

# Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



## Diploma Thesis

ZHODNOCENÍ MARKETINGOVÉ KOMUNIKACE PROJEKTU SOUTEZ.CZ

SOUTEZ.CZ — EVALUATION OF MARKETING COMMUNICATION

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## **Declaration**

I declare that I have worked on my diploma thesis titled “Soutez.cz – Evaluation of Marketing Communication” by myself and used only the sources mentioned at the end of the thesis.

In Prague on 7 April 2010

.....

David Fišer

## **Acknowledgement**

I would like to thank Ing. Václav Švec, Ph.D., for his advice and support during my work on this thesis.

**Zhodnocení marketingové komunikace  
projektu Soutez.cz**

**Soutez.cz – Evaluation of Marketing  
Communication**

## **Souhrn**

Tato diplomová práce se zabývá tématem marketingové komunikace s důrazem na internetové prostředí. Základním kamenem práce jsou změny v celkovém chápání marketingu, kde internet hrál jednu z hlavních rolí. Tuto změnu můžeme jednoduše popsat jako posun od získávání k věnování pozornosti nebo od křiku k naslouchání. Hypotéza této práce tedy zní: webová prezentace může být úspěšná, jen pokud její autoři pečlivě naslouchají návštěvníkům a uživatelům, komunikují s nimi a poskytují zajímavý, kvalitní, dobře organizovaný obsah a kvalitní služby. V teoretické části práce jsou popsány a vysvětleny výhody nového marketingu a trendy v oblasti online marketingu. Vše je založeno na detailním studiu a citacích z aktuálních a uznávaných knih z oboru. Následuje analýza internetového soutěžního portálu Soutez.cz: detailní popis vývoje portálu a změn v celkové strategii a marketingové komunikaci. V této části jsou mimo jiné použity PEST analýza, analýza konkurence a SWOT analýza. V závěrečné části jsou navržena vylepšení vyplývající z průzkumů mezi uživateli a klienty portálu, analýze současné situace na trhu a také na poznatcích z teoretického úvodu práce. Cílem je získat pro Soutez.cz nové uživatele a klienty, zvýšit celkovou spokojenost se službami portálu a tím i finanční zisk projektu.

## **Klíčová slova**

internet, web, online marketing, marketingová komunikace, reklama, mediální mix, sociální web, soutěž, průzkum, anketa, případová studie

## **Summary**

This diploma thesis deals with the topic of marketing communications with special emphasis on the internet environment. It is mainly concerned with recent changes in the overall understanding of marketing in which the internet played an important role. The changes can shortly be described as a shift from getting attention to giving attention, or from shouting to listening. Therefore, main hypothesis of the paper is as follows: Today, a website can only be successful when its authors carefully listen to visitors, interact with them and provide compelling, well-organized content and excellent services. First, the advantages of new marketing and latest online marketing trends are explained and analyzed, based on up-to-date and respected books on the topic. Second, an analysis of the internet competition portal Soutez.cz is carried out. Its development and changes in marketing communications are described in detail. Moreover, PEST, competition and SWOT analyses are used. Third, suggestions for further improvements are introduced, thus making connection between the theoretical and practical part of this thesis. The aim is to employ latest trends and customer feedback in the new version of portal Soutez.cz in order to gain new users and clients, boost satisfaction and loyalty and, last but not least, to increase financial profit of the project.

## **Keywords**

Internet, web, online marketing, marketing communications, advertising, media mix, social web, competition, survey, poll, case study

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“The future of marketing is a two-way street, not a one-way message.”

*Larry Weber*

## 1. INTRODUCTION

Although marketing on the internet is still quite new, it has already become an attractive tool for marketers because of its special features and qualities. They now have an exceptional opportunity to use the internet in order to reach new markets and maintain the existing ones. The internet provides marketers with opportunities for much greater interaction and individualization. Marketing on the internet is highly accountable and its effects can be easily traced and analyzed. The internet also offers the advantage of “contextual placement” so that marketers can buy advertisements from sites that are related to their offers and also place advertising on contextual keywords from online search engines.

For the past 15 years, corporations have used all the different media – newspapers, magazines, direct mail, television, public relations, and then the internet. However, the internet already functions the umbrella of all types of media. People start to understand that the web is rapidly becoming the most important marketing medium (Weber, 11). It can even be said that the internet is the medium of this millennium. It affects the way we do almost everything: “We write to our mums by email, we shop and bank online, we find new friends and hang out with them, play games, pursue passions, research products and flex out our creative muscles, all via a keyboard.” (Sutherland, 266)

Marketing spending on the internet rises as the medium itself grows in importance. Last year, the internet collected CZK 6.4bn from Czech advertisers. For 2010, the estimate for year-on-year growth is over 17%. The internet share as media type reached almost 10% for overall investment in advertising for 2009 in the Czech Republic, and is currently in third place behind television and print media (Spir.cz)<sup>1</sup>. This is clear evidence that the internet steadily grows while other media lose their share.

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<sup>1</sup> [http://en.spir.cz/index.php?option=com\\_content&task=view&id=14&Itemid=1](http://en.spir.cz/index.php?option=com_content&task=view&id=14&Itemid=1)

It is important to realize that the internet as a medium is very much different from the other types. On the internet, we do not act as passive observers. We are on the internet to have a shared experience. As a result, it dramatically influences our lives. Some criticize it and say that the internet has made us sit riveted to the spot for long hours. They say it has made us even more passive than before. Others say that the internet has made communication so fast and affordable that it broadens our horizons and saves time. The truth is probably somewhere in the middle and, as with everything, it differs from an individual to an individual.

Still, this new technology has meant a significant change to the ways marketing used to work. The internet demands a new way to communicate. Companies have been mainly unsuccessful in trying to simply move their advertisements from TV and print to the internet. It does not work because the internet calls for *active interaction* and *sharing*. However, some companies have gradually learned to use the internet efficiently to their advantage. They offered added value, useful content, and allowed for interaction, simple sharing and spreading the news. Think Wikipedia, Amazon, Facebook or eBay. They all introduced something that could not have been possible without the internet, yet it became extremely useful and popular.

This diploma thesis deals with a similar case: the first online competition portal in the Czech Republic, Soutez.cz. It has been an innovative online place that allowed thousands of users over the years to find interesting product and service information, learn new things, compete and win valuable prizes. The thesis is here to analyze its development and offer new ways to develop the portal, deliver great value and experience, and communicate more attractively and efficiently with its target groups.

“The internet is a tidal wave. It will wash over nearly all industries drowning those who don’t learn to swim in its waves.”

*Bill Gates*

## **2. OBJECTIVES OF THESIS AND METHODOLOGY**

### **2.1 Objectives of thesis**

This diploma thesis deals with the topic of marketing communications with special emphasis on the analysis of the internet project – competition portal Soutez.cz ([www.soutez.cz](http://www.soutez.cz)). It is concerned with possible improvements to the current marketing strategy by employing some of the new trends in marketing communications, especially in the internet environment.

There can be defined three prevailing objectives of this thesis. First, the move from the old to new marketing is described and explained in detail. This change is yet to be fully grasped in the Czech Republic and thus it may help to create a substantial competitive advantage. Second, a thorough analysis of the project Soutez.cz is carried out, with emphasis on the level of marketing communications and following marketing trends. It is important to note that points of view of both the users and clients are taken into account. Third, the findings from the literature overview, analysis, observation and interviews of Soutez.cz team are employed in the suggestions for further improvement. The improvements offered should lead to the acquisition of new users and clients, increase in satisfaction and loyalty of the existing community and, last but not least, also to an increase in the financial profits of the project. The thesis is generally concerned with the topic of marketing communications, but is not restricted only to that. Broader views on the project and descriptions of the specifics of internet environment are also presented.

Main hypothesis of the diploma thesis is as follows: today, a commercial website can only be successful when its authors carefully listen to visitors and clients, interact with them and provide compelling, well-organized content and excellent services.

## **2.2 Overview of content**

The theoretical part of the thesis opens with literature overview of the topic. First, differences between old and new marketing are described and discussed, followed by introducing crucial terms: marketing communications and online marketing. Then, advantages of online marketing and its main tools are brought out and described in detail. Subsequently, the prospects of online marketing and latest trends are discussed. The end of literature overview is dedicated to marketing research on the internet as it is, with competitions, the key service offered to clients on Soutez.cz.

In the next chapter, main characteristics of the portal Soutez.cz are put forward: overview of the project with its development phases are followed by main features and services provided. Furthermore, main target groups of the portal – registered users and clients organizing competitions and surveys – are described in detail. Chapter 5 analyzes the current situation of Soutez.cz. It offers a simplified situation analysis using PEST analysis, and analyses of competition and marketing communications used to this date. It needs to be said that marketing communications are dealt with according to what is really used within the project, not globally. This section is followed by a review of the user and client opinions on the services provided by Soutez.cz. At the end, SWOT analysis is used as a synthesis of the points learned throughout the whole chapter. Next chapter is the most important one as it suggests ways to improve customer experience. The new mission statement is formulated here, together with the formulation of main goals of the project. Changes into current marketing communications are then proposed, followed by improvements in the spirit of social web and community marketing. Lastly, important changes requested directly by users and clients of Soutez.cz are described. The thesis is then concluded in the final chapter, followed by extensive bibliography and supplements.

## **2.3 Methodology**

This thesis is, among other useful sources, based on author's field research in the internet company AMI Praha where he works as a marketing manager. AMI Praha is the founder and owner of Soutez.cz. Therefore, all the information presented in the paper is very up-to-date and first hand. The area of investigation is sales & marketing department. As far as the field of research is concerned, main emphasis is put on marketing communications and concepts used within the project Soutez.cz.

In order to make the thesis as representative and valid as possible, all the information presented here is based on substantial amount of both primary and secondary data. The sources of the primary data are interviews with the head manager of the project and observation of the team and ongoing processes within the company. Another very important source of primary data is several surveys conducted among registered users of the portal Soutez.cz. Lastly, internal materials, namely the project manual, annual reports and presentations used at business meetings, have also been a very useful source of information. The greatest asset of primary data is definitely its direct link to the purpose and aim of the research. The sources of secondary data include mainly a considerable number of books on topic that have been thoroughly studied and referred to in the text. All the sources used in the paper can be found in Bibliography section at the end of this paper.

As for the type of research, *case study* has been found the most appropriate one and, therefore, used for this thesis. Case study is a type of research in which one studies a case in great detail over time. It provides a systematic way of looking at events, collecting data, analyzing information, and reporting the results. “As a result, the researcher may gain a sharpened understanding of why the instance occurred as it did, and what might become important to look at more extensively in future research.” (Wikipedia.org. *Case study*)

Considering this particular research, descriptive approach has been chosen since the research *describes* the case using facts and figures, presents a profile of the company and its marketing communications, and outlines individual stages in the project development. This research can also be called *primary qualitative* since it aims at analyzing and explaining the facts. A primary qualitative research reveals actual relations and connections between different aspects of the research (Veselá, 10).

With a view to the situation and conditions given for the research, *observing* was the research method that seemed the most appropriate for the task. It involved a systematic and planned observation of the implementation process of marketing strategies in the team. For the purpose of this research, *uncontrolled*, *field*, *evident* and *participated* types were used. An uncontrolled observation means that the observer can during the observation decide relatively freely on different approaches and views and is not bound by the obligatory order of actions. A field observation is a type of observation

whereby the object of observation is being observed in their natural and standard conditions. The third type of observation used in this research is an evident observation which is an observation where the object of observation knows about the function of the observer. Finally, a participated type means that the observer is in permanent touch with the object of observation. Therefore, the observer has easier access to the group of people that is being observed. Moreover, this fact helps the observer understand better all processes and actions that occur within the group (Veselá, 40).

“This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back.”

*John Ilhan*

## **3. LITERATURE OVERVIEW**

### **3.1 Old marketing versus new marketing**

Not a long time ago, marketing was rather different from what it is now. Yes, its goal has always been meeting and satisfying customer needs while making profit, but the tools to reach this state have changed significantly. It is still a crucial task for marketers to attract and retain customers, and build loyalty, yet there are more ways today that lead to this state.

Old marketing used to mean simply advertising which relied on interrupting people to get them to pay attention to a message. Advertising was one-way: company to consumer (Scott, 8). We have had 200-plus years of supply-side economy and now we are oversupplied. People have had enough of advertising and broadcasting, enough of one-way communication. They want a freedom of choice. They seek for more control. In an oversupplied world, consumers need to be more connected to products and services. In order to earn loyalty, companies have to build and nurture customer communities (Weber, 22).

A consumer is not merely a consumer any more. Being a customer-focused or consumer friendly is the fundamental challenge now. That is, the key for most companies today is to treat those persons they previously considered as consumers as *real* consumers instead, and to try to understand the lives of the people who consume their products. The main difference in the modern age is not to market a product but to sell experiences to customers. The modern marketplace is changing to a place where people go to have fun and to be entertained by trying out their favourite products and playing the games they love (Kimmel, 13).

Marketing strategy has traditionally been forced from the top down. Now it has to be bottom up. Marketers should learn from the people who are really paying attention to their products. Companies should test ideas and products and let the strategy bubble up from customers, instead of pushing it down from top management (Weber, 41). The paper will deal with this in detail in section 3.6.1 (Social media marketing), and further on in the practical part.

The traditional tools for getting the word out are growing obsolete. The techniques that were successful in the past will be less and less effective in the future. Marketers used to broadcast their messages through television, radio, newspapers and magazines. Later, they added internet banners as it was – to them – just another way to *shout* at people. However, the world has been changing rapidly. Nowadays, people want news and information about the things they care about, and nothing else. Not only are fewer people watching broadcast television, they are also avoiding the commercials with a remote controller more often. They are avoiding internet pop-up ads using latest browsers, avoiding radio commercials with MP3 players and avoiding print ads the easiest way – by turning the page (Weber, 12, 19, 32). It is far more difficult to reach customers today with such a wide choice of medias; dozens of television channels and radio stations, hundreds of magazines and thousands of websites make it a challenging and expensive task. Ideally, your customers invite you to deliver the message to them, and that is exactly what this diploma thesis is about.

The new marketing means segmenting by what people do and feel – their behaviour as well as their attitudes and interests. The goal for marketers is to identify groups of customers within the larger market that they can reach and affect through marketing. “Segmenting by behaviour, attitudes, and interests does not depend on faceless numbers (how old customers are or how wealthy they are, for instance). Instead, it groups people by what is important to them, as indicated by what they do, think, like, and dislike.” (Weber, 35) Once marketers know what moves their customers, they can target them with marketing activities that are meaningful to them (Weber, 35-6).

The new marketing creates a platform for true interactivity. Communication is now less about creating controlled messages (as in the old marketing) and more about creating compelling environments to which people are attracted. The marketer’s primary job today is to be the *aggregator* of customers and potential customers. The marketer’s secondary job now and in the future is to create compelling environments that attract people (Weber, 37). A useful chart with differences between old and new marketing can be found in Supplement 9.1.

An example of such environment is Amazon. It has been one of the first places on the internet where people actually went and stayed for hours. They wrote about the books they liked and didn’t like and made lists for other visitors. All



of it for free, without any incentives – just because they were willing to and Amazon gave them the chance. “Dozens reviewers have written over a thousand reviews each! These folks know they aren’t going to get paid, but do it anyway.” (Porter, 4) Moreover, these people and their reviews are not being managed in any way. Individuals are acting independently of each other and together provide an amazing resource (Porter, 4). We could find other examples just by looking around. Wikipedia is another site that is dependent on voluntary work and yet it is the best informational resource in the world. Thanks to a few thousand enthusiasts, we all have got a place to find an answer to virtually anything.

## 3.2 Marketing communications

After the introductory section on recent changes in the overall understanding of marketing, this part is focused on a specific part of marketing: communications. “Marketing communications are the means by which companies attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands they sell. In a sense, marketing communications represent the *voice* of the brand and are a means by which it can establish a dialogue and build relationships with consumers.” (Kotler and Keller, 536)

The marketing communications mix consists of six major modes of communication:

**Advertising** is any paid form of non-personal presentation and promotion of products or services by an identified sponsor. It can be used to build up a long-image for a product, or trigger quick sales. Typical advertising channels are TV, radio or print adverts. On the internet, it is for example banners or paid links.

**Sales promotion** is a variety of short-term incentives to encourage and stimulate quicker or greater purchase of products or services. The key factor here is *participation*; sales promotion usually asks the customers for taking part actively in the process. In the case of final consumers, it can be vouchers, discounts, games, competitions, or samples. Main goals of these activities are to increase earnings, market share and profits. Apart from that, sales promotion may also help in building loyalty to a brand, product or service.

Table 3.1 shows examples of sales promotion and their division according to function:

Mainly stimulative	Mainly communicative		
Price	Non-price	Informative	Motivational
Discounts, rebates, price packages, coupons, vouchers	Premium packages, reward and loyalty programmes	Samples, product trials	Lotteries, games, competitions

For purposes of this thesis, communicative types of sales promotion such as loyalty programmes, games and competitions are most important. As for loyalty programmes, it is important to reward customers for being loyal to a brand, product or service. Moreover, this reward must be meaningful and useful to them. Competitions are usually games or combinations of a game and lottery, and the winner is usually selected based on some rules given by the competition's holder.

**Public relations and publicity** is a variety of programs used to promote or protect a company's image or its individual products. Wise companies take concrete steps to manage successful relations with its key audiences. They present news and information about the organization in the most positive and compelling light. They sponsor efforts to make specific products more known and popular. Moreover, using proper internal and external communications, companies promote understanding of the organization itself across all stakeholders. The tools of public relations are, for instance, press and online articles, brochures, company newsletters and magazines, and annual reports.

**Events and experiences** are activities sponsored by companies and programs designed to create daily or special brand-related interactions. Organizing and sponsoring events, companies are trying to become a part of consumers' lives and be more important and relevant to them.

**Direct marketing** means use of mail, telephone, fax, email or Internet to communicate directly with or solicit response or dialogue from specific customers and prospects. Its substantial growth is linked to increasing costs of doing business through a traditional sales force, and also the rise of the internet. Higher costs of driving, traffic congestions and general lack of time all encourage shopping from home. That is why customers appreciate online

shops and services and toll-free numbers, all available 24 hours a day, 7 days a week. Customers save time and are introduced to a larger selection of products.

**Personal selling** is face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders. Personal selling is sometimes likened to art. Sales people have to listen, engage, and offer solutions precisely tailored to customers' needs.

(Kotler and Keller, 536, 555, 585, 591, 593-5, 604, 625; Tellis, 285, 292, 386, 388).

### **3.3 Online marketing**

After a short overview of the modes of marketing communications, next step is moving us closer to the internet – to online marketing and its tools. Online marketing can be described in a variety of ways. One of them says it is simply a set of marketing activities and tools in the internet environment. Another one states that online marketing is the use of internet to achieve marketing objectives. The last definition offered describes online marketing as the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties (Gay and Charlesworth, 5-6; Porter, 11).

It is basically everything from corporate websites, interactive microsites, banner campaigns and online games to emailing and search engine marketing. They all, when used well, make for effective promotion and communication of a company, brand, product or service.

As mentioned before, the internet is slowly but steadily becoming the key communication channel; the broadband penetration rate is rising as well as the time people spend online. In February 2010, the size of internet population in the Czech Republic was over 5.5mil<sup>2</sup>. Money spent on marketing communications in traditional media channels are decreasing due to the rise of online marketing which is growing by nearly 20% every year. It is also because marketing on the internet offers some significant advantages – precise targeting, testing and detailed statistical evaluation of any campaign.

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<sup>2</sup> [http://www.netmonitor.cz/index.php?option=com\\_content&task=view&id=49&Itemid=4](http://www.netmonitor.cz/index.php?option=com_content&task=view&id=49&Itemid=4)

These features make online marketing an interesting alternative and/or complement to traditional communication channels. Weber offers a symptom of how things are changing: more than two thirds of the commercials during Super Bowl 2008 were designed to send viewers to a digital destination (Weber, 11).

