



LAUREA
UNIVERSITY OF APPLIED SCIENCES

Prime Mover

MEDIA AND BRANDS

A study of Helsinki's Brand Image Acknowledgement in Foreign Media

Irene Biedma-Martinez

2012 Laurea Kerava

Laurea University of Applied Sciences
Laurea Kerava

Media And Brands: Helsinki Image in Foreign Media

Irene Biedma-Martinez
Degree Programme in Tourism
Bachelor's Thesis
March, 2012

Laurea University of Applied Sciences
 Laurea Kerava
 Degree Programme in Tourism

Abstract

Media and Brands: Helsinki Image in Foreign Media

Author Irene Biedma-Martinez

Year 2012 Pages 31

This Bachelor's study involves collaboration with Helsinki Tourism and Convention Bureau (HTCB) in regards to the brand image created in 2005 for the city of Helsinki and its recognition by the foreign media. Since no previous study of this characteristics have been performed for HTCB this thesis will provide useful information to HTCB in regards of Helsinki brand equity's image acknowledgement, which will aid in the assessment of the current state of the brand and assist in its re-structuring for the future if needed so.

The research problem, "*IS THE HELSINKI BRAND IDENTIFIED BY FOREIGN MEDIA?*" will be answered by studying the 113 items delivered by HTCB which consist of video, magazines, newspapers and online format articles from which 85 were suitable for the study, which uses context analysis as the method to analyze the different media items due to its flexibility of providing measurable data which can be contextualized for a better understanding of the results.

The main results show how Tuomiokirkko or Helsinki cathedral is recognized as a symbol of Helsinki's skyline, being visually portrayed in 36 articles and used as opening image for 26 of them. Helsinki's fashion and interior design is another item highly recognized and together with architecture it is the base for 31 articles out of the 85 examined.

In regards of Helsinki customer services and Helsinki society no significant portrayal of the brand in the media has been found. Suomenlinna as a Unesco World Heritage Centre, the Baltic location of Helsinki and a park-like compact city image have also failed to be sufficiently acknowledged.

The study came to the conclusion that there is not enough awareness of the proposed brand equity among the foreign media. While it does not portray a negative or misguided image of Helsinki, it is important for HTCB to redirect their promoting efforts towards missed points of the brand.

KEYWORDS: Media, Brand, Marketing, City Branding.

Table of Contents

1. Introduction	5
1.1 Thesis Theme	5
1.2 Goal	5
2. Literature Review	6
2.1 Definition of Brand	6
2.2 Branding.....	6
2.3 Brand myths	7
2.4 City Branding	9
2.4.1 Creating city branding.....	9
2.5 Role of media in branding	11
2.5.1 Definition of media	11
2.5.2 Uses of media	12
2.6 Helsinki brand.....	14
2.6.1 Helsinki Region Marketing	14
2.6.2 Helsinki image brand 2005	15
3. Research Methodology	16
3.1 Approach.....	16
3.2 Scope and limitations.....	16
3.2.1 Limitations	16
3.2.2 Risks	17
4. Data collection and Analysis.....	17
5. Major Findings.....	18
5.1 Analysis sheet	18
5.1.1 Context	18
5.1.2 Text.....	19
5.1.3 Images.....	19
5.1.4 Checkbox	23
5.1.5 Free form questions	24
5.2 Brand Equity specifics	24
5.2.1 Brand Equity 1	24
5.2.2 Brand Equity 2	26
5.2.3 Brand Equity 3	26
6. Conclusions	27
7. Literature	28
8. Appendices.....	29
8.1 Empty analysis Sheet	29
8.2 Example of completed Analysis sheet	30

1. Introduction

1.1 Thesis Theme

Due to my previous education as an audio visual technician, the theme was proposed to me by one of our lecturers as a collaboration project with Helsinki Tourism and Convention Bureau.

This Bachelor's thesis involves the audiovisual analysis of Helsinki articles written by foreign media to determine if the brand image proposed by Helsinki tourism bureau had been reflected in the articles, either in text, pictures or other visual material, hence answering the main development problem of this thesis.

IS THE HELSINKI BRAND IDENTIFIED BY FOREIGN MEDIA?

In a world where distances have been considerably reduced and information is accessible to everyone within a click, tourism choices have widened considerably. Cities don't have to compete with their neighboring towns but with the whole world. Now, how to show the world you have something others do not? The key is to make use of the resources around, and the easiest way to display your city or town is by using the resourceful media.

With its different format and aided by the new technologies media have the power to bring brands to success or failure. The correct use of newspapers, magazines, TV and the evolving social networks can give a city brand the push to put it right where it wants to be.

This study will aim to clarify if the existing Helsinki brand has been correctly portrayed by foreign media by discussing the successful factors and exposing the weak points.

1.2 Goal

By analyzing the audio visual material provided by different foreign media, which contains relevant information about Helsinki's image, determine if such image answers to the actual brand promoted by the Bureau and identify any other topic or values which are not part of the brand values.

