



# Planning and establishing a radio advertising measurement system

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# Planning and establishing a radio advertising measurement system

CASE COMPANY: SBS Finland

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The objective of this thesis was to develop a way to measure the radio advertising campaigns of SBS Finland's customers. After all available options had been analyzed it was decided that the author would plan and establish a radio advertising measurement system for SBS Finland. The requirement was that the system should serve a wide range of advertisers' needs. It should be adaptive to measure both radio advertising pre-tests and already aired radio campaign post-tests. In addition, it was essential that research settings and the actual survey questionnaire could be modified for different advertisers.

Ultimately, the measurement system was tested with an actual pilot research for SBS Finland's customer Red Cross Blood Service. The pilot case was executed as quantitative research, where the large number of responses could be handled numerically. The conclusion of the results revealed that over 80 % of the respondents liked the radio advertisement and over 50 % of the respondents stated that the radio advertisement increased their interest toward Red Cross Blood services. In addition, ca. 60 % of the respondents answered that they could consider donating blood during the next 6 months. These results proved that Red Cross Blood Service's radio advertisement had succeeded in Iskelmä radio's target group.

Measuring the system with an actual pilot campaign was essential because it revealed some technical challenges of the measurement system. However, these challenges were solved promptly and as a conclusion SBS Finland had a measurement system that none of its rival radio stations had. SBS Finland could now start to sell radio advertising research to a wide range of customers. In addition, the thesis project as a whole gave the author new development ideas on how the measurement system's value could be measured and how to improve the measurement system in order it to produce reliable and recognized added value for SBS Finland's customers in the future.

Key words: radio advertising, measure, measuring system

Riikka Nikula

**Radiomainonnan mittausjärjestelmän suunnittelu ja rakentaminen**  
**Yritys: SBS Finland**

Vuosi 2011

Sivumäärä 65

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Tämän opinnäytetyön tavoite oli kehittää SBS Finlandille tapa mitata sen asiakkaiden radiokampanjoita. Perusteellisen selvitystyön jälkeen päädyttiin rakentamaan SBS Finlandille oma radiomainonnan mittausjärjestelmä, joka tukisi erilaisia tarpeita kuten radiospottien esitestausta, mutta myös jo toteutuneiden radiokampanjoiden jälkimittaamista. Lisäksi oli tärkeää, että mittauksen tutkimusasetelma sekä kyselylomake olisivat helposti muunneltavissa erilaisten asiakkaiden tarpeisiin.

Suunnitellun radiomainonnan mittausjärjestelmän testaamista varten toteutettiin SBS Finlandin asiakkaalle, Suomen Punaisen Ristin Veripalvelulle radiomainonnan tutkimus, jolla voitiin todentaa mittausjärjestelmän toimivuus. Tutkimus toteutettiin määrällisen (kvantitatiivisen) menetelmän avulla, jolloin ison vastaajajoukon tuloksia pystyttiin käsittelemään numeraalisesti. Tarkemmin tuloksia tarkasteltaessa voidaan tehdä yhteenveto, että yli 80 % vastaajista piti radiomainoksesta ja yli 50 % vastaajista kertoi, että kyseinen radiomainos lisäsi kiinnostusta Suomen Punaisen Ristin Veripalvelun palveluita kohtaan. Lisäksi n. 60 % vastaajista kertoi, että voisi harkita verenluovutusta seuraavan 6 kuukauden aikana. Tulokset osoittivat, että Suomen Punaisen Ristin Veripalvelun radiomainos oli onnistunut Iskelmäradion kohderyhmässä.

Järjestelmän esitestaaminen pilottikampanjalla oli tärkeää myös siksi, että se toi esiin järjestelmän tekniseen toteutukseen liittyviä haasteita. Nämä haasteet selvitettiin kuitenkin nopeasti ja lopputuloksena SBS Finlandilla oli radiomainonnan mittausjärjestelmä, jollaista sen kilpailevilla radiokanavilla ei ollut. SBS Finland pystyi nyt aloittamaan radiomainonnan tutkimuksien myynnin laajalle asiakaskunnalle. Lisäksi opinnäytetyöprojekti kokonaisuutena antoi kirjoittajalle uusia kehitysideoita siitä, kuinka mittausjärjestelmän tuomaa hyötyä voitaisiin mitata sekä mitä asioita tulisi kehittää, jotta mittausjärjestelmä toisi luotettavaa ja arvostettua lisähyötyä SBS Finlandin asiakkaille tulevaisuudessa.

Asiasanat: radiomainonta, mittaus, mittausjärjestelmä

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## 1 INTRODUCTION

In the dictionary advertising efficiency is defined as a ratio of the costs to the number of recipients in the target group. (Business Dictionary 2011.) However, this perspective does not consider how the target group experiences the advertisement and less how it affects the relationship with the brand or buying behaviour. It is not beneficial to calculate how many contacts the advertisement can reach if the actual reactions of the customers are not measured. It is not even enough to measure the customers' reactions if nothing is learned in developing a more efficient communication strategy.

Today in the fast-changing media environment the media have to be able to offer advertisers competent solutions to measure advertising effectiveness. This is even more current when the economy has been seen unstable. Creating efficient, reliable and cost-efficient measurements can be seen as a competitive advantage against other media.

For the advertiser monitoring advertising effectiveness is crucial in order to understand customers and their changing needs. Therefore a major responsibility of advertising efficiency measurement is to provide information that will help to detect problems and opportunities which the company itself might not be aware of.

The author became interested in the topic when she started her internship at SBS Finland. The case company needed to provide cost efficient radio campaign measurements for its customers. The author found the task interesting and challenging since similar projects had not been executed in the company. She considered that in this particular project she could apply the skills and knowledge gained in previous school projects.

### 1.1 Scope of the study

There are numerous companies which offer advertising research services in Finland. The main objective for these companies is to achieve profits by developing more advanced research services for advertisers, media and advertising agencies. However, the end users of these services are often advertisers.

There are five main media vehicles for conducting advertising research. These can be defined as letter, telephone, email, online and street surveys. However, for anonymous surveys with the right target group (drawn from the population information system) the letter research has been the main media vehicle. However, the shift from traditional letter research to internet based online/email research has grown rapidly. The research institutes and companies have invested money into systems which can carry out research thoroughly through the internet. The reason for the shift is cost-efficiency and speed.

The scope of this study can be divided into three different objectives. The first objective is to define the criteria for successful advertising and how advertising effectiveness should be measured, and thereafter to explain the role of radio and how radio advertising can be measured. The second objective is to explain how the thesis project for a radio advertising measurement system was designed by utilizing the existing research developed by research institutes and companies. The third objective is to test the measurement system with an actual advertising campaign.

## 1.2 Purpose of the study

The purpose of this thesis was to plan and establish a radio advertising measurement system for the case company (SBS Finland). The main target group for the project were small and medium sized companies that advertise through SBS Finland's radio channels; Iskelmä and Cityradios. In the past the challenge had been that smaller, local companies could not afford to measure radio campaigns as the research institutes' services were too expensive. It caused a problem in that SBS could not verify its own radio channels' profitability for the advertisers. For this reason the purpose was to plan and establish a radio advertising measurement system which could be maintained by SBS personnel and be affordable, regardless of the advertiser's size, line of business or geographical situation.



### 1.3 The structure of the thesis

This thesis will first introduce the idea behind the thesis project. This includes how the topic was chosen and the challenges and objectives of the project. Thereafter the thesis will concentrate on the theoretical background. Then the research method will be presented, which is based on quantitative research following radio advertising post-test verified with an actual customer case. The empirical section starts with an overview of the case company and focuses then on the project of developing the radio advertising measurement system. After the different sections of the project have been presented the author introduces the results of the post-test conducted for Red Cross Blood Service. Thereafter the author presents her analysis of the results and provides ideas and objectives for the future development of the measurement system.



Figure 1. Structure of the thesis

## 2 THEORETICAL BACKGROUND

### 2.1 Criteria for effective advertising

There are basic criteria which each advertisement has to reach in order to succeed. First, the most crucial phase is to gain the attention of the consumer, this which then has to be retained in order for the consumer to register the brand clearly. The advertisement should be also somewhat likeable. Thereafter the advertising should emphasize the perceived differences between the brand and its competitors/alternatives. Finally, advertising ought to influence the consumer choice in favour of the brand and to assure that the core message will be retained in the consumer's memory. (Franzen 1994, 8)

### 2.2 Advertising effectiveness and measurement

Companies spend millions of euros on advertising every year, and the question is whether this is wisely spent. Advertising effectiveness has been researched widely in earlier studies. In some research advertising has been proved to have a positive effect on sales, in others no effect has been discovered and in some the effect has even been negative. Therefore advertising effectiveness should be monitored continuously through each campaign in order to make an accurate assessment. (Bergkvist 2000, 2)

The most straightforward solution would be to compare the advertising efforts to the sales volume. The problem with this method is that sales are always dependent on other variables in the marketing mix such as product or price. In addition, there are also other individual and environmental factors including cultural, social and personal influences that have an effect on the consumer's decision. (Bergkvist 2000, 3)

In order for a company to succeed, the advertiser has to understand the extent to which a specific campaign meets the company's objectives. (Wells 1997, 3) This is commonly understood by measuring the effect on sales, brand awareness and brand preference. Another reason is to define which parts of the advertising campaign were most effective. If the same advertisement is used several times in different campaigns it is crucial to know when it becomes ineffective and has to be changed. (Bergkvist 2000, 15-16) The third reason is to measure whether an advertisement is communicating effectively. Therefore each advertisement should be pre- and post-tested in order to measure the results of the advertising campaign. (Kotler, Keller, Brady, Goodman and Hansen 2009, 734)

The research measuring advertising effectiveness can be divided into three different groups; advertising preliminary tests, campaign measurement tests and measurement of the advertising results (post-test). Advertising preliminary tests are done before the campaign to test the advertising material. The objective is to find out if the designed advertisement will meet its marketing targets or if changes needed. (Mainostajien liitto 2005, 37) In addition, pre-testing an advertisement before it is scheduled in the media may prevent many problems associated with the concept, strategy or implementation of the advertising campaign. The money invested for pretesting can save the company for larger costs. (Drypen 2010.) However, the pre-test should not be the only decision criteria when choosing the creative material for the media as the performance in a real marketplace may vary. Therefore the purpose of the pre-test is to produce useful information to support the decision making. (Kotler, Keller, Brady, Goodman and Hansen 2009, 734) Campaign measurement tests on the other hand measure whether advertisement was noticed and how the actual message of the advertisement was received by the consumers. Often the results are compared to database of advertisements executed earlier. Post-tests measure the results of the advertising, such as changes in brand preference, purchase intentions or awareness of the company/products. (Mainostajien liitto 2005, 37) These tests produce valuable information on whether the advertising budget was sufficient, if the actual advertisement communicated the objectives of the campaign effectively or whether the company overlooked some crucial factors in the planning process and thus did not achieve desired results. (Kotler, Keller, Brady, Goodman and Hansen 2009, 734)

### 2.3 Relation between advertising and profits

Companies invest money in advertising in order to achieve profits. The objective can be short-term profits where fast returns are expected, for example immediate increase in sales or long-term profits such as building brand awareness. Advertising can also increase profits when customers are willing to pay higher price of the brand. Therefore, as consumers are willing to pay more for the product or service it can be seen as advertising effectiveness. Nevertheless, defining the correlation between advertising and profits is difficult as the results can be seen over a long period of time. (Bergkvist 2000, 14-15)

In addition, it is essential to understand the complexity of the relation between advertising and profits. Advertising can have both direct and indirect effects on profits. These effects can be positive or negative, short-term or long-term, or even continuous. Advertising seldom has only direct effects on sales; therefore more often advertising effectiveness is measured through indirect, intermediate variables. These variables can be changes in purchase intentions of the consumers. Thus, positive change in these variables can be seen as effective advertising. (Bergkvist 2000, 15)

## 2.4 How advertising affects the consumer behaviour

Since the last century researchers have tried to determine how advertising exactly influences consumer behaviour and the decision to buy. Earlier studies have concluded that advertising affects buying behaviour in stages. The hierarchy of these stages have changed but the general belief has been that each of these stages has to be completed before the next one begins. Fortunately, understanding of the advertising process has increased during the last few decades and the conclusion nowadays is that there are no successions of stages. Instead there has to be a constant and simultaneous interaction between existing knowledge, attitudes, perception of advertising and the behaviour formed by these factors. (Franzen 1994, 3)

