Communication tools in a musical event
Example of the Sziget

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Abstract

A qualitative research was conducted to better understand the communication process connected with organizing musical festival for mass audience and the tools used to gain successful communication. Based on data collected by an interview with organizers and data found on the festival web site, theory about communication models of PR Smith and tools used in communication process, described by Kotler, were compared. One of the biggest music festivals in Europe – a Hungarian festival: the Sziget – has been chosen to evaluate its communication.

The findings show that, in terms of communication model, the company chooses the most appropriate to reach mass audience model. Mass communication model with small modifications seem to be the most appropriate for such a big organization like musical event. Communication tools used in case of a big festival also should concern about reaching mass audience. In order to do that, the tools focussed on more personal communication, such as direct marketing or personal selling can be given up in favour of tools such as advertising, publicity and PR or sales promotion, which give possibility to reach bigger audience in shorter period of time.

Key words: communication model, communication tools, music festival, the Sziget
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1. Introduction

1. Background

Enterprises in present economy cannot function without communication with market environment. Generally speaking, communication is based on the flow of information with different forms and structure between company and its environment and in wilder perspective even inside the company. The subject of communication could be information about product, company as itself, facts of companies work and other1.

Nowadays, communication has become a vital problem for companies. To gain competitive advantage, they need something more than only a product. It is important to sell their product and for that they need good communication with other in the market. As said Kotler in his Marketing Book: “Modern marketing demands something more than create good product, set up good price for it and provide its accessibility”. Company has to communicate with existing and potential stakeholders and whole society. Each company is, at the present time, both in the role of communicant and promoter. For most of them, the problem is not whether communicate or not, but what to say, to whom and how often2.

As we could see, communication has become a vital issue for companies, but what is more important recently is that we can observe new trend which show shift in way how communication is perceived by companies from massive communication to individual one-to-one communication. This new possibilities are gained thanks to new technologies, which make communication much cheaper3.

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2 Kotler P. (2005), p. 573
3 Kotler P. (2005), p. 574
2. Problem statement

Communication is nowadays extremely important for companies, but how successful communication looks like? Which communication tools should be used by companies to communicate with customers? In order to investigate this problem, the following research question has been stated:

Which communication tools should be used by companies to successful communicate with customers?

3. Purpose of the study

The purpose of this study is to better understand communication process and more specific, which communication tools should be used to gain successful communication with companies customers.

4. Delimitation

However the following thesis is about communication, we are going to focus on communication tools as a way to create good communication of company with customers. We are going also to focus on communication around musical event. In this case, we investigate Hungarian musical festival called The Sziget. This thesis is supposed to show which communication tools are used in case of this particular festival and what media and message are used in case of particular tool to communicate from organizer to potential audience.
II. Methodology

The marketing research process consists of four steps: defining the problem and research the objective; developing the research plan; implementing the research plan; and interpreting and reporting the findings\(^4\).

We will discuss each step and what is relevant for our work.

1. Choice of method

1.1. Qualitative research\(^5\)

Qualitative research is a form of exploratory research involving small samples and non-structured data collection procedures.

Qualitative research involves collecting, analyzing, and interpreting data that cannot be meaningfully quantified, that is to say, summarized in the form of numbers. For this reason qualitative research is sometimes referred to as a *soft* research. This term is unfortunate, because soft research is no less valuable than so-called hard or quantitative research.

1.2. Quantitative research\(^6\)

Quantitative research is a form of conclusive research involving large representative samples and fairly structured data collection procedures.

Quantitative research, in contrast to qualitative research, is characterized by more structure and, by larger, more representative respondent samples. Consequently, the logical place for quantitative-research techniques is in conclusive-research projects.

1.3. Chosen approach

\(^4\) Kotler, *Principles of Marketing*, p.344, 2005
For our research, we will use the qualitative research. We will use this type of research because our objective in this report is to describe communication tools used to communicate with the public around an event, especially a musical festival. In this way, the qualitative research is the most appropriate method.

2. Types of research

2.1. Exploratory research

Exploratory research is one type of research designs that has as its primary objective the provision of insights into and comprehension of the problem situation confronting the researcher.

The primary objective of exploratory research is to provide insights into, and an understanding of, the problem confronting the researcher. Exploratory research is used in cases when you must define the problem more precisely, identify relevant courses of action, or gain additional insights before an approach can be developed.

As Kotler resumes in his book, *Principles of Marketing*, the exploratory research is the marketing research to gather preliminary information that will help to better define problems and suggest hypotheses. (Chap 9, p345)

2.2. Conclusive research

Conclusive research is intended to verify insights and to aid decision makers in selecting a specific course of action.

Conclusive research is typically more formal and structured than an exploratory research. It is based on large, representative samples, and the data obtained are subjected to quantitative analysis. The findings from this research are considered to be conclusive in nature in that they are used as input into managerial decision making.

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So this type of research is more precise in a way that it can lead to action rather than the exploratory research which leads to suggestions.

We can divide the conclusive research into two parts: the descriptive and the casual one.

The descriptive research is the marketing research to better describe marketing problems, situations or markets, such as the market potential for a product or the demographics and attitudes of consumers. (Kotler, *Principles of Marketing*, p345)

The causal research is the marketing research to test hypotheses about cause and effect relationship.

### 2.3. Chosen approach

The exploratory research seems to meet our objectives in this report i.e. understanding the problem of using communication tools around an event. The problem in our case is which communication tools are the best to provide the necessary information and to reach the target group effectively.

