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Master Thesis

How can the choice of celebrity endorser influence the destination promotional campaign for the city of Košice and people`s perceptions on it?

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Tourism, 10th semester

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Subjects: (tick box)	Project	Synopsis	Portfolio	Thesis X	Written Assignment

Study programme:	TOURISM
Semester:	10th
Exam Title:	Master Thesis

Name, Date of birth/ Names, Dates of birth of group members:	Name(s)	Study number	Date of birth (not CPR number – only 6 numbers: dd/mm/yy)
	VIERA BAČOVÁ	20142936	02/05/1993

Hand in date:	31.05.2016
Project title /Synopsis Title/Thesis Title	How can the choice of celebrity endorser influence the destination promotional campaign for the city of Košice and people`s perceptions on it?
According to the study regulations, the maximum number of keystrokes of the paper is:	192 000
Number of keystrokes (one standard page = 2400 keystrokes, including spaces) (table of contents, bibliography and appendix do not count)*	170 193
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Master Thesis in Tourism

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Date:	31.05.2016
Subject terms:	**celebrity endorsement, destination promotion, city of Košice**

Abstract

The usage of mass media celebrities for endorsement in the field of tourism has recently been examined by various authors due to fact that it has gained a significant popularity in last years. The DMOs tend to use celebrities in order to differentiate themselves in the cluster of other destinations. Visit Košice, the DMO of the city of Košice in Slovakia has appointed two celebrities as the ambassadors of newly released promotional campaign #dzivoKE. The campaign has been targeted on the young people commonly using social media. The author has intended to examine what might be the impacts of the choice of celebrity endorser for the campaign itself by conducting 2 interviews and 2 surveys. The author has examined and confirmed the dependence between choice of celebrity and people`s perception towards campaign and destination. Moreover, the set of seven criteria has been introduced which can be applicable during endorser decision making process and it might be as well used for further research in this particular field of tourism.

1. Introduction

At the beginning of a creative process of writing, there might be an idea, a problem or any situation which can make an author wonder and keen to examine certain field of science. Therefore, the author of this paper would like to point out on the quote of Bernard who states *"The first thing to ask about any research question is: Am I really excited about this?"* (Bernard, 2006, p. 70) and for this paper, the personal interest in the topic and desire to investigate it into depth has become the initial point for this research.

The author of this paper comes from city Košice, Slovakia, which has recently released the destination promotional campaign called #dzivoKE which was based on the idea of appointing celebrity endorsers who were invited to the city for a weekend with the aim of creating video blogs about their trip and advertising the campaign with the usage of their social media channels. This type of destination promotion might be associated and supported by opinion of Van der Veen & Song who emphasize that nowadays there exist a trend of appointing celebrities and well known people for marketing campaigns of destinations in order to "differentiate a destination from its competitors and to direct awareness toward its unique selling proposition." (van der Veen & Song, 2010, p. 460) The researcher had an opportunity to be present in the city during the release of this campaign and this has been the first input for her further interest in investigation of the chosen topic. This gave her the opportunity to experience various opinions of people, especially citizens of the city, on the choice of celebrity endorser. Therefore, the author has been wondering why the DMO – Visit Košice decided to use the celebrities for promoting the city; what were the intentions to choose specifically these two people and what might be the impacts and consequences of celebrity endorsement and the choice of celebrity on perception and viewing of destination by different target groups. Drawing from various authors dealing with this phenomena, as well as from another examples of celebrity endorsement, the author feels the necessity to examine this field deeper with focus on particular destination. She intends to use the example of Košice for further investigation of the field in order to be able to analyze how the choice of celebrity endorser can influence the perceptions of people on the campaign itself.

The author has based her research on the theoretical background from the field of tourism and celebrity endorsement, with regards to the criteria of the choice of endorser for promotion of destination and its impacts on the campaign itself. The author intends to identify rules and criteria important and essential for celebrity endorser decision making process and to test them on the already existing campaign #dzivoKE.

This research has been aimed on the analysis of this issue from the customer point of view with attention drawn to two groups of people – one group consisting of potential tourists and another one from citizens of the endorsed destination. The findings will be supported and supplemented by data from supplier side as well – the point of view of DMO Visit Košice and marketing agency, which both are the organizations responsible for whole campaign, in order for the author to be able to gain broader picture and deeper understanding of this case.

At the beginning of the creative process the author has stated the research question as the guideline for the process of writing and investigating chosen topic:

How can the choice of celebrity endorser influence the destination promotional campaign for the city of Košice and people`s perceptions on it?

2. Idea description

Nowadays, according to the author of this paper, it is not something unusual to come across advertisings with celebrities promoting perfumes, celebrities promoting clothing brands and even cases when celebrities promote destinations. The latter has been an impulse for author to start further investigation within the field of celebrity endorsement in tourism on the example of promotional campaign #dzivoKE for city Košice, Slovakia.

2.1. The city of Košice

City of Košice is after the capital Bratislava, second biggest city in Slovakia with more than 230 000 inhabitants. The city lies in the eastern part of country more than 400km from Bratislava. The city is located in closeness of the borders of the country with Hungary (20km), Ukraine (80km) and Poland (90km), which gives it the opportunity of strategic position on the crossroads of domestic and international routes. The city is connected with other parts of Slovakia and Europe through railways and as well via international airport. (Košice, n.d.)

The city is administrative, economic and educational center of eastern part of Slovakia. The presence of various international and national companies enables the city to be the most important center of region. The city is home of three universities and various cultural institutions.

From touristic point of view, the city is proud of St. Elizabeth Cathedral which is the easternmost situated gothic cathedral in Europe. (Slovak Tourist Board, n.d., a) The historic city center with State Theater and the singing fountain is the biggest town monument reserve in Slovakia.

The city has gone through cultural transformation during year 2013 when Košice held the title European Capital of Culture (ECoC). The project has brought various events and performances to the city, as well as the reconstruction and building of various cultural places, such as Kasarne/Kulturpark, Tabačka Kulturfabrik or the reconstruction of historical Crafts Lane. (Visit Kosice, n.d., a)

In year 2016 the city became European City of Sport. The city is famous for International Peace Marathon, which is world`s third oldest marathon organized since 1924. (Slovak Tourist Board, n.d., a) In 2016, the city has bonded itself to organize 365 sport events, which would motivate both inhabitants of city, as well as tourists to get know European City of Sport better.

As the director of the official destination management organization of Košice called Visit Košice Iveta Niňajová has presented, Košice is the first European destination which was within two years (2013-2015) able to overcome the number of visitors from the year when city held the title ECoC (2013). In 2013, there have been registered 309.000 overnight stays in the city, whereas in 2014 it was 280.000 and in 2015 337.000. Year 2015 has brought increase of 21% compared to 2014. (Košice:dnes, n.d.)

2.2. #dzivoKE

#dzivoKE is newly released promotional campaign for the city of Košice. The campaign has been designed by DMO Visit Košice and has started in January 2016. The main idea of campaign has been to promote the city and what is typical for it among young Slovak people from other regions of the country. As it will be described below, the campaign consists of three different elements – the physical photo point in the city center of Košice, the visit of the city by two celebrities and also its online form – www.dzivoke.sk.

The main theme of the campaign was based on the slang word '*dzivo*' which in dialect typical for Košice region means '*great*' or '*wild and crazy*' in a positive way (Visit Kosice, n.d.)*.* This word is commonly used especially among young generation for identifying things which are cozy, pleasant and nice at the same time – as for instance it can be said; great party – *dzivá párty*' or on the question How are you? the answer can be '*dzivo*' – great. As already mentioned, the word is typical for the city and it might not sound familiar to people from other parts of country. The combination of letters *KE* is used as vehicle registration code for the city of Košice (e.g. Bratislava – BA) therefore it is commonly known as the abbreviation of the city name. Thus it can be stated that the name of campaign consists of two parts – slang word typical for region used for naming positive things and the abbreviation of the name of city – dzivoKE.

