

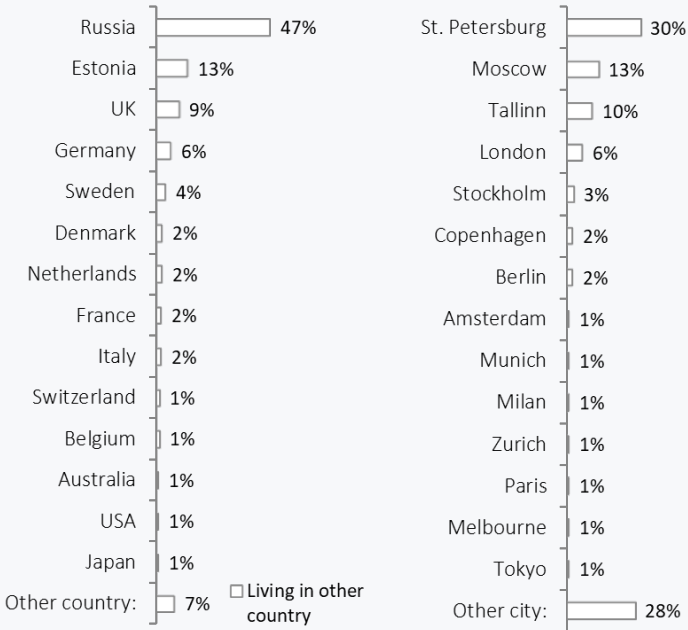
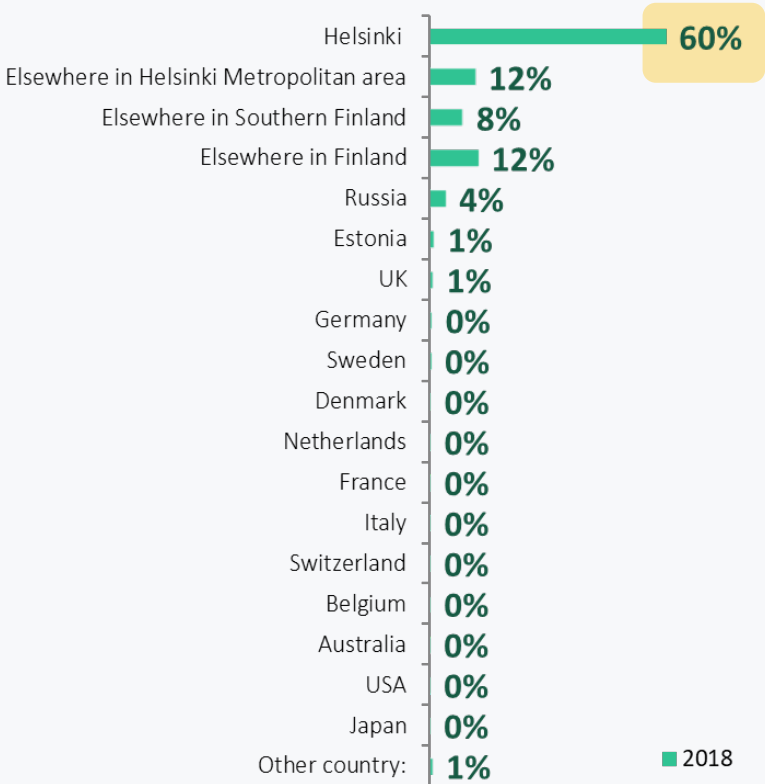


**SPONSOR INSIGHT**  
HELSINKI - STOCKHOLM - OSLO

Flow Festival 2018  
Event Survey

**FLOW  
FEST  
IVAL®**

# Place of residence



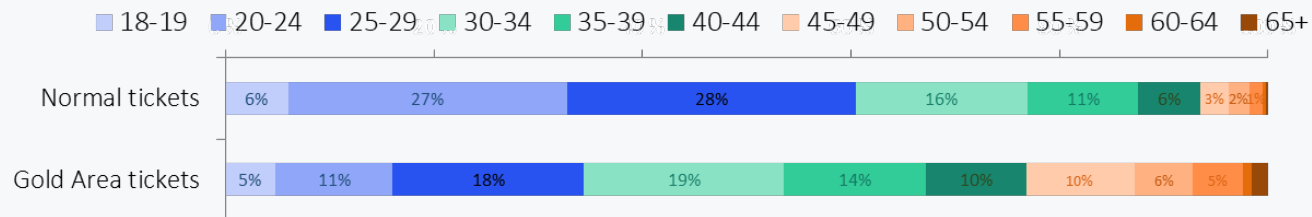
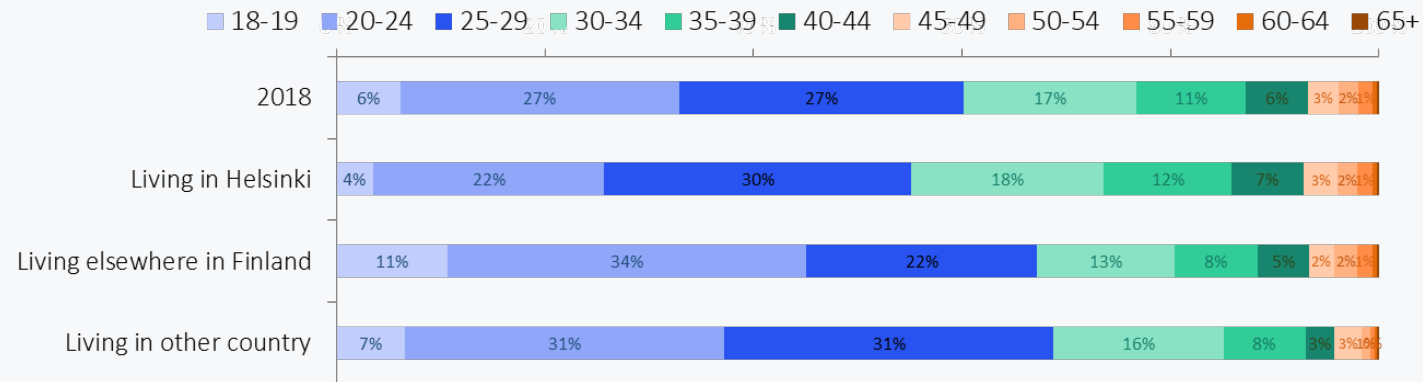
Total  
N=5639

Visitors living in Helsinki  
N=3362

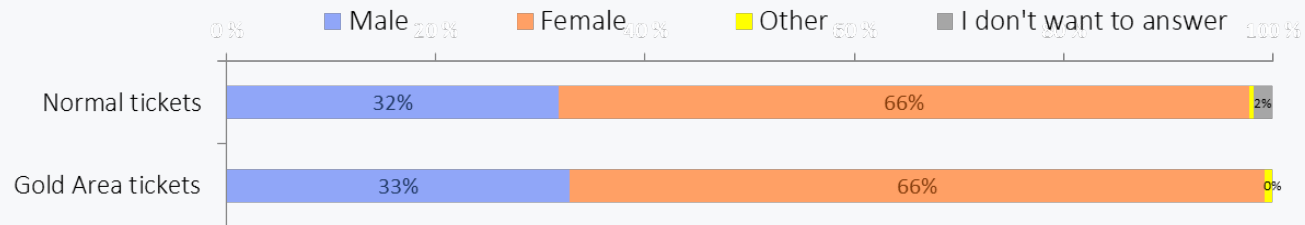
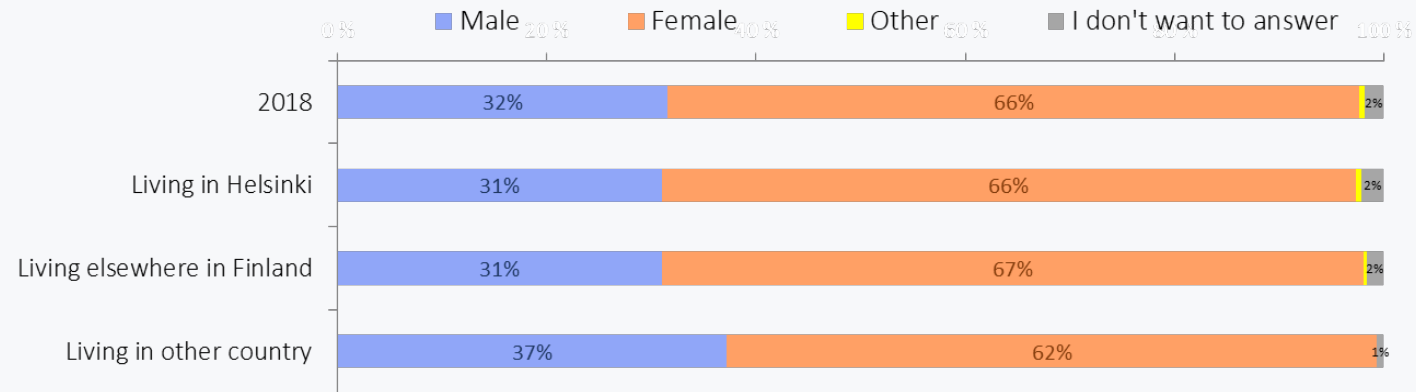
Visitors living elsewhere in  
Finland  
N=1807

Visitors living in other  
country  
N=470

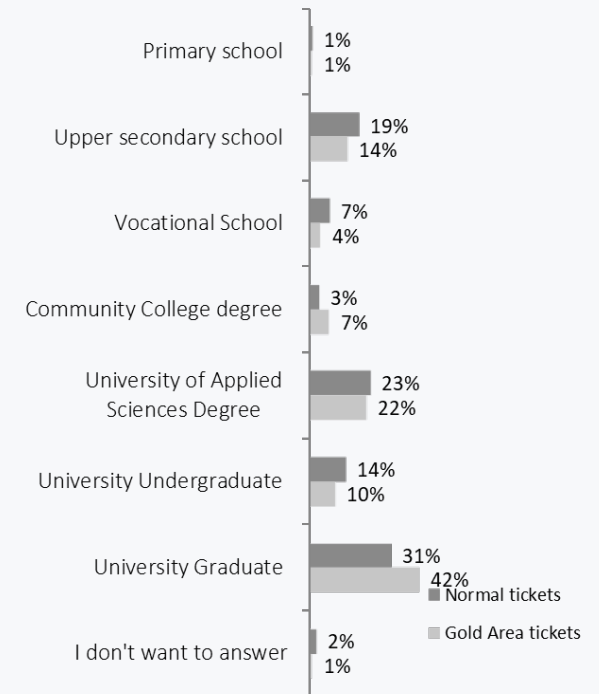
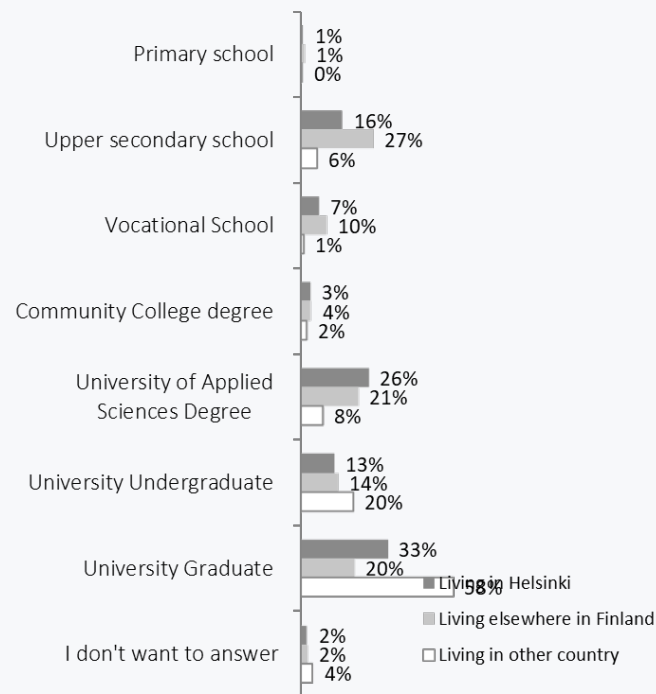
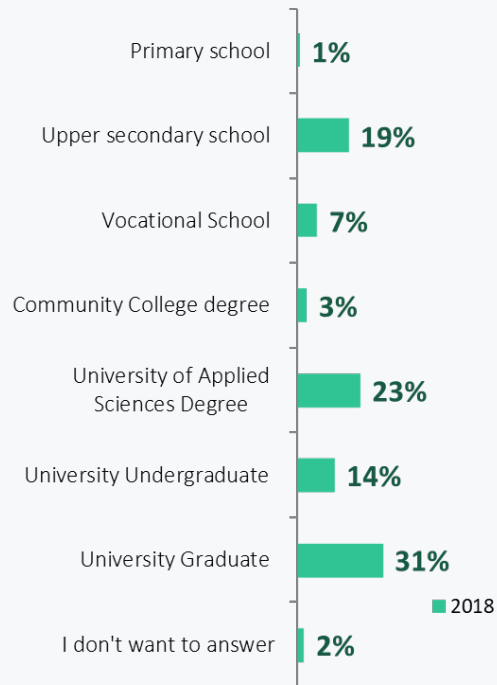
# Age



