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# Evaluation of a Marketing Campaign: A Case Study of Company X

Moisio, Ada

2015 Laurea Leppävaara

Laurea University of Applied Sciences  
Laurea Leppävaara

## Evaluation of a Marketing Campaign: A Case Study of Company X

Ada Moisio  
Degree Programme in Business  
Management  
Bachelor's Thesis May, 2015

Moisio, Ada

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Year	2015	Pages	60
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This thesis concentrates on evaluating a marketing campaign for the case Company X in Finland. The thesis will present the importance of thoroughly understanding different stages of the process of implementing a public communication campaign. Systematic evaluation of marketing campaigns can provide the case company with invaluable information.

The reason for elaborating this research was the authors aspiration in cooperation with case companies management to evaluate campaign data from a new point of view. The case company hoped to find development ideas as well improve their business activities in the process. Best scenario would provide the company management with new improvement propositions that could lead towards a stronger market share.

Material for the research was collected via interviews which were arranged with the case company representatives and also by utilizing desk research methods. This material was researched and analyzed to help support the case company to achieve their campaigning targets.

Indeed , the evaluation of campaign X has provided the case company with a clear comprehension of the changes and development stages that need to take place to further improve the campaigning. The right enhancements will enable the case company to reach more potential customers with greater results.

Finally the research proved to be successful in providing the case company and the researcher with new knowledge and thus advancing the businesses of case company. The new perspective on viewing the public communications campaigns has encouraged the management of the case company to consider further evaluation of campaigns and implementation of new methods.

Keywords,  
Campaign, Marketing,

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# 1 Introduction

In this chapter will be presented the case company, the purpose of the thesis, the research question and the structure of the thesis.

## 1.1 Background

"The secret to successful communication is about saying the right thing in the right way in the right place and moment. However, the opportunities to do it right (and wrong) increase dramatically in the more complex and individualistic world" (Chawla 2015).

Understanding the importance of well managed marketing communications is a thriving path that leads to success for many companies. Within every campaign the strategy and target audience is reached in a different way, it sets a challenge for the company to find the most effective marketing strategies with which to reach the customer.

Regardless of the strategy the company chooses to utilize for their campaign, a solid understanding of the world of marketing communications will enable the case company to become more successful

## 1.2 Case Company

The author was working as a trainee for the case Company X during spring 2015. The idea for this thesis sprung during the trainee period. Case company X launches a marketing campaign from time to time to attract customers. The success of these campaigns had not yet been viewed from a qualitative perspective, so the author had a unique possibility to do research under this topic. As a result the significance of this study is two-fold; it brought potential business value for the case company, and also was a valuable learning experience for the author.

The case company is an international company with units and customers around Finland. Author has agreed to keep the company profile anonymous and will present it throughout the thesis as case Company X.

## 1.3 Thesis objectives and research question

The thesis objectives are:

- Tracking the implementation of case company's marketing campaign.

- Analyzing the results of the marketing campaign of the case company, in the Finnish market.
- Providing the case company with a thorough evaluation and development proposal.

The main research question is:

Is the marketing campaigning of case Company X sufficient in Finnish markets?

#### 1.4 Structure of the thesis

This thesis consists of five (5) chapters. The theoretical part will include Chapters 2 and 3. The theoretical part will provide a frame work for the research subject. After theoretical part, empirical part will follow, presenting results of the research made. The empirical part presents the work done on research, the procedures of the research, and the findings and analyzed results.

Chapter 1 consists of the introduction of the research, the structure of the thesis, the purpose of the research and the limitations.

Chapter 2 provides the theoretical background and gives an introduction to public communication campaigns. It defines the different stages of public campaigning and what aspects are important today. Designing, implementing and evaluating a campaign requires vast knowledge of audience behavior this will be further looked into.

Chapter 3 explains the research approach step by step. The purpose of this chapter is to introduce and prepare the reader to the approaches selected by the author.

Chapter 4 will introduce the empirical part of the study. Providing the information of about the stages of research planning and implementation. This chapter will end with the author analyzing and presenting the research results.

Chapter 5 presents a conclusion of the project. It sums up the theoretical framework and points out the key points of the campaign for the case company.

After this follows a list of references, illustrations, figures and tables used in the thesis and appendix.

## 2 Theoretical Background

### 2.1 Marketing Theoretical Background

The term marketing has evolved over time. Today marketing is defined as "The management process through which goods and services move from concept to the customer" (Business Dictionary 2015).

Philip Kotler defines marketing as "satisfying needs and wants through an exchange process" (Kumar, Poornima, Abraham, Jayashree 2003).

Taylor (2000) suggests that "Marketing is not about providing products or services, it is essentially about providing changing benefits to the changing needs and demands of the customer" (Thorpe 2010).

### 2.2 Marketing Plan

"A marketing plan is the central instrument for directing and coordinating the marketing effort. The marketing plan operates at two levels: strategic and tactical" (Kotler 2009).



Figure 1: The Marketing Plan  
(Cadden & Lueder 2012)

### 2.3 Public Communication Campaign

A communication campaign is described as a calculated undertaking attempting to effect the behavior of an audience, within a given time period, utilizing different communication activities and displaying messages through various channels in order to reach societal and individual benefits (Rice & Atkin 2009).

"For many companies, marketing campaigns are the main method for both communicating with their market to reinforce positioning, and for customer acquisition" (MarketingMO 2015).

### 2.3.1 Theoretical foundation

There has not been distinguished a particular theory for public communication campaigns, but some of the theoretical perspectives are regularly engaged to give guidelines for campaign strategies. The most commonly utilized concepts are the **Social Marketing Framework** and the **Communication-Persuasion Matrix**. Social Marketing offers a macro perspective, combining components such as product, cost, benefits, audience segmentation, policy change and competition. Whereas Communication-Persuasion Matrix includes factors that are common to most communication models such as; source, message, channel and audience (Rice & Atkin 2009).

**Output process** hypothesizes the reactions from the audience once they have received stimuli to the campaign through exposure on the level of basic stages, before effects are carried out at learning and behavior levels.

**Exposure** means when the audience receives the message and pays attention to the content of the message.

**Processing** circumscribes the audiences mental understanding of the message, pro-and counter arguing to it, interpreting it, connecting and emotionally reacting to the message received.

**Learning** means the information gained from the campaign message and the image formed from it.

**Yielding** means the change in attitude, values and beliefs of the audience after processing and learning about the campaign message.

**Behavior** is the action carried out by the audience after receiving the campaign message and its recommendation (Rice & Atkin 2009).

### 2.3.2 Audience Segmentation and Campaign Design

#### Identifying the Audience

When starting to designing a campaign an overall outlook of the markets and audience groups will help to name the possible opportunities and forthcoming barriers. The audience is subdivided in specific target groups, as this is more efficient rather than attempting to reach the whole public. The audience can be divided into categories such as; demographic characteristics, predispositions, personality traits and social contexts etc. in order to obtain strategic advantage. There are two major strategies, of which the first one is aimed to improving message efficiency by prioritizing groups of audience according to how close and how related they are to the campaigns objectives and how open they are to influence. The second strategy is to modify the campaign message by its content, style and form, and also the channel through which it is distributed to make it more effective in reaching the subgroups (Rice & Atkin 2009).

The campaign design concentrates on central groups of the audience whose practices and behavior could be influenced through the campaign. After this it is important to identify the underlying factors and behaviors that led to the focal behavior of the audience group. When looking back and investigating the origin it helps to recognize the underlying factors that led the audience towards this behavior. From here it is possible to start creating models of these pathways, to see which attitudes, beliefs, knowledge, social influences or environmental forces led the audience group to the focal behavior. This model should be then investigated by viewing it through the perspective of communication. This meaning it is necessary to subdivide the target audience in order to contact them directly and to understand the target behaviors that then can be influenced by messages sent through the campaign (Rice & Atkin 2009).

" A sophisticated campaign will seek to affect the most promising pathways guided by a comprehensive plan for combining manifold components and an appropriate theoretical framework matched to the desired outcome and the relevant audiences and social systems" (Rice & Atkin 2009).

### Direct Effects on Focal Audience Segments

Campaigns very often choose a specific target audience to whom they aim the message. The focal audience in these cases often those who are thought to benefit from the campaign. The success of the campaign message reaching the chosen audience and causing a reaction depends on how receptive the audience is. The strongest effects are usually received from target audience groups that have already been influenced by the matter. As an example target groups can be divided into subdivision groups such as: demographic, social, high versus low sensation seekers, those experiencing psychological or social obstacles in accomplishing certain behaviors, and members of different cultures (Rice & Atkin 2009).

### Indirect Effects on Interpersonal Influencers and Policy Makers

"Rather than relying predominantly on direct persuasion, campaigners may attain greater impact by investing effort and resources in campaign components affecting indirect or secondary target audiences who can 1) exert interpersonal influence on focal individuals or 2) help reform environmental conditions that shape behavior" (Atkins & Salmon 2010).

"Media campaigns have considerable potential for motivating interpersonal influencers in close contact with focal individuals as well as producing effects on institutions and groups at the national and community levels" (Atkins & Salmon 2010).

As a second strategy, campaign messages are also aimed to groups of people called interpersonal influencers. These influencers are opinion leaders who are more open to receive campaign messages and they indirectly forward it to audience in subdivisions. This can be a more effective way to gain results rather than directly targeting a subdivision group. Interpersonal influencers can serve as role models and pass the campaign message with for example positive or negative reinforcement. The biggest advantage perhaps with interpersonal influencers is that they are able to personalize the messages to meet the needs and values of individuals (Atkins & Salmon 2010).

The third effect strategy, is to forward messages directly to the societal and organizational policy makers, and by this strategy it is possible to modify the environment indirectly thus once again reaching the individuals more effectively. Individuals decisions are affected by the societal environment, factors such as: monetary expenses, laws, industry practices, role models, commercial messages all strongly tribute to individuals decision making (Atkins & Salmon 2010).

