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FUTURE PROSPECTS OF ONLINE ADVERTISING AT SBS FINLAND LTD

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ABSTRACT

This thesis discusses the branch of online advertising from the viewpoint of a Finnish media house, SBS Finland Ltd. SBS Finland is going through a transitional phase whereby they wish to go strongly online too. The main emphasis of this study is to find out, how SBS Finland can optimise the benefits of adding online advertising products to its inventory and how online advertising at SBS Finland's websites is beneficial for the cooperation companies too by showing good results in real life cases analysed in the empirical part.

The thesis is conducted using qualitative research methods. The theoretical part of the thesis discusses the theories of marketing communication and development and recent trends of online advertising, concentrating mainly on banner advertising. This part is based on literary and online sources in Finnish and in English, interviews of professionals as well as real-life working knowledge.

The theoretical part of the study is followed by a short introduction of SBS Finland. After this, the real life cases of Moominworld Taikatalvi, Björn Borg and Turun Optillinen Liike are decrypted and analysed. The Björn Borg campaign was conducted purely as an online campaign, whereas Moominworld and Turun Optillinen Liike both used banner advertising and radio spots to support each other. The study concentrates on evaluating the effectiveness of each of the campaigns by performance to see whether the results brought by the online campaign fulfilled the expectations of the cooperating company.

After decrypting the cases it could be seen that each of the cooperation companies was happy with the results of online advertising that SBS Finland's websites brought. The conclusions drawn from the theoretical part's research and the analyses of the cases show SBS Finland is on the right track of becoming really successful in adopting online products in its inventory and seeing how successful the online advertising campaigns implemented so far are for the cooperation companies. By further developing online products and educating the staff it will most definitely be very beneficial to SBS Finland.

Key words: SBS Finland Ltd, marketing communications, banner advertising, online advertising

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TIIVISTELMÄ

Tämä opinnäytetyö tutkii verkkomainontaa suomalaisen mediatalon, SBS Finland Oy:n näkökulmasta. Tällä hetkellä SBS Finland on murroksessa laajentaessaan toimintaansa verkkomainonnan piiriin. Työn päämäärä on selvittää, kuinka SBS Finland voi optimoida verkkomainontatuotteiden tuotepalettiin lisäämisestä saamansa hyödyt ja kuinka SBS Finlandin verkkosivuilla mainostaminen on myös yhteistyökumppaneille suotuisaa. Tämä tulee ilmi opinnäytetyön empiirisessä osuudessa tutkittujen tapausten hyvistä tuloksista.

Tutkimus on suoritettu kvalitatiivisia tutkimusmenetelmiä käyttäen. Teoriaosuus tutkii markkinointiviestinnän teorioita sekä laajemmin verkkomainonnan kehitystä sekä alan uusia kehityssuuntia keskittyen display-mainontaan. Lähteinä osiossa on käytetty sekä suomen- että englanninkielisiä kirjallisia teoksia ja verkkolähteitä sekä myöskin alan ammattiedustajien haastatteluita ja alan työkokemusta.

Teoriaosuuden jälkeen SBS Finland esitellään lyhyesti. Tätä seuraa kolmen mainoskampanjan tapausanalyysit: Muumimaaailman Taikatalvi, Björn Borg ja Turun Optillinen Liike. Björn Borgin kampanja toteutettiin kokonaisuudessaan verkossa, kun taas Muumimaaailma ja Turun Optillinen Liike käyttivät niin display- kuin spotti-mainontaa radiossa luoden kampanjakokonaisuuden. Tutkimus keskittyy arvioimaan kampanjoiden tehokkuutta ja suoriutumista sekä arvioi vastasivatko kampanjoiden tulokset yhteistyökumppaneiden odotuksia.

Kampanjoiden analysoinnin jälkeen oli nähtävissä, että yhteistyökumppaneiden verkkomainonnalle asettamat odotukset saavutettiin. Teoriaosuuden sekä tapausten tulosten perusteella voidaan osoittaa, että SBS Finland on menestyksekkäästi sisäistämässä uudet ja koko ajan kehittyvät verkkomainonnan tuotteet ja kuten jo toteutuneiden tapausten yhteistyökumppaneille suotuisista tuloksista voidaan nähdä. Jatkamalla verkkomainonnan tuotteiden kehittämistä sekä henkilökunnan kouluttamista tulee SBS Finland saavuttamaan menestystä myös verkkomainonnan alalla.

Asiasanat: SBS Finland Oy, markkinointiviestintä, display-mainonta, verkkomainonta

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1 INTRODUCTION

Commercial radio has had a stable market share as a part of the media mix over the past decade keeping it at four per cent (Atlas, 2011). Nevertheless, at the same time the use of the Internet has grown significantly providing a promising platform for companies for a new way of advertising. This can also be clearly seen from the media mix as over the last decade the share of online advertising has grown from one per cent to 18 % (Atlas, 2011). This has also given an opportunity for media broadcasters with high emphasis on commercial radio stations to not only improve their profitability but also increase their inventory. All the stations have their own web pages targeting the same audience the radio station already has.

Commercial radio is seen as a cost-efficient and versatile marketing media. It is suitable for almost all kinds of products and services (Karjaluoto, 2010, 110). It is one of the traditional media and is therefore seen as a reliable source of information. However, among the marketing managers it is many times seen as a new platform to advertise, although commercial radio as a concept was introduced in 1985 in Finland (Raninen & Rautio, 2002, 266).

The World Wide Web (www) was created in 1989. In 2000 the Internet was for the first time accessed more at home than at the work place in Finland. In comparison to the commercial radio taking 38 years to reach 50 million users, it took only four years the Internet to reach the same benchmark (Raninen, & Rautio, 2002, 179). It is a rapidly growing platform with multi-purpose use (information, communication, entertainment and commercial). Hence it is seen as an attractive opportunity for advertisers to be at. However, they lack the complete knowledge how to optimize its usage (Karjaluoto, 2010, 18).

Using only a single media as an advertising channel brings a company only restricted benefits. Therefore, building a comprehensive media mix in the marketing planning is often the trend, when companies plan how to utilise their marketing budget. Different types of media solutions bring very contrasting results and affect variable customer segments. Commercial radio is seldom used

as the only media solution, but it is seen as a very effective support media when splitting the media budget in various media (Karjaluoto, 2010, 108).

This thesis discusses the development SBS Finland Ltd's web sites as a new commercial platform. SBS Finland now has great emphasis on web although its main business lays still on commercial radio. However, as the market share of radio seems to be very steady and the Internet is a growing media, it is very natural to want to be part of the growth. Adding online advertising into the product range, SBS Finland manages not only to increase its inventory but also after succeeding, the company will be able to increase its revenue and market share.

Normally companies have separate advertising budgets for each media. Thus selling the new products for online advertising does not decrease the share of sales in radio but increases the overall revenue of the company. As SBS Finland has just started its online advertising business, understanding the current situation in the market is extremely important.

This thesis is research oriented. In the theoretical part the paper discusses online marketing and its opportunities as a marketing communications channel. The paper looks into the past developments, present situation and the future prospects of online marketing. To gather deeper understanding of the theoretical part, the empirical part analyses real life cases to support the theories discussed. The paper aims at showing the benefits that adding online advertising into SBS's product range bring along for SBS and also the advantages for it cooperating companies.

The cases studied in the practical part consist of three different advertising campaigns carried out in the SBS Finland's websites 2011-2012. This method was chosen to be able to reflect the theories and practices discussed in the theoretical part into real results gained from campaigns on the websites studied. The case studies also show how campaign structures can vary or be similar when different kinds of companies are in question.

In order to guide the research to reach its main aim, the following questions are answered:

- Which elements affect the choice of web site used in a campaign?
- Which are the present online advertising trends that influence the development of the field?
- Is online advertising efficient at SBS Finland?
- Why companies should invest on online advertising at SBS Finland?
- How banner advertising has developed at SBS Finland?
- How has SBS Finland performed at adopting the online products into its offer?
- How adding online advertising products in the company's inventory can help improve the turnover of SBS?

1.1 Scope and limitations

Online advertising is a new, fast growing and constantly developing field of business. It has been vastly researched during the last decade. There is a wide range of books and online sources written on the subject from various aspects. Therefore, to limit the scope of this thesis, online advertising as such is discussed in extent, but the main emphasis lies on the online media solutions provided by SBS Finland. This thesis concentrates on discussing and studying banner advertisement and other possible online solutions SBS Finland has to provide to its cooperating companies. A banner advertisement means graphic picture or animated application that is used for marketing purposes (Karjaluoto, 2010, 139).

The empirical part concentrates on studying SBS Finland and its rather new online branch, which has not been researched before. The research is conducted in the form of interviews and real life cases. The case structures are decrypted and analysed, in order to find out how they had been built and how effective they were. The study is reproducible and as the online advertising keeps on developing rapidly, repeating the study in five years time will offer the company an insight, if

its development is on the desired level. SBS Finland has set its own goals for its online advertisement products. Its strategy is that online sales would exceed radio sales in two years of time.

1.2 Research methods

This thesis is based on qualitative research methods. The main goal is to provide a well-structured report that offers an in-depth analysis of the present situation and recommendations for the future. A qualitative research is always based on real experience, therefore giving plausible results for SBS Finland to benefit from. It also gives guidelines for the company to realise the points that can be developed further. The thesis is to aid SBS Finland, as the company has not been studied in a comparable scale. The theoretical part is based on several literal and electric sources written on the subject of online advertising, both in Finnish and English. In the empirical part the main source is discussions with representatives of SBS Finland, in which open questions were posed in order to gain a better perspective of the present situation of the company's online presence. The main interviewee from SBS Finland is the online product manager of the company, Satu Sinisalo. The questions posed to Mrs Sinisalo are as appendix 3. To get a neutral opinion of SBS Finland's web sites also another expert, Lassi Miettinen from a leading Finnish media firm DAGMAR, is interviewed. Lassi Miettinen is responsible for strategic digital planning for named customers of DAGMAR. The questions posed for Miettinen can be seen in appendix 2.

1.3 Thesis Structure

This paper first shortly discusses market communication and explains online marketing more in depth. This is followed by a brief introduction of SBS Finland and its online products. Then, three real life cases from SBS Finland are analysed and finally the paper discusses the conclusions and recommendations based on the study conducted. Finally, this paper's main points are summarized briefly.

2 MARKETING COMMUNICATIONS

Marketing communications includes all the elements of communication in the company that aim at producing interaction between the company and its stakeholders. This communication aims at creating a positive effect on the company's return on marketing investment (ROI). The most important component of successful marketing communications is setting a clear goal and meaning for the message. In order for the marketing communications to be effective, it needs to be well-planned. Marketing communications has a clear differentiating factor compared to communications in general, as it always has a cognitive aim to influence the company's target group. (Vuokko, 2003, 16-17.)

The main purpose of marketing communications is for a company to be able to communicate *with* the market as opposed to marketing, where the company sends messages *to* the market. In marketing communications, the company aims at creating and distributing a common image of the company, the new product or service to its stakeholders. (Vuokko, 2003, 12-13.)

There are several models created to describe the aims and means of marketing communications activities. One of the most common models used is the AIDA-model, developed by E. K. Strong in 1925. It explains the consumer's purchase decision in four steps:

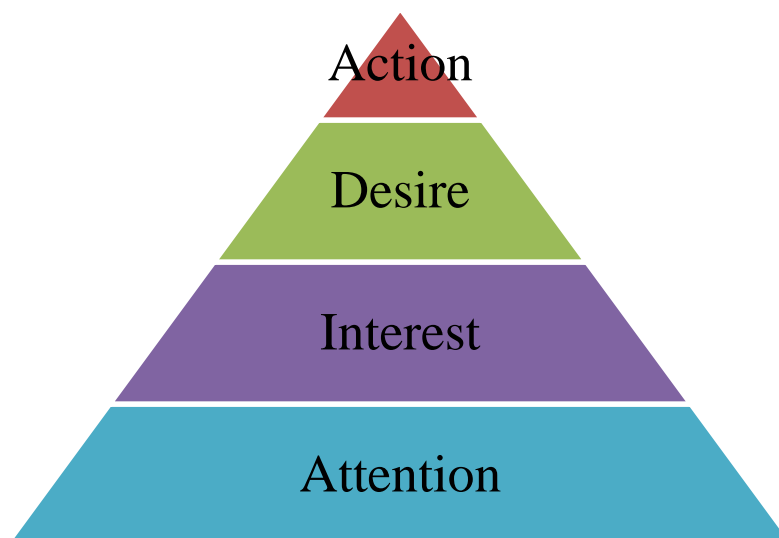


Figure 1. AIDA-model (Vuokko 2003, 50)

Attention: As the first step, it is very important to gain the consumers' attention to the new product/service. This is the stepping stone for good marketing communications. *Interest:* After getting the attention of the consumers, their interest needs to be awakened. Mere attention does not sell products. At this stage the features and benefits of the product/service should be introduced to the consumers (marketing). *Desire:* When the consumers' interest is positive, the company can be able to create a desire for the new product/service. *Action:* As the last step, as the consumers already feel the desire for the product/service, the company needs to persuade them to make the actual purchase. (Ferrell & Hartline, 2010, 294.)

Well planned marketing communications strategy, which is integrated in the company's overall operations can be a significant competitive edge in a saturated market, where the products/services of competitors are very similar. Marketing communications can be carried out in several ways and through several channels, which are explained more thoroughly below.

Division of marketing communications activities

1. Media Marketing
2. Direct Advertising
3. Corporate Communications
4. Mobile Advertising
5. Online Advertising
6. Sales Promotion
7. Personal Selling and Customer Service

(Isohookana, 2007, 63.)

Media marketing, or mass marketing is the part of marketing communications implemented as marketing campaigns in the mass media, such as TV, radio or newspapers. With mass marketing, an impersonal message is transmitted to the

target group, after choosing the optimal communications channels for the marketing.

Direct advertising covers all aspects of marketing done directly to the end customers in different media. It is more sales oriented than communications oriented. Direct advertising usually uses existing customer bases in order to reach the desired target group. This way of advertising has many benefits when trying to reach a specified group of people or when the advertising wants to stand out, but it is also perceived as annoying. (Isohookana, 2007, 156-158.)

Public relations activities and other corporate communications aim at creating a better corporate image, strengthen relationships between the company and its stakeholder and to increase awareness (Bergström & Leppänen, 2009, 457). Nowadays the company website is a very important channel for the company to bring out their mission, values and of course products/services offered.

