

# **PLANNING A MARKETING PROJECT**

A case-study of planning a theme week in Aito Säästöpankki Hämeenkyrö Kyröskoski



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## TIIVISTELMÄ

Tämä opinnäytetyö tehtiin toimeksiantona Aito Säästöpankki Hämeenkyrö Kyröskosken konttorille. Opinnäytetyön aihe oli suunnitella markkinointiprojekti ja tapaustutkimuksena käytettiin Aito Säästöpankin Hämeenkyrö Kyröskosken konttorin Säästäväisyysviikkoa. Opinnäytetyön kirjoittajan tavoite oli tarjota pankille helposti toteutettavissa oleva teemaviikko nimeltään Säästäväisyysviikko. Tutkimuskysymyksenä oli: ”Kuinka Aito Säästöpankki Hämeenkyrö Kyröskoski voisi lisätä säästäväisyyden tietoisuutta?”.

Opinnäytetyön teoriaosuus koostui tapahtumamarkkinoinnista, projektin johtamisesta, kuten myös hallinnasta ja suunnittelemisesta. Opinnäytetyön laatija tutki myös tapahtumamarkkinoinnin historiaa ja kehitystä, sekä erilaisia artikkeleita aiheesta. Tutkimusosio sisälsi haastattelun sekä Säästöpankin vuosittain julkaiseman Säästämisbarometrin vuodelta 2017. Tutkimuksen tavoitteena oli selvittää Aito Säästöpankin nykyinen tapa toteuttaa Säästämisviikko. Säästämisbarometrin tavoite oli huomata motiivit nuorten säästämiseen ja säästämistapoihin. Tutkimuksen analysointi toteutettiin kappaleessa viisi ja siitä ilmeni muutamia kehityskohtia.

Aito Säästöpankilla on jo ennestään toimiva tapa Säästäväisyysviikon toteuttamiseen, mutta pankki voisi ottaa työntekijät paremmin suunnitteluun mukaan ja tarjota enemmän markkinointikoulutusta. Tämän lisäksi pankki voisi käyttää projektisuunnitteluun tarkoitettuja välineitä enemmän. Lopuksi Säästäväisyysviikkoa voisi uudistaa ja kehittää siten, että pankki tarjoaisi peruskoululaisille ja nuorille aikuisille pankkikursseja. Pankki voisi tarjota vanhemmalle väestölle mm. verkkopankin käyttötukea. Tästä huokuisi Aito Säästöpankin halu ottaa sosiaalista vastuuta yhteisöstä ja tämä kohentaisi Aito Säästöpankin imagoa.

**Avainsanat** Pankki, Säästäminen, Tapahtumamarkkinointi, Projektijohtaminen, Projektihallinta, Projektisuunnittelu, Teemaviikko.

**Sivut** 39 sivua + liitteitä 2 sivua

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ABSTRACT

This Bachelor Thesis was done for Aito Säästöpankki. The topic is planning a marketing project and is a case-study of planning a theme week in Aito Säästöpankki Hämeenkyrö Kyröskoski. The author's aim is to provide a good and easily executable campaign for Aito Säästöpankki for their theme week called Saving week. The bachelor thesis research question is: "How can Aito Säästöpankki Hämeenkyrö Kyröskoski increase the awareness of saving?"

At the beginning of this thesis the author introduces the topic's background and the commissioner company. The thesis has four research objectives. The first objective is to study suitable theory about event marketing and project management. The second objective is to define the current situation in the bank by conducting an interview and researching the years 2017 saving barometer. The third objective analyses the interview and the saving barometer and analyses the results based on the theories. The last objective is a recommended plan for the bank's saving week.

Based on the results Aito Säästöpankki already have a strong and traditional way of planning the saving week, but it could include the employees more into event planning and add the amount of marketing training. Also, using project planning tools would help the bank to see a bigger picture. Finally, renewing and developing the old saving week by providing banking lessons to young people and help the elderly people as well would give the image that Aito Säästöpankki wants to take social responsibility and make an impact on its environment.

**Keywords** Bank, Saving, Event Marketing, Project Management, Project Control, Project planning, Theme week.

**Pages** 39 pages + appendices 2 pages

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Appendix 2 Interview with the marketing assistant in Aito Säästöpankki Hämeenkyrö  
Kyröskoski (in English)

# 1 INTRODUCTION

## 1.1 Background information

The author of this thesis has always been interested in organising new projects and events. Making people enjoy the moments, other people and experiencing something new and exciting have been the author's passion for a long time. The passion for arranging events and project comes from the author's youth. The author's family has organized many occasions, celebrations, birthday parties, all the way from funerals to weddings. The author's family's input has been mostly in catering but decorating the venue has been also sometimes part of the task. These many experiences have been reinforcing the author's own capability to structure her own events in the past and strengthens upcoming projects.

Events have always been a crucial happening in human society (Parry & Shone 2013, 6). Parry & Shone (2013, 6) point out that events are the one and only thing that allows people to have a break from daily life with constant work and effort. In the past, even the slightest excuse was found and afterwards organized into a celebration. When you start to think of a person's life, there are many reasons to celebrate and create events, so why not. If you go deeper into how events are defined, they are special activities, which are presenting or showing products (Giannini 2010, 79) or to combining this with sharing information to external or internal audiences (Parry & Shone 2013, 328).

Events can be categorized in many ways. In business life the most known ones are product launches, seminars, corporate and board meetings, trade shows, press conferences and different kind of incentive events. Parry & Shone (2013, 6) stated that adding to these ordinary business life events there are also events called special events. Special events are events that do not necessarily have a routine to follow. Occasions may be leisure, cultural or personal which are separated from the normal daily life. These special events most important purpose is to brighten, amuse or challenge the experience of a specific group of people. (Parry & Shone 2013, 6).

For that reason, this bachelor's thesis is concentrating on planning and organizing a special event. The idea for this thesis topic came from the authors present job position. The author's desire to do her thesis on the current workplace, was the plan already from the previous year, when the company employed the author. Topic selection was done during the spring time 2018 and from there the actual thesis process started. The commissioner company is called Aito Säästöpankki, and this Bachelor thesis is focused on one of their banks in Hämeenkyrö Kyröskoski. As, previously mentioned, a special event will be planned and organized for the bank in Hämeenkyrö Kyröskoski, however the core idea can be implemented in other banks too. Aito Säästöpankki Hämeenkyrö Kyröskoski will be referred later as Aito Säästöpankki Kyröskoski.

## 1.2 Case Company Aito Säästöpankki

As already stated, this Bachelor thesis has a commissioner company. The case company is Aito Säästöpankki Oy later referred as Aito Säästöpankki. Aito Säästöpankki is a Finnish bank operating in Pirkanmaa in western Finland. Aito Säästöpankki has 14 bank offices in 10 different municipalities around Pirkanmaa (Säästöpankki A n.d.). Aito Säästöpankki belongs to the big Säästöpankki group in Finland with 23 different independent banks (Säästöpankki B n.d.). Aito Säästöpankki has four banks in Tampere, and the rest of it around it in Ikaalinen, Kyröskoski, Ylöjärvi, Pirkkala, Nokia, Kangasala, Pälkäne, Lempäälä, Valkeakoski and Luopioinen. Aito Säästöpankki owners are two Säästöpankki foundations Ikaalinen and Luopioinen. Aito Säästöpankki was created when these two banks Ikaalinen and Luopioinen got combined in 2010 and establish a whole new Aito Säästöpankki Oy.



Figure 1. Aito Säästöpankki (2018). 14 bank offices.

In 2017, Aito Säästöpankki invested in developing their electronical services and their workforce. The core developments were in training their staff in saving and investing sectors and employing four new special employees. In order to be able to do these kinds of investments inside the company you have to increase the

resources, which is what Aito Säästöpankki has successfully done. The newest bank was opened in Lempäälä in February 2017, and it received a warm welcoming. During the year 2017 over 4000 new customers selected Aito Säästöpankki to be their bank. If you divide the amount with 14 banks, it makes roughly 285 new customers per every bank. All this great success leads into last's years customer satisfaction survey that showed that even 93 percent were extremely satisfied with the bank. (Säästöpankki 2018).

### 1.2.1 Aito Säästöpankki Kyröskoski

The author of this thesis has been working in Aito Säästöpankki Kyröskoski from the summer 2017. Kyröskoski is a small town located in a municipality of Hämeenkyrö, 30 minutes' drive from Tampere. Population in the area is lightly over 10 600 habitants (Statistics Finland's PX-Web databases 2016). Hämeenkyrö is well known because it has a diverse and magnificent nature around it and from the strong remarkable cultural background. Hämeenkyrö belongs to the region of Pirkanmaa, and it is located close to the big highway number three. As a result, the population has grown approximately with ten people every year the past few years, because of its close location to the big roads and fast access to the big cities. (Hämeenkyrö n.d.).