### 2.3.3 Campaign Messages & Media

#### Strategic Approaches: Prevention Versus Promotion

Campaigns can either try and promote positive behavior or prevent negative behavior. Campaigns promoting preventive behavior focus on gaining attention on the negative sides of the targeted behavior and how destructive the consequences of this behavior can be. On the other hand whilst promoting positive behavior, audience is offered a image of gaining a reward from acting in a certain way. This promotion can use for example attractive products to influence wanted behavior. The effectiveness of the campaign and the response acquired is directly proportionate to the given effort, expenses consumed and how well the strategic approach was received by the targeted audience. Because campaigns can be stretched over a time period of months to years, they can use a gradually growing progressive approach to attract audiences (Rice & Atkin 2009).

#### Message Content: Informational Versus Persuasive

There is three types of messages used in campaigns: Awareness messages, instruction messages and persuasive messages. The most common type of message for campaigns is a persuasive message. Most campaigns try to persuade the audience to act in a certain way or to persuade the audience out of a certain way to act. Long campaigns place several persuasive messages that revolve around the allurement (Rice & Atkin 2009).

#### Message Appeals: Persuasive Incentives

Persuasive messages are often designed to give out a image of the possible outcome, whether the audience decides to act upon influence and to which degree, will affect in the outcome. Preventive messages use painful consequences as a motivation to keep audience from departing to risky behavior. The motivating factors that are used often relate and strengthen the beliefs of the target audience, reinforcing the feeling of gaining value. In health campaigns most often as the motivator is emphasized physical health, psychological importance, time and effort, economic, moral, legal and social dimensions (Rice & Atkin 2009).

### Message Design and Implementation: Qualitative Dimensions

When designing messages the material for the message needs to be strategically chosen. When messages are designed, five qualities exist from which the designer can choose to use one or more.

**Credibility:** Channels the trustworthiness of the source and how convincingly the evidence has been provided.

**Engagement:** The presentation of the ideas should include interesting content and the implementation should be done in an attractive manner.

**Relevance/Involvement:** Material should be chosen according to its relevance to audience to engage them to imagine being personally involved in the situation.

**Understandability:** The message should be presented to audience in a simple and comprehensive manner.

**Motivational Incentives:** Referring to persuasive messages, which are described above (Rice & Atkin 2009).

### Message Sources

Messenger delivers the information, demonstrates a certain behavior or provides a testimonial in the message. Messengers utilize the five (5) qualitative factors mentioned in the previous paragraph. By utilizing these factors the messenger targets to: attract attention, evoke positive thoughts, increase emotion and remembrance. Campaign messengers are often celebrities, officials, specialists or experienced individuals (Rice & Atkin 2009).

### Mediated Communication Channels: Mass and Digital

Traditional broadcast and print channels are still to this day the most trusted and utilized channels by campaign designers. Websites have played an important role after late 1990s and more recently mobile devices and interactive technology has also been utilized.

"Salmon and Atkin (2003) discuss channel differences in terms of *reach* (proportion of population exposed to the message), *specializability* (narrowcasting to specific subgroups or tailor-

ing to individuals), *interactivity* (receiver participation and stimulus adaption during processing), *meaning modalities* (array of senses employed in conveying meaning), *personalization* (human relational nature of source-receiver interaction), *decodability* (mental effort required for processing stimulus), *depth* (channel capacity for conveying detailed and complex content), *credibility* (believability of material conveyed), *agenda setting* (potency of channel for raising salience priority of issues), *accessibility* (ease of placing messages in channel), and *economy* (low cost for producing and disseminating stimuli)" (Rice & Atkin 2009).

Campaigning channels are selected according to resources, target audience and the type of message pursued. Public communication campaigners often choose to arrange events to get most effective publicity. Health campaigns are utilizing increasingly the use of digital media technology, as this offers possibilities to campaign via interactivity, tailoring and narrowcasting. Interactivity concentrates on directing the communication and the types of relationship between user and source, such as: monologue, feedback, responsive dialogue and mutual discourse. These types are linked to design features such as: surveys, e-mail and purchasing products or services. Interactive media enables the tailoring of messages to specific individuals by screening the audience through factors such as predisposition, readiness stage, taste, beliefs and knowledge. This screening directs the audience towards narrowcast messages which then again increases the efficiency of the message (Rice & Atkin 2009).

Internet has become a major source of information. Campaigns online often use public service promos. These promos are ad banners and invitations for click to access another website. These kind of messages have strong limitations with amounts of content, no real influence on where the banner is placed, and above all that, regularly computers hold an anti add software to block banners. By result, health promotion adds that have paid for marketing on social media have had greater results due to better placement of ads and more precise targeting. Blogs bring together users who are interested in similar topics, podcasts send out audio messages to motivated listeners and twitter posts campaign information and updates for followers. Young people can be reached very efficiently via voice response systems, interactive videos, DVD's, mobile phones and even computer games (Rice & Atkin 2009).

To gain as much popularity as possible, campaigners often apply for financial aid for advertisements on expensive media. They contest for free public spaces, use contacts and public relations techniques to gain scope in entertainment and journals, and utilize affordable channels such as websites and social media. To gain the quantitative targets of a campaign the audience is predisposed with already available content on media and invited to seek information from specialty sources (Rice & Atkin 2009).

## Quantitative Dissemination Factors

There are five strategic factors for message publications.

**Volume:** of messages, helps to reach satisfactory levels of recipients, expose them to messages frequently and enable recognition and formation of image.

**Repetition:** right levels of repetition promote message comprehension and affects positively towards the product, but too high repetition then again affects in a negative way decreasing the returns.

**Prominence:** the message placement in media, such as front page of the news paper, noticeable billboards, or a high ranked search engine result gives significance and high levels of publicity to the message.

**Scheduling:** during how long period of time will the campaign messages be published, whether most effective will be a short period of time or a lengthier duration or distributing messages in bursts. When looking at the calendar, there are times when audience is more active and open to information.

**Length:** To accomplish enough attention to gain a mass reaction usually requires persistence and long periods of campaigning. Constant campaigning is necessary because there is a lot of rivalry for attention and the audience needs constant reminders (Rice & Atkin 2009).

*Backsliders* are the audience members who return to previous behavior and continue without changing behavior. *Evolvers* slowly adapt the message and change behavior and *vacillators* need reminders and influence on a regular basis (Rice & Atkin 2009).

### 2.3.4 Campaign Evaluation Methods

#### Formative Evaluation

"The applicability of general campaign design principles depends on the specific context (especially types of audiences to be influenced and types of product being promoted), so effective design usually requires extensive formative evaluation inputs" (Atkin & Freimuth 2001).

At the beginning of developing a campaign, background information is acquired about main target groups and what factors influence them. This information is gathered from databases and by composing customer surveys. The campaign designers are gathering information about audience potentiality, their channel usage patterns and making evaluations to find out the most promising sources and appeals. At this stage raw versions of the message and its content are being sketched. Target audience discussion groups are organized to observe qualitative reactions and quantitative scores are measured in message laboratories (Rice & Atkin 2009).

### Process Evaluation

During the campaigning, process evaluation weighs whether the campaign is utilizing the components designed beforehand. It also evaluates the factors that could be improved by following designers and implementers in future campaigns. The process evaluation is important for it measures how effectively the campaign has been managed and what social and structural difficulties can arise and how to manage them (Rice & Atkin 2009).

### Summative or Outcome Evaluation

A summative evaluation research takes place after the campaign has been executed. This evaluation determines the outcome of the campaign.

"Valente & Kwan (2013) summarize the basic methodologies, including field experimental, cross-sectional, cohort, panel, time-series, or event-history designs, although qualitative components and mixed-methods evaluations provide unique, additional, and triangulated insights." The summative research can however be implemented during and after the campaign phases (Valente & Kwan 2013).

### Campaign Effectiveness

"Research findings suggest that campaigns are capable of generating moderate to strong influences to cognitive outcomes, less influence on attitudinal outcomes, and still less influence on behavioral outcomes" (Atkins 2001; Snyder, Johnson, Huedo-Medina, LaCroix, Smoak, Cistulli 2009).

Audience behavior to campaign messages and their reactions depends on the amount of information they have been predisposed, the qualitative efficiency of messages, the utilization of communication systems and combination of social-change strategies (Rice & Atkin 2009).

There are many reasons for a campaign to not reach its success. One of the biggest problems in campaigning is to reach the audience with the message and gain their attention. The audience members that have been successfully reached by the message can then come up with negative and defensive responses to the messages. These include misinterpretation of threatening consequences, denying that the message would apply to oneself, counter arguing against the appealing reward offered, rejection of the message recommendations and laziness to react. Zero results are gained from audience members who see the campaign message as any of the following: offensive, disturbing, boring, stale, preachy, confusing, irritating, misleading, irrelevant, uninformative, useless, unbelievable or uninspiring (Rice & Atkin 2009).

"Salmon and Murray-Johnson (2001) make distinctions among various types of campaign effectiveness, including *definitional effectiveness* (e.g., getting a social phenomenon defined as a social problem or elevating it on the public agenda), *contextual effectiveness* (e.g., impact within particular contexts such as education vs. enforcement vs. engineering), *cost-effectiveness* comparison (e.g., prevention vs. treatment, addressing certain problems over others), and *programmatic effectiveness* (e.g., testing campaign outcomes relative to stated goals and objectives)" (Salmon & Murray-Johnson 2001).

### 2.3.5 Future Challenges

Future research is inevitable for developing campaigns furthermore. Campaign design, implementation and resource distribution need more examination to understand better the challenges facing them. Moreover in future researches need to take place to find out what is the optimal amount and combination of incentives sent in messages? Not enough information has been searched considering gain-frame and loss-frame messages, or about appeals dealing with fear and negativity. How are campaigns able to gain long-term results? What would be the most profitable balance between direct and indirect strategy? (Rice & Atkin 2009).