### **3.4 Advantages of online marketing**

There are more and more companies realizing that the web is the crucial communication channel. Its importance has been rising a year after year and, logically deducting, the importance of the traditional media has been decreasing. “There are still only 24 hours a day, and if people become more involved with the web, they’re not going to have as much time to watch television, they’re not going to listen to the radio, and they’re not going to read the newspaper or a magazine.” (Weber, 13) With people spending more time online – both at work and home – companies are answering by creating websites that can supplement or even replace other media channels. Marketing on the internet is about delivering useful content at just the precise moment that a viewer needs it (Scott, 7).

This is the major difference from one-way interruption done by TV adverts or billboards. When people watch a thriller, they get annoyed by breaks with washing powder or soft drinks ads. However, when they are planning winter holiday, they willingly go online and search through hotel offers, bus schedules and weather forecasts.

There are several recognized lists of the advantages of online marketing. Here is a comprehensive summary of them:

#### **Advantages of online marketing**

- The internet can increase an organization’s coverage beyond its traditional heartland.
- The internet provides a low-cost, effective way of transacting with customers compared to traditional selling costs.
- It allows for interactive two-way dialogues between customer and company to help achieve acquisition and retention objectives.
- Permanent availability and visibility: independent on time or a place
- Precise targeting and planning for individual websites: exact time periods, number of viewers, etc.

- Fast and effective testing: possibility to test several versions of banners or emails on a small sample, after evaluating results the most effective version is used
- Easy update: quick editing of text or images
- Detailed data evaluation: number of page views, click rate, conversion rate

(Summarized after readings of Porter, Potts, and Weber.)

Now, a few key advantages will be described in greater detail:

#### **Media integration**

The internet is not just another marketing channel. Its development points at integration of all types of media: TV, radio, press, mobile phones, and computers. Now, all knowledgeable marketers know they have found the best possible tool for their efforts (Scott, 7).

#### **Precise targeting**

On the internet, precise targeting is possible and marketers know exactly where to put advertisements so that they reach the potential customers. It is easy to find out what words people search for and where they go on the internet. The possibility to have an advertisement displayed to certain visitors and at certain times makes online campaigns very efficient and cost-effective (Scott, 7).

The internet web can significantly amplify awareness of a brand, product, or service. Incorporating digital channels into a new product or service launch can help companies quickly and cost-effectively reach highly targeted prospects (Weber, 28).

#### **Affordable and efficient advertising**

For smaller advertisers, the changes have meant they can afford targeted vehicles in which to advertise. But for most advertisers, the growth of vehicles has meant that their advertising becomes more efficient—if they can define their target market well, they can probably find a vehicle that reaches that target market. It is the difference between advertising Titleist clubs in Time and Golf Digest (Weber, 20).

### Precise measuring

During the campaign and after its end, very detailed and precise statistics are available. Marketers know exactly about the number of people that have seen the advertisement, how many clicked on it, at what time of a day, how long stayed on the particular page etc. It is also possible to set up various conversions, for instance how many people out of those who have seen the advertisement actually bought the product.

The internet offers an incredible amount of data ready to be analyzed. Therefore, it is straightforward to decide what works and what does not, what is cost-effective and what, on the other hand, should not be further used. The web itself is inherently measurable, which means a big plus in this era of marketing accountability. At the very least, companies can measure where site visitors are coming from (the referring site), which pages they are clicking through, and where they go next without indentifying the visitors themselves. This way, companies can learn an extraordinary amount of information (Weber, 20, 28).

### Pay only for action

Another clear advantage of the internet over the traditional advertising channels is payment for realized actions only: paying either for impressions (displaying), or for actual clicking on an advertisement (pay per click). Some services even offer payment for a complete transaction, which means that payment is done only after the customer comes to the page and orders a catalogue, subscribes for a newsletter or directly buys something.

The internet users like interacting, sharing opinions and creating new things. They enjoy discussion forums, polls, chats, and various games. The internet is the only medium that makes users truly active: they search for information, choose pages and create new content. This desire for activity and interactivity may be well employed in marketing – by creating valuable and enjoyable content, it is possible to gain profit and find loyal customers.

Also, the number of internet users is growing rapidly. More people use it more often and any campaign aimed at young people is impossible to be carried out without the internet in its communications mix (Weber, 28).

## Testing

After a campaign is designed, optimized, and delivered, it is a matter of checking statistical data to see how well a new, for example, newsletter performs. And that is why an email is the dream medium for marketers: almost every nuance of the campaign can be tested, measured, optimized, and then sent back through for more testing. Furthermore, all of this can be done for a fraction of what a test in traditional mail would cost (Potts, 333).

## 3.5 Selected tools of online marketing communications

To make people visit a website, integrated marketing communications must be well prepared. Here, effective online marketing tools will be depicted. A graphical scheme of their mutual interaction can be found in Supplement 9.2.

### 3.5.1 Banner campaigns

Banner campaigns are carried out in order to support existing websites and microsites. They are an often neglected, but still very important tool of online marketing communications.

Website banner advertisements can:

- Help build brand awareness and perceived advertising presence;
- Reinforce/remind people with extremely compact, very simple messages that help consolidate the brand building process (Sutherland, 270).

For many years banners were the alpha and omega of online advertising. Today, companies have several advertising channels to choose from, and banners are now a small piece of the greater puzzle. In fact, many contemporary sites actually restrict the banner space available for purchase and prefer small text links, logos, and PR articles leading to corporate-sponsored material. Although the banner business still accounts for billions of annual marketing dollars, email marketing (see Section 3.5.2), and search engine marketing (see Section 3.5.3) have become more important. Still, good banners can drive amazing traffic, and the format offers a few key advantages, like the following:

- Creative freedom: banners can be designed to visually appeal to the audience. This includes a variety of ad sizes, animation, and a spectrum of typography and colour choices.

- Platform for rich media: banners can use Flash or video to capture the reader's eye. This provides for more immersive user experiences, where products and services can be detailed within the ad, or the user can play with the ad before committing to a click.

Unsurprisingly, internet users are so accustomed to banners that they have learned to tune them out (Potts, 360-1). Most of us then feel that we ignore web banner advertisements and we believe in general they do not work on us. Other authors argue, however, by the evidence that banners seem capable of leaving residual effects that may influence us later. It has been consistently shown that readers of a web page with an advert are subsequently able to identify the brand, and perceive the advert faster in the future as a result of the incidental exposure. "That is, it increases perceptual fluency without our awareness ... If we do notice the advert in the future, the research shows that we are likely to react more favourably to it." (Sutherland, 269).

The bottom line therefore is that despite banner advertisements are rarely being clicked on, they probably have more brand building effect than we give them credit for (Sutherland, 270).

### **3.5.2 Email marketing**

Email is an extremely effective marketing instrument. By suitable communication with existing customers, marketers can significantly increase brand loyalty and persuade them to further purchases. In case of potential customers, emails are used to keep in touch, send new information and work upon credibility.

A great advantage of email marketing is the possibility to precisely evaluate any campaign. Marketers can easily find out:

- How many emails were delivered,
- How many recipients actually opened the email,
- How many links within the email were clicked on,
- How many recipients unsubscribed from the mailing list,
- How many people reported the message as spam,
- And many other useful measurements (Potts, 333-4).

Email campaigns should be combined with web analytics to form a comprehensive report on the email's performance. Once the user is inside the actual domain after clicking a link in the email, programmes such as



Google Analytics can trace a path through the website. Links from email newsletters should be unique so that they are trackable. Using a special URL string, for example [www.example.com/promotion?=april2007newsletter](http://www.example.com/promotion?=april2007newsletter), in the email helps marketers in recognizing which part of their marketing communication has been most effective. When they advertise a different URL in a print magazine, say [www.example.com/promotion](http://www.example.com/promotion), they can easily see in web analytics software who arrived to the promotional page after reading the article, and who arrived via the newsletter (Potts, 335).

### **3.5.3 Search engine marketing**

Search engine marketing is a combination of techniques related to reaching a favourable position in a search engine results page (SERP). Part of the work comes from search engine optimization (SEO), which defines the steps taken to grow a site's relevancy by building links, writing good-quality content, submitting to search sites, etc. The complement is search marketing, which involves actually paying for positions, mostly pay-per-click (PPC) ads (Potts, 287). Please see Supplement 9.3 for the difference between these two.

Search marketing is an extremely valuable tool as the actual words a user seeks for are taken into account and the search engine only displays advertisements that are semantically connected to the query. Contrary to banner advertising, search engine links are usually paid for only after someone clicks on them, not for every single display (Lodish and Morgan, 171).

Another important advantage is that search engine marketing reaches only potential customers to whom the message is very relevant, because the customers are searching about the issue. "The consumers are spending their time to solve a problem, and the advertiser is in position to provide perceived help to the consumers." (Lodish and Morgan, 172) In addition, consumers can feel very much in control. These are some more benefits of SEM:

- It helps efficiently acquire new customers,
- It is measurable,
- It is relatively low cost,
- It has a generally proven ROI,
- It is very low risk (with paying for performance, you pay as you go and stop if the returns are not there).

Search engine marketing is very closely related to web copywriting which is discussed in Section 3.5.5. Search engines like and reward well organized and well written content. Moreover, concise and compelling copy is crucial in pay-per-click advertisements (Lodish and Morgan, 174).

### **3.5.4 Online competitions and contests**

Online competitions and contests can be very effectively used for marketing communications. People generally enjoy challenges and there is a possibility to present a brand, product or service within competitions or contests. They can then be well employed to build brand awareness and loyalty. It is important that they arouse a visitor's interest and demand some kind of interaction. Apparently, when it is all done in an entertaining and original way, the results can be astonishing. Ideally, online competitions and games are connected to leaving an email address so that communication between the company and the user can continue even after leaving the site.

Some authors argue that competitions and contests do not generate as much response as sending samples or giving something for free. However, when the goal is quality not quantity, contests and competitions are an extremely efficient promotional tool. They work best when the attempt is to reinforce the product features and benefits of an established brand (Pelsmacker and Geuens, 244; Carmody, 37).

A special type of online competitions is called *qualified entry sweepstakes*. There is a question (or questions) with relevant links to provide clues or to send visitors to a specific webpage where they can find the answers. Qualified entry sweepstakes are especially effective if the objective of the promotion is to educate the target audience. If a company has a new product, for example, and wishes to educate consumers as to why the product is superior to a competitor's, QES could be used to get consumers to learn the features or benefits of the product (Carmody, 7). Winners are then randomly chosen from a draw with correctly answered questions. A perfect example of QES is the topic of this thesis, portal Soutez.cz.

Contests are different from competitions. They are more a game of skill and do not include the element of chance. As a result, they evoke a much lower response than a competition (or a sweepstakes) as they require much more consideration and time off the contestants. They also attract different kinds of people –the open-minded and creative ones. Contests may ask people to

submit essays, photos, drawings or product names (Carmody, 12). A recent example of a contest is by HTC, a smart phones manufacturer. They have held a design contest called “Tattoo my HTC”<sup>3</sup> in which they asked people to design a unique HTC phone cover using a special online designing interface.

### 3.5.5 Web copywriting

The web is the land of *attention deficit syndrome*. We must deal with the so-called *content-attention paradox*: there is so much to be published, yet people have so little attention to give (McGovern, 10; see Supplement 9.4 for a scheme). It is a well-known secret that people do not read on the web – they quickly *scan* pages. Do you know the most popular button on the browser? Yes, the “Back” button. When a page is not interesting enough, it will shortly lose attention of the reader and he or she will leave immediately. The vast majority of people come to a website to do something specific, and they want to get in and out as quickly as possible. Identifying the most important tasks that people want to complete, and helping them do so quickly and efficiently, will be critical to the success of any website (McGovern, 11). “Let’s say I want to get your attention and you’re on the other side of a busy road. I will probably wave and shout. Let’s say I get your attention and you cross the road and come to me. What should I do now? Should I keep waving at you and shouting in your face? It probably wouldn’t be a good idea.” (McGovern, 11)

Yet that is exactly what a lot of websites are doing – waving and shouting in their customers’ faces. Big fancy intro pages, flash animations, and pop ups are all attention-getting strategies, when what’s needed is to give some attention. Why? Because the customer has made a deliberate decision to visit us; we’ve already got their attention. Now they want to do something. They want some questions answered and they don’t want anything to get in the way. “It is about having answers to the most important questions your customer has. Giving attention is what Google, Yahoo and eBay do.” (McGovern, 11-12)

In the new marketing, the best websites will combine professional and user-generated content. You’re asking for this – encouraging it – when you create an environment where it’s easy to talk about your products or services. Even

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<sup>3</sup> Please see [www.tattoomyhtc.cz](http://www.tattoomyhtc.cz)

when you pay for and develop professional content, user-generated content continues the dialogue (Weber, 38).

### **3.5.6 Web design**

Designing for the web is a discipline that has evolved from traditional graphic design. While web design has certainly much in common with print design, there are also some important differences.

Challenges of web design are in creating an effective interface between people and technology. Web design means presenting information in a compelling and digestible way. The main aspect that distinguishes web design from print design is that the web is not a fixed entity. Therefore, websites look according to the device by which they are accessed. Also, websites can change with user interaction and with time as new technologies come.

Especially websites with a lot of content require a well planned and structured layout, hierarchy and balance. These substances are essential for maintaining clear navigation and readability throughout the entire site (Macdonald, 6; Porter, 25). It should be in every website owner's best interest to convey the information well. User-centred design makes sense as it leaves a customer with a good browsing experience. Good web design is like a business transaction: it only is successful when both seller and buyer benefit (Brinck and Gergle, xii).

## **3.6 New trends in online marketing**

Brand new ideas appear virtually every day on the internet. It is the place when one does not need property, capital and reserves to become successful. Generally, the best big ideas on the internet were applications that allowed for interaction, gathering people together, sharing ideas and content, and brought valuable information or entertainment. Yes, think Wikipedia, Facebook, YouTube, MySpace, Amazon or eBay. This section will introduce two prevailing trends of online marketing in the recent years: *social media marketing* and *viral marketing*.

### **3.6.1 Social media marketing**

One of the hottest trends in online marketing is the rise of social web – a new world of unpaid media created by individuals or enterprises on the web (see Supplement 9.5 for a scheme of social media landscape).

The social web will soon be, according to several authorities, the most critical marketing environment around. It can be compared with the importance of newspapers in the 1800s, magazines and radio in the first half and television in the second half of the twentieth century. The social web is taking its privileged position in the new millennium. It will likely become the primary centre of activity for whatever people do: when they shop, plan, learn, or communicate. It will be the first place they turn for news, information, entertainment, diversion – all of the things that the older media supplied.

Marketing, for that reason, has to wrap around that – because what is truly changing in the social web is marketing has always had to shape itself around media. Now, individuals are becoming media, and so are individual companies. As they produce content, they become a medium (Porter, 7; Weber, 14).

The crucial task for marketers is to be having authentic conversations with customers on the web. It is a win-win situation as it helps create happy people, and happy customers. It drives the following advantages:

#### Recognition that you care

When you have authentic conversations with people, you show that you care about their situation.

#### Awareness and interest

Companies will also gain awareness and interest in their products or services. This happens because people respond to and act favourably toward those who talk to them. It is a core principle of human communication. As you pay attention to people and respond to their needs, they will start paying more attention to you as well. The relationship then grows stronger, and both sides benefit.

#### Passionate feedback

Satisfied users can get very passionate and active; they will gladly give companies detailed feedback on their products or services (Porter, 46; see Supplement 9.6 for a scheme).

As it was already mentioned, the growth of the social web has changed the marketer's role from a broadcaster pushing out messages and materials to an aggregator who brings together content, enables collaboration, and

participates in communities. “Marketers now have to bring together content, collaborate with customers, and engage online communities. Content includes new ideas, research and opinions. Collaboration creates an open environment in which people, and do, share knowledge. The marketer extends invitations to individuals as well as groups to join communities of interest.” (Weber, 22)

Marketing to the social web is not about companies getting their stories out; it is about the customers. It is about being more transparent, earning trust, building credibility. “It is about nurturing relationships and dialogue among customers, prospects, your company, and whoever else is active in the community.” (Weber, 32)

Nearly 75 percent of the people who spend time online say their colleagues and friends are the primary influence on their purchase decisions, and 63 percent consider reviews and product comparisons from other consumers to be as credible as expert reviews from independent third parties. This trend of using the social web to inform buying decisions and circumventing marketing messages is sure to continue and spread. More than one third of consumers said in a recent study that in the future they will rely on product reviews found through forums and online networks more frequently. Already, 20 percent of consumers surveyed reported that, based on information they found online, they purchased a different product than the one they originally intended to buy (Weber, 76).

Online community members are being recruited the same way as in the offline world, but it is much easier and richer online. A good starting point is to think about the reasons why people join online communities at all. According to a study by Compete Inc.<sup>4</sup> Mentioned by Weber, there are four reasons:

### 1. Meet people

Some 78 percent of the people who visit online communities join them to communicate with others, either colleagues or new acquaintances with whom they develop relationships

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<sup>4</sup> [www.competeinc.com](http://www.competeinc.com)

## 2. Entertain themselves

Another 47 percent join to find entertaining content such as photos, music, or videos.

## 3. Learn something new

Some 38 percent join because they want to obtain information about topics that hold particular interest to them.

## 4. Influence others

And 23 percent join to express the opinions in a forum where their ideas can be discussed, debated, or acted on.

These add up to more than 100 percent because some people participate for two or more reasons (Weber, 77-8).

Marketers should not forget what they already know. So, for recruiting for the social web, they can use all the different tools available: online advertising, offline advertising, traditional public relations, online public relations, paid search, and more. Only, it is still crucial companies know what moves their customers, so they can target them with marketing activities that are meaningful. It is all about them, after all (Weber, 36, 84).

## Targeting by behaviour

The old way of targeting was by demographics. Now the web helps us map behaviour very closely. Software can track behaviour through the sites customers have been visiting, how long they stay on each page, and many other details. This opens the door to precise targeting opportunities.

Ultimately, the social web will lead to targeting customers who say, “Here are the things I like. Make me an offer, instead of me having to do all the work.” Customers will be more open to targeting based on behaviour because they’ve made the choice, they have the control. Marketing is not an irritation or an interruption if it relates to something customers want. The ideal result is to get your brand in front of just the people who are interested in your product or service at this time (Weber, 38). That is exactly what Amazon already does: when registered users come repeatedly to Amazon, it shows them recommendations based their past searches and activity.

### 3.6.2 Viral marketing

This is not an entirely new term. It has, in some form, has always been here. When something is worth it, the news is spreading fast. However, when someone helps this spreading by a purposeful campaign, it is now called viral marketing.

The term has been coined with the rise of the internet. In a viral situation, users tell their friends about a new software, image, video or song because they think their friend will like it. It started with chatting applications like ICQ and AOL, and continued with social networks – LinkedIn, Facebook, or MySpace. Each user is expected to invite their friends to join (Lodish and Morgan, 243-4). LinkedIn even offers new users to go through their email address books automatically and search for friends that are already LinkedIn users. “It is the large extended network of friends of friends that makes these services valuable to each member.” (Lodish and Morgan, 244)

A very successful email viral campaign preceded the acquisition of Hotmail by Microsoft. Every message sent out by a Hotmail user contained a small tag line “Get free email with Hotmail”. Within less than a year, the company had several million users and was sold to Microsoft for several hundred million dollars. Basically, every user of the service was also a Hotmail advertisement. It was an extremely effective and cheap way to spread the word (Lodish and Morgan, 244).