2. Literature Review

2.1 Definition of Brand

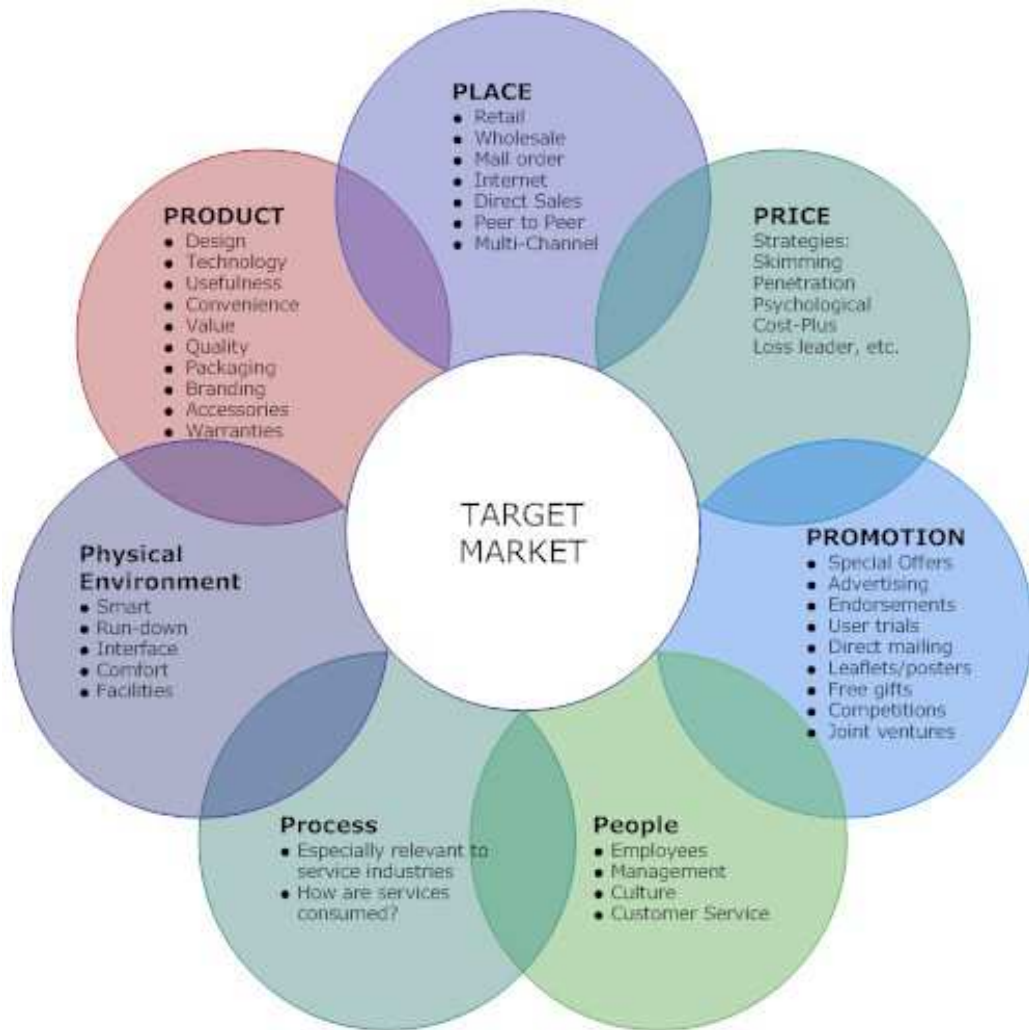
The word “brand” originally meant anything hot or burning. Since ancient times cattle branding has helped the owners to identify their product and hence differentiate it from their competitors as Kapferer mentions (2012,11), this action resulted also in a synonym of quality and uniqueness, creating the two basic concepts of branding.

A brand, as stated above, is simply a promise, the consumer’s psychological perception of a product or service and the wished results that will come by consuming that product or service. This added value as stated by David Aaker is what we call brand equity and its success is linked to the knowledge of the brand by consumers and hence their response to the marketing strategy of that brand.

2.2 Branding

In a time when consumerism is an embedded part of our existence the key to commercial success is to create a powerful image which guarantees customer’s loyalty. A whole discipline called branding has been created around this concept and we can now find specific guidelines to help create a successful brand.

A successful brand is measured by the achievement of its goals, which are creating brand awareness, achieving brand positioning by developing a precise and distinct image with good concept and personality which will lead to consumer loyalty and esteem towards the product as explained by Kapferer (2012,11). Also an essential brand tool is a recognizable logo, colour or slogan. But ChernTony, MacDonald and Wallac (2011,29) state that in order to create a powerful brand a careful study and exploitation of all the elements involved in the marketing mix (price, product, promotion, place, physical environment, process, people) is needed, creating a united strategy, which will deliver a coherent image of extra value to the consumer.



Marketing mix by Firoz Molla, 2009

2.3 Brand myths

Looking at the information above it how to create a successful brand might seem simple; however, history has proved that certain pre conceptions on branding have lead products to failure. Learning to identify these myths is necessary to avoid unnecessary mistakes.

“Big brands does not mean successful product” (Haig 2011,6), a perfect example of that is given by Schofield in an article for the Guardian (2003) Betamax video format by Sony, not only the product had better quality that his competitor, VHS by JVC, but Sony is a better known brand. However JVC managed to create a brand, which not only looked at quality but it was designed around “the whole product” including price, convenience, customer service, etc...VHS is a brand which, had in mind every aspect of the marketing mix, therefore it was able to dethrone a better quality product, this example also help us to bust another brand myth “if a product is good, it will succeed” (Haig, 2011, 7)

It is easy to see how a good branding holistic strategy can help create profitable products however; a strong brand will not protect a product as Haig points out (2011, 7). There is some loyalty and preconception already created about the attributes consumers want and look for when purchasing the item linked to a specific brand, failing to comply with such expectations might result in a complete clash of the whole brand.

Hospitality industry is a perfect example of an environment in which, brands success is linked to customer satisfaction. With thousands of hotel chains, B&B, hostel and other accommodation facilities around the world powerful brands like Hilton or Marriott Hotels have always stand out due to the loyalty of their guest, in return those properties offer specific brand standards which are shared all over the globe by every single one of their hotels and failure to provide those services might result in customer lost and reputation damage.

The last but not least myth we need to bust before continuing to the next section is the following “Strong brands will always beat the locals” (Haig, 2011)

Globalization has brought great challenges to the branding world, is true that it has open the doors to reach more customers but at the same time that same door was open for thousands of other similar products and services competing for that same market, hence local products have a great advantage over bigger brands and that is true uniqueness. Nigel Hollis in his book “the global brand” mentions how brands can succeed at disrupting the current state of affairs in a new market by following these five steps:

1. “Adapting products and services to meet local needs and tastes
2. Solving the local value equation through product and pricing strategies
3. Creating a strong presence and a distinctive identity
4. Adopting more aggressive point-of-purchase tactics
5. Getting as close to the local culture as is possible”

As it can be seen local brands will possess valuable advantages over the foreign corporate giants as they have firsthand information about local taste and therefore the needs can be easily identified, in fact most local products come from the inhabitant’s perception of an unsatisfied demand in the area or the exploitation of a popular local product.

A fine example of local unique product is Scottish beloved drink Irn-bru, its secret recipe has been part of Scottish culture since 1875. With its main factory in Glasgow it is said that only two people know the recipe and they never travel together. The family business has been growing in the last 100 years and uses a marketing strategy based in controversial advertising, “The consumer tends to look for edgy advertising for Irn Bru and we hope we don't disappoint them.” States Robin Barr, retired chairman of the firm. (BBC news, 2009)

Despite this aggressive brand image Irn Bru has become “Scotland’s second national drink” Surpassing in local sales to giants like Coca Cola.

The fizzy drink is listed at lonely planet as one of the 5 things to do in Scotland and with no doubt possess a strong identity within the Scottish population who treat it almost like a national treasure.

This identity as something purely Scottish has brought Visit Scotland to use it as part of its marketing campaign; in 2009 they joined forces with Irn Bru to attract the Russian tourism market to Edinburgh. The promotion, called “Scotland is calling”, gave away 18 free trips to Scotland’s capital and it was distributed by printed advertisement in over 2 million bottles of Irn Bru which were exported to the northern country. This strategy helped increase awareness of Edinburgh as a destination among one of the biggest emerging tourism markets.

2.4 City Branding

Taking over from the previous chapter lets go back to the issue of Globalization. Nowadays low cost airlines, budget hotels and the internet have opened the doors to the world. Small villages with enchanting features can get same exposure to tourist market as big known cities and here is where city branding comes into place as it is no more about accessibility but about exploding the possibilities.

