



Analysing the brand identity and brand image of Korkeasaari Zoo

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BACHELOR'S THESIS
May 2019

International Business
Bachelor of Business Administration

ABSTRACT

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Tampere University of Applied Sciences
International Business

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Analysing the brand identity and brand image of Korkeasaari Zoo

Bachelor's thesis 28 pages
May 2019

This thesis was commissioned by Korkeasaari Zoo with the purpose of providing Korkeasaari with concrete information and analysis of how well the zoo's brand identity and brand image match, as well as search for suitable business partners that could help with matching the Zoo's brand identity and brand image better. The methodology used in this thesis is quantitative.

The results showed that while some parts of the Zoo's brand identity came through to their brand image, there are some aspects, such as internationality and sustainability, that the consumers don't acknowledge or know about. The brand image of the Zoo was fairly similar when comparing different age groups.

Korkeasaari Zoo is quite active in social media and on their website, where consumers can read articles about the work done in the Zoo. Both, the Zoo's social media and their website could be good platforms for promoting the important aspects of their brand identity that are less associated with the Zoo by consumers.

Some of the results and suggestions are confidential and are therefore excluded from the public report.

Key words: korkeasaari zoo, brand image, brand identity, brand values

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1 INTRODUCTION

In the age of social media, maintaining a desired brand image is a demanding task. Knowledge, experiences and rumors spread quickly and can cause a massive chain-effect that can alter a company's brand image beyond repair. Snap judgements are made based on pictures, single reviews and articles, and companies have to react fast if they wish to have any control over these first impressions. If a company wants to stay 'ahead of the game', so to speak, they need to learn to understand their clientele.

Market and consumer research provides companies with important information of the current trends and changes that shape the consumers' decisions. Success is always dependent on consumers, which is why it is vital to keep track of what the consumers think of you. If you understand the brand image created by consumers, you can come up with ways to shape and improve that image.

This bachelor's thesis was commissioned by Korkeasaari Zoo and was written as a part of the Bachelor of Business Administration degree in International Business. The goal is to answer the following questions: "How well does Korkeasaari Zoo's brand identity and values match the values that Finns have associated with the Zoo?", "How does the brand image differ between different age groups?" and "What companies could be suitable business partners for Korkeasaari, so that the brand image would match better with their brand identity?".

Korkeasaari is a small island on the coast of Helsinki and it is also the home of a zoo carrying the same name. Korkeasaari zoo, also known as Helsinki Zoo, was founded in 1889 and is the oldest and largest zoo in Finland. For over a century, it has been a popular tourism destination and it has kept its popularity throughout the years.

Korkeasaari Zoo operated under the city of Helsinki until the 1st of January 2018, when the zoo became an independent foundation. Among other things, this change allows them to organize fundraisers and donate money to wildlife funds and conservation projects around the world more easily. The zoo also renewed their look (logo, colors, patterns, etc.) and gathered all the different aspect of the brand and their mission into a single Brand book.

While some may think of the zoo as merely a place for entertainment, Korkeasaari has a much more important reason for existence. As a part of an international network of nature and animal species conservation, the Zoo's mission is to protect and preserve the biodiversity of nature and ensure the survival of different species. This role is one of the vital parts of the zoo's brand identity. The goal is to educate people about our role in protecting the nature and make them understand that every species has its place in the world.

The thesis starts with an introduction of the topic and the commissioner and will then continue with collecting and analyzing the data. The last chapter before the conclusions includes some confidential material about possible business partners that has been excluded from the public report. The thesis ends with Conclusions, where the answers to the research questions, thesis reliability and further recommendations are discussed.

1.1 Thesis objective, purpose and research questions

The main objective of this thesis is to analyse how well Korkeasaari's brand identity and values match the values consumers associate with the Zoo. This will help Korkeasaari determine whether their core messages reach the people of Finland and if there are any changes that could or should be made in order to promote their brand values more efficiently.

The main research question is:

How well does Korkeasaari Zoo's brand identity and values match the values that Finns associate with the zoo?

To give further insight to the main question, there are two side questions:

How does the brand image of Korkeasaari differ between different age groups?

What companies or brands could be suitable business partners that could help strengthen Korkeasaari's brand image?

1.2 Methodology and tools

All data used in the analysis is from the Zoo's own Brand book and a quantitative market survey conducted by SponsorOptimizer in 2018. The comprehensive survey had a purpose of finding out what values people associated with different companies, brands and organisations. Based on the survey results, a value profile was formed for each participating company, brand and organisation, and these value profiles were put into the SponsorOptimizer tool that could be purchased.

This thesis will utilize Korkeasaari's value profile and their own brand book in order to study and compare how well the zoo's brand image matches with their brand identity.

2 THEORY

2.1 Brand identity and brand image

Brand identity and brand image are at the very core of this thesis and it is important to understand the difference. One comes from the heart of the Korkeasaari Zoo Foundation and the other is based on the beliefs of the consumers.

Simply put, brand identity is how the company in question perceives themselves and brand image based on how the consumers see the company.



Figure 1: Brand identity and brand image

Brand identity is tied together with the company's brand message – the message they strive to share with the world. Brand identity represents the core values and beliefs of the company and it can grow and change form as the company grows. In short, identity is intangible, but it can be expressed through actions, communication, tone and aesthetic style.

Brand image is formed by consumers. A company spreads their brand message and consumers then interpret it in their own way, misinterpretations are bound to happen sometimes. These interpretations together with what consumers see and hear about the company make up a brand image. Image is based on things like reputation, emotions and common beliefs and it can be affected by indirect experiences. Brand image is passive and looks back to what the company has done in the past. It can change with time, but the change is slower than with brand identity.

In this thesis, the information about Korkeasaari's brand identity is taken from their Brand book and the brand image is represented by the value profile in SponsorOptimizer.

2.2 Korkeasaari Brand book

When Korkeasaari became a foundation in January 2018, they came up with a Brand book that summarizes their brand identity, mission, and core messages and values. The Brand book also details how the brand messages should be communicated and with what tone, as well as what the brand's aesthetic look is.

The brand book begins by detailing the zoo's mission: protecting nature's biodiversity and educating and encouraging people to work towards a common future. All individuals have their place in the world and together they create a diverse entity. (Korkeasaari Brand Book, 2018).

In order to work towards this goal, one needs themes and core messages to support the mission. Korkeasaari has laid out three themes: Each and every animal is important, Individuals form a Whole, and Conservation is cooperation.

