

Marketing Communications at The Music Shock Festival in Vyškov

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Bachelor Thesis
2010



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně

Fakulta humanitních studií

Ústav anglistiky a amerikanistiky

akademický rok: 2009/2010

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Martin ČECH**

Osobní číslo: **H07073**

Studijní program: **B 7310 Filologie**

Studijní obor: **Anglický jazyk pro manažerskou praxi**

Téma práce: **Marketingové komunikace hudebního festivalu
Music Shock ve Vyškově**

Zásady pro vypracování:

Na základě literární rešerše odborných zdrojů definujte teoretická východiska týkající se marketingové komunikace v oblasti pořádání hudebních festivalů.

Formulujte pracovní hypotézy své bakalářské práce.

Zpracujte analýzu marketingové komunikace hudebního festivalu Music Shock ve Vyškově z pohledu jeho cílových skupin. Srovnajte s aktivitami ostatních podobných festivalů.

Zhodnoťte výsledky analýzy a vyvodte závěry, naznačte možnosti budoucího vypracování projektového řešení.

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

George E. Belch and Michael A. Belch, Advertising and Promotion : An Integrated Marketing Communications Perspective (Boston: McGraw-Hill Irwin, 2009)

Philip Kotler, Gary Armstrong, Principles of Marketing (Upper Saddle River, NJ : Pearson Prentice Hall, 2005)

Tad Lathrop, This Business of Global Music Marketing: Global Strategies for Maximizing Your Music's Popularity and Profits (New York, Billboard Books, 2007)

Mike King, Music Marketing: Press, Promotion, Distribution and Retail (Milwaukee, Hal Leonard, 2009)

John Vasey, Concert Tour Production Management (Oxford, Focal Press, 1997)

Vedoucí bakalářské práce:

Mgr. Jan Pospíšil

Ústav managementu a marketingu

Datum zadání bakalářské práce:

21. dubna 2010

Termín odevzdání bakalářské práce:

7. května 2010

Ve Zlíně dne 21. dubna 2010



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ABSTRAKT

Teoretická část této práce se zabývá marketingovými komunikacemi obecně. Jsou zde popsány jejich definice a vlastnosti. Tyto marketingové komunikace jsou dále v praktické části aplikovány na konkrétní festival – Music Shock ve Vyškově. Je zde rovněž popsán cíl festivalu, jeho cílová skupina a cílové skupiny jednotlivých součástí marketingových komunikací. Na konci této práce je srovnání tohoto hudebního festivalu s ostatními a jsou zde také navrženy různé vylepšení do budoucna.

Klíčová slova:

marketing, marketingové komunikace, hudební festival, propagace, média, partneři

ABSTRACT

The theoretical part of this bachelor thesis deals with the marketing communications in general. It shows their proper definitions and characteristics. Then in the analysis the single aspects of the marketing communications are applied to a particular music festival – The Music Shock in Vyškov. The aim of the festival, its target group, and target groups of single elements of marketing communications are also described here. At the end of this bachelor thesis is comparing this music festival with another music festivals and there are also suggested some possible improvements for the future.

Keywords:

marketing, marketing communications, music festival, promotion, media, partners

ACKNOWLEDGEMENTS

I would like to thank Mgr. Jan Pospíšil, the advisor of my bachelor thesis, for his advices, patience, clear guidance, and for his invaluable help he provided me with.

Then, I acknowledge with gratitude to Pavla Hanáková, the main director and promoter of the Music Shock festival, for giving me all the information which I needed for writing this bachelor thesis.

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INTRODUCTION

Music festivals are important parts of cultural living. In summer, when there is the main season of festivals, they are almost always full of mainly young people, for whom this kind of cultural events bring wonderful experiences. A common visitor cannot see and sometimes does not realize how much hard work stands behind the preparation of such big and exacting events. If a festival is supposed to be successful and to have as big attendance as possible, it needs to be organized properly and well. One of the important parts in preparation of a music festival are definitely marketing communications.

I have chosen this topic because I am keen on visiting music festivals and I am the musician as well; I play the drums and I have already performed at many music festivals with my band, some of them are quite well known in the Czech Republic and I have to say I am very glad for this experience. I often enjoy it because I found the atmosphere at festivals much better than at single concerts. Nowadays I participate in organizing some minor festivals around my hometown Kroměříž and I would like to deal with it also in future, but in a larger scale, so I am very happy that I am allowed to write my thesis about marketing communications at music festival because I think many information which I am going to find out during my research will be definitely useful for me in future.

In the theoretical part I am going to write about music festivals in general, what their purpose is, and I will also mention some facts about the history of festivals. Then I am going to show how marketing communications work in general, what are the aspects of marketing communications and what marketing strategy would be the best in order to make something successful.

In the practical part I am going to apply my findings from the theoretical part into organizing music festival The Music Shock in Vyškov. I will deal with festival's genre, which is focused on a target group of people who is this festival organized for. I should not underestimate competition as well because nowadays there is already large number of music festivals taking place in the Czech Republic. This festival is quite new one and also thanks to well-considered marketing communications, the last year festival, which was called the Rock Shock, and took place in summer 2009, was successful.

In the conclusion of this bachelor thesis I am going to evaluate if the festival has a good position in the field of music festivals in the Czech Republic and process the analysis of the marketing communications from the perspective of festival's target groups. According my research, I am going to sum up the festival's marketing communications and if they are considered and planned well. Then, I am going to compare the promotional strategies of the Music Shock festival to other similar festivals.

I. THEORY

1 MUSIC FESTIVALS IN GENERAL

As “music festival“ we can call an event which usually lasts approximately for two or more days, takes place usually in summer and there is a number of music interprets performing there. Of course, there are many music styles and everybody has a different music taste, music festivals are usually focused on different genres. Except of music, the festivals offer many other attractions, for example vending machines, roller coasters, and other social activities.

Such kinds of events are very popular, especially among young people, due to many reasons. First, which is the biggest advantage as well, is the number of performing interprets. Most famous ones are called “headliners“, and visiting a music festival is the only possibility to see several most famous performers in a certain genre during a few days at one place. The other advantage is the entrance fee, which is almost the same or sometimes not much higher, than that for a single concert, where just one interpret is performing. Thanks to that it is very affordable for general public. Another advantage is the opportunity of meeting new people. As I mentioned above, a common music festival usually two or more days and there are many chances to find new friends, especially when the festival is focused on a single genre.

The main purpose of music festivals is to provide, or improve the cultural living in a certain area; some famous interprets would never perform in many smaller cities if the festivals have not organized there. It has definitely good consequences for the region because there are many people, from abroad as well, who are attending such event, so the town where the festival takes place may expect many tourists. The main aim of organizers is connected with it – to provide good, or unique program in order to attract as many people as possible – in other words, to make the festival successful.

