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**FINAL THESIS REPORT**

**The Effectiveness Of Poster Marketing For A Small Travel Agency  
Case: Banaanimatkat**

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#### **ABSTRACT**

Banaanimatkat is a young, small Finnish travel agency founded in 2006. In its short history, Banaanimatkat has concentrated especially on offering trips for young people to Barcelona, Spain and to London, England. In 2008, Banaanimatkat created an auxiliary brand name Banaanipotku which is offering trips to football matches in Barcelona and London. Banaanimatkat is also operating in the business field of advertising, concentrating especially on creating printed marketing materials. It is, therefore, relatively easy for it to create its own advertising campaign promoting their trips; it has in fact done some small-scale advertising of its own products earlier in its history.

In autumn 2008, after adding football trips in to their product range, Banaanipotku created a poster marketing campaign that concentrated entirely on advertising its brand new product, football trips. The purpose of this thesis is to find out the effectiveness of this particular campaign and to identify possible ways to improve similar campaigns that might be done in the future.

The theoretical framework of the thesis covers an introduction to Banaanimatkat and its business area, including a competitor analysis. The theoretical framework also includes the basic ideologies and fundamentals of marketing and advertising. The printed form of marketing, in this case poster marketing, is also covered.

The empirical part consists of describing and analyzing the campaign starting from taking a closer look at the poster itself and introducing the implementation process. The results of the campaign are then presented and analyzed. The quantitative results are mainly based on the key figures received by comparing the number of website visitors.

The key findings were that the poster marketing campaign that Banaanipotku carried out can be considered a success. However, if Banaanipotku had not possessed the know-how and skills for designing and making the poster themselves, the costs of this campaign might have exceeded the profit received as a result of it. The other small travel agencies must, therefore, count all the variables carefully when creating a campaign similar to this one.

For Banaanipotku, the success of this campaign definitely enhances its plans for creating new poster marketing campaigns in the future as well.

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**Key words:** Advertising    Poster Marketing    Travelling



## Table of Contents

<b>1. Introduction</b> .....	<b>4</b>
<b>2. Presentation of the company</b> .....	<b>6</b>
2.1 Banaanimatkat.....	6
2.2 Banaanipotku .....	7
2.3 Why football .....	8
2.4 Banaanimatkat Marketing.....	9
2.5 Competitors.....	13
<b>3. Marketing Theories</b> .....	<b>15</b>
3.1 Definition of marketing .....	15
3.2 Poster marketing campaign .....	15
3.2.1 Poster design .....	15
3.2.2 Research .....	16
3.2.3 Testing.....	16
3.3 Consumer behavior .....	17
3.3.1 Problem Recognition.....	17
3.3.2 Information-seeking.....	18
3.3.3 Evaluation of Alternatives.....	19
3.3.4 Purchase decision.....	19
3.3.5 Postpurchase Evaluation .....	20
3.4 Types of Decision Making Process .....	20
3.4.1 Extensive Problem-solving.....	20
3.4.2 Limited Problem-solving .....	21
3.4.3 Routine Response Behavior .....	21
<b>4. Advertising Decisions</b> .....	<b>22</b>
<b>5. Analysis of Banaanipotku's poster marketing strategy</b> .....	<b>25</b>
5.1 Introduction to Banaanipotku's poster marketing strategy .....	25
5.2 Methods of this particular poster marketing campaign .....	25
<b>6. Research results</b> .....	<b>30</b>
6.2 Analysis of the quantitative results.....	30
6.3 Analysis of qualitative results .....	34
<b>7. Summary, Conclusions and Analysis</b> .....	<b>36</b>
<b>8. List of Sources</b> .....	<b>39</b>

## **1. Introduction**

Printed marketing material plays a crucial role in almost every company's marketing strategy in today's business world. As printed marketing material can include almost everything starting from small handouts and flyers, ending up with huge wall poster hanging from the wall of entire buildings, the possibilities with this kind of marketing and advertising are innumerable. This thesis focuses on the usability and effectiveness of printed marketing material for a small travel agency. The goal of this thesis is to display to case company the effectiveness of their poster marketing campaign and to help them to improve their marketing, especially the printed marketing. The effectiveness of this poster marketing campaign will be measured by the visibility and the visitors on the case company's website. This is because the website is their most important selling tool as all the bookings and selling of trips will be done through that. The case company does not have any official office, therefore it can be called as virtual company that uses their website as an office.

As the case company is rather new player in the field of travel agencies, the beginning of this thesis will heavily focus on presenting the case company itself. This part will also include information about their products and the competition they are facing. The case company's marketing strategies are in a very crucial role in this thesis, therefore they will be introduced also in this part.

The second part of the thesis will examine the marketing theories. These theories will include relevant information about poster marketing and consumer behavior. Thesis will also discuss about what affects on customer's decision-making and what are the reasons for certain decisions.

The third part of this thesis will focus on this specific poster marketing campaign that the case company Banaanimatkat executed during the autumn 2008 and winter 2008-2009. The poster will be analyzed and the strategy of this poster specific poster

marketing campaign will be introduced. This part will also include the presentation of research methods.

At the end of this thesis the results of the research will be introduced and the comparison of website visitors between before and after the poster marketing campaign will be done. The last part of this thesis will also include summary of this thesis, conclusions from the research results and analysis of these results combined with suggestions for case company for the future poster marketing campaigns.

## **2. Presentation of the company**

### **2.1 Banaanimatkat**

Banaanimatkat is a travel agency founded in January 2006. It is a small company, they currently employ only two people. Their main business idea is to organize trips for young people. As they mention in their homepage [www.banaanimatkat.fi](http://www.banaanimatkat.fi), they focus on people who choose nightlife instead of going to the museums and circling around sightseeing. Banaanimatkat is choosing their travel destinations very carefully. They arrange their trips to cities that attract young people keen on shopping and partying. At the starting point of their business, they chose Barcelona and London to be these places. These cities are also easily available by cheap airlines and this way the costs can be reduced. (Banaanimatkat 2009) (Mattila February 23<sup>rd</sup> 2009, interview)

Later on, they have modified their business model. Today, they do more tailored trips. Basically it is possible to contact them and ask a trip into any specific place. They will use their contacts to get you the best cost-effective accommodation in the city you want. In winter season, they have applied skiing trips to their selection. (Banaanimatkat 2009) (Mattila February 23<sup>rd</sup> 2009, interview)

Banaanimatkat belongs to the JM & JM Finland Oy. In JM & JM Finland Oy there is also Banaanidesign, which is an advertising and marketing agency. It is focusing on website design, designing all kind of advertising materials starting from business cards ending into the whole company image and even radio commercials. (Banaanidesign 2009) (Mattila February 23<sup>rd</sup> 2009, interview)

## **2.2 Banaanipotku**

In December 2007 they added football trips to their selection. During this process, Banaanimatkat launched a new auxiliary firm name, Banaanipotku. The football trips are organized through this brand. Also the new homepage was introduced, [www.banaanipotku.fi](http://www.banaanipotku.fi). The destination cities were familiar, the football trips offered on their webpage are done into Barcelona and London. But according to the CEO Mr. Jyri Mattila, it is possible to ask for an offer to any football match in England, not just the ones played in London. These matches will most likely be a bit more expensive than the ones they advertise on their web page. In Barcelona, FC Barcelona in their home stadium, Camp Nou, hosts the games. FC Barcelona plays in a highest Spanish football division, La Liga. All the home games of FC Barcelona are included in the Banaanipotku's selection.