Aito Säästöpankki Kyröskoski employs five full-time bank employees including their bank manager. The author of this Bachelor thesis has been working as a part-time worker in the bank, and she is counted as an employee six. Someone could call Aito Säästöpankki Kyröskoski to be a so-called old-fashioned countryside bank. Nonetheless, Aito Säästöpankki Kyröskoski has built a strong customer base in the location, and the bank is well known. Aito Säästöpankki Kyröskoski clientele is roughly said to be mostly elderly people around the year even though the bank has received many young and family customers also because of the circumstances in the area. With these circumstances the author is referring to the other banks in the region. These banks which are not going to be mentioned in this thesis, are decreasing their facilities such as, cash services and times the bank is open during the week.

The advantages of Aito Säästöpankki Kyröskoski are their personal banking services and their long opening hours. The bank is open every day from Monday to Friday from 10 am to 4.30 pm. If a customer needs an evening appointment, it is also possible till 6 pm. Aito Säästöpankki Kyröskoski greatest advantage is that the employees knows their customers, which is vital and has a crucial role in banking services overall. Aito Säästöpankki Kyröskoski benefits from its cash service which is open the whole day, when the bank is open.

### 1.2.2 Säästöpankki Group

Säästöpankki group has been part of the Finnish society already since 1823, what makes it the oldest Finnish banking group. Säästöpankki has around 150 banks all over Finland with almost half of a million customers. With so many customers



you must have many employees, whom Säästöpankki has almost 1500. Säästöpankki group's basic idea is to enhance thriftiness and this basic rule is registered in Säästöpankki law. As an economy trainer Säästöpankki understands consumers' finance, providing solutions and its expertise in achieving controlled prosperity. (Säästöpankki B n.d.).

Säästöpankki group has all the essential banking services to both people and enterprise customers. Säästöpankki group focuses on daily services, saving and investing, loan utilities and low-risk retail banking activities. (Säästöpankki C n.d.). Säästöpankki makes sure that their customer relations are long-term, particularly now when society and consumer behaviour is changing rapidly. Säästöpankki retails their products and services both in face-to-face and in electronic channels. (Säästöpankki D n.d.).

Säästöpankki group's strategy is based on a strong customer-oriented approach. This approach is called Säästöpankki-experience. The experience is Säästöpankki group's desire to know what is important to the customer, to be as close as possible for the customer and giving the options to the customer to contact Säästöpankki in a way that suits best for him or her regardless of the time. Part of the strategy is also taking care of the community's well-being. Säästöpankki believes that when the community is feeling well, also people around it would join it. Säästöpankki has four values: the customer-oriented approach, collaboration, reliability, and productivity. (Säästöpankki D n.d.).

### 1.3 World's Saving Day

Already over 90 years world's saving group and retail banking institute have promoted and shared information annually about a day which is devoted to the power of saving money globally. This day is called World's Saving Day and it is held on 31<sup>st</sup> of October every year. World's Saving Day needed to be created because of the state and movement of global economy. The demand grew, when the public got even more aware of the importance of saving. The first World Saving Day was held in 1924 in Italy in a congress where an Italian professor Filippo Ravizza declared the day to be the International Saving Day. Back in the days the theme day was set up to advise people globally the core idea of saving money inside the bank, rather than store it under their mattresses. (WSBI 2017).

Together with the global movement Säästöpankki group decided to use the idea of sharing the information about saving day also in Finland. Säästöpankki group processes the idea and decided to declare the World Saving Day to be held also in Finland. In a similar way, Aito Säästöpankki organizes annually a theme week in the end of October which is called the Saving week. During the week bank offers different kind of events around Pirkanmaa and during the actual world saving day 31<sup>st</sup> every office serves coffee to the customers.

#### 1.4 Research Question

In order to, have answers to this topic the writer has determined one research question which helps her to come back to the original purpose of the research project. The research question is: "How can Aito Säästöpankki Hämeenkyrö Kyröskoski increase the awareness of saving?"

#### 1.5 Research Objectives

The research objectives of this bachelor's thesis are described below. These objectives are in the given order in the thesis.

1. The first objective of this thesis is to study about project management and event organizing. For this Bachelor thesis the author has underlined the main source to be Eija Häyrinen's & Helena Vallo's (2016) book *Tapahtuma on tilaisuus – tapahtumamarkkinointi ja tapahtuman järjestäminen*. The book gave extremely good examples about different organized events and interesting framework in the event organizing. The author also mentions Säästöpankki groups website to be very important consideration of this topic. Adding to these sources, the author also used many other relative resources.
2. The second objective of this thesis was to define the current situation in the case company. This second objective studies how the project/event has been implemented in previous years in Aito Säästöpankki Kyröskoski. To this objective the author interviewed the employee of Aito Säästöpankki Kyröskoski. The author of this thesis used also Säästöpankki group's annually published Saving Barometer studies. As a result, the author understood the big picture even better.
3. The third objective of this thesis is to analyse the interviews and the barometer and to compare them with the theory. This objective will show new improvements to the case company and from this objective the author will notice new observations which have not been taken into an account before.
4. The fourth objective is to release and recommend a new plan to execute a marketing project in case company Aito Säästöpankki Kyröskoski.

#### 1.6 Research Method

To conduct a good research project and finding a solution for the research question research methods must be defined. The author's first step was to research appropriate literature, electronic articles, and information from the Aito Säästöpankki's employers and employees. This thesis is done with using both qualitative and quantitative research methods. Qualitative research is

collected with an interview from the employee of Aito Säästöpankki Kyröskoski. Quantitative research is analysed by using the saving barometer from 2017.

## 1.7 Thesis structure

This Bachelor thesis is divided into seven chapters with the references and appendix. The first chapter introduces the background of this thesis topic and in addition, the first chapter presents also the commissioning company Aito Säästöpankki and more detailly Aito Säästöpankki Kyröskoski and the whole Säästöpankki group. Moreover, the first chapter explains this thesis's research question, objectives, research methods and the thesis structure.

Second and third chapter discuss more detailed on the theoretical background about project management and event organizing. The fourth chapter introduces the current situation in Aito Säästöpankki Kyröskoski based on the interview. This chapter presents also Säästöpankki group's Saving Barometer from 2017. Chapter number five analyses the interview and the saving barometer. In this chapter the idea is to adapt the theoretical background into custom.

In chapter number six the author will provide recommendations based on the author's own observations done within the research. The author serves suggestion of the certain plan to improve the existing one to Aito Säästöpankki Kyröskoski. The last chapter number seven is a conclusion of the overall research project. Every step what this thesis has generated is summarized efficiently.

## 2 EVENT MARKETING

### 2.1 Event's market demand

Continuously increasing information overload have caused a tight competition between companies and organizations to compete who has the best and most standing out message to the crowd. Traditional ways to market are not the way to execute the marketing anymore. Companies have encountered a new way of making buying decisions for example social media provides feedbacks and influences people's mind. Organizations are forced to find alternative ways to market their message. (Häyrinen & Vallo 2016, 21).

Nowadays when the world is having an expansion of new events and activities, the development in special events management and service providers have grown. The overall growth in wealth has increased the amount of for example traveling and need to experience something new and enjoy the life even more. People's desire to travel, experience and involve to different kind of activities has increased during the past decade. This generates the demand and when people do it even more, the demand is growing. This can be shown for instance in different kind of sporting events, hence it is trending now, so people are more willing to attend to events as mentioning. Therefore, the service providers,

organizations and companies are increasingly more interested in the event organising. (Parry & Shone 2013, 30).

Before thinking about market demand the event's size and scope should be analysed. The event's size and scope can be measured by breaking the business down into smaller components. These small components are telling that is it worth the money to organize the event, would it gain enough participants and lastly would it make an impact to the people? Overall, the event organizer should analyse the size and scope of the event, cooperation of the organizers, given time and the effort. Once this analysis is done the market demand of the event can be focused on too. Market demand analyses demonstrates what kind of people are more likely to attend, what kind of social media habits they share, and what are their motivators to participate to the event. From the analyse we can also notice that what would be the benefits of attending. Parry & Shone (2013, 33) have pointed out five basic areas for continuing supervising:

- visitor number
- visitor spends
- visitor activity and participation
- advertising effectiveness
- visitor satisfaction

Above mentioned five points helps the organizer of understanding how events can be planned and marketed, and more important how the market information should be stored. (Parry & Shone 2013, 31-36).

Social factors have mostly determined market demand's history. The need of social integration, interaction between communities and humans, shared support and bonding have been the norms what are important for social individuals. People have been concerned about their social status, so participation to public celebrations, ceremonies and different rituals have been uplifting the status. When asking why people want to attend to events, the answer may be very simple minded. Humans want to celebrate and enjoy themselves around events they are interested in. Even though, human society has developed technologically, there is always a need for community and integration. In a similar way to these social factors, events are also highly effective by political, economic, organizational, status and philanthropic needs. When investigating the factors for events, we can determinate that the birth of events is also driven by growing standard of living, demographics change and the huge development in education of the population. (Parry & Shone 2013, 36).

