BSc. in Business Administration

A Comparison of Traditional and Digital Mediums’ Effect on Reach and Purchase Intention

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Abstract

The use of digital media marketing has been increasing rapidly with technological advances and marketers today are searching for new ways to reach their consumers and increase purchase intention. Digital media marketing can be described as the component of marketing that utilizes the internet and other online digital techniques and technology, i.e. computers, smartphones as well as other digital media such as social media platforms to promote products and services. The primary purpose of the study is to investigate whether digital media marketing is proving to be more effective in reaching consumers and increasing purchase intention rather than traditional media marketing. Traditional media marketing is defined as the use of any offline media to communicate with consumers, such as television, print media and billboards. This communication between marketers and consumers is observed from the marketers perspective however the behavior of consumers can not be ignored. This research paper is built on information from interviews conducted by the researchers and information from scholarly articles, books and studies. Interview with the marketing head at Origo demonstrated that a significant increase had happened at the company in the use of digital media marketing, minimizing the use of traditional marketing. He could see the company stopping using traditional marketing in the near future. Interviewee 2, the head of marketing at Elko, felt that a combination of the two marketing ways, digital and traditional, was the best fit. This was the same opinion the marketing heads at Hagkaup and Icelandair believed was most effective according to interviews 3 and 4. The interviews are supposed to shed light on and how Icelandic companies are allocating their marketing budget when looking at digital media marketing versus traditional marketing.

Keywords: marketing communications, advertising, digital mediums, traditional mediums, reach, purchase intentions, consumer behavior
1. Introduction

The rapid development in the digital environment has had its effects on many industries, including marketing. Some marketers have stated that traditional marketing efforts are on their deathbed due to rapid technological changes. According to Oprena and Vinerean (2015) traditional marketing has lost its effectiveness and Bill Lee (2012) stated that buyers today do not pay any attention to traditional marketing efforts, instead consumers are finding information on their own, using the internet, word of mouth and online customer reviews. Millennials and younger generations are influenced by different approaches than older generations. The older generations were adults by the time the internet came to be what it has become, and therefore millennials are more likely to trust the internet, whereas older generations might find that hard compared to other sources of information (Nielsen, 2015). This is the other way around regarding traditional marketing where millennials are not responding in the same way as the older generations to that type of marketing and are proving to be more invested in word of mouth marketing and online marketing. Their spending power is increasing each year, and it is crucial that companies find ways to reach this generation. Since the arrival of this generation, marketers have had to rethink their marketing strategies to better fit the needs of this generation as well as younger generations.

Digital marketing is becoming a more effective manner of communicating with people born after 1980, but it has to be done right. If companies use digital marketing that irritates the consumers, it can have a negative effect on people, and they might perceive the companies in a more negative manner, causing a negative brand awareness (Katz, 2010). Making purchases online has never been more convenient, and because of that, it has never been easier to transition people from thinking about purchasing into becoming purchasing customers. The increase in purchase online has never been more rapid as in the year 2020, and that is mainly due to the coronavirus pandemic. It has been more convenient and safer and, in some places, the only option in making purchases. Because of this, companies have had to up their digital game but also be careful in what they put out in digital form such as advertisements and so on (“Allt að 400% aukning”,2020; “Faraldrinum fylgja”,2020).

Marketers are joining millennials online more and more and are trying to find effective ways to communicate with them. Having a good relationship with this generation and following generations is the key to gaining or maintaining a competitive advantage and a longer future for all companies (Smith, 2012). This means keeping up with technological
advancements since much of the conversation between the customer and the company in present times happens online (Visconti, 2020).

Digital channels are becoming more popular to use in marketing, and now marketers wonder if they are possibly delivering better results than traditional channels when it comes to reaching the consumers and increasing purchase intentions. This will be examined in this thesis. Purchase intentions can be defined as an individual’s conscious plan to purchase a specific brand (Spears & Singh, 2004). Understanding consumers’ purchase intentions is of great importance since it relates to consumers’ behavior, perception and attitude, and can, therefore, be used to predict the buying behavior of an individual (Ghosh, 1990; Morwitz & Schmittlein, 1992).

When looking at new research points for other countries than Iceland, everything points to the fact that Chief Marketing Officers (CMO’s) are merely using 21% of their marketing budget on traditional advertising. It also suggests that 25% of the budget is being used on digital marketing, including PPC, SEO, and email marketing. Marketers are, however, still using traditional marketing in conjunction with digital media marketing, which is also being done in Iceland (Pemberton, 2018; Statistics Iceland, 2020). This will be examined in this thesis and whether there has been an increase in the usage of digital mediums in the past years as well.

1.1 Objectives

The research question of this thesis is:

- Are digital media channels doing better than traditional channels in reaching consumers and increasing their purchase intention?

To be able to answer the research question, researchers must seek the answers to other questions that relate to the main question. Therefore, there is a need for examination of the following:

1. How are Icelandic companies reaching their customers in present times?
2. What is the current behavior of consumers when it comes to traditional and digital media channels?
3. Has there been a steady evolution in the past years of these channels?

To answer the first sub-question, interviews were conducted that were supposed to give an idea of what companies in Iceland are doing to reach their customers. To answer the second
question, the marketing heads being interviewed were asked about their choice of marketing and how the two different kinds, digital and traditional, were working for the company regarding the number of products or services sold. To answer the third question, researchers asked the interviewees if they could imagine advertising and engaging with their consumers solely on digital media platforms, letting completely go of any traditional media marketing.

1.2 Justification

The reason that the researchers chose this topic was because of a profound interest in the subject. Both researchers are very interested in marketing, and therefore the partnership for this thesis writing was a good fit. However, the researchers were stuck in a dilemma since they were not in agreement regarding what the correct answer to the research question was, and therefore they wanted to look into the advantages and disadvantages in the hopes of reaching an answer they both could get behind. It is the wish of the researchers that this paper will prove to be a good addition to the above-mentioned topic and that this thesis will leave readers with more information than they had before they began to read it.
2. Communicating with the consumer

Marketing communications are the voice of the company and can be described as the way a company opens a conversation with consumers about their products and service offerings. Marketing communications can be used to teach consumers about how the product is used, why it is used, and what kind of people use or need this service or product. Marketing communication can also be used to connect a product or service with an individual or experience and to show consumers what the brand stands for. Below are the eight major forms of marketing communications:

Advertising: Any type of payment for advertisement, whether it is on television, social media, or in an offline form such as on print or radio.

Sales promotions: Ways to help boost sales in the short term like coupons for consumers or sales contests for staff.

Events and experiences: When a company sponsors events such as sports or arts aimed at creating brand-related interactions with consumers.

Public relations and publicity: A program that can be directed internally or externally to promote or protect a company's image.

Online and social media marketing: A company's online activities aimed at engaging consumers, raising awareness, improving image, or selling products or services.

Mobile marketing: The type of online marketing that takes place in the consumers mobile phone or their tablets.

Direct and database selling: Using telephones or faxes to directly communicate with a potential customer.

Personal selling: Engaging with the consumer face to face in order to answer questions, take down orders, or make a presentation (Kotler & Keller, 2016).

Many think that advertising and marketing are the same thing, but advertising falls into one of the categories of marketing communications, one of the subcategories of marketing.

Advertising is one of the foundations of promotion, one of the four p's in the marketing mix created by McCarthy in the year 1960. The four P's are product, price, place, and promotion. The promotional part of the marketing mix is there to bring information to the consumers about the product. In this day and age, people consume information faster and more efficiently than generations did before them. Increased access to the internet allows
consumers to seek out information on products and services both from the companies themselves and from other sources such as customer reviews.

2.1 Traditional Mediums

Traditional marketing communications can be defined as any form of offline advertising used to promote sales and services (Kumar, Choi & Greene, 2017). Examples of traditional media are print ads in newspapers and magazines, commercials on television and radio, billboards, and many more (Todor, 2016). One of the advantages of traditional marketing when compared to digital media marketing is the level of trust. Individuals perceive offline media as more trustworthy because of the high number of frauds known to occur on the internet (Todor, 2016). The following are the most common mediums used by marketers:

Print media
The oldest form of media used for advertising as the world today knows it is newspapers. Advertisements published in papers can consist of still photos of the company, brand or product or text describing it or a combination of both. There are many advantages to publishing an advertisement in newspapers. There is still a lot of credibility in a lot of newspapers which can bleed into the advertisements if they are done in the right way. The paper's survival time is longer than just the time it is distributed. It is also a great way to reach specific groups of people that are more inclined to read newspapers and magazines.

Figure 2.1 shows the evolution of reading newspapers in the last 13 years (Gallup, n.d.).
The disadvantages, however, are that there is a decrease in people reading newspapers as shown on figure 2.1. The younger generations also have a lesser propensity towards reading newspapers compared to older generations. The advertisements in newspapers are also constricting in regard to showing the functions of a product due to images being still. This is partly because of increased internet usage and technological enhancements (Schwarzl & Grabowska, 2015; Tiago & Veríssimo, 2014). Another disadvantage of printed media is the cost. The development of target groups and issue-by-issue advertisements, as well as promotional advertising, are available now at a much lower rate than before, making digital media cheaper in usage. Marketers nowadays have had to justify the usage of traditional marketing. The fact is however that printed media can play an essential role in the overall marketing strategy such as reaching the masses, thus allowing companies to attract people of all ages, gender, and, most importantly, segments (Kirtiş & Karahan, 2011; Chandran, Unnikrishnan & Narayanan, 2019).

Handing out flyers is one form of print media communications, which makes the impact last longer. Paper is ingrained in the human race, and people appreciate print collateral. This dates back to the earliest civilization when people used woven papyrus for writing. Handing out flyers not only makes the impact last longer but also strengthens the relationship between the company and the consumer (Wagner, 2017).

A pamphlet can subtly reinforce the brand by keeping it top-of-mind; thus, it serves as a reminder. This means that handing out the pamphlet also increases awareness and word-of-mouth. Pamphlets in the consumer's hand have much more effect than a digital pamphlet. When holding the pamphlet, the consumer feels important. This feeling is lost when the pamphlet is digital (Wagner, 2017). Digital media might be the present as well as the future, but pamphlets are still an effective way of reaching the consumer and raising awareness. Flyer marketing complements digital media marketing, and by using the two forms together, companies will reach greater success (Wagner, 2017).

Direct-mail marketing has proven very powerful in building brands and increasing conversions. An example of how powerful direct-mail marketing can be is the company AOL. It went public in 1992 with less than 200,000 subscribers. Less than ten years later, it had reached over 25 million subscribers. When looking back to the year 1993, Jan Brandt, AOL's former Chief Marketing Officer, stated that when the company's first large mailing program was put to action, the average response rate was around 10 percent. This was unheard of indirect marketing (Gross, 2017).
In the present time, the consumer is still influenced by direct mail, but still, the usage of this form of marketing has been decreasing as many marketers believe this is too costly considering the reach it holds on consumers (Gross, 2017).

Even so, most marketers believe that direct marketing can be beneficial when used together with digital media marketing (Gross, 2017).

Radio
Radio broadcasting has been around for more than a century. The first radio advertisements were at the beginning of the 20th century, according to an article in World's Work by Thomas S. Denison, written in 1901. Advertisements made in radio have the advantage of having more flexibility on both when to advertise and the experiences that they can offer the consumer. The disadvantages, however, are that they lack the visual stimulation that the other mediums have. It can be an advantage however, if marketers can create an atmosphere that plays with the imagination. In Iceland, there are around 11 commercial radio stations that can be listened to almost anywhere in the country. According to the people interviewed for this thesis, the impact radio has on consumers is the fact that it raises awareness and affects the thinking system of consumers. Today the goal for companies, when using radio as a form of advertisement, is that it serves as a reminder for consumers. It is excellent to use because it reaches the mass (Ragnar Már Vilhjálmsson, 2020). The marketing director at Elko also stated that it was his belief that in the near future, the radio would transform into digital media in the form of media service providers like e.g. Spotify (Bragi Þór Antoníusson, 2020).

Television
Television is the medium that combines the visual with the auditory. TV stations surfaced in the United States in the late 1920s. The first advertisement was however not aired until 1941 when Bulova advertised a watch on NBC (Bennett, 2017). Television advertisements are still in 2020 one of the most popular ways to reach a broad audience at once. They offer visual and auditory stimulation to the consumer and are able to tell stories that connect to the consumer in a way other media fails to do. The disadvantages are that this is one of the more expensive ways to advertise and in 2020 there are more ways than ever to watch what people wish to watch and moreover to do so without having to look at advertisements, but in Iceland, 72% of the population is estimated to have a subscription to the streaming service Netflix (MMR, 2019). The number of commercial television stations has multiplied, and internet streaming sites are more popular than ever (Watson, 2019) Iceland, however, is in a unique
position regarding television, RÚV and Stöð 2, the two biggest television channels in Iceland have a combined 85.3% of total weekly viewership (Gallup, 2020) and 99% of Icelanders have access to RÚV’s television broadcasts (RÚV, n.d.). The prices for advertising space in Icelandic television are also relatively low, considering how many people the messages reach (Ragnar Már Vilhjálmssson, 2020). This makes television a marketing technique that reaches the mass. It is, therefore, a form of mass marketing (Kristján Einarsson, 2020).

**Out-of-home advertising**

Out-of-home advertising (OOH) dates back thousands of years. Today, it is used more as supplementary advertising rather than a primary mode of advertising medium, although still considered an important form of communication for companies. Billboards are the most common type of OOH. There are however many different types of outdoor advertising like bus shelters, taxis and busses etc. What they all share is that they market products and services to consumers when they are “on the go”. This means that this type of advertising is noticed by the consumer outside of his home. Reaching consumers outside the home is important since most people spend a large part of the day outside of the home, at work, or commuting to and from work (Geetha, 2020). The OHH sector is growing fast due to technological advances, billboards are now going digital, and today companies can buy advertising space for minutes or hours on digital billboards instead of weeks or months. The digitalization of OHH has increased the effectiveness of communications, which was a big flaw in OHH in the past (Barker, 2020).

![Figure 2.2 shows the biggest LED billboard in Iceland, around 57.000 people pass this billboard everyday](Auglýsingar sem virka, n.d)
The Icelandic Transport Authority (Samgöngustofa) (2016) found that 65% of Icelanders spend more than 30 minutes each day driving, showing that the average Icelander spends between 3.5 and 7 hours driving each week. The same study also found that 85% of respondents had been in a car as a passenger or driver in the last six months. This time that the consumers spend driving makes consumers exposed to OOH marketing in the form of advertisements on busses, billboards, and walls of buildings, to name a few.

Just a few years ago Out-of-home advertising was thought to be a simple static outdoor display next to the road (Roux & Van der Waldt, 2014). However, digital technology has completely changed that thought and has transitioned the simple static display into a digital outdoor display, thus revolutionizing the concept of out-of-home advertising (Taylor, 2015). This has resulted in new opportunities for marketers to market products and services (Bold, 2008; Kristján Einarsson, 2020). With this transition from a simple static outdoor display to a digital one, out-of-home advertising has adapted a new era of digitalization and has furthermore earned its place as one of the most used digital media channels today (Bostina-Bratu et al., 2018).

\[\text{Figure 3.4 showing how much time people spent commuting, on average, each day in Iceland 2016.} \]
\[(\text{Samgöngustofa, 2016)}\]

A study conducted in the United States by Nielsen found that 80% of respondents had noticed a billboard in the last month, and 62% had noticed a billboard in the last week. They also found that 82% of those surveyed reported looking at the billboards all of the time or most of the time. (Nielsen, 2016). This highlights the critical role that out-of-home advertising plays in modern society, and with digitalization, this form of communication is growing in popularity with marketers.
2.2 Digital Mediums

Chaffey and Chadwick (2019) describe digital media as communications delivered by digital technology platforms. So digital marketing can be simply defined as achieving marketing objectives through applying digital media, data and technology. McStay (2016) goes on to say that the term digital advertising serves to cluster a range of types of media and strategies, including web, mobile, tablet, social, locative, wearable and other networked devices capable of contributing to advertising experiences. The following are the most common mediums used by marketers:

Search engines

In 1990 the first searchable database was established called Archie. Since then, numerous other search engines have popped up each with their unique selling point. Google started its rise in the year 2000 with the advantage of having page rank, an algorithm that determines what page should be at the top of the list based on relevance and references from other pages, and is now the most popular search engine 20 years later (Brin & Page, 1998). Most companies today are using search engine marketing or (SEM). SEM is the promotion of a corporation through search engines with either search engine optimization (SEO) or with paid advertising (Chaffey & Ellis-Chadwick, 2016).