In London, the customer has a wider variety of games to choose from as Banaanipotku organizes trips to all English Premier League games that are played in London. The teams that are from London are following; Fulham, West Ham United, Arsenal, Chelsea, Tottenham Hotspur. So Banaanipotku offers trips to all home games of these teams. For the season 2008-2009 Banaanipotku also added the Football League Championship, the second-highest division overall in English football leagues system after the Premier League, to their selection. Also in Football League Championship, all the games played in London belong to Banaanipotku's selection. The London-originated teams playing in Football League Championship are Charlton Athletic, Crystal Palace, and Queens Park Rangers. (Banaanimatkat 2009) (Mattila February 23<sup>rd</sup> 2009, interview) (Banaanipotku 2009) (BDFutbol 2009) (Premierleague 2009)

Banaanipotku's business idea is to provide the trip that includes accommodation for two nights in London city and the tickets to the football game that the customer wants to go and see. In basic setup, the customer buys his/her flights himself/herself. This is because we are living in era of very cheap flight tickets and in most cases the cheapest flight can be found by adjusting flying and booking dates. But of course there is a possibility to let

Banaanipotku to handle the whole trip starting already from the flight tickets. (Banaanipotku 2009)

### **2.3 Why football**

Besides the personal interest towards the subject, Banaanipotku chose to focus on football trips mainly because of the lack of competition. There are some travelling agencies operating in this business field, but they have not been too loud about themselves. Also the old contacts to London and Barcelona enhanced this football project. (Mattila February 23<sup>rd</sup> 2009, interview)

But the key question when planning a new product is the amount of demand in the markets. Football trips really do have potential customers in Finland. Even though the level of Finnish football league or even the level of Finnish national football team can be criticized, the interest towards Spanish football and especially towards English Premier League in Finland can be described somewhat surprising. For example the football-concentrated internet forum Futisforum 2 is the fifth popular conversation forum in Finland with 1 715 407 posts and 45 048 members. However, the only way to watch English Premier League live on television at home in Finland is to become a subscriber of Canal Digital pay-tv. This costs approximately 30 Euros a month a yet they have over 300 000 customers in Finland. Their channel package includes of course a lot of channels varying from movies to documents, but still these figures point out that there is a decent customer base on fans of English football. The right to show Spanish football in Finland belongs to Suomen Urheilutelevisio Oy. They show approximately two games per week on their channel called Urheilukanava, the other game for free and other one on their pay television channel Urheilu+. Their pay television channel belongs to the PlusTV-channel package, which costs around 20 Euros a month. (Nikulainen 2007) (PlusTV 2009) (Urheilukanava 2009) (Mattila February 23<sup>rd</sup> 2009, interview) (Big Boards 2009)



All in all, Banaanipotku sees a great potential in Finnish football audience as for their customer basis. And it is of course much more motivating to do business with a product that motivates and creates interest also within the person selling it, not just the customer.

## **2.4 Banaanimatkat Marketing**

In their marketing Banaanimatkat is strongly relying on their own skills on website designing and creating marketing materials. They have advertised their trips with posters delivered to places where they think their customer base is. These places have been mostly schools. They have organized parties for students in collaboration with SK-ravintolat. Banaanimatkat was also one of the main sponsors of Tradenologia 2008, the big party event for Finnish Bachelor of Business Administration students. The Tradenologia 2008 was organized in Turku in October 2008. Banaanidesign also designed Tradenologia 2008 web page. Banaanimatkat is also keen on different company presentations that are kept in for example polytechnics. By these presentations they get free marketing but also they are able to spread the word of entrepreneurship to students who might be on the edge of thinking their own business ideas. (Tradenologia 2009) (Mattila February 23<sup>rd</sup> 2009, interview)

Banaanimatkat has also appeared in travel exhibitions in Finland, delivering flyers containing information about their trips to Barcelona and London. These flyers were cleverly designed as post cards, which have been sent from these destinations that Banaanimatkat was selling trips to. The front page of both cards consists of beautiful and attractive pictures from the city they are sent from together with the name of the city in question. The texts in the back of the cards are written in very casual way, like friend sending a post card to another one. However, the text includes relevant information about the prices and contact information. This information has been inserted in wisely inside all the casual holiday trip phrases. A boring list with just few lines of text telling the reader the price and the web page would surely be much more ineffective way of saying these same things. Instead of normal receiver's information,

the cards hold the company's contact information on the back right side. From here it is easy for a customer to find out the web page, e-mail address and telephone number.



Figure 1 Barcelona flyer (Banaanimatkat 2009)



Figure 2 London flyer (Banaanimatkat 2009)

Radio and television commercials have been thought about, but so far these are only plans. Especially television is very expensive, although effective, marketing channel and it would require big investments when starting to put your advertisement on one of the main channels in Finland. The two relatively new television channels Sub and Jim can be considered as possible candidates for a placing the Banaanimatkat advertisement because the target group of these channels consist greatly out of the same people as the target group of Banaanimatkat. Also the pricing level of these channels are not as high as for example it is with two biggest advertising television channels, MTV3 and Nelonen. (Mattila February 23<sup>rd</sup> 2009, interview) (Sub 2009) (Nelonen 2009)

After they took the football trips into their selection in December 2007, they designed the whole new web page and some new printed materials especially for those trips. The new design consists of black background theme, with green and white text fonts. The same design has been put in both flyer and on the web page. (Mattila February 23<sup>rd</sup> 2009, interview)



Figure 3 The Front Page of Banaanipotku.fi (Banaanipotku 2009)