### 3. Types of data collection

The second step of the marketing research process calls for determining the information needed, developing a plan for gathering it efficiently and presenting the plan to marketing management. The plan outlines sources of existing data and explains the specific research approaches, contact methods, sampling plans and instruments that researchers will use to gather new data.

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9 Kotler, *Principles of Marketing*, p.345, 2005
3.1. Primary data

Primary data are the information collected for the specific purpose at hand\textsuperscript{10}. Primary data are collected in a way to reinforce secondary data if they are unavailable or impertinent.

3.2. Secondary data

Secondary data are the information that already exists somewhere, having been collected for another purpose. The information can come from various sources (companies, government…).

3.3. Chosen approach

In this paper both methods of data collection will be used. On one hand, there are primary data from interview and on the other hand, secondary data collected from festival official web site.

4. Data collection methods\textsuperscript{11}

4.1. Observation

Observational research is the gathering of primary data by observing relevant people, actions and situations.

4.2. Survey

The survey research is the gathering of primary data by asking people questions about their knowledge, attitudes, preferences and buying behavior.

\textsuperscript{10} Kotler, Principles of Marketing, p346, 2005
\textsuperscript{11} Kotler, Principles of Marketing, p.347-348, 2005
4.3. Experimental research

The experimental research is the gathering of primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors and checking for differences in group responses.

4.4. Chosen approach

We will use an interview to gather the information. By asking directly to the organizers on their methods and behavior to create the communication process, we will collect relevant information to answer our question. Thanks to this method, we will be able also to identify the tools that the festival uses to communicate.

To collect our information, we will contact the organizers of a music festival in Hungary. This festival is really popular and is a big event in this country. By interviewing the relevant people, we will be able to have an idea about which communication tools are used to communicate with audience.
5. Reliability and validity\(^{12}\)

5.1. Reliability

The reliability is the extent to which a measure, procedure or instrument yields the same results on repeated trials. With this concept, we will be able to see if the information we found in the theories can be applied to each company we interviewed.

5.2. Validity

The validity is defined as the degree to which a study accurately reflects or assesses the specific concept that the researcher is attempting to measure. A method can be reliable but not valid.

5.2.1. Internal validity

The internal validity consists of two parts. The first one is the rigor which with the study was conducted, e.g. the study design or the care taken to conduct measurement. The second part of this definition is the extent to which the designers of a study have taken into account alternative explanations for any casual relationships they explore.

5.2.2. External validity

This is the extent to which the results of a study are generalizable and transferable. That means that the results can be applied to a larger population than the studies were conducted and also the ability to apply the results of research in one context to another similar context. The transferability means also the extent to which a study invites the readers to make connections between elements of the study and their own experience.

\(^{12}\) http://writing.colostate.edu/guides/research/glossary/index.cfm#transferability
III. Theoretical framework

1. Marketing communication

1.1. Communication process

Communication can be defined as the transmission and reception of a message. For communication to take place, two parties have to be involved: the sender and the audience. If the audience does not pick up the message sent out, no communication takes place\(^\text{13}\). What seems to be important is that communication is not a one way flow of information. This only occurs when the receiver actually receives the message the sender intended to send\(^\text{14}\).

However, there are lots of different communication models, all of them have few basics elements which are shown in the figure below.

Figure 1: Communication process elements

![Communication process elements](image)

Source: Kotler P. (2005), p. 575

As we can see, what could interrupt the reception of the message is noise. Perfect transmitting conditions might exist if there is no noise (extraneous factors which distract or distort the message such as other advertisement, poor reception, a flashing light, a door bell

\(^{13}\) Doyle p. and Stern P. (2006), p.250  
\(^{14}\) PR Smith (1993), p.55
an ambulance, etc\textsuperscript{15}. If there are no noises, communication process runs without any obstacles, it is perfect. But such situation is almost impossible, so most of communication processes are subjected to be disturbed.

It is important to understand this model for marketing people, because it shows the most important parts of communication. Sender has to know to whom he wants to send the message and what reaction he wants to achieve. Message has also to be encoded in a way which makes it possible for the receiver to decode it. It has to be sent also by appropriate media to gain target group. Sender has to analyze some receiver features, which are related with susceptibility to persuasion. There are evidence that for example educated people are less susceptible to persuasion and people with low level of self-confidence are more subject to persuasion. However, evidence do not show clear conclusions\textsuperscript{16}.

Kotler, following Fiske and Hartley, presents some key factors influencing successful communication process\textsuperscript{17}:

- The bigger influence of message source to receiver the bigger change occurs in receiver or a benefit of sender is bigger.
- Effects of the communication are the biggest when the message is similar with views, beliefs and inclinations of the receiver.
- Communication can cause the most effective changes when it concern on issues not familiar or that for which receiver has no opinion and are not connected with basic values of the receiver.
- Probability of effective communication growth if source of the message seems to be reliable, objective, friendly, respectable and give the possibility to identify with its source.
- Social background, social group, influence group will promote message and its influence no matter they accept message or not.

\textsuperscript{15} PR Smith (1993), p.55
\textsuperscript{16} Kotler P. (2005), p. 574-575
\textsuperscript{17} Kotler P. (2005), p. 575
1.2. Communication models

There are many models showing how the sender of the message contacts the receiver, if there are for example no intermediaries. However, it is difficult to present how communication looks like on the simple scheme, this thesis considers and tries to explain a few basic models:

- A single-step communication model
- Mass communication
- Two-step communication model
- Multi step communication model

1.2.1. A single-step communication model

First, the simplest model is called a single step communication model. According to Smith (1993), in this model there is only one active side. This active side is the sender who creates a proper message and send it by appropriate media to the receiver. In this model, the receiver after decoding the message, ultimately rejects it, accepts it, stores it or decides whatever he wants to do with the message. Later, the sender monitors feedback, which can change receiver behavior, facial expression, beliefs or attitudes and so the message and the channel can be changed or modified if it is necessary.\(^\text{18}\)

The scheme of single-step communication model is showed on the figure below.

