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Abstract

The purpose of this research was to study the positioning of Finnish jewelry brands on the basis of the brands' advertisements in magazines. The purpose of the study was divided into the following research questions: What elements of positioning can be used to study the positioning of jewelry brands on the basis of jewelry advertisements in magazines? What is the positioning of Finnish jewelry brands like according to the jewelry advertisements in magazines?

The time frame was the year 2006. The brands had 51 different types of advertisements in magazines during the year according to the company's collections; Kalevala Jewelry had 38 and Lapponia Jewelry 13 different type of advertisements. The advertisements were analyzed by quantitative content analysis. The categorization for the coding sheet contained categories on the general structure of the advertisements and the positioning of the advertised brand. The categories concerning the positioning of the brand were formed according to Aaker's eleven positioning elements: product attributes, intangibles, customer benefits, relative price, use/application, user/customer, celebrity/person, lifestyle/personality, product class, competitors and country.

Jewelry was mostly advertised in women's magazines and current and special topic magazines. Similarly, jewelry that was advertised were mainly for women. Lapponia Jewelry actively advertised also in tourist magazines, as the majority of its jewelry are sold to consumers other than Finnish. If the time of use for the jewelry was emphasized in the advertisements, it was mainly special occasion use. The advertisements usually did not feature a person. If they did, it was always a woman, who was usually dark and young. In principal, the advertisements of Kalevala Jewelry described their user as happy. The user of Lapponia Jewelry was described as independent and charismatic. The design of the products was often highlighted as individual. Lapponia Jewelry emphasized that the user could portray his/her personality with the jewelry. Kalevala Jewelry described the user of its jewelry to feel good and happy about himself/herself.

Kalevala Jewelry emphasized Finland as the country of manufacture of its jewelry. However, countries and geographic regions that had influenced the products designs, were not highlighted much. Main sources of inspiration were Spain, Lapland, Africa and other geographical areas in Finland. Lapponia Jewelry did not emphasize its country of manufacture or other geographical areas that might have influenced its design. Additionally, Kalevala Jewelry described its jewelry more in its advertisements than Lapponia Jewelry. Lapponia's jewelry were often classified only according to the brand and designer, while Kalevala Jewelry also mentioned the product family and product type.

Key words	positioning, jewelry, luxury, advertising, brands
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