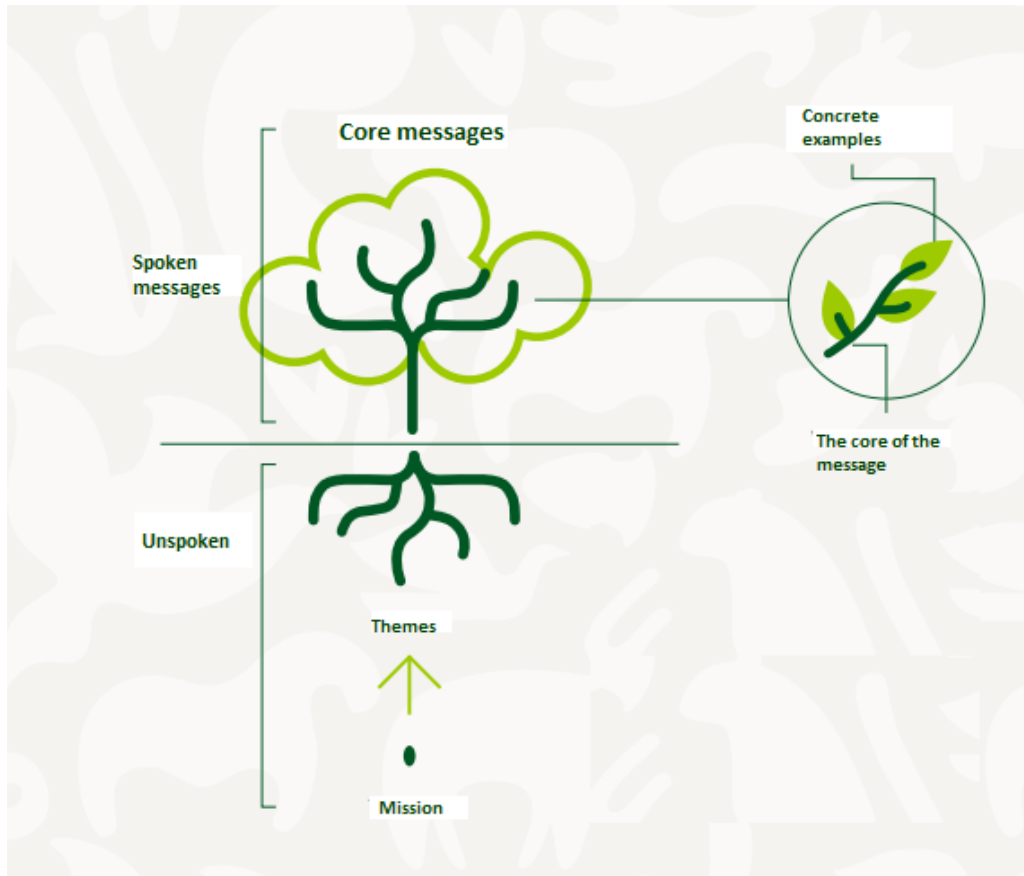


Figure 2: Korkeasaari Zoo's mission, themes and core messages (Korkeasaari Brand Book, 2018, edited)

To further clarify their mission and the themes drawn from it, the zoo came up with five core messages:

1. We are an entity
2. The zoo's job is to protect nature's biodiversity
3. All animals at the zoo are well taken care of
4. The wildlife hospital in Korkeasaari helps injured wild animals
5. Korkeasaari Zoo is accessible and easy to get to

These five core messages are then shared in social media and at the zoo through concrete examples, which are represented by the leaves in Figure 2.

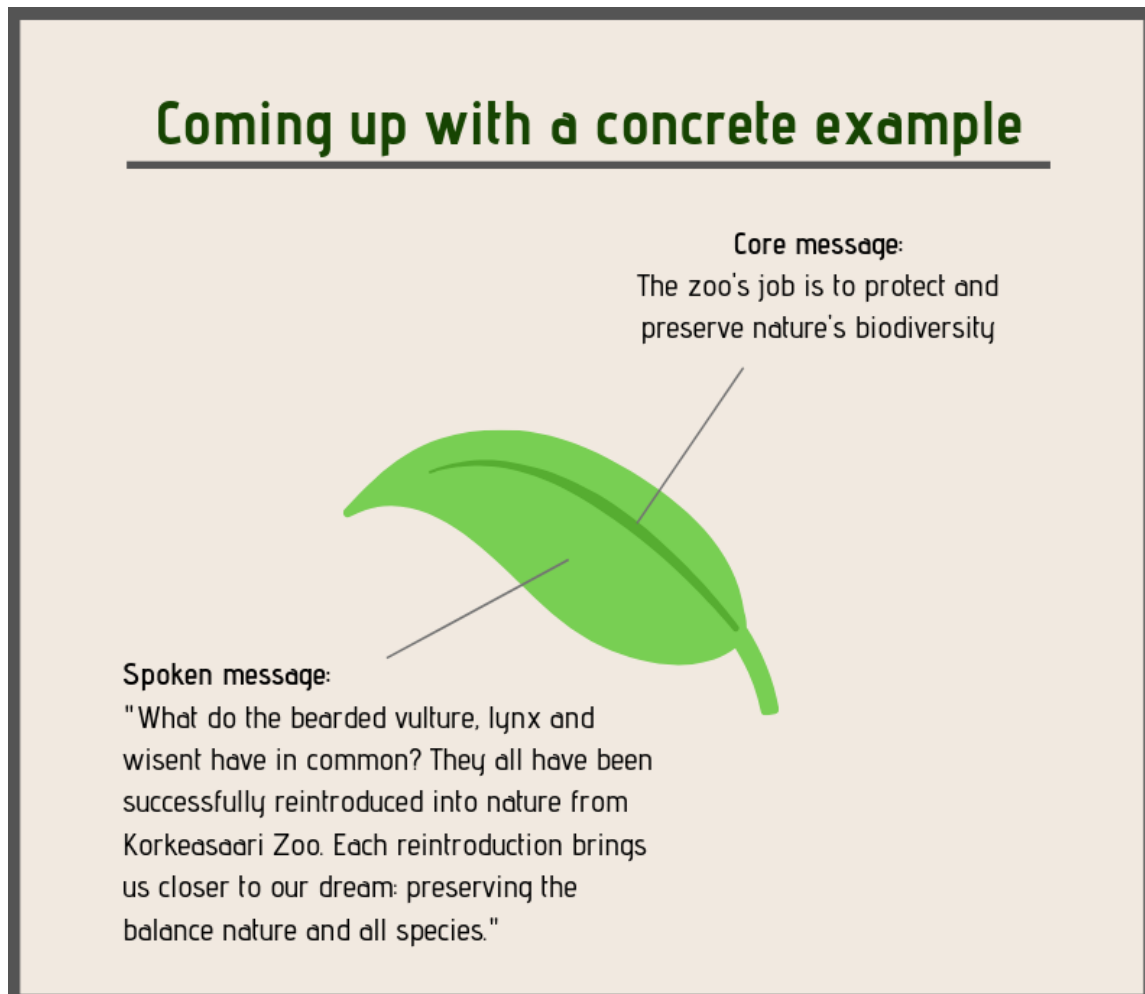


Figure 3: Creating concrete examples
(Korkeasaari Zoo Brand Book, 2018)