**Figure 2: A single-step communication model**

![Figure 2: A single-step communication model](image.png)

Source: PR Smith (1993), p.58

\(^{18}\) PR Smith (1993), p.58
1.2.2. Mass communication

Basis of mass communication is to reach an audience as big as possible. Although mass communication such as television advertisement, makes it almost impossible to personalize message, it gives a possibility to reach large audience quickly and cheaply. Much of this kind of mass advertisement is ignored by individual’s information processing system. However, usually in this mass audience, there is always a percentage of people who are either actively looking for particular product type or in a receptive state for this type of message. For example, there are financial services, which are very popular on TV\(^{19}\).

Figure 3: Mass communication model

![Mass communication model diagram](image)

Source: PR Smith (1993), p.59

As we can see in the Figure 3, the sender can have a potential influence on apparently unthinking and non-interacting audience. But in fact, the receivers are in some way active because they process information selectively and often in a distorted manner (we see what we want to see).

\(^{19}\) PR Smith (1993), p.59
1.2.3. Two-step communication model

Previous models are a little bit inaccurate because there is the assumption that receivers do not talk to each other. In fact, quite often, communication process proceeds through intermediaries\(^\text{20}\). Those people who pass information further are called opinion leaders and they are a key in two-step communication because, in this model, most rank-and-file members of a population are not directly influenced by messages conveyed through the mass media, but are influenced by face-to-face contact with a relatively small number of recipients who do respond to mass media messages and are called opinion leaders\(^\text{21}\). According to encyclopedia, an opinion leader is an individual belonging to a small minority in any community who tend to respond to messages in the mass media and to have a disproportionate effect on public opinion and behavior through face-to-face communication with many friends, relatives, and acquaintances and by setting behavioral examples\(^\text{22}\). Opinion leaders’ role is to filter mass messages to the mass audience. What is interesting in this model is that mass media messages often cause significant shifts in public opinion in spite of the fact that most individuals who are investigated show little or no direct response to them\(^\text{23}\). Good example is a pharmacy industry where products are presented to group of most influential doctors, who are supposed to spread information about product further.

**Figure 4: Two-step communication model**

Source: PR Smith (1993), p. 60

\(^{20}\) PR Smith (1993), p.59-60
\(^{21}\) http://www.encyclopedia.com/doc/1O87-twostepflow.html
\(^{22}\) http://www.encyclopedia.com/doc/1O87-opinionleader.html
\(^{23}\) http://www.encyclopedia.com/doc/1O87-twostepflow.html
1.2.4. Multi step communication model

The last model is the most advanced one because in this model all participants of communication process talk to each other. The message is sent to opinion leaders but it goes also to some audience directly. Moreover, opinion leaders communicate to each other. The audience communicates with each other too and subsequently feedbacks to opinion leaders. Scheme of working multi-step communication model is shown in Figure 5 and it is better visible how each participants of communication process contact with each other.

Figure 5: Multi-step communication model

What is important in all models to make it more realistic is to add noises, channels and feedback between participants. Furthermore, models do not take into account very important social background, groups influence. In fact, many psychological variables can be added to models to show how perception, selection, motivation, learning, attitudes and group roles affect the communication process.\(^{24}\)

Source: PR Smith (1993), p. 60

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\(^{24}\) PR Smith (1993), p. 61
2. Marketing communication tools

As was said before, in our time, marketing communication is supposed to be an interactive dialog between company and its customers which take place before, during selling, consumption and after consumption\textsuperscript{25}. But how to do that? There are many tools used by marketing people to communicate with potential customers. Kotler mentions about five basic tools used in marketing communication also called communication platforms and the most popular forms of them are shown in the figure below.

**Figure 6: Communication tools.**

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Sales Promotion</th>
<th>Public relations and Publicity</th>
<th>Personal Selling</th>
<th>Direct Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Print and broadcast ads</td>
<td>• Contest, games, sweepstakes, lotteries</td>
<td>• Press kits</td>
<td>• Sales presentations</td>
<td>• Catalogs</td>
</tr>
<tr>
<td>• Packaging-outer</td>
<td>• Premiums and gifts</td>
<td>• Speeches</td>
<td>• Sales meetings</td>
<td>• Mailings</td>
</tr>
<tr>
<td>• Packaging-inserts</td>
<td>• Sampling</td>
<td>• Seminars</td>
<td>• Incentive programs</td>
<td>• Telemarketing</td>
</tr>
<tr>
<td>• Motion pictures</td>
<td>• Fairs and trade shows</td>
<td>• Annual reports</td>
<td>• Samples</td>
<td>• Electronic shopping</td>
</tr>
<tr>
<td>• Brochures and booklets</td>
<td>• Exhibits</td>
<td>• Charitable donations</td>
<td>• Fairs and trade shows</td>
<td>• TV shopping</td>
</tr>
<tr>
<td>• posters and leaflets</td>
<td>• Demonstrations</td>
<td>• Sponsoring</td>
<td></td>
<td>• Fax mail</td>
</tr>
<tr>
<td>• Directories</td>
<td>• Coupons</td>
<td>• Publications</td>
<td></td>
<td>• E-mail</td>
</tr>
<tr>
<td>• Reprints of ads</td>
<td>• Rebates</td>
<td>• Community relations</td>
<td></td>
<td>• Voice mail</td>
</tr>
<tr>
<td>• Billboards</td>
<td>• Low-interest financing</td>
<td>• Lobbying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Display signs</td>
<td>• Entertainment</td>
<td>• Identity media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Point of purchase displays</td>
<td>• Trade-in allowance</td>
<td>• Company magazine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Audiovisual material</td>
<td>• Continually programs</td>
<td>• Events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symbols and logos</td>
<td>• Tie-ins</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Videotapes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Kotler P. (2005), p. 574