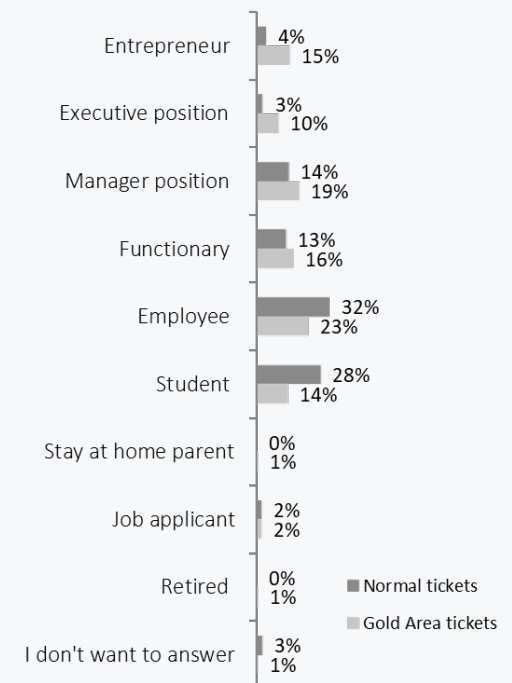
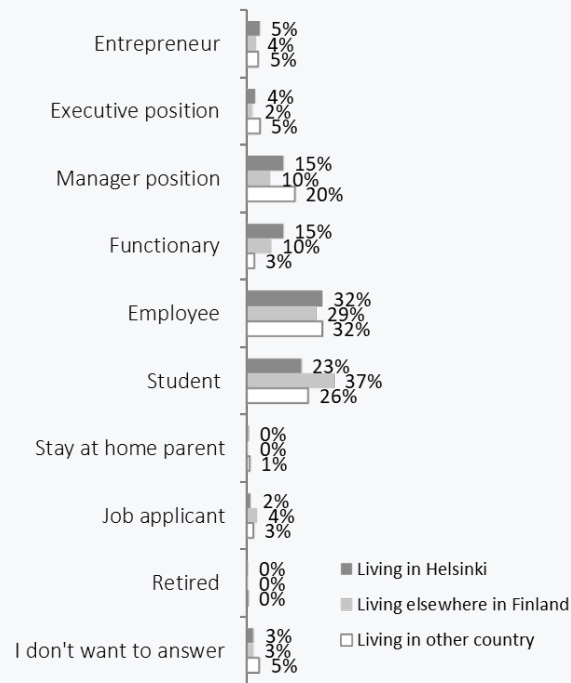
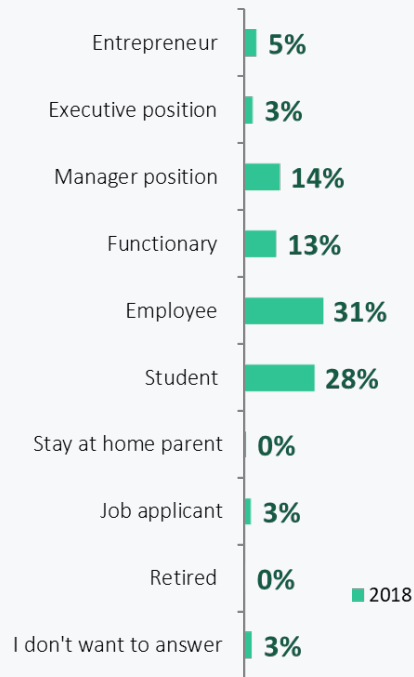
# Gender



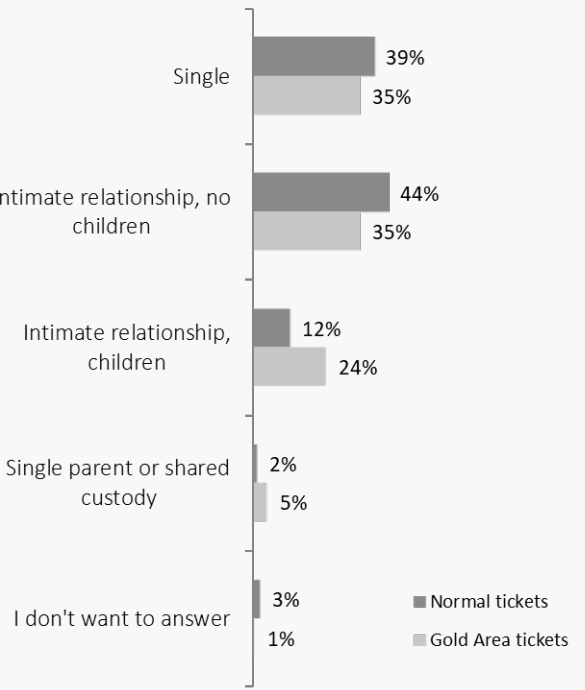
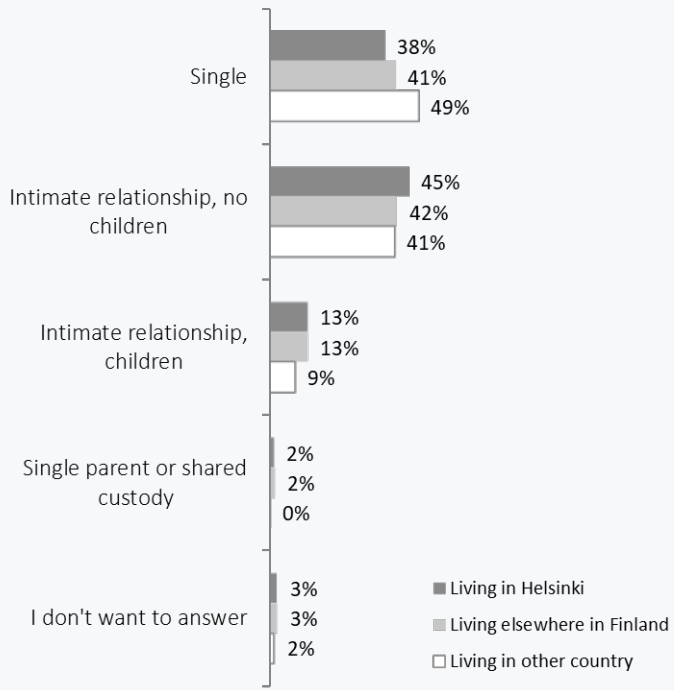
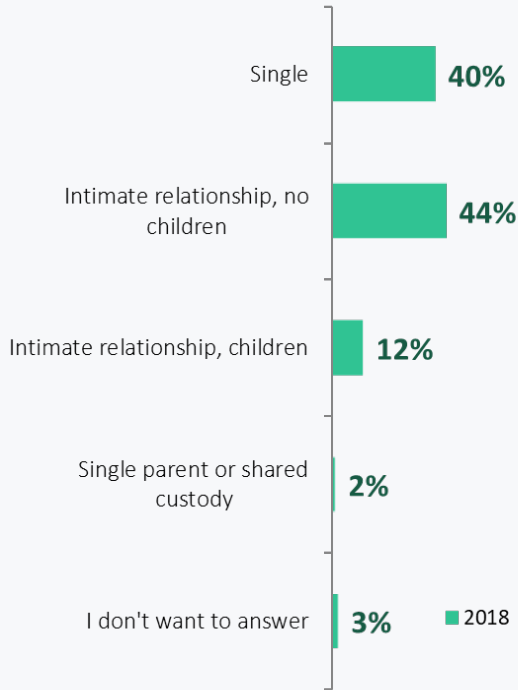
# Educational background



# Occupation

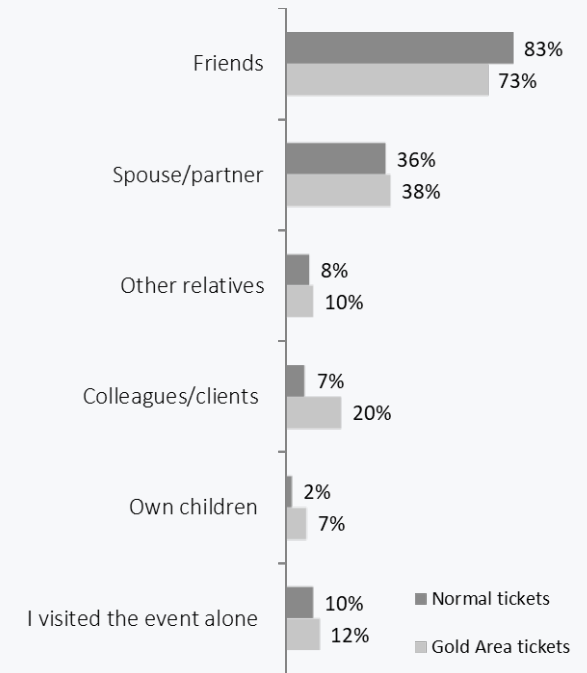
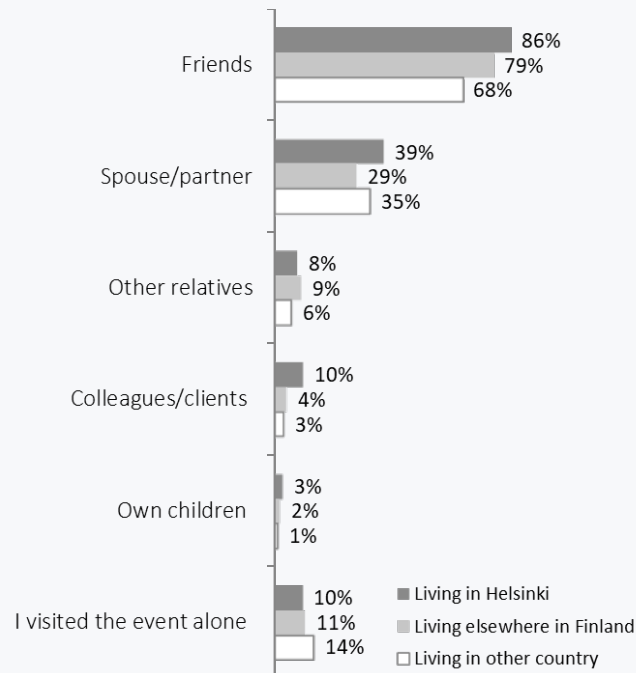
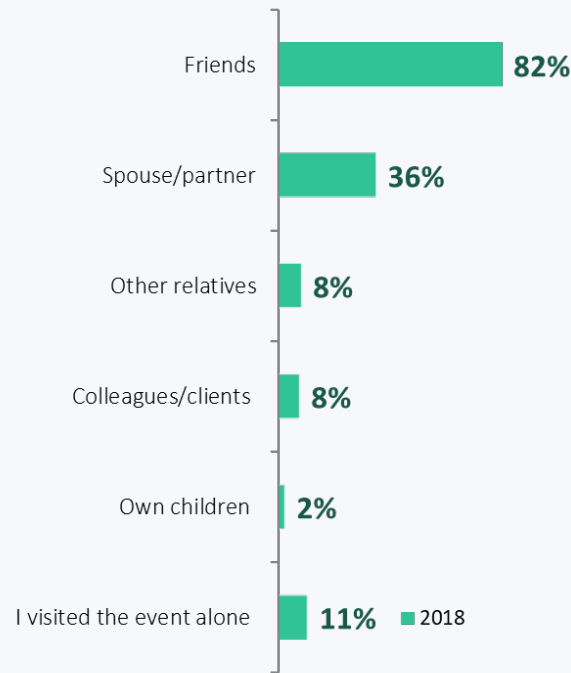