It is important to change the “leaves” regularly, but the core messages remain the same. This thesis will compare the themes, core messages and values found in the Brand book to the zoo’s value profile in SponsorOptimizer in order to find out if the core messages are coming through to the consumers and if there are certain aspects of the brand that need to be highlighted more in the future.

2.3 SponsorOptimizer

All the information about Korkeasaari’s brand image comes from the value profile created by SponsorOptimizer. The value profiles in this tool are based on a survey, where 1328 people chose which values they associated with the zoo from a list of 39 values.

“SponsorOptimizer is a multi-client sponsorship research tool, based on an annual comprehensive survey among a representative sample of the national population, allowing high-quality market research via consistent and comparable methodology. SponsorOptimizer identifies what brand values the consumers associate with a wide range of companies, brands and sponsorships. Additionally, SponsorOptimizer also uncovers how well the consumers know the many companies, brands and sponsorships and how interesting they experience them.

Value profiles of the 400 companies, brands and sponsorships are mapped out from a total of 39 brand values, which among others counts trustworthy, responsible, innovative, popular, serious, energetic, committed, inspirational, sustainable and high status.” (Sponsoroptimizer.com, 2018)

SponsorOptimizer has identified the value profiles of 250 companies, brands and organisations within more than 20 industries, and they also cover a wide range of the largest national sponsorships. The tool is based on a comprehensive survey among a sample of people aged 15 and over. There are four main themes in the survey: How well the consumers know the company, how interesting they experience it, what kind of relationship they have with it and what brand values they associate with it. This thesis will concentrate on the last part of the survey; the value profiles.

The tool allows the user to view each company or brand’s value profile, search for suitable sponsorships based on specific brand values and see what values different demographic groups associate with the chosen company or brand. There are multiple choices the user can make in order to specify the results.

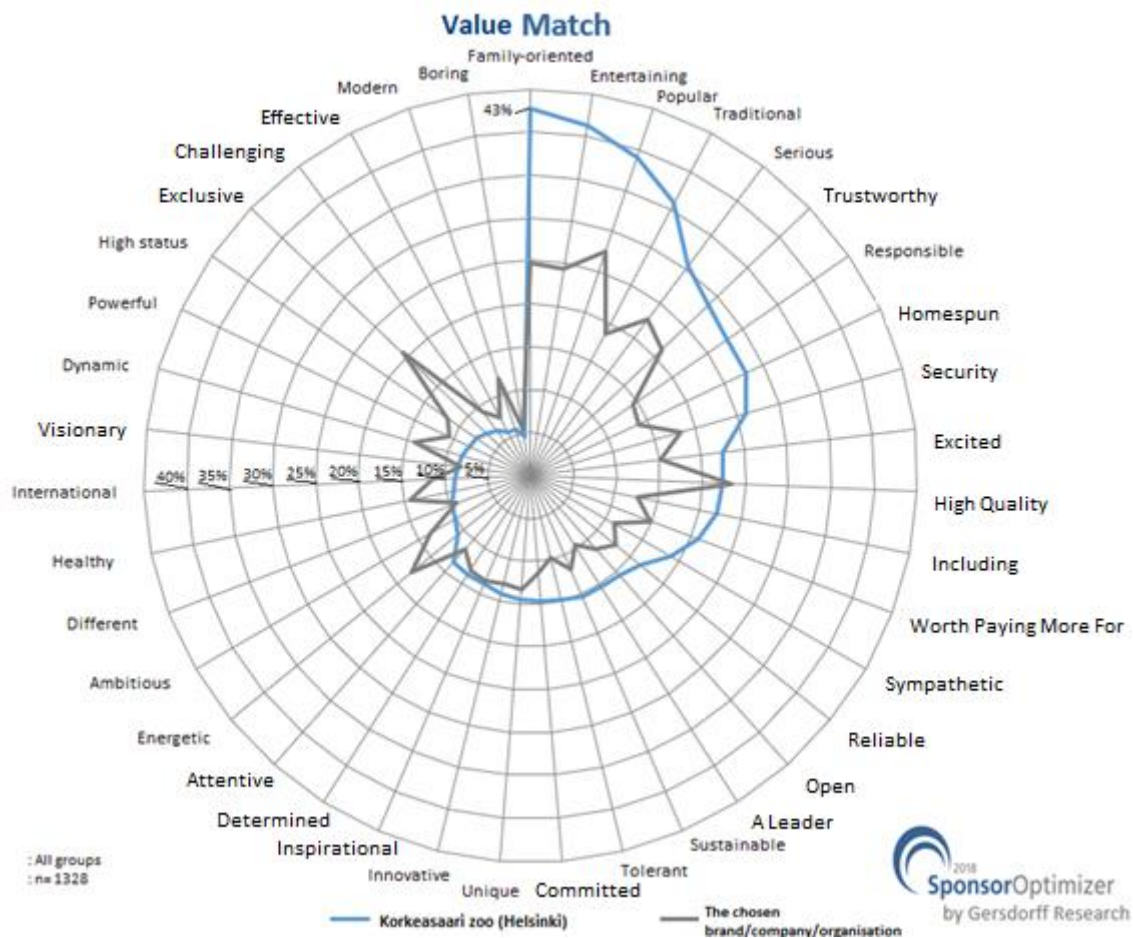


Figure 4: Korkeasaari Zoo's value profile (SponsorOptimizer tool, 2018)

Here is Korkeasaari's value profile as an example of the tool. The blue line represents Korkeasaari and the grey line represents whichever brand, company or organisation you wish to compare with the zoo. The questionnaire was answered by 1328 people. The values in the value profile are arranged from the most associated to the least associated.

