A descriptive research on the promotional tools used in the tourism industry. Case study on Ving.

Written by:
Alice Suisse
Timothé Cilla

Under supervision of:
Ramona Thomas

Halmstad 2009
Acknowledgements

We would like to thank our supervisor Ramona Thomas for her patience, for helping us through the whole process of writing and for her warnings concerning the risks and obstacles. We also would like to thank our opponent group for his constructive feedbacks.

We would like to express our sincere gratitude to our respondent: the marketing director of Ving for spending time to answer to our questions and sharing with us relevant information.

Halmstad, May 26, 2009

Alice Suisse and Timothé Cilla
Abstract

Background
Promotional techniques are used to make prospective customers aware of products, to whet their appetites, and stimulate demand; they also provide information to help customers decide. In the promotional process the selection and the use of the tools is crucial. Nowadays the tourism industry is extremely challenging. Tourism has evolved during the latter half of the 20th century from a marginal and locally significant activity to a widely dispersed economic giant. Many aspects of tourism promotion have been developed these last years to attract new customers.

Purpose
The purpose of this study is to outline and analyse the use and the construction of three promotional tools (advertising, Public Relations, printed materials), and find out their goals. These three promotional tools are represented by TV commercials, press releases and brochure.

Method
This study was conducted using the case study method. It is based on primary data. These data are coming from a questionnaire, from the internet and from one printed material. The applied theoretical frames of references are about the use and goals of the three promotional tools and also about models for the analysis of the construction of the latter.

Conclusion
By answering the research questions this thesis presents first the comparison results between the frames and the data concerning the use of the three promotional tools. Then the main aspects of the construction of the tools are showed. And finally their goals coming from the frames and the data are presented and compared.
# Table of contents

1. Introduction ......................................................................................................................... 1  
   1.1. Background .................................................................................................................... 1  
   1.2. Problem formulation ..................................................................................................... 3  
   1.3. Limitation .................................................................................................................... 3  
   1.4. Purpose ....................................................................................................................... 4  
2. Theoretical frames of reference ......................................................................................... 5  
   2.1. Promotional tools ......................................................................................................... 5  
      2.1.1. Description of tools used in this study ................................................................. 5  
           2.1.1.1. Advertising .................................................................................................... 5  
           2.1.1.2. Public relations ............................................................................................ 7  
           2.1.1.3. Printed materials ......................................................................................... 7  
      2.2. The frames for the analysis of the construction of the materials of the primary data ...................................................................................................................... 9  
           2.2.1. The analysis of TV commercials ........................................................................ 9  
           2.2.2. The analysis of press releases .......................................................................... 10  
           2.2.3. The analysis of printed material ....................................................................... 12  
3. Methodology ...................................................................................................................... 14  
   3.1. Types of research ....................................................................................................... 14  
   3.2. Research strategy ....................................................................................................... 14  
   3.3. Choice of method ....................................................................................................... 15  
   3.4. Data Collection ......................................................................................................... 16  
   3.5. Quality of research: evaluation of the empirical data ............................................. 17  
4. Empirical study ............................................................................................................... 18  
   4.1. Presentation of Ving .................................................................................................. 18  
   4.2. Description of one advertising media: TV commercial ........................................... 19  
      4.2.1. Description of the TV commercial Sunwing Resort .................................... 19  
      4.2.2. Description of the TV commercial Vingflex resor till överallt ..................... 20  
      4.2.3. Description of the TV commercial Gömstållen för vuxna - Hiding places for adults .......................................................... 21  
   4.3. Description of the public relations ........................................................................... 22  
      4.3.1. Description of a press release from Ving from the 09/03/09 ................. 22
4.3.2. Description of a press release from Ving from the 09/01/13………22
4.4. Description of the printed material………………………………………..23
4.5. Description of the questionnaire and its answers…………………………26
5. Analysis of the empirical data…………………………………………………28
5.1. Analysis of the TV commercial…………………………………………..28
5.1.1. Analysis of the TV commercial Sunwing Resort ………………...28
5.1.2. Analysis of the TV commercial Vingflex resor till överallt………29
5.1.3. Analysis of the TV commercial Gömställen för vuxna…………...30
5.1.4. Conclusion of the analysis of the TV commercial………………..32
5.2. Analysis of the PR……………………………………………………….32
5.2.1. Analysis of the press release from Ving from the 09 March
2009………………………………………………………………………32
5.2.2. Analysis of the press release from Ving from the 3January
2009……………………………………………………………………..34
5.2.3. Conclusion of the analysis of the PR…………………………......35
5.3. Analysis of printed materials…………………………………………….36
5.3.1. Analysis of the brochure of Ving………………………………....36
5.3.2. Conclusion of the analysis of the goals of the brochure……….....38
6. Conclusion…………………………………………………………………....39
7. References…………………………………………………………………… .42
8. Appendices………………………………………………………………… …45
8.1. Appendix 1 : the questionnaire…………………………………………..45
8.2. Appendix 2 ………………………………………………………………51
8.2.1. Press release from Ving from the 09 March 2009…………………51
8.2.2. Press release from Ving the 09 March 2009 (in English)…………52
8.2.3. Press release from Ving from the 13 January 2009……………….53
8.2.4. Press release from Ving from the 13 January 2009 (in
English)……………………………………………………………………54
8.3. Appendix 3 : Extracts from the brochure of Ving for the season April 2009 to
March 2010…………………………………………………………………...56
8.3.1. Front cover…………………………………………………………...56
8.3.2. Inside front cover……………………………………………………..56
8.3.3. Inside back cover…………………………………………………….57
8.3.4. Back cover……………………………………………………… 57
8.3.5. Presentation of one destination and its resorts : Aruba……… 58
8.3.6. Presentation of one concept :
   Sunwing…………………………………………………………………… 59
1. Introduction

1.1 Background

Tourism is a particular service, as a service the marketing mix can be applied to it. The marketing mix includes the four Ps: Product, Price, Promotion and Place. The promotion is the most visible of the four Ps. In the promotional process the selection and the use of the tools is crucial. The different promotional tools in tourism are advertising, direct mailing, sales promotion, merchandising, sales-force activities, printed material production and PR activity. Promotional techniques are used to make prospective customers aware of products, to whet their appetites, and stimulate demand; they also provide information to help customers decide. The promotion cannot be fully effective unless it is coordinated with the other three P (Middleton, 1994, pp. 63-65).

Tourism comprises the activities of person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Travel and tourism are identified as the total market comprising three main sectors of international tourism, domestic tourism, and same-day visits (Middleton, 1994, p. 8).

Moreover tourism constitutes such a wide of products that it has to be seen in terms of sectors rather than a single industry comprising the accommodation sector, the attraction sector, the transport sector, the travel organizers sector and the destination organization sector.

Tourism has become a popular global leisure activity. In 2007, there were over 903 millions international tourist arrivals, with a growth of 6,6% as compared to 2006 (World Tourism Organization, 2008). Concerning the case of Sweden, four fifth of trips abroad with an overnight stay made by Swedes in 2006 were leisure trips (Tourism and the travel and Tourist Industry in Sweden, 2007).

Our research will focus on the promotional tools used by a tour operator: Ving (the leader on the Swedish market) to promote leisure tourism abroad for the Swedish market. Tour operators are a part of travel organizers sector. First we will describe and analyse the construction of TV commercials, brochure and press releases. Then we will find out the goals and functions of these ones. And finally we will have a complement concerning the use of the promotional tools by Ving.
Nowadays the tourism industry is extremely challenging. The international market is changing faster than ever before, it's getting easier to travel and discover new destinations. Tourism has evolved during the latter half of the 20th century from a marginal and locally significant activity to a widely dispersed economic giant. It is considered as an important economic, environmental and sociocultural phenomenon (Weaver & Lawton, 2002, p. 3).

We think that it is a chance to choose this industry sector, because there are wide opportunities to develop and it can bring us ideas and perspectives about a subject we are not used to study. Choosing Ving as a case for this study represents for us the opportunity of studying a major actor on a market. Ving is the first tour operator in Sweden in terms of market shares, turn over and choices of destinations;

Ving is Sweden's leading and largest tour operator. It sells packages to over 300 destinations in 50 countries. Ving has a market share of 30 percent of the Swedish charter market in 2007/2008. The tour operators Ving and Globetrotter form Ving Sverige AB and have 600 000 customers a year. Ving Sverige AB is a part of the international travel company Thomas Cook Group which is registered on the London stock exchange.

Ving started in 1956 when the first bus trip went to Italy, 11 years later in 1967, Ving launches the first Sunwing Hotel, a resort for families. 40 years later in 2007 Ving launches the Sunprime Concept with targets the adults without children. And now the VingFlex concept is a special concept of Ving. It mentions the package tours which is the perfect choice for those who want to travel on their own and decide everything themselves.

Ving has developed itself in a very big way in terms of destinations, types of concepts, ways of booking, and of traveling. Ving works now on environmental issues, it sets up its environmental council in the mid 90’s to achieve major improvements in aviation and hotel operation. Tourism has to develop a positive impact and reduce the negative impact on the environment. The idea is that the destinations must remain for the future generations. In
addition the Sunwing Resort concept has received the EU Eco-Label Flower (Ving, 2009).

1.2 Problem formulation

The general problem of this study can be stated as the following:
How promotional tools are used and constructed, and for which goals?

- Our case study will deal with the use of three promotional tools (advertising, public relations and printed material) by a tour operator in Sweden: Ving.