The use of cell phones, smart phones and other mobile devices with access to the Internet has become a part of people's everyday life. Mobile advertising consists of commercial messages sent to consumer as SMS and also advertisements placed on mobile browsers. In comparison to more traditional advertising channels, the share of online advertising has risen dramatically during the last decade. Online advertising is discussed more in detail in its own chapter, chapter 3.

Sales Promotion is an area of marketing communications well suited for both B2C and B2B marketing. The main aim of sales promotion is to increase sales directly or to affect the consumer's willingness to buy in a positive sense. It can be seen as a combination of elements from personal selling and advertising. For example trade fairs are considered to be a part of sales promotion activities. When aimed at consumers, sales promotion can be a successful way to get people to try a new product, increase brand loyalty and to enhance the corporate image. These are usually carried out with sales and special offers, as a lower price decreases the threshold to buying. (Isohookana, 2007, 163-164.)

When marketing communications is based on personal selling, plays the sales personnel of the company a key role in the company's sales strategy. Personal selling aims at creating a bond between the supplier and the customer. It seeks to

map out the needs of the customer in a way that the company's salesperson is able to offer a product/service taking into consideration the needs, situation and set goals of the customer as well. Personal selling can help to create long-lasting relationships, which usually can be very profitable for the supplier. (Isohookana, 2007, 133.)

In the words of Paula Bernier (2012) Customer service *is* the new marketing. Customer service is in addition to being a marketing communications strategy, a very important aspect of the company's supply chain management which also supports the idea of marketing communications as an integrated process. Customer service and other after sales services are very important considering customer satisfaction, which can bring good corporate image and brand loyalty.

2.1 Marketing Communication Planning

Choosing the right marketing communications channels for the company's message is vital when planning the marketing communication strategy. The most basic, as well as effective, way to line out the optimal marketing communications channel from the aforementioned options, is the 4P model developed by McCarthy in 1960. The model is based on evaluating four important components: Product, Price, Place, Promotion. The model has been further developed to also include the marketers (Personnel) as well as everyone connected to the product/service (People). (Laitinen, 2007, 252-253.)

Marketing communications differs from marketing for its purpose; marketing aims simply at growth in sales, marketing communications has several other aspects and a more influential role for the company's image. Therefore, marketing communications needs to be recognised as an integrated process taking into consideration all the aspects of the marketing mix; otherwise the message can lose its depth and meaning and be perceived as a hollow, unattached and uninteresting attempt to attract the target group.

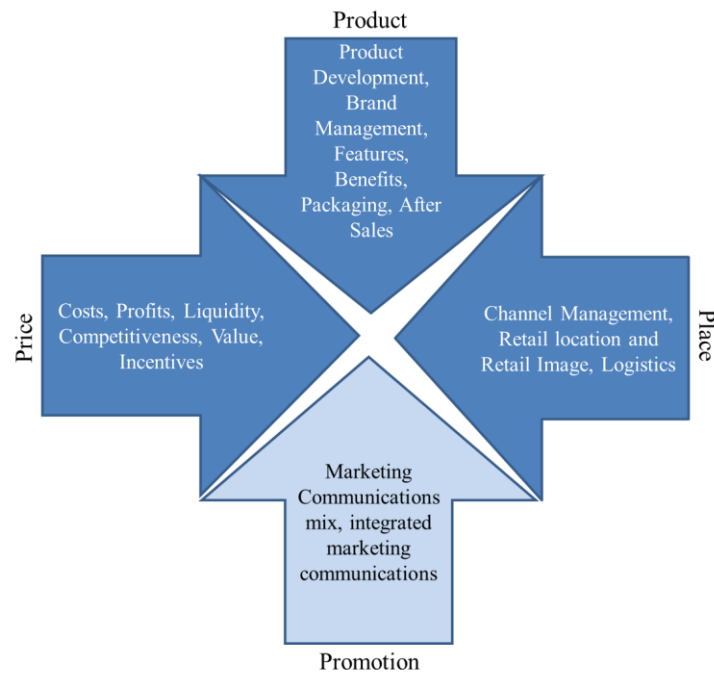


Figure 2. The 4P model (Egan 2004, 23).

The field of business, products, services and the overall market situation of the company all should be taken into consideration, while starting to plan the appropriate marketing communications mix for the marketing to serve its purpose at an optimal level. Different types of media as well as marketing communications activities suit different types of situations in diverse ways. Thus it cannot be assumed that one strategy that has worked well in the past would be successful in the new situation as well. There is no clear answer, which marketing communications activity works the best in which situation, but for each case separately a new entity of activities has to be carefully planned to serve its purpose in the best way. (Isohookana, 2007 p. 132.)

Before deciding which media to use as a marketing channel, a company should have a good overall marketing plan for a certain period of time: for a year or a quarter. The plan should discuss:

- what is wanted to achieve with the marketing
- what kind of benefits does the marketed product provide for its target group and
- how does it differentiate from its competitors

(Tuska, 2003, 85.)

The company should also evaluate the measurement tools they can use to see whether the value from the marketing is on the desired level (Journal of Integrated Marketing Communications, 2007).

As it can be seen in the figure 3, the shares of marketing euros between different media has changed considerably. New media, growing both by the number of users as well as money spent on advertising, such as online is taking big shares away from more traditional print media. Hence also advertisers aim to be there where consumers are. According to Statistics Finland, 89 % of Finnish people aged between 16 and 74 used the Internet in the past three months and 59 % of the same demographics use the Internet several times per day (Statistics Finland 2012). However, the pictures also show that other electronic media have had stable shares over the last decade. Also media such as outdoor and cinema advertisement with smaller slices of the pie have kept their shares stable.

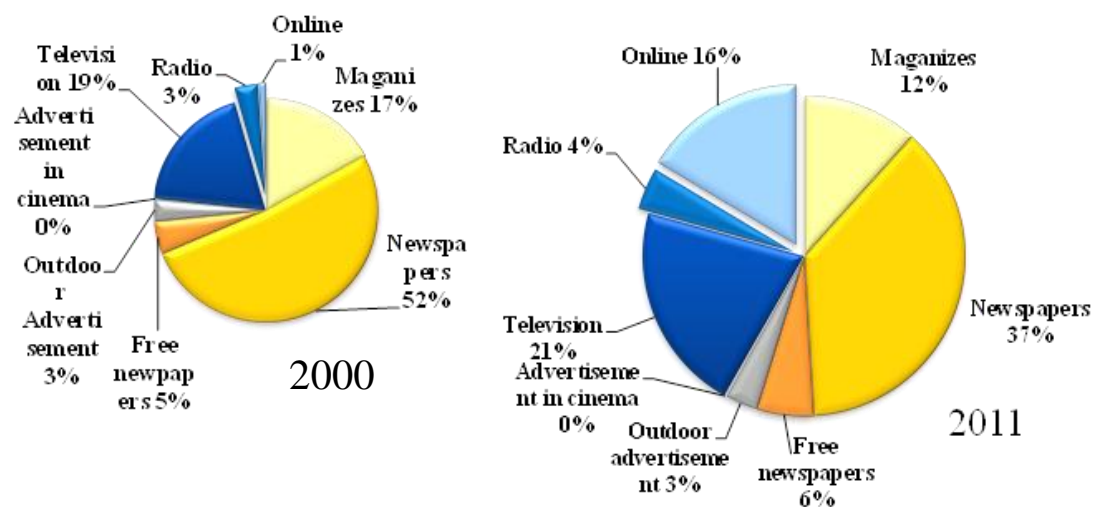


Figure 3. Market shares of different media in Finland in 2000 and 2011 (TNS Adex, 2012)

2.2 Advertising planning at SBS Finland – a brief

The planning of a cooperation company's advertising campaign at SBS Finland always starts by drafting a brief. A brief should contain most importantly the goals and objectives the cooperation company wants to achieve with its campaign.

Nowadays, in many cases briefs are handed out in writing. However, in many cases briefs include too much of irrelevant or even false information. A brief should not include ten pages of technical information of the product, unclear research of the market situation, investigated claims and beliefs of the target group, or a statement that the marketing budget will be decided later on. More vital pieces of information, than stating that the target group, is the whole nation or urban people in the age of 20 to 45 with a good level of income, are what does the target group value, what do they think about the product in comparison to its competitors and how this situation progresses. Still, unfortunately these factors are most commonly unknown even by the marketing company. Furthermore, companies often consider target group studies only as an extra expense that are undervalued, hence companies believe that they know and share the same way of thinking of the product as their customers (Tuska, 2003, 88). Target group studies exist, made by companies that are specialised in analysing the markets, for example TNS Gallup Ltd to name one operator in Finland. All in all, to carry out marketing communication effectively and professionally resources to plan and execute are required (Ahola, Koivumäki & Oinas-Kukkonen., 2002, 118).

Being congruent with the given brief is fundamental for each party: the media firm, advertising agency and media houses that provide the marketing space for advertisers, as well as the advertiser itself. When briefs have inadequate information it can result in many pronounced and amusing but still detached marketing campaigns. These isolated campaigns might not meet the goals of the marketing plan or encourage people to purchase the marketed product. Most importantly it does neither contribute to the previous marketing acts nor discuss with the aimed target group. Anyhow, the proposals given by a media firm or media house must be accepted, if any marketing acts are wished to be carried out. However, any guarantees cannot be given of the functionality of the campaign. (Tuska, 2003, 89-90)

3 ONLINE ADVERTISING

The Internet has become a vital part of people's everyday life: the news are read, the bills are paid and personal communications all take place on the Internet nowadays. As mentioned before, roughly three out of four people between ages of 16 and 74 browsed the web daily in the year 2011 (Statistics Finland, 2011). This provides an interesting platform for the marketers as well, to attract and communicate with their target groups. Digital marketing communication offers several different ways to advertise:

The most important forms of online advertising are:

- companies' own web sites
- branded web sites
- search engine marketing including optimisation and keyword marketing
- viral marketing, promotional games
- web seminars and events
- mobile advertising
- e-mail marketing
- online promotions and competitions
- online advertising

(Karjaluoto, 2010, 129.)

Hence online advertising is a very wide topic, to narrow it down this thesis concentrates on analysing and evaluating the effectiveness of display advertising by shortly introducing its development and today's trends and campaign pages. The case examples on the point of view are on SBS Finland's websites.

Online advertising has many desirable qualities. It is easily transformed to fit the product/service advertised, targeted at certain people by their location or other demographical factors, easy to keep up-to-date and interactive, making it more interesting for the browsers (Raninen & Rautio 2003, 185). Online advertising can also be modified afterwards, if it appears that the message is not going through to the target group (Karjaluoto, 2010, 107). However, for service-based businesses the Internet is a channel to support marketing (Laiho, 2006, 38).

Online advertising is often used as a supporting media, but rarely as a main media within the marketing mix. Because of the good qualities the Internet has to offer, for both its users as well as advertisers, it has rapidly expanded and plays at least some kind of role in every company. Regardless of the rapid expansion of the online advertising, display advertising, which is one of the most common forms of it, is still a relatively new way of marketing for many Finnish companies. This might be due to the fact that they are used to utilize big, more traditional media such as print advertising and television. Display advertising is introduced more in detail in chapter 3.2.

As the figure 3 shows, the share of online advertising has grown enormously over the last decade. It is also acknowledged by many companies making them to consider their actions on the Internet. The growth is also recognised within companies operating in the field of traditional media, such as newspapers and radio. In order to keep the existing market share or if there is even a tempt to raise it; the result might lay in offering online solutions. This can be done completely or partly on a side of more traditional solutions.

According to a survey, in which 311 Finnish web users were surveyed regarding to the banner advertisements, said that almost half of the advertisements were totally ignored. The reason laid mostly in the content or location of the banner. Occasionally adverts were experienced boring or the content was presented unclearly, inadequately or the adverts just blended in. Some web users also felt left out of the target group. This was because the location of the banner was not thoroughly considered. (HELSINKI InterQuest Oy, 2012.)

In comparison to other media, one of the most attractive qualities of online advertising is its measurability. The advertisers can get accurate data about the number of clicks (click-through rate), number of visitors on the site and also of the time spent on the site. Quick modifiability, a possibility to allocate and actuality are also seen as good qualities of online marketing. (Sinisalo, 2012.)

As today's consumers use the Internet in ever growing amounts, online advertising is an effective way to give additional value for traditional marketing. For example, when buying a car more and more people make their purchase

decision already at home. The decision is made based on the information available on the Internet (Miettinen, 2012).

The Internet itself is seen as a mass media. However, singular web sites and services are only individual platforms of the entity of the Internet. The content of digital media, such as radio and the Internet, might be considered boring still being effective. In order to communicate with the mass audience digital media should offer benefits for its users as well as minimise possible barriers which might confound adoptability. (Ahola, et al., 2002, 137.) The barriers the Internet might face are the slowness of the individual's Internet connection, reliability and privacy issues and the complications with the interfaces (Ahola, et al., 2002, 137-138). However, nowadays in many civilised countries these problems are managed to overcome. Therefore, by the aid of Internet the interactive marketing has risen on a new level when targeting, immediate response, ability to reach its users around the clock and globally are aggregated (Ahola, et al., 2002, 139).

According to Satu Sinisalo, online product manager at SBS Finland Ltd, nowadays companies from almost all the fields of business are somehow active online. Only recently many of the firms launched their own web sites but still lacked the knowledge or vision how to utilize them. Furthermore, companies did not have any kind of web strategies that would have supported their overall marketing strategy. Nowadays the Internet has a strong role in companies' marketing strategies and companies also have a better knowledge how and for what purposes web sites can be utilized. The outcome of a campaign executed on a web page by a company that shares a factual connection with a marketing company, but still operates in different fields of business, can be supportive and effective. (Sinisalo, 2012; Karjaluoto, 2010, 128.) According to Lassi Miettinen, the strategic planner at DAGMAR Digital, *advertising on demand* is one of the trends in today's webvertising. Satu Sinisalo stresses also the importance of the content on a web site: to attract users to a web site the content must be interesting or otherwise user-friendly. This also provides an attracting and attention-grabbing landing space for advertisers to utilize.

There are different ways to be present online. The campaigns have different goals as well as durations. Some campaigns are tactic and shorter in time, some longer

concentrating on enhancing the brand image. There are also cases where two different companies share a mutual interest, therefore they are strongly connected. For example, an estate agency's web site provides an attractive marketing space for banks to stay constantly on offering their services for property buyers, who in many cases have to rethink their mortgages in order to be able to purchase the wanted target. (Sinisalo, 2012.)