In korkeasaari's case, the value that was associated with the zoo the most, was *Family-oriented*. 43% of the people who took the survey associated this value with Korkeasaari,

The tool allows the user to view the answers of different demographic groups (e.g. Men, women, different age groups, families with/without children, etc.). This thesis will be looking into the overall value profile, as well as the value profiles created by three different age groups: 15-29-year-olds, 30-49-year-olds and people aged 50+.

The people taking the survey were asked to pick all the values they associated with the zoo from a list of 39 values. The list of values can be seen below:

Table 1: The list of values included in the survey

A Leader	Innovative
Ambitious	Inspirational
Attentive	International
Boring	Modern
Challenging	Open
Committed	Popular
Determined	Powerful
Different	Reliable
Dynamic	Responsible
Effective	Security
Energetic	Serious
Entertaining	Sustainable
Excited	Sympathetic
Exclusive	Tolerant
Family-Oriented	Traditional
Healthy	Trustworthy
High Quality	Unique
High Status	Visionary
Homespun	Worth Paying More For
Including	

3 ANALYSIS

3.1 SponsorOptimizer

The value profile includes answers from different demographic groups. The survey was taken by 1328 people and the profile was formed according to their answers.

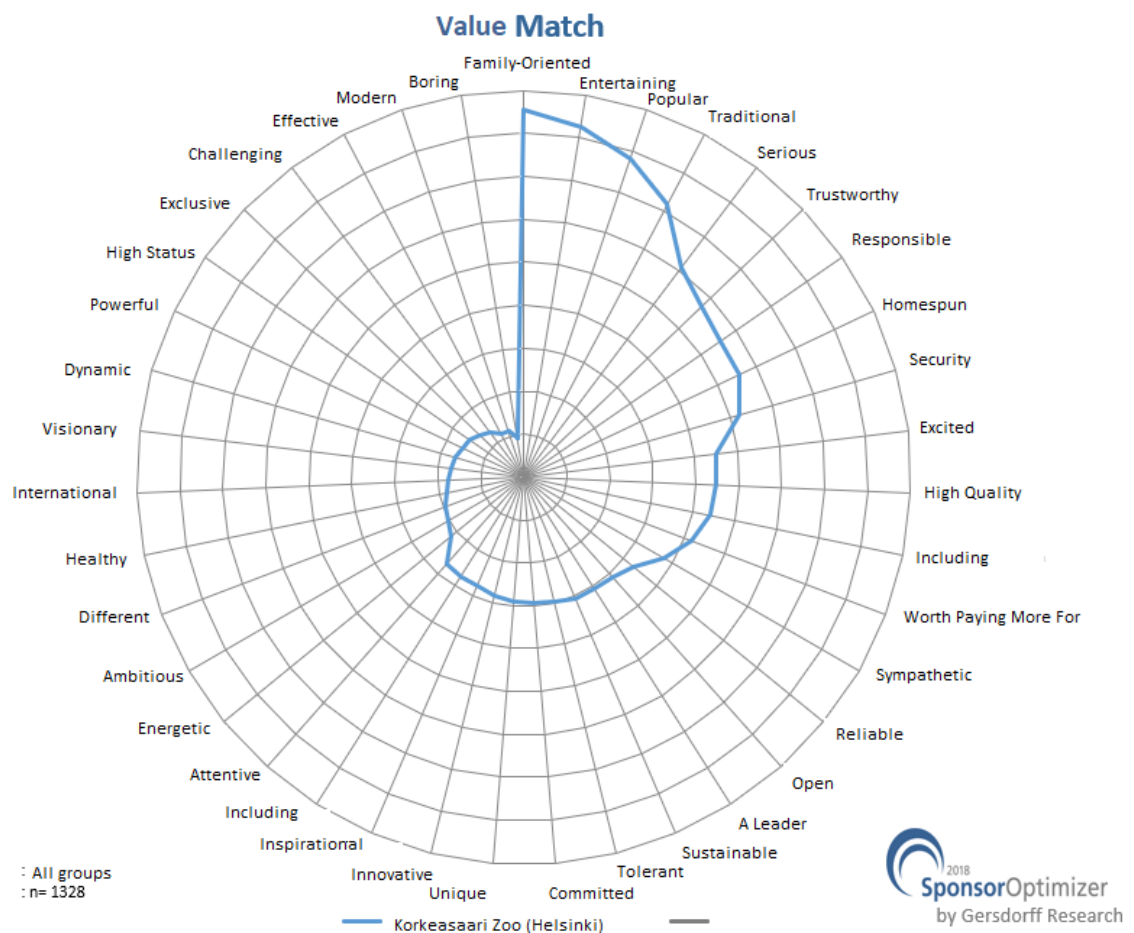


Figure 5: Korkeasaari Zoo's value profile
[From SponsorOptimizer, accessed April 2019]

The most associated value, *Family-Oriented*, was chosen by 43% of the people taking the survey, and the least associated, *Boring*, was chosen by 5%. The top five values associated with Korkeasaari Zoo were: *Family-Oriented*, *Entertaining*, *Popular*, *Traditional* and *Serious*.

Table 2: Korkeasaari Zoo's value profile results

Family-Oriented	43%	Unique	15%
Entertaining	41%	Innovative	14%
Popular	39%	Inspirational	14%
Traditional	36%	Determined	14%
Serious	30%	Attentive	13%
Trustworthy	29%	Energetic	11%
Responsible	28%	Ambitious	10%
Homespun	28%	Different	10%
Security	26%	Healthy	9%
Excited	23%	International	9%
High Quality	22%	Visionary	8%
Including	22%	Dynamic	8%
Worth Paying More For	21%	Powerful	8%
Sympathetic	19%	High Status	8%
Reliable	16%	Exclusive	7%
Open	16%	Challenging	7%
A Leader	15%	Effective	6%
Sustainable	15%	Modern	6%
Tolerant	15%	Boring	5%
Committed	15%		

In Table 2, the values are organized into 4 blocks according to the percentage: Over 30%, 20-29%, 10-19% and under 10%.

There are a few similar or related values, such as *Trustworthy* and *Reliable*, *Unique* and *Different*, and *Excited* and *Energetic*. It is intriguing that these values, while similar, can be located in different blocks. It is also interesting that some values that are strongly tied with the zoo's brand identity, e.g. *Sustainable* and *International*, have relatively low scores.