Key drivers for the demand of the events are divided into two categories. These drivers are called primary and secondary motives. For instance, one could call his friends to a dinner as a primary motive to amuse his friends. But at the same time the act of calling his friends over for a dinner could have some secondary motives like as he wants to lift his status among his friends and show off his new house. This example can be utilized in most of the situations held, so we can come to a solution that for events it is very unusual to have only one motive.

Adding to these two categories, the motives for attending to some events are divided into four parts which can be seen in Figure 2: social motives, physiological motives, organizational motives, and personal motives. Understanding the bottom of it why people are participating in events, organizer needs to see that not only one motive is enough most of the time but seeing more than one motive is the key to understand the overall market demand. (Parry & Shone 2013, 38). Because of all these reasons the key for arranging a successful event, is to think beforehand about the event's possible market demand. Without thinking beforehand, it is hard to predict what the target market expects from the event. (Parry & Shone 2013, 43).

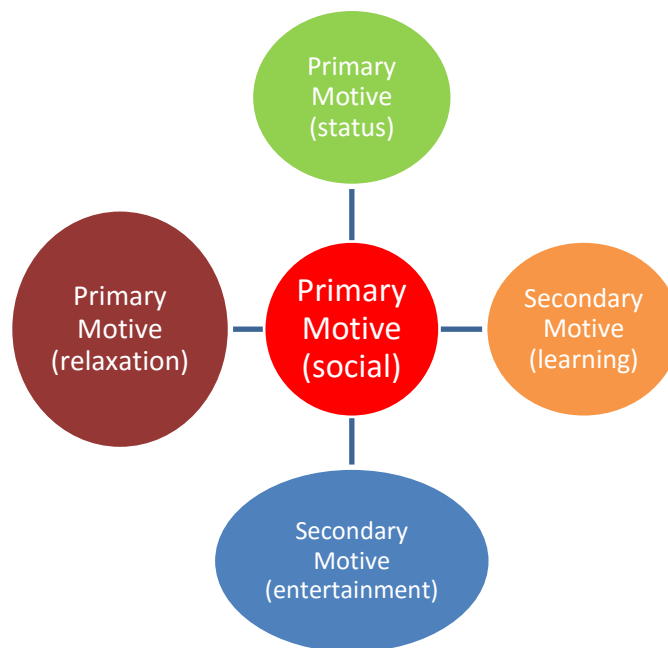


Figure 2. A combination of motives for participating in an event. (Rastas 2018).

## 2.2 Starting to plan the event

In the beginning, before the planning process starts, event organizer must find a reason and purpose why to organize such an event. The answer usually depends on in the type of an event. As usually events are a non-routine happening, and not all the resources are available to use. Firstly, the organizer must find right people to do the job, and after it separates the idea. There is no question on underlining the most important thing: planning beforehand. When you prepare a plan, you will automatically think beforehand the activities and issues what may be needing to solve during the event. This how all the potential problems are underlined. (Parry & Shone 2013, 99).

## 2.3 Event Marketing & Planning

Event marketing is adding marketing and event together where marketing has goal-directed actions and a mission from the organization to transfer the

message to the people and make them act in a wanted way. Event marketing is activity what combines the organization and its target groups, the message, and content to an event. Therefore, in order to talk about event marketing, these following steps must be executed:

- Event has been planned beforehand
- The aim and target market have been defined
- Experience, memorable and interacting are fulfilled

(Häyrinen & Vallo 2016, 21-23).

Event marketing has many strengths, which verifies that organizations should consider applying it even more. To beginning the interaction with the participant and the organiser makes the happening even more personal. Organization has a great opportunity to get feedback when the event is still ongoing and to find out have they achieved their goals. When arranging events organizations have all the power to limit the target market as they want to. More personal aspects are there to create the event to be as memorable as possible and to generate a unique and cheerful memory to the people. All in all, the most important strength is the organizations ability to stand out from its competitors in a positive way. Overall, event marketing is more intensive and personal way to market than any traditional marketing custom. The biggest advantage is that event marketing utilities peoples' senses. When using senses, people are more likely to remember the event longer than usual. (Häyrinen & Vallo 2016, 23-24).

As already mentioned event marketing is a part of a traditional way of marketing. Philip Kotler's original marketing communications mix tells what kind of categories marketing tools can be divided. (Häyrinen & Vallo 2016, 31). Marketing mix also known as the promotion mix, is divided into four class. First category is advertising what is presenting or promotion products, ideas, or services. Second category is personal selling what can be explained with personal activities what would raise organizations sales and improve to build customer relationships. Third category is sales promotion which shares incentives which would encourage people purchase the service or product. The fourth category public relations are all about building relationships within the organization and the public. The best outcome from a good public relation is when the organization is gaining a good image without paying from it. (Armstrong & Kotler 2006, 427).

There is not even a single event what would not require marketing planning in the beginning. For instance, when someone call his friends over, of course he will introduce the evening to be desirable, so his friends would come over for sure. Firstly, the marketing budget needs to be taken care of. Either receiving a budget beforehand or formulating it together within the process based on what needs to be done. Second point of view is to plan the marketing effort in time. It is vital to know how long marketing and different public relations issues take time. In other words, the more time remaining you have before the event, the better end results you are most likely looking. (Parry & Shone 2013, 130-131).

### 2.3.1 Objectives & Message

Event marketing should always have an objective, which can be linked to the company's marketing plan. Examples like developing company's image, gain visibility, strengthen customer relationships, present and sell products or services, acquire new collaborations, train and motivate staff, and pass on company's values and visions. The most essential thing is that an organization knows why the event has been arranged and to who. The more concrete the goal is, the easier it is to measure the result. Well planned goals could increase the sales, reduce the costs and this how influences the organizations profits. (Häyrinen & Vallo 2016, 25-26).

Häyrinen and Vallo (2016,59) have explained three different categories where different goals are divided. These are called: technical goals, change goals, and effectiveness goals. Technical targets can be for example aiming to a specific turnout or receiving the right target group. Change goals, on the other hand, are learning something new, getting new ideas, changing people's expectations and attitudes and deepen the public relationships. The third goal effectiveness is gaining extra sales, saving time and money, and creating new customer relationships. Defined targets should guide the planning process, and the results should be measured based on the targets. (Häyrinen & Vallo 2016, 59-60).

At the same time when the company is considering why to arrange this exact event, it should also discuss what they want to say and what is their message. A great golden guideline is: every event is a message. Every event should have a main message and supportive side messages. Before the actual event the main message should be very clear to the event manager, so that the ways to communicate the message in multiple ways is easier. Things that effect to the message among other things is the venue, catering, program, and theme. Each event has several elements that communicate with themselves, and the control of these elements is the key to have a successful event. (Häyrinen & Vallo 2016, 140-141).

## 2.4 Marketing History and Public Relations

Häyrinen and Vallo (2016, 26) interviewed in their book a few old events managers and asked them how the event marketing has changed and developed in the past decades. The first experiences and memories go back to the 1970s, where the term event marketing was not even a familiar word to most of the people. In the 1970s events got their start when companies and organization arranged different kind of occasions to their customers, staff and partners. These occasions were not seen as events, but part of the public relations. These celebrations did not have any specific objective than just enjoying the moment. When the economy got better in the end of the 1980s, occasions were seen more elegant and classier. However, most of the events were still alcohol orientated old fashion style celebrations. When IT-industry got its breakthrough in the 1990s event marketing benefit from it also. New event organization companies started their business and the demand was favourable. The breakthrough also

changed old companies. Companies started to take care of their different stakeholders, and every group got its own event. (Häyrinen & Vallo 2016, 26-27).

Nowadays, organizations pay attention to what they are organising, how and to who. Companies competition of time is constantly growing, and people are more aware of where they want to spend their time. The content of an event must offer an equivalent to the participant of the time they have used in the event. Even though big companies and organizations may have better resources to implement more and even bigger events, currently the favour is in small events and the most important part of the event is hosting it. The beginning of the millennium when economy experienced a downturn, the lack of interest of arranging and participating in big events decreased. Adding the technology revolution, event marketing and events have changed in many ways. Not to forget what kind of meaning social media has when it comes to events. (Häyrinen & Vallo 2016, 27-28).

In the beginning knowing what kind of people will participate, how they could be interested to attend, and where do they live is the answer of how the events should be marketed (Parry & Shone 2013, 196). Knowing your public is the key when you want success. Public Relations is defined to be company's aspiration to create good relations with its diverse publics and target markets to receive a beneficial reputation, good corporate image, and managing unfavourable rumours out. To achieve these goals, a company usually works closely with the media and sends a convincing message to its public. (Giannini 2010, 4).

