

THE TALL SHIPS' RACES BALTIC 2009




# Turku Tall Ships Races

## Marketing perspective

Istanbul, November 20th

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Turun Sanomat

LAPIN KULTA

EASTWAY  
www.eastway.fi



dna

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**TURKU**  
23-26 JULY 2009

SAIL FOR THE SEA

THE TALL SHIPS' RACES BALTIC 2009

# 110 Vessels!



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# The benefactor of the Race



The President of the Republic of Finland  
Tarja Halonen



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## Tall Ships Races Turku

- 1996 Biggest event in Finland, 450 000
- 2003 Biggest event in Finland, 500 000
- 2009 Biggest event in Finland, 530 000

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# Organisers



<p>Sail Training International</p> <p>City of Turku</p> <p>Sail Training Association Finland (STAF) STI representative in Finland</p> <p>Host Ports (Gdynia, Pietari, Klaipeda)</p> <p>Port of Turku</p>	   
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THE TALL SHIPS' RACES BALTIC 2009

## TSR 2009 City of Turku organisers 2006 -2009



- **PORT COMMITTEE**  
Chairman Jukka Lehmisto
- **Project manager**  
Kimmo Hyypä
- **Project secretary**  
Sari Haavisto
- **Sea and safety**  
Deputy harbour master Ahti Pekonaho
- **Land, traffic, delivery**  
Chief of construction Kimmo Lahti
- **Programme and guests**  
City secretary Eeva-Liisa Makkonen
- **Marketing and communications**  
Press manager Hanna Weber

Marketing, sales:  
Infront Finland Oy (Helsinki and Turku)












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## The main partners



# KESKO Turun Sanomat

Kesko, K-Citymarket, K-Supermarket, Kespro  
Daily products, shipping agent

Printing, web design, tv commercials, outdoor prints etc.



Hartwall Oyj, beer, cider, soft drinks  
HartwaTrade Oyj, wines, spirits



Telecommunications



www.eastway.fi  
Sound & Light – Arena Concerts

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## The Partners



Aamussöi – local newspaper  
Alfons Håkans - tugboat  
**Alta** - wines  
Auran Aallot – local radio station  
UAT Finland - cigarettes in restaurants  
City-Opas free event area map  
Destia – the ferry  
**Dna** - telecommunications  
**Eastway** – sound & light  
Ecco Finland – visitor survey  
Viking Line – owner of the concert area

Hansaprint – print house  
**Hartwall** – beer, cider and soft drinks  
**Kesko** - provisioning  
Kivica Minolta – copying machines etc.  
L&T – waste managements, disposals  
Luovik – web design  
**Metroradiot** - national commercial radio station  
**Nelonen Media/ Four Partners**  
National commercial tv-station  
Teline Kotaja – tents, stalls  
Forex – money exchange

Pelster – science products  
**Ramirent** – fence and other constructions  
Rosten - bread  
STX Europe – crew ship yard tours  
**Sony** – flat screens, top tops, marketing campaign  
Turku Energia - electricity  
**Turun Sanomat** – commercial space, poster etc.  
Turun vesilaitos - water supply  
European Capital of Culture Turku 2011 foundation – cultural programme

= 30 companies in different roles!

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In addition restaurants, catering, stands, etc. +170 000,- €

**Turun Sanomat**



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## Turku Tall Ships Races Event area & program

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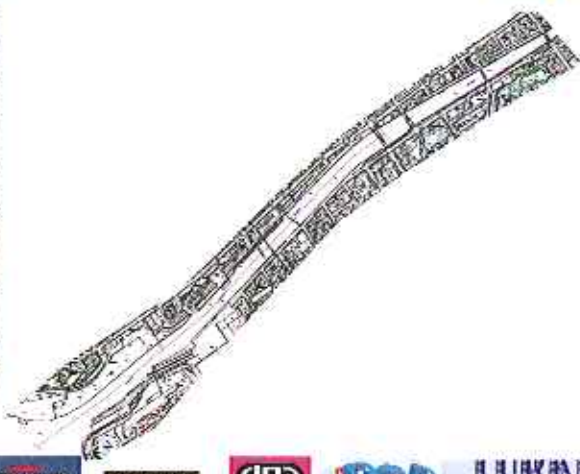
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## 2009 Event Area