3.1.1 Differences between age groups

The differences in value profiles created by different age groups weren't as shocking as one might think, but there were some values that the groups felt quite differently about.

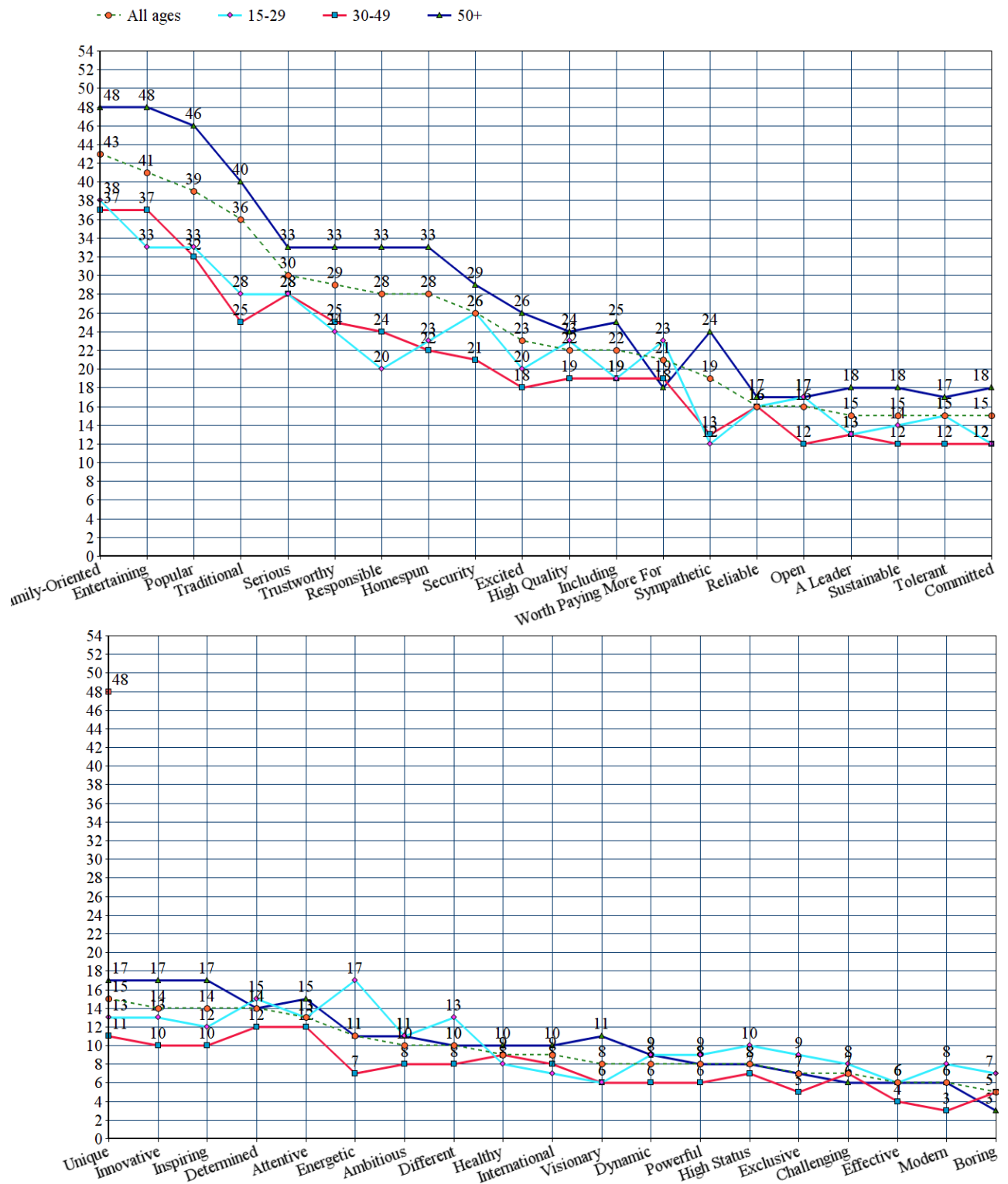


Figure 6: Comparing the value profiles of different age groups

Figure 6 shows the value profiles created by all three age groups, as well as the “original” value profile which is an average of the three others. The light blue line represents 15-29-year-olds, the red represents 30-49-year-olds and the darker blue represents 50 and over. The green dotted line is the overall value profile of the Zoo, that includes all age groups.

15-29-year-olds

In general, this age group had the most ups and downs in relations to the average. The other two groups were mostly above (50+) or below (30-49 year-olds) the average in all values.