However, these techniques are no longer successful. As with anything else, when people get accustomed to something it no longer works as effectively as it used to. However, there is an example that worked extremely well: “What happens when you combine 200 litres of Diet Coke and over 500 Mentos mints?” In just three weeks, 4 million people viewed the video made by Fritz Grobe and Stephen Voltz<sup>5</sup>. The mint & cola reaction triggers a geyser that sprays over 3 metres high. Of course, Mentos and Coca Cola were thrilled by this experiment as it promoted their brands for free. Thus, companies try to trigger and influence this spreading wave. The best way is to simply create content that is so compelling, so entertaining, or so useful that people simply want to share it voluntarily (Scott, 91).

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<sup>5</sup> See [www.eepybird.com](http://www.eepybird.com)



### 3.7 Online marketing research

Marketers often need to develop specific knowledge about their particular markets. They seek for information to help them interpret past performance as well as plan future activities. The need is for timely and accurate information on consumers, competition, and brands. This is the time for conducting marketing research. Ideal result helps marketers get valuable insight into the customer's attitudes and buying behaviour (Kotler and Keller, 101-2). For purpose of this thesis, only specifics of online research are discussed.

The internet is a great and highly effective tool for user surveys and polls. There is increased use of online research methods and it is estimated now to make up over 30 percent of all survey-based research. There are many ways how to use online environment to do research. A company can include a questionnaire on its web site and offer a prize to answer it. Companies can also hold virtual focus groups or sponsor chat rooms. Moreover, companies can learn a lot about the respondents by analyzing their behaviour on the site and moving to other sites, using clickstream analysis.

Recently, online product testing has become very popular – pre-tests of advertisements, logotypes or product names can be carried out at reasonable cost (Kotler and Keller, 111). There is a special type of interviewing people using a computer called CAWI (an acronym for Computer Assisted Web Interviewing). The CAWI allows for using images, sound and video. Therefore, it is ideal for pre-testing TV spots, packaging or print advertisements. When done well, interviewing can be original, interactive and fun. Also, as these methods of interviewing are done with a computer, there is a very fast data evaluation. First results of a survey can be available virtually in minutes after finishing it. Respondents are usually addressed by an email, pop-up window or a banner. A CAWI can be programmed so that questions cannot be read before responding to the previous one. Also, it is possible to prevent a response from a previous question from being changed after reading the next question (Bonnell, 136).

#### Advantages of online research

Online research is *inexpensive*. The cost of gathering survey information electronically is much lower than by traditional means. Online research is also *faster*. Online surveys are faster to complete since the survey can

automatically direct to applicable questions and be sent electronically to the research supplier once finished.

People tend to be more honest online than they are in personal or telephone interviews. Research has repeatedly shown that people seem to be more open about their opinions when they can respond to a survey privately and not to another person whom they feel might be judging them, especially on sensitive topics. Furthermore, online research is *more versatile*. The multimedia applications of online research are especially advantageous. For instance, respondents can view 3-D models of products such as houses, cameras or cars and product characteristics can be easily manipulated online. Furthermore, online surveys make answering a questionnaire easier and more fun than paper-and-pencil versions.

### Disadvantages

Understandably, there are also some disadvantages to online research. For instance, samples can be small and skewed. Perhaps the largest criticism levelled against online research is that not everyone is online. Research subjects who respond to online surveys are more likely to be tech-savvy middle-class males. While marketers can be certain that more and more people will go online, it is still rather important to find creative ways to reach population segments that are less likely to be online, such as older people or so-called blue-collar workers. One option is to combine offline sources with online findings. Another one is to provide temporary internet access at locations such as shopping malls and recreation centres.

In addition, online market research is prone to technological problems and inconsistencies. Because online research is a relatively new method, many market researchers do not have survey designs right. A common error occurs in transferring a written survey to the screen. Others, on the other hand, overuse technology concentrating on modern and flashy graphics while ignoring basic survey design guidelines. Moreover, browser software variations may cause problems. The final product can be seen very differently depending on the research subject's screen and operating system (Kotler and Keller, 113).

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”

*Jeff Bezos*

## **4. CHARACTERISTICS OF THE PROJECT**

### **4.1 Overview and development**

In recent years, when all markets are getting crowded with a huge number of various products and services, marketers and advertisers look for new ways of promotion. Moreover, they seek for new sources of valuable marketing data.

The above mentioned reasons were the basis for starting Internet portal Soutez.cz ([www.soutez.cz](http://www.soutez.cz)) in 1998. It started as a unique marketing project designed for key clients of a software company AMI Praha. AMI Praha produced corporate websites and Soutez.cz was a way to increase the number of visitors to these sites. The original idea is simple and straightforward:

Soutez.cz offers its registered users an opportunity to take part in a competition or survey. There is always a valuable prize for three people who are picked from a draw.

1. The competition portal comes with a new competition every week.
2. A wide user base is built as people are attracted by the possibility of winning valuable prizes and having fun along the way.
3. Clients pay for placing a competition with a question concerning their product or service; they also provide prizes for winners.
4. Users get a notification email when a new competition starts.
5. Users wanting to take part in that competition need to visit client's website to find the answer to the competition question.
6. The winner (or winners) is selected by a software programme from all those who answered correctly.
7. Clients get very high traffic to their websites and users learn about their offer.

Please see Supplement 9.7 for a graphical scheme explaining the process. Following information, numbers and statistics were taken from internal materials mentioned in Bibliography section of the thesis.

Soutez.cz works very well in building brand awareness, developing preference and building trust towards a brand, product or service.

Eventually, the portal evolved into a unique project for sales promotion and online market research. Let's make a brief summary of the history of Soutez.cz.

#### **4.1.1 Phase 1: 1998 – 2001**

As mentioned above, the project started as a tool for increasing traffic to websites of clients of AMI Praha. It was exclusively used to promote their corporate and product sites. Among them, there were e.g. Konica, Minolta, Barum, CAC Leasing, Eurolines, or Honda. Two screenshots of a website from this period can be found in Supplements 9.8, 9.9 and 9.10. There was one competition a week and the number of users grew quite rapidly- By the end of 1999, the site had 2503 registered users, at the end of 2000 there were 14234 users and at the end of 2001 it was already 23986 users. Users received an email every time a new competition was out.

At the time, there were not many interesting sites on the internet and Soutez.cz was one of a kind. Therefore, no special advertising was used to promote the server. Moreover, Yahoo and Seznam search engines helped where people searched for online competitions. Other than that, only exchange banner systems were used to advertise the server.

#### **4.1.2 Phase 2: 2001 – 2004**

The number of registered users continued to grow. There were 45348 of them by the end of this period – in December 2004. A new “credit system” was introduced on the server in 2002. Not only could people win prizes in individual competitions, they also competed in a long run. They were given credits for every correct answer in competitions they took part in. At the end of the year, 10 people with the biggest score were awarded “Soutez.cz Top Users” and they received valuable prizes.

Based on clients' requirements, better user segmentation and web statistics were delivered. This way, clients could get data from their target audience, e.g. men aged 28-40, with university degree, living in Prague. Also, the owner of the website, AMI Praha, ended exclusivity of the service to its clients and opened it for any prospective clients.

Two competitions weekly were standard in this period keeping users interested and delivering more value to them. A very popular competition at this time was one called “Get a car for a week” carried out by CAC Leasing (today’s UniCredit Leasing). More competitions also meant higher traffic to the site and therefore higher income from banner advertising. The server started with selling a “general sponsor” position which was for several years paid for by Konica.

#### **4.1.3 Phase 3: 2004 – 2007**

Together with the growing penetration of the internet access, also Soutez.cz grew in the number of users, clients and competitions. In 2005, 56 thousand registered users could try their luck in competitions released every working day, which was close to 250 competitions a year. In 2007, there were already 91 thousand users. A screenshot from this phase can be found in Supplement 9.11.

Based on clients’ demand, direct emails were introduced. Together with an announcement of a new competition, a short advertising message was sent to users. This wasn’t received well and users requested a freedom of choice. So, a new feature was added to the account detail: users could choose whether they want or don’t want to receive information emails.

Moreover, PR articles started to be used on the home page Soutez.cz. Companies took advantage of growing user base and wanted to broadcast the news about their services and products. However, it was regularly tested if users don’t mind having this kind of articles on the portal by asking them in opinion polls. The goal was to deliver interesting content users cared about. Another new feature was including the latest news from the music portal MusicSite.cz ([www.musicsite.cz](http://www.musicsite.cz)) and new photos from the photo portal FotoAlbum.cz ([www.foto-album.cz](http://www.foto-album.cz)). Both projects became very popular among Soutez.cz users which meant a successful triangle of services developed by their owner AMI Praha was created.

#### **4.1.4 Phase 4: 2008 – 2010**

In recent years, Soutez.cz has continued to grow and implement new features and services. In February 2010, the site had 121 thousand registered users. The current website can be seen in Supplements – numbers 9.12 and 9.13.

The portal took advantage of its user base and started offering online surveys and polls with prizes. Users appreciated this interesting diversification and clients could acquire opinions on their products, service or advertisement very quickly and much cheaper in comparison with standard surveys offered by market research companies. Moreover, Soutez.cz started with multi-round competitions with more valuable prizes. This way, clients could really build on trust and in several steps introduce their products or services to users in detail.

To tackle the competing servers which offered similar services (more on competitors in section 5.2), Soutez.cz started displaying competitions from other servers for free, and also included all the “offline” (e.g. in magazines) competitions, thus creating a kind of the competition centre on the internet. As a result, people searching for all active competitions in the Czech Republic can use just this one place to be well informed about everything that is going on.

## 4.2 Main features of Soutez.cz

This section attempts to sum up in a few points the main features of Soutez.cz. They will all be explained in detail later on throughout this paper.

The major claims of Soutez.cz are:

**“A unique and fun way of promotion and gathering valuable marketing data.” & “Promotion of products and services with an opportunity to learn about new things and win.”**

Soutez.cz is the most visited competition-information portal in the Czech Republic. It has 121 thousand registered users, up to 5 thousand visits a day and 110 thousand visits a month (on average). There are currently about 30 new users signing up every day.

However, it must be said that there are thousands of so-called dead accounts, i.e. accounts that haven’t been used for a long time. They may have been started some 10 years ago and their owners haven’t logged in for years. According to statistics from the server database, there are 47 thousand users who have logged in with their username and password within the last 3 months. There are 72 thousand users who have logged in within the last 12 months.

Please see the Supplement 9.14 for a screenshot from Google Analytics showing visits on Soutez.cz from February 17 to March 19 2010.

There is email communication to 39 thousand users every working day. The rest of the users do not want to receive information emails.

Every competition/survey/poll has between 4 and 10 thousand participants. Logically, more valuable prizes and famous brands attract more people to participate in.

**Soutez.cz is an effective marketing tool used for:**

- Sales promotions
- Fast and cost-effective market research
- Getting to know new products and services
- Increasing the number of visits to websites (corporate sites, portals, microsites, eshops)
- Sending traffic to competitions organized on other websites
- Promoting “offline” competitions and surveys (e.g. in magazines or newspapers)
- Creative contests (reviews, photos, poems, claims, names of products)

All services are automatically interpreted into well-arranged statistics. Both users and data can be easily sorted by age, sex, region etc.

### **4.3 Description of the services provided**

**Soutez.cz provides following services:**

- Online competitions (sweepstakes) and contests
- Online market research
- Regular direct emails to registered users
- PR articles
- Banner advertising space
- Promotion of competitions organized at other websites or other types of media
- Paid hyperlinks to other sites

In the subsequent sections, selected services will be described in detail.

### 4.3.1 Competitions and contests

Competitions work very well as a mean of sales promotion. Users of Soutez.cz get to know about a new product, service or event in an engaging way, motivated by a possible win. Moreover, the time period they are exposed to the name of the brand is far longer than in case of traditional advertising. Users need to go to a website of the client and search for the correct answer. That means they learn about the product, service or event in a proactive, interesting way. Please see Supplement 9.15 for an example.

Most competitions are connected to some information about a new and interesting product or service. Apart from competitions connected to a product, there are also creative and knowledge based contests which grow on popularity among users. There is a credit system which motivates users to come to Soutez.cz regularly because of further opportunities to win.

It has been estimated, based on statistical data and experience, that in order to bring 3,000 people to a certain website, Soutez.cz is on average 3 to 4 times cheaper than banner campaigns:

#### Soutez.cz, one-round standard competition

Average traffic to a website (usually more)	3,000 people
Average costs of a competition	CZK 15,000
Prizes for winners	CZK 5,000
<b>Total costs</b>	<b>CZK 20,000</b>

#### Standard banner campaign

Average price – CPT <sup>6</sup>	CZK 250
Average banner success rate	1%
Number of impressions needed for 3,000 visitors	300,000
<b>Total costs</b>	<b>CZK 75,000</b>

It needs to be said, however, that motivation of people who clicked on a banner may be significantly higher than those competing for a prize. On the other hand, speed of getting the result is amazing in case of competitions on Soutez.cz – as many as 2,000 participants can be addressed urgently, in 24 hours.

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<sup>6</sup> CPT - cost per thousand



### **4.3.2 Online surveys**

Online surveys are a relatively new service at Soutez.cz. It seemed as a logical expansion of the portfolio to offer clients and users a new way to interact. Surveys can be used for:

- Increasing of awareness about a company, brand or product;
- Testing perception and popularity of something;
- Testing of advertisement effectiveness;
- Testing of designs;
- Finding out about customer satisfaction;
- Monitoring consumer behaviour;
- Inventing new product names.

Surveys can be go along with offline or online campaigns: there might be a survey done before a campaign started and right after, comparing users' knowledge of advertised product or service.

A tremendous advantage against "pen-and-paper" surveys is the possibility to include pictures, photos, audio or video files and thus ask for just about anything. Not to mention the fact that users find these surveys much more entertaining than those done on the street or via phone. This way, new advertisements can be judged, choosing from 2 or 3 different versions. The same can be done for several website designs when a company needs to test them on real users.

Often it is the case that companies use an online survey at Soutez.cz to confirm results of an expensive questionnaire survey.

As well as in case of competitions, as many as 2,000 participants can be addressed urgently, in 24 hours. That is a huge advantage over traditional ways surveys are conducted. Moreover, clients can watch results mounting up online on their computers and have the first few hundred results available in just 2 or 3 hours.

### **4.3.3 Direct mails**

Informative emails are sent every day to users that asked for it in their site accounts. In this email, a new competition, contest or survey is announced,

together with a short text informing about the actual product or service. Please see Supplement 9.16 for an example of direct email.

#### **4.3.4 PR articles**

Apart from competitions, companies can promote their products using articles on Soutez.cz. There is a whole section on the home page called “Our Tips” when latest articles can be found. Please see Supplement 9.17 for a screenshot of this section. Ideally, companies use a package of service together as it has proved to be most efficient. They start with two or three PR articles and then they have a competition organized together with a welcoming direct email. This way, chances that users really remember the product and will be thrilled to try it out are very high.

### **4.4 Description of the users**

Based on the huge number of Soutez.cz users, it is clear there is also a wide variety of them. They cover the whole region of the Czech Republic and include all the main age groups.

The users are used to giving their opinions every day. They are willing to do so in exchange for a chance to win. This is obviously very advantageous for their segmentation.

From what is known about the users, a few points are listed below:

- Mostly young and active people with internet access
- Prevalent age group: 25-39 years
- Prevalent education group: secondary with a leaving exam

Please see Supplement 9.18 for a graphic chart depicting age groups of Soutez.cz users.

### **4.5 Description of the clients**

Regular clients of Soutez.cz are companies selling consumer goods such as electronics, sports equipment, audio & video. In addition, there have been clients as banks, insurance companies, travel agencies and event agencies.

As for the actual companies from the recent past, here is a short list:

- **Consumer electronics:** Sony Ericsson, Philips, Nokia, Fujifilm

- **FMCG:** Ontex (Helen Harper), Dr Oetker, Nestlé (Nescafé, Purina), Karlovarské minerální vody (Aquila, Mattoni), Opavia - LU, Coca Cola (Cappy), Kimberly-Clark (Huggies), Mars (Snickers, Uncle Ben's, Pedigree, Whiskas)
- **Alcoholic drinks:** Pilsner Urquell, Velkopopovický Kozel, Radegast Birell, Jan Becher – Karlovarská Becherovka
- **Travel agencies:** Čedok, ČD Travel

### Recruiting clients

Potential clients are contacted by phone or email by sales manager of Soutez.cz.

Some clients contact the sales department of Soutez.cz directly, based on references or advertising campaign.

Recently, the most successful way of acquiring new clients was cooperation with communication agencies. As agencies prepare complex media plans for their clients, it is logical to be a part of a well-prepared communication campaign rather than a single independent promotion shot. Soutez.cz cooperates mainly with Wundermann and Ogilvy agencies.

## 4.6 Description of the website Soutez.cz

The internet portal Soutez.cz ([www.soutez.cz](http://www.soutez.cz)) is a professional-looking website with some advanced features. The current home page can be seen in Supplements 9.12 and 9.13. Its design is based on visual identity created in a graphic studio. Main branding element of the website is the logotype of Soutez.cz – a quatrefoil symbolizing good luck. The logotype and business card using it can be found in Supplement 9.19. The main Soutez.cz colours are two shades of blue, and they are used in the logotype and stationery as well as through the website. In order to make the portal more striking and to allow for better visual organization, a complementary orange colour was added to two blues. Apart from the logo, another distinguishing element is the image of a smiling girl in the header of all pages, suggesting happiness, luck and good fun. The site feels light, elegant and pleasing to the eye. Moving from the previous versions of the portal, banner advertisements are not placed in the most evident positions, so the site looks much cleaner. You can compare the current site with the previous version – Supplement 9.11.

On the home page, there are listed all current competitions, as well as new articles and links, and polls. There is a “Competition of the week” with the most valuable prize, which is given the prominent position within the home page. Visitors wanting to take part in competitions have to be registered users of Soutez.cz. Besides, there are standard competitions and articles. On less prominent positions of the home page, there are links to other competitions found online, news from the field of music (up-to-date links from [www.musicsite.cz](http://www.musicsite.cz)) and a current public poll which is open to any visitor to the site. Moreover, there is a “call-to-action” button on the home page encouraging visitors to submit other competitions, whether online or offline. There is a sign-up/registration section in the top right corner, exactly where most people are expecting it on websites. There are two levels of registration: standard and premium. In standard registration, there are minimum requirements: login name and password, real name and surname, address, date of birth and email. In premium registration, users give a bit more information about themselves including a finished education level, a type of job or a type of living. Users can choose whether they want to be notified about every competition by email, or just in case of winning.

In the footer of the portal, there are sections for clients of Soutez.cz – potential organizers of competitions, surveys or polls. There is basic information about the portal available for them, plus the contact information in case they are interested in receiving more information about prices etc.

On sub pages on Soutez.cz, there are different types of contests, namely creative and knowledge-based, and a list of competitions run directly by other companies.

“On the internet, markets are getting more connected and more powerfully vocal every day. These markets want to talk, just as they did for the thousands of years that passed before market became a verb with us as its object.”

*The Cluetrain Manifesto*

## **5. ANALYSIS OF THE CURRENT SITUATION**

After a detailed overview of the project, it is now time to begin with the actual analysis of the current situation. General environment is examined here using a well-known PEST analysis. Next, competitive environment is described and analyzed, followed by insight into the project’s marketing communications strategies and tactics. Consequently, opinions of both users and clients of Soutez.cz are put forward. To sum up, SWOT analysis creates a well-arranged synthesis point in which strong and weak points of the project as well as market opportunities and threats are given.

### **5.1 General environment**

PEST analysis will be used to analyze general environment. PEST analysis is used to identify the external forces affecting an organization. It is a simple analysis of an organization’s Political, Economical, Sociocultural and Technological environment.

