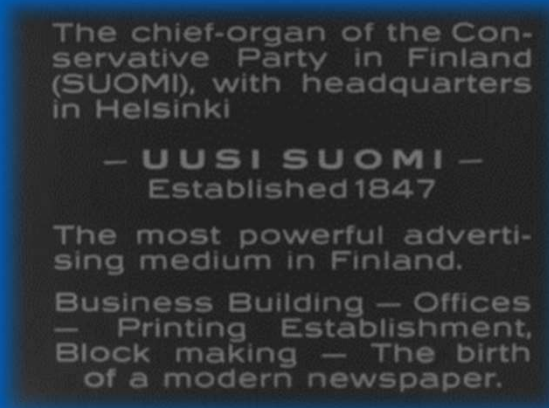




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If you are interested:



Approx 15-minute-long film on how the Uusi Suomi newspaper was produced in 1922 (film updated in 1930). Especially interesting is the film between 4:33 to 5:35, and 6:47 to 7:13. Silent film  
<https://elavamuisti.fi/aikajana/uuden-suomen-toimitus-ja-lehtipaino>  
National Audiovisual Institute, Suomi-Filmi



9-minute-long film that shows Finland in the midst of war in 1940:  
<https://elavamuisti.fi/aikajana/finland-fights>  
National Audiovisual Institute, Castle Films



1-minute-long spot, shown in cinemas in 1940, shows how propaganda was exhibited to the Finnish public:  
<https://elavamuisti.fi/asiasanat/vakoilijat>  
National Audiovisual Institute, Puolustusvoimat

## Evolution of Marketing Thought & Marketing Practice: History of the Finnish Marketing Industry 1883-2020

**Sari Haavisto**

**23E21555 Strategy and Marketing from a Business History Perspective**

**Session 6 (Thu 05.10.2021, 16:15-14:)**



Aalto University

## Evolution of Marketing Thought & Marketing Practice:

### History of the Finnish Marketing Industry 1883-2020

“The gulf which separates our time from the past could only be crossed, it was claimed, by the historians who strove to place [themselves] on the other side of the gulf, by, as it were, stepping into the shoes of people in the past and seeing the world through their eyes. Without this effort of empathy, the aspiration to re-create the past would be in vain.”

Tosh (2017: 2–3)

*Sari Haavisto*  
23E21555 *Strategy and Marketing from a Business History Perspective*  
Session 6 (Thu 05.10.2021, 16:15-18:00)



**1934**

**Uusi Suomi advertising editors (toimittajat) at work**

Photo by: Pietinen

Finnish Heritage Agency

Inventory ID: HK19670603:11932

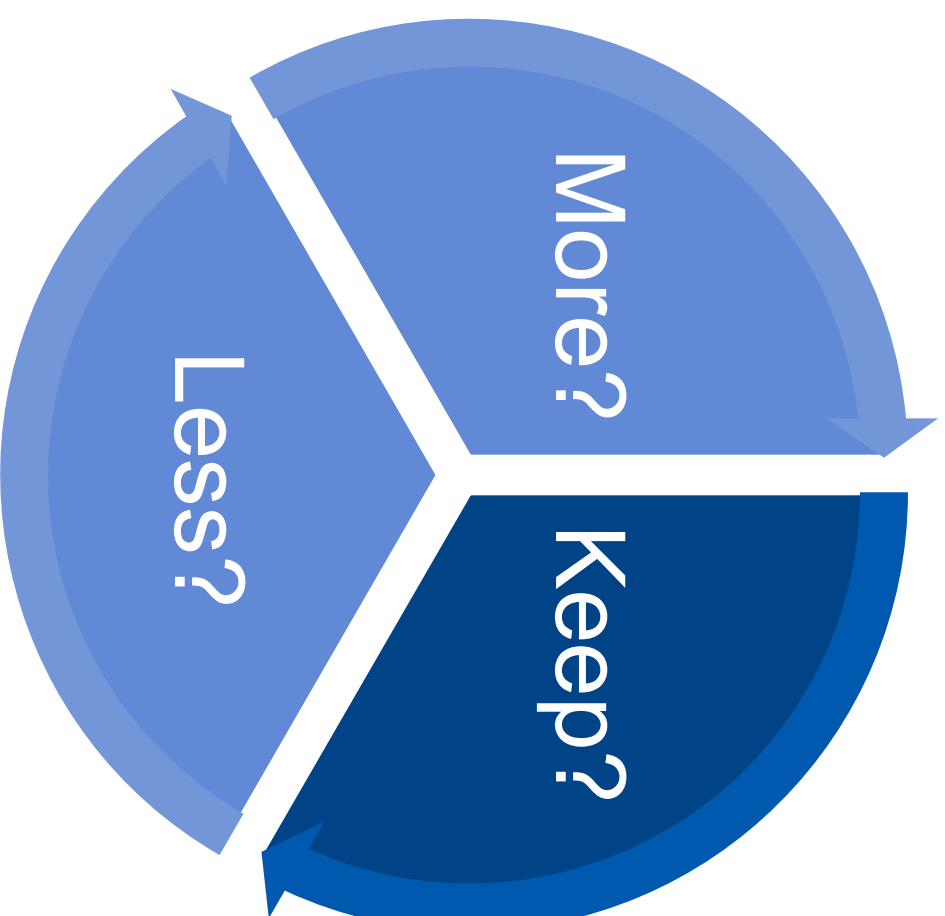
# Agenda

05.10.2021

1. **Objective of Research and main research questions**
2. Who am I?
3. **Definition of marketing**
4. **Background: The marketing industry in Finland**
5. Theoretical Foundation – SAP & MAP with Key Concepts – 3P Framework
6. Research Framework with Research Questions
7. Methodology
8. History of Marketing Thought and Practice
9. History of Marketing Thought (Schools of marketing thought)
10. History of Marketing Practice
11. Periodization
12. **Seven Narratives** – From rich descriptions to sharing highlights
13. **Over periodic conclusions and implications**
14. ~~Managerial Implications~~
15. **Tips for historical studies**

I have added visualisation (not part of my original study) to improve the comprehension in the short timeframe of today.

## Simple Lecture Feedback?



If you want to continue discussion – [sari.haavisto@windowlive.com](mailto:sari.haavisto@windowlive.com)

# Objective of the research

The aim of the research was to deliver a **description** and an **historical analysis of the evolution of the Finnish marketing industry from the establishment of the first advertising agency in 1883, to the complex marketing industry it had become in 2020**, with advertising and media agencies as the focal point of interest. The leading agencies were identified using the industry's own top-ten agency list for each period as a guiding principle.

To accomplish research objective, the following broad main research question was posed:

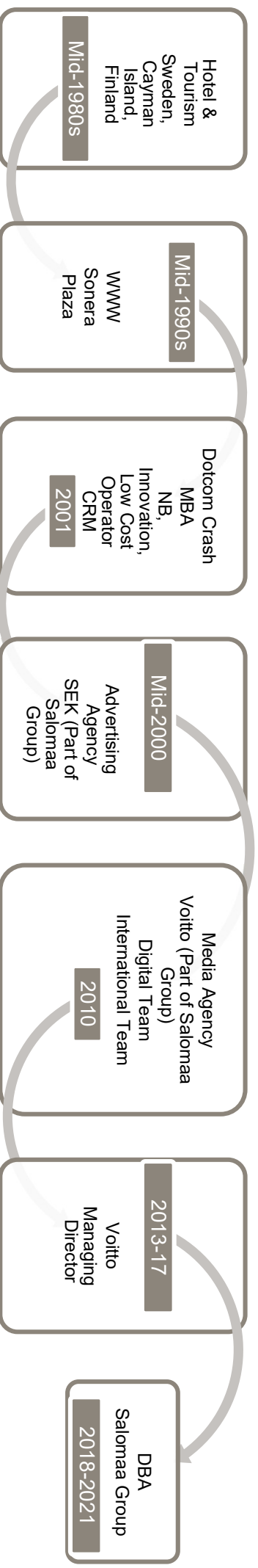
RQ1: How has the **Finnish marketing industry evolved** from the foundation of the first advertising agency in 1883 to 2020? And how can this evolutionary process be **periodized**?

Complex phenomenon, hence qualitative research method and interpretative history approach.

Researcher's philosophical stance need to be described Eriksson and Kovalainen (2008)

## Researcher herself is the primary tool for investigation (Patton, 2002) Hence, who is the researcher?

- The philosophical approach in this investigation is **social constructionism** (Burr, 2003; Eriksson and Kovalainen, 2008). This suits the interpretivist epistemological stance taken in the study. **The interpretive historical analysis was based on large amounts of empirical data, which consisted of both micro-, meso- and macro-level practices and activities.**
  - Eriksson and Kovalainen (2008: 13) posit that "...Ontology concerns the idea about the existence of and relationship between people, society and the world." The philosophical approach of ontology in this investigation is social constructionism (Burr, 2003; Eriksson and Kovalainen, 2008).
- Burr (2003:4) defined social constructionism as the production of a shared knowledge and reality through people's day-to-day social and linguistic interactions. Social constructionism also states that our worldviews are culturally and historically relative (Burr, 2003).
  - Epistemology is clarified by Eriksson and Kovalainen (2008: 14) to "...define how knowledge can be produced and argued for." What is more, Guba & Lincoln (1994) describe epistemology as "the relationship between [reality] and the researcher."
- I take an interpretivist epistemological stance, which is very well suited for a social constructionist study. For the interpretivists, multiple realities might exist with respect to the same phenomenon, each equally relevant and significant (Eriksson and Kovalainen, 2008).
- **The social interactions of people influences each encounter and forms the future (social constructionism)**





# Definition of Marketing

The objective of marketing is to ensure effective and efficient communication that attracts a business's customers in a way that is favourable to the business.

Marketing should encompass a wider societal context (Gundlach, 2006, 2007; Hunt, 2007; Lusch, 2007; Wilkie and Moore, 2007, 2012; Sheth and Sisodia, 2006).

American Marketing Association (AMA) definition of marketing:

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and **society** at large.”

(AMA 2007–2017)

Hunt (1981: 8) “...macromarketing is a multidimensional construct, (which) refers to the study of (1) marketing systems, (2) the impact and consequence of marketing systems on society, and (3) the impact and consequence of society on marketing systems.”



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<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

Hunt, Shelby (1981), Macromarketing as a Multidimensional Concept," Journal of Macromarketing, 1 (1), 7-8.

# Background: The Marketing Industry

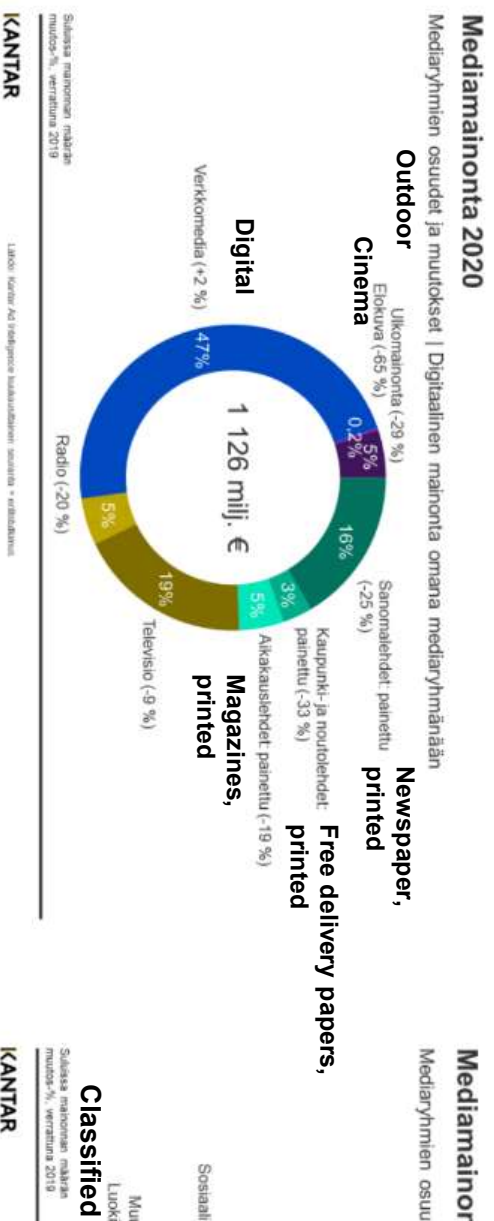
## Advertising Spend 2020 -11.3%

### 1 125,7 M euros (Kantar, 2021)

Advertising Spend with digital as a separate media group

Advertising groups

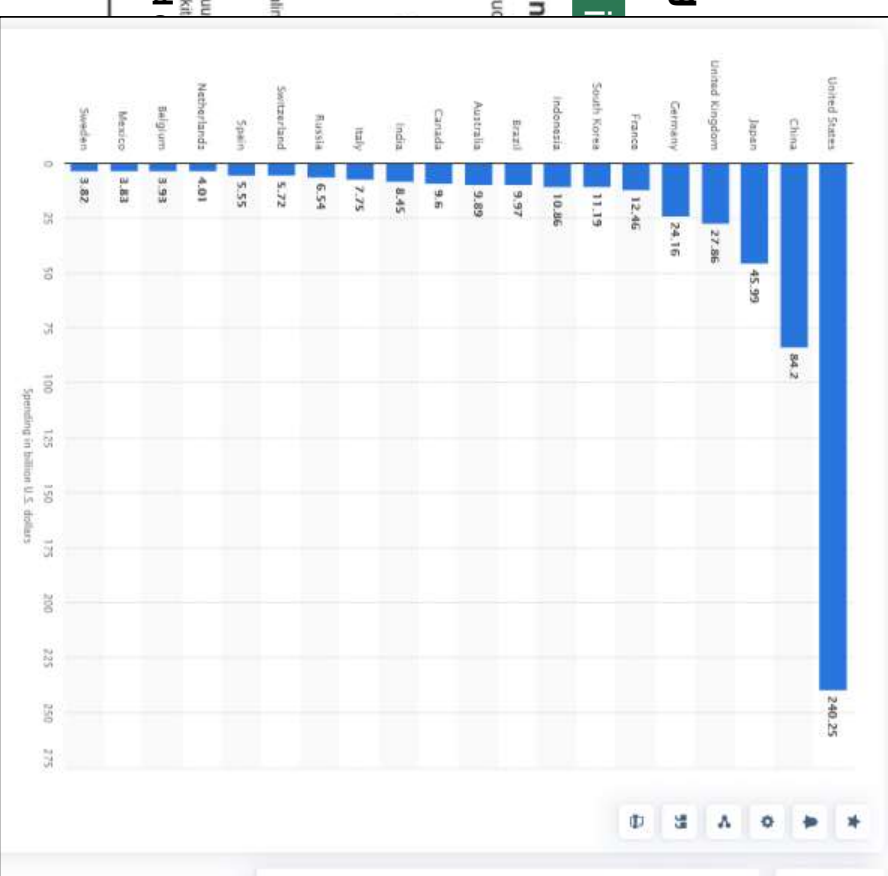
Shifting 395 M euros (11,5%) from Online to be i



**Winners: Some +8.4%, SEM +4.7% (digital +2,2%)**

**Losers: Cinema -64.6%, Outdoor -29%, Newspapers -26.2% (printed media -24,9%)**

Advertising spending in the world's largest ad markets in 2020 (in billion U.S. dollars)





# Background: The Marketing Industry

## USA

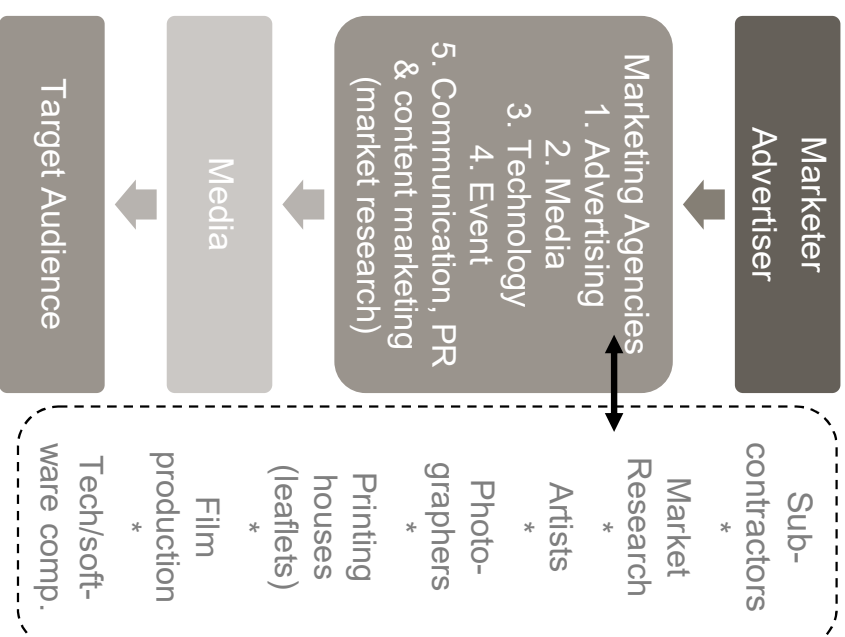
Advertising agencies, **full-service agencies**, creative boutiques, interactive agencies, in-house agencies, **media specialists**

Promotion agencies: direct marketing and database agencies, E-commerce agencies, sales promotion agencies, event-planning agencies, design firms, public relations firms  
"**Media specialists**. While not technically agencies, media specialists are in agencies that specialize in buying media time and space and offer media strategy consulting to agencies and advertisers."