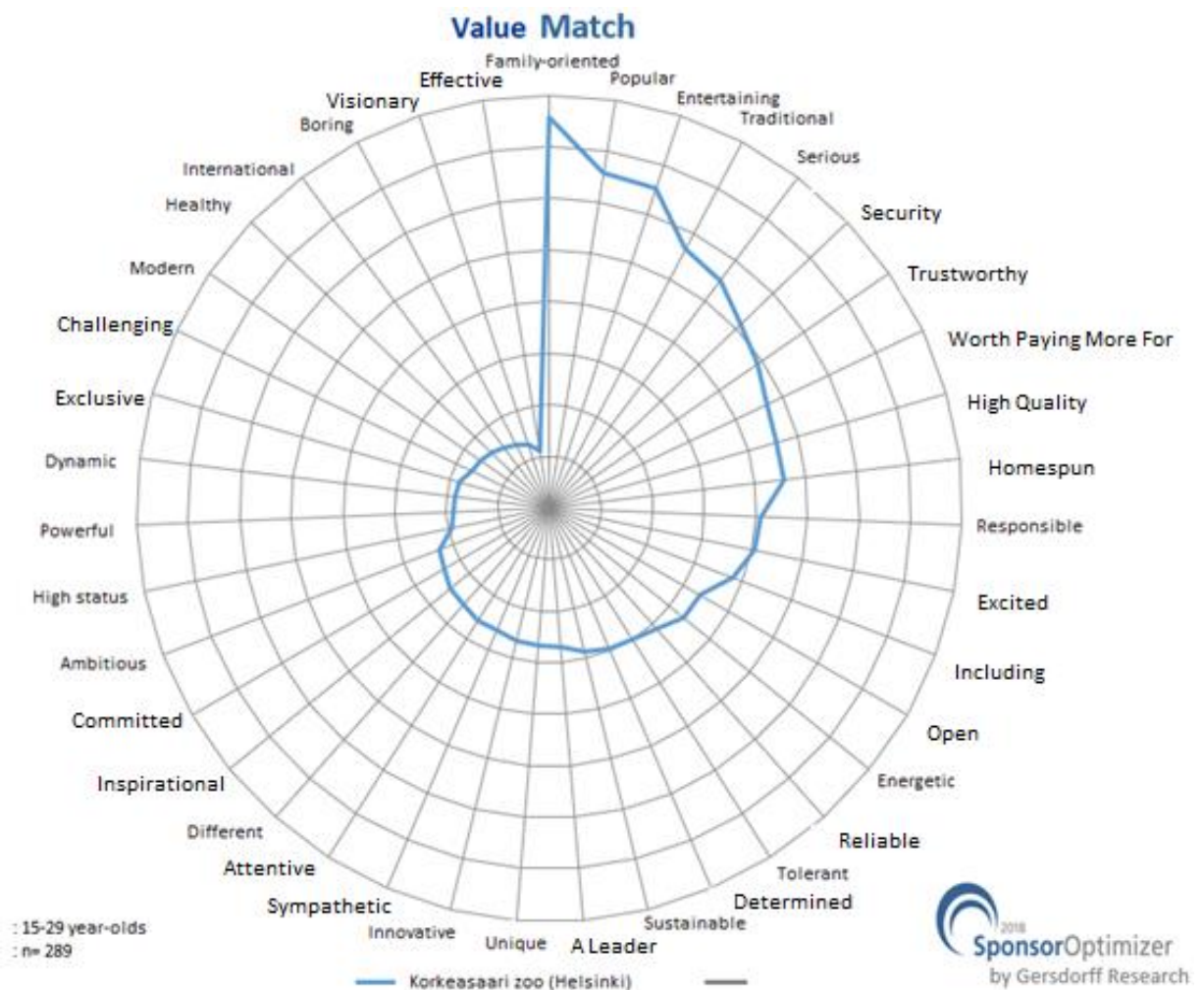


Figure 7: The value profile of 15-29-year-olds (SponsorOptimizer tool, 2018)

The top five values matched the ones from the average profile, although in slightly different order, but the percentages were somewhat lower. The biggest difference, 8 percent units, occurred with three values: *Entertaining*, *Traditional* and

Homespun – and the percentage of this group was always lower. The biggest difference in value profiles was with the 50+ group.

30-49-year-olds

This age group had a steady decline from the most associated, *Family-Oriented* (37%), to the least associated, *Boring* (3%). This group was always either in-line or below the average.

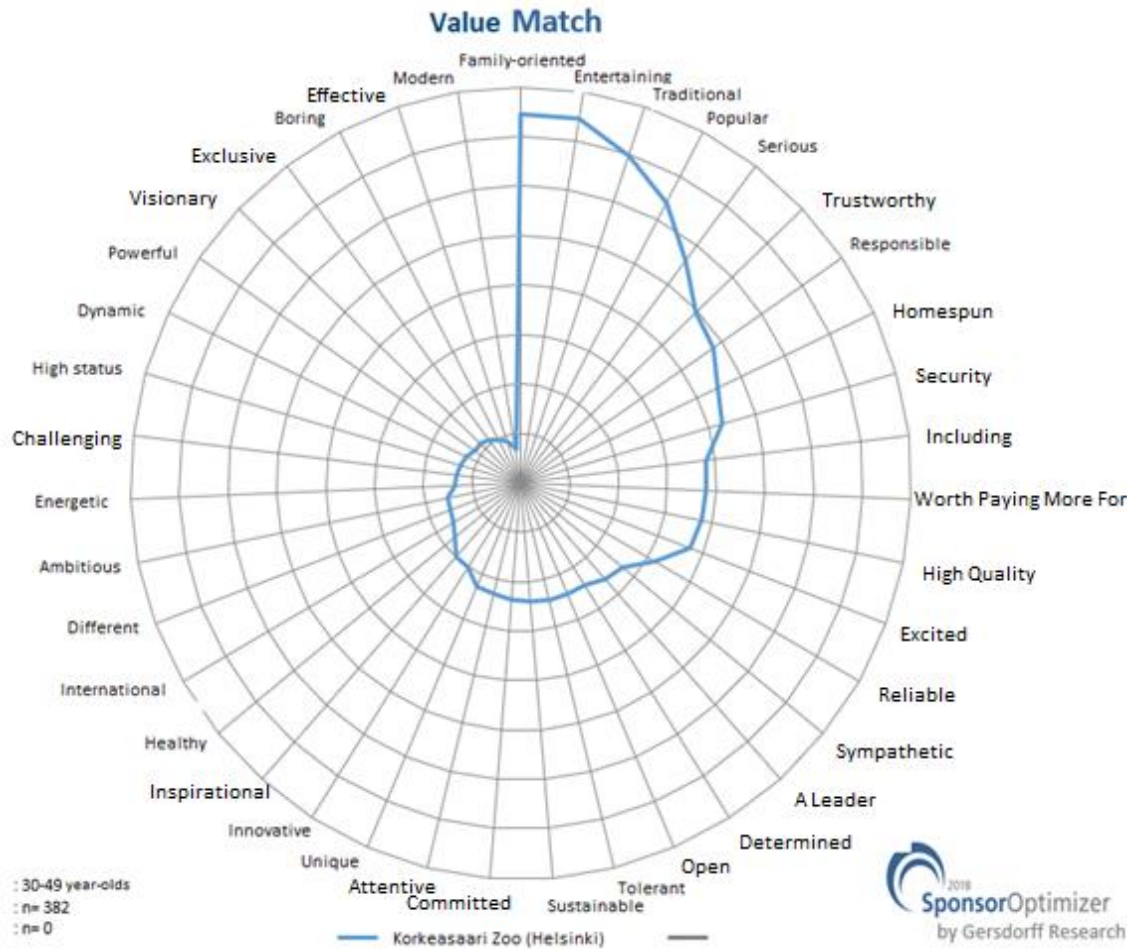
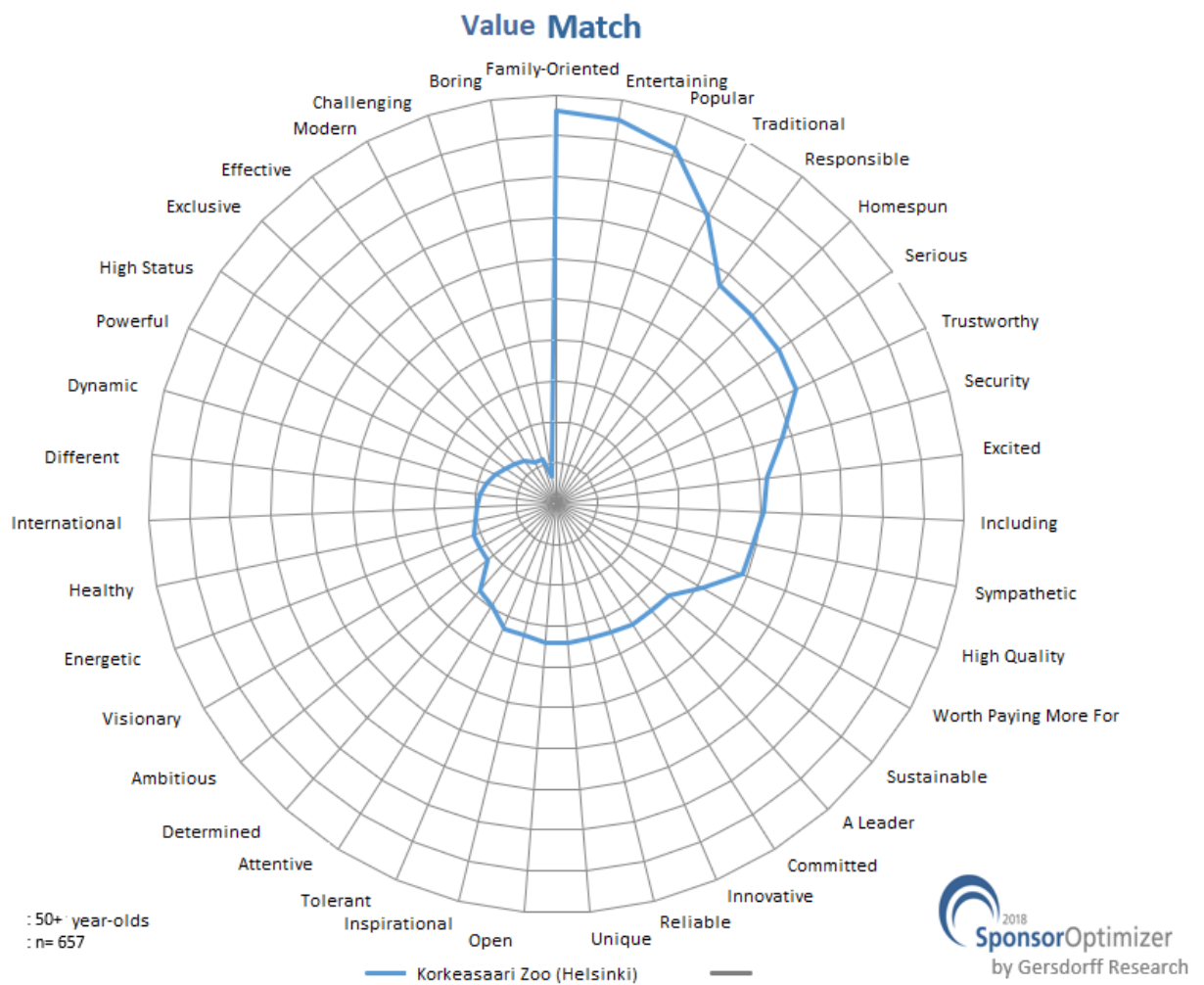