SEO is the procedure of the improvement of the ranking of websites for search terms on search engines by managing the incoming links and characteristics of websites (Tsuei, Tsai, Pan, & Tzeng, 2018). When consumers use search engines, they can either click on an organic or a sponsored link. Organic links are ranked according to relevance to the search term, but sponsored links are paid for advertisements, where marketers, competing in a bid auction, can achieve the top rank for a relevant search term (Berman & Katona, 2011; Keegan & Taylor, 2019).

According to a study conducted by Yoon, Kang, and Petrick (2016), the results showed that people who had a high level of involvement, i.e. used paid search, showed significantly higher rates. This means that these individuals were much more likely to convert, i.e. purchase the sought-after product or service rather than individuals that clicked on a product or service from an organic link.

Consumers put more trust in organic advertisements than when they are sponsored. This is because the results are intent based. The consumer is searching for a particular piece
of information and trusts that the organic results will not “attack” him with advertisements (Kim, 2018).

When companies are using sponsored advertisements, they must try to wear the “white” hat rather than the “black” hat. Wearing the white hat means that companies follow the terms and conditions of search engines like Google when they advertise their products and services. If they do not follow these terms and conditions and try to deceive and take advantage of the system, then companies are wearing the black hat and can be punished by search engines like e.g. Google banning their websites (Kim, 2018).

If companies want their websites to appear on the first page of a search engine and preferably at the top, they could use traditional media to boost their awareness and word-of-mouth, which could then make them high up when consumers search organically (Kim, 2018).

Display ads
In 1994 the first advertising banner promoting AT&T was placed on hotwired.com. At the time, it cost 30 thousand dollars for a three-month campaign on top of their website and was a hit with a 44% click-through rate (Jandal, 2011; Liu-Thompkins, 2019). In the first years, display advertisements were very similar to newspaper advertisements, being text or image-based advertisements, but they had the advantage of bringing people straight to their website when clicked on. Nowadays, display ads can be both stills and motion. They are more frequent, and while they may not enjoy the same click-through rate as the AT&T banner, they are a convenient tool for both brand awareness and, in some cases, to generate sales. Today online display advertising includes banners, plain text, media-rich content, and video advertisements. Display advertising has several key characteristics that set it aside from other types of advertising. Those characteristics include the ability to provide brand information; a direct response component, which stimulates an immediate response from the consumer; and the ability of a specific individual targeting that can enable companies to approach consumers at the precise right time of the purchase decision and furthermore direct them to purchase online, which consequently increases consumers' response to this type of advertising, i.e., display advertising (Bayer, Srinivasan, Riedl, & Skiera, 2020).

Jandal (2011) examined that display advertisements could be placed into four sub-groups:
Category: Advertisements placed on a website that is in some manner connected to the subject advertised. The strategy here is to attract your target market for a product by placing the advertisement on a website that is visited mostly by your target market. An example of this is an advertisement for gym equipment on a website about health.

Contextual: Similar strategy as the previous one, but these advertisements are placed on a website that has the same subject matter and is of relevance to the website. An example would be an all-expense trip to a football match on a website with football news.

Behavioral: Advertisements based on your previous searches made possible through the use of saved cookies. The strategy here is to influence the consumer towards your product while he is on the lookout for some type of product. If a person has been looking at multiple car dealerships and googling a phrase like "a new car," he might see more advertisements from other car dealerships advertising their cars.

Retargeting: This is used when a consumer has already been to your website. He might already have purchased something, or he may not have but has shown an interest in what you are selling, so this focuses on making that conversion or turning a sale into more sales.

**E-mail marketing**

E-mail is one of the easiest ways to communicate with consumers. It is easy to use and furthermore a widely used function of the Internet. Not only can marketers send promotions directly to consumers, but they can send the same message to multiple different e-mail addresses at the same time with relative ease (Pickton & Broderick, 2001). E-mail Marketing is furthermore one of the most effective ways to advertise on the Internet. However, while the usage of this form of marketing is expanding, it is becoming more challenging to launch a successful e-mail campaign. Today companies are faced with many regulations that form various boundaries on this method of marketing. In addition, companies are facing a lot of competition that might minimize the exposure of their products and/or services (Jeshurun, 2018).

Direct e-mail marketing is one of the fastest options for purchases. E-mails are versatile and relatively simple to organize, as long as the database is in good form. This makes it an ability for companies to generate new business relations and conversions in a fast way (Jeshurun, 2018).

In Adobe's 2018 consumer e-mail survey (Adobe, 2018) they found that on average, 59% of e-mail received on personal e-mail addresses are opened and that 61% of those e-mails are read, this goes to show that e-mails are still a very effective way to reach consumers.
efficiently and at a low cost. When used correctly, e-mail marketing can be a very useful direct marketing medium; marketers can target specific groups and personalize e-mails to help build relationships with consumers. E-mails today can be interactive and colorful to help grab the attention of the receiver. Today, most marketers use so-called permission-based marketing (Armstrong & Kotler, 2016). Permission-based marketing was introduced by Godin (1999) and the idea is that the consumer should have the option to opt-in for future e-mail communications and not be bothered by unwanted communications (Oliveira, 2019). ExactTarget (2012) showed that 77% of participants wanted to receive permission-based communications through e-mail over any other form of communication with companies. This is in accordance with a study done in 2016 by Mari Hartemo. There the findings were that e-mail marketing could be empowering for the consumer when done correctly. Examples of correct e-mail marketing techniques included sending e-mails based on permission, thus making consumers active participants in the communication process, and furthermore making the e-mails more relevant for the recipients (Hartemo, 2016).

**Mobile**

Mobile marketing is an attempt made by marketers to communicate with consumers through their mobile devices; this can be through text messages, location-based marketing, apps, and mobile search marketing (Krum, 2010; Tong, Luo & Xu, 2019). Mobile marketing is different from traditional marketing in that, through the mobile, marketers can have direct contact with the consumer with relative ease as most people carry their cell phones with them everywhere, they go. For example, when people carry their phones around, location-based services collect data, this data enables companies to send offers or coupons to customers if they are close to a specific area (Kenton, 2020). One of the tools marketers should use are text messaging campaigns; text messaging campaigns are cheap to launch and likely to have a positive response since they are permission-based (Dushinski, 2012). Text messaging has more reach and effectiveness than any other form of mobile marketing, but 90% of all text messages are read within the first three minutes of delivery, and 99 percent of all text messages are read by the receiver (Mobilesquared, 2010).

There has been an increase in the use of smartphones and other mobile devices in recent years, which has resulted in more frequent contact between the brands and the consumers. In Iceland, smartphone ownership reached 86.7% in 2016 (MMR, 2016).
Now, interactions between the two can happen anytime and almost anywhere. They are going much beyond the boundaries of what has been the norm in the past years, i.e., how the traditional customer connection was thought to be. Communication between the brand and the consumer started with traditional e-mail, to pay per click, search engine optimization, content writing, social media marketing, video, and in-game advertising. Now, there are many channels that can reach every segment of the audience designed for their own comfort and at their own convenience. Looking at the mobile communication media, optimization of corporate websites, e-mails, SMS, MMS channels, and building an app are the prominent aspects of today's mobile marketing advertising campaigns (Kumar & Mittal, 2020).

**Social media**

The advances in digital technology have helped fuel the rise of many social media outlets, social networks like Twitter and Facebook allow people to socialize and share photos, videos and other content with the world (Armstrong & Kotler, 2016). Facebook is the largest social network in the world, with active users increasing from 100 million in 2008 to 2.6 billion in 2020 (Clement, 2020). This incredible rise in usage of social networks can be seen in Iceland, where it is estimated that nearly 93% of people use social networking sites Facebook ("93% Íslendinga á", 2018). Social media marketing has become an essential part of a company's digital marketing strategy, but it requires companies to communicate with consumers through their own social media sites such as Twitter, Facebook, YouTube, and Instagram. To take full advantage of social media, marketers should start and take part in conversations with
customers; this includes conversations about products, promotions, and customer service. Social media platforms have e.g. proven extremely valuable and efficient when dealing with customer complaints (Wolfe, 2018; Martin, 2014). Those conversations help marketers get to know their customers better and can have a positive effect on how the company is perceived (Chaffey & Ellis-Chadwick, 2016). It is important that companies optimize their social media strategy, that is, making sure the profiles have the right keywords and posting content related to what community members are having a conversation about (Evans, 2010).

Even though social media has been on the rise in present times, offline media advertising, i.e. traditional marketing tactics such as newspaper advertisements and radio, can help boost traffic, awareness, reach, and so on. In a study by Voorveld, Araujo, Bernritter, Rietberg, & Vliegenthart (2018) the results were that traditional media marketing can help boost the results of social media usage and that traditional media marketing tactics such as advertising in newspapers or in radio are nowadays mostly used to remind consumers of certain products or services and to increase awareness (Voorveld, Araujo, Bernritter, Rietberg, & Vliegenthart, 2018). This corresponds to what the results of the interviews were for this research thesis. All interviewees expressed the opinion that traditional media outlets like newspapers and especially radio were useful in increasing awareness and as reminders of specific products or services.

3. Marketing Strategies

3.1 From mass marketing to market segmentation

In the past, when companies needed to get messages out to a large number of consumers, they only had one option, using one-way mass communication. Mass marketing communication is different from other forms of marketing communications because it allows communicators to reach a much larger and geographically dispersed audience than other forms of marketing communication (Candelo, 2019).

The information companies had in the past on customers were mostly sales statistics, and there was almost no direct communication between individual customers and the company itself (Rust, Moorman & Bhalla, 2015). This type of marketing falls under undifferentiated marketing or, in other words, mass marketing. This strategy focuses on targeting the whole market with one single offer rather than using market segment differences
to target different groups. The company designs a product and a marketing strategy that addresses the needs and wants of the largest number of buyers (Kotler & Armstrong, 2017). There are arguments supporting the use of mass marketing; mass marketing creates a large potential market; this can lead to lower costs and lower prices for consumers and higher margins for producers. Mass marketing can lower costs in R&D (Research and development), production, inventory, transportation, marketing research, advertising, and product management (Kotler & Keller, 2016).

Today, with technological advances and social media, the use of mass marketing is decreasing. Consumers are more informed and demanding, and the traditional media outlets are narrowed and have increased in numbers. However, by analyzing the interviews, the researchers found that in reality, the individuals of the companies that were interviewed were still using mass marketing to some extent, and the marketing heads did not see them stop doing so in the near future.

3.2 Market segmentation

Smith (1956) introduced marketing segmentation as a marketing strategy; he highlighted the need for marketers to use marketing segmentation in conjunction with product differentiation to navigate the marketing environment better. Market segmentation is a process that requires marketers to divide the customer base or potential customers into different segments, each segment containing customers that have a similar degree of interest in a set of needs that can be satisfied by the marketing proposition (McDonald & Dunbar, 2004; Zhou, Zhai & Pantelous, 2019). Marketers today have realized that it is impossible to grab the attention of every consumer in the marketplace using mass marketing strategies. There are too many buyers in the market that are very scattered, diverse and have a different set of needs and consumption habits. Many companies, therefore, have moved on from mass marketing to market segmentation.

Market segmentation is, in other words, the process of identifying segments of the market and the process of dividing a broad customer base into smaller groups, sub-groups so-called. These sub-groups consist of existing and prospective customers. Market segmentation is a consumer-oriented process and can be used within almost any type of market. When marketers are dividing and or segmenting markets, they look at shared characteristics such as common needs, common interests, similarity in lifestyles, and or similarity in demographic profiles. Also, market segmentation assumes that these different segments need different
marketing programs, i.e., not one marketing strategy works for all. Different segments are most often targeted through different offers, prices, promotions, distributions, or a combination of these marketing variables (Camilleri, 2018).

Market segmentation allows companies to focus on creating relationships with the right customers in a more effective way than mass marketing (Kotler & Armstrong, 2017). If companies choose to use mass marketing to some extent, then the reason for that might be that they want to remind consumers of their products or services, i.e., raise awareness. This is what the individuals in the interviews that were conducted for this thesis agree on regarding mass marketing (Jóhann Benediktsson, 2020).

Market segmentation, however, is great with digital marketing and is used when targeting a specific group, e.g. on Instagram and Facebook. Market segmentation allows companies to make their products and services available to a specific group of people that is more likely to convert, i.e. purchase said product or service rather than other market segments that do not fit the companies’ criteria (Bragi Þór Antoníusson, 2020).

**Demographic segmentation**

Demographic segmentation uses variables such as age, life-cycle stage, gender, income, education, religion, ethnicity, and generation to divide the market into segments. Using demographic factors to divide the market is often used as the basis for further segmentation and is popular with marketers since consumer needs, wants, and consumption habits often vary closely with demographic variables. (Kotler & Armstrong, 2017). Demographic segmentation is i.e. when you are selling a product of a certain price, the gender of your audience is not as important as their income, this is because the audience has to be able to afford this particular product or service. This makes income the important factor. One of the problems with using demographics is that it usually does not give marketers information on how the segments that produce the most customers for their company’s brands are different from the segments that produce the greatest number of customers for their competitors. Analyzing the market based solely on demographic variables is unlikely to provide management the direction needed for a sound marketing strategy (Yankelovich, 2014).

Usually, demographics are the first step in market research and determination of the market segment. This is because the demographic variables influence consumer behavior. Because of this, marketers seek information so they will know their customers better and the key to that is starting with demographics since they provide them with grounds for further segmentation (Taylor-West, Saker & Champion, 2018).
Psychographic segmentation

Psychographic research allows marketers to find out more information on consumers, i.e. providing them with more detailed information than demographics could provide them. With psychographic segmentation, marketers get a better understanding and knowledge of the consumer allowing them to create psychographic profiles that add to the consumer information (Pitt, Bal & Plangger, 2020). Psychographic segmentation uses psychology and demographics to analyze consumer markets. This requires marketers to divide the market into different segments depending on variables such as personality traits, lifestyle, or values. People with similar demographic traits can have very different psychographic profiles (Kotler, Keller, Brady, Goodman & Hansen, 2009). Facebook offers marketers a way to segment markets using psychographics; Facebook collects vast amounts of data on its users and non-users through third-party apps, Facebook’s data on users allows marketers to create highly targeted adverts using a combination of psychographics and demographic variables (Schechner & Secada, 2019).

Behavioral segmentation

Behavioral segmentation focuses more on the behavior of the consumer, dividing the market into different groups according to variables like knowledge of, the attitude of, use of, or response to a certain product (Kotler & Keller 2016). Netflix is a great example of successful use of behavioral segmentation, 80% of the shows that consumers watch on Netflix are influenced by their recommendation algorithm, and it is estimated that this saves Netflix up to one billion dollars in value from customer retention each year from this (“How Netflix uses,” 2018).

Geographic segmentation

Using geographical segmentation requires marketers to divide the market into different subgroups depending on variables like nations, states, regions, counties, cities, or neighborhoods. Geographical segmentation can help marketers target groups with different needs depending on factors like the climate; for example, car manufacturers need to target countries or regions differently depending on the climate and the environment (Kotler, Wong, Saunders & Armstrong, 2008). An example of this is N1, which is a retail and service company that runs many gas stations across Iceland. The company has scattered the gas

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stations all over the country in a strategic manner, locating them in places where people are likely to go through when travelling or even just passing by.

### 3.3 Integrated Marketing communications

Integrated marketing communication (IMC) became a concept in the late twentieth century, and its importance has been on the rise ever since (Grove, Carlson, & Dorsch, 2002; Cornelissen, 2001; Hartley & Pickton, 1999).

IMC can be defined as:

> "a process that involves the management and organization of all 'agents' in the analysis, planning, implementation and control of all marketing communications contacts, media, messages, and promotional tools focused on selected target audiences in a way aimed to derive the greatest enhancement and coherence of marketing communications effort in achieving predetermined product and corporate marketing communications objectives" (Pickton & Broderick, 2001).

In the beginning, IMC was a controversial topic because it challenged many of the accepted marketing principles at the time; it focused more on a customer's first approach, which was not in line with the strategy marketers at that time had been using. With the emergence of the internet and many of the social media platforms like we know today e.g. Facebook and Instagram, the focus on customer control and the IMC concept became more accepted by marketers all over and the use of IMC increased (Kliatchko & Schultz, 2014; Laurie & Mortimer, 2019).

In simpler terms, integrated marketing communications is when marketers use more than one form of communication to relay synchronized and consistent messages to consumers about the products or services they offer and create relationships with consumers. An example of this is e.g., Southwest Airlines. The airline launched an integrated marketing campaign called "Transparency" in which it used television, radio, print and digital assets to demonstrate how customers would pay for things like checked bags, flight changes as well as snacks and drinks ("4 Integrated Marketing", 2019).