### 2.4.1 Interactions between groups of effects

When measuring advertising effectiveness it should be noticed that existing consumer experiences, attitudes, buying behaviour and product/service usage always affect the outcome of the advertising. These effects influence the consumer behaviour and decisions at different levels, either in groups or separately. Interactions between these groups of effects are described here more precisely. (Franzen 1994, 4-5)

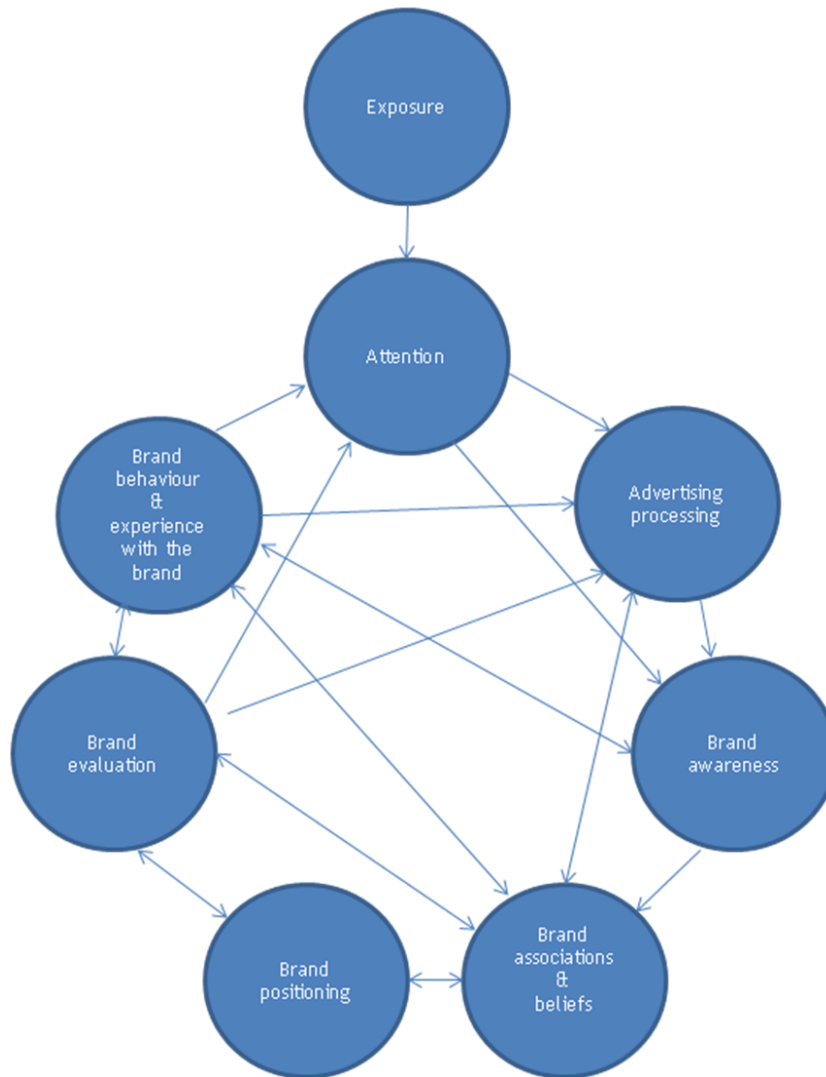


Figure 2. Interaction between groups of effects (Franzen 1994, 5)

Previous experiences with the brand and product category influence the attention that a certain advertisement receives in the minds of the consumers. In addition, existing product usage lessens the level of hesitation. The consumer selects information that matches his own attitudes and values. After the advertisement is accepted other alternatives are dismissed. (Franzen 1994, 5) Consumers process advertising in different levels depending on existing product usage, the interest in brand and product category. In addition, existing brand association creates the expectations for the information. To a certain degree consumers also perceive the information based on existing knowledge. Therefore, advertising is also to an extent a confirmation of the existing information. (Franzen 1994, 5-6)

When particular effects are examined, brand awareness is the result of all the encounters with the brand. The level of brand awareness depends on how consumers are exposed to the brand. Advertising affects brand awareness even at the minimum level of attention although the advertisement has not been processed yet. (Franzen 1994, 6) Thereafter, brand associations are everything that connects the customer to the brand. (Nzuki 2009.) Advertising processing and existing product usage create the basis for brand associations. Brand positioning affects brand associations as perceived differences between competitors formulate the perception of the advertising. In addition, brand attitudes shape the intensity of formed associations. (Franzen 1994, 6)

This leads to brand positioning, which can be defined as the process of sorting products into different groups and subgroups. This process is based on associations and determined by the characteristics and attributes of each group. Brand attitude also affects brand positioning by emphasizing the differences between brands. (Franzen 1994, 6) Brand attitude and evaluation is the result of existing experiences with the brand. It is generated from the brand awareness, brand associations, usage experiences and brand positioning. (Franzen 1994, 6) It describes how desirable the brand is for the consumers. (All Business Inc 2000.)

All these factors, brand awareness, associations, positioning and attitude, influence the buying behaviour and usage experiences. However, brand awareness and brand attitude do not instantly lead to buying behaviour if consumers are confronted by negative usage experiences. As a conclusion, advertising leads to “lower order associations and beliefs” and on the other hand, usage experiences lead to “higher order associations and beliefs” where the role of advertising is to confirm and reinforce these images. (Franzen 1994, 7-8)

## 2.5 Radio as a media

Radio as a form of media can be seen either as the main media or as complimentary media. In the past radio has been seen more as a tactical and local form of media; however nowadays its role has changed. In brand marketing more often radio is a part of the strategic media planning. In advertising campaigns the role of radio is to tell a story by means of sound and voice. (SBS Finland 2010.)

The advantage of radio as a media is that radio advertising can be targeted by area and time. (Raninen & Rautio 2003, 267) Other advantages are its cost-efficiency and reach. (Strategic Media 2009.) The cost efficiency of radio media can be argued not only with the contact price but also with the low production costs of the radio advertising. (Radio Media 2010.) In addition, radio campaigns are easy to set up and can be in the air a few days after the material is

delivered. Therefore, companies can react quickly to changes in the market situation. The weakness of radio compared to other main media, is the absence of visual image. (Kotler 2006, 573) Radio channel's line of music is often the most significant factor which explains its listeners' demographical profile. As the supply of different radio channels has increased, radio has become also a "target group media". The audience of the radio channel can be defined geographically and demographically but also by values and attitudes. This allows advertisers to talk selectively to the groups they are most interested in. In addition, radio's local structure enables advertisers to focus their activities in key market areas. (Radio Media 2010.)

## 2.6 Radio's role in the advertising mix in Finland

Radio reaches almost the whole Finnish population. Every day 79%, and during the week 95%, of the Finnish population listens to radio. According to national radio research a Finn listens on average approximately 3 hours and 15 minutes of radio every day. (Finnpanel 2010.)

In 2009 the spend on radio advertising was 49.7 million euros. The change compared to 2008 was -1.7%. However, radio's marketing share of the whole media mix increased 0.5% up to 4% when the total spend on media decreased -15.8% in 2009 due to recession. In Finland radio advertising is divided between national and local advertising. The share of national radio advertising is 71% and local radio advertising 29%. (Radio Media 2010; Markkinointiviestinnän Toimistojen Liitto 2010.)

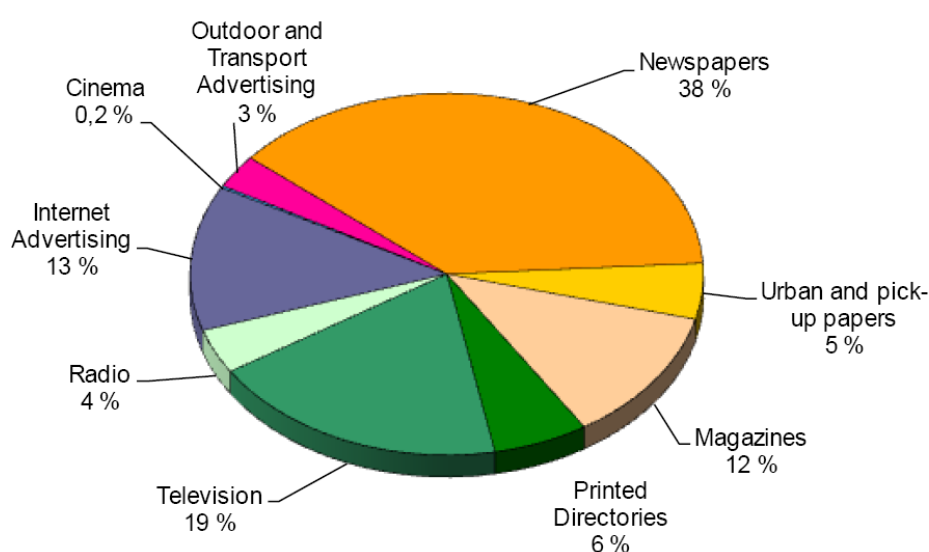


Figure 3. The share of media advertising spends per media in Finland 2009, MTL

## 2.7 Measuring radio advertising

There are several ways to measure radio advertising effectiveness. First, the objective of the research has to be defined. It can be for example increasing sales, store traffic or brand awareness. Therefore the key to successful research is to have a clear understanding of why the research is being conducted in the first place. More specifically the research can measure the effectiveness of different spots or the length of the spot. It is also possible to measure whether radio advertising should be used as a continuous activity or as tactical media. (Radio Advertising Bureau 2011.)

The national radio survey (Kansallinen Radiotutkimus, KRT) has established its position as a base study of the radio media in Finland. It is a joint project between YLE and commercial radio channels. The KRT data is collected by using diaries to measure the radio listening per time and channel. The data is based on ca. 18 000 diaries in a year which are collected through random samples from the Finnish population. The radio channels use this information for program planning and media and advertising agencies for the marketing planning. (Finnpanel 2011.)

## 2.8 Relation between radio advertising and sales

In an article (Radio Advertising Effectiveness 2005) for the World Advertising Research Center, Uwe Domke and Christoph Wild explain that radio advertising affects consumers' buying behaviour. The significant reason is that radio is near to the point of sale. It is often the last medium used before the purchase. This can be seen also in the figure below which is from Finland's national radio research survey 2008. It demonstrates the number of commercial radio listeners by place and per 15 minutes during workdays. It indicates that radio is present in situations and places where all other media cannot be. It also supports the statement that radio can affect the buying behaviour of consumers, for example when people leave their work they listen the radio in the car before entering the grocery store. (Radio Media 2011.)



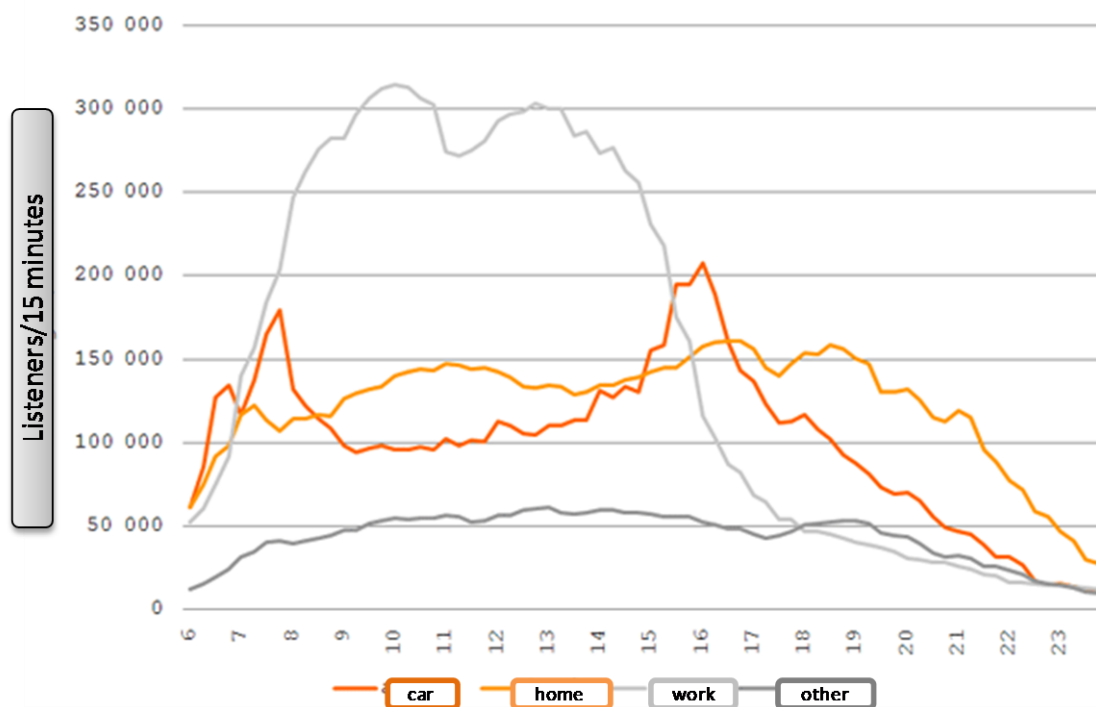


Figure 4. The number of radio listeners per time and place during workdays, Finnpanel Oy, KRT 2008