#### 2.4.1 Target Market

In its simplicity the target market indicates to the people who would be entering to the event. Nowadays, some of the people who belong to the target group may be watching the event from electronic devices. This answers to the dilemma that today there is every time more than one target market group to be taken into consideration. Things like age, lifestyle, specific or general group, and consumption illustrate the questions what are needed to be asked when thinking about target market. Target group marketing has its limitations but also its strengths which both must be taken seriously. (Parry & Shone 2013, 197).

Catchment area demonstrates the area where your potential participants will be coming from. Understanding the catchment area is vital for the marketing manager and helps to organize the event itself. Distances where the people are coming from need to be thought in advance, this has an influence for example timing of an event. For instance, you cannot start the event too early if the journey to the venue is too long. (Parry & Shone 2013, 198).

As a result, there is many matters why the information of the target group is essential to the marketing manager. The information gives the knowledge of how to advertise the event to that target group and at the same time, shares the information of what kind of happening they would be delight on. When researching the target market, the most important aspect is to think over how



to transform possible participants into certain participants. However, even knowing all the details off the visitors, there is a set reason and impacts on why the target group might not participate an event. Reasons such as weather are one thing where there is no power to influence and change it. (Parry & Shone 2013, 199).

Target market's buying process to buy a ticket for the special event has many differences than just shopping new clothes. Although not in every case the ticket purchase is taking place. If this is the case, the buyer is nevertheless thinking should he or she spends his or her time and effort to attending the event. Different primary or secondary motives are affecting the participant's buying process. Marketing is not just receiving visitors to participate but also making sure that the expectations of the event are assured, and that people are enjoying themselves. (Parry & Shone 2013, 202-203).

### **3 PROJECT MANAGEMENT**

#### **3.1 What are Projects?**

Projects are one of the ways how people can change the world. Project management has received the place as being the one of the most important tools to enhance internal operations, accomplish technological breakthroughs, correspond to external possibilities, and finally manage to face the challenges from the business environment. Nowadays companies encounter international competition what has make them to answer customers' needs as fast as possible. (Pinto 2016, 24).

What makes an activity to be called as project? If you compare projects and process, it is easier to make a different. Processes are activities, capabilities, and properties in an ongoing repeatable habit. Projects, on the contrary, take place outside the normal process-orientated world of the company. Usually, the major part of companies has project management activities which separate them from the competitors. Project management makes companies unique and everything else than a routine activity. Projects are always developing, and it creates its own rules. Projects are usually one-time processes, they are formulated for a specific reason or to meet the goals. Projects also have a limited budget, a schedule, and resources. Projects works with limited resources and with small financial support, with a specified time. And finally, projects are customer orientated activities. After the years had gone, project managers noticed that goals with technology, schedule or budget were not the key of success anymore. The primary goal is to have good customer satisfaction. (Pinto 2016, 25-26).

##### **3.1.1 What makes them so important?**

Pinto (2016,29) has underlined five causes why projects and project management are necessary in helping a company accomplish its strategic goals.

First the reason is that a company has faced a shortened product life cycle. These days product life cycles are not measured by years anymore, more a like month or weeks which forces companies to adapt to the new technological trends and offer new launches more quickly. Second reason is very narrow product launch windows. This means that new product launches are coming faster than ever. New upgrades and editions are published very soon after the first product have been launched. If a new product launch misses its day or week, the competitors have gained a competitive advantage.

Third reason is increasingly complex and technical products. For instance, Pinto (2016,29) has given an example of cars which have more technological features than the Apollo 11 had when the astronauts walked to the moon. This demonstrates that the world today is very complex. The public is waiting impatiently for “the next big thing” to be launched. Fourth reason is the global markets. Globalization of the economy has grown, interaction with customers and suppliers have developed, and this generates new challenges for business. The world has been introduced to quickly developing countries like for example China, Vietnam and India which have increased the number of consumers and competitors. Eventually, firms that uses project management will learn how to recognize new possibilities offered by the global business environment. The last reason is an economic period marked by low inflation. Because of inflation has been successfully kept under control, the economic health has developed. Low inflation has helped lengthen the economic expansion and created a change to economies such as India and China to broaden their business. However low inflation limits the capacity to maintain profitability when companies cannot raise profit margins.

1. Facing shortening product life cycles
2. Product launch windows
3. Complex and technical products
4. Global markets
5. Economic period marked by low inflation

### 3.2 Project life cycle

A project life cycle is collected with different stages in project’s development. Life cycles are demonstrating the logic and order that dominates the project. With life cycle it is easier to develop the plans and execute the actual project. The life cycle is divided into four different stages: conceptualization, planning, execution, and termination. These points evaluate projects performance and the overall status.

- *Conceptualization* is the first thing to do, where the scope of the actual work is defined. Essential resources are recognized, and stakeholders are informed.
- *Planning* is the phase where all the features like schedules and other specifications are developed.

- *Execution* is the stage when the labour is performed. As we can see from the Figure 3 this project life cycle phase takes the longest time in the overall working time.
- *Termination* is the final stage where the project is closed. (Pinto 2016, 34-36).

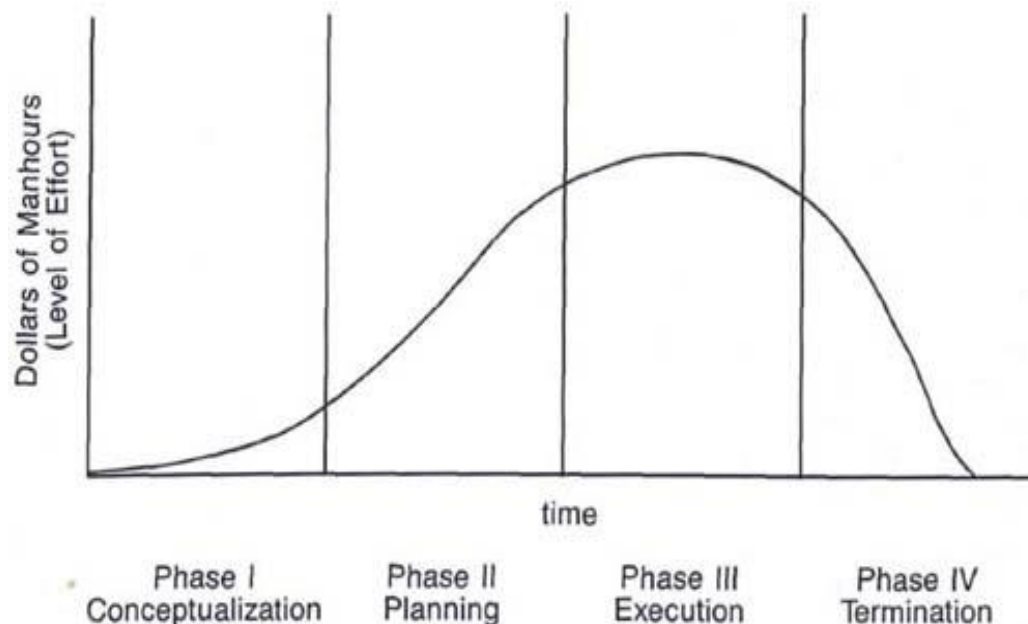


Figure 3. Phases in the project life cycle. (Project Management Institute 1988).

### 3.3 Project Plan

The project planning is a necessary thing for project success. When planning a project, the actual planning is focused on how the work will be done. Horine (2013, 59-73) has determined multiple ways how to keep track on your project planning and what activities need to consider.

- Validate project definition
- Determine what needs to be done
- Determine acceptance criteria
- Determine resource needs
- Acquire resources
- Estimate the work
- Develop the schedule
- Update roles and responsibilities
- Update project organization
- Determine project costs and budget
- Determine project control system
- Plan for change

- Plan for project information
- Plan for issues
- Plan for quality
- Plan for communications
- Plan for team management
- Plan for procurements

(Horine 2013, 59-73).

### 3.3.1 Project Selection

When it comes to the project selection, there are numerous opportunities. To select the best choices, project managers have built guidelines and different models to help them to make the decision. The most challenge is to balance the demand of time and benefit together. The more time organizations have on selecting a topic the more successful the decisions usually are. There are multiple decision models available to project managers and here is an example of one by Souder W:

- *Realism*: The best model must counter the objectives of the organization, including company's strategic goals and its mission. This point illustrates is the model reasonable with the resources for example money and staff.
- *Capability*: The model should be flexible enough to reply and have room for any changes that may perform under the project.
- *Flexibility*: The model should be also easily modified if the applications need changes.
- *Ease of use*: The model should be as simple as possible so that anyone in wherever in the organization knows how to use it.
- *Cost*: The project selecting model should be as cost-effective as possible.
- *Comparability*: The model should be wide enough to be utilized in many projects.

(Pinto 2016, 98-99).