Nation Branding, Region Branding and City branding can be found under the umbrella of a wider discipline known as place branding. Rainisto (2009, 3) mentions that places can be branded like products or services as the aim resides on increasing the attractiveness of the place. What he forgot to mention is who we want to attract.

One of the main challenges found by experts regarding city branding has come from the wideness of the elements involved; Citizens, future residents, wealthier class, stakeholders, tourist...who do we want to aim when creating the brand of our city and the answer is easy but challenging...we want them all.

2.4.1 Creating city branding

Citizens will help us establish the image of the city, a desirable place to live is a desirable place to visit and a desirable place to visit is a desirable place to invest in. All the sectors are

connected and need to be taken into consideration by the stakeholders when creating a City brand.

Following the guidelines of Van Gelder and Allan (2006) lets discuss the strategy to create a competent city branding strategy; A strong partnership among the different investing bodies is one of the keys to success.

Due to the different sectors involved in developing the shape of a city it has to be ensured that the bodies involved whether they are government, businesses, arts and sports bodies, or the public and community sectors, work together to create and develop a city brand in which all of them share same level of responsibility and leadership.

However not all responsibility for the success of a brand has to be put on the shoulder of the brand or the brand partnership. Citizens must also be involved as they are one of the main portrays of the city brand and the community has to ensure the support toward the brand values and achievements.

Continuing with Van Gelder and Allan (2006), the first step into shaping a city brand is to evaluate the current situation, what are its assets? And most importantly how are they perceived? Baker (2007, 29) also adds a good question, is it time for a Destination Brand? When the perceived image of a city don't actually equals the image we try to portrait there is a strong indication that a branding strategy is needed in order to stop that difference.

Now that the need of city branding has been established we have to remember that this process take time and involve extreme cost, so the second thing to have clear is what do we want from the city? What do we want it to be like in the next 10, 20 or 30 years? The answer to this questions have to be very clear as it will be the base on which the brand image will be sitting.

The next step is where the strength of each member of the brand partnership comes into place. Van Gelder and Allan (2006, 13) makes very clear early in their study that a brand partnership should be open to new team additions in order to obtain maximum results from the vision to be attained. This is the time when those decisions have to be made. Most cities fail to create an attractive brand because after identifying their assets they stick to them as their only attributes and try to create marketing campaigns to adapt those assets to an audience who is already aware of them. The key to true success starts right at this very stage. Strong partners with original ideas and visions who are able to think outside the box and are experts in areas which haven't been exploited yet. Still traditional icons are essential to attract and keep customers but in a world that changes every second cities have to also be able to potentiate other aspects in order to keep a fresh image and sometime those assets

can be found in the past, for example by resuscitating aspects of the local culture which among other things is what really make a destination unique.

One of the biggest challenges of city branding comes at this point. Once the brand has been established and put out there for the world to see it is needed to monitor and study if the strategy is giving the wished results. Let's remember that brands work with intangibility, perceptions and loyalties based on promises, so is an essential part of the process to ensure that those promised are not only meet but perceived as such by the public to which they are aimed to.

2.5 Role of media in branding

2.5.1 Definition of media

Media is not just a channel to show a city brand to the world, it can also be used to check how the world perceive the city in their current state or monitor the success of a new brand strategy.

In order to create a better understanding of the role of media in brand formation a more specific definition of the word has to be made.

The definition of "media" can be found in any dictionary as a plural of the word "medium" which means communication channel. Media as a plural is a compilation of the different channels. These channels can be divided in subcategories, using the model proposed by Manohar (2011) this division will be as follows:

Print Media: The print media includes newspapers, magazines, brochures, newsletters, books and even leaflets and pamphlets. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass media, which communicates via visual representations.

Electronic Media: This mass media includes television and radio. This category also includes electronic media like movies, CDs and DVDs as well as the new electronic gadgets.

New-age Media: Mobile phones, computers and Internet are often referred to as the new-age media. Internet has opened up several new opportunities for mass communication which include email, websites, blogging, Internet tv and many other mass media which are booming today.

As it can be seen above when talking about Media every author jumps to the conclusion that we are talking about mass media, or a media aimed to a wide amount of receptors. Since this

is the direction to take for this study we will not elaborate in the difference but just as an example, we can refer to a house phone conversation, where a message is transmitted to a single receiver using the phone as a channel; hence different phones could also be referred to as “media”.

2.5.2 Uses of media

The use of different mass media channels can result in different perceptions of the same message, this is very important when trying to promote a brand to the world, the following example will prove this point.

The article published in December 2011 is called “Northern Lights: Chasing the aurora borealis by Rob Hugh-Jones” Now in that article the following description about the experience is made by one of the interviewees.

“Last week we saw one that had everything - spiraling, curtains, ribbons, greens and reds, and the whole sky lit up. We were amazed at what was unfolding before us,” says Andy Keen.

The phrase itself is also quite appealing as the speaker implies that the view is “amazing” and mysterious as the scene simply “unfolds” before him. Now for someone who has never seen the Aurora borealis themselves only their imagination will help them decide whether this is attractive for them or not. The difficulty comes when is time to meet expectations as how do you know what they pictured in their mind about the experience or the look of a destination.

Now if we add visual media to the phrase the result is very different.

“Last week we saw one that had everything - spiraling, curtains, ribbons, greens and reds, and the whole sky lit up. We were amazed at what was unfolding before us,” says Andy Keen.



Example of Aura picture by Andy keen for www.greataurorahunt.com

If video images are added to this phrase then the experience will be highly enhanced and by placing all those elements on the internet with access to comments and reviews by other people who have also experience the Northern lights, the image perceived by the receiver or potential customer will be more complete and attractive.

However it is very easy to portray an attractive image of a city or a brand. With the actual media means any city can be shown as the paradise, media manipulation in tourism is a common practice as Mr. John Swarbrooke depicted on his presentation at Laurea University (2010), Spanish tourism brochures with pictures of sunny paradise beaches are really using images of the Greek coast; a hotel catalogue will have a picture of their best suit. And there it is, the image helps to attract the desire of potential customers, now if the job of the destination or product to make those dreams come true.

Media manipulation not always means to deceive or portray a false image in order to gain customers in any case we are just talking about making the most out of the resources the city has.

Other ways in which a brand can make use of the media comes at the monitoring stage, In this study the role of media will be used to determine whether the desire brand image of Helsinki is being faithfully capture by foreign media, therefore even though the articles have been written with the aim of attracting people to the destination y describing certain locations, events or products, the key factor resides on discovering if the efforts of Helsinki Tourism Bureau are being fruitful. It is common practice for a tourism bureau to organize what is known within the industry as “fam trips”. These trips as its name implies are familiarization trips organized by a region, city or country to promote a specific area, item or event. Experts of selected international media are invited and guided, usually with all or most cost cover by the host, to experience the area, product or event so in exchange an article or audiovisual material will be created and published at their home country.