The general problem leads to the following sub-questions:

- How advertising, public relations and printed material are used and constructed?
- What are their goals?

1.3 Limitation

Our main theory will be to show how these three promotional tools are constructed to promote international leisure tourism and what their objectives are.

This study will be limited to advertising, public relations and printed material. Advertising and public relations are two of the most important promotional tools for the tourism (Middleton, 1994, p. 163) that is why their study seems to be relevant for us. Printed material is considered as a tool in the tourism industry (though it is part of advertising or sales promotion in other sectors). Moreover Middleton (1994, p. 189) claims that it is crucial in the tourism industry. So we think it is important and interesting to study this particular tool.

These tools are constituted by a lot of media or types, that is why for the feasibility of this study, we choose to describe and analyse one media of advertising: TV commercial, one type of Public Relations: press release and one type of printed material: the brochure.

The choice of TV commercials is justified because it is for us the media which distinguishes the most among the others, because it appeals visual and hearing senses.

The choice of press releases is supported on the fact that the number one tool of Public Relations for more than fifty years has been, and continues to be, the press release (Send 2 Press, 2009).

The choice of using a brochure to describe and analyse is based on the fact it is the most
complete printed material and the most consistent to analyse. TV commercials, press releases, brochure are also easy to access, to describe and to analyse. To analyse the construction of these three tools we will use different models. Since we have a better understanding of the structure of these tools we will find out their goals and their functions thanks to the theory. And so make a connection between empirical findings and frames of references.

This study will be limited on the promotion of leisure tourism, because this market is growing, developing and challenging (World Tourism Organization, 2008). One other limitation is concerning the tour operators who produce and sell international leisure tourism. The case of this study is the largest tour operator in Sweden: Ving. For accessibility reasons, we choose a tour operator in Sweden.

1.4  Purpose

Many aspects of tourism promotion have been developed these last years to attract new customers. The purpose of this study is to outline and analyse the use and the construction of three promotional tools (advertising, Public relations, Printed materials), and find out their goals. These three promotional tools will be represented by TV commercials, press releases and brochure. This research aims to apply a theory to a case study with the analysis of the construction of TV commercials, brochure and press releases. Then concerning their goals and their uses, we will make a connection between the theories and our findings from the primary data in the conclusion.
2. Theoretical frames of reference

In this part we will first present the tools we will base our study on then we will introduce the model we want to use for the analysis of these tools.

2.1 Promotional tools

Most promotional activities require an investment of time and money which can reap excellent rewards if they are carefully planned and executed (Briggs, 2001, p. 89).

The tools available in tourism and travel are:
- Advertising
- Public Relations
- Printed materials
- Sales promotion
- Personal selling
- Direct marketing

2.1.1 Description of tools used in the study

In this section advertising, PR and printed materials will be explained more in depth.

2.1.1.1 Advertising

Seaton & Bennett (2000, p. 187) describes advertising as the paid-for sponsorship of a message in a commercially available medium. It can be very expensive and it is difficult to evaluate. In the tourism advertising has many uses:

- Creating awareness
- Influencing destination image
- Advertising a special offer
- Providing information on special services or seasonal deals
- Improving distribution
- Overcoming negative attitude
- Reaching a new target audience
- Announcing a launch

The selection of media is usually based on three criteria (Briggs, 2001, p. 121):
- Cost of space in the print media and time on radio, TV and cinema screen
- Suitability
- Appropriateness

The choice of media types is wide: newspapers, television, radio, magazines, direct mail, outdoor, internet. Added to these media, some specific media for tourism are the following (Middleton, 1994, p. 170):
- Trade press and magazines
- Tourist board brochures and guide (selling space to tour operators)
- Directories and yellow pages
- Exhibitions

Advertising appropriation in travel and tourism are very small compare to major fast moving consumer goods manufacturers. The other tools have to be used in complement or as an alternative to advertising (Middleton, 1994, p. 167).

The TV commercials will be the advertising’s primary data used for the empirical research. Now is following a description of this media to have a better understanding of it. A television advertisement, advert or commercial is a form of advertising which goods, services, organizations, ideas, etc. are promoted via the medium of television. Most commercials are produced by an outside advertising agency and airtime is purchased from a Media Agency or direct from the TV channel or network (Babylon, 2009).

TV is the most impactful mass medium. It is particularly suited for reaching mass market quickly and offers unrivaled opportunity for demonstration (Seaton & Bennett, 1996, p. 191).
2.1.1.2 Public Relations

PR in tourism is about how people who matter to a tourism organization think about it and how their perceptions, attitudes and behaviors can be kept or made positive (Seaton & Bennett, 1996, p. 197).

The principal roles of PR are to convey targeted messages, to aim a general awareness and interest, away from the point of sale (Middleton, 1994, p. 163).

PR is often a much more important promotional tool for travel and tourism than for other categories of consumer products. This is because so much of the subject matter is intrinsically interesting. Indeed people are very interested in stories about exotic destinations, glamorous people and their travel habits, and the arts and heritage generally.

PR is a good way to reach people who don’t have an obvious connection to the media at all. The types of PR activity used in travel and tourism are the following (Middleton, 1994, p. 174):

- Press releases
- Press launches
- Receptions
- Personality appearances
- Staged events
- Product visits

Press releases will be the PR’s primary data use for the empirical research. Press releases are the basic written communication tool for those wanting to get a message across to the media. They contain a short, succinct message and should generally be no longer than one side - two at most- of double-spaced A4 page. Press releases are crucial to effective public relations. They are a key method of spreading the organization’s news and making announcements (Stuart, 2007, p. 178).

2.1.1.3 Printed materials

Printed materials may be defined as following: any form of printed materials paid for out of marketing budgets, designed to create awareness among existing and prospective customers and stimulate demand for specified products, or facilitate their purchase, use and
enjoyment. It covers not only the familiar promotional use of print such as tour operators and hotel brochures, but also “facilitation” (the ways the producers assist customers to decide between, and to purchase particular, products, and achieve full benefits and enjoyment from using them) (Middleton, 1994, p. 191).

Mainly printed materials are brochures but it can also be leaflets or posters/showcards for window and other display. Because of the characteristics of travel and tourism products printed materials play several important roles (Middleton, 1994, p. 192):

- Products are produced and consumed on producers’ premises and cannot be inspected and assets directly at point of sale away from the place of production. As there are no physical stocks of tourist products, brochures are used as product substitutes.
- While service production and consumption are simultaneous, the production process is often separated by weeks or month from the act of purchase. Inevitably, many products are ideas and expectations only at the point of sale. Printed materials provide a tangible focus for expectations.
- Especially where infrequently purchased, expensive products such as holidays are concerned, most customers seek full information and consider several options before making choices. It costs money to the company to pay the employees to give information to the audience so it is more profitable to give literature in order to reduce customer contact time.

Printed materials perform a wide range of functions in travel and tourism. They are summarized below (Middleton, 1994, p. 193):

- Creating awareness
- Promotional (messages; display; special offers)
- Product substitute role
- Access/purchasing mechanism
- Proof of purchase/reassurance
- Facilitation of product use and information
2.2 The frames for the analysis of the construction of the materials of the primary data

In this part we will present the instrument we are going to use for the analysis of the construction of the primary data for each tools.

2.2.1 The analysis of TV commercials

Arthur Asa Berger, 2009, proposes a model for the analysis of TV commercials.

Arthur Asa Berger distinguishes six aspects of TV commercials for its analysis. These six aspects are explaining under:

1. The narrative structure
In this area the focus is on the story-line of the commercial and its symbolic significance.

2. Dialogue and Language
Here the dialogue in the spot and the language are analysed. The kind of language used is also analysed. Another point is to examine what use is made of phenomena such as humor, comparisons, associations, exaggeration, praise, and logic.

3. Actors and actresses
Sometimes we forget that when we watch commercials we are seeing actors and actresses playing their trade. In this part the kinds of symbolic figures which are used as characters in the commercial can be analysed. Moreover the facial expression, body language and their voices have to be determined. But this part includes also the determination of the clothes they wear and the age they have.

4. Technical matters: lighting, color, editing and music
Here the concern is with how lighting, cutting and shot selection impact upon viewers. For instance, close-ups lead to a different feeling about things than long shots and shots from below convey different attitudes toward power than shots from above. How the things are lighted and what kind of use of color is made can be showed.

5. Sound and music
Viewers are profoundly affected by sound and music, which seem to have the power to work directly on their psyches. The use of sound effects and the use of music can also be analysed.

6. Signs, symbols and intertextual devices
Signs and symbols are phenomena which represent other things. The associative power of texts can be used to suggest things or ideas connected with the original text. This means that commercials can take advantage of what people already know—about history, literature, the arts, and popular culture—in getting their messages across.

2.2.2 The analysis of press releases

In this part we will present how a standard press release is constructed according to Alexis Kaniewski (Avenue Web Media, 2009). This model will help us for the analysis of the press releases.

The standard press release should include 300 to 500 words long. The company’s name should appear in the headline, summary paragraph and first paragraph. This model is divided into nine points:

1. Headline
   Ideally it should be under 80 characters, and definitely no more than 170. All the words have to be capitalized except for prepositions and articles of three characters or less. Moreover the words have to be bold and slightly bigger than the rest of text.

2. Summary paragraph
   The summary paragraph is the introductory paragraph. In one to four sentences, it should be a slightly longer synopsis of the news in the headline. This paragraph should be written with italics using standard capitalization and punctuation.