"...advantage of using media specialists is that since they **buy media in large quantities**, they often acquire media time at a much lower cost than an agency or advertiser could. Also, media specialist often have **time and space and inventory and can offer last minute placement** to advertiser."

O'Guinn et al. (2009: 52-61)

## Simplified service provision process



Complementary organizations and institutions:  
Education / Business Schools  
Various Associations

## Finland

### Key actors:

**Marketers:** businesses with marketing needs initiate the service provision process

**Agencies:** provides the businesses an array of different professional services.

**Numerous media organizations:** offer a platform to interact with the target audience

### Complementary organizations and institutions

- Subcontractors
- Others: for example market research companies, business schools, and associations involved in marketing.

**Focal interest is on the advertising and media agencies.**

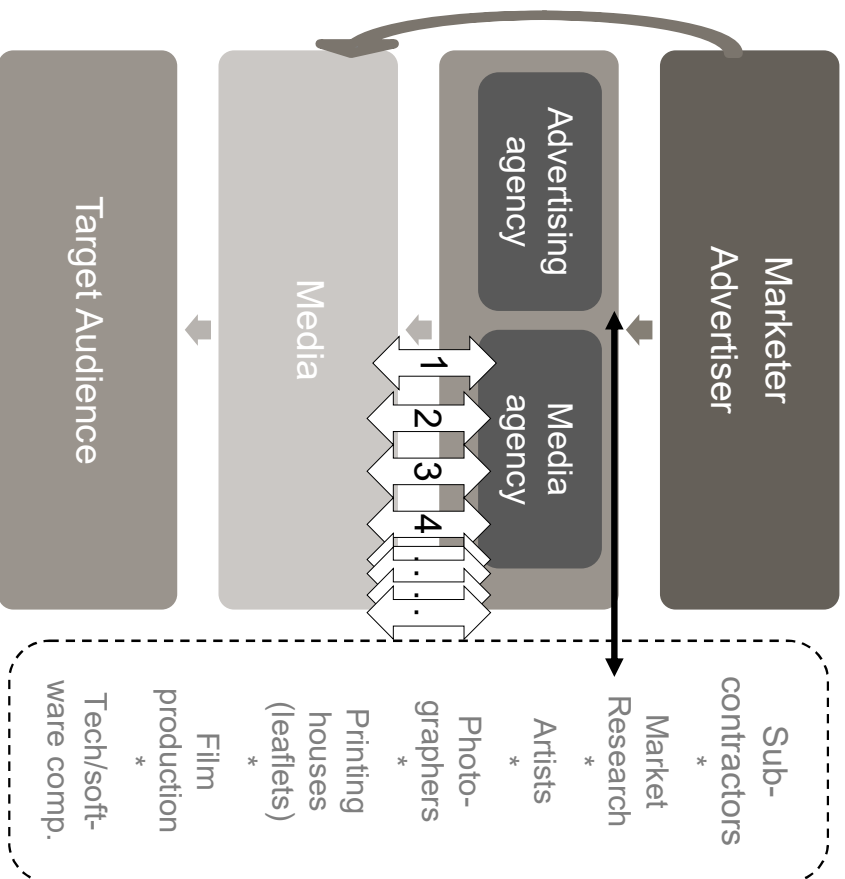
The present study will show how the agency structure has changed over the 138 years.



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# Background: The Marketing Industry in Finland

Simplified service provision process – Focused on Advertising and Media Agencies



Complementary organizations and institutions:  
Education / Business Schools / Associations

**Advertising agencies**, whose expertise areas lies in consulting, planning, and creating inspiring activating content for various marketing communication.

**Media agencies** plan, buy, and place various advertising in the media or different marketing platforms. They negotiate and purchase media on behalf of the clients (do not stock media).

In 2020s the distinction is blurred - "**hybrid agencies**"

## **Businesses investments in 2019:**

- 1.3 billion euros in mass media (1,1 billion euros in 2020)
- 0.7 billion euros in direct marketing with
- 0.6 billion euros in various sales promotion activities

## **Agencies:**

- 2 559 advertising and media agencies
- Largest agency employed over 200 persons
- 17 agencies employed over 50 persons
  - generated 44 % of the total agency turnover 1.4 billion euros
- 95 % fewer than ten employees
- 6 136 marketing practitioners

⇒ Focus on the top 10 agencies with the parameters of each era

# Background: The Marketing Industry in Finland

Agency Remuneration Structure Difference

## USA

“Traditional method...is commission system...”

“...retained by the advertising or promotion agency as compensation for all costs in creating advertising/promotion for the advertiser.”

Markup charges: 17.65-20% markup on outside services such as illustrations, research, photography.

More variations in 2009: Fee system: hourly rate agreed or fixed fee, pay-for-results, payment per sales results



## Finland

Media Agency negotiates on behalf of the client

Example:

Television airtime	1 000 000 €
-15% agency commission (-> client)	- 150 000 €
Agency invoices client for TV airtime	850 000 €

Agency invoices client for work and earns the amount invoiced (this has varied through the periods investigated)

O'Guinn et al. (2009: 64)

# Background: The Marketing Industry in Finland

## Marketing Industry Descriptions

### USA

Schwarzkopf (2011: 537) described the marketing industry as a

“complex economic network that includes media, clients, competitors, regulators, and ...consumers.”

### FINLAND

Korpelainen (2005: 5)

“The advertising industry ... epitomizes the harshest levels of business pressure. Marketing communication is sensitive to changes in the expectations, decision-making and actions of agency clients.”

Rank	Advertising Agency Name	Revenue (USD billions)	Headquarters	Employees
1	WPP plc	17.34	London, UK	130,000
2	Omnicom Group	15.29	New York, USA	79,500
3	Publicis	11.39	Paris, France	75,588
4	The Interpublic Group of Companies	9.71	New York, USA	54,000
5	Dentsu	9.6	Tokyo, Japan	62,608
6	Hakuhodo	3.06	Tokyo, Japan	31,07
7	Havas	1.71	Paris, France	17,500
8	Dentsu Aegis Network	1.48	London, United Kingdom	35,000
9	MDC Partners	1.33	New York, USA	5,690
10	Publicis Sapient	1.31	Massachusetts, USA	20,000

# A?

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## SAP Strategy-as-Practice SAPP Strategy processes and practices MAP Marketing-as-Practice

“Despite the proliferation of strategy process and practice research, we lack understanding of the historical embeddedness of strategic processes and practices.”

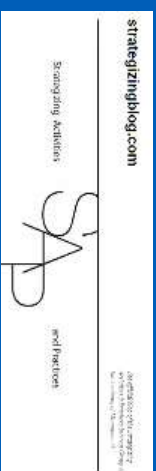
Vaara and Lamberg  
(2016: 633)



YouTube channel

<https://www.youtube.com/channel/UC0xhFswaCu23ueF1HPGqkww/>

[UC0xhFswaCu23ueF1HPGqkww/](https://www.youtube.com/channel/UC0xhFswaCu23ueF1HPGqkww/)  
videos



<https://strategizingblog.com/2018/01/18/smi-special-issue-on-strategy-processes-and-practices-sapp-an-overview/>



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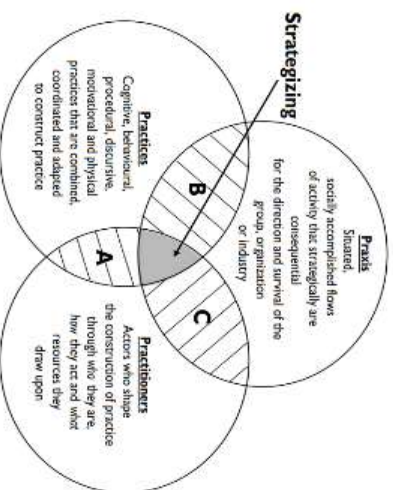
*Strategic Management Journal* AJG ranking 4\* and *Academy of Management Review* (AMR) 4\*



# SAP – Strategy-as-Practice

- SAP emerged 25 years ago when Whittington (1996) justified and positioned a new approach to strategy research.
- The practice-oriented strategy approach was thus introduced to investigate how managers actually practised strategy (Whittington, 1996).
  - Foundations of Practice theory (Garfinkel, 1967; Foucault, 1980; Giddens, 1984; Bourdieu, 1990; Reckwitz, 2002; Schatzki, 2002)
- SAP aims to complement and extend:
  - strategy process research (see for example Bower, 1970; Mintzberg, 1978; Burgelman, 1983; Pettigrew, 1985).
  - the resource-based view (Barney, 1991)
  - dynamic capabilities-related strategy research (Teece et al., 1997)
- Whittington (2006) constructed a conceptual 3P Framework that ensures that the investigations **identify who is involved, what activities are taking place, and where, when, and how they are performed.**

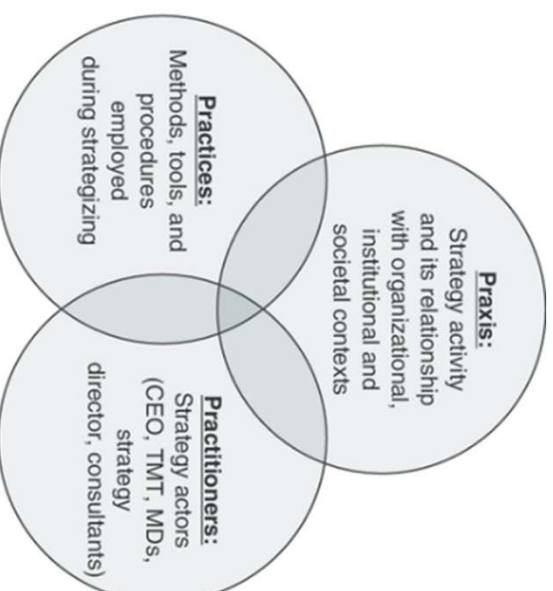
## CONCEPTS



Strategizing comprises the nexus between practice, practices and practitioners. A, B, and C represent stronger foci on one of these interconnections depending upon the research problem to be addressed

Jarzabkowski et al. **Strategizing: The challenges of a practice perspective**

11



## FRAMEWORK



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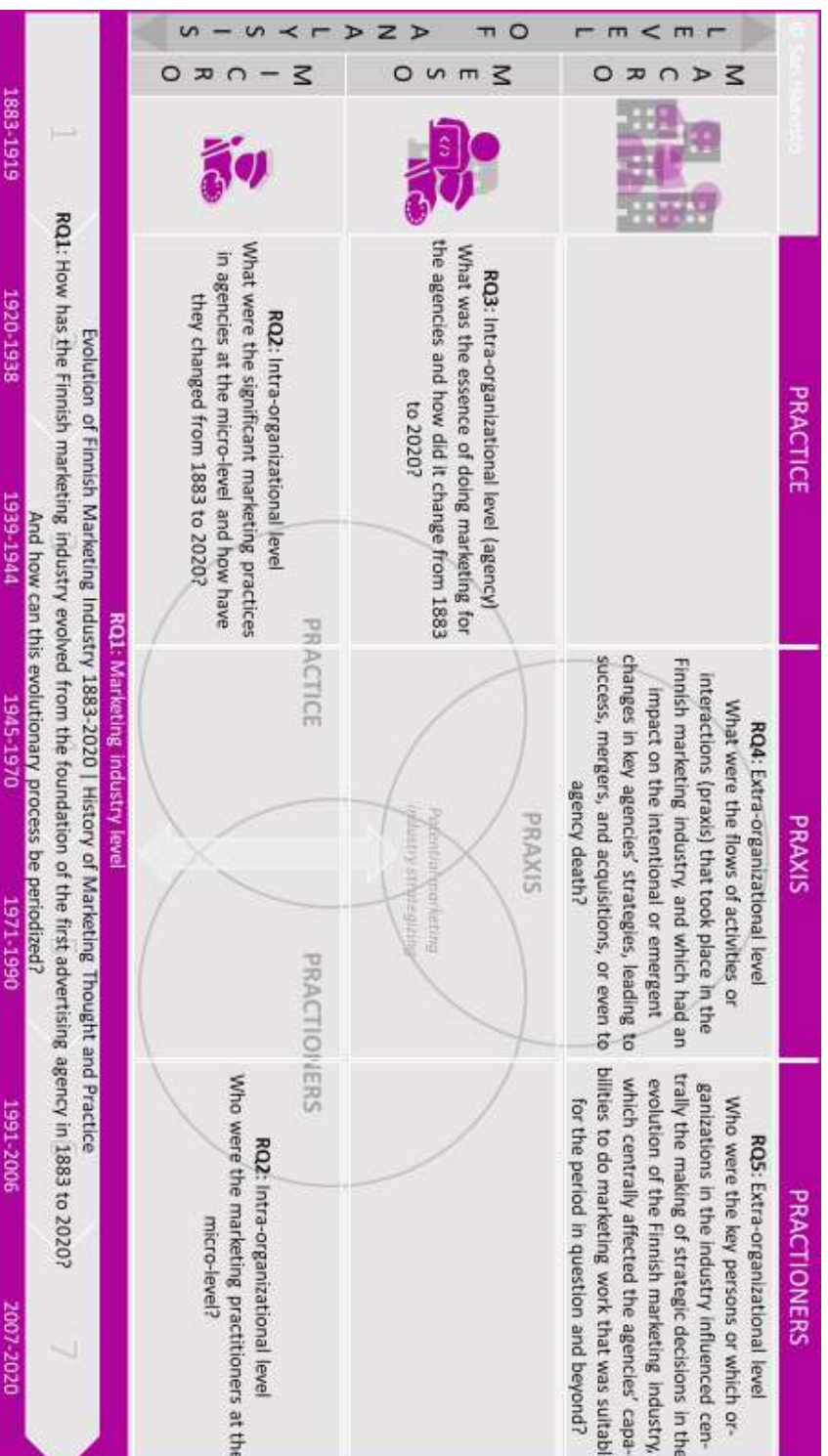
Jarzabkowski, P. et al. "Strategizing: The challenges of a practice perspective." *Human Relations* 60 (2007): 27 - 5.  
 Paroutis, S., Heracleous, L., & Angwin, D. (2013). *Practicing Strategy: Text and Cases*. 21(5), 272.  
 3P Framework Whittington, 2006.



