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# CITY-INFO BOARDS

– A new marketing communications tool



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## CITYINFO BOARDS – A NEW MARKETING COMMUNICATIONS TOOL

New CityInfo boards were introduced in December 2009. This project was executed in cooperation with City of Turku and Veikkaus. The objective of this pilot project was to clean up the cityscape as well as support the local sports and culture organizations that are organizing events in Turku. CityInfo boards are divided into three sections; top of the is reserved for welcome greeting of Turku, right side of the board has the logo of Veikkaus, and the left side has electronic screen with changing event advertisements.

Outdoor advertising is a challenging media; although it reaches great masses and has superior CPM (cost per thousand) there are also disadvantages such as waste coverage and limited message capabilities. Because of these challenges the use of outdoor advertising should be part of broader marketing communications plan. With thorough planning communication mix the disadvantages of outdoor advertising are controllable.

The research studies the characteristics and usage of the boards from both advertisers' and consumers' point of view. The perception of the consumers was studied with quantitative research. Responders were asked to evaluate the attributes and objectives of the boards with simple questionnaire. The experiences of the advertisers were researched with qualitative methods.

The research indicated that the basic concept of the CityInfo boards was generally good. However, the idea should be further developed to better meet the expectations of the consumers and advertisers. The service could be expanded to CityInfo website where people could be able to check the advertisements they had quickly seen when passing by the boards. That would make the message more memorable and easy to find.

### KEYWORDS:

Outdoor advertising, marketing, marketing communications, CityInfo

Matti Tähtkää

## CITYINFO TAULUT – UUSI MARKKINOINTIVIESTINNÄN VÄLINE

Uudet CityInfo taulut esiteltiin yleisölle joulukuussa 2009. Projekti on toteutettu yhteistyössä Turun kaupungin ja Veikkauksen kanssa. Tämän pilotti projektin tavoite oli siistiä katukuvaa kuin myös tukea turkulaisia kulttuuri- ja urheilujärjestöjä, jotka järjestävät tapahtumia Turussa. CityInfo taulut on jaettu kolmeen osaan; yläosa on varattu kaupungin tervetuliaistoivotukselle, oikealla puolella on Veikkauksen logo ja vasemmalla puolella elektroninen näyttö jossa on vaihtuvia tapahtumamainoksia.

Ulkomainonta on haastava media; vaikka sillä tavoittaa suuria massoja ja sillä on ylivoimainen CPM (hinta tuhatta kontaktia kohti), on sillä myös huonoja puolia kuten hukka näkyvyys ja viestin rajallisuus. Näiden haasteiden vuoksi ulkomainonnan käyttö tulisi aina olla osana laajempaa markkinointiviestinnän suunnitelmaa. Huolellisella viestintä mixin suunnittelulla ulkomainonnan huonot puolet ovat kontrolloitavissa.

Tutkimus selvittää taulujen ominaisuuksia ja käyttöä niin kuluttajien kuin mainostajienkin näkökulmasta. Kansan käsitystä tauluista tutkittiin määrällisillä menetelmillä. Vastaajia pyydettiin arvioimaan taulun ominaisuuksia ja tavoitteiden toteutumista yksinkertaisen kyselyn avulla. Mainostajien kokemuksia tutkittiin laadullisten menetelmien avulla haastattelemalla joitakin heistä.

Tutkimus osoitti, että CityInfo taulujen perusidea on hyvä. Palvelua tulisi kuitenkin vielä kehittää jotta se vastaisi paremmin niin mainostajien kuin kuluttajienkin odotuksia. Palvelua voitaisiin laajentaa CityInfon kotisivuille, josta ihmiset voisivat käydä tarkistamassa mainokset jotka he pikaisesti näkivät ohittaessaan tauluja. Tämä parantaisi viestin muistettavuutta ja helpottaisi tiedonhankintaa.

### ASIASANAT:

Ulkomainonta, markkinointi, markkinointiviestintä, CityInfo

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Appendix 1. Questionnaire and the results

# 1 INTRODUCTION

I was asked to study the project executed in cooperation by City of Turku and a betting company Veikkaus Oy. In 2009 the new City-Info billboards were introduced with an objective to support both image and marketing of culture and sports in Turku area. For Veikkaus the objective was to reinforce its importance in people's lives in Finnish society. Veikkaus returns over one million Euros every day for art production, constructions of sport areas and supporting both distraction of the young and the scientific research (Meetingteam Oy, 2009). This said it has been an interesting to study a little different approach to outdoor advertising. City-Info boards are marketing tool for for-profit organization Veikkaus, for non-profit event organizers as well as for municipality.

In the first part of thesis I will go through the basic theory of marketing and marketing mix, then narrowing it down to marketing communication and communication mix, and finally to advertising, advertising mix and especially outdoor advertising, the areas City-Info boards are really about. The research was conducted as a quantitative questionnaire. Originally the link to online questionnaire was planned to be on the City-Info boards as well as at the [www.turkukalenteri.fi](http://www.turkukalenteri.fi) website, which is Turku's website that provides organization's a chance to provide information of their events for free. However, later on people were reached from other Turku websites as wells as by e-mail. The research also included qualitative questionnaire to the event organizers. Only five of them responded, but from a very different kinds of sports and culture organizations.

In the second part I will present the findings of the research. The questionnaire itself was based on the theory of marketing and advertising as well as on the objectives of Veikkaus and City of Turku. Mainly the feedback was quite positive, but there was also a need to further develop the service, especially from the organizers' point of view. The results point out some of the same problems than traditional outdoor advertising. The questionnaire also included

an open question for feedback. I have included some of the comments from the responders among the results. I have used quite a few diagrams and charts to demonstrate the results.

In the last part I will write about my conclusions of the research. As this was a pilot project of Veikkaus I will be presenting suggestions how to further develop the service based on the outcome of the research. In appendices there are all the results of the questionnaire.

## 2 MARKETING

Many people would say marketing is just selling and advertising your product or service. However, nowadays it's more than that. Today, marketing should be understood as satisfying customer needs. Marketers should understand customer needs and then develop products that provide superior customer value. Products price, distribution and promotion should be set so that the product itself sells easily and would not be dependent on the traditional selling. In other words, today the objective of marketing is to make selling unnecessary. Kotler and Armstrong (2010, 29) define marketing as follows: "The process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return".

### 2.1 Marketing Process

Kotler and Armstrong (2010, 29) suggests that marketing process model has five steps; understanding the marketplace and customer needs and wants; design a customer-driven marketing strategy; construct and integrated marketing program that delivers superior value; build profitable relationships and create customer delight; and capture value from customers to create profits and customer equity.

The basic human needs are for example physical needs such as needs for food, warmth and safety, social needs are belonging and affection, and individual needs are knowledge and self-expression – basic part of the human makeup. Wants are needs that are shaped by culture and individual personality. For example person in Sweden needs food, but wants meatballs. When these wants are backed by buying power they become demands. Companies should aim to fulfill these needs and wants through market offering. Marketing should always be customer oriented. However, too often sellers pay more attention to product the company is offering than to the benefits and experiences these products offer. Marketers' greatest challenges are to create customer value and satisfaction, because dissatisfied customer is often a lost customer. Marketing occurs when people satisfy their wants through exchange relationships and

marketing should consist of actions to build this relationship. (Kotler and Armstrong, 2010, 30-31)

## 2.2 Marketing Mix

Marketing mix, also known as Four Ps (product, price, place and promotion), is a set of controllable tactical marketing tools the company uses to gain the wanted response from the market (Kotler and Armstrong, 2010, 76). As presented in the first chapter the world of marketing has changed and today marketing is about satisfying customer needs. Traditional Four Ps model tend to look the marketing mix from the sellers point of view. Often marketers are selling a product, but customers think they are buying value or solution to their problem. That's why Four Cs might be considered a good way to think the marketing mix. Four Cs stand for Customer solution, Customer cost, Convenience and Communication (Kotler and Armstrong, 2012, 77)

Marketing mix proves that when customer buys a product it's just not the end product he or she buys. Successful marketers have to think their product or service from various perspectives. Looking into the soul of 4ps, the product itself must be more than the sum of its parts. Things that bring value to the product are variety, quality, design, features, brand name, packaging and services. Another tool of marketing mix is price; list price, discounts, allowances, payment periods and credit terms are things to consider. Placing is making the products available for your target customers. A marketer needs to think channels, coverage, assortments, locations, inventory, transportation and logistics. (Kotler and Armstrong, 2010, 76)

Promotion is the one from the Four Ps that is important if you think of City-Info boards. Promotion includes advertising, personal selling, sales promotion and public relations. Promotion is about communicating the merits of the product and persuade target customers to buy it (Kotler and Armstrong, 2010, 76).