2 WHAT IS MARKETING?

There are many conceptions of defining the word “marketing”, but we can say that primarily it involves sales. Other definitions say that marketing means “consisting of advertising or retailing activities”. Some people may relate it to market research, pricing, or product planning. While all these activities are part of marketing, it deals with more than just these individual elements. (Belch and Belch 2003)

The American Marketing Association, which represents the best marketing professionals in The United States of America and Canada, defines marketing as:

“the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals”. (Bennett 1995, 167)

Marketers need to recognize the interdependence of activities such as sales and promotion and the way how these activities can be combined in order to make an effective marketing and be successful, which means it has to deal with the competitors. (Belch and Belch 2003)

2.1 Needs and Wants

The most basic concept which underlines marketing is that about human needs – successful marketers try to understand to target market’s needs, wants and demands. (Kotler 2001)

Human needs are *“a powerful source of explanation of human behavior and social interaction. All individuals have needs that they strive to satisfy, either by using the system, ‘acting on the fringes,’ or acting as a reformist or revolutionary”.* (Unmet Human Needs 2003)

On the other hand, demands are *“wants for specific products backed by an ability to pay”.* (Kotler 2001, 6)

Needs are not made up by marketers. They are a basic part of the natural human make-up. If a need is not satisfied, a person will usually do one of these two things:

1. look for an object that will satisfy it, or
2. try to reduce the need

Many people in modern industrial societies may try to find or develop the ways how to satisfy their needs and desires. On the other hand, people from less developed societies usually try to reduce their needs and satisfy them by just the available things.

Human wants are the form which is taken by human needs as they are taken by individual personality and culture. For example, a hungry person in Bahrain may want for eating a vegetable eurry, mango chutney and lassi. A hungry person in Eindhoven may want some ham and cheese roll, salad and beer. A hungry person from Hong Kong would like to have a bowl of noodles, char siu pork and jasmine tea. These examples prove that wants describe objects that will satisfy needs. As a society evolves, the human wants expand. People are exposed to more things which would arouse their interest and desire – it means that producers try to offer as much want-satisfying products and services as possible.

People's needs are basic and narrow (for example food or shelter), but their wants are almost unlimited. However, their resources are still limited and due to this fact people try to choose products which would provide the most satisfaction for their money. When they are backed by a disability to pay – that is, buying power and people's wants become demands. Products are viewed by consumers as bundles of benefits and the products that give them the best bundle for their money are chosen by them. We can see it in this example: a Honda Civic is a type of car for basic transportation, low price and fuel economy. On the other hand – a Mercedes means much more than just an “economy car”. It means comfort, luxury and status. If we look at the wants and resources, people choose products which bring them the best satisfaction and the biggest benefits.

Outstanding marketing companies are trying to understand and learn about their costumers' needs, wants and demands, because all the customer clinics, consumer research and focus groups are conducted by them. They also analyze customer complaints, inquiry, service data and warranty. They try to offer the best satisfaction for the customers and because of that they train salespeople to be on the look-out for all the customer needs. They also observe customers who are using their products by interviewing them in order to find out their likes and dislikes. It proves that understanding customer needs, wants and demands in detail is very important and provides an answer for designing marketing strategies. (Kotler, Armstrong, Saunders and Wong 1999)

3 MARKETING MIX

Marketing mix refers to the set of tools which are used to influence sales. It is also called "the 4Ps concept" - product, price, place, and promotion. The basic purpose of marketing mix is to combine these four elements into marketing plan in order to create as effective marketing strategy as possible. (Kotler 2003)

The definition of marketing mix is:

“Marketing mix is a combination of the product itself, the price of the product, the place where it is made available, and the activities that introduce it to consumers that creates a desired response among a set of predefined consumers.” (Solomon, Marshall and Stuart 2008, 29)

The proper marketing mix is quite difficult to make. Marketers must have quite a lot information about the single issues and options which are involved in every element of this mix. They also have to be aware of how these elements should be combined in order to provide as much effective program as possible. They have to analyze the market properly through consumer research, and the results should be used to develop an overall marketing mix and marketing strategy.

One of the most important elements of the marketing mix is promotion, let's say the promotional variable. However, the promotional program has to be coordinated well with other marketing activities because it is irreplaceable part of viable marketing strategy. A company can spend large amount of money for many kinds of advertisements but if the advertising strategy is not well – considered, it may not bring the success although the sum of money spent for that would be very high. Of course, it depends on product quality, distribution to consumers and how the product is priced as well. Marketers have recognized that combining the elements of the marketing mix into an effective marketing strategy is really important. A lot of companies also recognize the need to include their various marketing communications such as public relations, sales promotion, media advertising, or direct marketing to achieve them more effective. (Belch and Belch 2003)

3.1 Product

We define product as “*something which is made or manufactured*”, or “*a manufactured item for sale*”. (Ivanovic and Collin 2003, 211)

Of course, many people would as a product imagine for example a pair of Adidas trainers, a Volvo truck, a Sony Ericsson mobile telephone or an Oasis concert. But “product” means much more than just tangible goods. We can say that product include all the physical objects, services, persons, places, organizations, ideas or mixes of such entities.

All services are products consisting of some activities, benefits or satisfactions that are offered for sale – for example haircuts, tax preparation or home repairs. Services are basically untouchable which means they do not result in the ownership of anything. (Kotler 1999)

3.2 Price

Price is defines as “*the assignment or value, or the amount the consumer must exchange to receive the offering or product*”. (Solomon, Marshall and Stuart 2008, 337)

Here we have to resolve a question how actually set the price. In history, prices were set by sellers and buyers who were bargaining with each other. Basically, sellers would ask for usually a higher price than buyers expected and buyers would offer less than sellers expected. In order both sides to be satisfied they had to resolve it and finally they arrived at an acceptable price through bargaining. Single buyers paid different prices for the same product – it depended on their bargaining skills and of course on their needs. (Kotler 1999)

3.3 Place

The term “place” refers to “*any way that the customer can obtain a product or receive a service*”. (Definition of the Marketing Mix)

This element deals with various methods of transporting and storing goods or products from manufacture to the customer. Companies try their products to be available for the customers and choosing the right method of distribution depends on many circumstances.