# MAP – Marketing-as-Practice

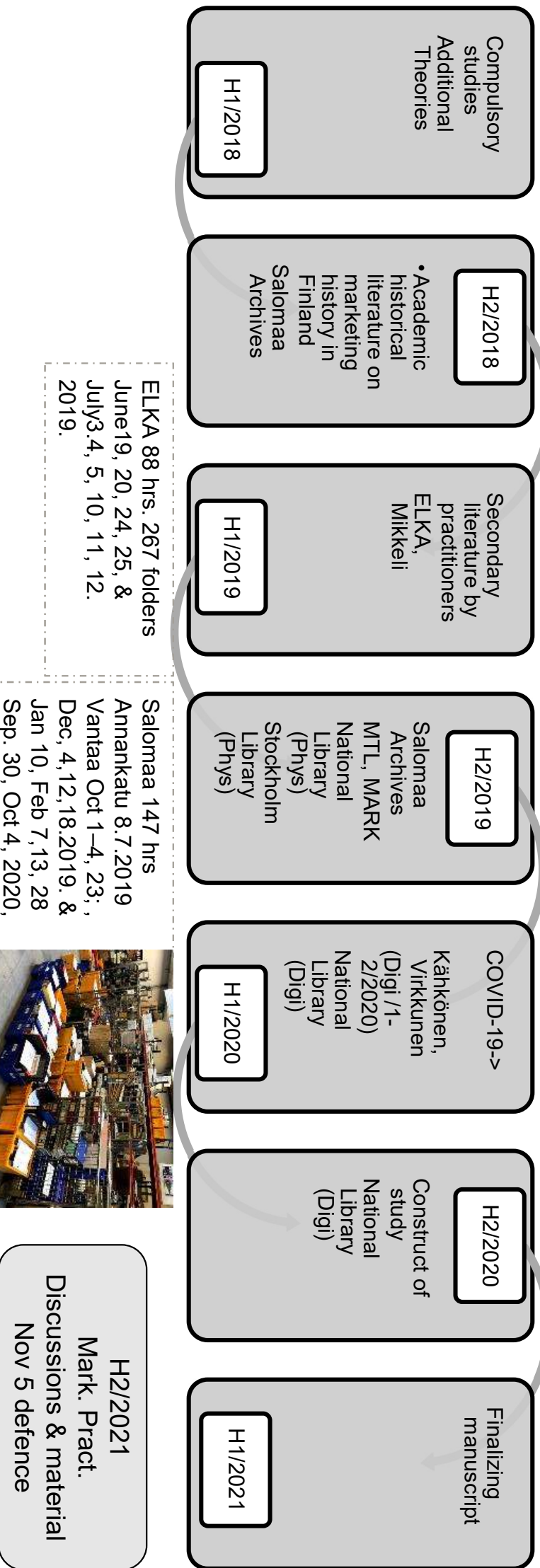
- MAP is a research stream within SAP, which emerged more recently from the early 2000s onwards
  - The SAP approach offers the opportunity to humanize the strategy-making in companies (Whittington et al., 2003; Whittington, 2006; Jarzabkowski and Whittington, 2008; Jarzabkowski and Spee, 2009). This is especially relevant in marketing agencies, which can be described as a business area that is extremely dependent on the people.
  - SAP and MAP thus often focus on the same three concepts, practices, praxis, and practitioners (Hackley et al., 2009). However, **the practitioners are identified not as strategic practitioners, but as marketing practitioners.**
- MAP scholars criticize current marketing education for its prescriptive and normative approach to what it is believed that marketing practitioners should do (Hackley et al., 2009; Skalen and Hackley, 2011).
  - Marketing scholars needed to study what marketers actually do, rather than prescribe the ways in which marketing should be done (Hackley et al., 2009)
  - Study all who do the marketing work (Svensson, 2007; Hackley et al., 2009; Skålén and Hackley, 2011).
  - Marketing practitioners in companies' marketing departments, and intermediaries such as advertising agencies (Skålén and Hackley, 2011). Consumers are pinpointed as extra-marketing practitioners (Schau et al., 2009)
- Fundamental question by Svensson (2007: 7), "What is marketing work?"

# Multi-layered Research Framework



# Methodology - process

Writing & re-writing narratives multiple times



Technical: Photographing interesting data, converting Cr2 files to jpg. Converting to pdf (Adobe Acrobat) and grouping to longer pdf-files

# Methodology – Empirical evidence

Data repositories: ELKA, the, Central Archives for Finnish Business Records in Mikkelii  
 Salomaa Archives, National Library of Finland, Public Library, National Audio-visual Institute

Table 1. Primary sources table 1/2.

Publis/ Päästö/ Primary	Target audience	Name of publication	Year of publication	Publisher/ Author	Content features
Public	Chairs	Minutes	1800-1914	Hannu	Decisions and minutes of administrative bodies from administrative archives, case contexts, letters on books.
Public	Chairs	Myynti ja markkinat 1941	1945	SBK	Proceedings and minutes of the board of directors of administrative archives, case contexts, letters on books.
Public	Chairs	Seurari	191-1917	SBK	Internal economic and societal issues for railway purchase and sale.
Private	Chairs	Toukokuisen kokouksen pöytäkirja	1964	SBK	Minutes of the board of directors of administrative archives, case contexts, letters on books.
Private	Employees	Maasolun	1955	SBK	Internally relevant information, name of product, price, etc.
Private	Employees	Maailman dokumentit	1980-1993	SBK	Internal mail, 1980-1993, internal memo, transfer, 1992-1993, SBK presentation 1992
Private	Employees	Maailman dokumentit	1945	SBK	Archive documents (specimens) to employees, internal mail, 1945-1946, internal memo, transfer, 1946-1947, SBK presentation 1946
Private	Employees	Maailman dokumentit	1945	SBK	A letter from A. Salomaa to the board of directors of administrative archives, case contexts, letters on books.

File	File name	File type	File format	File size	File content
Public	Minutes	Text	PDF	100 KB	Minutes of the board of directors of administrative archives, case contexts, letters on books.
Public	Myynti ja markkinat 1941	Text	PDF	100 KB	Proceedings and minutes of the board of directors of administrative archives, case contexts, letters on books.
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Private	Maailman dokumentit	Text	PDF	100 KB	A letter from A. Salomaa to the board of directors of administrative archives, case contexts, letters on books.

Methodology

Table 2. Secondary sources	Name of publication	Year of publication	Content features
Public	Minutes	1800-1914	Decisions and minutes of administrative bodies from administrative archives, case contexts, letters on books.
Public	Myynti ja markkinat 1941	1945	Proceedings and minutes of the board of directors of administrative archives, case contexts, letters on books.
Public	Seurari	191-1917	Internal economic and societal issues for railway purchase and sale.
Private	Toukokuisen kokouksen pöytäkirja	1964	Minutes of the board of directors of administrative archives, case contexts, letters on books.
Private	Maasolun	1955	Internally relevant information, name of product, price, etc.
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Private	Maailman dokumentit	1945	A letter from A. Salomaa to the board of directors of administrative archives, case contexts, letters on books.





# Methodology – Guiding principles

- Vaara and Lamberg propose that interpretative history (Collingwood, 1946) was the most suitable approach for a constructionist understanding of social reality.
- “thinks through the thoughts of past actors” - “re-enactment” concept (Collingswood, 1946)
- Avoid presentism, also referred to anachronism Belk (2006)
  - impose judgement on historical events with today’s knowledge, moral and ideals.
- Micro and macro issues need to be represented and appropriately balanced, also delivering an authentic view that fits the chosen time and place (McDowell, 2006)
- Historical investigations and writing are more “art than science” (White, 1966)
- Adopt a questioning attitude, and there is a need to set aside all preoccupations and prejudices of one’s own McDowell (2002)
- Self-reflections in many forms Schon (1983)
- Access and review both primary and secondary sources of information when undertaking historical research (Witkowski and Jones, 2006). It is a tedious process, with a need to read large amounts of source materials Tamilia (2009)
- approach all material critically and sceptically Golder’s (2000)
- read and used material that was written at the time of the event, as Golder’s (2000) characterized documents as more authentic if they are close to events which are researched. More valuable and authentic if they were used as memory aid, like diaries, especially for personal record, or if they were intended for confidential communication, or only to a small number of recipients, or if they were written by experts in the field or issue in question, or if they are public records like newspapers and magazines. Golder’s (2000)
- Using the same language to which the era was accustomed provides a more authentic and reliable narrative (Creswell, 2014).
- Narrative construction grounded on empirical evidence, properly justified, and when the process of narrative construction is transparently shared to gain the trust of the readers following Gill et al. (2018)

# Methodology – Guiding principles

## Guiding criteria for building trustworthiness

Gill et al. (2018), Lincoln and Guba (1985)

CREDIBILITY	CONFIRMABILITY	DEPENDABILITY	TRANSFERABILITY
<p>protracted engagement with content collected and analysed empirical data for a long period of time, in addition to being familiar with the marketing industry from both client, media, advertising and media agency perspectives.</p> <p>I have read extensively to ensure that I have engaged with the content, thus avoiding what Ingram (1997) warned about, reading too little and using only fragments of data.</p> <p>I have familiarized myself in the timely context of the period in question to create an understanding of the context.</p>	<p>Interpretation is grounded on evidence, by incorporating footnoting and citation in all the period-specific narratives</p> <p>Where it has been applicable, the footnotes contain the hyperlinks to the webpages containing the original sources (e.g., document, trade journal and newspaper articles digitally available)</p> <p>researcher should reveal her epistemological assumptions</p>	<p>Triangulation of gathered data from many data repositories, which contained many different artefacts, such as interview transcripts, financial statistics gathered by the associations, annual reports in addition to the newspapers, magazines</p>	<p>Research data was photographed, transformed to OCR searchable documents were applicable, catalogued, archived, accessible for later (GDPR).</p>



# Marketing History

“..practice is not entirely thoughtless and thought is often practice driven (1989, p.xx).H.”

Hollander (1989, p.xx)



**CHARM (Conference on Historical analysis and research in marketing 1st organized by Stanley C. Hollander 1983**  
<https://chamassociation.org/history/>



**Journal of Historical Research in Marketing Quarterly published**

Evolution of Marketing Thought & Marketing Practice: History of the Finnish Marketing Industry 1883-2020  
Sari Haavisto  
23E21556 Strategy and Marketing from a Business History Perspective  
Session 6 (Thu 03.10.2021, 16:15-18:00)

Hollander, Stanley C. (1989). Introduction, in Terence Nevelt, Kathleen Whitney and Stanley C. Hollander (eds), Marketing History: The Emerging Discipline. Lansing: Michigan State University. pp. xix-xx.  
Photo: <https://chamassociation.org/hollander-award/>

JHFM AJG ranking 1, compared to *Business History* 4, *Journal of Marketing* 4\*, *European Journal of Marketing* 3.



# Why study Marketing History?

- Jones & Shaw (2002, 2018), Hunt (2005, 2012), Domegan (2010) and Nevett (1991) highlight the value of investigating and understanding the past in order to **avoid future errors by not repeating past ones**. Historical knowledge can also increase the likelihood of success, as companies can possibly repeat, copy, or at least imitate successful actions.
  - The lack of agency-specific longitudinal analysis does not permit us to **identify what factors have centrally contributed to the success or failure of an agency** in the marketing industry at different times.
- Study of the history of marketing identifies, acknowledges, and credits individuals that have affected the **marketing industry and marketing education in a valuable way** (Tamilia, 2009).
  - The extant studies have shown that pioneering influential individuals were often active practitioners, in addition to some being early marketing teachers. For example, one of these individuals was the Harvard Business School professor in marketing, Paul Cherington. He was employed since the early 1920s at the New York office of J. Walter Thompson (JWT) advertising agency, too (Schwarzkopf, 2009).
- Jones (2010) offered the criticism that, when investigating the history of marketing practice, **the general political, social, and economic conditions have not been considered enough**, as marketing thought and marketing practices have often been studied in isolation from these contextual issues.
- Savitt (1980) also argued that researching the role of marketing in a **broader social and economic context would deliver more value than investigating a single practice or and individual firm**.
- Schwarzkopf (2011) criticized the **lack of cross-fertilization and understanding between historians of advertising, marketing theory and marketing practice**. Schwarzkopf (2011: 537) described the marketing industry as a “complex economic network that includes media, clients, competitors, regulators, and ... consumers.” He suggested that the **industry itself should be investigated as a whole**.

## History of marketing thought



Research into the history of marketing thought entails investigations into **how marketing as an academic discipline has emerged and evolved over the one hundred years of its existence** (e.g. Bartels, 1962; Grether, 1976; Hollander, 1989), as well as **identifying different schools of thought and pioneering marketing scholars** (e.g. Shaw and Tamilia, 2001; Shaw and Jones, 2005).

## History of marketing practice

Investigations into the history of marketing practice delve into **how marketing was practised** (Hollander, 1989; Witkowski and Jones, 2006). In these inquiries, some scholars have stretched their timeframe to the **ancient Greek philosophers** (Dixon, 1979, 2002; Shaw, 1995).

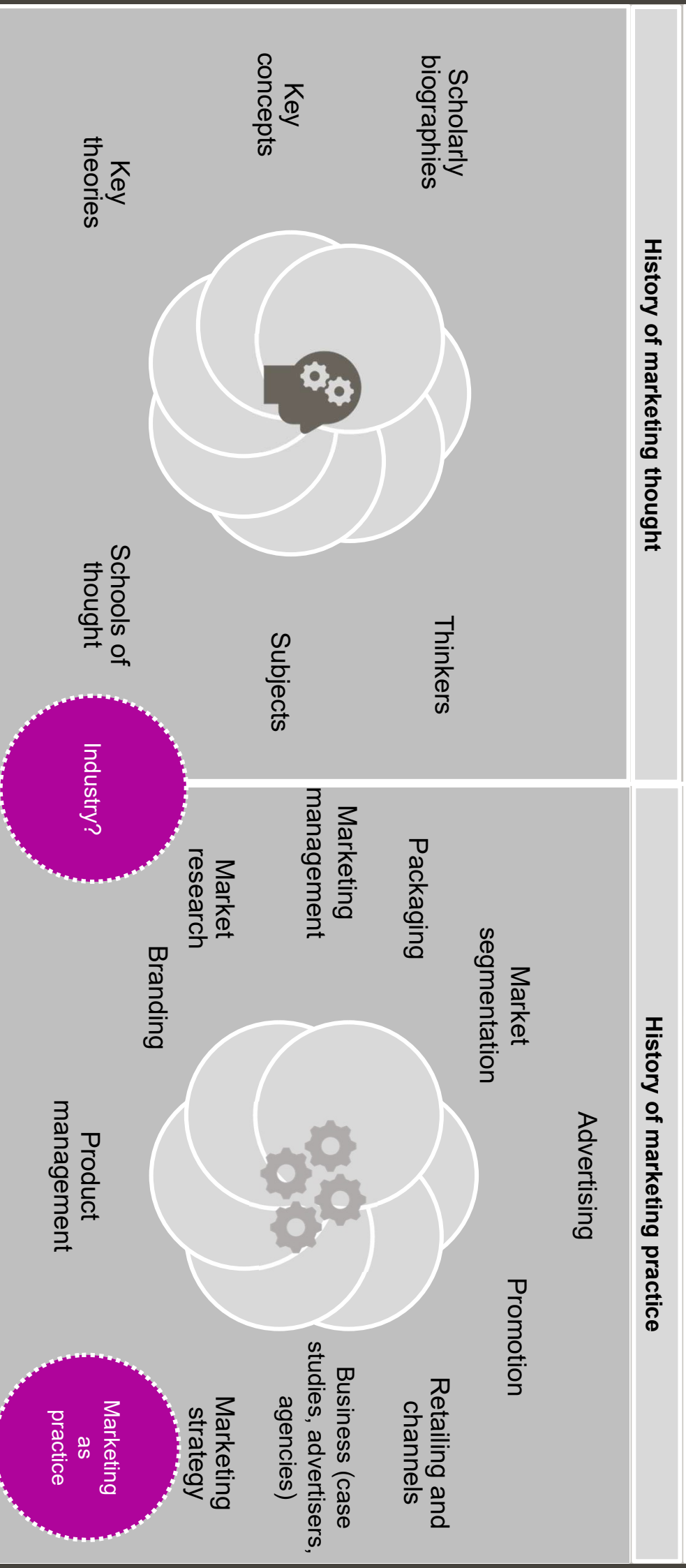


These two research streams, the history of marketing thought and the history of marketing practice, are **naturally inherently interconnected** (Hollander, 1986; Olkkonen 2008; Tamilia, 2009; Jones and Shaw, 2018). The evolution of marketing practices, thought, and education **develop in a mutually reinforcing way** (Olkkonen, 2008: 455). Requires **constant renewal** according to the socioeconomic changes that affect the businesses

**Transmit Knowledge:** Academia needs to be able to provide practitioners with tools, frameworks, and skills to enable them to perform better and in ethical manner, however they cannot do this without engaging with and understanding what practitioners do.