Foreign nationals living at specific countries are also a good way to attract foreign media to portray society and cultural differences. Recently there has been a boom in countries like Spain in which regional TV channels travel around the world interviewing people born in their region who have migrated to a foreign city.

Media have a big influence in the rise and fall of brands as Barrat (1997,17) states there is a pre conception in which media seems to only be interested in the “bad news” and at the speed in which information travel nowadays the consequences can be disastrous if not handled properly. The media can be manipulative but it can also be manipulated. A key strategy to city branding resides in the reaction of the stakeholder and their power to

straighten the situation in order to keep their brand image intact. One example of brand disaster turned into success was the approach of British Midlands to the Kegworth Crash where 47 people were killed, as Barrat (1997, 13) writes British Midlands CEO Sir Michael Bishop, instead of stating the expected “unavailable for comment” confronted the media in this hard times and offered them all the data and more, Mr. Bishop explained about the process of communication with the family, rescue procedures, etc in an honest, caring and informative way, resulting not only on gaining the favor of the media which wrote favoring articles about the company but also his actions helped to increase their passenger sales by 10% following the disaster

2.6 Helsinki brand

2.6.1 Helsinki Region Marketing

Situated in the southern part of Finland Helsinki region holds almost a quarter of the Finnish population. Despite its importance Helsinki did not start to develop a coordinated regional marketing abroad strategy until a few years after becoming part of the European Union (Rainisto 2003, 124).

The most important branding strategy for Helsinki appeared in 1998 “The regional marketing program of the Helsinki region” was the name of the project created by Helsinki Region Marketing, which main task was to market the Helsinki region and surrounding areas as a place for international business (Rainisto 2003, 124) The aimed cities for this proposal were Moscow, St. Petersburg and Tallinn and it was a 3 year project.

This was the birth of the Helsinki Brand as a Northern European Business center. The key elements of this brand are:

- Helsinki acts as a centric location for business between Europe and Russia’s emerging market.
- Finland’s political stability
- Low crime rate,
- Excellent infrastructure and clean environment
- Efficient services
- High-tech expertise and sophisticated telecommunication

All those characteristics were hold under the slogan:

“Set Your Sights High and Bring Your Business to the Nerve Centre of the North”

Rainisto (2003) concludes in his study that the promotion was a success and still nowadays Helsinki is a well-established business location.

The study conducted by Saraniemi & Komppula in 2003 shows that Finland still quite an unknown destination for non-business tourism as the results of their study throws generic words like cold, snow, lakes, forests as the key words resuming the knowledge that the 2000 interviewees had about the country. The only icon that seems to have locked into peoples mind is “Sauna”.

2.6.2 Helsinki image brand 2005

In 2005 Helsinki tourism and convention bureau designed a Helsinki city image brand which would differentiate it from its main competitors (Stockholm, Tallinn and St. Petersburg) this image as it can be read at the bureau’s website was approved in 2007 as part of the Finnish tourism brand. There are three strategic brand equities on the website which are exactly as follow:

Brand equity 1

The first form of brand equity is related to service products and their characteristics. These emphasize Helsinki’s position as the capital city of Finland, its Arctic location on the Baltic Sea coast, and its cultural location where Eastern exotica meets Scandinavian chic. The following elements are related to the last of these in Helsinki’s tourism image:

- Archipelago and Baltic Sea, Suomenlinna, which is a UNESCO World Heritage
- Design, especially the Design District as an ideal destination for visitors interested in design.
- Architecture, especially the Neoclassical city centre, Jugend/Art Nouveau districts and buildings by legendary Finnish designer and architect Alvar Aalto
- Green, park-like city, cleanliness, public transportation
- Events (thousands of different cultural and sport events throughout the year)
- Finnish cuisine, Helsinki menu restaurants
- Pocket-sized city, everything within walking distance of each other
- Helsinki Cathedral, the most visible symbol of the city’s image

Brand equity 2

The second important brand element is related to Helsinki’s residents and service culture, which highlight the safe nature of the city for visitors. Helsinki’s tourism infrastructure is

internationally competitive. Finland's service culture includes an excellent grasp of languages. Finnish service is friendly and efficient.

Brand equity 3

The third brand dimension is also related to Helsinki residents. This social brand equity involves such factors as a flat hierarchy and the fact that Helsinki residents are easy to approach. The service sector includes both male and female workers. Many companies have implemented national and international quality programs.

3. Research Methodology

3.1 Approach

Based on the characteristics of the data to be researched, the analysis of the textual and visual data obtained from HTCB will be done through context analysis.

By this method it is expected that the collection of qualitative data, based on the keywords and brand equity already at my disposition, will help establish framework in which the usability and success of the Helsinki brand is identified.

Context analysis is widely used for the examination of media (Wimmer, Dominick 2010, 156) As it offers the possibility of analyzing material taking into consideration its context or environment through the collection of data which can be set into a predesigned grid in order to obtain measurable results.

3.2 Scope and limitations

3.2.1 Limitations

Based on the instructions provided by HTCB, the thesis will identify the main brand values of Helsinki by analyzing images and texts of the different articles provided by foreign media, and also identify missing or new arising values related to Helsinki brand image. For this, the identified sources will serve as base to acknowledge other brand values unused by HTCB that might be present on the different articles and therefore could help to expand Helsinki's brand marketing possibilities.

The main points of the research are specified by the brand equity descriptions mentioned in point 2.6.2 of this study.

3.2.2 Risks

The main challenge that might affect the quality of the results is the amount of material which is provided in foreign languages, to try avoiding this problem most articles will be translated into English but for those where no translation is possible due to the format in which the articles are presented, the analysis procedure will be based on the pictures coming with the article.

4. Data collection and Analysis.

For this study a total of 113 media items, in video and printed format, from 11 different countries were delivered by Helsinki tourism bureau, from those, and after removing the duplicated entries, just 85 of them had been chosen as relevant material.

Three main points were used to select the analysis material:

- Articles from Finland had been ruled out in order to keep the essence of this article form an international perspective.
- Non descriptive articles which only presented statistical data or politic results have been removed as the information, even though interesting for tourism, is not relevant from the audiovisual brand perspective.
- Scanned article with unreadable text and pictures were also cut out of the study.

Once the bases were set the base of the studied data comprised the following: 3 videos, 36 magazine articles, 17 Newspaper articles, 13 online based articles and 16 articles which format didn't allow to accurately identifying the medium to which they belong.