### 3.3.2 Background investigation

As already stated every project needs some investigation before even thinking of it. These investigations examine projects baseline, the needs of the target market, any processes that are related to the project and the projects operational environment. All these investigations ensure that the project is realistic and appropriate. The investigations also recognize the features what need to be considered when making sure that the project is durable, beneficial,

and commercial. Silfverberg (2007, 49) has divided the investigation into four categories:

- *general background*: Background investigations, in general, are national programs, strategies, legislative grounds, and marketing development trends.
- *regional background*: (only considered in regionally limited projects) Investigations in a province or municipality level, such as regional stakeholders, their interest, and information about the environment and infrastructure.
- *project's detailed background information*: Basic information from the necessity analysis and the beneficiary. Information from all the aspects what the project will develop, such as technical, economic, social, and environmental investigations.
- *other investigations*: Investigations such as possible source of funding, every procedure to be used when talking about funding, and the aims of the funding. (Silfverberg 2007, 49).

### 3.4 Projects risks

Projects operate in the environment where everything is uncertain. All this uncertainly needs risk management. Risk management notes the ability of the project to run into trouble. Risk management is defined to be an activity of recognising, analysing, and answering to risk factors with the ongoing project. Any project can success, if the risks and problems are thinking through beforehand. In the past project risks were automatically seen as a negative thing with negative results, when nowadays these risks are called threats. (Pinto 2016, 245).

Project manager must calculate the risk probability by using this equation:

$$\text{Event Risk} = (\text{Probability of Event}) (\text{Consequences of Event})$$

Risk management includes anticipating at the start of the project, unexpected situations that may appear that are beyond the project manager's control. These unexpected situations now have a chance to weaken the success of a project. The equation mentioned above shows that all risks must be calculated in terms of two distinct sections: the probability that the project is going to appear as well as the outcome and the effect because of the appearance of risks. Project manager should answer to following questions if he or she wants to take a proper care of the risks:

- What is likely to happen, investigation of the probability and impact.

- What can be done to minimize the probability or impact of these risks?
- What hints will signal the need for an action? What clues should I look for?
- What are the likely outcomes of these problems and my anticipating? (Pinto 2016, 245).

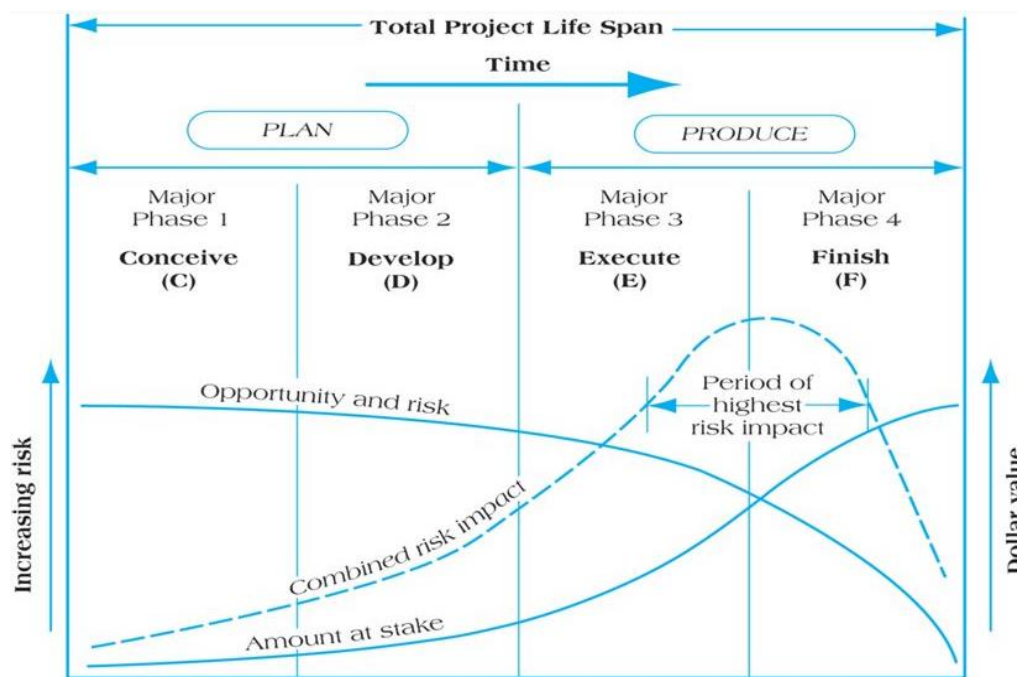


Figure 4. Risk versus amount at stake: The challenge in risk management. (Pearson Education 2013).

Figure 4. illustrate the contrast of risk and amount at stake. This figure indicates the life of a project in terms of time. In the beginning a project's life both risk, and opportunity is particularly high. All the opportunities have a strong value, but so have the negative results as well. For that reason, every project has uncertainty early in a project's life cycle. Before, we moved forward into the development stages; most of the unanswered questions remain increasing the amount of project uncertainty. However, the amount of negative result is quite low in the beginning of the project. Only few resources have been used so far so the business's exposure stage is still rather low. When the project makes progress, more money is involved, so the total potential for negative outcomes rises rapidly. On the other hand, risks continue to decrease when the project will take more and more tangible form and the unanswered questions will receive their desired answers. Figure 3 biggest concerns are in the final stages, where the uncertainty is still very high and the amount at stake is all the time growing. Risk management's target is to minimize business's exposure to this combination of uncertainty and possible negative outcomes. (Pinto 2016, 246).

### 3.4.1 Project Control

The project controlling is processes that make sure that project targets are fulfilled by tracking and measuring progress actively and regularly. The outcome of these measurements shows if there is a change from the plan, so that the right actions can be made if necessary. However, the most precise aspect when talking about project control is the prevention. (Horine 2013, 137). Horine (2013,137-138) has underlined three principles of project control which are called: prevention, detection and action.

- *Prevention*: The most effective way to keep your project inside the plan, is to prevent the variances from appearing. Investing in planning, communicating, monitoring risk factors regularly, resolving issues immediately when they occur, and delegating work clearly prevents the project to fall in the first steps.
- *Detection*: Project control should offer early detection of variances. The sooner the project can act on the specific variance, the more likely the project will get its speed back on track. To answer how act in the early stage is to have tracking systems and work processes inside the project. Weekly or even daily reporting are common examples of detection in the project control.
- *Action*: This principle goes hand in hand with the early detection principle. For the project control to be effective it is important that you know how to detect the variance and to act in the needed way.

### 3.5 Determinants of Success

How to know when a project has success or when a project has been profitable? Is it the budgeting, timing, overall performance or customers satisfaction? All in all, when talking about project success, project should consider the projects basic characteristics. These fours are: budget, schedule, performance and client acceptance. The first three of the determinants were called triple constraint back in the days when client acceptance did not belong to the project performance. However, nowadays these fours are called the new quadruple constraint. (Pinto 2016, 36).

The first determinant is called *time* or in other words schedule. Like all processes as well projects do have a timeline or time frame which they should be finished. Projects usually are not supposed to continue after the ending part. The second determinant is the *budget*. The second key for limiting the project. Budgeting is always important because of that is the way to use the resources as efficiently as possible. All this leads to the last question of the project: was it completed within the budget boundaries? The third determinant is *performance*. When measuring the performance, we are answering to the question were the project finished according to the specifications. Somewhere this performance measurement is also called the quality checking. These already mentioned three

determinants collided the triple constraint before the fourth one *client acceptance*, which has been added to these three later. Client acceptance argues with the determinant of performance. Project's should be done and developed in the minds of the customer or clients, not only the performance. In the end the project managers should ask for the clients where they satisfied with the completed project or not. The figure 4 above illustrates the four ways to reach the success of the project. Having all these four measurements along when determining has the project success or not, you will get the most accurate answer. (Pinto 2016, 36-37).

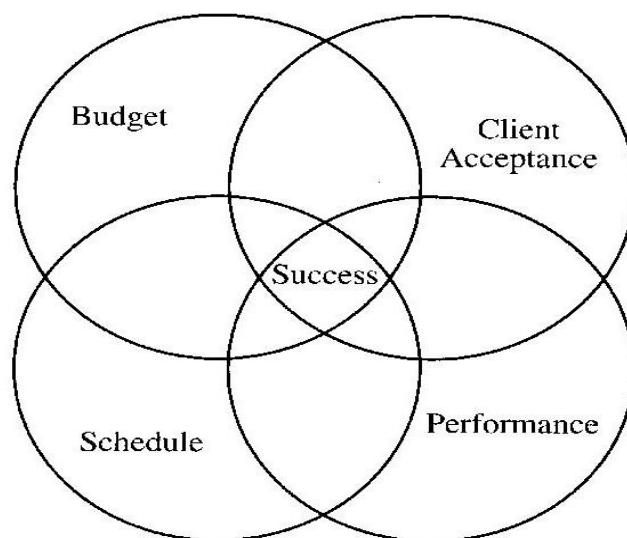


Figure 5. Quadruple Constraint. (Smith 2001).