Some companies choose a strategy of selling products to wholesalers, who sell it to retailers while other companies prefer selling directly to retailers or customers. (Marketing Mix)

3.4 Promotion

Promotion is “*everything that is done to help sell a product or service in every step of the sales chain, from the presentation materials a sales person uses during a sales call to the television commercial or newspaper advertisement that tries to get the customer to think favorably about what is being advertised*”. (Hahn, Davis, Killian and Magill 2003, 9)

We can say that promotion includes all the aspects of communicating with customers. It consists of a number of tools which marketers use to propagate the product, they are also called as marketing communications, or promotional mix. All the aspects of this promotional mix need to be carefully planned and combined in order to bring the success. (Promotion)

The individual components of the promotional mix:

- *Advertising* (Kotler, Armstrong, Saunders and Wong 1999, 773)
- *Direct Marketing* (Belch and Belch, 18)
- *Internet marketing* (Belch and Belch, 20)
- *Sales Promotion* (Solomon, Marshall and Stuart 2008, 380)
- *Publicity* (Kurtz and Boone 2007, 540)
- *Public Relations* (Solomon, Marshall and Stuart 2008, 380)
- *Trade Fairs and Exhibitions* (Promotion)
- *Personal Selling* (Kotler, Armstrong, Saunders and Wong 1999, 773)
- *Merchandizing* (Introduction to Marketing Communications)
- *Packaging* (Introduction to Marketing Communications)
- *Branding* (Introduction to Marketing Communications)
- *Graphic Design* (How to Find a Graphic Designer? 2010)
- *Sponsorship* (Promotion)

Although sponsorship is viewed as promotional mix/marketing communications tool, many sources say it is a part of public relations as well. (How to Find a Graphic Designer? 2010)
The same situation is in case of publicity – some sources also view them as a part of public relations: “*The aspect of public relations that is most directly related to promoting a firm’s products is publicity.*” (Kurtz and Boone 2007, 540)

4 MARKETING COMMUNICATIONS

“A strategic business process that marketers use to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communication programs over time to targeted audiences.” (Solomon, Marshall and Stuart 2008, 376)

Marketing communications (also called the promotional mix) represents all the ways of communications with the market. In recent years, they have been rapidly changed because of developing of media such a TV, or the Internet, which gives marketers more possibilities how to deliver the message. (Kimmel, 2005)

During the 1980s, a lot of companies discovered the need for better strategic integration of their promotional tools – which means they started to develop the process of integrated marketing communications – it covers coordinating the different promotional elements and other marketing activities used for communications between the company and the customer. Marketers developed the concept of integrated marketing communications – they started to ask their advertising agencies to coordinate using different kinds of promotional tools rather than focusing just on media advertising. Many companies started to use other types of advertising agencies or promotional specialists as well in order to develop and implement different components of their promotional plans.

Because of the companies' requests for reorganizing their marketing strategies, a number of agencies responded to that by gaining PR, sales promotion and direct-marketing companies and propagating themselves as integrated marketing communications agencies that offer one-stop shopping for all their client's promotional needs. Some agencies started to work on these non-advertising areas to get control over the promotional programs and budgets of their clients. However, one important fact was recognized soon by the advertising industry; that the integrated marketing communications meant a lot more than just a fad. (Belch and Belch 2003)

Different sources can mention a different structure of marketing communications. If we take a look through a few of them, single elements from one source may sometimes vary from other ones. In this chapter, I included into marketing communications just the basic and the most important elements which I will use in practical part.

Actually, marketing communications may contain other components. Because of the fact that marketing communications is another term for promotion, I mentioned all the marketing communications tools in paragraph about promotion (page 15).

4.1 Advertising

Advertising is defined as “*the process of gaining the public’s attention through paid media announcements*”. (Cornelissen 2004, 182)

We can say that advertising everywhere around us. There are many forms of this marketing communications element, for example TV-spots, radio-spots, internet-banners, articles in magazines, billboards, etc. Advertising tries to persuade people to purchase a product or service. Advertising can be for example funny, boring, informative, or even annoying and in every case it says that there is something for sale. In general, this promotional tool is very expensive and that is why companies have to carefully decide which type of advertising is the best to use in order to realize their marketing aims. Some types are for example advertising on a product, which informs about a particular product, then company advertising, which propagates all the company/organization, or retail/local advertising, which tries to persuade consumers to buy in a particular shop/retailer. (Solomon, Marshall and Stuart 2008)

Advertising definitely belongs to the most important type of marketing communications. For example companies, whose products and services of which are targeted at mass consumer market would not be able to exist without advertising. Just for imagination – in The United States of America there are more than 200 companies from which each company spends over \$100 milion a year on advertising.

In general, there are many reasons why advertising is very important part for many marketers’ strategies, but the major advantage is that companies are able to communicate with really large audiences through this marketing communications tool. For example TV spots: an average 30-second spot which is broadcasted during prime-time at four major networks in US is watched by nearly 10 million households. The price for a thousand households is about \$14,27. (Belch and Belch 2003)

4.2 Direct Marketing

“Direct marketing is about focused, targeted communication with a customer to promote the purchase of a good or service.” (Thomas, Lewison, Hauser and Foley 2007, 6)

Direct marketing is the fastest-growing element of marketing communications and it covers many activities. Thanks to development of media, nowadays there is a number of ways of managing direct marketing. Some popular types are: (Solomon, Marshall and Stuart 2008)

- Catalogs – *“collections of products offered for sale in book form, usually consisting of product descriptions accompanied by photos of the items”*
- Direct mails – *“a brochures or pamphlets offering a specific good or service at one point in time”*
- Telemarketing – *“the use of the telephone to sell directly to consumers and business customers”*
- Direct-response TV – *“advertising on TV that seeks a direct response, including short commercials of less than two minutes, 30-minute or longer infomercials, and home shopping networks”*
- M-Commerce – *“promotional and other e-commerce activities transmitted over mobile phones and other mobile devices, such as personal digital assistants (PDAs)”* (Solomon, Marshall and Stuart 2008, 457 – 459)

Another important tool of direct marketing is obviously internet as well – Websites and e-mails offer many advantages and many possibilities of communication with customers. (Thomas, Lewison, Hauser and Foley, 2007)

Although direct marketing is very useful, not every companies use it, for example Tupperware, Discovery Toys or Amway, which do not use any other distribution channels. They are just relying on independent contractors to sell their products or services directly to consumers. Other companies, such as L.L. Bean, Lands’ End, and J. Crew have been very successful in using this type of marketing communication in selling their clothing products. Companies as Dell Computer and Gateway have experienced colossal growth in the computer industry by selling computers through direct marketing. (Belch and Belch 2003)

4.3 Internet Marketing

By the beginning of the new millennium basically all the marketing strategies, especially advertising and promotion, have been rapidly changed because of the new phenomenon – the Internet. Communications between companies and consumers has been still improving, because the Internet is becoming obvious in every household. This interactive medium allows users to perform a variety of functions, such as to receive and alter information and images, make inquiries, respond to questions and make purchases as well. (Belch and Belch 2003)

Marketing dictionary says a simple definition, that internet marketing is “*the marketing of products or services over the internet*”. (Ivanovic and Collin 2003, 145)

The Internet is not changing just the ways of companies’ marketing strategy, or promotion and advertising. It is also affecting their all marketing communications programs. All companies from all around the world have developed their websites in order to promote their products and services, they provide information about all their products and services and their potential customers may get almost all what they need to find out from that websites. They can also communicate with the company through them. It is an advertising medium as well which means that marketers prepare presentations and advertisements on their companies’ or organizations’ websites. The Internet is such a big medium that it can influence all the other elements of the marketing mix in a big way. In addition to advertising on the Web, marketers offer sales promotion incentives, for example coupons, contests, and sweepstakes online, and they use the Internet to direct public relations, personal selling, and direct marketing more effectively. (Belch and Belch 2003)

Nowadays the new internet phenomenon has been getting more and more popular and obvious, which is Facebook. It is a social network with more than 200 million active users and of course companies use it as well. It is very effective marketing medium for advertising and propagating. Facebook allows companies to deliver information about a product or service right to consumers from all around the world through their facebook-profiles with one big advantage – for free, this kind of promotion does not cost anything. (Dunay and Kreuger, 2010)

4.4 Sales Promotion

Sales promotion generally means “*short-term or temporary inducements, such as price cuts or two-for-one offers, designed to encourage consumers to use product or service*”. (Tench and Yeomans 2006, 418)

Sales promotion is the next variable in marketing communications, it is generally divided into two major categories: consumer-oriented and trade-oriented activities.

