

An Analysis of Marketing Communication by the Fingers Up Music Festival

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Provedte analýzu marketingové komunikace festivalu Fingers Up 2014.
Srovnajte marketingovou komunikaci festivalu Fingers Up s marketingovými komunikacemi vybraných konkurenčních festivalů.
Na základě zjištěných informací vypracujte doporučení pro festival Fingers Up.**

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ABSTRAKT

Předmětem této bakalářské práce je analýza marketingové komunikace hudebního festivalu Fingers Up. Cílem práce je navrhnout doporučení, která mohou vést ke zvýšení návštěvnosti festivalu. Práce je rozdělena do dvou částí. První část je teoretická a je v ní vypracována literární rešerše na téma marketingové komunikace. Druhá část je praktická a je zde provedena analýza marketingové komunikace hudebního festivalu Fingers Up 2014, dále pak je festival srovnán s dalšími vybranými festivaly. Praktická část je uzavřena doporučeními pro hudební festival Fingers Up.

Klíčová slova: marketing, marketingová komunikace, marketingový komunikační mix, reklama, hudební festival, návštěvnost, návštěvník

ABSTRACT

The subject of the bachelor thesis is the analysis of marketing communication by the Fingers Up music festival. The aim of this thesis is to suggest recommendations which can lead to increase of festival's attendance. This bachelor thesis is divided into two parts. The first part is theoretical and is focused on literary research on the topic marketing communication. The second part is the practical part and is dedicated to the analysis of marketing communication by the Fingers Up music festival 2014, the festival is also compared with other chosen festivals. Practical part is concluded with recommendations for the Fingers Up music festival.

Keywords: marketing, marketing communication, marketing communication mix, advertising, music festival, attendance, attendee

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CONTENTS

INTRODUCTION	10
I THEORY	11
1 WHAT IS MARKETING	12
2 MARKETING COMMUNICATIONS.....	13
3 MARKETING COMMUNICATION MIX.....	14
3.1 Advertising	14
3.1.1 Setting Advertising Objectives.....	15
3.1.2 Setting Advertising Budget.....	16
3.1.3 Developing Advertising Strategy.....	17
3.1.4 Selecting Advertising Media	17
3.2 Public Relation (PR).....	21
3.3 Sales Promotion.....	22
3.4 Personal Selling	23
3.5 Direct Marketing.....	23
3.6 Online Marketing (Social Media Marketing)	24
3.6.1 Creating Web Sites	24
3.6.2 Placing Ads and Promotions Online.....	25
3.6.3 Participating in Online Social Networks	25
3.6.4 Using Mobile Marketing	26
4 SUMMARY OF THEORETICAL FINDINGS	28
II ANALYSIS	29
5 AN ANALYSIS OF MARKETING COMMUNICATION BY THE FINGERS UP MUSIC FESTIVAL 2014.....	30
5.1 The Aim of the Analysis.....	30
5.2 Methods of Data Collection.....	30
5.3 Introduction of the Fingers Up Music Festival (FU)	31
5.4 Marketing Mix of the Fingers Up Music Festival	32
5.5 SWOT Analysis of the Fingers Up Music Festival	34
5.6 Marketing Communication Mix of the Fingers Up Music Festival	35
5.6.1 Advertising	35
5.6.2 Setting Advertising Objectives.....	36
5.6.3 Setting Advertising Budget.....	36
5.6.4 Developing Advertising Strategy.....	37

5.6.5	Selecting Advertising Media	38
5.6.6	Public Relations (PR)	39
5.6.7	Sales Promotions	39
5.6.8	Personal Selling	39
5.6.9	Direct Marketing.....	40
5.6.10	Online Marketing (Social Media Marketing)	40
5.7	Comparison of the Fingers Up with Other Festivals	41
5.8	Marketing Mix of Other Festivals	41
5.9	Communication Mix of Other Festivals	42
6	SUGGESTIONS AND RECOMMENDATIONS	46
6.1	Suggested Target Group	46
6.2	Suggested Marketing Mix.....	48
6.3	Suggested Marketing Communication Mix	50
	CONCLUSION	53
	BIBLIOGRAPHY	54
	LIST OF FIGURES	58
	APPENDICES	59

INTRODUCTION

Summer music festivals are important cultural parts of many people but a common visitor usually does not see all the work with which promoters deal in order to make a festival prosperous. Preparations of such events usually take whole year and must be done thoroughly. One of the most important aspects of preparations is to let the people know about the event – in other words, use the appropriate marketing communication to reach as big amount of potential visitors as possible. Even though, the Fingers Up music festival on which is this bachelor thesis based, still noticed increase of number of festival's attendees in 2014, this growth is not such rapid as in previous years. One of the reasons might be that festival does not go along with actual trends in marketing communication in aiming its target group.

The subject of the bachelor thesis is the analysis of marketing communication by the Fingers Up music festival. Attendance of the Fingers Up music festival is slowly increasing every year, but promoters of the festival wish to increase this attendance more rapidly. The aim of this thesis is to suggest recommendations which can lead to increase of festival's attendance.

The thesis is divided into two parts. The first part will be theoretical and will be focused on literary research of marketing communication with the emphasis on marketing tools used in arts sector, especially music festivals. The practical part will be focused on used marketing mix, but the major part will be dedicated to used marketing communication and its tools of the Fingers Up music festival in the year 2014. In the practical part will be outlined situation about marketing of other festivals in the Czech Republic. In the end of the practical part will provide recommendations for the festival which lead to increase of festival's attendance.

I. THEORY

1 WHAT IS MARKETING

Marketing is defined as *“the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return”*. (Armstrong and Kotler 2013, 33) or also as *“the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for costumers, clients, partners, and society at large”*. (Lamb et al. 2013, 2)

In the past was marketing only understood as telling customers about the product and selling it. New era, the era connected with the Internet, social media and higher standard of living, is more concerned about customer needs and wants. *“Human need is a state of felt deprivation of some basic satisfaction.”* (Vashisht 2005, 2) People, for example, require to breathe, to have something to eat, to wear cloths, to have house to live in, to feel safe, to have sense of belonging somewhere etc. *“Wants are desires for specific satisfiers of these deeper needs.”* (Vashisht 2005, 2) Kotler suggests that desires are *“wants for specific products backed by an ability to pay.”*(Kotler 2001, 6) As a result product is developed in ways which provide superior customer value, has its accessible price, it is on accessible place, and is promoted effectively. Aforementioned are parts of marketing mix.

Marketing mix is *“a set of marketing tools that work together to satisfy customer needs and build customer relationship.”* (Armstrong and Kotler 2013, 33) These marketing tools refer to the set of tactics which a company applies to promote its product or brand on a market field. Traditional marketing of arts companies has focused on Price, Product, Promotion and Place - the typical so-called 4Ps for a product, however for increasing success of arts organizations, arts marketers are nowadays usually concentrating on providing services rather than a product. Arts marketers consequently include several other Ps like People, Process and Physical Evidence. (O’Reilly, Rentschler, and Kirchner 2014, 100)

Promotion as a part of marketing mix is the main matter of marketing communications.

2 MARKETING COMMUNICATIONS

Marketing communications can be characterized as all the devices and its messages that a company uses to communicate with the market. In literatures are marketing communications described as – *“the planned, integrated and controlled interactive dialogues with key target audiences to help achieve mutually beneficial objectives.”* (Dahlén, Lange, and Smith 2010, 3) These dialogues have changed dramatically on account of ability of the target audience to grow and develop.

This development is mainly caused by technological progress. Technologies are improved in free market economies for the maximization of profits which is nowadays a powerful driver of technological change. These technological changes are seen in many forms, almost everywhere around an individual. Laptops, smartphones and iPads can be found in almost every family. To accounts of social networks as Facebook, Twitter, Pinterest, Instagram and others, are each and every day log on millions of users. According to Facebook, 757 million its users log on Facebook daily, related to data from 31 December 2013. For instance Facebook, according to The Guardian, boasted 1.23 billion monthly active users worldwide, adding 170 million users in just one year by the end of 2013. (Sedgi 2014)

Obviously on social media are nowadays concentrated billion of people and among them probably a huge number of company's customers. Successful marketers should be aware of these facts. This topic of social media will be examined later in this thesis.

3 MARKETING COMMUNICATION MIX

Marketing communications are classically formulated as the five major promotion tools into a marketing communication mix, or also in some literatures named as promotion mix. (Dahlén, Lange, and Smith 2010, 274) On account of rapidly changing technology devices and simultaneously evolving popular social media, is in some new written matters introduced online marketing as a new, sixth promotion tool of marketing communication mix. The six major promotion tools are in present-days defined as follows:

1. Advertising
2. Public relation
3. Sales promotion
4. Personal selling
5. Direct marketing
6. Online marketing (Social media marketing)

Each of promotional tools has peculiar characteristics and costs. Thriving marketers must understand these peculiar characteristics in forming the fruitful communication mix. (Armstrong and Kotler 2013, 390)

3.1 Advertising

The term “Advertising” refers to “*any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.*” (Armstrong and Kotler 2013, 385) The main advantage of advertising is reaching a mass audience quickly, at one time, and in different geographic places. On the other hand advertising is very expensive (TV advertising is one of the most expensive) and impersonal, using just one way communication with an audience. Audience is usually not interested in giving feedbacks to advertising. (Lamb, et al. 2009, 396 – 397)

According to Gearig (The Economic of Advertising 2014) advertising can be divided into two major categories:

1. Above the line advertising – simply what people imagine under term of advertising. Including: television and radio commercials, display advertising (in newspapers, magazines, and frequently on the Internet), classified advertising (in newspapers and yellow pages), and billboard advertising.
2. Bellow the line advertising – “out of home” advertising or “direct marketing”, is advertising that delivers a tactile incentive to purchase a product. Including: price

promotions or discounting, coupons, gift-with-purchase, competitions and prizes, monetary refunds, loyalty incentives, point-of-sale displays.

3.1.1 Setting Advertising Objectives

Advertising objective is defined as “*a specific communication task to be accomplished with a specific target audience during specific period of time.*” (Armstrong and Kotler 2013, 394) For marketers, and all for successful advertising campaign, is important to be mindful that primary purpose of advertising objectives is to inform, persuade, remind and connect customer of some particular product. In accordance with those four objectives are following advertising strategies:

1. Informative advertising – the main role of informative advertising is at the beginning of life cycle of product. The launching product is new, unique and unknown for customers. Marketplace need to know more about its qualities and benefits. In this stage should be built awareness for the product as well as for the company. Informative advertising should provide enough information to potential customer to take some kind of action. (Boundless 2015)
2. Persuasive (Comparative or Attack) – this strategy is used on an establishing products and its selling encouragement when competition increases. The aim is persuade a target audience to exchange brands, purchase their product and build client loyalty. (Boundless 2015)
3. Reminding advertising – marketers apply this strategy for products which are mature – have been on the marketplace for a long time already, and are probably at the end of product’s life cycle. (Boundless 2015)
4. Connecting advertising – is associated with social media. The intention is to create relationships with clients and potential clients through using technological ties such as YouTube, Twitter, Facebook, or other social media platforms. The idea behind it is that users of those social media will exchange information about the product between friends and acquaintances, also using this media. In other words, user became brand advocate who promote the brand through his or her own social network. (Lamb, et al. 2013, 252 – 253) The average user has about 130 friends on the social network. Is about 15% more probable that person, who hears about a product or service from a friend, will become new customer of product, than through other means. (Hudson, et al. 2014, 69).