Table 1. A summary of online advertising in a SWOT-analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Wide coverage • Ability to forward information • Transformability • Appreciation • Selectivity • Easy to allocate by <ul style="list-style-type: none"> ○ Location ○ Time ○ Target group ○ Web site • Ability to do retargeting • Easy to measure • Direct relocation to sought web site after clicking • Reactivity, up-to-date 	<ul style="list-style-type: none"> • Low appeal on emotions • Basic tools for measurements do not provide all the needed information, such as attention value • No exact information of OTS (Opportunity To See) • Might be considered irritating • Huge playground <ul style="list-style-type: none"> ○ Advertisers easily expose to top-of-mind –thinking when decisions of web sites are gone to
Opportunities	Threats
<ul style="list-style-type: none"> • Ability to demonstrate the product/service • Advertising on demand – function • Constantly evolving media <ul style="list-style-type: none"> ○ New ad forms and ways to implement • IAB; an organisation standardising ad forms • Possibility to reuse existing marketing clips 	<ul style="list-style-type: none"> • Easy to ignore • Unawareness how to utilize the exact information accumulated from online activities • Unawareness of other advertisers on a same web site simultaneously • Negligent planning • The use of brokers can reduce the possible advertising income and diminishes the inventory

(Miettinen, 2012; Sinisalo, 2012; Ahola, et al., 2002, 143.)

3.1 Online advertising in Finland today

IAB Europe (The European Interactive Advertising Bureau) released its latest annual AdEx Benchmark survey on the 30th of May 2012. According to the survey, which covers 26 European countries including Finland, in 2011 online marketing grew year-on-year by 14.5%. Moneywise measured 20.9 billion euros were spent on online advertising. (IAB Europe, 2012.) In 2011, 220.7 million euros were spent on online advertising in Finland (IAB Finland, 2012b).

The growth of online marketing in 2011 was 14.4% in Europe (IAB Europe, 2012) but at the same time online marketing grew only by 8.2% in Finland (IAB Finland, 2012a). According to the IAB European's AdEx Benchmark survey of 26 countries Finland holds on the third last place defiting only Norway and France. Central and Eastern European countries grew the most rapidly now, whereas United Kingdom still holds the first position when the shares are measured moneywise. (IAB Europe, 2011)

In the first two quarters in 2012 online advertising grew by 13% in Finland in comparison to the previous year. Measured moneywise 116.3 million euros were spent on online advertising in the first two quarters in 2012 gaining a share of 18.2% of the whole media cake. In 2011, the total share of the online advertising was 16%. According to TNS Media Intelligence the online advertising is already by 2.2 percentages higher than last year, whereas the total media investments have declined by 3.1%. (IAB Finland, 2012c.)

The following figure shows how online marketing is divided in different sections. The division is made based on euros spent.

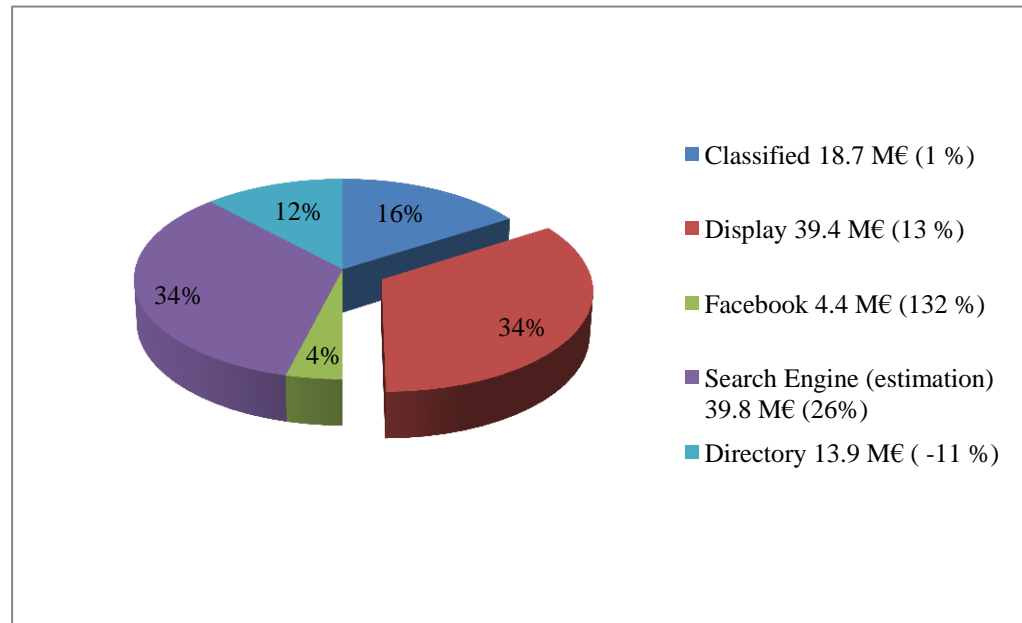


Figure 4. Changes in online marketing in Q1 -Q2 2012 in Finland (IAB Finland, 2012c).

Display advertising now holds the second biggest share and comes right after Search Engine marketing. In comparison to the previous year, the share of display advertising has increased by 13%. As shown in the figure above, all the segments except Directory have a raising trend.

3.2 DAGMAR Ltd

DAGMAR Ltd is a part of Salomaa Group. In addition to DAGMAR also Voitto, another media agency is fully owned by the same group (Salomaa 2012). In 2011 Mainonta & Markkinointi, a newspaper concentrating on advertising and marketing, chose DAGMAR as the office of the year. The evaluation was based on the brand image survey conducted by marketing communications offices and on financial statements collected by the union of marketing communications offices (Marmai 2012).

In the last fiscal period (from 1st of September 2010 to 31st of August 2011) DAGMAR's turnover was 168 million euros; gross profit 12.6 million euros and operating income 2.1 million euros (DAGMAR 2012).

DAGMAR is a recognised media agency in Finland. According to the results of the same survey also Markkinointi & Mainont ha's used as a source when giving credit to DAGMAR, DAGMAR has been the most successful in integrated marketing communications. The agency is also the most reliable agency operating in the field of business according to its customers. The media agency was given credit being the most productive digiagency in online advertising (Marmai 2012).

3.3 Target-oriented Thinking

Nowadays the importance of analysing a target group systematically is seen as one of the trends in the field of marketing, also when planning online advertising. According to Lassi Miettinen target-oriented thinking is one of today's key factors. Comprehensively defining the target group before choosing the methods and channels for advertising is extremely important (Iltanen, 2000, 113). After understanding thoroughly the wishes and needs of the desired target group, efficient online advertising campaign can be planned and implemented. With the target oriented thinking the number of needed banner impressions can be minimised and optimised (Miettinen, 2012). According to Satu Sinisalo, display advertisements can be allocated by time, location and website. This helps to connect with the desired target group more cost efficiently and the number of pointless banner impressions are avoided (Sinisalo, 2012). After understanding the behaviour of the target group, e.g. which websites they visit and at what time, the advertising-on-demand can be implemented (Miettinen, 2012).

Lassi Miettinen underlines the importance of understanding consumers and which websites they visit. After this, companies or media firms know, to which websites to place the banner advertisements to attract potential web users. The media space buyers are not interested of purchasing media space from a certain website, but they are interested in the target group visiting that website in order to be present among the desired target group. Therefore, it is not uncommon for e.g. BMW, whose advertisements are characteristically seen on very business-oriented websites such as www.hs.fi or www.kauppalehti.fi, also to place their banners onto a discussion board, where the talk is very much baby-focuse. The

participants in the discussion board are the aimed target group by their behaviour, life situation, age and status as well. (Miettinen, 2012.)

3.4 Banner advertising

There are four different ways to sell and purchase banner advertising: time-, impression-, click- and performance-based (Karjaluoto, 2010, 143). Three of these ways, impression-, click- and performance-based, are introduced to the readers later on in this thesis. The authors of this thesis decided not to discuss time-based purchasing further as it is no longer in common use by many media space providers. The way of buying a campaign also defines in which criteria it should be evaluated (Karjaluoto, 2010, 143).

3.4.1 Trends in banner advertising

According to Marko Siltala, the head blogger of IAB Finland, the shift is towards more polite and user-friendly display advertising. Today's display advertising is less attacking, meaning that banners include less movement, without still being fully static, providing a clear message to the web users. (Siltala, 2012.)

The target-oriented thinking is one of the key trends in display advertising. The more targeted the display advertising is, the more interesting and effective it is for the web users that are being exposed to it. In targeted display advertising, a marketer buys media space from the web sites that provide the right kind of media environment and attract right kind of people to visit them. (Miettinen, 2012; Siltala, 2012.)

Nowadays companies are more active on the Internet. Therefore, there is also a growth in marketing budgets reserved for online advertising. Many firms have also started doing brand marketing on the Internet, which is commonly known to be peaceful and simple. The use of bigger banners has also made banner advertising less attacking. The space in bigger banner forms enables a marketer to get the message across already at a single glimpse or two, also in a more simple way. (Siltala, 2012.)

At the same time video advertising attracts people. In inbanner advertising, a which video clip is placed in big banners. The video starts playing only, if a web user wants to play it by clicking the “play” -button on the banner. Therefore, it respects the wishes of a web user, as videos are only played by the potential customers. Thus it is not considered annoying. Commercial web-TV's on the other hand use instream advertising, which forces users to watch the preroll video advertisements before actually getting to see the wanted programme. (Siltala, 2012.) Instream advertising is not yet so common in Finland; there are only two big commercial web-TV providers: Ruutu.fi and Katsomo.fi. However, according to specialists this field of business is predicted to grow greatly in Finland.

A display advertisement to be successful and attention-grabbing, the message and visual side should be attractive and clear or somehow provocative in the eyes of the target group. A banner advertisement should also be in line with the marketer's web site where the user lands after clicking the banner. If this does not happen, a web user might feel not belonging to the target group and not proceed on a web site, as wished. (Miettinen, 2012; Sinisalo, 2012.)

The following examples, figures 5 and 6, show how a banner advertisement continues the theme also on the marketer's web page, when a web user moves on by clicking the banner advertisement. Thus expectations of a web user of the web site are fulfilled and often the end result is positive for both, a marketer and a web user.



Figure 5. Sami Hedberg campaign's banner advertisement on Voice.fi



Figure 6. A marketer's web site and also the landing page for a web user after clicking the banner on Voice.fi follow the same theme (Showhouse - Sami Hedberg Oy, 2012).

3.4.2 The creation of new media providers “brokers” in brief

In the beginning of the 21st century, media space providers transformed into performance-based selling from time-based selling. Due to this action, a lot of inventory was unsold. In time-based selling a certain banner area was sold for one customer for an agreed time, often for a week. Therefore, the inventory of a website was much smaller and lacked a possibility to run different banner forms. Panorama and giant panorama are both seen on an over part of a web page and time-based selling blocked a possibility of selling both banner forms hence they used the same area on a web page. (Sinisalo, 2012.)

In performance-based selling a certain numbers of impressions for a specific banner form with an agreed frequency is sold for a customer. This shift enables selling not only same banner forms but also different banner forms that utilize the same space on a web site contemporaneously for several customers. Thus banner advert can rotate on a web page for web users taking into consideration the agreed frequency. (Sinisalo, 2012.)

This shift has also provided a new market niche for entrepreneurs, for so called *brokers* to enter the markets. A singular marketer may purchase media space from a broker, who on the other hand has made contracts with website administrators. Often the deals made, between a marketer and a broker, are either click-based or acquisition-based, in which a marketer pays only from the visibility that has led to

a purchase. The banners are shown on diverse web sites, which brokers have made deals with. However, it is not specified for a customer from which specific websites a marketer has gained visibility for its campaign. On the other hand, in an acquisition-based or click-based buying, it does not make a big difference. (Sinisalo, 2012.)

In contracts brokers assure for website administrators that a singular marketer will not be provided with a report to see from which website the actual click and visibility of a campaign are gathered. However, trustworthiness of this promise is still under discussion among many administrators. On the other hand, as the inventory has grown enormously, in comparison to the time when time-based selling, brokers help selling the inventory, which would be otherwise unsold. Brokers can also contact potential customers, who might not be contacted by the sales team itself. (Sinisalo, 2012.)

Website administrators provide brokers also with a list of customers, whose banner advert are not allowed to be played on a website. Thus companies can better control and restrict the companies who are shown on their web page. (Sinisalo, 2012.)

3.4.3 Case example restaurant X: targeted banner campaign by time and location

Restaurants serving lunch and consider the lunch time, starting at 11am until 1pm, during the weekdays, money-wise the most important time of day. Assuming that there is a restaurant located in Helsinki Ruoholahti, in a business oriented part of town with many offices. Its main target group is people working in the offices nearby. The competition in the area is tough. Therefore, to differentiate from the competitors the restaurant concentrates on serving home-cooked-meals. The lunch menu costs around ten euros, which is affordable for most of the office workers. According to a survey, possibly for its branding, the restaurant is not seen as the most attractive place for business meetings, but as a cosy place for a group of co-workers to enjoy lunch together. The office workers working in the area between the ages of 28 to 48 who eat their lunch out daily belong to the target group. They

also have a little bit higher level of income than average, but they appreciate locally and traditionally manufactured food.

The restaurant is not only looking for new customers but also reminding people, who are already familiar with the restaurant of its existence. However, they have not become loyal customers. After a proper study the restaurant comes up with a brief including clear realistic numeral goals for the campaign. In order to accomplish it, the restaurant decided to advertise online to attract the target group.

A banner campaign is placed on a website and it is allocated by time and location. It is shown only on workdays from 10am until 1pm and restricted to only web users operating in Rouholahti-area. The campaign is also placed on a website, which according to the research shares the same target group as the restaurant. As the exact target group is well-known, the number of needed impressions is much smaller making the advertising more cost-efficient.

The decisions of websites selected for the online campaigns are made in the light of the target group thinking and number of visitors on a web page. According to Miettinen the way the marketed product or service blends in the web page weights a lot as well. Unfortunately, although all the decisions should be made rationally, the individual's top-of-mind list affects as well. Sometimes, when a company is doing pure brand marketing or wishing to refine its target group, the decisions of the websites used are made by the image of the website. (Miettinen, 2012.)