## 4 RESEARCH METHODS

This chapter introduces the research behind the final thesis project of the author. The author decided to do an interview with one of the employees in Aito Säästöpankki Kyröskoski bank. This employee oversees the marketing job in this one bank. Adding to the interview, the author investigates Säästöpankki group's annual saving barometer from the year 2017. This chapter four is about research objective number two which is researching the current situation in Aito Säästöpankki Kyröskoski, collecting answer from the interview, and to introduce the saving barometer to the readers. The findings are not yet to be analysed but introduced and reported.

### 4.1 Current situation

Currently, Aito Säästöpankki puts a lot of effort to its marketing events and projects. The whole Aito Säästöpankki contains fourteen banks around Pirkanmaa. Aito Säästöpankki's head of the marketing is Kirsi Evilä who oversees



the overall marketing inside the bank. However, every bank has its respondent who takes care of the marketing in a lower level together with the bank manager. This habit is the only way to obtain the marketing also in a local level. Aito Säästöpankki already has a local status in Pirkanmaa area, so taking care of participating events and projects locally is vital.

This bachelor thesis is about formulating a marketing project in a case company at Aito Säästöpankki in Kyröskoski. The current situation where the author is referring is the research about the previous Saving week which is held annually in Aito Säästöpankki banks. More about Saving week, the author told the background in the chapter 1.2.2. Word's Saving Day is in the Saving week in the end of October, and a tradition is that every bank will hold a coffee catering during the day to promote and share the declaration about saving to its clients.

## 4.2 Interview

In the beginning the author thought what the best way would be to get to know the habits of Aito Säästöpankki Kyröskoski's saving week. After thinking it through the author decided to stay with the idea of interviewing the employees at the bank. Aito Säästöpankki Kyröskoski employees four full-time bank workers, together with the bank manager and the summertime worker. The decision to use only one interviewed is justified because only one of the employees was in charge of the marketing point of view.

Interview is categorised to be qualitative method in researching. The author chose to use qualitative method rather than quantitative to generate more feelings and ideas to get research material. Interview was the choice also, because the author seemed to have more material for the bachelor thesis because of using open questions and therefore, there will remain more space for observations within the interview was made. The aim of the interview was to get a good overview of how the things were done in the past. Getting answers for what kind of events the saving week usually kept inside and noticing observations for further analysing. The interview was made face to face with the employee who was in charge of the marketing in Aito Säästöpankki Kyröskoski. Straight answers are not included in the bachelor thesis because the author is relying to the obligation of confidentiality.

Interview contained nine open questions. Questions included basic questions being the charge of the marketing employee and questions about the actual saving week and saving week events in Aito Säästöpankki Kyröskoski. Interview questions can be also found in appendix 2. Despite the fact, that more interviews would have been better for the author in mind of the research, this one is enough and giving the right amount of information to the author. In other words, the needed information comes clearly pointed out with this one interview also. There could have been also many other limitations, if for example the answers from the interview would not have been good enough and not as thorough as needed. Interview questions are listed below:

1. Which way you got chosen to the responsible of marketing in Aito Säästöpankki Kyröskoski? How long have you been the responsible of marketing in Kyröskoski bank? Did you receive training to be it?
2. What kind of assignments belongs to the responsible of marketing? In other words, do your job assignments concern marketing?
3. Do you have assignments concerning marketing that are repeated in certain intervals (for example weekly jobs about marketing)?
4. What events are bank's biggest events annually? Have some events constructed a tradition?
5. How your bank prepares to the saving week? Do you receive any kind of training / teaching / or information package?
6. Describe the year 2017 Saving week's events at your bank.
7. What kind of a day was the World's Saving Day 31<sup>st</sup> of October at your bank? Was it marketed or advertised in any way?
8. Have you noticed something where Aito Säästöpankki could improve, or some developments what Aito Säästöpankki Kyröskoski could consider in a better way, especially having this Saving week in mind? Add its marketing or advertising?
9. Open word. Something else you want to point out?

Interview questions. (Rastas 2018).

1. *Which way you got chosen to the responsible of marketing in Aito Säästöpankki Kyröskoski? How long have you been the responsible of marketing in Kyröskoski bank? Did you receive training to be it?*
2. *What kind of assignments belong to the responsible of marketing? In other words, do your job assignments concern marketing?*

To the first question the employee told that after she received a job in Kyröskoski, she got declared to be the employee who is also in charge of the marketing. The employee told that her previous job place was in the same bank but in a different city. And the chance to Kyröskoski was made quite easily. She has been working in Kyröskoski till the summer 2018 two and a half years. The employee also revealed that she didn't receive any training or instructions to be the one who oversees marketing. For the second question employee expressed the job positions what belong to her territory. The marketing assistant is a helping hand for the bank manager. Traditionally the bank brainstorms together the next six months marketing calendar, which includes different kind of events and happenings. From there the bank staff can also divide the labour evenly.

Usually every month each bank has an event where the bank participates somehow, or then there is an event done by the bank itself. The event's where the bank participates can be, for example, different sporting events where the bank sponsors sport teams. The events what bank organizes are for example:

- Inheritance- or gift taxing – occasions (Instruct people of how they should already get to know about things like this to make life easier in the future.)
- Heritage planning (Advise people to plan their heritage in advance and with a professional by side.)
- Lobbying -events (Securing the future if something unexpected happens.)
- Children events with different entertainers (Everything from sport events to teaching the value of money.)
- Ladies night (Introducing financial advices to empowering women to take care and understand better their own economy and money spending.)
- Different kind of evenings. (Giving people advises about different kind of saving and investing styles and telling how value of money for example in the future. Is it profitable to keep money in accounts anymore?)

Adding to the actual event planning and organizing the employee is in charge of ordering marketing objects which can be distributed to the customers at events. Furthermore, the employee is usually the one who is visible outside the bank as well. Participating in different events to promote the bank and being prepared to answer customer's questions about banking services in Aito Säästöpankki. As a result, when the bank is very visible locally, the bank receives new customers from the events and this way is a vital way of communicating to the community.

3. *Do you have assignments concerning marketing that are repeated in certain intervals (for example weekly jobs about marketing)?*
4. *What events are bank's biggest events annually? Have some events construct a tradition?*

For the interview question three the employee told does she have some weekly or some other way of repeated marketing orientated assignments, but she did not have those. Planning twice a year next six months events and marketing occasions are the only thing that is repeated and has a tradition. These marketing plans are first drafts hence, they are sent to the head office in Tampere who looks it through and makes possible chances. The employee pointed out that the whole bank in Kyröskoski is taking part of the planning and this how everyone's voice is heard, and ideas are look through. To sum up, the employee does not

have to participate in every marketing event; all the other employees can also join instead of her. Fourth question asked what was the bank's biggest events annually and have some of these events construct a tradition? The employee corresponds that the biggest event is the already mentioned saving week and the world's saving day. The employee told that some years the saving week do not keep inside anything else but only this world saving day. Some years there have been also added some other events as well. Saving day is the main point of the week.

5. *How your bank prepares to the saving week? Do you receive any kind of training/teaching/ or information package?*
6. *Describe the year 2017 Saving week's events at your bank.*
7. *What kind of a day was the World's Saving Day 31<sup>st</sup> of October at your bank? Was it marketed or advertised in any way?*

To the question five how the bank prepares for the saving week and does they receive information package the employee said that the weekly program comes from the head office in Tampere to each bank. Sometimes the bigger events are held in Tampere for example, and every bank's customers can join there. Therefore, smaller events' outside the city are not sometimes kept because of big investments to the bigger events more far away. For the question six what kind of the saving week was 2017, did it keep inside any events? The employee shared that the saving week of 2017 had only the coffee service at Aito Säästöpankki Kyröskoski. Any other events or occasions were not held. The coffee service attracted over one hundred people to Aito Säästöpankki Kyröskoski's banks. This amount is high if you compared it to the size of the bank, which is not huge. Average amount people per day is from 50 to over 100 customers. Question seven asked more detailed information about the world saving day. The employee narrates that Aito Säästöpankki Kyröskoski offered coffee with cake on that date to its customers. This coffee service was advertised on the local newspaper.

8. *Have you noticed something where Aito Säästöpankki could improve, or some developments what Aito Säästöpankki Kyröskoski could consider in a better way, especially having this Saving week in mind? Add its marketing or advertising?*
9. *Open word. Something else you want to point out?*

For the last questions of the interview, the author asked where Aito Säästöpankki could improve during the saving week. The employee shared her opinion and said that Aito Säästöpankki could add more events also in local level, concentrating on more to the local customers and people overall. The employee suggested that making offer for the week, in mind of the banking services overall. Surely if Aito Säästöpankki would make offers during this saving week, they should be alike with all the other Aito Säästöpankki banks. These possible offers could be targeted into different target groups. The last question was simple for the employee; she shared her opinion of the importance of the saving week and

how it should be more visible within the whole bank with different events or offers for example.