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## The Programme

- Captains Dinner - Turku Castle (incl. The price giving of the charity auction)
- Crew Party (capacity 2000 pers.)
- After Guard Party - Sigyn Hall
- Crew sport activities
- Opening Ceremonies
- Crew Parade
- Free programme
- Parade of Sails - Alristo
- Race Start - Utö
- Sponsor and guest happenings
- Turku - St. Petersburg co-operation
- Vip-facilities



The Concert Arenal



DANY MOORE  
EVA DAHLGREN  
TOMAS LEDIN

**TALL SHIPS' RACES BALTIC 2009** TURKU 23.-25.7.2009

**KESKO**

**Turun Sanomat**



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23-26 JULY 2009

## Economical impact

- TSR Port Studies indicate 20 – 60 milj. euros left to economical area
- Investments in Turku 1,4 – 2,5 milj. euros + 3 year city resources + navy etc. + volunteers. 2003 economical impact was 10milj.
- Turku 2009 audience used 26 million euros while visiting in the event.



**TSR BALTIC 2009 – all together  
2,5-3 milj. visitors in 4 ports.**

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# Turku Tall Ships Races

## Values, Event look and commercial programs

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# - Sail for The Sea! -



Timo Sarpanova: "Kayak" (1955)

### Charity Auction

The most expensive glass object in the world (Guinness book of records)

The three checks will be delivered at the Captains Dinner:


- Sailing school for young and children
- Clean Baltic - John Nurminen foundation
- Archipelago Sea Protecting Foundation




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# 2009 Event look





THE TALL SHIPS' RACES  
ÅLAND 23-26 JULY

**TURKU**  
> 23 - 26 JULY

*A Mosaic of Islets*

great scenery to go to sea. The historic surroundings of the island world provide us with the perfect backdrop, combining our desire to discover with the challenge. The regatta is open to all ages & is composed of 40 yachts of all sizes with a variety of rigs, masts, sails, rigging, hulls, keels and hulls. The regatta is held in Åland.

www.tallshipsrace.fi

THE TALL SHIPS' RACES  
BALTIC 2009

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# www.tallshipsrace.fi





www.tallshipsrace.fi

THE TALL SHIPS' RACES 2009  
**TURKU**  
ÅLAND 23-26 JULY

23.7.2009

Bestä parhaimmista Tall Ships' Race 2009

The Tall Ships' Race 2009 is a historic event that will be held in Åland, Finland, from July 23-26, 2009. The regatta is open to all ages and is composed of 40 yachts of all sizes with a variety of rigs, masts, sails, rigging, hulls, keels and hulls. The regatta is held in Åland.

www.tallshipsrace.fi

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THE TALL SHIPS' RACES BALTIC 2009

Tall Ships Races Turku 2009 BALTICAT




25 cm height

Unburnable material

Holds sitting, weighted

No losing components

Anchor tattoo

For Baltic Sea protection

- public name competition
- port gift
- event mascot
- sale product (12 euros)
- a souvenir for every race vessel visiting in Turku

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THE TALL SHIPS' RACES BALTIC 2009



To be continued

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**Tall Ships Races**  
 Effective tool for marketing and communications  
 Strategy for utilizing commercial potential

-tk-



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**Changing media landscape → role of events?**





- 1 Classic marketing communication channels are becoming increasingly less efficient...
  - Media fragmentation & segmentation
  - Proliferation of new media formats and distribution channels
  - Advertising restrictions
  - Change in consumer behaviour and media consumption patterns
- 2 Necessity for leading global / national brands...
  - To communicate with consumers using their channel of preferences
  - To create unexpected, engaging and multi-sensual brand experience and to embrace more specialised, non-traditional communication vehicles

Implications

**Sponsorship as a cost-efficient platform to effectively communicate and interact with your consumers!**

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### Event Sponsorship: a tool to address multiple needs...

