are studied a lot and different kind of motivations have been found between researchers, but there are similarities also. Achievement, entertainment, self-esteem, family, social interactions and attractiveness/skills of participants (Kahle & Close, 2011, ss. 184-185). For participants those could be more achievement and self-esteem and for audience those could be more social interaction, entertainment, family and attractiveness/skills of participants. This thesis is focusing to audience, it is important to take closer look to social interaction, family and entertainment. Public events gather mass of people together and they are convenient places to interact with other spectators and supporters, share thoughts with people who shares similar social values, since values hold "fundamental place in the system of social science" (Kahle & Close, 2011, s. 188), Entertaining cannot be underestimated and in family event it must be family oriented entertainment. Endurance sport events, like triathlon events many times are slow phase competitions and it may not be as entertaining as, for example fast phase 100m run semifinals. This means that there are entertainment gaps when triathletes are on route outside of the event's main area. Those gaps must be filled with entertainment from kids to adults. This can be done by giving audience possibility to follow the triathlon competition through video screens, or giving them alternative entertainment, like music and children activities.

3.2.3 Communication

Before the communication can be effective with buyers, or service users the correct target audience must be concluded. Communication objectives must also be decided, what kind of response is hoped to achieve (Kotler & Armstrong, 2010, ss. 433-435). In

many cases, the hoped action is direct purchase, but not always. For example, in public event communication objective could be to attract more audience to build up atmosphere and of course also to consume services what are build inside the event. To communicate, the message must be designed well to draw attention in possible audience. After the message is designed, it must be coded before sending it. Eventually, in the other end the consumer will decode it and receive it (Kotler & Armstrong, 2010, ss. 433-435). To make this more understandable, company can code their message to an advertisement picture and when consumer is looking that picture, he or she is decoding the message.

Figure 3.3 Message process



For event marketing communication, there are different ways to communicate with the target audience. Communication can be done with direct sales, advertising, public relations, sponsorship, sales promotions, direct marketing, etc. (Jackson, 2013, ss. 85-90). If the participants in amateur sport event are the target group, methods could be direct sales, direct marketing and sales promotion. For public event's audience the methods should be little different, like advertising, public relations and WOM. With advertising it is possible inform, build recognizability and remind from the event. Advertisement allows perfect control as where, when and how to do it. With all these possibilities, the advertising is very usable tool, but generally expensive. Advertising is vast business, since it can be done in tv, radio, side of the road, in public transport, etc., but many times unreachable for public events, since the high cost (Jackson, 2013, ss. 85-90). Public relations are quite handful tool for public events because it's lower costs and helps in building event's reputation (Jackson, 2013, ss. 85-90). Public relations can be understood in many ways, but in this thesis, it means for example local newspapers, which can publish story from the event and through that event can build recognizability in local areas or/and use it as reminder of the event. This can be done, for example just before the event is taking place. Moreover, WOM is important source for information and general usage of social media has boost it greatly. People follow popular individuals through social media and their actions or opinions make great impacts to their followers,

these individuals are called opinion leaders (Kotler & Armstrong, 2010, ss. 165-166). However, interestingly, American Marketing Association claims in The Power of Word of Mouth article that, “the vast majority of sharing of information about brands is actually offline, rather than online” (American Marketing Association , 2014). Most likely these opinion leaders and influencers can share their opinion most convenient in social media, but normal citizens share more their experiences in offline and face to face. The possibility for low cost communication for public event is to communicate through opinion leaders and influencers to reach vast amount of people and try to influence their behavior.

4 RESEARCH METHODOLOGY

4.1 Conducted research

This thesis finding the reasons and solutions, why there is lack of audience in Challenge Turku triathlon – event.

In this thesis the audience consist of supporters who comes with triathletes and spectators, who are local citizens who enjoy the public event. The main question is, how well-known is the CT event among citizens of Turku and neighboring municipalities, so what is the recognizability level. In research was also studied motivation and communicating channels. More precise the research tried to finds out, how motivated citizens of Turku are to come to public events and where they receive information of local events. In theory part was studied consumer behavior and motivations, why people would come to social events. This research also studies, are local citizen motivated to participate local events and more precise CT event. Findings from this research can be used together with theory and CA event's methods.

In this research, originally plan was to use the combination qualitative and quantitative methods. But in the process, I changed the plans to use only quantitative methods, for two main reasons. Firstly, there was already researched data available from previous CF and CT researchs and those were made in quantitative method. Therefore, to analyze this research data and compare it to already studied data would be easier.