## 2.9 Planning research

Media research know-how in Finland is highly recognized. All main media groups have their own basic research which measures the number of contacts. In the past these media research studies have been used mainly by media agencies and media companies even though advertisers have been very interested in developing and monitoring the results. This is changing now as advertisers are starting to take a more active role also in using these research. (Mainostajien liitto 2005, 5) When advertisers are considering media investments, these are seen as long-term investments where results and efficiency has to be monitored all the time. Therefore a prerequisite for successful advertising and for right media choice is reliable, current and quality research information. (Mainostajien liitto 2005, 5)

The research process should always start from a research plan. The research plan includes the motives for conducting the research, the means of the research execution and description of how the research data will be analysed and how results are finally reported. (Hirsjärvi, Remes & Sajavaara 1997, 169-171) When designing research the most challenging and time-consuming activity is to decide what information should be collected. It is essential to famil-

iarize oneself with the expectations and needs of the customer. As important is also to understand the respondents, for whom the survey is designed. Lack of understanding about the research problem may lead to incomplete or irrelevant results. (Aaker, Kumar & Day 2004, 313) Furthermore, it is essential to establish a timetable. In each research there are four stages which have to be accomplished: planning, data collection, data analysis and write-up phase. When each phase has certain time limitation it will reduce the rush in the end of the project. (Davies 2007, 82)

The objective of the research is to follow correct and systematic procedures during the execution of the research. Therefore bias should be eliminated as far as possible already during the planning phase. However, even well-conducted research is only of little value if the findings of the research are not communicated effectively to those that have requested the research. The way that the findings are incorporated into the tactical or strategic decisions depends then on the customer. (Kent 1999, 226-227)

## 2.10 Theoretical framework

In order to understand the empirical part of the thesis, the theoretical framework has to be examined. The theoretical framework consists of the elements shown in figure 4. The theoretical section concentrates first on defining advertising effectiveness and how advertising effectiveness should be measured in general. Secondly, the theoretical section explains how advertising affects the consumer behaviour and how existing consumer experiences, attitudes, buying behaviour and product/service usage impact the effects of the advertising. Thereafter, the theoretical section concentrates on explaining radio's role as a media and how it is used in Finland. Then the focus is to explain how radio advertising should be measured and how radio's role as form of media has been studied in Finland. Finally, the theoretical section discusses the importance of media research and explains the most essential stages of all research. The theoretical section is the foundation for the empirical section, where the author explains how the radio advertising measuring system was planned and established for the case company.

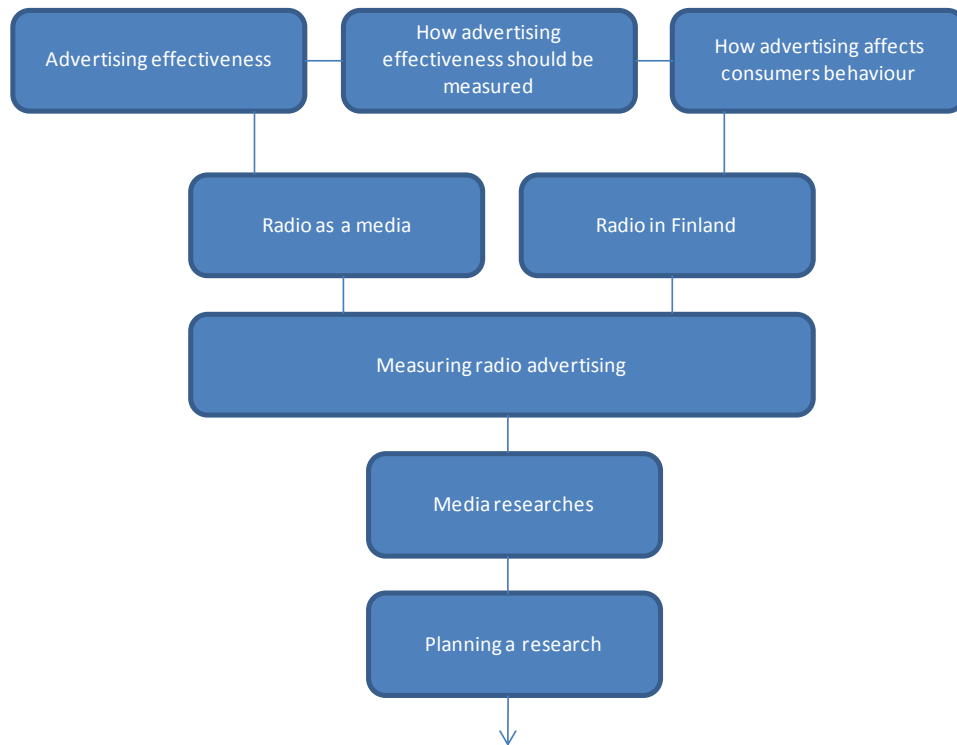


Figure 5. The theoretical framework

### 3 RESEARCH METHOD

#### 3.1 Quantitative research

Quantitative research is a research method where information is analyzed numerically. It offers a general view between the relations and differences of the measured variables. The results can be expressed with graphics and the essential numeric data can be summarized in words. (Vilkka 2007, 13-14) Quantitative research was chosen for this thesis as the designed measurement system will produce quantitative numerical data and the sample size is extensive. The author designed the questions and response alternatives. The questionnaire form was specifically planned to serve various advertisers' campaigns. The emphasis was to design a questionnaire form which could be modified easily and extra questions added in the future if necessary. The questionnaire included also one open question, the purpose of which was to reveal more detailed information about panelists' opinions toward the radio spots examined.

##### 3.1.1 Convenience sample

Hirsjärvi, Remes and Sajavaara (1997, 178-182) state that the population of the research is the target group from whom the data of the research is collected. The target population of this thesis is all persons who have registered to Iskelmä's advertising panel. The research is a complete enumeration as the research invitations were sent to all members of Iskelmä advertising panel. The research is based on a convenience sample as the purpose was to test the measurement system and to receive general information on how Iskelmä's listeners perceived Red Cross Blood Service's radio spot. (Davies 2009, 55-63) Therefore, there was no need for a more precise target group sampling and the costs of the research did not depend on the sample size. However, in future research a more accurate sampling is possible as the background variables of the respondents are extensive. The background variables are explained in more detail in chapter 4.9.

### 3.1.2 Sources of data

The sources of information for the theoretical section of this thesis are published academic books and media research conducted by market research agencies. Therefore these can be defined as secondary sources of data. The theoretical part is the base for the planning process of the radio advertising measurement system. The primary source of data is the survey research that was conducted specifically for the implementation of the project. Both these sources of data are used in order to understand the scale of needs for an adequate area radio advertising measurement system.

### 3.1.3 Survey research method

The survey research is a method of data collection where questions are addressed to the respondents in a formal manner and results measured systematically. The data collection record is normally a questionnaire but it can be also a diary or direct data capture via electronic means. The survey researches can be either ad hoc or continuous. (Kent 1999, 92)

Ad hoc surveys are individual researches and often customized for a certain purpose or customer. Ad hoc research tends to have different stages which are presented in figure 5. The planning process of the survey starts by analyzing the research problem. After careful analysis of the research problem the survey planning process can be started. Thereafter, when the design of the survey is finished it is important to conduct an exploratory research before the data collection. The exploratory research can reveal some important information and the redesign of the survey might be needed. When the results of the exploratory research have been analyzed and adapted to the survey design, the data collection can be started. After the

data collection the results of the survey have to be analysed, interpreted and in conclusion written as a report. The results should address the original research problem in order to finalize the purpose of the survey. (Kent 1999, 93) This thesis also follows the same pattern as described; after the measurement system was designed and built an exploratory study was executed with an actual customer case.

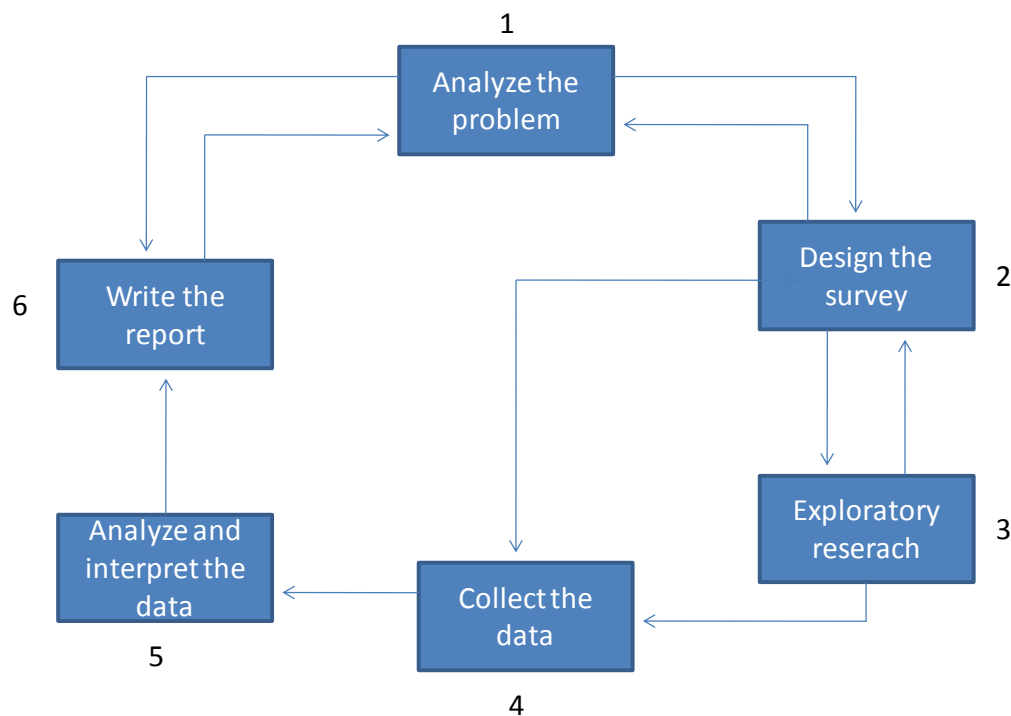


Figure 6. The stages of ad hoc survey research (Kent 1999, 93)

#### 3.1.4 Reliability and validity of the research

A research can be said to be valid if it can measure what it was designed to measure. This can be examined by looking for evidence that the instruments, techniques or processes used to measure a concept reflect the actual intentions of the research. A valid measurement is accurate if differences in results show the true differences between cases on the characteristics that the research tries to measure and not systematic or random error. Reliability is then the extent to which measurements are repeatable. (Kent 1999, 44-45) The reliability of the research can be validated if the research is measured again within the same target group and the result is the same. (Ketokivi 2009, 54) When the reliability of the research is examined the emphasis is on the measurement and the accuracy of the research. (Vilkkä 2007, 149) A research scale lacking reliability is not valid, however reliability is neither proof for validity. (Kent 1999, 44-45)

The reliability and validity of this thesis is assured by using numerous academic sources of theory relating to the subject. In addition, the survey research and the whole measurement system has been designed based on similar projects conducted large research agencies, such as TNS Gallup, IRO Research and Extreme Nordic (Sweden). Hanna Vilkkä states that in quantitative research there should be at least 100 respondents if statistical methods are used, therefore 234 respondents in this survey is sufficient. (Vilkkä 2007, 17)

## 4 EMPIRICAL SECTION

### 4.1 CASE COMPANY: SBS FINLAND

SBS Finland is a commercial radio and TV Media. It has two national radio channels: The Voice and Iskelmä, in addition Radio 957, Radio Sata, Radio Jyväskylä, Radio Mega which are local, cityradios. It also owns Voice TV channel. The turnover in 2009 was 16 million euros. At the moment the company employs altogether 120 professionals in the radio and TV business. SBS Finland is a part of ProSiebenSat1. Media AG corporation, which has TV and radio activities in 14 European countries.