Consumer-oriented sales promotion is targeted to a companies’ costumer or ultimate user of companies’ service or product. It includes couponing, sampling, premiums, rebates, contests, sweepstakes and other point-of-purchase materials. These promotional tools try to encourage consumers to make an immediate purchase.

Trade-oriented sales promotion is targeted toward marketing intermediaries, for example wholesalers, distributors, and retailers. Promotional tools such as price deals, sales contests, promotional and merchandizing allowances, or trade shows are used to encourage the trade to stock and promote a company’s product or service. Sales promotion often means 60 to 70 percent of the promotional budget and that is why many companies have shifted the emphasis from advertising to sales promotion in their marketing strategy in recent years. There are more reasons why they have done so, but the main one is that sales promotion includes declining brand loyalty and also increase consumer’s sensitivity to promotional deals. Another major reason is because of retailers; they have become larger and stronger and that’s why companies want them to offer their product or services. (Belch and Belch 2003)

Sales promotion is a promotional mix tool similar to advertising – both are messages paid by a company trying to change consumer behavior or attitudes, but we have to distinguish between these two elements. Advertising includes carefully made advertising campaigns in order to create long-term positive feelings about a company, meanwhile sales promotion is focused on short-term objectives, for example an immediate boost in sales or the introduction of a new product. (Solomon, Marshall and Stuart 2008)

4.5 Publicity

Publicity is defined as a “*non-personal stimulation of demand for a good, service, place, idea, person, or organization by unpaid placement of significant news regarding the product in a print or broadcast medium.*” (Kurtz and Boone 2007, 540)

Publicity is a promotional element which involves consciously expanding messages through mass media (for example TV, radio, magazines, the internet). It is quite similar to advertising in fact that it brings some piece of information about the product/service to a mass audience. But unlike advertising, publicity is not paid by the company. The organizations or companies try to attempt media to bring a favorable story on their product, service, cause, or event to affect awareness, knowledge, opinions, or behavior. (Heath 2005)

The main advantage of publicity is that it brings credibility. If a potential customer can see some favorable article or information from about some product from a source he believes or from a source which belongs to his favorite one, it helps him in deciding to purchase the product or service in a positive way. (Kurtz and Boone 2007)

For example, the success of a new movie often depends on reviews by critics. A potential visitor of a cinema obviously does not know the movie, because it is brand new so he decides to read some reviews. If the reviews tell that the movie is good, there is nothing left to stop him from visiting the cinema and see that movie.

Because of the fact that publicity is not always under the companies' control, sometimes it can be unfavorable. Negative stories about a company or its product may have damaging consequences. For example, a few years ago negative stories about abdominal exercise machines, which appeared on ABC's 20/20 and NBC's "Dateline" newsmagazine TV shows. Before the stories appeared, there were about \$3 million machines sold every week, but after the negative stories aired, sales of the machines dropped immediately and a few months later they completely disappeared from the market. (Belch and Belch 2003)

4.6 Public Relations

There is no universally agreed definition of this important part of marketing communications. Since 20th century, many definitions have been developing, but basically all of them highlight the fact: (Tench and Yeomans 2006)

“public relations is managing communication in order to build good relationships and mutual understanding between an organization and its most important audiences“.
(Tench and Yeomans 2006, 5)

Although some sources say that publicity is the element of public relations, we need to distinguish the difference between these two promotional tools, although they are very similar. In case of public relations, a company systematically plans and distributes information in order to control and manage its image. It usually has a broader objective than publicity, whose main aim is to establish and develop a positive image of the company.

Public relations uses except publicity also other tools, for example special publications, participation in community activities, fund-raising, sponsorship of special events, and many other public activities. (Belch and Belch 2003)

Public relations is very important element if a positive image of a company was broken through publicity (because in case of publicity companies cannot control information brought to media). If they are well-made, they can stave off disaster. For example, a few years ago in a case of PepsiCo company. We could hear information that in the cans of the DietPepsi grouting points were found. It is definitely discreditable information for the company which could have bad consequences, but managers in the company hired a crisis-team of marketers to react on this information. They prepared a short video showing all the process of getting this drink into the cans to show that it's impossible for any unwanted object to get there and started to broadcast it. A few days later, this accusation was showed as a false and because of this well-prepared reaction marketers preceded the disaster. (Solomon, Marshall and Stuart 2008)

4.7 Sponsorship

“Sponsorship is the totality of market-oriented decision processes about the provision of money, services, know-how or in-kind support of corporations or organizations to individuals, groups of institutions from the area of sport, culture, charity, ecology, education or broadcasting, in order to achieve specified corporate communication goals via the commercial and psychological potential associated with this activity.” (Tench and Yeomans 2006, 525)

If a company decides to sponsor some event or activity, there are usually two things which it purchases: first – access to the activity’s audience and then – the image associated with the activity. Sponsorships usually covers advertising which includes prints and broadcast advertisements, direct mail and sales promotion, publicity in the way of media coverage of the event, and personal selling at this event. It also involves relationship marketing, bringing together the event, its participants, the sponsoring companies, and their channel members and major customers.

Many people may consider sponsorship and advertising as the same, but it’s important to distinguish between these different elements. Marketers have to control the quality and the quantity as well when they advertise. On the other hand, sponsors must control the signs to present their messages. Next difference is the style of the message. While advertisement allows the marketer to create any kind of advertisement (it can be an individual message containing an introduction, a theme, and the conclusion), sponsorship is just a mute and nonverbal medium when the message is delivered in audience’s associations with sponsor’s activity. (Kurtz and Boone 2007)

II. ANALYSIS

4 ANALYSIS OF THE MUSIC SHOCK FESTIVAL

The Music Shock Festival takes place 13th - 15th August in Vyškov's airport. It is an open-air event, which takes three days and last year the festival's name was the Rock Shock, because it was oriented mainly towards the rock music. Although it was the first year of the festival, the fact is it was successful. Many famous Czech and Slovak interprets, for example Chinaski, David Koller with the band, Support Lesbiens, Gark Gamballe, or Vladimír Mišík performed here.