3.1.2 Setting Advertising Budget

One of the most challenging aspects of any advertising campaign is to allocate proportionated advertising budget. Firms and advertising agencies work with different methods:

1. Percentage of Sales Method – the promotion budget is based on a percentage of the prior year's sales or the forecasted ones. This method is simple however this method views sales as the cause of promotion rather than as the result. According to Armstrong and Kotler (Armstrong and Kotler 2013, 395 – 396), budgeting of this method is based on availability of funds rather than on opportunities. Another disadvantage is that the method does not provide any basis for choosing a specific percentage, with exception what has been done in the past years or how the competitors are doing. (O'Guinn 2012, 170)
2. Share of Market / Share of Voice Method (Competitive-Parity Method in some literatures) – a company monitors an amount of money which has been spent by various significant competitors, and match equal amount of money for its advertising budget. (This amount should be proportional to the company's market share). Disadvantage of this method is that competition companies differ greatly, and so they do not have to have correct point of view how much should be spending on promotions needs. (O'Guinn 2012, 170 – 171)
3. Affordable Method – according to Armstrong and Kotler (Armstrong and Kotler 2013, 395 – 396), affordable method deals with promotions budgets in the amount of money which the company can afford to spend. It often leads to an uncertain annual promotion budget. This method is mainly used by small businesses and unfortunately those firms often set budgets that ignore the effects of promotion of sales.
4. Objective and Task Method – this method is the most logical budget-setting method, but on the other hand is also the most difficult one to use. Company's promotion budget is set on what it wants to achieve with promotion. First step is to define specific goals, second is to decide about the task that must be performed to achieve these objectives and last one is to calculate the costs of performing these tasks. (Armstrong and Kotler 2013, 396).

3.1.3 Developing Advertising Strategy

Advertising strategy has two major components: creating advertising strategy messages and selecting suitable advertising media. (Armstrong and Kotler 2013, 397) According to Dahlén, Lange and Smith (Dahlén, Lange, and Smith, 2010, 292), the communicated message has to build the brand and create desirable associations to it, as well as to encourage target customers to involve and stimulate their purchases. Advertising should respect recent changes in media, technology, culture and audience.

The following major factors are necessary to consider in designing advertising strategy (Dahlén, Lange and Smith, 2010, 292 – 293):

1. The advertising objectives must be harmonious with marketing communication objectives.
2. Objectives must be consistent with brand narrative development and the target audience.
3. Advertising must respect its budget.
4. The creative message must respect the market dynamics and brand requirements.
5. A creative platform must be developed into tiny details for creating fruitful advertising campaign.
6. The creative and media strategy plans must include media schedule of where the creative messages will appear.
7. Evaluation must be done after termination of advertising campaign. Ascertain if the budget has been used effectively or not to achieve set objectives.

3.1.4 Selecting Advertising Media

“Advertising media are the vehicles which advertising messages are delivered to their intended audiences.” (Armstrong and Kotler 2013, 404) The predominant matters, with which every marketer must deal with, are: media reach, frequency, and impact. Second is choosing among major media types, third selecting media vehicles, and the last one is choosing media timing.

3.1.4.1 Media reach, frequency, and impact

Reach is a percentage of people in the target market, who have seen the exhibited advertisement during given period of time. Frequency is how many times person can see the ad on the target market. Armstrong states that media impact is *“the qualitative value of a message exposure through a given medium.”* (Armstrong et.al 2014, 360) For instance,

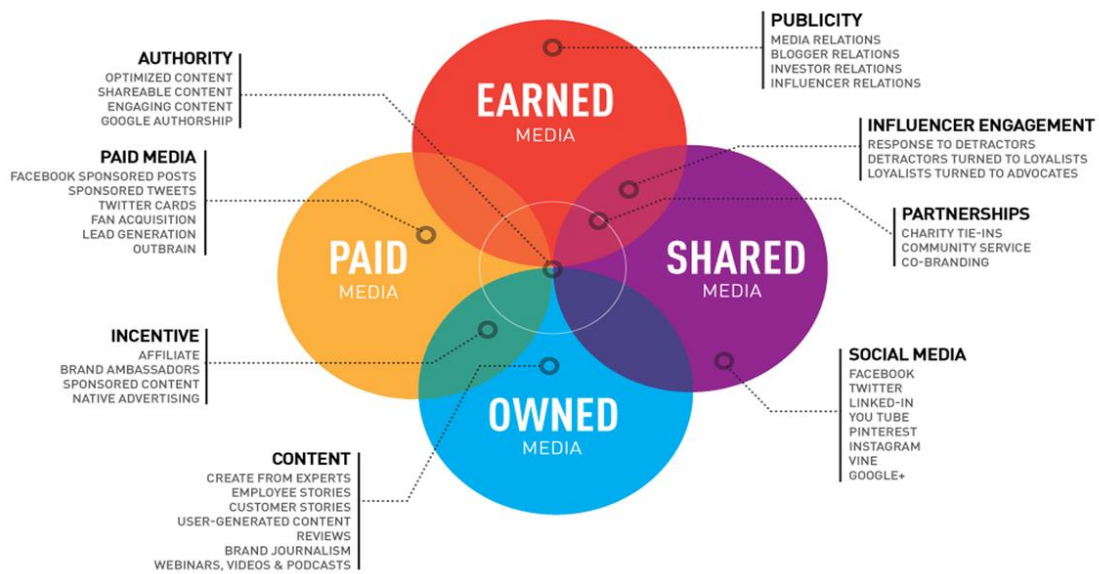
in some magazine (as the New Musical Express – British music journalism magazine) will be the message containing info about a music festival more credible than in another medium (as the Daily Mail, middle-market tabloid newspaper). Some kind of message can have different qualitative value on television (using sight and sound) than on radio (using sound only). (Armstrong et.al 2014, 360)

3.1.4.2 Choosing among major media types

PESO (Figure 1) is “an acronym used to reference the four media types within marketing and public relations used to promote, support and defend their brand.” (RMP Media Analysis 2014)

Figure 1: PESO Model

Source: Mashable 2014



PESO model contains following media types (RMP Media Analysis 2014):

1. Paid media – are based on traditional advertising model. Brands pay for media space. Including:
 - Television* – is the medium with high reach of masses. Can combine sight, sounds and motion. Television is able to appealing senses. On the other hand has limitations as high cost, and is less possible to select specific audience. (CreativeOptions 2013)

Magazine – has advantage of reaching highly targeting audience. Other privileges are its geographic and demographic selectivity, prestige, long life, excellent photo reproduction in full colours, and the possibility of pass on the magazine to another reader. Disadvantages are long lead in time to getting into print and getting responses because magazines are usually issued monthly, moreover ads in magazines generally costs a lot. (CreativeOptions 2013)

Outdoor (Poster advertising) – advantages are its flexibility and neighbourhood level selectivity, high frequency of reach, potential high impact because of size and low message competition. On the other hand has limitations as high initial costs, limitation in creativity of messages, and is difficult to measure results. (CreativeOptions 2013)

Radio – the advantages are low cost production, good local acceptance, high geographic and demographic selectivity, immediate delivery of message (the message can be repeated several times per day). Disadvantages are that you can use only audio messages, low attention of listeners (doing other things during listening), high channel switching. (CreativeOptions 2013)

Newspaper – the plus can be seen as flexibility in production, timeliness – daily delivery of your message, good local market coverage, broad acceptability (almost everybody reads the newspaper), highest believability from all media. On the other hand has limitations as short life span, poor reproduction quality, very competitive environment and another disadvantage is that marketers has little control over ad placement. (CreativeOptions 2013)

Direct mail – allows high audience selectivity, high quality control, creative flexibility, no ad competition within the same medium, a measurable media for costs and response. On the other hand, direct mail has limitations as relatively high cost per exposure and negative connotations about “junk mail”. (Creative Options 2013)

The Internet – offer marketers high selectivity, low cost, immediacy, interactive capabilities, on the other hand has limitations as potentially low impact (if the target group is not defined properly). (Podnikatelský web 2015)

Display advertising on Web sites – major advantage of using online display advertising are plenty of targeting options (reaching audience by location, language or age), predictability, simplicity and efficiency (marketers have access to system

that makes selling and buying online ad space simple). Drawback can be seen as high competitive space which is giving the right of way to more exclusive clientele. (Clark Marketing Solutions 2014)

Pay per click advertising (PPC) – advantages are high possibility of targeting audience by location and can reach exact amount of people (You are paying for exact amount of clicks on your ad, when the limit has been reached, the website your advertisement remove.) Cons are that there is no guarantee that a person clicking on your ad will turn into a buyer. This method is also time expensive (Successful PPC advertising can take from 3-6 months.). (Business 2 Community 2014)

2. **Earned media** – are based on publicity model or public relations. Earned media are used through media coverage (traditional public relations) or through word of mouth (through sharing on social media sites.) (Lamb et al. 2013, 252 – 253) Nowadays are popular in art industry bloggers, journalist and other influencers who may share content about music festivals.
3. **Social media (or shared media)** – company content is distributed or redistributed by their customers or potential attendees. (RMP Media Analysis 2014) Music festivals encourage this behavior by including social sharing buttons for Facebook, YouTube, Spotify, Twitter, Instagram, and other social networking sites.
4. **Owned media** – *“Owned media are a new form of promotional tactic where brands are becoming publisher of their own content in order to maximize the brand’s value to customers as well as increase its search rank in Google.”* (Lamb et al. 2013, 257) In this type of media can be included official company’s Web sites, official Facebook and Twitter page, YouTube channels, blogs and others. These media are administered by the company – sharing videos, blog posts, photos, funny pictures and facts, jokes, contests about product, in order to keep the costumer and his or her needs in mind. The main advantage of this type of media is unmediated consumer insights that are faster than ever before. (Lamb et al. 2013, 257)

3.1.4.3 Selecting media tools

Issues of selecting appropriate media vehicles is accompanied by inquiries, if the vehicle is oriented on the right audience profile, whether the programme’s current popularity

increase, stabilize, or decline, or if the magazine's editorial format fits the brand. Other situations requiring considering are for instance, if the radio station's choice of playing festival's ads on air offers the correct atmosphere for the creative theme, alternatively how well does the newspaper publishing pattern is suitable to marketer's requirements etc.