#### 4.3 Saving barometer

The other research method what is used to do this bachelor thesis is analysing the saving barometer from the year 2017. Annually, Säästöpankki group does a research of how saving and investing interest different kind of Finnish people and this saving research is called Saving barometer. The author of this thesis will only use the saving barometer's ready-made calculations and graph's, because of the professional confidentiality. Also, by using these particular age groups the author will acknowledge the background of people about saving. The Saving barometer is done by Dagmar Drive: Data-driven marketing. Dagmar Drive stands out their client's business by using analytical technology. (Dagmar n.d.). The Saving barometer is done during the autumn time and in 2017 the sampling was made in 5<sup>th</sup> to 11<sup>th</sup> of September. The data collection was made by using internet interviews and surveys. Dagmar Drive applied a target group which was 18 to 69-year-old. The investigation was national, so everyone who belonged to that age group from Finland could participated. All in all, the size of the target group was 3 674 000 people, but the size of the sample was 1599 respondent. Dagmar Drive used as a comparison years 2014 answers (which are shown in smaller numbers below years 2017 number), when the sample was 1475 respondent. The figures listed below are owned by Säästöpankki group in Finland.

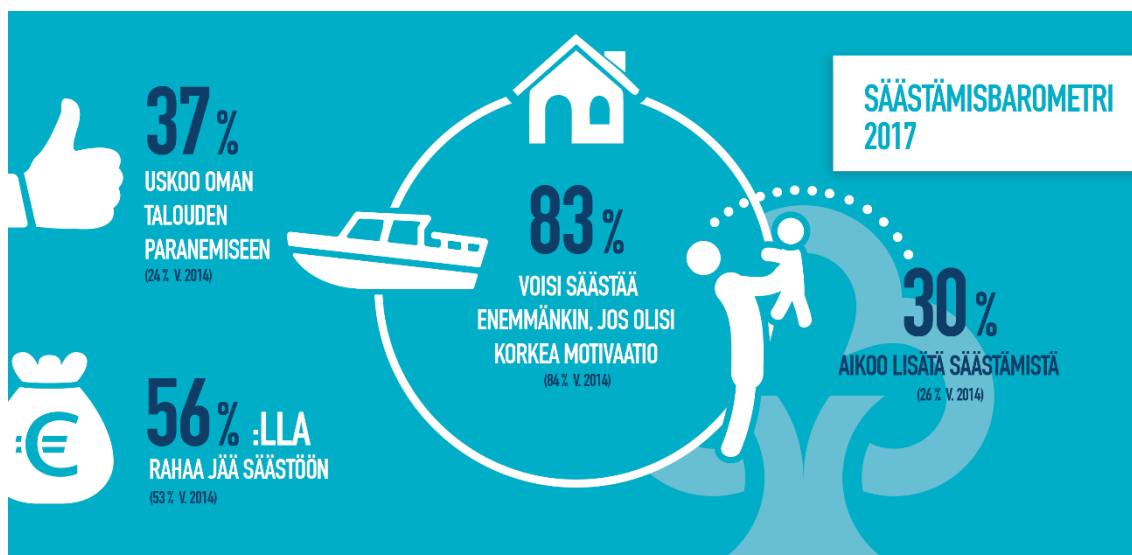


Figure 6. Säästöpankki group. (Säästöpankki 2017).

The figure number six shows the percent of all ages (18-69) saving plans in the year 2017. 30 % of people are planning to add saving. 37 % of people believe in the growth of own economy in the near future. When 83 % of people feel that because of the lack of motivation they do not save money as much as they could. Still 56 % of the people of all ages have the extra money to put away to savings. This graph shows the percent of all ages (18-69) saving plans in the year 2017.

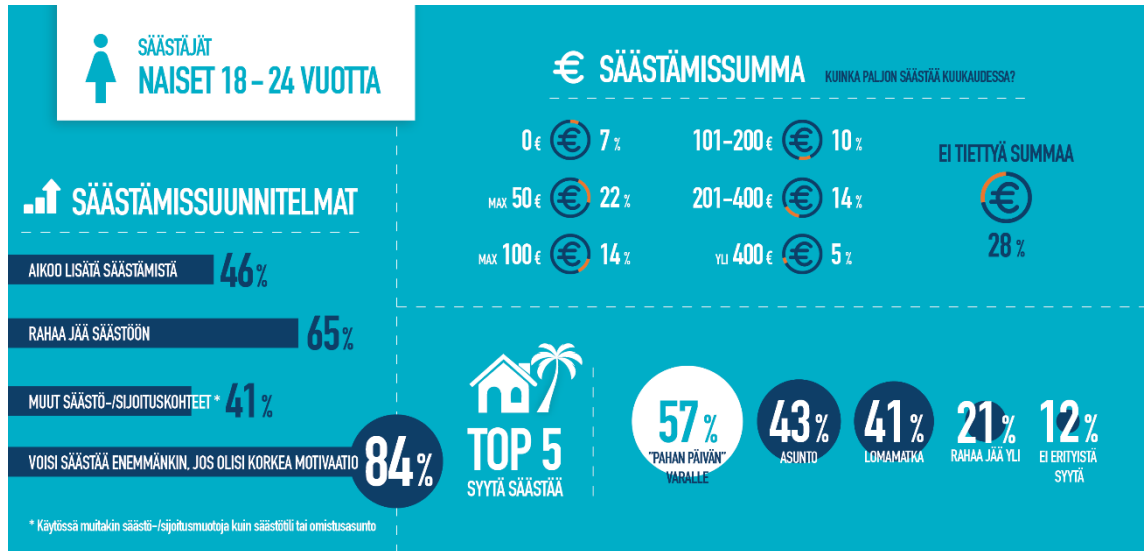


Figure 7. Säästöpankki group. **Woman**, at age 18-24. (Säästöpankki 2017).

Figure number seven shows the target group of women at age 18 to 24-year-old saving plans. The list in the left shows that 46 % of the woman are planning to add saving. When 65 % tell that they have the money to put away to savings, and 41 % of women do actually save to different kind of saving targets. And still, 84 % of women could save even more if they would have a greater motivation towards it. In the top of the figure is the monthly saving amount in percent. The biggest percent 22 is in the saving amount of maximum 50 euros per month. On the contrary in the right is a percent of 28 which says that 'no particular amount.' Below of the figure is a list of top five reasons to save money. Where 57 % of women say that they save for the rainy days. The second reason is 43 % for the apartment and 41 % for a holiday trip.

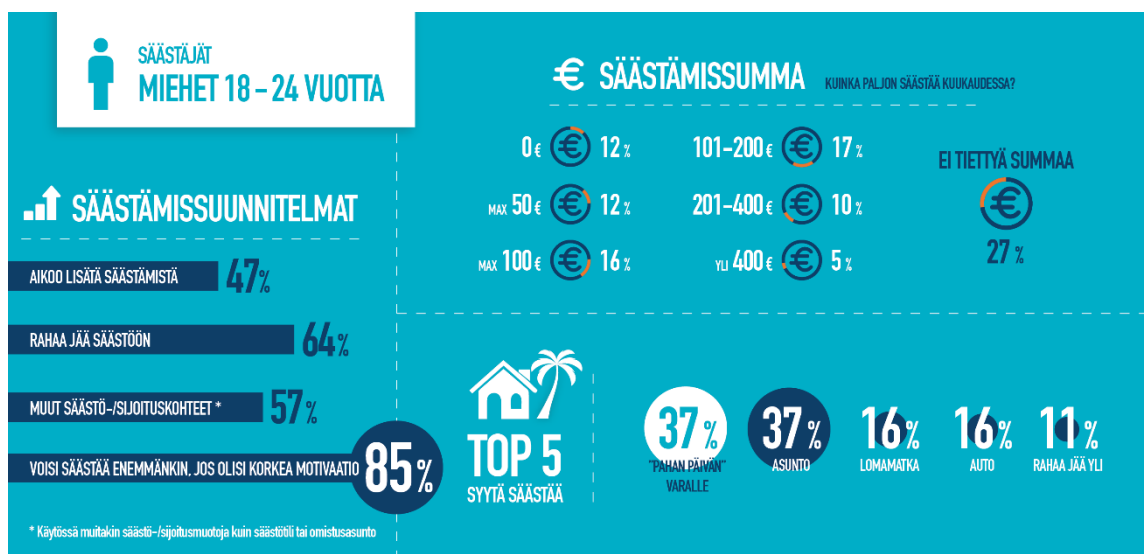


Figure 8. Säästöpankki group. **Man**, at age 18-24. (Säästöpankki 2017).