#### **Political context**

The political situation in the Czech Republic, however unstable at the moment, does not carry indicate any serious risks for the organization. Nevertheless, there might be some new rules and regulations, either proposed in the parliament or imposed by the EU, influencing lotteries and competitions. There might be, for instance changes made in the law on personal data security (Act No. 101/2000). Furthermore, if a new government chooses a way of further increasing of state’s budget deficit, it might have effect on the overall economic situation of the Czech Republic in years to come.

## Economical context

Economical situation significantly influences the environment where Soutez.cz operates. Current high unemployment rate means people will tend to spend less money on technological devices and internet connection.

The current unemployment rate is unflattering 9.9%<sup>7</sup> and predictions are that the rate will not drop by much in the whole year 2010.

Annual consumer price inflation is now very low, at 0.8% and it is predicted to grow only very slightly, to 2% in Q1 2011. Forecast for growth of GDP is also very low, estimated at 1.4%<sup>8</sup>. A slight change in VAT from 19 to 20% has also had its effect on prices and purchasing power of people in the Czech Republic. Moreover, due to global industry crisis, most companies have restricted their marketing budgets and think twice before investing.

## Sociocultural context

Current changes in people's lifestyles have notable effect on the market. People spend more time online every coming year. Over 5,500,000 people in the Czech Republic older than 10 years use the internet at least once a month. They spend online 25 hours a month on average<sup>9</sup>. It is not uncommon when people spend more than 100 hours a month online. They read the news, plan their journeys, shop and communicate online. They become savvy and demanding internet users. Computer skills are taught at elementary schools and computer literacy in the Czech Republic is very good.

## Technological context

Technological advances are crucial for the internet industry. With browsers becoming more secure and antivirus and firewall software more affordable, people will not have doubts about internet security. Furthermore, the internet speed is growing steadily each year which allows developers to build content-rich websites and rely more on music and video.

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<sup>7</sup> [http://www.czso.cz/eng/redakce.nsf/i/employment\\_unemployment\\_ekon](http://www.czso.cz/eng/redakce.nsf/i/employment_unemployment_ekon)

<sup>8</sup> [http://www.cnb.cz/en/monetary\\_policy/forecast/index.html](http://www.cnb.cz/en/monetary_policy/forecast/index.html)

<sup>9</sup> <http://www.mediaresearch.cz/tiskove-centrum>

## 5.2 Competitive environment

There are virtually hundreds of competitors for Soutez.cz. With the wide spread of internet, there are new competition servers starting every month. Luckily for Soutez.cz, they are usually projects of individual people simply aggregating competitions from both online and offline sources. A vast majority of these websites do not organize their own competitions. They simply sell top positions in their competition lists; plus they sell banners and links which cannot be seen as a viable and sustainable business model. For that reason, Soutez.cz can clearly be seen as the online market leader. There is a competition matrix in Supplement 9.20 where main online competitors of Soutez.cz are analyzed by the author of this diploma thesis and the head manager of Soutez.cz and given points in a variety of factors. On Supplements 9.21 and 9.22, search results from two most popular search engines – Seznam and Google – can be seen. Results vary according to a given phrase, but most competitors are on the first results page. Soutez.cz ranks in the top 3 in most keyword searches. All websites have problems managing their conversation with users. They do not make it easy to share competitions with friends; they do not offer RSS<sup>10</sup>, Facebook or Twitter fan sites or profiles.

In case of surveys, the situation is different. Soutez.cz is the only Czech website that offers online surveys based on asking its registered users. However, professional research agencies mean strong competition for Soutez.cz as they offer experienced teams of media experts and analysts and a lot of references. They mostly rely on traditional questionnaires and therefore, prices of their research are several times more expensive. However, the manager of Soutez.cz said in the interview (Supplement 9.23) that a lot of companies judging between conducting a survey at Soutez.cz or a research agency in the end choose the agency. It is usually because of the expertise of the agencies, distrust of internet technologies, and doubts about representativeness of the sample of respondents at Soutez.cz. Moreover, Soutez.cz at the moment cannot meet some technical requirements of potential clients, such as ramification of questions or complex filtering of respondents and their answers.

Indirect competitions can be seen in companies which organize their own competitions and surveys. The larger the company and the more visited their

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<sup>10</sup> RSS stands for „Really Simple Syndication“. <http://en.wikipedia.org/wiki/RSS>

website, the bigger is the probability they will prefer to carry out their own competition or survey. Nevertheless, it is often better to conduct a survey at a site not connected to a company as its users may create potential new customers (in case of competitions) and a more representative sample (in case of surveys). It is still the case, however, that companies want only a link to their competition at Soutez.cz to increase traffic to the site.

### 5.3 Analysis of marketing communications

Marketing communications are the crucial part for success of any internet project. It is the ways how Soutez.cz promotes its website and communicates the services and offers in various media. It is logically divided into five modes of communication that are currently used by the management of Soutez.cz: advertising, sales promotion, public relations, direct marketing, and personal selling.

#### Advertising

According to the interview with the manager of Soutez.cz, all sorts of advertising have been tried through the existence of the portal. Exclusively, these were used to attract the target group *users*.

There have been spots at Fajn radio and Evropa 2 radio, print advertisements in various, usually women's, magazines. There has been a successful reciprocal cooperation with magazines *Perfect Woman*, *Story* and *Žena a život*. Half-page advertisements were published in exchange for a competition and article at Soutez.cz. Moreover, posters and leaflets were used at secondary schools and universities.

As for online tools, exchange banner systems have been successfully used. They allow banners to be displayed at Soutez.cz and calculate credits for clicking. At this rate, Soutez.cz banners are displayed on other sites, free of charge.

Online portals for women have been cooperating with Soutez.cz and exchanging banners and links. Moreover, current competitions at Soutez.cz are displayed on the home page of *Šťastné ženy* ([www.stastnezeny.cz](http://www.stastnezeny.cz)). Other portals *Žena-in* ([www.zena-in.cz](http://www.zena-in.cz)), *Prima žena* ([www.primazena.cz](http://www.primazena.cz)) and *Perfect Woman* ([www.perfectwoman.cz](http://www.perfectwoman.cz)).



## Sales promotion

As for sales promotion towards *users*, the credit system must be mentioned. It keeps users coming every day and competing for prizes. At the end of each month, 3 out of 100 users with the biggest number of credits are selected from a draw and receive a small prize from Soutez.cz clients. At the end of the year, 10 users with the biggest number of credits receive valuable prizes such as digital cameras, mobile phones or MP3 players.

## Public relations

The most important PR vehicle of Soutez.cz is obviously the portal itself. It is a public relations tool that is most effective cheapest and easiest to control. Very good search engine optimization (see section 3.5.3) helps increase its visibility in search engines such as Seznam or Google. Soutez.cz is further promoted by its owner AMI Praha ([www.ami.cz](http://www.ami.cz)) and via articles and press releases<sup>11</sup>. As in the case of advertising and sales promotion, reciprocal activities work best. That is, PR articles are being exchanged with various fun, free-time and community servers to mutual benefit.

## Direct marketing

Direct marketing tools have been repeatedly used on both *users* and *clients*.

As for users, emails are sent to all those who ticked the option in registration process. Users receive a short email announcing a new competition or survey every working day. This way, they are kept updated about what is going on the portal and are invited to take part in competing for prizes.

As for potential clients, telemarketing and direct emails have been employed. A member of staff calls selected companies (FMCG, consumer electronics producers, book sellers, travel agencies, eshops, etc.) and offers them sending a PowerPoint presentation with Soutez.cz facts and figures and a price list. The member of staff then repeats the call a week later and asks if the company is interesting in organizing a competition or survey or if they would like a personal meeting with the manager of Soutez.cz. This has worked very well so far and generated hundreds of new contacts and signed contracts.

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<sup>11</sup> An example of an article at Asociace.BIZ website: <http://www.asociace.biz/novinky-pruzkumy-trhu-online-soutez.htm>

## Personal selling

Personal selling of competitions and surveys usually follows a telephone contact or email communication. Especially with large companies, this step is necessary to make a deal. For this purpose, a professional PowerPoint presentation is prepared with the newest statistical data, list of references, and special price packages. Furthermore, it is important to be prepared for tough questions (mentioned in Section 5.5). That is why a list of frequently asked questions has been prepared and is regularly updated, together with well thought-out answers.

## 5.4 User opinions and arguments

A great asset of running a competition and survey portal is the owner can anytime ask any questions and gets thousands of answers very fast. This way, users have been asked repeatedly about their satisfaction, about things they would like to change on Soutez.cz, or how they felt about something that had been changed.

Users have over the years pushed many changes. They have also informed the owner about a lot of problems or given valuable feedback and advice. An example of an investigating survey leading to better prizes for the users can be found in Supplement 9.23

## 5.5 Client opinions and arguments

Clients have always been suspicious when it is the question of paying for a new service, especially on the internet. One of the most common complaints is that the respondents will most likely those who have a lot of spare time to waste online – students, unemployed or women on maternity leave – who are not a representative sample and not the right target audience. They also suggest these people could just be there for the possibility to win and do not care about the questions or products.

These complaints have to be very carefully answered. It needs to be explained that competitions are mostly about building a relationship a trust and they are in a way similar to a point of sale display. It is necessary to repeat competitions, add direct emails, PR articles and polls, and the results will surely come. People need to gradually learn interesting information about a product or service and then they might actually order it.

It is obviously true there are a lot of women on maternity leave and students and competing with Soutez.cz. Nevertheless, as the manager said in the interview (Supplement 9.24) both groups are actually very important to have. Teenagers work as trend-setters and opinion-changers – they influence their friends, classmates, family, even grandparents. When they get to know about a new mobile phone, it's not important they aren't going to buy it straightaway. They tell their parents and friends. They can ask for it as a Christmas or birthday present. Women on maternity leave – yes, they have low income, but it is not forever. They still do shopping, they choose what to buy. They have got more time to browse on the internet and they like reading about new products. They are an ideal target group for toys, baby cosmetics, food, pots and pans, events, trips, family activities, holidays etc.

When clients complain about the unsuitable target group, there might be a simple poll carried out before the competition. Soutez.cz can ask “Do you own a dog/cat?” or “How often do you travel by train?” and show the results to the client. Moreover, clients from eshops say they did not notice increase in sales. This is extremely common. It has to be explained that only very few people buy right away. They are not in need – they did not come to the website to buy, but to find the right answer. However, when the need comes they will surely remember the brand and they will include it among their choices. Soutez.cz helps build brand awareness.

## 5.7 Synthesis – SWOT analysis

Based on the facts from the previous sections, SWOT analysis has been created, which highlights main internal and external factors influencing the situation of Soutez.cz.

STRENGTHS	WEAKNESSES
Market leader with tradition and reputation Biggest number of users and big clients Unique name and domain Support of strong owner Sales team Precise measurability of data Online research cheaper than traditional one	Unattractive target group Short & ineffective visits on clients' websites Higher prices than competition Sharing is not supported Average marketing communications Unsophisticated surveys

OPPORTUNITIES	THREATS
Spread of broadband internet	Employers banning selected sites
People spend more time online	Unemployment – cancelling home internet
More money spent online	Companies organizing their own competitions
Clients needing cheap data in no time	Building a website affordable for anyone
More emphasis on performance marketing	

### Strengths

As for strengths, Soutez.cz can surely take advantage of its strong and clear name and unique domain name which confirm the position of the market leader with tradition. Soutez.cz has the biggest number of users, unmatched online services and a persuasive list of references. The project can rely on financial and technological support of its owner, AMI Praha. It has, apart from its competition, very good direct contacts on companies and communication agencies.

### Weaknesses

The biggest weakness is the very base of Soutez.cz – its users. They are seen by a lot of potential clients as low income people who only compete and answer surveys in order to get something for free. In case of competitions, clients complain that users visit their websites very shortly to get the answer and are not interested in the product/service. In case of surveys, software and subsequent filtering data is not sophisticated enough for large and demanding clients. Last but not least, existing marketing communications strategy is not very efficient and does not generate enough new users or clients. For instance, the website and emails are not designed for easy sharing of new competitions or articles with friends or colleagues.

### Opportunities

Among opportunities, spreading of computer and broadband internet into virtually every family in the Czech Republic must be mentioned. People buy and read traditional newspapers and magazines less and less every year and spend more time online. Furthermore, companies search for new and innovative ways to promote a product, and spend more money on online marketing, cutting costs on traditional media channels. Cheaper ways of doing market research will also be attractive. They also put more emphasis on so-called performance marketing – highly measurable activities with high return

on investment. The difference in speed and price of online surveys versus its street or telephone counterparts means another opportunity for Soutez.cz.

### Threats

Based on the interview, it is a real threat that people cannot access Soutez.cz from work because some employers have started monitoring online activity and banning selected websites. Bad economical situation and high unemployment rate means that people cancel their home internet and thus have no possibility to compete. Also, companies may organize their own competitions and survey more than they do now, and not use Soutez.cz as a contractor. Lastly, it is easier than ever to build a site and start an online business, so new competition portals, possibly with some innovative ideas, may be seen on the market.

The last chapter develops the results of this analysis and will offer suggestions for further improvement of the portal. It will be concerned with opinions of users and clients, with employing strong points of Soutez.cz in order to take advantage of the opportunities in the market. On the other hand, it will also suggest how weak points can be minimized in order to effectively oppose some of the emerging threats.

“It is not the strongest of species that survives, not the most intelligent, but the one most responsive to change.”

*Charles Darwin*

## **6. SUGGESTIONS FOR FURTHER IMPROVEMENT**

This is the final part of the thesis. Based on the informational input of literature overview and a thorough analysis of the current situation of Soutez.cz, suggestions to improve marketing communications of the project are put forward here. It needs to be said beforehand that Soutez.cz is still, especially compared to similar foreign portals, a tiny project with very limited budget. Therefore, all the suggestions made here take this fact into account.

### **6.1 Mission statement & goals formulation**

Before any activities can take place, it is crucial to identify the major goals for a given period of time. Only this way the activities can be integrated, focused and effective. In addition, when exact goals are set, it is later possible to compare prediction with reality. Project’s mission and goals were formulated on the basis of regular meetings and brainstorming sessions, and by summing up feedback information from users, clients and communication agencies.

The project’s *mission* has been formulated into three following sections:

- We continue to develop Soutez.cz in all directions so that it offers great value to both our users and clients. We want Soutez.cz to be the preferred choice and central destination for competitions and new products and services information on the Czech internet.
- Our users are our top priority. We want them to find useful information, learn new things, have fun and win valuable prizes.
- We help our clients to communicate effectively their brands, products and services and gather valuable marketing data with high return on investment.

**Main general goals for the year 2010 are:**

- Increase public awareness about Soutez.cz.
- Increase the number of users, their visits and participation.

- Ensure more attractive prizes for the users.
- Seek for new clients and long-term partners of the project.

These general goals have been further specified into specific numbers and percentages which are, however, not allowed to be shared within this thesis.

In following sections factual strategies and tactics to follow the mission and reach the goals are introduced, divided into logical groups.

## 6.2 Improved marketing communications

Marketing communications must never stop working and innovating. Here is a list of new ideas to be introduced in Soutez.cz marketing communications mix:

### Advertising

Soutez.cz will mainly concentrate on cooperation with popular community and social servers in the Czech Republic which will be based on reciprocal services. There are a few that have already been chosen and contacted: Lide.cz, Libimseti.cz, Zena.cz or Rodina.cz. Apart from mutual banner advertising, there will be boxes with a list of current competitions displayed on the above-mentioned servers. In return, these sites will have competitions and articles published for free at Soutez.cz.

As for smaller portals, a similar strategy will be used: Soutez.cz will be open and willing to exchanging recommended links and lists of current competitions in return for a PR article or a competition.

As far as market surveys are concerned, there will be a PPC campaign in major search engines carried out targeted on companies searching for market research agencies. Moreover, internal specialists at AMI Praha will try to improve the position of organic results in search engines by optimization of important factors.

Also some more controversial ways have been discussed, such as various guerrilla marketing campaigns<sup>12</sup>. Arty stickers and other street art have been considered as new and progressive ways of advertising.

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<sup>12</sup> See Wikipedia for more information: [http://en.wikipedia.org/wiki/Guerrilla\\_marketing](http://en.wikipedia.org/wiki/Guerrilla_marketing)

## Sales promotion

Soutez.cz will continue to use and promote its popular credit system. However, there will be more prizes from sponsors and clients of Soutez.cz, so that every week, 3 selected users with rightly answered questions will get a prize. The same will still apply for every month and end of the year. This way, users will be more motivated to come and play more often, ideally every day.

In addition, a brand new promotion tool will be introduced: “Bring 5 new users and you will get a great prize!” This programme obviously aims at extending the user base.

Connecting the online and offline worlds, that is another idea which will be brought to life. Soutez.cz will send samples of client’s product (e.g. a magazine, a chocolate bar, or a sample of pet food) to preselected users, together with branded Soutez.cz merchandise. Consequently, these people will be asked to give thorough feedback on quality, packaging etc. with 3 winners from a draw getting a special prize.

Targeted at clients, there will be special price packages introduced and promoted by direct email. They will include, for instance, 3 articles, 5 one-round competitions and a banner for a very competitive price. This way, clients receive a great value and, at the same time, they are more likely to be satisfied and come back as Soutez.cz works best after several *exposures*, not after one small competition.

## Events

Events have never been used for communicating Soutez.cz. However, it is one of the most promising and cost-effective ways how to increase awareness of a brand or product. Managers of Soutez.cz will attempt to sponsor events connected meaningfully with the project. They have in mind family afternoons in Prague; school sports days and amateur sports events; various competitions and record breakings. Soutez.cz will figure as a sponsor of the event, will be endorsed online and in the place of the actual event in form of eye-catching banner with a logo and website address. Moreover, merchandise such as t-shirts, blue plush quatrefoils (the logo of Soutez.cz) or branded baseball caps will be given away at the spot.



## Public relations

Soutez.cz needs to build awareness and credibility through all available channels. The most obvious PR tool – the very site [www.soutez.cz](http://www.soutez.cz) – must be further developed and tuned. This will be discussed in section 6.3.

Press relations must be maintained evolved by regular releasing of articles and press releases to all possible media. There are specialized sites on the Czech internet which publish interesting press releases and articles, for instance Protext.cz, Pressweb.cz, FeedIt.cz, MaM.iHned.cz and many others. At the same time, other cooperating channels mentioned in advertising paragraphs can be used for spreading the word. Soutez.cz can frequently inform about the number of prizes given away in a month, about the growing number of visitors, about a special new competition, site's redesign, or site's new features. All these messages can work effectively for both crucial target groups – potential users and potential clients.

Moreover, the owner of Soutez.cz will continue mentioning Soutez.cz in its marketing materials and on the corporate website.

## Direct marketing

Marketing communications mean a dialogue between a company and its customers. Increasingly more, this dialogue is truly interactive and frequent. With the rise of the internet, direct marketing has become affordable to virtually anyone. What is more, companies can move from mass communication to highly targeted and thus more effective communication, or even to one-to-one dialogue.

As for Soutez.cz, direct emails are one of the crucial tools in communication with users and acquiring new clients. It has been decided that a special email will be sent to so-called dead accounts – the users that have not taken part in a competition or survey over the last 12 months. They will be kindly informed about the current state of Soutez.cz, new features, prizes given away to users recently, and things to come. This will hopefully lead to a new wave of enthusiasm enlivened in these past users and, as a result, in higher traffic to Soutez.cz and higher participation in competitions and surveys.

In addition, there will be a feature added in the profile settings where people can choose if they can receive an email with special offers on selected topics. These email groups will then be offered to clients with interesting products

and services to offer. Clients (past, current and potential) will be contacted by a well-written and designed email with a summary of what Soutez.cz can offer to them. Subsequently, special price packages and premium offers will be sent to them. This will help both the clients and the users who will feel they are receiving something extra.