Campaigns target more and more interpersonal influencers with their messages and general policy makers. However the most effective mixture of these two strategies has not been found out. Instead of focusing on personal benefits, campaigns should start addressing social problems and target collective benefits. A relevant question for future is also how can campaigns reach young people who are utilizing very different interactive and personal media channels than adults (Rice & Atkin 2009).

How do different quantities of messages affect on the success? Future researches should concentrate on finding out what amount of messages is enough to reach a reaction from the audience, what is the absolute minimum, but also after what volume of messages does the results start to diminish. To find out what is the limit after which audience views the message as too repetitive and it wears out of the original target (Rice & Atkin 2009).

An important topic is also the use of channels in future. What are the effects of utilizing different channels? Also researchers need to keep updated on new communication technology and the changes it brings along. The combination of education and entertainment in channels such as television, posters, websites and mobile devices should be examined.

As an important note the ongoing development of mediated communication will bring major changes to campaigning in the future. Continuous research should take place in order to recognize the rising opportunities these changes bring and also to utilize the full potential of new applications introduced (Rice & Atkin 2009).

### 3 Research approach

The purpose of this chapter is to introduce the chosen research approach, the method used as well as the interview techniques, which will be applied later on in the empirical part of the thesis. At the end of this chapter the methodology will be explained and the author will describe the process of analyzing and collecting the data as well as contemplate on the trustworthiness of the data.

The aim of this research is to evaluate the marketing campaigns of case company x by utilizing qualitative methods such as interviews and desk research. This type of research fit best the authors philosophical orientation as well as full filling the aims of the research project.

Qualitative, research can be described as 'multi-paradigmatic' in focus (Denzin & Lincoln 2005), because qualitative methods are capable of being employed usefully within all paradigms, such as positivism as well as interpretivism (Denzin & Lincoln 2005).

The author will acknowledge the context of the research study and the circumstances in which it appears. The research is kept small in sampling and small within the scale. At the end of the research the author reflects self critically the role of a researcher.

### 3.1 Chosen research approach

"Most of the researches can be divided into three different categories such as; exploratory, descriptive and causal" (Penwarden 2014). The exploratory research is essential for discovering business strategies and it focuses on discovering new ideas (Penwarden 2014).

" Exploratory research is research conducted for a problem that has not been clearly defined. It often occurs before we know enough to make conceptual distinctions or posit an explanatory relationship" (Shields, Rangarjan 2013).

Exploratory research is used to further define the company issues, finding possible areas of growth, identifying alternative courses of action and prioritizing areas requiring statistical research. A common example of exploratory research is open-ended questions which often provide quality information to the researcher (Penwarden 2014).

The nature of exploratory research encouraged the author to choose this approach as it relies on data and interviews and often the results provide familiarity and a insight to a specific situation. Thus the author chose the exploratory research approach as it is the most appropriate choice for this study (Penwarden 2014).

There are several different research approaches offered for qualitative research. Most commonly one of the following approaches is chosen.

- Case studies
- Grounded theory
- Ethnography
- Discourse Analysis and Critical Discourse Analysis
- Phenomenology
- Additional approaches such as: historical research and action research (Daymon & Holloway 2011)

In order to determine the most valuable research approach for this study, it is essential to examine the case company and to asses their needs. Indeed the targeted objective will be in the evaluation of the case company's marketing campaign. Since case study enquiry is based

on an investigation of a specific phenomenon it is the most suitable research approach and therefore author chose to utilize it in the study.

It is argued that " case studies differ from other qualitative approaches because of their specific, in-depth focus on a phenomenon in its naturalistic setting as an object of interest in its own right" (Daymon & Holloway 2011).

As case study research is interested in examining an issue or an event and these distinguished features will therefore reinforce the authors research target and full fill the purpose of it, while the research is concentrating on a event such as a campaigning.

### 3.2 Case study

This research is implemented in the form of a case study. The general aim of the case study research is to increase the readers knowledge about current communication events and processes taking place within their context. Questions such as: How and Why something has occurred in a particular situation, or 'What is going on here?' represent main concerns of the research (Daymon & Holloway 2011).

A case study is defined by the Oxford dictionary as "a process or record of research into the development of a particular person, group, or situation over a period of time" (Oxford dictionaries 2013).

A case study can be divided into following sections:

- Selection of research questions
- Selection of the case and data gathering and analyzing techniques
- Collection of the data
- Analyzing of the data
- Reporting (Swanborn 2010)

### 3.3 Interview techniques

" In-depth interviews are a major source of data in qualitative research and a way of exploring informant perspectives and perceptions" (Daymon & Holloway 2011).

The key features of the interviews will be that they remain flexible and allow the reader to develop an understand of the perspectives of the interviewees (Daymon & Holloway 2011).

" Interviews are an appropriate method to use when you wish to understand the constructs that interviewees use as a basis for their opinion and beliefs about a particular situation, product or issue" (Daymon & Holloway 2011).

The interview types are divided into unstructured, semi-structured and structured interviews. Semi-structured interviews are commonly used in qualitative research as the questions focus on the issue or topic and it makes up good guidelines for the interview. The author chose a semi-structured type of interview because it ensures the collection of similar kind of data from all participants, and also allows every interview process to follow individual characteristics. Semi-structured interview will bring the most benefit to the researcher while gathering answers for this case study (Daymon & Holloway 2011).

More specifically the semi-structured interview type is often related to the interview technique thematizing, as the characteristics can be identified between a formal structured and an unstructured interview. This type of interview allocates the questions around a ready planned theme. In a thematized interview, respondents are given freedom to speak and their interpretations during the interview are closely examined (Saaranen-Kauppinen & Puusniekka 2006).

Furthermore there are different types of interviews that exist. A one-to-one interview "offers the researcher the opportunity to interpret non-verbal cues through observation of body language, facial expression and eye-contact and thus may be seen to enhance the interviewers understanding of what is being said" (Ryan, Coughlan, Cronin 2009)

The author chose one-to-one interview method as only 4 participants are interviewed. Also the author wants to ensure the right interpretation of the answers, by arranging a face-to-face interview. This enables the direct examination of the truthfulness of the answers given by participants. Therefore a single encounter interview with individual participants is organized and conducted in a face-to-face manner. Further investigation to this technique will follow in the next section.

### 3.3.1 Face-to-face interviews

The face-to-face interview is also called a in-person interview. It is one of the most utilized methods of collecting data, as it is a efficient technique for collecting quality data and minimizing nonresponse. " The main advantage of the face-to-face interview is the presence of the interviewer, which makes it easier for the respondent to either clarify answers or ask for clarification for some of the items on the questionnaire" (Lavrakas 2008).

### 3.4 Documents

In this research, written documents are used as data sources to supplement the information obtained in the interviews. Public relations and marketing communications offer a vast range of documents for research. Some of these documents are naturally occurring and they are updated continuously, such as diaries, blogs and personal webpage's of individuals. Another form of documents is archived onto websites such as Youtube and Flickr, these uploads are usually photographs, films and recordings. Documents and texts are also produced for more formal purposes, such as for administrative and corporate use. These documents are often: emails, websites, minutes of meetings, reports, advertisements in media and employee news-letters (Daymon & Holloway 2011).

Reasons why documents are important for a qualitative research:

- Access to these documents is easy and often at low cost.
- The information they provide may only be available in written form.
- Documents will allow the researcher to trace the sequence of events, therefore enabling comparing and contrasting data (Daymon & Holloway 2011).

" Secondary analysis is any additional analysis of an existing set of written, visual or multi-media documents. It involves you offering a different interpretation or developing knowledge which augments or contrasts with that presented in the original enquiry" (Daymon & Holloway 2011).

This research is analyzing documents to provide insights into how the case company and its customers construct and also to provide knowledge. This secondary analysis (or desk research) collected data from material that has been presented by the case company during their operations. These materials were collected from channels such as websites, pamphlets, letters, emails and reports.

"If a document is genuine, complete, reliable and of unquestioned authorship, then it can be said to be authentic" (Macdonald 2008).

Documents utilized in research need to be *authentic* and *credible*. The interpretation of their *meaning* and the *representativeness* should be relevant. To demonstrate **authenticity**, the history of the document need to be considered as well as the writers motives, to avoid misrepresentations. **Credibility** describes whether the document is free from errors, for example accuracy might be affected according to the conditions that prevail when information is gathered. **Meaning** is the technique in which documents are interpreted. The documents should be interpreted by taking into consideration their setting, the situation and conditions of recording should be acknowledged to establish the writers intentions. **Representativeness** is harder to prove researches rarely have authority over the numbers or the form of document (Daymon & Holloway 2011).

### 3.5 Methodology

"A system of broad principles or rules from which specific methods or procedures may be derived to interpret or solve different problems within the scope of a particular discipline" (Business Dictionary 2015).

"Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge (Irny & Rose 2005).

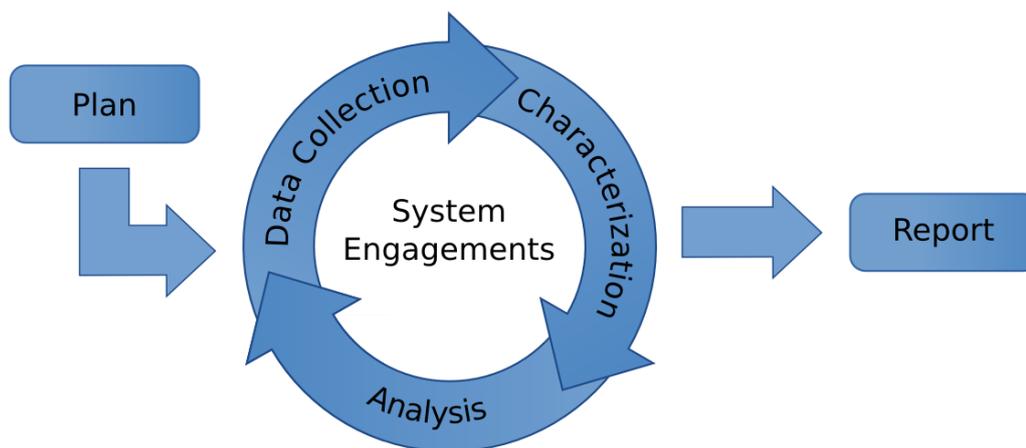


Figure 2: Methodology Chart  
(Sandia National Laboratories 2009)

The methods chosen for the implementation of this research are face-to-face interviews and a desk research that collects written and multi-media material. Desk research is used as a technique that relies on the collection of data from documentary and text-based sources to supplement the information gained from the interviews. The author chose to utilize interviewing as a research approach because it presents a strong strategic advantage for the research. Listed below are the advantage of a face-to-face interview that by far bypass the disadvantages.