3. First paragraph
   This paragraph starts with the city and date which the press release originated. In 25 words or less, the first sentence in this paragraph should tell the story. The rest of the press release should provide the detail. The readers’ attention must be grabbed in a few seconds.

4. Second paragraph
   The news in the following paragraphs has to be detailed in descending order of importance. All paragraphs have to be short, no more than three or four sentences each.

5. Third paragraph
   This paragraph should include a quote from the writer or the CEO.

6. Fourth paragraph
This paragraph should include a quote from any other party involved, such as a customer or partner.

7. Additional paragraph
In this paragraph the writer should add any other information about why the announcement is significant to the audience. It is typical to restate and summarize the key points in this paragraph.

8. Last paragraph
This paragraph should have a short company history and describe the company, products, service and mission

9. Addition of contact information

- Media/PR Contact Person
- Official Company Name
- Telephone & FAX Numbers with proper country/city codes and extension numbers
- Mobile Phone Number (optional)
- Timings of availability
- Email Addresses (use name(at)webaddress.com to prevent spam)
- Website Address
2.2.3 The analysis of printed materials

Frank W. Baker, 2009, proposes a model for the analysis of the printed material. It includes 6 main points to analyse.

1. **The Mood**
   It's needed to find out the mood which is created for the material, which feelings are simulated.

2. **The Design**
   Frank W. Baker suggests determining the basic design of the advertisement, if it uses an axial balance or if the fundamental units are arranged in an asymmetrical manner. Then he suggests determining the existing relationship between the pictorial aspects and the written parts of the material. It's also interesting to see how spatiality is used in the advertisement (a lot of blank spaces or crowded, or full of written or with a lot a graphical material). The photographs are also decisive, what kind of shots, what angle is taken from, what is the light like, how the colour are used, all these elements have to be taken into account.

3. **The Context and Content**
   If they are figures in the advertisement (people, animals), what are they like? How are their facial expressions, hairstyles, body shape, or body language, clothes, age, sex, ethnicity, education, occupation, relationships and so on?
   Concerning the context, what does the background of the figures suggest? Where is the action taking place, and how does the background relate to this action? What is going on in the advertisement, and what significance does this action have?

4. **Signs and Symbols**
   The importance of symbols and signs which appear in the advertisement has to be studied. What role do they play in stimulating positive feelings about or desire for the product or service being advertised?

5. **Language and Typefaces**
   The fifth point to analyse is the language used in the advertisement. What linguistic devices provide information or generate some hoped for emotional response? Then what typefaces are used, and what messages do these typefaces convey?
6. **Themes**

The sixth and last point of the checklist is about the themes, it includes finding the basic themes, finding what product or service is being advertised. It is needed to study what information makes sense in the advertisement, if some allude to certain beliefs or reflect certain lifestyle.
3. Methodology

In this section we would like to supply our readers the way we pursue to collect our data. Methodology can properly refer to the theoretical analysis of the methods and principles particular to a branch of knowledge (Answer.com, 2009).

3.1 Types of Research

There are three types of research design for marketing studies (Churchill & Iacobucci, 2005, p. 74): exploratory research, descriptive research and causal research.

Exploratory research is the discovery of ideas and insights. The descriptive research study is typically concerned with determining the frequency with which something occurs or the relationships between two variables. A causal research design is concerned with determining cause and effect relationships, and these are studied via experiments.

Descriptive research is a research which describes phenomena as they exist (Vogt, 2005, p. 87). It seeks to describe users of a product, determine the proportion of the population that uses a product, or predict future demand for a product. Descriptive research should define questions, people surveyed, and the method of analysis prior to beginning data collection. In other words, the who, what, where, when, why, and how aspects of the research should be defined (Quickmba, 2007).

Since the purpose of our study is to describe and analyze how different tools are constructed to promote tourism and since we base our study on the case of Ving, a tour operator, the descriptive research is the design the most relevant. Moreover we are taking Ving as a case study and we have interviewed the marketing director of this company.

3.2 Research strategy

There are five major research strategies that can be used when conducting a study: case study, experiment, surveys, histories and analysis of archival information. It is important to find out what strategy that best suit the study in order to successfully get valid result (Yin, 1994, p. 1).

In the case study, the researcher strives for an in-depth understanding of a single situation or
phenomenon. The case study is the form of descriptive research. It gathers a large amount of information about one or few participants (Thomas, Nelson, Silverman, 2005, p. 291).

Given that we are basing our study on one company the structure of collecting the data is based on a single case study approach.

### 3.3 Choice of method

Market researcher can choose between two methods of research: quantitative and qualitative.

Quantitative research involves the measurement and evaluation of human actions, attitudes, motivations and opinions through such tools as face-to-face, telephone or online research mostly in the form of survey (Amapedia, 2007). Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (Muijs, 2004, p. 1).

For this research the quantitative approach will not be used as we cannot gather the right amount of data as needed to be reliable and valid. The study will not be relevant with the use of such an approach.

According to Morse and Field (1995, p. 2) qualitative research is usually conducted to explore problems about which little is known. Qualitative research involves the studied use and collection of a variety of empirical materials - case study; personal experience; introspection; life story; interview; artifacts; cultural texts and productions; observational, historical interactional and visual texts - that describe routine and problematic moments and meanings in individuals lives (Denzin & Lincoln, 2005 pp. 3-4).

Consequently the qualitative approach will be the most relevant. Indeed our purpose is to clarify and to deepen the understanding of the use of the promotional tools. This study will be based on the case study of the tour operator Ving. Data for case study can be interviews, observations or documents. It is not uncommon for a case study to employ all three types of data (Thomas et al, 2005, p. 292). Our study will be conducted in the way of questionnaire, observations and analysis of TV commercials, brochures and press releases.
3.4 Data collection

According to Seaton and Bennett (2000, p. 91), data collected for research can be distinguished according to secondary and primary types. Secondary data is data which already exists for an established purpose.

Primary data are data not available in a secondary form and must be collected to address the specific needs of our research (Stevens, Loudon, Clow, 2008, p. 115). The two principal ways to collect primary data for a marketing study are by observing people and asking them questions (Kerin, Hartley, Rudelius, 2003, p. 171).

For our thesis, we will use primary data.

First primary data will be collected in the press, in the brochure and on the internet and analysed to have a better understanding of our problem.

Then they will be complemented by the data collected via questionnaire dedicated to a professional of Ving: the marketing director.

A questionnaire, whether it is called a schedule, interview form, or measuring instrument, is a formalized set of questions, written or verbal, for obtaining information from respondents. It is a structured technique for data collection (K. Malhotra, 1999, p. 293).

Questionnaires can be administered by personal interviews in the home or at a mall, over the phone, using paper-and-pencil questionnaires by mail or fax, or by using computer administered surveys on e-mail or the Web. Each approach has advantages and disadvantages, and the approaches vary in terms of the control they offer the researcher with respect to sample, information, and administration. The methods are not mutually exclusive and can often be used in combination (Churchill & Iacobucci, 2005, p. 235).

Our questionnaire will be distributed by e-mail, after several contacts by phone and some arrangements, to the marketing director of Ving, the first tour operator in Sweden. The interview via the questionnaire will be operated by email for commodity reasons and because this person has a busy schedule. And we want to get into contact with the most relevant person from the first tour operator in Sweden to get relevant answers.

The questionnaire used for this study will consist of both open-ended and closed-ended questions. It is desired therefore to gather valid data in a sphere of quality. The use of closed-ended questions will be for the questions we know the possible answers according the theory and letting the respondent the liberty of developing another possibility of answer. The
use of open-ended questions is crucial to gain the confidence and cooperation of the respondent (K. Malhotra, 1999, p. 309).

This questionnaire comprises 10 different questions, with sub-questions. Both open- and closed-ended questions will be considered carefully.

### 3.5 Quality of research: evaluation of the empirical data

When making a research, we have to take into account two important issues. In relation to assessing errors in the measurement instruments, validity and reliability are two central concepts.

A reliable scale is prerequisite to sound research. Reliability refers to the ability of a scale to produce a consistent result if repeated measurements are taken (J. Schmidt, Hollensen, 2006, p. 128).

This study will achieve an objective of reliability with the use of the models for the analysis of the structure of the tools.

Validity refers to how well a specific research method measures what it claims to measure. It is generally more difficult to resolve validity than reliability, because it is a broader and more difficult issue (Kinnear & Taylor, 1996, p. 232). Thanks to the interview we will collect data in order to determine the goals and functions of the tools. And with the observations and analysis of brochure, TV commercials and press releases, we will find out the construction of these tools. Moreover, one way to be sure of the validity of our data is to choose the right respondents, professionals. We will also base our study on well-known literature review. To get reliable data we will use official statistics and figures. We will try to find as much reliable and valid data to make the study relevant.

Many authors have discussed the difficulty of achieving reliable and valid results when conducting a qualitative research. In the case study research this difficulty appears. However Yin (1994, p. 33) proposes tactics to reach these variables. Concerning the validity he advises to use multiple sources of evidences, what we will try to implement. Concerning the reliability Yin advises to follow a case study protocol what we will do during this research.
4. Empirical Study

In this part we will first present the primary data with description of one media of advertising (TV commercials), one type of PR (press releases) and one type of printed materials (brochure of Ving).

4.1 Presentation of Ving

This following information is coming from the official website of Ving, 2009.

Ving is Sweden's leading and largest tour operator. It sells packages to over 300 destinations in 50 countries. The tour operators Ving and Globetrotter are part of Ving Sverige AB have 600 000 customers a year. Ving had a market share of 30 percent of the Swedish charter market in 2007/2008.