Potential Needs	Sponsorship Objectives
Brand Awareness	Increase awareness of your brand
Brand Equity Building / Change of Brand Perception	Support and realize a positive shift in perception of your brand equity (through value and/or image transfer)
Relationship Management	Strengthen relationships with your key stakeholders and enhance customer proposition as well as competitive advantage
Support Sales	Add value to sales programmes with sponsoring themes at the POS or in approved distribution within promotions to support the sales process
Demonstrate / Trial Product	Provide opportunities to showcase, and therefore promote, the strengths of your products and services
Emotionalise Marketing Communication Activities / PR & Storytelling Platform	Spice up and emotionalise your marketing communication activities through effective use of imagery and footages. Create bonds with your customers by referring to something they like, their passion, and use sponsorship as a spring board for targeted PR measures
Motivate Employees	Increase levels of pride and commitment across your workforce, and bring your company identity to life
Integration Platform	Use sponsorship as "internal glue" to bring together and to unify different business units, segments (or even recent acquisitions)
Demonstrate Corporate Citizenship	Deliver a positive change in the image of the company as a good corporate citizen

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### ...across all marketing communications channels

**Sponsorship**

- A creative, emotional theme to the bring the brand alive
- A platform around which other channel plans are developed

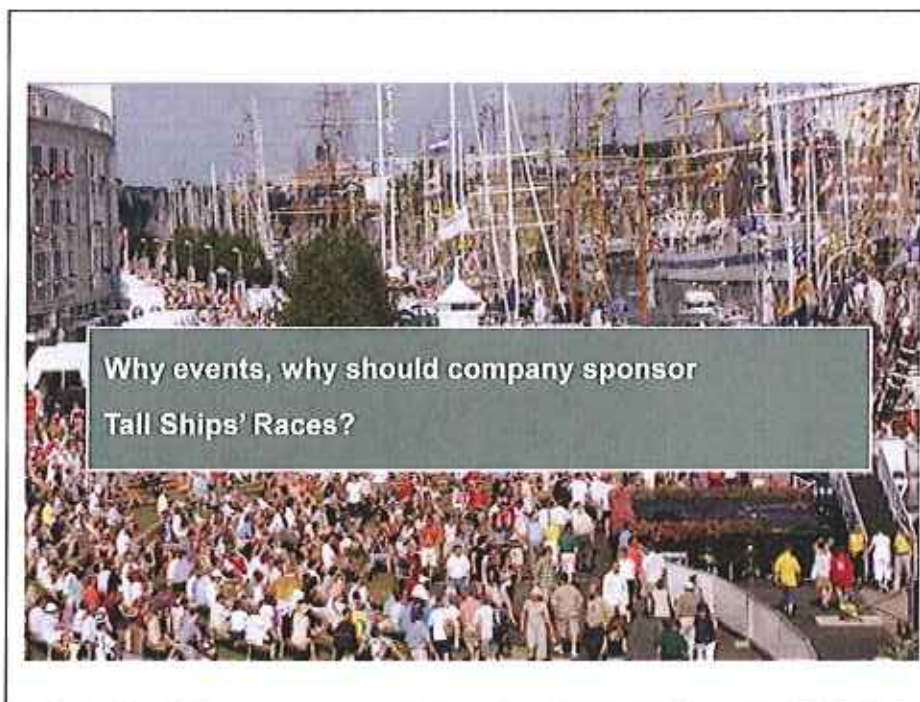
**In short: an all inclusive tool**

3

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### With an advanced understanding of sponsorship