The attendance was about five thousand visitors. The main promoter of the festival, Pavla Hanáková, says, that they expected between five and seven thousand people and they are happy the festival broke the bottom border of their expectations. Although the earnings were not so high, Pavla Hanáková also says it was not the main purpose of organizing this festival – to make as high earnings as possible. The main purpose was to get the position and experiences for promoting the next years of this festival.

This year, organizers and promoters of the festival decided to change the target group and to make the festival oriented towards more music genres – to make mainstream festival, instead of rock festival. Of course, it does not mean that the rock genre will disappear from the Music Shock 2010, but in addition to that people will have a chance to see many promoters from other different genres, for example hip-hop, pop, ska, drum'n'bass and metal. Just for information, this year, music interprets such as Anna K., Kryštof, No Name, or Mňága a Žďorp are going to perform here.

Consequently, many marketing strategies have been changing, for example, as I said – the name of the festival, then the festival's logo, or the advertising strategies. Apart from that, organizing of Music Shock 2010 is going to be simpler in many ways, because thanks to last year's Rock Shock organizers and promoters are more experienced in this field. They know which strategies are better to use, which they should use and which they should not.

As I said, one of the most important change this year is design of the festival's logo. Last year the logo showed that the festival was oriented mainly towards the rock music – there were especially black and grey colours, and in the middle of the logo there were guitar, drum and drumsticks illustrated. This year, the festival's logo is changed rapidly. Instead of black and grey colours, there is a spectrum of light colours (for example blue, yellow, or red) used in order to express that this year the festival is going to be multi-genre and mainstream.

Another change in design of the logo deals with the picture. Instead of guitars, drumstick and drum, there is a coloured fly, which has become the festival's symbol as well. This coloured fly also expresses the multi-genreness of the festival.

Another change is tendency to save money. The budget for the Rock Shock festival last year was about 13,5 million CZK, this year, promoters try to reduce this sum. They are planning with approximately 10 million CZK.

The Music Shock festival is organized by the Entertainment Industry s.r.o. It is an agency found by Pavla Hanáková with companions for the purpose of organizing this music festival. Pavla Hanáková is the co-owner and agent of that company.

For writing this analysis I result from the information gathered by interviews with Pavla Hanáková and from the official website of the festival – www.music-shock.cz.



Figure 1: the logo of the festival

5 MARKETING STRATEGY OF THE FESTIVAL

5.1 Target Group

As I said, the festival's aim this year is to captivate as many people as possible. If we talk about music-genre, last year it was promoted particularly for rock-music fans, because the festival was oriented to rock music. Of course, there were three little stages for techno and hip-hop music fans, but they were just supporting stages. Two main stages were directly about rock and pop-rock music interprets.

The visitors' age is highly connected with the festival's genre. Rock music is popular among older men, motobikers, etc. Of course, there are rock fans among young people as well. But many people who are not interested in music at all think that "rockers" are undisciplined people, who make noise and mess and places where the rock music is played are dangerous, or messy, and this is one of the reason why promoters want to make this year of the festival mainstream in order to captivate more people interested in more music genres, not just rock-music fans.

Organizers want not just young people, but also older generations, or mothers with children to visit this festival. This is very important step forward how to attract more people; make the festival more open to practically everyone. This year, everyone will able to find his "cup of tea" because as I said before, it is going to be multi-genre festival.

If we consider the age of target group of visitors to Music Shock, we can say that it is practically unlimited, but the main target group are people aged from 16 to 55 years. Thanks to the change of the festival's face, and because of the fact it is not designed particularly for rock- music fans, we can expect visitors of any age this year. Because it is multi-genre, it is multi-age event as well.

5.2 Competition

If someone decides to organize or promote any event, he definitely has to consider the competition. He has to know which similar events take place in festival's location or which events are organized at the time where the event takes place. And this is also the reason why promoters decided to change the festival's face.

There are many similar events in location of the festival. If we talk about such a big event, we can consider practically all the Moravia as the place for exploring the competition, because in the region of Vyškov there is no similar festival. But if we look a little bit further, we could find many other festivals similar to Rock Shock. For example, Masters of Rock festival in Vizovice. It is event with a big tradition, which has been taking place already for eight years. It is just a rock-music oriented festival but it is very successful every year, mainly because of world's famous interprets in rock and metal music. As another big competitor for Rock Shock we could consider Brutal Assault festival in Jaroměř. It is the famous festival with a big tradition as well although it is oriented towards hard-hard rock and metal music. Organizers and promoters of Rock Shock has found out that the best way how to eliminate such as strong competitors like Masters of Rock, or Brutal Assault, is to change the festival's design.

Of course, although this year the festival's face and name has been changed and made as multi-genre, it does not mean that it do not have to be aware of competitors. Festivals like Colours of Ostrava, Slavkov, or Hrachovka would be very strong competitors, because these events are multi-genre as well, but as a consequence of global financial crisis, some of them are not going to take place this summer, for example Hrachovka festival, Slavkov festival, or Picnick festival. Because of this fact, we can say there is large number of competitors that the Music Shock will not have to deal with this summer. But there is still for example the Colours of Ostrava, or Pohoda festival in Slovakia, which are also very successful and popular multi-genre festivals.

6 MARKETING MIX OF THE FESTIVAL

6.1 Product

We can consider music festival as a service. It is a service whose main purpose is to entertain people, to create a good feeling about the event and keep as good as possible experience from visiting the festival in visitors' minds. The basic instruments for realizing these purposes are mainly the performing bands, which are the main attractions for satisfying the visitors. Then, all the atmosphere of the festival should be comfortable and good in order to make the visitors satisfied.

6.2 Price

The price for visiting this festival depends on when consumer buys it. Single prices are mentioned in "Sales Promotion" chapter. It is important to set the price not too high, because one of the main aims of the festival is to attract as many people as possible, but promoters also should not set the price too low, because such a big event has high expenses. Of course, we cannot expect that all of these expenses cover incomes from entrance money. There are other incomes, especially from sponsors.

6.3 Place

In theoretical part, I noticed that the place means any way how to transport goods from company to customer. But if we talk about music festival, this term refers to a place where it takes place. Organizers and promoters chose Vyškov's airport for this event – they had many reasons for this decision. First – it is an airport so there are no problems with large number of visitors or with setting big music stages. Second – it is in a location where no similar event takes place in a close surrounding. Then, it's near the D1 highway which connects four big cities – Brno, Olomouc, Ostrava and Wien, so people going around Vyškov in this highway can simply let know about this festival. And last reason which promoters considered last year when they was organizing Rock Shock is the fact that it is in Moravia, where the rock music is very popular compared to Bohemia or Slovakia, where the most popular genres are techno music and dance music.