3.1.4.4 Choosing media timing

Choosing media timing is probably not as a crucial factor as choosing media vehicles, but fitting timing can still make the difference between an effective and ineffective advertising campaign. Considering media timing should contain seasonality, weather, days of week and time of day, susceptibility of costumers to a message at certain times (e.g. Advertising ads for home security when consumers are probably at work.). (Kelley and Jugenheimer 2008, 87 – 88)

3.2 Public Relation (PR)

Public relation is defined as *“the element in the promotional mix that evaluates public attitudes, identifies issues that may elicit public concern, and executes programs to gain public understanding and acceptance.”* (Lamb et al. 2013, 280) Public Relation can promote products, people, places, ideas and activities or organizations. Companies mainly use PR to build better relations with costumers, the media, investors and other communities. PR which is performed with precision can have a strong impact on public awareness and might be for a company cost-effective. PR departments can be concerned with following functions (Armstrong and Kotler 2013, 410):

1. Press relations or press agency
2. Product publicity
3. Public affairs
4. Lobbying
5. Investor relations
6. Development

Public relations professionals commonly make use of several tools (e.g. Sponsorship and partnership, product placement, public service activities, etc.) by which they build good relation with consumers. Regarding music festivals some of generally used tools are listed and described as following:

Media relations – PR persons of a company might create some favorable news about a company, its employees or some other interesting facts. This new information encourages journalists to report this message. (Business and Industrial Portal 2014)

Advertorials – advertisements in the form of new stories or reviews about company in newspapers. (Business and Industrial Portal 2014)

Social media – it allows a company to reach straightly its customers. On social media as Facebook or Twitter is facility to follow or to be followed by your customers, likewise professional journalists. Services allow users to come together online and exchange experiences, discuss and participate in any form of social interactions. Matters, which are shared on social media pages, might be responded immediately by criticism, and increase exposure for your business brand. (Ryan and Jones 2012, 152 – 153)

Special events – news conferences, speeches, press tours, small concerts are opportunities for public relations professionals to promote new products, to inform potential customers personally about product's pluses and cons, to gain new information about customer further research your market and your competitors. (Armstrong and Kotler 2013, 412)

Corporate identity materials – may create specific identity which person associate with a brand and recognize it. Tools which might be used are logos, business forms, brochures, signs, company cars, employee's uniforms etc. (Armstrong and Kotler 2013, 412)

3.3 Sales Promotion

Sales promotions are “*short-term incentives to encourage the purchase or sales of product or services.*” (Armstrong and Kotler 2013, 437) Advertising indicate the reason why to purchase a product, nevertheless sales promotion offers reason why to purchase it right now. The point is that sales promotion is usually cheaper than advertising and is less complicated to measure its success rate.

Strategies of sales promotion can differ according to types of consumers or sales promotions goals. For instance strategy applies on loyal customers will use sales promotions as loyalty marketing programs, such as loyal clubs. Brand switchers will be on the other hand persuaded to come to the event more often. In such case marketers will use any promotion that will lower the price of the product, such as coupons and bonus packs.

Festival's companies will presumably use sale promotions focused on consumers rather than other businesses. Armstrong insists that consumer promotions are: “*sales promotion tools used to boost short-term customer buying and involvement or to enhance*

long-term customer relationship.” (Armstrong and Kotler 2013, 439) Consumer promotions consist of coupons and rabates, premiums, loyalty marketing programs, contests and sweepstakes, sampling, point-of-purchase promotion (uses in-store displays to influence the customer to choose a specific brand or to make an impulse buy) and others.

It exists also: Trade promotions and Business promotions, but these types of promotion are usually not used in case of marketing communications of the sector of art and music festivals.

3.4 Personal Selling

Personal selling provides a detailed explanation or demonstration of the product and can be described as *“interpersonal influence process involving a seller’s promotional presentation conducted on a person-to-person basis with the buyer.”* (Kurtz and Boone 2006, 554) The conditions favor personal selling rather than advertising are focused on consumer, product, price and channels. The conditions are propitious when the consumers are geographically concentrated on one place, and the number of potential consumers is relatively low. Product is often very expensive, technically complex, custom made with special handling requirements. Price is high and its channels relatively short. Examples which can be mentioned are airplane engine, new car and insurance policies. (Kurtz and Boone 2006, 555) In general, regarding music festivals, this type of marketing communication tool is not commonly used.

3.5 Direct Marketing

Armstrong points out that direct marketing means: *“connecting directly with carefully targeted segments or individual consumers, often on a one-to-one, interactive basis.”* (Armstrong and Kotler 2013, 450) Direct marketing is usually media based activity which creates a personal and intermediary free communication with customers, potential customers and other stakeholders. According to Fill (Fill 2011, 279 – 281), direct marketing has experienced the most rapid growth in the past 15 years. This rapid growth is caused by the three main drivers. First are technological advances, when analysis of customer data became relatively simple, cost effective and straightforward. Second are factors as changing buyer lifestyle and expectations, when the society-oriented lifestyle of 1990s is changed into self-oriented, reflected in short-term brand purchase behaviour, self-centred brand values and society behaviour. Last driver are organizational expectations,

when the company must cope with an increasing cost base, caused by demands on resources and downward pressure on prices due to intense competition.

Main benefit for buyers is direct marketing's privacy. Customers can investigate and purchase products from their homes, offices or anywhere else on the world. Likewise they can shop the Internet at any time and have a huge amount of products, which usually no physical store could offer. Direct marketing channels as well as offer rich of comparative information about a company. Last but not least, direct marketing is immediate and interactive. (Armstrong and Kotler 2013, 453)

The main advantage for sellers is customer relationship building thanks to narrow interactions between companies and customers. Customers can ask questions during phone call or online and marketers can learn more about their needs and wants. Direct marketing can also offer low costs expenses, flexibility in adjustments to prices and requirements of individual clients. Finally, direct marketing tools are able to reach potential buyers who could not be reached by other marketing communication channels. (Armstrong and Kotler 2013, 453 – 454)

There are many direct marketing tools (e.g. catalogues marketing, telemarketing, care-lines). Each of them works better for certain purposes. Usually marketers combine two or more of communication channels in one direct marketing strategy. Generally speaking, these communication channels in sector of art consist of direct-mail marketing.

3.6 Online Marketing (Social Media Marketing)

Online marketing is the fastest-growing form of direct marketing. The development of the Internet has its roots in the United States in the 1970s. General public have noticed its presence in the early 1990s. By the beginning of the 21st century, roughly 6 % of the world's population was estimated to have access to the Internet. (Encyclopedia Britannica 2014) According to website Internet World Stats (Internet World Stats 2014), world usage of the Internet have recorded rapid growth from 360.985.492 users in 2010, to amount of 3.035.749.340 Internet users (in relation to June 2014), which is 42.3 per cent of world's population. Widespread use of the Internet is having a huge impact on buyers as well as on marketers, who try to satisfy customer's needs and wants.

3.6.1 Creating Web Sites

Website of company is, in uncertain and constantly evolving digital world, the one thing over which has managers and marketers complete and explicit control. Website can be

changed in almost every way managers want, as well as all of the activity on the website might be measured. An effective website should be built on two things: successful website should contain company's business goals and accomplish the needs of firm's target market. (Ryan and Jones 2012, 37 – 38)

Domain name of your website should be easy for people to find and remember. The name should be relevant to your business and even better is when the name of the website is catchy. (Ryan and Jones 2012, 42 – 43)

The main steps in creating website are planning (setting goals for the site, analyze the competition and define for whom is the page created), designing (decide about the look of website – colors, graphic, navigation), developing (putting the previously mentioned all together), testing (be ensured that everything works properly) and deploying (site finally becomes visible on the internet). (Ryan and Jones 2012, 38 – 39)

Writing effective web content is effective when you know your audience. Important is to grab web user's attention with original content. Using headings, bullet points to break up the text, and delivering the most important points of your story at the beginning, is effective as well. It is recommended to use a simple, easy-to read writing style, and write as if you were talking to one person rather than large audience. (Ryan and Jones 2012, 50 – 51)

3.6.2 Placing Ads and Promotions Online

Marketers have options to utilize banner ads across the top of the page of different sizes of ad in different places, than they can pay for website advertising with a price based on the number of times the ad is displayed (Pay-Per-Click Advertisement), or to use Google AdWords which gets (temporary, depending on how long period of sponsoring time marketers buy) company's website to the top of searches on Google search relevant to your business. (The Marketing Donut 2015)

3.6.3 Participating in Online Social Networks

Using online social networks for marketing can enable business looking to further their reach to more customers. According to Kusnitz (HubSpot 2015), who is contributing to online magazine HubSpot Blogs, 92 % of all respondents agreed, in statistic from middle 2014, that social media is important for their business. Another statistic, containing 2800 participants, asserts that 97 % marketers are currently participating in social media. (Social Media Examiner 2014)

Using social networks can benefit traffic on company's website, can give more opportunities to convert, can increase brand awareness, than can create brand identity and positive brand association as well as can enable communication and interaction with key audiences. At least but not last, applying online social networks can decrease marketing costs. (Forbes 2014)

Online social media networks in the industry of music festivals may include:

Facebook (Google+) - Social media marketing strategy on Facebook begins with creation Facebook Business Fan Page (Google+ Fan Page). Marketers should have in mind, that Facebook (Google+), is a place where people go to relax and chat with friends, therefore efforts should be inserted into creation visually pleasant page's layout, and tone of your communication with other users of Facebook (Google+) and in the same time your potential consumers, should be light and friendly.

Pinterest – is an image-centered network which is excellent for retail, but anyone can benefit from using Pinterest for social media purposes. Pinterest enable to showcase company's product offerings as well as develop brand's personality with so-called "pinboards" (boards with pictures found on the internet concentrated on one page).

Twitter – lets marketers broadcast new updates across the web. Twitter as a social marketing tool revolves around dialog and communication.

YouTube – is a social network for sharing and watching videos. (Word Stream 2014)

Instagram – is photo and video sharing platform with more than 150 million users. (Social Media Examiner 2014)

Spotify – allows users to listen to music online and share playlists with friends.

Tumblr – allows users to post multimedia and other content to a blog.

3.6.4 Using Mobile Marketing

In the past two years, time spent using mobile devices for activities such as the Internet and using apps, gaming, listening to music and others, has more than doubled. Additionally, mobile commerce (m-commerce) is becoming a prominent channel for commercial transactions. These facts give marketers new opportunities to create modernized ways how to promote their products and services. Mobile audience is fragmented by devices and platforms, marketers face a difficult task to distribute the content across these devices and screen sizes. (eMarketer 2015)

Furthermore, music festivals start to utilize festival's official app which can festival's attendee download before event. This app is crucial for planning which artists to see and indicates changes in program besides often include maps of the venue, food options, schedules, information about artists, parking reminders, news, or updates. (TechHive 2015)

4 SUMMARY OF THEORETICAL FINDINGS

Marketing satisfy customer's needs and wants. Then is marketing described as the process by which companies create value for consumers for the purpose of acquiring value from consumers in return. Marketing mix of artistic product can be contained of 7 Ps – Product, Place, Price, Promotion, People, Process, and Physical Evidence. Marketing communication mix is nowadays consisting of six promotion tools – Advertising, Public relations, Sales promotions, Direct email, and Online marketing also called as Social media marketing.