SBS Finland had previously executed its customers' radio advertising research through the research institute TNS Gallup. The problem was that only the largest advertisers had money to carry out this research. However, there was a need to measure local radio advertisements with low costs. The reason for building this measurement system was to serve smaller advertisers' campaigns and to offer these customers something that other radio Medias could not. A similar measurement system was being built in SBS Sweden as well. The author visited the head office in Stockholm and gathered information about SBS Sweden's experiences. The biggest difference was that establishment of Sweden's measurement system was outsourced to another company and considerable investments had been committed.

### 4.2 Project

#### 4.2.1 Background and existing research

The initiative for the project came from the case company. The company had detected a need for an areal radio advertising measurement system which would serve especially small, local companies. The author started the project by familiarizing herself with the research executed by different research institutes. Thereafter quotations were requested from the research companies in order to understand the different activities and costs related to the whole process. It was also crucial to take part in surveys done by other media companies. In

addition, during the planning process the author visited the case company's Stockholm office. In Stockholm, SBS had detected similar problems concerning the measurement of local advertisers' radio campaigns. In SBS Sweden the research had been outsourced to another company. For this purpose SBS Sweden had invested a considerable amount of money to establish the system. Therefore, even though the implementation in Finland had to be executed with a smaller budget the visit gave many new perspectives for the planning process. The author also corresponded by email with the SBS local radio directors in Oulu, Turku and Tampere asking their opinion about the necessity of the project. Positive feedback was received that the planned measurement system would have potential customers.

#### 4.2.2 Designing and planning the project

The whole planning process started with a meeting with the SBS Media Manager. The Media Manager expressed the needs of the case company for the project. After the author had expressed her interest toward the project a simple plan of the project was drafted.

Thereafter, the author started the planning process which consisted of the research entity including the background variables, research patterns, all the material related to the measurement system; texts for the web sites as well as texts for the internet banners, in addition the author drafted the invitations for the registered members of radio channels, invitations to research rounds, the advertising panel rules and the prizes. As the project manager the author also planned and executed the implementation of the measurement system and the preliminary test conducted for Red Cross Blood Service.

The author also specified the needs of the project for the IT administrator. The most challenging and time consuming part was the planning of the research measurement system integration to the internet (SBS radio channels' web sites). This part of the process was demanding since lack of consideration in some crucial parts could cause problems in the future or even compromise the whole project. These challenges concerned for instance how the system would collect respondents' answers in a reliable manner and save the data in each respondent's profile page. Thereafter, the system would constantly update the data based on how many research rounds the participant had completed and calculate the points that each respondent had earned. In addition, the system should also enable the participants to choose prizes themselves through the profile page and send the data to an employee of SBS who would be responsible for the maintenance and ordering of the prizes as well as mailing the prizes for the respondents within one week time interval. Therefore, the author, IT-administrator and the Media Director spent internal meetings discussing the complexity of project in order to avoid obstacles during the implementation.

#### 4.2.3 Distribution of tasks

The tasks/roles of the project were divided between four people inside the case company. The author was responsible for the planning process of the measurement system. The IT administrator's role was to support the author with the information technology such as the implementation of the planned activities for the internet and establishing the database where data from the research would be collected. In addition, the art director was assigned to produce material that was needed for the project, for example banners for the internet. The role of the Media Manager/Director was to supervise and approve the planned work.

#### 4.2.4 Budget

The only investments permitted for the project were the prizes for the registered respondents who participate in the advertising panel. Therefore, the planning and execution of the project was expected to be accomplished by the personnel assigned to the project. After the implementation of the project the system maintenance was designed to be handled by SBS personnel. The research conducted in the future would include prizes affordable for the advertisers, though enough to compensate the respondents' time and also to cover few internal hours spent on each research round. The company decided that it would set the prices for the researches after few test campaigns had been executed.

#### 4.2.5 Schedule

The author started a practical work placement in SBS at the start of December 2007 and agreed in the job interview that her thesis would also be conducted for SBS. The choice of thesis content was decided during a meeting with the media manager of SBS in December 2007. The actual thesis project started in March 2008 and it had been agreed that by the end of May 2008 the project would have been planned and in the fall of 2008 the measurement system pre-testing would be implemented with an actual client case. However, the project did not proceed according to plan due to personnel changes within the company and other urgent projects. In addition, it also took more time to develop the listener panel than expected. Therefore the first pre-test was conducted during March 2009 and the results were ready in April 2009. However, due to personal matters the thesis was finally finished 2011.

#### 4.2.6 Establishing the advertising panel



At the start of the project, the essential task was to get the advertising panel established in order to measure advertisers' radio spots. The radio channels Iskelmä and cityradios had already registered customer for different music panels. Therefore these customers were an interesting target group for advertising panel. The plan was to send invitations to these customers and invite them to participate in the advertising panel and win prizes. The invitation and confirmation emails were planned to be sent after the registration. Thereafter, the template for all email invitations that would be sent each research round for the members of the panel was designed. In addition, the texts for the internet banners which were placed in Iskelmä and Cityradios' websites were designed. Radio spots were supposed to be produced in the second phase after the pre-test. Planned materials can be seen in the appendices.

#### 4.2.7 Registration and rules of the advertising panel

The registration form for the advertising panel was created with the same content as the existing music panel form. The standard questions for music and advertising panels were the same. In addition, the author created additional questions for the advertising panel, which were intended to be used in targeting and defining the differences between demographical groups. After the registration, each panelist has access to their own profile page where the personal data can be changed, points for prizes can be checked and chosen prizes can be ordered.

The rules of the panel were placed in the Iskelmä's and cityradios' websites. The information that is shown in appendix 10, was located as a link to the registration page. Therefore each registered listener could read the information before registration.

#### 4.2.8 Background variables

The background variables for the mainosraati were chosen after the author had analyzed various background variables from different media research, TV, radio, print and direct marketing. The initial requirement was that all research should be able to be measured based on municipality/town. Therefore, the author had to acquire a list of the current municipalities/towns and codes for each corresponding province. Hence, although respondents were asked only their home town, all research could be easily analyzed by provinces or even greater areas. In addition, the background variables were chosen for the suitability in sorting the respondents based on basic demographic data, such as age, gender and geographic area but also by the size of household, family type, education level, profession and income level. The reason for the extensive selection of background variables was the wide variety of potential advertisers which could utilize radio advertising research. Furthermore, as all the registered listeners would receive prizes for their registration and participation it was assumed that all questions would be answered.

#### 4.2.9 Measurement system and database

The entire measurement system was originally supposed to be conducted through an online tool Webropol, which is a solution for conducting surveys, gathering data, managing feedback, and reporting data. However, the integration of radio spots to the program proved to be too difficult. Therefore, the author, IT administrator and the media director decided to build an online measurement system for SBS.

The plan for the measurement system was that it had to be adaptable for different kinds of surveys, however consistent in order to collect the database. The establishment of the measurement system was time-consuming and all details had to be carefully designed. It was worthwhile as the measurement enabled respondents to continue unfinished research later during the time period that the research was valid. In addition, the system checked the points earned from each research and added those to the system after the respondent had answered to each question of the questionnaire correctly. It also made sure that each respondent could only answer once to each research. The most advantageous distinction between SBS measurement system compared to an online survey tool was that the design and layout of the research could be produced exactly as planned.

The logic for the invitations was that for each research round all invited respondents received an individual and distinctive link address. Thus, each respondent could be identified. In addi-

tion, it was important to take into account the research database during the planning process in order to produce additional value for the customers in the future.

In the early stages of the planning process a measurement system was intended to be established for campaign measurements. As the planning progressed the author designed together with the IT administrator the measurement system adaptable also for pretests of radio spots. In practice, it meant that advertisers could produce different kinds of radio spots and test them through the SBS measurement system with the right target group. This way the best spots could be aired during the campaign.

#### 4.2.10 Prizes

The author's responsibility was also to create a system for compensating the panelists. The prizes had to be affordable in order to keep the costs of the research rounds low for the advertisers. However, prizes had to be also interesting for the panelists and to enable it to be used all over Finland.

Each research round was designed to consist of 1-3 different research and from each completed research the respondent would earn 100 points. The prizes and points entitled for the prizes are shown in the appendices 11, 12 and 13. The prize of 300 points was Veikkaus Ässä lottery ticket, the prize of 600 points was Finnkino movie ticket and the prize of 900 points was 10 € S-chain gift token.

As a speculative calculation the author suggests that each research round SBS should obtain 200 respondents. Therefore, in the first research round, with three different advertisers, it means that each respondent would gain 3.5 € Ässä lottery ticket. Thus, the total costs would be 700 €. However, SBS has to add to this also the internal hours used per research round and the postal charges of the prizes. Therefore, after a few pilot cases the case company should have clear figures for the costs of conducting researches and based on that it can set the prices for the research services for advertisers.

#### 4.3 Post-test

The pre-test of the measurement system was executed for Red Cross Blood Service free of charge. The purpose of the research was to receive as many answers as possible and test at the same time the SBS measurement system to find out if some changes were still needed before SBS could start selling its research for other advertisers.

The test was implemented with Red Cross Blood Service's radio spot that had been aired on radio Iskelmä during the past month. Red Cross Blood Service wished to receive information about how the campaign had worked in general among the Iskelmä listeners. Therefore, the results are presented only with age and gender as background variables. The basic SBS pre-test questionnaire form was adapted to a form suitable for Red Cross Blood Service's needs and the invitations were sent via email to the panelists of the advertising panel. The panelist who participated in the survey had to listen first to the radio spot and then answer the survey questions. Each participant had to answer each question in order to finalize the survey and earn points.

The results of the research are presented in the graphs (Figure 7. Respondents' age distribution). The total number of respondents in the research was 234, all of whom had listened to Iskelmä radio in the previous two weeks. The survey invitations were sent to the whole advertising panel, which at that time consisted of 632 panelists. Therefore the respondent rate was 37%, which was sufficient to produce reliable results of the test.

#### 4.3.1 Background variables

The respondents' age distribution in figure 10 shows that most of the respondents were between 35-59 years old, which is also very close to Iskelmä radio channel's listener profile. This is very important as the customers who advertise through Iskelmä radio want to have results from the right target group.

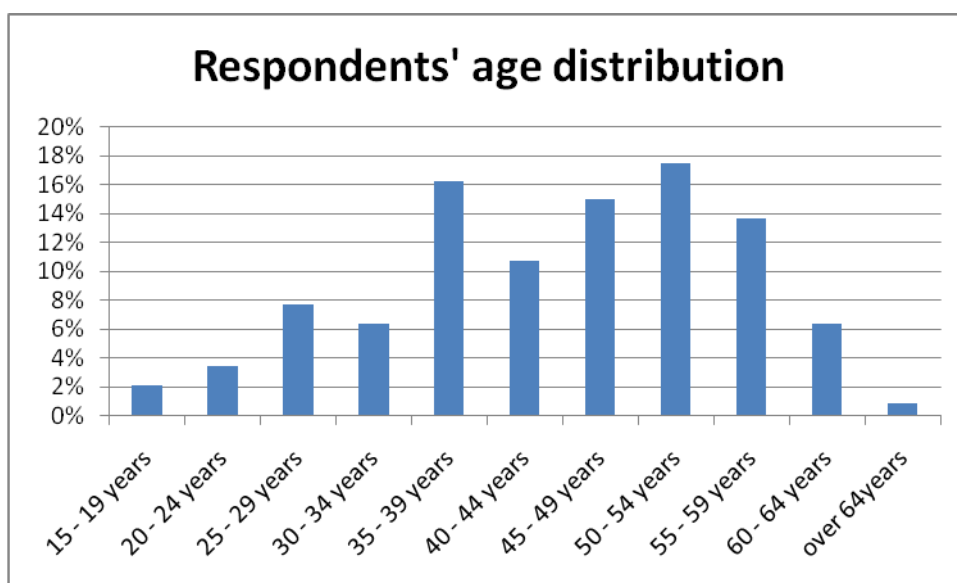


Figure 7. Respondents' age distribution

The respondents' gender distribution for the research is shown in figure 11. It clarifies that over half of the respondents (62%) were women. The unknown column shows the number of undefined genders of respondents. These are the respondents that have registered to the music panel before the advertising panel was established and had not given their gender information. This information was valuable as it helped to detect a simple flaw in the system. During the next research round each respondent that had not given the gender information will have to fill it in order to participate in the research. Thus the background variables of all panelists are then correct.