Today, this type of marketing integration is essential to reach consumers of different age groups and with different preferences and purchasing behavior.
Achieving integration is not an easy task; Pickton and Broderick (2001) defined the 4E's and 4C's are in their book, Integrated marketing communications. They create the combined benefit of integrated marketing communications and are as follows:

**The 4E's**

Enhancing: Improve, augment, intensify  
Economical: They are cost-efficient and do not waste resources  
Efficient: Doing things the right way  
Effective: Produce the outcome that was expected

**The 4C's**

Coherence: The different modes of communications are logically connected  
Consistency: Communications are consistent and in agreement  
Continuity: Messages are connected and consistent over time  
Complementary communications: The communications are a balanced whole.

Even though perfect integration is hard to achieve, the payoff is certainly worth it. By closely integrating different modes of communications, marketers can gain synergy, meaning that combining multiple methods of communications can yield a more favorable result than if each tool was used individually.

**4. Advertising**

It can be hard to pinpoint when exactly advertising began. Some people believe the first signs of advertising began on the cave paintings found from the times of troglodytes. Other cultures have shown a proclivity towards selling and advertising; for example, a sign promoting a brothel was found in the excavation of Pompeii. There has always been some form of marketing communications ever since individuals started selling products and services (Tungate, 2007).

Souter and Newman (1988) stated that the first commercial advertisement was in 1849, describing how to measure your head to find your correct hat size. However, advertisements in print did not become a commodity until the industrial revolution, when papers were mass-produced.
To be able to connect to the consumers nowadays with advertisements, marketers have to either have an interesting story to tell or offer more information than consumers can gather themselves. Marketers have to decide if they are trying to push the product on to the consumer or if they are trying to pull the consumer towards the product, in other words, use branding or directional advertising.

4.1 Push and Pull advertising

Advertising can be put into two categories, brand building and directional advertising (Fernandez & Rosen, 2000; Lohse & Rosen, 2001; Rahman, Mowla & Pial, 2019). Brand building advertising is mostly seen in traditional media; TV, radio, magazines, and newspapers. They are generally used to grab people's attention mostly by placing themselves in a place of interest for the consumer and generating a positive image for the product, brand, or company. It is done in a one-to-many communication route to increase the number of people that will then hopefully see the brand and consequently view it in a better way (Barrow, 1990; Rosenberg, 1995; Rahman, Mowla & Pial, 2019). Directional advertising, when used by actively engaged users rather than passively received audiences can improve the effectiveness of Internet-based advertising marketing strategies and streamline the interaction between users and interactive media (Briggs & Hollis, 1997; Stewart 1992; Rahman, Mowla & Pial, 2019). A characteristic of online advertising is that it is a combination of the functions of communicating with the audience and providing a channel for commercial transactions with the implementation of a hyperlink between the two. With just a couple of clicks, a piece of online advertisements transforms into the marketplace of online purchase transactions. This adds value and comfort to the consumers who would otherwise have to have placed an order by phone or by visiting the brick-and-mortar store itself (Dekimpe, Geyskens & Gielens, 2019). It also signals a trend of convergence between online advertising and online commerce, since it suggests that the designs of online advertising and online companies might need to be considered collectively.

Marketing communications have changed drastically over the past 30 years, the most significant change being the many different and diverse options marketers have used to try and reach consumers better and more effectively. Today, focusing on the intrinsic quality of a product is just not enough to separate a product from its rivals, marketers need to use effective marketing communications techniques to add additional value to their products or services to stand out from the crowd (Keller, 2001).
Schultz and Schultz (1998) predicted that the 21 century would be dominated by the interactivity brought on by technological advances, and marketers would no longer control the markets by producing only what the marketers make but would be controlled by what the consumers want when they want it and how they want it. They were right; the digital age has given consumers more power and new capabilities. Today, consumers can make price comparisons and read user reviews anywhere, and anytime, they can make purchases on their mobile phones, share their opinions with a broad audience on social media platforms and reject advertising they do not like. Companies are having to adapt to consumer needs and wants, not the other way around. In other words, the consumer is in the driver seat. The technological advances are not only in favor of the consumers, but companies today can also use these technological advances in their favor. Companies can use the internet to conduct extensive market research on individual consumers. Also, through the internet, they can gather information on individual's preferences, demographics, and the profitability of said individuals. Companies can then use the information to quickly reach consumers using social media and mobile marketing, sending targeted ads and other forms of communications very efficiently and at a much lower cost than they could before (Kotler & Keller, 2016).

4.2 Icelandic market

A report from Statistics Iceland (2019) found that the private consumption in Iceland was just over 1.5 trillion ISK, making the average Icelandic consumer one of the biggest spenders in the world if you look at private consumption per capita. This makes it that much more important for advertisers to capitalize on reaching their potential customers and increasing their purchase intent towards the brand or product they are trying to sell. According to Statistics Iceland (2017), advertising revenues to multimedia companies in Iceland have been increasing steadily since the financial crisis in 2008 but are nowhere close to what they were in 2007.
Figure 4.1 displays the percentage of spending on advertising between multimedia outlets in 2017 (Statistics Iceland, 2018).

As seen in figure 4.1, Icelandic companies are spending less on advertising on the internet compared to their peers in Scandinavian countries and most of the European Union. With Norway, Denmark, and Sweden having roughly three times higher percentage of spending on internet advertising, it appears that Iceland is behind the times when it comes to internet advertising. Instead, Icelanders seem to focus on using print media for advertising, having the highest percentage of spending of their neighbors and twice the average percentage of the European Union.
Figure 4.2 displays the revenue of media outlets in millions of ISK from 2008 to 2017 and changes in percentage between each year for each media outlet (Statistics Iceland, 2020).

As shown on figure 4.2 from Statistics Iceland, there is an increase in advertising revenue across every platform from 2009 to 2017 going from 8.45 billion ISK in 2009 to 13.75 billion in 2017. However, more interestingly, the percentage of capital used for each media is staying relatively steady except for the use of digital media in which case the capital has almost quintupled from 2008 to 2017.

Figure 4.3 shows how many Icelandic companies are paying for advertisements on the web in 2018 (Statistics Iceland, 2019).

Another research from Statistics Iceland (2019) found that the ratio of companies selling products or services, through websites or mobile applications, was 21%. Figure 4.3 from Statistics Iceland shows that only about 51% of Icelandic companies are paying for the option to advertise online. Although these companies are not paying for advertising on the web, they may still be using online advertisements, for example on their social media accounts or by other means.

5. Consumer behavior and the decision-making process

Two of the biggest contributors to consumer behavior are arguably John Dewey, who created the consumer decision process, and Abraham Maslow, the creator, of the theory of hierarchy of needs. Since then, these two theories have been adapted into processes of the psychological steps a consumer goes through before and after making a purchase (Dewey, 1910; Maslow, 1943).

Consumer behavior can be defined as the decision-making process and the physical activity that consumers are involved in before and after acquiring, evaluating, using, and disposing of a product or service. In other words, consumer behavior is composed of three main components: acquisition, consumption and disposition. This definition highlights that
the decision-making process starts long before the consumer even makes the purchase. According to Ting, Thaichon, Chuah and Tan (2019), acquisition and consumption are the most important factors when looking at consumer behavior whereas disposition is focused less on. The process of acquiring goods starts in the mind of the consumer, which then leads the consumer to find and to compare alternatives. The next step is internal and external research before the process of actually making the purchase and using the goods. Finally, the consumer reaches the post-purchase behavior stage (Khan, 2006; Ting, Thaichon, Chuah & Tan, 2019).

Each consumer is different and has different external influences that affect the individuals purchasing behavior. Those external factors include social factors such as culture, subculture, social class, values, family and friends but external factors can also be physical stimuli including stores, products, advertisements, and signs that can affect the consumer's thoughts, actions and feelings about a product or service (Peter & Olson, 2010).

![Figure 5.1 shows the percentage each channel has to affect purchase intention (Kristen Herhold, 2017)](image)

In a survey made by Clutch, Kristen Herhold (2017) wrote that they found that consumers were way more likely to trust traditional mediums. The study surveyed 1030 U.S. citizens that had seen or heard an advertisement in the past week. To successfully influence the purchasing behavior of consumers, marketers need a deep understanding of consumer behavior and the decision-making process (Belch & Belch, 2004).

There are five steps in the decision-making process, but consumers do not necessarily go through all five steps in the process. When buying necessities like toothpaste or toilet paper, consumers usually do not go through all the five steps, but when going through with
more significant purchases like booking a hotel room, purchasing a house or a new car, the consumer will most likely go through all the five steps (Lamb, Hair, & McDaniel, 2012; Gupta, 2019).

5.1 Problem recognition

This is the first step in the buying process; this is triggered by the buyer recognizing a problem or need; those needs can be triggered by either internal or external stimuli. Internal stimuli are people's most basic needs like hunger, thirst, or sex; when they reach a certain threshold, they become a drive. Consumers can also be triggered by external stimuli like ads on tv or in the newspaper or seeing their neighbor's new car. (Kotler & Keller, 2016). There are different levels of problem recognition, depending on how complex or significant the purchase being made is. There are needs that consumers deal with every day with almost no thought like i.e. buying toilet paper, and then there are problems or needs that arise over an extended time period, like buying a car (Panwar, Anand, Ali & Singal, 2019).

5.2 Information search

The information search process is one of the initial stages where marketers can have influence over the consumer decision-making process. It is therefore critical for marketers to understand which information to utilize and what the factors are that can influence the search and processing behavior of the consumer. By understanding this utilization of external information of the consumer, marketers can effectively make their marketing communication better, since, without this understanding, it is impossible to develop and implement effective marketing communication strategy (Gursoy, 2019). The information search starts with interest from the consumer in a product or a service, if the consumer's drive is strong enough and the product is accessible, he or she will likely buy it. If not, the consumer is likely to conduct an information search. Consumers can gather information from friends, family, salespeople, advertising, social media, or online searches. However, consumers tend to trust information gathered from friends and family more than information from marketers (Armstrong & Kotler, 2016). Nielsen (2016) found that 83% of respondents completely or somewhat trust recommendations from friends or family members, the same study also found that 66% of respondents trust consumer opinions from the internet, making it the third most trusted form of advertisement. Social media is perceived by consumers as a more trustworthy
source of information in regard to products and services instead of corporate-sponsored advertisements on traditional medium (Foux, 2006).

5.3 Evaluation of alternatives

At this stage in the process, the consumer will use the information he or she has gathered to evaluate the different sets of products available. How the consumer evaluates different products depends on individual characteristics and the buying situation they are in, sometimes people buy on impulse, and other times they look to friends, family, or salespeople for more information and advice (Kotler & Armstrong, 2016). This is the time when the consumer begins to ask questions, e.g. "Do I want to buy a sweater, and if so, what sweater?" If the answer is something like "No, this is not the right product." or "Yes I need a different product," then stage 2, information search can recommence. This transition of going from stage 3 to stage 2 might happen several times before stage 4 is reached. Once the consumer has decided what his or her choice will be, he or she will begin to search for the best deal. What is then taken into account is e.g. price, quality, and or other important factors in the consumer's mind. Consumers will read many reviews and furthermore compare prices, finally choosing the one product that satisfies most of their parameters (Deepak & Jeyakumar, 2019). Usually, the consumer will choose one attribute on which the final decision is made and then start looking for the best deal possible based on what factors are important to the individual. At some point, the consumer will stop evaluating different products and move on to the next phase (Stankevich, 2017).

5.4 Product choice

At this stage, the consumer is ready to execute the purchasing decision. Before going through with the purchase, the consumer might take up to five sub-decisions, which is choosing a brand, a dealer, quantity, timing, and the payment method (Kotler & Keller, 2016). To indicate if information processing is leading to a product choice, the length of the fixation has to be considered. When consumers are highly involved with a specific product, they pay more attention to the product and sign elements such as price and product information. This is estimated from the length of a fixation (Behe, Bae, Huddleston & Sage, 2015).
5.5 Post-purchase behavior

The post-purchase behavior of the consumer is the final stage of the process, and one of the most important one. Here, the consumer is experiencing the product or services and evaluating whether it meets or exceeds his or her expectations or not (Solomon, 2018). This is where the consumer decides if he or she will continue using the product or service or go looking for something else. If the product does not meet expectations, it will most likely not be reconsidered. The outcome of this stage will affect future purchases, loyalty, and brand equity (Baker & Hart, 2008). In research by Mugge, Schifferstein and Schoormans (2010), the results were that a product's utility and its appearance positively affected both product attachment and satisfaction for the product in question. The pleasure the consumer felt with the product attachment and satisfaction elicited mediates the effect of utility and appearance. However, they also found that satisfaction had no direct effect on product attachment.

6. The research

6.1 Approach

The first steps in this thesis are to define the subject and connect existing theories to the topic matter such as brand building vs. directional advertising, mass marketing and market segmentation, advertising platforms, integrating the marketing communications, traditional and digital marketing, and consumer behavior. These definitions are essential when explaining the main topic of this thesis and, furthermore, valuable when it comes to answering the research question. It is worth mentioning that the thesis will focus on primary data collection and will interpret it with the final words.

6.2 Participants

For this research project, researchers used a nonprobability sampling method. A nonprobability sampling method is a sampling method based on random choice rather than reason or a specific system. Nonprobability sampling makes no attempt at generating a sample that is statistically significant (Cooper & Schindler, 2014; Mellenbergh, 2019). The sampling method used in this research is called purposive sampling, also known as judgmental sampling or expert sampling. Purposive sampling recruits participants based on
their expertise, knowledge, and experiences. This sampling method is widely used in qualitative research, and since this research paper consists of qualitative research, it was thought to be a good fit. It is useful for the identification and selection of information-rich cases related to the phenomenon of interest (Palinkas et al., 2013; Maestripieri, Radin & Spina, 2019).

The goal of purposive sampling is to create a sample that could be considered representative of the population (Lavrakas, 2008). Researchers chose the participants for this study based on their knowledge and expertise in marketing communications, both with traditional marketing communication and digital marketing communication. Researchers thought that these experts, having experienced both traditional marketing methods as well as digital marketing methods, would give valuable insight to the ever-changing marketing methods. The participants are all Icelandic, and they all work in the marketing departments of some of the biggest companies in Iceland and have years of experience in marketing. The interviews took place at Elko headquarters, Icelandair headquarters, Origo headquarters, and the offices of Manhattan Marketing, which is an advertising agency. Each interview took 30 to 40 minutes, and an analysis of the interviews took place after all interviews were finished. The interviews can be found in the appendix.

6.3 Materials and measurements

Researchers created a series of questions for participants; this was done in order to gain expert insights into the current marketing communications environment in Iceland and their opinions on future marketing trends. This questionnaire was furthermore supposed to shed light on what large companies are doing when it comes to marketing and why they are doing what they are doing. The questionnaire consisted of eight questions and then follow up questions based on each individual interview. The interviews were analyzed and used to reach a conclusion regarding the main question of this thesis regarding if digital media marketing was better at reaching consumers and increasing purchase intentions rather than traditional media marketing. The interview frame was composed of 9 main questions with a few follow up questions, to begin with, because researchers wanted to be able to improvise and ask relevant questions based on the answers the interviewees gave after each question. The interviews started with one background question being asked. The question was about the experience that the interviewed had in the field. The question was meant to shed a light
on the believability of the interviewee and how he could shed some light on the subject matter.

### 6.4 Research setting

Interviews were conducted at the location of the participants choosing in the hopes that they would feel comfortable when answering the questions. The first interview was conducted at the Elko headquarters in Kópavogur. There, the researchers met with and interviewed Elko's marketing director, Bragi Þór Antónússon. He has over six years of experience working in marketing, first as a marketing consultant at a consultant firm, then at a software company. At the software company, digital media marketing was the only form of marketing that was used. He has now worked at Elko as the marketing director for the past three years.

The second interview was conducted at the Origo headquarters in Reykjavík. There, the researchers met with and interviewed Kristján Einarsson. He started working for Applicon three years ago before moving over to a company called TM software, where he worked as the marketing director until the merger of Applicon, TM software, and Nýherji went through. The three companies mentioned earlier joined forces and are now all a part of Origo, where he now works in the marketing department.

The third interview was conducted at the Manhattan Marketing agency headquarters in Reykjavík. There, researchers met with and interviewed Ragnar Vilhjálmsson, who is one of the owners of the Manhattan Marketing agency. The agency works with Hagkaup on its marketing efforts and strategy. Vilhjálmsson has worked for some of the biggest companies in Iceland, including Íslandsbanki, Sambíóin, and OZ.

The fourth interview was conducted at the Icelandair headquarters in Reykjavík. There, researchers met with and interviewed Oddur Finnsson and Jóhann Benediktsson. Oddur has worked in digital marketing for Air Iceland Connect and now for Icelandair for the past two and a half years. Jóhann has been working for Icelandair since 2006, first as a brand manager and marketing director, then as the head of marketing for Scandinavia and Finland and then as the head of marketing for North America. He has also worked on a global marketing campaign for Destination Canada. More presently, he works as the digital marketing manager at Icelandair.