\textsuperscript{25} Kotler P. (2005), p. 574
However, there are more tools and ways of communication used by marketing people like: price, colors and shape of the package, behavior and the way the seller dresses himself or the shop is designed\(^{26}\). Still, mentioned earlier tools are the most popular and those basic tools will be briefly explained in the next sections.

2.1. Advertising

Advertising is all kind of paid, non-personal presentation and promotion of idea, goods and services of particular sponsor\(^{27}\). Advertisement should help buyers to learn and remember brands and their benefits by repeating the message and building associations between brands, logos, images and benefits. Nowadays, there is a trend in advertising to involve the audience more than just beat it over the head with a repeated message\(^{28}\). Kotler in his marketing handbook names few main features of the advertising\(^{29}\):

- **Public presentation:** Public nature of advertising show product and suggest standard offer.
- **Persuading ability:** Seller can repeat the same message many times. Buyer also can receive and compare messages of competing companies. Advertisements show magnitude, strength and success of the seller.
- **Extended expressiveness:** Advertisement gives possibilities to exaggerated presentation of the company and its product thanks to skilful use of print, color and sound.
- **Impersonality:** Audience does not feel obligated to pay attention or react to advertisement. Advertisement is rather monologue of the seller than dialog.

Advertisement can be used to create long-term image of the company or to quickly increase sales. What is really important is that advertisement effectively reaches mass and geographically distracted audience. However, some kinds of advertisement are rather expensive, for example on TV, but other like press advertisement are not. What is interesting is that the existence of the advertisement can affect the sales, because consumers believe that

\(^{26}\) Kotler P. (2005), p. 574-575  
\(^{27}\) Kotler P. (2005), p. 573  
\(^{28}\) PR Smith (1993), p. 223  
\(^{29}\) Kotler P. (2005), p. 589
strongly promoted brand must have some value\textsuperscript{30}. The most important idea of advertising can be described as follow: the aim of advertising is not to state the facts about a product but to sell a solution or a dream. Advertisements primarily create product awareness, sometimes product knowledge, less often product preference, and more rarely, product purchase\textsuperscript{31}.

2.2. Sales promotion

Sales promotion, according to Kotler, is a different kind of short term ways to attract people to try or to purchase a product or a service. Companies use sales promotion to cause stronger and faster reaction of consumer. Sales promotion is used to gain short term goals like strengthen and increase weak sales\textsuperscript{32}. There are three main categories of sales promotion tools directed to different type of receivers\textsuperscript{33}:

- Customer - premiums, gifts, loyalty programs, samples, guaranties, demonstrations, prizes and competitions etc.
- Trade promotions – special terms, point-of-sale materials and free pens, diaries, competition prizes etc.
- Sales force – incentive and motivation schemes, competitions, and expositions.

Purposes of using sales promotion tools could be various. For example, samples stimulate testing of product among potential buyers or free advices build or strengthen long term relationship with customer. Normally, sellers use sales promotion to attract new buyers, appreciate loyal ones and increase level of purchase in case of occasional buyers\textsuperscript{34}. But many sales promotions only attract brand switchers looking for a lower price, who naturally abandon the brand when another brand goes on sale. Sales promotions are less likely to entice away loyal users of other brands. More sales promotions increase sales, more they lose money. One analyst estimated that only 17 percent of a given set of sales promotion campaigns were profitable. These are the cases where the sales promotion brings in new customers to sample the product and where they like the new product better than their

\textsuperscript{30} Kotler P. (2005), p. 589
\textsuperscript{31} Kotler P. (2003), p. 2
\textsuperscript{32} Kotler P. (2005), p. 574
\textsuperscript{33} PR Smith (1993), p. 223
\textsuperscript{34} Kotler P. (2005), p. 620-621
previous brand\textsuperscript{35}. But using some sales promotion tools could be dangerous, especially discounts and promotion. Using it too much gives to buyer information that normal levels of the price are lower than nominal one. In this situation, buyer will wait only for promotions and will not buy product or service at a regular price\textsuperscript{36}. That is why leading companies use sales promotion more rarely\textsuperscript{37}. Kotler quote researches of Brown which show that\textsuperscript{38}:

- A sales promotion has faster and measurable effect on sales increase than advertisement.
- Sales promotions do not attract new, long-term customers on mature markets, but occasional buyers or brand switchers.
- Loyal customers rather do not change their behavior in response to sales promotion.
- Advertisement has greater potential to built brand loyalty.

The growth of sales promotion reflects the higher priority companies are attaching to current sales than to long-term brand building. It is a return to transaction marketing rather than relationship marketing\textsuperscript{39}.