# Marketing discipline research areas from marketing history perspective



Extant literature has a heavy US market focus

US: Hollander, 1989; Witkowski, 1989; Tamilia, 2009; Hunt, 2010, Germany (e.g. Fullerton, 1988; Coles, 1999), UK (Jones and Monieson, 1990; Jones, 1992), France (Dixon, 1994; Hultquist, 2003), Japan (Kitchell, 1995; Usui, 2000, 2011).

Extant research in the history of marketing practice is heavily skewed towards marketing techniques such as packaging, advertising, segmentation, promotions, trademarks, and branding (Tadajewski and Jones, 2014, 2016).



# Extant literature on marketing industry evolution from advertising or media agency business perspective

1. Fox, S. (1984). *The mirror makers: A history of American advertising and its creators*. New York: Vintage Books.
2. Johnston, R. (2001). *Selling Themselves: The Emergence of Canadian Advertising*, Toronto: University of Toronto Press.
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# Extant literature



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Heinonen, V. and Konttinen, H. (2001). Nyt uutta Suomessa! Suomalaisen mainonnan historia. Mainostajien liitto, Helsinki.

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Aalto University

# History of Marketing Thought

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Evolution of Marketing Thought & Marketing Practice: History of the Finnish Marketing Industry 1883-2020  
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Session 6 (Thu 05.10.2021, 16:15-18:00)

10 schools of marketing thought | Beckman et al. (1973) in Shaw (2009: 333)

Inter-disciplinary schools	Psychological schools	Sociological schools	Empirical schools	Quantitative schools	Marketing process schools	Decision theory schools	Negativistic school	Marketing management schools	Historical schools
Eclectic mixture of disciplinary orientations			Methodological approaches		Theoretical areas		Philosophical positions	Contemporary schools of marketing thought	

12 schools based on research areas | Sheth et al. (1988) in Shaw (2009: 333)

Functional schools	Institutional schools	Commodity schools	Regional schools	Marketing management schools	Systems schools	Buyer behaviour schools	Functionalist schools	Activist schools	Macro-marketing schools	Systems schools	Exchange schools
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Shaw et al. (2010)

1 Marketing function school	2 Marketing commodity school	3 Marketing institutional school	4 Inter-regional trade school	5 Marketing management school	6 Marketing systems school	7 Macro-marketing school	8 Consumer behaviour school	9 Marketing exchange school	10 Marketing history school
Early schools of marketing thought					Modern schools of thought				

## Early schools of marketing thought

## Modern schools of thought

1	Marketing function school	Macro	Shaw, 1912; Weld, 1917; Cherrington, 1920	2	Marketing commodity school	Macro	Copeland, 1924; Krugman, 1965	3	Marketing institutional school	Macro	Weld, 1916; For Butler and Swinney, 1918; Clark, 1922	4	Inter-regional trade school	Macro	Quantitative: Reilly, 1931; Conceptual: Grether, 1950; Savitt, 1980	5	Marketing management school	Micro	Alexander et. al, 1940; Alderson, 1956, 1965; Howard, 1956; McCarthy, 1960; Kotler,	6	Marketing systems school	Micro / Macro	Alderson, 1956, 1965; Fisk, 1967; Dixon, 1967	7	Macro-marketing school	Macro	Alderson, 1965; Fisk, 1967; Hunt, 1976; Wilkie and Moore, 1999, 2003	8	Consumer behaviour school	Micro	Dichter, 1947; Howard and Sheth, 1969; Cohen, 1972	9	Marketing exchange school	Micro / Macro	Alderson, 1965; Kotler, 1972; Shaw and Dixon, 1980; Wilkie and Moore 2003	10	Marketing history school	Micro / Macro	Hotchkiss, 1938; Bartels, 1962, 1976, 1988; Hollander 1960, 1983, Savitt, 1980
---	---------------------------	-------	---	---	----------------------------	-------	-------------------------------	---	--------------------------------	-------	---	---	-----------------------------	-------	---	---	-----------------------------	-------	---	---	--------------------------	---------------	---	---	------------------------	-------	--	---	---------------------------	-------	--	---	---------------------------	---------------	---	----	--------------------------	---------------	--

What is the work of marketing?	How should commodities be classified?	Who performs marketing functions on commodities ?	Where does marketing take place?	How should managers market products and services?	What is a marketing system? Why? How? Who? Where? When?	How do marketing impact society and vice versa?	Why do consumers buy? Think, act and feel? How to persuade?	Who are the parties to an exchange? What is the context of exchange?	When did practices, ideas, theories, schools emerge & evolve?
Value added by marketing activities	Classifications of goods	Channels of distributions: market gaps and flows	Law of retail gravitation	Marketing mix, customer orientation, segments, targets, positions	Marketing systems, social impact, organized behaviour systems	Quality of life, marketing systems, aggregate marketing performance	Subconscious motivation, opinion leadership, cultures & sub-cultures	Transactions and transactions, generic exchange, bar-ter & market transactions	History of marketing practice and thought

Traditional approaches (Bartels, 1988)  
Approx. 1900-1955 (or open ended?)

Paradigm broadening 1975-2000

Paradigm shift, Approx. 1955-1975 (or open ended)

Paradigm broadening 1975-2000

Paradigm broadening 1975-2000

Beginning of the 21st century cross-roads

Human social behavior

# For Macromarketing and Marketing Research in 2021

Hunt, S. D. (2020). For re-institutionalizing the marketing discipline in Era V. *AMS Review*, 10(3–4), 189–198. <https://doi.org/10.1007/s13162-020-00183-8>

Hunt, S. D., Hass, A., and Manis, K. T. (2021). The Five Stages of the Macromarketing Field of Study: From Raison D’etre to Field of Significant Promise. *Journal of Macromarketing*, 41(1), 10–24. <https://doi.org/10.1177/0276146721990987>

Sheth, J. (2021). New areas of research in marketing strategy, consumer behavior, and marketing analytics: the future is bright. *Journal of Marketing Theory and Practice*, 29(1), 3–12. <https://doi.org/10.1080/10696679.2020.1860679>  
<https://www.jagsheth.com/>

# A?

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## History of marketing practice

Investigations into the history of marketing practice delve into **how marketing was practised** (Hollander, 1989; Witkowski and Jones, 2006). In these inquiries, some scholars have stretched their timeframe to the **ancient Greek philosophers** (Dixon, 1979, 2002; Shaw, 1995).

MAP: Svensson (2007: 275) : what is the work of marketing?

“...the practice of marketing is founded on a very simple philosophy, that of mutually satisfying (commercial) exchange relationships.”

Baker and Saren (2016: 28)

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# Examples of Investigations in History of Marketing Practices

1. The founder of the British Wedgwood pottery company, Josiah Wedgwood, used market segmentation, product differentiation, testimonials, and advertising in the mid-1700s (McKendrick, 1960; Fullerton, 1988).
  - Fullerton's (1988) study, he emphasised that business cooperation between British, German, and American businessmen was evident by late 19th century. He also highlighted that they influenced each other's marketing practices.
2. Bicycle manufacturers' segmentation strategies were evident from 1870s, with manufacturing for women, tourists, young men, and racers, as well as bicycles for different price segments (Petty, 1995)
3. **German book trade. Fullerton (2012)** argued that they were one of the earliest businesses to expand their markets at the end of the 19th century. These book traders' segmentation criteria included "gender, occupation, educational level, religion, geography, social class, income, shopping preferences, benefit expectations, deal proneness, price sensitivity, and lifestyle" (Fullerton, 2012: 62).



# Two of these in the readings



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[www.emeraldinsight.com/1755-750X.htm](http://www.emeraldinsight.com/1755-750X.htm)

JHRM  
4,1

## The historical development of segmentation: the example of the German book trade 1800-1928

Ronald A. Fullerton  
*Ontario, Canada*

56

### Abstract

**Purpose** – Using the German book trade as a case example, the aim of the paper is to show how the evolution of segmentation began with increasingly sophisticated marketing practice long before formal thought was developed to explain matters.

**Design/methodology/approach** – The paper's approach is a careful and critical examination of exclusively primary sources.

**Findings** – Marketing practice developed increasingly sophisticated segmentation over the 100 years before there was formal marketing thought about it. Marketing thought developed in part because the growth of universities stimulated the development of formal disciplines, and in part because businesspeople wanted to accelerate learning what they should do to grow their businesses.

**Originality/value** – The paper is based on an in-depth examination of one of the first businesses to adopt aggressive marketing.

**Keywords** Segmentation, Multivariate segmentation, Marketing history, History of marketing thought, Marketing philosophy, Marketing theory, Bookselling, Modern history, Germany  
**Paper type** Research paper

The current issue and full text archive of this journal is available on Emerald Insight at:  
<https://www.emerald.com/insight/1755-750X.htm>

## The German advertising industry – from 1950 to 2018

Damian Hesse and Katja Lurie  
*Department of Marketing, HHL Leipzig Graduate School of Management,  
Leipzig, Germany*

German  
advertising  
industry

101

Received 30 September 2018  
Revised 30 April 2019  
6 August 2019  
Accepted 7 September 2019

### Abstract

**Purpose** – The purpose of this paper is to review the development of the German advertising industry starting from 1950 to 2018 with a special focus on the American influence.

**Design/methodology/approach** – The paper uses the oral history methodology. The content is based on 27 semi-structured interviews with current and former experts from the German and American advertising industry. An analysis of secondary sources supports the line of argumentation.

**Findings** – The paper confirms the outstanding role of the American influence on the German advertising industry, owing to new standards of professionalism, to novel versions of terminology and to the introduction of the theory of marketing. However, incompatible management styles, increasing global competition and financial pressure diminished the impact. Likewise, the American interference did not suppress the development of specific German industry characteristics such as a strong entrepreneurial culture or sustainable leadership.

**Originality/value** – This paper provides an overview of the history of German advertising with a focus on

## History of Marketing Practices from agencies perspective

- The interest resides overly on the creativity, rather than the business, of agencies.
- Another common feature is the case study, with agency and client cooperation at the core.
- J. Walter Thompson (JWT) advertising agency archives
  - cooperation with the Lever conglomerate (now Unilever) (Schwarzkopf, 2009) promoting Luxsoap in the 1920s and 1930s in the British and North American markets included continuous surveys. consumer-orientation and initiated brand extensions and repositioning, distribution channel choices and how Lever's products were advertised. all marketing-mix decisions which encompass strategic brand management, were already practiced in the 1920s.
  - Merron's (1999), study on JWT and General Motors (GM) cooperation. JWT's 1920–1930 global expansion was due to their agreement with GM. JWT was obligated to open an office in all the countries where GM had a manufacturing plant or an assembly line
  - Harvard Business School professor in marketing, Cherington, was employed from early 1920 at the New York office of JWT (Schwarzkopf, 2009). During his ten years as JWT's research director, Cherington standardized survey and research reports for the agency (Merron, 1999).
  - Merron (1999) recognized that one of the reasons for GM becoming a client was because the behavioural psychologist, Watson, was a JWT executive. Massive market research was one of the reasons that Unilever became JWT's client (Merron, 1999)
- West studied the impact that American multinational agencies had in British advertising agency businesses between 1936–1987
- Miracle's (1977) study is one of the rare studies where it is briefly stated that the emergence of "independent media groups" influenced the US agency business (see also Horsky, 2006; Schwarzkopf, 2013).
- Less common is discussion about why, how, and when the agencies changed their business trajectories and what did these changes encompassed.



# History of Marketing Practices from Nordic agencies perspective

- Alton (1963) was astonished that Finland a small nation, residing next to Russia, and “the size of Montana” had such advanced western marketing practices (Alton, 1963). Whilst describing the Finnish retail business, Alton praised the nationwide independent retailer-owned wholesale enterprise, and Kesko’s marketing research and functional marketing. For Alton (1963), the US and Finland’s socio-economic conditions were similar.
- Åström Rudberg (2019) explored the Swedish advertising cartel that shaped the advertising agency industry in Sweden from 1915 to 1965. Her thesis described how two associations, the Association of Swedish Newspaper Publishers (*Svenska Tidningsutgivareforeningen*) and the Association of Swedish Advertising Agencies (*Annonsbyråernas Forening*) formed a cartel that prevailed even as it was legally abolished in 1953. The strong reciprocal relationship provided secure revenue streams and blocked competitors’ entrance to the market (Åstrom Rudberg, 2019).
- The history of Swedish agencies is complemented by Lakomaa’s (2019) studies of Swedish agencies during the WWII. His focus was on the governmental advertising during the war and post-war time (Lakomaa, 2019). Lakomaa concludes that the Swedish government had a major role in securing old cartel structures and revenue generation for old cartel members.



# Periodization

Periodization followed the guidelines given by Hollander et al.

Ex post, by interpreting the crucial historical events that changed the society, whether these were legal, political, technical, or other. Focal point of interest was in the agencies' evolution (events, 3P)

Author	Year	18th century .. 1750 ..	1750 .. 1800 ..	1800 .. 1850 ..	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010	2020					
		18th century ..			19th century ..										20th century					21st century		
Keith	1960	Production oriented (1860-1930)																				
		Sales oriented (1930-1950)					Marketing oriented (1950-1960)					Marketing control (1960-)										
Kähkönen	1980	First steps of notification (-1850)																				
		From announcements to reclamare (1869-1917)					Advertising becomes a profession (1918-1939)					Advertising serves society governance (1939-1949)										
		Marketing and media society (1949-1980)																				
Heinonen	2001	Early history (1700-1917)																				
		A modernizing agricultural society (1917-1939)					Time of war economy and regulation (1939-1950)					The construction phase of a well-being society (1950-1970)					Years of prosperity (1970-1990)		Decade of globalization (1990-2000)			
Haavisto	2021	Courageous convincing (1883-1919)																				
		Glory and reasoning (1920-1938)					Defending Finland (1939-1944)					United and torn (1945-1970)					Capturing media and liberating creativity (1971-1990)		Old giants fail and newcomers win (1991-2006)		Technology overwhelms (2007-2020)	



# The narratives

The narratives of the Finnish marketing industry evolution each begins with a descriptions and facts that are necessary to comprehend. This first section will create the knowledge on the environment and fundamentals on which the agencies were established and in which they evolved. It will inform the reader about the enabling context and relevant information of Finland.

Thereof, it will continue with the chronological narrative on key events in the industry that took place during each era

The language and terms used in the narrative are intended to stay attuned to the era, with the aim of capturing the industry culture and spirit: the *zeitgeist*. For example, in the first era commercial documented message to attract the potential purchasers' attention was called *ilmoitus* (announcement/notification) or *reklamaari* (reclamare) (in narrative of 1883-1919).