# Marital status



# Attending the Flow Festival

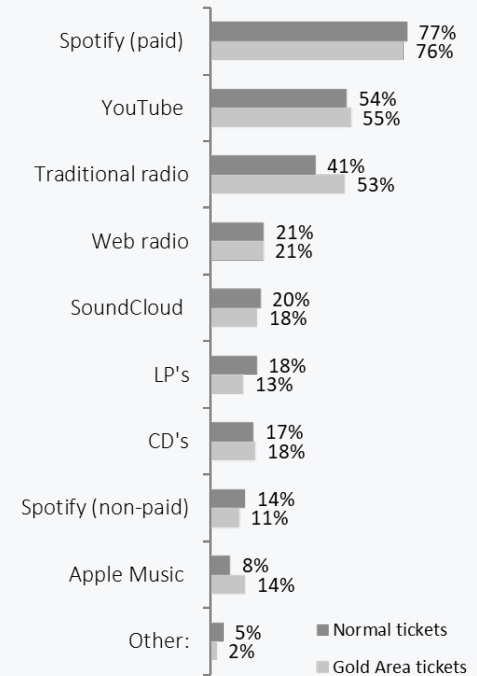
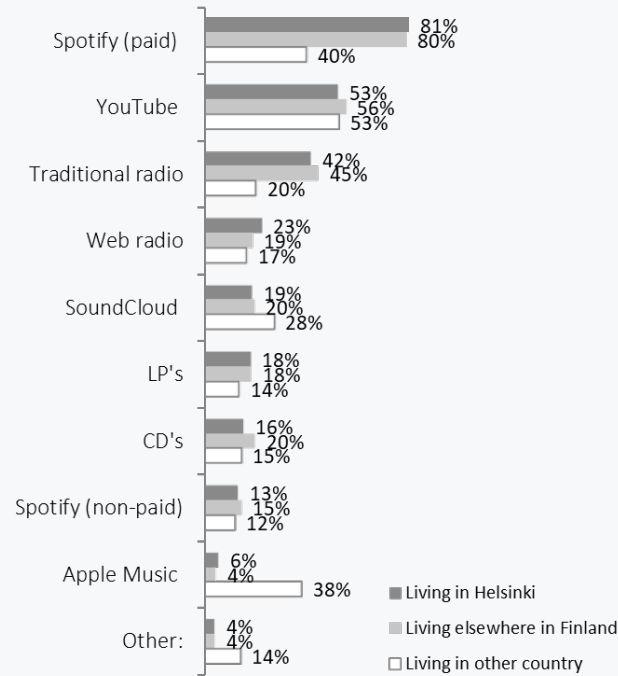
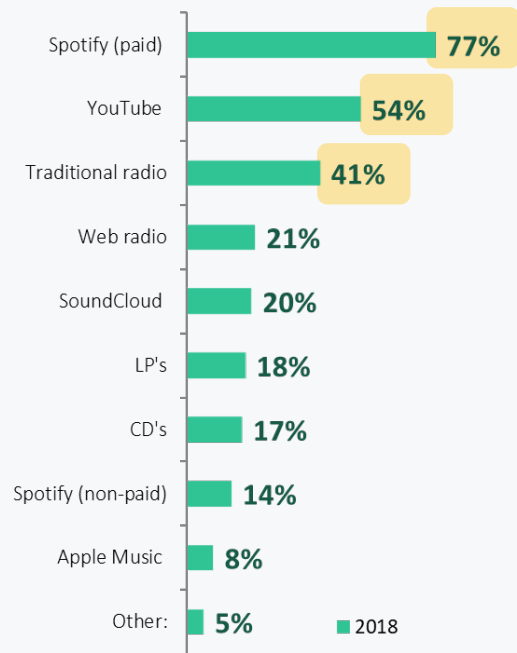
*“With whom did you visit the event? - You can pick multiple alternatives”*





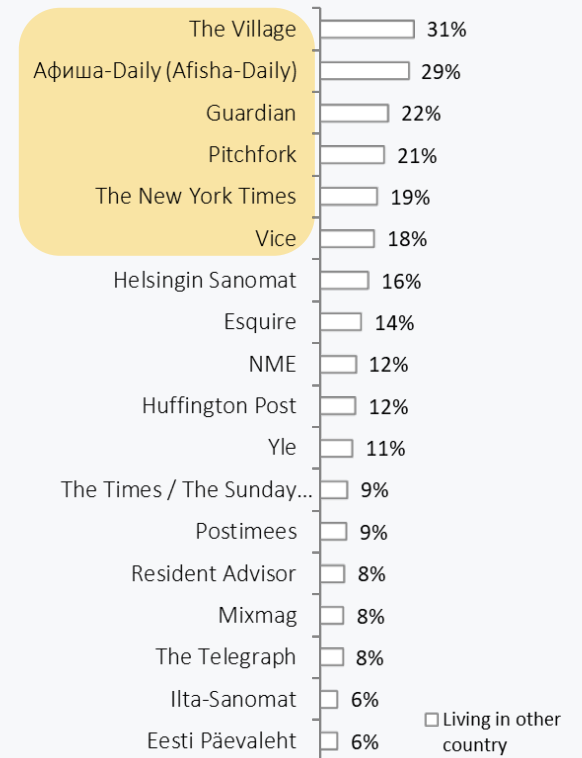
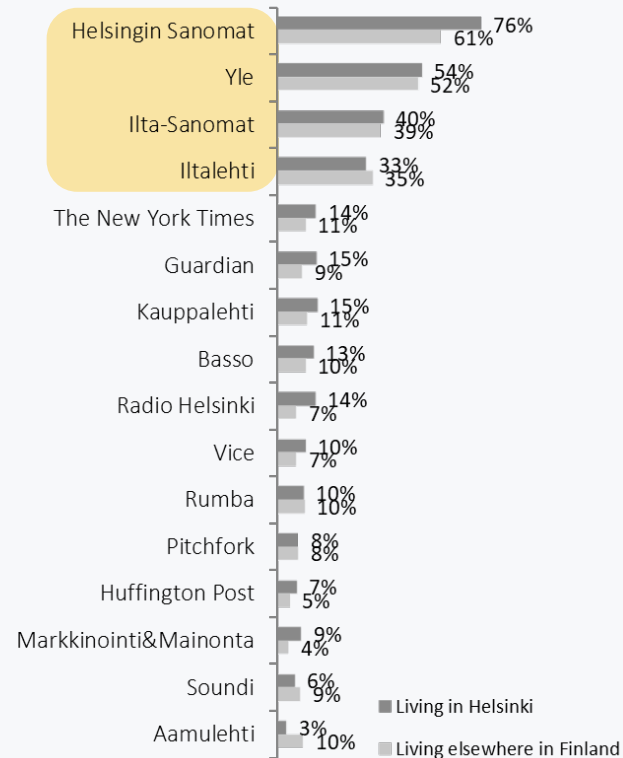
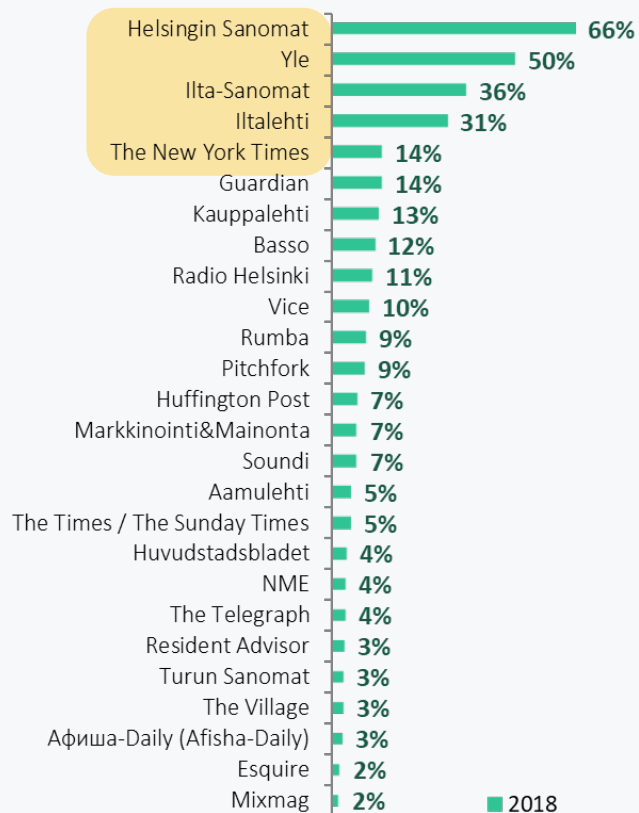
# Music listening habits

“Which of the following do you use regularly when listening music?”



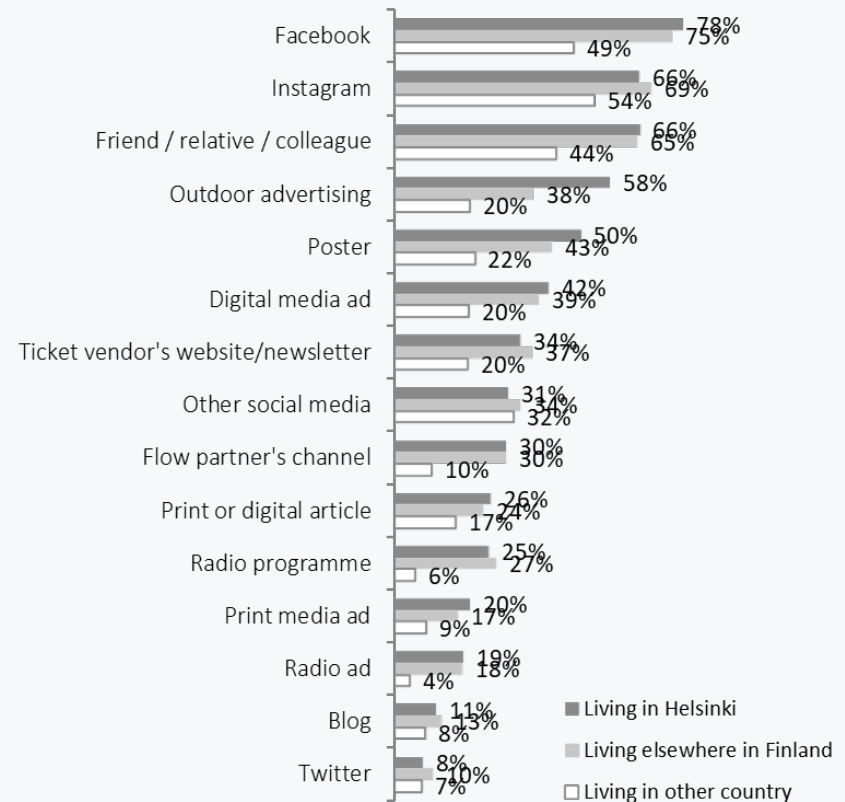
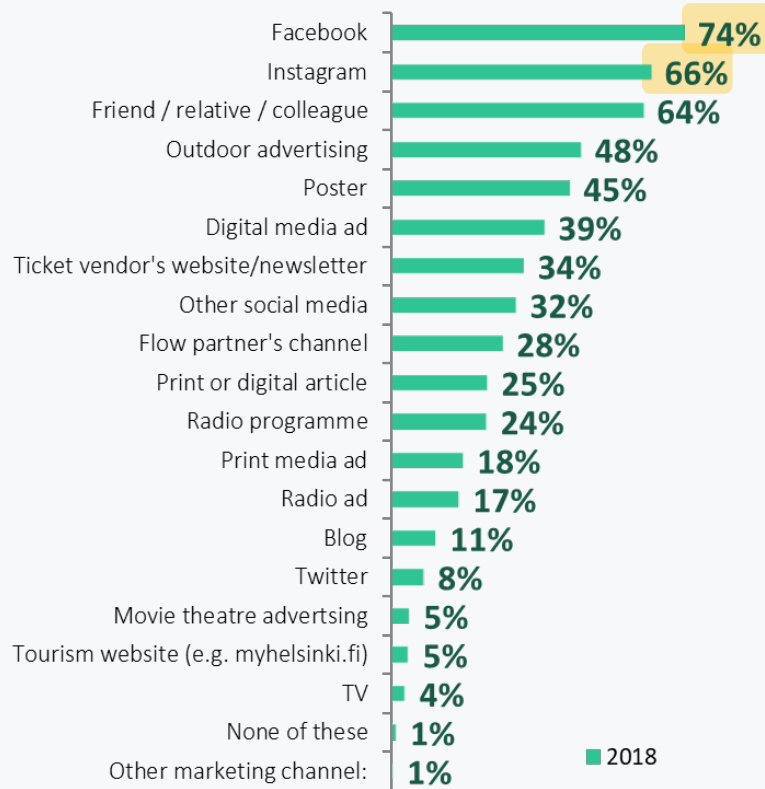
# WEB-medias

“Which of the following web medias do you follow?”