Conventional Sponsorship	Progressive Sponsorship
<ul style="list-style-type: none"> <li>• focuses on the contract</li> </ul>	<ul style="list-style-type: none"> <li>• focuses on content e.g. football, as consumed by the target audience</li> </ul>
<ul style="list-style-type: none"> <li>• emphasises rights-holder delivery of 'rights'</li> </ul>	<ul style="list-style-type: none"> <li>• emphasises brand activations</li> </ul>
<ul style="list-style-type: none"> <li>• frequently 'badges' exercise without credibility</li> </ul>	<ul style="list-style-type: none"> <li>• offers meaningful experience for consumers</li> </ul>
<ul style="list-style-type: none"> <li>• is measured on exposure / media value</li> </ul>	<ul style="list-style-type: none"> <li>• leads towards full integration, multiple touch points</li> </ul>
<ul style="list-style-type: none"> <li>• alignment with rights-holder</li> </ul>	<ul style="list-style-type: none"> <li>• longer-term alignment with the content</li> </ul>
<ul style="list-style-type: none"> <li>• focus on logo and marks</li> </ul>	<ul style="list-style-type: none"> <li>• uses key assets and the 'content' itself</li> </ul>
<ul style="list-style-type: none"> <li>• primarily addresses awareness</li> </ul>	<ul style="list-style-type: none"> <li>• addresses multiple business &amp; brand objectives</li> </ul>
<ul style="list-style-type: none"> <li>• a 'property' to be respected</li> </ul>	<ul style="list-style-type: none"> <li>• a resource to be used</li> </ul>
<ul style="list-style-type: none"> <li>• focus on brand recognition</li> </ul>	<ul style="list-style-type: none"> <li>• takes consumers along the brand funnel</li> </ul>
<ul style="list-style-type: none"> <li>• characterised by one way communication</li> </ul>	<ul style="list-style-type: none"> <li>• characterised by two way communication</li> </ul>
<ul style="list-style-type: none"> <li>• 2D and sterile</li> </ul>	<ul style="list-style-type: none"> <li>• customer-centric, emotive and credible</li> </ul>
<ul style="list-style-type: none"> <li>• out-through difficult in cluttered environment</li> </ul>	<ul style="list-style-type: none"> <li>• brand differentiation achieved through activation</li> </ul>





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### Trends: Change of role of Sponsorships



Where is the beef?  
For the event, for the customer...

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### Content Provision



Technology is king, content is King Kong  
Content provision through/with consumers!  
→ Interactive concepts....

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### Brand Focus




Use of sponsorship as brand enhancement  
Facilitator! Can your platform give help and lead  
→ to desired direction, something else?  
→ "output" still the measure for success

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### Ambush Marketing




No longer so "unethical" but acceptable  
Helps communicating own brand values



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### Corporate Social Responsibility




Increasingly popular – feel good factor  
Sponsorship and CSR combined  
Need for greater accountability




12 12

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### Increased Commercialisation



Direct link to sales and business generation  
Merchandise / licensing programmes  
Others...?



13 13

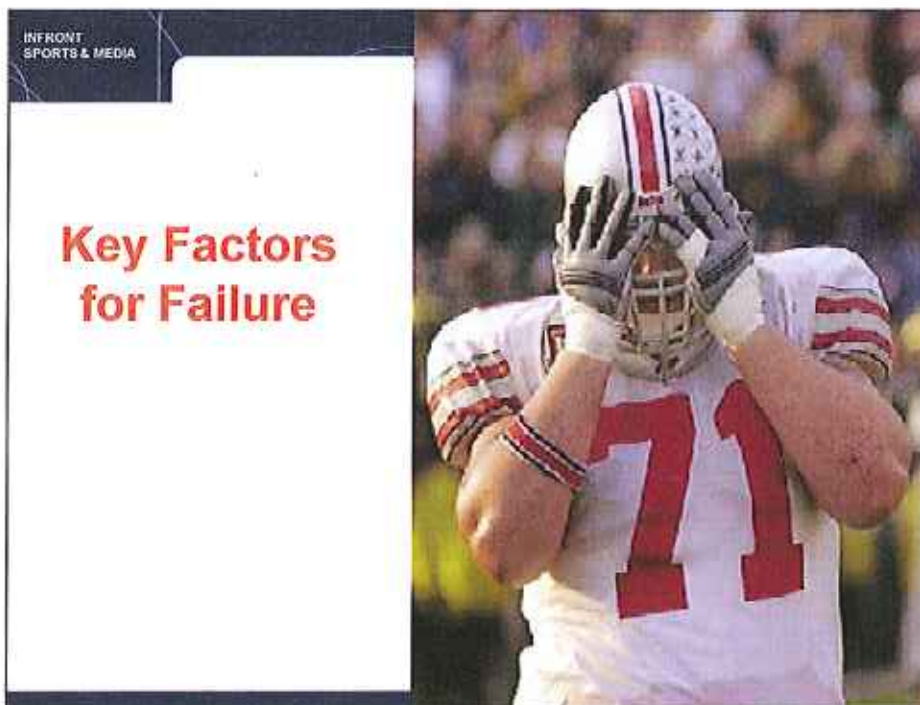


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**Summary of Trends → put down your thoughts**