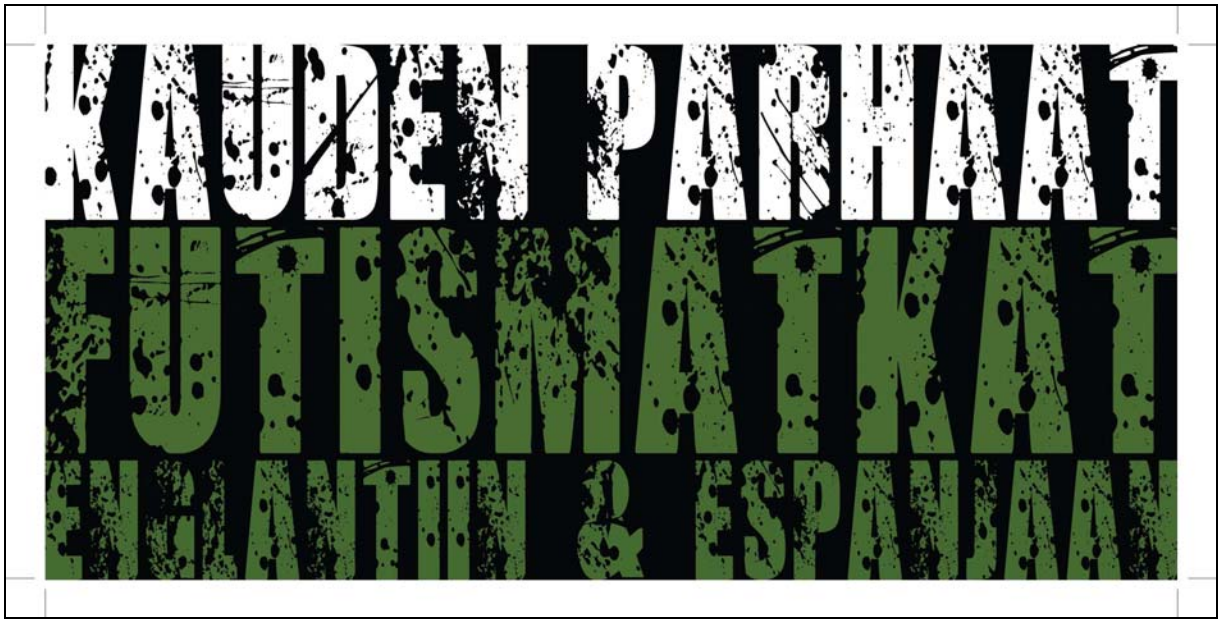


Figure 4 Flyer front side (Banaanipotku 2009)



Figure 5 Flyer back side (Banaanipotku 2009)

## 2.5 Competitors

Banaanipotku is not the only travel agency in Finland arranging football trips. The amount of competitors in this business area has risen during the last couple of years and there are also some relatively big competitors in the markets.

One of the biggest is definitely Tjäreborg, which belongs to the one of the world's leading leisure travel groups Thomas Cook plc. Thomas Cook plc is a huge company with the sales around 8.8 billion Euros and it has 22 million customers globally. Thanks to this connection to Thomas Cook plc, Tjäreborg has a great variety of football trips to offer into English Premierleague and into Spanish La Liga besides their normal leisure variety. (Tjäreborg 2009) (Thomas Cook Croup plc 2009)

Event Travel Finland belongs to Steve Perryman Sport Travel AB group that was founded in 1997 in Sweden. Event Travel Finland focuses strongly on arranging trips to sport events and concerts around the world. Event Travel Finland has a long experience on arranging football trips to England and Spain and they are also putting a decent amount of effort on marketing as they advertise themselves in television during the

football matches shown by Canal Digital. (Event Travel 2009) (Steve Perryman Sport Travel 2009)

Häme-Matkat Oy was founded in 1978 in Hämeenlinna, Finland. Beside their other leisure trips, they are also offering football trips to England, Italy, Spain and Netherlands. (Häme-Matkat 2009)

### **3. Marketing Theories**

In order to analyze this particular marketing campaign involved, it is essential to have a look into marketing as a theory and a concept. Therefore I will shortly first try to define what marketing is in general. After that I will have a short introduction to poster marketing strategies in particular. I will also discuss an extremely important factor in marketing that is consumer behavior and especially theories about making decision.

#### **3.1 Definition of marketing**

The American Marketing Association defined marketing in 1985 as follows.

*Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. (Kinnear & Bernhardt 1986: 6)*

This definition is indeed quite satisfying even today. There is one expression that can be seen very essential when trying to define marketing. That is the word **exchange** and its involvement. In fact, marketing can be seen as it would be all about exchange. Marketing results in something is received when given something in return. As Kinnear and Bernhardt describe it, it is as simple as something of value is being exchanged. (Kinnear & Bernhardt 1986: 8-10)

#### **3.2 Poster marketing campaign**

Poster printing is very multifunctional. It can be used when launching a new product line or just to improve the company's image. One of the best aspects of poster marketing is the ease of alignment, meaning that the possibilities where to use posters are almost unlimited. Exhibitions, fairs, stores, you name it. (Print Place 2009)

##### **3.2.1 Poster design**

The variety in posters is of course large. There are some graphic design rules that should be followed when creating a poster. As in many other things, one important thing to

remember is to keep the work simple enough. Do not use every color or font style available, and remember that these colors and font types should match the company image. It might not be a wise idea to use pink background or font types when advertising a mortician services. The headline (when used) is crucial. Be sure that it draws the attention of a potential customer. It is also important to place contact information on a poster, preferably on the bottom part of it. This is because the customers read the poster from top to bottom and it will be easier for them to remember the contact information when it is written at the end of a poster. (Print Place 2009)

### **3.2.2 Research**

When delivering the poster for Banaanipotku's football trips, we were on such a tight schedule that we had to miss one important part of the poster marketing campaign. That is researching. It is a wise idea to make some researching before delivering out the posters. Make sure that people whom you are marketing makes up a large part of the population. If this is not done properly, the campaign will most likely to fail and you should reconsider the region you are advertising on or the information on the poster. (Print Place 2009)

### **3.2.3 Testing**

It is important to follow how many people contact you because of the posters. If possible, you should ask the person about where has he or she seen your poster. This way you will learn to find out the best locations for you next poster campaign. Also remember to visit the places also after the delivery of poster to check that the posters are still in one piece. Create new posters regularly to refresh your image and remember to keep the level of quality on high. (Print Place 2009)



### **3.3 Consumer behavior**

*Marketing mix is generally thought to be consisting out of so called four P's. These P's are related to product positioning in the markets and they are Product, Price, Place and Promotion (Wikipedia 2009).*

One has to consider many factors when planning the marketing mix but consumer behavior can be thought as the most important of them. Consumer behavior can be described as all the actions that customer makes that relate to buying and using the product or service. These actions also include the decision-making before the buying itself. This means that it is not enough to learn how customer buys or uses to product or service, it also vital to learn what lead to customer's buying decision. (Kinnear & Bernhardt 1986: 140)

Kinnear and Bernhardt describe the consumer purchase decision process their his book as follows:

1. Problem recognition
2. Information-seeking
3. Evaluation of alternatives
4. Purchase decision
5. Post purchase evaluation

It is crucial for company to understand that the buying process starts long before the actual purchase and continues even after the purchase. (Kinnear & Bernhardt 1986: 141)