During this analysis the following points have been put in use in order to keep the study focused in the main issue which is "Helsinki's image":

- If an article portrays general characteristics about Finland or mentions other areas of the country, solely the part relevant to Helsinki has been taken into consideration.
- The material value is not established by its length but by its visual and descriptive potential, hence some analysis might be done taking into consideration the value of the pictures against the lack of written information obtained from the article and vice versa.
- The landmarks presented on the checkbox as part of the analysis sheet (appendix 8.1) were acknowledged whether their appearance on the article was visual, descriptive or just mentioned.
- For an item which cannot be translated, the images and also the recognition of key names of landmarks or events will be the main point of analysis.

- No assumptions about the context are made from a non-translated article, hence if some information cannot be collected it will not be counted as negative but as “not available”, so the result will still be present on the statistic calculation.

In order to maximize each item’s potential an analysis sheet have been created (appendix 8.1) the bases for its design have been taken from the 3 brand equity points given by HTCB so the item’s potential can be thoroughly studied in each individual category;

Context: In this section the environment of the article is analyzed in order to identify possible elements which might influence the content. In this area the aim is to find the main theme which generated the article despite the inclusion of other topics related to the destination.

Text: Tone and language structure are identified as well as keywords.

Visual analysis: Moving or static images are studied in regards of quality, angle, modification of colors and impact on the text.

The checkbox part of the analysis sheet contains 12 landmarks of Helsinki. Five of them (Suomenlinna, Design District, Events, cuisine and Helsinki Cathedral or Tuomiokirkko) are active part within Helsinki brand image, the other 7 (Temppeliaukio, Train station, Linnanmaki, Sibelius, nightlife, Seurasaari, Local Sauna) were chosen due to its cultural importance within Helsinki image as well as a way to identify unknown potential tourism spots, also all relevant data regarding other locations or experiences have been recorded with the same purpose. On this section of the analysis sheet not only the visual portrait of the landmark is considered but also its mention within the text.

At the end of the sheet there are 4 questions which aim to identify 4 key points discussed in brand equity 2 and 3, as well as identify perceived location and size of Helsinki.

5. Major Findings

5.1 Analysis sheet

5.1.1 Context

The study reveals that 38 articles have been written with the aim to solely promote travel to Helsinki as a *tourist destination* meaning that the article is about a holistic aspect of the city, comprising general data like “what to see”, “how to get there”, “where to eat”, and other information directed to attract leisure tourism.

The next main motivation identified is *Design*, interior design, fashion designs as well as data about the artist were comprised within this category and numerous articles were written for specialized design and fashion magazines, a total of 16 items were aimed to this sector. Helsinki as world design capital 2012 was mentioned in most articles however just 13 of them seem to have this theme as the main reason to publish.

Among others less influencing themes *Cuisine* which involves all aspects of gastronomy and local products as well as restaurant reviews can be identified together with *Gay travel* as main article context with 4 and 6 articles respectively.

5.1.2 Text

Most of the pieces are written in a professional manner fit for their media. The articles for blogs use a plain language more relaxed in order to talk to the audience in a more distended tone, they tend to refer to personal experiences and are written in first person, on the other hand newspapers used a formal language offering a neutral perspective of the data. Regarding magazines it was observed different tones depending of the kind of article, for specialised magazines the use of terms belonging to their specialty were used, however a more relaxed language was found in generic magazines like *elle* on which the author is looking to direct the message to an specific public (women magazine) .

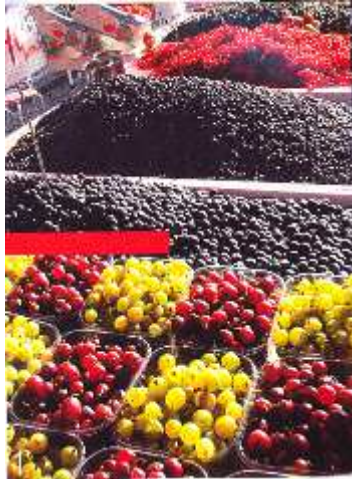
There are 12 articles in which the tone is very jovial and youthful, among those articles were the ones written regarding the Gay parade 2010, three articles aimed to promote Minna Parikka's shop through the celebration of her 5th anniversary and 1 of a teenager from Dubai who visited the Finnish capital.

The design articles tend to just mention the shops and designers and just a few make reference to the Finnish inspiration on nature in regards to design and architecture.

5.1.3 Images

Out of the 85 articles 13 didn't have any pictures and 1 was discarded for the analysis as the pictures were too dark.

The general image given of Helsinki is of a sunny destination with bright color contrast, for example the vibrant colors of wild berries in contrast with the whiteness of Tuomiokirkko over a pale blue.

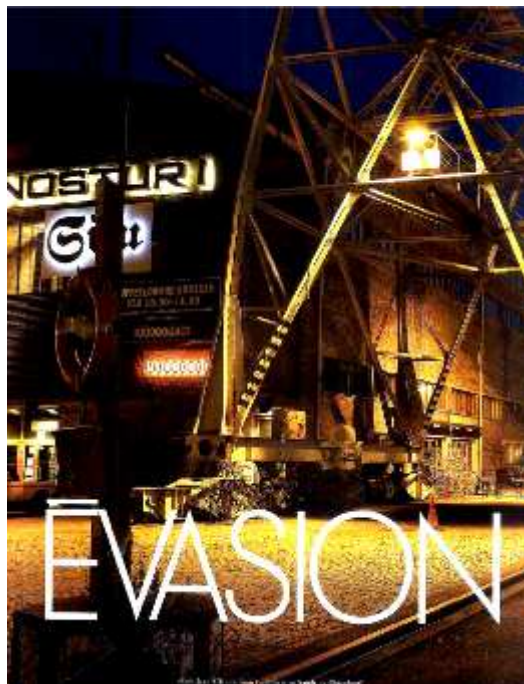


Picture 1: Example of local product by Gaia Marturano for La cucina Italiana



Picture 2: Example of Tuomiokirkko by Lucy Tomlinson for Manchester Confidential

Just 3 articles show Helsinki during winter and 10 during nighttime. The winter shots are waterfront landscapes with Tuomiokirkko or/and Unspenski cathedral covered by snow. The nighttime pictures are mostly of those same buildings nicely illuminated by spot lights. There are beautiful shots of Tuomiokirkko and Unspenski but it is needed to highlight a French article titled “Escapade en Finlande” very rich in pictures most of them during nighttime showing an unusual industrial feeling of Helsinki. The shots, in copper warm colors seem to have been retouched to create an idyllic industrial atmosphere in contrast the actual content of the article which relates to food.



Example of Industrial Helsinki by Jean-Pierre for Elle a Table

The main items to portrayed on the pictures are; Tuomiokirkko which appears in 36 articles; Unspenski Cathedral in 13 articles; 11 articles show buildings in regards to their architecture, mainly train station and kiasma. Suomenlinna is mostly pictured by its nature related attributes instead of fortress buildings and it appears in just 7 articles.



