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Abstract

The image of the brand has an effect on what benefits the customer feels they will receive from the purchase or ownership of the product or service. It is important to be able to communicate the brand attributes in the desired fashion and build the correct image. There are always two sides to communication; the sender and the receiver and it is essential the receiver understands the message as intended by the sender. The attributes of the country of origin, as well as the image and the effects of it are one of the main points of this study.

Relationships with stakeholders have a special position when building a brand image. It is important to maintain relationships and to have a positive effect on them. These important stakeholder relationships include for instance those with the media and the consumers. The relationship with the consumers is often built via the media and therefore has even more of an important status. Relationships can be built and maintained through for instance public relations events.

In the case on global brands, different cultures have their effect on the success of the communication. When the sender and the receiver of the message lack a corresponding cultural background, it is a challenge for the intended delivery of the message. The way, in which the Finnish communicate differs in many ways from the ways of others, even though the Finnish share most of their values and beliefs with for instance Western Europeans.

This study takes a closer look at the brand image building of a global brand which has an image of being Finnish and more specifically the use of promotional events in the brand image building. The focus of this study was an international invitational promotions event held for the second time in Lapland. The guests included, for instance, members of the press and the intention was to find out whether the event impacted their thoughts on the brand in the desired way and what was the role of Finland and the Finnish hosts in the possible change.

The case study method was used. The participants in the study were interviewed twice, before and after the event in semi-structured interviews via telephone. The results of the study indicate that the event was a success. The answers of the guests in the second interview reflected an understanding of the brand more aligned with the desired brand image than in the first interview. There were suggestions for future improvement which rose from the analysis of the interview but overall the results were positive and encouraging.

Key words	Brand image, Brand identity, promotional event, intercultural communication,
Further information	