### 2.3 Services Marketing

The chapters above have been describing the marketing of a tangible product. However, in a case of City-Info boards none of the parties is promoting a tangible product, but a service. However, services are products as well and same rules apply, although services marketing have its own characteristics (Kotler and Armstrong, 2010, 268).

Basic characteristic for services are that they are intangible, thus services cannot be seen, tasted, felt, heard, or smelled before purchase. Variety of services is dependent on who is providing it as well as when it is provided, where, and who is providing the service. Services are also inseparable, in other words services are produced and consumed at the same time. Thus, services are perishable and cannot be stored for later sale and use. (Kotler and Armstrong, 2010, 269)

## 3 MARKETING COMMUNICATIONS

“Marketing communication is the process of effectively communicating product information or ideas to target audience.” (Burnett and Moriarty, 1998, 3)

The objectives of marketing communications are to create brand awareness, deliver information, educate the market, and advance a positive image for the brand or organization. Its goal is to help sell the product and making profit so the organization can keep up in the future as well. One of the most important things is to coordinate the message so that it reaches the target audience. However, many of the contacts to customers are unplanned, informal messages. For example bad customer service tells customers that the organization doesn't care. Thus, organization needs to think all the possible contact points to customers to successfully execute marketing communication. (Burnett and Moriarty, 1998, 4-5)

Planned messages of the marketing communication include activities such as advertising, sales promotion, public relations, direct marketing, personal selling, point-of-purchase, packaging, specialties, sponsorships, licensing and customer service (Burnett and Moriarty, 1998, 9). Smith (2000, 7) suggests that internet, word of mouth and corporate identity should be on the list as well. The most important source regarding this research about City-Info boards is advertising. Advertising is understood as any paid form of communication by an organization promoting ideas, goods or services. Advertising is usually targeted to large groups and thus mass media such as radio, television and newspaper is used (Burnett and Moriarty, 1998, 9)

Unplanned messages include all other contact points with customer, they are usually harder to control but ideally planned and unplanned messages should work together and give unified image of the organization. The main sources of unplanned messages can be employee behavior, facilities, transportation, response services, crisis management, and media and government investigations. (Burnett and Moriarty, 1998, 8-9)

### 3.1 Planning of Marketing Communications

Vuokko (2002, 132) points out that marketing communication plan should always be based on organization's marketing plan, which should be based on organization's strategy. This way organization's vision, idea and values are communicated through its marketing and marketing communications. She continues that marketing communications can be planned on the organizational level, campaign level or on the level of single communication tool. However, these different levels should be linked to each other to show unified image. Despite of the differences on different levels there are certain stages that can be recognized in the planning process; identifying threats and opportunities, defining goals, defining target audience, creating a budget, choosing a proper communication mix, making special decisions on every communication tool, considering execution of the plan, and finally define tools for measuring the success of the marketing communications. (Vuokko, 2002, 132-134)

Smith (2000, 32) suggests SOSTAC planning system for marketing communications. SOSTAC stands for situation analysis, objectives, strategy, tactics, action and control. Its simple structure should be applicable on all levels of marketing communication. He further points out that every plan must include resources required. He suggests the 3Ms model; men, money and minutes. Men means human resources, basically who needs to do what. Money is about budget and how much money is put on marketing communication to reach its objective. Last but not least is Minutes - the scarcest resource – time. The time scale is the fundamental to make marketing communication successful. (Smith, 2000, 32-33)

### 3.2 Communication Mix

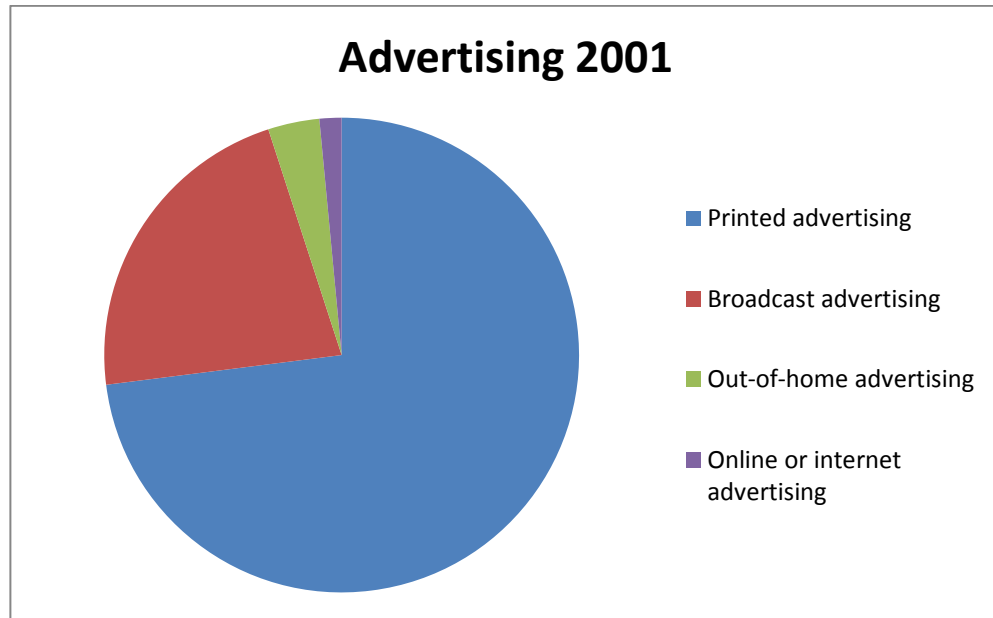
Communication mix, sometimes referred as promotional mix, lists all the tools of communication. Communications tools are selling, advertising, sales promotion, direct marketing, publicity and public relations, sponsorship, exhibitions, packaging, point-of-sale and merchandising, internet, word of mouth and corporate identity. Different industries have different emphasis on what communication tools they would use. Mixing these communication tools is dependent on the objectives of the marketing communication strategy. Brand awareness can be build with advertising and PR, whereas brand switching would require integrated sales promotion and advertising or direct mail. Sometimes different communication tools can be used in different stages which a customer moves before when making a purchase decision. (Smith, 2000, 7-11)

There is also another way of categorizing marketing communication tools. You may differentiate then between theme or image communication and action communication. Image communication's objective is to tell the target audience about the brand or products and service offered. This is aiming to improve relations with target audience or reinforce brand awareness and preference. In long run this will eventually give positive results, thus people would purchase the advertised product or service. Theme communications are also known as above-the-line communications. This is usually synonymous to mass media

advertising, such as television, radio, magazines, newspapers, cinema and billboards. Action communications try to persuade target audience to purchase the product. (De Pelsmacker et al, 2007, 7)

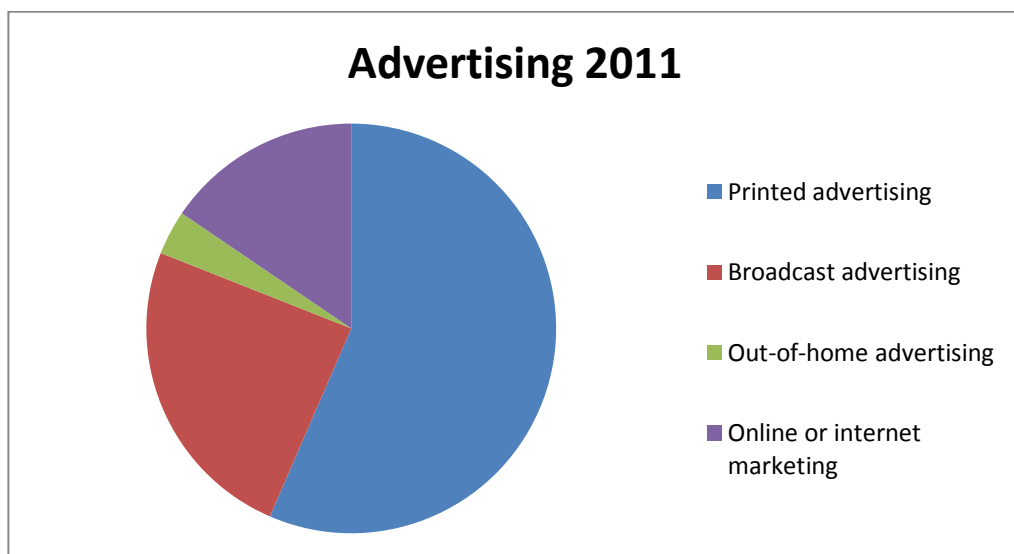
## **4 ADVERTISING**

Advertising is part of the promotion mix described in an earlier chapter. The definition is that advertising is any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor (Belch and Belch, 2001, 15). Generally the space of time for advertisement must be bought and a large group of individuals is reached with mass media. Burnett and Moriarty (1998, 292-296) list five common advertising media; print advertising on newspapers, magazines, brochures, and flyers; broadcast advertising on either TV or radio; out-of-home advertising that reaches audiences in their daily environment such as painted walls, truck displays, bus benches, shopping centre displays, in-store merchandising, and billboard advertising; transit advertising such as buses and taxis carrying a message throughout the community; online or internet advertising on websites. In Finland, according to Vuokko (2002, 200), firms spent 1,1 billion Euros on advertising in 2001. Printed media was the most popular as 73 % of the money was spent on it as showed on diagram 1. Broadcast advertising was next with 22 % share. Only 3 % was spent on outdoor marketing.