Example of Suomenlinna by visit Helsinki for Gaykrant.

Another item to appear the most is the Sauna in 10 articles, these pictures are divided between sauna items and locals enjoying public sauna, the public sauna pictures depict Kotiharjun, its neon lights and outside sitting space is the most iconic picture to represent sauna culture and has been shoot during both day and night.



Example of nighttime sauna by Jean-Pierre for Elle a Table

Designer's shops and products have pictures in 20 articles; the higher number of shots belongs to the design forum exhibitions and shops, mainly depicting glassware or house items like lamps. Artek with Alvar Aalto's furniture is another predominant image for the design magazines and in fashion Minna Parika's shop and shoes together with Marimekko textiles are the most visually depicted in the articles.

In general the fashion and indoor design present pictures with high contrast in colors, white is usually used as background while bright colors like red, black, pink, orange, blue and yellow among others, are found in the clothes or furniture and used to create contrast.



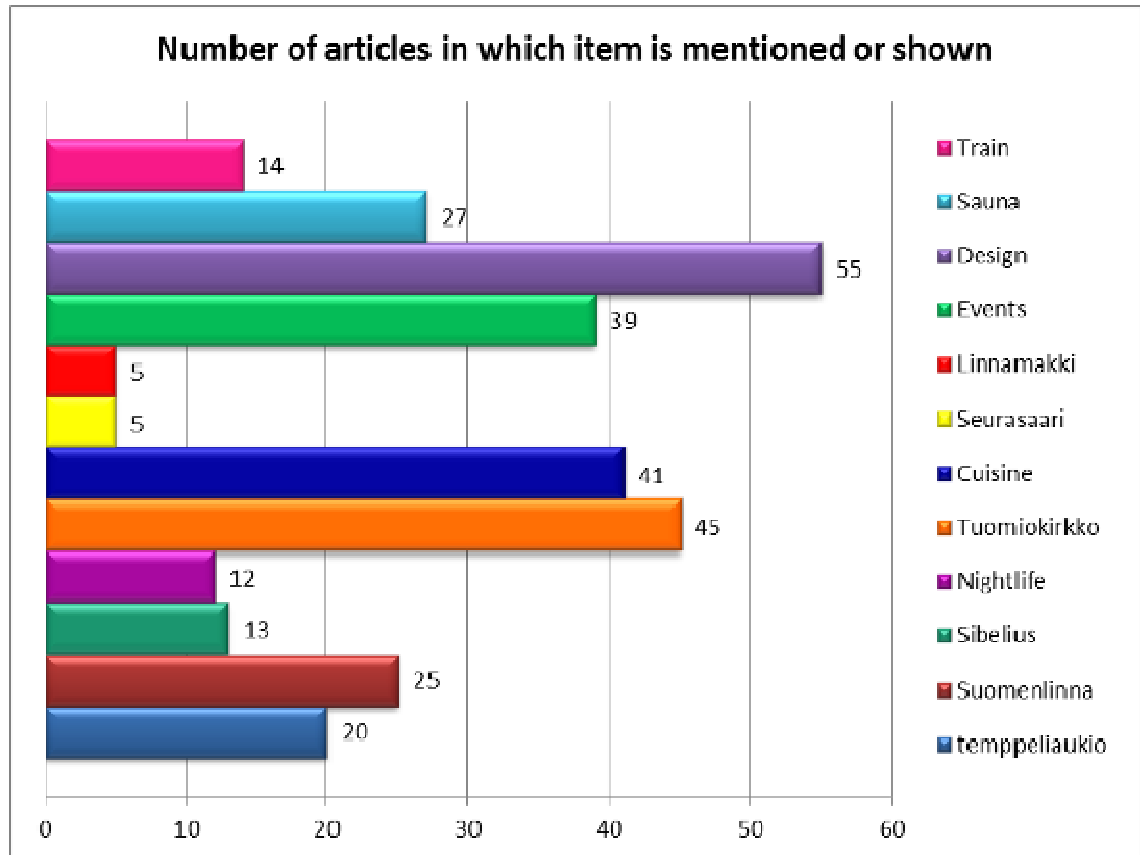
Example of marimekko by Yolanda Zappaterra for London design week

For the glassware and house items there is a different approach, littala items will generally keep the same white background but the pictures inside the design forum have a quieter tone, using dark yellow and pale lights to illuminate the objects giving them a more cozy feeling.



Example of Jukka Hakanen's gnome lamps by Yolanda Zappaterra for London design week

5.1.4 Checkbox



As seen on the graphic “Design” is one of the main mentioned items, this result reflects the promotion of Helsinki as World Design Capital 2012 by the foreign media. In total 65% of the articles show or mention Design. Within this parameter also building design has been taken into consideration so Helsinki can be presented as a holistic design capital.

Tuomiokirkko or white cathedral is the second item to appear the most with a total of 45 times of which 36 are in visual format.

Cuisine is present in 41 articles, Herring and fish based dishes are the most iconic of Finnish gastronomy together with wild berries and mushrooms. Finnish cuisine’s image is the one of a fresh emerging market which is starting to be recognised by professionals of the sector around the world.

The lower scores are for Linnanmäkki and Seurasaari with just 5 articles each making some kind of mention. However Linnanmäkki has an article which center entirely on it for a specialized amusement park magazine.

5.1.5 Free form questions

This section presents other findings, score really low results in general, there were a total of 4 questions designed to identify the acknowledgment of key factors appearing on equity two and three as well as Helsinki location and size.

The question regarding Helsinki location was addressed in 17 articles; out of those 2 are the videos which talk about location together with transport facilities by ferry and plane. Another 8 include a little map showing a visual location within the Baltic. The other seven make a verbal description by situating it within Scandinavia or the Baltic area.

28 articles mention the city size. The main indicator of a city which can be easily explored is the design walking tour which was mentioned and highly recommended in 9 articles. Trams, especially 3T due to its route which allow visiting most of the landmarks, are also a cheap and convenient way to get around the city by tourist. One article talks about city bikes and another one shows a family exploring the city also by bike.

For customer services queries just 8 Articles talk about the subject while 6 of them make reference to staff in bars or shops 2 of the pieces have HTCB's Helsinki Helpers as providers of customer service, one of them do not elaborate in the text but instead shows a picture of two smiling Helpers in green t-shirts guiding a female tourist who is also smiling. In all the cases Finnish customer service is described as approachable and friendly with perfect command of the English language, and in the case of Helsinki Helpers also one mention to their Multilanguage skills as the two encountered by the author speak a total of 7 languages each.

Finnish society is mentioned in 18 articles, among them the 6 articles with Helsinki Gay parade as main theme account as an example of tolerance and vibrant happy mood. The keywords encountered to describe Finnish society are: welcoming, reserved, traditional, and approachable (most of them speak perfect English) and lively during summer months. As a more specific article in regards to society is worth to point out the one by Spanish magazine MIA, centers its attention in the role of women in the country.