Secondly, quite common problem is to gather enough relevant data for student's research with limited time and resources available. This was the case for this research as well. To receive enough relevant answers from right geographical area in limited time, quantitative method was the only choice.

4.1.1 Primary data

To gather data for research can be an issue. With almost zero budget and limited time it can be a problem to gather data enough to do relevant findings. I decided to do electronic questionnaire, for following reasons. First survey was to find out the CT recognizability among the citizen of Turku and neighboring municipalities, to understand their interest

for public events and to find out the right communication channels. I decided to conduct the questionnaire in Facebook to collect enough answers and to only target the citizens of Turku and neighboring municipalities. Also, analyzing the results would be versatile and faster, compared if this would be done by using questionnaire letters or face to face.

4.1.2 Questionnaire

The main questionnaire was focused to the citizen of Turku and neighboring municipalities and the main objective was to measure CT event's recognizability and secondary objective was find out how to grow the CT event's recognizability. To receive relevant answers, I decide to use non-probability, self-selection sampling. This method allows the individuals "to identify their desire to take part in the research" (Saunders;Lewis ;& Thornhill, 2016, s. 303). The questionnaire was built so that answers could be analyzed according the age and gender, but most importantly through postal code. With postal codes it is easy to remove answer outside of the 50km radius and if needed, there can be found other data through postal codes from Tilastokeskus as purchasing power of citizens, for example. Importantly, one other aspect was possibility to remove the answers from triathletes and who had family members as triathlete, because it could distort the findings. When the answers were analyzed it was also important to be able to compare it to something similar event and the best way was to compare it to Paavo Nurmi Games event. This event is also international sport event and it held in Turku as well. Therefore, in the questionnaire the recognizability of Paavo Nurmi Games was also evaluated. I was also interested to found out, that how long distance people are willing to travel for a public event. This describes answerers' motivation and it also can be important information for future marketing actions of CT event. Because this thesis focuses to solve problem of how to attract more audience to CT event, there was also need to know how to reach local citizens and what are their primary source of information of local events. This information is relevant when planning the marketing mix in future. The copy of questionnaire can be found in, appendix 1.

The questionnaire was published in January through my Facebook page and SBR Finland's Facebook for two weeks period. Because it was paid advertisement I could choose the age group and target people who lives in Turku city and 50km outside of Turku. 50km radius was chosen, because my basic assumption was that, approximately 50 km is the distance what people are willing to travel for a public event. There were not

any other limitations made to answer this questionnaire, to get as realistic results as possible. To make the answering more appealing, there was lottery for ten times free entry for swimming hall in Turku. The Facebook advertising reached 5919 people and from that 4279-people decided to open the questionnaire. From those 4279 persons, 306 did submit their answers. In non-probability, the sample size is ambiguous and there are no rules, but in the Research Methods for Business Students book was stated that in heterogenous population the minimum sample size is 12-30 people (Saunders; Lewis ;& Thornhill, 2016, s. 297). From 306 answerers 94% came from Turku or neighboring municipalities, so we can say that the sample size can be considered adequate. From all answerers 71% were women and 29% were men.

Table 4.1, age groups were divided in the following way.

	N	Prosentti
Alle 18	0	0%
18-20	11	3,59%
21-30	87	28,43%
31-40	103	33,66%
41-50	67	21,9%
51-60	32	10,46%
61-70	4	1,31%
70+	2	0,65%

4.1.3 Secondary data

Secondary data in surveys can consist various sources. For example, it can be documents as emails, memos, blogs, etc. or other surveys which are conducted by governments, institutes or companies. In surveys, it is possible to use the collected hard data or already analyzed results (Saunders; Lewis ;& Thornhill, 2016, ss. 316-319). For this thesis two surveys were used as secondary data. Data was collected from two surveys, which were conducted last year. First one was conducted by CF as worldwide survey for all triathletes, who had participated in CF's triathlon events around the world. From this survey I got relevant information from international triathletes' supporters. Likewise, another important survey was conducted by CT after last year triathlon event for all triathlete participants. The CT's survey goal was to measure satisfactory, but also to understand more triathletes' behavior in the event.