#### **3.3.1 Problem Recognition**

Problem recognition means that the customer recognizes that he or she has a need for a product or service. It does not have to mean that the customer wants more luxury or experiences in his or her life like football match possibly could be. The problem can even be as simple as the fact that refrigerator has run out of milk and customer has to

buy more. Marketing plays very crucial role in this part of the purchase decision process as it has the power to create the need for certain product. Effective commercials, posters, packages and of course skillful personal selling skills really can wake up the demand on customer. (Kinnear & Bernhardt 1986: 141-142)

### **3.3.2 Information-seeking**

After the problem recognition the customer starts to seek information. The amount of information needed depends strongly on product or service the customer is seeking information on. If the question is about the milk, there is no need for deeper search. Just a visit it to local grocery stores and maybe some price comparison is enough. But when it comes to a bit more expensive and luxury products or service, more information will be seek. For example the football trips Banaanipotku is selling will definitely be often compared to what the competitors might have to offer. Customers seek information for example on price, the accommodation and the possibility to book flights at the same time. Kinnear and Bernhardt discuss in their book that the information seeking starts by internal search. This means that the customer tries to memorize some kind of a information that could be helpful in making a decision. After the internal search, the external search will be implemented. These external sources include:

- Personal sources like friends or relatives who might recommend certain product or service
- Marketer-dominated sources include for example advertising, packaging and pricing
- Public sources are articles and reviews on newspapers, magazines and television programs.
- Experience sources can be thought as the most important source as it comes straight from own experience using or handling the product or service. (Kinnear & Bernhardt 1986: 141-142)

### 3.3.3 Evaluation of Alternatives

After the information is sought, the evaluation of alternatives starts. At this point the customer has most likely derivated a big amount of alternatives into a smaller group for him or her to choose from. In the business area of football trips there have not been too much of competition before, but nowadays bigger travel agencies have taken also these trips into their selection. Examples of these agencies are Tjäreborg, Event Travel and Häme-Matkat. Kinnear and Bernhardt discuss in their book that it is important to identify the criteria that the customer will use when he or she is making the final decision among this group. In football trips, these criteria could be:

- Price
- Brand name
- The game they are offering the tickets to
- The accommodation's quality and location
- The possibility to book also the flights from the travel agency
- The warranty
- The right to refunds in case of for example sickness (Kinnear & Bernhardt 1986: 143)

After the evaluation of the criteria, the importance of each of them should be evaluated. In football trips the price factor might be the most important factor for a student but as for a company that is offering a football trip experience to its customer, the price probably is not the most important thing. They might appreciate the quality of accommodation more. (Kinnear & Bernhardt 1986: 143)

### 3.3.4 Purchase decision

After evaluation customer usually buys the product or service he or she ranked as best among the alternatives. However, this is not always the case. Customer might have to pick another product or service for example if the best alternative is not available at that time. At this point, the customer usually turns into a second best alternative instead of waiting the best alternative to become available. (Kinnear & Bernhardt 1986: 144)

### **3.3.5 Postpurchase Evaluation**

After the purchase becomes postpurchase evaluation that is very important phase because it determines whether customer will stay as a customer also in the future. If customer is satisfied with the product or service, he or she will remember it when he or she is on the edge of the problem recognition and most likely end up to buy your product or service also next time. Vice versa, if the customer is dissatisfied with your product or service, it is very likely that he or she will not end up buying it next time. (Kinnear & Bernhardt 1986: 144)

### **3.4 Types of Decision Making Process**

As Kinnear and Bernhardt represent in their book *Principles of Marketing*, there are three types of problem-solving buying behavior. These are extensive problem-solving, limited problem-solving and routine response behavior. (Kinnear & Bernhardt 1986: 144)

#### **3.4.1 Extensive Problem-solving**

Extensive Problem-solving occurs when doing a big investment. These investments could house and car. The buying process might take a long time and the customer will thoroughly think every step he or she is doing in the buying process. Also the time spent on each stages of purchase decision process is long. They spend a lot of time seeking information on product or service and comparing the price. (Kinnear & Bernhardt 1986: 144)

### **3.4.2 Limited Problem-solving**

In Limited Problem-solving the customer is usually somehow familiar with the product or service, but lacks the information about alternatives. This leads into a situation where the customer does not spend that much time on information seeking and most of it occurs at the point of purchase. Purchase decision process usually takes a moderate amount of time in limited problem solving. (Kinnear & Bernhardt 1986: 144-145)

### **3.4.3 Routine Response Behavior**

Routine Response Behavior is fast paced and simple type of buyer behavior. Products or services that fall into this category basically do not require information seeking or comparison of alternatives. One example could be a customer passing by a coffee house. He or she stops to buy coffee that he or she is in need of. There is basically no thinking involved at all in this fast decision making. This kind of fast and routine action is usually happening when buying cheap and frequently purchased products or services. Also the product is not usually very important and the differences between alternatives are not that big in this category. (Kinnear & Bernhardt 1986: 145)

## 4. Advertising Decisions

*Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kinnear & Bernhardt 1986: 470)*

Kinnear and Bernhardt discuss in their book *Principles of Marketing* that when starting an advertising campaign, like Banaanipotku with their poster marketing campaign, the person responsible of the campaign has several decisions to make. First, the advertisement needs to have objectives. Doing something, advertising in this case, without knowing the exact goals is not reasonable. Objectives are not examined only at the beginning of the campaign, they need to be focused on also after the campaign. If advertising is done without the exact goals, the people doing the advertising will have only minimal feeling about the effectiveness of the campaign they have created. For Banaanipotku, the simple objectives were to increase the conspicuousness of the football trips they are offering and of course to sell more football trips in the long run. (Kinnear & Bernhardt 1986: 472 - 475)

A second important point when creating a campaign like this is to have a clear budget for it. In Banaanipotku's case, the budget could be lowered into a minimal level, as Banaanipotku's employees themselves did most of the work in the form of creating the poster. If the poster and its design would have been bought from an outside company, the costs would have been many times bigger plus Banaanipotku would have supported their own competitors as they are operating also in the field of advertising under the name of Banaanidesign. The costs of this campaign were formed from the printing costs and the amount of gasoline used during the delivery of the posters, so it was not a budgeting issue at any point to make this campaign. (Kinnear & Bernhardt 1986: 472 - 475)

For a third important point in advertising planning Kinnear & Bernhardt mention the selecting of media that is going to be used. These decisions include choosing the media type (for example, will the advertisement be shown on television, radio, newspapers), the media vehicle to be used (which radio/television channel/newspaper) and the

amount of specific ads to be used in each media vehicle. For Banaanipotku it was clear from the beginning that they are going to use printed marketing media. This was because their own personal skill in creating effective printed materials. Kinnear and Bernhardt have also listed that the advertisements should be scheduled over a time and creative approach should be chosen. The approach of this specific poster marketing campaign can easily be described as creative, as there did not seem to be any competitor's advertisements in the bars or pubs that were visited during the delivery of these posters.