According to Lassi Miettinen, in the case when the aimed target group is very selective and clearly profiled, the website on which an online campaign is placed must be well thought out. Mostly the answer is found in smaller websites that serve a certain type of visitors. Out of many smaller websites, there is always one found, which shares the same values as the aimed target group. These sites have a smaller number of visitors per week. Nevertheless, when the target group is successfully contacted, are also less banner impressions required, which makes the campaign more cost-efficient. However, when a product or service with a very large target group is promoted online are the web sites with mass audience seen much more attractive. (Miettinen, 2012.) Also the content of a web site weights in a choice. Most commonly the web sites that provide entertaining context attract

certain kind of advertisers from everyday products to hygiene goods and to more exclusive products. (Sinisalo, 2012.)

3.4.4 Most common banner forms

On the following chapter some banner forms used at SBS Finland are introduced to readers. The banner forms follow the guidelines, which are introduced to the market by IAB Finland.

IAB Finland is a member of IAB Europe, which is an umbrella organisation of online marketing. IAB Europe consists of 27 national IAB organisations, which have altogether 5,500 member companies. IAB Europe works closely with its affiliate organisations in order to enhance and improve the interactive marketing tools. (IAB Finland 2012b.)

IAB Finland's goals are to remove the barriers, which might diminish the success of the field. This is done by strengthening the role of the Internet and interactive communication in the fields of marketing, advertising and sales by improving the level of knowhow and cooperation. These goals are set to increase the amount of online sales, finding and developing common standards and improving the level of education in the field. IAB Finland has almost 100 member companies. Member companies consists of marketing agencies, media firms, institutes, companies that develop Internet technology and companies, such as SBS Finland, which sells online advertising. (IAB Finland 2012b.)

Using only the most common banner forms, which are regulated by widely acknowledged third party, a media space provider shows not only its professionalism but is also easy to do business with. From the customer's point of view, it eases comparability in price, effectiveness and measurability when using different websites.

According to InterQuest a good banner advertisement is clear, interesting and informative. Also the advertised product, service or price should be well presented because it activates end users to move forward by clicking the advertisements. A clear message receives attention among web users, who are being exposed to the banner. (HELSINKI InterQuest Oy, 2012.)

Below, the most commonly used banners are introduced to the readers. The examples are from campaigns that have taken place on SBS Finland's websites. The following banner forms are also all available for marketers at SBS Finland.

In impression-based buying impressions are bought in thousands. Every banner form has its own cost per mille (CPM) -price. SBS Finland has priced the impressions to be in line with other companies working in the same field of business.

Interstitial

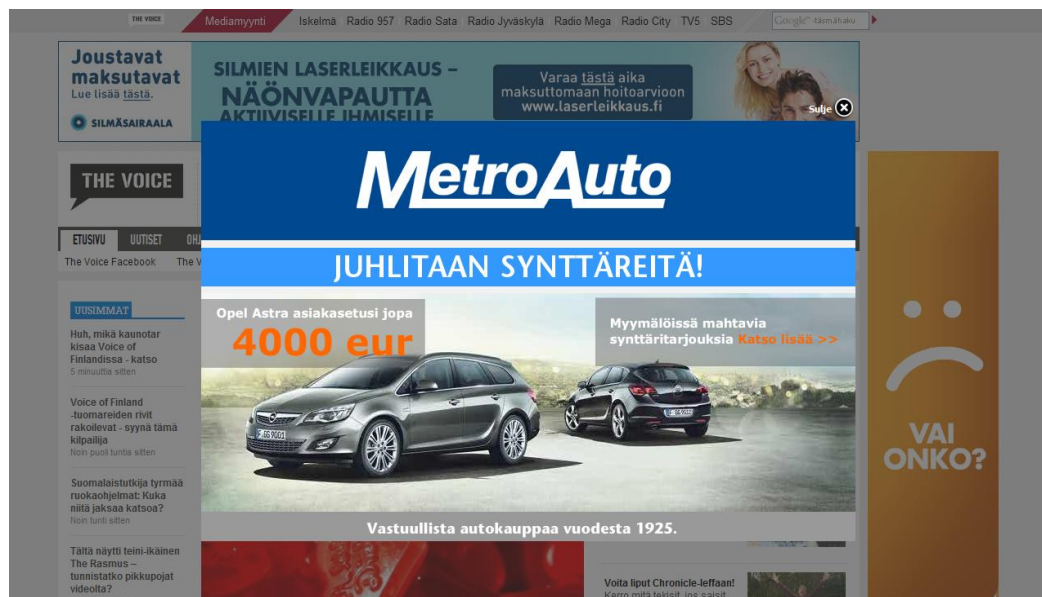


Figure 7. Interstitial is also known as a pop-up window.

Interstitial is 800x500 pixel and most commonly presents a “close” button on up in the right-hand corner. This is due to a fact that web users must be provided with a possibility to abstain from online advertising (Siltala, 2012). Some web users consider interstitial annoying and disturbing. However, it captures the attention of the web users well, hence the actual web site desired to visit is shown on the background in grey colour, so that the attention is driven fully to the banner.

This banner form is recommended to be shown with a frequency of one per browser per week. In a banner campaign interstitial is seldomly used alone, but it is accompanied with another less attention-grabbing banner form in order for a campaign to gain a better frequency. At SBS Finland the click-through percentage

that tells only a little of the success of the campaign, of an interstitial moves between one per cent and 12.54 %.

This banner form can be purchased only in impression-based campaign and it costs 40 euros (€) per 1.000 impressions. Interstitials also enables playing videos, which are hidden under play-button.

Dhtml



Figure 8. Dhtml has different functions. In this example a worm encourages web users to move forward by clicking the speech bubble to move to the campaign page placed on a website.

Dhtml is an animated picture that otherwise follows the same pattern than interstitial. In dhtml a designed animation moves on a computer screen in the front of the web site. It can have different functions in order to tell the message to its targeted audience.

Wide rectangle

Wide rectangle is 468x400 pixels (px) and placed in the middle of a web site's content. This banner form is not often sold by the staff of SBS Finland but by different brokers. The reason might be that it is not found as an attractive banner form, especially when there is still inventory left in banners forms, which are not only greater in size but are also better adopted by the sales team of SBS Finland. Hence SBS Finland is just starting to adopt the sales of banner advertisements but

the inventory already exists, has SBS Finland made deals with brokers. Thus SBS Finland's inventory has a better utilisation rate. According to InterQuest wide rectangle has a good attention value measured in percentage resulting 40 %, and 28 % from the responds (n=311) found this annoying.

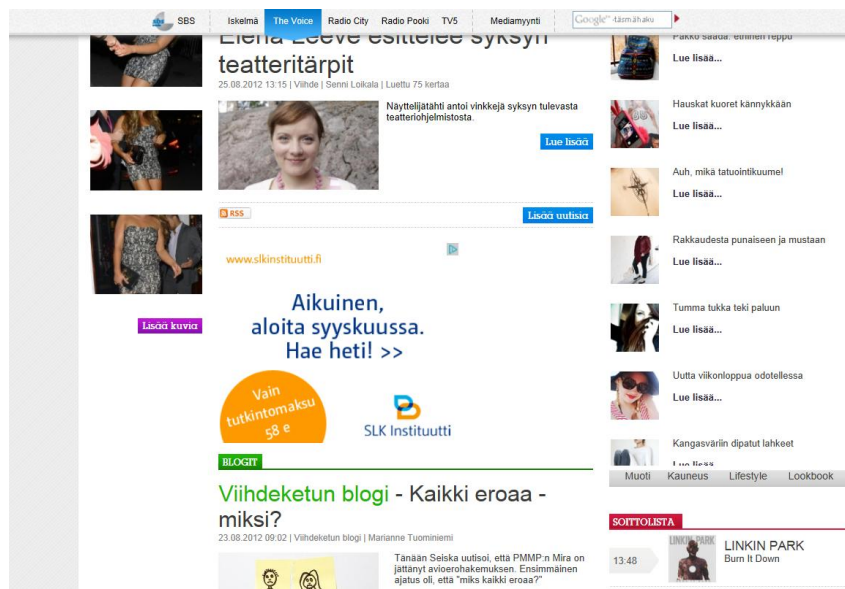


Figure 9. Wide Rectangle is placed lower on a website and it is shown to web users when he scrolls down a web site.

Billboard and wide skyscraper

As the above introduced wide rectangle billboard (140 x 350 px), wide skyscraper (160 x 600 px) is also often sold by brokers at SBS Finland. Wide skyscraper is located on a website on the right-hand side and is the form of a rectangle. It shows as the page loads and does not require any scrolling to be available for a web user. According to InterQuest's study it is noticed by 45 % of web users and only 14 % found the banner form irritating. CPM of a wide skyscraper is five euros whereas billboard's CPM price is only four euros.

Tower

Tower (200 x 900 px) is like the wide rectangle, only slightly wider and longer but using the same space as its smaller banner form. However, like panorama and giant panorama also these forms rotate. Tower is a banner form that can be purchased both impression- and click-based as well as acquisition-based. Tower can also be *sticky* meaning that it follows back and forward on the side as a web

user scrolls up and down on a website. Tower's CPM price is six and a half euros and Sticky Tower costs 20 % more than the original version. Tower is not suitable for flash-elements or videos.

Leaderboard

Leaderboard (728 x 90 px) is a relatively small banner but because of its location on a website, it achieves a good attention value of 33 %, at least as stated by InterQuest in its study. According to the same study only 16 % found it annoying. Leaderboard is a bit shorter and narrower than panorama but requires the same spot on a website. CPM cost of this banner is five euros at SBS Finland. According to Siltala this is a banner form that will be superseded by panorama and giant panorama.

Panorama

Panorama, a banner size of 980 x 120 px, catches almost the same level of attention than its smaller version leaderboard resulting in 34 % stated by InterQuest. However, 23% of the web users who participated in the same survey considered it irritating, which is seven percentages more than corresponding number with leaderboard. Panorama can also be used with wallpaper, which makes it more noticeable and imposing, and transmits better the wanted image of a marketer. Whereas a tower can be sticky, panorama can expand when mouseover. When panorama is expanded it is a size of 980 x 400 px. Panorama can also pre-expand meaning that in the beginning for two to three seconds it is a sizes of a giant panorama before shrinking back to its normal size.

Giant Panorama

Giant panorama is one of the biggest banners and rotates in an upper part of a web page with leaderboard and panorama. Because of its size it is also very adoptable (Siltala, 2012). In giant panorama, which is the same size than expanded panorama, 980 x 400 px, also videos can be played. Giant Panorama works well together with wallpaper, increasing its attention value from 48 % to 60% (InterQuest Oy: Österlund, Ville; Vapaakallio, Ilona, 2012). According to InterQuest 27% of the sample find giant panorama irritating and together with

wallpaper the corresponding number is 28%. All inbanner activities can be played in giant panorama.

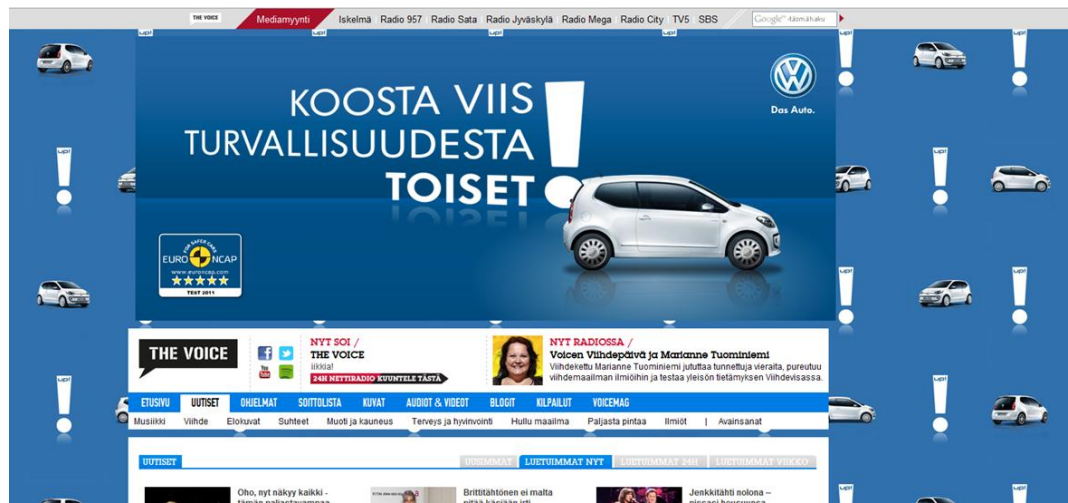


Figure 10. In giant panorama there is much space and simple messages are easy to get across (Siltala, 2012).

Wallpaper

The use of wallpaper together with panorama or giant panorama enables a company to take over the website and get its message across better with a visual realisation. As mentioned above, giant panorama on its own has an attention value of 48 %. The combination, as shown in the Upcider – campaign example above, when giant panorama and wallpaper are played together the attention value rises to 60% according to a survey made by InterQuest. Even though the attention value increases greatly, only 28% find it annoying when the corresponding number with giant panorama on its own is 27% according to the same survey. Thus with a small investment, can a company easily increase the level of attention gained among the web users, by adding wallpaper into its online campaign. The use of wallpaper increases the investment by seven euros per thousand impressions.

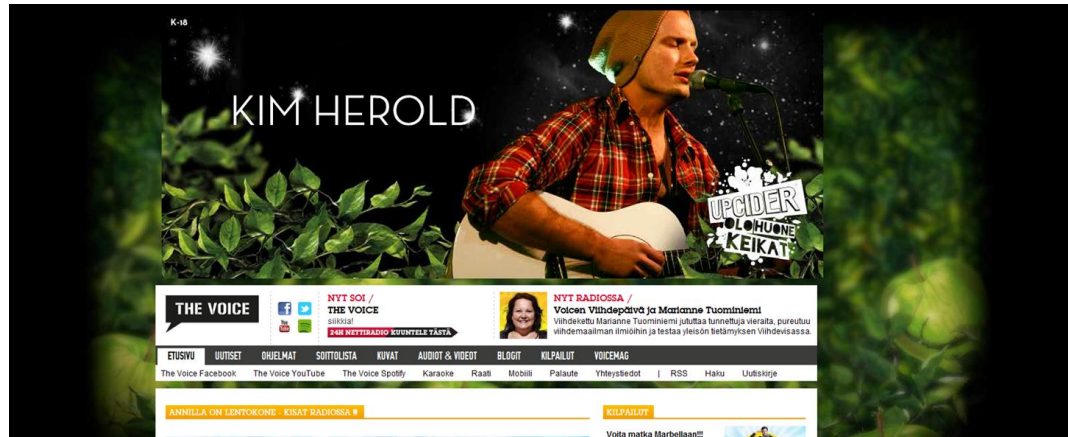


Figure 11. A combination of giant panorama and wallpaper increases the attention among web users by 12% (HELSINKI InterQuest Oy, 2012).