Strength	Weaknesses
<ul style="list-style-type: none"> <li>• Professionalised workforce</li> <li>• Integration of sponsorship into marketing</li> <li>• Advanced activation</li> <li>• Investment focus</li> <li>• Provision of content...others?</li> </ul>	<ul style="list-style-type: none"> <li>• Business as usual (badging)</li> <li>• Media TV?</li> <li>• Others...</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Progressive sponsorship instead of traditional sponsorship</li> <li>• Increased commercialisation</li> <li>• Brand focus</li> <li>• Corporate Social Responsibility</li> <li>• Internal capability building...others?</li> </ul>	<ul style="list-style-type: none"> <li>• Ambush Marketing</li> <li>• Local considerations</li> <li>• Others..?</li> </ul>

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Try to avoid the Following...

- Lack of clarity of what your Event is and how to use it as a marketing communications tool*
- Limited understanding of target audience & their needs*
- Property & platform selection at the behest of CEO*
- No or inadequate sponsorship strategy*
- Inappropriate structure & procedures*
- Not securing the appropriate rights needed / buying in at the wrong level*
- Ineffective planning*
- Blurred, wrong and/or no measurable objectives*
- Discontinuity*

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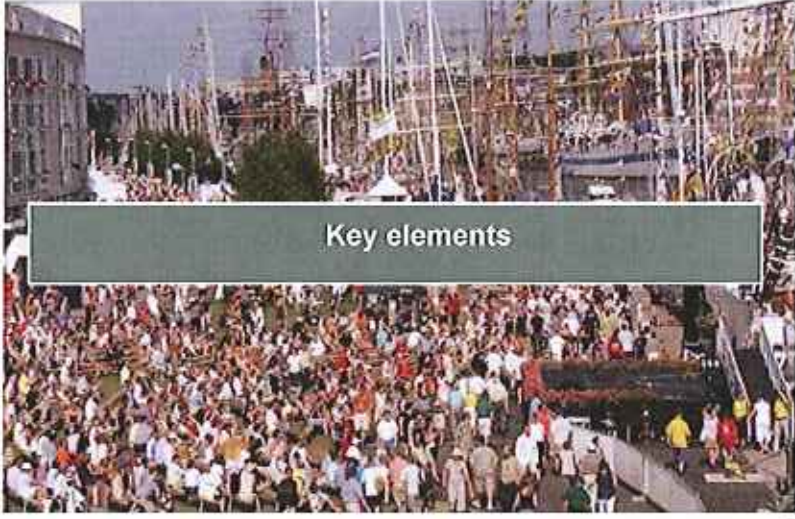
And some more...

- Lack of research*
- Sponsorship not fully integrated in marketing communications*
- Lack of creative activation ideas*
- Inconsistent messages & absence of product / service linkage*
- No evaluation*
- No internal (top) level support*
- Lack of guidance and absence of (supporting) tools*
- Lack of finance (particularly for activation)*
- Inappropriate staffing*

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### Successfull events in the future



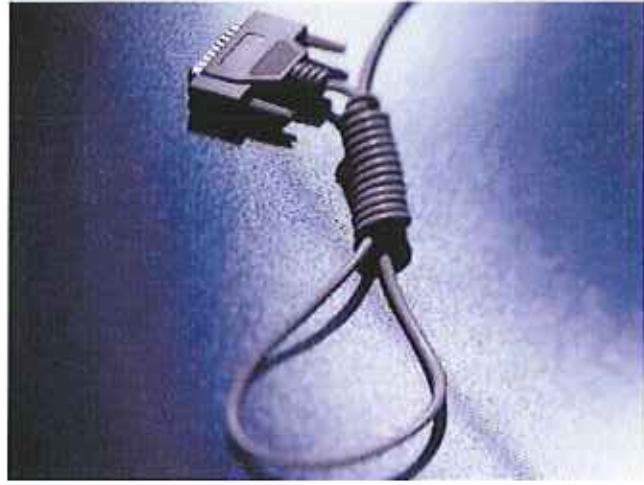
Key elements

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### Inspirational sponsorships


Execuational Factors → to think and build!