5.2 Brand Equity specifics

5.2.1 Brand Equity 1

Helsinki's position as the capital city of Finland: Achieved, 72% of the articles mention Helsinki as capital of Finland. Mainly as a resource to not to repeat the name too much during the article.

Helsinki's Arctic location on the Baltic Sea coast: Underachieved, with just 20% of the articles showing location.

Suomenlinna: Underachieved, with only 29% of the articles mentioning or showing images of the landmark. The fortress is generally mentioned as a something to see but doesn't come across as an iconic representation of Helsinki.

Design District: Achieved, 55 articles make mention of the design characteristics of Helsinki, making a total of 65% of the whole articles content. Design district is highlighted as the main area for new fresh designer's ideas; however the articles do not mention its location within the city, the second venue to enjoy Helsinki's design has been identified as Esplanadi where better known designer's shops like Iittala, Marimekko and Artek are situated. Finish design is linked with nature and described as part of Helsinki lifestyle; one article highlights how art is accessible to everyone in Helsinki as some pieces can be "rented" from the main library.

Architecture: Achieved, 11 articles have a visual perception of Helsinki's architecture. Train station and Iihantola (not named in any article) building are the most recognizable building portrayed on the pictures for Jugend Style. Alvar Aalto together with Saarinen are repeatedly mentioned for the contribution to the city. Jugend style is recognized as the main style of the city and Katajanokka is point out in various articles as the place to visit to enjoy the style variety.

Green, park-like city, cleanliness, public transportation: Underachieved, no mention of park like city was spotted on the articles, one of them talking about Helsinki marathon names Kaivopuisto as part of the route. Public transportation is the only element that can be highlighted in this section as the tram 3T is mentioned as tourist transport and one article written about winter time explains how public transport still working despite the harsh weather.

Events: Underachieved. With 46% score in the checkbox area of the analysis sheet it looks like a good number, however since most of this points were achieved due to specific events with a delimited life span, like World Design Capital 2012 and Gay parade, it can be said that Helsinki events as an attraction for potential tourist are not fully exploited.

Finnish cuisine: Achieved. 48% of the articles mention some aspect of gastronomy. This result includes market products from kauppatori or Hakaniemi and also high cuisine restaurants like Savoy. For the specific food related media, Finnish food is presented in extensive articles,

highly praised as new flavors with a local touch and awards winning Chefs based in Helsinki, like Hans Välimäki or Tommi Bjork, represent the sectors international exposure.

Pocket-sized city: Underachieved, just 33% of the articles make some kind of mention about the city size either by population size or transport facilities. Those who mention it center in Walking Design District tour and Tram transport.

Helsinki Cathedral: Achieved, with an average score of 53% exposure in the articles it might seem a bit low, but having appeared in a total of 36 articles in a visual form indicates that Tuomiokirkko is a main landmark linked to Helsinki's image. In order to support this statement is also important to point out the position and size of the images within the article. 23 items have the white cathedral as opening image with 3 of them being half or full page pictures while 2 articles have Tuomiokirkko as its only image. Hence Helsinki Cathedral can be considered the most visible symbol of the city's image as well as a main recognizable part of its skyline.

5.2.2 Brand Equity 2

With just 9% of the readable articles mentioning customer services it seems this brand equity is not recognized by foreign media. Languages, friendliness and efficiency are portrayed as part of Helsinki's services, for example Lavanya Malhotra on his article "Teen life" writes the following:

"That was when two young people, resplendent in fluorescent yellow bibs asked if we needed help. They were part of the city's excellent walking information centre, strolling about their designated area to see if they could rescue anyone with Lost Tourist Syndrome. As we talked to the pair - Elena and Jon - they very helpfully directed us to the cathedral, and revealed, pointing to their "Info Centre" badges, how many languages they could speak. In Elena's case it was seven, in Jon's eight. "And I'm learning Creole, too," Elena smiled"

5.2.3 Brand Equity 3

With a higher score than customer services mentions to Helsinki's society can be found on 21% of the articles. Residents are portrayed as easy to approach with good English language skills. Other specifics that were part of the analysis was Gender equality which is not at all mentioned; however tolerance towards Gay groups as a sign of equal society is portrayed on the 6 articles and by showing pictures of the posters displayed by HTCBB around the city to promote the event and which slogan is "Gay friendly Helsinki".

6. Conclusions

There are various brand equity success in regards of Tuomiokirkko as symbol of Helsinki and awareness of the Finnish capital as a place thriving in new design ideas and emerging gastronomy awareness. However it seems there it still a lot of work to do in order to get international media centered in other aspects of the brand equity.

It will be interesting to see how the Design image of Helsinki still getting a spot in the media after Helsinki Design Capital 2012 since a lot of the analyzed material is based on this international event and just 14.5% of the articles have been written solely with design as main theme. Certainly the event is a huge possibility to establish a solid reputation with non-design oriented tourist, hence becoming a bigger part in the city's brand image.

Great landmarks of the city are being missed by international media, Suomenlinna is not exploited in full potential as Unesco World Heritage center, 7 articles show pictures of the fortress but even in those cases there is very little recognition of the Unesco title. The fact that the fortress has been mentioned in 25 articles does show some interest and it would be important to stress its Historical value and world Heritage value as a key factor for its future promotion.

Another non exploited item is Seurasaari, this island is a perfect example of green and park city location however it is not recognized as part of the city brand identity despite the fact of being well connected by bus route. Also it fits very well with the traditional aspects identified with Helsinki's society and architecture as the museum facilities help to visualize the role of nature in Finnish life which is a main factor for Design inspiration. The island possess a great feeling of authenticity and Finnish character and the in and out route to the island through Seurasaarientie and Taminiementie not only open the possibility to show the evolution of Helsinki's architecture from the traditional wooden houses to the residences on the area but also portrays the true meaning of nature blended Helsinki and how connected the capital is to rural life by also showing the nearby cultivation's land plots rented to city inhabitants.

Walking tours are a great idea to portrait Helsinki as a compact city and capital, it was a bit disappointing to discover that the Helsinki city bike service was discontinued as it was a great way to promote Helsinki as an environmental and bike friendly city due to its numerous bike lanes.

In regards to brand equity 2 and 3, the material analyzed did not play much attention to customer service and social factors. However lack of specific information does not mean the image is not there but more work is needed to promote those brand values if there is a real desire of that image being specifically portrayed. A good way to promote customer services

could be to invite the media to spend a day on the shoes of a Helsinki Helper, it won't only show the importance and efficiency of Helsinki customer services, but it will also be a great opportunity to show the spirit and knowledge of Helsinki's young people to the world, with Finnish educational system having already gain a good worldwide reputation due to their success within the PISA study, this could be used as a good stepping stone to encourage media to follow up the life of those students into the work of a Helsinki Helper who won't only portray customer services but also fresh and young Helsinki culture.

