The Value of Foreign Experiences Among Professionals in the Finnish Advertising Industry

“Surely one gains a wider perspective, once they have seen more than just the Senate Square of Helsinki”

M. Anastasia Niemi

Bachelor’s Thesis
DP for Multilingual Management
Assistant
2013
The aim of this bachelor’s thesis was to investigate the benefits of foreign experience at the higher level of Finnish education, and to look at the benefits gained through such experience. This research focused on the advertising industry, and in particular investigates how Finnish industry professionals view foreign experience, and what they see as the possible benefits of it. The main research question for this research is as follows: What is the value of a Finnish employee’s foreign experience, from the advertising industry’s point of view?

The research was conducted by using a qualitative research method, as well as semi-structured interviews with six individuals working in four different advertising agencies. This thesis consists of a three-part theoretical framework, research and ultimately findings and conclusions from the research.

The three parts of this theoretical section are as follows: 1) internationalization and the globally-connected world, 2) advertising as a marketing communication tool and 3) the advertising industry in general. All these chapters are included in the theoretical framework to support the research undertaken. In the second part of this thesis, i.e. chapters six and seven, the utilized research methods and process are explained, the research questions are examined and the research findings are revealed. The validity and reliability of the research are also verified.

Finally, the final chapters reveal the findings and conclusions that were reached through the research. The final conclusions speak of the benefits and value to be gained from foreign experiences on a professional level in the advertising industry. And even though the actual benefits gained from foreign experience can vary, having foreign experience is considered a positive thing, and therefore a potential advantage for a job applicant.

Keywords
# Table of Content

1 Introduction .................................................................................................................. 1
2 Internalization – Globally Connected World .............................................................. 3
3 Advertising as a Marketing Communication Tool .................................................... 6
   3.1 Different Communication Barriers ......................................................................... 11
4 Advertising Industry .................................................................................................... 12
   4.1 The Role of Advertising Industry ......................................................................... 12
   4.2 The Development of Advertising ......................................................................... 14
   4.3 Advertising Strategy ........................................................................................... 15
   4.4 Creative Idea ......................................................................................................... 16
   4.5 Advertising Agency positions ............................................................................... 18
       4.5.1 Art director .................................................................................................... 18
       4.5.2 Copywriter .................................................................................................... 19
       4.5.3 Project Manager ............................................................................................ 19
       4.5.4 Chief Executive Officer ............................................................................... 19
   4.6 Cultures Impact Advertising .............................................................................. 19
5 Research Methods ......................................................................................................... 22
   5.1 Research Setting .................................................................................................... 23
   5.2 Research Questions and Hypothesises .................................................................. 24
   5.3 Reliability and Validity ........................................................................................ 25
   5.4 Research Process .................................................................................................. 26
6 Research Results ........................................................................................................... 28
7 Findings .......................................................................................................................... 35
8 Final Conclusion ............................................................................................................ 37
Bibliography .................................................................................................................... 39
Attachment 1 ................................................................................................................... 42
1 Introduction

Not long ago I found myself attending a certain job interview. During it I realized that in almost all my answers I reflected back on my several foreign experiences. Some job interview questions I was asked were; “During which time in your life you have learned the most?” “When were you in a stressful position where you had to make difficult decisions on fast pace and be efficient at the same time?” “When have you had to perform really well by giving an excellent impression of yourself? Give answers with specific examples.” Having lived in four different countries by the age of 24, it was evident my different foreign experiences were the ones I found many specific examples to answer these interview questions.

Therefore a good reason it is one of the five-year-goals of the Finnish Ministry of Education and Culture to develop a strong internationalization to back up the quality of higher education in Finland. The aim is to include international movability elements to education with giving an opportunity to complete part of the studies abroad. To make the outset of school environments more international by combining seamlessly foreign staff as well as marketing the Finnish high quality education to foreign students in order to achieve more international atmosphere in Universities, which will work as an incentive to the Finnish students to gain more international experience themselves. (Opetus- ja Kulttuuriministeriö 2012, 49.)

The aim of this Bachelor’s Thesis is to examine if the innovative industry of advertising give value to foreign experiences and what are the benefits that can be gained from international experiences that are useful for this field specialized in marketing communication. It is beneficial as it evaluate the real use of improved and intensified international strategies on Finnish higher education level. In this research my objective is to examine the relation between these two.

I realized that it was my foreign experiences that have influenced me tremendously in my professional life. I am also extremely proud to be able to include them as a part of my CV. I am convinced I can benefit from many of the abilities that I have been able
to gain through these different experiences and surely they will be these capabilities that will make me stand out as an applicant and later on an employee in the future as well. Realizing this, I decided to investigate the mind-set other people might have about foreign experiences.

I have completed an internship at a medium sized advertising agency in the fall 2011. This is a field I would be interest in working in the future as well, so it was a natural choice for me to narrow the research for this Bachelor's thesis to the industry of advertising. I found it extremely interesting to hear the take of this industry professionals have about foreign experiences. Therefore my main research question is following: What is the value of foreign experiences of an employee from the Finnish advertising industry’s point of view? This question I am going to answer by interviewing individuals working in advertising industry. I am also going to test two hypotheses, which are introduced in the fourth chapter.

The structure of this thesis is following; after introduction I will go over the theoretical frame work for this thesis that consists of three parts; Internationalization, Advertising as a Marketing Communication tool and Advertising industry. In the fifth chapter; research setting and strategy, I will explain how I have combined the topics in the theoretical part and set the research questions and objectives as well as introduce the qualitative research method I have chosen for this research. In the sixth chapter I shall present the Findings and I will explain what this research in particular revealed and how the research questions were answered. Finally in the last chapter I will introduce several conclusions I have been able to gather from this particular research.
2 Internalization – Globally Connected World

In this Chapter I will introduce the main topic of this Bachelors thesis Internationalization. I will briefly go over different Internationalization strategies in the Higher Education and compare them. In the last part I will present the point of view of that I will approach this topic from, the view of the Advertising Industry. This chapter is a part of the theoretical framework that I have gathered for this research.

The first thing that comes to my mind, when I start to think about how I have seen the grown impact of International experiences, I do not need to look further than to my co-students at Haaga-Helia University of Applied Sciences. As a Multilingual Management Student 50 % of the students in my class are foreign. All the students are encouraged to get some additional foreign experiences while they are completing their study program, in the form of Summer Courses, Student Exchange or Internship completed abroad. In the Haaga-Helia International Strategy plan for years 20113-2015 the goal is to enforce the international collaboration, as it affects to the quality and reputation of the school. (Kansainvälisyys Strategia, 2012).