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### Human Emotional Reaction



Engagement and interaction  
→ What can we offer, how does it differ...


20

20

This slide features a photograph of a crowd of people at a sporting event. Many individuals are cheering, with their hands raised and some holding hands. A Japanese flag is prominently displayed in the foreground. A semi-transparent text box is overlaid on the image, containing the text 'Engagement and interaction' and '→ What can we offer, how does it differ...'. The slide is titled 'Human Emotional Reaction' and includes the logo 'INFRONT SPORTS & MEDIA' in the top left corner. The number '20' appears in the bottom left and bottom right corners of the slide area.

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### Access & Exclusivity




Are you open to all in target audience?  
Money can't buy opportunities → are you able to offer?

21

This slide features a photograph of a large, multi-masted sailing ship, likely a tall ship, on the water. The ship has several masts and is surrounded by other smaller boats. A semi-transparent text box is overlaid on the image, containing the text 'Are you open to all in target audience?' and 'Money can't buy opportunities → are you able to offer?'. The slide is titled 'Access & Exclusivity' and includes the logo 'INFRONT SPORTS & MEDIA' in the top left corner. The number '21' is located in the bottom right corner of the slide area.

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### Greater Purpose than a Corporate Goal



Feel good factor  
Increased relevance and interest  
→ Values of your event, have greater purposes

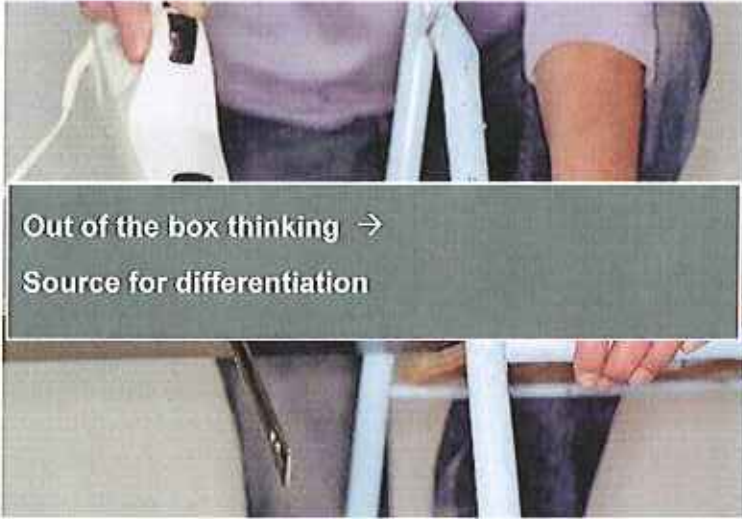
22

22

Detailed description: This slide features a dark header with the text 'INFRONT SPORTS & MEDIA' on the left and the title 'Greater Purpose than a Corporate Goal' in the center. Below the title is a photograph of a climbing wall with various colorful holds (red, green, yellow, blue) on a light-colored rock face. A semi-transparent grey box is overlaid on the bottom half of the photo, containing the text 'Feel good factor', 'Increased relevance and interest', and '→ Values of your event, have greater purposes'. At the bottom of the slide, there are two small white boxes containing the number '22', one on the left and one on the right.