4.1.4 Research findings

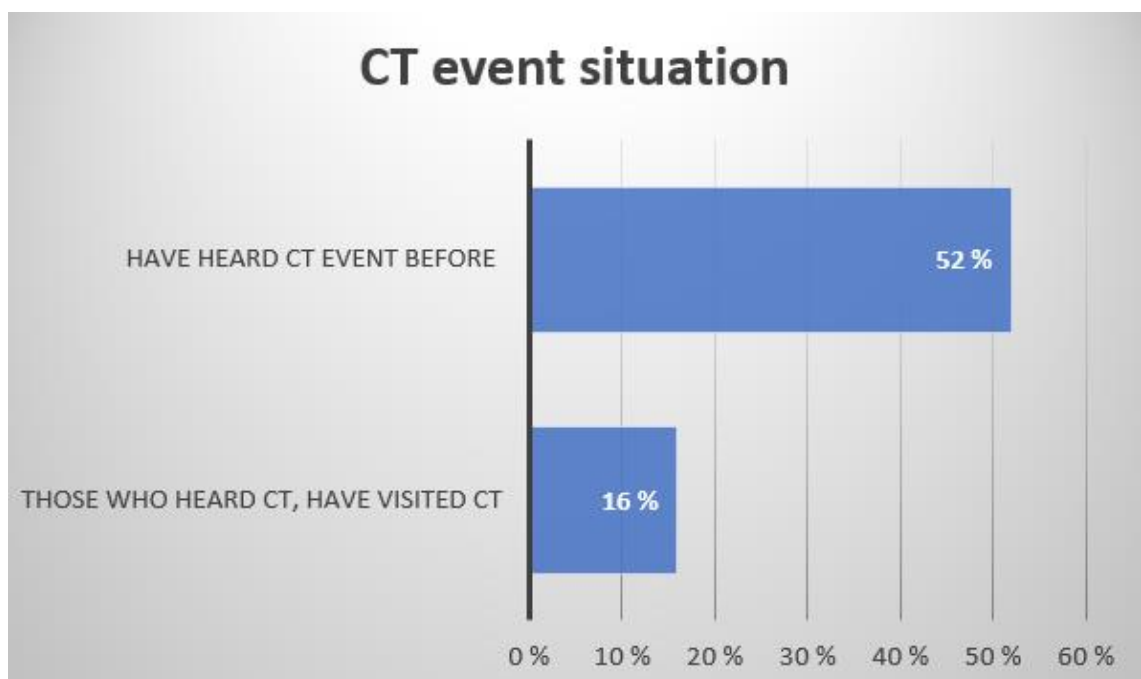
Main research objective was to find out CT recognizability among the citizens of Turku and neighboring municipalities and secondary objective was find ways to grow the CT's recognizability among local citizens. In recent years the CT triathlon event has attracted many triathletes as participants, but however, the event is lacking the audience. By audience I mean supporters, who comes with triathletes to support their family members or friends and spectators, mainly local citizens, who enjoys public events. With bigger audience CT can offer more visibility to their sponsors and to build up event's atmosphere. Atmosphere is very important feature in triathlon event and with better atmosphere CT can attract more participants for the next year event.

Best way for this research to analyze the quantitative data was to use Webropol versatile analyzing tool to find out correct results to answer the research questions. From answers was removed nonrelevant answer, which came outside of the research geographical area. The results were analyzed with Webropol tool using filters to examine answers from right groups compared to different questions.

4.1.5 Questionnaire findings

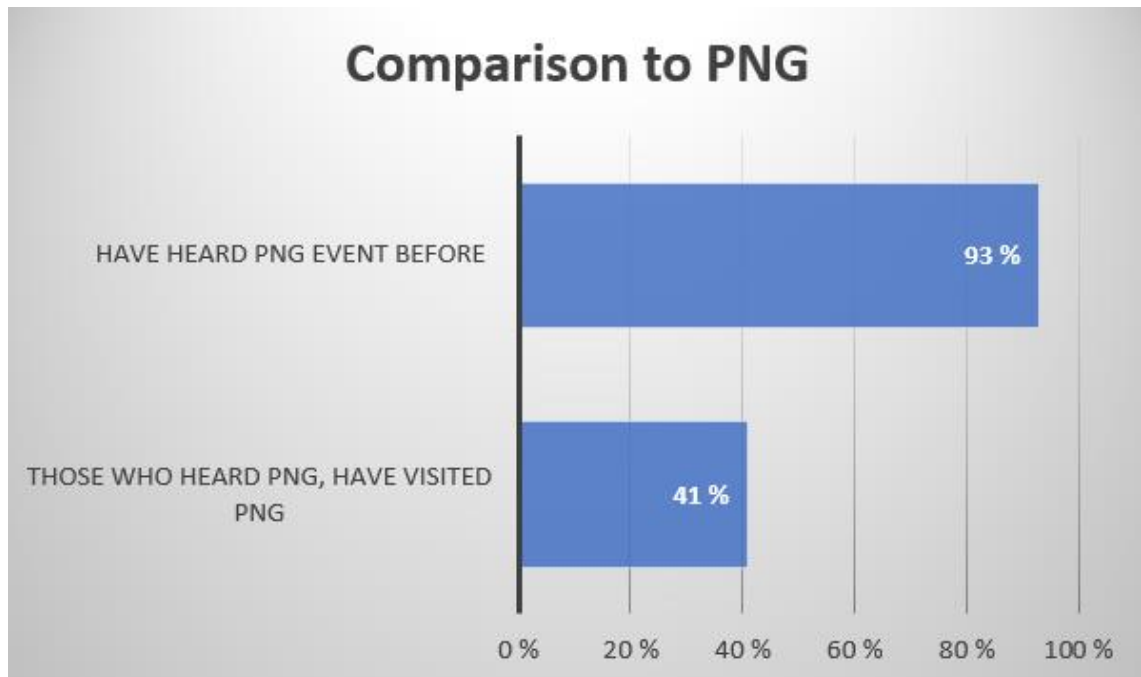
To understand the level of CT event's recognizability level it was important to find out how many repliers had heard CT event before. Those who was triathlete or had a family member as triathlete were removed from the results. 38% of answers were removed and from those 62% answers, 52% had heard CT triathlon event before. From this 52% answers, 16% had visited the CT event as audience.