Kinnear & Bernhardt emphasize the importance of pretesting and posttesting as the effectiveness of campaign can be measured with these. Pretesting can be done in numerous ways. In focus-group interview, six to ten target audience customers are brought into a single space together with the group leader. The group is then being exposed to an advertisement or at least a part of an advertisement. The group leader then encourages the target customer group to reveal their feelings by discussing about what they have just seen. The test called Folio Test would probably have been useful in Banaanipotku's campaign also. In this type of testing, the target consumer is being shown the test ad and other ads. Afterwards, the consumer is being asked about what he or she remembers about the advertisements he or she has just seen. This is a useful method when testing and measuring the advertisement's ability to catch the attention of a customer.

In-magazine Recall Tests are also useful when using printed media as a media vehicle. In this type of pretesting, the consumer is being interviewed about the advertisement he or she has possibly seen while reading a newspaper or magazine. Consumers are being asked about which advertisement they remember, how much they have read the advertisement and what association do they have in their minds. In Banaanipotku's campaign, the pretesting was left to minimum because of the timetable. When the contract with the ticket provider in England and Spain was sealed, the designing of the poster started. When the poster was ready and printed, the football season in both leagues was already in the half-way and therefore it was crucial to deal the poster as soon as possible so that the trips to season 2008-2009 could be start selling. The

effectiveness of the campaign was measured by the amount of visitors in the website. In posttesting, the people who have seen the real advertisement and being exposed to it, are being interviewed about their experiences on that advertisement. The part of posttesting was left outside on Banaanipotku's poster marketing campaign, and I personally would like to see that used in next campaign as it can provide the company with relevant information about the many small details on a poster that will enhance its chances to stay on peoples' minds. Kinnear's and Bernhardt's seventh point in their list, selecting and working with as advertising agency, was not used in Banaanipotku's campaign because, as mentioned before, they did the part of an advertising company themselves. (Kinnear & Bernhardt 1986: 472-473, 476, 488)



## **5. Analysis of Banaanipotku's poster marketing strategy**

### ***5.1 Introduction to Banaanipotku's poster marketing strategy***

Banaanimatkat has done poster marketing campaign also before, but in smaller scale. This was done at the very early stages of the company, when they promoted their spring holidays into Barcelona in 2006. The posters were then delivered into schools and other places where the potential customer group (students) would be. But this new campaign was done much more precisely and with more planning. The poster marketing campaign was decided to with posters because the Banaanipotku has the know-how of how to do it by themselves without using other advertising companies.

### ***5.2 Methods of this particular poster marketing campaign***

As mentioned before, there are several places in the city of Tampere where it is possible to watch English Premier League and Spanish La Liga from pay-television channels. These places are mainly pubs and bars around the city centre. Therefore, Banaanipotku decided to deliver poster to most of these places, as it is very presumable that the potential customer base of these bars on pubs has a lot of people that would also be potentially interested on football trips also. The posters were delivered at 20<sup>th</sup> of December 2008 by driving around the city and asking pubs and bars for permission to leave this poster hanging in the visible place on the pub's or bar's wall. Two persons, the Chief Executive Officer of Banaanimatkat Mr. Jyri Mattila and myself, Mr. Juha Mönkäre, did the delivery of these posters. Only two bars were located elsewhere than city centre, the other one in Hervanta and the other in Pyynikki. As most of these pubs have a special place for these kinds of advertisements and posters, the idea was to left only one poster per place so that other posters and advertisements will fit into these walls also. The campaign was a success also in this sense, because only one place out of twelve chosen pubs did not allow us to leave the poster to their wall. Many of these pubs also showed potential interest towards this kind of football trips by asking questions for example about the pricing. The pubs that were visited are presented in a

table below. The table includes also information about the address of the pubs and their attitude towards this poster marketing campaign.

NAME OF THE PUB	ADDRESS	POSTER LEFT
Bar Bulldog Teiskontie	Teiskontie 8, Tampere	Yes
Bar Bulldog Tulli	Itsenäisyydenkatu 3, Tampere	Yes
Galaxie Center	Rautatienkatu 27, Tampere	No
Gastropub Soho	Otaivalankatu 10, Tampere	Yes
Mr. Pickwick	Teiskontie 1, Tampere	Yes
O'Connells Irish Bar	Rautatienkatu 24, Tampere	Yes
Oluthuone Ville	Hatanpään valtatie 40, Tampere	Yes
Olutravintola Konttori	Verkatehtaankatu 5, Tampere	Yes
Pub Höyry	Itäinenkatu 5-7, Tampere	Yes
Pub Oiva	Ylioppilaankatu 6-8, Tampere	Yes
Pyynikin Portti	Papinkatu 20, Tampere	Yes
Ravintola Pelisilmä	Satakunnankatu 22, Tampere	Yes

Figure 6 Table of bars selected (Banaanimatkat 2009)

In poster marketing it is all about the poster itself. As there will be no direct face-to-face contact between the company and the customers, the poster has to be tempting and it has to include all the relevant information so that it will be easy for a customer to go and find out more information about the product or service for example from a web page. So a company needs to have creative and skillful people who design the poster.

Posters can be used in several situations. They can be used to advertise new product lines or in just creating a brand for your company as Banaanimatkat is doing with their posters that advertise their new brand, Banaanipotku. One big advantage of poster marketing is that posters can be used in many locations. You can put a poster in basically everywhere, starting from your own wall in exhibitions until the wall of schools and campuses. Popular places also include the walls of local stores.

In this poster marketing campaign, Banaanipotku used the visual design skills of their own to create the poster. The poster is based on a picture where the ball is presumably in goal. As the point of a game football is to score goals by kicking the ball to goal, this picture creates the illusion of a joy and celebration as if your team has just scored a goal. This will attract the people to come closer to see what is there written on the poster and what it is advertising about. This kind of a picture with green grass and a football in goal is very effective especially when attracting football fans.

The big headline in poster says “Onko pallo hukassa!?” which can be freely translated as “Have you lost the control (of the ball)!?”. This headline will make people think whether they really are a bit “lost” and therefore maybe they are in need of a, for example, a short vacation. Maybe even a football trip.

The poster has clearly some influences from movie posters. These influences can be seen in design of this poster’s lower part, below the picture. This part has been taken directly from their own flyer advertising the same trips. After the big headlines the sub-headline follows: “Banaanimatkat ylpeänä esittää,” which means “Banaanimatkat proudly presents”. This is a very common phrase used in movie posters, for example “Walt Disney pictures presents”. Then we have the movie’s name written in big and visible font type. In this case, the “movie” is of course the web address the poster is advertising of, [banaanipotku.fi](http://banaanipotku.fi). Below the web address is the more detailed information. This information includes pricing, details about the accommodation, and the suggestion to go and make an own reservation as soon as possible because the amount of match tickets available is limited. All this text including more detailed

information has been laid out also in movie poster style. The text rows are not straight horizontal, instead the rows are going from down left corner into up right corner. The text includes word with different font sizes, just like in movie posters where the name of the actor or actress is usually written in a bigger font than the other text around the name.