*Diagram 1. The share between different advertising media in Finland in 2001.*

Ten years later the share of advertising on printed media has decreased tremendously. However, it's still over half of the 1,4 billion € pot with 56,5 % share (diagram 2). Broadcast advertising has remained almost the same with 24,5 % share. The big winner has been online advertising which has increased to challenge the broadcast advertising with 15,8 % share. Outdoor advertising has kept its position with 3% share. (Honkaniemi, 2012)



*Diagram 2. The share of advertising media in Finland in 2011.*

#### 4.1 Outdoor advertising

Outdoor advertising, as well as rest of the out-of-home media, is considered as support media because it reaches large audiences. Support medias objective is to reach those not reached by primary media or to reinforce and support the message (Belch and Belch, 2001, 438).

The advantages of outdoor advertising are flexibility, high repeat, exposure, low cost, low message competition and good positional selectivity. However, its limitations are little audience selectivity and creative limitations. (Kotler and Armstrong, 2010, 465) Belch and Belch (2001, 441), however, are seeing creativity as an advantage for outdoor advertising. Belch adds that efficiency and effectiveness are also outdoor advertisements advantages. Outdoor advertisements have a very competitive CPM (Cost per mille, the cost per thousand views) and it is very likely to have effect on sales, especially if combined with other promotional tools.

Like Kotler, Belch and Belch (2001, 441-442) indicate that the waste coverage of the outdoor media is one of its biggest disadvantages. Although he claimed that outdoor media doesn't limit creativity, he is pointing out that outdoor media has limited message capabilities because exposure time is so short. It is also possible that people get tired of the same advertisements after seeing it over and over again, especially because outdoor advertisement usually has long periods of exposure. Although its effectivity it is problematic to measure the effectivity of outdoor advertising. (Belch and Belch, 2001, 441-442)

#### 4.2 Effects of advertising

There are several effects that can be used in advertising to make people notice are better and to influence how the advertisement is construed. The effects can be size and length of the advertisement, colors, sound, music, movement, people, animals, objects, humor, cartoons, testimonials, celebrities, fear, eroticism, sex, violence, demonstrations, texts, diagrams, drawings, charts, interactivism and drama. (Vuokko, 2002, 220)

It is common thinking that the only function of size is to make people notice the advertisement; however, it can also give impression of wealth for example. The special feature of advertising is that it can build image in many more ways than the rest of the marketing communication tools. Using, for example, colors, sounds, cartoons or animals, you can create certain associations. Green color is typically linked to friendliness to the environment, where as classical music can indicate high quality. Animals, such as dogs, cats and sheep, can be used to emphasize soft values. Humor is one of the most popular effects used in advertising. It creates positive image, but one have to careful, especially in international advertising, the things some may find funny may be offending to others. (Vuokko, 2002, 221)

Advertisement's objectives are presented in the widely known acronym AIDA. AIDA means hierarchy of effects and stands for gaining attention, generating interest, prompting desire, and inducting action (Moore et al., 1999, 458). In the billboard such as CityInfo, its main objective, with changing messages, is gaining attention. Moore's et al. (1999) study, although made in sports arena, about rotating signage suggest that changing message is relatively ineffective compared to traditional still advertisements. However, the conclusion is not simple as many of the other effects of advertising have an influence on recognition of the advertisement. In his research on sports arenas the exposure time, color and company image, as well as previous advertisements on other media (Moore at al, 1999, 464-466)

The successful use of effects of advertising needs careful planning. The importance of effects is to gain attention, to convince viewer of product's/organization's characteristics, and to help remembering the advertisement or the arguments of the advertisement. Gaining attention is its primary objective and it is called media reach. If the advertisement is not noticed it cannot convince or persuade consumer to buy or use organizations products or services. However, advertiser needs to be careful not to drown its message into effects. Indiscreet use of effects can cause ignorance of the actual message. Thus, when choosing the effects of advertising one must

emphasize the competence of each effect to inform and impact the target group, and their influence on image of product or organization. (Vuokko, 1996, 102)

#### 4.3 Successful advertising

"The body of advertising is information, its heart is imagination, and its soul is repetition." (Rogers, 1995, 23)

Rogers (1995), in his research, lists instructions to create successful advertising as, according to him, some 90% of advertisements does not do what they are intended to do. Avoiding to belong to the 90% it is important that the advertisement should concentrate more on persuasion than entertainment. The idea of advertisement is to make people buy your product. Thus, the message of the advertisement should be easy to receive. One should choose media that supports this objective. One should also assume that part of the audience either ignores or does not get interested about your product or service. Especially when mass media is used, some of the target audience is not as familiar with the offering as the organization itself. Thus, the message should be made clear and informative. As in other sections of life, such as athletics, politics and war, it is all about winning, so one should play to win and be assertive. (Rogers, 1995, 20-23)

Rogers (1995) supplementary rules reinforce these instructions. The longer or larger the advertisement, the more attention it will gain. However, one should also think about cost effectiveness. He demonstrates that half-page advertisement in a magazine costs 60% of what full-page advertisement costs, but it gets 75% as much attention as full-page advertisement – all other factors being equal. Furthermore, all elements of the advertisement should work together to deliver a persuading message. Thus, as mentioned in the earlier chapter, the effects of the advertisement shouldn't be drowning the original message. And last, but not least, you should not model your advertisements on the ones others have made, but create uniquely crafted advertisements on your particular target audience. (Rogers, 1995, 24)



Rotfeld (2002) suggests that marketers' emphasis should be on making a good commercial, rather than a commercial people like. Usually the reason behind bad advertising is the lack of strategy behind the advertising tactics, or if a strategy exists it lacks reference to consumer views. Those who make advertisements often value the creativity in aspect of winning awards. Thus, advertisements are too often made for other advertisers rather than for target audience. In other words, the creators of the advertisements concentrate on what they want to say rather than what the target audience wants to hear. (Rotfeld, 2002, 299-301)

## **5 RESEARCH METHODS**

### **5.1 Background and scheme of the research**

I was asked to carry out a research of newly introduced CityInfo boards by the sponsor of the project – Veikkaus, a state owned betting company. I had noticed these new boards and saw this as a great opportunity to study this new type of outdoor advertising. The CityInfo project in cooperation between Veikkaus and City of Turku was just introduced and seen as a pilot project for future cooperation with other major cities in Finland. My objective was to find out how citizens of Turku accepted the new boards as well as find out if the objectives of Turku and Veikkaus were fulfilled.

By the time of conducting the research I was working at a marketing company called TUNGOS Management where I first heard about this opportunity. The producer and administrator of the boards, Meetingteam Oy was also involved in the process and time to time it was challenging to proceed with the research as there were so many persons involved who wanted to have their opinion to be heard. Some of the questions were modified or completely removed from the original questionnaire, but I was after all able to conduct an informative research.

The scheme of the research was to observe how the citizens felt about the new boards, its characteristics and objectives of the authors. The advertisers were interviewed as well, but the sample turned out to be rather small, however, the advertiser interviews were conducted as qualitative interview so I was able to get a good view of different type of organization advertising on the boards. The research problem should be thoroughly considered framed before data collection (Hirsjärvi et al. 2009, 125). Often the research problems are presented as questions which determines according to the objectives of the research (Hirsjärvi et al. 2009, 129)

## 5.2 Research methods, data collection and analysis

I used both quantitative and qualitative data on my research. The questionnaire directed to the public was researching the functionality of the boards regarding to the objectives of the authors as well as characteristics of the boards. In quantitative research all people are considered similar and it looks to general categories to summarize their behavior or feelings. The quantitative research aims to generate general laws, thus quantitative research strive for breadth, whereas qualitative research strive for depth. (Tayie, 2005, 86)

There are five major research areas; the quantitative research strive to be objective and be separate from the data, the design of the study is determined before conducting the research, the measurement instruments are not dependent on the researches, but could be used by another party, the research is used to test theory and ultimately support or reject it (Tayie, 2005, 86-87). Quantitative research seeks the fact and causes of phenomena, it's objective, it has obtrusive and controlled measurement, it has the "outsider" perspective, it's ungrounded and outcome oriented with hard and replicable, thus reliable and generalizable date, quantitative research also assumes a stable reality (Blaxter et al., 2010, 66).