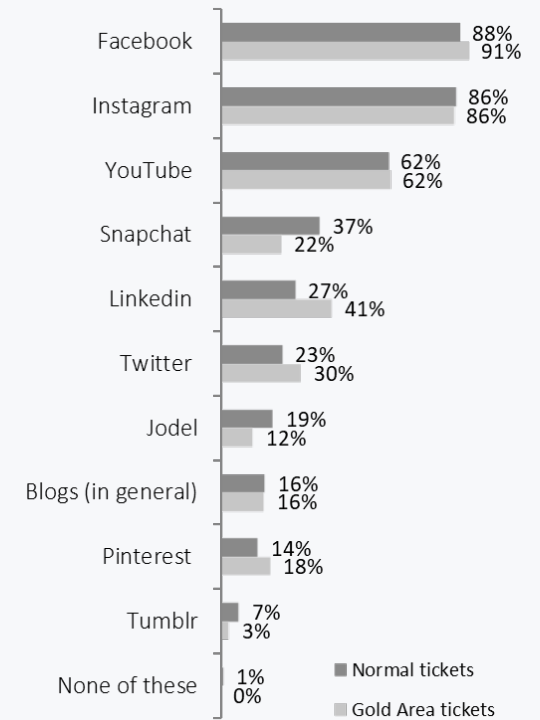
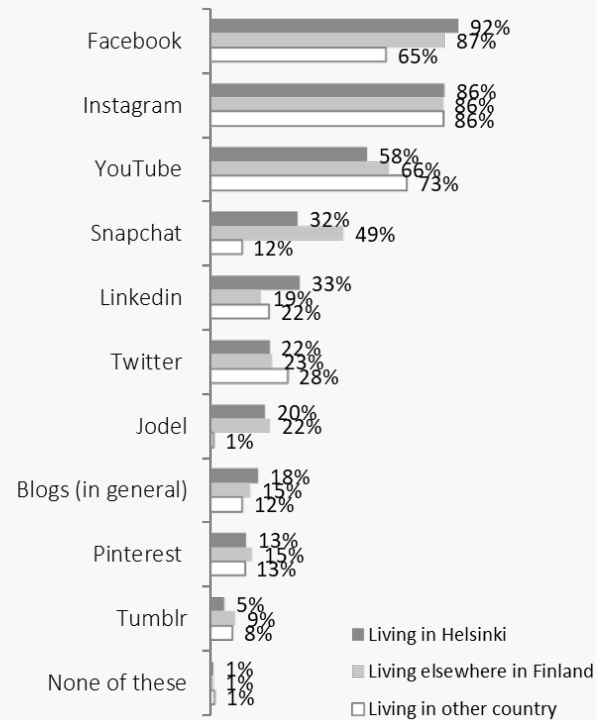
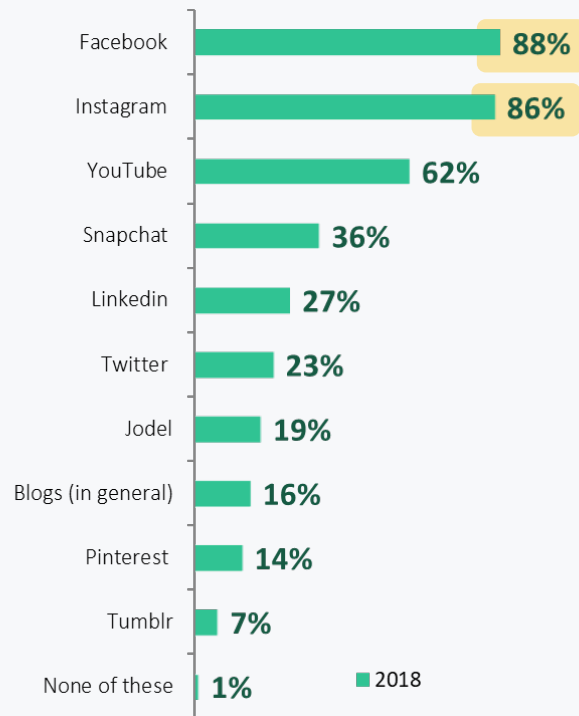
# Flow Festival marketing

“Where did you notice marketing or publicity about the Flow Festival 2018? - Please choose all sources that reached you”



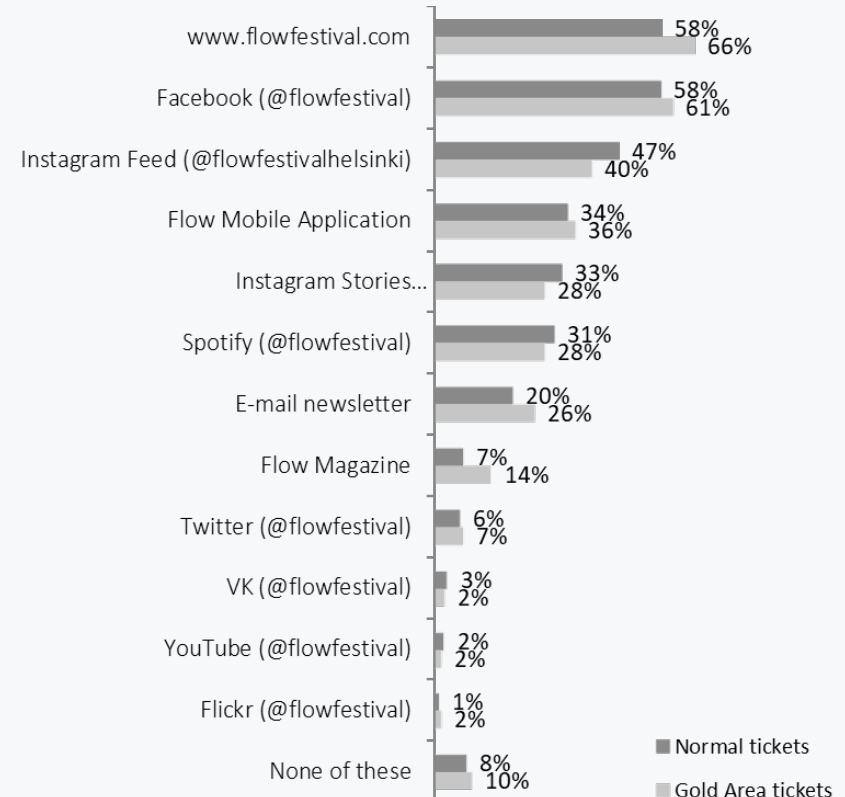
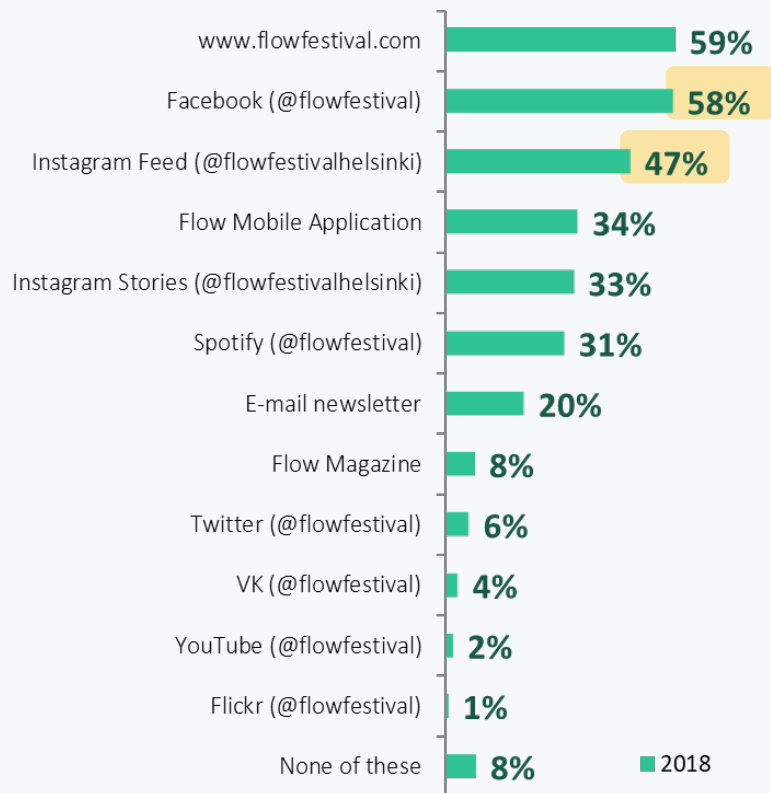
# Social media usage

“Which of the following services listed below do you use on a weekly basis?”



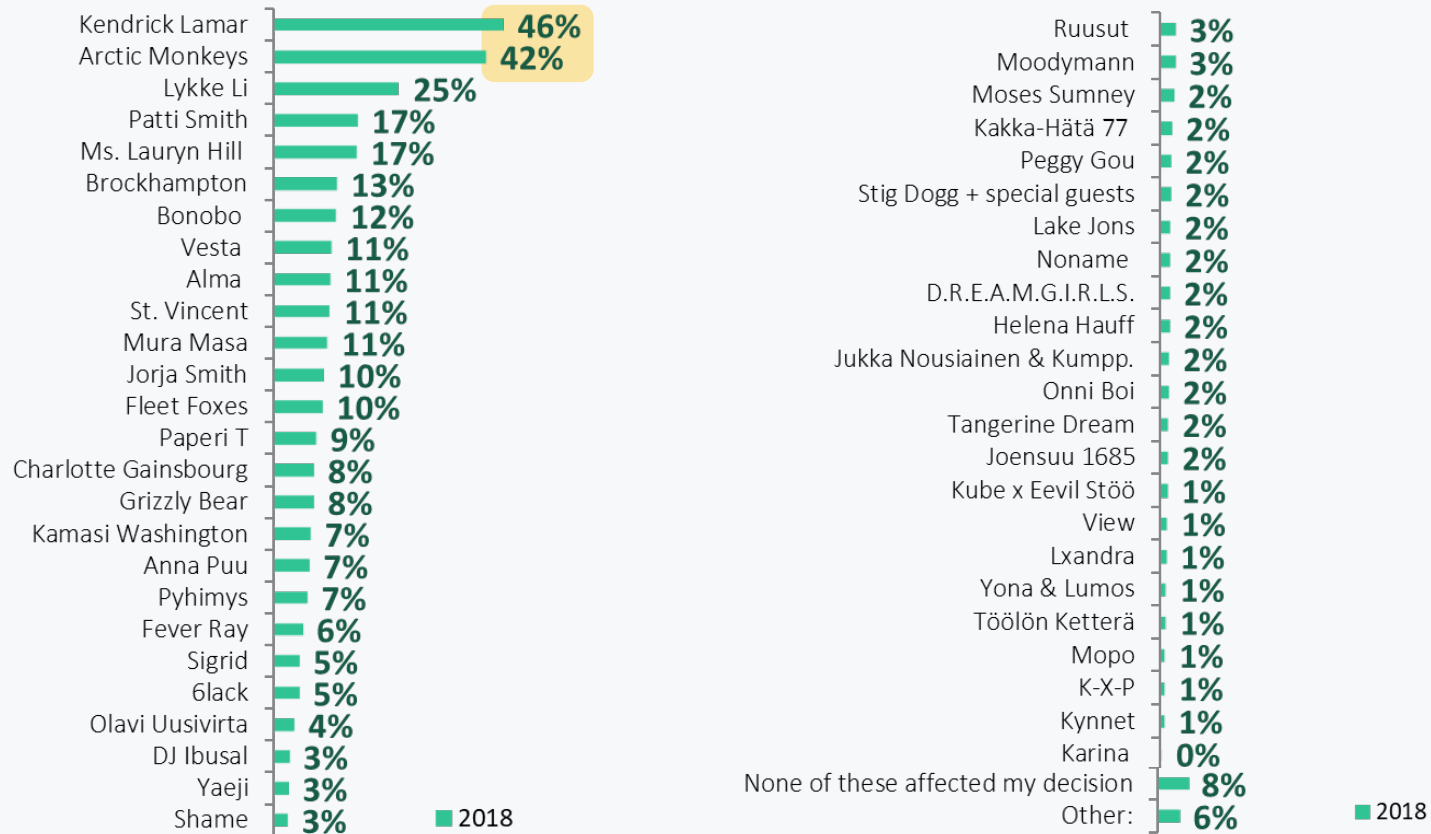
# Flow Festivals' channels

"Which of the Flow Festivals' communication channels did you follow/use?"