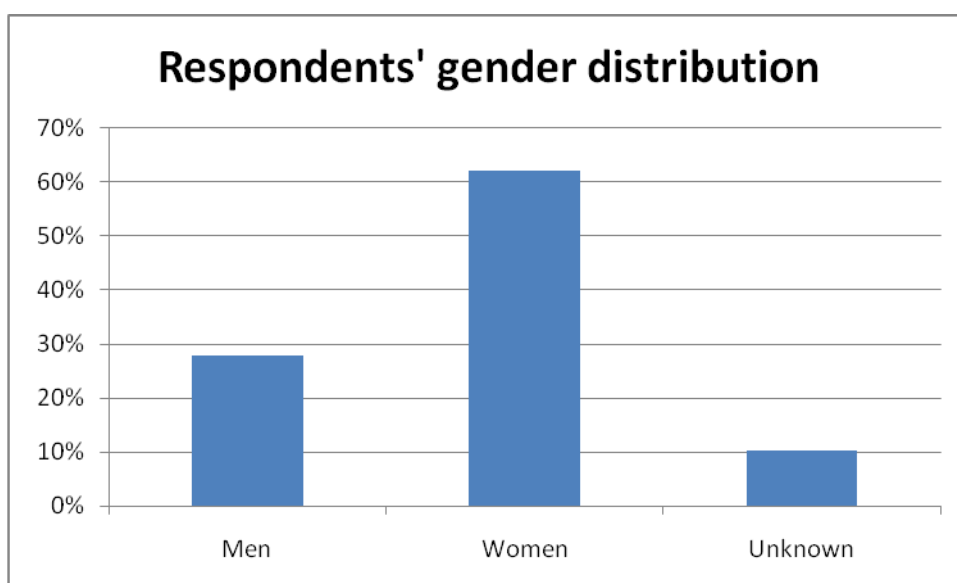


Figure 8. Respondents' gender distribution

#### 4.3.2 Awareness

Awareness of the radio spot was very good. Altogether about 90% of the respondents had heard the radio spot on Iskelmä's radio channel. In the results we can notice that there was very little difference between men and women.

Do you remember hearing this advertisement in the radio?

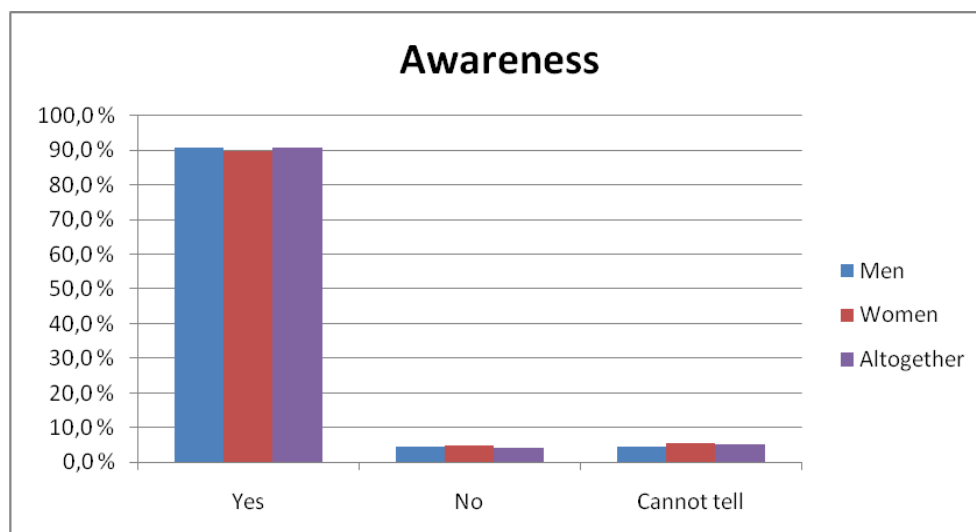


Figure 9. The awareness of the advertisement

#### 4.3.3 Open question

The open question about the thoughts of the advertisement received mostly positive answers. As a conclusion it can be stated that most the respondents believed that donating blood for saving other people's lives is very important. Conversely the respondents who did not like the advertisement believed that the advertisement was boring. In table 1 some of the respondents' answers are shown.

#### 4.3.4 Recognition of the advertiser

The recognition level was good. Almost all the respondents recognized that the advertiser in the radio spot was Red Cross Blood Service. Thus, there were many different writing styles for the name of the advertiser, as can be seen in table 2. In addition, there were also 21 (8.9%) respondents who did not answer anything. Therefore, in the next survey each respondent will be forced to answer something to this question in order to move forward in the survey. In this way the real recognition level can be measured.

What kind of thoughts did this advertisement raise?	
In English	In Finnish
I would definitely donate blood, but I can't. (illness) The advertisement is very trustworthy and people get enough correct information.	Ehdottomasti luovuttaisin, mutta en saa. (sairaus) Mainos on erittäin luotettava ja saa tarpeeksi oikeata tietoa.
Necessary, suitable, informative, polite.	Tarpeellinen, asiallinen, informatiivinen, kohtelias.
Donating blood is an important matter and therefore I hope that even more people would become donors. I have myself donated blood since year 1967 and my last donation 30.12.2008 was already the 56th time!! I still have more than 5 years to donate blood and I will do so if I stay healthy.	Verenluovutus on tärkeä asia ja toivon, että yhä useammat alkavat luovuttajaksi. Itse olen luovuttanut vuodesta 1967 alkaen ja viimeisin luovutukseni 30.12.2008 oli jo 56. kerta!! Minulla on vielä reilut 5 vuotta aikaa luovuttaa ja aion niin tehdäkin, mikäli terveyttä riittää.
Donating blood is important	luovuttaminen on tärkeää
Gives a desire to donate blood	Halun luovuttaa verta
The advertisement encourages people to donate blood. Which is a good thing. I have myself as well donated blood for good cause.	Mainos kannustaa ihmisiä luovuttamaan verta. Mikä on hyvä asia. Olen itsekin luovuttanut verta hyvään tarkoitukseen.
That it is important to donate blood!	Että on tärkeää luovuttaa verta!
If I could I would donate blood	jos voisin luovuttaisin verta
It brings to my mind the paucity of my blood donation	Tulee mieleen oma verenluovutuksen vähäisyys
those, who have not donated blood yet, maybe this will encourage them. I as a blood donor felt proud in myself belonging to the group!	ne, jotka ei ole vielä luovuttaneet verta, niin tämä ehkä rohkaisee. minä luovuttajana tunsin ylpeyttä itsessäni kun tunsin kuuluvani joukkoon!
That each Finn who can donate blood, should do it.	Että jokaisen suomalaisen joka saa luovuttaa, niin pitäisi se tehdä.
informative	informatiivinen
First interesting but after listening it many times too long and boring.	Aluksi mielenkiintoinen mutta monella kuuntelukerralla liian pitkä ja tylsä.
Real fact to which everyone should respond to, because I have needed blood sometimes and I would gladly donate it	tosiasiaa johon kaikkien tulisi vastata, sillä minä itse olen tarvinnut joskus verta ja mieluusti sitä antaisin
It comes to my mind, that I should donate blood	Tulee mieleen, että pitäisi luovuttaa verta
a thing that I do not ponder, because I am an active blood donor	asia jota ei tule mietittyä, koska olen aktiivi luovuttaja
Suitable and attracts to donate blood (I can't).	Asiallinen ja houkutteleva luovuttamaan verta (itse en voi).
Important issue, surely gets many people to consider blood donation (for me it is not possible)	tärkeää asiaa, saa varmasti monet miettimään verenluovutusta (itsellä se ei ole mahdollista)
The advertisement is a bit boring but suitable.	Mainos on hieman tylsä mutta asiallinen.

Table 1. Open question

Which organisation was the advertiser in this advertisement?		Amount
In English	In Finnish	
-	-	1
I thought first that it was FRC, but it was actually blood service	Ajattelin ensin, että SPR, mutta olikin veripalvelu	1
No idea	Ei tietoa	1
I don't know, maybe frc.	en tiedä, ehkä spr.	1
I believe Red Cross' Blood Service.	Käsittääkseni Punaisen Ristin veripalvelu.	1
organisation that advertises? Is it Blood Service that is meant? my answer is: blood service ;)	mainostava järjestö? siis veripalvelua tarkoitetaan vai? vastaan: veripalvelu :)	1
red cross	punainen risti	8
red cross blood service	punainen risti veripalvelu	2
Red cross.	Punainen risti.	1
Red Cross' Blood Service	Punaisen ristin veripalvelu	3
FRC	SPR	43
frc blood service	spr veripalvelu	11
Frc, Finnish blood service	Spr, Suomen veripalvelu	1
FRC, blood service	SPR, veripalvelu	2
FRC's blood service	SPR:n Veripalvelu	6
FRC?	SPR?	1
Finnish Red Cross	Suomen Punainen Risti	11
Finnish Red Cross, FRC blood service	Suomen punainen risti , SPR veripalvelu	1
Finnish Red Cross blood service	Suomen Punainen Risti veripalvelu	1
Finnish Red Cross, Blood Service	Suomen Punainen Risti, Veripalvelu	1
Finnish Red Cross, blood service.	Suomen punainen risti, veripalvelu.	1
finnish red cross,blood service	suomen punainen risti,veripalvelu	1
Finnish red cross.	Suomen punainen risti.	2
Finnish Red Cross/Blood Service	Suomen Punainen Risti/Veripalvelu	1
Finnish Red Cross/blood service.	Suomen punainen risti/veripalvelu.	1
finnish red cross' blood service	suomen punaisen ristin veripalvelu	1
finnish red cross	suomen punanen risti	1
Finnish Blood Service	Suomen Veripalvelu	2
Finnish Blood Service.	Suomen Veripalvelu.	1
Finnish blood service.fi	Suomen veripalvelu.fi	1
Finnish Blood Service?	Suomen Veripalvelu?	1
Finnishredcross	Suomenpunainenristi	1
varipalvelu	varipalvelu	1
donating blood for other people,	veren luovuttamin toisille ihmisille,	1
blood service	veripalvelu	78
Blood Service is it FRC	Veripalvelu olisiko SPR	1
Blood Service red cross	Veripalvelu punainen risti	1
Blood Service frc?	Veripalvelu spr?	1
Blood Service or Red cross	Veripalvelu tai Punainen risti	1
blood service, stretch out your hand	veripalvelu, ojenna kätesi	1
Blood Service, FRC	Veripalvelu, SPR	1
Blood Service.	Veripalvelu.	5
blood service.fi	veripalvelu.fi	7
blood service/FRC	veripalvelu/SPR	1
Blood Service?	Veripalvelu?	1
bloodbank	veripankki	1
Empty	Tyhjä	21
<b>Total</b>		<b>234</b>

Table 2. Recognition of the advertiser



#### 4.3.5 Reactions to the radio spot

The overall reaction to the radio spot was positive. More than 80% of the respondents liked the advertisement. There were not big differences between the genders.

Did you like this radio spot?