The characteristics to quantitative research are conclusions from previous researches, existing theories, presentation of hypothesizes, conceptualization,

planning of the data collection, sampling, putting data in statistical form, and making conclusions based on statistical analysis (Hirsjärvi et al., 2009, 140).

The quantitative data was collected with Webropol application. The link to the questionnaire was originally supposed to be only on the CityInfo boards to find out whether people notice the advertisements on the boards. Later on, as the author requested, the link to the questionnaire was distributed in Turku's and CityInfo's websites as well as in e-mails.

In qualitative research people ask questions and interpret the answers from their own point of view and with the understanding they have (Hirsjärvi et al., 2009, 160). The advertisers were interviewed by e-mail with four simple questions. I chose the structured interview which is conducted with the help of a form. In the form the order of the questions is fixed and it is easy to conduct once the questions are compiled and organized (Hirsjärvi et al., 2009, 208).

The data can be analyzed in many different ways but they can be structured roughly in two different ways. Explaining approach is usually used in statistical analysis and comprehensive approach in qualitative analysis. Usually the style of analysis is choosing to give the answer to the research problem. (Hirsjärvi et al., 2009, 224)

## **6 ADVERTISERS**

CityInfo boards are interesting cooperative project between organizations with very different objectives. City of Turku and Veikkaus Oy implemented this project to support; some might say even to sponsor, culture and sport organizations in Turku by providing free advertisement time and space in electronic billboards on every major routes into the city. City of Turku and Veikkaus fill two thirds of the billboard with their stable messages. One third on the board is reserved for changing messages of culture and sports association as well as city's own events (see Picture 1).



Picture 1. The layout of CityInfo boards.

### 6.1 City of Turku

City's objective with CityInfo boards is to clean and standardize cityscape as well as replace the old boards of city's coat of arms (Meetingteam Oy, 2009). At the time of unveiling in December 2009, Turku was becoming the European Capital of Culture in 2011. CityInfo boards came just in time to help advertising different cultural events organized by city or other organizations during capital year. Turku also wants to give the perception of a modern city that supports different kind of events arranged in Turku (Meetingteam Oy, 2009). Turku uses the board also for its own events as well as seasons' greetings which have been welcomed with joy by the citizens: "I'm especially happy about the greetings by the city", says one of the responders.

Turku is a city of 178 630 inhabitants located in the Southwestern Finland (City of Turku, 2012). Turku is, at least now after the European Capital of Culture year, well known of its culture and sports. There are several sports teams playing in the premier league of their respective sport. The most famous are professional ice hockey club HC TPS; professional soccer clubs FC TPS and

FC Inter, and semi-professional ice hockey club TUTO Hockey. All these teams are using CityInfo boards as part of their communications mix.

## 6.2 Veikkaus Oy

Veikkaus is Finnish betting company for Finnish citizens. Veikkaus is offering gaming entertainment reliably and responsibly, producing over 1,4 million € of lottery revenues for Finnish society every day. Veikkaus contributes this amount to Finnish Ministry of Education and culture, which distributes them further to Finnish arts, sports, science, and youth work. (Veikkaus Oy, 2012)

With this project Veikkaus wants to highlight the wider importance of its operations in the Finnish society. The project with Turku is considered to be pilot in wider cooperation with cities and municipalities. Boards are produced and upheld by Meetingteam Oy (Meetingteam Oy, 2009).

Veikkaus is the sponsor of the project enabling free outdoor advertising for different kind of events. By doing this it wants to reinforce the image of a company that is supporting Finnish sports and culture.

## 6.3. Culture and Sports Organizations

The range of advertisers varies from small amateur theaters to professional sports clubs operating with multimillion turnover. During the European Capital of Culture year the cultural events dominated on the boards, but now it has evened up. For sports events it has been limited that only teams playing on the highest level are able to advertise on CityInfo boards. This way the offering is not too wide as there are so many sports clubs and teams in Turku. The advertisers also need to be registered into [www.turkukalenteri.fi](http://www.turkukalenteri.fi) website in order to get advertisement on the boards.

It can be assumed that all of the event organizers have same objectives; getting more attendance to their event. The organizations advertising on the boards have very large scale of resources. Some of the organizers are multimillion professional enterprises and other small organization ran by few volunteers. It's clear without a word that the benefit of the advertisements can be very small for

some organization. Despite of that CityInfo boards offer an equal chance to small and large organizations to advertise on the routes into the city.

## 7 RESEARCH

### 7.1 Responder Demography

Way over half of the responders were women, total of 72,2%. This may be explained by the fact that a luxury weekend holiday at Spa Hotel Caribia was raffled between the responders. It can be assumed that the price attracted more women than men.

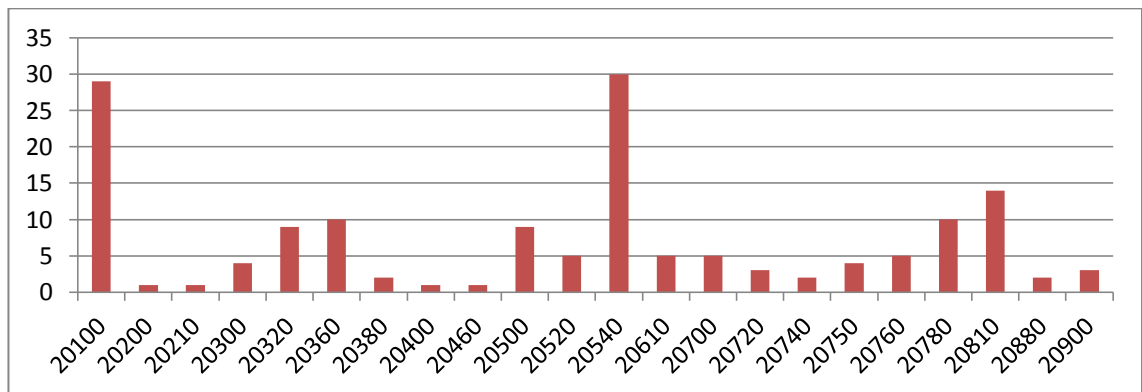
Almost half, 47,3 %, of the responders were between the age of 18 and 25, most likely because 54 % of the responders were students. The crosse tabulation (chart 1) shows clearly that almost have of the responders were students between the age of 18 and 25.

	Entrepreneur	Employee	Unemployed	Student	Total
age: -17	0	0	0	3	3
age: 18-25	1	6	1	106	114
age: 26-35	3	38	2	15	58
age: 36-45	4	20	2	3	29
age: 45-55	3	16	1	2	22
age: 56-65	0	10	1	1	12
age:66-	0	1	0	0	1
YHTEENSÄ	11	91	7	130	239

*Chart 1. Cross tabulation of responder demographic.*

Most of the responders reside in the Turku area. Total amount of 60, 3 % of the responders told Turku was their place of domicile. These 114 responders were divided into several districts. The chart below (Diagram 3) shows how the responders were divided between different postal codes. The concentration into districts of city center (postal code 20100) and Nummi (postal code 20540) can

be explained by the large number of students as the board of Helsingintie is located near the student village. All the boards are also located at the routes into the city centre. Especially those entering city centre from north or west (postal codes 20300-20460) have a good chance to see the board because board of Tampereentie is located closer to the city centre.