\textbf{2.3. Public relations and publicity}

Company has to build profitable ties with not only customers, suppliers and dealers but also with potential audience. The audience is all the groups potentially interested in the product or that have influence on ability of company to reach its goals\textsuperscript{40}. Those people could be employees, investors, customers, legislators/regulators/governments, the trade, the community, pressure groups and even competition\textsuperscript{41}. According to marketing guru Philip Kotler, public relations are all kinds of activity with the object of presentation or protection of company image or its products\textsuperscript{42}. Positive PR is dependent primarily on good relationship with media and this is one of the most important roles of public relation\textsuperscript{43}. Publicity on the

\textsuperscript{35} Kotler P. (2003), p. 160-161
\textsuperscript{36} Rob Docters; Mike Reopel; Jeanne-Mey Sun; Steven Tanny; \textit{Price is a "language" to customers}; The Journal of Business Strategy
\textsuperscript{37} P. (2005), p. 621
\textsuperscript{38} P. (2005), p. 621-621
\textsuperscript{39} Kotler P. (2003), p. 161
\textsuperscript{40} Kotler P. (2005), p. 627
\textsuperscript{41} PR Smith (1993), p. 273
\textsuperscript{42} Kotler P. (2005), p. 574
\textsuperscript{43} PR Smith (1993), p. 272
other hand is nowadays called marketing public relation (MPR). MPR role is to directly support promotion of company, product or brand. It happened through create an exposure around product, brand, service, place, organization or person in order to promote it in printed media, TV or radio. It is also important in activities like:  

- Support during implementation of new products.
- Support in repositioning of mature product.
- To raise interest in product.
- Affecting for target groups.
- Defending products attacked by public opinion.
- Building corporative image in a way to put the company in a positive light.

Public relations consist of a whole bag of tools for grabbing attention and creating “talk value”\(^\text{45}\):

- Publications.
- Events.
- News.
- Community affairs.
- Identity media.
- Lobbying.
- Social investments.

According to some researches mentioned by Kotler, most of managers said that publicity is an effective way of building awareness and knowledge of the brand both in case of new and already existed products\(^\text{46}\). Creative public relation is much cheaper than advertisement because company not pay for place and time in spent media. Only cost is work of personnel, which create and spread information and involve company into events. Moreover many

\(^{44}\) Kotler P. (2005), p. 628  
\(^{45}\) Kotler P. (2003), p. 146  
\(^{46}\) Kotler P. (2005), p. 628
specialists suggest that consumers are five times more susceptible to written word than to advertisement\textsuperscript{47}.

\section*{2.4. Personal selling}

Kotler describe personal selling as personal and direct presentation of the company offer by seller to potential buyer, answering buyer questions and doubts and collecting orders\textsuperscript{48}. Personal selling is the most effective tool in case of late stages of purchasing, especially to create buyer preferences, convince and induce to action\textsuperscript{49}. There are three main features of personal selling\textsuperscript{50}:

- Personal contact- it is connected with instant and interactive ties.
- Keeping ties- make possibilities to create different kinds of ties from businesslike selling to deep personal friendship.
- Reaction- Cause feeling of obligation when seller praise his offer.

These days, most of the production companies are based on skilled sales stuff in searching potential customers, creation from them real customers and increasing of sale. In addition, many companies operation on the consumer markets use a sales personnel like: insurance brokers, stock-brokers and distributors\textsuperscript{51}. Personal selling is important especially when there is an increasing amount of impersonal marketing using faxes or voicemail. In such circumstances, face-to-face personal selling can provide a reassuring and personal touch. In addition salesperson can immediately react to change of needs and moods of a buyer\textsuperscript{52}.

\textsuperscript{47} Kotler P. (2005), p. 628-629
\textsuperscript{48} Kotler P. (2005), p. 574
\textsuperscript{49} Kotler P. (2005), p. 590
\textsuperscript{50} Kotler P. (2005), p. 590
\textsuperscript{51} Kotler P. (2005), p. 634
\textsuperscript{52} PR Smith (1993), p. 190
2.5. Direct marketing

Direct marketing, according to Kotler is using advertisement phone, fax, electronic advertisement or the Internet for direct communication with particular existed or potential customers, cause their reactions or come into dialogue with them\(^{53}\). Direct marketing is set up on the use of channels, which gives possibilities to reach customer directly without intermediaries. The most popular channels are:\(^{54}\):

- Post,
- Door-to-door selling,
- Catalogues,
- Telemarketing,
- Interactive television,
- The Internet,
- Miscellaneous,
- Mobile devices.

Although, there are many forms of direct marketing, all of them have few common features pointed by Kotler\(^{55}\):

- Personal-message is addressed to particular person.
- Individualize-message can be prepared in the most effective way for particular person.
- Up-to-date-message can be created very fast.
- Interactive-message can be changed in order to receiver reaction.

Success of direct marketing was caused by many reasons. First of all, market demassification and the increasing role of market niches. Then, the development of the Internet, electronic mail, mobile phones and fax cause that ordering is much easier and from seller point of view communication with customers is easier and cheaper. It is connected with that increasing

\(^{53}\) Kotler P. (2005), p. 574


\(^{55}\) Kotler P. (2005), p. 591
number of people who want to make shopping without moving from home. Great impact for success has also possibilities of reaching potential consumers who are the most interested in our products and the possibility to create personal ties and more personalized messages\textsuperscript{56}.

2.6. Integrate marketing communication\textsuperscript{57}

What is extremely important for companies is to integrate using communication tools. Many companies use only one or two tools, although market is divided between many minimarkets and niches, which force companies to use different approaches. That is why companies should use integrated marketing communication (IMC). IMC role is to connect role of different types of communication tools and emerge them in order to gain clarity, coherence and maximum effect thanks to integrated messages sent to the audience. Integrated communication gives synergy effect and stronger affect sales figure. IMC forces company’s management to think about all ways of communication with customers and many other aspects of company’s communication. But enterprise’s effort gives bigger chance to reach appropriate customer with appropriate message in the appropriate time and place.