The vision of Ving is “When the customer will buy a trip, shall we be the one he or she first comes to mind, and also choose to travel with - First in mind, first in choice! “

They want to produce and sell holidays, which give their customers the best weeks of the year.

Ving organizes charter packages as well as flexible packages with schedule airlines. Ving also offers separate flight tickets as well as hotel reservations. Holiday packages are sold through internet, call centers, Ving’s own shops as well as selected travel agencies all over Sweden.

The most successful destinations of Ving are Canary Islands, Greece, Turkey, Spain, and long distance destinations like Thailand, Brazil and India.
4.2 Description of one advertising media: the TV commercials

4.2.1 Description of the TV commercial Sunwing Resort

This commercial lasts 42 seconds. The advertising starts like a cartoon. Then we can see some happy and having fun children in a sunny environment in a resort with a giant swimming pool. We only see children in a big space with a feeling of safety. The main elements of this advertising are children, sun, sea, fun, coolness, youth, ice creams, greediness, amusement, freedom of the parents. The actors and actresses are wearing swimming suits or summer clothes.

The song, “The Kids are alright” by the Who, is in English, is dynamic and childish. The lyrics (Lyrics 007, 2008) are well chosen they evoke children, amusement, feeling good and escape:

Sometimes, I feel I gotta get away
Bells chime, I know I gotta get away
And I know if I don't, I'll go out of my mind
Better leave her behind with the kids, they're alright
The kids are alright

At the end the message is “Sommaren närmar sig nu boka nu” that means “summer is now approaching book now”. Then the next text is “Sommarnyhet: Direktcharter till Sunwing Resort Bangtao, Thailand” which means “summer news: direct charters Sunwing Bangtao, Thailand”.

The final image is the logo of Ving with an ice cream on it.
4.2.2 Description of the TV commercial Vingflex resor till överallt

This commercial lasts 45 seconds. The advertising starts with a view from a hotel room of a man jumping in a swimming pool. Then the ad is constituted of 26 sequences of different places with people from different nationalities and different ages doing various activities. In this commercial people are dancing, playing, kissing, juggling, kite surfing, riding, driving and jumping. All these people seem to make the best of their time. The main elements of this advertising are fun, new cultures, sport, activities, cooking.

The song, “Hit Me With Your Rhythm Stick”, by Ian Dury, fits with the video. The lyrics (Lyrics download, 2009) are about the places we see, and the song like the video is slow at the beginning and the beat accelerates at the middle, so does the images.

In the deserts of Sudan
And the gardens of Japan
From Bombay to Santa Fe
Over hills and far away
Hit me with your rhythm stick.
Hit me! Hit me!
Je t'adore, ich liebe dich,
Hit me! hit me! hit me!
Hit me with your rhythm stick.
Hit me slowly, hit me quick.
Hit me! Hit me! Hit me
At the end the message following appears: “Vingflex.se resor till överallt”, which means “trips to everywhere”. The last image is the logo of Ving.

4.2.3 Description of the TV commercial Gömställen för vuxna - Hiding places for adults

This commercial lasts 14 seconds. It takes place in a hotel room, we can see five different people in their early thirties and five different sequences. They are running, hiding themselves behind a hat, behind blinds, or in a bath. The images suggest the idea of fun, of game, spare time to waste. They seem to make the most of their time.

The song is from Tom Jones: Hide and seeks. The beat is swinging, dynamic. People are following the beat of the music.

Then at the 8th second, there is a view from the balcony on the sea with a bay and a nice weather. The message which appears on this view is “Gömställen för vuxna”, that means “Hiding places for adults”. Then we go back inside the room/flat in the living room. Another message appears, it is “Just nu 1500- rabatt på Sunprime när du bokar på Ving.se” which means “1500 crowns discount right now on Sunprime destinations when you book on Ving.se”

The commercial ends up with a closed door of a hotel room, with a note (like a “please don't disturb”) hung on the handle of the door, with the logo of Ving and the slogan “Bo Bättre” (living better) on it.
4.3 Description of the Public Relations

4.3.1 Description of a press release from Ving from the 09 March 2009

This article can be found on the web site of Ving, in the part “Pressrum” there is a box on the right with all the recent press releases.

The title of this release is “Vings nya kampanj: non stop-flyg till Aruba nyhet nästa vinter”, which means “New campaign of Ving: non stop-flight to Aruba, new for the next winter”. This campaign aims to announce the launch of a new product which is a non stop flight to Aruba, a paradisiacal island in the Caribbean.

The press release with a length of 335 words can be divided into 6 parts:

1. First the start of the new campaign of Ving and its focus is announced.
2. Then the people who developed this campaign, its length and the places it will appear are mentioned
3. A quick description is made about the destination (Aruba) and its location
4. In this part the target audience is named
5. The reasons why Ving is interested to develop this destination and why this place is attractive for the market is explained
6. The advantages of the new product (non stop flight to Aruba) are exposed

This release is short and easy to read and to remember.

4.3.2 Description of a press release from Ving from the 13 January 2009

This article can be found on the web site of Ving, in the part “Pressrum” there is a box on the right with all the recent press releases.

The title of this release is “Suget efter charterresor fortsatt stort visar bokningsläget hos Ving” which means that there are still a lot of people who are interested in the charter travels with Ving. This release shows the good health of Ving.

The press release can be divided into 5 parts:
1. First, it shows that Ving has still a good booking situation in January 2009 (generally one of the most successful month of the year in terms of booking), in spite of the recession.

2. The second part is the explanation why January is usually a good month

3. This part notices the number of visitors and bookings on Ving.se are increasing

4. The kind of trips sold at the moment and the benefits of booking now are pointed up.

5. In the last two paragraphs the new destinations are presented (including Aruba in the Carribean).

4.4 Description of the printed material

The printed material we are using for our study is the brochure of Ving for the season April 2009 to March 2010.

1. Description of the front cover and the inside front cover

The front cover is constituted by a big picture of two deckchairs, a sun umbrella, a swimming pool and a blue sky. We can see that we are abroad, in an exotic destination. This picture is very luminous and is composed by warm colors.

On the top left of this picture there is the logo of Ving with the slogan “bo bättre”, which means “living better”.

On the center the message following appears: Vings värld (World of Ving).

And on the top right it is written nyheter, non stop-flyg till Aruba, Fem läckra resmål på Mallorca, which means news, non stop flight to Aruba, five delicious packages to Mallorca.

This first image suggests an invitation to relaxation, warm and fresh with an access to the swimming pool, exoticism, dream and of course holidays.

The inside front cover forms a welcome message which invites the reader to discover the world of Ving including new destinations, new trends and mentioning the web site.

2. Description of the 21 first pages

Before the first page a leaflet presenting the Sunwing resort concept and its destinations is attached.

Then the first page presents the 3 ways to travel with Ving:

1. Charter: the slogan is easier and more convenient
2. Charter with combination: see more on your holidays

3. Vingflex: travel on your own

The second and the third pages are the table of contents. First there is a country destinations classification in alphabetical order. Then for the cities or islands where there are several destinations, they are mentioned differently in the paragraph. There is a special column on the right with a best hotels selection. On the top of the table of contents, 6 images with the view or sea-sides or the view of a hotel.

The next 16 pages present quickly four attractive destinations which make the reader feel going there. The logo and the slogan “bo bättre” are repeated several times. Two pages inform that even if you are or not with children, there will be an adapted solution for the customer. Then two pages present the efforts of Ving concerning the respect of environment.

3. Description of the destinations

The destination are presented in an order which is non alphabetical. There are some common points and some differences in the way of presenting the destination.

- Common points :
  - At the beginning there are one or two pages presenting the destination with a lot of pictures and general characteristics of the place. The picture is formed with warm and luminous colors.
  - Then there is a map of the country/island with the entire city where the resorts are located and near to the map some pictures show the place where the resorts are situated.
  - Then the resorts are presented
    - Description of the resort, pictures with almost always a picture with either a swimming pool or the sea, or both, name of the resort, number of stars, price minimum to go at that place, name of the concept (Sunwing, Vingflex, Sunprime resort) if existing and presence of the message top selection or hideaway selection on the selected one
    - The rate of respect of environment to with extent the resort reaches is exposed and the possibility of renting a flat is mentioned


- When there is a city/island with several resorts a map of it is provided with the location of all the resorts offered by Ving. Are only described in the brochure those marked with pink point.

- There are also some indications on the picture of the resorts: either the price minimum or the price minimum for children, or the presence of a heat swimming pool, or the sea-side location, or adapt to the small family, or new destination or also all inclusive.

  - Down of each page where the resorts are presented the sentence “Gå in på Ving.se eller ring 0771-995 995 för aktuella priser och mer information” appears. This sentence invites the reader to go on the web site or call Ving for more information.

  - The slogan “Bo Bättre” (Living better) and the web site address are repeated at the beginning of the presentation of almost all the biggest destinations.

- Differences:

  - Some resorts are described more in depth with bigger and more pictures and with the precision of certain facilities: distances to the city center and the beach, restaurant, air conditioned in the room, swimming pool and swimming pool adapted to children.

  - More pages are accorded to certain destinations like The Canaries, Greece, Turkey, Spain or Thailand.

  - The biggest and longest descriptions seem to be more attractive and noticed more quickly by the reader than the other ones, even if they are not always the best standing resorts (regarding to the number of stars, or facilities…).