The pictures below show the difference the use of wallpaper brings into a campaign. Figure 12, where wallpaper is used whereas the picture 13 is manipulated and only the panorama is left on its own.

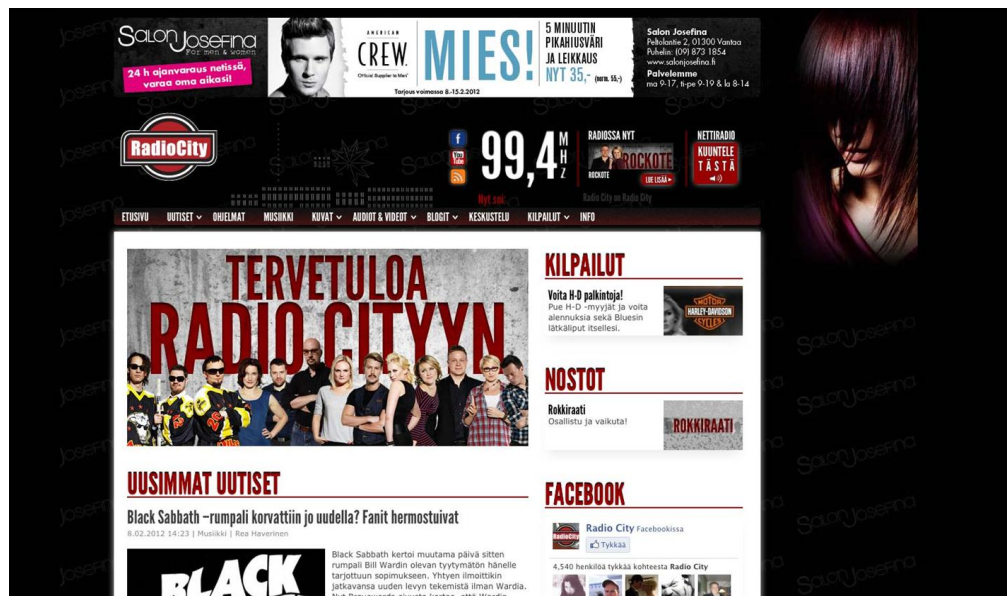


Figure 12. Example: Panorama plyed together with wallpaper.

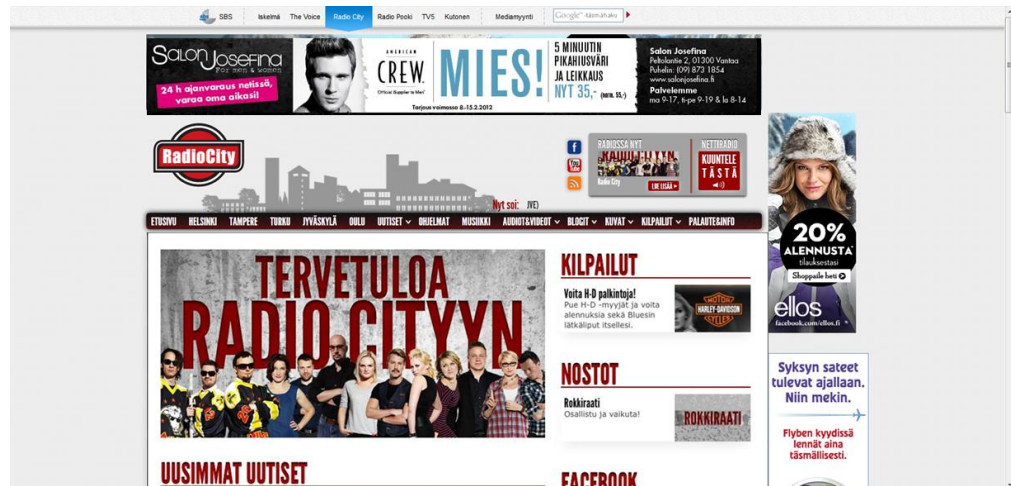


Figure 13. Panorama in an online campaign on its own.

Road block

The road block is similar to the interstitial. However, the road block occurs before the first page of content, while the interstitial can occur between pages during user interaction with the site.

Entry page

In entry page the main focus is on a marketer's visual realisation and the actual visited web site is in the background. In the example below the cooperation of Kraft Food's Marabou and Voice.fi can be clearly seen. The content of Voice.fi is narrowed down on five news articles as the rest of the main page serves Marabou. Entry page's CPM price is 50 euros. The entry page is also clickable.



Figure 14. Marabou dominates Voice.fi with an entry page campaign.

Preroll (video)

Preroll (video) is one form of banner advertising. However, for SBS Finland the amount of prerolls sold is relatively small, hence the main emphasis on the websites of SBS Finland is on written news and articles. Preroll is instream advertising; a video clip of a maximum length of 15 seconds, which is shown for web users before the actual video loads on a web site. Prerolls are shown on a frequency of one per week per a web users and its CPM price at SBS Finland is 35 euros.

Media providers have answered to the interest of web users towards videos by launching commercial web-TVs. This has opened a totally new way to advertise. The potential to commercialise videos on the Internet is seen high. Prerolls are also very attention grabbing and therefore, also seen attractive among marketers. (IAB Finland 2012.)

In order to diminish the barriers, the group of IAB members decided to increase the maximum length of prerolls from 15 seconds to 30 seconds, in order to better facilitate the transition of television advertisements online. In Finland the recommended length is 15 seconds for a content with maximum length of five minutes, and 30 seconds if the content is longer than five minutes. (IAB Finland 2009.)

3.4.5 Retargeting Campaign

Retargeting campaign consists of a main campaign and a retargeting campaign. Based on the goals set for a campaign the limitations for retargeting campaign are defined – web users, who have been interested in the banner advert and have clicked it, but still have not proceeded on a site as aimed, they might be targeted again, perhaps with a another message. Or web users, who have fully ignored the banner advert, might be wanted to re-contact. These users are recognized if a marketer allows the media space provider to set tags on marketer's web site to answer whether the web users have behaved on a marketer's web site in a desired way. Web users leave marks while browsing, following their behaviour and actions on the Internet enables retargeting campaigns. (Sinisalo, 2012.)

3.5 Measurability of Online Advertising

Online advertising has unique techniques to measure its effectiveness in comparison to more traditional media. In order to collect more detailed information than just a number of visitor on a website, amount of impressions showed or click-throughs gathered, open questions and special tracking systems are required. Tracking the target group's behaviour and reactions all the way to a purchase are possible over the Internet. When a combination of many different traditional media is used for an advertising campaign, it is impossible to point out which marketing communications channel succeeded the most effectively, arousing interest and causing a reaction within the target group without indirect market surveys. (Merisavo, Vesanen, Raulas, Virtanen, 2006, 117.)

In general, it is said that banner advertising is relatively easy to measure. Traditionally effectiveness of a banner campaign is measured by click-through rates. However, instead of just paying a lot of attention to the amount of click-throughs or on a number of page visitors, the effectiveness of an online campaign should be evaluated in reflection to the goals set for the campaign. Therefore, it is extremely important to set a realistic goal for a campaign starting with a clear and realistic marketing brief.

According to Ville Österlund and Ilona Vapaakallio from InterQuest Ltd, click-through percentage does not provide the whole truth of the success of an online campaign. Advertisement has a versatile impact on web users, which are being exposed to an online campaign (HELSINKI InterQuest Oy, 2012). In order to gather deeper understanding, the representatives of InterQuest suggest the usage of the iceberg-model when examining the impact of an online campaign. In the picture below, 311 different web users exposed to different banner advertisements, were surveyed in 2011. The study showed as a result that although click-through percentage was less than one per cent, still 46% of the sample recalled the banner advertisement. 41% experienced also belonging to the target group and 24% felt the campaign had a positive impact on the brand advertised. Even though the click-through rate was only less than one per cent, 19% stated that their interests were aroused by the advertisement. (HELSINKI InterQuest Oy, 2012). Also the time spent on the advertiser's web site or with a

banner is also seen as a good measurement point, as it measures the interactivity of the banner advertisement (Ahola, et al., 2002, 149). All in all, especially when reflecting the thinking to the iceberg-model, could be said that the main measurement of the efficiency of a banner campaign is to compare the success of the campaign to the realistic goals given in a marketing brief. The goals can be e.g. an increase in the number of visitors in a store or in an online shop, or a growth in sales.

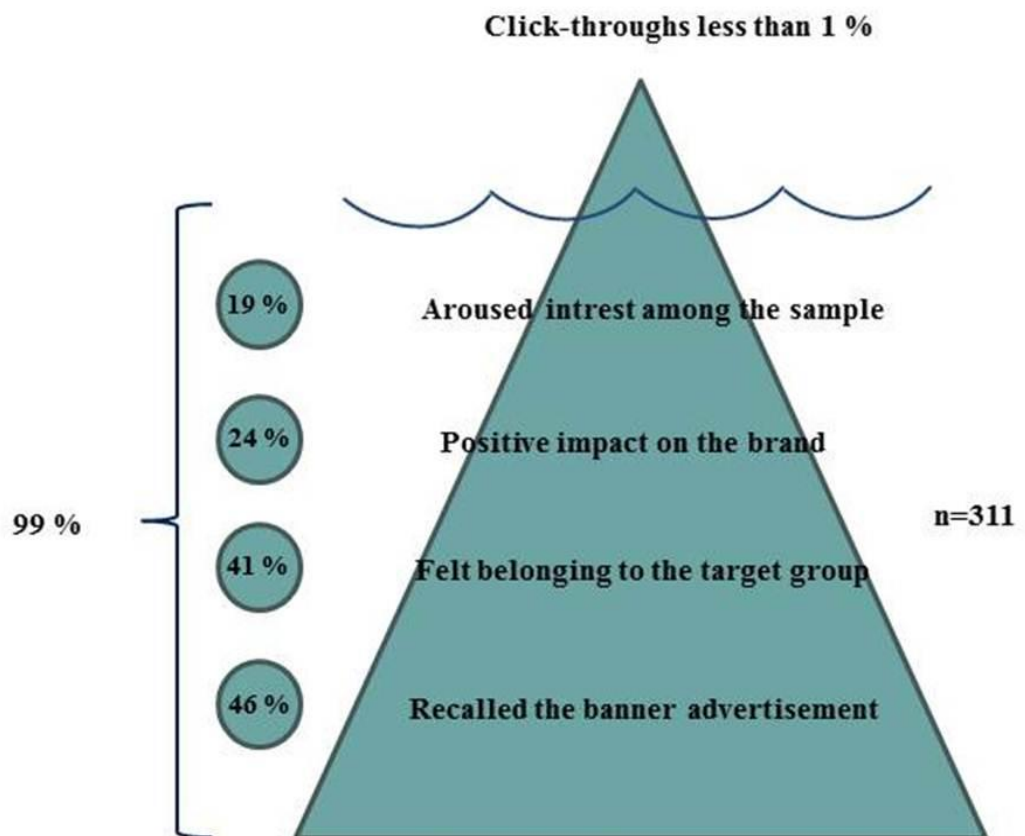


Figure 15. The Iceberg-model shows how banner advertising really affects web users (HELSINKI InterQuest Oy, 2012).

4 SBS FINLAND LTD

SBS Finland Ltd is part of the German ProSiebenSat1-concern. SBS Finland is a media house having two TV channels (TV5 and Kutonen), two national radio channels The Voice and Iskelmä, semi-national radio channel Radio City and a locally operating radio channel Radio Pooki. The Voice, Iskelmä and Radio City all have a strong web presence. The company's headquarters is located in Helsinki. The net revenue of SBS Finland was €24 Million in 2011 and the company employs 130 people. The company made a rather significant restructuration of its brands in the spring 2012, when the local radio stations Radio Mega, Radio 957, Radio Sata and Radio Jyväskylä all were transformed to be under the already existing Radio City brand.

The sales personell at SBS Finland are responsible for both radio and online sales and the only online marketing and sales specialist is the online product manager Satu Sinisalo. The online products are still new for the company. Therefore, being able to take the new products into the sales repertoire with a full understanding of the possibilities can be challenging for the sales personnel. Having no sales people with a clear focus on online sales can be a weakness for SBS Finland. Also many of the companies advertising through the media channels of SBS Finland need to be convinced to take on the new possibilities, which requires persuasion. Another challenge SBS Finland needs to consider is that the audience of the websites is quantitatively small. On the other hand, the target groups of the websites are very clearly defined. Thus the advertiser is able to reach niche groups through SBS Finland. Bigger companies usually have a marketing budget for online advertising, which facilitates the selling process, but the smaller operators usually rather choose a more familiar channel of marketing with a smaller budget.

SBS Finland has a website for each of its media brands, each offering versatile contents aimed at the brand's target group. The contents vary from more informative to purely entertaining. In this thesis the focus is on two media brand websites: Voice.fi and Iskelma.fi. These websites are introduced more in detail in the sub-chapters 4.1 and 4.2 below.

Compared to its biggest competitors with similar content - Nelonen and MTV3 Viihde –websites - the websites of SBS Finland have quite a strong number of weekly visitors. As it can be seen from figure 16, Voice.fi, Iskelma.fi and City.fi collect almost the same amount of different visitors on average per week as do Nelonen.fi and mtv3.fi/viihde. (TNS Metrix 2012.)