\textsuperscript{56} Kotler P. (2005), p. 632-633
\textsuperscript{57} Kotler P. (2005), p. 593-596
IV. Empirical research

1. Sziget festival

1.1. History of the Sziget Festival

First of all, there is a need to explain what the word Sziget means. In Hungarian, sziget stands for island. The origin of that is very simple. The festival from the beginning takes place on the Óbudai-sziget (Old-Buda Island, also known by its former name Hajógyári-Sziget Shipyard Island, for the shipyard that once operated there) in Óbuda in northern Budapest, Hungary in August\(^{58}\).

Figure 7: The Óbudai-sziget (Old-Buda Island)

![Óbudai-sziget](http://www.hetivalasz.hu/index.php?dloc=showpicture15936)

The Sziget festival was founded in 1993 by students, who were passionate musicians, to meet and play. They create the Sziget because after the fall of communism in 1989 there were no music camps and the Sziget was proposed as a way to bridge this gap. Originally, The Sziget Festival was called Diákiszget (Student’s Island). From 1996 to 2001, the Sziget Festival was

sponsored by Pepsi and called Pepsi Sziget. Since 2002, it is called Sziget Festival what means simply Island Festival\textsuperscript{59}. In 2008 takes place the 16\textsuperscript{th} edition of the Sziget Festival.

Figure 8: The Sziget Festival logo.

![Sziget Festival logo](http://www.sziget.hu/festival_english)

First, Sziget collects 43 000 audience but in the next year, when the Sziget was called Euro Woodstock, to the festival came over 143 000 audience. In 1996, for the Sziget came over 200 000 people, in 2000 over 300 000 and the peak came in 2005 and 2006 when around 385 000 visitors came to Budapest to see the Sziget. In the last year there were 371 000 visitors. Such great number of visitors makes the Sziget one of the biggest festivals not only in Europe but also in the world. In this year, the Sziget Festival will take place between 12\textsuperscript{th} and 18\textsuperscript{th} of August traditionally on the Óbudai-sziget\textsuperscript{60}.

1.2. The Sziget Festival nowadays

The Sziget Festival is a great venture which awaits huge number of people including children, students, young adults on vacation and adults from Europe and other corners of the world with nearly a 1000 programmers and 60 venues. Besides, over 100 civil organizations are present and provide services during 5+1 day of Sziget Festival (five days of festival and so called “Zero day”). What is also important is a change in a basic audience of the festival. Originally, it was created for young Hungarian people what was underline in the main slogan: “Do you want a week without your mother?”\textsuperscript{61}. Nowadays it is an international event. The Sziget Festival is popular with west Europeans. Around 50\% of visitors come from outside

\textsuperscript{59} http://en.wikipedia.org/wiki/Sziget,
\textsuperscript{60} http://www.budapest-life.com/budapest/sziget-festival
\textsuperscript{61} http://en.wikipedia.org/wiki/Sziget
\textsuperscript{http://www.sziget.hu/festival_english/info/festivalground/furthervenues
Hungary, with the largest group coming from Germany. Many also come from the UK, France, Italy and the Netherlands\textsuperscript{62}. As well, it is not anymore an event only for young people, what is perfectly represented by the newest slogan: “Come with you mother, and have a party together.”

On the Sziget Festival, there are five stages which give place for different music genre concerts\textsuperscript{63}:

- **Main Stage**: an open-air place with the capacity of 50,000 people: 3 international stars and one Hungarian band perform every day.
- **World Music Stage**: an outdoor venture, where 15,000 people can listen to bands from all around the world’s stage.
- **Hammer World Stage**: a tent that welcomes around 5000 people hard rock fans.
- **Party Arena**: the largest tent on the Sziget - 2,700 m2, which is a place for electric dance music.
- **Wan2 Stage**: where it is possibility to enjoy various music genres from world music to punk.

But the Sziget is not only music event nowadays. Except music organizers prepare more attractions than only music concerts the Sziget Festival offers other cultural programs\textsuperscript{64}:

- in the Theatre and Dance Tent: ballets, operas, motion-and dance theatre,
- numerous exhibitions,
- performances,
- out-door museum,
- a puppet theatre,
- a cabaret,
- in the evenings movies are shown outdoors,
- varied sport events and active recreation from different extreme sports through beach volleyball to soccer,
- children programs.

\textsuperscript{62} http://en.wikipedia.org/wiki/Sziget
\textsuperscript{63} http://www.budapest-tourist-guide.com/budapest-sziget-festival.html
\textsuperscript{64} http://www.sziget.hu/festival_english/info/festivalground/furthervenues
The number of attractions and scale of the venture is easily visible on the map of the festival area which is showed on the figure below.

**Figure 9: The Sziget Festival area map for 2008.**

2. Empirical data analysis

The following part is based on information which has been collected through an interview sent by e-mail to organizers of the Sziget festival and information found on the official website of the festival. Questions and whole interview are attached in appendix.

2.1. Communication process

2.1.1. Communication process elements

As was said before communication process is built from few basic elements. Two of the most important elements in the case of the Sziget Festival look as follow. Senders of the message are, of course, organizers of the festival. The message of the Sziget festival is the same all the time. Organizers want to enlighten that the Sziget is a great party and everybody has to come. Receiver is the whole audience, that is to say the potential customers (visitors) of the Sziget. However, the target audience has changed in time. At the beginning, basic message was the reflection of the main slogan: “Do you want a week without your mother”. The message was come and have a good time without your parents. This message was directed to young Hungarians. Now the main slogan is: “Come with you mother, and have a party together”. Nowadays, the Sziget has become a festival for all people, not only for young people. However, the youth are still the most important part of target audience. Additionally, after first successes, the Sziget has been extended also to foreigners. The most important feedback for organizers is attendance of the audience on the festival.