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### Originality & Uniqueness



Out of the box thinking →  
Source for differentiation

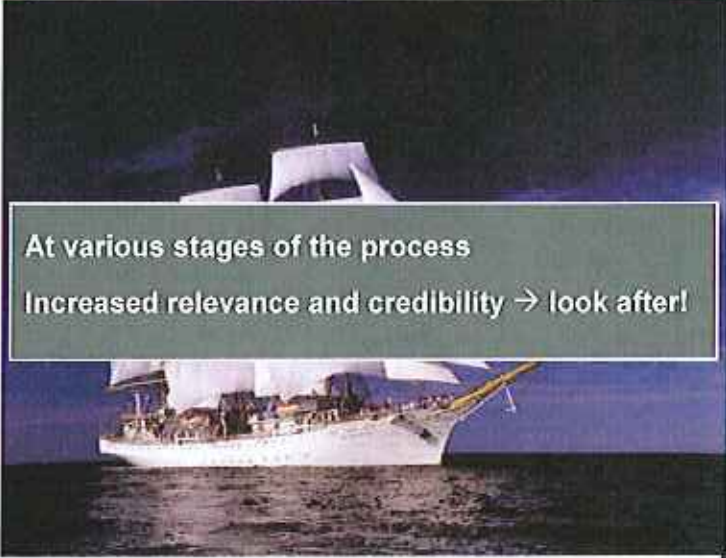
23

23

Detailed description: This slide features a dark header with the text 'INFRONT SPORTS & MEDIA' on the left and the title 'Originality & Uniqueness' in the center. Below the title is a photograph of a person sitting on a white plastic chair, which is a common sight at outdoor events. A semi-transparent grey box is overlaid on the middle of the photo, containing the text 'Out of the box thinking →' and 'Source for differentiation'. At the bottom of the slide, there are two small white boxes containing the number '23', one on the left and one on the right.

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### Consumer Insights

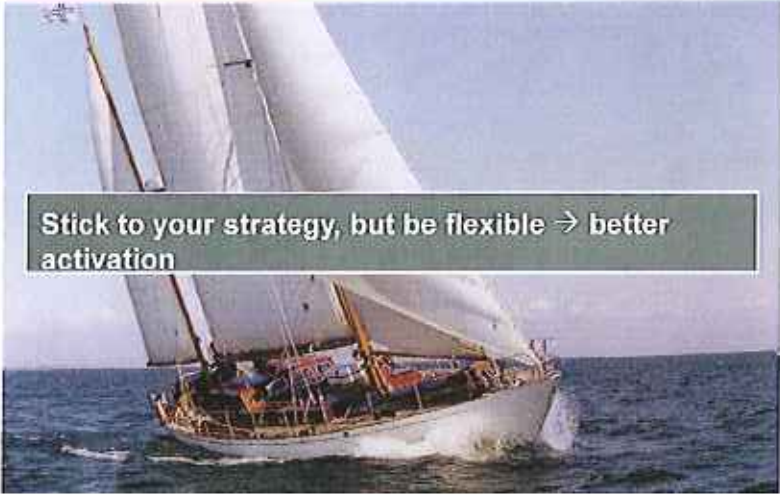


At various stages of the process  
Increased relevance and credibility → look after!