In creating fruitful advertising strategy is important firstly set advertising objectives, than set advertising budget, develop advertising strategy and in the end select advertising media. Within Public relations companies mainly build better relations with costumers, the media, investors and other communities, while Sales promotion offers reason to consumers why to purchase product right now. Personal selling provides a detailed explanation or demonstration of the product. Direct marketing is usually media based activity which creates a personal and intermediary free communication with customers, potential customers and other stakeholders. Online marketing (Social media marketing) is closely connected with development of the Internet. Within Online marketing's scope, the emphasis is on creating Web sites, placing ads and promotions online, participating in online social networks and using mobile marketing.

II. ANALYSIS

5 AN ANALYSIS OF MARKETING COMMUNICATION BY THE FINGERS UP MUSIC FESTIVAL 2014

5.1 The Aim of the Analysis

The aim of the analysis is to discover the current situation of the marketing communication by the Fingers Up music festival and suggest some recommendations in order to improve attendance of this music festival.

This bachelor thesis began to be prepared in 2014, in relation with creation of new marketing strategy for next festival's season in summer 2015, and actually company use some data in practice. Author of this bachelor thesis have had the chance to be part of festival's preparation team from May 2014 until writing process of this thesis.

5.2 Methods of Data Collection

Observation

Observation was made by the author of this bachelor thesis, during author's collaboration with the company organizing the festival. Author has been observing this festival from May 2014 until drawing up this thesis. Observation is used mainly in whole analysis.

Festival's questionnaire

Some of parts of analysis are based on Festival's questionnaire (appendix P1) which was created by festival's employee and distributed during festival's program on July 19, 2014 by two hostesses. Questionnaire had got 15 questions. On the questionnaire participated 132 respondents, between age 15 to 45. This questionnaire was evaluated by company's employee two weeks after festival's end. Festival questionnaire is used in part –Setting Advertising Budget.

Internal documents of the company

In order to analyze marketing of the festival in details, the analytical part is also based on information gained from internal documentation of the festival. Among such documents can be classify: Budget of the Fingers Up, Marketing Budget of the Fingers Up, Facebook Strategy Plan, e.g. Internal documents of the company are mainly used in parts – Introduction of the Fingers Up Music Festival and Marketing Mix of the Fingers Up Music Festival.

Personal questioning

Author used personal questioning for asking the head of festival and other employees questions for ascertaining more details about company, its goals, vision, strategies, etc. Personal questioning was also used in form of emailing to marketing specialist of other festivals in order to find out more information about marketing of other festivals. Personal questioning in form of emailing was mainly used in part Comparison of the Fingers Up Music Festival with Other Festivals, otherwise personal questioning for asking the head of the festival was used during the whole writing process of the bachelor thesis.

Comparison

In order to give reader an idea about marketing of other festivals was used method of comparison. This method was applied in part – Comparison of the Fingers Up Music Festival with Other Festivals.

5.3 Introduction of the Fingers Up Music Festival (FU)

The Fingers Up is a summer music festival which is organized in nature setting of city-park in Mohelnice in the Czech Republic. “*A music festival is a large event, usually held outdoors, which features numerous musicians or bands performing over a period of a few days.*” (WiseGEEK, 2015) Music festivals themselves have been around for hundreds of years and are important parts of music tourism. It is believed that they date back to Ancient Egypt in 4500 BC. In these times they resembled to religious ceremonies and political fests accompanied with music and dancing. (Hudson, Simon, et al. 2014, 69)

The foundation for the whole concept of FU is lying on the emphasis of overall facilities and thoroughgoing care of attendees. Integral parts of the festival are relax area where visitors find large numbers of attractions (e.g. jumping castle, climbing wall, table tennis). Managers of the festival concentrate on quality selection of vendors selling food products at the festival. (Fingers Up 2015)

Target audience is young people as well as the older ones (audience age is among 15 - 35), students and working people; people coming from the middle social class with average and above-average income. Line-up of this event is generated on pursuant of need to satisfy representatives of before mentioned age groups – the composition of the artists represents midstream. With the midstream are meant popular Czech-Slovak artist (e.g. David Koller, Desmod, Martin Harich, Iné Kafe who performed there in 2014). The genre of the festival is not unambiguous. At the festival have been performed punk bands (Punk Fluid, Vypsaná

Fixa), rock artist (David Koller, jazz band (Velmi Krátké Vlny), pop bands (Charlie Straight, No Name) etc. (Fingers Up 2015)

First season of the Fingers Up music festival took place in Mohelnice city-park in 2011. This year attended FU 700 visitors. Next year, in 2012, organizers of the festival recorded almost three times bigger increase of visitors – 2200 people. The third season registered also increase, but this year increase was not such rapid – 2800 attendees. Finally, the last season 2014 of the festival registered 3100 attendees. (Fingers Up 2015)

The Fingers Up music festival is organized by company KVCM s.r.o. which was established in 2008. The goal of the company is to produce high quality music events in the Moravian Region (Eastern Czech Republic), but the main focus of KVCM s.r.o. is just on the promotion of the Fingers Up Music Festival in Mohelnice. The company has got four people working full time as well as part time during whole year. The head of company is at the same time the 100% owner. His principal scope of activity is mainly promoting and marketing. Another employee is concerned with monetary resources and partnerships. Creative directing has in hands the third person. The fourth person who works in the company is responsible for daily running of the office. The company has got four people working full time and part time. Just before the event the number of temporary workers and volunteers increase up to roughly 100 people. (Fingers Up 2015)

5.4 Marketing Mix of the Fingers Up Music Festival

Firstly, it must be said that managers perceived that they offer product rather than service to consumers, so they considered only product, price, place and promotion into the marketing mix.

Product, which organizers offered to customers, was one day entrance to the festival park. This festival park was situated in city park Mohelnice, south Moravian Region. Festival was situated in a city part full of green vegetation, it is one of the advantages of the festival. Attendees of festivals organized on an old and not currently used airports, can feel the lack of natural pleasing place. Another advantage of festival's place is that Mohelnice is part of railway junction Prague – Ostrava, so accessibility to town is not complicated as festivals which take place out of arterial roads. (Fingers Up 2014)

Festival's park was opened from 1 p.m. to 3 a.m. on July 19-20, 2014. Advantage of this date was, that generally working people get their salaries in the middle of month which means attendees probably could spent more money than before the receive their salaries.

On the other hand on 19th July took place a popular festival Colours of Ostrava which could some of the potential attendees discourage to come to the Fingers Up. (Fingers Up 2014)

Product included performances of main popular Czech and Slovak artists: David Koller, Iné Kafe, Desmod, Wohnout, Martin Harich, Xindl X, Portless, Punk Floyd. Disadvantage of these artists is that many of them perform during summer at many other festivals in Moravian Region therefor some potential attendees can be tired of these musicians. Supporting programme contained less known – alternative artists: No Distance Paradise, Cartiss, Narcotic Fileds, Denet, 4WD, Aivn's Naked Trio, Dextrade. (Fingers Up 2014)

Price – the basic one ticket for the Fingers Up music festival was in pre-ordering 390 CZK. If a customer made a registration on Facebook account and provided own email, this consumer gained 50 CZK discount from the pre-ordering price. For employees of Miele (which was sponsor of FU) and Siemens (which was the main partner of FU) was given 100 CZK discount. On the date of the festival ticket costs 450 CZK. Festival had available VIP tickets which cost 1290 CZK and VIP GOLD ticket – 5000 CZK. Children up to twelve years old had their entrance for free. (Fingers Up 2014)

Generally, the ticket price is almost the same as ticket price of rival festivals e.g. Šternberský kopec with one day program and main stream artist as Vypsaná Fixa, Divokej Bill etc. (Pre-ordering 390 CZK, on place 490 CZK). (Festivaly 2014)

Places, where the ticket could be bought, was online shop on the official web-pages of the festival, when the costumer bought ticket and this ticket was immediately send on client's email. Client printed his or her ticket by himself/herself, and then came to the festival with paper on which was bar code. Another option was to purchase ticket in printed form at stores personally. One of those stores was in Mohelnice (Rock Metal Shop Zapletal), another in Olomouc (Moolbike). Tickets were also sold by employees of FU during lunch break in companies Siemens in Mohelnice and Miele in Uničov. (Fingers Up, 2014)

According to the head of the company, to have just two shops with printed ticket was a mistake, even if the technology devices and digital world are growing fast. People still do not want to invest their money in goods and services about which they have some doubts. In the case of buying ticket online, they cannot be so certain, if ticket send on client's email

is not a cheat. Ticket, in form which is for costumers already known, is more trustworthy. (Fingers Up, 2015)

Promotion will be discussed in part of Marketing Communication Mix of the FU music festival.

People, as the sellers of festival’s tickets, were not taken into consideration of marketing mix by festival. Omission of *Process* and *Physical Evidence* is customarily “an opportunity missed for arts marketers, since both have important impacts on audiences, donors, and stakeholders.” (O’Reilly, Rentschler and Kirchner 2014, 100) The FU did not apply methods to provide and deliver their product and service nor service-scape and atmospherics association with the products and services.

5.5 SWOT Analysis of the Fingers Up Music Festival

Figure 2: SWOT analysis

Source: own research

	POSITIVE/HELPFUL to achieving the goal	NEGATIVE/HARMFUL to achieving the goal
INTERNAL factors of the company	<p>Strengths:</p> <ul style="list-style-type: none"> • Place of the festival. • Already four years on the market. • Employees with enthusiasm for working in arts industry. • Loyal employees. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Only one day long festival. • Only two shops with ticket in print form. • Only Czech and Slovak mainstream music. • Music genre.

<p>EXTERNAL factors of the environment in which the company operates</p>	<p>Opportunities:</p> <ul style="list-style-type: none"> • Growth of festival’s fanatics in general. • Growth of genre’s music fanatics. • Growth of incomes. 	<p>Threats:</p> <ul style="list-style-type: none"> • Increase of festivals in the Czech Republic with same artists and same concept. • Growth of indebtedness. • Bad weather.
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5.6 Marketing Communication Mix of the Fingers Up Music Festival

Marketing communication mix of Fingers Up music festival covered:

1. Advertising
2. Public relations
3. Sales promotions
4. Direct marketing
5. Online marketing (Social media marketing)

5.6.1 Advertising

The Fingers Up music festival primarily applied above the line advertising in particular – radio commercials, display advertising (in newspapers, magazines, on the Internet), classified advertising (in newspapers), and billboard advertising. (Fingers Up 2015)

Bellow the line advertising was not used broadly during advertising campaign. Nevertheless others festivals (e.g. České Hradky which offered discounting, competitions, prizes etc.) used beside others things, Bellow the line advertising on its social media extensively and their attendance last year increased. (České Hradky 2014) Not using this type of advertising extensively, could be seen as a mistake. On the other hand extensively use of Bellow the line advertising could in the music industry decrease brand reputation of the festivals among potential attendees. According to Petroupoulou (Twitter Counter 2015) only 20 per cent of brand’s content on social media should include promotions, discounts, content directly related to the brand or product and the rest 80 per cent of social media posts should be any other interesting, shareable information. Petroupoulou admits that (Twitter Counter 2015): “...*your audience is smart enough to know when you’re trying too*

hard to sell or promote yourself and in this case it will lose faith in your brand and most likely stop following you.”