Figure 8: The value profile of 30-49-year-olds (SponsorOptimizer tool, 2018)

The biggest difference with the average, 11 percent units, was with the value *Traditional*.

50+ year-olds

The 50+ age group had the highest percentages in almost all values. The top five values were the same with the exception of number 5 being *Responsible* instead of *Serious*.



1Figure 9: The value profile of 50+
(SponsorOptimizer tool, 2018)

The biggest difference with the average, 7 percent units, was with the values *Entertaining* and *Popular*.

3.2 The zoo's values compared to measured feedback

Many of the 39 values can be associated with Korkeasaari's brand identity to a certain extent, but for this comparison it is best to choose the values that are repeated several times in their Brand book. Perhaps the largest themes occurring in the book, are sustainability and conservation, international cooperation, educating people about the important work done in zoos around the world (including Korkeasaari) and the responsibility the zoo has for the animals living in

Korkeasaari. The Zoo also has a wildlife hospital operating on the island that is a concrete example of the work Korkeasaari does in order to help wild animals. Here are some of the main values from the tools that are linked to the themes found in the Brand book:

- Sustainability
- Serious
- Responsible
- Committed
- International
- Family-Oriented (educating both children and adults in a fun and approachable way)

The way we disregard nature has a direct impact on animals and their living environments and our actions have brought many species on the brink of extinction, not to mention all the species that have already gone extinct. Conservation work requires sustainable choices and therefore, sustainability is present in everything the zoo does. Korkeasaari zoo's mission is to protect the biodiversity in nature and to help save endangered species. It is a serious mission and the zoo is dedicated to their work. Korkeasaari is also a responsible zoo, where the animals are well taken care of and the welfare of each individual animal is important.

Being family-oriented can mean several things. The zoo is a great place for family trips and it offers entertainment to all ages. The zoo organizes school trips and summer camps where kids can learn about endangered animals and the important work done in zoos. The zoo is filled informational signs that educated people about the animal species found in the zoo, their living environments and other facts. These signs are written in several languages, making the zoo a welcoming destination to foreign tourists. The guided tours are also offered in three languages; Finnish, Swedish and English. This paired with the fact that the zoo is a part of a worldwide conservation network should make Korkeasaari an international place. However, *International* was among the less associated values in Bilendi's survey.

In table 3, the **bold** lettered values are the main values found in the zoo's Brand book. Some of these values, such as *Serious*, *Trustworthy* and *Responsible*, are among the most associated values in the survey. However, values like *Sustainability*, *Committed* and *International*, received relatively low scores. It is interesting that sustainability and internationality are some of the biggest occurring themes in the Brand book, yet they are still not highly associated with the zoo.