**ONKO PALLO  
HUOKASSA?**

**KUUNEN PARHAAT  
FUTISMATKAT  
ENGLANTIIN & ESPANJAAN**

*Banaanimatkat ylpeänä esittää,*  
**banaanipotku.fi**

PREMIER LEAGUE ENGLANTI LA LIGA ESPANJA ALK. 228 EUROA HINTAAN SISÄLTYY KAHDEN YÖN MAJOITUS \*\*\*HOTELLISSA  
SEKÄ PÄÄSYLIPPU HALUUNNASSI PELIIN PAIKKOJA ON RAJOITETUSTI JOTEN PIDÄ KIIRETTÄ JA VARAA OMASI VÄLITTÖMÄSTI  
KATSO OTTELUOHJELMAT JA HINNAT SEKÄ VARAA JALKAPALLOELÄMYKSESI OSOITTEESTA [WWW.BANANIPOTKU.FI](http://WWW.BANANIPOTKU.FI) banaanipoti design Banaanimatkat

**LIPUT MYNNISSÄ NYT**

Designed by Banaanipoti

Figure 7 The Poster (Banaanipotku 2009)

## **6. Research results**

The results are presented below and I have divided them into quantitative (5.1) and qualitative (5.2) results. The quantitative results are mainly based on website research figures and are presented as a table (table 1), statistics and I discuss the results below.

The success of this poster marketing campaign was measured by the visibility of the company's web site [www.banaanipotku.fi](http://www.banaanipotku.fi). This was done by measuring the amount of visitors on that web site before and after the poster campaign. To do this kind of measuring, Banaanipotku is using the service provided by Datamappi. Datamappi is a Finnish hosting company that provides home page services. Currently they are upkeeping over 10 000 web hotels of which approximately 4000 are Datamappi's products. (Datamappi 2009)

### ***6.2 Analysis of the quantitative results***

From the statistics provided by Datamappi, it can be clearly seen that the amount of visitors on [www.banaanipotku.fi](http://www.banaanipotku.fi) has clearly risen after the posters were delivered. As the posters were delivered just before Christmas on 20.12.2008 it is reasonable to compare the amount of visitors during October 2008, November 2008, December 2008, January 2009 and in February 2009. The statistics from October 2008 and November 2008 will tell us the amount of website visitors before the campaign, December 2008 is the month when the posters were delivered. January 2009 is the first month under the new poster campaign, but February 2009 should be added to this comparison because the figures on January 2009 can be distorted because of the holidays at the beginning of the year. It is presumable that people do not search for football trips during their Christmas holidays as much as they do on normal weeks.

The statistics show that the amount of visitors on [www.banaanipotku.fi](http://www.banaanipotku.fi) in October 2008 is 302 unique visitors, 428 visits (1.41 visits per visitor), 1198 page loads, 6949 hits and 204.96 megabytes of bandwidth used.

Yhteenveto					
	Ensimmäinen vierailu		Yhteenveto		Viimeisin vierailu
	NA		Kuukausi Loka 2008		31.10.2008 - 20:46
	Uniikkia vierailijaa	Vierailujen määrä	Sivuja	Osumia	Kaista
Näytetty liikenne *	302	428 (1.41 käyntiä/vierailija)	1298 (3.03 sivuja/vierailu)	6949 (16.23 osumia/vierailu)	204.96 Mt (490.37 Kt/vierailu)
Näyttämätön liikenne *			762	1364	11.15 Mt

\* Näyttämätön liikenne on erillaisten hakukoneiden ja matojen aikaansaamaa.

Figure 8 Summary of Visitors October 2008 (Datamappi 2009)

In November 2008 the statistics show that the amount of visitors on is 289 unique visitors, 391 visits (1.35 visits per visitor), 1130 page loads, 6060 hits and 183.64 megabytes of bandwidth used.

Yhteenveto					
	Ensimmäinen vierailu		Yhteenveto		Viimeisin vierailu
	01.11.2008 - 00:03		Kuukausi Marras 2008		30.11.2008 - 23:17
	Uniikkia vierailijaa	Vierailujen määrä	Sivuja	Osumia	Kaista
Näytetty liikenne *	289	391 (1.35 käyntiä/vierailija)	1130 (2.89 sivuja/vierailu)	6060 (15.49 osumia/vierailu)	183.64 Mt (480.94 Kt/vierailu)
Näyttämätön liikenne *			680	1199	9.02 Mt

\* Näyttämätön liikenne on erillaisten hakukoneiden ja matojen aikaansaamaa.

Figure 9 Summary of Visitors November 2008 (Datamappi 2009)

The statistics from October 2008 and November 2008 tell us that the amount of visitors was pretty stabilized before the poster campaign. The amount of unique visitors was approximately 300, the amount of visits rounding up to approximately 400 (about 1.4 visits per visitor), page loads around 1150, hits 6500 and usage of bandwidth around 200 megabytes.

In December 2008 the statistics show a drastic drop in the amount of visitors. 170 unique visitors, 241 visits, 593 page loads, 4224 hits and 135.39 megabytes of bandwidth used. Even though the posters were delivered at the end of this month, the Christmas holidays cut down the figures.

Yhteenveto					
	Ensimmäinen vierailu		Yhteenveto		Viimeisin vierailu
	01.12.2008 - 06:23		Kuukausi Joului 2008		31.12.2008 - 23:25
	Uniikkia vierailijaa	Vierailujen määrä	Sivuja	Osumia	Kaista
Näytetty liikenne *	170	241 (1.41 käyntiä/vierailija)	593 (2.46 sivuja/vierailu)	4224 (17.52 osumia/vierailu)	135.39 Mt (575.25 Kt/vierailu)
Näyttämätön liikenne *			558	943	6.69 Mt

\* Näyttämätön liikenne on erillaisten hakukoneiden ja matojen aikaansaamaa.