Although this year the festival is not going to be rock-designed, people are still used to visit multi-genre festivals so organizers do not have to be aware of a little attendance by this reason.

6.4 Promotion

Promotion, let's say the promotional mix, covers all the ways how to attract people to visit this festival. As I mentioned in theoretical part, the elements of promotion are called marketing communications, so I am going to analyze all the promotional mix tools in chapter about marketing communications.

7 MARKETING COMMUNICATIONS OF THE FESTIVAL

7.1 Advertising

Advertising is a very important part of the promotional mix and every company uses it. In case of music festival the situation is the same. From the target group point of view, advertising is addressed to complete festival's target group, because this marketing communication tries to attract people of any age. Promoters of the Music Shock festival use many forms of advertising so let us look at them.

7.1.1 Posters

Posters are one of the most important parts of event-advertising. It does not matter how big the event/concert/festival is. Every time when an event takes place, we can get to know about it from the posters which are placed at many places, for example notice-boards, public places, fences, walls, bus-stops, etc. The reason why posters are used so much is the fact that not everyone listens to the radio, which is an important advertising tool as well, or visits the websites or Facebook, about which I am going to write in the part about internet marketing.

Promoters of the Music Shock festival use two types of posters. First – large, good-looking and color posters, where the logo and list of interprets are presented. Their printing is very expensive, it costs 10 – 15,- CZK for one poster and placing them to public areas costs about 5 – 7,- CZK for one poster (depends on the number of posters printed). Because of this unfavorable fact, promoters need to carefully think the places where these posters should be placed. They have to consider how many people might see the poster at a certain place and then they have to count on weather as well. There are many factors that could damage or destroy such posters, for example rain, wind, or just drunk people going around and that is why promoters decided to place these posters to buildings or sheltered places – indoor places.

Another fact which is very important is time of placing. It is useless to post them just a few days before the festival starts as there would not be a big probability that many people could see them. On the other hand, it is also useless to place them too long before.

Promoters of the Music Shock festival decided that the right time for placing this kind of posters is about three months before the festival starts.

Then, there is another type of posters. They are not so large and they are just black-and-white. The character of these posters is generally informative and their manufacturing is not so expensive. Because of that, promoters are not limited by their price so much and they can place them to places where there is a bigger probability they will be destroyed – to outdoor places. The number of such posters is larger as well. They are placed more often because they are often destroyed by something or somebody. The right time for posting these posters is since there is one month left before this event.

Just for information, promoters invested about 300.000,- CZK in posters last year, but they are going to reduce this sum this year thanks to one new important internet phenomenon, which is a very effective advertising medium – Facebook.

7.1.2 Radio Stations

Another important advertising medium is radio stations. Advertising spots are listened by a large number of people which means this kind of advertising has a big effect. Of course, the price for the spots is high as well and promoters need to think in which radio stations and how often the spots will be broadcasted. Production of one spot costs about 2.000 – 5.000 CZK, it depends on the length and daytime when the spot is broadcasted. Last year, promoters invested about 300.000,- CZK in radio advertising.

7.1.3 Barter Advertising

Another type which promoters of the Music Shock festival use is the barter advertising, or bartering. It is the form which is not paid directly by money, but by advantages or services. Organizers of this festival prefer using barter advertising as it can save a large sum of money. Companies or organizations which would like to be a partners of this festival give the promoters some goods or service and festival propagates this company for that. On the other hand, festival's promoters give some free tickets or other services the donor company and the company propagates the festival.

For example, the advertising company Reda a.s. makes and gives to festival's promoters propagating materials – buttons with the festival's logo for 59.000,- CZK and festival propagates this company. Then, Reda propagates this festival for getting 50 free tickets from the promoters.

7.1.4 Internet Advertising

The main internet advertising medium is the festival's official website, which is www.music-shock.cz and festival's Facebook profile. Everyone can find all the information about the festival. I am going to tell more about such advertising forms in the “Internet Marketing” chapter.

Another form of internet advertising is made through bartering. The official festival's website has attendance about 1.000 people a day, which means it is a good way how to propagate any festival's partners. For example web magazine oblibeny.cz propagates Music Shock festival on its website and on the other hand, this magazine is propagated on festival's website as its partner.

7.2 Direct Marketing

Although we talk about the music festival, which takes place just once in a year, it uses direct marketing as well.

We can say that direct marketing covers all the activities, the purpose of which is to attract people to visit the festival, done by the promoters before the festival starts. The most important one is definitely arranging line-up, which means inviting bands to perform there. This is very complicated activity because famous bands are very expensive and promoters need to think carefully which bands to invite. Of course, performing bands are the main issue of the festival and it is also the biggest attraction for consumers.

In connection with that, as another part of direct marketing we can consider actualization and putting new information on the internet. This way people can get to know the news about the event, such as newly confirmed performing bands, then making interviews with the promoters of the festivals, or the performing interprets at radio-stations, press, and other media.

If we look at this promotional tool from the target group perspective, it is addressed to people of any age as well, as in case of advertising, because these activities of preparing this music festival influences all potential visitors, it does not matter how old are they.

Preparation and organization of the festival take whole year before the festival starts. During this time, organizers and promoters constantly publish new information about the festival, and do many other activities which should attract people all the time.

7.3 Internet Marketing

This marketing communication is becoming one of the most important promotional tool. Every marketer realizes a fact that nowadays, the Internet connection is in almost every household and the promoters of the Music Shock festival know it as well.

Last year, the main internet medium was the festival's official website. Everyone could read all the information about the festival and the festival's partners, purchase the tickets, and discuss or post their opinions there. But this year, the official website, www.music-shock.cz, has just an informational character, because of the new internet phenomenon, which is Facebook.

Facebook is a social network with more than two million users within the Czech Republic, which makes it a very useful advertising and promotional medium. Anyone, it does not matter if he or she is a single user, or company, can sign up to this social network and it has many advantages. First – it is for free. This year, promoters of the festival save a large sum of money for advertising thanks to Facebook. At the festival's Facebook profile, there are all the information from the official website and users, who sign as subscribers of this event's profile, can read every new information on their profiles which means they do not have to visit the festival's website and promoters do not have to pay anything for this kind of promotion. In the case of the official website, there is a need to pay for development, graphic design, and webmaster.

Another advantage is that Facebook is not too anonymous and that is the reason why promoters decided to place discussions on Facebook instead of official website. Last year, when such discussions were there, some people, signed as some anonymous users, posted vulgar, or ineligible opinions there. Fortunately, Facebook has changed it because almost every user has his or her name, photo and some information about him or her written down on his/her profile, which means that the discussions are not so anonymous anymore.

This marketing communication is made for especially younger people, because they use internet and Facebook every day in general. It proves the “addiction” on social networks of young people. Older generations do not use internet in such a big way as young people.