The first input for the author of this paper came at the beginning of January, when she has noticed the big sign *#dzivoKE* in front of one of shopping malls in the city center of Košice. This photo point has been the first part of new promotional campaign of the city and the city got inspired by European metropolis such as Amsterdam or Budapest which have their photo points in order to give tourists the opportunity to take pictures with a little piece of the city brand. (Pravda, 2016) A photo point is a "typical a place with a sign unique to the city, where tourists as well as locals can take photos to "show off" their travels on social media." (Slovak Tourist Board, n.d., b)

The photo point consists of hashtag # which is formula used for sharing pictures on Instagram and of combination of words *dzivo* and *KE*. By putting # in front of word *dzivoKE* when commenting certain picture, this picture becomes visible on the profiles of the city of Košice on Instagram as well as Facebook.

Retrieved from:
(Facebook , 2016)

"The symbolic unveiling took place on Friday, 22 January 2016, during the visits of the famous radio host Sajfa and the famous youtuber Expl0ited to Košice." (Slovak Tourist Board, n.d., b) Both Sajfa and Expl0ited have been invited by Visit Košice to spend one weekend in the city and get to know its restaurants, people, culture and sport facilities = important features of promotion of the city. They had a chance to meet people from various sports clubs, artists, people in charge of brewery, museum, restaurants and to explore and see the city through the eyes of its inhabitants. They have been accompanied by locals who had shown them which places are typical for city and what potential tourist can do in Košice.

The plans for campaign have been presented on the internet and via social media – such as Facebook, Instagram and newspapers, people have been invited to come and take part and meet two celebrities during their stay in Košice. They have stayed in Košice almost three days during which they`ve been recording their experiences and visits to various places so that the video blogs could have been published online after their visit in the city. Their itinerary with timing and exact meeting points has been published so that their fans could have followed them and explore some of the places together with them.

Both Sajfa (36) and Expl0ited (19) come from western part of Slovakia – Sajfa from Bratislava and Expl0ited from Prievidza. Sajfa is famous TV and radio host, commonly known among both younger and older generation in Slovakia as he has been part of various TV projects. He has 130.139 followers on Facebook (Facebook - Sajfa, n.d.) and 67.200 on Instagram (Instagram - Sajfa, n.d.,a). Expl0ited is young YouTuber mostly known among teenagers. He has 127.557 followers on Facebook (Facebook - Expl0ited, n.d.) and more than 280.000 on Instagram (Instagram - Exploited, n.d.).

As it has been already mentioned, the first input for choosing a topic of celebrity endorsement arose with the release of this campaign and building photo point #dzivoKE in the city center. The author became interested in this campaign and in its main idea – usage of two popular men – celebrities who were invited to the city so that they can become 'ambassadors' of what city can offer and by their social media they could have spread the message about the city. The author started to wonder what role they can play in the promotion of destination Košice and how they can influence this campaign and perceptions of people about it. The author has begun to think what risks and chances can such campaign convey and how both groups, inhabitants of the city and potential tourists from other regions of Slovakia, can react on it. The author was thinking whether people from Košice might feel ashamed or angry that the city has been promoted by people coming from other part of country or they can be in favor of such creative idea. Then on the other hand, there are reactions of fans but also haters of these two celebrities, who can become potential tourists and the author found it interesting to examine how different groups of people can react and how the choice of these celebrities can influence the perception of promotional campaign #dzivoKE. Therefore, the author has decided to investigate the field of celebrity endorsement and its usage in the destination promotion.

3. Frame of reference

In the following chapter the author aims to present theoretical background from the field of tourism about the roles and usage of celebrities for promotion. Firstly, she starts with theories dealing with role of celebrities in mass media and how they might influence their audience – fans and followers in connection to the promotion of endorsed product, service or destination. Further on, the impacts of celebrity endorsement will be presented together with theories investigating which characteristics and criteria for the choice of celebrity are suitable and essential for this special type of promotion.

3.1. Celebrities in Mass Media

Within the last decades, the role of mass media (e.g. television, radio, newspaper, etc.) has been strengthened and it has gained a power to influence people`s opinion and attitudes. (Lee, Soo Jin, 2007, p. 163) Technological progress made it possible to spread information from sender to recipient within a short period of time and by that to influence much more people at once as never before. People`s behavior is being influenced by politicians, scientists and celebrities from all over the world via videos, audio or images published online.

Several authors as for instance Connell, Kim and Richardson pointed out the importance of mass media (film, internet, TV) and its impact on tourism demand by creating a connection between what people can see in the movies/TV and the real world, as for instance the real existence of certain destination. (Lee, Soo Jin, 2007, p. 163) As the author assumes, due to influence of mass media people can more easily attach to certain places or characters connected to these places, which can increase their interest in visiting them in reality. It can be stated that this phenomenon is changing and influencing the development of tourism as it creates a new group of tourists – people travelling not only on the basis of desire for leisure, but also with desire to feel and explore place connected to the movie or celebrity.

The world of mass media is closely linked to the lives of celebrities, who are considered to be "cultural icons in a mass media driven society". According to Lee, celebrity is "an individual who is well known and recognized by people as a result of significant public exposure mostly through mass media (e.g., the national press, magazines, radio, and television)." (Lee, Soo Jin, 2007, p. 14) In other words, their profession gives them the opportunity to be seen in public and to have power to be heard.

Schlecht in Khatri defines celebrities as the "ones enjoying public recognition" and it can be said that "within a corresponding social group, celebrities generally differ from the social norm

and enjoy a high degree of public awareness." (Khatri, 2006, p. 26) Moreover, he points out on two ways of celebrity`s appearance in public. Firstly, as a part of their profession – performance in the movie, theatre or television. Secondly, by attending certain celebrity events, such as awards or festivals. (Khatri, 2006, p. 27) It can be stated that both of these ways are part of their representation and self-presentation, thus both can be used for promotion of themselves and / or promotion of certain products or services, which are connected to them in certain way.

Several researchers (Lasch, Riesman, Rojek) have tried to examine the phenomenon of celebrities and reasons why and how they influence their audience. (Lee, Soo Jin; Scott, David; Kim, Hyounggon, 2008, p. 810) They have identified two characteristics which can be applied on the fans and their behavior towards celebrities – narcissism and other-directedness. On the one hand, narcissism is about desire to look for people who have heroic characteristics which can enable "normal people" to extend themselves and to feel unique and identify himself/herself with person who is admired and known publicly. On the other hand, it is about other-directedness. People belonging to other-directed societies are trying to seek for approval or acceptance from other people rather than from themselves or people in their environment. They are taking mass media as "a guide for behavior." It can be emphasized that there exists a close link between these two characteristics – they are both influenced by the role and power of mass media in today`s world. As Lee et al. point out, "the mass media in a contemporary society constantly create celebrities whose glory and fame are utilized by the public as a source of self-satisfaction and/or life direction." (Lee, Soo Jin; Scott, David; Kim, Hyounggon, 2008, p. 810) In other words, the glory and fame of celebrities, as assumed, are strengthened by 'normal people' and their admiration towards publicly known people.

3.2. Fan

The characteristics of narcissism and other-directedness might be in some cases considered as typical feature of fan. Researchers have provided us with several definitions of the term *fan*. Thorne in So Jung Lee defines fan as "a person with a focused interest in a particular topic, subject, or person. This person may not typically participate directly in the activity, but instead observes it and participates in related activities, contributing varying amounts of time and capital." (Lee, So Jung, 2012, p. 13) In other words, fan does not have to be directly involved in the activity (he/she may or may not), but he/she can still admire celebrity performing this activity. Therefore, as Stever in So Jung Lee says, this word can be used for the whole range of followers of celebrities – from the casual fan to the obsessive one. (Lee, So Jung, 2012, p. 15) It is important to distinguish between the level of fandom and bear in mind that this term can

characterize different ways of admiration and commitment. From screaming teens in love with pop star, fanatic sport fans who are obsessed with their teams to fans viewed from the perspective of a normal, positive, and daily social and cultural occurrence, as Jenson mentions in So Jung Lee. (Lee, So Jung, 2012, p. 16) However, what is common for all of them, according to Winnicott, all fans are "those who have attached importance to an object, imbuing it with special personal and/or communal symbolic value." (Lee, So Jung, 2012, p. 15) As Winnicott points out certain special emotional bonds and values, Fiske`s opinion in So Jung Lee can confirm it, since he says that fans "tend to engage with them (celebrities) in an emotionally involved way rather than rational way." (Lee, So Jung, 2012, p. 16)

With focus on the influence of mass media, Lee points out the existence of people devoted to mass media programs and celebrities, who are called *mass media fans*. He mentions Abercrombie`s & Longhurst`s definition of *mass media fan*, as "a person who becomes particularly attached to certain programmers or stars within the context of relatively heavy mass media use" (Lee, Soo Jin, 2007, p. 10) As mass media, one can consider Internet and social networks such Facebook, Instagram or YouTube, but as well television or radio. Bearing in mind their definition, it can be stated that there exists direct dependence between the usage of mass media and niveau of admiration of celebrities – fandom. Thus the more are people under influence of mass media, the more attached to celebrities they can become.