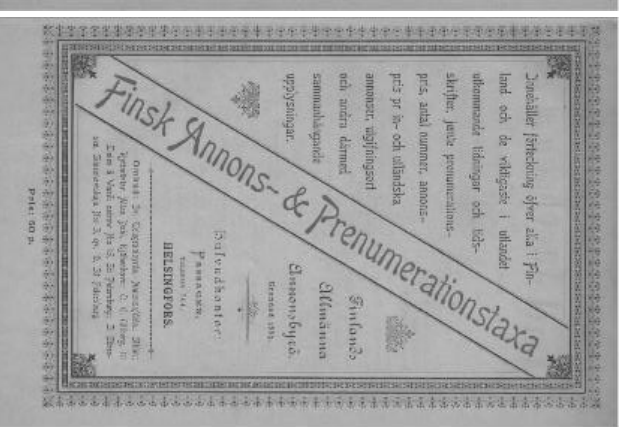
The seven distinct periods:

- 1) 1883–1919 (Courageous Convincing);
- 2) 1920–1938 (Glory and Reasoning);
- 3) 1939–1944 (Defending Finland During the War Years);
- 4) 1945–1970 (United and Torn);
- 5) 1971–1990 (Capturing Media and Liberating Creativity);
- 6) 1991–2006 (Old Giants Fail and Newcomers Win);
- 7) 2007–2020 (Technology Overwhelms).

# P1: 1883–1919

## Courageous Convincing

### Setting the scene – zeitgeist



# P1: 1883–1919 Courageous Convincing Setting the scene – zeitgeist

- In 1809 began the era when Finland became an autonomous part of the Russian Empire and was called the Grand Duchy of Finland.
- Upper class was well educated; all spoke Swedish, and some also Finnish.
- People were curious and interested in international affairs.
  - news by subscribing to foreign newspapers, especially from Sweden, in addition to the domestic newspapers they followed.
- Commuting: bicycle, longer routes by horse or horse-carriage, and overseas journeys by steam ship. First train route between Helsinki and Hämeenlinna on the 17<sup>th</sup> March 1862.
- In 1879 freedom to conduct business for all citizens

- First industrial exhibition held in Helsinki in July – August 1876

- 93 039 people visited

- Finland's population was 1 912 647 and Helsinki's just 23 070.



*St. Petersburg Herald* surprised to find that Finland, one of the poorest countries in the world, starving a decade ago, had been able to proceed with such speed in its industrialization process.

- Stores used signs outside their premises and wall posters
- “fly sheets” distributed to announce what merchandise or services were available for purchase





- *Tidningar Utgifte Af et Sällskap i Åbo* (Newspapers from a Society in Turku) published in 1771.
- Finland's first magazine, *Om konsten att behaga* (The Art of Pleasing) published in 1782.
- The first Finnish language newspaper in 1775, short-lived *Suomenkieliset Tieto Sanomat* (Finnish Information Message).
- In 1856, four Finnish and eight Swedish language newspapers were available.
- Newspapers share news, information, and convince the people of political or religious beliefs and ideologies.
- ***Ilmoitus* (announcement or notification) or *reklामी* (reclamare)**

Finland's first industrial exhibition in 1876  
K. E. F. Ignatius



# P1: 1883–1919

## Courageous Convincing


<p>1883 1<sup>st</sup> Agency Finland's Allmänna Annonssbyrå Källgren (Finnish General Announcement Bureau Källgren)</p> 	<p>Streetcars to Turku 1890 and Helsinki 1891 horse-drawn</p> 	<p>1895 2<sup>nd</sup> Agency Uno Wasatjerna Suomen Sähkösanomatoimiston Ilmoitusosasto, (Announcement Department of the Finnish Telegram Bureau). Ilmoitustaksa Suomelle (Announcement prices for Finland)</p>	<p>1900 Paris World Exhibition. Pavillion Gesellius, Lindgren, and Saarinen contained Akseli Gallen-Kallela's Kalevala frescos and other paintings.</p>	<p>1905 End of censorship Lammin-Koskinen est. Kirjapaino Oy Sara – publishing company</p>
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<p>1883 &gt; 1889 &gt; 1890 &gt; 1893 &gt; 1895 &gt; 1896 &gt; 1900 &gt; 1903 &gt; 1905 &gt; 1906</p>	<p>1889 Sole right to register trademark Right to conduct business (1879)</p> 	<p>1893 Annonssbyrå Källgren published a Decorative Reclamare Pricelist 80 pages "This publication will be of immense benefit to the announcing community..."</p> 	<p>1896 Cinematographe Lumière Living Pictures, 6 months after Paris, London Suomen Liikemies-Yhdistys (Finnish Businessmen's Association) Publishes Kauppalehti (Business Newspaper) in 1907</p>	<p>1903 3<sup>rd</sup> Agency Hermes Edward Lammin-Koskinen, also est. Tuulispää (Whirlwind) comedy publication</p>	<p>1906 Women's right to vote 1907 4<sup>th</sup> Agency Amos Anderson est. Nordiska Annonssbyran (The Nordic Announcement Bureau) First Industrial Film by cotton textile company Finlayson graphical professional magazine Kirjapainotaito Graafillinen Aikakauslehti (The Book Printing Skill – Graphical Magazine) ilmoituslatvoja (announcement compositor)</p>
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1883 > 1889 > 1893 > 1895 > 1896 > 1900 > 1903 > 1905 > 1906 > 1908 > 1909 > 1910 > 1912 > 1913 > 1914 > 1915 > 1916 > 1917 > 1919

# P1: 1883–1919




## Courageous Convincing

1908 Newspapers form a Comradic Consortium (Suomen Sanomalehtijulkaisijat – Finnish newspaper publishers) Improve financial stability Internal bulletin - rebates	1910 Artist establish bureaus ex. Finska Konsträriliga Reklambyrå (Finnish Artistic Announcement Bureau) France, UK & Germany Viennese Dr. Viktor Mataja <i>Die Reklame</i> "Reklame-Marke" German lithographers& printers 251 mags, 129 newsp.	1913 Suomalainen Viikko (Finnish Week), 2 500 posters, 15 000 storesigns a reclamare parade with 50 cars, 2 million posterstamps Newspapers est. Sanomalehtien Ilmoitusjoimisto (Newspapers Announcement Bureau)	1915 Scandalous Reclamare Man. E. Lammin-Koskinen Ilmoitusasiamies (announcement Collectors) – private persons	1917 <i>Independence</i>  <i>Uusi Päivä (New Day)</i> was the first to employ an ilmoitushankkija (announcement procurer) "announcement begging" <i>Piirtämö (Drawing Companies)</i>
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1908	1909	1910	1912	1913	1914	1915	1916	1917	1919
Announcement Composition Contest Hermes magazine 	Announcement Composition Contest Hermes magazine 	1912 Pricelist Nordiska Annonbyrån (The Nordic Announcement Bureau) 	1914 First commercial motion picture in movies theatre in conjunction to a Pathé Journal, "Some fine spring hats at Augusta Blomberg's hat store" Blomberg was described having the skills of P. T. Barnum in reclamare.	1915 Scandalous Reclamare Man. E. Lammin-Koskinen Ilmoitusasiamies (announcement Collectors) – private persons	1916 Suomen Sanomalehdenkustantajain liitto (Finnish Newspaper Publishers' Association), 60 newsp. (reps 36 men) "The announcement industry parasites must be exterminated" Ilmoituskeinoittelijat (announcement speculators) "humbug" publications like calendars, timetables, maps, and other "trash"	1919 Freedom of Press Enforced Newspaper Association active Uusi Suomi had written about "Humbug atop" "Large announcements and American-type reclamation has had the consequence that many companies have done business with Transcontinental Incorporated"			

Kiss-Kiss, candywrap 1879, Helsinki City Museum, Inv. ID: XXXVII-105-1, Frenckellin Kirjapaino Oy.  
Horse-drawn streetcar on Pohjoisesplanadi, Helsinki City Museum, Inv. Id: N57643, Nyblin Daniel.  
Tammerfors Afionblad 22.08.1893, 3. Tampere is a large city in the Southern Finland.  
First Industrial film: [https://elonet.fi/Record/kavi\\_elonet\\_elokuva\\_1191040](https://elonet.fi/Record/kavi_elonet_elokuva_1191040)



OSASTUMINNOT	PRACTICE	PRAXIS	PRACTITIONERS
<p><b>M A C R O</b></p> 	<p><b>RQ4: Extra-organizational level praxis</b></p> <p>Suomalainen Viikko (Finnish Week) Announcement composition contest Hermes Magazine</p>	<p>Price lists, easier collection of payments from businesses. Savings on postage. Secretive handling of announcement responses.</p>	<p><b>RQ5: Extra-organizational level persons or organizations</b></p> <p>Suomen Sanomalehden-kustantajain liitto (Finnish Newspaper Publishers' Association) Improvement of industry practices, honest reclamare business Securing newspapers own business</p>
<p><b>M E S O</b></p> 	<p><b>RQ3: Economic of financial marketing</b></p> <p>Revenue mainly from media intermediation, however the infancy of business required additional income generation, for example Källgren sold poster space on railroads and ointment. Lammin-Koskinen boosted his printing house and publications. Artists producing commercial art work</p>	<p><b>PRAXIS</b></p> <p>Personal marketing Industry strategizing</p>	<p><b>RQ3: Intermediation</b></p> <p>Founders of agencies: A. Källgren, A. Andersson, E. Lammin-Koskinen Office mgr: A. Grönberg Artists Business: A. Blomberg, Kuntsi (Vaasan Höyryleipomo)</p>
<p><b>M I C R O</b></p> 	<p>Writing reclamare text, producing decorative elements to the announcements. Artists: drawings for posters, trademarks, and signs out side stores. Ilmoituslatoja (announcement composer) had a great impact on how the correct the announcement text was and how smudgy the visuals became when printed.</p>	<p><b>PRACTICE</b></p>	

RQ1: Marketing Industry level

1

2

3

4

5

6

7

1883-1919

1920-1938

1939-1944

1945-1970

1971-1990

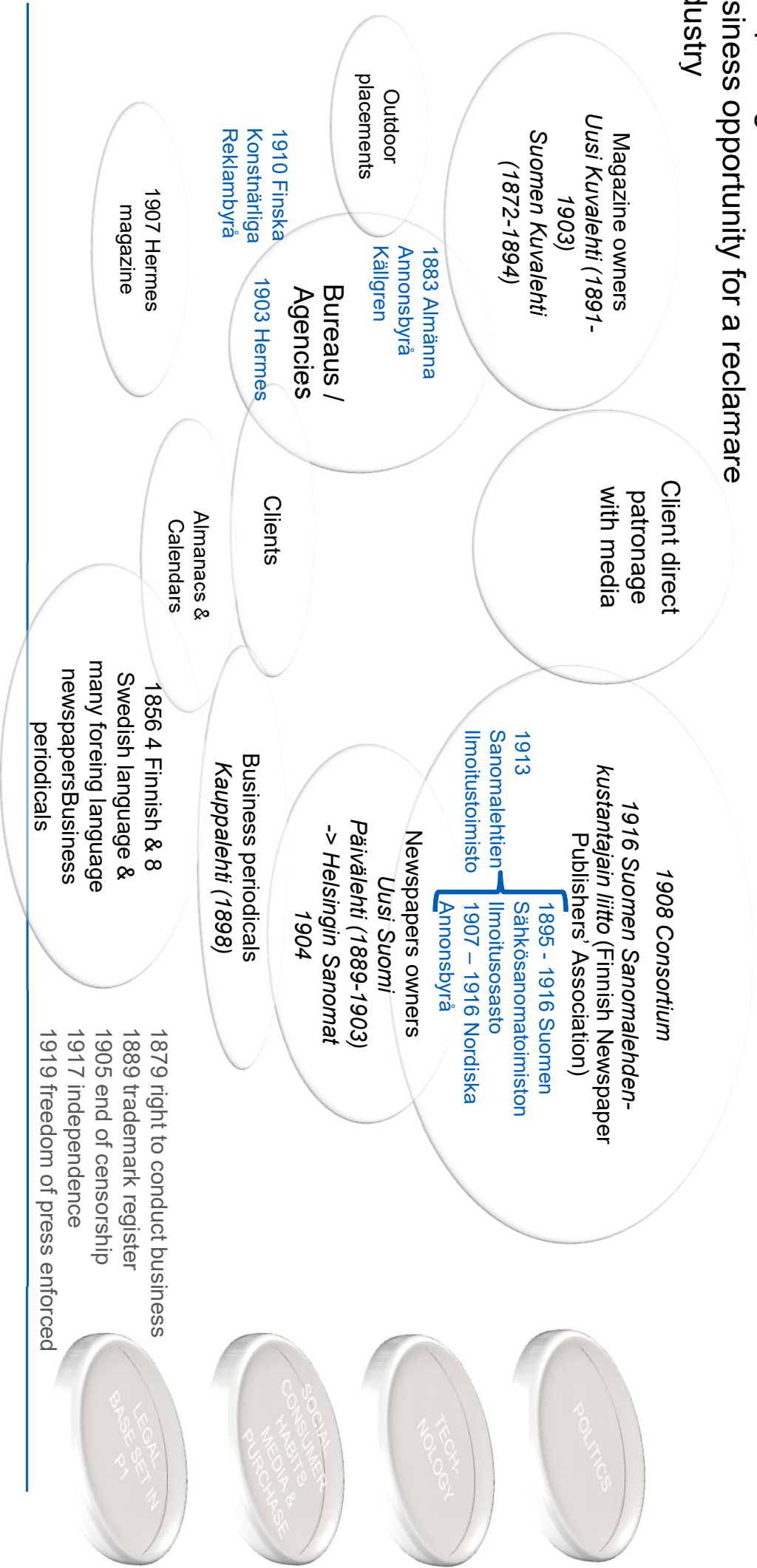
1991-2006

2007-2020



# P2: 1920–1938 Glory and Reasoning Practitioners practicing reclamare / advertising

multiple organizations created the business opportunity for a reclamare industry



## P2: 1920 – 1938 Glory and Reasoning Setting the scene – zeitgeist

- 50% of the world recognized Finland's independence
- Communism vs. Western societal approaches
- First President K. J. Ståhlberg 1919 – 1925
- radical movements like the Lapuan Liike (Lapua Movement), with anti-communist and right-wing
- *Tulenkantajat* (Fire Bearers), was a literary group that wanted to bring European flare, art, and literature to Finland
- In 1921, children's
- education began as *kansakoulu* (elementary school), and school became
- Compulsory
- dependent on agriculture – tractors
- working day was set to a maximum of eight hours, and
- compulsory vacations were written into law
- prohibition law 1919-1932
- national monopoly *Oy Alkoholiilike Ab* (Alcoholic Beverage Store)
- early 1920s, 800 motorcycles, 800 cars, almost 30 000 private vehicles at the end of this era
- Finland's own flight carrier, Aero, started flights in 1923
- population of Finland had just surpassed three million, with 75% living in Helsinki

- Roaring twenties, with gramophones and radios becoming available
- Athletic stars, with Paavo Nurmi winning 9 Olympic medals from the three Olympic games in the 1920s
- Ester Toivonen crowned the most beautiful woman in Europe 1934
- 1 134 places selling, 424 bookstores
- 120–130 newspaper titles
- Approx 300 magazines
- increasing amounts of shop windows
- Posters, flyers, announcements in various printed materials such as almanacs, timetables, pricelists, poster-stamps, and reclamare postcards.





# 1924 Fighting against the *kansainväliset trustit* (foreign trusts)

*Kotimaisen työn liitto* (Domestic Work) announced that: "We just need patriotism from our merchants and consumers, in addition to strong reclamare from our domestic soap factories



"Foreign trust"  
Lever's Sunlight 1924



14.12. KOTIMAINEN TYÖ - KOTIMÄÄLÄINEN TUOTE

**Havin Maija SAIPPUAPUIVERI**

on aivan uuden valokuvien. Yksi keskeinen ominaisuus on valokuvien. Toinen on, että se ei värjätä ihoa, eikä se ole vaarallinen. Se ei sisällä mitään haitallista aineita, jotka voisivat vahingoittaa ihoa.