Emails will have its form and content significantly improved; there will be personalization of salutation used (i.e. “Dobrý den, Davide...”); there will be a button for simple sharing of the message to addressee’s friends; there will also be a “call-to-action” button which will call the user to take part in the subject of the message (e.g. a competition, or visit of a recommended website). Obviously, the whole email layout will be redesigned to be more attractive and appealing.

### Personal selling

The crucial move in personal selling needs to be a step towards a consulting nature of selling. Therefore, knowledge and specialization of the sales force will have to be trained and practised. It is important to act as media consultants who help find the right solution rather than as an ordinary sales manager.

In practical terms, even more emphasis will be put on cooperation with communication and research agencies. It is the key factor today for companies to have its marketing communications carefully planned and *integrated*. Therefore, it is very important when account managers in communication agencies offer their clients Soutez.cz as a part of a balanced and well thought-over strategy. Apart from Wundermann and Ogilvy agencies mentioned in section 4.5, other agencies come into question. From the years of running the portal, it is now known that fast moving consumer goods work best. They are things that any person needs from time to time and a price premium of a famous brand is still widely affordable. Leo Burnett agency with its clients Tesco and Vitana are the target for a personal meeting, as well as Mark BBDO (working for Ahold or Müller), TBWA (Unilever, Henkel, Schwarzkopf), or Grey working Procter & Gamble and Globus.

As for research agencies, it is important to stay in touch with them and offer a fast and cheap alternative to their expensive research methods. Sometimes a client may need to carry out a confirmative test asking for opinion of the internet population. Soutez.cz can offer results from up to 4000 users in just 2 days, for a fragment of a price of the traditional questionnaire research.

Further cooperation with companies GfK Czech and MediaCom come into question here, as well as any other research agencies.

In contact with potential clients, very good selling arguments must be prepared. As mentioned in section 5.5, people are suspicious towards the users of Soutez.cz. That is why the list of frequently asked questions has been created and regularly updated, accompanied by well articulated answers. Moreover, comparing the effectiveness of competitions to that of banners (see section 4.3.1 for more detail) and the price of online research to that of research agencies must be well prepared and graphically presented in both electronic and printed form.

### **6.3 Following the trend of the social web**

As mentioned in through literature overview section, the important of the social web is growing strong. As people get accustomed to being online a large portion of their days, they seek for ways to actually enjoy that presence. They do not want to be sold aggressively as they are used to from television. They wish to feel comfortable online and be the ones who decide. That is why managers of Soutez.cz have thought about bringing some features to the new version of the portal so that they can interact with its users better and so that the users feel at home at Soutez.cz and enjoy competing.

New ways to extend website features have been suggested:

- Adding regular online discussions with interesting people,
- User comments will be allowed below every competition or survey (for registered users only) to find out more about their opinions,
- The site will allow for easier sharing of competitions, surveys and articles with colleagues and/or friends,
- The site will include RSS technology for easier reception of new competitions and articles,
- Videos introducing new products and services with a contest question attached to the video,
- A graphic box informing visitors to the site about prizes won in the last month, and prizes to be won in the upcoming week,

- “Take the tour”<sup>13</sup> section clearly explaining to newcomers how Soutez.cz works.
- Careful analysis of web analytics. Watching success rate of individual emails and PR articles and improving them along the way.

Outside the website Soutez.cz, there is lively online world which might not know what brilliant things Soutez.cz has to offer. There are now extremely popular social networking sites such as Facebook where Soutez.cz cannot afford not to be present. A long discussed was the relative openness of Facebook – managers were afraid that people would complain on the Facebook Wall<sup>14</sup>, or post correct answers to current competitions and thus discredit it. Of course, wall comments may be disallowed, but that would oppose the idea of high-level openness Soutez.cz can present itself with. In the end, it was decided to start using a Facebook fan page in the near future with open rights. If the above-mentioned problems appear, they will be dealt with individually and openly. Facebook fan page can attract a new kind of users and therefore be more attractive to potential clients. Possibly, Facebook fan page can be used to special competitions among fans that would be held independently of the Soutez.cz website.

Moreover, Soutez.cz profile will be created on Twitter, which is still relatively unknown in the Czech Republic, but is spreading quickly. In case of Twitter, information about new competitions, surveys, and features will be posted every day together with special announcements and teasers.

In all these areas, emphasis will be on very good copywriting and design. As mentioned in literature overview, these parts of communication process are very important on the internet. Moreover, the features for easier sharing are crucial for viral marketing – when the users find anything interesting, they must find it quick and easy to spread the news to as many people as possible.

There have been other ideas, such as special iPhone or Symbian phone applications, but due to expensiveness of development as well as very low intersection between Soutez.cz users and smart phones owners, this idea has been postponed.

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<sup>13</sup> Inspiration for this feature can be seen here: <http://www.flickr.com/tour/>

<sup>14</sup> Please see the explanation here: [http://en.wikipedia.org/wiki/Facebook\\_features#Wall](http://en.wikipedia.org/wiki/Facebook_features#Wall)

## 6.4 Answering user requests and comments

For years, users have naturally been reacting on the development of Soutez.cz. Every phone call or email has been a piece of valuable feedback. Those people were either extremely happy they eventually won something, or they were complaining it took too long before they received the prize. They were either praising the new site design or complaining about it. It has been agreed that Soutez.cz staff should actively ask for feedback information. Apart from regular surveys with prizes for all users, there will be phone calls following the dispatch of a prize to the winner. The staff will shortly ask for any problems that person could experience with Soutez.cz, and their suggestions for improvement. Moreover, twice a year, Soutez.cz will conduct a special “customer satisfaction survey”. This will hopefully lead to even better user satisfaction and their increased loyalty.

Coming from users’ requests and suggestions over the last year, there have been a few new features planned to be added into a site as soon as possible. These are:

- Sudoku puzzles<sup>15</sup>,
- User stories – favourite albums, films, cities, etc. (already implemented, but will be used more frequently),
- More valuable and attractive prizes – from time to time, there will be prizes worth over CZK 5,000 and attractive prizes such as “A weekend car” with Škoda or Peugeot
- More winners for competition (better chance of winning) – some clients are open to this and have no problem supplying 10 or even 20 smaller prizes (food family packs, packs of nappies, memory cards etc.)

For the future, other new features will be considered. Several users have requested geo-cache competitions<sup>16</sup>, but it would be an extremely minor activity highly dependent on the equipment and address of users.

Moreover, precise filtering of information has been repeatedly requested. Users want to get announcement emails only if the prize is, e.g. worth more than CZK 3,000 or if it is consumer electronics. If not, they do not want to

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<sup>15</sup> Please see the explanation here: <http://en.wikipedia.org/wiki/Sudoku>

<sup>16</sup> Please see the explanation here: <http://en.wikipedia.org/wiki/Geocaching>

receive an email. In addition, they would like to see this on the website Soutez.cz as well – they do not want to see articles and competitions which do not comply with their fields of interest. These two features have been for its complicated and controversial nature postponed.

## **6.5 Answering client requests and comment**

As from users, Soutez.cz staff receives a lot of feedback from potential and actual clients. On meetings preceding a contract or on meetings evaluating campaigns, Soutez.cz managers find out a lot about how clients see Soutez.cz and its benefits and disadvantages.

Special section on the website is needed which would clearly explain all advantages to potential clients, accompanied by references and testimonials of satisfied clients.

Clients have further requested a possibility to use omnibus surveys<sup>17</sup>. This way, cost effectiveness of an online survey would be even higher with multiple clients dividing costs between them. This feature will surely be implemented and offered in the very near future.

New advanced features for advanced surveys and statistical evaluation of the results will be introduced as clients require ramification of questions or complex filtering of respondents and their answers.

Several clients have also suggested it could be a good idea to create a new portal which would be utilized for online research only, without competitions and articles. This certainly is a good idea. However, it would be difficult to ask Soutez.cz to go to yet another portal. This idea is being analyzed, but is postponed, at least for upcoming months.

Lastly, there have been requests for online orders for competitions, survey and articles. Clients would have their own private section where they could, using a special interface, design e.g. a competition and send it to Soutez.cz staff for approval. Again, this certainly is a good idea and it will be implemented in the next redesign of the site.

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<sup>17</sup> Please see the explanation here: [http://en.wikipedia.org/wiki/Omnibus\\_\(survey\)](http://en.wikipedia.org/wiki/Omnibus_(survey))

“There is no delight in owning anything unshared.”

*Seneca*

## **7. CONCLUSION**

We are everyday witnesses of the presence of marketing communications. They surround us and heavily influence our lives. Unfortunately for us, as well as for companies that communicate at us, there are more than enough messages already. For most people, it is no longer a desirable state to be shouted at and bothered. We would much prefer to choose what information they want to receive and when. We try to avoid the power and influence of media by any available means. We get put off by TV and magazines full of advertisements. Yes, they still work and affect us, but we enjoy the feeling of power – of switching the channels or turning a page. This is why the internet has been so successful and will continue to be. Although it is also full of advertising messages of all kinds, we are much more in control. We get to the information we seek for quickly and effortlessly. Online, we can ask, discuss, comment, argue, and complain. Companies, in order to be successful online, have to listen to us and be open and helpful. If they are not, competition is just one click away. Soutez.cz is highly dependent on its users. When they do not find the content compelling enough, they will not come back. The owner of Soutez.cz has to support interaction and ask for feedback of the visitors. It is the only way how the portal can continue working and profiting.

The aim of this diploma thesis was to introduce and describe various tools of marketing communications, and employ them in practice – while improving and promoting the internet portal Soutez.cz. Emphasis was put on online marketing, but traditional ways such as print or events were also mentioned. First, the difference between old and marketing was discussed. It is important to realize that the internet has brought entirely new ways of looking at marketing. Instead of broadcasting it is supporting communication that now really matters. Top-bottom strategy has been substituted by the bottom-up strategy in which companies build on winning ideas they acquire from testing and customer input. Next, marketing communications and tools of online marketing were described. Banners, emails, search engine marketing and online competitions and contests are all very effective marketing weapons. Moreover, the importance of good copywriting and design is discussed. Literature overview is closed by introducing two recent trends in online

marketing – the rise of the social web and viral marketing. The web will likely become the primary centre of activity for whatever people do: when they shop, plan, learn, or communicate. It will be the first place they turn for news, information, entertainment, diversion – all of the things that the older media supplied. Then, when a fascinating piece of news comes out, the web functions as a wave – everybody gets the news. Companies can cleverly take advantage of this and employ viral marketing to help them get the word out.

Subsequent chapter was concerned with the characteristics of the project Soutez.cz. It described the development of the project since 1998 and provided with main features and descriptions of services and target groups. Next section was dedicated to the actual analysis of the current situation. PEST analysis was used to evaluate general environment, followed by the analysis of competition. Main subject of this diploma thesis, current marketing communications of the project, was next to be described and analyzed in detail. In accordance with the key idea of the thesis – listening to customers – also opinions of both users and clients were supplied. SWOT analysis was employed as a synthesis point to sum up the current situation. Last chapter, probably the most important one, brought suggestions for further improvement in all crucial categories of marketing communications. Brand new ideas were introduced based on literature research, knowledge of the competition and, very importantly, on the feedback given by both the users and clients of Soutez.cz.

To sum up the content of this diploma thesis, it can be said that listening to customers and continually following and analyzing competition and latest trends are crucial activities in order to succeed on today's crowded markets. Main hypothesis of this paper is clearly a key task for any company running a website: "Today, a website can only be successful when its authors carefully listen to visitors, interact with them and provide compelling, well-organized content and excellent services." This thesis will surely help further development of the portal Soutez.cz in doing just that. In addition, readers of the thesis could use the findings as a useful set of tips for marketing communications in the internet environment.



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Soutez.cz – Annual Report

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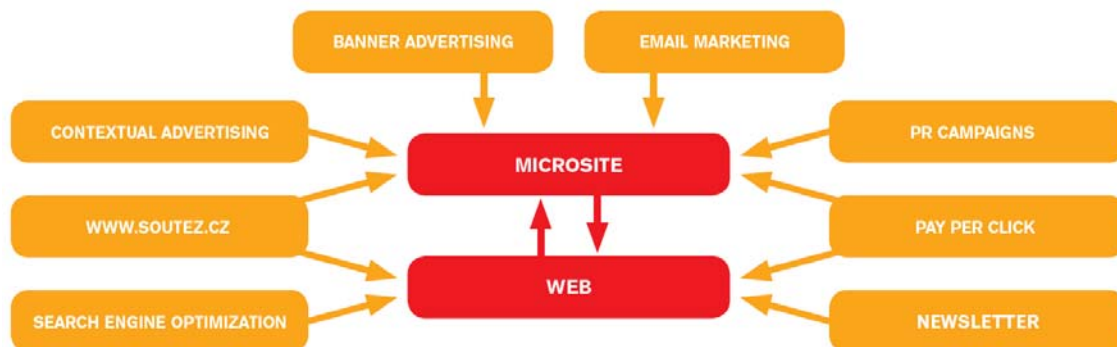
## 9. SUPPLEMENTS

### 9.1 Old marketing versus new marketing

Components	Old Marketing	New Marketing
Marketing mindset	Use one-way, one-sided communication to tell brand story.	Nurture dialogue and relationships; be more transparent, earn trust, build credibility.
Brand equity	Brand call is holy grail.	Brand value is determined by customers: How likely are customers to highly recommend the good or service?
Segmentation	Group customers by demographics.	Group customers by behaviour, attitudes, and interests—what’s important to them.
Targeting	Target by demographics, especially for media buying.	Target according to customer behaviour.
Communication	Broadcast style: create and push message out for customers to absorb.	Digital environment for interactive communication through search and query, customer comments, personal reviews, or dialogue.
Content	Professional content created and controlled by marketers.	Mix of professional and user-generated content, increasingly visual.
Virality	A nice feature but popularity too often driven by flashy presentation rather than content.	Virality based on solid content and remarkable products or features that will get people talking and sharing.
Reviews	Think Michelin Guide: the experts weigh in.	Think Amazon: users review and vote on everything.
Advertiser/Publisher	Publisher establishes channel and controls content to gather an audience for the advertisers who sponsor channels or programmes.	Build relationships by sponsoring (not controlling) content and interaction when, where, and how customers want it.
Strategy	Top-down strategy imposed by senior management drives tactics.	Bottom-up strategy builds on winning ideas culled from constant testing and customer input.
Hierarchy	Information is organized into channels, folders, and categories to suit advertisers.	Information is available on demand by keyword to suit users.
Payment	Cost per Thousand (CPM): Emphasis on cost; Advertisers buy with the idea that share of voice = Share of mind = Share of market.	Return on Investment (ROI): Invest in marketing for future growth and profitability based on measurable return.

Source: Weber, 33-4

## 9.2 Online marketing



Source: AMI Praha a.s., online marketing leaflet

### A scheme of interaction between marketing tools on the internet

To make people visit a website or microsite, integrated marketing communications must be well prepared. There are traditional ways such as TV or print advertisements. Moreover, there are very effective online marketing tools depicted in the scheme above, which help drive the traffic to the desired destination. Some of them are more suitable for communicating either a website or microsite; some are very effective for both.

## 9.3 Search engine marketing

**SEZNAM** soutěže na internetu  Vyhledat Seznamem

Česky [Ve světě](#) [Firmy](#) [Mapy](#) [Zboží](#) [Více](#) ▾

**Soutěže o kosmetiku** Reklama Sklik  
Každých 14 dní nová **soutěž** o dárky s luxusní značkovou kosmetikou. [www.fann.cz](http://www.fann.cz)

**Soutěže o ceny na internetu - Soutěž.cz**  
Portál Soutez.cz nabízí každý den vlastní **soutěže** o ceny na internetu. [www.soutez.cz/index.aspx](http://www.soutez.cz/index.aspx)

**Soutěže na internetu o ceny sms soutěže, vyhrávejte skvělé ceny**  
Soutěže na internetu o ceny sms soutěže, vyhrávejte skvělé ceny ... **Soutěže** o ceny na internetu Soutěže.unas.cz TOPlist [souteze.unas.cz/](http://souteze.unas.cz/)

**Vyhrařej Soutěže o ceny na internetu - internetové www soutěže**  
Vyhrařej-Soutěže.cz, to jsou aktuální internetové www soutěže, **soutěže** o ceny probíhající na internetu a SMS soutěže. [www.vyhravej-souteze.cz/](http://www.vyhravej-souteze.cz/)

**Soutěže o ceny na internetu! SMSx.CZ**  
Vyhrařej v super SMS soutěži! SMSx.CZ **soutěže** o ceny na internetu! [www.smsx.cz/](http://www.smsx.cz/)

**Soutěže24.cz Soutěže o ceny na internetu internetové soutěže ...**  
Soutěže na internetu o ceny sms soutěže, vyhrávejte skvělé ceny [souteze24.cz/](http://souteze24.cz/)

**České-soutěže.cz - SMS soutěže a soutěže o ceny na internetu**  
Provoz serveru s informacemi o SMS a internetových soutěžích. [www.ceske-souteze.cz/](http://www.ceske-souteze.cz/) - Brno-město - [Zobrazit na mapě](#)

**Soutěže o ceny na internetu**  
Hrej o ceny a vyhrej - **soutěže** o ceny na internetu ... © 2005 Vyhrej.cz - **soutěže** o ceny na internetu [www.vyhrej.cz/](http://www.vyhrej.cz/)

**Soutěže O Ceny Na Internetu: Denně nové soutěže o ceny**  
Soutěže o ceny na internetu, soutěže o ceny, soutěže [www.souteze123.cz/](http://www.souteze123.cz/)

**Soutěže o ceny na internetu s DIGIPROFI.CZ**  
Soutěže o ceny na internetu s Digiprofi.Cz [digiprofi.cz/souteze-o-ceny-na-internetu-s-digiprofi.cz](http://digiprofi.cz/souteze-o-ceny-na-internetu-s-digiprofi.cz)

Reklama Sklik:

**Soutěže Na Internetu**  
Pravidelné **soutěže** na novém webu. Vyhrajte denně atraktivní ceny! [www.ProZeny.cz](http://www.ProZeny.cz)

**Snižte náklady na volání**  
Hlas, data a **internet** pro firmy. ICT a kombinovaná řešení na míru [www.gtsnovera.cz](http://www.gtsnovera.cz)

**Vyhrajte golfový výlet**  
do Británie pro 4 osoby a splňte si vaše golfové sny v kolébce golfu. <http://golf.visitbritain.cz/soutez>

**Soutěže Visa**  
Soutěž s Visa a vyhraj zájezd na finále FIFA MS ve fotbale 2010! [www.Visa.cz](http://www.Visa.cz)

**Internet od T-Mobile**  
Náš spolehlivý a rychlý **internet** vás nezklamе. Vyzkoušejte! [www.t-mobile.cz/internetpc](http://www.t-mobile.cz/internetpc)

**soutěže na internetu**  
Atraktivní čtení, krása, móda, láska, děti, gastronomie. [www.atraktivni.cz](http://www.atraktivni.cz)

**Testuj a vyhraž**  
Testovací jízdy nových modelů. Zaregistrujte se na jízdu on line. [www.peugeot.cz](http://www.peugeot.cz)

**Soutěž o hodnotné výhry**  
Luxusní zboží za směšné ceny. Přihazujte bony a vyhrajte! [www.Bonus.cz](http://www.Bonus.cz)

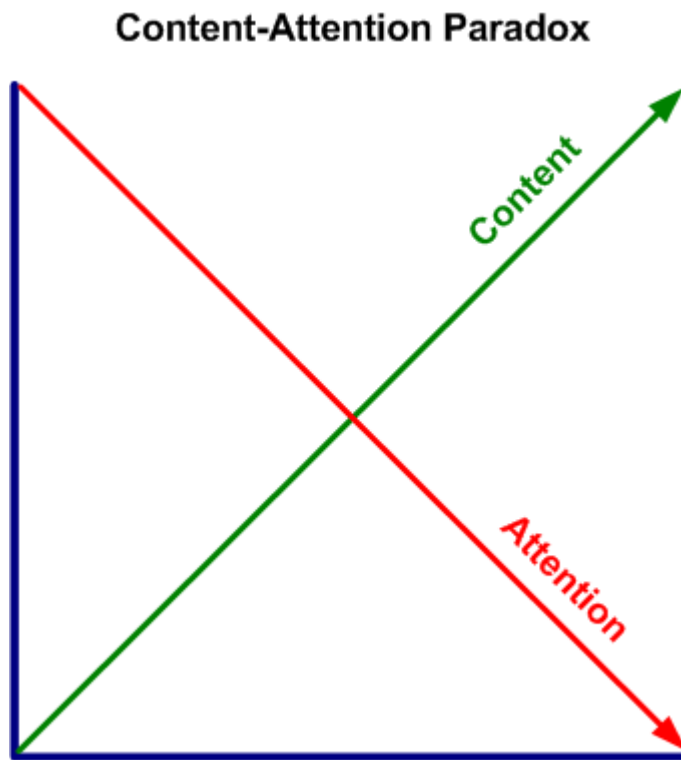
Source: [www.seznam.cz](http://www.seznam.cz)

Organic search results are the list on the left with website thumbnails.