3.2.1. Fandom

After various definitions of the term *fan* as a person admiring certain celebrity, a word *fandom*, which is phenomenon linked to the existence of fans, needs to be explained for further understanding of following theories. Term *fan* is often recognized as something negative and wrongly replaced with term *fanatic*. A term *fandom*, according to Caughey et al. in Lee, Scott & Kim, "has historically been regarded as pathological and believed to stem from alienating qualities of modern society." However, as they mention, the viewing of this term has been changed and it is being approached "as a widely spread reality in post-industrial societies." (Lee, Soo Jin; Scott, David; Kim, Hyounggon, 2008, p. 810) According to author, this process might have been influenced by the technological progress, thus people have wider and easier access to information, since the impact of mass media has been strengthened which made it possible to effect bigger amount of people – as the author assumes, it has caused the rise of fans, which are not extreme or radical, but rather it is easier for them to access information about certain celebrities and by that start to like or admire some of them. It might not necessary require that many activities and effort to become a fan as it might have been before. It can be

stated that the rise of mass media might have enabled the rise and development of fans, not only the extreme fans, but rather casual ones.

Thorne in So Jung Lee defines *fandom* as "subculture composed of like-minded people, typified by a feeling of closeness to others with a shared interest …" (Lee, So Jung, 2012, p. 13) However this definition is a general broad definition of fandom, not specifically linked to celebrities and mass media. Therefore, the researcher of this paper feels the necessity for a definition of term *celebrity fandom*, which will be used as a basis in this paper.

3.2.2. Celebrity fandom

Soo Jin Lee and David Scott provide us with the definition of *celebrity fandom* as "a state of profound attention and adulation toward a celebrity that is expressed in feelings, attitudes, and behaviors." (Lee, Soo Jin; Scott, David, 2009, p. 137)

The author assumes that being celebrity fandom can be characterized by status of being somehow involved with the celebrity – either only by 'silent' admiration of celebrity at home, or by supporting him/her on social networks – commenting videos, liking pictures, etc. and/or by physical following him/her on concerts or various events. Feelings, attitudes and behaviors in fandom can differ, might vary from fan to fan and can be considered as individual and subjective.

As Fiske in Lee, Scot & Kim emphasizes, fandom has become a part of modern society and many modern individuals use it in order "to accumulate popular cultural capital in the way of enhanced prestige and self-esteem." (Lee, Soo Jin; Scott, David; Kim, Hyounggon, 2008, p. 810) However, as he points out, *popular cultural capital* differs from *official cultural capital* – the first one is associated with mass media celebrities and the second one is connected to conventional elite cultural activities, which means that "as popular cultural capital dies out quickly along with the fast-pacing nature of mass media." (Lee, Soo Jin; Scott, David; Kim, Hyounggon, 2008, p. 810) Whereas official cultural capital might have longer existence, mass media operates in continuously changing environment and circulation of trends is faster, the fame and admiration of one celebrity can be exchanged and replaced by another one within a short period of time. However, it means as well that when one celebrity becomes no longer admired and famous, he/she can be quickly replaced and fans can find another object for their fandom.

According to Grossberg in So Jung Lee, fandom is "a distinct 'sensibility,' a unique relationship between audience and culture in which the pleasure of consumption is replaced by an investment in difference." (Lee, So Jung, 2012, p. 20) The same opinion is shared by Couldry, when he states that "the notion of fandom has been proposed to understand the bridge between celebrities and mass audiences in various areas of popular culture." (Lee, So Jung, 2012, p. 21) Drawing from these two statements, it can be assumed that fandom can be characterized as certain relationship between fan and his/her celebrity which can be built through investments of the fan –financial, psychological investments and time, etc.

3.2.3. Levels of fandom

In connection to the previously mentioned differences between fandom and fanaticism, there exist different authors who has taken different approach towards identifying different levels of fans and fandom.

Tulloch and Jenkins in So Jung Lee emphasizes the difference between *fan* and *follower*. *Fan* is someone who identifies himself/herself with the group of other fans with the same interest. But *follower* is someone who does not and is rather watcher or attendee, but individually, not as a part of group. (Lee, So Jung, 2012, p. 25) Such division might be important when analyzing behavior of fans, because as the author assumes, a person, who acts individually and does not take part in the actions of group, might behave in different way as person who acts the same way as the group does. According to the author, usually group *fans* can act collectively, they visit same places or events and they might be easily influenced by the leader of the group or its other members. On the other hand, a *follower* might decide on his/her own and his/her actions might be less visible. Follower might be more active on social networks as watcher and might support his/her object of admiration in this way.

McCutcheon, Lange, & Houran have introduced term *celebrity worship* in order to identify people with certain addiction toward celebrity and in order to distinguish between three main stages of fandom – using scale which is called Celebrity Worship Scale (CWS). The scale consists of 3 stages: 1) activities such as watching or reading about celebrity individually, 2) worship showing social character – it might be identifying with a group of fans and attending common activities and 3) "mixture of empathy with the celebrity's success or failure, over-identification, compulsive behaviors, and obsession with the celebrity's life." The first two are non-pathological and the latter is considered to be pathological. (Lee, So Jung, 2012, p. 26) It can be stated that third stage shares characteristics with previous definitions of *fanatic* and

fanaticism, thus extreme devotion to admiration of celebrity. However, McCutcheon later emphasized that even first two stages might lead to the third one. Various authors criticized CWS due to lack of definitions or wrong choice of population samples.

Reysen aimed to measure fandom by using not only sport fans, but also fans from other environments, such as media or religion. "The measure was developed on the basis of the concepts: identity, emotions, and behaviors in terms of time, energy, and expenses." His measurements were important progress in the celebrity fandom research because for the first time the focus was not only on sport fans, but also fans in other contexts. However, it is said that amount of concepts for measurement was not sufficient enough. (Lee, So Jung, 2012, p. 27)

Thorne categorized fans into four groups: Dilettante, Dedicated, Devoted, and Dysfunctional. He tried to include more groups of fans as only sport ones; such as the ones connected to movies or gaming. His findings confirm that "fandom exists at different levels (from Dilettante to Devoted) on the basis of their behaviors related to involvement and intensity." (Lee, So Jung, 2012, p. 31) However as So Jung Lee points out, "the fanatic levels were clustered solely on the basis of activities or behaviors, not considering psychological perspectives such as involvement, commitment, and attitudinal loyalty. Therefore, future studies need to include both perspectives for developing fandom levels." (Lee, So Jung, 2012, p. 31)

The author found it essential to mention different categorizations of term fandom, which might help reader to distinguish between various types of fans and their basic characteristics.

3.3. Celebrity endorsement

As previously mentioned, Khatri distinguishes between two types of celebrity`s appearance in public (p.11), while one is being performed as a part of celebrity`s work, the other one is being part of their 'free time.' However, both can be used for their promotion or promotion of certain products/services. As Morgan and Pritchard mention in van der Veen "film, sports stars, fashion models or other celebrities tend to be used because they are able to penetrate the commercial clutter of advertising, and arrest consumer attention." (van der Veen, 2008, p. 216) Here the author would like to make a link to the field of tourism, because as it will be discussed below, the aim of celebrity endorsement in tourism is as well to use their fame and popularity in order to draw attention of their audience to the endorsed destination.