Table 4.2 CT event's situation



To compare the results with another Turku's international sport event, Paavo Nurmi Games, the research found out that 93% of all repliers had heard the PNG event before and 44% had visited the event as audience.

Table 4.3 PNG event's situation



When asked from the repliers, do they visit free of charge public events during the summer, 88% answered that they do visit such events and, 68% said that they would be interested to visit CT 2018 event. Surprisingly, repliers were ready to travel quite long distances for a good quality and entertaining public event. 35% was willing to travel between 0-20 km, 32% between 21-75km and 33% between 76-100km. This result was different that my original assumption, that people would travel maximum 50km for public event.

Table 4.4 Preferred distances

	N	Prosentti
5km asti / until 5km	7	2,29%
10km asti / until 10km	39	12,75%
20km asti / until 20km	62	20,26%
50km asti / until 50km	86	28,1%
75km asti / until 75km	12	3,92%
100km tai enemmän / 100km or more	100	32,68%

Repliers were also asked to consider, where they are receiving information from public events and choices were not so much, little, some and much. The channels which they could choose from were social media, street advertising, WOM, TV, Radio and local newspapers. Social media was most important channel of information, because 59% repliers said that they receive much information through social media channels. Next most important was WOM, since 25% repliers said that they receive much information from this channel and third was local newspapers with 9%. However, we must also look the next column as well, because repliers estimated that they receive some information in following way. From WOM 54%, from street advertising 47% and from local newspapers 43%. Most less repliers received information from TV and radio. Worth noticing is that, since questionnaire was launched only in Facebook, it can affect to these results. However, since the Facebook was only channel to collect answers to this questionnaire, additional finding was that with 50€ budget could be reach 5919 people in 50km radius in Turku area.

Chart 4.5 Channels where repliers got most of information.