According to The Ministry of Education and Culture international collaborations on higher education level have spread into separate individual projects and the aim is to add internationalization in all higher education institutions in Finland. When comparing these international strategies one part that can be only found in the Internationalization strategy of The Ministry of Education is the emphasis on adding collaboration between Finland and the economically rising countries such as China, Russia, Brazil and India. (Opetus- ja Kulttuuriministeriö 2012, 49-50.)

The outgoing Student Mobility of Haaga-Helia University of Applied Sciences was in the year 2007, 715 students. In comparison to the equivalent figure of the year 2012 that was 1012 students. A rapid decrease can be noticed within a time period of five years. (Holmström S. 1.2.2013.) It must be pointed out that Haaga-Helia is hardly the only University that has increased its international strategy in Finland. About 10 000
Finnish higher education students head abroad every year, which amounts to 20% of the number of graduates annually. The ministry of Education and Culture has set its goals for the Finnish higher education to provide students with competences so they can work in an international environment. According to the study Internationality as part of higher education studies published at CIMO web pages the world of work is constantly growing and becoming more international and multicultural. There is a need for people who are able to find their way across national, cultural and ethnical boarders. (Garam 2012, 2-3.)

It is noteworthy to go over this theoretical side and show that the International Experience is an aspect that is encouraged increasingly at Higher Education level in Finland. Indeed it has become a trend among young people to expand their cross cultural mindset by getting first-hand experience from living, studying or working abroad.

In the process of recruiting, another study published in CIMO web- pages, shows that the value of foreign experiences is not substantial criteria when hiring, this makes sense as it is not a basic criteria for example education, but it was seen by some recruiters as an additional benefit. (Garam 2005, 24.)

Remembering the fact that the mindset and value of foreign experiences are without a doubt individual for different people and corporations. In my mind the way of the globalization trend has become common, a relevant question is: How far is it in the future when a lack of International Experiences on Higher Education graduates is seen as a flaw of frowned upon? This being said, it should be remembered that industries, generations and individuals have diverging opinions.

As the globalisation growing and people are moving around across borders more and more. Has the new trend globalisation reached the industry of advertising? This is what I started to contemplate, what does the advertising industry see the as the value of global foreign experiences?
Several researches have been made within the topic of globalisation and its impacts to working life, and significance of foreign experiences. In this research the topic has been restricted to the innovative industry of advertising. I wanted to examine the image what people, who work in different tasks in the field of advertising, have. As it is so often open mind, creativity and diverse thinking that are mentioned as the outcomes from foreign experiences, also terms that are closely related to the advertising industry. I feel that this research is relevant as there has not been a similar study with this concept.
3 Advertising as a Marketing Communication Tool

This Chapter is also a part of the Theoretical framework for this Bachelor’s Thesis, but from a communication angle. I will explain the core terms that occur that are related to the topic such as intercultural communication, persuasive communication and Public Relations just to mention a few. The relation of all these term is important and the hierarchy is explained in this chapter. In short, the point is to accomplish an effective marketing communication and the tools to do so. At the end of this chapter I will explain the term Communication Barriers as it is also something that is closely linked to the topic.

Marketing communication is individual to each company it is defined by company strategy and company objectives. Advertising industry offers its clients effective marketing communication by using persuasive communication. In other words, the job of an advertising agency is to familiarize a defined target groups with the company or product of the company. The objectives and product need to be clearly defined as well as target group that the company wants to reach before advertising company can start. These are all important terms as they are tightly linked into each other.

For example if a company has a new product to release, it needs to make sure this product reaches the target group and becomes popular, so it will be profitable. In order to assure this a company can hire an advertising agency that is specified in marketing communication. The advertising agency needs to be informed thoroughly what are the objectives if this company, as well as what is the desired position for this product. The available budget determines what kind of means of medias can be used. Persuasive communication tools such as Public Relations, advertising, selling and promoting are used. The determination on how these tools are used come from a message strategy. Factors that effect to the tone of the actual advertisement are the company background, former campaigns as well as competitors. The whole image of the company needs to be considered in order to accomplish a right nature to the advertisement.
competitors restrict the advertisement in a way that they define the market and pressure the advertisement to be accepted in a right way and stand out. Intercultural communication is an ability that advertisers can benefit from, in order to execute a successful advertisement.

Promotion: The most visible instrument of a marketing mix. It involves all instruments by which the company communicates with its target groups and stakeholders to promote its products or the company as a whole. (De Pelsmacker etc. 2001, 2-3.)

Public Relations: Planned and sustained effort to create a favourable image of the company or organisation in the minds of customers, employees, shareholders, suppliers, Government officials and society in general. Co-ordinating all the activities that make up the public face of the organisation. (Blythe 2000, 99.)

Advertising: a non-personal mass communication using mass media, such as TV, Newspapers, Billboards, etc. The content of an advertisement is always determined by and paid for a clearly identified sender, a company. (De Pelsmacker etc. 2001, 5.)

Company Strategy: long-term strategic objectives of a company that will define and shape the corporate culture. (De Pelsmacker etc. 2001, 13.)

Persuasive communication: a form of written or verbal communication in an advertisement where the aim is to persuade the receiver and influence the choice and buying decisions. (Jefkins 1994, 13-14.)

Intercultural communication: The ability to see the world through the other peoples eyes, in other words empathy and a skill to demonstrate respect for members of other cultures. (Maude 2011, 74.)

As we live in the urban era of the 21st century, the terms of communication have become more sophisticated. Information travels in the speed of light across the world as a result of technological developments. The general public is more refined and people tend to be more sceptical towards corporate intentions. That is why also information
tends to come in more beautiful packages than it did before. Corporations invest more on its corporate communication and it is more challenging to stand out in this environment than ever before. Additionally corporations have become more complex and global. It is far more challenging to make up a coherent communication strategy for huge companies that has thousands of employees and offices in many countries. It is without a doubt a basic instruction that corporate communication must be closely linked to the overall vision and strategy of the company. (Argenti 2007, 7-8, 87-88.)

When an organisation sells its products to clients the purpose of advertising is to inform what products and services are offered, where and how to purchase them and with what price. Organisations marketing communication is based on the marketing strategy of the company, in which it is clearly appointed out what are the aims that are used to successfully compete against competitors as well as what are the aspects that are invested on. Marketing communication is noted to consist of the following parts: advertising, selling, promoting and public relations. (Kilpailu- ja Kuluttajavirasto 2013.)

It is clear that marketing is more than just distributing goods from the manufacturer to the final customer. It consists of different stages between creating of the product and the after-market that follows the final stage, sale. All these links need to be strong in able to make the marketing successful as a whole. Among these equally important links advertising can be found. Without advertising the products or services cannot be flown to distributors or sellers and through that to the consumers and users.