7.4 Sales Promotion

Sales promotion is in the case of promoting music festival an important promotional tool as well. Price for the ticket is very important factor for consumers and because of that promoters have strategies how to encourage consumers to buy that ticket.

Sales promotion is addressed to younger people as well, because major part of them are students, or without a job, which means that the price for the ticket is one of the important facts in decision of visiting the festival.

The final price for the ticket depends on when, and where consumer purchases it. For people, who buy it at the date when the festival starts on the festival's place, the price is set at 1100,- CZK per one ticket. But there is also a possibility to purchase it in an advance sale, which means before the festival starts. The lowest price in the advance sale is 850,- CZK for all the three days of the festival. Students can also purchase the tickets for lower prices.

The advance sale is limited by a certain date , it means that the price is not the same for all the time of selling the tickets. At the end of every month the tickets are a little bit more expensive, but finally, the price is never higher than 1100,- CZK per one ticket, which is the highest possible price.

Following table shows how the prices increase in certain months:

Table 1: changes of the price

	Standard price	Student's price
Until the end of May	850,- CZK	650,- CZK
Until the end of June	900,- CZK	700,- CZK
Until the end of July	950,- CZK	750,- CZK
Until the festival starts	1000,- CZK	800,- CZK
At the festival	1100,- CZK	900,- CZK

There was an advantage of buying tickets until 30th April. Consumers had a chance of buying three tickets for the price of the two. It was very useful for people who are planning to visit the festival in a group of more people.

If some consumers decide to visit the festival just for one day, they can buy an one-day ticket, which costs 590,- CZK.

Young people under the age of 16 can take the advantage of the price of 390,- CZK for Sunday, which is the last day of the festival.

People who are not taller than 130 cm and wheelchair bounds have access to the festival completely for free.

The tickets can be purchased at the official festival's websites, then, throughout the Ticketstream company, which is the official distributor of the tickets. Another places for buying them are retailing places of Čedok and FIRO-tour travel agencies, Kanzelsberger bookstores and at našeadresa.cz coffee bars.

People who prefer internet-shopping can take the advantage of purchasing the ticket at the official website, as I said before, or there is another way; to use an E – Ticket, when consumer can just pay the price by the credit card and print the bill, which finally serves as the ticket during the entrance to the festival.

7.5 Publicity

Publicity is very important promotional tool which influences a large number of consumers in purchasing the tickets. Last year, the situation for the festival Rock Shock was more difficult because it was the first year and no visitor knew any information about the festival from previous years.

This year, the situation is better. People already know the Rock Shock festival and many music magazines, for example Musiczone.cz, evaluate this festival as very successful and they mention the fact that the festival was better than everyone had expected. Such reviews really help the promoters, and such kind of publicity really realizes the task of non-paid advertising.

Another fact, which helps the festival this year, is that the festival is supported by the Vyškov Municipal Authorities. This is very important because such patronage gives seriousness to this event. Not every similar festival has this advantage. It can influence a big part of target groups, because as I said in the analysis of the festival, this year the festival is going to be multi-genre and mainstream and promoters want not just young people, but all the families with children and people who are not interested in music at all to visit the festival and experience a good weekend in the festival.

The patronage of the Vyškov Municipal Authorities makes many people sure that this festival is really serious and it is not a kind of underground, or dicey event, such as CzechTek, or similar, which they would be afraid to visit.

The same situation is in a case of partners. They can be sure that they support or propagate a serious event.

This marketing communication is addressed especially to older people, or people who have families. Young people usually know the fact that at some festivals there may appear some unfavourable things, meanwhile the older generations prefer some guarantee, or seriousness, in order to encourage them to visit the festival.

We can say that publicity itself is the result of Public Relations, which I am going to describe in the next chapter. Promoters and organizers cannot influence publicity, because it is the result of experiences of all the subjects connected with the festival. On the other hand, Public Relations are directed by them and that is why promoters try to build and keep as good public relations as possible.

7.6 Public Relations

As I said in the previous chapter, building good public relations brings good credibility and publicity. Promoters of the festival try to build good relationships with all segments which they communicate with, it includes partners or sponsors, consumers, performing bands and medias. They also try to make this festival as good as possible in every way, in order to create and develop a good reputation and image of this event, which helps to build a strong position among the competitors and make the festival more and more successful for the next years.

As the result of Public Relations we can consider the partners of the festival as well, because without good relationships between the festival and its partners the partnership could not be reached. About festival's partners I am going to write in the next chapter, Sponsorship.

For example, promoters need to keep in touch and build good public relations with journalists and reporters. This year, promoters do not invest money in press – advertising. All the information or articles about the festival, which appear in a press or web-magazines, are taken from the database of the Czech News Agency. This agency is the place where all the information about every event or happening are being collected and media can take any information from this database and publish it. Press-manager of the Music Shock festival sends each new piece of information to this agency, in order to get the information available for every medium, which is very important.

But there is a large number of media and the Czech Republic and the Czech News Agency contain a huge amount of new information every day and that is the reason why for promoters is so important to keep in touch with journalists in order to keep information or news about the festival published.

Promoters have a list of approximately 200 media, which pick the news about the festival regularly and publish them. Logically, the biggest interest is by media which operate in the region of the festival, which is the Vyškov region, for example the Vyškov TV station Výmik, or regional press. It is in the competence of the Vltava – Labe Press, which is the association of regional press in the Czech Republic. It is important to have good relationships with journalists from the Vltava – Labe Press, because sometimes there is a menace of changing some information and because of that some disinformation may be published.

This element of the promotional tool is specified all the festival's target group. As I said, promoters try to have good relationships with all segments of this festival, which includes its visitors as well.

7.7 Sponsorship

This kind of event would not exist without the companies' support. The promoters realize it and that is why they need to have good public relations in order to attract as many partners as possible. The festival propagates each of the partners he is cooperating with.

If we try to specify the target group for this marketing communication, sponsorship deals with all the festival's target groups. Festival's partners could be of any age.

As partners, the festival does not choose more companies from one field, which are competitors. There is just one partner from each field, for example from building industry, catering, or printing industry. The festival's promoters decide which company they choose as a partner according the advantages, or requirements the companies offer.

The media partner for this event is the Rockmax radio station. It propagates this festival by advertising spots during the broadcasting and on the other hand, the Music Shock propagates this radio station. Promoters are also negotiating with other media partners – the Hey radio station and the Beat radio station. Although I said that the festival chooses just one partner from each field, in case of radio stations the situation is different. The Rockmax radio is not competitor of the Beat radio and Hey radio, because these radio stations broadcast in different locations. The Rockmax radio covers mainly Zlín region, while the Beat and Hey radio stations cover Brno region. The second two stations are competitors and promoters have not decided which they would choose as the second media partner so far.

Another confirmed media partner festival is the Óčko television. It supports the Music Shock by advertising and broadcasting reportages from the festival.