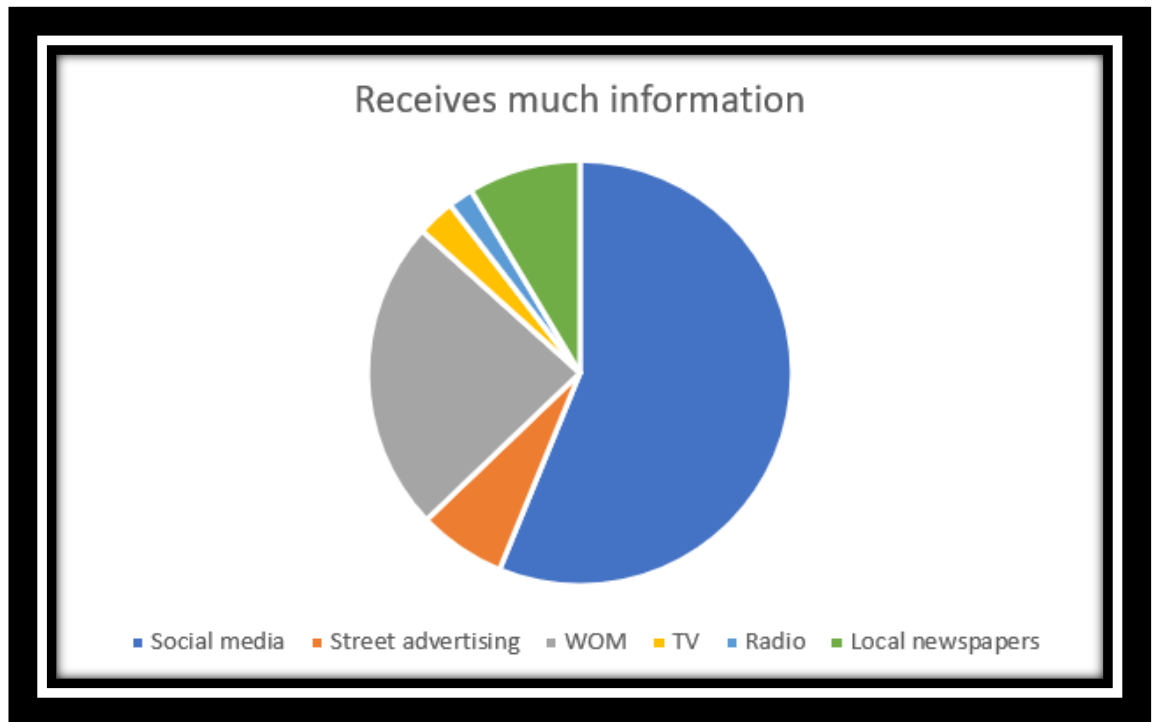
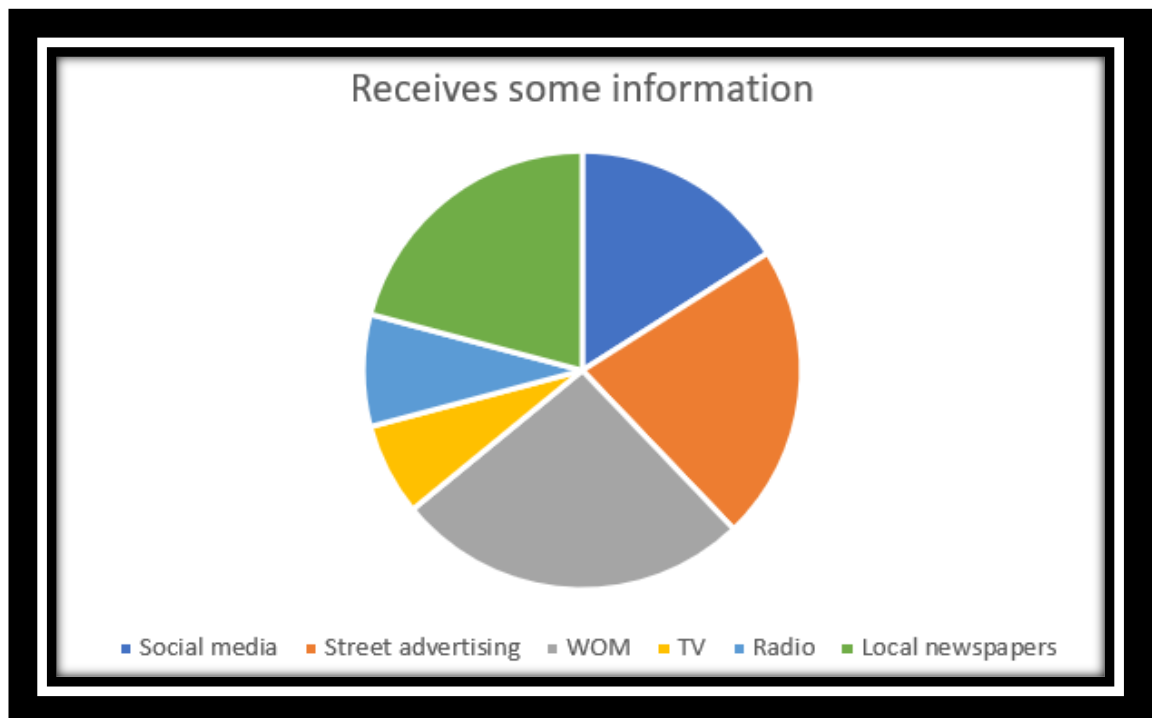


Chart 4.6 Channels where repliers got some of information.



5 CONCLUSION AND SUGGESTIONS

The aim of the research was to answer the question, how well-known is the CT event among the local citizens. In other words, what is the recognizability level. The whole thesis aim was to solve the problem, how to attract more audience to the CT event. This means that thesis gives practical suggestions to solve the problem, how to attract more spectators, as local citizens and supporters, who are coming to the event with the triathletes.