In next season should festival apply Bellow the line advertising in greater extend, but at the same time promoters must remember, that the amount of discounting must be in such scale so that it did not start to irritate its consumers.

5.6.2 Setting Advertising Objectives

The principal advertising objective was to engage interest of at least 4000 people to buy a ticket for the Fingers Up music festival. Advertising aimed to achieve target audience between 15 – 35 years old, mainly located in Olomouc region. Advertising strategy was established to accomplish its objective during time period April to the beginning of the festival which was set on 19th of July. (Fingers Up 2015)

According to Wilks (O'Reilly, Rentschler, and Kirchner 2014, 337 – 338) consumers divided into homogenous groups may be targeted in more effective way by using different marketing mix strategies. Even more, in the question of arts festivals, rather than traditional segmentation as geographical or psychographic criteria, should be preferred cultural segmentation where: *“the consumption is acknowledged as the means to express identity, establish social links, live unique experiences and indulge in hedonic moments.”* (O'Reilly, Rentschler, and Kirchner 2014, 338) Fingers Up on the basic of inner information from company did not observe the rules of segmentation in specification of festival's target audience. (Fingers Up 2015)

5.6.3 Setting Advertising Budget

Advertising budget was set by the affordable method – amount of money which the company can afford to spend. Budget for marketing of the year 2014 was 6 percent from whole monetary resources, that festival had available.

In compliance with theoretical part, affordable method leads to an uncertain annual promotion budget therefore ignore the effects of promotion of sales. It would be better to select e.g. objective and task method which is set on what a company wants to achieve with the promotion. However, it must be understand that KVCM s.r.o. is a relatively small company and its budget is limited.

The largest amount of marketing budget (30.000 CZK) financed newspaper advertising in MF DNES and in Šumperský a Jesenický deník. In Šumperský a Jesenický deník were published two articles about festival, one week before festival on Tuesday 8 of July and

Friday 11 of July (appendix P II and P III). Second, most expensive for the festival (28.500 CZK) was promotion on the Internet – to be concrete on the Facebook. Next sum (25.000 CZK) absorbed outdoor advertising – A2 posters (appendix P IV), moreover billboards (one billboard on main road in Mohelnice and another in Zábřeh) and radio advertising on Evropa 2 (30 seconds spots) were for the company the cheapest (both 15.000 CZK). Approximately 9% from regular consumer's ticket (390 CZK) covered marketing costs.

Figure 3: Marketing budget

Source: Fingers Up Internal Memo 2014

Marketing budget	113.500 CZK
Outdoor (posters)	25.000 CZK
Billboards	15.000 CZK
Newspapers	30.000 CZK
Radio	15.000 CZK
Internet	28.500 CZK

On the basis of festival's questionnaire (appendix P I), on which participated 132 respondents (attendees of the festival) between 15 – 45 years old, during festival's program, nobody found out about festival from newspapers. On the contrary, 25 persons discovered the Fingers Up on Facebook, on the Internet 9 persons and from radio 13 people. Additionally, 15 persons noticed about the festival from posters and 66 persons came to know about the festival from their family or friends.

In the theoretical part was referred to the Internet as rapidly growing marketing tool with relatively huge impact on consumers. Questionnaire demonstrates that more people came to know about the Fingers Up from online sources, than from the printed ones. Managers of the festival have to reallocate monetary resources of marketing budget if they want to fulfilled requirements of the target group on which festival aimed. To managers could be recommended to consider, if the budget allocation meet requirements of rapidly changing marketing trends.

5.6.4 Developing Advertising Strategy

The following major factors were more or less considered in designing advertising strategy of the Fingers Up music festival (Fingers Up 2014):

1. The advertising objectives were harmonious with marketing communication objectives. Advertising objective to target people 15 – 35 years old in Olomouc region was agreeable with employed marketing communication (advertising, public relations, sales promotions, direct marketing and online marketing).
2. Objectives were consistent with brand narrative development and the target audience. Corporate identity was used in the same way, as was in the previous years.
3. Advertising respected its budget.
4. The creative message did not respect the market dynamics. Managers of FU did not consider creative message as an important advertising medium.
5. Creative platform was developed into tiny details for creating fruitful advertising campaign for one medium. The Fingers Up team had developed advertising campaign for social media network – Facebook. This campaign described the date, when the information was released, day of the week and exact hour. Furthermore, plan contained four sectors to which information belonged (e.g. Sponsors, Bands, Information about the FU, Tabloids), topics, concrete text, link to the picture (if there was some) and its actual status. Other campaigns, such as outdoor advertising and billboards, were planned according to opportunities on the current market those respected advertising budget.
6. The creative and media strategy plans included, where the creative messages will appear, in case of social media network.
7. Evaluation of success rate was executed.

5.6.5 Selecting Advertising Media

Festival paid attention to paid types of media types as magazine, outdoor, radio, display advertising on Web sites, Internet as well as owned media types: company's Web site, official Facebook page. For the festival could be beneficial to focus on earned media, especially on world of mouth sharing through social media sites, as the questionnaire demonstrated that 66 persons have found out about festival from a friend or family member.

For festival could be beneficial to use direct email when festival has extensive mailing list (containing thousands email address) thanks to discount given on ticket while subscribing for newsletters. Direct mail allows high audience selectivity, high quality

control, creative flexibility, no ad competition within the same medium. It is also a measurable medium for costs and response. (Creative Options 2013)

5.6.6 Public Relations (PR)

Company used PR tools as – media relations, social media and corporate identity materials. On festival's Internet website were prepared materials about new information from the company inside, and managers paid attention on every material, which was worked out by the company, to contain festival's corporate identity. The Fingers Up music festival had also positive attitude to offer accreditations for journalists as well as prepared public releases (appendix P V) and PR articles.

Music festivals are generally taking place during summer in an outdoor place. During winter season are those festival inactive from the view of festival attendee. Consequently, those festivals can be losing attendee's loyalty caused by forgetting festival's brand. Resolution of this problem could be special events organized under the heading of the festival. Small concerts or news conferences could be contributing to improving public relations for the time of winter, inactive season.

5.6.7 Sales Promotions

Short-term incentives to encourage the purchase of product were applied minimally. Consumers had an opportunity to purchase ticket with 10 per cent discount while subscribing their email address for newsletter, during given time period. Discount 100 CZK when buying ticket before the date of the festival can be also considered as sale promotion.

Festival should increase number of those short-term incentives. It is generally known that Czech costumers often search for any kind of discount. Other festivals e.g. Vizovické Trnkobraní or České Hradý (spring discounts) advertise sales promotions often and monitored positive reactions (number of likes on Facebook). (České Hradý 2014)

5.6.8 Personal Selling

Personal selling as marketing communication was not used in case of the Fingers Up music festival. Consumers were concentrated geographically, however number of potential consumers was relatively high, and due to number of members of organization's team, was not possible to implement personal selling.

On the other hand, this type of marketing communication could lead to establishing closer relationship with potential attendees. One of important factor that drives potential music festival's attendees purchase choice, is not monetary value, but "*...it is the emotional value that brands offer via their products and services.*" (O'Reilly, Rentschler, and Kirchner 2014, 103) Connection of personal selling with public relation's special events should lead to closer approaching to potential attendee, better opportunity to hit its emotions. To support this statement it is pointed out that: "*... six of the eight factors that influence 83 percent of purchase decision can clearly be classified as emotional, rather than financial.*" (O'Reilly, Rentschler, and Kirchner 2014, 103)

5.6.9 Direct Marketing

The Fingers Up music festival did not apply direct marketing in its marketing communication mix. As was already mentioned, for festival could be beneficial to use direct email when festival has extensive mailing list (containing thousands email address) thanks to discount given on ticket while subscribing for newsletters. Direct mail allows high audience selectivity, high quality control, creative flexibility, no ad competition within the same medium, and it is also a measurable medium for costs and response. (Creative Options 2013)

5.6.10 Online Marketing (Social Media Marketing)

Online marketing is, thanks to the development of the Internet, the fastest-growing form of direct marketing, as was already mentioned. The Fingers Up music festival used primarily online social media network Facebook on which had, besides other things, placed banner ads. On the Facebook is possible to target people by advertisement according to their age, their place of stay, genre, relationship, education, job etc. Another advantage is that marketers can set their advertising budget in advance. At the moment ad have spent its budget, this ad quit being visible for those targeting people on their Facebook wall. (Facebook 2015) On the other hand, for the festival does not play positive, that target audience is not determined more specifically. If festival had its audience defined more precisely, than only by age 15 – 35 and Olomouc region, Facebook ads would hit those potential attendees in more effective way.

Festival could profit from using other social media as Instagram, YouTube, Twitter, Vimeo etc. on which has been becoming more and more popular mostly among young people. The Fingers Up music festival has to change design of its official website. The

website had been having the same design for 4 years. Nowadays are new trends in graphic of websites as e.g. one page layout. (Fingers Up 2014)

5.7 Comparison of the Fingers Up with Other Festivals

Generally, in the Czech Republic and in Slovakia is possible to divide prospering summer music festivals into four main groups, from which can the Fingers Up music festival take inspiration in planning its marketing communication mix for next season.

First are music festivals with relatively long history (10 – 20 seasons), budgets containing millions of CZK, multi-genre line-ups with foreign well-known headliners and more than twenty thousand attendees. Among those festival can be classify e.g. Rock for People, Colours of Ostrava or Bažant Pohoda.

Secondly, there exist festivals for which is important to concentrate on specific music genre. These festivals have attendance approximately five to twenty thousand people, and their history is not so long like the first group. Managers create programs of popular foreign and domestic artists the given genre. Among those festivals can be integrated Let It Roll (DnB), Mighty Sounds (Punk), Brutal Assault (Metal), Grape in Slovakia (Indie Rock), etc.

Third group contains festivals as České Hrady, Vizovické Trnkobranní, Šternberský Kopec, Festival Okoř and many others. These festivals connect Czech-Slovak line-ups with purpose to engage attention of broad spectrum of people. The disadvantage of those music festivals is huge competition in the Czech Republic. The Fingers Up music festival belonged in 2014 to this group of festivals.

Last group are festivals as Budějovický Majáles (organized by students) and other festivals which are not organized for the primary purpose to gain profit, but to somehow contribute to society.