The advantages of a face-to-face interview:

- The researcher can bring forth more in-depth responses, or fill in information if participant has not understood the question.
- Availability of different data collection techniques, such as open-ended questions and visual aids.
- Certainty of the respondents identity.
- Ability to find the target population.
- Long interview times are more tolerated.
- Convenience for the respondent.
- Extensive probing can be utilized to collect more detailed information.
- Respondents body language can help to interpret data and to guide interviewer.

Disadvantages of a face-to-face interview:

- Can be viewed as intrusive and reactive.
- Cost of time and money.
- Location of respondents is challenging for call backs.
- Each location is individual and can affect the results of the interview.
- Stage fright of interviewer or interviewee.
- Jumping from subject to another.
- Giving advise during an interview.
- Counseling as in, summarizing responses too early (PARE 1997).

## Desk research

Desk research can be defined as: "Gathering and analyzing information, already available in print or published on the internet" (Business Dictionary 2015).

A desk research is utilized since much of the material used to implement the research is printed or published data. Author chose this method since it offers an easy access to data, it is a low cost option and possibly even helps to clarify the research question. However the limitations need to be noted (KnowThis 2015).

## Limitations of documents as data sources

" Documents, therefore, should be used with caution" (Hammersley & Atkinson 2007).

Many documents are political and subjective, they are published by people whose motives more than often might be to persuade the audience or to represent only a narrow viewpoint. Indeed these documents should be cross-checked and compared to other sources of data to validate the documentation. The documents should be examined carefully and as mentioned and clarified in previous section attention should be paid on authenticity, credibility , meaning and representativeness (Daymon & Holloway 2011).

## 3.6 Trustworthiness

" Becomes a matter of persuasion whereby the scientist is viewed as having made those practices visible and, therefore auditable" (Rolfe 2004).

A study is said to be trustworthy if the reader evaluates it to be so. Trust worthiness is divided into subdivisions:

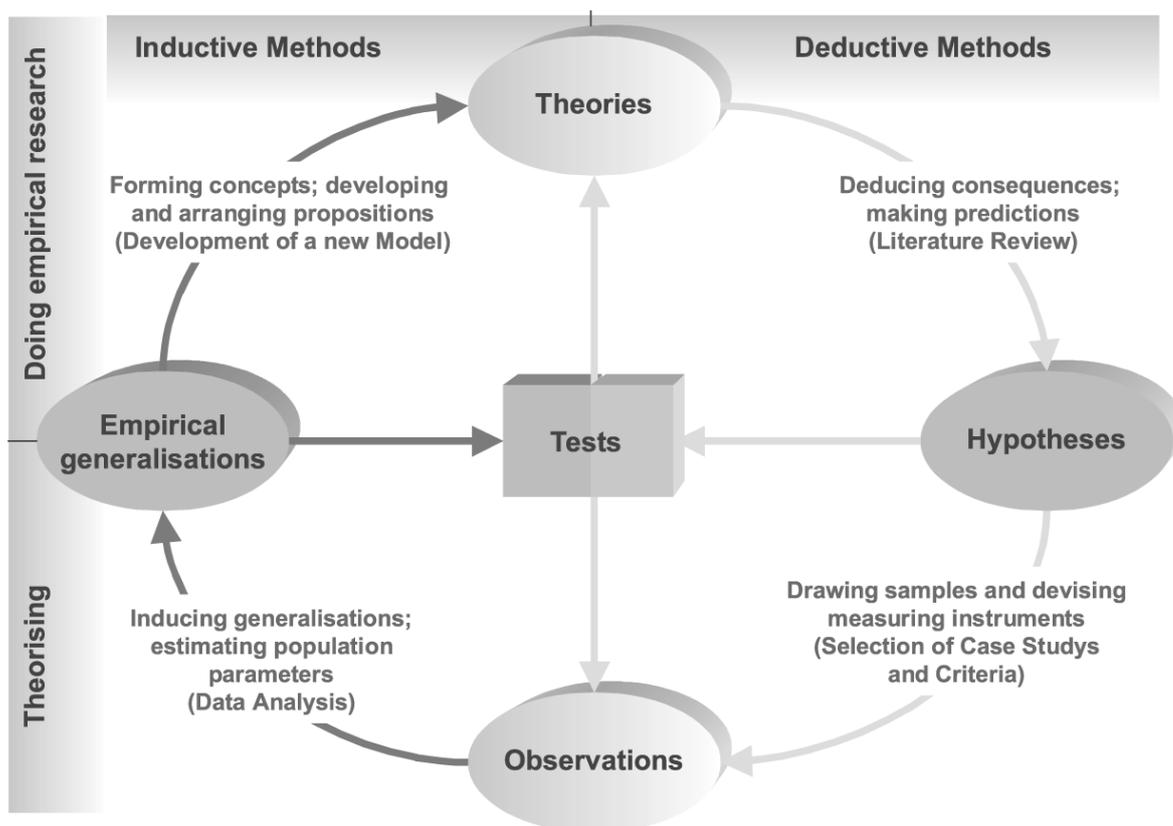
- **Credibility**, which relates to internal validity
- **Dependability**, meaning reliability
- **Transferability**, meaning external validity

- **Confirmability**, the issue considering presentation (Rolfe 2004)

The trustworthiness of the researched is assured by taking into account these 4 aspects. The data produced from the desk research is going to be gathered from within internal sources of the case company. These sources are professional data gathering and analyzing software's that provide reliable and valid material for the research. The author has access to this material via connections to the case company. The trustworthiness of the interviews relies on design of questions and interpretation of answers. Both data will be analyzed systematically and by utilizing the support of the research question. The desk research data will be looked into and analyzed first. Interviews will be analyzed individually as well, and after this, results gained from both methods are compared and analyzed accordingly (Rolfe 2004).

### 3.7 Analyzing Data

Data analysis aims to reduce collected data to more manageable portions for interpretation. In qualitative research the analysis starts as soon as the researcher has carried out the first interview. The qualitative research process is both inductive and deductive. Often the research process starts inductively, with findings of patterns and themes. Later the process becomes deductive. The researcher develops propositions and ideas that can be tested later on. Some new data might need to be searched at this stage to support the propositions (Daymon & Holloway 2011).



**Source:** Derived from Deshpande (1983)

Figure 3: Analyzing Data  
(Brazil Embtt 2014)

" There is a constant interplay, therefore, between analysis and data collection, which is why qualitative research is often described as iterative." In the end, the study should be able to defend against strong scrutinizing. Strategies such as containing alternative explanations and reflecting on interpretations of data present that the researcher has examining the evidence thoroughly (Daymon & Holloway 2011).

The process of qualitative analysis

Analyzing data should be a continuous process all throughout the study. After an interview the researcher should write down notes and reflect on the research experiences. By performing a preparatory analysis the researcher will most likely discover new ideas. When the field-work begins, common themes should be identified from the data, enabling coding and development of concepts. The following graph describes the stages for the process of qualitative analysis (Daymon & Holloway 2011).

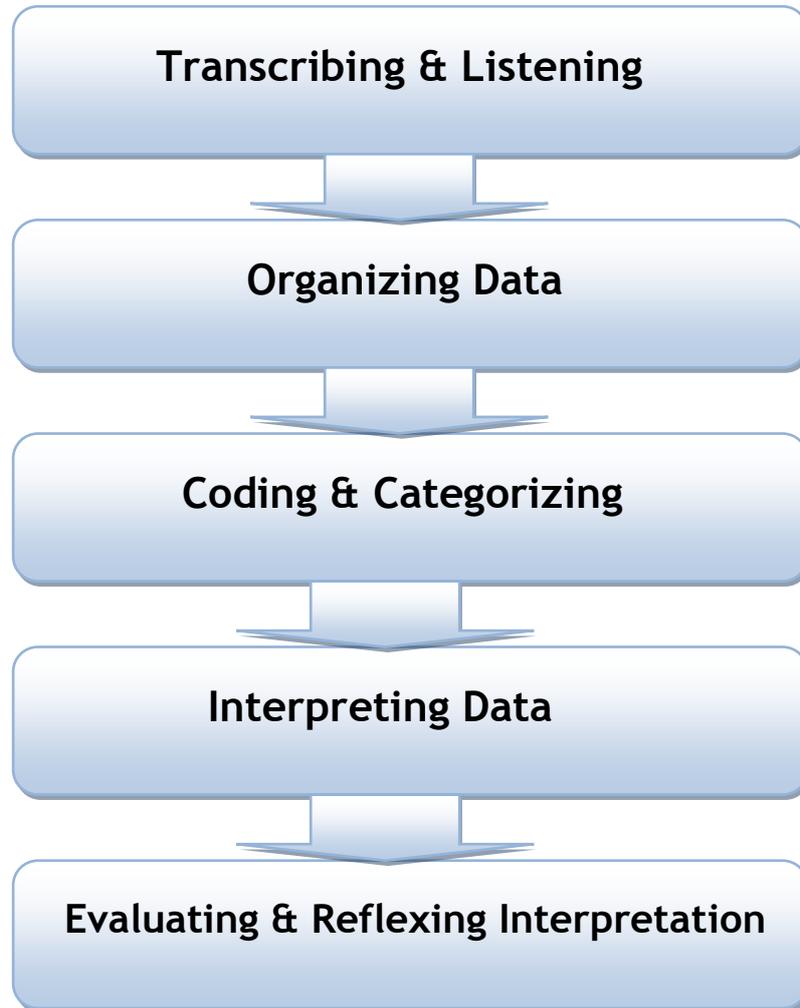


Figure 4: Process of Qualitative Analysis  
(Daymon & Holloway 2011).