To conclude *IS THE HELSINKI BRAND IDENTIFIED BY FOREIGN MEDIA?* Due to the numerous items of the brand equity which are not being acknowledge by the media analyzed, the study suggest that Helsinki brand equity as a whole is not being identified by foreign media, on the other hand there is no signals of misinterpretation of the brand, resulting in just an issue of insufficient awareness by the different mediums in regards to specific aspects of the brand equity designed.

7. Literature

Books

- Bill Baker 2007, Destination branding for small cities: the essentials for successful place.
- Daniel Riffe, 2010, Analyzing Media Messages: Using Quantitative Content Analysis In Research.
- David A. Aaker 1996, Building Strong brands.
- Jean-Noel Kapferer 2008, The new strategic brand management, advance insight and strategic thinking.
- Leslie de Chernatony, Malcolm McDonald, Elaine Wallace 2011, Creating powerful brands (fourth edition)
- Matt Haig 2011, Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time
- Michael Barrat 1997, Making the most of the media
- Roger D. Wimmer, Joseph R. Dominick 2010, Mass Media Research: An Introduction.
- Seppo K Rainisto 2003, Success Factors of Place Marketing: A study of place marketing practices in northern Europe and the United States.
- Sicco Van Gelder/Malcom Allan 2006, City branding: how cities compete in the 21st century.

Newspaper Articles

- Gillian Marles, BBC May 2009, Irn Bru secrets to be passed on.
- Jack Schofield 2003, Why VHS was better than Betamax, Guardian Unlimited.

Web sites

- visitscotland.org (Irn-Bru and VisitScotland promote Edinburgh, Sharon Makepeace, 2009)

8. Appendices

8.1 Empty analysis Sheet

ITEM Nro : 1	
TITLE:	AUTHOR:
COMPANY:	PUBLISHING DATE:
COUNTRY:	MEDIA TYPE:

CONTEX:

TEXT ANALYSIS:

VISUAL ANALYSIS:



MAIN ATTRACTIONS

Tempeliahaukio <input type="checkbox"/>	Train station <input type="checkbox"/>	Events <input type="checkbox"/>
Suomenlinna <input type="checkbox"/>	Helsinki Cathedral <input type="checkbox"/>	Linnanmaki <input type="checkbox"/>
Sibelius <input type="checkbox"/>	Cuisine <input type="checkbox"/>	Design district <input type="checkbox"/>
Nightlife <input type="checkbox"/>	Seurasaari <input type="checkbox"/>	Local Sauna <input type="checkbox"/>

Other.....

Does it show Helsinki location?

Is Helsinki depicted as a pocket size city? If so how?

Does it show Finnish customer service? If so how? (Friendly and efficient, Multilanguage)

Does it depict Finnish society? (Equally, hierarchy, approachable) if so how?

8.2 Example of completed Analysis sheet

ITEM Nro : 1	
TITLE: Nordic Express (12° giorno di viaggio, In traghetto verso Helsinki)	AUTHOR: Gabriele Laganá
COMPANY: Odino Viaggi (agenzia viaggi e turismo)	PUBLISHING DATE: N/A
COUNTRY: ITALY	MEDIA TYPE: VIDEO DVD 26'

CONTEX:

An Italian traveller visits Helsinki. He gives the image of not knowing much about the city. He explains that after Helsinki he will visit Oulu and his visit to the capital will be bounded to the time he has until his train to Oulu departs hence the visit is of one day only.

The programs seems to show people how to travel with low budget through various European Countries

TEXT ANALYSIS:

- The reporter documents his arrival to Helsinki from Stockholm with Viking line, he show the amenities in the cruise (games, food, money exchange)
- Gets tram 4 to the market (kauppatori) information given by tram driver
- He speak about time difference, also makes reference to the fact that the continuous light during summer makes it difficult to sleep.
- After tram goes straight to tourism information Centre in Esplanade, where he collects a map and Helsinki visit guide.
- The first visit is to Senate square. The architecture and history of the square and cathedral is told. Cathedral is showed also on the inside.
- Afterwards the tour goes to Unspenski cathedral which is depicted as a symbol of Russia's presence in Finland. Its history and architecture is also explained.
- Next stop is Kauppatori. Here the presenter tries Herrings and also typical forest products. He recommends it as a tourist spot.
- Havis Amanda, ravintola Kappali and Esplanade are shown but not explained.
- Bac to Information office to ask directions to the station so he can leave his luggage there. He was told to get the 3T tram.
- 3T is presented as a line to see the whole city
- At the station he leaves the bag pack and explains the front door slightly.
- Next he goes to Temppeliaukio by foot with a map. He explains how easy is to get there.
- Explains Temppeliaukio's church, it looks like he reads from a visitor's guide textually.
- He takes tram to Sibelius monument and talks about Sibelius on his way there.
- Takes tram to city centre passing Bulevardi when he talks about Ekberg's coffee shop tradition and he also stops there to have a coffee while describing the history of the place.
- Talks about Ekberg and order a coffee.

- On sunset he goes to Tornio hotel to admire the panoramic view.
- Images of presenter walking around Helsinki by night.
- Search for a restaurant to eat he goes to GOLDEN RAW (where he is not allowed to record) gives good feedback about the food.
- Presenter goes back to the station and when arriving the text.

VISUAL ANALYSIS:

The whole video is recorded on hand held camera with cuts instead of smooth transitions giving it a more active and young appeal. The presenter is in his 30's and he seems like a guy who is used to travel in low budget.

The whole image is aimed to attract adventurous low budget travellers/backpackers.



MAIN ATTRACTIONS

Tempeliaukio <input type="checkbox"/>	Train station <input checked="" type="checkbox"/>	Events <input type="checkbox"/>
suomelinna <input type="checkbox"/>	Helsinki Cathedral <input checked="" type="checkbox"/>	Linnanmaki <input type="checkbox"/>
Sibelius <input checked="" type="checkbox"/>	Cuisine <input checked="" type="checkbox"/>	Design district <input type="checkbox"/>
Nightlife <input type="checkbox"/>	Seurasaari <input type="checkbox"/>	Local Sauna <input type="checkbox"/>

Other.....

Does it show Helsinki location?
 It is explained on arrival to Kalasatama terminal.....

Is Helsinki depicted as a pocket size city? If so how?
 Yes, presenter mentions and show how easy is to walk to main attractions or see the city with the use of public transport.....

Does it show Finnish customer service? If so how? (Friendly and efficient, Multilanguage)
 At Ekberg a mention to the efficient and kindness of the staff is done.....

Does it depict Finnish society? (Equally, hierarchy, approachable) if so how?
 NO.....