4. Description of the last 8 pages

The last 8 pages provide the reader other information about discounts, airline collaborations, safety guarantees with traveling with Ving, possibility of hiring a car, travel information and general terms of sales.

5. Description of the inside back cover and the outside back cover

The inside back cover completes the general terms of sales.
The outside back cover presents two views of a picture; the front is clear with cups of tea. On the back, the image is hazy; a woman is relaxing on a deckchair.

4.5 Description of the questionnaire and its answers

Our questionnaire, attached in the appendix, was addressed to the marketing director of Ving.

According to the marketing director of Ving, the company attaches a large importance to the promotion because it is fundamental for its business model. Moreover they give a large importance of its evaluation; indeed they rank it with a mark of 8 out of 10.

Their communication objectives are:
1. To create awareness
2. To create liking
3. To create action

Ving uses the following tools: sales promotion, advertising, public relations, direct marketing and printed materials and personal selling.

According to the marketing director of Ving the importance of promotional tools can be ranked as following:
1. Advertising
2. Direct marketing
3. Sales promotion
4. Personal selling
5. Public Relations (PR)
6. Printed materials (including brochures)

The choice of the promotional tools is influenced by the degree of relevance for the potential target group at the time.

Concerning the advertising the purpose is first to create sales and secondly to build the brand. The media used are: newspapers, magazines, TV commercials, internet, outdoor and direct mail. They are using these media because they are the ones giving them the highest return on their media investments.
The advantages of TV commercials are: TV media is easy and fast nationwide; it reaches many potential customers and with a relative low cost per contact. The limitations of this media are: high production cost and not very flexible. TV is used especially to reach one aim which is to create awareness.

The purpose of the PR is the same as those of the advertising (first to create sales and secondly to build the brand). Ving uses press releases, press launches, personality appearance, and product visits.

The marketing director ranks these tools in order of importance as following:

1. Product visits
2. Personality appearance
3. Press releases
4. Press launches

According to him the aim of press releases is to provide fast and easy news articles about specific product. Moreover the advantages of the press releases are that it’s an easy and fast way to reach many journalists. But the main disadvantage is that press releases have not the same high quality and big exposure as other means of communication.

The purpose of the printed materials is also to create sales and to build the brand. The brochure presents several goals:

- To be product substitute
- To provide a tangible focus for expectation
- Enables the reader to answer some questions when he is far away from the sales point

Printed materials seem to be more specific for tourism than in other industries probably for historical reasons, in the opinion of our respondent. And the brochures have the following functions:

1. Facilitation of product use and information
2. Product substitute role
3. Creating awareness
4. Promotional (messages; display; special offers)
5. Access/purchasing mechanism
6. Proof of purchase/reassurance

According to the marketing director of Ving advertising (among advertising, PR and printed materials) is considered as the promotional tools the most used, the most important and the most successful.
5. Analysis of Empirical Data

5.1 Analysis of the TV commercial

The analysis of the construction of the commercials will be made following the model of Arthur Asa Berger, and then the goals will be interpreted thanks to the frames and our perceptions.

5.1.1 Analysis of the TV commercial Sunwing Resort

1. The narrative structure
   The commercial presents some children having fun in a big resort. The Sunwing resort is a special concept of Ving (Ving, 2009). It is for families who are traveling with children. They know that their holidays can be more or less wonderful for both children and parents. In this advertising there are only children which fit with the concept of Sunwing resort. The parents can see that in this resort their children will have fun and they will not need to care about their children all the time. So they will be free to enjoy themselves. At Sunwing Resort, Ving has spent the last 40 years to build fine holiday experiences so they will fit both children and adults. They want to achieve high level of happiness for both parents and children. With these packages the all family will have a good time which meets the mission of Ving.

2. Dialogue and language
   There is no dialogue in this spot.

3. Actors and actresses
   The actors and actresses are only children between 5 and 10 years old. They look all happy with swimming suit or summer clothes. Their clothes show that the place is warm near to the sea or with a swimming pool.

4. Technical matters: lighting, color, editing and music
   The lighting and the colors suggest a warm place. All the elements of this ad are created to complement the atmosphere of feeling good, living better with the colors, the music, and reinforce the feeling of peacefulness and serenity.

5. Sound and music
   The song repeats several times that the kids will be alright, so the parents will have a good time also.

6. Signs, symbols and intertextual devices
The last message, “summer is now approaching book now”, reminds that it is time to think about holidays and the next message, “summer news: direct charters Sunwing Bangtao, Thailand”, gives a solution for the family.

And at the end of the commercial, the logo of Ving appears to remind which tour operator can provide all these solutions. It is personalized with an ice cream on the top of the logo to fit with the spirit of the Sunwing concept.

All this analysis and our interpretations help us to deduce with our frames that the commercial aims to announce a launch of a new product which is the direct charter to the Sunwing resort in Bangtao in Thailand. At the same time Ving creates the awareness of the Sunwing resort.

5.1.2 Analysis of the TV commercial Vingflex resor till överallt

1. Narrative structure
There is no special story in this commercial. But there are 26 sequences of different places with people from different nationalities and different ages doing various activities. In this commercial people are dancing, playing, kissing, juggling, kite surfing, riding, driving and jumping. All these elements fit with the Vingflex concept.

The Vingflex is a special concept of Ving (Ving, 2009). It mentions the package tours which is the perfect choice for those who want to travel on their own and decide everything themselves. All can be arranged to suit the traveler: departure date, distance traveled, travel destinations, hotels, activities, etc. Ving helps to realize it all - from finding the right travel to book the best flight and hotel. The aim is to make people discover the world with a flexible package. Moreover it has fewer cons than other packages. Thanks to this concept, the customer will get the best vacations and make the most of his time.

The presence of different nationalities and culture in this ad recall that Ving has a large choice of destinations all over the world so the tour operator will find the best package for each customer.

2. Dialogue and language
There is no dialogue in this commercial.
3. **Actors and actresses**

The actors and actresses are various: there are only adults, from different nationalities, with different styles and from different social classes. These people are enthusiastic and dynamic and they are welcoming us to their lives. The body language of these people substitutes the lack of dialogues.

4. **Technical matters : lighting, colors and music**

In the 26 sequences the lighting and the colors are changing. Some stories are during the day with sun and brightness and some others are in the evening or in the night. All these technical matters suggest another time the Vingflex concept.

5. **Sound and music**

The song fits with the video. The lyrics are about the places we see, and the song like the video is slow at the beginning and the beat accelerates at the middle, so does the images.

6. **Signs, symbols and intertextual devices**

The message, “trips to everywhere”, sums up the all clip and represents the opportunities of traveling to many destinations abroad. The web site is mentioned to encourage people to get information and book online.

The commercial ends up with the classical logo of Ving to remind which tour operator can provide all these trips.

All this analysis and our interpretations help us to deduce with our frames that the commercial aims to create the awareness of the concept of Vingflex.

5.1.3 **Analysis of the TV commercial Gömställen för vuxna**

1. **Narrative structure**

The story of this commercial takes place in different rooms of a hotel. There are people running, hiding themselves behind a hat, behind blinds, or in a bath.

The all commercial suggests the idea of fun, game, the back to childhood, being out of the stressful world of work and enjoying the vacations without confine which fit with the Sunprime concept. The Sunprime is a special concept of Ving (Ving, 2009). It mentions that all the focus is on adults traveling without children. Ving adapts everything to the smallest detail to give the traveler quality and comfort and a very special holiday feeling. The targets
are adults who enjoy sun, good food and elegant accommodations.

2. **Dialogue and language**

Again, there is no dialogue in this commercial.

3. **Actors and actresses**

There are 5 characters: 1 actor and 4 actresses, there are in their thirties. We cannot see precisely their body or their faces because they are hiding. This suggests the target of the concept but also the idea of the concept. They seem to invite us to this place to play with them.

4. **Technical matters : lighting, colors and music**

The commercial takes place in a hotel so the light is an artificial light. The decor is modern, clean and sober. At the end of the commercial we can see the sea from the balcony of the room. Everything in this commercial show that you do not have to care about anything with the Sunprime concept.

5. **Sound and music**

The song again is well chosen. The beat is swinging, dynamic. People are following the beat of the music.

6. **Signs, symbols and intertextual devices**

The message “Hiding places for adults”.suggests the idea of the concept and sums up the all commercial.

Then the next message saying “1500 crowns discount right now on Sunprime destinations when you book on Ving.se” encourage to book online rapidly due to the discount.

The commercial ends up with the classical logo of Ving, personalized to a hotel room; remind which tour operator can offer this unforgettable moment. In addition of the logo, the slogan ‘Living better” appears to insist on the fact that Ving will offer real vacation.

All this analysis and our interpretations help us to deduce with our frames that the commercial aims to create the awareness of the concept of Sunprime.

The second aim of this commercial is to advertise a special offer, if you book online and rapidly you get quite an important discount.
5.1.4 Conclusion of the analysis of the TV commercial

After analysing all these TV commercials some conclusions can be lighted up and deduced.

We can notice that in all these clips the song is chosen with attention. Indeed the lyrics and the beat of the song fit with the images. Moreover the images, the actors and actresses, and the story of the commercials fit with the objectives of the advertising. We can see the presence of children to promote the Sunwing resort, the presence of adults playing whitout children to promote the Sunprime resort or ever some people from everywhere in the world to promote the Vingflex concept.

At the end of the advertising some messages appear. First to cite the concept promoted and then the slogan appear and fit with the concept.

Finally the TV commercials always end up with the logo in order to recall the viewer the brand.