A substantial part of marketing strategy is concerned with communication. Advertising is a way specialised form of communication. In order to satisfy the marketing function advertising needs to do more than just inform. It has to persuade people to make a marketing strategy that is designed to sell at a profit what the marketing department believe people are willing to buy. The aim of Advertising is to influence choice and buying decisions. (Jefkins 1994.)
“A successful national economy depends on advertising promoting sales so that factory production is maintained, people are employed and have spending power, and the money goes round and round.” (Jefkins 1994, 1.)

I feel it is true to a certain point, in this fiercely commercial world the impact of advertising has reached an important role. The statement that Jefkins made in the previous chapter about a successful national economy being dependent on advertising is quite strong in my opinion. I partly agree with him, but it must be said that this was published from 1994 almost 20 years ago. And with time the attitudes tend to change. As there are new trends of recycling, ecological products and sustainability I feel that the whole industry behind the “This is new, buy this! Buy this!” concept might face some negative attitudes. Of course we must not forget that also several non-profit organisations and green thinking companies are included to the clientele of advertising industries. Is it so that people are more resistant to advertisements than before, and also more a that the fact behind every advertisement is that you should buy something or donate your time? The industry of advertising is more criticized and might be becoming more transparent in the future.

One of the oldest, visible and most important instruments of Marketing Communication is advertising. Advertising is a marketing communications tool used to inform and persuade people, irrespective of the product, service or an idea that is promoted. Expectedly advertising is a commonly used tool, although major differences between countries occur. (De Pelsmacker, Geuens & Van den Berg 2007, 192.)

All over the world, on almost every field of business substantial amounts of money are spent on advertising. Huge amounts of research are devoted to find out what makes advertising effective. (De Pelsmacker, Geuens & Van den Berg 2007, 192.) There are continuous heated discussions among researchers across countries about how advertising works and new models are developed constantly. (De Mooij 2005, s.8-9.) The assumption might be that when developing one single idea for the whole world, one stimulus for different cultures, the responses will be similar too, but this will hardly happen if the receivers do not share the same culture. (De Mooij 2005, s. 192.)
Advertising industry exists in every country of the world in different volumes. Also the fact that researches are made in each country separately in a way indicates that it is never identical what advertising approaches work in which country. This is something that indicates of global differences and shows that knowledge of different cultures is beneficial. I would think that if you work for an international client and you need to base the advertisement on the previous campaigns made in other countries. It can be beneficial to have cross-cultural knowledge. In order to make the worldwide campaign modified to each country to gain the maximum benefit as individual advertisements, but also without compromising the coherent state of the worldwide campaign. These problems of culture also create opportunities in advertising. Knowledge of cultural specifics is the base of efficient international marketing communication strategies. (De Mooij 2005, s. 35.)

Advertising expenditures vary between countries, and even when compared solely European countries there are variations. In the year 2004 Advertising spending’s of Finland was 0.75 % of the country’s GPD whereas it was 1.55 % of the GDP in United Kingdom during the same year. Where in Russia, the Advertising expenditure of 2004, was 2.47 % of the GDP of the country. (De Pelsmacker etc. 2007, 193.)

As in the previous chapter can be seen different countries invest different amounts on advertising. This solely indicates about cultural differences in advertising between different countries. The budget is also a significant part that determines what kind of advertising campaigns can be created, as the budgets that are used for advertising in the Unites States can be seen as swanky and extravagant in Finland. A question arises has the growing globalization and cross-cultural knowledge influence to the fairly small country Finland for example in the form of some advertising trends?

Marketing communication investments in Finland were in the year 2011 3,385 milliard euros. The investment grew in comparison to previous year by 4,1 % of the total. In these investments included for example media communication, radio advertising,
pressed advertising in newspapers and magazines and so on. The parliamentary election in the spring 2011 also might have had an impact to the developed figures. (Markkinointiviestinnän Toimintojen Liitto 2011a, 7.)

Special attention must be devoted to the different steps of in the advertising campaign development and to the fit between the strategic marketing and advertising campaign. The most crucial step is to translate the creative idea in an advertising execution. (De Pelsmacker etc. 2007, 192.)

3.1 Different Communication Barriers

Communication barriers may occur if the viewers, listeners or readers misunderstand the advertising message. In that case the campaign is unsuccessful and a waste of money and time. Through marketing research surveys the possible misunderstanding of people can be shown. In advertising it is crucial to avoid setting up unintentional communication barriers. When a campaign is planned it is important not to assume that people know what you are talking about. (Jefkins 1994, 15-16.)

The aim is always to achieve effective communication, but completing it successfully is where the challenge arises. There are several barriers of communication including language, noise, overload, emotion, gaps and inconsistency.

All these types of communication barriers can be a problem to advertisements. As an example, a language communication barrier can be a too technical language that is used in the advertisement, when the receiver does not understand the vocabulary. If people get too inconsistent and conflicted messages and for that might ignore or block the advertisement, a typical example of inconsistency as a communication barrier. (Riley 2012.)
4 Advertising Industry

In this chapter I will introduce the industry of advertising, go over the developments over years as well as explain the role of it nowadays. I will go over the role of a Creative idea and Cultures Impacts on Advertising and describe the jobs professional have in the industry and clarify the main job of the whole industry, creating an Advertising strategy.

It is important to define and explain these subjects, as the whole Bachelors Thesis is based particularly on the impacts of this industry. Therefore it is important to go over the main tasks and understand how the industry works, in order to examine if globalization can truly be seen as an additional value to the Advertising Professionals.

4.1 The Role of Advertising Industry

The Institute of Practitioners in Advertising definition says: advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost. (Jefkins 1994, 5.)

Advertising agency is a service business that offers its clients all services related to advertising, planning, creating and handling advertisements. John Phillip Jones (1999, 153.) points out that because it is a service business, the prosperity of an advertising agency is totally determinate by the prosperity of their clients. A factor that contributes to the highly competitive nature of the industry is that the advertisers have the power to invariably employ a number of agencies to each handle different brands. This also makes it relatively easy for the advertisers compare the performance of their agencies.

It is a combination of creativity, marketing research and economic media buying are the primary responsibilities of an advertising agency. An advertising agency is an independent business from the client; it provides its customers an outside point of view to the effort of selling the clients products or services. (Jefkins 1994.)
Agencies can also be hired to handle overall marketing, branding strategies and sales promotions for its clients. As a part of an advertising campaign advertising agencies might also be hired to produce different types of commercials, for example to radio or television.

Advertising agencies come in all shapes and sizes, from 2 people agencies that rely mostly on free lancers to full service agencies that employ closer to a hundred people. The working habits, techniques and the services offered in an agency also vary a lot. According to John Phillip Jones (1999, 9) the size of advertising industry is traditionally determined by the agency turn over – the amount of advertising money that passes through its hands. The typical clients of advertising agencies are corporations from various fields of business as well as non-profit organizations and government agencies.

There are around 2000 advertising agencies working in Finland. 25 biggest agencies form around 70 percent of the volume of the whole industry. The biggest focus of the whole industry is in the Helsinki area. (Markkinointiviestinnän Toimintojen Liitto 2011b.)