There exist several types of usage of celebrities in a product/service promotion. Khatri mentions four types, such as: *testimonial, endorsement, actor* and *spokesperson.* The author finds it important for the reader to know and distinguish between celebrity endorser and other kinds of advertisement by celebrity. This knowledge is essential for further understating the usage of celebrities for destination endorsement in case of city of Košice. By *testimonial* Khatri means a case when "celebrity has personally used a product or service and is in a position to attest its quality, then he or she may give a testimonial citing its benefits." When "a celebrity is asked to present a product or service as a part of character enactment rather than personal testimonial or endorsement.," he/she becomes an *actor. Spokesperson* is someone "who represents a brand or company over an extended periods of time often in print and TV ads as well as in personal appearances is usually called a company's spokesperson." By an *endorsement* Khatri means cases when "celebrities lend their names to ads for product or services for which they may or may not be the experts." (Khatri, 2006, p. 27) However, the researcher assumes that for a consumer it might be difficult, if not impossible, to distinguish between real trustworthy recommendation on one hand and promotion which is based on the celebrity being actor, on the other hand. Based on the previous assumption, it can be stated that there exist only slight differences between *testimonial, endorser, spokesperson* and *actor* from public point of view.

On the other hand, for instance McCracken sticks to definition which does not specify whether the knowledge of product/service is real or just pretended. *Celebrity endorser* is defined by him in van der Veen as "any person who enjoys public recognition and who uses this recognition to endorse a consumer good or service by appearing with it in an advertisement." (van der Veen, 2008, p. 216) It means that in case, when celebrity uses his/her public acceptance and admiration for promotion of product/service, he/she becomes *celebrity endorser.*

Another definition of *celebrity endorser* comes from Friedman & Friedman in Balakrishnan & Kumar; "celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed." (Balakrishnan & Kumar, 2011, p. 99) This definition does not specify whether celebrity needs to have real or pretended knowledge of product/service, but they point out to the fact that *endorser* is someone who is initially not connected to the field in which endorsed company operates.

As Tripp, Jensen & Carlson emphasize in their article, a lot of money is spent every year "on celebrity endorsement contracts on the premise that source effects play an important role in

persuasive communications." (Tripp, Jensen, & Carlson, 1994, p. 535) However at the same time, as Clark & Horstman express in Balakrishnan & Kumar, celebrity endorsers "act as a credible means of spending money." In order words it means that people are obsessed with buying 'right' clothes, 'right 'perfumes and 'right' beverages, just because these products are used or represented by celebrities. (Balakrishnan & Kumar, 2011, p. 98) According to author, these assumptions can be transformed also to field of tourism – people can become obsessed by visit 'right' places, only on the basis of fact that these places are visited by celebrities or are recommended by them. Celebrities can become a part of advertisements or various promotional campaign promoting certain destinations in order to attract their fans to visit the same place as they did.

The author is of opinion that when customers can identify product/service with the celebrity itself, afterwards they might assume that such product/service is of better quality and of higher value, because it is used by celebrity. This might be therefore a core reason why companies tend to use celebrities for their campaigns – celebrities represent higher value, therefore the product which is associated with them might represent higher value as well and might be more attractive for mass media fans. However, Friedman & Friedman in Balakrishnan & Kumar express that "celebrity endorser does not impact a high-priced image to the product. Regardless of the type of product, the celebrity endorser is most effective in sustaining brand name and recall of the advertisement. Thus, if brand name and advertisement recall are most desirable, advertisers should use a celebrity as an endorser." (Balakrishnan & Kumar, 2011, p. 100) Based on the statements presented above, the researcher assumes that celebrity is not able to add high value to the product when product/service does not have it, but he/she can strengthen its position on the market and increase awareness of such product/service. The same can be applied to the field of tourism - a celebrity might not add high value to the endorsed destination, however through endorsement, one can be keener to visit it and by that its position on the market can be strengthened.

The opinion mentioned above is shared by other researchers who are mentioned by van der Veen; such as Buck, Erdogan, Kamins, etc. Van der Veen expresses the opinion that there are two main reasons why companies are interested in the cooperation with celebrities and why they align themselves and their products with them. It is believed that they (celebrities) "draw attention to the endorsed products" and moreover they are able to "transfer image values to these products by virtue of their celebrity profile and engaging attributes." (van der Veen, 2008, p. 214)

Another explanation might be based on the previous knowledge of narcissism and other-directed societies, which tend to seek their heroes or their own self-appreciation within a group of famous, publicly recognizable people. Basil in van der Veen expresses that "some individuals are interested in adopting an attitude or behavior from another person when that attitude or behavior is associated with a satisfying self - defining relationship with that person." In addition to this, McCracken is of opinion that "celebrities are able to offer a range of personality and lifestyle meanings that the anonymous person cannot provide and these meanings may be generated by a movie, music performances, or athletic achievements and could be transferred to the product." (van der Veen, 2008, p. 217) The researcher assumes that in case when customer identifies himself/herself with celebrity, he/she feels the necessity to be 'closer' to celebrity also via buying and consuming the same products as the celebrity does. In connection to tourism, people might feel more trustworthy towards celebrities, since 'they know what is good' and it might be easier for them to trust that certain destination is great and worth of visiting because some celebrity said so. Whereas 'normal person' might not seem so experienced in order to be able to share feeling about some destination.

Packard stated in van der Veen that "celebrity endorsement is considered effective in selling products and services as status symbols since celebrities are considered as individuals of indisputably high status in endorsements." (van der Veen, 2008, p. 217) Based on the latter assumptions, it can be stated that by usage celebrity as an endorser, company tends to increase its chances with creation of new segment – consumers not preferentially interested in their product/service, but interested in the celebrity who represents it. Under these circumstances, these consumers might never be interested in this product/service, but because of the presence of celebrity and their interest in celebrity, they were led to create the interest towards product/service itself. This fact can be supported by the previously mentioned definition of *celebrity endorser* by Balakrishnan & Kumar (p. 17) where endorser is not a part of the company`s field of interest, for instance actor advertising new mobile phone.

3.3.1. Celebrity endorsement & purchase decision

The researcher finds it essential to present various opinions towards the impact of celebrity endorsers on the purchase decision, since even when discussing celebrity endorsement in tourism, the aim of appointing celebrities for such campaign is to attract people to come to visit the place, thus to influence their purchase decision. Van der Veen draws attention to the previous researches (of Atkin & Block, Friedman, etc.) which say that celebrities influence customer`s intention towards purchase much more and in more positive way than non-celebrity

endorsers. Moreover, they are able to convey message about product/service within a limited amount of space and time. (van der Veen, 2008, p. 214) As an example, the same opinion is shared by Petty et al in Khatri, who found within their research in California that subject tended to like the product more when it was endorsed by the famous athlete than by the average citizen of Baber field, California. (Khatri, 2006, p. 29) Rashid & Nallamuthu in Balakrishnan & Kumar state that "that using a well-known celebrity as an endorser could help to improve the subjects` rating of the commercial. Therefore, it is advisable for companies to consider using a well-known celebrity as an endorser rather than nameless spokesperson." (Balakrishnan & Kumar, 2011, p. 99) The author assumes that this fact can be connected to what has been mentioned above, thus that celebrities are able to convey message that what they use, buy or places which they visit are of better quality that what 'normal people' do, therefore by usage of celebrity for e.g. destination promotion, DMO can enhance 'rating' or viewing of destination by its potential tourists.