Paid links are the ones in the right column and also the one at the top with background colour.

Please notice that the advertisements are visibly labelled by saying “Reklama Sklik”.

## 9.4 Content-attention paradox



Source: McGovern, 10

## 9.5 Social media landscape

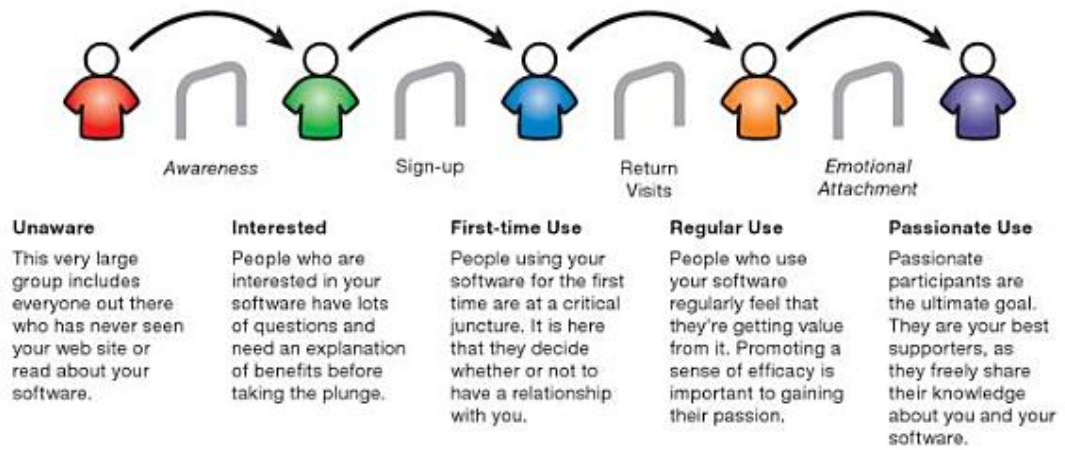
# Social Media Landscape



Source: Cavazza, <http://www.fredcavazza.net/2008/06/09/social-media-landscape/>

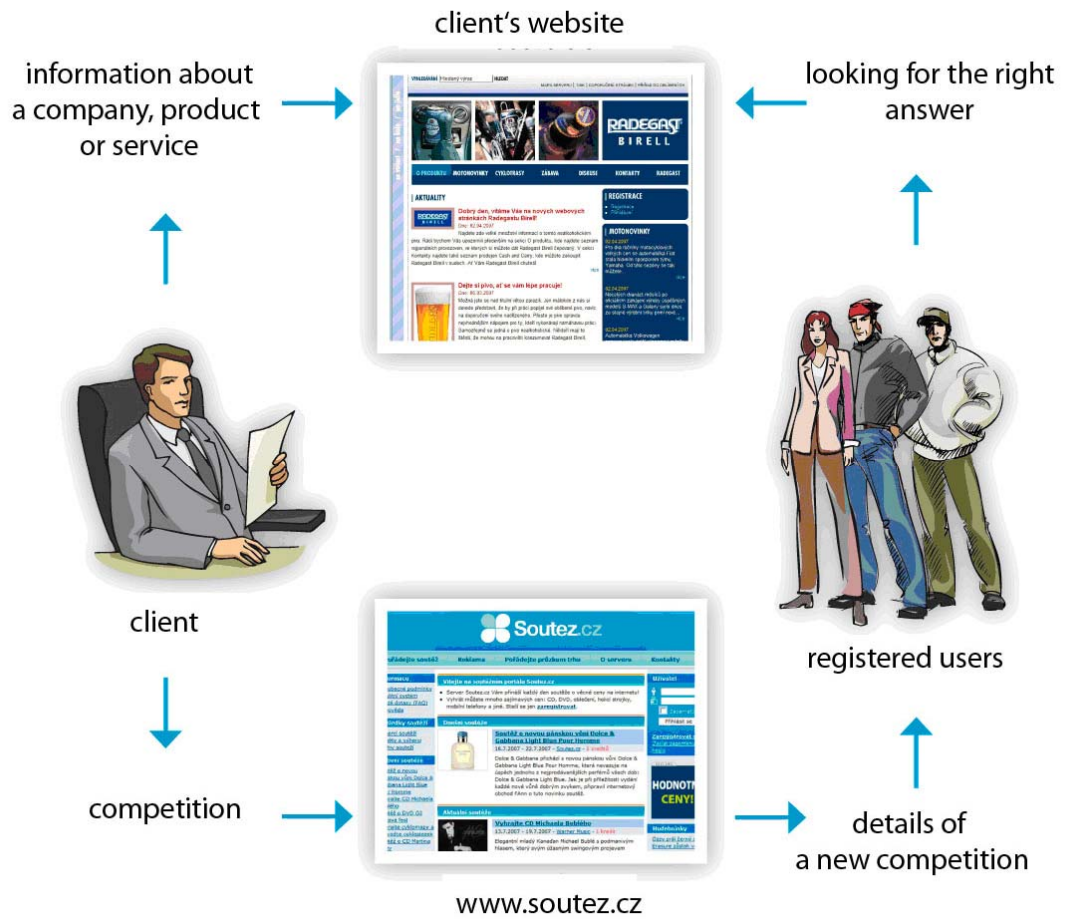


## 9.6 The usage lifecycle



Source: Porter, ix

## 9.7 Soutez.cz – “How it works”



Source: AMI Praha a.s.

## 9.8 Soutez.cz website 1998-2003 – home page

The screenshot shows the Soutez.cz website in a Microsoft Internet Explorer browser window. The address bar displays <http://www.soutez.cz/www/system-welcome.asp>. The website header includes navigation links for "SOUTĚŽ" and "MUSICSITE", and a partner logo for "ami".

**Main Content Area:**

- WWW.SOUTEZ.CZ** logo and navigation.
- stahuj.cz** advertisement for software.
- Vítejte ve světě soutěží** (Welcome to the world of competitions): A text block mentioning the Internet World Prague 2001 event and a tree illustration.
- Probíhající soutěže** (Ongoing competitions): A list of current contests:
  - 13.4. 2001 - 26.4. 2001 - [Soutěž CZ](#)
  - Soutěž o taneční CD "Dance Mania"**: Description of a CD "Dance Mania" featuring various music styles.
  - 9.4. 2001 - 6.5. 2001 - [BA/CA ČR](#): **Siemens C35i za seznámení s Online Banking**. Description of a contest where users win a Siemens C35i by answering questions about Online Banking.
  - 5.4. 2001 - 25.4. 2001 - [Philips ČR](#): **Anketa o bezdrátový telefon Philips Kala**. Description of a contest where users win a Philips Kala TD cordless phone by sharing their opinion.
  - 2.4. 2001 - 6.5. 2001 - [BA/CA ČR](#): **Nokia 3310 za seznámení s Online Banking**. Description of a contest where users win a Nokia 3310 by communicating with a bank.

**Left Sidebar:**

- Konica** logo and "Generální sponzor" (General sponsor) text.
- Nabídka** (Offer): Links for "Úvodní stránka", "Zaregistrovat se", "Zapomenuté heslo", "Vyherci soutěží", and "O tomto serveru".
- Pořadatelé** (Organizers): A table listing organizers and their counts:
 

Soutěž CZ	7
BA/CA ČR	2
Philips ČR	1
BMG Ariola	1
Palác Akropolis	1
- Informace** (Information): Links for "Nápověda", "Časté dotazy (FAQ)", "Všeobecné podmínky", "Pořádejte soutěž", "Reklamní banner", and "Kontaktní údaje".
- Nápověda** (Help): Text explaining the login process: "Jste-li na Soutěž.CZ poprvé, přetáhněte si. Jinak vepište své uživatelské jméno a heslo do přihlašovací tabulky a klikněte na tlačítko Login." Below is a login form with a CAPTCHA.

**Right Sidebar:**

- Uživatel** (User): Login form with fields for "Uživatelské jméno" and "Heslo", and a "Login" button.
- Ukončené** (Completed): A list of past contests:
  - 3 CD Pavla Habery "Boli sme raz milovaní"
  - Soutěž o vstup na koncert Ivy Kélarové
  - Soutěž s MS Group o večeri s konzultací
  - Soutěž o 30 rodných balíčků One-A-Day I
  - Velká anketa o telefon Motorola T2288R
  - Soutěž o 2 vstupenky na koncert Stinga
  - Soutěž o CD "Rock Stars CZ"
- Něco navíc** (Something more): Text about a contest where users can win a CD by Ramstein - Mutter by participating in a hit parade. "Hlasovat můžete zde."
- Príležitost** (Opportunity): A small yellow box with an exclamation mark.

**Bottom of the page:** "Done" and "Internet" status indicators.

Source: AMI Praha a.s.

## 9.9 Soutez.cz website 1998-2003 – sub page

The screenshot shows the website [www.soutez.cz](http://www.soutez.cz) in Microsoft Internet Explorer. The browser's address bar shows the URL <http://www.soutez.cz/verze2/so-act-view.asp?soutez=191>. The website has a blue and white color scheme. At the top, there are navigation links for "SOUTĚŽ" and "MUSICSITE", and a logo for "ami" with the text "Váš partner na Internetu".

The main content area features a large banner for "WWW.SOUTEZ.CZ" with the headline "...rozdávám svou krásu" and a photo of a woman. Below this, a contest announcement is displayed:

**Auto na týden od CAC Leasing (21. kolo)**  
Společnost CAC Leasing a.s. pro Vás připravila soutěž s týdenní periodou, ve které máte možnost vyhrát **Ford Focus 2.0i Trend** na celý týden. K tomuto účelu byly zřízeny samostatné stránky na adrese [www.cac.soutez.cz](http://www.cac.soutez.cz).  
**Nápověda:** nevíme nebo nepovíme

To the right of the announcement is a "Přihlášení" (Login) form with fields for username and password, and a "Login" button. Below the announcement, there is a section "Co můžete vyhrát?" (What you can win) with a sub-heading "1x Zapůjčení automobilu na celý týden zdarma" (1x Free car rental for a whole week) and a link to the official contest page.

Below that is a "Otázky a odpovědi" (Questions and answers) section with a question: "1) Navštívili jste již někdy stránky společnosti CAC LEASING?" (1) Have you ever visited the website of CAC LEASING?). There are five radio button options for answers, ranging from "Ano - nejvíce mne zajímá bazar" to "Ne - stránky na adrese www.cac.cz jsem nikdy nenavštívil". A "Hlasovat do soutěže" (Vote in the contest) button is located below the options.

At the bottom of the main content area is a yellow banner with the text "A, C, E, G, ?" and "Otestuj svou inteligenci" (Test your intelligence), with a "KLIKNI" (Click) button.

The left sidebar contains several sections:

- Uživatel** (User): Home page, Registrace, Vaše heslo, Výherci
- Kategorie** (Category): Spotř. elektronika, Hudební nosiče, Reklamní předměty, Různé soutěže
- Firmy** (Companies): Soutěž CZ, Konica Czech, Philips ČR, CAC Leasing
- Rozcestník** (Index): Rozcestníky, Ankety, Pro vzdělané, Pro tvořivé, Speciality

The right sidebar contains:

- Hitparáda** (Hit parade): Hlasovat pro své oblíbené soutěže můžete v našem rozcestníku!
- Super akce** (Super offer): VÝSLEDKY NOKIA 7110
- Náš tip** (Our tip): Nastavit jako domov. stránku, Přidat mezi oblíbené položky
- Ostatní** (Other): Nápověda, Podpořte nás, Pořádejte soutěž, Možnosti reklamy
- Link dne** (Link of the day): Velká letní soutěž s JRC Interactive, Atraktivní ceny především v podobě her Diablo 2 a Polda 2 můžete vyhrát v letní soutěži na stránkách JRC Interactive. **Do 31. srpna 2000**

At the bottom of the page, there are logos for "WWW.SOUTEZ.CZ", "člen!ms", and "HLAVNÍ SPONZOR RADEGAŠT". The browser's status bar at the bottom shows "Internet".

Source: AMI Praha a.s.

## 9.10 Soutez.cz website 1998-2003 – sub page

The screenshot shows the website **WWW.SOUTEZ.CZ** in a Microsoft Internet Explorer browser window. The page is titled "Soutěž - svět soutěží na Internetu" and is part of a contest for a Philips kettle. The main content area features a large advertisement for "ADRENALINE" and a contest announcement: "Vyhrajte rychlovarnou konvici Philips". The contest is organized by "Internet Advertising System".

**Navigation and Sidebar:**

- Top navigation: SOUTĚŽ, FOTO-ALBUM, MUSICSITE
- Left sidebar:
  - Nabídka:** Úvodní stránka, Zaregistrovat se, Zapomenuté heslo, Výherci soutěží, Kredity a výherci
  - Pořadatelé:** Soutěž CZ (3), CAC LEASING (1), Radegast (1), Philips ČR (1), Lidovky.cz (1), Ticketpro (1)
  - Informace:** Náповěda, Časté dotazy (FAQ), Kreditní systém, O tomto serveru, Všeobecné podmínky, Pořádejte soutěž, Reklamní bannery, Kontaktní údaje
  - Náповěda:** Před hlasováním do soutěže vepište své uživatelské jméno a heslo do přihlašovací tabulky a klikněte na tlačítko **Login**.
- Right sidebar:
  - Uživatel:** Login form with "ulož" and "Login" buttons.
  - Kredity červenec:**

1. Říhová L.	97
1. Holubec R.	97
1. Keller T.	97
1. Krákorá V.	97
1. Dundrová J.	97
  - Kredity celkem:**

1. Moštěk J.	527
1. Skuňníková E.	527
2. Šotek L.	526
3. Doležal L.	525
3. Kubiček J.	525
  - Probíhající:**
    - Vyhrajte rychlovarnou konvici Philips
    - Auto na týden od CAC LEASING (29.kolo)
    - Soutěž o tričko Radegast
    - Vyhrajte roční předplatné Lidovky (17.kolo)

**Main Content:**

**Vyhrajte rychlovarnou konvici Philips**  
 Vyhrajte velmi užitečný domácí spotřebič - vamous konvici. Philips pro vás připravil zajímavou a výhodnou letní akční nabídku týkající se žehliček a vysavačů. Další informace naleznete na webu Philips.  
**Info:** <http://www.dap.philips.cz/ds/> **Do:** 14.8.2003

**Za správnou odpověď získáte**  
 3 kredity

**Co můžete vyhrát**  
 1x Konvice HD 4652

**Otázky a odpovědi**

- Co byste uvítali na stránkách PHILIPS domácí spotřebiče?
  - Elektronickou kuchařku
  - E-shop
  - Flashové prezentace výrobků
  - Info o zdravé výživě
  - Testy výrobků
- Využili jste někdy akční nabídky PHILIPS?
  - Ano
  - Ne
- Co nejvíc oceňujete na výrobcích PHILIPS?
  - Design
  - Spolehlivost
  - Moderní technologie
  - Příznivou cenu

Source: AMI Praha a.s.



## 9.11 Soutez.cz website 2004-2008 – home page

The screenshot shows the homepage of Soutez.cz in a Microsoft Internet Explorer browser window. The browser's address bar displays the URL <http://www.soutez.cz/index.aspx>. The website features a blue header with the Soutez.cz logo and a navigation menu with links for "Pořádejte soutěž", "Reklama", "Pořádejte průzkum trhu", "O serveru", and "Kontakty".

The main content area is divided into several sections:

- Informace:** Includes links for "Všeobecné podmínky", "Kreditní systém", "Časté dotazy (FAQ)", and "Nápověda".
- Výsledky soutěží:** Lists "Vítězci soutěží", "Kredity a vítězci", and "Archiv soutěží".
- Pořadatelé:** Lists "CAC LEASING (1)", "Soutez.cz (3)", and "Warner Music (1)".
- Dnešní soutěže:** Promotes a contest "Vyhrajte fotorámeček Konica" (March 8-9, 2006) and "Vyhrajte CD Anety Langerové" (March 7, 2006).
- Doporučujeme:** Features an advertisement for "CAC LEASING" with the headline "Auto na týden od CAC LEASING (10.kolo)".
- Aktuální soutěže:** Promotes "Vyhrajte MP3 přehrávač!" (March 3, 2006).
- Uživatel:** Includes a login form with fields for "E-mail" and "Heslo", and buttons for "Zapamatovat" and "Přihlásit se".
- Zaregistrovat se:** A link to register as a user.
- Hudebníky:** Lists artists such as "Springsteen ohlásil novou desku", "Babylon Circus v Akropoli", "Noví Butthole Surfers", "Stranlers: No More Heroes", and "Horropops brousí tuně psychobilly".
- Hry:** Lists games like "Forbes", "Točeni piva", "Snowboard", "Fuga", and "Hry Kozel".

At the bottom of the browser window, a status bar shows "Doručená pošta - Microsoft Outlook" and "Internet".

Source: AMI Praha a.s.

# 9.12 Soutez.cz website 2009-2010 – home page

The screenshot shows the homepage of Soutez.cz, a website for contests and competitions. The layout is clean and organized, with a clear navigation system. The main content area is filled with various contest announcements, product recommendations, and user-generated content. The use of blue and orange colors gives the site a professional and vibrant appearance.

Source: AMI Praha a.s.

## 9.13 Soutez.cz website 2009-2010 – sub page

Podobky Kredity Návrháři FAQ Výběry Archiv Pařátelů

Registrace  
Uživatelské jméno:  Přihlásit se  
Heslo:   
[Zapomněli jste heslo? / Nový registrace](#)

Vybírejte si soutěž: **Kreativní** Zručnostní Tipovací V médiích Na jiných webech

Nacházíte se: [Zpět](#) **Aktuální soutěže** Pošli svůj tip na soutěž

**Aktuální soutěže**

**Soutěž o nové CD skupiny My Chemical Romance**  
Zároveň koncertu slavné rock skupiny My Chemical Romance z Mexico City z října 2007 připomene fanouškům i fantastický koncert z loňského roku v Praze. Vychází u společnosti Warner Music na CD a DVD.  
**Cu můžete vyhrát**  
1x CD MY CHEMICAL ROMANCE „The Black Parade Is Dead“  
Nápověda: <http://www.soutez.cz>  
**Otázky a odpovědi**  
1. Jak se jmenuje nové album skupiny Primal Scream?  
 Beautiful Future  
 Cosmic Future  
 Vision Future  
 Wid hlasování za přihláše

1.9.2008 - 13.9.2008 - Warner Music - 2 úkoly  
Dobrotou soutěž:      2,7 hodnoceno: 45x [Přidat odkaz k mapě](#)

**Traveling Dog.net**  
Travel gear and accessories for your dog.  
**Traveling Dog.net**  
Travel gear and accessories for your dog.