5.8 Marketing Mix of Other Festivals

For each group of festivals mentioned earlier in the text, are almost always typical same characteristics of marketing mix. For a simpler outline and easier comprehension of this issue, is chosen one summer music festival which represents stated category.

First group – Rock for People

Rock for People offered in 2014 product of 10 stages of different genres with headliners as The Naked and Famous from New Zealand, Biffy Clyro and Asia Dub Foundation from the

Great Britain, Chinaski and Lucie from the Czech Republic and many others. Their program had been for four days. Price started at 1 190 CZK to 1 800 CZK for ordinary ticket for four days. Tickets were available to buy online at Ticketstream, Ticketportal and other places dealing with selling tickets, personally in their dispensing places. Promotion will be complexly described in part of Communication Mix of Other Festivals. (Rock for People 2015)

Second group – Mighty Sounds

Mighty Sounds program contains every year around 150 interprets who plays on eight stages. Part of the product includes accompanying program as foot tennis, half-pipe or graffiti, and last for three days. Price of genre festival ranges around 800 – 1500 CZK. Tickets are available online and on distribution points. Promotion will be described in part of Communication Mix of Other Festivals. (Mighty Sounds 2015)

Third group – České Hrady

České Hrady are usually hosting around 20 interprets from the Czech and Slovak midstream and mainstream music, who performs in turns on two stages. Price for one usual ticket is around 300 – 600 CZK for two days. Tickets are available online and on distribution points. Promotion will be described in part of Communication Mix of Other Festivals. (České Hrady 2015)

Fourth group – Budějovický Majáles

Budějovický Majáles is organized by students and its product is for free. Product is composed of 200 less-known artists in five days program. Promotion of this type of event will be described in part of Communication Mix of Other Festivals. (Budějovický Majáles 2015)

In conclusion, FU was in 2014, considering marketing mix, in most features resembling third group represented by České Hrady, even if the program was only one day long. FU accomplished requirements of midstream and mainstream Czech and Slovak music, as well as price category 300 – 600 CZK.

5.9 Communication Mix of Other Festivals

For festivals of each group mentioned before, are typical special features which prevail in the whole communication mix. Again, for each group was chosen one event, and on it are demonstrated common characteristics which are usually same for those categories.

First group – Rock for People

In a text message to the author on August 23, 2014, Jiří Hlinka, marketing specialist of Rock for People, revealed that RfP had set its marketing budget on more than 20 million CZK. He also pointed out that since 2010 has been number of proportion on-line communication steeply increasing, and RfP nowadays concentrates more on social media, where on Facebook has more than 80 thousand followers. Facebook is, as Hlinka suggested, Rock for People's biggest and probably most important marketing communication, but decisively is not the only one. Managers of RfP take advantage of direct meeting with fans – they organize during the whole year bigger or smaller events (12/2013 Borgore in MeetFactory, 11/2014 Novelle Prague), which are connect with festival RfP. Hlinka claims, that this marketing communication creates the best awareness among fans of music and music festivals as well.

In the question of outdoor and printed advertisement Hlinka notes, that this type of marketing communication is chosen circumspectly. In 2014 RfP had 20 pieces of big-boards and 80 pieces of billboards. For marketers is important to select surfaces within railroad station and railway in general. In magazines and newspapers are preferred big formats and exact aiming. In 2014, festival co-operated with Economia publisher, where predominated full-page advertisements.

In general, Rock for People, Colours of Ostrava, Bažant Pohoda and others, have marketing budget of millions of crowns. Festivals have wide target group (approximately 15 – 50 years in the whole country), which can be targeted thanks quite great marketing budget. They main benefits are foreign and well-known headliners among music fans. In the contrary, FU has marketing budget around one hundred thousand crowns and its target group is 15 – 35 years in Olomouc region. FU feels the lack of well-known foreign headliners. To sum up, in the manner of first category, FU could implement concentration on social media and direct meeting with fans.

Second group – Mighty Sounds

Genre festival Mighty Sounds handled in 2014 according to Markéta Štechová – PR and Press specialist of Mighty Sounds – in a text message to the author on August 8, 2014, marketing budget 1.5 million CZK. Further Štechová mentions that standard target group of Mighty Sounds mainly punk festival, is aiming to 15 – 35 years old festival's fans. Štechová emphasizes about target group its importance to pointing on fans of genre, on which is festival specialized on, than any others criteria as geographical or age.

Communication mix of Mighty Sounds used tools which could affect mainly fans of punk genre – printed media as FullMoon, magazine Legalizace and Maxim. Furthermore festival publishes own magazine – Mighty Freezine - during whole year. Thereafter used in 2014, 40 billboards aimed on main roads (e.g. D1), southern Bohemia and Prague.

The Fingers Up music festival is not a genre festival but has the same target group – 15 – 35 years old people as Mighty Sounds. Even though is Mighty Sounds not targeting geographically, its marketing communication are cost effective thanks to directing on groups which are more probably to be interested because of their interests in one music genre. Fingers Up should consider if specialization of its product on one music genre could lead to more efficient utilization of marketing communication mix.

Third group – České Hrady(Bouzov)

The Czech consumer is commonly known as lover of any kind of discount. (Podnikatel 2015) This obsession noticed third group represented by České Hrady and applied it to its marketing communication mix in form of sale promotion. Almost every month could consumers purchase ticket with discount connected to some particular public day or season e.g. (spring discount 100 CZK, Easter discount, Valentine's Day discount etc.). Consumers had been taking advantage of lower price in hundreds. Before the festival number of people purchasing ticket with discount went to more than thousand. (Facebook 2014)

České Hrady and the Fingers Up music festival have similar product – they market Czech and Slovak midstream and mainstream artists, even though Fingers Up's program took place for one day, promoters consider themselves as almost similar. As well as price of those events is approximately same. For the Fingers Up music festival could be impulse broad use of sale promotion strategy of České Hrady as a part of marketing communication mix.

Fourth group –Budějovický Majáles

Budějovický Majáles had the lowest marketing budget (5000 CZK) from all mentioned festivals, but despite this handicap, was considered as an original marketing campaign which had happened hit on the social media. (Škoda 2014) This viral campaign was based on Facebook's banners with short slogans, focused alternately on five main contains: actual things, challenges, factual, emotional and completely out of, as Zibura, marketing and PR specialist of Budějovický Majáles, in a text message to the author on September 9, 2014, revealed. This strategy which should target people 16 – 35 years old, as Zibura mentioned,

gained 25 thousands likes and shares, 3 thousands new fans on festival's Facebook page and increased public awareness of the festival. Slogans stick to rules as:

1. Use posts with pictures.
2. Brevity posts – not more than 10 words.
3. Inform your audience about your troubles, if you can solve them.
4. No boring posts. Use funny objects. Rarities.
5. Offer to potential attendees look to the backstage of the festival.

Fingers Up and Budějovický Majáles connect low marketing budget and same target group. Budějovický Majáles shows a cost effective way how to use social media – Facebook. The Fingers Up music festival should consider, if some of the above mentioned rules, could lead to improvement of its marketing communication mix.

6 SUGGESTIONS AND RECOMMENDATIONS

“All organizations experience, and must react to, environmental turbulence, which is the degree to which the external environment is affected by change, aggression, and complexity. Change is natural and inevitable phenomenon.”(O’Reilly, Rentschler, and Kirchner 2014, 103)

Needs and wants of festival’s attendee change hand in hand with the environmental turbulence. Festival’s attendee is nowadays much more demanding than ever before. Economy of 21 century has been becoming more economy of services and as well as economy of consumers, who are making their decisions on basic of their own criterions, preferences and ideas, what they want, how and why – defined as experience economy. Emotions start to play important role in our decisions. (Vysekalová 2014, 54 – 55)

Promoters of the Fingers Up music festival must be aware of before mentioned facts and firstly should exactly define their target group, than adapt suitable marketing mix. After creation of marketing mix, managers of the festival should select marketing communication mix which will follow environmental turbulence and current trends.

6.1 Suggested Target Group

Target group 15 – 35 in Olomouc region, on which festival aimed in 2014, is according to analysis too wide and monetary resources, which festival had available, were not used efficiently, because instead of 4000 attendees visited festival only 3100 people. If the monetary resources remained on the same amount of money, is probable, that next year festival will not attract so many attendees (again 4000 people) as promoters wish. To the festival could be recommended more specify this target group.

In a comment posted to Facebook on August 10, 2014, Karel Buriánek, a music reviewer, pointed out that he sees only one way for the music festival in the future, and this suggested way are genre festivals. In the Czech Republic is so many music festivals where perform almost the same artists, but just in different order. Even more the competition of festivals with Czech and Slovak artists performing midstream and mainstream is relatively huge during summer in Olomouc region, e.g. Šternberský kopec, 7apůlfest, České Hrady – Bouzov.

When can be seen a niche in the Czech Republic music industry, is summer music festival oriented on indie (in some publications also referred as independent) music genre. Figure below indicates some of the popular music festivals in our country which are

oriented on specific music genres. Indie music festival focused only on indie music cannot be found in the Czech Republic.

Figure 4: Music genres and festivals

Source: own research

Music Genre	Festival (Place)
Hip hop	Hip Hop Kemp (Hradec Králové)
Punk	Mighty Sounds (Tábor)
Metal	Brutal Assault (Jaroměř)
DnB	Let It Roll (Benešov)
Alternative	Creepy Teepee (Kutná Hora)
Rock and Pop	Rock For People (Hradec Králové) Colours of Ostrava (Ostrava)
Folk and Country	Mohelnický dostavník (Mohelnice)

Indie music starts to be more and more popular abroad and slowly this popularity is inflowing to our country. Consequently, nowadays popular indie band *Alt-J* which is going to have a concert in Prague in July, sold its first tickets for a reduced price just during 3 minutes as Fource Entertainment, promoter of the event, mentioned on its official Facebook page. (Facebook 2015) Moreover, event of indie music bands as *The 1975* with *Pool*, was in October 2014 in Prague sold out. When taking into consideration request of the head of the company, to follow natural development of the festival, and also taking into account that in 2014 festival already had second stage with indie artist as e.g. *No Distance Paradise*. Focusing on indie music genre is the most natural process than transforming festival into any other music genre.

For effective employment of marketing communication mix, age of target group should be narrowed. It is generally known that people 15 years old (usually studying) have different interests than people 35 years old (usually having families). If promoters decide for mentioned indie genre, the age could be fixed on 15 – 25 group age. One of the generally known reasons, why not to aim on people around 30tees, even though their purchasing power is stronger, is, that those people are entrancing their comfort zone and their interest to spend time on outdoor even is decreasing. In the contrary, geographically should be the target group extended to the whole country. Fan of a particular music genre is

willing to travel almost anywhere, if he or she had opportunity to see perform live his or her favorite foreign artist in the Czech Republic.