Advertising is an industry that has a different volume depending on a country. Certain altered advertising tools are more appealing to different nationalities and cultures, and therefore might have formed as an expertise of a certain region.

It is logical that alternations need to be made in advertising between countries, as a most simple example of this is the structure of a language. Some words, slogans of product names need to be changed in order to be as pleasing to the audience as possible. Also it is logical that the illustrations vary in each country. After all there is a difference on the typical appealing advertisement actor type and even the typical architecture that need to be given attention, in order to be as appealing to the consumers as possible. This is important so the reformation of possible communication barriers is prevented. The simple example for this the globally known brand Coca-Cola, that uses the same font type, even though the spelling might be altered between countries. (De Mooij 2005, 13-16, 35-37.)
So is there any value in recognising these typical cultural differences? I would assume there is, as trends seem to come a bit later to Finland in comparison to UK or United States, as a person with strong international knowledge you are one step ahead. Also there are phenomena, advertising tools and industries of what the expertise is stronger and more advanced in some particular regions. A simple example of advertising in social media, it had rapidly reached its volume all ready in the United States where as in Finland the advertisers are only awaken to give this new form of advertising its position.

A cross-cultural knowledge is a part of the modern general knowledge and civilized thinking, and in my opinion it is always beneficial to possess. As it will help you to open your mind and indirectly communicate and get along with different kind of personalities if you are more aware of the cultural diversities and their characteristics.

1. Hypothesis: Because Finland tends to catch trends later compared to other countries, it is beneficial to be aware what is happening in in other countries in advertising.

4.2 The Development of Advertising

Advertising belongs to the modern industrial world. In the past when a shopkeeper could only shout about his good at the passers-by, advertising, as we know it today hardly existed. Throughout out the urban growth and expansion of population in cities, production in factories, development of roads and railways to convey good, and popular newspapers in which to advertise the evolvement of advertising became possible. The advertising we know has been influenced through history, technical development and constantly changing world. The modern world depends on advertising. In the past 30 years advertising more changes and developments has occurred as result of the technological changes in newspaper production, radio, television and Internet. (Jefkins 1994, 1-2, 19.)
Are the newest trends affecting the industry globalization, the expanded use of social media or ecological thinking? People and companies move outside borders more and more. What are the factors that are marking the industry of Advertising now.

4.3 Advertising Strategy

How is an advertisement created and what are the things you need to consider? Implementing process of an advertisement campaign, what should be considered?

In the book Marketing Communications, A European perspective chapter 7, De Pelsmacker, Geuens and Van den Berg (De Pelsmacker etc. 2007, 198,) tell about the importance of a creative brief. The advertising client provides creative brief to the advertising agency before the planning of the creative strategy. A creative brief must contain objectives, target groups, company strategy, available budget, competition, former campaigns, market, product, desired position, company background, desired media and message strategy. On the basis of this information the advertising company starts to plan the actual campaign. In essence of the Creative brief the creative idea seems to boil down into a proposition which makes it possible to communicate a brand’s position in an original attention-grabbing but easy-to-catch way. After the creative brief is written the advertising agency can begin its job. First step is to decide on an advertising strategy: Who are the target groups of the campaigns, what are the objectives, and what messages are going to conveyed? (De Pelsmacker 2007, 192.)

Jefkins (1994, 20) writes that the basic steps of planning advertising are:

1. What exactly is to be achieved?
2. When is this to be achieved?
3. What is the strategy?
4. What tactics should be used?

Another pattern used for planning an advertisement is a planning cycle. It is devised by Stephen King, and used in many offices especially in the UK. The planning cycle helps to isolate the roles of the research and creative process. The intention is to held advertisers and agencies guide a brand trough the stages of planning, writing, exposing and
evaluating the advertising campaign. The phases are framed by the following 5 simple questions:

1. Where are we?
2. Why are we there?
3. Where could we be?
4. How could we get there?
5. Are we getting there?

(Jones 1999, 153-155.)

The process of implementing an advertising campaign seems to be similar when comparing the two ways above. All these steps are divided among the professionals who are working with this particular project. Some parts that define the concrete goals are usually handled by Project Managers, as they are aware what are the goals of an advertisement and from a more financial point of view. In other words the division of these steps are quite clear, both Jefkins and Jones have only one phase that belong to the creative team of Copy Writers and Art Directors, phase number 4. How to create an advertisement that influences people, and what are the attention grabbing tactics that are being used to do so? I would see this being a part where cross-cultural thinking can be used as an instrument to the creative process. The actual creative process on what the advertisement is going to look and/or sound, and the impression that it is going to forward to the audience and potential clients.

2. Hypothesis: Cross-cultural thinking is beneficial to the creative process.

4.4 Creative Idea

Jones also states in the fifth chapter of The Advertising Business that the things needed in creating advertising are intuitive, instinctive, scared and lucky. (1999, 60) Jefkins (1994, 18) accentuates that the heart of advertising is creativity. Also De Pelsmacker, Geuens and Van den Bergh (De Pelsmacker etc. 2007, 213.) agree According to the Marketing Communication Chapter 7 several researchers’ argue that creativity is probably are the most important aspect of advertising. In the opinion of an expert panel
‘the selling power of a creative idea can exceed that of an ordinary idea by multiple of 10’. (De Pelsmacker etc. 2007, 213.)

Where as Jones (1999, 52) views the word “creativity” as dodgy, as it deflects the mind dangerously towards fine arts – and according to him advertising has nothing to do with fine arts. In fact it is rare that advertisements may be pleasing enough to be appreciated as art is appreciated. De Pelsmacker, Geuens and Van den Bergh (2007, 213) label Creativity as a hard to describe, but bringing the message in original, novel and appealing way comes close.

I would have to agree with the De Pelsmacker, Geuens, and Van den Bergh that the core of the inventive industry of advertising is creativity. This endlessly changing industry forces its players to constantly create something new to keep up interest. The ways of marketing communication tools that are used may be recycled but the way they are implemented, must be new every time to each client and project. As the times change and new trend occur it is important to keep up and renovate the creative process of thinking. Is the international thinking linked to the creative thinking?

According to the suitable advertiser and its product and the audience of the product the type of the advertising campaign is selected. And more importantly with in the acceptable budget the most suitable advertising channel are chosen.

In general two broad types of creative that appeal are rational and emotional. The creative type that is most suited for the particular campaign, advertisement, product and company must be selected.

For the Rational creative appeal Resnik and Sterns’s information classification is developed to help to choose the main information cues for the products that are advertised. Out of the 14 following cues: Price, Quality, Performance, Components, Availability, Special offers, Taste, Nutrition, Packaging, Warranties, Safety, Independent research, Company research, New Ideas – one is chosen to be the main point of view to the advertising. Most frequently used information cues in advertising are performance and
Availability. Where as most common emotional creative approaches to advertisements are humour, eroticism, warmth, music and fear. (De Pelsmacker etc. 2007, 201-202.)