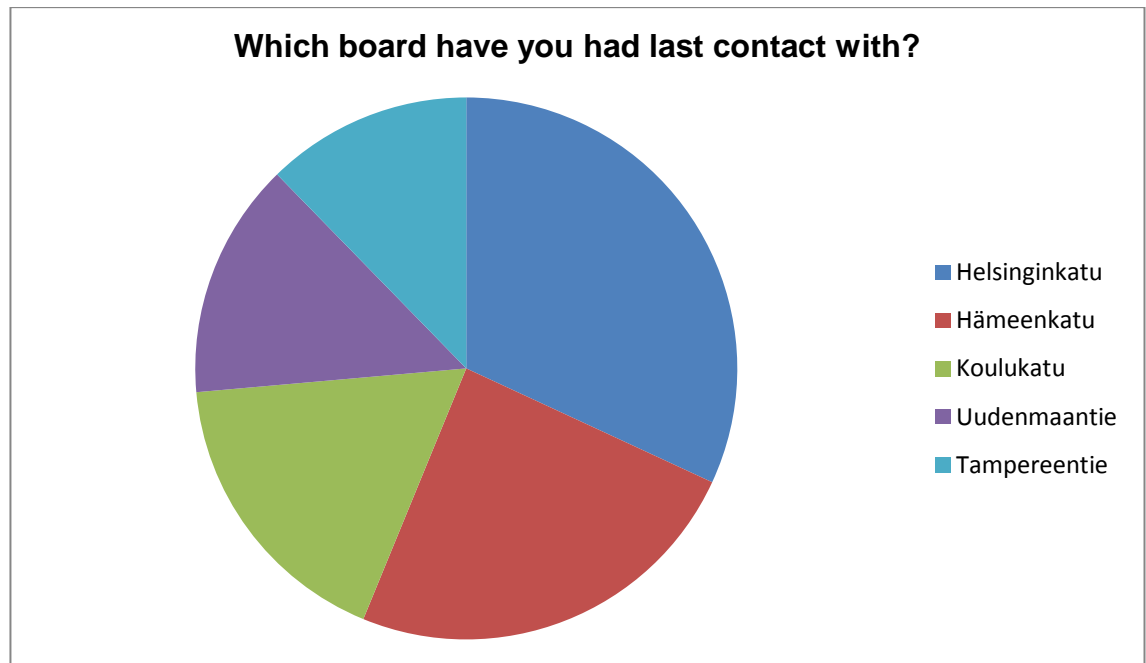
*Diagram 3. The distribution of responders within Turku.*

## 7.2 Perception of CityInfo boards

The research shows that people will most likely go past the CityInfo boards with motor vehicle. 64,7 % of the responders pass the boards by car or motorbike, in addition 16,6 % pass the boards by bus. In total, 81,3 % of the responders have been in contact with the boards from motor vehicle. However, this is not surprising as the boards are located at the routes into the city. From the walkways only 13,2 % have been in contact with the boards by foot and 5,5 % by bicycle. The research was conducted in the winter, so we can assume that this difference would even up in the summer.

When the last contact with the boards was asked, almost one third of the responders (31,9 %) told they had last passed the Helsinginkatu board which is located in the front of Spa Hotel Caribia on the main route from Helsinki. 24,3 % had last passed the Hämeenkatu board, 17,4 % Koulukatu board, 14,1 % Uudenmaankatu board, and 12,3 % Tampereentie board (Diagram 4). Like mentioned in the Responder Demography chapter, most of the responders were

student and thus the Helsinginkatu board located near student village seems to be the most popular. Helsingintie is almost one of the most operated routes in Turku. Especially during rush hour traffic is going slowly pass the board and people are more likely to notice the board.



*Diagram 4. The popularity of the boards.*

The cross tabulation below (Chart 2) shows that over the half of the responders pass the boards by motor vehicle at least once a week. Also, over 60 % of the responders were in contact with the boards at least once a week.



	Daily	Weekly	Monthly	Occasionally	Total
By car/motorbike	20,4 %	24,3 %	3,8 %	16,1 %	64,6 %
By bus	6,4 %	4,7 %	0 %	5,4 %	16,5 %
By bicycle	2,6 %	0,9 %	0 %	2,1 %	5,6 %
By foot	2,6 %	1,3 %	1,3 %	8,1 %	13,3 %
Total	32 %	31,2 %	5,1 %	31,7 %	100 %

*Chart 2. The cross tabulation on observation of the boards.*

### 7.3 Content of CityInfo boards

In the research citizens were asked what they remembered from the boards and what values or image the boards represent. As mentioned in the earlier chapter, the boards are divided into three sections; top part of the boards tell that you are entering the city of Turku, right side of the board is reserved for the financier of the boards, Veikkaus Oy, and the left side is for changing event advertisements.

Responders were asked to name the organization that has a fixed advertisement on the boards. Only 185 from 237 responders replied to this question, but the results were interesting. Only 9,7 % of the responders remembered that Veikkaus was advertising in the boards. 41 % of the responders remembered City of Turku from the boards, but almost half of the responders didn't remember these two organizations. The objective of the question was to examine whether people remembered the sponsor of the boards, but as the result shows Veikkaus didn't gain attention. However, City of Turku was remembered and thus can be said that city's objective of replacing old coat of arms boards was successful. Still, almost half of the responders didn't remember the non-changing advertisements from the boards. Among the answers people had suggested that for example sports club TPS, culture centre

Logomo, tourist agency Turku Touring and Turku exhibition center had fixed non-changing advertisement on the boards. All of these four organizations did advertise at the changing part of the board. Thus, we can come to conclusion that changing advertisement is more likely to be noticed. If all participants of the research are taken into account, only 40 % remembered either Turku or Veikkaus from the boards.

80,2 % of the responders answered the question of which event advertisements they remember from the boards, thus, at least most of the people passing by the boards notice the advertisements and remember some of them. Especial the events of European Capital of Culture and games of professional soccer and ice hockey clubs stucked into people's minds. This backs up the theory of outdoor advertising being a support media, as both European Capital of Culture events as well as the events of professional sports club are advertised widely through broadcast and printed media, such as television, radio and newspaper advertising. However, only 36,3 % of the responders recalled seeing or hearing event advertisement elsewhere as well. Out of this group over half remembered seeing such advertisement on printed media which makes sense since, according to TNS-Gallup's research, 56,5 % of money spent on advertising was used in printed media. Same trend can be noticed from internet advertising which had 15,8 % pot of the advertising funds according to TNS-Gallup. 18,9 % of the responders had seen event advertisements on internet as well.

The objective of the project for City of Turku was, and still is, to clean up the cityscape as well as replace the old coat of arms boards. People were asked if these objectives fulfilled (see Chart 3). The chart below clearly shows that responders consider that CityInfo board project has been successful in the standard of Turku's objectives. Over 70 % of the responders were fully or partly agreeing that CityInfo boards reinforce the image of the modern city that has plenty of cultural and sporting events. Over the half of the responders also felt that there is now more information available of the events in Turku. Almost half of the responders considered new CityInfo boards better than the old coat of arms boards.

	fully disagree	partly agree	neutral	partly agree	fully agree
Cityscape has cleaned up	3,83 %	10,64 %	42,55 %	34,04 %	8,94 %
CityInfo boards are better than old boards	2,13 %	2,98 %	26,81 %	40 %	28,09 %
Turku has a lot of events	1,28 %	6,81 %	17,87 %	51,91 %	22,13 %
City supports sports and culture	1,70 %	4,68 %	18,30 %	47,66 %	27,66 %
Boards support Turku 2011 culture capital project	1,28 %	5,53 %	16,17 %	39,15 %	37,87 %
More information available from events	2,13 %	11,49 %	27,23 %	42,98 %	16,17 %
Turku is a modern city	2,55 %	5,53 %	17,02 %	43,40 %	31,49 %

*Chart 3. Realization of Turku's objectives.*

The research also examined how Veikkaus' message was reached in this project. Veikkaus wanted to enhance the image of a company that supports Finnish culture and sports which was also realized by 67,5 % of the responders. However, 56,5 % of the responders didn't recognize CityInfo boards as part of Veikkaus' Marketing Communication (Chart 4)

	not at all	slightly	neutral	rather well	really well
Veikkaus contributes net returns to Finnish sports and culture	0,42 %	7,59 %	24,47 %	47,26 %	20,25 %
Boards are part of Veikkaus' marketing communication	4,22 %	4,22 %	56,54 %	27,85 %	7,17 %

*Chart 4. The realization of Veikkaus' objectives.*

Only 12,7 % of the responders told the boards had influenced on their purchase or attending decision and one third out of these indicated it had been this questionnaire.

#### 7.4 Attributes of CityInfo boards

As pointed out in the earlier chapter, there are many effects of advertising that can be used to make the message more noticeable. In the case of billboard advertising those effects could include size, colors, lights, fonts and pictures. Responders were asked to judge the attributes of the CityInfo boards as well as find out how they felt about the boards, and what were the pros and cons of them. All the answer can be found from appendix 1, but this chapter has few key points of the findings. Responders were asked to judge the attributes in the scale of 1 to 5 when 1 stood for inadequate and 5 stood for adequate. The best characteristic, according to the responders, were the size, which of course means that CityInfo boards are relatively easy to notice. Two thirds of the responders gave the size a grade of 4. The next best attributes by mean were differentiation from other outdoor marketing, perceptivity of the boards and lighting during dark hours. The mean of all of these attributes were 3,7 or more. These attributes were essential part of the technical solutions of the CityInfo boards.