6.2 Suggested Marketing Mix

Festival must adjust its *product* to change of genre and target audience. Czech and Slovak artists should be replaced from the bigger part by popular foreign indie artists. Festival's program ought to be broadened on two days at least. (Festival's attendee could perceive one day program as just usual summer party, not a festival.) In formation of product, promoters should be taken into account, as Vysekalová indicates (Vysekalová 2014, 75), that for nowadays consumers is important gaining experience. People have had sufficiency of stuff already, and many of them do not concern about what who have but who is doing what and what social experience it brings.

The Fingers Up music festival should, beside music experience, guarantee festival's audience a remarkable experience. Based on Hungarian Sziget music festival (Sziget 2015) and author's ideas, festival can prepare:

- Sport's area – activities as volleyball, football, miniature golf, which can managers prepared by DIY, with minimum of expenses. Festival can also rent longboards and in-line skates.
- Pool's area – close to the festival area (twenty meters) is newly reconstructed pool which will be beneficial place where could attendees smooth themselves during festival's summer days and also benefit which other festivals usually do not have.
- Area with art – with artist as writers reading poems, painters of graphite etc. For a festival attendee could be this place interesting and consequently this parson can share photos of those piece of art on social media networks as Facebook, Instagram or Twitter. For artists could be participation at Fingers Up good promotions on his or her art work. Artist should be demanding just for free entry on the festival therefore preparing of this experience will be with minimum of expenses.
- Area with gastro – instead of selecting typical festival's meals as hot-dogs and noodles, Fingers Up needs to cooperate with retailers offering special cuisines as vegan, vegetarian food, pancakes, bio lemonades, etc. again respecting demand of new target group.

- Area with campfire – to prepare campfire costs almost nothing and when managers provide attendees with possibility to borrow guitars and other instruments, it can, again, lead to very special experience for a fan of music.
- Workshops with artists – demolition of boundaries between artist and fan can lead to very ordinary experience which can be an object of attendee's sharing posts on social media networks.

Festival should try to offer to its audience as much culture experience as possible. For complexity of cultural and artistic experience, the FU can create atmosphere by preparing original festival's decorations (appendix P VI), again, formed by DIY style with minimum of expenses.

The Fingers Up music festival ought to use its benefits of the nature area, which festival has got. Festival's grounds are situated, as was already mentioned, in a city-part, which is untypical for festivals, which are mainly organized on old airports. The Fingers Up can promote this place as something unusual, and give to its potential attendees another reason, why to buy a ticket and come.

Price of ticket has to respect the change of genre and target audience too. If the price stayed at the same level, potential consumers could perceive this festival as low quality event. (Vysekalová 2014, 58) "*Arts products are characteristically difficult to value. The aesthetic enjoyment of an arts product is necessarily a personal experience that will be unique to every individual.*" (O'Reilly, Rentschler, and Kirchner 2014, 109). Festival should determine price of ticket for season 2015 from 700 for early ticket, up to 1000 CZK for ticket at the place, to cover expenses and beyond this, respect that generally purchasing power of people between 15 – 25 years is not so strong.

As well as *place* must respect new target group. To festival can be recommended to sell ticket on innovative portals as e.g. Gooout.cz which is new portal for buying ticket online popular mainly among young people. (Gooout.cz 2015) Promoters, on the other hand, should increase number of distributing places. *Promotion* will be discussed in following part of thesis.

In accordance with theoretical part, arts companies nowadays start to understand their products in marketing mix more as service and add other Ps – Process, People and Physical Evidence. Fingers Up's marketers need to start consider festival program more than product as service and add other Ps as: *Process* – offer customers service which will lead to confidence in the company's ability to handle any issues. *People*, who sell tickets, need

to be expert in music industry. *Physical Evidence* – share sneak peeks from preparations of festival's grounds.

Some opponents could probably admit that suggested changes will rapidly grow festival's expenditures. Concerning indie foreign bands, which can be seen as the most expensive factor, the fact is that the proportion of quality of indie music bands and its cost is in comparison with well-known mainstream bands, which take advantage of their position on Czech music market, is sometimes even lower. If festival managed to choose artists which are nowadays popular for potential attendee – were discovered lately, have become very popular and have not been in the Czech Republic yet (e.g. *The Neighbourhood*), or has already very good reputation among fans of indie music genre (e.g. *The Wombats*), festival can gain new fanatics which admire the band so much that they will come to Mohelnice from any place. During finishing this bachelor thesis festival has almost completed its lineup. Music artists for season 2015 can be seen in appendix P IV.

The author recommends change the date of the festival from July to August 7. – 8. Second week in August takes place, nowadays very popular, Sziget music festival in Hungary (August 10.–16). Many of popular indie bands are, in that time, heading to perform at this festival, consequently it may make easier for music promoters to arrange popular bands for a discount price, or even to make possible the preferred artist to be in Europe, close to the Czech Republic, in that time.

In conclusion, with suggested changes can be Fingers Up more attractive for new sponsors, when breaking away from the stereotypes which have been reigning to Czech festival's music market in last years. Furthermore, the Fingers Up music festival can fill the niche in the Czech festival market and become popular and powerful festival which can in future years attract roughly 10 000 attendees.

6.3 Suggested Marketing Communication Mix

Marketing communication mix must respect, beside others issues, the change in target group and music genre of the festival. As Vysekalová mentions, selection of communication mix has influence on accomplishment of the target group. (Vysekalová 2014, 69) If festival use suggested changes in genre, its target audience will be defined in more specific way than had been described till now. If the target audience were listeners of indie music, 15 – 25 years old, geographically determined to whole country, for marketers will be easier to affect people with the same interests.

For a fan of music genre is not so crucial from which place will go on the festival, if on the festival will perform his or her admired artist. To support this statement, during writing process of this bachelor thesis, is, based on inner company's information, already known, that tickets were also purchased from abroad, specifically from the Netherlands. (Fingers Up 2015)

The most indie listeners could be probably found among so called "hipsters". People that "*value independent thinking, counter-culture, progressive politics, an appreciation of art and indie-rock, creativity, intelligence, and witty banter.*" (Urban Dictionary 2015) This definition can help to use suitable promotion tools in planning successful marketing communication mix. Hipster's lifestyle is habitually oriented on art, design, fashion, tattoos, poetry, nature, health lifestyle (vegetarians and vegans), sport (longboards and half-pipe). Usually those people are users of Apple products, lovers of coffee, etc. If the Fingers Up music festival know better its consumers, it will find its potential fanatics more efficiently. Usually above mentioned people gain information from social media as: Facebook, Instagram, YouTube, Spotify, Twitter, Tumblr and visit portals as Bandzone, Protišedi, Kreativní život, Kuráž, etc. Hipster looks actual information up in trustworthy newspapers as IHNED, MF DNES, etc. To conclude, the Fingers Up music festival ought to select for its marketing strategy mentioned advertising media so as to concentrate on its new target group.

As was mentioned, hipsters are interesting in design and trends, so that festival ought to adjust its corporate identity materials to new target group. Author recommends create every year different design, to respect that trends in design change rapidly, when the trademark (appendix P VII) will be situated to the new design and stay same. During writing process, festival has design for season 2015 completed (appendix P VIII). This design was actually created by talented student, who approach this project as investment for his future career, and company save money by given this task to more skilled graphic designer.

In compliance with analysis, festival should use in its marketing communication every part of mix with emphasis on public relations connected with personal selling (events for fans during whole year), on increasing its sales promotions (special discounts on tickets), on using properly direct marketing (utilize its mailing list), on concentrating more on online marketing and social media (focused its ads on Facebook on more specified group,

change its website into more trendy style, will use more of social media networks as e.g. Instagram).

As Vysekalová mentions (Vysekalová 2014, 75), one of the trends in communications nowadays is personalization. A manager of the music festival should deal with potential attendees in more personal ways. They should become more visible for fans, more to be like “stars”. They should use their own social profiles, shares more photos from backstage of preparations. Next trend is socialization - media success depends on the consumption and the desire to share, chat with others - the innate human qualities which propel digital technology. Festival has to proffer interesting, funny topics which arouse people to chat about them and share them. The last trend is experience. Promoters must show that they guarantee the most extraordinary experience which consumers can obtain.

CONCLUSION

Music festivals are integral to summer cultural programs. One of the most important parts when planning a festival is to let potential attendees know about the event. Another important issue is, for marketers who have limited marketing budget, to specify and be familiar with their target group.

This bachelor thesis dealt with analysis of marketing communication by the Fingers Up music festival. Even though festival records increasing number of attendees each year, this increase is not as big as the promoters wish. The aim of this thesis was to suggest recommendations which can lead to increase of festival's attendance.

As it was found out, thanks mainly applied methods as SWOT analysis, analysis of marketing mix and marketing communication mix of the Fingers Up 2014, comparison of The Fingers Up with other festivals, the main issue is that festival has its target group defined too generally and so that festival's marketers cannot use suitable marketing communication tools which would be for music festival cost effective. I suggest that the Fingers Up can change its music genre into indie in accordance with natural development of the festival as well as with request of the head of the festival. If festival underwent this transformation of genre, marketers could recognize their potential clients by their interests and hobbies which are nowadays, in the era of social media, more important than targeting potential consumers by geography or age.

I am involved in preparations of season 2015. My suggested recommendations are actually implement to the strategy of the festival. Managers utilize my main idea to change music genre of the festival to indie music, as well as they take inspirations from other festivals. The Fingers Up has for its season 2015 prepared not merely indie foreign music artist, but also art's and sport's activities which should guarantee attendees unique experience. Festival is going to take place on 7 – 8 August 2015, so that whole outcome of my recommendations is currently unknown, but my recommendations already have helped to increase number of fans on festival Facebook page (from 2300 to more than 3100) increase public awareness of the festival, as well as increase interest of the festival by new sponsors.

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Fingers Up 2014

Fingers Up 2015

LIST OF FIGURES

Figure 1: PESO Model.....	18
Figure 2: SWOT analysis.....	34
Figure 3: Marketing budget.....	36
Figure 4: Music genres and festivals.....	47

APPENDICES

P I FESTIVAL'S QUESTIONNAIRE	60
P II ŠUMPERSKÝ A JESENICKÝ DENÍK TUESDAY 8 JULY, 2014	62
P III: ŠUMPERSKÝ A JESENICKÝ DENÍK FRIDAY 11 JULY, 2014	63
P IV: FINGERS UP POSTER 2014 AND FINGERS UP POSTER 2015	64
P V: PRESS RELEASE IN MOHELNICKÝ ZPRAVODAJ JULY 2014.....	65
P VII: FINGERS UP LOGO	66
P VIII: FINGERS UP DESIGN FOR SEASON 2015	66

PI: FESTIVAL'S QUESTIONNAIRE

HODNOCENÍ HUDEBNÍHO FESTIVALU FINGERS UP – CELKEM ODPOVĚĎELO

132 RESPONDENTŮ

1. Odkud jste k nám přijel/a?

- A) Šumperk
- B) Olomouc
- C) Jeseník
- D) Svitavy
- E) Bruntál
- F) Jiné:

2. S kým jste na festival přijel/a?

- A) Se svou drahou polovičkou
- B) S kamarádem/kamarádkou
- C) S větší skupinou kamarádů
- D) Sám

3. Kolik je Vám let?

- A) 15-20
- B) 21-25
- C) 26-30
- D) 31-35
- E) 36-40
- F) 41-45
- G) 45 a více

4. Po kolikáté se účastníte našeho festivalu?

5. Odkud jste se o festivalu dozvěděl/a?

- A) Rodina a přátelé
- B) Facebook
- C) Rádio
- D) Noviny
- E) Plakáty
- F) Jiné

6. Žijete..