2.1.2. Communication model

Organizers of the Sziget festival use mass communication model. They use mostly mass media to reach the target audience like newspapers, TV, the Internet. Media used by organizers supposed to reach the biggest possible audience. Especially TV has great meaning for them because many people has it and give great possibility to contact with potential audience for example MTV, which is directed to young people who like to listen to music.
Communication with audience has some differences from typical mass communication model. Organizers give possibility to audience to communicate with each other and the organizers. It is possible through forum about the Sziget festival or wish list (wishes of the people about who they want to see in the next year) available on festival website. Communication model can looks like on the figure 10.

Figure 10: The Sziget communication model

2.2. Marketing communication tools

Organizers of the Sziget festival use tools directed to reach mass audience. Tools which are used to more personalized communication are not brought into play in case of this festival. So direct marketing and personal selling are not exploited. On the other hand, organizers use communication tools like advertising, sales promotion or public relation and publicity to communicate with potential audience.
2.2.1. Advertising

Advertising is one of the most important communication tool used by the Sziget festival organizers. They use mass media to send their message like TV, the Internet, national daily newspapers, magazines, brand sites and posters. Organizers message send to potential audience is: “this is the greatest party, everybody has to come. We make everything for you, to feel good”. Advertising campaign is planned in advance. In case of foreign audience, campaigns take place the whole year and for Hungarians it starts half year before planning date of the festival.

2.2.2. Sales promotion

One way of using sales promotion in case of the Sziget festival is using special terms to buy cheaper tickets. Organizers of the Sziget offer cheaper tickets if someone order ticket through the Internet in particular period of time. This promotion takes place between January, when the sales of the tickets start and May. After this time, customers has to pay normal price for tickets.

2.2.3. Public relation and publicity

Other communication tools used by the Sziget organizers are public relation and publicity. Organizers want to present the Sziget as a party which is an environment and people friendly enterprise. Organizers want to convince the audience that they can trust the organizers in a long-run. They want to reach that while giving information to the audience about their reliability and care for environment. On the festival’s website, there is a headline sending information to customers about the protection of the environment. However, the link is empty, the headline gives the impression that organizers care about environment. Organizers promise also that surrounding areas of the festival will not suffer from noise during the festival. In order to reach this objective the area of the festival will be soundproof, so the neighborhood should not suffer from noise. Sziget is also prepared for visiting disabled guests. At their disposal, there will be special toilets, showers and special ramp to give them the opportunity
to better see and enjoy the concerts. There will be also special concert guides with Braille writing. For disabled people, there will be also special bus lines and assisters. Organizers pay attention also to children during the festival. Everyday, parents who want to come to the festival can take their children to the festival area and leave them in the kindergarten where special staff takes care of the children. Another public relation tool used by the Sziget organizers is press release. In general, releases talk about famous bands which confirmed participation in the festival. In this year, press release was sent in February and concern on British heavy metal group Iron Maiden as a main star of the festival on so called Zero Day.

2.2.4. Integrated marketing communication

Organizers of the Sziget try to use integrated marketing communication. Using all tools and media, they try to send information about their reliability, so people can have confidence in them. They also want to convince audience that the Sziget is a great festival and participation in it is a great fun. It is connected with trust, because having fun is the basic idea of the festivals. In addition, communication process starts from half (in case of Hungary) to one year for the rest of the Europe. It gives possibility to repeat message many times and remain in potential audience minds.
V. Conclusion

This thesis was written in order to answer the main question: which communication tools should be used to gain successful communication with companies customers? Answer for this question is not easy, because successful communication depends on aim of the company. In case of examined enterprise – The Sziget festival – the aim is to encourage as much people as possible to come to the festival. In order to reach this aim, organizers of the festival use tools and media which are directed more to the mass audience. They use advertisement to inform about the festival and to connect it with things like price, place, entertainments etc. Media used in case of advertisement are also chosen to reach mass audience. So the most important media seems to be TV. They use national TV like MTV to reach as much audience as possible. Other media are the internet, radio, posters and newspapers. Another tool used by organizers is sales promotion to encourage people to buy tickets for festival earlier. To do that, they sell cheaper tickets through the Internet from January to May. Last tool used in case of the Sziget is public relation and publicity. They try to convince potential audience that they take care about everything and everyone and provide good entertainment. Nevertheless, there are no tools which provide more personal contact like personal selling or direct marketing. In case of events for mass audience, it could be too expensive or just ineffective. However, audience reached in previous year suggest that strategy established by the Sziget organizers is a working one and suitable to the organizer aims.
VI. Recommendations for further research

The limitation of this dissertation provides a set of suggestion for further researches. First of all the research was conduct on only one festival. Good idea is to conduct researches based on comparison of more than one festival. Moreover, it is an interesting idea to examine if there are differences in cultural layer of the communication, in different countries. It is also appealing if there are different tools used in case of different sizes of the events, for example study how communication process is build in smaller, maybe more local enterprises.

Another research could concern the sponsorship activity in an event whatever it is. But such a research may focus on the sponsors’ marketing point of view and how they deal with an event to promote themselves, like Pepsi when it was a sponsor of the Sziget. It could be motivating to observe how we can benefit from an event.
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Appendix 1

Interview Guide

Communication tools around a musical event

Do you have any differences in your campaign for Hungarians and foreigners?