On the other side, some researchers (Mehta, Johnson & Harrington) emphasize that such difference in the influence between celebrity and non-celebrity endorser on the purchase decision has never been statistically proven. (van der Veen, 2008, p. 214) As a conclusion of variety of different opinions, van der Veen points out that there are researches which "suggests that celebrity endorsers are more appropriate where products involve high social, and psychological risk." As for example, a choice of holiday or city-break destination. (van der Veen, 2008, p. 214)

Khatri points out that the influence of celebrity endorser on the purchase decision has been broadly studied within field of marketing and social psychology. As Clark & Horstman present in Khatri, in certain situations, "celebrity endorsement can enhance recall and consumer assessment of the products." Since the image of celebrity endorsers is associated with the product/service itself, "so that those who use the product are associated with the image (of celebrity endorser)." (Khatri, 2006, p. 28) In other words, the celebrity itself might be remembered more easily than the product/service which he/she represents. Therefore, when company uses celebrity endorser, it can influence recalling of the product at the same time, when consumer recalls celebrity. The image of company and its products/services can be then associated with the image of celebrity. According to author, this can be taken into consideration when discussing celebrity endorsement in tourism, as far as the main objective of its usage is usually promotion of destination – so that it is not that important for DMO whether people recall celebrity, rather it is essential for them that the destination becomes recalled and by that

purchase decision of potential tourist is influenced. On the contrary, the connection between product/service and celebrity does not necessary have to influence purchase decision. Till & Busler in Balakrishnan & Kumar "present evidence that positive feelings towards advertising and products do not necessarily translate into actual behavior or purchase intentions." (Balakrishnan & Kumar, 2011, p. 99)

The opinion of Raturi is expressed in Khatri, thus "when it comes to selling, there is nothing quite like a celebrity sales person. Signing a celebrity helps the brand leap out of clutter and if the chemistry between the celebrity and the brand is right, the buzz could well turn into a roar." (Khatri, 2006, p. 29) However, the researcher of this paper finds it essential to state that the impact of the celebrity on the advertisement of the product/service and company itself might not be always positive and satisfying. Despite of this, it might also happen that besides celebrity`s fans, there exist also people who don't like him/her and therefore do not feel necessity rather aversion towards buying same things or visiting same places as the celebrity him/herself. This can have opposite impact – people not travelling to places endorsed by celebrities, but people avoiding such places on purpose because of their negative attitude towards this celebrity. Therefore, as author assumes, the choice of right celebrity is essential for the success of destination promotional campaign. The researcher`s opinion is in accordance with statement of Balakrishnan & Kumar, who expressed that "the decision of selecting the best endorser is thus a pertinent issue fixed by marketers and adventures for their brand promotion. In other words, the celebrity himself/herself should be a strong brand and the attributes of the celebrity brand should match the attribute of the product brand being highlighted." (Balakrishnan & Kumar, 2011, p. 99) The choice of wrong person, which does not represent the company in proper way, might harsh the name of company and its products/ services. This point of view will be described in subchapter 3.6.3.

3.3.2. Celebrity endorsement & tourism

As celebrity endorsement and its impact on purchase decision in general has already been examined, the author of this paper finds it important to take a closer look on the theories dealing with impact of celebrity endorsement on tourism and destination itself, because as celebrity can represent product/service, he/she can be an endorser of certain destination as well.

Van der Veen & Song draw attention to fact that nowadays there is a trend of appointing celebrities and well known people for marketing campaigns of destinations. It is done by destination marketing organizations in order to "differentiate a destination from its competitors

and to direct awareness toward its unique selling proposition." (van der Veen & Song, 2010, p. 460)

Soo Jin Lee, Scott & Kim emphasize that research within the field of mass media and its influence on destination image and tourism demand has been already conducted a long time ago, however the role of celebrities within shaping tourism demand and their impact on the decision making process has only been recently examined. On the case study of Korean soap opera, authors as Kim, Agrusa, Lee and Chon "confirmed that an interest in celebrities affects destination selection processes and trip behaviors. " (Lee, Soo Jin; Scott, David; Kim, Hyounggon, 2008, p. 811)

There have been several researchers dealing with this topic and emphasizing the importance of the usage of celebrity as an endorser. Haider and Rein in Lee, Scott & Kim "regarded the celebrity as an important tool for marketing places and refer to the active utilization of celebrities for a promotional strategy as 'icon marketing.'" They further pointed out that in order for such marketing to succeed, the chosen celebrity should not be connected to any political or economic conflicts or rumors in order to be trustworthy and representative. Therefore, they suggest mass media celebrities, who are "who are relatively free from various political and religious concerns can be effective agents for destination image formation." (Lee, Soo Jin; Scott, David; Kim, Hyounggon, 2008, p. 814)

So Jung Lee & Bai (together with authors as Beeton, Busby & King, etc.) consider TV programs, drama and pop-star as "a very effective vehicle in attracting tourists to a destination while boosting the economic impacts and reinforcing positive images of a destination." (Lee, So Jung; Bai, Billy, 2010, p. 3)

Holloway & Robinson, as mentioned in van der Veen & Song, have examined that "link between a destination and a well-known personality can be of enormous benefit in the promotion of that destination." (van der Veen & Song, 2010, p. 461) The researcher is of opinion that it doesn't not have necessary be enormous benefit, as analyzed above, but it can have also opposite effect.

In addition to that van der Veen presents reasons why celebrity endorsement may not be effective in field of tourism. One of the reasons is that the choice of tourism destination is in many cases a part of a group decision and thus admiration of individual towards celebrity might be not taken into consideration and becomes diluted. Another reason, as Yuksel in van der Veen

and Song points out, might be that there exist factors of decision making process such as accessibility, time and money, which can be in many cases more important that any emotional bonds of customer to celebrity. (van der Veen & Song, 2010, p. 461)

Van der Veen & Song in another of their articles called *Impact of the Perceived Image of Celebrity Endorsers on Tourists' Intentions to Visit* emphasize that "the idea behind celebrity-endorsed destination campaigns is simple: to draw attention to the endorsed destination and to complement the desired image values," and at the same time "the ultimate aim is to influence people's behavioral intentions positively, which may then lead them to take action." (van der Veen & Song, 2014, p. 211) Based on the latter assumptions, it can be stated that the aim of celebrity endorsement in the field of tourism is same as the aim of endorsement of any other product/service, thus destinations and companies expect customer to take action and to purchase a product and as in this case, to visit destination. Celebrity endorser should cause recalling product/service/place which he/she represents.

3.3.3. Celebrity endorsement & place attachment

When taking into consideration celebrity endorsement and its impact on destination, one has to discuss also mediating effect of place attachment in order to understand how the bond between place and fan or potential tourist is developed. Williams et al. define place attachment in Wong & Lai as "the emotional bond between a person and a particular spatial setting." (Wong & Lai, 2013, p. 163) Place attachment consists of two components: place identity and place dependence. Place identity is specific emotional connection which people form with certain place – this connection is developed though continuous psychological investment. Place dependence represents ability of setting to be connected with the physical area, which city is represented by.

As Schama in Wong & Lai state, "people visit particular places on the basis of specific memories, images, associations and emotional attachments to places and meanings." (Wong & Lai, 2013, p. 163) Therefore, seeing certain city in advertisement or in television can create an emotional bond between audience and destination. Such bond and attachment to celebrity can be transferred to place attachment as well. Wong & Lai emphasize that "place attachment may play a mediating role in linking celebrity attachment with behavioral intentions." (Wong & Lai, 2013, p. 163) Theoretical background regarding behavioral intentions will be mentioned below. (See p.25.)

3.4. Elaboration Likelihood Model (ELM)

As Dean states in van der Veen & Song, "consumer research regards celebrity endorsement as a type of extrinsic cue intended to positively affect people's perceptions of a product or brand." Many researchers, such as Gardner, Gorn, Morris & Boone has been investigating the endorsement process and its impact on destination decision making process and purchase intentions. One of the most popular models clarifying endorsement process is Elaboration Likelihood Model by Petty & Cacioppo. (van der Veen & Song, 2014, p. 212)

Petty & Cacioppo proposes that image of product/service/destination can be enhanced through an endorsement process. "This model shows how the elaboration of advertising works, taking into account involvement and whether persuasion follows a central, peripheral, or dual route." (van der Veen & Song, 2014, p. 212) A central route means that person takes into consideration all facts and information which are at his/her disposal. A peripheral route is based more on emotions and feeling and lacks facts. Two routes of persuasion can be taken also within destination decision making process and image formation. While choosing a destination, when central route is taken, person is highly influenced by the facts and information about destination and he/she includes them in the decision making process, he/she bases his/her decision on them. On the other hand, peripheral route means that person decides according to his/her feelings, emotions regarding destination. He/she finds it attractive, he/she is interested in visiting such place and that is the core reason within his/her decision making process.

Soo Jin Lee explains that ELM tries to clarify image formation process by positing "linkage between message provider, medium, and recipients of the message." Taking into consideration previous researches, Lee states that "the image of a product could be enhanced through an endorsement of a credible, trustworthy, and attractive person." (Lee, Soo Jin, 2007, p. 24) In other words, if endorser is able to convey message in a credible way which appears as trustworthy and people believe him/her and moreover he/she is attractive to the audience, the celebrity has higher chances to enhance the image of certain product/service/destination as any other celebrity/non-celebrity endorser. According to author, same tendencies can be applied to field of tourism, thus when endorser is credible, trustworthy and attractive person, there is higher probability that he/she can convey message about destination and by that form its image and influence decision making process of potential tourists.