### 3.8 Porters 5 C's and SWOT

#### Porter five forces analysis

Porters five (5) forces analysis is a method often utilized by marketers to implement the situation analysis on micro- and macro-environmental elements and stands for customers, competitors, company, collaborators and climate (Kloper, Berndt, Chipp, Ismail, Roberts-Lombard, Subramani, Wakeham, Petzer, Hern, Saunders, Myers-Smith 2006, 402).

## **Company**

- **Goals & Objectives:** analyzing the mission and industry of the business and the stated goals required to achieve the mission.
- **Position:** analyzing marketing strategy and the marketing mix.
- **Performance:** analyzing the efficiency of an organization in achieving their targeted goal and missions.
- **Product line:** analyzing products delivered by the organization, and their market share (Master Class Management 2011).

## **Competitor**

The competitor analysis provides accurate knowledge about rival companies and the danger they might express in future for the organization. The analysis focuses on other aspects as well, objectives such as positioning, market shares and products are also taken into account ( Internet Center for Management and Business Administration 2010).

## **Collaborators**

Distributors, suppliers and alliances are a valuable asset to the organization as they support the businesses of the company ( Internet Center for Management and Business Administration 2010).

## **Customers**

Analysis on customers assists the organization in discovering the needs of audience. These demands can be given description through elements such as trends, market size and growth, motivation, market segments buying process, etc. ( Internet Center for Management and Business Administration 2010).

## **Context**

The context analysis or also known as the PEST analysis will support the company by understanding its external environment ( Master Class Management 2011).

## Buyer behavior

The model of the buyer behavior will describe the five stages that lead a customer to buy a certain product or service, it will also introduce which elements are influencing the customer. ( Masterson & Pickton 2010, 86)



Figure 5: Buyer Behavior Process  
(Masterson & Pickton 2010)

The first stage is about recognition & problem awareness. This stage begins after the customer has found out that there is a problem or there he/she has a need that needs fulfillment. This problem can originate from internal factors such as a breaking down of a personal item (phone, house tool) or from external incentives such as advertisements. However the need recognition is not always as clear as mentioned above (Masterson & Pickton 2010, 86).

During an information search stage, a customer gathers information of specific products and services. Customers can gather information from different channels such as personal sources (family and friends), commercial sources (advertising, sales people), and public sources (newspapers, television, radio). The influence of that specific source depends on its type and on how receptive the customer is (Masterson & Pickton 2010, 87).

During evaluation stage, customer will evaluate the possible choices available. Sellers will accentuate the incentives and positive features in the product by rigorous advertising to gain strategic advantage on markets. The marketers need to take into account that customers have different desires, some value the product by its brand, others by price, social effect or even features. (Masterson & Pickton 2010, 87).

In purchasing stage the customer chooses the most desirable products, there are many aspects affecting this stage and negative effects at this stage can lead to annulment of the purchase stage. Such factors could be unmannered sales people, too long and complex sales process, deficit in the products or a long queue. External sources can also affect the buying process, family members and friends can either persuade for or against the product. (Masterson & Pickton 2010, 90).

The final stage of post-purchase evaluation considers the phase during which the sales person is responsible of encouraging the buyer to believe so strongly in the product and the qualities of the product he/she just bought, that the customer will return in the future again as a customer or even recommend the product to other people. The customer can be reassured by utilizing skillful customer service and marketing. (Masterson & Pickton 2010, 91).

### SWOT analysis

" A SWOT analysis (alternatively SWOT matrix) is structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective" (Jeges 2013).

## 4 Empirical study

In this section, a more thorough introduction to the case company's campaign as well as the data and results of the campaign and the interviews will be presented and categorized to show and explain clear trends (Saunders, Lewis & Thornhill 2003, 393).

The theoretical background on marketing campaigns was presented in the previous chapters and the information about implementation will be introduced in this chapter.

In this research I have chosen to concentrate on one specific campaign launched by the case company. I have collected the data considering this campaign. This campaign will then be compared to an equivalent time frame to analyze the effects and results of the campaign. This campaign will provide a general outlook on the campaigns established by the case company. Furthermore, interviews were arranged to support this data. The interviews concentrated on the case company's campaigning generally but also on the specific campaign chosen for the research.

### 4.1 Introduction to Campaign X

Due to privacy requests, as mentioned earlier, the case company wishes to remain anonymous, therefore the case company will be introduced as Company X also the campaign chosen for this study will be called Campaign X. The data presented here has been censored to protect case company's strategic advantage on the market, but will be presented in a clear understandable way to enable readers comprehension. Why I chose this specific campaign is because it is one of the most important yearly campaigns for the case company and they have managed to gain fairly profitable and competitive results with this campaign. Furthermore the material provided related to the campaign was accessible and will produce clear constructive data to interpret.

Case company X launches regularly marketing campaigns to attract audience and new customers. Their campaigns have become fairly steady and well-established on the market. They utilize most of the marketing channels, reaching a vast majority of customers to whom they offer products.

Campaign X aimed to reach major audiences as well as to attract new customers. The campaign was designed to last over a time period of 15 days. During this 15 days several advertisements and marketing channels were utilized to attract the attention of audience. Advertisements were launched with a scope of reaching vast crowds but also those from specific target groups.

### The marketing channels

The campaign X was marketed on social media and on traditional channels. The campaign utilized both marketing channels free of charge and marketing channels that required a financial input.

Marketing channels without expenses where the on-site advertisements displayed in the company units, on case company's official web page and in the internal webpage. The following marketing channels required a financial input from the company, such as: Facebook, mobile advertising, magazines, newspapers and web pages. These marketing channels targeted the advertisements to specifically selected audience groups according to age, gender, interest areas and by the geological location in Finland.

The marketing for this campaign was done in a fairly large scale, as in comparison to the other marketing campaigns of the company, as it targeted both general public as well as specific audience groups.

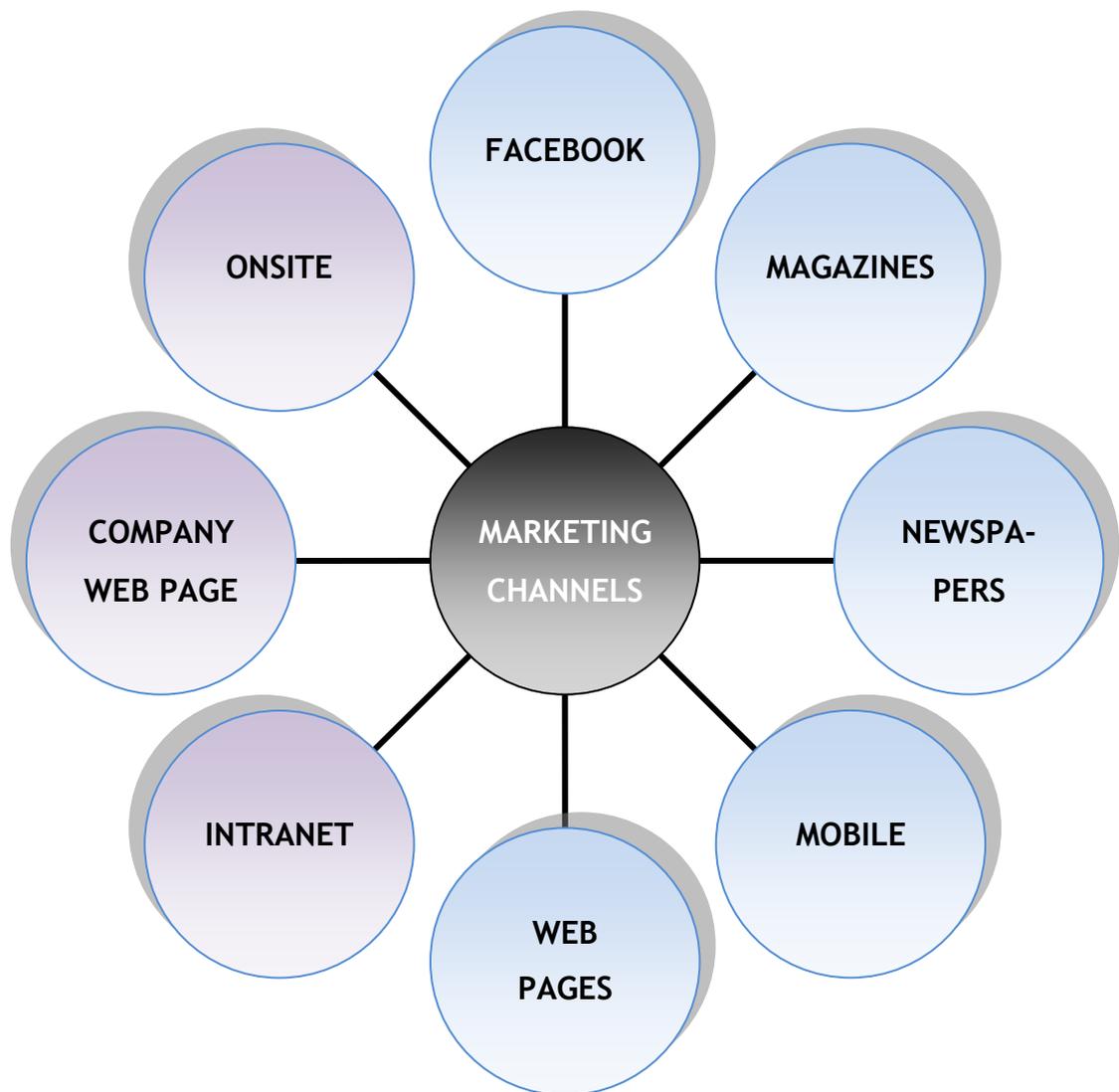


Figure 6: Marketing Channels

#### The campaign schedule

The campaign was scheduled to last for a time period of 15 days. During these 15 days several advertisements were displayed to attract audience.