*Käyttäkää kotimaisia tavaroita!*

28. KOTIMAINEN TYÖ - KOTIMÄÄLÄINEN TUOTE

**Ulkomaan trustitko Suomessa voittoa?**

**"FAVORI"**

*Yhden ainoa ja ainoa suomalainen, jota suomalaiset käyttävät.*

**ASTRÖMIN TEHTAAT**

14.11. KOTIMAINEN TYÖ - KOTIMÄÄLÄINEN TUOTE

**MERIKOSKEN SAIPPUATEHDAS**

**MERIKOSKEN PIKITEHDAS**

**OY MERIKOSKI AB.**

14.12. KOTIMAINEN TYÖ - KOTIMÄÄLÄINEN TUOTE

**TEKA-MÄRKKI**

**TEKA-MÄRKKI**

**100 onnellista**

"Foreign trust to win Finland?  
AS LONG AS FINNS HAVE THE REAL  
FINNISH SISU, FOREIGN MILLIONS WILL  
NOT DEFEAT FINNISH MANUFACTURING."

Helsingin  
Sanomat  
21.02.1926

**Oikeusministeriön**

**Oikeusministeriön**

**Oikeusministeriön**



1922: Suomen Kuvalehti (Finnish Picture Magazine) aimed to accelerate the use of photographs by organizing a contest on photograph-based reclamare



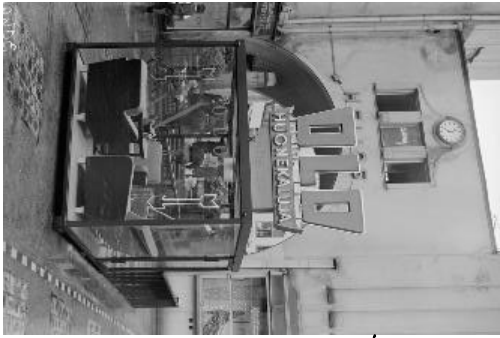
Kotiliesi 01.12.1922, a professional magazine serving the homemakers with a prestigious editorial staff.



Helsingin Sanomat 19.02.1937

1929  
1931

1938 Advertising sales income account for 50-66% of selected newspapers' income. Their association demands 3rd party circulation audits. 1938 Finnishness – 1 500 book titles, only 17% foreign, over 80% Finnish literature.



Suomen Kuvalehti 28.01.1922, 2. Kilpailu

Kotiliesi 01.12.1922. The staff consisted of, amongst others, well-educated women being Master of Sciences, women directors, and a congresswoman. The editorial staff and contributing writers were almost all women, except for at least two male doctors and professors.

Ford advertising Helsingin Sanomain Viikkoliite 21.04.1929, 8.  
 Hotelli Tori maanos Kauppatorilla, 1931, Finnish Heritage Agency Inv. ID: HK19670603:2936, Pietinen  
 Huonekaluliike Olon sisäankäynti ulkomainoksineen, 1931, Finnish Heritage Agency Inv. ID: HK19670603:30601, Pietinen  
 Helsingin Sanomat 19.02.1937.



1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938

1920: Monopoly  
**Sanomalehtien Ilmoitustoimisto (Newspapers Announcement Bureau)** "The only announcement bureau whose trustworthiness is guaranteed by the country's press."

1924: 6/1924 **USR – Uuden Suomen Reklamaatioimisto by Uusi Suomi**, W. K. Latvala  
 A. Tunka (Leipzig, Copenhagen) 12/1924: P. T. Thorwall est. **Liiketaloudellinen Neuvontatoimisto (Business Adviseement Bureau)**. Paasivaara & Prof. Komppa

December 1927, **Reklaamimiesten Kerho** (Reclamare men's Club)  
 H. J. Viherjuri, A. Raula, P. T. Thorwall, G. F. Helsingius, W. Mandelin, W. K. Latvala & others. Jan 12<sup>th</sup>, 1928 Hotel Kämp establishing meeting. "The objective of the club is to make reclamare well known as an important economic and civilizing facilitator."

1935: SEK  
**Suhonen Jorma, Erkelenz Holger**, and **Knuus Aarno** – joined by Henry Czarneci (Tornia), Göran Engblom, & Paul Söderström, who had founded Kuvamainos Oy (posters, window dressing & fairs)

Reclamare as the facilitator  
 1928 Reclamare to advertising, 2.1.-29.4. 1928 Reklaamimessut  
 1928 T. Rautavaara **Mainonnan Käsikirja** (Advertising handbook)  
 1929 **Kauppalehti** declares "reclamare budgets are not costs but investments, as long as they are used with skill and deliberately" businesses should use reclamare during the depression, price tags to products  
 1930, **mainoshyökkäys** (advertising attacks), product benefits, packaged to immediate recognition, quality & pricing superior to competitors, coherent  
 1930 T ulenkantajat (Fire Bearers) **mainostaide** (advertising art), "art, economic life, and social reform all are in desperate need of advertising to progress.  
 1930 co-operation with the Nordics, Swedish Advertising Association, Stockholm.  
 10/1931, **Nordiska Reklamförbundet -NRF** (Nordic Advertising Association)  
 1935 Finland hosts 3<sup>rd</sup> Nordic Advertising Convention "Advertising in Power"  
 1937 ICC Code of Advertising Practice Approved as Rules.

1923: **Suomen Tuontiteollisuuden keskusliitto** (Finnish Import Industrial Association - raw materials from abroad to refine for domestic consumption purposes, tobacco, cotton, wool, leather, shoe, metal, margarine, glass, chemical & mill) est.  
**Teollisuuden ilmoituskeskus – Industriens Annonssentral** (Finnish Industry Announcement Centre). The objective for the association was to monitor, support, and advance their members' industries' mutual interests & "compete against the ruthless international competition."  
 secured exclusive rights to sell radio advertising to an amateur radio station in 1924.

1925: Erwin, Wasey & Co. est. W. K. Latvala Henry Ford as the "father"

1926: **Valotorni (Light Tower)** (outdoor light reclamare)

Constant communication from **Suomen Sanoma-lehdenkustantajain liitto** (Finnish Newspaper Publishers' Association) to secure income for newspaper advertising by downplaying other than own Bureau, decrease disproportionate discounts to businessmen, subscribers (private agents), securing payments. Negotiations with bureaus on 15-35% commissions. In 1931, collateral in bank of 500 000 marks (ca. 200 teuros in 2019).

Hiljari Johannes Viherjuri, the announcement manager of the publisher Otava since 1918.245 As a talented writer, he wrote both serious and humorous articles, causeries, puzzles and quizzes to magazines and comic books. He used the alias, Veli Giovanni (Brother Giovanni).

## P2: 1920–1938 Glory and Reasoning

1923, estimating the bureaus' total revenue to be 3 million marks, and in 1938 this would have grown to 51 million marks.

1. Sanomalehtien Ilmoitustoimisto, established 1913
2. Teollisuuden Ilmoituskeskus, established 1924, in 1927 name changed to Suomen Ilmoituskeskus ILMO
3. Uuden Suomen Reklamaatioimisto (USR), established 1924, in 1936 name changed to Reklamaatioimisto Oy
4. Liiketaloudellinen Neuvontatoimisto, established 1924-1929, re-established 1932 name changed to Liike-Apu, in 1935 name changed to Liikemainonta
5. Oy Erwin, Wasey & Co. Ltd., established 1925, in 1933 name changed to Erva-Latvala Oy
6. Valotorni, established 1926
7. SEK, established 1935
8. Ilmoittajain reklamaatioimisto Oy established 1934

*Sanomalehtien Ilmoitustoimisto*, 25 years of business in 1938.

They had been able during their existence to intermediate 320 000 announcements which were, according to *Kauppa-lehti*, valued 90 million marks (33,7 meuros in 2019).

For a announcement to be published in the newspapers, the agency had to write and send physical insertion orders to the newspapers In 25 years 1 250 000 insertion orders, over four thousand each month (over 100 each day)

## Practitioners practicing reclamare / advertising

- *sielutiede* (soul science), Harry L. Hollingworth (Strengell, 1924)
- to excel in planning and producing advertising, one must have knowledge of psychology and economics (*Teollisuuden Ilmoituskeskus*, Industry Announcement Centre, 1925)
- American style versus local Finnish style advertising as a topic of discussion. American style was sensual and artistic. However, a distinct Finnish style was considered as essential and to be preferred, especially in the fight for domestic products and manufacturing.
- Rautavaara (1936): “honest appropriateness” in advertising. Hence, ensuring that the public knows that when advertising was done professionally it would not be egoistic bragging about the product, merchant, or service. Instead, it should be understood to have been developed in high quality and to serve consumers with relevant information about products they need
- Ulfves (USR) (1936): “...American conspicuous advertising aiming at awakening attention, often at the expense of pertinence, does not affect our people [...] our admen have had to create here in Finland an advertising style to which the Finnish national psyche reacts.”





1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938

1924 Strengeill publ. 1st book on reclamare, with Harry L. Hollingsworth and AIDA

1928 T. Rautavaara *Mainonnan Käsikirja* (Advertising handbook)



1932: A. Raula *Mainonnan Perusteet* (Elements of Advertising) "New industries have created new advertising habits, which are based on the thought that a demand for a product must first be made in order to have it produced and sold. Creating new demand in people, their living habits, or desires is a necessity for putting products to the market." ground-breaking book

1925: *Teollisuuden Ilmoituskeskus – Industriens Annonscentral* (Finnish Industry Announcement Centre). Ilmoittajan käsikirja



1934 Erva-Latvala publ. *Mainostaja* (Advertiser).

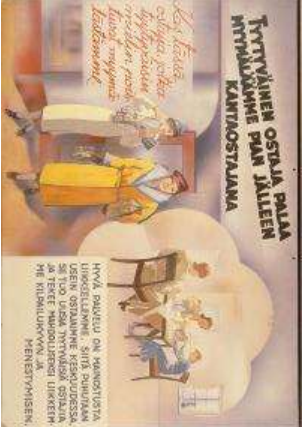
1935 president P. E. Svinhufvud: "The heroes of Kalevala had a strong faith in the power of the word. Advertising, it seems to me, is the deliberate use of this power for a definite purpose. I wish success for the work that aims at developing this power, making it serve, ever more efficiently, all good and useful ends."



1933 decision to incorporate advertising into the curriculum of *Kauppakorkeakoulu* (The School of Economics) H. J. Vihejuuri was invited as the first lecturer.

1934 Regular Advertising Lessons Begins at The School of Economics.

1931 Sales and Advertising School Opens  
 1931 Näyteikkuna – periodical  
 1931 *opetustaulu* (teaching poster) for "a satisfied customer will return as a kantaostaja (frequent customer)." And continues with "Good service is advertising to our store. It is much discussed amongst our customer, brings new satisfied customers, and enables our stores' competitiveness and success."  
 1937 *first mainostoittaja* (advertising administrator) education

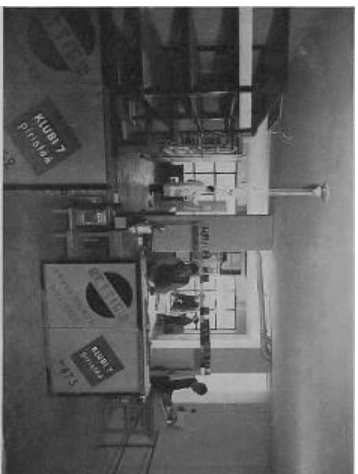


1935. Rector Waino Bonsdorf of *Kauppakorkeakoulu* (The School of Economics) advertising education needed to be the responsibility of higher education in order to do what he called *akklimatsointi* (acclimatization). This was also critical, in his view, as "skilfully executed and morally rounded advertising is really the force that constructs and moves the business economy forward"  
 1935, Advertising lessons given on permanent bases at *Svenska Handelshögskolan* (The Swedish School of Economics). M.Sc. Benedikt Wolontis, teacher of sales economy & advertising: "advertising is not l'art, our l'art, it is a mean, a strong such in the production devices' aim to sell goods."

market research: Erwin, Wasey & Co. Ltd. were early adopters, est. their own market research arm in 1928, market dept in 1930.  
 1937 acquired ABC-drawing school, and Linguaphone Institute. W. K. Latvala becomes an advocate of propaganda.  
 1938, Erva-Latvala published the 421-page book *Mainonta- Propaganda* (Advertising-Propaganda).

## P2: 1920–1938 Glory and Reasoning

## Practitioners practicing reclamare / advertising



### Key practitioners in bureaus:

W. K. Latvala, Paul T. Thorwall, Toivo Rautavaara, Jorma Suhonen,  
 Holger Erkelenz, Aarno Knuus, Aukusti Tuhka, Olavi Paavolainen,  
 Armas J. Pulla  
 Gustaf Strengell

*Reklaami suunnittelija* (advertising designer), *reklaami taitelija*  
 (advertising artist) or *graafikko* (graphical designer), *yhteysmies*  
 (contact man)

The titles were used also to upgrade the skill set of the admen with writing skills, they were called stylists or advertising editors at times.

Key practitioners on client side: reklaamipäällikkö (advertising managers). book publishers Otava's H. J. Viherjuuri alias Veli Giovanni (Brother Giovanni), and Yrjö Halme, G. F. Helsingius at department store Stockmann and Artturi Raula at Valtameri, A. W. Lehonkoski at Systema company.



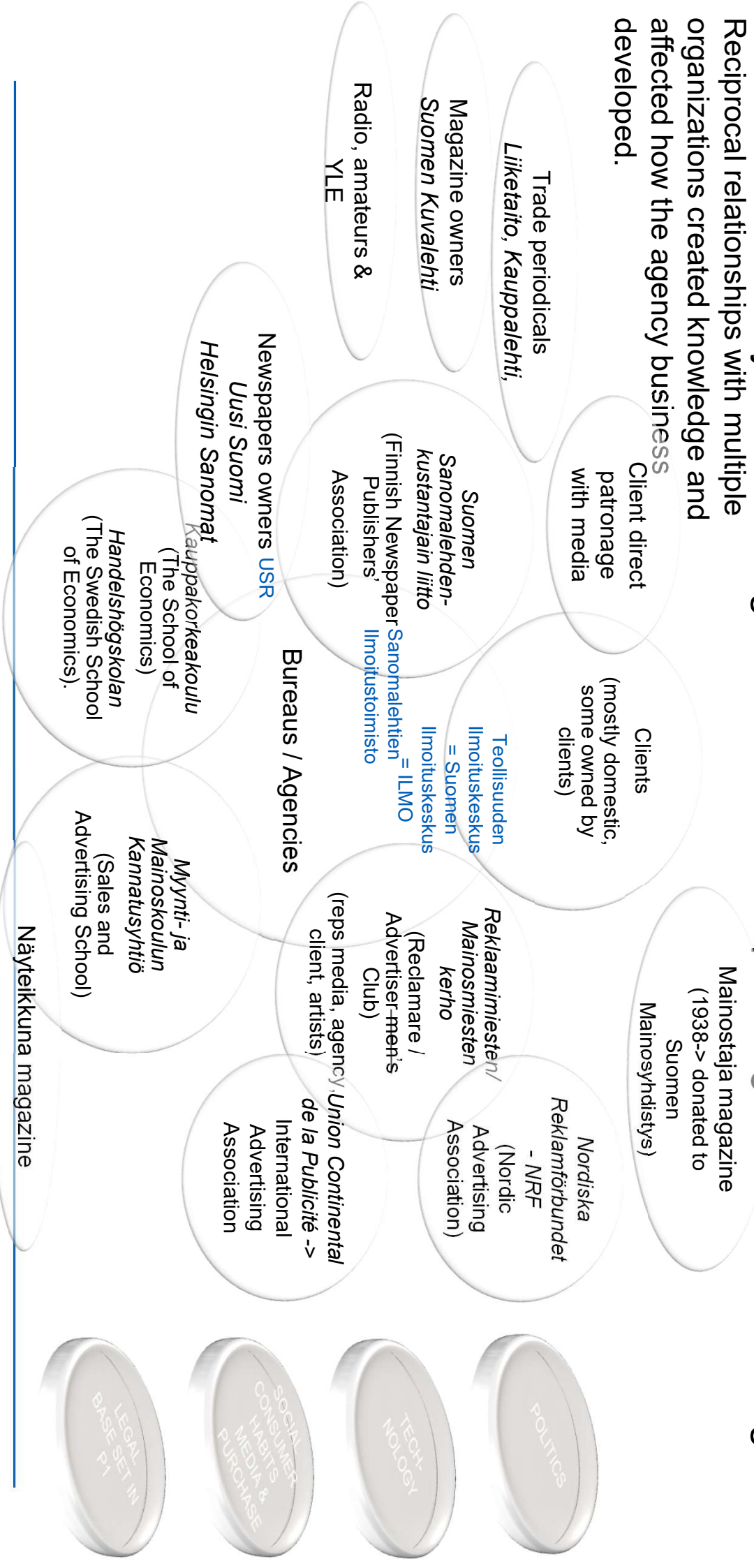




## P2: 1920–1938 Glory and Reasoning

Reciprocal relationships with multiple organizations created knowledge and affected how the agency business developed.