Figure 10 Summary of Visitors December 2008 (Datamappi 2009)

The impact of the poster campaign starts to show immediately in January 2009. The amount on unique visitors has risen up to 475. The other figures also show clear improvements. 475 unique visitors, 587 visits (1.23 visits per visitor), 1343 page loads, 13064 hits and 391.52 megabytes of bandwidth used. These are very good improvements. Compared to weak December 2008, all the figures have at least doubled, part of them even tripled. The improvements are great also in comparison between the regular figures of 2008 (October and November) and January 2009. People have clearly found the posters and been keen into finding out more information about the football trips from [www.banaanipotku.fi](http://www.banaanipotku.fi)

Yhteenveto					
	Ensimmäinen vierailu 01.01.2009 - 00:18	Yhteenveto Kuukausi Tammi 2009			Viimeisin vierailu 31.01.2009 - 22:36
	Uniikkia vierailijaa	Vierailujen määrä	Sivuja	Osumia	Kaista
Näytetty liikenne *	<b>475</b>	<b>587</b> (1.23 käyntiä/vierailija)	<b>1343</b> (2.28 sivuja/vierailu)	<b>13064</b> (22.25 osumia/vierailu)	<b>391.52 Mt</b> (682.98 Kt/vierailu)
Näyttämätön liikenne *			<b>654</b>	<b>1678</b>	<b>11.25 Mt</b>

\* Näyttämätön liikenne on erillaisten hakukoneiden ja matojen aikaansaamaa.

Figure 11 Summary of Visitors January 2009 (Datamappi 2009)

Even though the January 2009 was a clearly a top month for what it comes to website visitors, the rise was not just a one month boom. In February 2009 the amount of visitors came down a little bit compared to January, which is understandable as the posters were new on January and most of the target customer group have probably seen them already on January. But the statistics show that the level of website visitors did stay on higher level compared to the months before the poster campaign. 382 unique visitors, 512 visits (1.34 visits per visitor), 1135 page loads, 10907 hits and 306.03 megabytes of bandwidth used.

Yhteenveto					
	Ensimmäinen vierailu 01.02.2009 - 00:33	Yhteenveto Kuukausi Helmi 2009			Viimeisin vierailu 28.02.2009 - 20:41
	Uniikkia vierailijaa	Vierailujen määrä	Sivuja	Osumia	Kaista
Näytetty liikenne *	<b>382</b>	<b>512</b> (1.34 käyntiä/vierailija)	<b>1135</b> (2.21 sivuja/vierailu)	<b>10907</b> (21.3 osumia/vierailu)	<b>306.03 Mt</b> (612.05 Kt/vierailu)
Näyttämätön liikenne *			<b>643</b>	<b>1575</b>	<b>9.53 Mt</b>

\* Näyttämätön liikenne on erillaisten hakukoneiden ja matojen aikaansaamaa.

Figure 12 Summary of Visitors February 2009 (Datamappi 2009)

In the figures below, I have described the mentioned statistics in tables that ease the comparison between the months. The first figure includes the number of unique visitors,



the number of visits, the number of loads and the bandwidth used. The number of hits I have listed in a separate figure because the much more greater amounts than the other measured statistics have. It is very easy to spot the increase in all measured statistics from both of these figures. They both also show that the January 2009 was a clear top month and the figures started falling in the next month as the posters were already seen by most of the target audience.

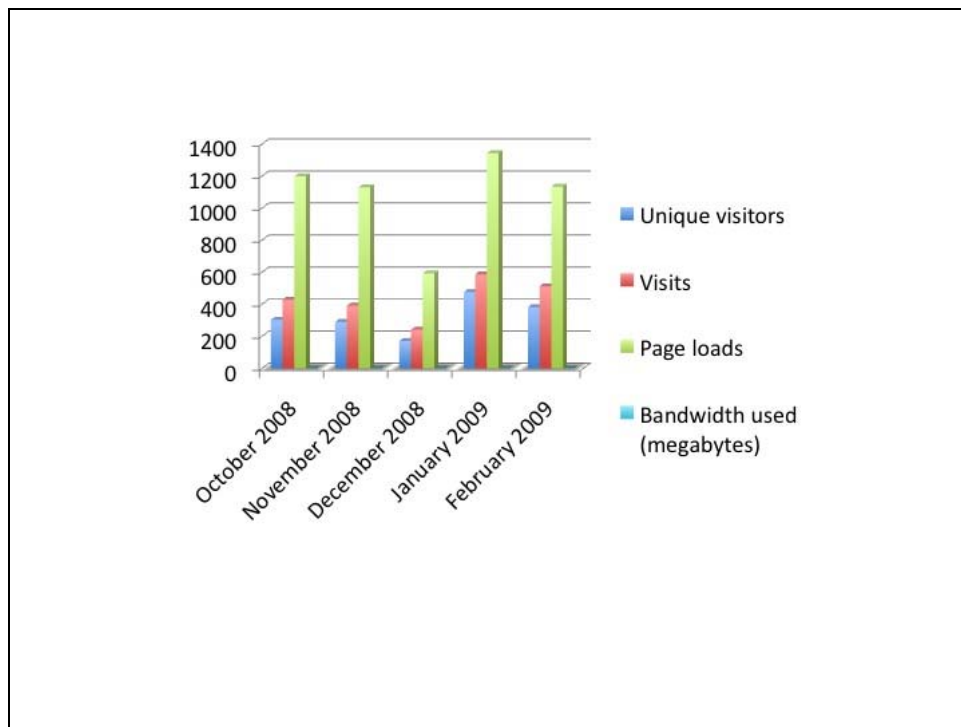


Figure 13 Statistics from [www.banaanipotku.fi](http://www.banaanipotku.fi) (Banaanipotku 2009)

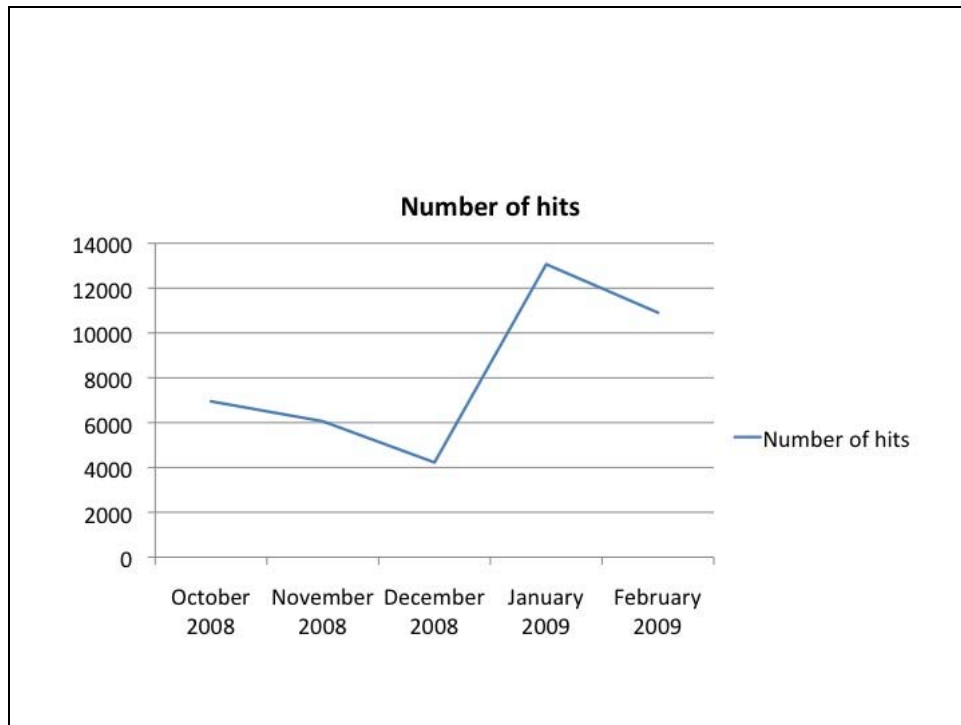


Figure 14 Hits on [www.banaanipotku.fi](http://www.banaanipotku.fi) (Banaanipotku 2009)