The combinations of advertisements were published generally all through the campaign, within the limits of financial resources. Web page advertisements and social media advertising was utilized several times during this the campaign period. As some of these channels are fairly inexpensive for promotion, but also due to the fact that the time in which to reach the audience's attention is short in social media and requires more of repetition.

The campaign results were therefore viewed according to how much attraction the advertisements achieved during these 15 days and how well the products sold in comparison to the equivalent time period chosen for comparison.

The campaign results will be compared to a chosen time period which took place right before the campaign. The time period prior to the dates of campaign has been selected to match the duration of the campaign. Thus for accurate comparison both time periods, the campaign and the time period for comparison represent 15 days.

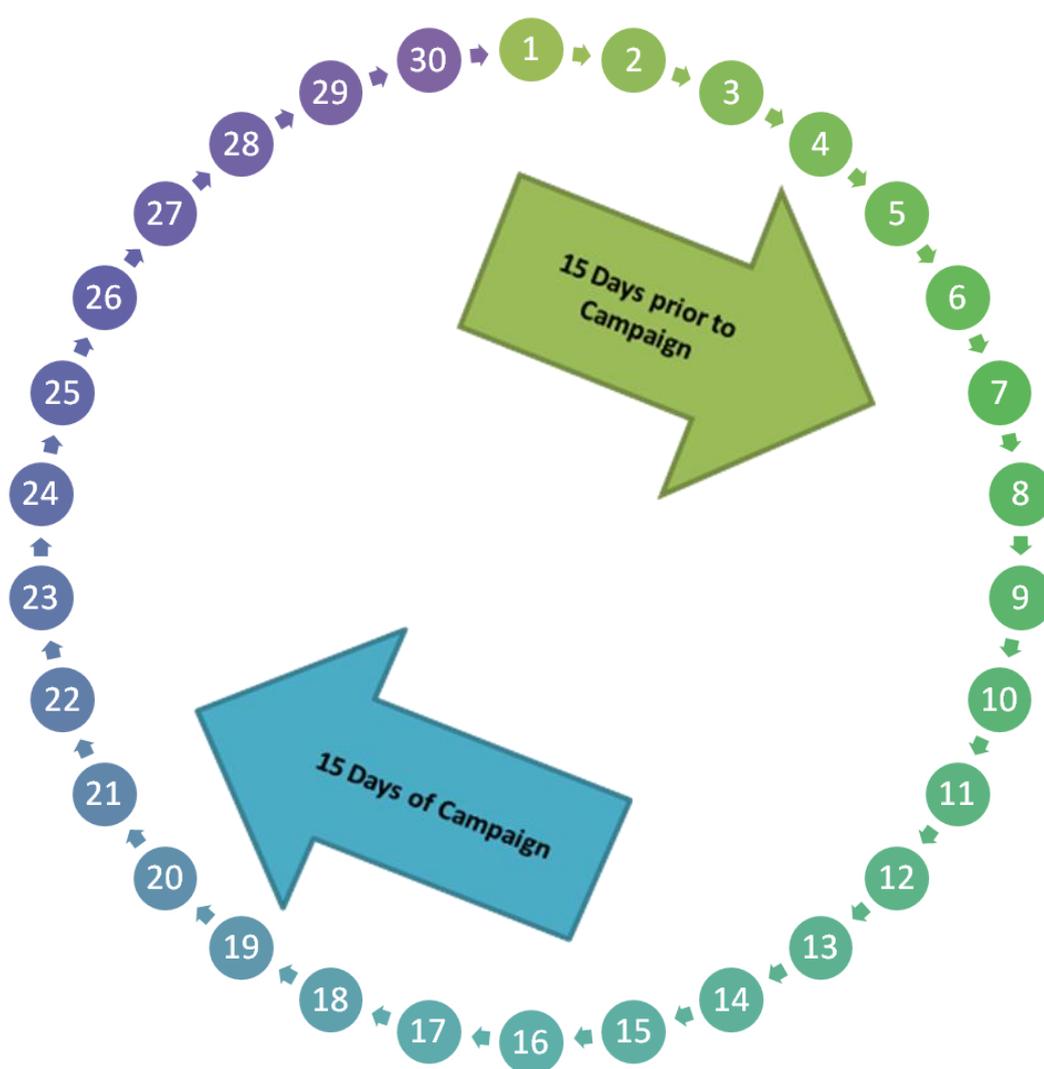


Figure 7: Campaign Days

I chose this 15 days prior- time period for comparison, because it will produce the most accurate results for analyzing. The 15 days here were chosen to represent the normal sales days of

the company. Thus the contrast against campaign results will therefore prove, whether campaigns are beneficial for the case company or not. The campaign was not compared to case company's previous campaigns as the campaign design, campaign product, audience target, calendar location, duration of campaign and marketing channels vary according to every campaign. The campaigns were found to be quite individual, therefore it was decided to examine the success of the campaign x by contrasting it to previous days.

### Trustworthiness

It needs to be mentioned that the material collected for the research has been collected from sources with different reliability levels. The data considering the campaign results from campaign days and the comparison days can be scrutinized to be very reliable. These feeds of data are produced from official sources. The web pages and social media sites where the campaign was advertised include a computer software specifically designed to collect data which is related to advertising. The case company also utilizes a professional advertising management company which provides accurate data about the progress and results of the campaign. These sources are very reliable platforms from where to acquire data.

The trustworthiness of the material gained through interviewing, needs to be viewed with care. The interviews were arranged in similar situations, during the same week, the questions were presented in same manner and all aspects retained as similar as possible during each appointment to minimize the diversity. However the author noticed that each individual answered the interview question with different openness. Thus the results of the interview answers are relatively trustworthy.

## 4.2 Planning

Before starting the author divided the workload of the research into **five (5) parts**:

- **Part 1: Getting Started**
- **Part 2: Research Approach**
- **Part 3: Collecting Data**
- **Part 4: Analyzing Data**
- **Part 5: Finishing Off**

## Getting Started

The planning of the research started by selecting a subject from an interest area of the author and then choosing a topic from this area. The possibilities of implementing a research under this topic was analyzed and associative literature was reviewed. Company X was chosen as an objective and more specifically the marketing campaign of this company. The research evolved around the evaluation of the campaign X. Access to participants related to the research was clarified and confirmed. The participants interviewed for the research, meaning the personnel of the company, agreed to take the role of respondents. General rules and ethical questions were discussed with the case company's head manager to ensure a respectful and responsible approach when implementing the research. At the starting stages also the quality of the research was ensured by selecting a topic which provided access to reliable data thus ensuring the quality of the research.

## Research Approach

Case studies was chosen as the most suitable approach for this research as it "involves intensive and holistic examination- using multiple sources of evidence (which may be qualitative and quantitative)- of a single phenomenon ( such as an issue, a campaign, an event or even an organization) within its social context, which is bounded by time and place" (Daymon & Holloway 2011). Therefore a case study research of a qualitative type would contribute as the most rewarding option.

## Collecting Data

Data was planned to be collected straight from the beginning of the start of the research. Data concerning the case company, campaign X , and data of the days used as comparison for the campaign was planned to be collected at an early stage, as it was available.

The interview data was projected to be collected after the material of case company and campaign had been analyzed. The interviews were planned to be arranged in a thematizing type and questions were planned to follow the form of a semi-structured, one-to-one interview.

## Analyzing Data

Company and campaign data was planned to be analyzed, after the author became familiar with the theory part of the thesis, as this would support the task of analyzing.

Interview material was planned to be analyzed straight after the interviews had been completed as this would enhance the accurate interpretation of the interviewee and thus comprehend to reliability.

#### Finishing Off

The research was planned to finish off with the evaluation results of the campaign x and also by presenting an appropriate conclusion to the research.

The estimated costs for implementing the research where accounted to be near zero. Only time and little travel expenses to interviews would be spent.

### 4.3 Implementation

The implementation followed the same process of 5 stages: **Getting started, Research approach, Collecting Data, Analyzing data** and **Finishing off**, as were mentioned in the previous section.

The research officially **started** once a topic and the research question had been phrased. Also the **research approach** was formulated.

**Data was collected** since from the beginning of the research. The company and campaign data and the data representing the days before the actual campaign, the comparison data, was acquired from sources within the case company. These sources were: a professional software designed to collect campaign data, a company specialized in managing marketing campaigns for clients and internal information channels such as company's intranet.

Material concerning the interviews was collected at midpoint of the research, right after the data analysis had been completed. Interview data was collected within a week, meaning all participants were interviewed during the same week. The interviews were recorded to permit an accurate documentation.

The progress of the research also required the **analyzing of data** as a next step after interviews.

## 4.4 Research results

### 4.4.1 Desk research results

In this section the material that was collected first, the results of the campaign, will begin the chapter. After this, interview results will be presented and compared to results from data. The research results are presented in a form that no direct figures are presented which could harm the case company's strategic and competitive advantage. The numbers presented in the charts are figurative but aim to give the reader the right picture of the gained results. The numbers used on the left side of the chart are presented as **units** which represent the amount of audience reached, and the numbers below the chart represent the time period, meaning comparison **days** prior to campaign and the campaign days.

The campaign data was compared to data collected 15 days before the campaign took place. This comparison data presented the following results and the true impact of the campaign. The campaign was advertised more broadly on social media as in comparison to previous campaigns. Therefore we are examining the effects of the campaign in the marketing channel Facebook. The data and the charts provide results from 15 days prior of campaign to 15 days of campaign. Facebook Inc. provides a software that collects the user data for clients such as other companies who utilize the webpage for promotion and advertising purposes. Hence the following data has been presented by Facebook (Carlson 2010).