The disadvantages of CityInfo boards were the same as disadvantages of the traditional outdoor advertising. Waste coverage, limited message capabilities and wearout were earlier mentioned as the disadvantages of outdoor advertising. Thus, it's not surprising that responders felt that amount of information on events, duration of advertisement, amount of interest of the events, memorability of advertisements, timing of advertisements and repetition of advertisements didn't get good points from responders. 68,4 % of the responders felt they had hard time remembering the advertisements giving 3 or fewer points. The repetition of the advertisement was graded 3 or less by 60 % of the responders, where as durations of advertisement had 3 or less from 51,8 %. These two attributes are clearly technical issues and easy to fix. However it is hard to say how much the mode of travel is affecting on the evaluation of duration of advertising. Many of the responders felt they didn't have enough time to read the message when passing by the boards. 59,1 % of the responders felt the amount of information was inadequate which comes to the

disadvantages of outdoor marketing – limited message capabilities. Also the amount of interest of the events had 57 % of 3 or less points which refers to waste coverage. Despite of the good reach, many of the passer-byes don't belong to the target audience. However, if you think CityInfo boards as a whole, it is a very effective media as there is something for everyone. The culture, sports and children's events attract most of the target audience, thus people keep paying attention to the boards so wearout is not as big of a problem as with traditional outdoor advertising.

## 8 USER RESEARCH

Experiences of the advertisers were asked on the second part of the research. Only five of the advertisers replied, but the replies came from very different kinds of organizations. The five responders were Turku exhibition centre, chamber music orchestra Key Ensemble, American football club Turku Trojans, children's activity centre Adventure Park and Europe's biggest youth ice hockey tournament Turku Tournament. Both culture and sports events were represented as well as exhibitions and city's own events. Following question were asked from the event organizers:

- Which tools of marketing communications is used by your organization?
- How big of a role CityInfo boards have in your organization's marketing communications?
- Do you consider CityInfo boards as an effective way of advertising your organization's events?
- How CityInfo boards have influenced on your event's attendance?
- Proposals of improvement on CityInfo boards from your organization's point of view.

Each of the responded organizations use many of the marketing communications' tools as their resources make it possible. For many of the organizations CityInfo boards are nice sponsored way of using outdoor

advertising. It was common to all the responders that their main emphasis is on the publicity and public relations of the communications mix. The smaller organizations devote to social media, whereas organizations with bigger resources such as Turku exhibition centre can actually use other tools from advertising mix such as broadcast media.

CityInfo boards' influence on attendance of their events the responders see rather small, however they felt it was a good addition to their marketing plan. The size of an organization plays a big role, the bigger the organization, the smaller the influence. As a sponsored advertisement, the smaller organizations value this chance more than their bigger peers. American football club Turku Trojans seems to be one of the so called losers of the CityInfo project. It came out in the interview that Trojans had 10 billboards of their own before those needed to be removed because of the idea of cleaning the cityscape with CityInfo boards. This has caused that the meaning of outdoor marketing for Trojans has decreased notably. None of the responders were able to estimate if advertising on CityInfo boards had influenced on their event's attendance. The Adventure Park was the only organizations that believe the boards had positive effect on their attendance.

The effectiveness of the CityInfo boards divided the responders quite radically. Chamber music orchestra Key Ensemble's spokesman highlights that target audience is unscreened and efficiency is most likely very small. On the other hand, for others CityInfo boards can be very good way of reaching their target audience. The adventure park reaches large pool of their target audience, families with children, through the boards. Turku Trojans compares the CityInfo boards to their old boards where they didn't have to compete for coverage with other event organizers.

Although I wasn't able to get a respond from any of the professional sports clubs I have noticed through my own observation that with effective marketing communications plan you are able reach the full potential of the CityInfo boards. At least both FC TPS and HC TPS use printed media as well as broadcast media very effectively. You might have seen the game advertisement on TV the

last night and noticed it on the newspaper in the morning. You might have even heard to advertisement on a radio and finally when you are driving home from work you see the reminder on the CityInfo boards. It looks to me that there is a decent marketing plan behind these decisions and CityInfo boards are used as a support media, to remind and reach the people that might have missed the other advertisements. That would be a good example for other organizers how to effectively use the full potential of CityInfo boards. However, we have to keep in mind that the boards are also used by smaller organizations with limited resources. Still, the point is that CityInfo boards, or any other outdoor marketing tool, should be used as part of the marketing plan, and furthermore, as part of the advertising plan whether it is a professionally ran organization or an organization ran by volunteers. Unfortunately most of the non-profit organizations lack the marketing skills and advertising, whatever the media is, can be totally unrelated to the objectives of the event and organizer.

The responders were able to name a few proposals for improvement from the advertisers' point of view. The advertisers suggest that this service could be developed by increasing the amount of the boards as well as taking the advertisement to the internet where the consumer could check the advertisement as it could be hard to remember when you pass the board by car with speed. The Trojans give critique on the fact that instead of tens of thousands of contacts they now have to settle for a few flashes on the boards where smaller events find it tough to separate oneself from the other. This problem could be solved by increasing the amount of the boards and developing a service to the internet for support of the boards, for example on [www.cityinfo.fi](http://www.cityinfo.fi) website.

## 9 CONCLUSIONS

In conclusion, it can be said that the objectives of City of Turku were mostly achieved. After the appearance of the CityInfo boards the cityscape has cleaned up and city now has a modern image, as well as an image of city of many events. However, it must be acknowledged that the year of European Capital of Culture could have its affect on this image as well. Although advertising on the CityInfo boards haven't much affected the attendance of the advertised events it can be noted, that event advertisements have been widely noticed and most of all they are reminding of the events going on in the city – doing the most important task of outdoor marketing. That's how most of the organizers feel about it too. CityInfo boards are a good addition to organizers' marketing communication although there is a lot to improve in the service.

The role of Veikkaus wasn't that obvious for most of the people as less than 10% of the responders recalled Veikkaus from the boards. The reasons can only be guessed, but I would suggest it's because of the layout of CityInfo boards. The board is divided into three sections, the heading, or the top third, of the board is reserved for City of Turku and includes the logo and welcome greetings from the city. That was also noticed and considered as an improvement compared to the old coat of arms boards. All but one of the five boards are located on the right side of the road when entering the city, with exception of Koulukatu board which is located in between the lanes. When located on the right side of the road the event advertisements are on the left side. Given the fact that changing advertisements would be easier to notice than still advertisements, it can be explained that the advertisement of Veikkaus is off-side. The laws of traditional outdoor advertising apply to the part of Veikkaus of the boards and thus it's sustaining wearout.

The technical executions racked up quite good evaluation, the location of the boards was mainly good and they stood out from other outdoor advertising. However, advertisers should take notice to their message so they would



persuade more people to attend the events and par excellence so they would be better remembered. The attributes of the CityInfo board were average of 3,5 on the scale from 1 to 5. With just small adjustments this could be easily raiseable to average of 4. If Veikkaus is to develop this project there could be a chance to further study the boards.

As some of the responders' feedback reveals CityInfo boards have same disadvantages as outdoor advertising in common:

*While driving I don't always have time to read the whole message, bigger text would help so I would be able to read from further off.*

*I have noticed the boards and sometimes read the messages, but I can't recall them. I don't know if it's just that there haven't been anything that I'm interested in.*

*I have found CityInfo boards interesting to follow, although there haven't been advertisements of the events I'm interested in.*

Although outdoor marketing reaches large amount of people the fact is that usually people just pass by without remembering what they just saw. That's either because they were not the target audience or the advertisement didn't resound. With the CityInfo boards the creativity of the advertisements is very limited, so advertisers need to pay more attention to the content of the message. To gain attention for the boards Veikkaus or the city could come up with something sensational on their own thirds, but that would draw the attention away from the event advertisements. Like presented in chapter 8, advertising on the CityInfo boards should be part of the wider marketing and/or advertising plan. This way the expectation would be realistic and the full potential of advertising in CityInfo boards could be achieved.

As we are living in the internet era, this service could be further developed to extend event advertising in the internet as well. Although the CityInfo advertisers have their event on [www.turkukalenteri.fi](http://www.turkukalenteri.fi) website, it would be more convenient that [www.cityinfo.fi](http://www.cityinfo.fi) would include the same advertisements as the

boards plus a link to event organizers website when possible. Some of the responders indicated that they didn't have time to read the whole message when driving or the message didn't include enough information.

*Good boards, they are easy to notice, texts may change little too fast.*

*More information on the events!*

Adding the website to this service people would be able to check the advertisements and then go to event organizers website for more information. Sometimes a person could see two interesting advertisements, but it would be hard to remember all the information while driving. With a chance to check the advertisement on the website there would be better chance that people would be aware of the events and possibly attend them. This would also make it more convenient to smaller organizations that do not have adequate resources to use a range of marketing communication tools.