Other partners of the Music Shock festivals are companies or organizations, which gives the festival financial, or material support. One of the biggest festival's supporters is the Plzeňský Prazdroj, a.s. It gives a material support, such as beer tents and other equipment for distributing beer. The price for hiring the one beer tent for three days is about 250.000,- CZK per one tent, but thanks to sponsorship agreement, promoters do not have to pay this price. This cooperation, and cooperation with other partners as well, work on bartering. It means that festival gives, except propagating, some other advantages to the company, for example free tickets.

Here is the list of all the festival's partners, which sponsor the festival by giving material or financial support, which have been confirmed so far:

- Plzeňský Prazdroj a.s.
- Rental Pro s.r.o.
- Marty's s.r.o.
- Speedy JT s.r.o.
- Rockmax radio
- Vevyskove.cz
- Info-vyskov.cz
- Info-blansko.cz
- Oblibeny.cz
- Raining Service s.r.o.
- Staeg s.r.o.
- STOCK Plzeň Božkov s.r.o.
- Fontana Watercoolers s.r.o.
- Kusák s.r.o.
- JDDrinks s.r.o.
- Reda a.s.
- PM Lingua s.r.o.
- Level B production s.r.o.
- AC Vyškov s.r.o.
- Aeroklub Vyškov

8 COMPARING THE MUSIC SHOCK FESTIVAL TO OTHER FESTIVALS

As the examples of other similar multi-genre music festivals, with the same target groups, which are the Music Shock's competitors as well, are for example the Colours of Ostrava, or the Bažant Pohoda festival in Trenčín in Slovakia. I am going to compare some aspects of marketing communications of the Music Shock festival to these two events. I come from the interviews with Pavla Hanáková and from internal materials of these two music festivals.

In case of the Bažant Pohoda festival, all the aspects of marketing communications are made by much larger measure. It is because of the fact that this festival is much bigger and takes place for more years, than the Music Shock festival. One of the biggest ambitions of the Music Shock's promoters is to make this event as most similar to the Bažant Pohoda festival as possible. Of course, it is impossible to achieve it immediately, because the Bažant Pohoda is the biggest Slovak festival and it has been taking place since 1997, whilst the Music Shock is being organized for the second time this year. An average attendance of this festival is approximately 30.000 people.

Because of these reasons, this festival is sponsored by more partners, it means the budget of is much larger, which brings many differences. There are more performing bands and some of them belong to the world's famous ones in particular genres. There are more genres as well, for example world music, or classical music. The number of stages is also bigger, there are five music stages, two stages for theatrical performances, dance, workshops, projections of movies, or discussion and there is even a park with attractions for children.

Advertising campaigns and reportages about this event appear in larger number and better known medias, for example at STV Television or JOJ Television. With advertising there are connected the internet strategies of propagation. For example, the festival's official website is more extensive, but the informational character is practically the same.

The price for the tickets is approximately about 30 percent higher, which is not very big difference and there are more places where to purchase them. As a disadvantage compared to the Music Shock festival I consider that there is not a possibility to buy a ticket as E – Ticket.

If we talk about promoting materials of the Bažant Pohoda festival, there are many kinds of t-shirts and accessories, such as buttons, pants, or key-pouches with the logo of the festival to buy. In case of the Music Shock, the only one propagating material is the festival's button so far.

The other festival similar to the Music Shock is the Colours of Ostrava. This event has been taking place since 2002 and it takes four days. There are 11 stages for music performance, theatrical performance, dance, movie projections, or workshops. The average attendance of this festival is about 25.000 people.

Compared to the Music Shock, the situation is practically the same in all aspects as in case of the Bažant Pohoda, because the Colours of Ostrava has built a big publicity and tradition during nine years. For example, as the biggest success of this festival we can consider winning the Academy of the Popular Music – “Anděl” price for the best music events in 2005 and 2006, or winning the price for the best festival of the year in 2004, 2005, and 2006 of the Acropolis Live Music Awards.

Logically, the financial budget is obviously higher, the festival has more sponsors and because of this fact, it can afford managing the promotional strategies in more extensive way. The festival's official website, is more extensive as well, there is a “Colours of Ostrava TV”, which broadcasts some of the performing interprets, which are going to appear, or have appeared at this festival.

The price for the ticket is approximately about 40 percent higher than the ticket of the Music Shock. There are fewer selling places, just the festival's website, the Ticketpro company and the Oriental shop. This could be a disadvantage for some people. As in case of the Bažant Pohoda festival, there is not a possibility to purchase the E - Ticket as well.

9 MARKETING COMMUNICATION'S TARGET GROUPS

If we talk about the target groups, here is a table of single elements of the festival's marketing communications, assigned to the certain target groups:

Table 2: marketing communications with the target groups

	16 - 20	20 - 30	30 - 40	40 - 50	50 - 55
Advertising					
Direct Marketing					
Internet Marketing					
Sales Promotion					
Publicity					
Public Relations					
Sponsorship					

CONCLUSION

The main aim of this bachelor thesis was to analyze the marketing communications at the Music Shock festival.

Promotion, or marketing communications, is the most important part of the marketing mix. It influences whether the festival is successful, or not. I would evaluate the festival's marketing communications as well-processed. Considering the fact, that this year the festival will take place for the second time, I should not be much critical. Instead of it, I would like to compliment and express a big respect to the promoters. The fact, that the festival was visited by about 5.000 people last year and the event was oriented mainly towards rock-genre, shows that promoters are capable to organize such a big event and they definitely built the strong position for the next years. We can say that they have found the gap in the market this year, because they have just a little number of competitors, there are not many similar mainstream festivals in the Czech Republic.

Of course, there are many aspects to improve. For example, comparing to the Bažant Pohoda festival, I would recommend the promoters of the Music Shock festival to distribute more propagating materials, such as t-shirts, or other accessories. I think it is the important part of promotion, if we talk about these kinds of events which take place just once during a year. Then, I would improve the official festival's website. Although the fact is that the informational character of that website about the festival is sufficient, I would at least divide the performing interprets into a days when they are going to perform. If promoters decide to distribute more propagating materials with the festival's logo, it is definitely important to create an E-shop and sell them at the website, or other distributing places, which festival uses for distributing the tickets as well.

Because of the fact that the festival's target group is quite wide (people aged from 16 to 55 years), I would recommend promoters to offer more music genres, for example classic music, or world music. Then, I would prepare some places or stages not just for performing music, but also for projections of movies, or dancing. These would make the festival more multicultural and mainstream. We can see both of these recommendations at either the Bažant Pohoda festival or the Colours of Ostrava and I would say that it really helps to attract more consumers.

The last and the most important recommendation I would give the promoters, is to endure and do not give up organizing such music festival. All similar music festivals are successful because of the fact that they have built tradition, good reputation, and publicity, which bring them more and more partners and because of that the festivals can afford to be bigger and in connection with that, to be more successful.

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