Applying Lee`s opinion on ELM, it can be stated that celebrity endorser is usually using peripheral route rather than the central one. "That is, audiences tend to accept the information

distributed by the celebrity without much critical appraisal as they are less concerned with message content." (Lee, Soo Jin, 2007, p. 24) Peripheral route is based on emotions and feelings, which can be more easily influenced by celebrity in contrast with facts/information. Celebrity endorser might rarely present exact facts and information, which are usually conveyed through central routes. He/she impacts subconsciousness and potential tourist bases his/her decision on the emotions.

3.5. 'Meaning transfer' perspective

Drawing from ELM, McCracter suggests that rather than focusing on the effect of persuasion, "the effectiveness of endorsement is better explained by the "meanings" that people associate with the celebrity endorser, which are then transferred to the product or brand." (van der Veen & Song, 2014, p. 212) He emphasizes that celebrities have some symbolic properties (smart, cool, etc.) "Based on the "meaning transfer" perspective, these properties move from celebrity to consumer products as audiences watch the advertisement and identify with the advertising celebrity." In case when these properties are positive and a consumer associates them with the product/service, which celebrity represents, he/she might consider this product/service positive as well. As a result of McCracter`s ideas, he states that "the advertising endorsement can succeed when the properties of the endorser become the properties of the product." (Lee, Soo Jin, 2007, p. 25) Despite of that, it has to be stated that this process carries a risk of negative properties – when celebrity representing a product/service appears to audience in negative way, the feeling which consumer has about celebrity can be conveyed to the product/service itself.

In addition to the McCracter`s perspective, it has to be added that such process might work only under certain circumstances. As Wong & Lai states "previous studies have suggested that consumers who are strongly emotionally attached to an object display behavior that maintain proximity to the object and are likely to make commitments to that object." It means that there need to exist certain 'connection' and commitment of customer to celebrity in order for 'meaning transfer model' to be applicable. "Attachment emphasizes the strength of an interpersonal relationship, representing the degree to which the celebrity is viewed as a meaningful referent other." (Wong & Lai, 2013, p. 163) The stronger the attachment is, the easier for customer is to believe the message which celebrity conveys. Applying this finding to tourism context, Wong & Lai presents opinions of Kim, Yen & Teng, "strong involvement with a celebrity enhances interest in destinations, eventually leading to behavioral intentions." (Wong & Lai, 2013, p. 163) Therefore, as van der Veen & Song state, "it appears that the major

objective is to show the celebrity in such a way that the target group associates the endorsed destination or brand with the celebrity." (van der Veen & Song, 2014, p. 212)

As already mentioned, the aim of celebrity endorsement is to influence customer leading to interest in destination and eventually to behavioral intentions. Lee in Wong & Lai defines behavioral intentions as "desirable behaviors that tourists anticipate exhibiting in the future." In other words, behavioral intentions represent desire or need of tourist to visit certain destination. "Numerous researchers have noted that intention to revisit a destination and positive word of mouth are the most commonly employed indicators for measuring behavioral intentions." (Wong & Lai, 2013, p. 162)

3.6. Choice of celebrity endorser

Previously mentioned, the choice of celebrity endorser is a key stage in the endorsement process. The success of campaign is to certain extent depending also on the celebrity – if the celebrity does not match with the product/service and is not able to convey message about it, then the consumer can hardly believe him/her and the intentions to purchase such product/service are lower. On the other hand, the right choice of celebrity might help company to promote itself and to be more attractive for celebrity`s fans. This statement of author can be confirmed by van der Veen who states that "celebrities have certain attributes that are desirable for endorsing the product, then again, he or she might also have other, (even more closely) associated attributes that are inappropriate for a specific product and may actually damage it." (van der Veen, 2008, p. 216)

Process of choosing the right celebrity might be very difficult, since "companies have limited control over the celebrity's persona and investigating the symbolic meanings of the celebrity are difficult due to complex collection of cultural values and meanings a celebrity can incorporate." (van der Veen, 2008, p. 216) It means that even if company tries to choose the celebrity which matches with the attributes of promoted product/service in the best way, they cannot control celebrity`s actions and representation, which carries a risk of damaging the name or image of company/destination itself. As van der Veen points out further, "consumers assess celebrities according to their own cultural meanings, background, values, and norms, making the task even more complicated." (van der Veen, 2008, p. 216) Despite the fact that chosen celebrity is the best choice for company itself, for customers it can be wrong choice. They can view the celebrity in different way as the company thinks and moreover, as already mentioned, fandom might be purely subjective and individual. "This reflects some of the most difficult

aspects of global marketing which is to grasp the target group's cultural 'roadblocks' such as time, space, language, relationships, power, risk, masculinity, femininity, and many others." (van der Veen, 2008, p. 216)

Generally, as van der Veen states, the celebrity endorsement is effective when there is a match between characteristics of celebrity and product/service which he/she represents. (van der Veen, 2008, p. 218)

Taking into consideration importance and difficulty of choice of celebrity endorser, in the next part the author of this paper aims to present theories dealing with the attributes of selection right celebrity.

3.6.1. Ohanian: Credibility Model

As van der Veen & Song point out, "Ohanian`s three-part measure of source credibility was deemed the most appropriate model for determining the perceived image of celebrity endorsers." (van der Veen & Song, 2010, p. 461) She emphasizes three key sources of credibility which are important attributes of successful endorser: perceived expertise, trustworthiness and attractiveness of celebrity. Many scholars (such as Hovland, Janis & Kelly, Tripp, etc.) find first two aspects the most important characteristics of celebrity and they emphasize that effectiveness of the conveyed message depends on them. (van der Veen & Song, 2010, p. 462) The latter dimension, attractiveness of celebrity, is important since it "construct is included in the model because research demonstrates that consumers tend to form positive stereotypes of products endorsed by attractive individuals, and that physically attractive communicators are more successful in changing consumer attitudes." (van der Veen & Song, 2010, p. 462) Especially attractiveness of celebrity is very important factor which might be considered as the one which differs celebrity from non-celebrity endorser. The attractiveness of celebrity is viewed differently as in the case of non-celebrity endorser, who might be expert and trustworthy, but is not that attractive as a pop star or some actor, whose life is full of interesting aspects and he/she is admired by masses of fans.

Caballero, Salomon and Patzer considered attractiveness of celebrity as very important, however Ohanian originally in her research "reports a nonsignificant direct relationship between attractiveness and purchase intentions." She argued that despite the fact that most of celebrity endorsers are physically attractive, it is not the core key of success of their campaigns and final decision making process of customers. According Johnson & Harrington it is not clear

whether there is direct dependence between purchase intention and attractiveness of celebrity, however there exist such tendency. (van der Veen & Song, 2014, p. 213)

Van der Veen & Song based their research on Ohanian model, however they intended to change it a bit. They "were unable to identify these two distinctive factors and revised the measurement model accordingly. They proposed a construct that consists of perceived expertise combined with two manifest variables of trustworthiness, which they call 'believability'." (van der Veen & Song, 2014, p. 213) Believability is an ability to convince people and customers about the fact that conveyed message is true and real. Authors define believability as "the knowledge to support the claims made in the advertisements that the communicator is perceived to possess." (van der Veen & Song, 2014, p. 213)

Perceived expertise means that when celebrity is 'an expert' in certain area, he/she can more easily convince customer about the message. As Alba & Marmorstein emphasize in van der Veen & Song, "experts are more credible because they are assumed to be more efficient external information seekers and better." However, as Ohanian states, "it is irrelevant whether a celebrity endorser is actually an expert on the subject; the issue is how the target audience perceives the expertise of the celebrity endorser." Therefore, perceived expertise is defined as "the extent to which a communicator is perceived to be a source of valid assertions." (van der Veen & Song, 2014, p. 214) The opinions toward relation between perceived expertise and purchase intentions are various, some of the authors claim that perceived expertise can influence purchase intentions and some others found that it does not. Van der Veen & Song concludes it in the way that "the direct relationship between the believability of a celebrity endorser and behavioral intentions is mediated by attitude." (van der Veen & Song, 2014, p. 214) Van der Veen & Song use quotation of Eagly & Chaiken, who define attitude as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor." (van der Veen & Song, 2014, p. 214) In other words, some people can be more easily influenced than others and this fact depends on their attitude towards brand and celebrities.