After the interviews, the researchers kept on working on this thesis at Reykjavík University, but because of the coronavirus pandemic, they had to move their thesis writing to their homes and workplaces since the school had to shut down.
6.5 Procedure and research design

For this research paper, researchers decided to use a qualitative research method. A qualitative research method was deemed best for this type of research where the opinion and expertise of marketing specialists were needed.

Qualitative research seeks to understand, interpret and measure the participants or subject's knowledge, opinions and attitudes to answer questions like why, how much, how often, when and who, unlike quantitative data where the data is coded and reduced to numbers and where the goal is to measure something precisely. Qualitative data consists of text and are usually detailed descriptions of situations, events, or interactions (Cooper & Schindler, 2014). Since this paper is built on interviews, this type of research was deemed better to use rather than the above mentioned, qualitative data research method.

Interviews were conducted face-to-face in a semi-structured way to gain insights and knowledge on current marketing communication trends. Every participant was asked the same set of questions, but the follow-up questions varied depending on the participants' answers. The data collected from the interviews were the expert's thoughts, opinions, and experiences, rather than numerical data.

The interviews were semi-structured, meaning that they consisted of mostly open-ended questions covering the key topics the researchers wanted to explore and examine. The semi-structured interviews give the researchers the freedom to get more detail on some of the participants' answers and explore them further, asking to follow up questions and asking for more details about particular answers (Lavrakas, 2008).

This research paper's design is descriptive. It is mainly based on information gathered from the internet and interviews with marketing directors of four Icelandic companies. The information in this research, other than from the interviews, is mostly based on scholarly articles. By using a descriptive design, the researchers are only interested in describing the situation or case under their research study, here if digital media marketing is giving better results in reaching consumers and increasing purchase intentions than traditional marketing. This design is a theory-based design method which is created by gathering, analyzing, and presenting the collected data. This makes it possible for the researchers to provide insights into the "why" and "how" of the research (Research Design: Definition, Characteristics and Types, 2020).
6.6 Data analysis

When all the interviews had been conducted, researchers listened to the recordings and wrote them down exactly as they played out. Before the interviews were recorded, participants were made aware of the researchers' will to record the interviews, and all participants gave their consent. After writing down each interview by listening to the recordings, researchers analyzed each interview and wrote down the conclusions and key takeaways from each interview. This can be found in the results chapter below.

7. Results

7.1 Interviews

The answer to each question will be broken down into summarization and interpreted for each respective interviewee. Researchers wanted to interview marketers working for large Icelandic companies. Researchers wanted to look at what companies working in different sectors of the economy are doing today and how they communicate with the consumer and how it may differ from each sector. The marketers interviewed work for companies in the retail sector, the technology sector, and air transport services. The interviews can be accessed in the appendix section.

What is your target market?

The marketing manager at Elko said that their demographic was people that were most often between 25-44 years old, but their target group was everyone planning on buying electronics. The marketing manager at Hagkaup had a similar response saying that everyone was their target market. That they tried to appeal to everyone by having a larger, more comfortable store and a greater selection of products. That even though some people might not do all of their shopping at Hagkaup, but rather top up once in a while, they still try to reach everyone in their marketing communications. The marketing manager at Origo had a narrower definition of the group they target specifically. They are first and foremost working in the B2B sector, selling them business solutions and equipment. Their target market is, therefore, medium to larger-sized companies. However, they have electronic stores in a few locations in Iceland that focus on the general consumer. Both the digital marketing manager and the head of marketing of Icelandair answered this question by saying that their target market was
different by location and destination. They are selling three products: from Iceland, to Iceland and via Iceland.

How do you reach said market group?
Both at the Hagkaup and Elko interview, they claimed to be using every disposable media to reach their clients. They named Television, radio, OOH advertising, catalogs, Instagram, and a few others. The managing marketer at Elko said that he tried to play to the strength of each medium to reach consumers. At the Hagkaup interview, he explained that they already had established themselves on the market, what they stand for, so unless there is a special event like Danish or American days, they use every media channel to remind people of their convenience because of an extensive product selection and long opening hours. Both parties at Icelandair and the interviewee at Origo said that they were mostly focused on the digital side. They had different reasons for that. At Icelandair, they explained that they used digital mediums due to that their budget is smaller than the competitions in foreign countries. On the other hand, they do use a mix of media channels, for example, OOH, TV, print media, and digital media. The need for branding is not as much in Iceland as it is abroad since most people know about their company in Iceland. Origo is the most digitally forward out of these four companies. They try to use many ways to reach their target market but are mostly focusing on inbound marketing, trying to lure clients to them that are interested in specific solutions. They used to be more involved in traditional media channels when starting but are now more focused on the digital.

Are you tracking revenue intake originating from traditional marketing communications?
In the interview at Origo he said that when it comes to the big projects, they are more inclined to monitor the traditional mediums a bit closer, and they were initiating an assignment to track their traditional advertising mediums when the interview was taken. Elko’s response to this question was that they are tracking revenue intake themselves by buying polls, taking spot checks, or just asking customers directly where they have noticed their advertisements. He, however, cautions that these sorts of measures are challenging to do and often misinterpreted. That this is not an exact science, but they are doing their best to measure their success and keep up with the trends. Both parties at Icelandair agreed with Elko’s marketing manager, saying that it was almost impossible. They have taken cracks at it
by using codes and formulas but ultimately that these are inaccurate measurements. They do, however, use ROI to see how specific campaigns are doing, but understanding whether sales made from social media or directly from their websites are influenced by traditional mediums or not is virtually impossible. It is much easier to look at things as the combined advertising strategy rather than the individual channels. At the Hagkaup interview he was very nonchalant saying “not really.” That they are just focused on being seen and retaining the brand awareness that they already have. They do, however, keep an eye on social media, in this regard, presumably to monitor reactions to their marketing communications.

**What traditional mediums are you using, and what digital mediums are you using?**

The mediums used by each company in their marketing communications were very similar but with a few exceptions. At Elko he listed the Elko catalog, television advertisements, sponsorships, and OOH advertising in terms of traditional mediums. The Elko catalog was the subject for a long time during the interview, mostly due to the fact that it still works while a lot of other companies have given up on that channel. When asked what traditional media Hagkaup was using, his answer was simple; all of them. He said that they are using radio, television, out of home advertising, local papers, newsletters, and they have sometimes used advertising leaflets, for example, during Christmas. At the Icelandair interview, both tried to list up every media channel that they were using. It included radio, OOH advertising, print, television, and in one campaign, they sent a catalog of tips as well as sleeping masks to people's homes. The traditional media channels that Origo uses are television and print, although they do not currently have a steady contract. They advertise with OOH and in local papers as well in some instances and have an event called "Bosehlaupið" or the Bose Run, and they have a football field called The Origo Field.

When it came to digital media channels the manager of Hagkaup’s marketing did not go into specifics, only saying that they were active on social media and on internet-based media channels. Both parties at Icelandair listed Facebook, Instagram, Twitter, LinkedIn, and the Google conglomerate as the main digital mediums that they use. When asked about the digital media channels, Elko’s marketing manager mentions Facebook, Instagram, AdWords, and YouTube. The digital mediums used at Origo are in large part Google and Facebook, but they are also using Instagram as well as LinkedIn for the B2B side. Then they are using display advertising on local websites such as Vísir.

**What do you think are the advantages and disadvantages of each medium?**
Both parties at Icelandair and the marketing manager at Origo mentioned that traditional media such as television and print create a powerful image and that television might be the strongest contender for branding. They are essential while building your brand and creating awareness. The representative of Hagkaups marketing added to the benefits of motion advertising, such as television and videos on Facebook or other mediums that allow videos is that you can show off the product. You can explain how to use it, which people are using it, and give it an image that is only possible with video and sound. Elko’s marketing manager said that they have been too technical in their television advertising, but they are now focusing more on branding. It does not just apply to television but also videos on digital mediums like YouTube, for example. These kinds of advertising are trivial to put out the right image, feel, character, and personality of the company. Icelandair’s marketing manager then said that the disadvantage is that TV is costly, and that print does not reach a wide enough audience. At the Elko interview, he said that the Elko catalog was an underappreciated medium because it could show so many products in a single place. This would not work as well on Facebook, for instance. When people pick up the catalog, they are at least going to browse through it for 20 seconds, which is a long time for the consumers to be engaged. You might be looking for a dishwasher but end up looking at a VR headset that you think is interesting.

When the conversation changed to digital mediums, the marketing manager at Origo talked about targeting different groups. He said that the advantages of digital mediums are that you can target a specific group of people and get a better sense of who is watching and who is not. That is an important aspect to be able to see how much it cost exactly to turn a lead into a customer. Then there is the ability to modify and adapt your strategy on the go. You get a much better sense of what you are doing right or wrong. While you can buy polls for traditional mediums, they may arrive late or give an incomplete picture. The interviewees at both Elko and Icelandair also talked about the ability to adapt to digital mediums. The digital marketing manager at Icelandair explained that the pros of digital media are that you can adapt it even after you have put out your campaign. You can maybe add four pictures to Facebook and some text and rearrange it to find the best combination. Advertisements on digital media channels may not be cheap, but they are cheaper in most cases to reach the same number of people online as it would be on television. He said that even though it may not be cheap to be on social media, the ability to measure and track behavior is a great advantage. The Elko interviewee added that there is a disadvantage in the sense that there is much noise on Facebook. People do not want to see dull advertisements like they are used to
seeing; instead, they are focusing more on trying to explain the products in a fun manner. For example, by using Instagram stories to explain how to use a blender or giving exciting recipes that you can put in said blender.

**Is it your belief that the role that traditional media used to have has changed with the emergence of digital media?**

The interviewees at Elko, Icelandair, and Origo all agreed that it had changed. The example that the marketing manager at Elko gave was that back in the day, the Elko catalog was meant to display new products that had arrived, but now our website handles that. Now the traditional mediums handle the branding, but the internet handles the details about the product. At the Icelandair interview, they responded that traditional mediums now take care of branding while the digital mediums get people to the website to buy the product. Jumping back 10-12 years, the print had more tactical advertisements, but now it takes care of branding. Digital is, of course, also branding for us, especially abroad. The marketing manager at Origo compared it to a shotgun tactic. When advertising on traditional media, it is harder to know who is going to see your advertisement. It goes everywhere. It is more of a mass marketing thing, while on digital mediums, you can segment a bit better and reach a group you want to reach. He, however, mentions display ads as a kind of mass marketing tool as well, but being able to place them on a specific site changes things a bit. You might know that people at a specific age watch RÚV and that is a bit targeted as well, but the traditional mediums are not adapting with the times as well as the digital mediums. However, the representative of Hagkaup’s marketing said that the role had not changed. He stressed the importance of integration when it comes to marketing communications. Every medium is supporting each other.

**Do you predict you can stop using traditional media in the foreseeable future?**

Both parties at Icelandair and the interviewee at Hagkaup did not think they would be able to abandon the traditional mediums in the foreseeable future. At the Hagkaup interview, he said that television is still such a powerful medium, especially in Iceland, due to a few main channels. This is also the case abroad; it reaches so many people that it must be included for the big companies to reach their customers and other consumers. The marketing manager at Icelandair argued that not everyone is mostly on digital mediums, even the tech giants like Apple and Amazon are increasing their spending on advertising on traditional mediums to reach people they have not reached before. You need integration. The marketing manager at
Elko, on the other hand, said that the lines between the two were becoming more and more blurred. Media, in some cases, are moving from the traditional to digital, and in that regard, he mentions streaming services. He said that people will always listen to some sort of recording, whether on the radio or some streaming service like Spotify. Both recorded advertisements and video advertisements will be the same, even if they move from traditional mediums to digital. The marketing manager at Origo took the other pole, saying that it was happening with the trend. There are always fewer people watching scheduled TV, reading the paper, and listening to the radio. It happens with time unless these mediums do something different.

**How much of your advertising budget goes into digital marketing communications?**

The Elko marketing manager said that excluding the Elko catalog, about 60% goes into the digital channels. The marketing manager for Icelandair said that he thought that roughly 80% of advertising abroad was on digital mediums but around 50% in Iceland. At Origo, he was not entirely sure but estimated that around 80% of direct spending went into the digital channels. At Hagkaup, his guess was that around 10% went into social media.

**Has there been a change in that split in the past years?**

Every interviewee agreed that there has been a change in the percentage and that more was spent on digital mediums. The interviewee at the Hagkaup interview said they were spending more on social media this year compared to last year, but it did not affect how much they spent on other media channels. The most drastic change was, however, in Elko, where he claimed that the increase in the amount spent on digital mediums has gone up by hundreds of percent. It has gone from being a small part of their spending to be the largest part of advertising spending. At Origo, his answer was that indeed it has. As he said before in the interview, they were going through a merger and had to create a new image, so in the three years that he has been there, it has gone from 50% to 80%. At Icelandair, they said that in 10 years, it has gone from 50% to 90% in some markets. In Iceland, the change has not been as pertinent, going from about 30% to 50%. They do not expect the Icelandic market to reach the same percentage as abroad. There is a difference in spending between Icelandic television channels and television channels in the U.K., for example. There might be some interesting changes in that area, but for now, this is the situation.
7.2 Results

By analyzing the interviews, researchers concluded that in this marketing age, digital channels are not doing better than traditional channels when used solely. Instead, the best fit is a combination of both digital and traditional media when reaching consumers and increasing their purchase intention. Companies should focus on integrating their communication efforts with consumers, i.e., using traditional and digital channels to relay synchronized messages to consumers. Even though most of the marketing goes through digital channels nowadays, traditional marketing tools, like, i.e., radio, serve as a good reminder for consumers, according to the interviewees. One of the significant disadvantages of traditional mediums is that they are often more expensive than digital mediums, and their effectiveness is often harder to measure. Even so, consumers find offline media more trustworthy than digital media. Newspapers are a form of offline media, and the advantage of them is their reach along with the survival time since individuals read the papers sometimes days later from its publication. Another form of offline media that tends to have longer survival time compared to digital media is flyers. They are easily distributable and increase awareness and are often top-of-mind for consumers. Television is another form of traditional marketing, and one of the advantages of advertising on TV is the massive reach it offers, and Kristján, the marketing director at Origo, even compared it to a shotgun tactic.

In contrast, digital channels make it easier to segment the market. Ragnar, one of the interviewees, mentioned that sports for advertisements on television were relatively low priced in Iceland when compared to other countries, which are another advantage of using that form of marketing. OOH is also an essential form of traditional marketing since it reaches consumers on the go, i.e., outside of their home. OOH is interesting because it has evolved from simple static outdoor displays to digital displays, which has transformed the form from traditional marketing to one of the most used digital media channels today. OOH is not the only form of media that has evolved and been on the rising digital media has been on the rise for a while now, and marketers are steadily increasing the marketing budget toward digital channels. This is partly because of increased internet usage and because of a decline in weekly readership of newspapers and magazines. Technological advancements have led to increased social media usage, and therefore, a big part of digital media marketing happens on social media platforms. Digital channels can give consumers the final push they need to go through with their purchases, which shows that successful integration can help marketers reach consumers on different stages in the decision-making process. Because of
this, more and more companies are moving from traditional media toward digital media even though the evolution of the movement from traditional media is moving at a slow pace. According to the interviewees, they believed that traditional marketing channels like radio and newspapers were becoming digital in the sense that streaming services were taking over the radio and online newspapers taking over printed media.

Although the interviews are a rather small sample from a large pool of businesses in Iceland, they are supposed to represent Icelandic businesses as a whole when estimating the reach and effect on consumers' purchase intention. Researchers believe that they are an indication of how marketing is conducted within Icelandic companies. Most of the marketing managers said they used as many marketing mediums as possible to reach and engage with consumers. The marketing managers interviewed, all worked for relatively large companies with big budgets, so the actual usage of mediums might differ depending on the budget.

7.3 Discussion

The presented research attempted to study if digital channels were doing better than traditional channels when it came to reaching the consumers and increasing their purchase intention. The main research question was regarding the above mentioned, that is, if digital marketing ways are more effective in reaching the customer and increasing purchase intentions than traditional marketing. To investigate this, interviews were conducted with the purpose of gathering data as well as giving individuals an idea of how different types of marketing, digital versus traditional, have an effect on consumers when it comes to buying certain products or services. The results of the interviews were that a combination of both traditional and digital was most effective, i.e. digital media marketing was not proving to be more effective when used alone. Even though digital media marketing is on the rise and has become more used over the course of the last few years and an increasing number of consumers are exposed to digital media platforms, there is still a large number of consumers that do not get this exposure. The conclusion of this research paper was to the end that the digital media market was, therefore, not delivering better results than traditional marketing for reaching the consumer and increasing purchase intention.