1. Hungarians

1.1. Which are the different steps of your communication campaign?

1.2. Who is your target audience?

1.3. Advertisement

1.3.1. What do you do?

1.3.2. What is your message?

1.3.3. Which media do you use?

- Press (magazines, national daily newspaper, regional daily newspaper, free press)
- Cinema
- Poster
- Television
- Internet (banners, pop up, sponsoring, commercial links, brand sites, e-commerce sites, newsletters, e-mails and viral marketing)

1.4. Sales promotion

1.4.1. What do you do?

1.4.2. What is your message?

1.4.3. Which media do you use?

1.5. Relational marketing

1.5.1. What do you do?

1.5.2. What is your message?

1.5.3. Which media do you use?
1.6. Direct marketing

1.6.1. What do you do?

1.6.2. What is your message?

1.6.3. Which media do you use?

1.7. Public relation

1.7.1. What do you do?

1.7.2. What is your message?

1.7.3. Which media do you use?

1.8. How long in advance do you start your communication campaign?

2. Foreigners

2.1. Which are the different steps of your communication campaign?

2.2. Who is your target audience?

2.3. Advertisement

2.3.1. What do you do?

2.3.2. What is your message?

2.3.3. Which media do you use?

- Press (magazines, national daily newspaper, regional daily newspaper, free press)
- Cinema
- Poster
- Television
- Internet (banners, pop up, sponsoring, commercial links, brand sites, e-commerce sites, newsletters, e-mails and viral marketing)

2.4. Sales promotion

2.4.1. What do you do?

2.4.2. What is your message?

2.4.3. Which media do you use?
2.5. Relational marketing
   2.5.1. What do you do?
   2.5.2. What is your message?
   2.5.3. Which media do you use?

2.6. Direct marketing
   2.6.1. What do you do?
   2.6.2. What is your message?
   2.6.3. Which media do you use?

2.7. Public relation
   2.7.1. What do you do?
   2.7.2. What is your message?
   2.7.3. Which media do you use?

2.8. How long in advance do you start your communication campaign?
Appendix 2

Interview

Communication tools around a musical event

Do you have any differences in your campaign for Hungarians and foreigners?

There is no main differences.

3. Hungarians

3.1. Which are the different steps of your communication campaign?

3.2. Who is your target audience?

Hungarian youth.

3.3. Advertisement

3.3.1. What do you do?

We make public summons.

3.3.2. What is your message?

This is the greatest party everybody has to come. We make everything for you, to feel good.

3.3.3. Which media do you use?

- Press (magazines, national daily newspaper, regional daily newspaper, free press)
- Cinema
- Poster
- Television
- Internet (banners, pop up, sponsoring, commercial links, brand sites, e-commerce sites, newsletters, e-mails and viral marketing)

We usually use some national daily newspapers, the brand sites and the television for advertisement.

3.4. Sales promotion

3.4.1. What do you do?

I try to make popularize our program.
3.4.2. What is your message?

“Come with your mother, and have a party together!”

3.4.3. Which media do you use?

_The television is very important media, because almost everybody has it and it’s easy to connect with people_.

3.5. Relational marketing

3.5.1. What do you do?

_We are planning to make long-term relationship with consumers_.

3.5.2. What is your message?

_The most important for us to that everybody feel good_.

3.5.3. Which media do you use?

_Tv, newspapers, poster, internet_.

3.6. Direct marketing

3.6.1. What do you do?

_Everybody can buy the ticket for January in every year. If you order the ticket until May it is cheaper_.

3.6.2. What is your message?

_To connect continuously with people is very important_.

3.6.3. Which media do you use?

_We use the internet_.

3.7. Public relation

3.7.1. What do you do?

_We try to inspire people with confidence_.

3.7.2. What is your message?

_The PR is long-run investment. You can trust us_.
3.7.3. Which media do you use?

Tv, Internet, posters, newspapers.

3.8. How long in advance do you start your communication campaign?

About half year each year.

4. Foreigners

We make public summons.

4.1. Which are the different steps of your communication campaign?

4.2. Who is your target audience?

The foreign youth.

4.3. Advertisement

4.3.1. What do you do?

We make public summons.

4.3.2. What is your message?

This is the best party in Hungary, you have to come

4.3.3. Which media do you use?

- Press (magazines, national daily newspaper, regional daily newspaper, free press)
- Cinema
- Poster
- Television
- Internet (banners, pop up, sponsoring, commercial links, brand sites, e-commerce sites, newsletters, e-mails and viral marketing)

Posters, tv, newspapers, national newspapers, internet

4.4. Sales promotion

4.4.1. What do you do?

I try to make popularize our program

4.4.2. What is your message?

“Come with your mother, and have a party together!”
4.4.3. Which media do you use?

In abroad we use more the national Tv e.g.: MTV.

4.5. Relational marketing

4.5.1. What do you do?

I’m planning to make long-term relationship with consumers.

4.5.2. What is your message?

Every year we make good parties

4.5.3. Which media do you use?

National Tv, national newspapers.

4.6. Direct marketing

4.6.1. What do you do?

We invite a lot of foreigner music band.

4.6.2. What is your message?

Anytime you can connect us

4.6.3. Which media do you use?

Internet, Tv, magazines

4.7. Public relation

4.7.1. What do you do?

I try to inspire people with confidence

4.7.2. What is your message?

The PR is long-run investment. You can trust us.

4.7.3. Which media do you use?

Internet, Tv

4.8. How long in advance do you start your communication campaign?

All year.