### **6.3 Analysis of qualitative results**

The main qualitative result of the research is that the poster marketing campaign was a success in the light of the results. After poster were delivered and people found them after the Christmas holidays, the amount of visitors and hits on [www.banaanipotku.fi](http://www.banaanipotku.fi) rose up dramatically. Therefore, this campaign can be seen as great enhancement for Banaanipotku's football marketing. The visibility of their website was risen on completely new level as the amount of unique visitors was basically tripled between December 2008 and January 2009. The same thing occurred with the amount of visits as the figure tripled. This surely has boosted the visibility of the whole organization. It is not reasonable to just to compare the amount of trips sold before and after the marketing campaign because people tend to search for appropriate games that match with their own favorite team and their own schedule. Therefore, the positive effects of this poster marketing campaign will surely be seen later in the spring. It is not common for people just to rush and book their holiday trip immediately after they have seen the

advertisement. But the rise in the amount of interested people is a very positive result that will keep the name of the company in people's minds also in the following football seasons.

This poster marketing campaign can be described as a success also in the light of finding the target audience. The decision about delivering the posters into pubs and bars that show these two football leagues in their televisions turned out to be the right one. The amount of visitors on [www.banaanipotku.fi](http://www.banaanipotku.fi) started to climb up immediately after the Christmas holidays both in Finland and in these two football leagues were over and people came back to watch their favorite sports from their favorite bars.

The cost-effectiveness of this poster marketing campaign is completely on its own level. As the costs were minimal, only the printing costs and money spend on gasoline while delivering the posters, every single small increase in the amount of new visitors on the website can be described as a success. Now that the amounts were basically tripled, this campaign surely met its goals also in the aspect of cost-effectiveness. The positive result gotten from this poster marketing campaign surely encourages Banaanipotku to make new similar campaigns also in the near future. The football season in both England and Spain are just about to end and the new seasons will start in autumn. The poster used in this campaign can very well be used as a basis for the possible new poster for next season, but of course some modifications have to be done so that the poster will feel fresh right at the beginning of the football seasons.

## 7. Summary, Conclusions and Analysis

The basis for this thesis was to find out the effectiveness of poster marketing campaign for a small travel agency. The travel agency that this thesis was done for is called Banaanimatkat. Banaanimatkat has an auxiliary firm-name Banaanipotku, which is concentrated on selling football trips to London, England and Barcelona, Spain. The leagues that Banaanipotku is selling trips and tickets into are the Spanish Primera League and English Premier league and English Football League Championship. The trips that Banaanipotku is selling consist of hotel nights and match tickets as a basic setup, but it is also possible to buy the flight tickets via Banaanipotku. In autumn 2008 Banaanipotku decided to make an advertising campaign.

The campaign was decided to do as a poster marketing campaign because of the previous experience on printed marketing that Banaanimatkat had had. Because Banaanimatkat is also operating in the field of graphical design and advertising under the name of Banaanidesign, the company did not have the unavoidable expenditures of buying the material and the campaign from another advertising company. Instead, they designed themselves the poster that was used in this campaign. The poster was then printed and this was the main cost of this campaign, total expenditures staying under 500 Euros.

The idea of this poster marketing campaign was to increase the target audience's awareness about the Banaanipotku and to improve the sales of football trips. As the poster was directing people to the Banaanipotku's website, the success of this campaign was measured mainly by the amount of visitors in the Banaanipotku's website [www.banaanipotku.fi](http://www.banaanipotku.fi). The changes in the amount of visitors on this website are also analyzed in this thesis.

The campaign can be thought as a success. The results show remarkable increase in the number of website visitors and the increase occurs just right after the delivery of the posters. As the costs of this whole poster marketing campaign consist out of printing costs of the posters and the cost of gasoline spent during the delivery process, every new

visit and visitor on the website [www.banaanipotku.fi](http://www.banaanipotku.fi) can be considered as potentially positive result when concentrating on target audience's awareness of Banaanipotku.

The poster marketing campaign that Banaanipotku executed can be considered as effective. The costs were minimal, and the target audience was reached at least on some scale. The awareness of Banaanipotku was surely increased among the target audience even though the positive results in the form of more sold trips can be seen as late as next season when target audience starts planning their next football trips. However, I think that it was very crucial for this campaign's success that there were no expenses caused by designing the advertisement materials. If Banaanipotku would not had the know-how of doing this poster by themselves, they would have had to turn into a advertising company to get a decent poster to advertise their trips. This would have caused a drastic increase in the costs of the whole poster marketing campaign. Therefore, I think that if another small travel agency is thinking about doing this kind of an small-scale poster marketing campaign, the should either have similar know-how of doing and designing printed marketing material or at least they should have very good connections (and discounts) with some high-quality advertising company. Otherwise, the profit gotten from the campaign may not cover the expenses of it as the profit in this case can be seen as the increase in the awareness about the company instead of just pure income in the form of money.

As mentioned, the poster marketing campaign that Banaanipotku made was effective. Therefore, I absolutely support for doing a new campaign in the next season. The schedule of the matches that will played in the season 2009-2010 will be revealed during the summer and Banaanipotku should start planning a new poster campaign immediately and be prepared to launch it as soon as they have the information about the match schedules and the possible changes in the pricing of the match tickets. The next poster campaign should cover at least same places as this campaign did. Banaanipotku should try to cover more pub and bars, also from the suburbs of the city centre. These smaller areas also have bars and pubs that show the football leagues in their televisions and this way they might also include potential customer base.

It is very probable that people who have seen posters during this campaign, have thought that maybe they will go and see a match in the next season that starts in the autumn 2009. Therefore, I would suggest not just a new poster campaign in the next season, but also some kind of a reminder in the same places that the posters were delivered into. This reminder cannot include the exact information about the next season matches and accommodation prices, because the leagues or hotels themselves have not launched them yet. Instead, this reminder could include less detailed information about Banaanipotku itself and some kind of a slogan mentioning something about the upcoming football season. This way, the potential customer group will be staying alerted and waiting for about what is there coming from Banaanipotku during the summer and autumn 2009.

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