7.4 Limitations and further research
The research has several limitations and should be interpreted according to that. Firstly, the results are mostly based on information gathered from the internet, such as scholarly articles, as well as interviews. Secondly, the researchers could only interview the marketing head of four Icelandic companies in their questionnaire so the results cannot be generalized over a larger population, the number of interviews was limited in part, due to the recent Coronavirus pandemic but researchers could not conduct as many interviews as they would have wanted due to the outbreak. Researchers tried to contact more companies to arrange interviews but were turned down due to the above-mentioned pandemic. What also happened was that researchers managed to arrange more interviews, but on the interview date, they were canceled. Thirdly, the questionnaire consisted of only eight questions. In addition, the researchers had to assume that participants would answer the questions presented to them with honesty and to the best of their ability.

This study hopes to shed new light on the difference in purchase intentions resulting from digital media marketing on one hand and traditional media marketing on the other. To be able to get more accurate results, further research is needed. Future research should aim at having a greater sample of participants. Future participants should be more diverse, i.e. in terms of nationality, gender, age, and education, since all interviewees in this research were male. Using a broader questionnaire and interviewing more people could give more accurate results. Also, regarding generalizability, it is important that participants differ in terms of age, gender, education, and residency. An example of this is e.g. that all of the interviewees were residents of the capital and surrounding areas and therefore it might be interesting to conduct the same study in different countries and determine if there are any cultural differences that possibly give different conclusions regarding purchase intentions resulting from digital media marketing ways and traditional media marketing ways. The researchers also feel that there is a need to do quantitative research, looking at how the consumer perceives digital and traditional forms of marketing. Researchers were not able to conduct a quantitative research method this time due to time constraints caused by the illness of one researcher and general disorder as a result of COVID-19.
8. Conclusion

To summarize the discussion above, the research question regarding if digital channels were doing better than traditional channels when it came to reaching the consumers and increasing their purchase intention was found to be positive in the sense that the technological development has put its mark on marketing and marketing has evolved more into digital media techniques. More and more businesses choose to market their products on digital media but also use traditional media marketing ways such as newspapers, television and billboards even though it has decreased in present times. When looking at the interviews, e.g. the interview with the marketing director of Elko, he talked about the development that had been toward the digital media platforms but also said that traditional marketing was still very important for the company and referenced the Elko catalog. The Elko marketing director also felt that all marketing ways i.e. traditional and digital, were developing toward digital form and stated that the line between the two forms was steadily becoming harder and harder to notice. He could not see that Elko would, in the foreseeable future, stop using traditional media marketing. This is in accordance with Hagkaup. The marketing director of Hagkaup said that the company was using all types and forms of marketing, both traditional and digital. He said that Hagkaup would not stop using traditional marketing in the near future and stated that traditional marketing such as the Hagkaup catalog, advertisements on radio, and television were a big part of keeping the company top-of-mind and creating awareness, this is in accordance with a study conducted by Vries, Gensler and Leeflang (2017), they found that traditional forms of advertising were most effective in creating awareness, consideration and also when it comes to acquiring new customers.

The marketing director of Hagkaup said that even though the company had started using more and more digital marketing ways and techniques, it only accounted for 10% of the total marketing budget. The marketing heads at Icelandair agreed with the other interviewees that even though digital media marketing was increasing, the traditional marketing was still essential, mainly for keeping the brand top-of-mind, withholding brand awareness and word-of-mouth. They said that digital media marketing was around 80% of the marketing budget internationally, but in Iceland, probably around 50% of the budget. They said that Icelandair had experienced with offers only available on the digital media platforms and then both on digital media platforms and traditional marketing and the purchase rate was drastically higher when the company used a combination of the two and one of the interviewees stated that the fact of the matter was that not everyone was on the internet. Of the four interviewees, the
marketing director of Origo was the only one that felt that the trend of the two forms of marketing was developing towards traditional marketing becoming obsolete. He said that Origo was steadily moving from traditional marketing towards 100% use of digital media platforms. This is in accordance with a study by Opreana and Vinerean (2015), where researchers concluded that traditional marketing had lost its effectiveness. When all the interviewees' answers are taken into account, three out of four feel that traditional media marketing is still very important and useful. They, therefore, do not feel that digital media is delivering better results than traditional channels when it comes to reaching the consumers and increasing purchase intention. The Origo marketing director is the only one that feels that is the case. The other three felt that a combination of the two was most effective in reaching consumers and increasing purchase intention. They all agreed, however, that digital media marketing was on the rise, steadily taking a larger piece of the pie, i.e. cutting into the traditional marketing portion.

The interviewees for this research paper were chosen because they all are working in the marketing departments of large, well established, and well-known companies in Iceland. Since most of them agreed that digital channels are not delivering better results than traditional channels but rather the best way was a combination of the two, the answer to the research question “Are digital media channels doing better than traditional channels in reaching consumers and increasing their purchase intention?” is no. Therefore it can be suggested that it is essential for businesses when choosing how to market their products and services to take into account how much reach and awareness traditional marketing is accounting for and adjust their marketing efforts based on that since it can have a direct effect on the purchase intention of consumers. Researchers were surprised by how important of a role traditional marketing communications still plays in modern marketing. Print media, television, billboards, and radio are mediums that are great tools for brand building, creating awareness and to help companies to reach specific demographics that social media and other forms of digital marketing communications tools are not equipped to do on the same scale as aforementioned mediums. One of the most notable ones being the Elko catalog. Researchers were surprised to hear just how useful pamphlets and catalogs are, the average consumer spends at least 20 seconds browsing through Elko’s catalog, this type of engagement is hard to replicate through digital channels.
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Appendix:

Origo

Björgvin: Hver er reynsla þín af markaðssetningu?
Viðmælandi: Ég byrjaði að vinna hjá applicon fyrir rúmum þremur árum síðan fór síðan yfir til TM Software og sá um markaðsmálin þar og svo í markaðsdeildina hjá Nýherja, en þetta var svo allt sameinað og varð Origo, þannig ég hef unnið hjá þessari Origo samstæðu í þrjú ár.

Björgvin: Hver er aðal markhópurinn ykkar?
Viðmælandi: Við erum soldið frábrugðin þeim fyrrtækjum sem þið hafið verið að taka viðtöl við að því leiti að við erum starfandi fyrist og fremst á fyrrtækjamarkaði en við erum að selja óðrum fyrrtækjum lausnir og búnað. Við erum líka starfandi neytendamarkaði en það er lítlið og það er þá bara í gegnum verslunina okkar niðri sem er samt eiginlega targetuð frekar á fyrrtækjum þar sem við erum að þjónusta fyrrtæki á Íslandi og þá helst stærri fyrrtæki en alveg niður í medalstór og lítil líka.

Björgvin: Hvaða leiðir eruð þið að nota til þess að ná til ykkar markhóps?
Viðmælandi: Við erum að nota alveg mjög margar leiðir, það sem við erum að gera núna er að við erum rosalaga mikið að fókusa á stafrænamarkaðssetningu og þar erum við að vinna eftir svo kallaðari inbound hugmyndafraði þar sem við erum í raunninni að laða að okkur kúnna sem við teljum að hafi ákveðnum lausnum. Á stafrænumiðlunum eru betri töl sem við getum notað en á þessum hefðbundnumiðlum en frá því að við fórum í nafnabreytinguna var rosalaga mikilvægt fyrrir okkur að vera líka á hefðbundnumiðlum við vorum að launcha nýju vörumerkið og þátt fyrir að við stórfum helst á fyrrtækjamarkaði þá eru einstaklingar á bakvið öll þessi fyrrtæki sem starfa með okkur og við þufum að vera sýnileg með vörumerkið okkar Origo og það þarf að vera soldið established og til þess höfum við notað ímyndasterka miðla eins og sjónvarp og blöð og fleirra en við erum vissulega að draga rosalaga úr því núna og focusa meira á stafrænumiðla.

Björgvin: Erud þið að rekja sölutölur frá hefðbudnumiðlum?
Viðmælandi: Já við erum að fara núna í svona átaksverkefni þar sem við erum að skoða það sérstaklega, heilt yfir erum við kannski ekki beint að skoða það en jú þegar við erum að koma með ákveðnar lausnir eins og núna verkefni sem við erum að vinna sem er soldið stórt þar sem við erum að markaðsetja mannaðsflausninna okkar sem heitir Kjarni og þá erum við
vissulega að tracka það rosalega vel og erum vakandi fyrir því þeim áhuga og sölutækifærurnum sem koma inn og fylgjumst með því hvað breytist síðan í raunverulega sölu í kjölfaríð.

Björgvin: Hvaða miðló eruð þið helst að nota hefðbundnum markaðssamskiptum?

Viðmælandi: Eins og ég nefndi þá höfum við verið að nota sjónvarp en við erum ekki með fastan sjónvarpssamning, við erum heldur ekki með neinn blaðasamning og nátturulega líka að gera eitthvað á neytendamarkaði eins og við erum umboðsavékili Bose á Íslandi eins og við erum með Bose-hlæpisinni og þá erum við að auglýsa í svona hverfisþildum eins og Garðarpóstinum en annars erum við kannski á þessum hefðbundnu offline miðlum þá erum við kannski helst á skyldum við erum með origo völlinn og erum með skiliti við hann og svo erum við með skilti í Hafnarfirði líka og einhver önnur hér og þar t.d héra í borgartúni.

Björgvin: En hvaða miðla notið þið helst á stafrænumiðlunum?

Viðmælandi: Þar eru við að nota þessari hefðbundnumiðla eins og sjónvarps og blaða er að þetta eru ímynda stærki miðlar, sérstaklega sjónvarpíð. Það er mikilvægt fyrir okkur að bygjja upp vitund og ímynd fyrirtækisins án þess að vera að fara í svona direct sölu og ég myndi klárlega segja að það væri kostur að vekja þessa auka vitund og skapa jákvæða ímynd. Með stafraennimíðla eins og facebook gefur okkur tækifæri á því að targeta fólk og ná þá sérstaklega til þeirra hópa sem við viljum ná í og líka í rauninni með alla þessa stafraennimíðla þá fáum við miklu betri tölur á bakvið og það er það sem skiptir okkur rosalega miklu máli að vita í rauninni hvað það kostáði mikil á þá þennann einstakling sem eru nána orðinn sölutækifæri og við getum greint það rosalega ytarlega og það eru rosalega verðmætar upplýsingar fyrir okkur. Þá getur maður leikið sér áfram með þetta, en við sáum til dæmis um daginn að það var rosalega mikill munur á svörun eftir því hvort það var karlmaður eða kona í auglýsingu með sömu markaðsskilaboð. Við vorum að reyna að fá fólk til þess að skrá sig á ákveðinn contact lista og kúnarmár voru meira en helmingi ódýrari sem skráðu sig þegar það var karlmaður í auglýsingunni en þegar það var kona. Þannig það er hægt að prófa sig mikil áfram og besta ferla miklu betur miðað við eins og á hefðbundnumiðlunum þá er erfiðara að mæla það, þú getur mælt það kannski með Gallup könnunnnum og annað en upplýsingarnar kona þá seint til þín og eru kannski ómarkvissar, þú veist í rauninni ekkert hvort það hafði einmitt verið þessi auglýsing sem skilaði þessum áhrifum.
Björgvin: Telur þú hlutverk hefðbundinnamiðla hafa breyst með tilkomu stafrænnamiðla?

Viðmælandi: Já ég myndi segja að hlutverk þeirra væri soldið búið að breytast, eins og maður hefur heyrt talað um haglabyssaktíkina, það er soldið birting á hefðbundnumiðlunum, þú veist ekki beint hvers þú ég þú til, jújú þú veist að fólk á ákveðnum aldri er líklegra til þess að horfa á RÚV en þetta er í rauninni soldil haglabyssa sem þú ég að skjóta, þetta fer út um allt. En á stafrænumiðlunum ertu að ná inn í þann hop sem þú vilt ná í en þetta á nátturarlega ekki við til dæmis vefborða á forsiðu Vísí.is hann er soldið á ná til allra, en við erum þá til dæmis frekar að birta í viðskiptafrétturnum sem er þá að ná í aðeins meira targetaðan hop. En ég hlutverk þeirra hafi án efa breyst en ég tel samt að heldi ókosturinn við þá sé að hlutverk þeirra hafi litið breyst meðan það hefur breyst rosalega mikið í stafrænumiðlunum við erum allttaf að fá betri og betri upplýsingar og getum gert meira á stafrænumiðlunum m.v að hefðbundnumiðlurnir hafa eiginlega ekkert breyst. Það hefur ekki orðið nein almennileg þróun á hefðbundnumiðlunum.

Björgvin: Telur þú að Origo geti í fyrirsjáanlegri framtíð hætt að nota hefðbundin markaðssamskipi?

Viðmælandi: Þá ertu að tala um sjónvarp, blöð, útvær?

Björgvin: Já

Viðmælandi: Já í rauninni sko og það gerist í bara með trendinu, það eru allttaf færri og færri sem eru að horfa á límulega dagskrá, lesa blöð og hlusta á útværipð fleiri sem velja sjálfir hvað þeir vilja hlusta á þannig það deyr klárlega soldið með því ekki nema að það gerist eithvæð verði einhverjar breytingar.

Björgvin: Hversu stór hluti fjármagns markaðsdeildarinnar fer í stafrænumiðla á móti hefðbundnum miðlum?

Viðmælandi: Sko ef við erum bara að tala um birtingarféið, því það er allskonar annað sem við gerum sem fer kennski ekki beint í birtingar til dæmis í framleiðslu og annað það myndi ég segja að það færi örrugglega í kringum 80% sem fer beint í stafrænumiðla.

Björgvin: Hefur orðið mikil breyting á þessu hlutfalli síðustu ár?

Viðmælandi: Já, nú get ég bara talað um þessi þrjú ár sem ég hefur verið hérna en það hefur breyst mikil því það var mikilvægt fyrir okkur fyrst um sinn að vera sterk á hefðbundnu miðlunum en svo varð það minna mikilvægt fyrir okkur þegar fólk fór að þekkja vörumerkið betur en það gáum við farið að targeta meira það hópa sem við virkilega vildum ná til. Þannig það er búið að breytast mikil, það var örrugglega nær því að vera 50/50.

Björgvin: Fráðar, það eru allar spurningarnar búnar, takk fyrir að hitta mig

Viðmælandi: Ekkert mála, gangi ykkur vel!
Björgvin: Fyrsta spurning er svona background spurning um þig, hversu lengi hefur þú starfað sem markaðsfraðingur og hver er reynsla þín af stafreinni markaðssetningu?
Viðmælandi: Ég er búinn að vinna sem markaðsfraðingur í 6-7 ár núna og kem semsagt úr markaðsfraðeinni og fer þá beint að vinna hjá ráðgjafyirtæki í starfi við markaðssetningu og er búinn að vera viðröðinn við það mjög lengi, semsagt áður en ég fór í námið var ég kominn aðeins með puttana í það og vann sem ráðgjafi í stafi við markaðssetningu og veit próun í nokkur ár þegar ég fór svo til húgbúnaðafyrtæktis og vann sem markaðsstjóri þar, þar svona vorum við einungis að nota stafreina markaðssetningu og kom svo hingað til Elko fyrir þremur árum síðan.
Björgvin: Hvern mynduð þið telja vera aðal markhópinn ykkar?
Viðmælandi: Það er hópurinn 25-44 ára, jafnt kollar og konur, það er svona demographic hópurinn okkar, en markhópurinn okkar er nátturulega bara fólk sem er á leiðinni að kaupa raftæki.
Björgvin: Hvaða leiðir eruð þið helst að nota til þess að ná til þeirra?
Viðmælandi: Við erum að nota basicly allar leiðir sem eru til, við erum tiltölulega ný búnir að ljúka mjög stórá auglýsinga eftirtektarkönnun og þar vorum við að mæla svona alla okkar snertifleti og það kemur bara á daginn að sérstaklega mikið í þessum hóp að það dreifist rosalega jafnt, allt frá bara Elko blaðinu upp í auglýsingar á Instagram og strætó skýli, við erum að nota alla miðlana í þetta sko, skiptum efniðum soldið eftir því hvert það er að fara
Kristófer: Já einmitt
Viðmælandi: Við erum soldið að reyna að spila inná styrkleika og veikleika hvers miðils fyrir sig sko, en já þetta er rosalagjafindreit myndi ég segja
Kristófer: Er einhver munur sérstaklega á aldri þegar við skoðum til dæmis blöðin, hvort þessir yngstu hópar séu að skoða mikið t.d Elko blaðið?
Viðmælandi: Já það er klárlega munur á því hvar við náum til hópana best sko, það er alveg bara klipt og skorið
Björgvin: Hverja telur þú vera helstu kosti og galla þessara helstu miðla sem þið notið?
Viðmælandi: umm, sko Elko blaðið er rosalag jafnaðurinn miðill að mörgu leiti, hann er svona einstakur hvað það varðar að við náum að koma út mjög miklu vöruframboði og sýna mjög stórann þverskurð á mjög ódyran hátt, fólk trúir því ekki, en míað við magnið á vörunum sem við erum að koma út, ef ég ætlaði til dæmis að nota einhverjar facebook auglýsingar myndi ég ekki ná að koma öllum þessum upplýsingum út fyrir þennann pening
sko, þannig það er ótrúlega sterkt fyrir okkur, við erum að draga rosalega út útgáfu af Elko blaðinu, það farf ekki að koma út jafn oft og það er að gera en það að það lendi inn á borði og þú eft að leita þér að uppfvottavél þá tekuru blaðið og flettir því, það er rosalegt engagement. Þegar þú tekur upp elko blaðið og flettir því þá eft að minnsta kosti að fara að gera það í 20 sekúndur. Það er eitthvað mjög magical við þetta engament sem þú átt með þverskurðinn og þarna erum við að ná þú veist, þú opnar kannski blaðið og eft að leita að uppfvottavél en allt í einu ferðu að skoða einhver ný VR glæraðu sem eru geðveikt áhugaverð.