Research found that 52% of answerers had heard the CT event before. To get perspective, CT was compared to PNG event's recognizability and results was that 93% answerers had heard PNG event before. This means that CT is not very well-known event among local citizens and there is a need to grow events recognizability. The research also measured how many of those who knew the CT event had visited the event as audience. Research found that 16% had visited the event and to compare to PNG event the number is 41%. From this result can be concluded, that there is also obvious lack of motivation to visit the local sport events as well.

CA event had positive results from targeting the audience with advertising. Results from targeting the audience could be seen in growing atmosphere in CA event and the growing visibility for the stakeholders and sponsors. Likewise, the growing atmosphere attracts more triathletes and with them comes more supporters, which also grows the atmosphere. Therefore, it is important for CT event also to engage the audience as well and understand what motivates them to visit the event and how to communicate with them.

In the market analyze was found that there are many factors which can have negative impact to CT event, but also they can be a possibility. The rivalry and more specific new rivals may have the biggest negative impact to CT event. IRONMAN Lahti and Tallinn are held first time in 2018 and they are also international triathlon events. They are held close proximity of Turku, so they will compete from same triathletes as CT event. Especially IRONMAN Tallinn is held just before CT event and Tallinn city has features, which can attract triathletes' supporters, so it may affect also triathletes' decision to participate the event. Rivalry from local citizens as spectators weren't found such a big problem, since there was only one other public event at the same weekend with CT event. It was local music festival, which wasn't family-oriented event.

5.1 Place

Place is the core of an event. From theory was studied that the place must make an impact to people and it also must be convenient to hold a public event. The event's main area at Varvintori and Forum Marinum is well recognized in international travel sites as well it is very well known among local citizens of Turku. The event's place is also convenient, because of good transport connections, hotels close proximity and build infrastructure. From this we can assume that the place itself is suitable for CT event and enjoyable from audience point of view.

5.2 Motivations

Place itself is one of the motivations, but since it seems to be right for the event we must look other motivations why would supporters come with triathletes to the event and similarly, why would local citizens come to the event as spectators. Motivation is important, because it is driving force of the consumer behavior.

In research was found that 88% from all repliers do visit a public event during the summer and 68% were interested to come to the CT event. Repliers were also willing to travel quite long distances compared what was assumed. This tells that people are motivated to visit the public events, even from longer distances.

CA event reduced the entertainment gaps in their event by changing the race courses, giving tools to follow the ongoing race with mobile app, playing live music and building expo area to make the event more entertaining for the audience. In theory was found that audience in amateur sport events has social values which guides to action. Likewise, in sport consumption were found different motivations which leads to this action. Important motives for audience were entertainment, social interaction, family and attractiveness/skills of participants. CT event is a family oriented amateur sport event. There is own triathlon series for kids and juniors and in upcoming 2018 event there is already plans to arrange kids play area to entertain the youngest ones. The event is also planning to invest in screens for main event area and whole event is broadcasted, so audience can follow the triathlon races better. There is also DJ to play music like in previous years. Similarly, food services were upgraded to modern street food court, to give participants and audience better food service experience in 2017. These features

are made to reduce the entertainment gaps during the event and to improve customers' satisfaction. Socially interaction is possible for audience, since most of the operations and entertainments are concentrated to event's main area, where mass of the audience gathers.

Conclusion from this is that, in recent years there might have been gaps in entertainment since there haven't been screens to follow the race while triathletes are away from main event area in bike and run courses and there hasn't been much activities for kids. We can see that those services and entertainment which are offered in CA's event, are now mostly offered in upcoming CT's event 2018. Likewise, CT's event is close to mass of people, since it is held in Turku city and also people outside of the city are motivated to travel quite long distances for the public events. Because of these factors, there are no obvious reason why audience would not be motivated to come in CT's event and therefore the reason for lack of audience is something else.

5.3 Communication

In theory was found, that communication for consumers are important in event marketing and for events' there are different tools in use. CA event have been active to communicate local citizens and with that grow the event's recognizability. They targeted audience through different channels with pictures showing atmosphere of audience and to show the event's place attractiveness. Also, they build awareness with information boards in event's area before the event took place. CT event have targeted triathletes to attract more participants, but with limited resources not directly the audience. From these findings can conclude that targeting audience with marketing through different channels is important. Advertising can be costly, but it also gives the advertiser control, where, when and how to do it. As said, CA event targeted the audience with informative message with street advertisement before the event. They also targeted audience through social media to motivate them to participate. Similarly, they continued targeting their already existing social media followers during the event, to show what are happening and encouraging them to join.