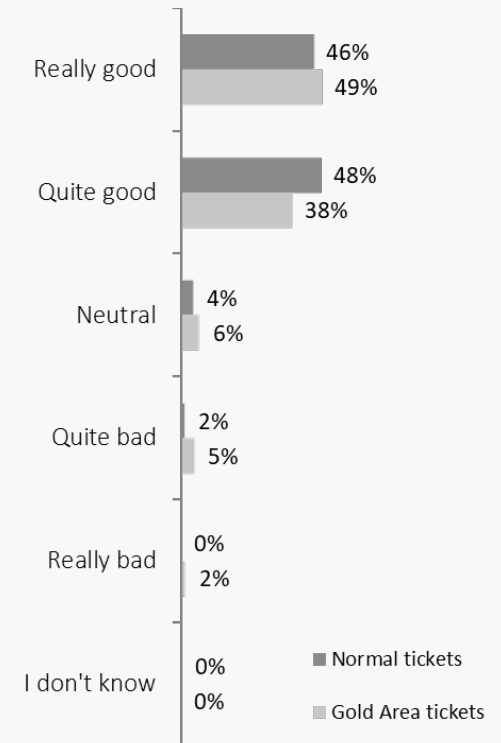
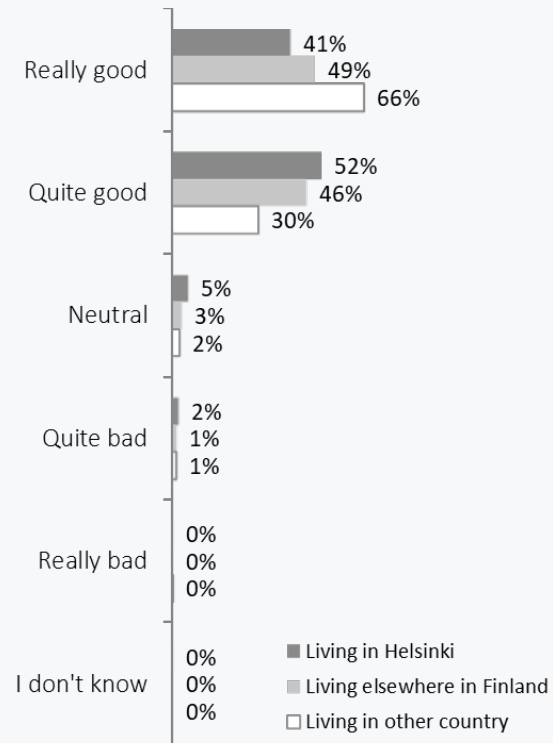
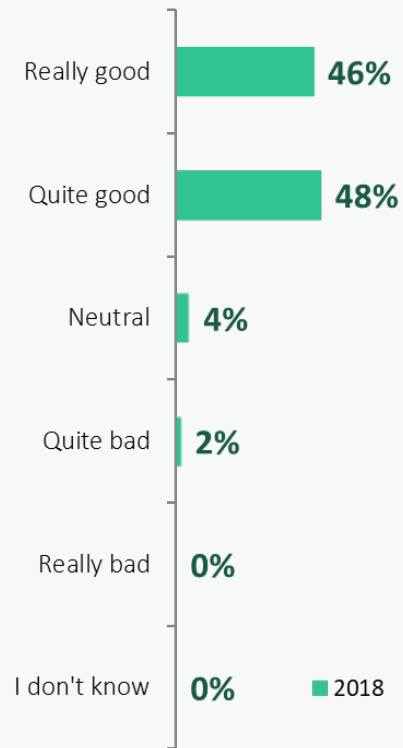
# TOP-artists

“Please choose the TOP 5 artists you came to see at 2018 Flow Festival”



# Overall opinion

"Let us know you enjoyed the festival. How was the festival as a whole?"



## *“What features in the Helsinki area have surprised you positively?”*

*“Very green area, the architecture is nice and the fact that you can drink tap water is amazing.”*

*“Finnish gulf shore, proximity to water, suomenlinna fortress, a lot of supermarkets, drinking tap water”*

*“The architecture of the city is very interesting, a walk around the city with no aim is quite a sightseeing itself.”*

*“I really liked street art. it is everywhere: on buildings, asphalt, switchboards And also I liked that you can find a place for separate waste collection!”*

*“Helsinki City Bikes, public transportation in general, bike lanes/paths (bike friendly atmosphere), 24/7 open supermarket, public toilets”*

*“I’ve never been to Kiasma before and was shocked it’s so close to the city center”*

*“Locals were very kind and fun. Loads of second hand stores, which is nice.”*

*“The cleanliness of the city, and how much more vegan foods are available:)”*

*“Very well organized public transport system”*

*“The city overall is beautiful and surprisingly calm for such a large city.”*

*“It’s quiet and calm city for a capital. Well organized and clean. The city has really good bicycle traffic system. It allows you to travel fast across the city. Best coffee was served at Cafe Regata.”*

*“New Amos Rex building.”*

*“Suvilahti area and Suvilahti DIY area, Helsinki downtown.”*

*“The massive variety of ice cream.”*



## *“What features in the Helsinki area have surprised you negatively?”*

*People littering on the streets, including festival area, which is for me surprisingly discords with Finnish live style and values.*

*“Hard to buy transport ticket if you dont have internet. Not possible to pay cash in the ticket machine. We had to walk without transport.:)”*

*“A lot of litter everywhere. It was really bad surprise. I always thought that Helsinki is very clear city.”*

*“Seems to be not enough bike lanes or unclear bike lanes.”*

*“Tram tickets were difficult to buy from the machine”*

*“Used sigarets on the streets”*

*“I haven't found any tastycafe in Helsinki, but it's not really a problem, because you have wide choice in groceries”*

*“You can't buy a tram ticket from the driver? What? :)))”*

*“There were many real "Manneken Pis" (guys taking a piss in the street). It was quite dirty near the Central Railway Station.”*

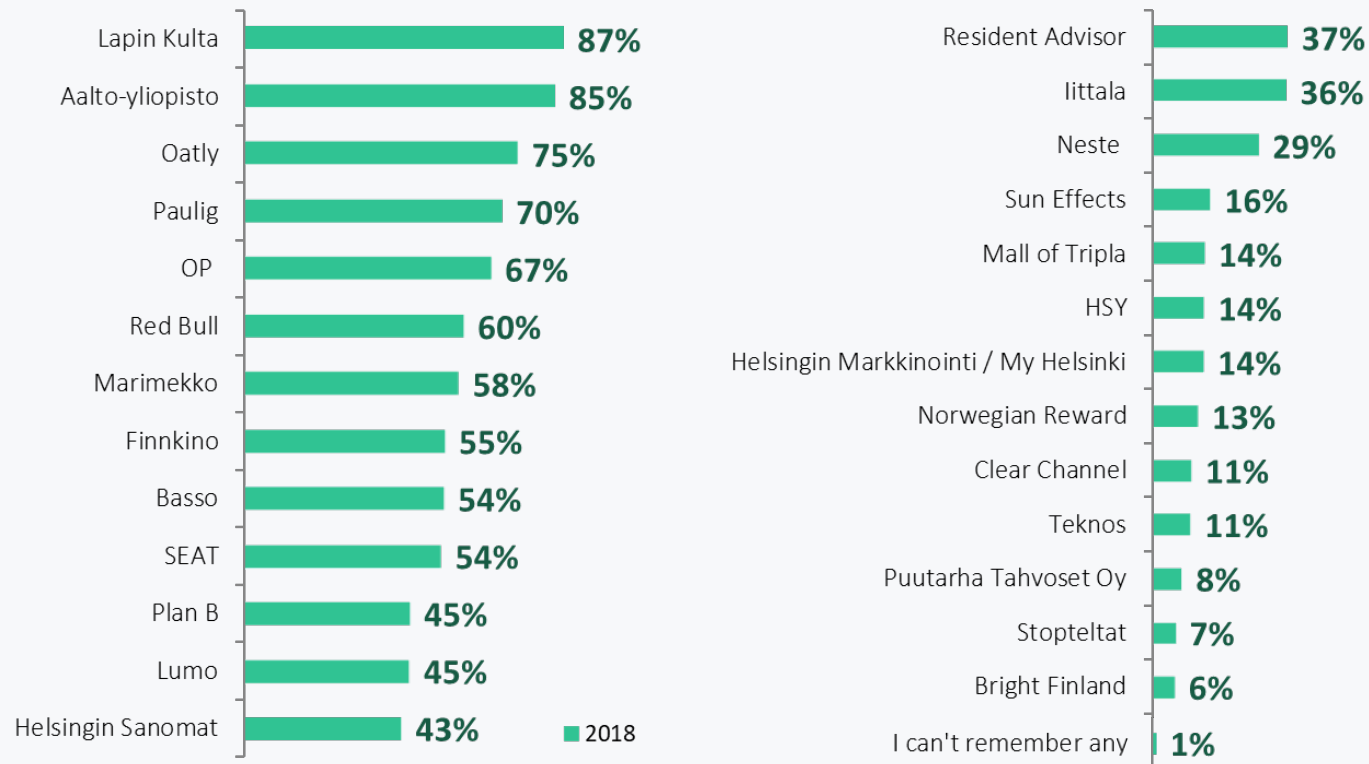
*“About 90% of people we encountered were super friendly and helped us out whenever we needed it. However the other 10% were super drunk people and alcoholics harrassing us.”*

*“Sörnäinen was full of trash. buying tram tickets was a hassel.”*

*“The bad behavior by many of the younger fans at FLOW this year”*

# Awareness of the Flow partners

"Please choose all the brands and organizations you saw at the event or in Flow Festival's communication"



TOP 10 avg: 67 %

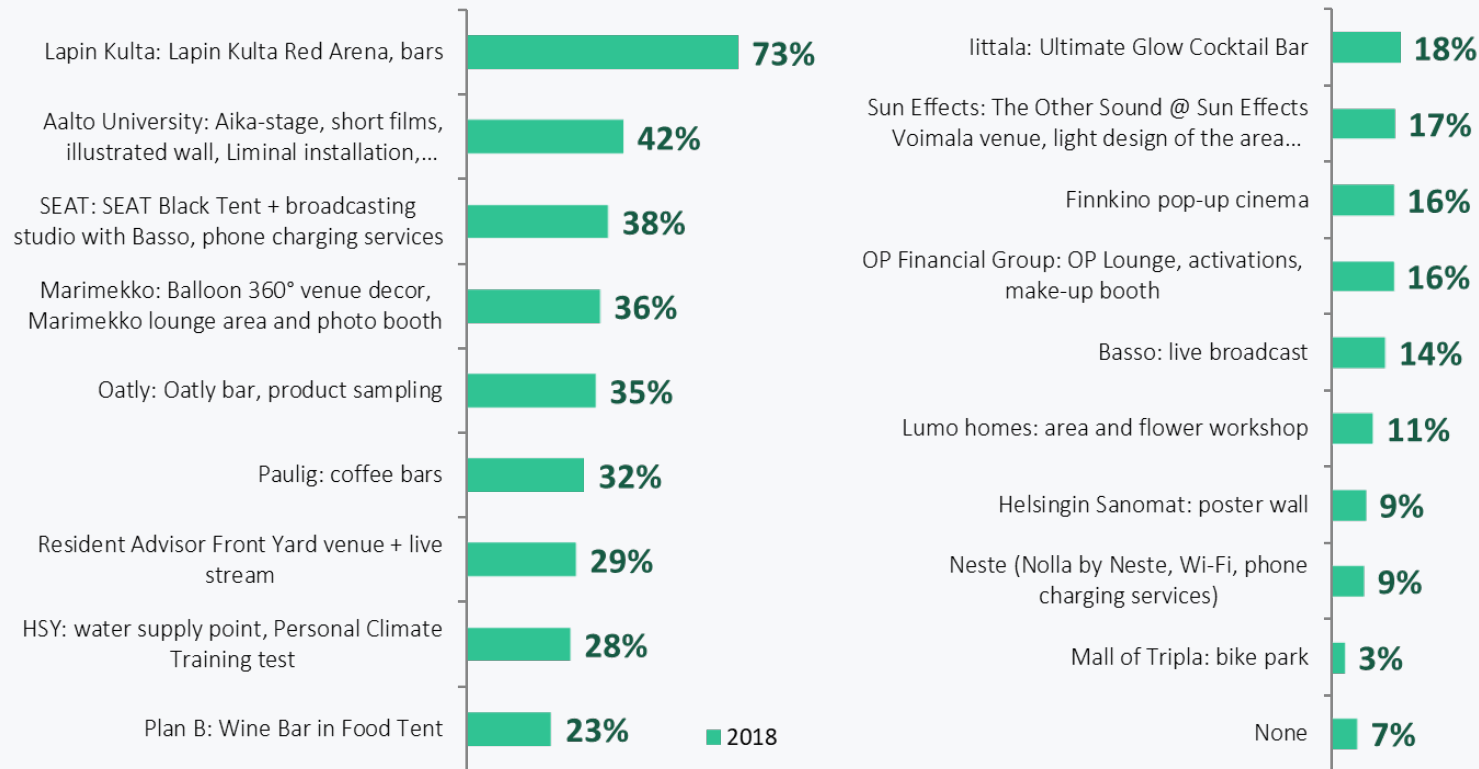
Benchmark:

Music- and culture events  
in Finland: 33 %

N=5639

# Partner activities

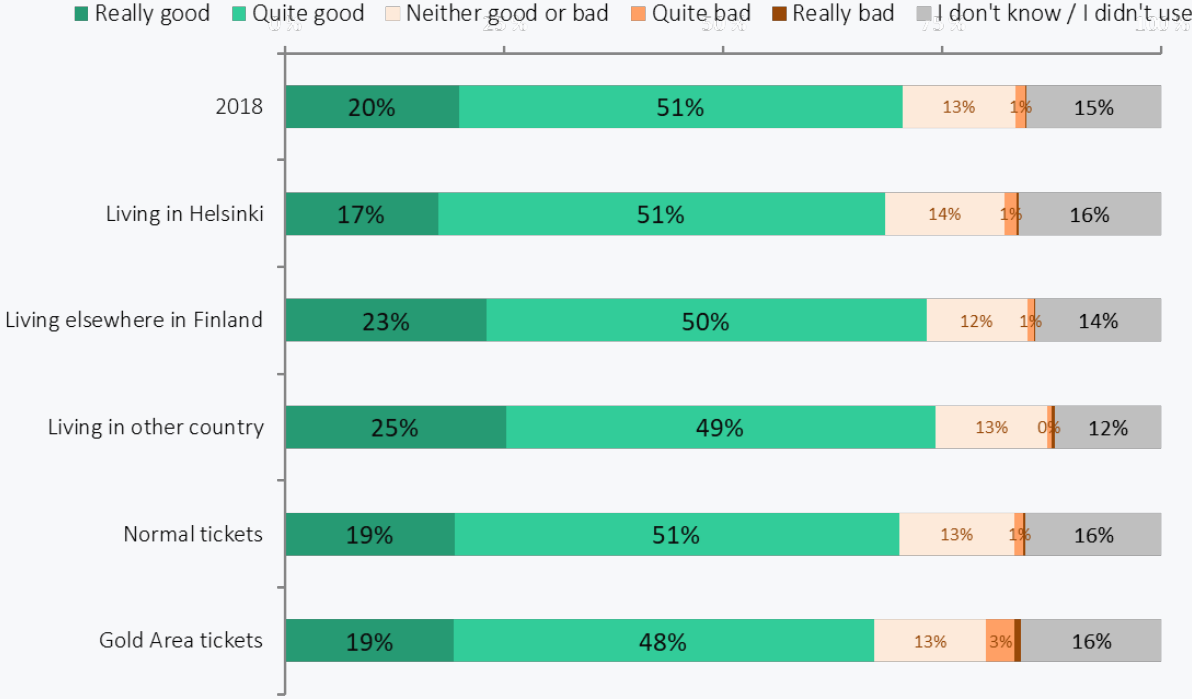
“Which sponsor activities or services did you familiarize in the event?”



N=5639

# Partner activities

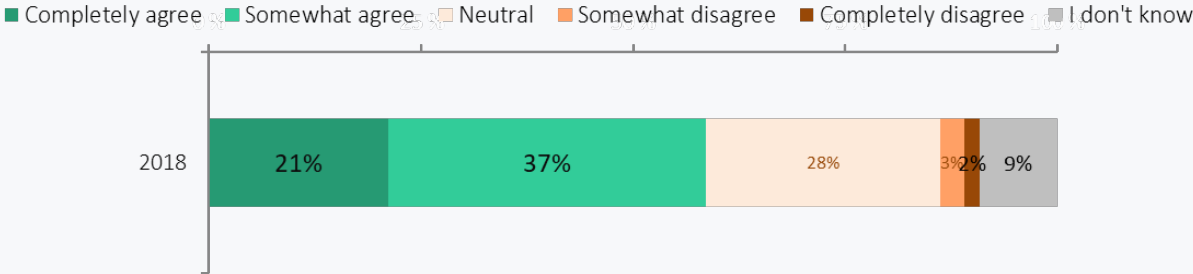
“Please evaluate the sponsor activities and services”



N=5639

# Effectiveness of sponsorships

*"I feel more positive towards companies which sponsors the Flow Festival"*



Completely + Somewhat agree

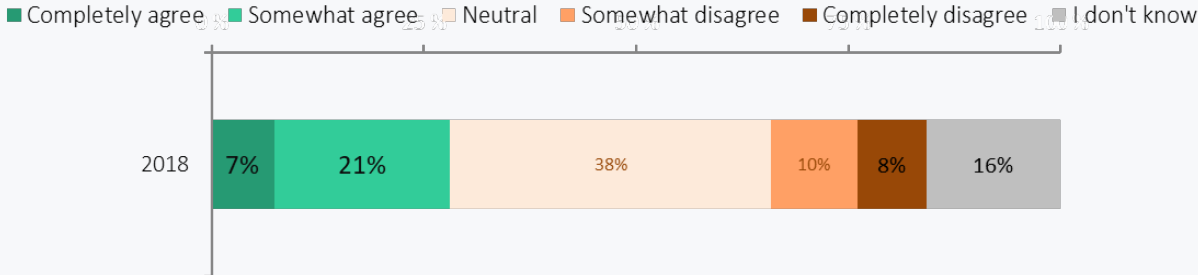
**Flow Festival 2018:**

59 %

**Benchmark:**

Music- and culture events: 39 %

*"I'm more likely to prefer Flow Festival sponsors when I'm doing buying decisions"*



**Flow Festival 2018:**

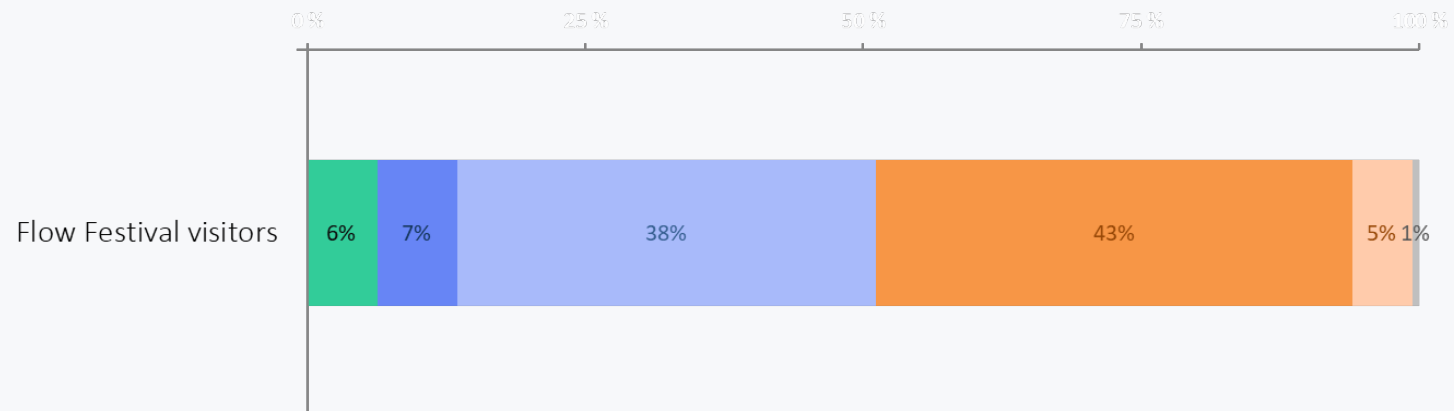
28 %

**Benchmark:**

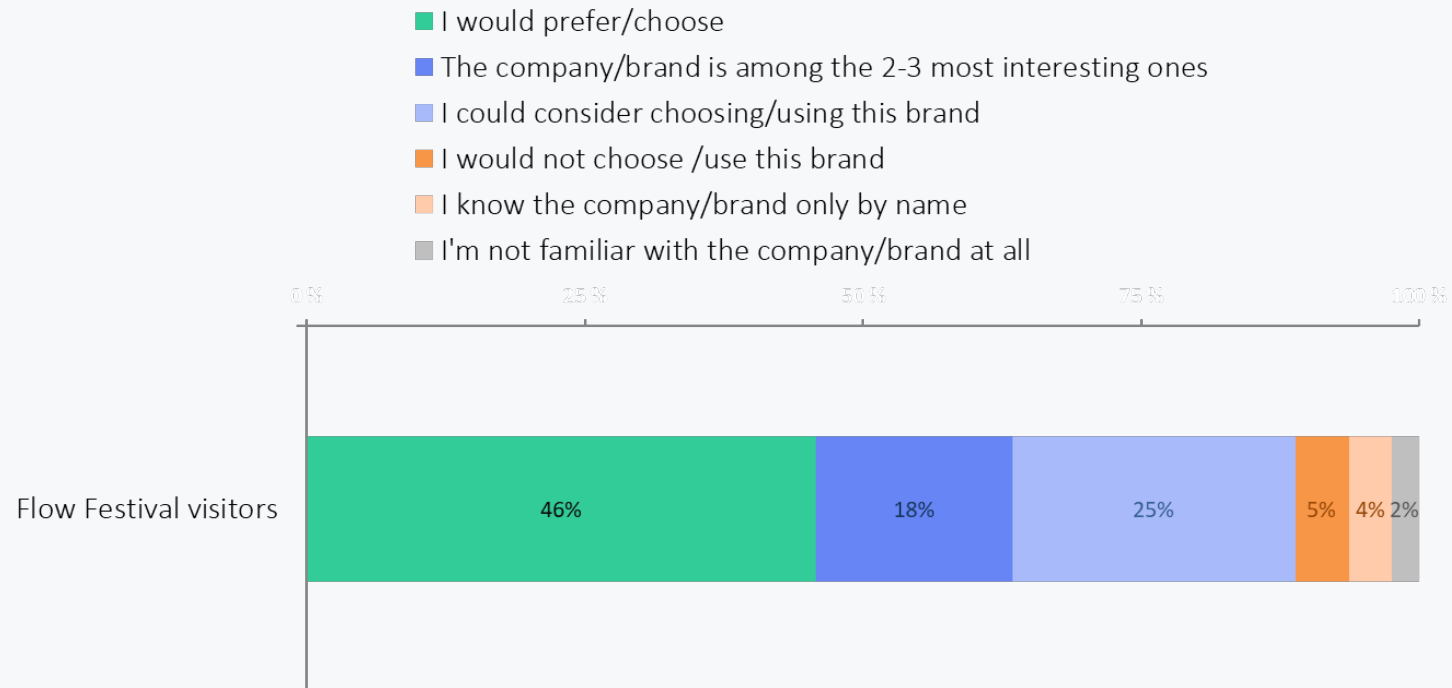
Music- and culture events: 19 %

## Brand relationship – Lapin Kulta

- I would prefer/choose
- The company/brand is among the 2-3 most interesting ones
- I could consider choosing/using this brand
- I would not choose /use this brand
- I know the company/brand only by name
- I'm not familiar with the company/brand at all