Other authors, such as Khatri, are dealing with Ohanian credibility model. Khatri states that perceived expertise and trustworthiness of endorser help to ensure the effectiveness of the conveyed message. According to him, "trustworthiness refers to the honesty and integrity of the spokesperson." Khatri mentions also Solomon`s opinion, thus that "source attractiveness refers to the endorsers physical approach personality, likeability, and similarity to the receiver, thus to the perceived social values of the source." (Khatri, 2006, p. 30) Khatri assumes that if

one aspect of this model is fulfilled and confirmed by celebrity, then celebrity should excel with two other as well. He concludes with Ohanian`s opinion that "each source has different effects on consumer's brand perception thereby making it necessary to pursue a systematic strategy of celebrity spokesperson selection." (Khatri, 2006, p. 30) In other words, for celebrity to be credible enough, he/she needs to acts in accordance with all three aspects, however as Khatri states, it is assumed that if celebrity is good in one aspect, there is a tendency that he/she will succeed with all three at once.

3.6.2. The Match-Up Hypothesis

The Match-Up hypothesis is drawing from the fact that many researchers have already dealt with the effectiveness of usage a celebrity in the promotional campaigns – as shown, many of them succeeded and many failed. The reason for that can be in the right/wrong choice of celebrity, as already mentioned by Ohanian credibility model.

Till & Buster in Khatri examined that "the match-up hypothesis specifically suggests that the effectiveness depends on the existence of a "fit" between the celebrity spokesperson and endorsed brand." (Khatri, 2006, p. 30) The hypothesis explains that "the physical attractiveness of a celebrity endorser will enhance evaluations of the products characteristics only if the characteristics of the product "match-up" with the image conveyed by the celebrity." (Khatri, 2006, p. 31) In case when all attributes – attractiveness , trustworthiness and perceived expertise are fulfilled, but there is not a match between characteristics of celebrity and product/service which he/she promotes, the campaign might end up as a failure, because people might not associate and match celebrity with the item promoted.

Brand endorsement is the way for company to get differentiated among its competitors on the market. Therefore, as Khatri states, synergy between brand and celebrity is needed. (Khatri, 2006, p. 33) Moreover he presents the opinion that "value associated with the celebrity is transferred to the brand and therefore help create an image that can be easily referred by consumers," and "by association the brand can very quickly establish the creditability get immediate recognition and improve sales." (Khatri, 2006, p. 34) However, it is important to take into consideration that as there exist returns connected to celebrity endorsement, there exist also risks, which are caused by the association of the brand with celebrity, as Khatri states in his article *Celebrity Endorsement: A Strategic Promotion Perspective*.

3.6.3. Celebrity endorsement – Risks & Refunds

Risks of celebrity endorsement

One of the biggest risk of connection of celebrity and brand is that celebrity "overshadows" the brand. Some of the researches have revealed that people remember celebrity but could not recall the brand which should have been associated with the celebrity. (Khatri, 2006, p. 34)

Sometimes, when the brand is strongly associated with the celebrity, it might become a challenge to divide these two aspects from each other. Even when company later wants to change its campaign or choose another celebrity, it might become impossible to do it because there exists strong connection with current celebrity already. It might be a risk in cases, when celebrity was not properly chosen and he/she damages image of the company with his/her behavior or scandals. (Khatri, 2006, p. 34)

Third risk is connected to today`s trend, when customer is aware of certain risks and reality and in many cases it might be difficult to overcome the rumors that celebrity is being paid for his/her presenting his/her opinion about certain product/service. As Khatri states, "hence the question of creditability of the celebrity being chosen to protect the brand is becoming pertinent." (Khatri, 2006, p. 34)

Multiple endorsement is a risk itself. When celebrity is connected to more brands, people can hardly believe that presented opinions are true. They might consider celebrity as the one who can be easily bought and paid, thus credibility of such celebrity might be threatened. Due to this fact, customers might question celebrity`s validity and credibility. (Khatri, 2006, p. 35)

Returns of celebrity endorsement

Apart from risks, Khatri mentions also potential returns which arise for company from celebrity endorsement, if celebrity chosen wisely and properly.

Celebrity endorsement might help to raise awareness about the brand which he/she promotes. According to Khatri, research has shown that for customer it has been easier to recall products which were associated with celebrities. (Khatri, 2006, p. 35)

Celebrities can influence people also emotionally and by that create an emotional bond between brand and customer, which might be stronger than without usage of celebrity. Moreover, as it has already been mentioned, mass media and celebrity have power to convey message within a short period of time, thus faster than non-celebrity endorser, who does not have e.g followers on social networks as Facebook or Instagram. Celebrity by usage this tools

and by presenting certain brand there, can make the process of promotion and advertisement much faster. (Khatri, 2006, p. 35)

Celebrity endorsement is a tool for differentiation of brang among its competitors, who are not using any celebrity. For customer it might be then easier to recall product which is promoted by celebrity. Moreover, it is an advantage for company, who can increase number of their customer by creation of new target group – fans of celebrity, who have not been buying this product before. (Khatri, 2006, p. 35)

However, the author of this paper is aware of the fact that each campaign is specific, as well as each celebrity is individual and brings with himself/herself different refunds and risks, therefore, also the criteria for choice of celebrity differ from each other. The theoretical background mentioned above will be used for further analysis together with collected data in order for the author to answer the resrach question stated at the beginning of this research.

4. Methodology

In the following methodology chapter, the author intends to present research design and techniques utilized for the collection of the data – both qualitative and quantitative. Further on, the limitations of chosen methods will be discussed.

While working with methodology, there exist five relevant questions from Bernard which can be used as a foundation for a research and which might be answered by any researcher at the beginning of the creative process of writing. (Bernard, 2006, p. 70) These questions might help an author to categorize his/her ideas and opinion and to create a guideline for successful and effective research. Therefore, the author of this paper has started her research by finding the answers on all of these questions in order to be able to identify whether the topic which was chosen is suitable and relevant.

The first question is connected to personal interest. Bernard states that researcher should question himself/herself about personal excitement and desire to research particular field. (Bernard, 2006, p. 70) The author, based on Bernard`s opinion, presumes that if there exist personal interest in the topic and author is wondering about some phenomena or issue, he/she might be keener to examine the problem and to find out what the solution is. The main reason for choosing celebrity endorsement as the topic for this paper, was author`s personal interest. The author has been wondering about how celebrity endorsement, thus usage two celebrities from Bratislava for promotion of the city Košice, can influence, in both positive and negative way, the perception of the city from the point of view of potential tourists coming to city as well as citizens of Košice. As far as Košice is author`s hometown, the interest in the topic was strengthened by the personal experience with the city and certain knowledge about its position within field of tourism. According to the author, personal interest might carry also some cons, since once the author has personal experience with the destination or topic which he/she investigates, he/she might be limited in objectivity and might be more inclined to subjective assumptions and conclusions.

Even if there is an existence of personal interest in particular topic, according to Bernard, it is not a key to success within research field. He states that if the topic cannot be studied and examined by methods of science, then the author should re-consider the choice of topic. In other words, if there are no existing methods and means of research, which might be applicable to the topic and problem chosen by author, as Bernard states "no matter how much fun it is, and no matter how important it (the topic) seems, don't even try to make a scientific study of it."

(Bernard, 2006, p. 71) After the author has identified the topic based on her personal interest, the following task was to come with ideas on how this topic can be examined. The used research methods will be described and analyzed in this chapter below.

After identifying topic and methods of science which can be applied to research, Bernard draws attention to resources. He provides us with the categorization of resources which are *money, time and people*. (Bernard, 2006, p. 71) No matter how interesting the topic is and which methods can be used for its examination, in case author does not have sufficient resources, it might be an obstacle to do an effective research. After choosing the methods applicable and suitable for this research, the author had to take into consideration whether their usage is possible to what extent, in connection to money, time investment and people, who might be able to share their opinions on the topic chosen. The limitations connected to resources will be described in the subchapter 4.5.