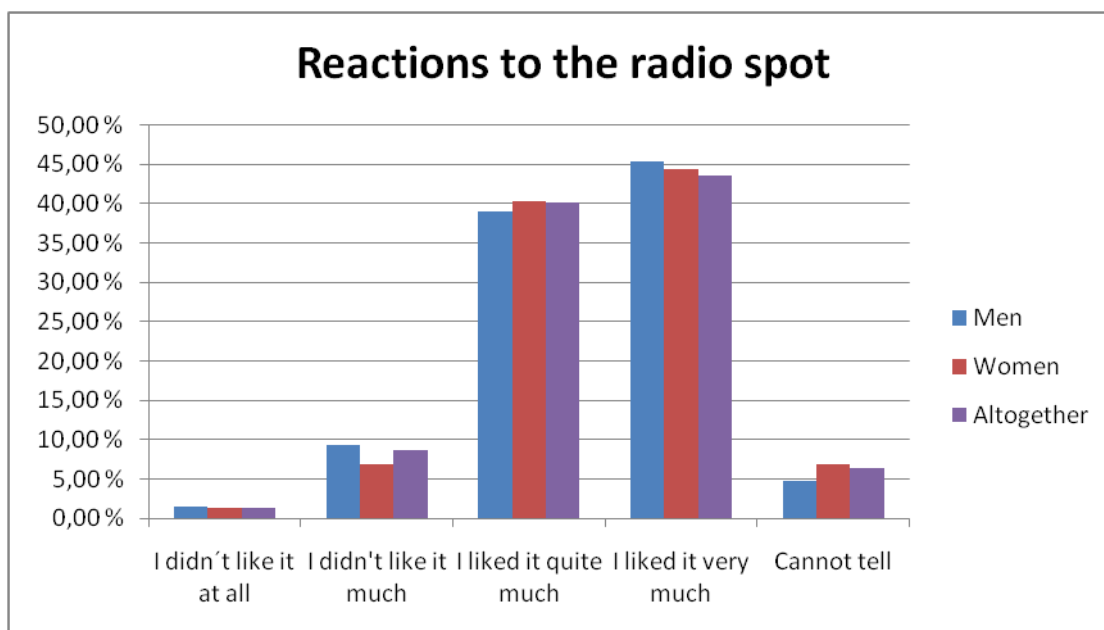
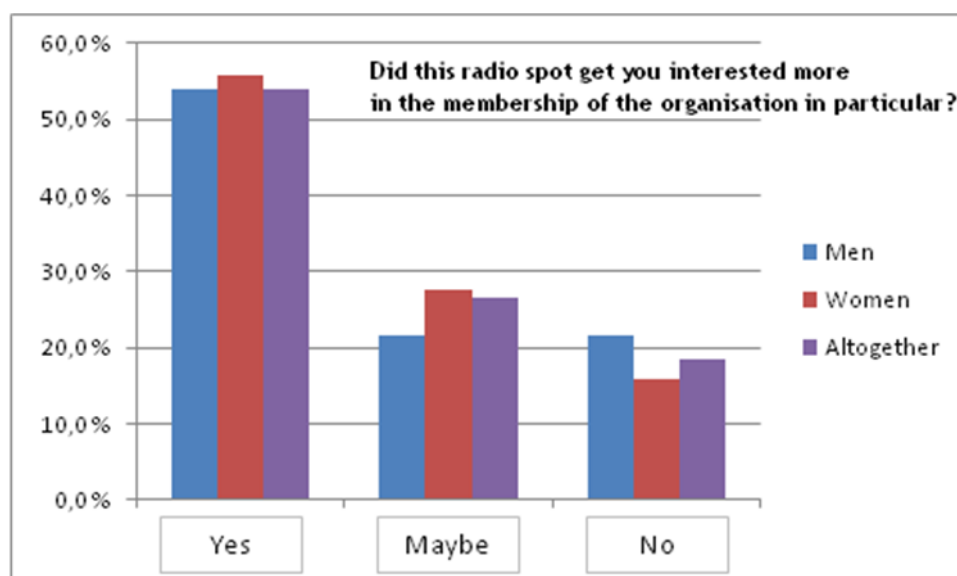


Figure 10. Reactions to the radio spot

#### 4.3.6 Interest toward the membership of the organisation

Over 50% of the respondents answered that the radio spot had positively affected their opinion toward membership of the organisation. The men were less interested than women. This result is very encouraging for Red Cross Blood Service because in 2009 only 157 000 persons donated blood through Red Cross Blood Service. Nevertheless, the share of new blood donations is increasing which tells that the advertising campaigns have been worthwhile. (Suomen Punainen Risti, Veripalvelu 2011.)



The figure 11. Interest toward the membership of the organization

#### 4.3.7 Knowledge about the organisation

Almost 80% of the respondents knew the location of the closest SPR blood donation centre. Men were not as knowledgeable about the closest blood donation centre as women.

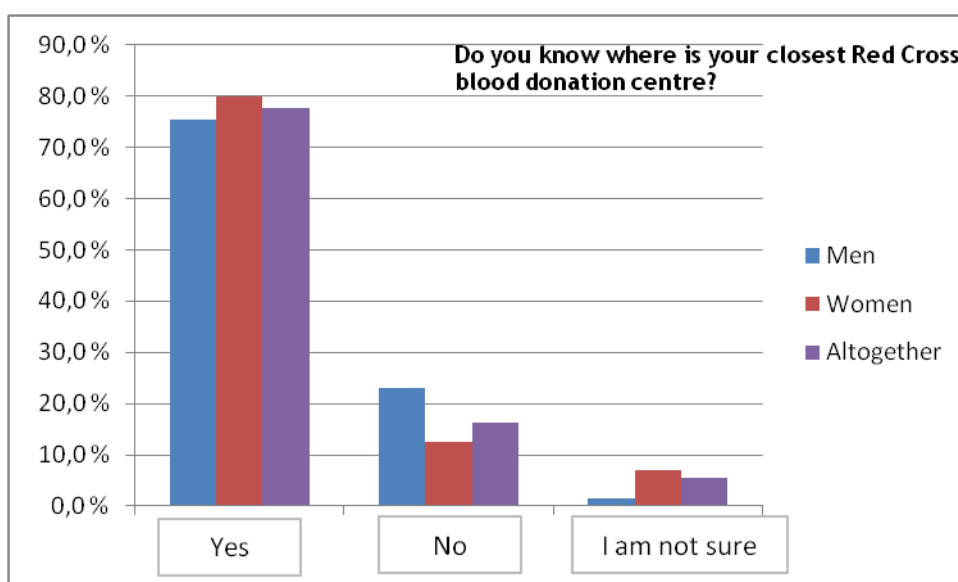


Figure 12. Knowledge about the closest Red Cross blood donation centre

#### 4.3.8 Interest toward the organisation's services

Approximately 60% of the respondents could consider donating blood through Red Cross Blood Service during the next 6 months. In this question particularly attitudes of the men toward the blood donation were more positive than women's. This result is surprising as women actually donate blood more. Perhaps this particular advertisement affected men more positively than women because of the nature of the advertisement. This is an essential observation for Red Cross Blood Service in order to produce differentiated and engaging radio spots for men and women.

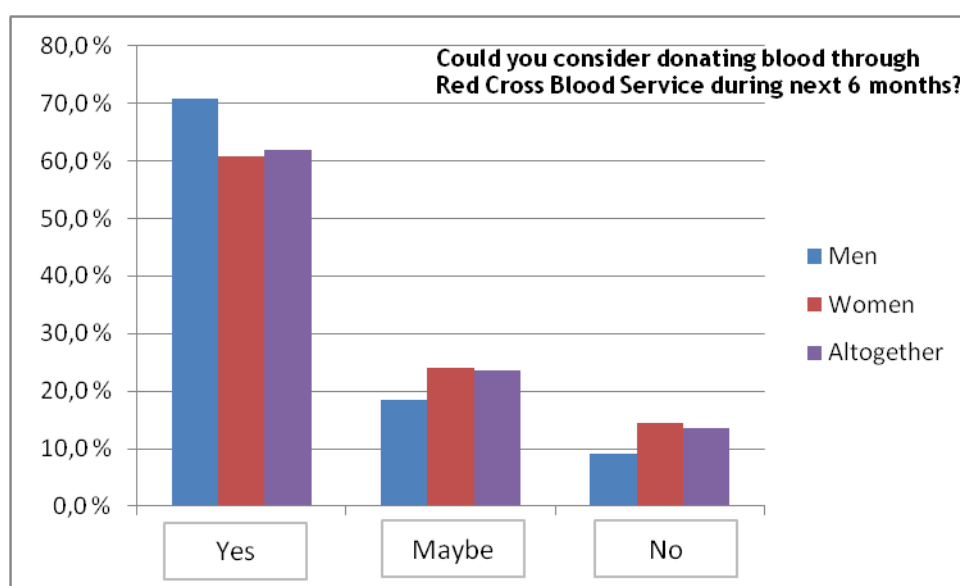


Figure 13. Consideration of blood donation during next 6 months

#### 4.3.9 Attributes of the advertisement

The attributes were planned for the research in order to receive more information on how respondents' perceived the advertisement. The overall result is that the advertisement has served its purpose positively. Three attributes that reflected the advertisement most positively were; gets to consider, clarity of the message and distinguishable (from other advertisements).

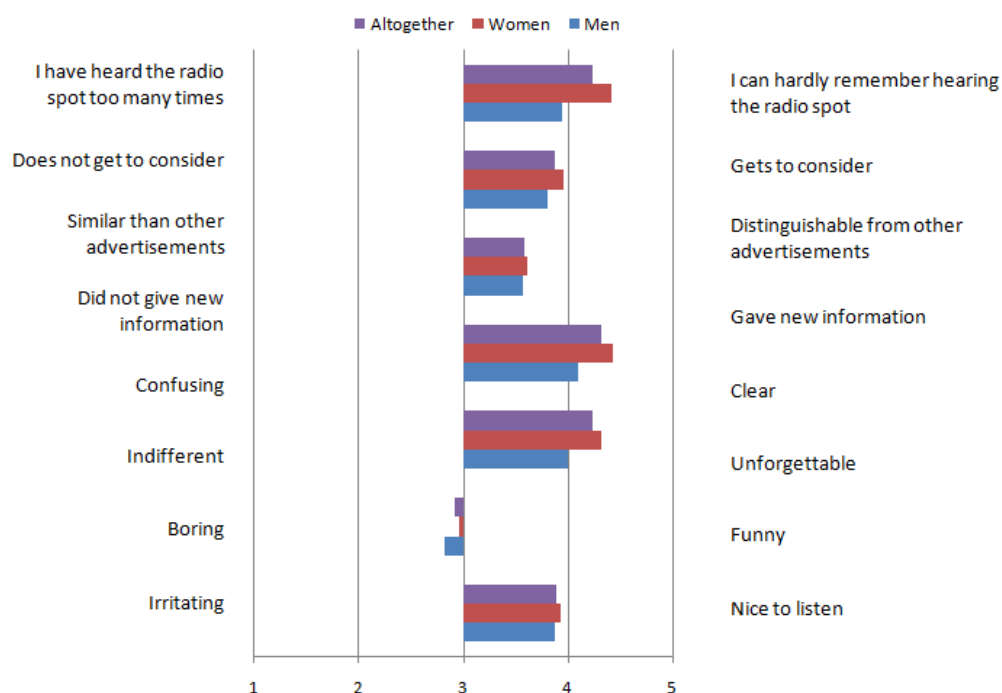


Figure 14. Attributes

## 5 CONCLUSION

### 5.1 Findings, recommendations and future research challenges

As a conclusion it can be stated that the Red Cross Blood Service pilot case was successful. The results revealed that over 80 % of the respondents liked the radio advertisement and over 50 % of the respondents stated that the radio advertisement increased their interest toward Red Cross Blood Service's services. In addition, over 60 % of the respondents answered, that they could consider donating blood during next 6 months. These results proved that Red Cross Blood Service's radio advertisement had succeeded with Iskelmä radio's target group.

In the Red Cross Blood Service case all the results have been very encouraging. As a summary it seems that most people have a positive and open attitude toward Red Cross Blood Service. Therefore to execute a simple speculative calculation it can be stated that most of the respondents were aged between 35-59 years and if assumed that from that group 60% would consider donating blood during next 6 months this would mean around approximately 1 000 000 in the whole of Finland (the total population of people aged between 35-59 years is approximately 1 660 000 in Finland). Now if we consider that every year approximately 160 000 people donated blood in Finland it is evident that the potential is great for Blood Service. The author suggests that as the awareness level of Blood Service is good it should concentrate its marketing activities toward tactical and activating media such as radio, online, traditional

direct marketing and mobile marketing. In addition, the reasons why people who consider donating blood finally never donate should be examined. Thereafter, solutions to those reasons that hinder the donations should be communicated effectively with marketing activities.

As stated earlier the results of the implemented research were positive. These campaign measurements will also be valuable assets for local, smaller companies. Those companies must be assured that their advertising budgets are located in the right media channels. Therefore this pilot case will be a good reference for the case company's future sales pitches. In addition, as an exploratory survey this research provided valuable information about the measurement system, in particular how the data should be collected, all background variable data has to be in the same format in order to provide exact results. Therefore, after the results had been examined, the coding work of the measurement system was reviewed thoroughly and any flaws that were detected were fixed before the research would be sold to other customers.