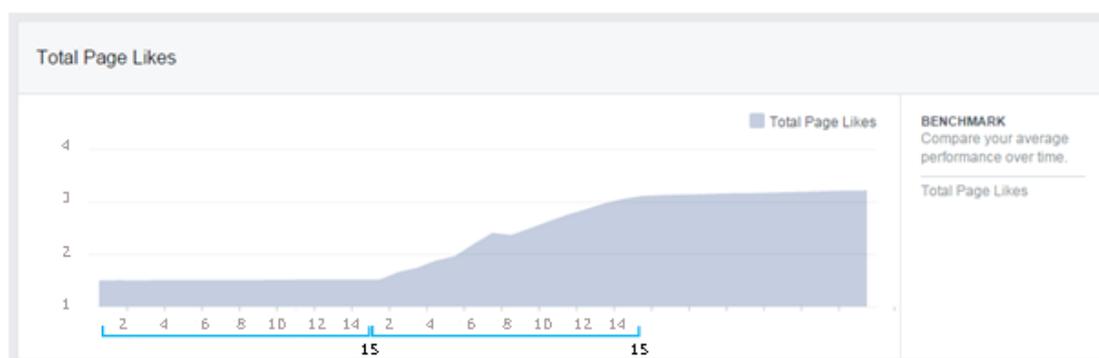


Figure 8: Total Page Likes

The software counts how many people have taken action and liked the profile of the case company. By liking the company website, the audience members show their support and interest towards the company. This graph indicates the steady number of likes 15 days prior to the campaign. The performance had been very neutral, and the graph shows almost no growth in the numbers. Since the beginning of the campaign the number of likes for the company profile initiated towards growth. As the campaign was advertised on the social media, increasing number of audience members saw the advertisements and reacted to them. One of the results of campaigning brought more likes and more publicity for the case company. The number of page likes grew all through the campaign, and the growth rate was significantly faster than compared to days prior campaign. As a end result the number of page likes grew by 1,7 units due to the campaigning. This growth was very positive and demonstrated the campaign gained the sought publicity.

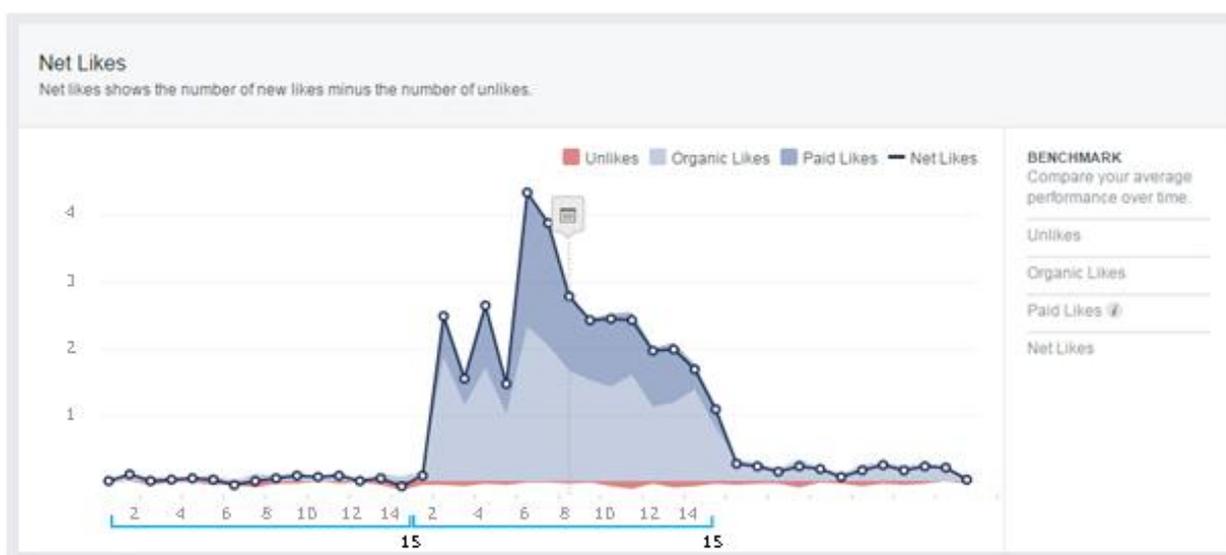


Figure 9: Net likes

The net likes represent the statistics about audience members who have liked the posts made by the case company. The **Net** likes is the number of likes (organic + paid likes) - the number of unlikes (Lee 2015).

"**Organic** reach is the total number of unique people who were shown your post through un-paid distribution. **Paid** reach is the total number of unique people who were shown your post as a result of ads" (Facebook 2015).

This chart clarifies the effects of advertising via paid and unpaid methods. The case company is able to post advertisement on their profile without charge, this advertising is called organic. These posts reach only the audience members who have liked the companies profile ( see previous chart, Table. Total Page Likes.). The organic likes represent a fairly big number of the total likes, as this is a audience group already receptive for the company advertising. During the campaign the company posts more and the advertisements are more attractive, thus gaining bigger number of organic likes from the audience. In general Organic likes reached one (1) higher unit throughout the campaign period, reaching a maximum point of 2,4 units.

When the company utilizes paid advertising the campaign posts are targeted to specific audience groups and they reach general public aswell. The paid advertisements target to raise the attention of new potential customers and also to strengthen the buying behavior of current customers. Paid advertisements always reach bigger numbers of audience, and the placement of the advertisements is more prominent. The chart indicates a clear peak in paid likes on the 5th day of campaigning. This is the results of a very well timed, placed and designed attractive advertisement which has managed to reach the audience pool and trigger a positive behavior. The paid likes existed only during the campaign, as this was when the case company invested money into marketing. The paid likes have clearly brought publicity for the campaign and they have surpassed organic likes throughout the campaign days. The net likes achieved a median growth of 2,5 units. The 3 peaks represent direct positive reaction to posts made by the company. The highest peak reached over 4,3 units and the duration its favorable publicity lasted twice as long when compared to the other peaks. This advertisement reached a vast number of audience members and the high number of paid likes that were gained lasted for a little over 2 days.

The **Unlikes** in this figure show the negative behavior of customers and the possible negative results of the campaign advertising. The unlike figure shows the reaction of a customer that has previously liked the company profile or advertising and then chooses to cancel the like, thus unliking the advertisement/ company profile. Towards the end of the campaign the number of unlikes increased just within minor figures. This could be the result of wearing the audience out with too excessive campaigning or then the figure of unlikes inevitably grow as more and more audience is reached.

Once again the chart shows a clear rise in the audience behavior alongside the campaign advertising and all in all the outcome was favorable.

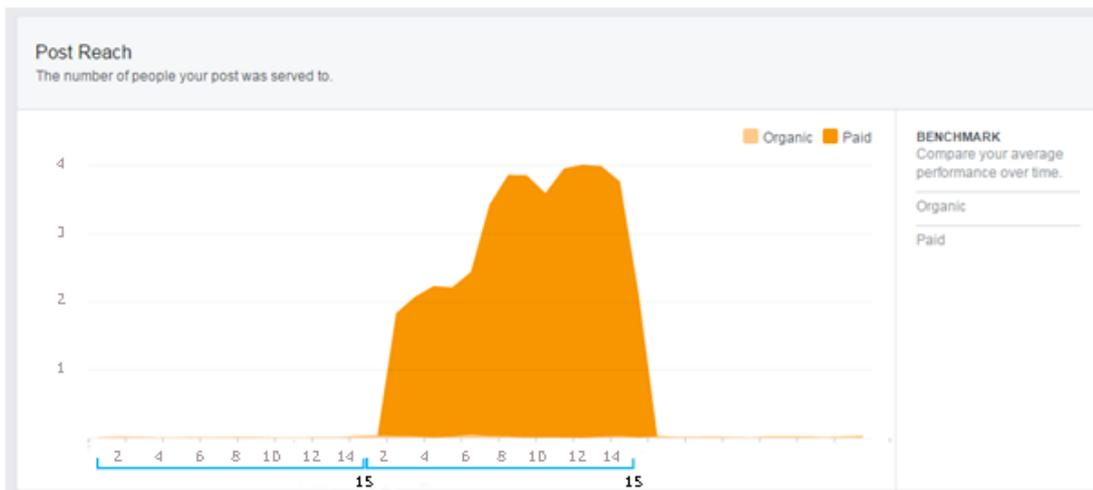


Figure 10: Post Reach

The post reach chart clarifies how many people were reached via the advertisements. The chart represents both the reach for organic audience and paid audience. The results clearly represent that prior to the campaigning the posts that were published had a steady organic reach amongst the audience, but because no money was contributed to the advertising the publicity and reach were narrow and weak. For the days of campaign financial contributions were made to ensure prominent advertising. On this chart the organic reach is so minor that it is barely visible for viewing. Or rather, the reach of paid advertising is so overwhelming in comparison, that the figures seem to only present the paid results. The reach of the post rose at its highest to four (4) units, and almost all through the campaign remained above 2 units.



Figure 11: Likes, Comments, and Shares

Likes, Comments, and Shares table indicates the behavioral activity of the audience. **Likes** represent the number of individuals that have pressed the like-button of the advertisements, indicating that they have positive feelings about the advertisement. **Comment** figure represents the number of comments the audience members have written on the advertisements themselves. And the number of **Shares** means how many times has the advertisement been reposted, in other words shared by the audience members. Likes have always the highest figures as this is something fairly effortless and neutral behavior. Commenting would be the next stage as this requires some more effort, but it is also more beneficial for the advertisement as it gains more publicity through commenting individuals. Sharing a post is the most demanding but also most sought after reaction. When an individual shares the advertisement he or she has been so motivated by it in a negative or positive way, that it has caused them to react. Sharing a post is a very desired reaction as it brings the advertisement free publicity. By sharing the post the advertisement gains free publicity with zero effort implemented by the company. This chart shows that during the campaign, the highest peak of behavioral reaction has been after the post on day 5 and the results of this chart do match the previous charts.