In theory was found that for public events the convenient tool to use is the public relations. With public relations events are able to build reputation and not only to advertise it. CT event has used public relations in previous years through local free newspapers, but results can be seen from survey in CT event's recognizability level.

Local paid newspapers would have broader coverage and it would be better solution if they would be interested from CT event. Local paid newspapers could publish news about the event before it is taking place and that would grow the recognizability level of the event.

In theory was studied, that service intangibility and missing physical evidence after consuming a service is challenging. Only tangible after consuming the service is experience, stories and possible recommendations. Therefore, WOM and opinion leaders are in important roles. CT event can influence the WOM by providing good service as before, but opinion makers cannot be ignored. CT event could use local well-know celebrities who have lot of social media followers to encourage people to join the event. CT could also contact local a celebrity to join the event as amateur triathlete, for example to short distance race and ask him or her to tell about his plans and preparation before the event and during to show how he or she is managing.

Survey also found that Facebook is relatively good channel to reach local citizens as with 50€ budget it could reach more than 5000 people in Turku area. However, the fact is that this was paid advertisement and if Facebook is used without paid advertisement, the reach is much smaller. From survey results was also found that repliers receive most information from local events through social media. All though, since the questionnaire was only conducted in Facebook, it can affect the results. Second source was WOM, third Local newspaper and fourth street advertising.

Conclusion from these findings are that most probably the reason why there is lack of audience in CT event is the lack of communication with the audience. The place is appealing and convenient for supporters and spectators which are one of the motivation factors. The entertainment gaps are reduced and will be reduced even more in upcoming 2018 event. Other motivations as services, social interaction and family is strongly presented in the CT's event as well. The importance is to communicate all these motivations and values to the audience by using different channels. This communication must be deliberately targeted and designed for the audience.

5.4 Suggested practical actions

Triathletes' supporters can be reach more easily through direct marketing. This direct marketing can be done through e-mail newsletters and with event's website information.

This direct marketing should be started in spring time, since these extra services can affect triathletes' decision to participate the following CT event.

To reach local citizens, few different channels should be used in different times.

Facebook and other social media platforms can be used to deliver the message. This message should be paid advertisement few weeks before the event to grow the recognizability and to motivate spectators to come to the event. The time could be few weeks before, so that costs won't grow too much, and people won't forget the oncoming event. Opinion makers as local celebrities should be used if possible in WOM marketing. If celebrity would participate the event, he or she could spread the word about what he or she is doing and same time grow the recognizability of CT event. This should happen, for example during the summer, when celebrity is preparing for the event and also continue posting during the event.

Local newspapers and street advertisement should be used as well. Street advertisement can be informative promotion boards in the main event area, for example near the Varvintori area. It would receive lot of attention and coverage, because the area is popular walking and jogging place. Other street advertisement could be at public transport, for example taped to side of a city bus. These both advertisement should start few weeks before the events, so that the costs would not be too high and again, people would not forget the oncoming event. Local newspaper should be use week or two before the event. Best solution is that they would be interested from the event and would do actual news articles from the event in week before or same week as the event is held. With those news could local citizens be reached, and it would rise recognizability of the event. If this is not possible, the paid advertisement in local paid newspaper should be considered as they have broader coverage as free newspapers. Nevertheless, free newspapers should not be forgotten either, since all news grow the recognizability of the CT event.

With communicating and targeting the audience, it is possible to grow the recognizability of the CT event. It is important communicate all those services and features to local citizens and supporters to motivate them to join the CT event. With these efforts it is possible to grow the number of audience and grow the event's atmosphere.

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Appendix 1. Copy of questionnaire.

Neutral

Opinnäytetyön tutkimuskysely / Thesis research questionnaire

Kiitos että päätit vastata tähän tärkeään kyselyyn. Kysely on osa lopputyötäni Turun Ammattikorkeakoulussa ja lopputyö kokonaisuudessaan toimii osana ensi kesän Challenge Turku triathlon-tapahtuman valmisteluja. Kyselyn täyttäminen kestää ainoastaan 5 minuuttia.

Kysely on anonymi, mutta jos haluat osallistua Turun Impivaaran uimahallin 10 kerran (arvo 60€) sisäänpääsyränekkeen arvontaan, niin kirjoitathan sähköpostiosoitteesi ensimmäiseen laatikkoon. Sähköpostiosoitettasi ei tulla käyttämään mihinkään muuhun tarkoitukseen. Arvonta suoritetaan helmikuu 2018 aikana ja voittajalle ilmoitan asiasta henkilökohtaisesti sähköpostin välityksellä.