## Practitioners practicing reclamare / advertising

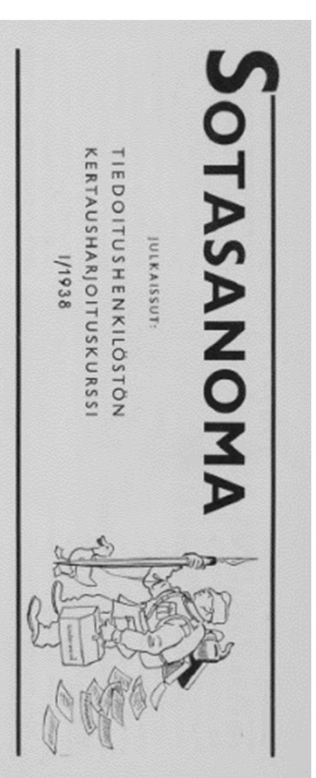
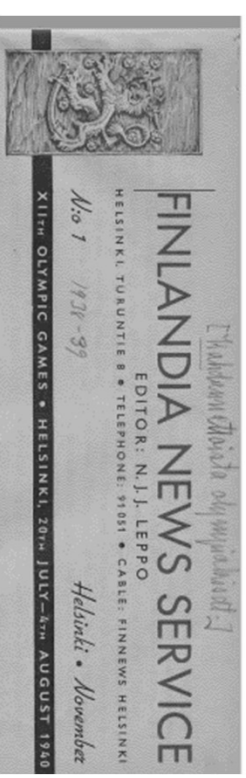


*Suomen Mainos- ja Myyntiyhdistys* (Finnish Advertising and Sales Association) had numerous name changes: Reklaamimiestenkerho 1928 -> Mainosmiesten kerho -> Suomen Mainosyhdistys (1936) -> Suomen Mainos- ja Myntiyhdistys (SMMY) in 1950 -> Suomen Markkinoitiliitto (1979) -> MARK Suomen Markkinoitiliitto (2003).



# The era end 1937-1938 – Anticipation & Uncertainties

- Finland's geopolitical position difficult
- World was in an insecure political position and Finland tried to remain an impartial and peaceful nation
- *Propagandaliitto* (Propaganda Association) est. in 1937
  - acted under the Foreign Services and Defense Department. All their activities were approved by the sotaväen päällikkö (Commander-in-Chief of the Defence Force), Ministry of Foreign Affairs, and the Ministry of Defence.
- By the end of 1938, *Propagandaliitto* est. *Finlandia Utistoinmisto* (Finlandia News Service)
  - relocation of the 1940 Summer Olympic Games to Helsinki instead of Tokyo mastermind promoting Finland to ensure successful propaganda
- Admen and journalists took part in a Finnish military information forces military refresher course in May-June 1938
- On the “third battlefield” - journalists, advertising men, teachers, printing experts, radiomen, artists, cartoonists, and writers
  - Finns could defeat enemies, even large ones, with the powerful weapon of propaganda.
- “A Finn is calm, proper, and considerate; too much roar and fanaticism pings back from the recipient to the shooter like a bullet from a granite rock.”



## P6: 1991–2006 Old Giants Fail and Newcomers Win Setting the scene – zeitgeist

- The financial crisis and recession were perhaps the worst in Finnish economic history. Finland's GDP turned negative, declining by 6.4 per cent in the last quarter of 1991.
  - The bank's liberal loan politics of the late 1980s did not turn out well for companies or consumers. Interest rates rose, property prices fell, and some of the largest banks collapsed. Depression led to restructuring, downsizing, and focusing on core competencies in many companies.
  - a steep downward slope for society, the economy and the marketing industry in Finland.
  - export industry strengthened from 1991 onward, rising from 20% of gross production to 40% in 2000.
    - important driver of this was Nokia, with their mobile phone operations from the mid-1990s onwards.
  - 1994 Unemployment amongst youngsters under 25 years 32.5%
  - 1991 was harsh on the agencies, as was year 1999
  - World wide web emergence in mid 1990s, dot com-crash in 2000-2001.
- 
- In the beginning of this period, it began to be increasingly difficult to have strictly defined agency categories based on distinct criteria, for example, it is not obvious how the largest agency could be identified. Some of the agencies were structured as groups that were not stable for long periods.
  - Group and agency ownership were not clear cut in 1991 either. Some were 100 per cent owned by one person or company, but many had minority shares sold to international chains.
    - For example, Aarne Salomaa Oy owned 77.2 per cent of AS-Grey shares, and Grey Advertising only 22.5 per cent. As the holding company, AS-Grey owned SEK & Grey and MY & Grey.
    - Another more complex example was AKT/BBD Business Communication Oy. The original founders of Asanti, Kontinen and Torkler, held a 35 per cent share; personnel held 7.5 per cent; the international chain BBDO Worldwide New York held 40 per cent; and, finally, the investment company Bookkeeper Investment held 17.5 per cent
  - Example of name changes: Finnad in 1957, d in 1969 to Finnad-Gumaelius, then back to Finnad in 1978, and finally to BSB Finnad in 1988 (acquired by Saatchi & Saatchi in 1983), BSB Finnad became Bates Saatchi&Saatchi Advertising Finland Oy in 1994.

X.

1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006

Pg: 1991-2006 Old Giants Fail and Newcomers Win

Digitalization

From the

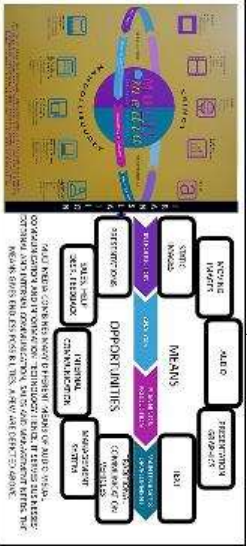
Finnish

Agency

perspective



Alex Nieminen: The works 1995



1993 est Vihuriuuren VerkkoViestintä (Vihuriuuri's Online Communications) leaflet's page on multimedia

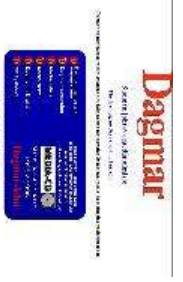
1995 GREY INTERACTIVE est.



www.fi 1996



iNet Keskuskatu 1996 Netbooking est.



Dagmar main webpage in 1996 with Media-CD



Sonera Plaza Media Card 2001 1,5 mil. Visitors/month



Dagmar Media-avain 2000

2000 Markkinointi Vihuriuuri est. Axel Group

MTL delivers info on web 1997 / 5 of 42 agencies have web pages Interactive units in agencies est. (VPV Euro RSCG, McCann Helsinki)

1998 PHS INTERACTIVE est.

1997 Interaktiivinen Satama est. (Talentum 85% - pers. 15%)

1998 50% phone penetration & 20% internet penetration

KärkiMedia Spider digital transfer system launched



Internet users: spring 2001 to spring 2005, percentage of 15 to 74-year-olds by age group



Consumer daily media habits in 2005: 39.9 min. internet 94.1 min. print 135.3 min. radio (66.2 min commercial) 182.6 min. TV (98.5 min. commercial)

(1989) WWW Web 1.0 1997 new media "sexy industry" (Suomen Kuvalehti) (2000) Web 2.0 2000-2002 & dot.com crash eCommerce & mCommerce



# P7: 2007–2020 Technology Overwhelms Setting the scene – zeitgeist

- Era begins with a positive outlook on Finnish economy
- Global finance crisis in 2008 & 2009 affected Finland. It brought a deep recession, with the annual GDP declining by 6.4% in volume in 2009.
- Nokia announced massive savings programme in 2009, with redundancies in Finland. The spearhead product, N97, was a dismal failure mid-2009
- 2017:
  - 3 600 magazines
  - 200 newspapers
  - 20 commercial television channels, most free to air (no subscription fees),
  - 100 commercial radio stations
  - 30 different outdoor sales companies
  - 68 cinemas showed movies with a big screen for advertising
  - Numerous digital channels
  - All the new digital formats; Google, Facebook & LinkedIn
  - Vloggers, Bloggers



Internet penetration 94%  
Of the Finnish people used:



60%      26%      4%

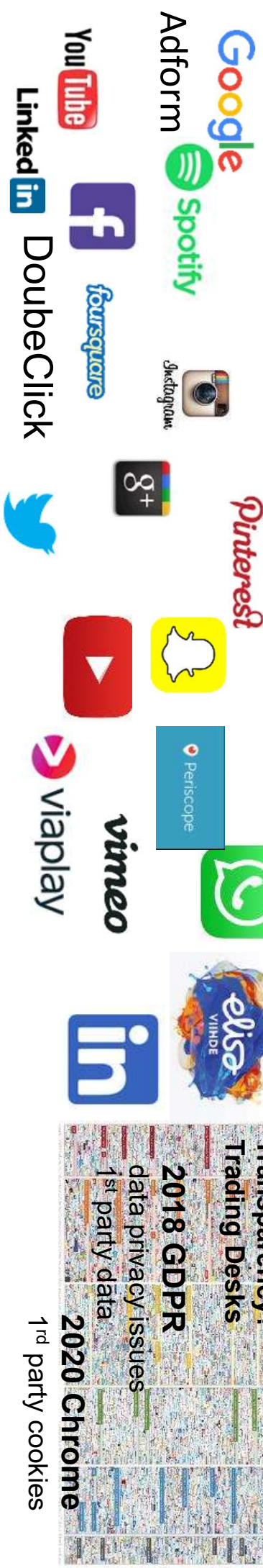
Still large variations in age groups

**Paid Media**  
**Own Media**  
**Earned Media**  
**Continuously Ubiquitous Marketing**



P7: 2007–2020

Technology Overwhelms



Transparency? Trading Desks

2018 GDPR data privacy issues

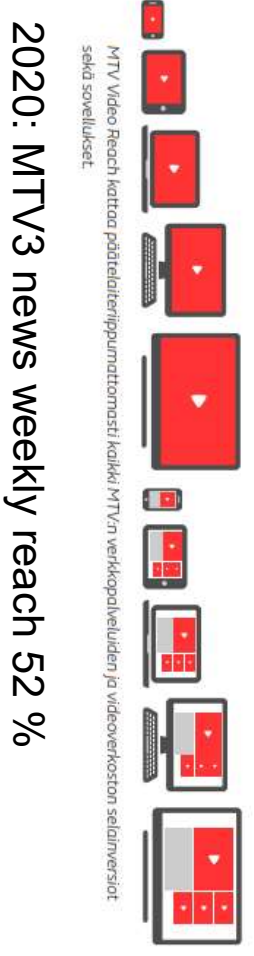
1<sup>st</sup> party data

2020 Chrome 1<sup>st</sup> party cookies



Television Viewing habits in 2018:  
 Linear TV supplemented with multiple apps: Yle Areena, MTV, CMore, Ruutu, Ruutu+, and dPlay.  
 Finland is amongst the first countries that measures total television viewing regardless of which device is used to watch it. This, TotalTV is provided by Kantar and Finnpanel.  
**2018,**  
**2 hours and 45 minutes.**  
 +  
 35 minutes the TV devices were used for other viewing.

- Most trusted brands:
1. Yle News (84%)
  2. Local newspapers (81%)
  3. Helsingin Sanomat (79%)



**2020: MTV3 news weekly reach 52 %**

**YLE news 67% weekly reach**

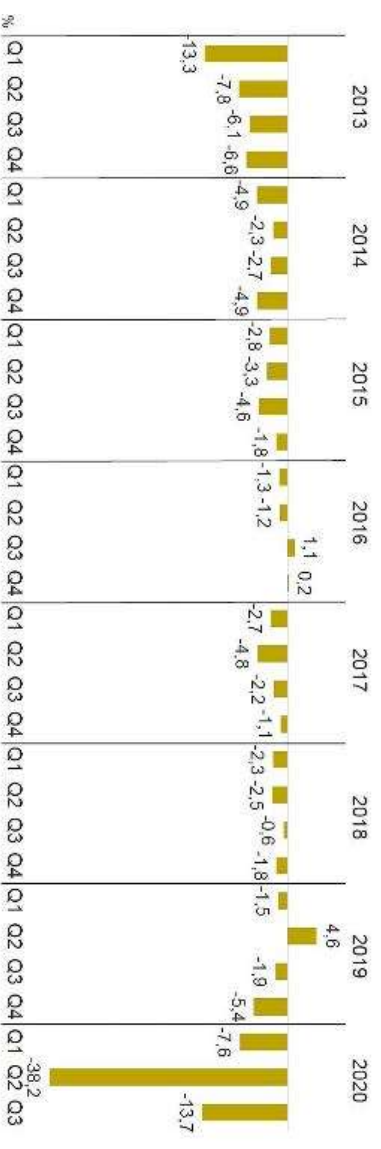


**A** Aalto University

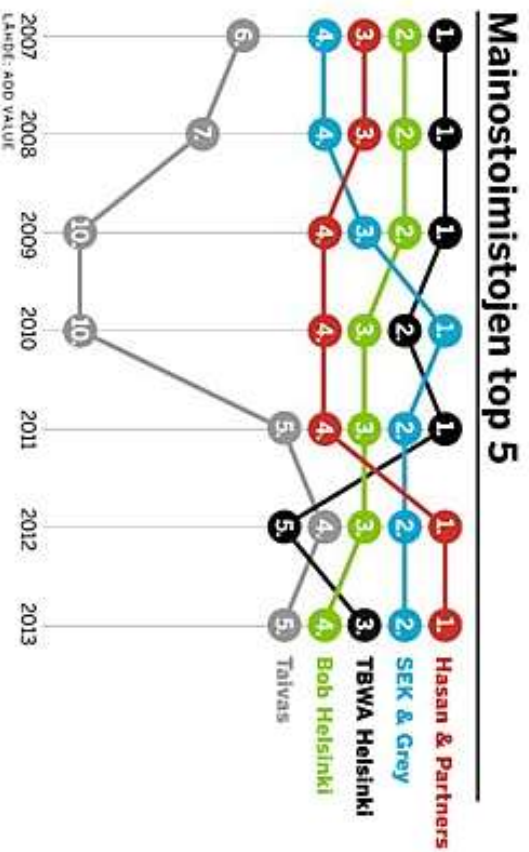
Sanoma Mediahinnasto 2020 <https://media.sanoma.fi/sites/default/files/2020-01/Sanoma%20mediahinnasto%202020.pdf>  
 MTV3 Mediatiedot 2020. <https://www.mtvuutiset.fi/blob/7685302/f733913c6e8ebdb9f5dad82deb417f3a/mediatiedot-2020-data.pdf>  
<https://datareportal.com/reports/digital-2020-finland>  
<https://www.iab.fi/media/pdf-tiedostot/standardit-ja-oppaat/iab-markkinointiteknologian-opas-2018-10-v3.pdf>