Figure 12: Page and Tab Visits

"A tab is a separate page (commonly referred to as a "tab") that can display a variety of different things within your Facebook business page" (GroSocial 2015).

**Likes tab** is a separate page on the company's profile which reveals what the company has liked on Facebook. This could be other companies profiles, groups, public figures etc.

**Photos tab** is a separate page displaying photos published by the company, such as advertisements.

**Info tab** is a separate page displaying general information about the company who owns the profile on Facebook.

**Others tab** could include numerous sub tabs with limited titles(GroSocial 2015).

Tabs are used as "an excellent way to convert passive visitors into interested fans." The visits to these tabs comes via the visits to the timeline of the profile (GroSocial 2015).

**Timeline** is the space on the company's profile where the posts of the company can be viewed (Facebook 2015).

Thus the most important figures on the chart are the numbers representing the visits on the company's timeline. Campaign advertisements brought more visits to the timeline. The drastic incline in page visits after campaign day 4 was examined and after investigations it was found out that the company profile went without posting a single advertisement that day. Because no advertisements were posted, an immediate change in the number of visits is clearly visible. Prior to the campaign the company profile published posts steadily maintaining the visitor numbers. The visitor numbers follow a similar pattern compared to the previous charts. However, during the last days of the campaign the visitor numbers kept rising and this result would match with the chart presenting the number of people reached by advertising. The number of people reached, even at the end of the campaign was high, therefore it reinforced the number of visitors on the timeline.

## Sales

The campaign's success was also examined through a sales figure. Profitability of the campaign could be viewed by the percentage increase, in the number of sold campaign products, during the campaign period. This number could be compared to the number achieved from the time period of 15 days prior to 15 campaign days. Finding out this figure is a fairly

straight forward calculation. The sales data was accessed via case company's internal reports and after calculations, it indicated a growth of **113%** in the sales of the campaign product, during the campaign period.

The result seems outstanding, but they require careful examination. It is worthy to note that many aspects could interfere and affect these statistics. When comparing the 15 days of campaigning to the 15 days prior the campaign.

As the campaigning took place in Finland, it must be indicated that the time of the year and the **weather** according to it can strongly affect on the success of a campaign. A unpleasant weather can result in customers choosing to stay at home rather than visiting stores. Also the weather and the type of product campaigned have a strong correlation and determine the success of the campaign. It must be therefore noted that most likely the weather differed during the comparison days from the weather of the campaigning days, thus bringing its own effect on the end results. Another aspect that can affect the reliability of the campaign result is: national **holidays**. The effect of holidays is two sided, people have more free time and are present which might result in good numbers of customers but most often they do not visit stores during holidays. Holidays can also affect on the opening hours of stores thus limiting the time during which to sell. The **salary day** is also a strong factor to affect how much customers are willing to spend. If the campaign has been launched before the customers salary day, it can affect on his/her purchase decision. As most of the organizations in Finland utilize generally the same time of the month to pay salaries, it is important strategically to take into account this factor. **Big events** taking place at the same time as the campaign, might affect the success of the campaign by distracting the audience. **Technical problems** such as with bank transactions can slow down sales remarkably. A big factor to take into notice are the campaigns and offers of **rival organizations**. As the direct rivals of the company are competing for the same target audience, it is important to recognize the importance of strategic advantage in the markets.

Due to securing the anonymity of the case company and the campaign, the author will only present the possible risks affecting the sales result. It cannot be described during which calendar month it took place, thus ruling out the direct analyzing of weather, holidays, events and rival campaigns. However it can be stated that due to the long time period of the campaign X the risks such as: weather, holidays, paydays, events, bank problems and rival campaigns, can have a short term effect on the success of the campaign, but rarely any of them would have an affect all through the campaign.

#### 4.4.2 Interview results

A face-to-face interview was organized at the midpoint of the research with 4 individuals working for the case company. These individuals were selected to represent different regions of Finland, different genders and different statuses inside the company. All interviewees have a long career with the case company and have been closely working on objectives relating to the research topic. These individuals were chosen, because the author wanted to gain the most reliable and beneficial data from the organized interviews.

The interview results will be presented in separate columns and they are categorized according to the principal objective of the question.

Opinion about campaign	<ul style="list-style-type: none"> <li>The campaign was viewed as fairly successful, with strong stable achievements. Generally the campaign X reached the targets set beforehand.</li> </ul>
Efficiency	<ul style="list-style-type: none"> <li>Campaign brought new publicity well to the case company, and it was financially very profitable. Development towards clearer advertisement designs and more direct messages were suggested.</li> </ul>
Problems	<ul style="list-style-type: none"> <li>The false predictions with the amounts of sold campaign products resulted in a deficit, also the delivery of products into stores on time experienced challenges.</li> </ul>
Correct channels	<ul style="list-style-type: none"> <li>Marketing should follow current trends and move stronger towards the utilization of social media, without giving up traditional marketing channels.</li> </ul>
Audience	<ul style="list-style-type: none"> <li>The right audience and target groups were met. The audience groups have been carefully specified and they have proven to respond very well to campaign incentives.</li> </ul>
Company image	<ul style="list-style-type: none"> <li>Campaign suited the company image very well, and enhanced the case company's over all image in a positive way.</li> </ul>
Frequency	<ul style="list-style-type: none"> <li>The campaigns have been published with a suitable frequency, however it should be noted that some of the company's campaigns do overlap and this should be either implemented with extra care or avoided entirely.</li> </ul>
Duration	<ul style="list-style-type: none"> <li>The duration of the campaigns was found fairly adequate, the current campaigning time allows enough time for the advertisements to influence audiences. Indeed shortening the campaigning time was preferred rather than increasing the duration.</li> </ul>
New channels	<ul style="list-style-type: none"> <li>The campaigns should stay up to date with current trends and indeed move towards new marketing channels whenever such are presented, without overlooking the traditional channels.</li> </ul>

Figure 13: Interview Results

#### 4.4.3 Comparing results

The data collected via desk research methods presented a highly profitable growth percentage in the sales figures, over exceeding the sales numbers of the comparison days and reaching the sales targets set for the campaign. The campaign advertising on Facebook clearly indicated an immediate rise in the figures of publicity and in gaining behavioral reactions from

the audience members. The campaign had its most successful moments and high peaks on Facebook halfway through and towards the end of the campaign.

The comparison days before the campaign presented how tranquil and steady the sales figures and publicity is during normal days of the case company. The comparison clarified how very important these campaigns are for the company, and how important the success of the campaign is. With the campaigns the case company targets to gain profit, a bigger market share and more customers via elevated publicity.

When the results of the interviews and desk research are compared they reveal that both consider the campaign to have been successful. However what the figures do not reveal are the challenges faced during the campaign and the elements that need improvement. Thus revealing that following figures and statistics is important but as equally important is to re-search the quality of the campaign via meeting the people and finding out the possible needs for development.

The following SWOT analysis will present the strengths, weaknesses, opportunities and threats considering the campaign X.



Figure 14: SWOT Analysis

## 5 Conclusions and recommendations

### 5.1 Conclusions

The case company has the potential to become a market leader in their own area of business and gain considerable success through disciplined campaigning. This will require financial efforts and investment in time and labor. It would be recommended that the case company keeps evaluating campaign results in a continuous manner, thus enabling the development and implementation of ideas for strategic advantage. Managing well the public communications of the case company will be highly profitable and beneficial in a long run.

Indeed the evaluation of the marketing campaign has demonstrated the importance of campaigning for the case company, as it brings immeasurable publicity and has proven to be highly effective in reaching new customers. The interviews of organization members has raised attention to the importance of viewing the campaigning results from both qualitative and from quantitative sides. Many improvement ideas were produced from the interviews and the case company management showed their interest in developing them further.

Eventually the rare opportunity of researching and evaluating the campaigning data of the case company has left both the researcher and the company management pleased with the results and content.

## 5.2 Recommendations

A recommendation that could be given to the case company to implement in short term would be to evaluate previous campaigns, in order to ensure that in their future campaigns the difficulties encountered would not be repeated. Challenges with matters such as delivery of campaign products into stores on time and the amount of campaign products on offer during the campaign, can be avoided with appropriate preparations. Running out of products too early at the campaigning stage or not having the product available at all due to complications in logistics will alter the positive outcome of the campaign.

Another recommendation for the case company would be to collect more frequently and put some thorough evaluation into the opinions and development ideas of company personnel. The case company utilizes high technology software's to collect and analyze every kind of quantitative data, but they should put more influence on qualitative aspects as well. The evaluation clearly demonstrated that the statistics and figures of the campaign looked highly profitable, even though some big challenges occurred at the same time, and these were not visible from the statistic. In a long run they would eventually show in the figures, but it would be more profitable if the case company addressed these challenges before they disturb the sales.



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## Figures

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Figure 4: Process of Qualitative Analysis

Figure 5: Buyer Behavior Process

Figure 6: Marketing Channels

Figure 7: Campaign Days

Figure 8: Total Page Likes

Figure 9: Net likes

Figure 10: Post Reach

Figure 11: Likes, Comments, and Shares

Figure 12: Page and Tab Visits

Figure 13: Interview Results

Figure 14: SWOT Analysis

## Appendixes

### Appendix 1: Questionnaire

1. What is your general opinion about the campaign?
2. Do you think it was efficient in performance?
3. What problems occurred during the campaign?
4. Have the right marketing channels been utilized?
5. Did the campaign reach the right audience group?
6. Was the campaign suitable considering company's image?
7. Have the campaigns been published with the right frequency?
8. Should the campaigns be shorter or longer?
9. Would it be wise to consider new campaigning channels?