We can deduce that Ving accords a large importance in the creation of its TV commercials. The aims of all these three TV commercials fit with some aims mentioned in the theory and are to launch a new product or/and to create awareness of the brand or of a new product.

5.2 Analysis of the PR

For this study and its reliability we choose to analyse the press releases of Ving because it is the most abundant PR we can access. The analysis of the construction of the commercials will be made following the model of Alexis Kaniewski, and then the goals will be interpreted thanks to the frames and our perceptions.

5.2.1 Analysis of the press release from Ving from the 09/03/09

The structure of this press release follows some points of the model of Alexis Kaniewski:

- This press release has a length of the standard press release, which means between 300 and 500 words.
The headline is constituted by 61 characters which is less than 80. Moreover the headline catches the attention of the reader with bold and orange typeface.

The summary paragraph includes one sentence. It completes the headline with some information but it is slightly longer. This paragraph is written with italics using standard capitalization and punctuation.

The first sentence of the first paragraph tells the story and the date is cited.

The second and third paragraphs are no more than three or four sentences. And there is a quote from the marketing director of Ving.

The fourth paragraph quotes the photographer of the campaign.

In the additional paragraph the reader gets any other significant information.

At the end of the press release we can see the presence of addition of contact information.

However there are some differences between the standard model proposed by Alexis Kaniewski and this press release:

- The words of the headline are not capitalized
- The place of the writing of the release is not cited in the first paragraph. The length of this first paragraph overtakes 25 words.
- In the additional paragraph the key-points of the release are not restated.
- The company’s history doesn’t appear in the last paragraph.

This press release follows mainly the model of construction of a standard press release according to Alexis Kaniewski.

In agreement with the theory the press release reaches two roles of the PR tool.

The press release aims to keep people have a general awareness about the company and its development. It has a double message. First it informs the reader about the launch of the new campaign of Ving. Then it gives information about a destination, Aruba, and its main characteristics. Moreover it precises that it is now easier and shorter to get there.

It also aims to remain a high level of positive brand image due to the development of new solutions adapted to the current demand. The release shows the advantages of the new
product, non stop flight to Aruba. Moreover it takes place at a good period of the year, end of winter, the audience needs sun, warmth, and brightness.

5.2.2 Analysis of the press release from Ving from the 09/01/13

The structure of this press release follows some points of the model of Alexis Kaniewski:

- The headline is constituted by 68 characters which is less than 80. Moreover the headline catches the attention of the reader with bold and orange typeface.
- The summary paragraph includes three sentences. This paragraph is using standard capitalization and punctuation.
- The first sentence of the first paragraph tells the story.
- In the following paragraphs the story is detailed in descending order of importance
- In the two additional paragraphs the reader gets any other significant information.
- At the end of the press release, just before the last paragraph, we can see the presence of an addition of contact information.

- The last paragraph includes short company history and describes the company, products and service.

However there are some differences between the standard model proposed by Alexis Kaniewski and this press release:

- This press release overtakes slightly the length of the standard press release, with 514 words.
- The words of the headline are not capitalized
- The summary paragraph is longer and with more information than the model of Alexis Kaniewski standard press release recommend. Moreover it is not written with italics.
- The place and the date of the writing of the release are not cited in the first paragraph. The length of this first paragraph overtakes 25 words.
- The second paragraph is longer than three or four sentences. And there is a quote from the managing director of Ving.
• In the fourth paragraph there is no quote from any other party involved, such as a customer or partner.

• In the additional paragraph the key-points of the release are not restated.

This press release differs mainly the model of construction of a standard press release according to Alexis Kaniewski.

*In agreement with the theory the press release reaches two roles of the PR tool.*

First the press release aims to give a favorable image of the tour operator. Indeed this release shows that the booking situation of Ving is still good in 2009, despite of the recession and the financial crisis. And there is even an increase of the visitors and the booking on the internet. So the company is stable and safe.

Then this release encourages the reader to think about its vacations. In fact, it gives the feeling to the reader that it is time to think about its holidays because there are a lot of advantages and benefits of booking at the moment.

Finally it creates the awareness of new destinations and new resorts which can influence the potential traveler in its choices. One third of the text presents these products.

This release is well constructed because at first it reinsurances the reader about the health of the brand, then it encourages him to think about its holidays and finally it proposes them some attractive destinations.

5.2.3 Conclusion of the analysis of the PR

*After the analysis these press releases some conclusions can be lighted up and deduced.*

Concerning the construction of the two press releases, we can say that the construction does not always follow a model of writing. However in these two press releases we can observe some common points: the headline, the telling of the story in the first sentence (summary), the presence of a quote from a director of a department of Ving, and the presence of an addition of contact information.

Concerning the aims of these press releases, according to the theory we found out one
main aim which is to create awareness. Moreover we found out one goal, not present in the
theory, which is to make the reader keep a high level of positive image on Ving.

5.3 Analysis of the printed material

The analysis of the construction of the commercials will be made following the model of
Frank W. Baker, and then the goals will be interpreted thanks to the frames and our
perceptions.

5.3.1 Analysis of the brochure of Ving

1. The mood
To a general point of view we can say that the all brochure aims to give the reader a general
envy to travel and choose Ving for the leisure tourism and provide him some dreams.
The general mood is the sun, the warmth, the escape and the holidays.

2. The design
The design of this brochure is mostly symmetrical. As we have seen in the description part all
the destinations are presented in a consistent manner.
There are a lot of pictures which are associated with a text part. The pictures are always bright
with a lot of the blue color. This suggests the water, the sea and the good weather.
This brochure is crowded, full of pictures and information.

3. The context and content
This brochure is mostly constituted by pictures of resorts. But there are also some people who
seem happy, relaxed and making the most of their time. Depending on the product and the
concept the people are either children or adults.
The background of this figures suggest the holidays with the presence of a swimming pool a
big resort, the sea or also monument.

4. Signs and symbols
The symbol and the signs use in this brochure are palm trees, water, deck chairs and resort.
This creates an atmosphere of holidays, escape, serenity and happiness. This creates a desire
to go to holiday.

5. Language and typefaces
The language is sober and simple. The text describes the resort, provides information and
indications.
The colors of the typefaces are black or pink and a little bit of orange. These are welcoming and warm.

6. Themes
The themes of the brochure are the destinations, the countries, the different concept of Ving and its characteristics.

According to the theory and to our perceptions the different roles played by this brochure and its functions can be deduced.

First of all the brochure plays the role of a substitute to a product. When the customer seeks to purchase a travel he cannot inspect it directly and have a direct contact with it. The brochure, with all the pictures, the description, name and geographical locations of the resorts, the facilities, the standard quality of the hotel, allows the reader to have a better knowledge of the products offered. He can realize what the main characteristics are and what the travel looks like. Besides, the potential traveler can be guided in his choosing process by notifications like SunWing, VingFlex, Top Selection, and Hideaway Selection.

Then the brochure provides a tangible focus for expectations. The purchasing and the consumption of a product are separated, the buyer need something to imagine its future holidays. All the pictures and messages represent an invitation to go to the places. With seeing the pictures of the resort you can imagine yourselves at that places and can think about your holidays. This brochure creates and/or maintains the desire of the potential traveler to act, before and after the magical experience.

The brochure enables the reader to answer some questions when he is far away from the sales point. It is very complete, it provides the reader the most consistent information and it invites him to go to the web site to seek complementary data.

The functions of this brochure are the following:

- Create awareness:
  This brochure gives an overview of a large range of destinations (new or not). With this complete description the reader can become aware of some destinations he did not know before.

The customer becomes aware of the different concepts and ways of traveling proposed by Ving.

- Product substitute role as we mentioned above
- Proof of purchase/reassurance
This information reinsures the potential traveler about choosing Ving as a travel organizer. Moreover the rate of respect of the environment allows the traveler to evaluate the impact of his trip on the environment that can make him get rid of some complexes concerning his long distance trips.

- Facilitation of product information as we mentioned above

### 5.3.2 Conclusion of the analysis of the goals of the brochure

The brochure of Ving in accord to the theory plays different roles:

- Role of a substitute to a product
- Provides a tangible focus for expectations
- Enables the reader to answer some questions when he is far away from the sales point

Moreover this brochure has the following functions:

- Create awareness
- Product substitute role
- Proof of purchase/reassurance
- Facilitation of product information
6 Conclusion

This chapter presents the conclusions of the thesis by answering the research questions and the purpose of the study. It is also pointing our contribution.

The purpose of this study was to outline and analyse the use and the construction of three promotional tools (advertising, Public relations, Printed materials), and find out their goals. These three promotional tools were represented by TV commercials, press releases and brochure. First we are going to present our comparison results concerning the use of these three promotional tools by Ving between the frames and the primary data. Then the main aspects of the construction of the tools, coming from the analysis of the data will be showed. Finally the goals of the three promotional tools coming from the frames and the primary data will be presented and compared.

Concerning the three promotional tools studied in this thesis, some differences appear between the frames of references and the answers got from the marketing director of Ving. Although Advertising and Public Relations (PR) are –according to Middleton (1994, p. 163, p. 189)-considered as two of the most important promotional tools for the tourism and printed materials are crucial in the tourism industry, the marketing director of Ving regards PR and printed materials as the least important tools. For him printed materials are associated for tourism than in other industries probably for historical reasons. However he sees advertising as the most important tool. He considers advertising (among advertising, PR and printed materials) as the promotional tools the most used, the most important and the most successful. Another difference is located in the importance of press releases. Our choice of press releases was supported on the fact that the number one tool of Public Relations for more than fifty years has been, and continues to be, the press release (Send 2 Press, 1999). But the marketing director ranks press release in the 3rd position among the four types of public relations used by the company (product visits, personality appearance, press releases and press launches).