P7: 2007–2020 Technology Overwhelms

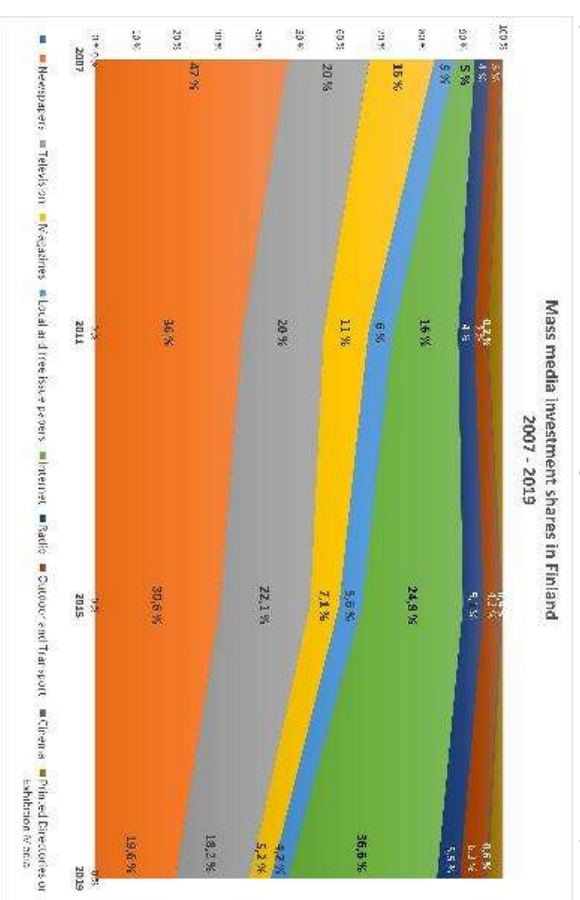
Half of this period's annual media investments where negative compared to the previous  
 (2009, 2012, 2013, 2014, 2015, 2017, 2020)  
 – 2009 deepest downfall, -15.8%



Quarterly investment in media advertising from 2013 to Q2 in 2020 (Kantar TNS.)



Advertising agencies image 2007-2013, Add Value.



Mass media investment shares in Finland 2007–2019

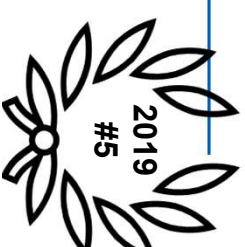
# Advertising Agencies some loss

## Taivas (Heaven)

- Global financial crisis and further struggles for employee cooperation layoffs and disreconstructing hiring more
- Bob Helsinki 7th largest 10th largest
- 2007 Taivas Innovation's Sulake Corporation Oy bought Dynamoid Oy, the company ran the "Finnish Success Story" IRC-Gallery with 850 000 visitors per week, 415 000 registered users, and 2.2 billion page-impressions per month in 2007. Hence, it was said to be largest website in the Nordics. IRC-Gallery already had a foothold in Germany, Lithuania, Russia, and Estonia,
- 2008, the Taivas Group was in the headlines for their financial strains. Many new ventures had failed; the animation business had ceased. The net portal for Igglo, the digital real estate service, was partially sold to Sanoma in 2008. Igglo had made a loss of 15 million euros over the past three years. 1548 The Taivas Group had only one business media agency Happi Mindshare was making a profit
- They had planned to list the Sulake Corporation. Digital magazine *Silicon Alley Insider* had valued the Sulake Corporation to be worth 800 million euros. The Habbo Hotel and IRC Gallery, Corporation's main businesses, had a turnover of 43 million euros and made a total loss of 4.6 million euros.
- 2008 Taivas Group agencies would now be under one roof and one brand. The driving force was the feedback received from key customers. Taivas had too many unstructured projects. Let go of 20 per cent of their 70 employees.
- 2008 Key person Jussi Nurmi est. new agency with Alex Nieminen N2
- 2012 **Taivas Group changed its name to Fifty Fifty Nelja and filed for bankruptcy.** Fifty Fifty Nelja had only operations abroad, operations in Finland had been separated from this group. Thus, Taivas Maan Paalla Oy, and its subsidiaries, Suunnittelutoimisto Taivas, research agency Kuulas Millward Brown, and production company 7th Heaven Production, would continue their business with approximately 90 employees.
- Tom Grey est. 1962 as, Peter Thompson, Markki JWT
- page in seeking are just
- the agency and
- And SEK
- the Finnish full commitment to developing its
- WPP's strategy of
- olm (they had already
- agency network, Mirum. Helsinki



<https://www.markkinointiutiset.fi/artikkelit/taivasin-sai-uuden-toimitusjohtajan>





2019	2018	Category	TOP 10 - 2019 Name	Sales margin thousand euros	Employees	Operating results / person thousand euros
1	1	Comms, PR, content marketing	Mittton	19 975	205	19
2	2	Media agency	Dagmar	16 426	182	15
3	3	Technology	Mobilimarkkinointi Routa	15 198	149	7
4	4	Advertising agency	Avidly Agency	13 700	190	-
5	5	Technology	Mirum Agency	12 470	124	13
6	6	Technology	Valve Group	12 376	153	1
7	9	Advertising agency	TBWA/Helsinki	12 297	99	26
8	7	Advertising agency	hasan & partners	10 661	97	1
9	8	Media agency	Toinen PHD	9 907	88	21
10	11	Media agency	Group M Finland	8 853	89	3

Global holding companies, WPP, Publicis Groupe, Omnicom Group, Dentsu, Havas, and Interpublic have their presence in some form in Finland.

Rebirth of inhouse agencies? Veikkaus, SOK, and Kesko

What is the proper measure for top-10?



**Agencies without borders?**

Key practitioners:

Media agency practitioners, Tuula Kallio, md for Dagmar for many years, and now retired, has been a prominent figure in advancing the media agencies' strengthened cooperation with advertisers. She continued to build Dagmar a stronger agency with the motivation and capability to invest in new business areas

Advertising agency practitioners, Ami Hasan "The Godfather". Was outspoken and active, ready to step aside, but, as he stated, no willing ambassadors seemed to exist. His passion and commitment to advance the marketing industry kept marketing issues present in the media. RIP.

Communication agency practitioners, Mathias Järnström comes forth from the text as a humble, committed, ambitious, entrepreneurial force that thinks big and speaks of boosting the Finnish economy (not the merely the marketing industry).

Digital or technology agency practitioners, there was no person that stood out. The agency that shows the ambition to drive and extend marketing to business-to-business, governmental, and other arenas was valve group. In addition, the group has a drive to strengthen their business into international markets. The managing director for valve group since 2011, Jorma Maaninka, is rarely mentioned, although undoubtedly has been an important figure in the strategic decision the group has made.

The godmother of marketing was, for this era, Anne Korhikoski, who took the applicable events' arenas and was a convincing ambassador for strategic marketing.

## Theoretical Implications: Cross-Periodic

### A Concise Interpretation of the Evolution of the Finnish Marketing Industry 1883–2020 (RQ1)

RQ1: Marketing Industry Level						
1883-1919	1920-1938	1939-1944	1945-1970	1971-1990	1991-2006	2007-2020

Evolution of Finnish Marketing Industry 1883-2020 | History of Marketing Thought and Practice

RQ1: How has the Finnish marketing industry evolved from the foundation of the first advertising agency in 1883 to 2020? And how can this evolutionary process be periodized?

Five areas were the most impactful on how the industry developed and on the agencies' trajectories. These are:

- 1) the perception of marketing
- 2) the reciprocal relationship of all marketing practitioners
- 3) choice of customers
- 4) ownership issues (not presented here)
- 5) marketing practitioners (not presented here)

# Theoretical Implications: Cross-Periodic

## A Concise Interpretation of the Evolution of the Finnish Marketing Industry 1883–2020 (RQ1)



RQ1: Marketing Industry level

1. the perception of marketing
    - rules set in 1928 for the Reclamare Men's Club:
      - reclamare was the catalyst for building Finnish society through strengthening the economy.
      - "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." AMA, 2007–2017 definition.
    - Admen's boosted this perception with taking actions, writing articles, and giving lectures
    - Key marketing practitioners' seminars, congresses, and demands for scientific research all exhibited that marketing was to be taken seriously.
    - They met and collectively agreed on how to improve the marketing industry
      - agreed actions were communicated through the media.
      - they strategized and ensured that marketing was utilized as a strategic tool.
    - One of the eras where marketing had shown its power, was during WWII, and when re-building the economy after the war. Marketing had thus proven its immense powers to build the economy and benefit the society.
- 
- 1970s onward**
    - The perception of marketing appeared to become narrower.
    - The focus on marketing management and advertising techniques ensured the efficiency, effectiveness, and constant fine-tuning of marketing communication.
    - This study demonstrates, to an extent, that this fine-tuning continues.
    - Will the desire to build cross-channel holistic seamless customer experiences broaden the perception and the job of doing marketing to a more strategic level? Or the increased consciousness of social responsibility, does it broaden the aspirations for businesses to understand and incorporate marketing as a strategic tool to their daily business strategy agenda?



## Theoretical Implications: Cross-Periodic 2 ) Reciprocal relationship of all marketing practitioners

- The industry's strategic trajectories were the sum of many forces. From its infancy, strong coalitions were formed, and the associations, educational institutions, and clients all played a significant role. This industry's marketing practitioners' reciprocal relationship ensured that the entire industry grew and developed. Analysing this from the perspective of agencies showed that this industry level evolution also affected how the agencies developed their internal marketing practices.
- It displays the evolution of the complex marketing industry which most dramatic changes have been outcomes of the reciprocal relationship of three key actors; agencies, marketers and media. Which all have used their power in their respective work through their associations.
- Nonetheless, most significant to any specific agency's development, was the choice of clients.



## Theoretical Implications: Cross-Periodic

### A Concise Interpretation of the Evolution of the Finnish Marketing Industry 1883–2020 (RQ1)

#### 3) choice of customers

- The core competency of Finnish agencies was in their superior understanding and knowledge of the Finnish consumer, the Finnish media landscape, and the Finnish market industry and its ecosystem.
- Agencies served international marketers' business in Finland; the interest of global agency networks and holding companies was subject to their client's need to strengthen their business in Finland.
  - SEK supported Aero (Finnair) from 1935, and Nokia in the 1990s, in their market expansions.
- Agencies need to invest in technical capabilities. Investments are made to collect and store actionable data on consumers and media vehicles, as well as on tools and systems to utilize the data. In addition, investments are made in training personnel to use and transform this data into insight for marketing communication proposals for clients.
- Finnish consumers' and businesses' media consumption and purchase habits have shifted to also encompass global media platforms (Google, Facebook, and LinkedIn) and online shops. Thus, the marketers and agencies need to follow, and learn to use these global media platforms and tools. However, the language, tone-of-voice, visuals and activations still need to adhere to "Finnishness", with the exception of the agencies that handle their clients' global marketing

## Key Take Outs for Today

1. Be familiar with your company roots & evolution, in order to avoid re-inventing.
  1. What needs to change & remains the same?
2. Understand the reciprocal relationship the company has with the other key stakeholders
3. Understand the impact the choosing your customers and their impact on your own product and service offering
4. Global versus Domestic. Choice of international relationships, are you or the international agency in charge of your business?
5. People – personnel, ask, listen, act, implement, learn, institutionalize?

# Tips for history research in Finland

<https://www.finna.fi/> Finna.fi is a search service that collects material from hundreds of Finnish organisations under one roof. Using versatile search functions, you can easily access millions of items, free of charge.

<https://elavamusti.fi/> The National Audiovisual Institute (KAVI) is subordinate to the Ministry of Education and Culture. The National Audiovisual Institute (KAVI) is a cultural memory organization and supervisory agency whose task is to preserve the audiovisual cultural products of Finland and to promote audiovisual cultural heritage and media education.

<https://digi.kansalliskirjasto.fi/etusivu> The National Library of Finland is the oldest and largest scholarly library in Finland. It is responsible for the collection, description, preservation and accessibility of Finland's printed national heritage and the unique collections under its care.

<https://www.elka.fi/index.php/en/research/database> The Central Archives for Finnish Business Records (Elka) is the only institution in our country that specialises in the preservation of the documentary history of companies and business life.

<https://www.elka.fi/designarkisto/index.php/fi/aineistot/tietokannat> Design Archives began its operations in 2010 and its aim is to document and promote research on Finnish user-centric design. It is operating in conjunction with the Central Archives for Finnish Business Records. Design Archives receives documents from designers, design agencies and companies. The material includes contract and project documents, negotiation memoranda, brochures, drawings, pictures, models, prototypes and finished products, for instance. Design Archives offers also information services for users of design documents.

<https://svenska.yle.fi/>

<https://areena.yle.fi/tv/ohjelmahistoria> - for example on the Winter War <https://areena.yle.fi/1-668466>

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# Tips for history research Global

[https://www.loc.gov/collections/Library of Congress \(USA\) digital collection](https://www.loc.gov/collections/Library of Congress (USA) digital collection). The Library of Congress is the largest library in the world, with millions of books, recordings, photographs, newspapers, maps and manuscripts in its collections. The Library is the main research arm of the U.S. Congress and the home of the U.S. Copyright Office.

<https://www.wdl.org/en/> Launched in 2009, the **World Digital Library (WDL)** was a project of the U.S. Library of Congress, with the support of UNESCO, and contributions from libraries, archives, museums, educational institutions, and international organizations around the world. The materials collected by the WDL make it possible to discover, study, and enjoy cultural treasures and significant historical documents including books, manuscripts, maps, newspapers, journals, prints and photographs, sound recordings, and films.

<https://historiana.eu/> **Historiana** offers free historical content, ready to use learning activities, and innovative digital tools made by and for history educators across Europe.

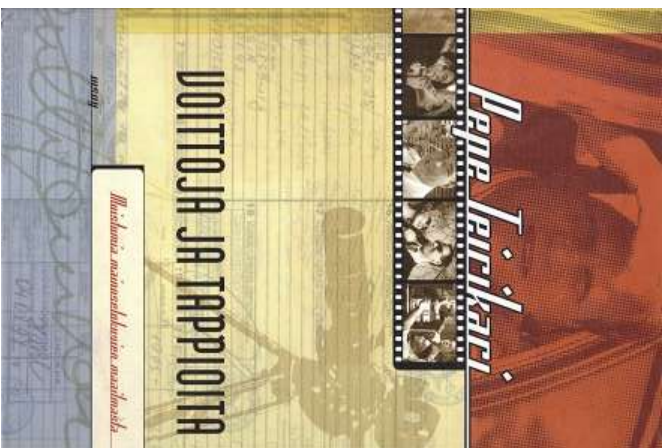
The [Europeana website \(Europeana.eu\)](http://Europeana.eu) is Europe's digital library, museum, gallery and archive, providing online access to a vast store of cultural heritage material and collections from across Europe.

<https://archive.org/> **Internet Archive** is a non-profit library of millions of free books, movies, software, music, websites, and more. Search the history of over 614 billion web pages on the Internet incl. waybackmachine.

**Be Critical    Remember legal issues, copyrights**



# Marketing Industry from the Film Production Companies perspective



Mainoksia - pitkä versio

## Finnish Advertising Spots, long version



2. ELOHOPEA-FILMI SHOWREEL, 1980-lu...



3. POHJANTÄHTI-ELOKUVA SHOWREEL...



4. POHJANTÄHTI-ELOKUVA SHOWREEL...



5. FILM IHTA SHOWREEL - 2021

## Finnish Advertising Showreels 1970s – 2000s