All the research challenges had been overcome, as the author had planned, established and tested the radio advertising measurement system. It was ready to be sold to a wide range of SBS Finland's customers. The author had therefore succeeded to produce a unique tool for SBS Finland's sales department that would create a competitive advantage against other radio media and would also enable SBS to serve small, local advertisers. The author believes that the real value of the thesis project will be seen within a few years, when the benefits of the thesis project can be calculated in profits. Thus the author suggests that the case company should keep track of how this measurement system has helped the company to increase profits, and especially how many new business cases the company has won and how the company has decreased its losses by retaining old customers by offering radio advertising measurement system as a competitive advantage against other radio channels and medias. In addition, the sales managers could use the measurement system as a negotiation tactic in the annual meetings with the customers. Therefore different research products should be documented. Productized research is easier to sell. Consequently, the author suggests that SBS should indicate the employee as the project owner of the measurement system. In this way the development work for the system can be better ensured.

As stated earlier, it is essential that the sales team also understands the benefits of the measurement system. A clear plan for internal sales should be designed. It should also be emphasized that the more research are conducted the more reliable the radio channel's database is. Therefore, the author suggests that SBS Finland should try to obtain more reference cases from different business sectors and these cases should be documented.

The most crucial challenge for the company is to recruit more listeners to the panel. In order to measure the effectiveness of campaigns reliability the size of the panel has to be larger. Therefore if the company does not manage to increase the size of the panel it should consider buying external panels provided by research institutes.

Finally, during the project there were difficulties in keeping the schedules as other projects came along. The project coordination inside the company could be improved. The company could use for example a project calendar, where each employee completes his/her work projects during the next starting week, consequently the project management can then divide the tasks according to the work situation. Therefore, the resources of the company will be used more efficiently and projects will proceed according to the schedules.

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## APPENDICES

Appendix 1	Background variables for the measurement system
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## Appendix 1

## BACKGROUND VARIABLES

**Gender** female / male

Age and month of birth \_\_\_\_\_ / \_\_\_\_\_

### Place of residence -> Menu (according to number of the municipality)

## How do you live?

I live in my own household. (You live alone or with your partner)

I do not live in my own household. (You live for example with your parents)

**How many people live in your household including you?**

1 person

2 persons

3 persons

4 persons

5+ persons or more

**How old are your children?**

0-6-years old

7-17-years old

Both 0-6- and 7-17-years old

I do not have children

**What is your education background?** (Please choose only one.)

- 1 Comprehensive school
- 2 Occupational or institute level
- 3 University of applied sciences or university degree

**Occupation**

Choose an occupation group, which is closest to your profession  
(Please choose only one.)

- 1 Executive position
- 2 Higher official
- 3 Lower official
- 4 Entrepreneur
- 5 Farmer
- 6 Worker
- 7 Student
- 8 Pensioner
- 9 House wife or husband
- 10 Other

**Income**

My household income in a year without reducing taxes is on average (gross):

- 1 Under 20 000 euros / year
- 2 20 000 - 50 000 euros / year
- 3 Over 50 000 euros / year

**Daily consumer goods purchases**

Are you responsible for your household's daily consumer goods purchases?

Yes I am

Yes, I am together with my partner

No I am not

**TAUSTAMUUTTUJAT****Sukupuoli****nainen / mies****Ikä ja kuukausi****\_\_\_ / \_\_\_****Asuinkunta -> Valikko (alas vedettävä) (kuntanumeron mukaan kantaan)****Miten asutte?**

asun omassa taloudessa. (asut yksin tai kumppanin kanssa)

en asu omassa taloudessa. (asut esimerkiksi vanhempiesi luona)

**Kuinka monta ihmistä talouteenne kuuluu teidät mukaan laskien?**

1 henkilö

2 henkilöä

3 henkilöä

4 henkilöä

5+ henkilöä tai enemmän

**Minkä ikäisiä lapsia teillä on?**

0-6-vuotiaita

7-17 vuotiaita

Sekä 0-6- että 7-17-vuotiaita

Ei lapsia

**Koulutuksenne? (Valitkaa vain yksi vaihtoehto.)**

1 Peruskoulutaso (sis. kansa- yms. ja peruskoulun)

2 Ammatillinen koulutus YO ja opistotaso

3 Ammattikorkeakoulu Yliopisto- tai korkeakoulututkinto

**Ammatti**

Ammattiryhmä, johon katsotte lähinnä kuuluvanne  
(Valitkaa vain yksi vaihtoehto.)

- 1 Johtavassa asemassa
- 2 Ylempi toimihenkilö
- 3 Alempi toimihenkilö
- 4 Yrittäjä
- 5 Maanviljelijä
- 6 Työväestö
- 7 Opiskelija
- 8 Eläkeläinen
- 9 Kotiäiti tai koti-isä
- 10 Muu

**Tuloluokka**

Kotitalouteni yhteenlasketut tulot veroja vähentämättä  
ovat keskimäärin vuodessa (brutto):

- 1 Alle 20 000 euroa / vuosi
- 2 20 000 - 50 000 euroa / vuosi
- 3 Yli 50 000 euroa / vuosi

**Päivittäistavaraostokset**

Vastaatteko te teidän taloutenne päivittäistavaraostoksista?

Kyllä vastaan

Kyllä, yhdessä kumppanini kanssa

En vastaa

## Appendix 2

Header:

Register yourself to Iskelmä's advertising panel and win good prices!

Hello, we want to invite you to Iskelmä's advertising panel!

In the advertising panel members will get invitations to online based researches concerning radio advertising. All members registered during September-November 2008 will participate in a lottery of 500 euros travel gift token!

In addition, each completed research will give you points that you can then use in choosing prices. Prices can be e.g. lottery tickets, movie tickets and s-chain's gift tokens. Therefore, we want to emphasize that in this panel everyone can win!

Register and influence radio advertising in the future at: [www.iskelmä.fi/](http://www.iskelmä.fi/)

Autumn greetings

Juha Ourila

Iskelmä

Otsikko:

Liity Iskelmän mainosraatiin ja voita rahanarvoisia palkintoja!

Hei, haluamme kutsua sinut Iskelmän mainosraatiin!

Mainosraadissa jäsenet saavat kutsuja internetpohjaisiin tutkimuksiin koskien radiomainontaa. Kaikki Iskelmän mainosraatiin syys-lokakuun 2008 aikana rekisteröityneet osallistuvat (500) euron arvoisen matkalahjakortin arvontaan.

Lisäksi jokainen oikein täytetty tutkimus kerää pisteitä joiden pohjalta voit valita haluamiasi palkintoja. Palkintoina on mm. ässäarpoja, leffalippuja sekä s-ryhmän lahjakortteja. Haluammekin painottaa, että tässä raadissa kaikki voittavat!

Rekisteröidy ja vaikuta tulevaisuuden radiomainontaan osoitteessa: [www.iskelmä.fi/](http://www.iskelmä.fi/)

Syysterveisin

Juha Ourila

Iskelmä

### Appendix 3

#### CONFIRMATION FOR REGISTRATION OF ISKELMÄ'S ADVERTISING PANEL

This message is a confirmation that you have successfully registered to Iskelmä's advertising panel.

Your username is:

Your password is:

After you have signed in the system you should change your password and to make sure that your personal information is correct. In addition, you may also check from your profile page how many researches you have participated and also choose prices that you are entitled to. You can also cancel your participation in the advertising panel whenever you want by sending email to [info@iskelmä.fi](mailto:info@iskelmä.fi).

If you have received this email mistakenly, please let us know by sending email to [info@iskelma.fi](mailto:info@iskelma.fi)

Greetings

Juha Ourila

Iskelmä



## VAHVISTUS ISKELMÄN MAINOSRAATIIN OSALLISTUMISESTA

Tämä viesti on vahvistus siitä, että olet rekisteröitynyt Iskelmän mainosraatiin.

Käyttäjänimesi on:

Salasanasi on:

Kirjaututtuasi palveluun, voit vaihtaa salasanasi tai muuttaa muita tietojasi. Lisäksi voit tarkistaa profiilistasi kuinka moneen tutkimukseen olet osallistunut ja valita voittamiasi palkintoja. Voit milloin tahansa perua osallistumisesi tutkimuspaneeliin lähettämällä sähköpostia osoitteeseen [info@iskelmä.fi](mailto:info@iskelmä.fi)

Jos olet mielestäsi saanut tämän postin virheellisesti, kerro siitä meille lähettämällä sähköpostia osoitteeseen [info@iskelmä.fi](mailto:info@iskelmä.fi)

Terveisin

Juha Ourila

Iskelmä

#### Appendix 4

Hello X,

We would like to invite you now for our first Iskelmä's advertising panel research.

In the Iskelmä's advertising panel you can win great prizes for yourself and give us valuable information about the radio advertising.

We have drawn lots among all members registered during September-November 2008. The winner of the travel gift token worth of 500 euros was:

XXX from XXX

Congratulations for the winner!

In this research round we have 3 radio advertisements to be evaluated.

[Click here to participate in the research!](#)

Thank you in advance!

Greetings

Iskelmä

Hei X,

Haluamme kutsua sinut nyt ensimmäiseen Iskelmän mainosraadinn tutkimukseen.

Iskelmän mainosraadissa sinun on mahdollista voittaa hienoja palkintoja itsellesi ja antaa meille arvokasta tietoa radiomainonnasta.

Kaikkien syys-lokakuun aikana rekisteröityneiden kesken arvottiin (500) € matkalahjakortti. Sen voitti:

XXX XXX

Onnea voittajalle!

Tämänkertaisessa tutkimuksessa on 3 radiomainosta arvosteltavana.

[Klikkaa tästä osallistuaksesi tutkimukseen!](#)

Kiitos jo etukäteen!

Terveisin

Iskelmä

## Appendix 5

### Internet banners:

Join Iskelmä's radio advertising panel.

Participate, impact and win!

Register yourself to Iskelmä's advertising panel and impact radio advertising in the future!

Impact the future radio advertising - and get compensated!

### The front page of the advertising panel:

Join Iskelmä radio's advertising panel and impact the radio advertising in the future!

We are looking for Iskelmä's listeners to participate in the advertising panel, where your opinions are important in developing future's radio advertising. Join the panel now! As a member, we will send you invitations to research rounds through email. In the internet based panel you will listen 1-3 radio advertisements at one time. The evaluation of the advertisements is easy and it will only take 3-4 minutes altogether.

By answering the questions in the research rounds you will collect points, which will entitle you for great prizes. Only answering to the first research round you can win a lottery ticket ässäarpa worth of 3,5 euros. Your participation is always volunteering; you can answer when you have time and also leave the advertising panel if you choose so.

[Registration form >>>](#)

Internet bannerit:

Liity Iskelmän radion mainosraatiin!

Osallistu, vaikuta ja voita!

Tule mukaan Iskelmän mainosraatiin ja vaikuta tulevaisuuden radiomainontaan!

Vaikuta tulevaisuuden radiomainontaan - ja saa siitä korvaus!

Liity Iskelmä radion mainosraatiin ja vaikuta tulevaisuuden radiomainontaan!

Haemme Iskelmän mainosraadin internetpaneeliin Iskelmän kuuntelijoita, joiden mielipiteet ovat tärkeitä tulevaisuuden radiomainontaa kehitettäessä. Tule mukaan vaikuttamaan miltä tulevaisuuden radiomainonta Iskelmässä kuulostaa. Kun olet jäsen, Sinulle lähetetään sähköpostilla kutsu Iskelmän mainosraatiin. Internet-pohjaisessa paneelissa kuuntelet 1-3 radiomainosta kerrallaan. Mainosten arvostelu ja vastaaminen on vaivatonta, se vie vain 3-4 minuuttia yhteensä.

Vastaamalla kysymyksiin keräät pisteitä, jotka oikeuttavat palkintoihin. Jo yhteen tutkimuskierrokseen vastaamalla voit voittaa 3,5 euron arvoisen ässäarvan. Vastaaminen ja mukana oleminen on aina vapaaehtoista. Vastat vain silloin kun haluat ja kun sinulla on aikaa. Olet myös vapaa lähtemään paneelistä milloin haluat.