- A) Singl
- B) S partnerem /partnerkou
- C) S rodiči
- D) Jiné

7. Jaký je příjem Vaší domácnosti?

- A) 10 000 – 20 000

- B) 21 000 – 30 000
- C) 31 000 - 40 000
- D) 41 000 – 50 000
- E) 51 000 a více

8. Pracujete v oboru:

9. Co se Vám na našem festivalu líbí nejvíce?

10. Doplňte větu: Na Fingers Upu bych zlepšila:

11. Co by zvýšilo Váš případný zájem o účast na příštím ročníku?

12. Kvůli které kapele jste sem přijel/a?

- A) David Koller
- B) Desmod
- C) Portless
- D) Iné Kafe
- E) Wohnout
- F) Xindl X
- G) Martin Harich
- H) Punk Floid
- Ch) No Distance Paradise

13. Jakou kapelu byste si rád/a poslechl/a příští rok?

14. Jak se dopravíte dnes večer domů?

- A) Využil/a jsem camp
- B) Bydlím v Mohelnici (pěšky)
- C) Auto
- D) Taxi
- E) Vlák
- F) Spaní v autech

15. Líbí se Vám naše festivalová trika a ostatní upomínkové předměty?

- Ano
- Ne

Fingers Up nabídne Wohnout, Iné Kafe či Davida Kollera

Pokud chcete získat volné vstupenky na festival, zapojte se dnes do telefonické soutěže

Soutěž Deníku

MICHAL KRESTÝN

Mohelnice – Hudební festival Fingers Up v Mohelnici se blíží. Také letos představí známé české i slovenské interprety. Hlavními taháky letošního

Soutěžní kupon na vstupenky

Pokud chcete získat zdarma lístky na mohelnický festival Fingers Up, který se koná v sobotu 19. července, zapojte se do soutěže. Stačí zavolat dnes v 15 hodin na tel.: 583 300 311 a správně odpovědět na soutěžní otázku.

OTÁZKA: Jaké překvapení chystají pro návštěvníky pořadatelé Fingers Up?
a) možnost zaspívat si s oblíbenými hvězdami
b) možnost zatančit si s oblíbenými hvězdami
c) možnost vyfotografovat se s oblíbenými hvězdami

JMÉNO, ADRESA, TELEFON:

.....

.....

.....

Prosíme výherce, aby vyplnili kupon a celý jej vystřihli. Kupon vymění za vstupenky. Bez něj lístky nedostanou! Děkujeme.



VELKÝ ZÁJEM POSLUCHAČŮ. I letos očekávají pořadatelé festivalu Fingers Up, který se uskuteční po čtvrté, velký zájem posluchačů. Foto: Fingers Up

čtvrtého ročníku bude David Koller, kapela Wohnout či Xindl X. Ze Slovenska přijdou takové hvězdy jako Iné Kafe, Desmod nebo finalista Česko-Slovenské SuperStar Martin Harich.

„Návštěvníci se letos mohou těšit na dvojnásobně velký areál rozšířený o novou alternativní scénu, kde je budou bavit jak nové neokoukané

kapely, tak známí muzikanti vystupující mimo střední proud,“ sdělila Martina Jančíková z neziskové organizace Kultura a volný čas Mohelnice, která festival pořádá.

Posluchači budou mít také možnost vyfotografovat se s oblíbenými hvězdami hned po jejich vystoupení v rámci festivalové autogramiády. Organizátoři nezapomněli

ani na děti. Pro ty připravují spoustu her a zábavy.

Festival se koná v sobotu 19. července v přírodním prostředí Městských sadů v Mohelnici. Vstupenky je možné zakoupit v předprodeji za zvýhodněnou cenu na webu www.fingersup.cz. V předprodeji stojí 390 korun, na místě budou o šedesát korun dražší.

Fingers Up nabídne Wohnout, Iné Kafe či Davida Kollera

Pokud chcete získat volné vstupenky na festival, zapojte se dnes do telefonické soutěže

Soutěž Deníku

MICHAL KRESTÝN

Mohelnice – Hudební festival Fingers Up v Mohelnici se blíží. Také letos představí známé české i slovenské interprety. Hlavními taháky letošního čtvrtého ročníku bude David Koller, kapela Wohnout či Xindl X. Ze Slovenska přijdou takové hvězdy jako Iné Kafe, Desmod nebo finalista Česko-Slovenské SuperStar Martin Harich.

„Návštěvníci se letos mohou těšit na dvojnásobně vel-

Soutěžní kupon na vstupenky

Pokud chcete získat zdarma lístky na mohelnický festival Fingers Up, který se koná v sobotu 19. července, zapojte se do soutěže. Stačí zavolat dnes ve 14 hodin na tel.: 583 300 311 a správně odpovědět na soutěžní otázku.

OTÁZKA: Kde se bude konat festival Fingers Up?

- a) v Domě kultury v Šumperku
- b) v Městských sadech v Mohelnici
- c) v Paláci kultury v Praze

JMÉNO, ADRESA, TELEFON:

.....
.....
.....

Prosíme výherce, aby vyplnili kupon a celý jej vystříhli. Kupon vymění za vstupenky. Bez něj lístky nedostanou! Děkujeme.



HVĚZDA FESTIVALU. Mezi největší hvězdy, které letos vystoupí na festivalu Fingers Up v Mohelnici, patří i David Koller. Foto: Deník/Vladimír Štěstný

ký areál rozšířený o novou alternativní scénu, kde je budou bavit jak nové neokoukané kapely, tak známí muzikanti vystupující mimo střední proud," sdělila Martina Janků z neziskové organizace Kultura a volný čas Mohelnice, která festival pořádá. Posluchači budou mít také

možnost vyfotografovat se s oblíbenými hvězdami hned po jejich vystoupení v rámci festivalové autogramiády. Organizátoři nezapomněli ani na děti. Pro ty připravují spoustu her a zábavy.

Festival se koná v sobotu 19. července v přírodním prostředí Městských sadů v Mo-

helnici. Vstupenky je možné zakoupit v předprodeji za zvýhodněnou cenu na webu www.fingersup.cz. V předprodeji stojí 390 korun, na místě budou o šedesát korun dražší.

Lístky jsou k sehnání od 350 korun v eshopu na adrese: <http://tickets.fingersup.cz>.

P IV: FINGERS UP POSTER 2014 AND FINGERS UP POSTER 2015



19/07/2014
MĚSTSKÉ SADY MOHELNICE

FingersUp®

HLAVNÍ SCÉNA
DAVID KOLLER
INÉ KAFE / DESMOD
WOHNOUT / MARTIN HARICH
XINDL X / PORTLESS / PUNK FLOID

ALTERNATIVNÍ SCÉNA
NO DISTANCE PARADISE / CARTISSS / NARCOTIC FIELDS
DENET / 4 WD / AIVN'S NAKED TRIO / DEXTRADE

VSTUPENKY NA FINGERSUP.CZ  **#fingersup**

FingersUp pořádá společnost Kultura a volný čas Mohelnice, nečistková o.p.s. Vytiskla tiskárna Mohelnice Václav Křipka

Partneri: SIEMENS, libosť, SZR-STAV s.r.o. PROVOZOVNÍ STAVBY, DNES, EUROPA 2, MALLA, poltrata, MLETO, G&G, B&B, MOHELNICE



FingersUp
7-8/8/15

THE WOMBATS • MO
BILDERBUCH • VYPSANA FIXA
KENSINGTON • FICKLE FRIENDS
RYBIČKY 48 • POOL
NO DISTANCE PARADISE • HOLDEN CAULFIELD
OSBRADĚČEK • FREQUENCY

 ART
 FASHION
 GASTRO
 SPORT

MORAVA CAMP MOHELNICE
WWW.FINGERSUP.CZ
#FINGERSUP15

P V: PRESS RELEASE IN MOHELNICKÝ ZPRAVODAJ JULY 2014

INFORMACE

Hudební festival proměnil park v taneční ráj

Tak, a letošní čtvrtý ročník mohelnického festivalu Fingers Up je za námi. Městské sady se v sobotu 19. července během pár hodin proměnily ve festivalový ráj, kam začaly proudit tisíce nadšenců kvalitní hudby, dobrého jídla a pohodové zábavy.

Počasí nám přálo a sluníčko svítilo ostrošest, a tak přišlo vhod skočit do vody a zchladit se. Návštěvníci, kteří si nezapomněli plavky doma, si tak užívali pohody v nedalekém bazénu za doprovodu největších hitovek, které se parkem rozléhaly. Ti, kteří přípravu na Fingers Up lehce podcenili a nechali si plavky doma, pak využívali bohatou nabídku ledových nápojů a chránili se před sluncem ve stínu stromů s výhledem na hlavní pódium. Větší areál, který nejenže umožnil postavit druhé pódium pro umělce vystupující mimo střední proud, dal také prostor pro více atrakcí pro děti a relaxačních zón. Díky vy-

dařenému letnímu počasí a všudypřítomným květinovým věncům a stylovým festivalovým brýlím, kdekdo mohl zažít, jak vypadá taková pravá mohelnická Hawaii. Zlatý hřeb večera nastal, když se před zraky více než tří tisíců fanoušků objevil David Koller se slavnou písní - Chci zas v tobě spát. Již to mohlo být zárukou vydařeného večera a doufáme, že i celého festivalu.

Po posledním vystoupení a poslední prodané porci guláše, či výborných žebírek z grilu, jsme se zase museli na nějaký čas rozloučit. Ale nebojte, snad to nebude na dlouho a uvidíme se zase ve všem v zimě, na zimním festivalu FINGERS UP! *Martina Janků*

Hudební festival Fingers Up organizuje společnost Kultura a volný čas Mohelnice, nezisková o.p.s.

Festival podpořilo Město Mohelnice.

Festivalu v parku přálo počasí, což společně s nabídkou kvalitní hudby nemohlo skončit jinak, než rekordní návštěvností. Foto: red



P VI: EXAMPLES OF SUGGESTED DECORATIONS (SOURCE: PINTEREST)



P VII: FINGERS UP LOGO

Fingers  The logo features the word "Fingers" in a bold, black, sans-serif font. To its right, the word "up" is rendered in a bright cyan color. The letter "u" is stylized to resemble a hand with the index and middle fingers pointing upwards, while the "p" is a simple, rounded lowercase letter.

P VIII: FINGERS UP DESIGN FOR SEASON 2015