After analysing three TV commercials, two press releases and the brochure of Ving we lighted up several findings related to their construction.

In the TV commercials five of the six aspects of the model of analysis (from Arthur Asa Berger) have been pointed out. Indeed we found that the narrative structure, the actors and actresses, the technical matters, the music and the signs, symbols and intertextual devices
are all fitting with the objective of the advertisement.

Concerning the construction of the press releases, we observed that it does not always follow a model of writing. However in the two press releases we can observe some common points have been brightened up. The headline is grabbing the attention with bold and orange typeface. In the summary paragraph the first sentence is telling the story; moreover we observed the presence of a quote from a director of a department of Ving, which bring credibility. And finally an addition of contact information is present.

In the construction of the brochure we found out that Ving gives a central importance to all the elements of the model proposed by Frank W. Baker. Indeed the mood, the design, the context and content, the signs and symbols, the language and typefaces and the themes are made to create a coherent spirit of holidays, and all these elements are complementary.

According to the marketing director of Ving the main communication objectives are to create awareness, to create liking and to create action. Then from a general point of view, the main purposes of advertising, Public Relations and printed materials are first to create sales and secondly to build the brand.

When it comes to TV commercials, the marketing director points out especially one goal, which is to create awareness. After our analysis of the three TV commercials, we found out two main goals which are to create awareness or/and to launch a new product.

So the goal “to create awareness” which is present in the theory is the one Ving manages to implement the most.

When it comes to press releases, the goal Ving tries to reach is to provide fast and easy news articles about specific product. Our analysis of the two press releases brings us two main goals. According to the theory we found out one main aim which is to create awareness. Moreover we found out one other goal, not present in the theory, which is to make the reader keep a high level of positive image on Ving.

The goal mentioned by our respondent “to provide fast and easy news articles about specific product” joins one of the goals presented in our frame which is to convey targeted messages away from the point of sales. This goal is also connected with the one we found out with our analysis which is to create awareness. Moreover the goal which is to make the reader keep a high level of positive image on Ving is a goal discovered by our own perceptions.

When it comes to the brochure, our respondent mentions that the brochure tries to reach three main goals : to be a product substitute, to provide a tangible focus for expectation and enables the reader to answer some questions when he is far away from the sales point.
With our analysis we found out the same goals and it also fits with the theory.
7 References

Literature review:


Chisnall P.M, (1997), Marketing Research

Churchill G., Iacobucci D. (2005), Marketing research- Methodological


Denzin N.K, Lincoln Y.S, (2005), The SAGE handbook of qualitative research, 3rd Edition


Malhotra N.K (1999), Marketing Research an applied orientation, 3rd edition


Muijs D. (2004), Doing quantitative research in education with SPSS

Schmidt M.J, Hollensen S. (2006), Marketing research: an international approach


Marketing

Stuart M. C. (2007), The complete guide to medical writing


Vogt W.P (2005), Dictionary of statistics & methodology: a nontechnical guide for the social sciences, 3\textsuperscript{rd} Edition


Articles:

UNWTO World Tourism Barometer (2008), World Tourism Organization, Volume 6, Issue 3

Nutek (the Swedish agency for economic and regional growth), (2007), Tourism and the travel and Tourist industry in Sweden

Internet:

(2008) Lyrics The Kids are alright by the Who Downloaded April 04 2009 from webpage

http://www.lyrics007.com/The%20WHO%20Lyrics/The%20Kids%20Are%20Alright%20Lyrics.html

(2009) Lyrics Hit me with your rhythm stick by Ian Dury Dowloaded April 04 2009 from Webpage


(2009) Erbjudanden Downloaded April 06 2009 from webpage

http://www.ving.se
(1999) Effective Self-Promotion Begins with the Press Release Downloaded April 06 2009 from Webpage


(2009) Definition of Television commercial Downloaded March 13 2009 from Webpage
http://dictionary.babylon.com/Television%20commercial

(2009) A Primer on Analyzing Television Commercials Downloaded May 06 2009 from Webpage

http://www.ccsf.edu/Departments/Transitional_Studies/projects/analyzingtv.pdf

(2009) Checklist for Analyzing Print Advertisements Downloaded May 06 2009 from Webpage

http://www.frankwbaker.com/checklist.htm

(2009) How to Write an Effective Press Release Downloaded May 06 2009 from Webpage

(2009) Methodology Downloaded February 23 2009 from Webpage
http://www.answers.com/topic/methodology

(2007) Marketing research Downloaded February 23 2009 from Webpage
http://www.quickmba.com/marketing/research

(2007) Qualitative research Downloaded February 23 2009 from Webpage
http://amapedia.amazon.com
8 Appendices

8.1 Appendix 1: The Questionnaire

Högskolan Halmstad
School of Business and Engineering

Questionnaire for a research regarding the promotional tools used in the travel and tourism

Information collected in this research will have an anonymous and confidential character and will be used strictly only for academic purposes.

Prepared by:
Alice Suisse
Timothé Cilla

Under supervision of:
Ramona Thomas

Halmstad 2009
1. What is your responsibility in the marketing department?

Marketing Manager

2. Would you say that your company attaches a large importance to the promotion? If yes/no why?

Yes, it is fundamental for our business model.

3. What are your main communication objectives?

- Create awareness
- Create knowledge [ ]
- Create liking [ ]
- Create preference [ ]
- Create conviction [ ]
- Create action (purchase) [ ]
- Others (please precise) [ ]

4. Which promotional tools do you use? (choose one or more of the following)

- Sales promotion [ ]
- Personal selling [ ]
- Direct marketing [ ]
- Advertising [ ]
- Public Relations (PR) [ ]
- Printed materials (including brochures) [ ]

5. Depending on the tools you use could you classify them from the most to the least important?

1. Advertising
2. Direct marketing
3. Sales promotion
4. Personal selling
5. Public Relations (PR)
6. Printed materials (including brochures)

6. According to you which factors influence your choice of the promotional tools?

The degree of relevance for the potential target group at the time.

7. On a scale to 1 to 10 which mark will you give to the importance of the evaluation of the promotion (1 is the least important and 10 the most important)?

8

8. If advertising is one of the promotional tools you are using please answer to the questions a, b and c (otherwise go directly to the question 9):

   a) What is the purpose of advertising? Create sales primarily and secondly brand building.

   b) Which media are you employing? (choose one or more of the following):

   - Newspaper
   - Internet
   - TV
   - Exhibitions
   - Trade press
   - Radio
   - Others
   - Magazines
   - Outdoor
   - Direct mail
   - Tourist board brochures and guides
   - Directories and yellow pages

   (please precise)

   c) What are, according to you, the reasons for choosing the selected ones?

   They are the ones giving us the highest return on our media investments.
d) If TV is one of the media you’re employing, please answer to the following questions:

- What are its advantages and limitations?

TV media is easy and fast nationwide reach to many potential customers, to a relative low cost per contact.

Limitations are: high production cost and not very flexible.

- Among these aims which one fit the best to your opinion of the use of the TV? Please tick the box

  - [ ] Creating awareness
  - [ ] Influencing destination image
  - [ ] Advertising a special offer
  - [ ] Providing information on special services or seasonal deals
  - [ ] Improving distribution
  - [ ] Overcoming negative attitude
  - [ ] Reaching a new target audience
  - [ ] Announcing a launch

9. If Public relations is one of the promotional tools you are using please answer to the questions a and b (otherwise go directly to the question 10):

   a) What is the purpose of PR Sam as 8a

   b) Which kind of PR are you utilizing?
Press releases
Press launches
Receptions
Personality appearances
Staged events
Product visits
Others (please precise)

c) Could you precise for each type of PR used its rank (from 1 to 4) of importance (1 is the most important 4 is the least)?

1. Product visits
2. Personality appearance
3. Press releases
4. Press launches

d) If press release is one of the tool you’re employing, please answer to the following questions:

- According to you which aim do you try to reach with the use of press release?
  
  Fast and easy news articles about specific product.
- Which are the advantages and disadvantages of the press releases?
  
  Easy and fast way to reach many journalists. Not the same high quality and big exposure as other means of communication.

10. If printed materials are one of the promotional tools you are using please answer to the questions a and b (otherwise go directly to the question 11):

a) Do you agree with the following statements?

  o Brochures are used as product substitutes Yes
  o Printed materials provide a tangible focus for expectations Yes
  o Brochure Enables the reader to answer some questions when he
is far away from the sales point Yes

b) What is the purpose of the printed materials? Same as 8a

c) Do you think that printed materials are more specific for travel and tourism than in other industries? Yes probably for historical reasons

d) If brochure id one of the types you’re employing according to your opinion which of the following functions do the brochures have?

1. Facilitation of product use and information
2. Product substitute role
3. Creating awareness
4. Promotional (messages; display; special offers)
5. Access/purchasing mechanism
6. Proof of purchase/reassurance

11. Among the three following promotional tools: advertising, PR and printed materials
   ◦ Which one is for you the most used? Advertising
   ◦ Which one is the most important? Advertising
   ◦ Which one is the most successful? Advertising

We would like to thank you very much for your kind participation for our research
8.2 Appendix 2

8.2.1 Press release from Ving from the 09 March 2009

Vings nya kampanj: non stop-flyg till Aruba nyhet nästa vinter

Nu drar Vings nya kampanj igång med fokus på nästa vinters stora nyhet, non stop-flyg till paradisön Aruba i Karibien.