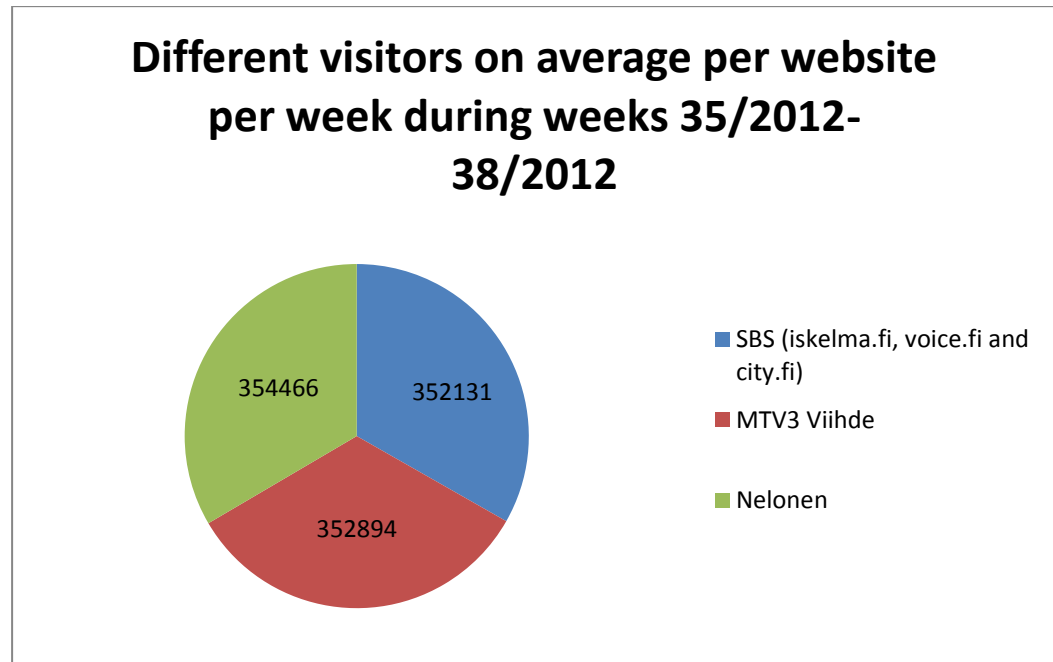


Figure 16. Comparison of number of different visitors per week on SBS and its competitors' websites (TNS metrix 2012).

As the Internet keeps developing more and more new advertising forms can developed as well. These new products are a welcomed addition to any media space provider and SBS Finland has been active in commercialising new forms of online advertising. Naturally, the company wants to create long-lasting and profitable relationships with its cooperation companies. Long-lasting relationships also increase trust between the companies as SBS Finland also needs to be sure, the content produced for the advertisements showed on the company's website is appropriate. One of the advertising forms SBS Finland provides and which requires this kind of trust are the branded websites. One branded website campaign, Björn Borg campaign page, is analysed in the case section. (Sinisalo 2012.)

Another new tool to aid SBS Finland increase its online sales is a new programme the company acquired. The new system automatically calculates the optimal

amount of impressions in a web campaign. All the sales people need to do is to insert the budget in use and the desired coverage. The system also keeps a log of all offers made to cooperation companies so the sales people can monitor the offers and sales they make in a simpler way. This also enables the management to monitor the sales team's performance. For the sales people with less experience on online sales the programme facilitates the process of making offers for such campaigns. (Sinisalo 2012.)

According to Lassi Miettinen (2012), SBS Finland has been very successful at getting its audience to interact with the online advertisement campaigns. Getting the website visitors to be active on the website is not self-evident, therefore the content needs to be planned to correspond to the target group.

4.1 Voice.fi

The website of Voice.fi was created to support the existing two voice-medias, Voice TV (lately re-launched as Kutonen) and The Voice -radio channel. All of these platforms can be used together to support each other in advertising, forming a multi-media platform for advertisers. The website recently went through a change of image. It had also before been more aimed at a female audience and with the new look this was emphasized even more. The main target group of the website is very close to the one of the radio station; females between 20 and 39 years of age. During the weeks 35/2012-38/2012 Voice.fi had 232,507 different visitors on average (TNS Metrix 2012).

One of the main sales arguments for companies to buy advertising space on Voice.fi is that 16 % of the visitors at Voice.fi never listen to the actual radio channel. In this way, having a radio campaign spread on the radio and online simultaneously reaches a larger amount of people than when only using one of the media.

The most common listener profiles are summarized in the table below. As it can be seen from the data, the average visitor at voice.fi is aged between 20 and 39, has a moderate level of household income and is still a student. The average

profile has also been described as a person who enjoys shopping as a past-time and is interested in trying out new products and services. (SBS Finland 2012a.)

Table 2. Summary of the profile of web users at Voice.fi

The profile of web users at voice.fi
<ul style="list-style-type: none"> • Age and gender: <ul style="list-style-type: none"> ○ 15-29 male 21 % ○ 15-29 female 33 % • Profession: <ul style="list-style-type: none"> ○ Students 37 % ○ Employees 30 % • Life situation I <ul style="list-style-type: none"> ○ Aged 15-29 and studying 35 % ○ Aged 30-49 no children at home 17 % • Life situation II <ul style="list-style-type: none"> ○ Lives with parents 27 % ○ Lives together with a spouse and children 23 % • Place of residence <ul style="list-style-type: none"> ○ Lives in a town with more than 70,000 inhabitants 41 % ○ Lives in a town less than 70,000 inhabitants or in rural areas 59 % • Annual household income level <ul style="list-style-type: none"> ○ Less than 20,000 € per year 20 % ○ 50,001 – 85,000 € per year 20 % • Shopping frequency <ul style="list-style-type: none"> ○ Once in a month 30 % ○ Two to three times in a month 26 %

The main content on Voice.fi is very entertaining with lots of celebrity news, tabloid-headlines and clearly aimed at a female audience. The main themes of the website consist of music, entertainment and movies but also fashion&beauty, home and relationships. (Voice, 2012)

4.2 Iskelma.fi

Iskelma.fi –website’s look was also refreshed in the summer 2012. The aim was to make the website look more contemporary and fresh. The main target group of iskelma.fi consists of people above the age 30 and has less of division between male and female audience, both being equally present on the website. Between the

weeks 35/2012-38/2012 iskelma.fi was visited by an average of 85,870 different people per week.

Table 3. Summary of the Profile of Web Users at Iskelma.fi.

The Profile of Web users at iskelma.fi	
•	Age and gender
○	50-69 male 23 %
○	50-69 female 24 %
•	Profession
○	Työntekijä 21 %
○	Alempi toimihenkilö 24 %
•	Life situation I
○	50-64-year-olds 43 %
○	30-49-year-olds with no kids at home 17 %
•	Life situation II
○	Lives together with a spouse 35 %
○	Lives with spouse and children 29 %
•	Place of residence
○	City with less than 30,000 inhabitants 25 %
○	Lives in a rural commune 25 %
•	Annual household income level
○	20,001-35,000 €/year 23 %
○	35,001-50,000 €/year 22 %
○	50,001-85,000 €/year 22%
•	Shopping frequency
○	2-3 times/month 26 %
○	A few times per year 26 %

The content of the website is quite similar to Voice.fi, still clearly taking into consideration its target groups' main interest and the fact that the average visitors are slightly older than those at voice.fi. In addition to entertainment news, the website also provides more current news from more serious topics and the weather. The visitors of iskelma.fi have more appreciation for known brands and Finnish products and are less likely to try new things as the target group of Voice.fi. (SBS Finland, 2012b.)

5 CASE EXAMPLES

In order to discuss with the theoretical part, some real-life cases executed at the SBS Finland's websites within the previous year are studied more in detail and the campaign results are analysed. The real-life case examples bring out the benefits of online advertising at SBS Finland for its customer companies as it can be seen from the results of each of the three cases introduced more in detail below.

5.1 Case 1: Moominworld Taikatalvi

Moominworld is a theme park located in Naantali in Southwest-Finland.

Taikatalvi is one of the events Moominworld organizes and in 2012 it took place 18-26.2.2012. During this event Moominworld is open outside regular opening season. The event was advertised for local families with small children.

5.1.1 Campaign and Goals

The main goal was to guide the audience to visit the web site of Moominworld (www.muumimailma.fi) to participate in the online competition and gain more information. The prizes for winners in the competition were entry tickets for the event.

5.1.2 Implementation

The campaign was implemented locally online and as a spot campaign at SBS Finland. The campaign took place 30.1-12.2.2012 on three different web sites of SBS Finland: radiosata.fi, iskelma.fi and voice.fi. The campaign was impression-based and shown only locally in Southwest-Finland. There were two different banner forms used in the campaign: *giant panorama* and *giant panorama* together played with *wallpaper*. In total 99 000 impressions were included to the banner campaign, so that 84 000 impressions were allocated for *giant panorama* & *wallpaper* and 15 000 for *giant panorama* only. The impressions of *giant panorama* & *wallpaper* were also restricted to three impressions per browser per week, whereas *giant panorama* alone was programmed to be shown more frequently: five times per week per browser.

Normally in an online campaign at SBS Finland, if two banner forms are utilized, one is used to gain the web users' attention. This banner form usually has less overall impressions and it is shown less frequently per browser (per week). Then again, repetition for the campaign is sought for with the other banner form in order to remind and keep the interest level high. However, the Moominworld campaign was different from regular campaigns by having a significantly higher number of impressions for the larger-sized banner form. According to InterQuest's study concerning online advertising giant panorama played together with wallpaper was well noticed by 60 % among web users. Giant Panorama played alone gained the attention of 48 % of web users. When level of irritation of different banner forms is studied, both banner forms used in the Moominworld campaign are seen as rather irritating (27% -28 %) (HELSINKI InterQuest Oy, 2012)

The spot campaign was conducted at the same time with the banner campaign on two different radio channels of SBS Finland: on a local radio channel Radio Sata (nowadays Radio City Turku) and locally on the nationwide Iskelmä.

5.1.3 Results

Table 4. Number of total impressions by website by banner form, number of realised clicks and click-through rates of the campaign.

Website and banner form	Actualised Impressions	Clicks	Click-through rate (%)
Iskelmä – Giant Panorama	6,511	81	1.24
Radio Sata – Giant Panorama	1,000	12	1.20
Voice – Giant Panorama	7,502	18	0.24
Iskelmä – Giant Panorama & Wallpaper	43,013	303	0.70
Radio Sata – Giant Panorama & Wallpaper	8,005	67	0.84
Voice – Giant Panorama & Wallpaper	33,128	72	0.22
TOTAL	99,159	553	0.56

The goal of the campaign was to reach local families with small children as widely as possible. Radio Sata and Iskelmä were chosen as the radio channels to use for the campaign. The combination of Radio Sata (Radio City Turku) and Iskelmä Varsinais-Suomi has the best coverage in the area having in total around 91 000 listeners per week whereas the other local channels, Auran Aallot and

Melodia had around 53 000 listeners combined (KRT Online 1/2012). In order for the campaign to be well seen in Turku area, Moominworld also had advertisements in other media alongside SBS Finland, having print advertisements in a local newspaper, Turun Sanomat, and an online campaign at the newspaper's website.

The online campaign at SBS Finland's websites resulted in a total of 553 clicks having an overall click-through rate of 0.56 % which is perceived as a rather good percentage for a campaign. There is a programme (AdTech) operating to optimise the campaign's impressions – the website which produces the best click-through rates gets more impressions. At a closer look, Iskelmä produced the highest click-through rate, having an overall percentage of 0.97 %. According to KRT Online, Iskelmä and Radio Sata had, in comparison to The Voice, a much larger coverage within the segment of people aged between 25 and 44 being 30 000 weekly listeners in total, whereas The Voice had 19 000 listeners within the same segment. In the light of these figures can be assumed that Iskelmä and Radio Sata attracted the aimed target group, families with little children, better. Although these numbers only cover the radio listeners they can be reflected to the profile of the web users of these radio channels' websites. According to the study produced by Atlas, 52 % of the web users of voice.fi have at least one child. However, the listener base in comparison to other radio channels listened in Turku area is much younger, therefore not fitting so well to the target group of the online campaign of Moominworld, which could be also seen from the table above.

All in all, around 1500 people took part to the competition organised on the webpage of Moominworld. There are no exact numbers from which channel the participants were guided to the competition, but according to the representative of the Moominworld, Ann-Karin Koskinen, SBS Finland achieved better click-through rates than the campaign of Turun Sanomat. After analysing the campaign more in detail, to understand why Ann-Karin Koskinen believed that SBS Finland outperformed in comparison to other media, could be assumed the radio spot campaign also having an impact on the outcome. Hence the websites of Iskelmä and Radio Sata are still rather unknown for people not listening to these radio channels, the web users of these sites are mostly the same people listening to the channels. In conclusion, simultaneous use of web and radio brings more value for

the advertiser, as the target group often uses both media, therefore being more exposed to the advertisements from different channels. According to a survey (see the appendix 1) 83 % of people aged 35 to 45 listen to the radio while browsing the web at the same time.

Moominworld did not use many tools to see more thoroughly which media was the most effective in this campaign. If wider tracking tools to analyse online campaign had been in use, could be precisely said from which website the people taking part in the competition actually came from. If a survey with open questions would have been directly placed after the spot campaign, its impact on the participants of the competition or the actual visitors at the event would be now known. Within the same survey also the impact of the print advertisement would have come available. However, the Moominworld could not provide the authors with exact number of visitor at the event either, but still the representative of the Moominworld was satisfied of the performance of media, especially SBS Finland, and the overall success of the event. Therefore, the cooperation between with Moominworld and SBS Finland continued later in summer 2012.

5.2 Case 2: Björn Borg bags

Björn Borg is a Swedish brand owned by Björn Borg group. Their main product areas are underwear and sportswear but it also develops the brand with licensed product areas such as bags, footwear, eyewear and fragrances. Björn Borg was introduced to the Finnish market after the mid 1990's. It has only one own store in Finland, Helsinki. To be wider distributed in Finland, the brand is also sold through various retailers. One of the group's long-term goals is to achieve strong growth in smaller markets on the side of steady growth in bigger markets. In 2011 this was achieved in Finland as well as in the rest of the small market area by growing the share from 9 % (2010) to 13 %. (Björn Borg, 2012.)