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### Single Mindedness

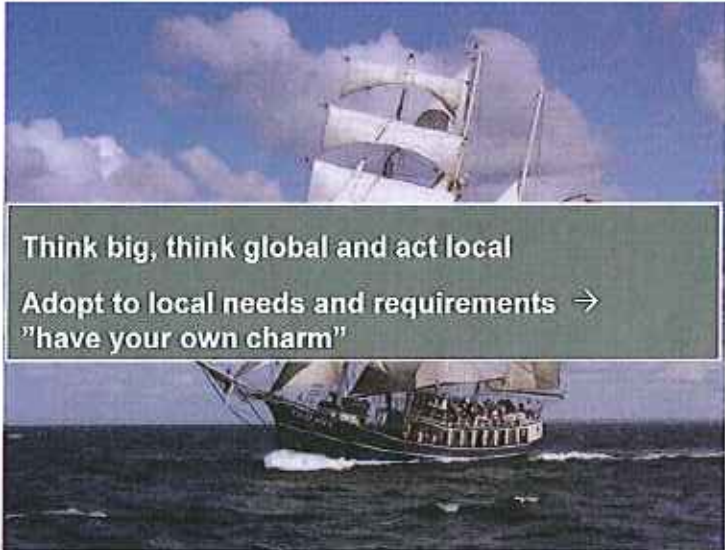


Stick to your strategy, but be flexible → better activation

25

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### Local elements

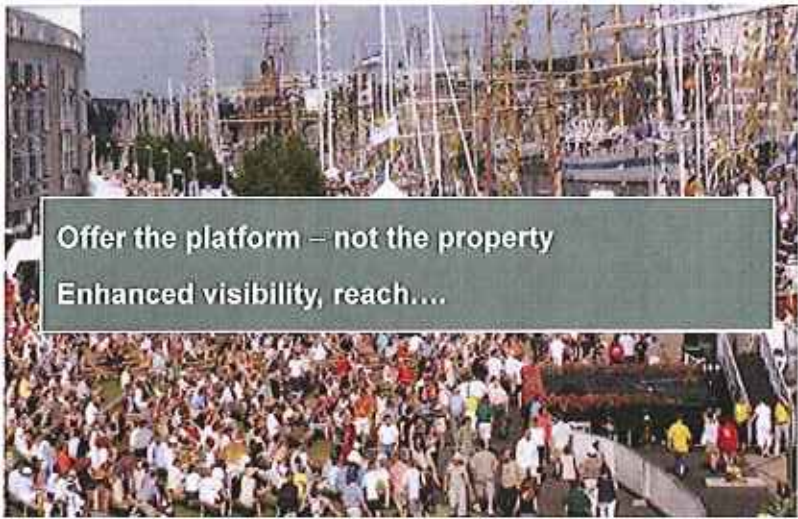


Think big, think global and act local  
Adopt to local needs and requirements →  
"have your own charm"

26 25

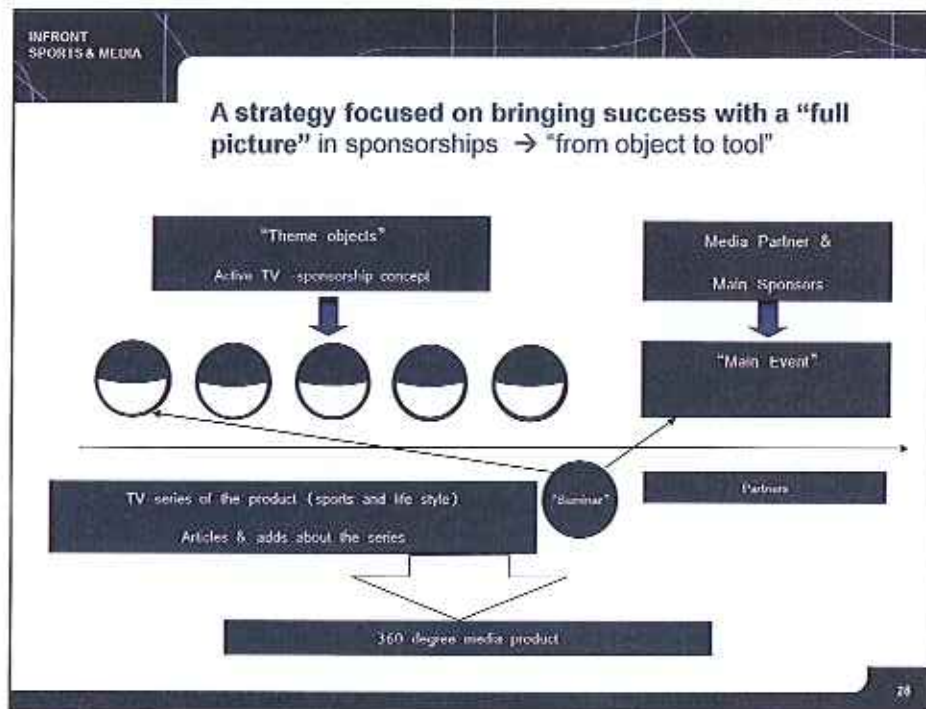
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### Tiered Approach



Offer the platform – not the property  
Enhanced visibility, reach....

27 21






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"At the end of the day"

Passion – not just a rationale!



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THE CHALLENGER RACES  
Powered by Volvo Penta  
Racing & Yacht

TURKU  
> 23 – 26 JULY

A Mosaic of Islets

THE TALL SHIPS' RACES  
BALTIC 2009

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Thank You!



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