Muistathan painaa lopuksi "lähetä" nappia, jotta vastauksesi tallentuu.

Thank you for choosing to answer this important questionnaire. The questionnaire is part of my thesis while studying in Turku University of Applied Sciences and the thesis is also a part of the next summer Challenge Turku triathlon event preparations. Questionnaire will only take 5 minutes of your precious time.

Questionnaire is anonymous, but if you want to join Turku's Impivaara swimming hall 10 times free entry lottery (value 60€), please answer the first question with your email. I will not use your email address in any other purpose. Lottery will take place in February and I will contact the winner personally with email.

Please remember to press "lähetä" button in the end of questionnaire, so your answer will be submitted.

1. Sähköpostiosoitteesi arvontaa varten (osoitettasi ei käytetä muihin tarkoituksiin). / Your email address for the lottery (your email address will not be used in any other purpose).

2. Ikäsi? / Your age? *

- Alle 18
- 18-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 70+

3. Suokupuolesi? / Your gender? *

- Nainen / Female
- Mies / Male

4. Mikä on asuinpaikkasi postinumero? / What is your postcode? *

6 merkkiä jäljellä

5. Käytkö kesäaikana maksuttomissa yleisötapahtumissa? / Do you visit free public events during summer? *

- Kyllä / Yes
- En / No
- En osaa sanoa / Unable to say

6. Harrastatko sinä, tai perheenjäsenesi triathlonia? / Do you or any of your family member practise triathlon? *

- Kyllä / Yes
- Ei / No
- En osaa sanoa / Unable to say

7. Seuraatko urheilua esimerkiksi internetistä, televisiosta tai lehdistä? / Do you follow sports from internet, TV or newspapers? *

- Kyllä / Yes
- En / No
- En osaa sanoa / Unable to say

8. Oletko kuullut aikaisemmin Challenge Turku-triathlon tapahtumasta? / Have you heard from Challenge Turku triathlon event before? *

- Kyllä / Yes
- En / No
- En osaa sanoa / Unable to say

9. Oletko käynyt aikaisemmin Challenge Turku-triathlon tapahtumassa? / Have you visited Challenge Turku triathlon event before? *

- Kyllä / Yes
- En / No
- En osaa sanoa / Unable to say

10. Oletko kuullut Paavo Nurmi Games urheilutapahtumasta? / Have you heard Paavo Nurmi Games sport event before? *

- Kyllä / Yes
- En / No
- En osaa sanoa / Unable to say

11. Oletko käynyt Paavo Nurmi Games urheilutapahtumassa? / Have you visited the Paavo Nurmi sport event before? *

- Kyllä / Yes
- En / No
- En osaa sanoa / Unable to say

12. Olisitko kiinnostunut katsojille maksuttomasta kansainvälisestä Challenge Turku-triathlon tapahtumasta Turun keskustassa ensi kesänä? / Would you be interested to visit international Challenge Turku triathlon event in next summer, which is free of charge for spectators? *

- Kyllä / Yes
- En / No
- En osaa sanoa / Unable to say

13. Arvioi, mistä ja kuinka paljon saat tietoa yleisötapahtumista alueellasi? / Evaluate, where and how much you receive information from public events in your area? *

	En juurikaan / Not so much	Vähän / Little	Jonkin verran / Some	Paljon / Much
Sosiaalinen media / Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Katuminonta(bussit, infotaulut, mainokset) Street advertisement (busses, info boards, other advertisements)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Kuulen tutuilta tai muilta ihmisiltä / Heard from my friends or other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Televisio / TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paikallislehdet / Local newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Kuinka pitkän matkan olet valmis matkustamaan laadukkaan ja viihtyisän päivä tapahtuman vuoksi? / How long distance are you willing to travel for good quality and entertaining public event? *

Päivätapahtumalla tarkoitan kaikenikäisille suunnattua ilmaistapahtumaa, jossa löytyy myös kaikenikäisille suunnattua toimintaa. / As public event, I mean event, which is for all ages, there is also activities for all ages and it is free of charge for the spectators.

- 5km asti / until 5km
- 10km asti / until 10km
- 20km asti / until 20km
- 50km asti / until 50km
- 75km asti / until 75km
- 100km tai enemmän / 100km or more

Kiitos paljon vastauksestasi, muistathan painaa vielä "Lähetä" nappia tämän tekstin alla, jotta vastauksesi tallentuu. / Thank you so much for your answer, please remember to push the "Lähetä" button under this text, so your answer will be submitted.