The location and the amount of the CityInfo boards should be considered as well. The quantity of the boards would increase the reach and by location it is possible to dictate the target audience. For example if the Helsingintie board would 500 meters further from the city centre it would not reach students as effectively. The closer to the city centre, the more you reach certain type of people. The further away from city centre, the less you reach people (usually families) from suburbs or neighboring municipalities. This was also acknowledged by one of the responders: "A good addition to informing. I have noticed this works fine with commuters when the board is at such a place that you would have to slow down near it during the rush hour. Could this be tested in the city centre as well?" However some of the responders felt the boards would be easier to notice closer to the traffic lights: "You can only read so much when driving by. Could the boards be located near cross roads so you would be able to read it while waiting at the traffic lights?" Thus, locations and amount should be considered carefully by the sponsor and the city. These factors should be taken into account by the advertisers as well to see if it's really helps to reach the objectives of the organization.

All in all the CityInfo concept is functional, but can be further developed to better serve the target audience as well as event organizers. Although it is functional to consumers, event organizers and the city of Turku, the project is dependent on the objectives of the sponsor, Veikkaus. Veikkaus is supporting Finnish culture and sports daily with 1,4 million Euros, but I don't see them continuing with this project if it doesn't achieve the objectives of Veikkaus' marketing communications. It should be further studied if CityInfo boards help reaching the objectives of marketing communications plan of Veikkaus. If it does this project should be further developed and spread to other major cities of Finland.

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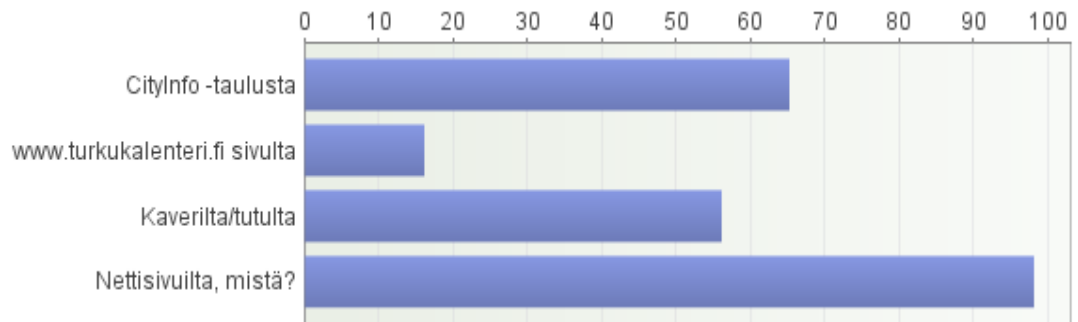
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## Questionnaire and results of the research

### 1. Mistä sait tietää kyselystä?

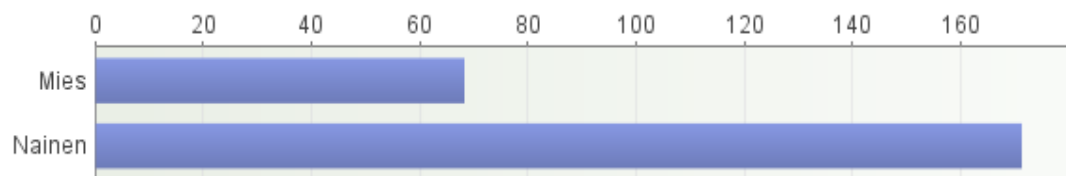
Vastaajien määrä: 235



Muilta nettisivuilta (tms.) tulleista vastajista 91 % tuli Turun Ammattikorkeakoulun sähköpostin kautta.

### 2. Sukupuoli:

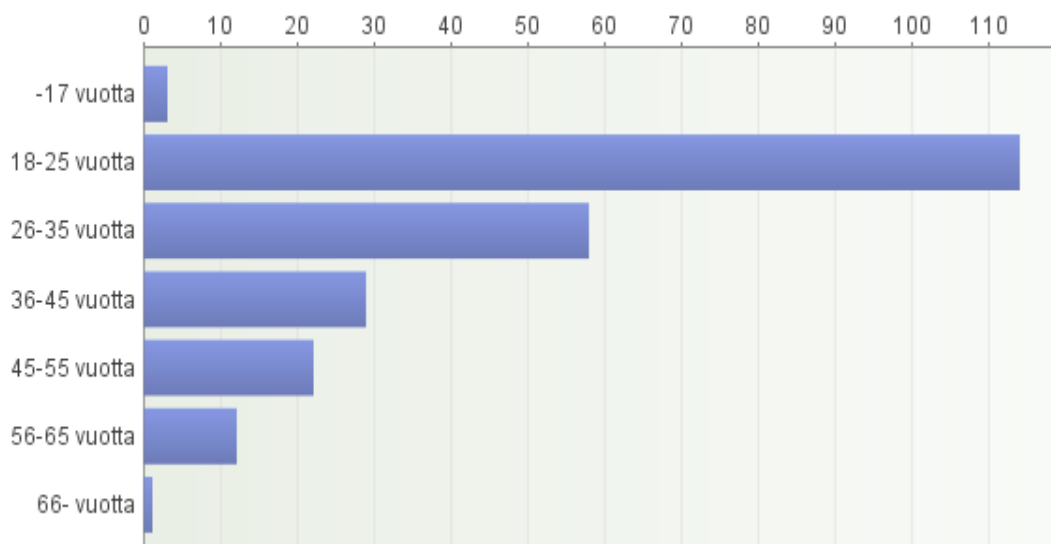
Vastaajien määrä: 237



Vastanneista miehiä oli 27,8% ja naisia 72,2%.

## 3. Ikä:

Vastaajien määrä: 237

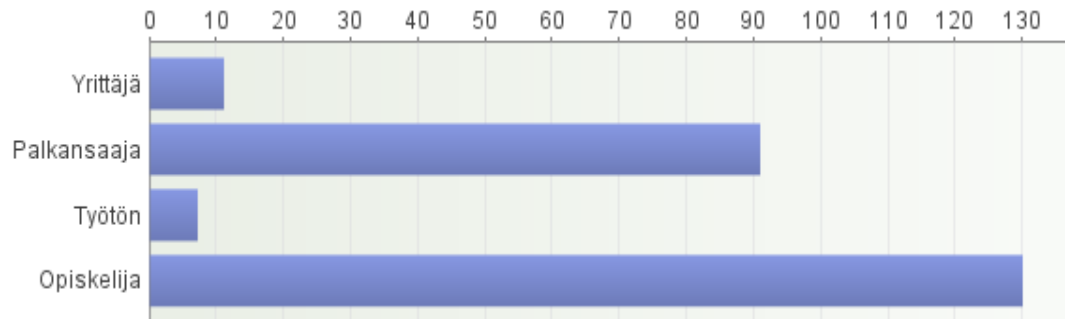


Vastanneiden ikäjakauma oli seuraava:

-17 vuotta	1,3%
18-25 vuotta	47,3%
26-35 vuotta	24,5%
36-45 vuotta	12,2%
46-55 vuotta	9,3%
56-65 vuotta	5,1%
66- vuotta	0,4%

## 4. Ammattiasema:

Vastaajien määrä: 237



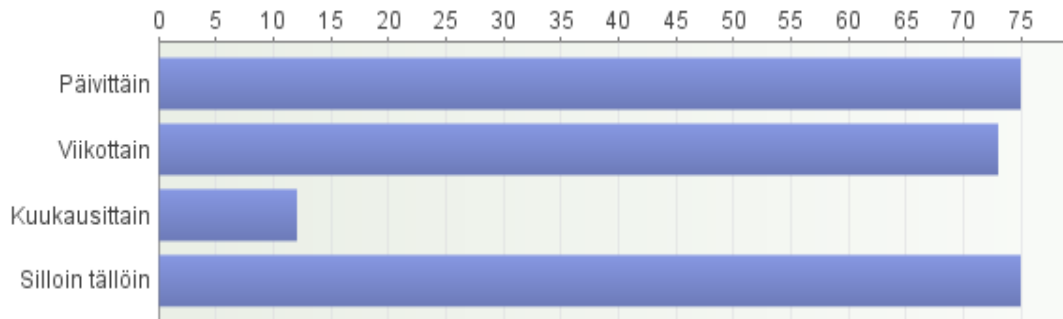
Vastanneista 54,0 % oli opiskelijoita joka selittää myös sen, että lähes puolet vastaajista oli 18–25-vuotiaita. 38,4 % vastaajista oli palkansaajia, 4,6 % yrittäjiä ja 3 % työttömiä.