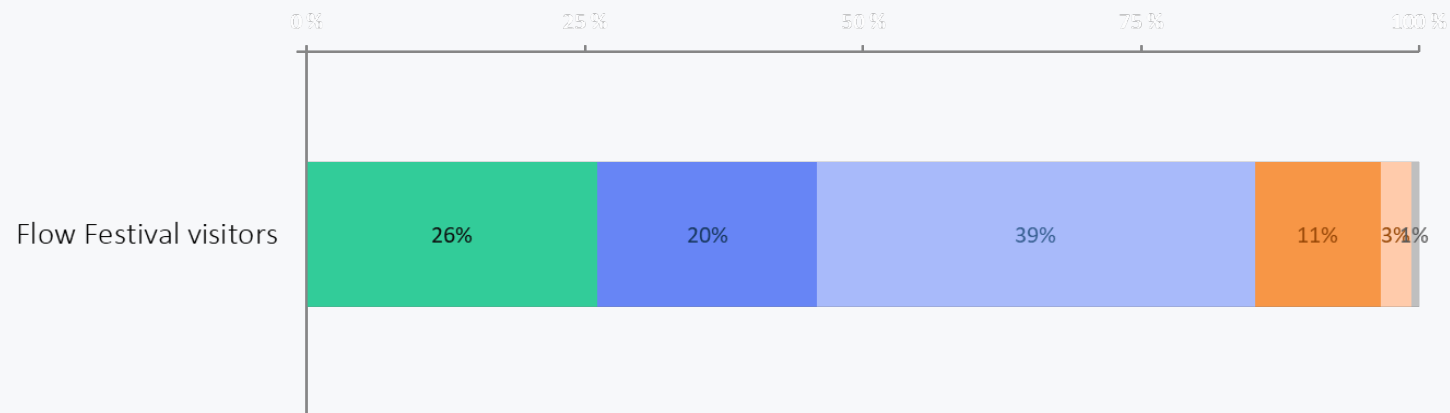


## Brand relationship – Oatly



## Brand relationship – Paulig

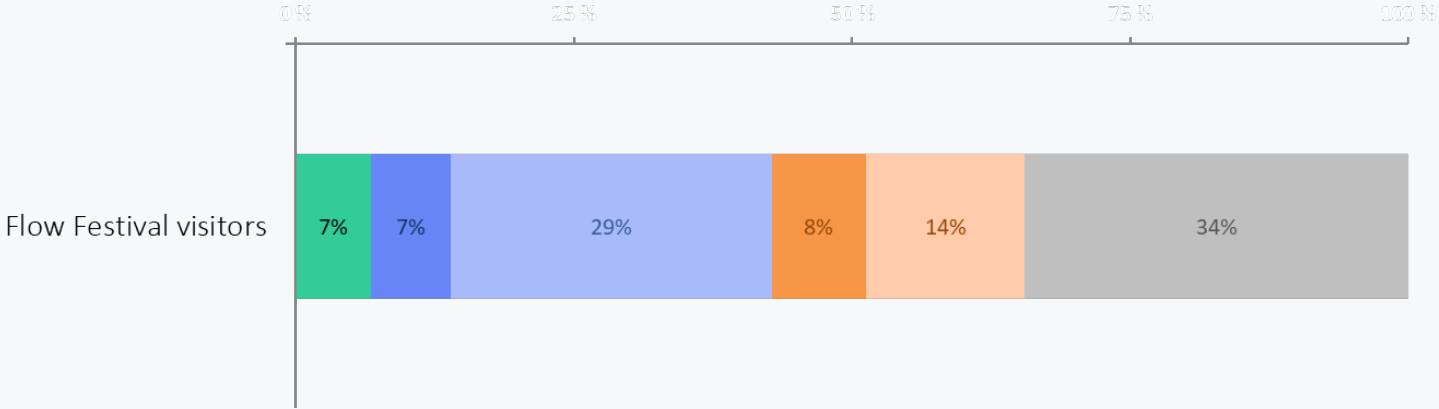
- I would prefer/choose
- The company/brand is among the 2-3 most interesting ones
- I could consider choosing/using this brand
- I would not choose /use this brand
- I know the company/brand only by name
- I'm not familiar with the company/brand at all



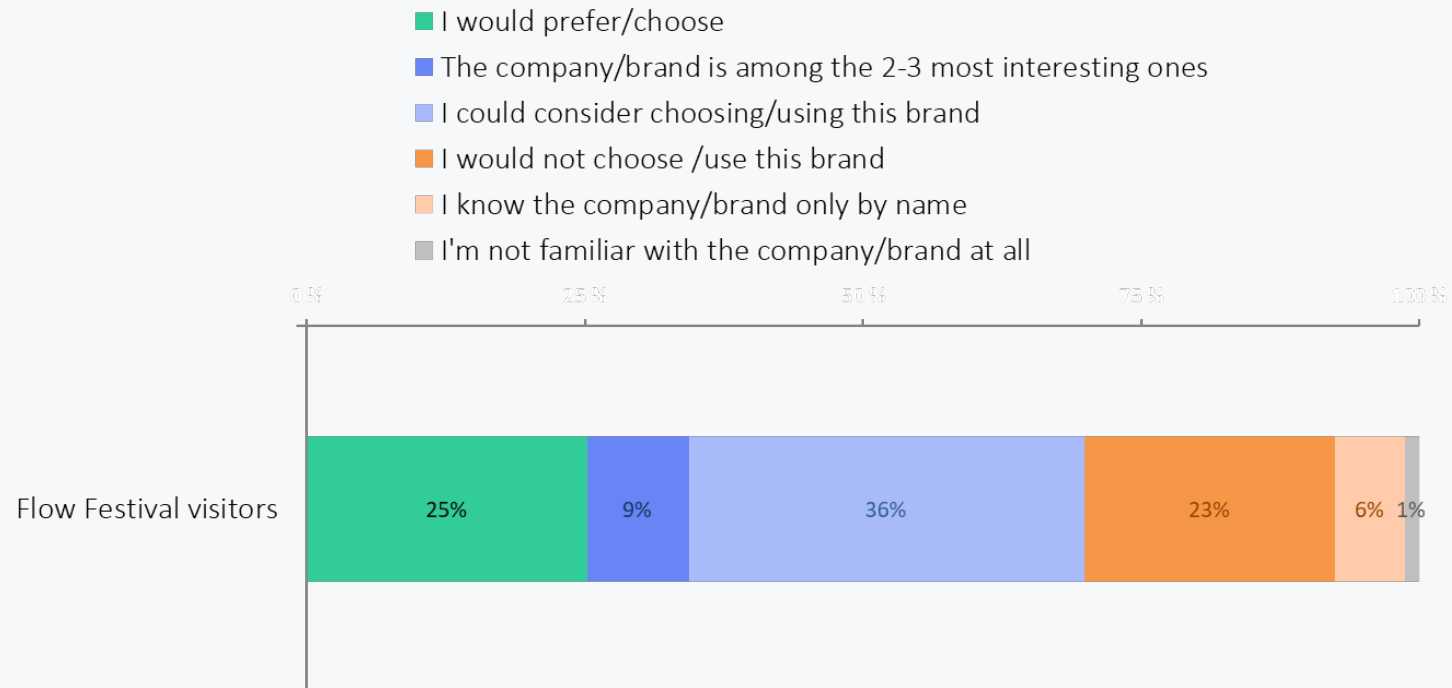


# Brand relationship – Plan B

- I would prefer/choose
- The company/brand is among the 2-3 most interesting ones
- I could consider choosing/using this brand
- I would not choose /use this brand
- I know the company/brand only by name
- I'm not familiar with the company/brand at all

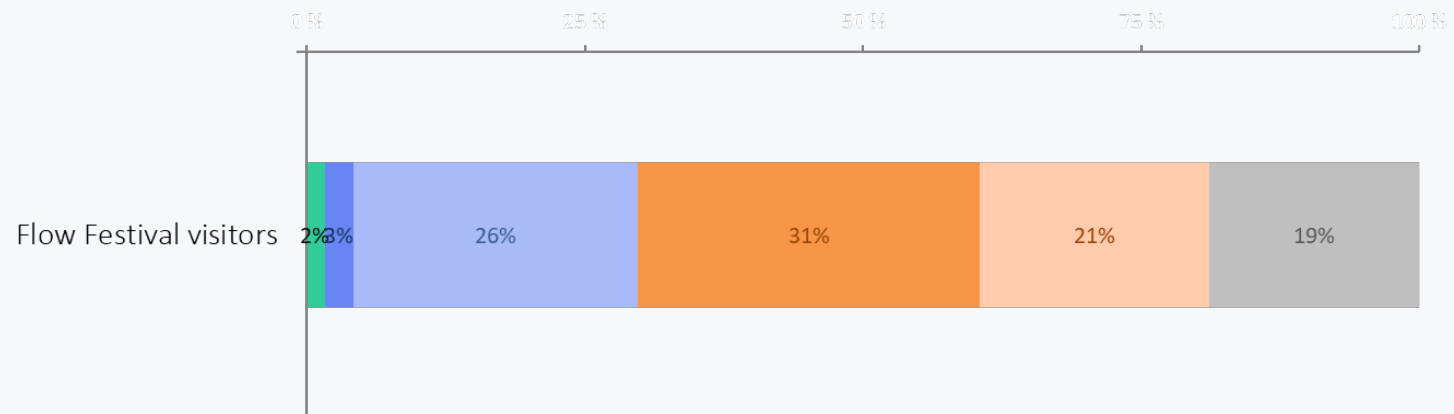


## Brand relationship – OP

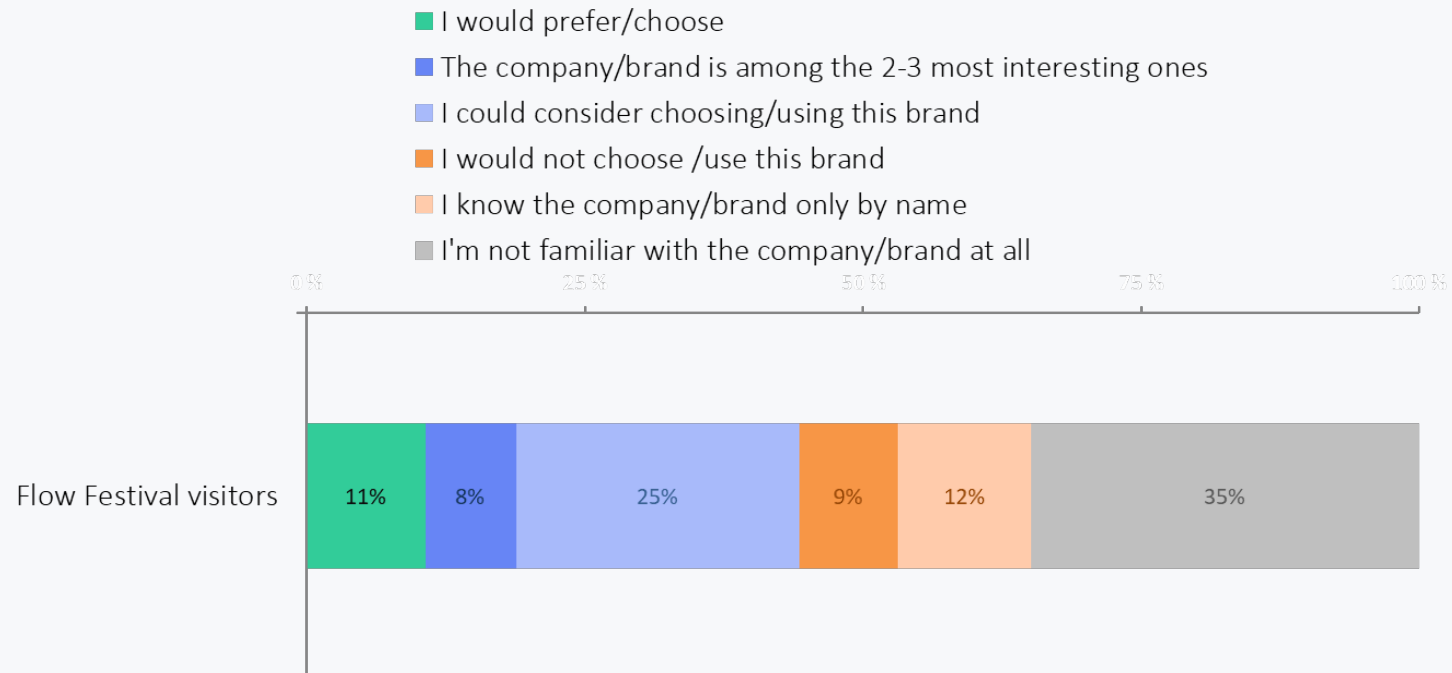


## Brand relationship – SEAT

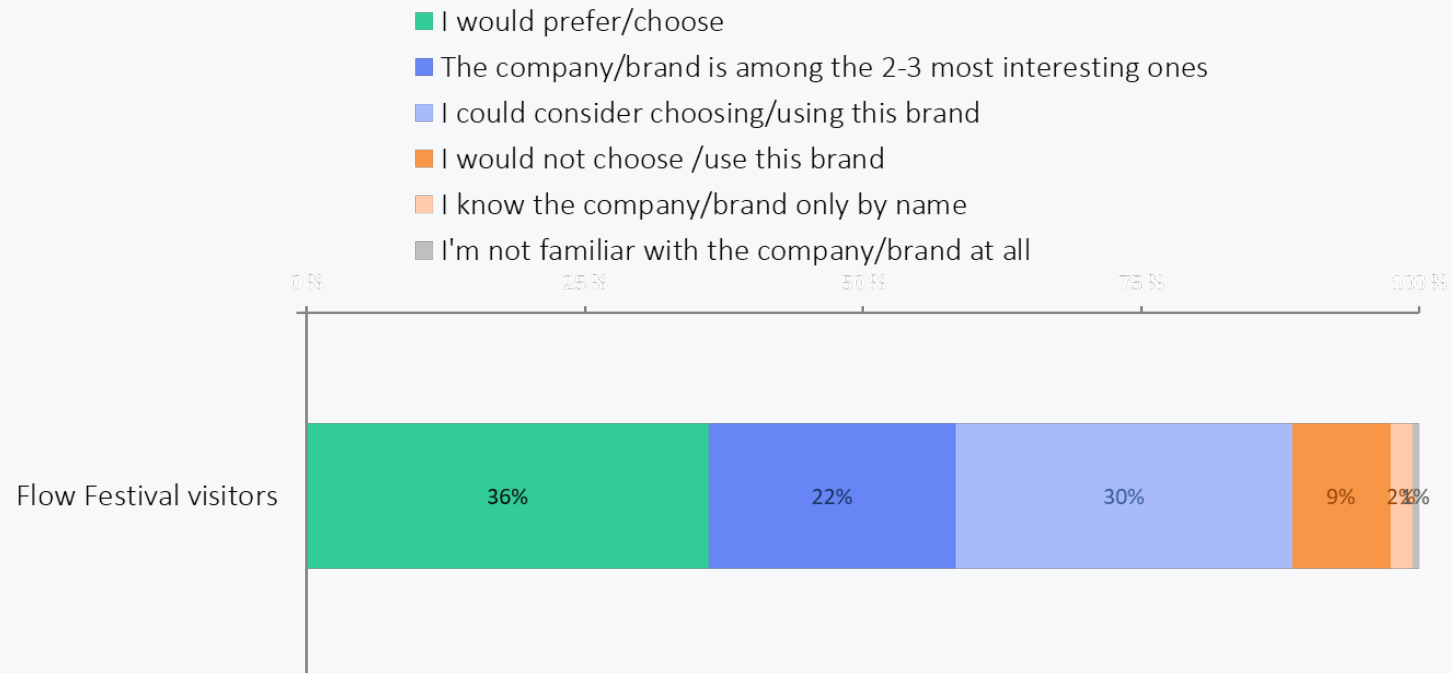
- I would prefer/choose
- The company/brand is among the 2-3 most interesting ones
- I could consider choosing/using this brand
- I would not choose /use this brand
- I know the company/brand only by name
- I'm not familiar with the company/brand at all