Kristófer: Já nákvæmlega.

Viðmælandi: Þá er soldið búið að stimpla þetta soldið inn hjá þér og með þessu viðhöldum við rosalega þessu top of mind sko, þannig það er svona ákveðin styrkleiki þar.

Björgvin: Við ræddum það einmitt ádur en við komum að þegar maður sér Elko blaðið á stofuborðinu heima þá fer maður að skoða það því það er allttaf gaman að skoða svona rafæki og græjur annað en þegar maður sér börn bækling eða eitthvað.

Viðmælandi: Já einmitt, við mælur lestinuð að því og hann minnar auðvitað ár frá ári og hefur minnkað gríðalega frá því hvernig hann var fyrir 10 árum síðan en lestinuð er ennþá ansí mikill, það er ansí mikill flett sko. Ef við skoðum sjónvarp þá erum við að gefa aftur í sjónvarpið, við höfum kannski gefið of mikíð eftir þar á síðustu árum, en það var af því að við vorum að senda allttof svona teknísk skilaboð í sjónvarpið en núna ætlum við að fara að vinna með meira svona branding efni, en þegar ég segi sjónvarp þá er ég líka að tala um video auglýsingar á samfélagsmiðlum, ég er bara að leggja þetta saman, bara að koma video efni fyrir framán fólk.

Kristófer: Þú ert þá að tala um Youtube líka?

Viðmælandi: Youtube og sjónvarp er nátturulega orðinn sami hluturinn sko þetta er bara sitthvor að ilinn sem þú kaupir auglýsinguna af, það er einstakur miðill til þess að koma út look-i og feel-i og karakter og einhverjum svona persónuleika þannig okkur langar að nota þann miðil meira til þess að koma út upplýsingum um okkur, hver við erum sem fyrirtæki. Svo eru það facebook auglýsingar sem eru að minu mati þægintegar því maður er svo snöggrur að koma þeim út, við notum rosalega mikíð af efni sem við viljum vera snöggrir með, til dæmis ef það kemur einherver verðlaðkun á airport sem eru bara vinsælasta varan á Íslandi þá getum við verið búnir að dæla því út á 60.000 Íslandinga á 3 klukktínum þess vegna sko. En eðli þess er samt að þetta er rosa taktískt og það er rosalega mikíð noise, það er geðveikt magn af auglýsingum á facebook, eins og ég upplifí það og mín kynslóð, það er ekkert skemmtilegt á facebook lengur, það er ekkert frá vinum þínnum, það er ekkert að gerast, þetta
er bara einhver massífur auglýsinga bæklingur og maður einhvern veginn bara skrollar í næsta og næsta, það er einstaka video content sem vekur án huga manns og við viljum soldið fara að vinna með það að búa til video efni sem er ekki svona youtube branding efni heldur meira svona skemmtilegt að segja frá vörunum og hvernig þær virka.

Svo höfum við verið við nota instagram, en þar erum við að gera miklu skemmtilegrí hluti, þar erum við að nota story-in og erum svona tímaðundíð að finna einhver story með einhver concept í huga eins og í kringum áramótin með einhver áramótahéiti eða jólin og þá einhverja jólagjafalista en reynum þá að taka soldið úr sölubúningnum sko, erum að nota meira af lífsstíls myndum og hvernig þú getur notað vörurnar, t.d uppskriftir með einsverjum blendurum og það er að virka rosalega vel en það er ennþá samt mjög lítt kjarni sem við erum að ná til þar, þú veist, hversu langt kemstu með að vera með einhvern geðveikt skemmtilegan og engaging instagram account fyrra raftækjaverslun.

**Björgvin:** hahaha Já það meikar sense.

**Viðmælandi:** Þú veist það er bara ákveðið limit sko, og við erum soldið að reyna að feta þennan veg og þó að feedbackið sé rosalega skemmtilegt og við eigum í rosalega skemmtilegum dialog við fólk þarna, þú veist fólk er að komenta á hlutina og senda okkur skilaboð í gegnum Instagram þá er þetta rosalega lítil pullía og við erum að horfa á það að við þurfum að þjónusta 200-300 þúsund manns á ári liggur við, að það að eiga í einsverjum virkum dialog við 20-30 manns á instagram er ekkert í stóra samhenginu, hlutirnar þurfa að vera á soldið massífum skala fyrir okkur til þess að meika einhvern sense sko því það fer rosalega mikðið brain power hjá okkur í þetta og það er stóri hausverkurinn hjá mér, þegar maður er alltaf að tala um hvernig við eigum targeta þennan hóp og hinn, við erum bara með X stóra markaðsdeild með ógeðslega mikðið í gangi og rosalega fjölbreytt vörúrval, allt frá tvöföldum ískápum niður í hardcore gaming mikrófóna og að ætla að vera með eithvað sérsniðið efni fyrir hvern og einn rosalega targetað, við höfum bara ekki capacity í þetta.

**Björgvin:** Eruð þið að rekja söluaukningu eftir markaðsherferðir á hefðbundnum miðlum?

**Viðmælandi:** Já.

**Kristófer:** Það hefur verið talað um að þetta sé vannýtt að skoða árangur eftir auglýsingar á hefðbundnum miðlum, fólk er soldið að færa sig yfir í stafrænumiðlana því það sé svo auðvelt að nálgast gögnin.

**Viðmælandi:** Jájá, svo er margt af því svo ótrúlega mikðið bull og fólk er að rangtúlka þetta alveg rosalega sem ég held að sé alveg griðalega mikðið um.

**Kristófer:** Eruð þið þá að gera þetta sjálf?
Viðmælandi: Já svona eins langt og það kemst sko, við erum að gera mikið sjálf með því bara einfaldlega að gera test og gerum mjög mikið af testum ásamt því að kaupa kannanir, við látum gera auglýsingaeftirtektakannanir og erum að taka svona spot check eða bara spyrja fólkið beinlínís hvar þau hafa verið að taka eftir auglýsingum og erum að kaupa rosalega mikið af gögnum um birtingar frá okkur og samkeppnisaðilum okkar og berum það saman og svo erum við líka að gera test þar sem við erum einfaldlega að lauma inn vörum sem hafa verið statiskar í sölu í einhverjar auglýsingar og erum bara að mæla hvað gerist í kjölfarið.

Kristófer: Akkurat.

Viðmælandi: En þetta eru oft mjög erfiðara mælingar að gera og mjög erfitt að setja prófin og svona formulate-a þau einhvern veginn af því að maður veit ekki hvort það sé tenging milli þess til dæmis að setja headphona í auglýsingu sem aukast ekki í sölu en aðrir headphonar sem voru ekki í auglýsingunni ruku upp í sölu, það getur vel verið að það sé tenging þarna á milli, þó svo þetta einstaka vörunúmer hafi ekki valdið sölnunni þá fengum við inn fullt af liði sem sá bara hina í híllunni við hliðin á og þeir eru miklu betri og ódýrari en við náðum að kveikja þessa hugmynd um það að þú kemur hingað til þess að kaupa headphona þannig þetta eru aldrei neinar absolút mælingar.

Kristófer: Nei þetta eru ekki nákvæm vísindi.

Viðmælandi: Nei þetta eru ekki nákvæm vísindi en við erum að gera okkar besta til þess að gera þetta og meta þessi trend.

Björgvin: Telur þú hlutverk hefðbundinamiðla breyst með þilkomu stafrenna miðla?

Viðmælandi: Já, það hefur gert það, sérstaklega eins og hjá okkur, en bara back in the day þegar ég var krakki þá var hlutverk elko blaðsins að sýna hvaða vörur væru til í Elko, svona þverskurð af því, vefurinn gerir það í dag. Ég vil fara að nýta alla miðlana okkar í blöndu af svona pjúra branding yfir í svona hybrid af þú veist branding og vöruflokkum sem minna á að við erum sterk í tölvum og þú færð apple líka hjá okkur, þá eignum við ekki að þurfa að push-a út að við eignum hérna Macbook Pro á 199 eða hvað hún er, en þú átt samt að vita af því að við eignum apple tölvur og að við séum go-to staðurinn fyrir það af því að ABCD skilur, þessir hefðbundnu miðlar eru að að taka miklu meira þetta hlutverk að þurfa að vera svona meira branding fyrir okkur og vefurinn tekur við með nitti gritty detailana um vöruna.

Kristófer: Þið eruð nátturulega rótgröð fyrirtæki og flest allir Íslendingar vita af ykkur.

Viðmælandi: Já einmitt.

Kristófer: Telur þú að þið munið geta hætt að nota þessa hefðbundnumiðla í fyrirsjánlegri framtíð?
Viðmælandi: Nei, eða þú veist með einum eða öðrum hætti, mörkin þarna á milli fara að verða rosalega óljós, ef við tökum útvarp sem dæmi, þú veist útvarpsauglýsingar á einhverri FM tíðni mun á endanum deyja út en það mun allt af vera þannig að fólk mun hlusta á einhvern hljóðbúti sem auglýsir vöruna hvort sem það komi í gegnum einhverja streymisveitum eða hvað sem er, þið skiljöð hvert ég er að fara, auðvitað er þetta allt að fara að breytast til dæmis sjónvarp, þetta er allt að verða video on demand og svo skýtur einhverri auglýsingu inn í einhverju pre-roll á undan, þetta er samt í grunninn sjónvarps auglýsingar, fólk er ekki að fara að hætta að horfa á auglýsingar eða hlusta á auglýsingar en þetta verður auðvitað allt stafrænt með einum eða öðrum hætti.

Björgvin: Hversu mikið af auglýsingafé fer í hefðbundina vs stafrænumið líkum?
Viðmælandi: Sko ef við tökum Elko blaðið aðeins út fyrir þetta, af hefðbundnu birtingafé fer í kringum 60% í stafrænumið líkum.

Kristófer: Hefur það tekið miklum breytingum undanfarin ár?
Viðmælandi: Já mjög mikið sko síðan ég kom hefur það aukið um mórg hundruð prósent sko, farið úr því að vera frekar lítil bitti af kökunni yfir í það að verða stærri bítinn sko og margt af þessu er svona eithvað sem maður sér ekki við fyrstu sín eins og adwords við erum gríðalega mikið þar og það er rosalega dýrt en það skilar sér líka vel.

Hagkaup/Manhattan

Kristófer: Hver er þín reynsla af markaðssetningu, þá nám og störf?
Viðmælandi: Já, ég útskrifaðist með bachelorepróf frá Bandaríkjunum 1997 á síðustu öld, og masterpróf frá Danmörku 2005 og hef semsagt fyrir utan tímann í Danmörku er ég búinn að vinna við markaðsmálum frá 1997 þegar ég kom heim frá Danmörku, ég var fyrst kynningastjóri hjá Sambíóum í hálft ár og svo hjá Íslandsbanka í 2 ár sem sérfræðingur á markaðsmálum, 2 ár hjá OZ, gamla OZ ekki nýja OZ hjá Guðjóni og Skúla og svo fer ég í mastersnám og kem síðan aftur til Íslands og fer þá aftur í Íslandsbanka og er þar forstöðumaður í markaðsmálum í 8 ár og stofnaði það Manhattan Marketing með tvem kollegum mínum, við erum 3 sem eigum Manhattan og við erum búnir að vera markaðsstofa fyrir fjöldanum allan af fyrrítreknunum síðan það, eða síðustu 7 ár.

Kristófer: Okei geggjað, Hver er aðalmarkhópur Hagkaupa?
Viðmælandi: Öö, markhópur Hagkaups er í rauninni þessi klasja “Allir eru markhópur”, Hagkaup höfðar hinsvegar meira til þeirra sem að hafa aðeins meira milli handanna svona
aðeins efnaðari þó það þurfti ekkert að vera einhver milljónamæringur (Milli), þetta er ekki þannig, munurinn á vörverði í Hagkaup og til dæmis Bónus er hugsaður meiri en hann raunverulega er, hann er ekki meiri en, á þessum rauverulegu vörum sem skipta máli, þessum nauðsynjavörum, þá er munurinn ekki nema 7,8,9% en fólk er tilbúið að borga það aukalega til þess versla í svona aðeins þæginlegara umhverfi og þær eru hýlegri og það er aðeins meira lagt í þær þannig þú eftir að velja það umfram það að fara í það ódýrasta, markhópurinn er í rauninni fyrst og fremst þeir sem að eru tilbúinir að borga aðeins extra fyrir aðeins meira þægindi, aðeins meiri upplifun í sinni verslun, öömm Hagkaup keyrir á fjölbreyttum í vøruúrvali, það eru fjölbreyttari vörur, betri vörumerki, gæðavörumerki, þannig þú eft soldið svona aðeins að höfða til þeirra sem eru svona aðeins meira að sækjast í fagargerðari mat. 
Eru tilbúinari að gera vel við sig í mat og sérvöru og síðan nátturulegæ ef við erum að tala um markaðssvæðin, þá eru sjö verslanir, við erum út á Seltjarnarnesi, spöng, Skeifan, Kringlan, Smáralind, Garðabær og svo Akureyri.

Kristófer: Erud þið að höfða sérstaklega til þeirra sem koma og kaupa þessa “fullu körfu” eða eftir þið að reyna að ná til allra?

Viðmælandi: Sko, Neyslumynstur einkastiklinga er soldið breyttileg að því leytinu til að það eru sumir sem fara í Bónus einu sinni í viku eða tvisvar í mánuði og byrgja sig upp, af þurrvöru og fleira og koma svo í Hagkaup fænvel daglega að toppa upp soldið fyrir matinn um kvöldið, ferska grænmetið, ávextina og kjtöð úr kjötborðinu og fleira þannig að sumur versla svona, aðir versla alltaf í Hagkaup, ég persónulega versla alltaf í Hagkaup og hef gert lónu aður en ég fór að vinna fyrir þá bara af því að það hentar, ég Lýð í Garðabæ rétt hjá Hagkaup og þetta er bara í leiðinni fyrir mig þannig það er soldið misjafnt, við erum með mismunandi kaupendahópa þarna úti, við erum eftir að reyna að targeta sérstaklega “komdu og versla allt í Hagkaup” við erum eftir að reyna að gera það

Kristófer: Já eimitt

Viðmælandi: Enda er líka slagorðið soldið að segja hitt meira svona “alla daga” er einmitt þetta að Hagkaup er meira svona, þú kemur alltaf í Hagkaup að fá þér í matinn í kvöld en þú ferð í Costco og Bónus að einu sinni til tvisvar í mánuði

Kristófer: Já ég skil þig

Viðmælandi: Út á það gengur þetta slagarð.

Kristófer: Erud þið að rekja súlötölur á hefðbundnum markaðssamskiptum?

Viðmælandi: Nei í rauninni ekki, vegna þess að Hagkaup er í dag til dæmis ekki með netverslun, ekki í dag, það er bara vegna þess að kerfin töluðu ekki saman og það er verið að vinna í því en þarf af leiðandi höfðum við ekki verið að auglýsa neinar vörur sem við getum
verið að tracka sérstaklega hversu miklu hún skilaði sölu vegna þess að það er ekki verið að selja í gegnum netið, þannig Hagkaup er meira og minna í brand awerness og þá erum við ekkert endilega að eltast við hversu margir sjá auglýsinguna, þetta er bara brand awerness, svo inn á milli erum alltaf einhver ákveðin tilfni eins og núna um helgina erum við að fara að keyra Danska daga, það eru Danskr daga næstu tíu daga, það er tax-free af snyrtivöru, það eru grill og eitthvað svona þannig að það koma svona einhverjir daga og helgar þú veist kannski tvisvar í mánuði

Björgvin: Já einmítt
Viðmælandi: en þess á milli er þetta meira bara brand awereness, þannig nei við erum ekki beint að tracka neitt þannig séð hvað gerist á mass media, auðvitað fylgjumst við með þú veist response á social media sko.