Considering, do people with international experience have a different pattern of working, or a different approach to thinking creatively? This is naturally individual, but I would think that people could use their own experiences and reflect them in their job. At least more unconventional attitude and more alert mind-set possibly gained from living and adopting different cultures is advantageous. In order not to generalize it must be kept in mind that everyone’s experiences are individual and it is surely not as simple and directly derivative stating that people who have lived abroad have better people skills, but the conception I have leaned into.

4.5 Advertising Agency positions

In this chapter I have briefly defined the different professions experts in advertising might have. The main tasks of each profession and the role of each person when creating advertisements are explained and therefor more easy to comprehend. All professions, Art Director, Chief Executive Officer, Copywriter and Project manager, have their own responsibilities and therefor also demands for certain capabilities and skills.

4.5.1 Art director

The primary duty of an Art Director (AD) is to be responsible of the planning and executing the visual appearance of an advertisement. All advertising agencies have one or more art directors, and in an addition with some technical help from Graphical Designers. AD’s work closely as a team with Copywriters, planning the sketches and ideas carefully choosing the right imaginary to the advertisement. Before starting the creative work AD’s need to fully understand the product or service being advertised, the objectives of the client where the advertisement is aimed for and of course the target audience. The responsibility of an AD goes as far as considering all details for the work visually, from the fonts of text, choosing the models or photographers used and the colours and picking the final drafts. (Jones 1999, 61-65.)
4.5.2 Copywriter

Copywriter is responsible for writing words and creating slogans for the advertisements, and most importantly also liable for grammatically correct language that is used. A copywriter has the ability to convert sales propositions into selling ideas, creating themes or copy platforms for campaigns and sales arguments into the fewest number of necessary words. The main idea is for a copywriter to transfer even one-word or one-sentence paragraphs so that it grasps the attention of the reader. (Jefkins 1994, 7.)

4.5.3 Project Manager

Project Managers are responsible for attracting new clients and communicating with existing accounts. A Project manager works as a middleman between the creative team and the client. They are in charge of the financial policy and budgeting as well as the marketing side of everything relating to the job to accounts. (Jefkins 1994, 65.)

4.5.4 Chief Executive Officer

Usually one of the Partners or directors of an advertising agency. The Chief Executive Officer (CEO) is responsible to the board of directors concerned with profitability of the whole agency. CEO has the direct policy matter weather or not to accept certain new accounts especially if there is any risk that they may conflict with all ready exciting accounts. (Jefkins 1994, 64.)

4.6 Cultures Impact Advertising

The assumption that the way advertising works may be related to culture is rare. Diverse thinking patterns make advertising people think differently about how advertising works. Defining advertising primarily as ”persuasive communication” is typical of the Anglo-Saxon intellectual style but not universal. (De Mooij, 2005, 35-36.)

The concept that every culture has its own ways of advertising that are the most effective is simple. All cultures have different enigmas and forbidden topics, as well as admirations. It is very natural that an advertising campaign that will work effectively in
the Middle East is not appealing to consumers in the USA or Finland. Furthermore vice versa an advertisement that is interesting in the Nordic Countries might be offensive in Japan. Most likely some alterations need to be done each time when planning an advertisement campaigns to different countries, even if the product or the service offered is the same and the client behind is a big international brand.

There are many brands that have the same characteristics of a global brand, yet the brand name or the symbols might be altered according to a country. Reasons for using different names in different countries or regions may be political, legal, historical or cultural due to a language difference. The local environment plays a strong role in the global brands perceptions, as well as in the values of consumers attached to these brands. Taking into account cultural differences does not mean that all advertising must be local in order to be efficient. The cultural aspect is just something that is a strong part of the corporate advertising and must be taken into consideration when working with international clients. (Mooij, 2005.)

The influence of globalization is in evitable in advertising, but is it really useful for a professional working in one country involved in creating local advertisements? The knowledge of cultural differences develops a diverse thinking, as it opens new ways of seeing and interpreting. For a creative industry a creative way of thinking is a benefit. Weather it is in the form of altering an exciting advertisement from another country suitable to the Finnish audience or creating a new trend to and advertisement that has not yet reached Finland it is important to understand what made it efficient in earlier and how was it received by the audience in other countries. After all the diverse thinking is often connected to cross-cultural knowledge and sophisticated basic knowledge. Most elements of consumer behaviour are culture-bound, so it is a benefit to understand different cultures.

The way globalization has become a big trend in several aspects of life; the strict cultural and territorial boundaries have become more transparent. It must be taken into consideration when for example planning an advertisement where the target group are Finnish Higher education students, the audience has been travelling fairly much and a
substantial part of them has been living abroad, so more global approach is most likely more appealing than a traditional Finnish, that could have been more attractive towards previous generations 10 years ago.

Advertising industry is highly related to good communication and interpersonal skills. I can be assumed that a person who has lived abroad has put him/her self into a situation where they need to create contacts and get to know people they don’t know. This same patter is familiar to advertising industry, where you need to get to know people and try to create client relationships with them. This is just an assumption and naturally can be seen differently by other individuals depending on their type of foreign experience.

Another characteristic that is commonly related to foreign experiences is a problem solving thinking. The way one needs to over come obstacles and find out new information and customs in a new living environment with a different culture develops a creative problem solving skills. I can see that this skill is no doubt an asset to a professionals working in the hectic ever-changing industry of advertising, when you are trying to improve marketing communication and create successful corporate advertising, out coming possible challenges to reach the clients goals and aims by using innovative ways.
5 Research Methods

In this chapter I will introduce the particular research method I have chosen for this Bachelor Thesis and explain why I decided to opt for qualitative research method. I will introduce the setting in which I conducted the research and the semi-structured interviews. In addition I will describe the analysing method, which I used in examining the gained results. I will also validate the reliability of this research and the method used as well as establish the various research questions and the hypotheses I have set for the research. Lastly in the final part I will briefly go over the schedule I followed when executing this research.

In the beginning of this process, I had to plan clearly what kind a research I would be making, define the certain outline of the topic and consequently consider what would be the best way to execute it. Setting the right research method. In this case when the research is about understanding a certain concept a responsive interviewing was the way to proceed. In-depth interviewing studies are common in various academic fields such as communication. This has been proves that in similar cases it is the most efficient method to learn about the views of individual as well as their experiences. Therefore I felt it was the most correct technique to implement this research. I planned on conducting semi-structured interviews, where the main questions and order of the questions were carefully planned in advance. However during the interviews the interviewees were able to fill in alternative perspectives if (s)he so wanted. (Rubin & Rubin 2012.)