Table 3: Brand book vs. SponsorOptimizer

Brand book	Related values (SponsorOptimizer)	Rationale
Educating people about different species and their role in the world.	Family-Oriented (43%) Serious (30%) Trustworthy (29%) Responsible (28%) Sustainable (15%) Committed (15%) International (9%) Challenging (7%)	<p>The zoo exists for species in need of conservation. Korkeasaari is filled with information about endangered species and the reasons behind their endangerment. The goal is to make people understand how their actions affect nature and animals. Sustainability and being environmentally friendly is a big part of protecting biodiversity.</p> <p>All information at the zoo is also available in several languages - everything is accessible for Finns and foreigners alike.</p>
Worldwide conservation network.	Serious (30%) Trustworthy (29%) Responsible (28%) Including (22%) Sustainable (15%) Committed (15%) Determined (14%) International (9%)	<p>Many zoos and organisations around the world form a large network dedicated to the conservation of nature and different species.</p> <p>Visitors often forget or overlook the fact that the zoo is involved in several conservation projects and wildlife funds.</p>
Wildlife hospital.	Serious (30%) Trustworthy (29%) High Quality (22%) Including (22%) Sympathetic (19%) Reliable (16%) Sustainable (15%) Committed (15%) Unique (15%) Determined (14%) Attentive (13%) Effective (6%)	<p>It is possible, and even likely, that the people answering the zoo didn't know or think about the wildlife hospital that is located inside the zoo.</p> <p>The hospital takes in injured wild animal and their goal is to help these animals return to nature. Sometimes, when an injured animal would not be able to survive in the wild anymore, the zoo will</p>

		take it in and let it live in Korkeasaari.
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Despite some of the important values receiving lower scores, others, such as, *Family-Oriented*, *Serious*, *Trustworthy* and *Responsible* were in the top ten most associated values. It is also good to note that *Boring* was the least associated value, which is certainly a good thing for Korkeasaari.

There are some “desirable” values among the less associated, such as *Modern*, *Challenging*, *Effective* and *Visionary*, that the zoo might want to be more associated with in the future. The survey is done annually, which means that the results change, and the zoo can get a better grasp of what values are truly at the top or the bottom.

4 POSSIBLE BUSINESS PARTNERS

4.1 What attributes should be improved?

Based on the results of the survey, the Zoo could focus on *Sustainable* and *International*. Both of these values are already very much present at Korkeasaari, but people still don't seem to realize that.

Sustainable was associated with the zoo by 15% of the people. Seeing how this is an important value for the zoo, having new business partners that are highly associated with being sustainable is not a bad idea. *International* was associated with Korkeasaari by 9%, which is very surprising. Of course, people may interpret the 39 values differently and associate internationality with companies and organizations that operate worldwide or have offices in several countries. Still, the zoo is a part of an international network and is a great tourist destination to foreigners – this is not a given in zoos around the world!

4.2 Possible companies and organisations

I searched for suitable brands with the help of SponsorOptimizer and the Sustainable Brand Index. (Sustainable Brand Index, 2019) There are many brands that are thought of as being international or sustainable, but I chose three brands that could work well with the zoo. Internationality is a tricky value, since receiving an international image is not really based on your business partners. This is why I chose to search for well-known brands associated with sustainability and see how internationality can be seen in their brand.

4.2.1 Brand certificates

There are different types of certificates that brands and organizations can get in order to prove that they fulfil the requirements of said certificate. Some of these certificates are highly associated with sustainability and animal friendly operations and could therefore improve the zoo's image when it comes to being environmentally friendly.

EU Ecolabel

The EU Ecolabel helps identify products with a reduced environmental impact throughout their life cycle. It was established in 1992 and it is recognized across Europe and worldwide. The label also encourages companies to produce products that are long-lasting, easy to repair and recycle. (European Commission, *EU Ecolabel*, 2019)

German Blue Angel

The Blue Angel is the world's oldest ecolabel, established in 1978. It focuses on examining a product's impact on the climate, resources, water, soil and air. (Blue Angel, The German Ecolabel, 2019)

Nordic Ecolabel

The Nordic Swan Ecolabel was established in 1989 by the Nordic Council of Ministers and it focuses on a product's environmental impact in all relevant phases of its life cycle. (Nordic Ecolabel, 2019)

ECOCERT

ECOCERT is the first certification body to develop standards for natural and organic cosmetics. There are two certificates; Natural cosmetics and Organic cosmetics. (Certification body for sustainable development, Ecocert, 2019)

Leaping Bunny

The Leaping Bunny certificate was established in the 1990s by CCIC, the Coalition of Consumer Information on Cosmetics. Leaping Bunny focuses on cruelty free products, which means that the companies with the certificate don't test their products on animals or use any ingredients that are animal tested. The products can't also be sold in countries that require animal testing, such as China. The companies with the certificate are also inspected regularly. (Leaping Bunny Program, 2019)

Vegan

The Vegan Society's Vegan Trademark assures that the product and all its ingredients are plant-based. The Trademark is registered worldwide. (Vegan.org, 2019)

Since this thesis is commissioned by Korkeasaari Zoo and includes confidential information and suggestions, some of it has been excluded from the public report.

5 CONCLUSIONS

The purpose of this thesis was to see how well Korkeasaari Zoo's brand image and brand identity match and to find out if there are things they could work on in order to improve their image. There were three research questions:

“How well does Korkeasaari Zoo's brand identity and values match the values that Finns have associated with the Zoo?”

“How does the brand image differ between different age groups?”

“What companies could be suitable business partners for Korkeasaari, so that the brand image would match better with their brand identity?”

The feedback gathered from the survey was mostly positive when compared to the core values of the zoo. However, sustainability and internationality received relatively low scores despite being important aspects of the zoo's operations. The value profile is based on an annual survey, so it would be beneficial to compare the value profiles of several years in order to truly analyse the results. Low scores in some aspects suggest that the Zoo has not been able to communicate these aspects to the consumers effectively enough.

There were no shocking differences between different age groups, although the results of people aged 50 or over were generally above the overall value profile, while 30-49-year-olds were mostly below it.

When looking for products and business partners, there are certain brand certificates and labels that could be beneficial for advertising sustainability to the consumers, such as the EU Ecolabel, Leaping Bunny and the German Blue Angel, to name a few. Chapter 4 also laid out three suggestions for future business partners, but most of the chapter is excluded from the public report due to confidential information.

Overall, the brand image of Korkeasaari Zoo is relatively similar to their brand identity, with the exception of internationality and sustainability. The value profiles created by different age groups were quite similar, although the results of the 50+

group were perhaps a little more encouraging. Now it is interesting to wait and see how the value profile changes in the future.

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