Kristófer: Hvaða miðla eruð þið að nota hofðundinni markaðssetningu?

Viðmælandi: Alla.

Kristófer: All? Útvarp og sjónvarp og blöðin?

Viðmælandi: Alla, allt bara nefndu það, við erum allstaðar, það er útvarp, sjónvarp, umhverfisauglýsingar og skyltin, netmiðlar það eru hverfablöð, dagblöð, fréttablöðin stóru, social media, netmiðlarnir, það basicly allt, við erum ekki mikíð í markpósti en við höfum stundum gert blöð eins og til dæmis fyrir jólín kom jólablaðið og það fer síðan bara í dreifingu með morgunblaðinu sem hluti af því, þannig við erum ekki að senda inn um bréfalög einhver tilboð sko, við erum ekki í markpósti en við erum að nota alla auglýsingamiðla.

Kristófer: Hverja myndir þú telja vera kosti og galla hvers miðils fyrir sig? Þið eruð að nota alla miðla þá eruð þið í rauninni að reyna að ná til flestra aðila,

Viðmælandi: Viltu fá langa svarið eða stutta svarið? Ég kenni markaðsfræði við Háskólann við Bifiröst og þetta er það sem ég kenni, viljiði fá rumsuna um alla miðla eða?

Kristófer: Já ef það er í lagi þín vegna!

Viðmælandi: Neinei, miðlar eru nátturulega nýtast mismunandi, þú eft með sjónvarp sem er einstakur miðill, hann sameinar hljóð og hreyfingu, þú getur synt hvernig á að nota véruna, hverjir nota véruna hvernig eigi að nota hana, þú getur gefið henni einhverja ímynd og svona fleira, þetta visual element sem þú er í loka vissulega með í til dæmis youtube auglýsingum þar sem þú eft í rauninni bara að birta sjónvarpsauglýsingar og sömuleiðis á Facebook, Útvarp hinsvegar gefur ekki mikíl tækifæri á því að útškýra í þaða, þær eru finar sem áminninga auglýsingar en þú getur ekki útškýrt véru og hvernig þú átt að nota hana eða þess háttar í útvarpi þannig miðlar eru mismunandi hvad þetta varðar, prentmiðlar geta nátturulega

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gefði mjög detailaðar upplýsingar en ef ég svara þessu út frá tilfelli Hagkaupa, þá þurfum við
ekkart af þessu, eða þú veist, við erum ekki það

Kristófer: Já nákvæmlega

Viðmælandi: Við þurfum ekki að útskýra í details vörurnar okkar eða þjónustuna en sundum erum við með auglýsingar eins og þið sjáðið um helgar þá eru einhver helgar tilboð, þá er steikin og verð og svona fleira sem við myndum aldrei geta gert í útvarpi, við erum ekki að segja “lambasteikin á 1500 kr kilóið” eða svoleidís en við notum það meira bara sem svona áminningar um Hagkaup, prentauglýsingarnar notum við einmitt bara til þess að koma tilboðunum á framfæri og líka netmiðlaauglýsingar og social media þannig að jájá ég gæti tekið klukkutíma spjall um þetta!

Kristófer: Okei okei, ööm, hefur hlutverk hefðbundinna markaðsammasskipta breyst með tilkomu stafrænna miðla?

Viðmælandi: Hlutverkið hefur ekki breyst nei, en mikilvægið hefur sennilega ekki heldur breyst, þú er kominn með nýja options sem eru stafrænirmiðlar, þegar þú segir stafrænirmiðlar eru þá að meina Social Media?

Kristófer: Í raunninni bara allt sem er á internetinu

Viðmælandi: Já, það kom sko 1990 og eitthvað sko, allar net auglýsingar eru í raunninni stafrænar auglýsingar en út af því að við erum farin að nota svo mikil ð google auglýsingar og social media en netmiðlar hafa allt að verið stafrænar, en ef við tókum þann pólinn og miðum þetta við þegar Facebook kom til sögunnar þá eru þessir miðlar bara allir að spila saman og styðja hvorn annan það er ekkart, þeir sem segja að social media sé lausn allra vandamála eru frekar einfaldir, en auðvitað eru fyrirtæki sem að geta nýtt sér social media eingöngu en ef þú ert stærri fyrirtæki eins og Hagkaup ef ég svara þessu út frá því, þá þarf þú vera að nýta allar mögulegar boðleiðir til þess að eiga samskipti og þær styðja allar við hvor aðra.

Björgvin: Þessi samþætting miðlana?

Viðmælandi: Samþættingin er gríðalega mikilvæg

Kristófer: Okei, Sjáíði þið fyrir ykkur að geta hætt að nota hefðbundin markaðssammiskipti í fyrirsjáanlegri framtíði?

Viðmælandi: Ekki fyrirsjánlegri framtíði nei,

Kristófer: hversu stór hluti af fjármagni sem markaðsdeildin fær fer í stafrænmarkaðssammiskipti?

Viðmælandi: Það er erfitt að segja, ef ég á að gefa eitthvað gisk sko, ef þú ert að tala um social media þá er kannski 10%, ekki meira.

Kristófer: Erud þið að vinna eitthvað google adwords?
Viðmælandi: Ekki mikið, við höfum einstaka sinnum gert eitt hvað svo leiðis, einfaldlega vegna þess að við erum að covera, Hagkaup er allstaðar og við erum að covera þetta allt saman þannig við höfum ekki alveg séð þörf á því.

Björgvin: Núna hafi margir talóð um að þessir hefðbundnu miðlar séu að deyja, ef við tökum sem dæmi Bandaríkin þar sem hægt er að kaupa auglýsingar á um það bil 1400 stöðvum,

Viðmælandi: Sjónvarp er gríðalega sterkur miðill í Bandaríkjunum, en sjónvarp er hvergi eins sterkt og á Íslandi, að því að hérna erum við að ömm, í rauninni eru þetta þrjár stöðvar, þetta er RÚV, Stöð 2, Sjónvarp símanns og svo ertu nátturulega með hringbraut og N4, en þetta eru þrjár stöðvar sem eru með meginn þungaði sem þýdir að þú nærð til rosalega stórs hlutfalls sjónvarpsáhorfenda í gegnum þessa þrjá miðla, og ef við tökum Bandaríkin sem dæmi að þú eft með miklu minna medal áhorf heldur en þessar þrjár stöðvar sem við erum með hérna heima , á móti kemur að þessar stöðvar geta ekki rukkað eins og amerískur stöðvarnar myndu gera með þeim áhorfenda fjölda vegna þess að íslenski markaðurinn ber það ekki, þannig í rauninni snertiverð á Íslandi í gegnum sjónvarp er fáranlega hagstætt miðað við erlendis, bara ef ég tek RÚV sem dæmi, Rúv eru ógæðslega dýrir, dýr auglýsingamiðill, sjónvarp rúv, að setja auglýsingar í fréttir og þessa góðu viðburði þar en dekkunin sem þið náið er nátturulega bara beyond, þetta er gríðalega sterkur miðill á Íslandi.

Icelandair

Kristófer: Við erum með nokkrar spurningar fyrir ykkur en við sjáum bara til hvort okkur gefst tími til að spurna ykkur að öllu.

Viðmælandi 1: Já.

Kristófer: Hver er reynslan ykkar af markaðsetningu?

Viðmælandi 2: Já, bara persónuleg reynsla?

Kristófer: Já.

Viðmælandi 2: Fúff, hvar á ég að byrja?

Kristófer: Ég skal byrja því ég er svo stutt. Ég er með tvö og hálft ár bara hjá AirIceland connect og Icelandair núna og ég er stafraður í stafrænni markaðsetningu.

Björgvin: Okei

Viðmælandi 2: Ég er búinn að vera í þessu frá 2006 og var þá 2 ár sem vörumerkJastjóri hérna, svona hálftgerður markaðsstjóri svona eins og Oddur hérna er hálftgerður markaðstjóri hérna fyrir Ísland og svo var ég í 7 ár markaðstjóri yfir Skandinavíu og Finnlandi og 2 ár
markaðstjóri yfir Norður-Ameríku og svo hætti ég hjá fyrirtækinu. Var í hálft ár að vinna hjá svona samsteypu af digital stofum um allan heim, einhver global herferð fyrir Destination Canada og svo sem sagt byrjaði ég þarna sem digital marketing manager núna í sumar

Kristófer: Alright. Hver er aðal markhópurinn ykkar?

Viðmælandi 2: Þeir eru náttúrulegare fleiri en 1 og svo er þetta rosa mismunandi ef þú efti að horfa á, hvort þú sért að horfa á Ísland eða hvort þú sért að horfa á erlenda markaðinn og eins og á erlendu marköðunum þá ertu annarsvegar að selja Ísland og það er svoltíð svona skilgreindur markhópur sem er svoltíð fólk sem er svoltíð að leita að náttúruni og svo hinsvegar er það að selja á milli Evrópu og Bandaríkjanna, báðar leiðir. Þá er það mjög fjölbreytt sko, markhópur eftir áfangasað. Það er ekki sami hópur sem er að fara frá Evrópu til New York og frá Evrópu til Miniappolis eða Orlando..

Viðmælandi 1: Eða Denver

Viðmælandi 2: Eða Denver

Viðmælandi 1: Þetta eru í raun þrjár vörur, frá Íslandi, til Íslands og svo í gegnum Ísland frá Bandaríkjunum til Evrópu eða frá Evrópu til Bandaríkjar og þú efti ekki með neinn einn markhóp fyrir hverja vöru og það er svona kannski smá challenge hjá Icelandair bara að finna út hverjir það eru sem kaupa vöruna okkar frekar en einhverja aðra vöru. Sérstaklega til Íslands og via Ísland.

Kristófer: Jájá, okei. Hvernig náiði til þeirra?

Wiðmælandi 2: Það er aftur svoltíð misjafnt en sko erlendis að þá erum við mest í stafrænum miðlum og hérna má segja að eins og þegar ég byrjaði og fór 2008 til Danmörku og internetið var enn frekar nýtt þá var meiri blanda af traditional og online en alveg 3-4 árum seinna þá var maður einlega bara alveg búinn að kötta traditional út. Það er líka einlega fyrst og fremst af því að erlendis erum við með mjög svona takmarkað fjármagn og eft að keppa við rísa sem eru með sko hundraðfallt eða meira en hundraðfallt budget í sumum tilfellum að þá snýst það um hvar ertu að fá bang for the buck sko. Þannig að prentmiðlar hafa svoltíð verið klipptir út og erum þá helst í stafrænum og svo erum við í svona out of home auglýsingum. En það fer eftir mörkudum og fer eftir hvað það kostar á markaði.

Wiðmælandi 1: Þið vitið hvað out of home er? Svona digital out of home er eins og strætóskýlin og svona sjónvörp á allskonar stöðum og á metrostöðum og svoleiðis.

Björgvin: Já ég sá einmitt auglýsingu frá ykkur á metrostöð í Toronto

Wiðmælandi 1: Já það er líka svona smá challengeð við þetta hver er munurinn á traditional og stafrænni finnst mér eins og á Íslandi þó svo við séum kannski ekkert að kaupa fyrir eitthvað tilboð þá erum við ekki að kaupa MBL prentið en við náttúrulega erum á MBL
síðunni. Það er stafrænt en samt kannski traditional af því þú ért bara eins og annarstaðar að keppe...

Viðmælandi 2: Á Íslandi erum við í rauninni by far mest í blönduðu þannig við erum í sjónvarpi, við erum í prenti, við erum í stafrænu og erum í outdoor. En að hluta er það að hér er svo mikil branding þörf sem þú þarft að vinna í hérna og það er allt öðruvísi á markaði sem er 100% vorurmerkjaþekking móts við að á sumum mörkuðum értu kannski með 5%. Þú þarft svoltíð að vinna eftir því og það er svoltíð þannig sem að það er líka sett upp fyrir utan líka að á sumum mörkuðum áttu eiginlega ekki ekki möguleika á að keppa á þessum via markaði sem er á milli Evrópu og Bandaríkjana af því þú ért bara að keppla á móti miklu sterkari aðilum sem eru með betri vöru, endalaust af beinum flugum, á þeim mörkuðum er t.d. svoltíð miklið að fókusa á Ísland en á öðrum mörkuðum þá értu í rauninni þá értu kannski með samkeppnishæfari vöru á markaðnum og þá értu að aðlagu strategíuna eftir því

Kristófer: Eruð þið þá að rækt um mörkuðum, sérstaklega á milli Bandaríkanna og Evrópu. Eruð þið þá að selja Ísland sem stop? Viðmælandi 2: Já, líka. Að mörgu leiti er það eitt af svona unique selling points sem við höfum sem að enginn annar hefur en að mörgu leiti má segja að flestir séu að gera það nákvenlega sama. Það eru allir með vélar, það eru allir með skjái, það eru allir með sæti og hvað annað en verð geturu notað til að aðgreina þig? Stopover möguleikinn er því vegna þess að við höfum rannsakað að fólki finnst það mjög áhugavert. Hvort sem það gerir það eða ekki þá er það mjög áhugavert og þess vegna líka keyrum við svoltíð á það að hluta til þess að koma brandinu á framanferti að þá þarftu að hafa eiththvæð, eiththvæð annað en nafnið. Á sumum stöðum erum við með stysta flugtíman. Þar sem það eru engin bein flug þar erum við oft með stysta flugtíman og þá er svoltíð keyrt á það líka því að rannsóknir segja að það er eitt af mikilvægustu þáttunum sem fólk horfir á.

Kristófer: Alright.

Björgvin: Eruð þið ekki að bjóða uppá layover?

Viðmælandi 2: Stoppover

Björgvin: Já stoppover. Eru það ekki einhverjar ferðir í Bláa lónið?

Viðmælandi 2: Jaa sko við erum ekki með einhverja túra sko en við bjóðum uppá að þú getir stoppað í allt að 7 daga án þess í rauninni að flugmiðinn hækki eiththvað.

Björgvin: Já okei.

Viðmælandi 2: Það hefur ekki áhrif ef það er innan við 7 daga.

Viðmælandi 1: Yfirleitt eru tengiflug bara samdægurs.

Björgvin: Já. En þú minnstist á einhverja 3 hluti sem eru mikilvægastir, hvaða hlutir eru það?
Viðmælandi 2: Það er mismunandi eftir mörkuðum en verðið er alltaf efst. Hvort sem að þú ertz budget ferðalangur eða þú ertz business þá er það samt alltaf eitt af þessum þremur en það er ekkert sem þú vilt aðgreina á, þú getur ekker bara keppt á verðinu. Svo er það alveg consistently í rauninni fljótasta leiðin er consistently á topp 3 og svo getur það rokkað á milli hvort það er leg room eða ymislegt annað sem getur komið inn.

Kristófer: Akkúrat. Öö... eruð þið að rekja sölutölur á hefbundnum markaðssamskiptum s.s. sjónvarpsauglýsingum og svoleiðís? Þá einmitt aðallega sjónvarpsauglýsingar, þið sögðuð að þið væruð hættir með prentmiðlana.

Viðmælandi 2: Já erlendis, meira eða minna hættir.

Viðmælandi 2: Ertu þá að meina hvað við erum að telja hvað við fáum mikið útúr hverju?

Kristófer: Já í rauninni.

Viðmælandi 1: Allavega á Íslandi, það sem er notað eins og í hefbundnum, eins og útvarp og prenti og svona það er yfirlieit ekki eiththvað sem er hægt að mæla. Það er yfirlieit svona branding og kannsi svona awareness þannig að þú þvert kannski ekki beint að telja heimsóknir en það hefur verið gert, það hefur verið prófað þá með einhverskonar kóðum og svoleiðís en það er náttúrulegara bara erfitt en náttúrulegara allt hitt er mælt alveg niðri bara clicks og hvaða sölu er skilað af flugleitum og svoleiðís og það er svona ákveðin reynsla séstaklega hjá AirlcelandConnect svo erum við líka aðeins með Vita að það að blanda þessu saman er alveg lang best. Þá færðu lang mesta exposure-ið og eft svona að kinda upp í fótki í útvarpi og á svona traditional miðlum en svo er salan fer kannski í gegnum samfélagsmiðlun. Þá færðu þetta bara alveg í andlitíð á meðan þú eft í þölvuni og clickar.