In this research I used a classical three-step method to analyse the Qualitative material where I combed, classified and described the answers I contracted. I analysed the material and decided to gather all answers under each topic. I revised then proceeded to classifying similar answers and findings while separating the dissimilar answers. In this research the answers were very cohesive and there were not significant variance among the results.
5.1 Research Setting

Throughout the spring semester 2013 I gathered vast theoretical information on the topics of qualitative interviewing as well as the whole the advertising industry. I contacted advertising professionals during the months of January and February and set the interview dates with them. I also conducted two e-mail interviews and send these out during this time as well. I planned the interview questions in advance and structured them so that they are linked to each another so to obtain the relevant information in able to compare, analyse and reach a conclusion on the whole issue. Qualitative interviewing requires intense listening, a respect for curiosity and to peoples perspectives and experiences. (Rubin & Rubin 2012.)

In total six people from four middle-sized advertising agencies were interviewed. All the interviewees were professionals working in the advertising industry with various titles such as; Copywriter, Art Director, Project manager and Chief Executive Officers. The individuals were of different age, both sexes and with or without international experience.

I conducted five personal interviews face-to-face and two e-mail interviews, because of full schedules of the interviewees. Each personal interviews lasted for approximately 30 minutes and were conducted in Finnish. I recorded each interview with a recording device as well as took notes. Following the lettering of the interviews after each interview and subsequently translated them into English. Then I proceeded into analysing them by comparing the answers, and finding both similarities as well as differences.

The structure of the interview consisted of three parts. The first part was about the interviewees’ background such as education, past working experience in the industry, gender and age. In the second part I surveyed if they had indeed gained any international experience and how they value such experiences. The last part consisted of questions that combined international experiences to advertising industry, e.g. Do you think it is useful to have international experience as a professional working in advertising industry?
5.2 Research Questions and Hypotheses

According to the Future Work Skills study made by Institute for the Future for the University of Phoenix Research Institute the key skills needed in the future workforce are social intelligence, adaptive thinking and cross-cultural competency. Cross-cultural competency is defined as the ability to operate in different cultural settings.

Increased global interconnectivity put diversity and adaptability at the centre of organizational operations. In a truly globally connected world, a worker’s skills set could see them posted in any number of locations - they need to be able to operate in whatever environment they find themselves. This demands for specific content, such as linguistic skills, but also adaptability into changing circumstances and ability to sense and respond to new contexts. (Davies, Fidler & Gorbis 2011.)

Based on my research I have drawn a hypothesis for this research that it is professionally valuable and beneficial to have some foreign experiences. In this research I wanted to explore the importance of foreign experiences according to the Finnish of advertising industry. There are no previous researches made of this topic from this point of view, which makes the research attractive and thought provoking as it focuses on finding similarities in these opinions. Haaga-Helia Bachelor’s Thesis Talking internalization – Development of cultural means at Helsinki University of Technology, written by Christina Hözlberger is in the same topic range Internalization of students nowadays, but like already the heading indicates the work cover the topic restrictedly on TKK students. (Hözlberger, 2009.) Another remotely related Bachelor’s Thesis that has been written, that crosses on the same topic is written by Anna-Pauliina Koikkanen, on Post Graduate Work-Placement of Mubba Students. This is a research that concentrates more on the value of Bachelors degrees completed in English, and how those students have been employed after graduating. (Koikkanen 2007.)

The research purpose of this thesis is to research what kind of value foreign experiences gives to professionals in the Advertising industry. What are the benefits and qualities people gain through several foreign experiences. In addition as a base for the research I
wanted to compare the mind-set of the advertising professionals in different positions and with different amount of personal foreign experiences.

Therefore the main research question is following:
What is the value of foreign experiences of an employee from the Finnish advertising industry’s point of view?

Research sub-questions are following:
In which position are foreign experiences most valued at?
What is the Mind-set, advertising professionals have of foreign experiences?
How do interviewee’s answers differ based on their own experiences or lack of foreign experiences?

Other hypotheses that I have set are:
1. Because Finland tends to catch trends later compared to other countries, it is beneficial to be aware what is happening in in other countries in advertising.
2. Cross-cultural thinking is beneficial to the creative process

5.3 Reliability and Validity

All the individuals I interviewed for this research, work at the industry of advertising, all specialized to different tasks. They all have their own take on the industry after working in it, and different views as they all different types of occupations and different backgrounds. In addition all the interviewees have their own personal view on the topic, and have given answers according to their own personal opinions.

As this is a qualitative research the theme is to examine more closely the contextual interpretation and point of views on this topic that interviewees have. Hammersley gives a definition to a qualitative interviewing in the book Tutkimushaastattelu, chapter 2. He states that the purpose is to reveal significances. This is why I chose to a qualitative interviewing as my research method. This research reveals attitudes and opinions of certain people at a certain time. The cause is neither to state one absolute truth or
pattern nor to generalize the detections of this research to being outright. (Hirsijärvi & Hurme 2001, 23-43.)

Mainly the research limitation is that the point of view of this research is based on the sources that were used at this time. The semi structured interviews worked well as an information gathering tool to understand concepts, however the reliability can be questioned, as peoples attitudes might change in time these answers represent the attitudes of only these individual at this certain time that represent the industry. (Rubin & Rubin 1012, 3, 5.)

5.4 Research Process

The duration of preparing and writing this thesis was a project for one entire spring semester. Careful planning was inevitably the first step of this thesis. Once I was confident this truly was the topic I wanted to investigate for my Bachelor’s Thesis, I still had to define the way I would complete the research in addition to the research questions. After gathering and familiarizing myself on the research material I contacted the interviewees and set appointment so to conduct the interviews. After lettering each interview I began analysing the findings and gathering results on the research material. I analysed the information by dividing it into categories. I compared the answers as well as the whole tone people had for the topic. I draw my conclusions so that they are relevant from the theoretical point of view. In an analysis the research data is separated and divided into different categories by a topic. (Hirsjärvi & Hurme 2001, 143-145.) The actual Thesis writing process took place during the months of March and April 2013, which was followed up by a few week period in April when I finalized, proofread and worked on finishing the details on this Bachelors Thesis before returning it.
(The arrows indicate my progress on the Bachelor’s Thesis during January –April, spring 2013)

**FIGURE 1.** Research Process
6 Research Results

In this chapter I have gathered some quotes from all of the interviews that were conducted that can be seen as relevant and from on which the findings of this research are based on.

Here are some specific answers I gained during the interviews, which are categorised by the related answers.