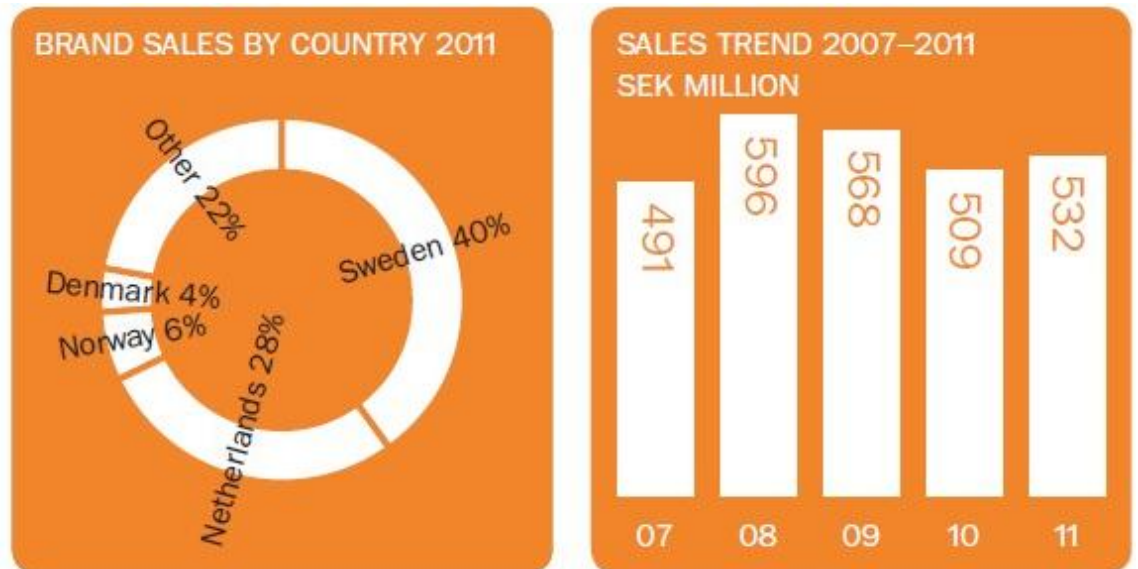


Figure 17. Total sales of Björn Borg in 2011.

Bags are the second biggest product line of the licensed products of Björn Borg with a total share of 25 % of the licensed products (figure 18). The line consists of handbags, gym bags, luggage, wallets and belts and the products are sold through various sales channels in the existing European market. In Finland, Björn Borg bags and underwear are distributed and marketed by Fashion Case Ltd. Fragrances are distributed by Stoneant Ltd, eyewear by Instru Optiikka Ltd and footwear by Björn Borg Footwear.



Figure 18. Sales by product area in 2011.

5.2.1 Campaign and Goals

Björn Borg did a three-week-long campaign on The Voice's website voice.fi between 1.8.2011 and 21.8.2011. The campaign aimed at promoting Björn Borg schoolbags and was also strategically timed to start right before new semester in schools. The campaign was built on a branded website alone with a competition, where the participants had a chance to win Björn Borg bags. The advertiser's goal was to achieve around 4,000 participants in the competition.

5.2.2 Implementation

There is a certain page reserved for links to branded websites at voice.fi, from the main page the web user can find the link to the page with branded web sites, but also on the main page there are two small areas in the upper right and lower left, where links to five different branded websites are shown at a time. On the branded website there was a small tick-the-box survey for the web user to fill in, to test which Björn Borg Bag suites them best. In this manner, Björn Borg was able to visualise the product line for the web user and the consumer had a unique feeling for having the "right bag" chosen for them, so the campaign was also appealing to emotions. The line of schoolbags was introduced to the web users on the branded website. On a branded website it is also possible to have tactic messages; Björn Borg took advantage of this feature by introducing three different bags with their prices. The campaign had no other supporting marketing except for a call made on the air at The Voice to the winner of the main prize.

5.2.3 Results

The goal of 4,000 different participants was generously exceeded, as the competition had a total of 6,468 different participants, and 7,148 participations in total. Within the three week campaign the branded website of Björn Borg had 10,025 page impressions and according to Tytti Ekman from Fashion Case the amount of participants in the competition exceeded all expectations and the overall results were excellent. Presumably, this was due to the fact, that the target group Björn Borg wanted to reach is very similar to the profile of the web users visiting at the Voice.fi, which is described more in detail in table 2 below.

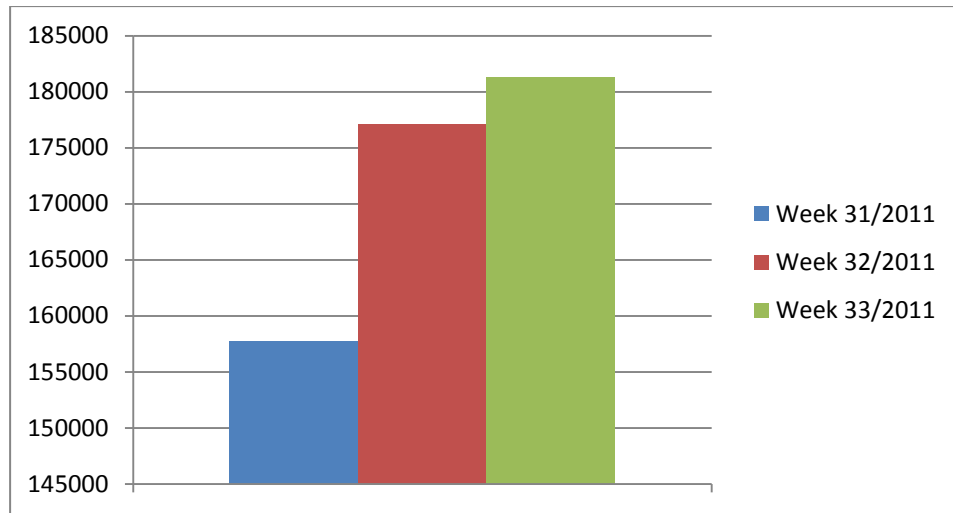


Figure 19. Numbers of a different visitors on www.Voice.fi during the weeks 31 to 33 in 2011.

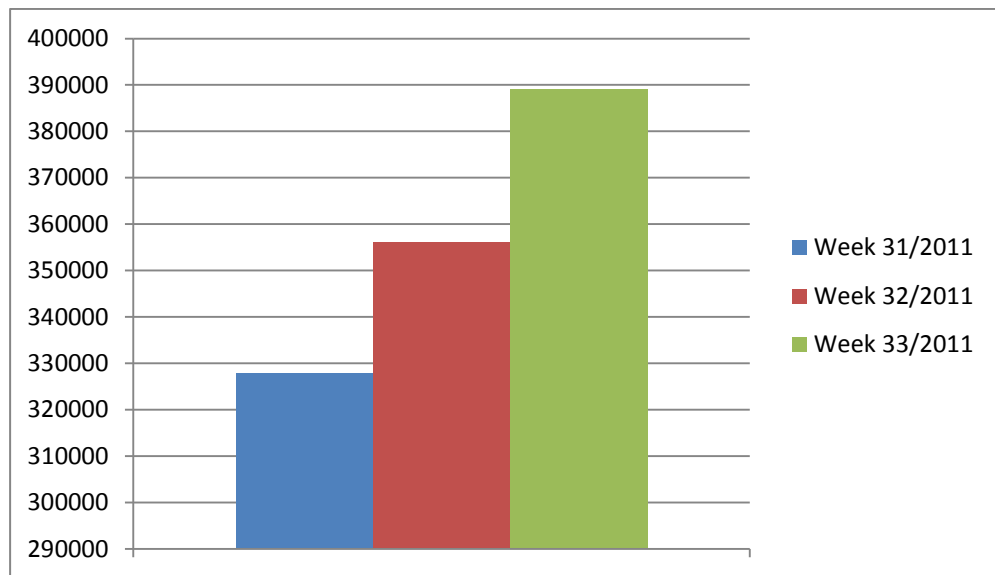


Figure 20. Numbers of visits on www.voice.fi during the weeks 31 to 33 in 2011.

As it can be seen in table 3, voice.fi had around 172,000 different visitors on average per week during the three weeks of the Björn Borg -campaign. The total investment in this three-week campaign was 6,000 €, which results in a CPM price of 16.80 € (cost per mille is calculated by dividing the total cost of the campaign 6,000€ by gross contacts in thousands: $6,000\text{€}/357.626=16.78\text{€}$), a number of calculated from the gross number of visitors. If counted by the number of different participants, the cost per participant was 0.93 € (cost of campaign: 6,000€, number of different participants: 6,468, $6,000/6,468=0.93\text{€}$), which is a good achievement. Therefore, with a low financial input and simple execution of a

campaign can bring better results than originally expected, when the choice of advertising channel is well thought out.

Table 5. CPM-price for Björn Borg campaign resulted in 16.80 € per thousand web visitors. Cost per participant was 0.62 € and cost per different participant was 0.93 €.

	Kohderyhmä	Hinta	Toistot	Brutto	Netto	OTH/OTS	CPT
SBS Total – all radio channels by target group	20-54	25157	110	6077000	1050000	5,79	4,14
Radio Nova	20-54	25050	94	5866000	949000	6,18	4,27
Nelonen's all radio channels	25-44	25257	144	4074000	517000	7,88	6,2
The Voice & Iskelmä, by target group	25-44	25148	166	3598000	520000	6,92	6,99
SBS Total – all radio channels by target group	25-54	25216	64	3129000	789000	3,96	8,1
SBS Duo – Iskelmä & Voice	25-44	25700	108	1996000	471000	4,24	12,88
Kärkimedia, without preference date, 1/1 page	12+	101145	1	3112800	2594000	1,2	32,5
JIM	25-44	25000	n/a	649351	n/a		38,5
LIV	25-44	25000	n/a	598086	n/a		41,8
MTV3 nationwide	25-54	25000	7	590000	n/a		42,4
MTV3, nationwide, primetime by target group	25-44	25000	n/a	504032	n/a		49,6
Nelonen	25-44	25000	n/a	471698	n/a		53
Kärkimedia, designated date, 1/1 page	12+	169529	1	3112800	2594000	1,2	54,5
Björn Borg campaign on voice.fi		(Est.)6000		357626	172055		16,80

The websites of SBS Finland are very effective in the aspect that they have very narrowly profiled user-base and also a large number of weekly visitors. This allows companies with niche products or otherwise very well defined target groups to find their potential customers from one focused place. Also, as mentioned before in chapter 4.1 where the user profile of Voice.fi was more thoroughly analysed, the visitors of voice.fi are often interested in new things, fashion and shopping.

5.3 Case 3: Turun Optillinen Liike

Turun Optillinen Liike is a local eyewear retailer in Turku. They have operated in this field of business since 1953 and advertise themselves as an optician with personal service.

5.3.1 Campaign and goals

“Luxus-days” is a promotional event of Turun Optillinen Liike taking place in March each year. In 2011 they advertised the event in Iskelmä radio with a radio campaign. They were satisfied with the radio campaign due to a gained growth in sales of 15 %. In 2012 they repeated the campaign with a goal of maintaining the sales on the same level than in the previous year. Hence listeners of Iskelmä

Turku were already familiar with Luxus-days they wanted to reach new audience too. In addition to the radio campaign in Iskelmä Varsinais-Suomi an online campaign was placed locally on websites of SBS Finland, iskelma.fi, radiosata.fi and voice.fi to attract a new audience and to strengthen the radio campaign in order to reach the goal set.

5.3.2 Implementation

Eyewear is a product answering an existing need without a clear target group by age, gender or such demographic factors, thus the campaign could be spread on several websites with different target audiences and still be effective. Therefore, it was able to reach a large audience. The website campaign was implemented between 5.-29.3 and it started simultaneously with the radio campaign. The campaign consisted of a main campaign that took place between 5.-18.3.2012, with interstitial- and panorama-banners and was followed by a retargeting campaign 19.-25.3.2012. In retargeting campaign was implemented with a tower-banner.



Figure 21. Visuals from interstitial used in the campaign (on the websites shown as an animation).

The main campaign included 30,020 impressions of interstitial and 25,015 impressions of panorama-banners. The interstitial collected a total 161 clicks and the panorama 50 clicks resulting in a click-through rate of 0.66 % for the interstitial and 0.16 % for the panorama. The later implemented retargeting campaign was targeted at browsers of people who had seen the main campaign but had not clicked the banners in the main campaign and it resulted in a click-through rate of 0.13 %. This was made in order to attract potential customers who had not reacted to the campaign immediately. In total, together with the main campaign and the retargeting campaign the click-through rate was 0.34 % (240 clicks).

As mentioned above, the web-campaign was implemented on the websites iskelma.fi, radiosata.fi and voice.fi. Iskelmä's performance was the most effective in the campaign, in light of the click-through rate. However, in order to accomplish such a good growth in sales a greater audience was required. Therefore spreading the campaign on other websites next to Iskelma.fi was relevant.

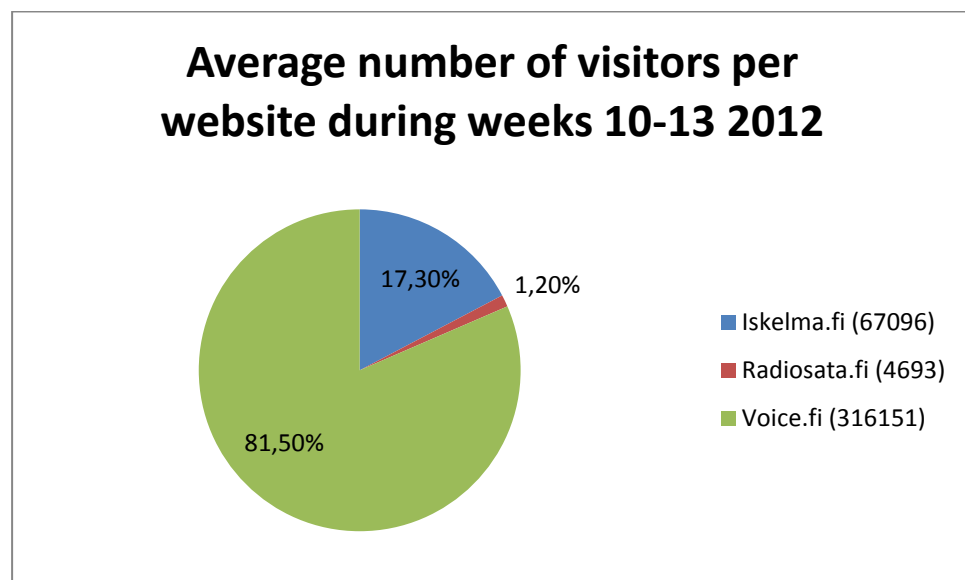


Figure 22. Average number of visitors per website during weeks 10-13 2012 (Source: TNS Adex 2012)

The figure number 23 shows the division of the impressions in the campaign per website, whereas from the chart number 22 the average number of visitors per website within the weeks 10-13 in 2012 when the online campaign took place can be seen. These charts indicate that the tools used on SBS Finland optimise

successfully the division of needed number of impressions shown per website to maximise the effectiveness of campaigns.