**PARTNER PROJEKTU**

**travel** partner Soutez.cz  
**PHILIPS** partner Soutez.cz

**nejlevnější letenky**  
letenka **Jekatěrínburk za 3 333 Kč**  
+ poplatky 3 905 Kč, tam i zpět

**Anketa**  
**Jak se Vám líbí naše internetové stránky**  
Ano  64%  
Ne  35%  
Nevíám  5%  
[Výsledky průzkumu online](#)

**Ostatní soutěže**  
+ [Soutěž o nové CD skupiny My Chemical Romance](#)  
+ [Soutěž o stývkou kuchyňskou výbavu](#)  
+ [Anketa o životě a CD](#)  
+ [Vyhrajte šlábrovou Sadegast Birrell](#)  
+ [Soutěž o CD se soundtráckem k filmu Mamma Mia!](#)

**Tipy na soutěže na jiných serverech**  
+ [Zde jsou praktičtější, ale... zrovna mohou být dobrá česká místa](#)  
+ [Vyhrajte digitální zrcadlo PHILIPS](#)  
+ [Vyhrajte hudební mobilní telefon Sony Ericsson W 300](#)  
+ [Vyhrajte šlábrovou Sadegast Birrell](#)  
+ [Soutěž o CD se soundtráckem k filmu Mamma Mia!](#)

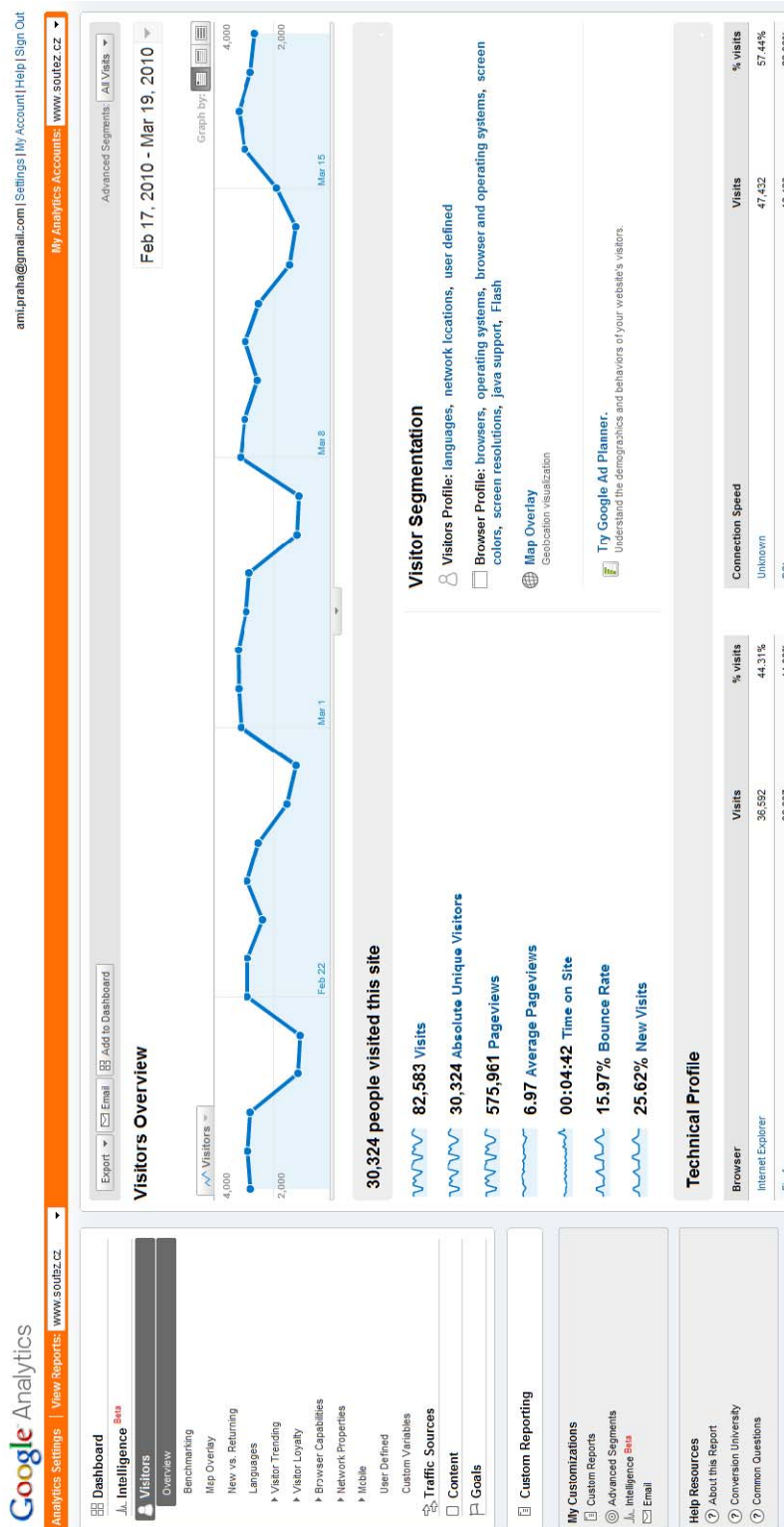
**Vyhraj telefon Sony Ericson v nové hře!** [Více informací](#)

© 1998 - 2008 AMI Praha a.s. [Přidat soutěž](#) [Reklama](#) [Napište nám](#) [Mapa serveru](#) [Vytisknout](#)

Source: AMI Praha a.s.



# 9.14 Soutez.cz – User statistics



Source: AMI Praha a.s.

## 9.15 Soutez.cz – Competitions

Vyhrajte holicí strojek NIVEA FOR MEN s ukazatelem stavu akumulátoru HS8420

16.3.2010 - 5.4.2010 - [Philips](#) - 5 kreditů

Hladké oholení, zdravá pokožka - tento strojek zvlhčuje při holení vaši pokožku! Jemně kopíruje obrysy tváře pro hladké oholení a kroužky stretch & lift připraví pokožku na skvělé oholení. Nový kondicionér obsahuje přírodní látku MICROtec, která chrání pokožku před podrážděním.

### Zvlhčuje při holení vaši pokožku

- Zvlhčení vaší pokožky při holení

### Holte se ve sprše a mimo ni

- Horká voda otevírá póry a výsledkem je hladké oholení

### Jemně kopíruje obrysy tváře

- Jemně kopíruje obrysy tváře

### Skvělé hladké oholení

- Stretch and Lift pro skvělé oholení

### Snadné doplnění emulze a dobíjení

- Snadné doplnění balzámu na holení

Nápověda: <http://www.philips.cz>

### Co můžete vyhrát

- 1x holicí strojek NIVEA FOR MEN s ukazatelem stavu akumulátoru HS8420 Philips

### Otázky a odpovědi

1. Jak dlouho se nabíjí holicí strojek HS8420 Philips do jeho úplného nabití?

- 8 hodin
- 9 hodin
- 10 hodin

2. Jaký je typ výměnné hlavy holicího strojku HS8420 Philips?

- H885
- HS85
- H185

Do soutěže jste již hlasoval!

Kredity budou přiděleny po ukončení soutěže.



Source: [www.soutez.cz](http://www.soutez.cz)

## 9.16 Soutez.cz – Direct emails

### Oznámení o nových soutěžích



Na základě Vašich údajů vyplněných při registraci Vám zasláme zprávu o nových soutěžích na portálu [Soutez.cz](http://Soutez.cz). Formát, kódování,

četnost a odhlášení zaslání této zprávy můžete změnit na stránce [změna registrace](#), ale až po přihlášení k serveru pomocí Vašich přihlašovacích údajů. Pokud jste zapomněli své uživatelské jméno nebo heslo, můžete si je nechat zaslat na stránce [zapomenuté heslo](#).

Partnerem portálu je společnost: [Philips ČR](#)

### Dnešní soutěž:



#### [Vyhraje DVD zpěvačky skupiny Fleetwood Mac!](#)

31.3.2010 - 6.4.2010 - [Soutez.cz](#) - 3 kredity

První český hudební server [www.music-site.cz](http://www.music-site.cz) má novou podobu! Kromě čerstvých zpráv ze světa dobré hudby, seznamů nových CD a tipů na zajímavé koncerty Vám přináší aktuální informace o kapelách a interpretech ze 70. a 80. let. Nechybí ani pravidelné soutěže, tentokrát můžete vyhrát například: DVD **Live in Chicago** od zpěvačky **Stevie Nicks** (zpěvačky skupiny **Fleetwood Mac**). Navštivte nový [www.music-site.cz](http://www.music-site.cz)

Přejeme Vám správnou volbu odpovědi a mnoho štěstí při losování :-)

Odesílatelem tohoto e-mailu je společnost AMI Praha a.s., Praha 4, Hanusova 29, IČO: 25715909, provozovatel serveru Soutez.cz

Source: AMI Praha a.s.

## 9.17 Soutez.cz – PR articles

### Naše tipy



#### [Lexikon - Neautorizovaný průvodce příběhy Harryho Pottera a souvisejícími prameny](#)

Encyklopedie Steva Vander Arka, vycházející ze světově proslulé webové stránky Harry Potter Lexicon, kterou ročně navštíví 25 milionů lidí, je populárně a přitom vědecky pojatým dílem. Je příhodným referenčním pramenem obsahujícím odkazy na kapitoly pro toho, kdo chce v knihách o Harrym Potterovi od J. K. Rowlingové dál hledat. Zmíněné webové stránce bylo věnováno víc než tisíc článků od Bombaje až po Boston. O Lexikonu, který je dílem vynikajícího týmu referenčních odborníků, psaly The New York Times, London Times, Los Angeles Times, Washington Post, International Herald Tribune, Associated Press, USA Today a Library Journal, mluvílo se o něm na televizních zpravodajských stanicích CNN a Fox News. Lexikon je komplexním a zábavně podaným dílem, ideálním pro čtenáře, výzkumníky, studenty, knihovníky i akademické pracovníky.

[více info](#)



#### [Každý den jedinečně... Huggies® Everyday!](#)

Huggies® Everyday jsou tu. A s nimi se otevírají nové horizonty v péči o vaše nejmenší a zachraňování čistoty vaší domácnosti. Při přebalování bude vaše dítě jako v bavlnce. Očekávejte vysoký standard, dostáváte do ruky extra jemné zboží. Tyto vlhčené ubrousky mají povrch jako bavlna. Během celé očištné akce bude Váš nos příjemně „zaměstnávat“ osvěžující vůně okurky, což ocení i každý přebalující tatínek. Kromě tradiční péče o dětské prdelky zvládnete s novými Huggies® Everyday mnohem mnohem víc. Stačí je jen pořádně zaměstnat!

[více info](#)



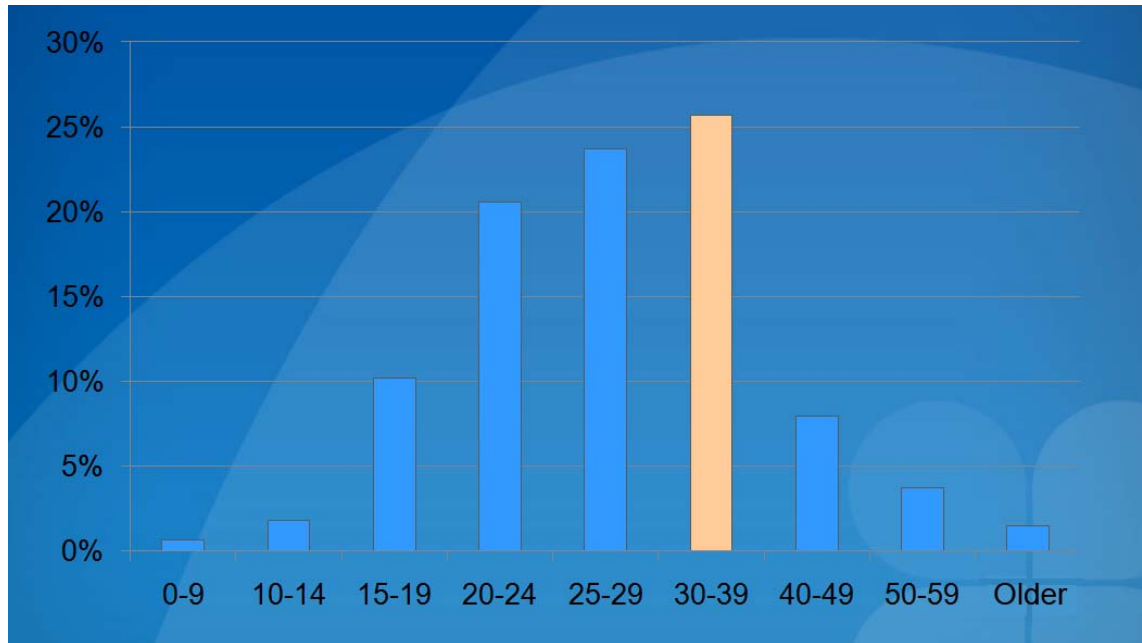
#### [Vlajková loď mezi Blu-ray přehrávači Philips BDP9500 vstupuje na trh!](#)

Společnost Philips přichází na český trh s novým modelem Blu-ray přehrávače BDP9500. Ten přináší vynikající technické parametry v podobě technologie zpracování obrazu Qdeo, posunu titulků pro širokoúhlé obrazovky, vylepšeného přehrávání DivX a pozlacených AV konektorů. To vše navíc doplňuje velmi propracované designové provedení, které odpovídá vítězným high-end EISA televizím.

[více info](#)

Source: [www.soutez.cz](http://www.soutez.cz)

## 9.18 Soutez.cz – Age groups



Source: AMI Praha a.s.

## 9.19 Soutez.cz – Logo and business card



Source: AMI Praha a.s.

## 9.20 Soutez.cz – Competition matrix

FACTOR	WEIGHT	SOUTEZ	CESKE-SOUTEZE	HYPERSOUTEZE	SOUTEZE24
Products	0.5	5 - 2.5	3 - 1.5	3 - 1.5	2 - 1.0
Price	0.4	2 - 0.8	5 - 2.0	4 - 1.6	4 - 1.6
Level of Services	0.3	5 - 1.5	3 - 0.9	3 - 0.9	2 - 0.6
Tradition	0.2	5 - 1.0	2 - 0.4	3 - 0.6	2 - 0.4
Stability	0.2	5 - 1.0	3 - 0.6	5 - 1.0	3 - 0.6
Expertise	0.2	5 - 1.0	3 - 0.6	4 - 0.8	3 - 0.6
Company Reputation	0.2	5 - 1.0	3 - 0.6	4 - 0.8	3 - 0.6
Marketing Communications	0.3	4 - 1.2	3 - 0.9	4 - 1.2	3 - 0.9
Website Content	0.3	4 - 1.2	2 - 0.6	2 - 0.6	2 - 0.6
Website Design	0.2	4 - 0.8	3 - 0.6	4 - 0.8	3 - 0.6
Search Engines Results	0.2	4 - 0.8	4 - 0.8	4 - 0.8	4 - 0.8
RESULT	3.0	<b>12.8</b>	<b>9.5</b>	<b>10.6</b>	<b>8.3</b>

Conducted by the author and the head manager of Soutez.cz



## 9.21 Seznam & Google – “soutěže”

**SEZNAM**

Česky [Ve světě](#) [Firmy](#) [Mapy](#) [Zboží](#) [Více](#) ▾

---

**Soutěže o ceny na internetu - Soutěž.cz**  
Sever Soutez.cz nabízí každý den **soutěže** a ankety o atraktivní ceny. I Vy máte šanci vyhrát spoustu zajímavých cen.  
[www.soutez.cz/index.aspx](http://www.soutez.cz/index.aspx)

**České-soutěže.cz - SMS soutěže a soutěže o ceny na internetu**  
Zveřejněte vaši **soutěž** na serveru České-soutěže.cz a získáte až několik tisíc nových **soutěžících!**  
[www.ceske-souteze.cz/](http://www.ceske-souteze.cz/) - Brno-město - [Zobrazit na mapě](#)

**Soutěže o ceny ... internetu, soutěže zdarma, výhry – Hyper soutěže ...**  
Soutěže o ceny na internetu, **soutěže zdarma**, **výhry**, **soutěže** o mobilní telefony, **soutěže** o vstupenky, **soutěže** o ceny, **soutěž**, **soutěže** ...  
[hypersouteze.cz/](http://hypersouteze.cz/)

**Úřad pro ochranu hospodářské soutěže**  
Úřad pro ochranu hospodářské **soutěže** je ústředním orgánem státní správy České republiky s pravomocemi v oblasti ochrany hospodářské **soutěže** ...  
[www.compet.cz/](http://www.compet.cz/) - Brno-město - [Zobrazit na mapě](#)

**Soutěže O Ceny Na Internetu: Denně nové soutěže o ceny**  
Soutěže o ceny na internetu, **soutěže** o ceny, **soutěže**  
[www.souteze123.cz/](http://www.souteze123.cz/)

**Šťastné ženy - zábava, soutěže, články, diskuse to jsou Šťastné ženy**  
Magazín pro každou ženu. Každý den nové články, Rozhovory, reportáže, děti, partnerské problémy, cestopisy, dokumenty, horoskopy, recepty, příběhy.  
[www.stastnezeny.cz/index.asp?menu=3](http://www.stastnezeny.cz/index.asp?menu=3) - Hlavní město Praha - [Zobrazit na mapě](#)

**VYHRÁMĚME SOUTĚŽE**  
Zúčastněte se **soutěže** a vyhraďte pomocníka Kärcher WV 50 v hodnotě 1890,- Kč, s kterým Vaše okna a prosklen[.] Více o **soutěži** »  
[www.soutez.org/](http://www.soutez.org/)

**Titulní stránka: Zlatý erb**  
Sdružení Zlatý erb vyhlásilo 12. ročník **soutěže** Zlatý erb.  
[zlatyerb.obce.cz/](http://zlatyerb.obce.cz/)

**Soutěže na internetu o ceny sms soutěže, vyhrávejte skvělé ceny**  
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**Soutěže na Bety.cz**  
Soutěž o hodnotné ceny na novém webu pro ženy Bety.cz!  
[www.Bety.cz/Soutez](http://www.Bety.cz/Soutez)

**Soutěže o hodnotné ceny**  
Pravidelné **soutěže** na novém webu. Hrajte o libivé ceny na ProŽeny.cz!  
[www.ProŽeny.cz](http://www.ProŽeny.cz)

**Soutěže Visa**  
Soutěž s Visa a vyhrať zájezd na finále FIFA MS ve fotbale 2010!  
[www.Visa.cz](http://www.Visa.cz)

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Prohledat Web  Stránky pouze Česky

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Web [Zobrazit možnosti...](#) Výsledky 1 - 10 z asi 11 500 000 na dotaz **soutěže**. (0,11 sekund)

**České-soutěže.cz - SMS soutěže a soutěže o ceny na internetu**  
České-soutěže.cz - internetové **soutěže** o ceny, foto a SMS **soutěže**. Spousta nových **soutěží** každý den. Možnost prezentace vlastních **soutěží** zdarma.  
[Kontakt - Mobily mp3 - Auto, moto \(6\) - Obležití](http://www.ceske-souteze.cz/)  
[www.ceske-souteze.cz/](http://www.ceske-souteze.cz/) - [Archiv](#) - [Podobné](#)

**Soutěže o ceny na internetu - Soutěž.cz**  
2. březen 2010 ... Sever Soutez.cz nabízí každý den **soutěže** a ankety o atraktivní ceny. I Vy máte šanci vyhrát spoustu zajímavých cen.  
[www.soutez.cz/](http://www.soutez.cz/) - [Archiv](#) - [Podobné](#)

**SOUTĚŽE O CENY NA INTERNETU: Denně nové soutěže o ceny**  
Soutěže o ceny na internetu, **soutěže** o ceny, **soutěže**.  
[www.souteze123.cz/](http://www.souteze123.cz/) - před 18 hodinami - [Archiv](#) - [Podobné](#)