Firstly a benefit gained from foreign experiences according to the interviewed individuals were language skills. Matter of fact four out of six mentioned language skill as a benefit from a foreign experience. My interpretation from these answers was that foreign experiences are linked closely to language skills and understanding of other cultures. These are skills that are an advantage, no matter the job title especially in this industry. As mentioned earlier in the theoretical part, chapter 2, Advertising as a Marketing Tool, the terms of communication have become more sophisticated according to the author Argenti. It is therefore also beneficial to be able to communicate in other languages, and the value of foreign languages are therefore emphasised. Especially in Finland where there are 2 national languages, Finnish and Swedish, and substantial part of commerce is aimed at Russian tourists. Language skills can also be used to avoid possible communication barriers. Also the emphasis of language skills and cultural knowledge has been intensified as corporations have become more global and international. In the chapter 4.6, Cultures Impact Advertising, the author De Mooij verifies that a cultural aspect is strongly part of corporate advertising.

“Language skills firstly and mostly.” – Art director

“I think there are multiple benefits from International experiences. In my opinion you do not know a language if you have not lived there. Well you can know the language in theory perfectly, but the real use and cultural meaning of the language you can only learn in the real environment. The accent and the pronunciation can be really off if
you have not lived in that country. For example it is totally different even when com-
paring the USA and the UK the accent and use of words.“- Chief Executive Officer

“Flexibility, tolerance, language skills, initiative.” - Chief Executive Officer

“Understanding other cultures adds to ones understanding of other people and toler-
ance in general.”- Chief Executive Officer

Initiative, firmness and confidence were mentioned by the Advertising professionals,
who all link these characteristics to be gained at foreign experiences. This is a part that
is beneficial as the aim of the industry is to influence a choice, persuade people accord-
ing to Jefkins (Chapter 3). I would also have to agree, with both the interviewees and
Jefkins, and draw my conclusion on the matter that that professionals working in this
industry need to be all these mentioned characteristic, in able to really persuade people.
A level of confidence is also needed in basics of selling, and especially in the advertis-
ing industry where professionals need to pitch their ideas to the clients and through
their work, implemented advertisements, ultimately to the consumers. The individuals
who plan advertising strategies need to have confidence in their vision as well a
knowledge on the business, in order to succeed. In the industry of advertising there are
never two exactly same campaigns to be achieved, so each work is in a way a proto-
type, and the real outcome can only be measured at the end. In the chapter 4.3, Adver-
tising Strategy, the phases to plan an advertisement are explained, both introduced pat-
terns from Jefkins(1994) and Jones (1999) are valid in my opinion, and demonstrate
that the aspects worth considering in advertising strategies are applicable to each indi-
vidual jobs created by advertising agencies.

“If you have managed abroad by yourself, I could imagine that one is more independ-
ent and initiative, and not completely inefficient.”– Chief Executive Officer

“I think that everyone should live abroad for some time to gain some perspective. Af-
ter such experience you can see what is working well and what is not in your own
country. You gain perspective! It is natural that it grows you to be more independent.” - Chief Executive Officer

“Firmness, adjustability and independent thinking when you do not constantly have your own social safety network around you and firmness, as you will learn to stick out for your self.” – Chief Executive Officer

“Confidence to survive in a foreign culture and language environment.”- Art director

In the chapter 4.1, The Role of Advertising Industry, authors Jefkins (1994) and Jones (1999) presents the role of an Advertising industry. The mentioning of operations and responsibilities that an advertising agency has towards its client is among others vision. An outside vision and planning certain advertisement. Following I have combined the certain characteristic that interviewed individuals mentioned that are gained through foreign experiences and related to this field of business.

“Surely one gains a wider perspective, once they have seen more than just the Senate Square of Helsinki” –Art director

“Social skills, even within the industry where the common factor among people is interest in marketing. People are so different and such individual personas.” -Project Manager

“Being open.” – Project Manager

“Just the experiences. Once you have seen more you have more accepting way of looking at the world.” – Art director

“As a whole versatility and vision. After all an advertising agency sells vision to the clients, so you need to have large and good vision and outlook.” –Chief Executive Officer
Another connection that I examined was the impact of foreign experiences in creativity of professionals working in advertising industry. The view the author Jefkins (1994) has on creativity in the chapter 4.4 Creative Idea, was that it was the heart of advertising. With that I agreed, now on a assumption that can be seen based on this research finding is that foreign experiences can also add to ones creative working. I have also set a hypothesis (Hypothesis 2.) and figuring according to these research findings that it is fulfilled. It is inevitably personal how individuals use their gained experiences, but in this case, professional working in advertising industry can use these experiences at their profession, and benefit from cross-cultural thinking.

“A certain freshness to your work.” –Art director

"I have my own angle I work form. I have been influenced and I hope it shows in my work and makes it more visually rich. That I have some other things to offer than just the most basic traditional Finnish visual images and deigns.” – Art director

"It is useful to have international experiences to the extend that in a creative job, wide general knowledge and colourful experiences are useful.” -Copywriter

Another hypothesis that I have set in this Bachelors Thesis was related to the fact that trends seem to reach Finland later than some other countries, so is it beneficial from that point of view to be aware what is happening in other parts of the world in advertising possibly in a form of foreign experiences or otherwise. According to these following quotes from the conducted interviews this thesis is also correct.

“When you need to adapt Campaigns it is very important to understand cultures. If you are working on getting campaigns to work in Finland. The campaigns made in the UK will probably not work so well in Finland so you need to adapt them. There are always differences between countries, Cultural differences.” –Chief Executive Officer

“The trends seem to come late to Finland so it is really beneficial. Finland follows what is done everywhere in the world in advertising and marketing.
Especially in the Mobile industry is like that. It kind of works well everywhere else in the world but in Finland it seems to be kind of slow and under developed. So if you would have the experience of that from some other country, I am sure you would be such a master boss.” – Project Manager.

“You can be just a hint before your time. Everything is invented somewhere else and then brought to Finland so the people with foreign experiences are always a bit more aware what is happening in the world already before it is in Finland.
In other words Finland comes late, and of course it is natural because the volume and the masses are so much more grand in other parts of the world that in Finland. Commercials need to be altered and mortified to fit the Finnish viewers and consumers.
As an example: the same sexist commercials that might work in some other countries, can be frowned upon in Finland and bring totally unwanted and wrong kind attention.” – Project Manager.

“Even though the biggest and newest and sickest trends you can see via internet, but to have first hand experience on how a foreign corporate works.”- Art director.

I also asked about the overall image that these people had about having international experiences. The answers were unanimous, as they all see foreign experiences in a positive light and a plus to a CV. Foreign experiences might also set an applicant apart from others when applying for a posting within the advertising industry.

“For sure foreign experiences are a nice plus to a CV” –Art director.

“Yes it is all positive. It can’t hurt right!”- Art director.