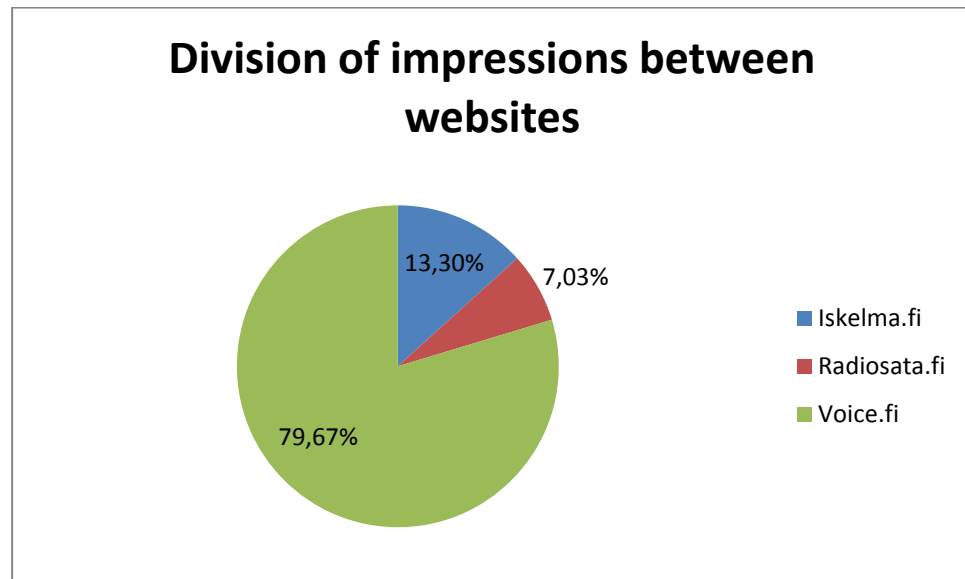


Figure 23. Division of Impressions between websites.

5.3.3 Results

According to a survey (TNS Atlas 1-6-2011) 84 % of 15- to 69-year-old listeners use the Internet whilst listening to commercial radio. Therefore, potential customers with an existing need for new eyewear can easily find more information about the service from the Internet as the URL address to the Turun Optillinen Liike was provided in the spot played locally in Iskelmä radio. Thus the results of the display campaign were effective considering, the good click-through rates. The listeners of Iskelmä radio were exposed to the advertising in two different media, which supported each other well. Most of the users of Iskelma.fi also listen to Iskelmä radio. Thus, it can be assumed that the users of Iskelma.fi were exposed to the banners of Turun Optillinen Liike had also heard the spots on Iskelmä radio, making the campaign more effective.

As mentioned before, the goal of the campaign was to maintain the same level of sales of the previous year. The feedback on the campaign from the clients of Turun Optillinen Liike was very positive and the overall results exceeded the expectations of the advertiser. Instead of mere maintaining the level of sales

acquired after the campaign in 2011, after the campaign of 2012, the sales grew by 31.5 % compared to 2011.

In 2011, the campaign was implemented using only radio spots, but by taking web as a part of the campaign's media mix, Turun Optillinen Liike was able to reach a significantly larger and more variable audience, bringing a significant growth in sales as well. This proves the effectiveness of using online advertising as a support media on the side of another media such as a spot campaign on radio.

5.4 Case Summary

All the cases introduced and analysed above differ from each other by the method of implementation. Björn Borg was the only one of the three companies to only use internet advertising as its method of campaign, whereas Moominworld and Turun Optillinen Liike combined the Internet advertising to a radio spot campaign. However, the results from the campaigns were in the same area; they reached or exceeded the goals set. Truly, setting a clear goal is a fundamental part of campaign planning. It ensures, the methods used or platform chosen should be optimal for the outcome. The cases were not chosen for their successful results but for their different themes and implementations.

The case analyses showed, how adopting new media solutions to a campaign helped gaining better results. When using a supporting media the reach of the campaign is greater. The visitors of the websites and listeners to the radio channels are not just the same audience, but some possible customers only listen to the radio or only visit the website. Then again, research has shown people tend to use multiple media simultaneously, which also can be seen as an enforcing factor for campaigns using both radio spots and Internet advertising. At the end, all three case companies were happy with the results the advertising campaigns brought along.

6 CONCLUSIONS AND RECOMMENDATIONS

As online advertising, including banner advertisement is a new area of business for SBS Finland, it is important to create and develop certain operating models to facilitate the adaptation of online advertising possibilities for the sales team of SBS Finland. After gathering external and internal understanding on the subject, good results from initial campaigns result in good references, which can be used as sales arguments to attract more potential online customers. When good campaign models are established, they can, be to some extent, reused in later campaigns. In order to keep up with the intense competition, SBS Finland needs to understand the importance of online advertising as one relevant part of its entire media offer - radio, television and online - when preparing the marketing campaign suggestions for its customers.

With online advertising, SBS Finland can provide new attractive opportunities for its long-term customers thus strengthening its already existing customer relationships. By offering new advertising solutions to reach the desired target group the relationship is kept vibrant. In addition to this, SBS Finland is also able to attract totally new customers, who might find radio an unsuitable channel for advertising their goods or services.

The goal of SBS Finland for the near future is to strengthen its online offer and sales and build up the online branch to finally exceed the radio sales by profits. One of the means to reach this goal is to start monitoring and adopting the recently purchased tracking system for the sales of online advertising. Selling online advertising now belongs entirely to the radio sales team and the responsibility for the results of online advertising sales lie on individual effort. After gathering successful experience in online advertising, the threshold for a sales person declines and selling the new products becomes easier and more natural. Already existing real life cases with good result eases the salesperson's job in convincing the cooperating companies to expand their advertising also to SBS Finland's websites. Graded sales incentives could be a good way to make the challenge more attractive for the salespersons.

SBS Finland could also better utilise its media offer and join its two biggest competitors in the field of web-TV business. This is an online platform, which allows its watchers and listeners to enjoy the downloaded entertainment in the most convenient time and place for them. Due to this improvement, SBS Finland would also gain an enormous increase in the amount of online sales hence instream advertising would also become current. Instream advertising would be a welcomed addition as a new and exciting online advertising product. This would be a huge investment for SBS Finland moneywise. However, in order to reach the goal of significantly increased online sales, other products on the side of banner advertisement must be introduced to the market. Web-TV service would bring the online branch of SBS Finland an impressive expansion, making the company's presence in the online field stronger and gaining better reputation as a noteworthy comprehensive online solutions provider. The authors of this paper believe that it would also give a boost to already existing online solutions such as banner sales.

As some companies advertising at SBS Finland might only consider radio as an advertising channel, the new system for creating campaign offers always takes online as a part of the offer, although it is not specifically requested by customers. This increases the number of offers, thus the possibility of incoming sales grows too.

The websites SBS Finland has to offer as advertising platforms all have specified target groups. These websites allow advertisers to reach the niche groups and minimise the amount of useless impressions compared to websites with large but undefined audiences. This is a very lucrative sales argument. According to TNS Gallup (2012), 95 % of the largest advertisers in Finland already have used banner advertising in previous campaigns in 2012 and 92 % have planned to use it in the following year.

In order to enhance communication within SBS Finland and make the online advertising a better integrated to the website contents, it would be a good idea to start an internal team of people from different areas such as sales and online content producers. This would make the advertisement, and the act of seeking possible cooperation companies that correspond to the actual themes on the website, more efficient. On the Internet a cooperating company can be

comprehensively present: a company's goods or services can be promoted within the content but with banner advertising a company can visually dominate the web site. To improve the knowledge management at SBS Finland, the members of these teams should also take part in IAB's seminars and trainings in order to keep the company's staff's knowledge accurate and up-to-date. This could also bring along new ideas to develop the online marketing.

All in all, the recent development at SBS Finland has been quite active and rapid in the online advertising branch, but the company should open-mindedly and fearlessly keep working on further developing the online products in order to attract new, bigger customers and to become a serious player within the competition in the field.

7 SUMMARY

This thesis concentrates on online advertising and the main emphasis lies on display advertising. SBS Finland has lately joined the competitive and constantly developing and growing field of media, online advertising. As a consequence, all the subjects studied in this thesis are to ease the development of online products at SBS Finland and give guidelines of the online trends for SBS Finland's sales personnel.

This paper is divided into two main parts. The first part, theoretical framework, concentrates on reviewing and collecting data to gather deeper understanding of the current use of media, especially online advertising in Finland. This is followed with a short introduction of the present product range of online advertisement at SBS Finland. Hence the topic is current and constantly evolving, the study relies greatly on interviews conducted with experts working in the field of online advertising. The second part concentrates on systematically analysing real-life cases executed on SBS Finland's websites. The results of the campaigns show that online campaigns not only support radio campaigns but also work well on their own, if the advertised product or service attracts the target group visiting the website.

Both the theoretical and empirical part yield the results that SBS Finland has done wisely by adding a totally new product range, online advertising products, into its product assortment. However, as it is a new media for the cooperating companies as well as for the personnel, who are responsible for the sales of online advertisement, educating the staff further is essential. SBS Finland has also an ambitious but reachable long-term goal to exceed the radio sales by online sales. Therefore, adding new products into its product range is highly recommended by the authors.

As the paper discusses a constantly evolving field of business, online advertising, a new study with recommendations in five years' time would provide relevant and beneficial information for the case company. The new study would also show, if SBS Finland met its long-term goals.

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APPENDICES

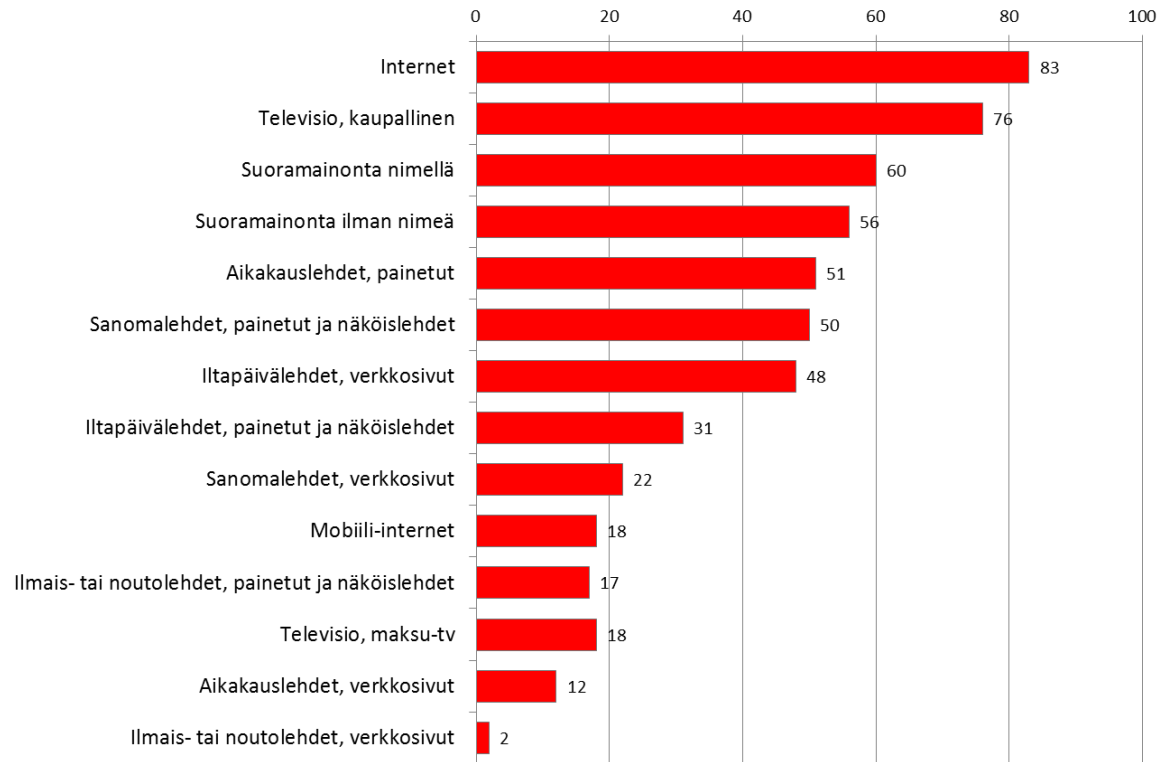


Figure 24. Parrallal use of commercial radio with other media withing the agegroup of 35 to 54-year-olds (estimated number of listener per day 605,000).



Figure 25. Parrallel use of commercial radio with other media withing the agegroup of 20 to 39-year-olds (estimated number of listener per day 501,000).

APPENDICES

Appendix 3 Interview question for Lassi Miettinen, strategic planner at DAGMAR Digital

Q1. Mitkä ovat mielestäsi verkon trendit tänä päivänä?

Q2. Mitkä ovat tämän päivänä trendit?

Q3. Millä perusteilla valitsette kampanjoille sivustot / maaperän kampanjoihin?

Q4. Miten huomioitte muun mainonnan määrän kampanjoille valitsemillanne sivuilla?

Q5. Miten SBS Finland voisi kehittää verkkotoimintaansa?

Q6. Missä näet SBS Finlandin onnistuneen?

Q7. Minkä tyyppisiä asiakkuuksia itse hoidat?

APPENDICES

Appendix 4 Interview question for Satu Sinisalo, online brand manager at SBS Finland Ltd

Q1. Kauanko olet työskennellyt online-markkinoinnin parissa?

Q2. Miten SBS Finlandin online markkinointi on muuttunut ja kehittynyt vuosien varrella?

Q3. Kuinka yritykset tänä päivänä kokevat online-markkinoinnin?

Q4. Mitkä ovat tämän päivän trendejä online-markkinoinnissa?

Q5. Miten verkkomainonta kannattaa kohdentaa, minkälaisia keinoja on käytettävissä?

Q6. SBS Finlandilla on useita brandeja

a. Miten ne eroavat toisistaan?

b. Kilpailijoistaan?

Q7. Miten verkkomainonta tulee kehittymään lähitulevaisuudessa, tuleeko sen rooli muuttumaan?

Q8. Millaisia elementtejä on hyvässä ja toimivassa online kampanjassa?

Q9. Miten yhteistyökumppanin kohderyhmä vaikuttaa kampanjan suunnitteluun/rakenteeseen?

Q10. Mitkä kampanjoinnin keinot/viestikärjet vaikuttavat eri kohderyhmiin parhaiten?

a. Hintatäky?

b. Kisamekanismi?

- c.** Palkinto?
- d.** Informatiivisuus?
- e.** Viihdearvo?