Kampanjen, signerad Forsman & Bodenfors, körs under tre veckor med start idag den 9 mars. Det blir utomhusreklam (JC Decaux) i Stockholm och Mälardalen, populärpress samt en kampanjsajt på ving.se.
– Karibiens kritvita stränder, tropiskt klimat och svajande palmer är för många den ultimata semesterdrömmen, säger Claes Pellvik, marknadschef på Ving. Därför känns det extra roligt att kunna bjuda på paradisstränder och härliga hotellbilder den här tiden på året då allt är trist och grått.
– Målgruppen för kampanjen är kvinnor och vi går i populärpress såsom Sköna Hem, Residence, Amelia, Plaza, Elle Interiör, Femina och Elle, fortsätter Claes Pellvik, marknadschef på Ving.

Fotograf är Åke E:son Lindman, som även tidigare fotograferat kampanjer för Ving.

Anledningen till att Ving satsar på Aruba har självklart med svenskarnas starka intresse för långväga exotiska resmål att göra. Men det finns även andra faktorer som kan locka svenskarna till Aruba:
• Aruba har några av världens finaste allmänna stränder. Vattnet är helt kristallklart, perfekt för den som gillar snorkling, sol, bad och båtturer. Solen skiner så gott som året runt och vattnet blir sällan kallare än 25 grader.
• Aruba ligger utanför orkan-bältet och är Karibiens mest välorganiserade resmål med bra priser och extremt låg arbetslöshet. Därmed är det också ett tryggt land att vistas i då nästan ingen kriminalitet finns.
• På den lilla karibiska ön finns ett brett utbud av märkesbutiker, krogar, barer och klubbar.
– Idag saknas non stop-flyg till Aruba. Med Vings charter sparar man minst fem timmar jämfört med om du åker reguljärflyg och måste byta flyg i t ex Amsterdam, avslutar Claes Pellvik.

arbetsgrupp på Forsman & Bodenfors:
Greger Andersson, projektledare
Erica Berghagen, produktionsledare
Jonas Enghage, copy
Karin Jacobsson, AD
Karin Nolmark, Lars Jansson, formgivare
Lars Jansson, webdirector
Sophia Lindholm, byråproducent webb
Tobias Nordström, Planner

Önskas ytterligare information kontakta Claes Pellvik, marknadschef Ving, tel 0709 – 513032.
8.2.2 Press release from Ving from the 09 March 2009 (in English)

Vinga new campaign: non stop flights to Aruba, the newness for next winter

Vinga starts now a new campaign started with a focus on the big news of next winter, a non-stop flight to the paradise of Aruba in the Caribbean.

The campaign, signed Forsman & Bodenfors, is running for three weeks and starts today, March 9. There will be outdoor (JC Decaux) in Stockholm and Mälardalen, the press and a campaign site on ving.se.

- Caribbean white sand beaches, tropical climate and palm trees represent for many the ultimate dream vacation, “says Claes Pellvik, Marketing Manager of Ving. Therefore it is especially nice to be able to figure the paradise beaches and wonderful hotels on pictures this time of the year when everything is dull and grey.
- The target audience for the campaign are women and we are heading the popular press as Comfortable Home, Residence, Amelia, Plaza, Elle Interior, Femina and Elle continues Claes Pellvik, Marketing Manager at Ving.

Photographer is from Åke E:son Lindman, who previously also photographed campaigns for Ving.

The reasons for Ving to invest in Aruba are coming with the Swedes' obvious strong interest in long-range, exotic destinations. But there are also other factors that may attract Swedes to Aruba:
• Aruba has some of the world's finest public beaches. The water is absolutely crystal clear, perfect for those who like plunging, sun, swimming and boating. The sun shines almost all the year round and the water is seldom colder than 25 degrees.
• Aruba lies outside the hurricane belt and is the Caribbean's most well-organized tourist destination with good prices and extremely low unemployment rate. This would also be a safe country to stay as there is almost no crime there.
• The small Caribbean island has a wide selection of brand shops, restaurants, bars and clubs.

- The non stop flights to Aruba were missing. Ving saves at least five hours compared to if you get scheduled, and must change your plane for example in Amsterdam, concludes Claes Pellvik.

Working at Forsman & Bodenfors:
Greger Andersson, Project Manager
Erica Berghagen, Production Manager
Jonas Enghage, copy
Karin Jacobsson, AD
Karin Nolmark, Lars Jansson, designers
Lars Jansson, webdirector
Sophia Lindholm, agency producer web
Tobias Nordström, Planner
Suget efter charterresor fortsatt stort visar bokningsläget hos Ving

Januari månad är traditionellt en av de bästa försäljningsmånaderna för charterresor – i år inget undantag. Lågkonjunkturen till trots är det högtryck hos Ving och förra veckan slutade som tredje bästa försäljningsveckan någonsin. Detta trots att trettonhelgen låg mitt i veckan.

Det är under julhelgerna som många har tid att planera och prata ihop sig inför årets semestrar därför brukar en stor del av årets resor bokas redan de första veckorna inpå det nya året. Och suget efter resor tycks fortfarande vara väldigt stort trots lågkonjunkturen.


– Något som även kan gynna resandet i år är att räntorna är låga och nu införs skattelättnader som innebär lite mer pengar i plånboken för många, fortsätter Eivor Andersson.


För ytterligare information, kontakta:
Eivor Andersson, vd Ving, tel 0709-513077 eller eivor.andersson@ving.se
Magdalena Öhrn, informationschef Ving, tel 0709-513075 eller magdalena.ohrn@ving.se
Ving är Sveriges största researrangör med resor till fler än 500 resmål i över 50 länder. Ving arrangerar charterresor, flexibla paketresor med reguljärflyg och säljer även enskilda flygbiljetter och hotellövernattningar till den som vill resa på egen hand. Resorna säljs via internet, telefon, i egna butiker och i utvalda resebyråer över hela landet. Ving ingår tillsammans med Globetrotter i Ving Sverige AB med över 250 anställda och 600 000 resenärer årligen. Ving Sverige AB ingår i den internationella resekoncernen Thomas Cook Group plc som är noterad på London-börsen.

8.2.4 Press releases from Ving from the 13 January 2009 (in English)

The great booking situation of Ving shows the strong attraction for the charter travels.

January is traditionally one of the best months for the sales of package holidays - this year is not an exception. Despite the recession, high pressure on Ving, the last week ended as the third best sales weeks ever.

It is during the Christmas holidays when many have time that people plan and talk together about the year's holidays, therefore, usually a large part of this year's trips are booked already the first few weeks of the new year. And the strong attraction to travel still seems to be very high despite the recession.

- It has been a good booking situation for personal selling and by the phone, "says Eivor Andersson, managing director of Ving. Number of visitors to ving.se has increased record when compared with the same week in 2008. This suggests that many Swedes have holiday’s thoughts right now. We also see a marked increase in bookings directly via the website compared to week 2, 2008. As many as 60 percent of Ving sales last week were booked online.

The Largest proportion of trips that are sold right now are for the next summer, those who wish to get a good hotel, a particular destination in exactly the moment they wish, know that they have to book early. In particular, it is Mallorca and Turkey peaks. But it is also gratifying that many are booking already for next winter and Christmas holidays. Christmas 2009 is almost as good as 2008 in terms of number of vacation days that need to be sold out for time off.

- Something that can also support travelers this year is that interest rates are low, and now tax cuts are introduced that means there is a little more money in the wallet for many, continues Eivor Andersson.

Before Christmas released Ving up two thirds of the next vinteren program for sale, winter 2009/2010. It is the most sought destinations and hotels that were released and next winter biggest news - the Caribbean paradise of Aruba, where Ving starts now anon-stop charter. In addition, Ving launches two new hotel facilities; Sunwing Resort Kamala Beach in Phuket as well as a new Sunprime Resorts in Tenerife, Sunprime Coral Suites & Spa.
In the summer of 2009 Ving launches five new destinations and 21 new hotels of high standard in Mallorca. In addition to news in Mallorca Ving offers a new destination in northern Croatia, Vrsar, a new hotel outside Carthage in Tunisia and new destinations with train charter to Schüttorf outside Zell Am See and combines the trip with Budapest Balaton. Train destinations have been also developed with more flights to Italy.

For additional information, contact:
Eivor Andersson, managing director of Ving, tel 0709-513077 or eivor.andersson @ ving.se
Magdalena Öhrn, Head of Information Ving, tel 0709-513075 or magdalena.ohrn @ ving.se

Ving is the largest tour operator with trips to more than 500 destinations in over 50 countries. Ving arranges charters, flexible packages, scheduled, and also sells individual tickets and hotel accommodations for those who want to travel on their own. Sales via internet, phone, in its own stores and in selected travel agents across the country. Ving is together with the Globetrotter in Ving Sverige AB, with over 250 employees and 600 000 passengers annually. Ving Sverige AB is part of the international travel group Thomas Cook Group which is listed on the London Stock Exchange.
8.3 Appendix 3 : Extracts from the brochure of Ving for the season April 2009 to March 2010

8.3.1 Front cover

8.3.2 Inside front cover
8.3.3 Inside back cover

8.3.4 Back cover
8.3.5 Presentation of one destination and its resorts: Aruba
8.3.6 Presentation of one concept: Sunwing