**Nejlepší Soutěže**  
Soutěže jsou všude kolem nás. Nyní můžete soutěžit online přímo na internetu, zařít zábavu, prokázat své vědomosti a navíc vyhrát věcné ceny. ...  
[www.nejlepsi-souteze.cz/](http://www.nejlepsi-souteze.cz/) - před 12 hodinami - [Archiv](#) - [Podobné](#)

**Soutěže - soutěže o ceny na internetu | Soutez.org**  
Vyhrávejte s námi **soutěže**. Denně přinášíme nové **soutěže** na českém internetu. V přehledu **soutěží** se snadno orientujete a vyberete si v přehledné kategorii.  
[www.soutez.org/](http://www.soutez.org/) - [Archiv](#) - [Podobné](#)

**Vyhraťto.cz - Soutěže o ceny na internetu | Vyhraťto.cz - Soutěže**  
10. březen 2010 ... **Soutěž** o dávkový poukaz v hodnotě 500,- Kč na nákup v ochodě [www.22.cz](http://www.22.cz) - stačí odpovědět na 3 jednoduché otázky. ...  
[www.vyhrajto.cz/](http://www.vyhrajto.cz/) - [Archiv](#) - [Podobné](#)

**ŽENA-IN.cz - sekce: Soutěže**  
15. březen 2010 ... BeBe si pro vás přichystalo **soutěž** o dvoudenní pobyt na jachtě pro dva! Každý týden bude zvolen jeden výherce. ...  
[zena-in.cz/sekce/souteze](http://zena-in.cz/sekce/souteze) - před 14 hodinami - [Archiv](#) - [Podobné](#)

**Soutěže o ceny na internetu, soutěže zdarma, výhry – Hyper soutěže ...**  
Soutěže o ceny na internetu, **soutěže zdarma**, **výhry**, **soutěže** o mobilní telefony, **soutěže** o vstupenky, **soutěže** o ceny, **soutěž**, **soutěže** Hypermizerce – **Soutěže** ...  
[hypersouteze.cz/](http://hypersouteze.cz/) - před 12 hodinami - [Archiv](#) - [Podobné](#)

**Soutěže o ceny | Soutěže na internetu**  
Máte rádi **soutěže** všeho druhu? Lákají Vás zajímavé ceny? V tom případě jste na správné stránce, kde naleznete nové **soutěže** o ceny každý den.  
[souteze-ceny.cz/](http://souteze-ceny.cz/) - [Archiv](#) - [Podobné](#)

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[www.ligavozic.cz](http://www.ligavozic.cz)

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Zúčastněte se Motoristické ankety a vyhraťte vysněnou dovolenou!  
[www.auto-anketa.cz](http://www.auto-anketa.cz)

**Nejrychlejší vyhrává**  
Soutěž s Vitalis o horské kolo. Složte puzzle nejrychleji!  
[www.vitalis.cz](http://www.vitalis.cz)

**Soutěže o kolo**  
Navštivte portál G2  
A dozvíte se jak!  
[www.g2.cz](http://www.g2.cz)

**Tipovací soutěže**  
Vyzkoušejte svůj odhad v našich **soutěžích**. Rychlé a snado.  
Smartstore.cz

**Soutěže Visa**  
Soutěž s Visa a vyhrať zájezd na finále FIFA MS ve fotbale 2010!  
[www.Visa.cz](http://www.Visa.cz)

**Soutěže**  
Soutěže na stránkách. Výhry: Zájezd Alpy, VIP vstupenka na MS v hokeji!  
[www.mujiyeti.cz](http://www.mujiyeti.cz)

**Soutěž o hodnotné výhry**  
Luxusní zboží za směšné ceny. Přihazujte bonu a vyhraťe!  
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## 9.22 Seznam & Google – “soutěže na internetu”

**SEZNAM**

Česky [Ve světě](#) [Firmy](#) [Mapy](#) [Zboží](#) [Více](#) ▾

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**Soutěže o hodnotné ceny** Reklama Sklik  
Vyhrajte zajímavé ceny v soutěžích! Nové soutěže přidávány každý týden. [www.AkcniCeny.cz/souteze](http://www.AkcniCeny.cz/souteze)

**Soutěže o ceny na internetu - Soutěž.cz**  
Portál Soutez.cz nabízí každý den vlastní soutěže o ceny na internetu. [www.soutez.cz/index.aspx](http://www.soutez.cz/index.aspx)

**Soutěže na internetu o ceny sms soutěže, vyhrávejte skvělé ceny**  
Aktuální soutěže - výhry na internetu, soutěže o ceny, sms soutěž.cz, vyhrávejte, soutěžíme o skvělé ceny, vyhraj teď české soutěže [souteze.unas.cz/](http://souteze.unas.cz/)

**Soutěže o ceny na internetu - vyhrajte audi Q5 za jedinou SMS**  
Soutěže o ceny na internetu - vyhrajte audi Q5 za jedinou SMS. Okamžitě se dozvíte, zda jste vyhráli audi Q5 do osobního vlastnictví. [audi.smsio.cz/](http://audi.smsio.cz/)

**Vyhrařej Soutěže o ceny na internetu - internetové www soutěže**  
Vyhrařej-Soutěže.cz, to jsou aktuální internetové www soutěže, soutěže o ceny probíhající na internetu a SMS soutěže. [www.vyhravej-souteze.cz/](http://www.vyhravej-souteze.cz/)

**Soutěže o ceny na internetu! SMSx.CZ**  
Vyhrařej v super SMS soutěži! SMSx.CZ soutěže o ceny na internetu! [www.smsx.cz/](http://www.smsx.cz/)

**Soutěže24.cz Soutěže o ceny na internetu internetové soutěže ...**  
Soutěže na internetu o ceny sms soutěž, vyhrávejte skvělé ceny [souteze24.cz/](http://souteze24.cz/)

**Soutez24 - soutěže o ceny na internetu, internetové soutěže**  
Soutez24.cz - soutěže o ceny na internetu, internetové soutěže [souteze24.cz/](http://souteze24.cz/)

**České-soutěže.cz - SMS soutěže a soutěže o ceny na internetu**  
České-soutěže.cz - internetové soutěže o ceny, foto a SMS soutěže. Spousta nových soutěží každý den. Možnost prezentace vlastních soutěží zdarma. [www.ceske-souteze.cz/](http://www.ceske-souteze.cz/) - Bmo-město - [Zobrazit na mapě](#)

**Soutěže O Ceny Na Internetu: Denně nové soutěže o ceny**  
Soutěže o ceny na internetu, soutěže o ceny, soutěže [www.souteze123.cz/](http://www.souteze123.cz/)

**Reklama Sklik:**  
**Vyhrajte golfový výlet**  
do Británie pro 4 osoby a splitte si vaše golfové sny v kolébee golfu. <http://golf.visitbritain.cz/soutez>

**Internet od T-Mobile**  
Naš spolehlivý a rychlý internet vás neklame. Vyzkoušejte! [www.t-mobile.cz/internetpc](http://www.t-mobile.cz/internetpc)

**Soutěže Na Internetu**  
Pravidelné soutěže na novém webu. Hrajte o libivé ceny na ProZeny.cz! [www.ProZeny.cz](http://www.ProZeny.cz)

**Visa Soutěže**  
Vyhraj s Visa zájezd na finále FIFA Mistrovství světa ve fotbale! [www.Visa.cz](http://www.Visa.cz)

**Testuj a vyhraj**  
Testovací jízdy nových modelů. Zaregistrujte se na jízdu on line. [www.peugeot.cz](http://www.peugeot.cz)

**Získejte horské kolo**  
Poskládejte puzzle nejrychleji a získejte horské kolo Gary Fisher! [www.vitalis.cz](http://www.vitalis.cz)

**Soutěž o hodnotné výhry**  
Luxusní zboží za směšné ceny. Přihazujte bony a vyhrajte! [www.Bonus.cz](http://www.Bonus.cz)

**Vyhrajte dovolenou pro 2**  
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Web [Zobrazit možnosti...](#) Výsledky 1 - 10 z asi 1 390 000 na dotaz **soutěže na internetu**. (0,19 sekund)

**Soutěže o ceny na internetu | soutezenainternetu.cz**  
Denně aktualizovaný katalog soutěží probíhajících na Internetu. Zasoutězte si a vyhrajte některou ze zajímavých cen! [www.soutezenainternetu.cz/](http://www.soutezenainternetu.cz/) - [Archiv](#) - [Podobné](#)

**SOUTĚŽE O CENY NA INTERNETU: Denně nové soutěže o ceny**  
Soutěže o ceny na internetu, soutěže o ceny, soutěže. [Kosmetika](#) - [Mobilní telefony](#) - [Elektronika](#) - [Počítačové hry](#) [www.souteze123.cz/](http://www.souteze123.cz/) - před 18 hodinami - [Archiv](#) - [Podobné](#)

**Soutěže.org - soutěže o ceny na internetu**  
Soutěže.org - soutěže o ceny na internetu, soutěže na každý den. [www.souteze.org/](http://www.souteze.org/) - [Archiv](#) - [Podobné](#)

**Soutěže24.cz Soutěže o ceny na internetu internetové soutěže ...**  
Soutěže na internetu o ceny sms soutěž, vyhrávejte skvělé ceny. [www.souteze24.cz/](http://www.souteze24.cz/) - [Archiv](#) - [Podobné](#)

**Soutěže - Seznam**  
Portál zaměřený na internetové soutěže o ceny. Soutěže o elektroniku, mobilní telefony, vstupenky a desítky dalších cen v různých kategoriích. ... [odkazy.seznam.cz/](http://odkazy.seznam.cz/) Volný čas a zábava - [Archiv](#) - [Podobné](#)

**Soutěže o ceny na internetu - Soutěž.cz**  
2. března 2010 ... Server Soutez.cz nabízí každý den soutěže a ankety o atraktivní ceny. I Vy máte šanci vyhrát spoustu zajímavých cen. [www.soutez.cz/](http://www.soutez.cz/) - [Archiv](#) - [Podobné](#)

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**klub NEDROG**  
Soutěže na internetu - dnes 5 aktivních soutěží! Nemusíte být členy Klubu NEDROGI! Soutěží o ceny na internetu najdete stovky. U nás je ale rozdíl hrajte a ... [www.nsk-zisk.cz/](http://www.nsk-zisk.cz/) - [Archiv](#) - [Podobné](#)

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Život nejen na kolech - Přihlas se! Fotografie které pomáhají. [www.ligavozic.cz](http://www.ligavozic.cz)

**Soutěž Řekni mi, co číš**  
Poznejte knižní ukázkou a vyhrajte! Literární soutěž ČRO Bmo [www.rozhlas.cz/bmo](http://www.rozhlas.cz/bmo)

**Soutěž o dovolenou**  
Zúčastněte se Motoristické ankety a vyhrajte vysněnou dovolenou! [www.auto-anketa.cz](http://www.auto-anketa.cz)

**Tipovací soutěže**  
Vyzkoušejte svůj odhad v našich soutěžích. Rychle a snadno. Smartstore.cz

**Vyhrajte golfový výlet**  
do Británie pro 4 osoby a splitte si vaše golfové sny v kolébee golfu. [golf.visitbritain.cz/soutez](http://golf.visitbritain.cz/soutez)

**Soutěže o hodnotné ceny**  
Vyhrajte zajímavé ceny v soutěžích! Nové soutěže přidávány každý týden. [www.AkcniCeny.cz](http://www.AkcniCeny.cz)

[Zde může být zobrazena vaše reklama](#)

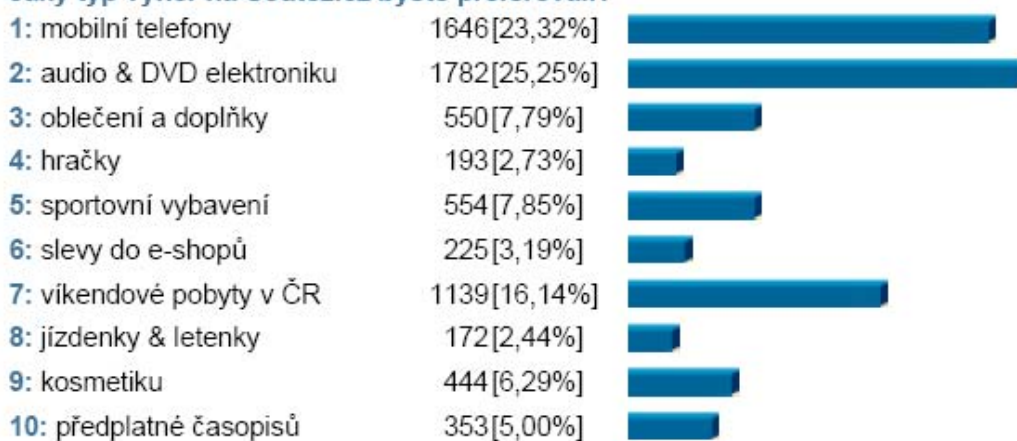
## 9.23 Soutez.cz – Results of a survey

STATISTICKÉ VÝSTUPY: Soutez.cz



### » STATISTIKA OTÁZEK A ODPOVĚDÍ

Jaký typ výher na Soutez.cz byste preferovali?



Source: AMI Praha a.s.

## 9.24 Interview with the head manager of Soutez.cz

How would you describe the Czech market with online competitions and surveys in general now, and your position in the market?

Well, the market is definitely growing. It's not difficult or expensive anymore to build a website. There are thousands of people that can do it now for a fragment of what it cost us back in 1998. Also, these people and companies can copy from us, and from abroad, very easily.

More people are spending more time on the internet. This is a huge advantage on one hand, but on the other hand – with this happening, also the number of websites is growing at amazing speed. So, we have to fight for new users as they have too many places to go to on the internet.

However, there is one interesting paradox to all this growth. I know from our own surveys, and from discussion with people in communication agencies, that some people don't use the internet as often as they used to. The reason is known as "crisis". A lot of people have cancelled their home internet because it was one of the things they could do without. In addition, companies have become much stricter at watching their employees' effectiveness at work – they have banned the internet at some places, they banned selected websites not related to work, they analyze visited sites etc.

Our position in the market: we've been the leader since the beginning. Obviously, we have an advantage in being the first ones. Some users have been with us for over 10 years, trying their luck nearly every day.

Who do you see as your main competition?

As I said, there are many competition portals that have emerged in the last 2 or 3 years. They don't differ from each other much. In fact, they really just copied our concept and added nothing else. Besides, they mostly don't organize their own competitions, they are simply aggregators of all the competition on the internet, and in magazines, radio stations etc. So, they earn money by selling the top position in a list of current competitions, they sell banners, links etc. We've had some meetings with several of them, and they're run by enthusiastic individuals. They're happy when they make profit a few thousand crowns a month. Really, we're in a league of our own.

There are maybe ten of them, very similar to each other:

[www.ceske-souteze.cz](http://www.ceske-souteze.cz), [www.hypersouteze.cz](http://www.hypersouteze.cz), [www.souteze24.cz](http://www.souteze24.cz),  
[www.soutez24.cz](http://www.soutez24.cz), [www.souteze123.cz](http://www.souteze123.cz), [www.soutez.org](http://www.soutez.org),  
[www.nejlepsi-souteze.cz](http://www.nejlepsi-souteze.cz), [www.vyhrajto.cz](http://www.vyhrajto.cz), [www.souteze-ceny.cz](http://www.souteze-ceny.cz),  
[www.vyhrajej-souteze.cz](http://www.vyhrajej-souteze.cz), [www.soutezenainternetu.cz](http://www.soutezenainternetu.cz), [www.risk-zisk.cz](http://www.risk-zisk.cz).

Apart from these portals that are similar to us in a way, a lot of companies organize their competition directly. They have big advertising budgets so they can use billboards or print adverts to promote the competition. They use their corporate websites for it, or they build a small special site – microsite. Then, they ask us to promote their competition with a link, which we do, but we prefer to host their competitions on Soutez.cz completely, of course.

As we also organize online surveys, professional research agencies mean a competition to us as well. We're not seen as professionals in this segment. Potential clients are very suspicious of the domain name Soutez.cz, it seems "cheap" to them. Also, they think specialized agencies have better know-how and better specialists, and I have to agree with that. So, this is real competition to us.

**What are the difficulties you have to deal with during negotiations with clients?**

There are a lot of them – especially now, with marketing budgets tighter than ever. Firstly, clients don't believe that organizing a competition will help them sell. They say that people who compete on the internet are not their target group. They say it must be only students, women on maternity leave or unemployed. Also, eshops complain they didn't notice any increase in sales, so they don't want to organize another competition.

Another problem is when we're offering our surveys and polls. Clients are suspicious of the internet as a medium and say they prefer trusted research agencies.

**How do you answer these complaints? What are your strongest selling arguments?**

Well, we've got very precise statistical data, so it usually helps us to persuade them. Yes, there are teenagers competing with us. However, they work as trend-setters and opinion-changers - they significantly influence their friends, classmates, family, even grandparents. Their pieces of advice have a broad radius. So, when they get to know about a new mobile phone, it's not

important they aren't going to buy it straightaway. They tell their parents and friends. They can ask for it as a Christmas or birthday present.

Women on maternity leave - another myth. Yes, they have low income, but it's not forever. They still do shopping, they choose what to buy. They've got more time to browse on the internet and they like reading about new products. They're an ideal target group for toys, baby cosmetics, food, pots and pans, events, trips, family activities, holidays etc.

As for eshops and companies complaining about ineffectiveness of Soutez.cz: we try to explain to them that nothing works immediately. Only a small fraction of people shop on their first visit to an eshop. Moreover, these people don't have the need; they just compete and want to win a prize. But, brand awareness is still working – both its spontaneous and supportive parts. They might need the product later, and they will recall. We know from our years of experience that Soutez.cz really works. It's a fun activity and our users do remember the products and companies more than if they see a print advert or a banner. They're more actively incorporated, it's not a passive reception of a message.

As for surveys, we can compete with a low price and speed. We are able to run a survey within 24 hours from ordering. In the first 24 hours, client can get opinions from 2000 people. Moreover, they can watch the results online, like elections on TV. Also, there is a huge price difference - we can hold a survey for 30 to 40 thousand. Specialized agencies start somewhere around 150 thousand.

**As far as promotion is concerned, what has worked best for you and what hasn't?**

We've tried everything, except TV which is obviously way too expensive for us. From traditional media, we've run radio spots which didn't work at all. We've done a lot of printed advertisements in various magazines and newspapers, even a few billboards.

In the recent years, we've concentrated on reciprocal activities and natural word-of-mouth marketing. We, for example, organize competitions for women magazines and they, in reverse, publish our adverts or PR articles. We also exchange links with other servers. What I mean by natural word-of-mouth marketing? Simple recommendations and references. When a client sees that

their competitors have had some competition or survey with us, they'll try that too. Moreover, if it works, they recommend us to their friends and business partners. As in any area of business, this works very well.

**Do you follow trends of the social web? Are you planning to implement any of them in the months or years to come?**

Well, yes. We've recently started on Facebook, but we don't promote it yet. We're now thinking about a suitable strategy - if we should promote special competitions there, or just publish the content from our website. Also, we're a bit afraid about people leaving negative comments in the shoutbox, or leaving correct answers and thus ruining the competition. There's a lot of work to do. We're also thinking about opening Soutez.cz a bit - creating a kind of community where people could discuss and exchange ideas.

**How are your new creative contests going?**

They have been a huge success! It's something that I'm very pleased with. It came up from our brainstorming sessions last year and our users love it. We've had 3 photography competitions so far, each of them having nearly 2000 photos submitted. Also, we've had a competition called "What is your favourite music album and why?"

*Interview held on 26 February 2010 with the head of sales of Soutez.cz, Mr. Richard Ulrych.*