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| Title | USING MOVIE SPONSORSHIP TO IMPROVE THE BRAND IMAGE Case: Partnership of Finlandia Vodka with the James Bond Movie 'Die Another Day' | | |
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Abstract

As a result of the development of technology and the therefore increasing number of different media competing for consumers' attention, marketers have had to develop new promotional tools for reaching the general audience. One of the promotional tools recently growing the most is movie sponsorship. As a probable consequence of the fast development in the industry during the last decades, research in the area has lagged severely behind. In fact, the term 'movie sponsorship', which on the basis of the source material has been deemed the most appropriate term for describing this particular phenomenon, has not previously been published within the academic community. In the course of the study the definition has been confirmed and motivated.

Academic studies touching upon the subject have mainly focused on product placement and sponsoring. Within these fields research has also been very limited, both in number and in depth, rendering this thesis ground breaking. Firstly, the phenomenon previously mostly referred to as product placement is here classified as movie sponsorship, and a thorough definition of the term is provided. Secondly, a case example of movie sponsorship is presented in the form of a case study in which the possibilities of using movie sponsorship to improve brand image are being examined. The research questions were 1) what is movie sponsorship, 2) what is brand image, and 3) how can movie sponsorship be used to improve the brand image. The first two questions were examined through a review of secondary sources, whereas an answer to the third research question was sought through the use of primary data.

The empirical data for this thesis stems from two research projects for Finlandia Vodka Worldwide Ltd. which pursued to examine how successful the partnership between Finlandia Vodka and the James Bond movie brand had been. The first of these studies examined Finnish vodka drinkers' awareness of the partnership and the impact of the partnership on the brand image of Finlandia Vodka as perceived by Finnish vodka drinkers. In the second study the European distribution partners' opinions concerning the implementation of the partnership and its impact on the Finlandia Vodka brand were examined. The first study involved quantitative data analysis, whereas the latter featured qualitative data analysis. The applicable parts of these studies have been used for this thesis, focusing on the observed impact of the partnership on brand image. The most important generalizeable research result of the empirical study among the distribution partners was that movie sponsorship had a greater impact on brand awareness than on brand image.

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| Key words | marketing, marketing communication, sponsorship, cultural sponsorship, movie partnership, marketing partnership, movie sponsorship, product placement, brands, brand image, brand identity |
| Further information | |