Kristófer: En eins og að taka hérna jólauglýsinguna ykkar fyrir hvað, tvem árum eða eiththvað svoleiðís voruði að fylgjast vel með hvað það voru margir að fylgjast með á RÚV á einhverjum tíma eða þú veist að skoða eiththvað svoleiðís?

Viðmælandi 2: Það náttúrulegara er ekki, er ekki mælanlegt sko. Reyndar fengið aðallega, reynt að reikna út sko return on investment með out of home með einhverjum allskonar formúlum og útreikningi en það er í rauninni ekki hægt sko og það er það sama ef þú er tók eft að keyra einhverja display herferð á netinu að ef þú ertz bara að horfa á þá sem að smella á auglýsinguna og meta það sem þeir séu í rauninni þeir sem hafa áhuga á að þá er alveg kannski svona þekkt í þessu að það eru ekki í raun nema 10-15% af þeim sem að rekjast á þá auglýsingu sem actually smella á Hanna aðrir fara inná Google eða fara bein inná vefsvæðið. Þannig þú mátt ekki bara horfa á þöluna og hugsa að þetta sé það eina sko og canalar hafa í raun áhrif í aðra canala.
Viðmælandi 1: Þú sérð það vel bara á traffíkini inná síðuna ef þú ert að keyra einhverstaðar og gefur í þá færðu meira organic traffík. Fólk vill ekki smella heldur vill frekar bara fara inná síðuna bara í gegnum.

Viðmælandi 2: Þannig þú horfir meira t.d. á ef við erum með tilboð, hvaða tilboð skilar og hvað í heildina ertu að investa í þetta tilboð og þá reiknar út bara ROI á herferðinni sko.

Viðmælandi 2: Það er svona auðveldara að horfa á þetta sem herferð frekar heldur en fjóra mismunandi canala eða tvo mismunandi traditional eða stafrænnt. Þetta er bara svona samspil sem er með bara eitt endgoal og það skiptir kannski ekkert öllu máli nákvæmlega hvar peningurinn fór heldur bara finna réttu blönduna.

Kristófer: Það er kannski helsti sölupunkturinn á digital eða stafræna miðla var það að það væri mun auðveldara að skoða tölur og fá þetta data sem markaðsfæringar elska.

Viðmælandi 2: og líka náttúrulegara bara að um leið og þú farir í raun inná síðuna að þá geturu keypt remarketing og þú getur bæði, þeir sem fara inn í bókunarferlið og hætt, þá geturu markaðsett til þeirra á einn hátt, þeir sem að búnir að bóka getur þú í rauninni markaðsett á annan hátt.

Kristófer: En ég myndi samt ekkert endilega... þegar maður er fyrst inn í þessu þá horfir maður rosa mikið inn í smelli. Til dæmis ef þu horfir bara á smelli og inn því eru svona óvart smellir og... þannig bara það að horfa á hversu margir loada bara actual síðunni getur munað bara 30% á því fókki sem bara þú getur á öft í sólum og slökkva strax þannig þú verður að vita hvað þú ert að horfa í þegar þú ert að reyna að mæla þetta og ekkert bara horfa á hversu margir smella á auglýsinguna vegna þess að það geta verið allskonar, það er ekkert mál að fá fólk til að smella ef þú nefur bara click-bait. En ef það skilar sér svo bara í einni sólu þá er það ekkert voðalega sniðugt.

Viðmælandi 2: Við horfum svoltíð mikið á eins og sérstaklega ef þu ert með einhverja herferð á einum miðli að þá horfuru á bounce rate-ið. Ef bounce rate-ið er bara í 85-90% þá er það svoltíð að segja þér að þessi vétvangur er ekki beint relevant. Ef skilaboðin þín fitta ekki við markhóp sem er inn á þessum miðli sko.

Kristófer: Já. Hvaða miðla notið þið í hefbundnum markaðssamskiptum?
Björgvin: Á Íslandi.
Kristófer: Við erum að draga línuna við internetið, að það sé ekki á internetinu.
Viðmælandi 2: Okei. Er newsletter digital fyrir ykkur eða er það traditional.
Kristófer: Ertu þá að tala um MBL og svoleiðis?
Viðmælandi 2: Nei að senda út fréttabréf.
Kristófer: Já það er digital. Við höfum allavega verið að ganga út frá þeirri forsendu.
Viðmælandi 1: Útvarp. Á Íslandi?
Björgvin: Já
Viðmælandi 2: Það eru blaðaauglýsingar fyrir íslensk tilboð.
Viðmælandi 2: Náttúrulega eiththvað í prenti.
Viðmælandi 1: Já. Það fer bara svona eftir tilboðinu. Ef við erum með eins dags tilboð þá fer það ekki í prent svona yfirleitt en það getur alveg verið. Það fer bara svona eftir því hvað er laust og ef það er gott. Hvort það sé baksíðan af því að það eru náttúrulega bara fleiri sem eru að berjast um pláss. Ómm já..
Viðmælandi 2: Svo t.d. ef þú eftir, eins og t.d. frá íslandi, ef þú eftir eiththvað pakkatilboð þar sem í rauninni markhópurinn fyrir pakkatilboðið er kannski eldri kynslóðin 55+ þá eftir lúklegri til að fara í eiththvað prent því það er markhópur sem er svolítið þar. En í raun meira eins og á Íslandi er svolítið búið að færast frá prentinu.
Viðmælandi 1: Það er líka mikið í boði sko.
Viðmælandi 2: Það er náttúrulega svona fjölpóstur, við höfum ekktur verið í því og núna er meira að segja póstiturinn að fara að hættu að dreyfa því. En svo náttúrulega ef það er eiththvað eins og Draumurinn og þessar stóru herferðir sem eru, ég veit ekki þið hafið kannski séð Skoða, Bóka, Njóta þar erum við oft með, bara eins og utan á húsinu hér og Draumurinn för í svona öhefbanduna, ekki stafræna þar sem þeir senda út grímurnar og í kjölfarið af því var svo gefinn út bæklingur með öllum ferðunum okkar í, bara svona sent í póstkassana. Bara það sem er í boði og það sem er spennandi hverju sinni sko. En þú getur ekktur verið endalaust að senda út bæklinga.
Kristófer: Nei einmitt. Og hvaða miðla notið þegar kemur að stafrænni markaðssetningu.
Viðmælandi 1: Samfélagsmiðla.
Viðmælandi 2: Já algjörlega og það á við sérstaklega um Facebook og Instagram og það er basically á öllum mörkuðum. Ööö eiththvað Twitter en það er samt ekktur svakalega mikið sko.
**Viðmælandi 1:** Eitthvað LinkedIn

**Viðmælandi 2:** Já eitthvað LinkedIn en svona kjarinn er svona Facebook og Instagram og svo erum við náttúrulega með, í Google heiminum, það er svona stærsti canallinn okkar og þá sérstaklega erlendis. Hann er enganveginn, það er ekki hægt að bera saman erlenda markaðinn og íslenska. Erlendis þá ertu með Google leiðir og einhver små leið í Bing líka en það er bara svona innan við 1% af spendinu á Google og svo ertu líka með svona display þá á Google. Svo erum við líka að keyra svona programatic og þá ertu inn á ýmsum miðlum fyrir utan líka Google umhverfið og þá ertu svolútið að keyra á markhópum og annað sko.

**Kristófer:** Setjið sjónvarpsauglýsingarnar ykkar á Youtube ads.

**Viðmælandi 2:** Já eitthvað.

**Viðmælandi 1:** Jú en það parf að framleiða það sérstaklega og íslenski markaðurinn við notum ekki Google fyrir stuttar söluherferðir en það er bara flókið í uppsetningu og dýrt miðað við samfélagsmiðla. En eins og jólagerðin okkar var á Youtube og það reyndist mjög vel. En þú notar það kannski aðeins fyrri í ferlinu af því það færð rosa mikilíð exposure á Youtube en þú getur eins og þú segir kannski ekki mælt clickin af því þetta er oft í sjónvarpi eða svolútið. Hann þetta er kannski bara notað eins og hefðbundið TV.


**Viðmælandi 2:** Já. Sko TV eða sjónvarp er kannski sterkastur sem branding vetvangur en kannski gallinn við það er að það er kostnaðarsamt að vera þar. Prentið þá svolútið, þú nærð ekkert til rosa breiðs hóps þar. Þessvegna svona eins og á Íslandi þá ertu að reyna að vera í svolútið mörgum buckets til að ná meira reach og eiginlega þegar þú ætti með nánast allt landið í newsletter hopnum þínnum að hér er rosa auðveld að ef þú ætti með tilboð að koma því út með þannig sérð einföldum hætti. Það liggur basically við að þú þarf þát taiða þú segir, þú getur svo í fyrir það svolútið ekki mikið eins og jólagerðin var í tvo mánuði eða einn og hálfdan, þú getur svo með auðveldum hætti unnið þig svolútið áfram í að þú varst bara með bestu skilaboðin þegar að flestir voru að kaupa og þú færð náttúrulega ódýrara en það er samt eins og síðan þú segja það er
ekkert sjúklega ódýrt að vera á samfélagsmiðlum eins og ég sé að öll námskeið auglýstu fyrir
svona lítinn pening það er alveg, það er ekki alveg raunin en það er náttúrulega ódýrara en að
setja sjónvarpsauglýsingu en ef þú ætlar að ná til jafn margra og sjónvarpsauglýsingin þá
þarfó að borga svolitið mikið. Þannig ég myndi ekkert alveg segja hvað það er mikil kostur
að það er ódýrt að vera á samfélagsmiðlum. En mælanelíkinn er klárlega mikill kostur.

Kristófer: Hefur hlutverk hefbundna markaðssamaskipta breyst með tilkomu stafrænna
markaðssamaskipta? Ef svo hvernig þá?

Viðmælandi 2: Já...

Kristófer: Það sem við hofum verið mest svona að sjá er að hefbundin markaðssamaskipti er
orðin meira svona branding frekar heldur en að ná inn fleiri söulum og einmitt þetta digital er
meira að fá folk inn á vefsiðuna til að kaupa.

Viðmælandi 2: Það er alveg relevant í okkar tilfelli. Ef við hoppum einhver 10-12 ár til baka
þá var náttulega prentið meira líka í taktískar auglýsingar á meðan í dag erut mest að horfa á
það sem branding en stafrænni hlutinn er líka branding, sérstaklega erlendis þar sem það er
svolitið svona vetvangurinn hjá okkur. Pá reynum við svolitið að aðskilja herferðir, hvað er
branding, hvað er sölunvera af því sko þú mælir þetta mismunandi. Með branding þá erut
meira að mæla út frá reach meðan að ef þú eftir þeim og með einhverja herferð í gangi
þá eftir það mæla bara conversion og conversion rate.

Viðmælandi 1: og þú mælir branding yfir miklu lengri tíma. Ef þú eftir þeim einhverja risa
auglýsingu á einhverju torgi í Danmörku eða einhverstaðar þá ferðu ekkert daginn eftir og
séð hvað það hafa komið margir inn þetta er meira svona, þú séð þetta yfir svolitið lengri
tíma þannig að það er erfiðara.

Kristófer: Óg það mælir branding yfir miklu lengri tíma. Ef þú eftir þeim einhverja risa
auglýsingu á einhverju torgi í Danmörku eða einhverstaðar þá ferðu ekkert daginn eftir og
séð hvað það hafa komið margir inn þetta er meira svona, þú séð þetta yfir svolitið lengri
tíma þannig að það er erfiðara.

Kristófer: Já, svona stöðug aukning kannsi frekar en...

Viðmælandi 1: Já þú getur í rauninni ekki bara sett einhverja eina herferð sem branding.
Þetta þarf að vera svona eithvóað sem verður yfir árið.

Viðmælandi 2: Consistant yfir árið og í rauninni þa er þetta svolitið, sko branding vinnan þin
það er svona maraðonið meðan að söluherferðirnar eru svona sprettnirn og í rauninni ef þú
gerir branding vel þá þarfó sjaldnar að vera með sölutilboð.

Viðmælandi 1: Þetta eru bara mismunandi skilaboð. Sölurnar eru í raun verð, hvort þú sért
fljótur að fljúga og hvort þú komir til Íslands.

Kristófer: Við erum með 3 eftir bara.

Björgvin: Stuttar.

Kristófer: Mjög stuttar. Sjáiði fyrir ykkur að hætta að nota hefbundin markaðssamaskipti í
fyrirsjáanlegri framtíð? Bara þá í rauninni færa allt yfir á netið.
Viðmælandi 2: Ekki á Íslandi sko.

Viðmælandi 1: Nei ég myndi heldur ekki segja það af því við erum nú með AirIceland connect og Vita þú eft bara með mismunandi markhópa og stafrænt virkar ekkert fyrir alla það eru ekkert allir þar.

Viðmælandi 2: Þó að það sé þessi grein sem þið vitnið í. Þetta er rosa mikill einfaldleiki að kasta því fram að hefbundnir miðlar, og það er alveg búið að sanna að eins og í Bandaríkunum til dæmis eru búnir að auka hvað mest við eins og sjónvarsbirtingar. Það er aðallega eins og Apple, Amazon, miðlar sem eru í raun pure-a stafrænir sjálfrir að þeir eru að auka mikið við sig í hefbundnum miðlum til þess að koma stafrænu vörun um sinni á framfæri.

Viðmælandi 1: og eins og ég sagði áðan, þetta virkar lang best í tandem einhverju.

Kristófer: Samþætt

Viðmælandi 1: Samþætt einmitt og það sást bara mjög vel hjá AirIceland connect að þegar við sleppum því að vera á MBL og þessum stöðum og erum bara á samfélagsmiðlum að þá bara nær tilboðið ekki næstum því jafn miklu flugi.

Kristófer: Já í einmitt. Hversu stórt hlutfall fjármagns sem markaðsdeildin fær fer í stafræn markaðssamskipti? Og hefur verið breyting á síðustu árum?

Viðmælandi 2: Ég myndi segja að erlendis séum við að tala um svona 80% svona gróflega áætlað average. Hvað myndiru segja hér? Svona 50?

Viðmælandi 1: Já ef þú talar bara alveg um stafrænt. En ef þíð eruð bara að hugsa um samfélagsmiðla þá mínus Google þá myndi þegar svona 20% en stafrænt um 50% klárlega.

Kristófer: Okei og einmitt hefur verið breyting á þessu síðastliðin 10 ár?

Viðmælandi 2: Alveg já definitely eins og erlendis að það held ég að hafi verið í svona, segjum bara 10 árum síðan árið 2010 þá hefur það verið, hvað eigum við að segja 50% komið núna upp í þetta 80 og sumum mörkuðum jafnvél 90 sko. Á Íslandi hefur hefur það örugglega verið ætli það hafi ekki kannski verið 30% stafrænt, komið upp í 50. Við búumst nú ekki við því að, það mun aldrei vantanlega, allavega við sjáum allavega ekki fram á það að í Íslandi munum við endurspeglag það hverning þetta er erlendis. Hér hefurðu efni á fleiri möguleikum en svo eins og erlendis eru að koma upp í rauninni, sem er á gráu svæði hvort að sé stafrænt eða traditional að þú eft farinn að geta keypt program í TV þar sem þú getir keypt sjónvarsauðlýsingar bara í Manchester.

Viðmælandi 1: Svona eins og Síminn.

Viðmælandi 2: Já og þá eftu í rauninni kominn með verðmíða sem þá allt í einu er það orðinn möguleiki ádur hafðiru ekkert efni á að vera consistantly í sjónvarpi, þú hafðir ekki budget-ið í það en núna þegar þú eft farinn að geta atmarkað þig við þetta ákveðið svæði þá
er ekkert sami verðmiði á því sko. Þetta hefur verið prófað í Bretlandi, þetta hefur verið prófað í Bandaríkjunum og það er ekkert víst að þetta verði hluti af marketing mixinu hjá okkur en það er allavega möguleiki á því sko.

Viðmælandi 1: Það er allvega mjög valuable þegar þú eft bara með eins flugvöll í Bretlandi að þá viltu ekki vera á BBC fyrir allt Bretland. Þú vilt kannski bara vera í Manchester.

Viðmælandi 2: Ëg tala nú ekki um, þegar maður er farinn að geta þregnt það enn meira þannig að þú eft, þú velur þér líka ekki bara út frá geolocation heldur líka bara út frá audience, þú veist hverja þú eft að birta auglýsingarnar til. Þetta fer náttúrulega bara eftir hverning tæknifróunin verður eða já.

Björgvin: Heyrðu þá er þetta bara komið.

Kristófer: Allt komið í bili, takk kærlega fyrir að taka tíma til að hitta okkur.