## 5. Mistä olet kotoisin?

Turku	114 – 60,3 %
Kaarina	20 – 10,6 %
Raisio	9 – 4,8 %
Lieto	4 – 2,1 %
Länsi-Turunmaa	4 – 2,1 %
Naantali	5 – 2,6 %
Muut	33 – 17,5 %

## 6. Kuinka usein kuljet CityInfo -taulujen ohi?

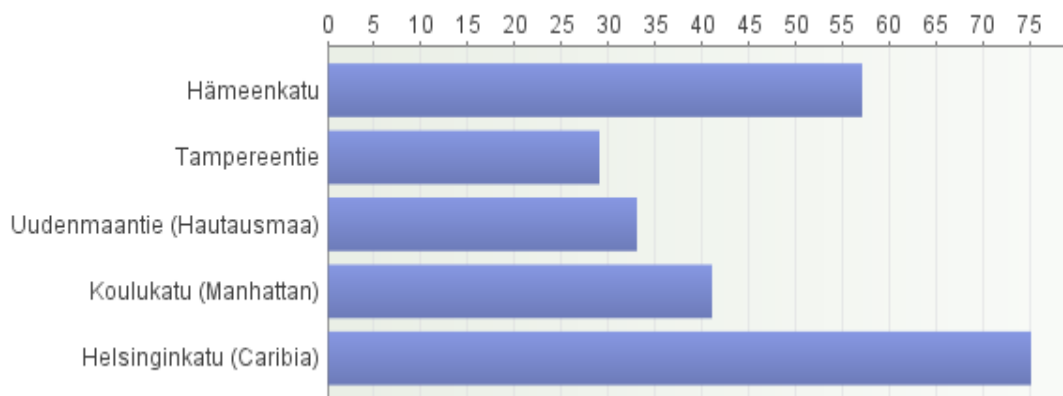
Vastaajien määrä: 235



Päivittäin	31,9 %
Viikoittain	31,1 %
Kuukausittain	5,1 %
Silloin tällöin	31,9 %

## 7. Minkä taulun ohi olet kulkenut viimeksi?

Vastaajien määrä: 235

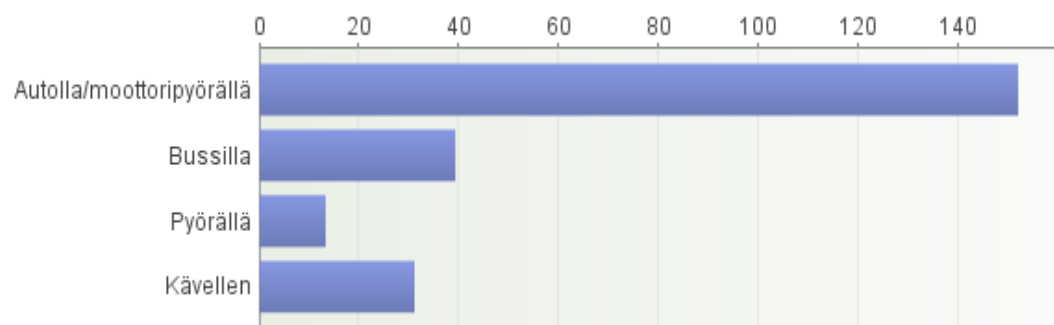




Hämeenkatu	24,3 %
Tampereentie	12,3 %
Uudenmaantie	14,1 %
Koulukatu	17,4 %
Helsinginkatu	31,9 %

### 8. Miten useimmiten liikut taulun ohi?

Vastaajien määrä: 235



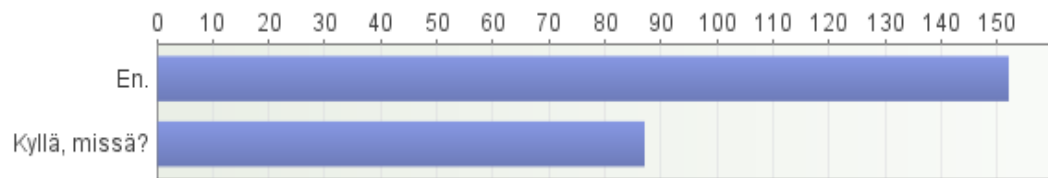
Autolla/mp:llä	64,7 %
Bussilla	16,6 %
Pyörällä	5,5 %
Kävelen	13,2 %

### 9. Mikä taho tiedottaa kiinteästi tauluissa?

Veikkaus	18 – 4,6 %
Turun kaupunki	76 – 43,4 %
muu	91 – 52,0 %

## 11. Oletko nähnyt taululla tiedotettujen tapahtumien mainoksia muualla?

Vastaajien määrä: 237



En	63,7 %
----	--------

Kyllä, missä?	36,3 %
---------------	--------

Lehdissä	52 – 54,7 %
----------	-------------

Netissä	18 – 18,9 %
---------	-------------

TV:ssä	4 – 4,2 %
--------	-----------

Ulkona	6 – 6,3 %
--------	-----------

Radiossa	2 – 2,1 %
----------	-----------

muualla	13 – 13,7
---------	-----------

## 12. Mitä mieltä olet seuraavista väittämistä?

Vastaajien määrä: 235

	täysin eri mieltä	osittain eri mieltä	ei samaa mieltä	osittain sama mieltä	täysin sama mieltä	Yhteensä
CityInfo -taulujen myötä kaupunkikuva on siistiytynyt	9	25	100	80	21	235
CityInfo -taulut ovat parempia kuin vanhat vaakunataulut	5	7	63	94	66	235
Taulut vahvistavat kuvaa Turusta, jossa on paljon tapahtumia	3	16	42	122	52	235
Taulut antavat kuvan kaupungista, joka tukee urheilua ja kulttuuria	4	11	43	112	65	235
Taulut tukevat Turku 2011 kulttuuripääkaupunkihanketta	3	13	38	92	89	235
Turun tapahtumista saa nyt paremmin tietoa	5	27	64	101	38	235
Taulut antavat kuvan modernista kaupungista	6	13	40	102	74	235
Yhteensä	35	112	390	703	405	1645

## 13. Miten hyvin seuraavat väittämät mielestäsi pitävät paikkansa?

Vastaajien määrä: 237

	ei laink aan	hiem an	osaa sanoa	melko hyvin	todella hyvin	Yhteens ä
Veikkausvoittovaroilla tuetaan suomalaista kulttuuria ja urheilua	1	18	58	112	48	237
City-infotaulut ovat osa Veikkauksen viestintää.	10	10	134	66	17	237
Yhteensä	11	28	192	178	65	474

14. Miten hyvin seuraavat asiat mielestäsi toimivat Cityinfo tauluissa? Arvostelee asteikolla 1-5?

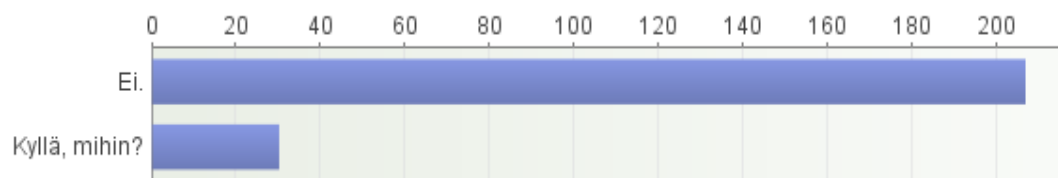
(1=puutteellinen, 5=riittävä)

Vastaajien määrä: 237

	1	2	3	4	5	Yhteensä	ka.
Erottuminen muusta ulkomainonnasta	9	14	53	116	45	237	3,73
Taulujen havaittavuus	8	20	51	107	51	237	3,73
Tekstin luettavuus	8	30	77	88	34	237	3,46
Taulun selkeys	6	25	71	101	34	237	3,56
Taulujen sijainti	10	29	65	93	40	237	3,52
Informaation määrä tapahtumista	7	31	102	72	25	237	3,32
Tekstin kesto ruudussa	7	28	88	85	29	237	3,43
Tiedotettavien tapahtumien kiinnostavuus	6	30	99	84	18	237	3,33
Taulujen koko	5	19	48	120	45	237	3,76
Värit	4	17	77	104	35	237	3,63
Tekstin koko	5	22	67	110	33	237	3,61
Valaistus pimeällä	2	13	88	86	48	237	3,7
Tiedotteen muistettavuus	25	59	78	55	20	237	2,94
Tapahtumatiedotteiden ajankohta	6	21	102	87	21	237	3,41
Tiedotteiden toistuvuus	5	18	119	73	22	237	3,38
Yhteensä	113	376	1185	1381	500	3555	3,5

15. Onko CityInfo -taulu vaikuttanut päätökseesi osallitua tapahtumaan?

Vastaajien määrä: 237



Ei 87,3 %

Kyllä 12,7 %