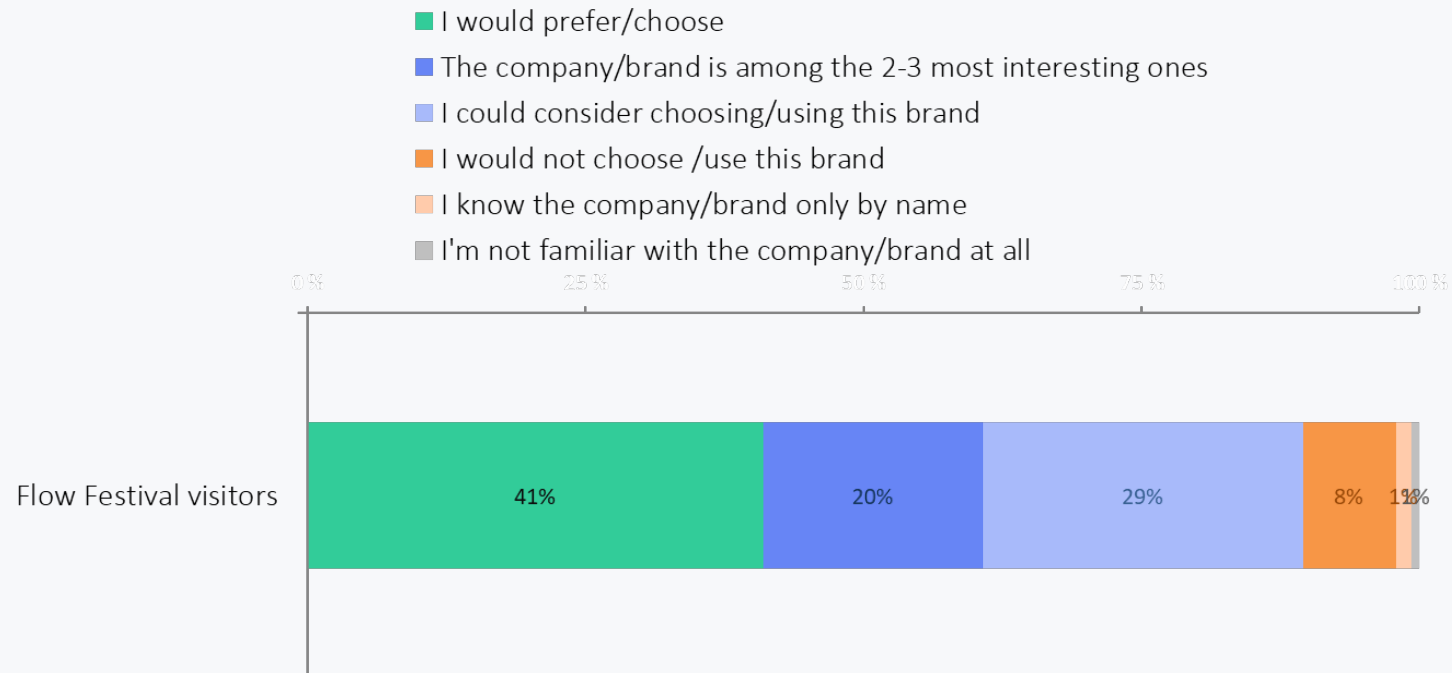
## Brand relationship – Norwegian Reward



## Brand relationship – Marimekko

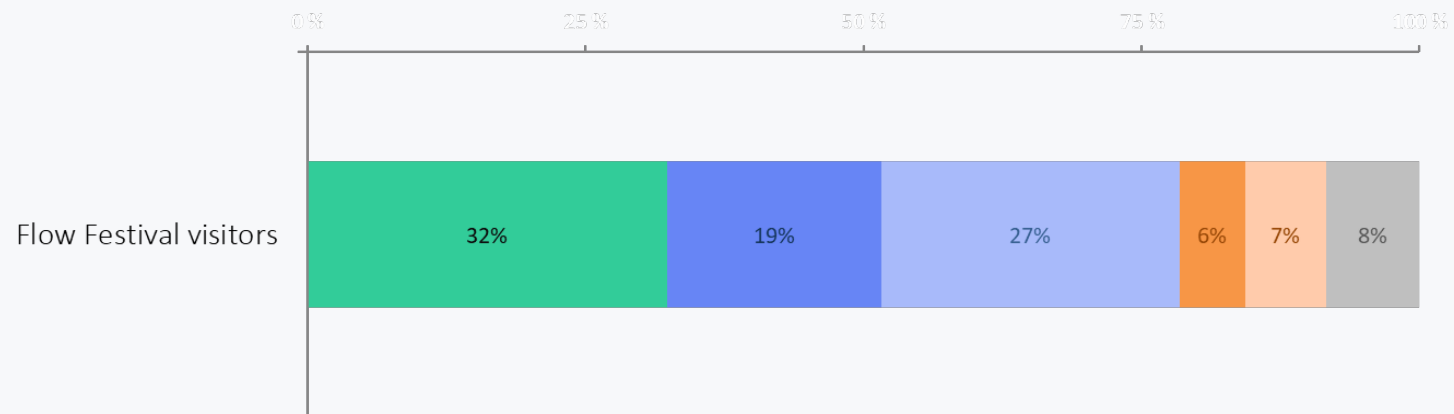


## Brand relationship – Helsingin Sanomat



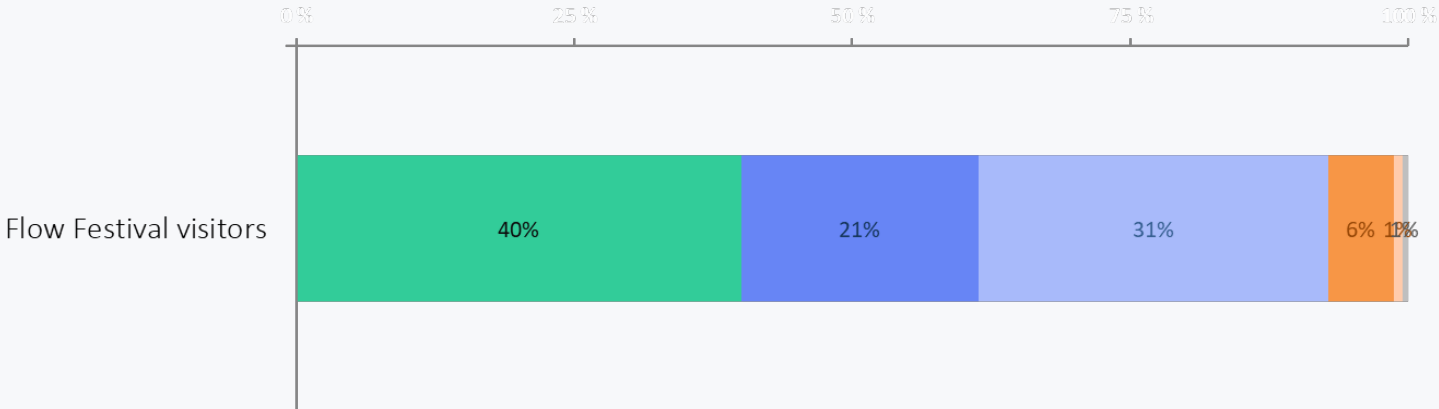
## Brand relationship – Basso

- I would prefer/choose
- The company/brand is among the 2-3 most interesting ones
- I could consider choosing/using this brand
- I would not choose /use this brand
- I know the company/brand only by name
- I'm not familiar with the company/brand at all



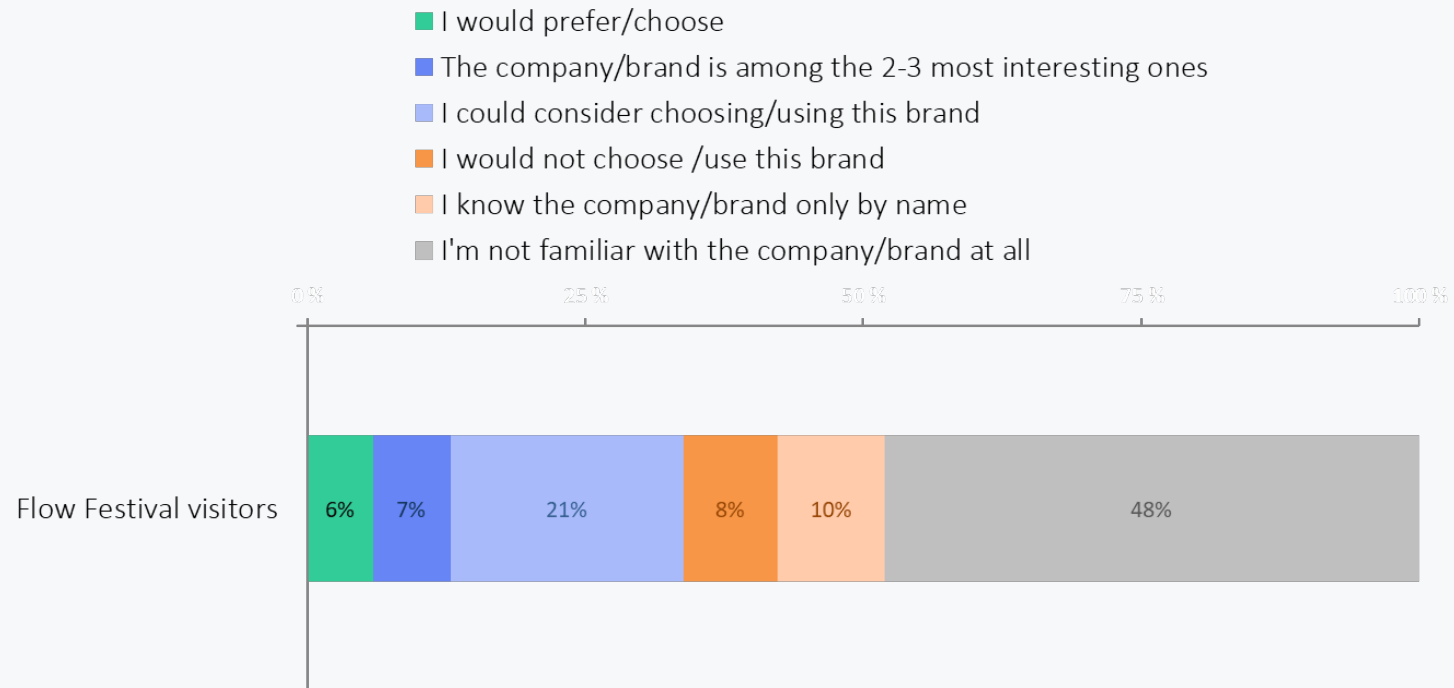
# Brand relationship – Finnkino

- I would prefer/choose
- The company/brand is among the 2-3 most interesting ones
- I could consider choosing/using this brand
- I would not choose /use this brand
- I know the company/brand only by name
- I'm not familiar with the company/brand at all





## Brand relationship – Lanson



## Brand relationship – Neste / NesteMY

- I would prefer/choose
- The company/brand is among the 2-3 most interesting ones
- I could consider choosing/using this brand
- I would not choose /use this brand
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