[Siirry rekisteröitymislomakkeeseen >>>](#)

## Appendix 6

## SPR VERIPALVELU

**(Advertising awareness)**

1. Do you remember hearing this advertisement in the radio?

☐ Yes ☐ No ☐ I cannot tell

**(Thoughts of the advertisement)**

2. What kind of thought did this advertisement raise?  
-Open answers

**(Advertiser recognition)**

3. Who was the advertiser in this advertisement?

**(Preference)**

4. Did you like this advertisement?

- 1 I did not like it at all
- 2 I did not like it very much
- 3 I did like it quite much
- 4 I did like it very much
- 5 I cannot tell

## (Attributes)

5. Read first all the attributes through and evaluate then the counter attributes based on how you perceived the advertisement:

Irritating	1 2 3 4 5	Pleasant
Boring	1 2 3 4 5	Funny
Forgetful	1 2 3 4 5	Unforgettable
Confusing	1 2 3 4 5	Clear
Did not give new information	1 2 3 4 5	Gave new information
Same (like other adds)	1 2 3 4 5	Distinguishable (from other adds)
Ei saa harkitsemaan	1 2 3 4 5	Saa harkitsemaan
I have heard the add from the radio too many times	1 2 3 4 5	I hardly can remember listening the add from the radio earlier

6. Did this radio advertisement make you consider the membership of the organization in particular more than before?  
Yes\_\_\_ Maybe\_\_\_ No\_\_\_
7. Do you know where your closest SPR blood service centre is?  
Yes I know\_\_\_ No, I do not know\_\_\_ I am not sure\_\_\_
8. Could you consider donating your blood through SPR veripalvelu during the next 6 months?  
Yes\_\_\_ Maybe\_\_\_ No\_\_\_

Have you heard Iskelmä radio during the past two weeks?

Yes\_\_\_ No\_\_\_

(If the answer is no, drop menu where respondents can choose the listened channels)

Choose under the radio channels that you have listened during the last two weeks:

Iskelmä  
Radio 957  
Radio Jyväskylä  
Radio Mega  
Radio Sata  
The Voice  
Auran Aallot  
Basso Radio  
City Pohjanmaa  
Classic Radio  
Groove FM  
Järviradio  
Metro FM  
NRJ / Energy  
Oi fm  
Radio 88.2  
Radio Aalto  
Radio City  
Radio Dei  
Radio Helsinki  
Radio Melodia  
Radio Manta  
Radio Nova  
Radio Pooki  
Radio Pori  
Radio Ramona  
Radio Rock  
Radio Sputnik  
Radio Sun  
Radio SuomiPop  
Radio Vaasa  
Radio Voima



Rogmo FM

Other radio station, what? \_\_\_\_\_

I have not listened any radio channels

## SPR VERIPALVELU

(mainoksen huomioarvo)

9. Muistatko kuullesi tämän mainoksen radiosta?

\_\_\_ Kyllä \_\_\_ Ei \_\_\_ En osaa sanoa

(mainoksen herättämät ajatukset)

10. Millaisia ajatuksia mainos herättää sinussa?

Avoimet vastaukset

(mainostajan muistaminen mainoksesta)

11. Mikä oli mainostava järjestö tässä mainoksessa?

(pitäminen)

12. Piditkö tästä mainoksesta?

1 En pitänyt lainkaan

2 En pitänyt kovin paljon

3 Pidin melko paljon

4 Pidin erittäin paljon

5 En osaa sanoa

## (mainoksen kokeminen)

13. Lue ensin ominaisuuudet läpi ja arvostele sitten vastaparit sen mukaan miten koit mainoksen:

Ärsyttävä	1 2 3 4 5	Miellyttävä kuunnella
Tylsä	1 2 3 4 5	Hauska
Yhdentekevä	1 2 3 4 5	Mieleen jäävä
Sekava	1 2 3 4 5	Selkeä
Ei antanut uutta tietoa	1 2 3 4 5	Antoi uutta tietoa
Samanlainen (kuin muut)	1 2 3 4 5	Erottuva (muista mainoksista)
Ei saa harkitsemaan	1 2 3 4 5	Saa harkitsemaan
Olen kuullut mainoksen radiosta aivan liian monta kertaa	1 2 3 4 5	Tuskin muistan kuulleen mainosta radiosta aiemmin

14. Tiedätkö missä on sinua lähinnä sijaitseva SPR:n verenluovutuspiste?

Kyllä tiedän/En tiedä

15. Voisitko harkita luovuttavasi verta SPR:n veripalvelun kautta seuraavaan 6 kuukauden aikana?

Kyllä/Ehkä/En

16. Oletko kuunnellut Iskelmää viimeisen viikon viikon aikana?

Kyllä /En

Jos vastaus ei, tulee vetovalikko josta voi valita kaikki kanavat joita kuunneltu.

Valitse näistä radiokanavista ne, joita olet kuunnellut viimeisen viikon aikana:

Iskelmä

Radio 957

Radio Jyväskylä

Radio Mega

Radio Sata

The Voice

Auran Aallot

Basso Radio

City Pohjanmaa

Classic Radio

Groove FM

Järviradio

Metro FM

NRJ / Energy

Oi fm

Radio 88.2

Radio Aalto

Radio City

Radio Dei

Radio Helsinki

Radio Melodia

Radio Manta

Radio Nova

Radio Pooki

Radio Pori

Radio Ramona

Radio Rock

Radio Sputnik

Radio Sun

Radio SuomiPop

Radio Vaasa

Radio Voima

Rogmo FM

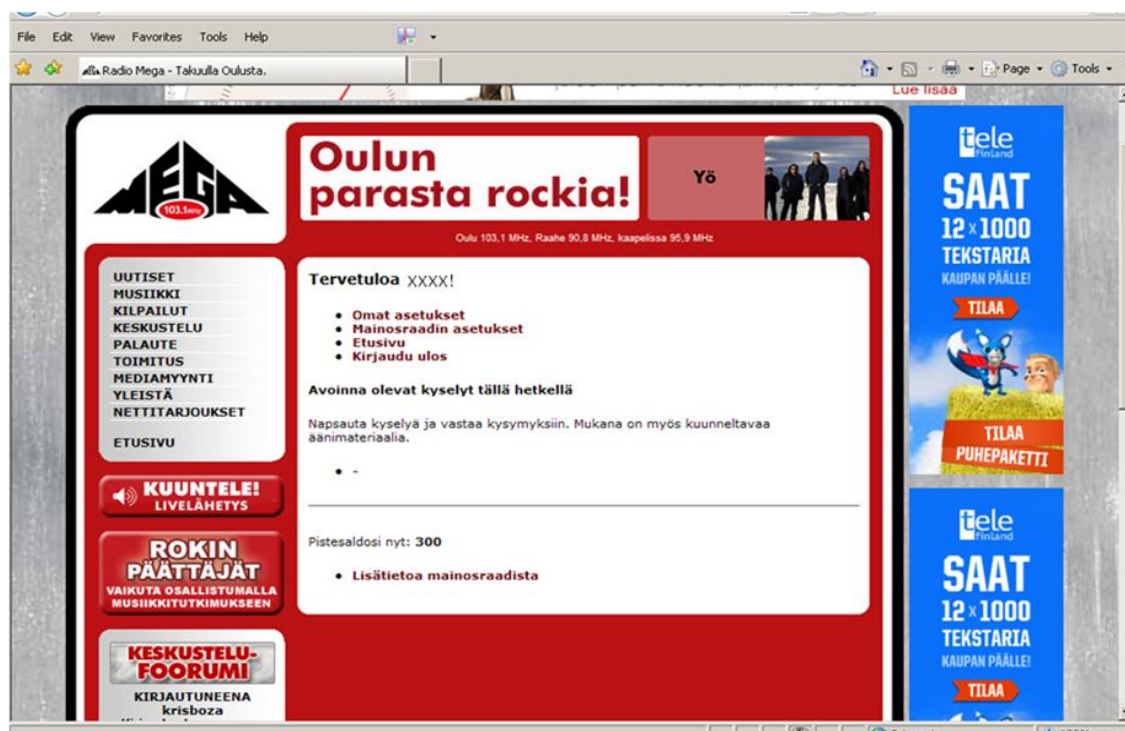
Muu radioasema, mikä? \_\_\_\_\_

En mitään näistä

## Appendix 7



## Appendix 8



## Appendix 9



## Appendix 10

**Vaikuta tulevaisuuden radiomainontaan - ja saa siitä kunnon korvaus!**

Osallistu Iskelmän/XXX mainosraatiin täyttämällä huolellisesti kaikki tämän sivun tiedot. Kun olet rekisteröitynyt, saat sähköpostilla kutsuja radiomainontaa koskeviin kysymyksiin. Palkinnot paranevat mitä useampaan tutkimukseen osallistut. Lue lisää palkinnoista ja muista yksityiskohdista [täältä](#).

Jos olet jo kirjautunut Iskelmän/XXX sivujen käyttäjäksi, kirjaudu sisään [tästä](#) ja muuta liity raatiin "omat asetukset" -sivulta.

Nimimerkki *	<input type="text"/>	3 - 14 merkkiä
Sähköposti *	<input type="text"/>	
Salasana *	<input type="password"/>	6 - 15 merkkiä
Salasana uudelleen *	<input type="password"/>	
Etunimi *	<input type="text"/>	
Sukunimi *	<input type="text"/>	
Katuosoite	<input type="text"/>	
Postinumero	<input type="text"/>	
Postitoimipaikka	<input type="text"/>	
Puhelin	<input type="text"/>	
Syntynyt	<input type="text"/>	<input type="text"/>
Sukupuoli	<input type="text"/>	

Haluan osallistua Radio Megan mainosraatiin	<input checked="" type="radio"/> kyllä	<input type="radio"/> ei
<a href="#">» lue lisää</a>		
Asuinkunta:	<input type="text"/>	
Miten asutte?	<input type="text"/>	

Kuinka monta ihmistä talouteenne kuuluu teidät mukaan laskien?

Minkä ikäisiä lapsia teillä on?

Koulutuksenne?

Ammatti

Ammattiryhmä, johon katsotte lähinnä kuuluvanne

Tuloluokka

Kotitalouteni yhteenlasketut tulot veroja vähentämättä ovat keskimäärin vuodessa (brutto):

Päivittäistavaraostokset

Vastaatteko te teidän taloutenne päivittäistavaraostoksista?



Haluan vastaanottaa tekstiviestejä tai sähköpostiviestejä Iskelmältä/XXX



Minulle saa lähettää kaupallisia tekstiviestejä ja sähköpostiviestejä

Kun olet rekisteröitynyt, saat ilmoittamaasi sähköpostiosoitteeseen vahvistusviestin, jossa on vahvistuskoodi. Vahvista vielä rekisteröitymisesi viestissä annettujen ohjeiden mukaan. Vasta tämän jälkeen pääset kirjautumaan sisään tunnuksellasi ja salasanallasi. **Ole hyvä ja varmista vielä tässä vaiheessa, että sähköpostiosoitteesi on varmasti kirjoitettu oikein!** Suurin osa rekisteröitymisongelmista johtuu juuri väärin kirjoitetusta sähköpostiosoitteesta.

Rekisteröidy



Olen lukenut ja hyväksynyt [liittymissopimuksen](#) \*

\* Tähdellä merkityt kohdat ovat pakollisia.



## Appendix 11

300 pisteen raja

## Veikkauksen Ässä-arpa

Veikkauksen Ässä-arpa on tuttu lähes kaikille suomalaisille ja sen päävoitto on 50 000 euroa. Se on tullut markkinoille jo vuonna 1981 ja näin se on Veikkauksen pitkäikäisin arpa. Esimerkkivoitonjaon painosmäärä 3 miljoonaa kappaletta ja voittosuhde 1:4,3. Arpoihin merkitty voitonjako on arpaeräkohtainen. Arpa sisältää kaksi peliä.



## Appendix 12

600 points

## Finnkinon elokuvalippu:

Finnkinon elokuvalippu on hieno tapa nähdä leffa suurelta kankaalta. Se oikeuttaa yhteen elokuvaan Finnkinon Oy:n elokuvateatterissa voimassaoloaikanaan. Voit valita haluamasi elokuvan ja ajankohdan missä tahansa Finnkinon teatterissa kymmenellä eri paikkakunnalla.



## Appendix 13

900 points

**S-ryhmän lahjakortti**

S-ryhmän 10 euron arvoinen lahjakortti on kätevä, luottokortin kokoinen magneettijuovalla varustettu kortti ja se on voimassa toistaiseksi. Sillä voi tehdä hankintoja ja ostaa palveluita ympäri Suomea. S-ryhmän yleinen lahjakortti käy mm. tavarataloissa, esimerkiksi Sokoksissa ja Prismoissa, ruokakaupoissa kuten S-marketeissa, Alepoissa ja Saleissa sekä Sokos ja Radisson SAS hotelleissa. Voit myös herkutella lukuissa S-ryhmän ravintoloissa tai asioida Agrimarketeissa, Terroissa, ABC-liikennemyymälöissä ja S-ryhmän autokaupoissa.