Figure number 8 above shows the saving plans for the man of age group 18 to 24-year-old. The list shown on the left tells that 47 % of man are planning to add saving. When 64 % have the extra money to put away to saving, where 57 % of man are actually saving already. In the top of the figure shows the percent of money what man at that age put to save monthly. The biggest percent 17 is for 101-200 euros per month. On the contrary in the right is a percent of 27 which says that 'no particular amount.' Below of the list is the top five reasons to save and for the man the biggest reasons are for the rainy days and the same percent 37 for the apartment. Only 16 % are saving because of holiday trip and the same amount 16 % for the car.

## 5 ANALYSIS

This part of this thesis have not been publish because of the obligation of confidentiality.

## 6 RECOMMENDATIONS

This part of this thesis have not been publish because of the obligation of confidentiality.

## 7 CONCLUSION

In conclusion of this bachelor thesis, the author will condense the research projects biggest aims and observations. The author will share the conclusions of each big chapter in the written order. This thesis was commissioned by Aito Säästöpankki, and the thesis was targeted to the bank in Hämeenkyrö Kyröskoski. The purpose of this thesis was to find how Aito Säästöpankki Hämeenkyrö Kyröskoski can increase the awareness of saving by using a theme week as a tool. For that matter we can come to a solution that the most important aim was to get a good overview of how the saving week has been implemented in previous years and together with the research investigations and analysis the author announcement recommendations for Aito Säästöpankki for the future.

To begin with us, the people, and people's urge to feel belonging. Feel that they are part of something, and they belong somewhere, and that they have a meaning in something bigger. The purpose of this thesis was to create people this special event where they could fulfil these needs. The idea behind the event is 90 years old when banking industry started to organize a world saving day to promote the power of saving globally. Säästöpankki got excited also and started

to execute this saving week and the saving day as a part of the saving week. Although the idea was very clear: to declare the awareness of saving, the actual implementation started to be old-fashioned and needed to be update to this day.

The first objective of this bachelor thesis was to investigate relevant theoretical research about event marketing and project management. The author studied books about events and projects, history about event organizing and old experiences from event organizers. This gave a good insight for the author about the world of an event organizing, although the author was already quite familiar with the topic. Moreover, articles about people's saving behaviour and young people's saving behaviour told the author urgent information about the level of awareness of saving at the moment. Realizing that the amount of economy education is low at primary schools, where the schoolers could learn vital life skills for the future.

The second objective of this bachelor thesis was to define the current situation in Aito Säästöpankki Hämeenkyrö Kyröskoski. How the saving week has been organized and executed in previous years was the main point of the research method. First research method was to carry out an interview to the employee in Aito Säästöpankki Hämeenkyrö Kyröskoski. Another research methodology was researching the Saving barometer from the year 2017. Interview included open word questions and the conversation is not fully published in this thesis because of the obligation of confidentiality. The saving barometer is annually published research made by Säästöpankki group, and to this thesis the author investigated only the age group of 18-24-year-old people.

The third objective of this thesis was dedicated to the research analysis of previous mentioned interview and the saving barometer. Firstly, the author analysed the interview questions one by one separately and the aim of this analysis was to find the improvements about saving week organizing and planning. The research analysis answered to the research question "How can Aito Säästöpankki Hämeenkyrö Kyröskoski increase the awareness of saving" by analysing the current situation as widely as possible. The saving barometer analysis gave more detailed information about the motivations behind youngsters saving. The author also observed the differences between genders and the reasons behind it as well as the amount of money they are saving.

The last objective of this thesis was to release the recommended plan to organize a theme week in the case company of Aito Säästöpankki Hämeenkyrö Kyröskoski. The recommended plan was an outcome of author's observations about the theoretical background, research methods, and research analysis. From the interview analysis the biggest improvements involved the employees in the decision making and event planning for gaining more ideas. The second improvement what the author observed is that there is a lack of marketing training. Head office should organize more marketing training lessons for all the employees that everyone could understand the importance of event marketing and marketing in general. Saving week planning could be done together as a bank office and because of the brainstorming, it could make new fresh ideas of new



events for instance. In addition, the bank office could start to do monthly repeated meetings about marketing in their local area.

Not to forget the actual planning of the saving week and how it should be done. The author suggests Aito Säästöpankki to use tools which are presented in the theoretical background chapter. Tools such as market demand thinking, event size & scope research and concrete goal conception are effective instruments to measure the results and the success of an event. The author proposes a project life cycle tool which divides the project life into four periods of time: conceptualization, planning, execution and termination. Using for example, this tool would help Aito Säästöpankki to understand the bigger picture of events even better.

Finally, the saving week recommendation is concentrating on primary schoolers and to young adults. The author has decided to use this target group because of the youngsters do not receive enough of economy education at schools. For that reason, Aito Säästöpankki would stand up and take the social responsibility of educating young people and young adults by going to schools and have these “bank lessons” to young students. These bank lessons would keep inside of telling the basics about saving and investing, principle of compound interest, risks of instants credits and paying in debt, and the payment defaults and their consequences. These bank lessons would increase young schoolers general knowledge of how to control your own finance and this way to decrease the number of young people’s payment defaults and indebtedness.

As a part of the saving week Aito Säästöpankki could spread the information of the bank as an employer. All the possible summer jobs and internships are available to all young adults, and they do not require any previous financial skills. For young schooler it would be vital to understand the meaning of first summer job for example. Furthermore, saving week could keep inside of online banking help for elderly people. Training old people to use internet and online banking is crucial in today’s world when banking is going more and more digital. Helping old people would reduce the exclusion of elderly people as well. Then the actual saving day would keep inside the traditional coffee service and offers of different saving opportunities.

In conclusion to this bachelor thesis, the author has underlined that Aito Säästöpankki needs to be more visible and out there during the saving week and the saving day. Including employees into planning and providing more training to them would get more information about marketing to employees and more ideas into event marketing to the head office. Planning saving week by using project planning tools would help the bank to see things in greater perspective. Renewing and developing the saving week to be more eventful by taking the social responsibility of young and elderly people. All these suggestions would strengthen Aito Säästöpankki’s corporate image and reflecting the want to generate sustainable development in banking industry.

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## Interview with the marketing assistant in Aito Säästöpankki Kyröskoski (in Finnish)

1. Millä tavalla olet valittu konttorin markkinointivastaavaksi? Kuinka kauan olet toiminut markkinointivastaavana? Saitko jonkinlaista koulutusta vastaavan työhön?
2. Mitkä ovat konttorin markkinointivastaavan työtehtävät ja vastualueet? Mitä siis työtehtäviisi kuuluu, markkinoinnin kannalta katsottuna?
3. Onko sinulla työtehtäviä markkinointiin liittyen, jotka toistuvat tietyn väliajoin (esimerkiksi viikoittaisia työtehtäviä markkinointiin liittyen)?
4. Mitkä ovat konttorisi isoimmat vuosittaiset tapahtumat? Ovatko jotkut tapahtumat muodostaneet perinteen?
5. Kuinka säästämisviikkoon valmistaudutaan konttorissasi? Tuleeko säästämisviikosta erikseen jonkinlaista koulutus/opetus/info-pakettia?
6. Kuvaile vuoden 2017 säästämisviikon tapahtumia Kyröskosken konttorissa.
7. Minkälainen kansainvälinen säästämispäivä 31.10 oli Kyröskosken konttorilla? Mainostettiinkö päivää jollain tavalla?
8. Oletko huomannut jotain, tai tuleeko mieleen jotain kehitysehdotuksia mitä Kyröskosken konttori voisi ottaa paremmin huomioon tai lisätä markkinointiinsa eritoten mieltien kyseistä säästämisviikkoa.
9. Tuleeko jotain muuta huomioitavaa, tai jota haluat ilmaista mieleen?

## Interview with the marketing assistant in Aito Säästöpankki Kyröskoski (in English)

1. Which way you got chosen to the responsible of marketing in Aito Säästöpankki Kyröskoski? How long have you been the responsible of marketing in Kyröskoski bank? Did you receive training to be it?
2. What kind of assignments belongs to the responsible of marketing? In other words, do your job assignments concern marketing?
3. Do you have assignments concerning marketing that are repeated in certain intervals (for example weekly jobs about marketing)?
4. What events are bank's biggest events annually? Have some events constructed a tradition?
5. How your bank prepares to the saving week? Do you receive any kind of training/teaching/ or information package?
6. Describe the year 2017 Saving week's events at your bank.
7. What kind of a day was the World's Saving Day 31<sup>st</sup> October at your bank? Was it marketed or advertised in any way?
8. Have you noticed something where Aito Säästöpankki could improve, or some developments what Aito Säästöpankki Kyröskoski could take into account in a better way, especially having this Saving week in mind? Add its marketing or advertising?
9. Open word. Something else you want to point out?