“International experience is always a plus, a big plus”- Chief Executive Officer

“Yes I believe it to be an advantage. I bet it is good in job interview situations, it is seen as a plus and an advantage. I regret that I did not gain any foreign experience in any form when I was younger. You get points in the eyes of people if you have some
international experience or you have gone somewhere to gain experience in your field of expertise. But you need to have experience from the field and from working in Finland as well, if you only have foreign experience that is not good either.” –Art director

“The people who work at this industry have to have a high general knowledge of things and phenomenon’s that are happening in the world. All life experience is valued and it is all positive, among that also International experiences. Versatility and different corporate experiences.” –Chief Executive Officer

All these benefits and values that are gained from foreign experiences are without a doubt individual. The way to use them in advertising and professional in general is also dependent on the individuals. In the last part of this Research Results Chapter I have gathered few examples on how these interviewed advertising professionals have used their personal foreign experiences.

“Personally it was the experience, and I learned that what ever you do in your life, feeling is more important than other measurement of success e.g. Money. I feel that that is a factor that has guided me to my profession and career objectives. I do what I enjoy doing.” –Project Manager

“And also I learned in my time in Germany that Finnish people are kind of slow, I learned in Germany to make things on a quicker tempo and be brisk. Not like I am sleepwalking.”-Chief Executive Officer

“I really feel you grow so much as a person and so you bring the benefits with you to your work with you. Definitely not so much what you did there but how it made you grow.” – Project Manager

From all these quotes I was able to conclude that the interviewed professionals of advertising industry see foreign experiences as a positive value. In these research findings the tone is extremely positive, no matter the position or the possible lack of personal foreign experiences. It can be stated that the value that one possibly gain from foreign
experiences is related and closely linked with the characteristics that are relevant to the Finnish advertising industry.
7 Findings

In this chapter I will go over the findings and reveal the conclusions I have come to in this research. I will go over the research’s main and sub-questions and the hypotheses that I had set through out this Bachelor’s Thesis, and justify the conclusions I have made.

In the beginning of the interview process I was expecting a division among the answers according to age, personal foreign experiences and the working title of each individual. However this did not occur and the answers were more cohesive that I could have imagined at the initial stage.

Firstly I will discuss the age division. This argument was supported by the theoretical part of this thesis in chapter 2 the even though the whole trend of gaining international experience is not new in the past years the numbers of for example student exchanges have almost doubled. So one could have easily made an assumption that older inter-

views might have not so much international experience, but in fact out of the 6 people I interviewed 3 did have international experience and this division was not related to age.

Secondly personal foreign experiences could have been a factor. It was interesting to see through out this research how the interviewees had the same amount of respect for foreign experiences, despite the fact if they themselves possessed international experiences. After all it is only natural to expect that people, who have taken the time to gain international value would value it more, but in fact the answers were very equal in this matter.

Thirdly the title of the interviewed individual could have also brought some division to the answers on how the people see the values and characteristics that are gained in for-

eign experiences. As the job descriptions are different the benefits from foreign experi-
ences could have been different as well. But almost without an exception the answers about the qualities gained in foreign experiences were very similar.

Openness and tolerance were qualities also mentioned in the research. I would conclude that these qualities are helpful for professionals in an advertising industry, so that possible communication barriers are voided. The more one knows about different cultures and such, it will be beneficial to understand how some commercials could be seen in a wrong way.

In the chapter 4.4 Creative Idea, was issued. Copywriters and Art Directors also brought up during these interviews that creativity was a main aspect to their work. So De Pelsmacker, Geuens and Van den Berg were right that the core of the industry is based on creativity. The relation between international experiences and creativity cannot be defined completely, but it can be drawn flowingly. An Art director mentioned that after gaining that certain freshness could be present in your work, if you have a wider perspective. A wider perspective and cultural knowledge gained by foreign experiences, is therefore beneficial.
8 Final Conclusion

It is obvious that this is a topic that cannot be defined as an absolute truth as this whole research is based on a qualitative research method, view and image of a group of Finnish advertising professionals have on foreign experiences and the benefits of them. The foreign experiences are always individual and personal, and therefore they all vary. The real purpose of this research was to study what these advertising professionals think one can gain from foreign experiences and whether these qualities are useful in the Finnish advertising industry and if there was a division among these opinions according to age, title or other factors. The conclusion is that there is no division. Everyone who attended this research saw international experiences as a benefit and they all had a good image of such experiences. This is beneficial to know to people, who are interested in working at this field. The more spreading trend of getting international experience in higher education is therefore valuable and that useful future work skills are gained in foreign experiences, such as intercultural communication skills. It is also a benefit to a professional working in advertising industry to have seen the means of persuasive communication abroad and therefore learned about foreign corporate cultures as opposed to just being familiar to one’s own native country.

So to answer to the main research question; What is the value of foreign experiences of an employee from the Finnish advertising industry’s point of view?
I have concluded language skills, openness, independency, fresh points of view and cross-cultural knowledge.
Several of these were also qualities that were all mentioned as the qualities that these interviewed professionals’ need at their job.

Research sub-questions that I set in this research were:
In which position are foreign experiences most valued at?
What is the mind-set, advertising professionals have of foreign experiences?
How do interviewee’s answers differ based on their own experiences or lack of foreign experiences?

There was no clear division according to a job position in which valued international experiences the most. All the interviewees showed the same positive mental images and were convinced that the gained qualities are useful. There was surprisingly also no separation that the interviewees own lack of foreign experiences could be seen reflected on the answers. Again believe of foreign experiences being useful and that there was a respect for people who have that value.

Other hypothesis that I have set throughout were following:
1. Because Finland tends to catch trends later compared to other countries, it is beneficial to be aware what is happening in in other countries in advertising.
2. Cross-cultural thinking is beneficial to the creative process

Both of these hypotheses were fulfilled. It was revealed that trends seem to be reaching later Finland and that it is beneficial to know what is happening in the world, so one can be a hint ahead of time. Also it was stated that in Finland a lot of the advertising work is to adapt already existing world wide campaign, so there too there is a value that foreign experiences bring. During the conducted interviews there was a mentioning that cross-cultural thinking was several benefit of from one was that it is beneficial to creative process to have seen more than just ones native country.

My research findings correlate to the Future Work Skills study made by Institute for the Future for the University of Phoenix Research Institute. It was said that the key skills needed in the future are social intelligence, adaptive thinking and cross-cultural competency. Also in the industry of advertising these are work skills that are highly appreciated. As this research shows all these values are seen as benefits that arise from foreign experiences.
Bibliography


Holström, S. 1.2.2013. Head of International Affairs. Haaga-Helia University of Applied Sciences. E-mail.


Riley, J. 2012 Communication barriers.
URL: http://www.tutor2u.net/business/people/communication_barriers.asp
Attachment 1

The participates Advertising agencies were following:

Mainos ja Viestintätoimisto Better Business Office Oy

Mainostoimisto Mediakolmio Oy

Mainostoimisto SMOY

Markkinointi ja Mainostoimisto ROY Finland