The forth question which needs to be answered is question regarding ethnics in the research. Bernard himself states that "I wish I could give you a list of criteria against which you could measure the ''ethicalness'' of every research idea you ever come up with. Unfortunately, it's not so simple." (Bernard, 2006, p. 74) It might be stated that to certain extent an ethic depends on the researcher himself/herself and each author has to decide on his/her own, whether his topic and the way he does research, can be considered as ethical or unethical. Personally, the author of this paper does not find the topic of celebrity endorsement in the city of Košice unethical, since the core topic does not deal with any personal or sensitive issues, thus focuses on destination and its promotion.

The last question is connected to the angle from which the author is looking at the phenomena and what he wants to examine – the topic can be either of theoretical or practical interest and according to Bernard you can either "describe the process" or "investigate a relation." (Bernard, 2006, p. 78) In the case of this paper, the author intends to examine how the choice of celebrity can influence the perception of the campaign from the point of view of the demand side; therefore, the author aimed to investigate the relation between criteria of celebrity`s choice and how these celebrities are viewed. Thus the author assumes that the topic is rather of practical interest, than theoretical.

After answering these five questions, the author has confirmed the choice of the topic and now she intends to present research design together with methods which were using during the creative process of writing.

4.1. Research design

The process of problem formulation and identifying potential problem area has already been described in the introductory part of Methodology chapter. However, the author finds it essential to introduce research design of this paper and the creative process so that the reader would be able to follow the author`s ideas and understand how the author has structured her research.

As it has already been mentioned, the idea of celebrity endorsement as a topic arose from the personal interest of author in her hometown Košice and in its newly released promotional campaign called #dzivoKE as described in Chapter 2.2. Following the ideas of Flick, the author finds it important to emphasize that "for developing a research project from such an idea and for elaborating a research question from it, the second step (after having such an idea) is to take a research perspective." (Flick, 2007, p. 18) Flick mentions three main perspectives which can be taken in qualitative research. The first one is *induction* or *the bottom-up perspective* - the perspective arising "from phenomena and practices towards theory and explanation," which in other words means to find theoretical explanation for certain real phenomena. (Flick, 2007, p. 19) The second one is *deduction* or *top-down perspective* – "from theoretical concepts and scientific models to everyday practices," (Flick, 2007, p. 19) which might be used in researchers which are trying to test how certain theories are applied in praxis and how their application in praxis differs from theoretical assumptions. The last one is a combination of two latter and is called *mid-level perspective*." In praxis, the latter can focus on developing "a theory from analyzing biographical experiences and accounts or to look into which kinds of knowledge people use for coping with an event and how they differ in this utilization." (Flick, 2007, p. 20) The author of this paper aimed to distinguish between these three perspectives in order to be able to define the perspective for this specific research.

Gralajez & Gonzalez explain differences between *abduction, induction* and *deduction.* Abduction and deduction are used in order to get overall understanding of phenomena, whereas induction is used for quantitative verification. They state that "in the abduction stage, the aim is to examine data, find patterns of behavior and come up with possible hypothesis. While deduction is used to elaborate on logical and verifiable hypotheses, induction is the we approximate truth with the purpose of establishing our beliefs for further searches. In other words, abduction creates, deduction explains and induction verifies." (Grajales & Gonzalez, 2008, p. 164)

In the conclusion of this subchapter, the author is of opinion that induction (the bottom-up perspective) arises from claims about certain real events and results in the general theoretical facts and laws. It means that there is a transformation from reality/praxis towards theory. Whereas, deduction (top-down perspective) arises from general theoretical facts/laws and results in concrete evidence. In other words, in deduction, theory is applied to reality and by usage theory, the authors try to explain concrete statements.

Thorne`s ideas supports the statements used by author above. She sums up the main differences between inductive and deductive approach. She states that "generally, inductive reasoning uses the data to generate ideas (hypothesis generating), whereas deductive reasoning begins with the idea and uses the data to confirm or negate the idea (hypothesis testing)." (Thorne, 2000, p. 68)

The research approach and process of this paper can be characterized, based on author`s opinion, as deductive. By usage of existing theoretical findings and laws, the author tries to explain the phenomena of celebrity endorsement on the example of city Košice. The author uses theories concerning celebrity fandom and mass media, celebrity endorsement and its impacts on purchase decision making and destination itself. By using these theories as a basis for further research, she tries to examine this topic from various angles in order to explain the tendencies connected to celebrity endorsement in Košice. The author starts with theories in order to be able to examine the problem area,

4.2. Triangulation

Taking into consideration different types of research approaches regarding theoretical findings mentioned in the previous subchapter – abduction, induction and deduction, in this subchapter the author aims to focus and distinguish between different types of research in terms of methods, thus quantitative and qualitative research methods and their combination – mixed method research technique called as well triangulation. The latter one will be used as a main research technique for this paper, as far as the author has decided to combine qualitative method – interview together with quantitative method – survey.

There exist various opinions on combining these two methods in one research. Bryman states that there can be little doubt that usage of both these methods at once has gained certain popularity recently. However, according to Bryman, in recent years, combination of qualitative and quantitative methods became "unexceptional and unremarkable." (Bryman, 2006, p. 97) Therefore he emphasizes three distinct approaches to research: "quantitative; qualitative; and what is variously called multi-methods (Brannen, 1992), multi-strategy (Bryman, 2004), mixed

methods (Creswell, 2003; Tashakkori and Teddlie, 2003), or mixed methodology (Tashakkori and Teddlie, 1998) research." (Bryman, 2006, p. 98)

Triangulation is defined by Denzin in Jick as "the combination of methodologies in the study of the same phenomenon." (Jick, 1979, p. 602) In other words, it means to examine the phenomenon from more than one angle and by usage of more than one research method. As Jick states, "it is largely a vehicle for cross validation when two or more distinct methods are found to be congruent and yield comparable data." (Jick, 1979, p. 602) Apart from the main definition of triangulation, there exists also 'within-method' triangulation, which means to use multiple techniques within one research methods (qualitative or quantitative). Drawing attention to Jick, "'within-method' triangulation essentially involves cross-checking for internal consistency or reliability while 'between-method' triangulation tests the degree of external validity." (Jick, 1979, p. 603) For the purposes of this research, the author has decided to use interview as an example of qualitative research methods and survey as an example of quantitative research methods, therefore it is 'between method' triangulation.

Another authors dealing with triangulation are Owens, Steinhoff & Mark. Owens et al. provide us with opinion that in order to establish credibility of data within research, the author should focus on structural collaboration which can be established by triangulation. Owens et al. define triangulation as "a technique which exposes a proposition to possibly countervailing facts or assertions or verifying such propositions with data drawn from other sources or developed using different methodologies." (Owens, Steinhoff, & Mark, 1989, p. 3) The main advantage of triangulation lies in the fact that it might increase the credibility of data and findings of author. Webb et al. in Owens et al. state that once the finding has been confirmed by more than one research techniques, "the uncertainty of its interpretation is greatly reduced." (Owens, Steinhoff, & Mark, 1989, p. 4) It can be stated that the main advantage of triangulation is a usage of more methods on examination of the same phenomenon. Moreover, Jick points out that triangulation does not mean only investigating the problem from various perspectives, "but also to enrich our understanding by allowing for new or deeper dimensions to emerge." (Jick, 1979, p. 604) Moreover, the usage of more methods gives an author to possibility to overcome disadvantages of each certain methods, by combining them and trying to overcome disadvantage of one method with advantage of the other one. (Jick, 1979, p. 604)

Flick draws attention to the various points of view on triangulation. He mentions Hammersley who considers triangulation as a form for linking qualitative and quantitative research.

Moreover, "triangulation of both approaches is where he sees an emphasis on the mutual assessment of results and less on the mutual extension of knowledge potentials." (Flick, 2007, p. 8) After Hammersley, Flick mentions also Bryman, who states that qualitative research can be supported by quantitative and vice versa in order to provide more general picture of the issue. As already mentioned by Jick, the advantage of one research method can replace and 'support' the disadvantage of the other one. This confirms also Bryman by his statement that "the problem of generality can be solved for qualitative research by adding quantitative findings. Qualitative findings may facilitate the interpretation of relationships between variables in quantitative data sets." (Flick, 2007, p. 9)

Also other authors, such as a group of authors consisted of Steckler, McLeroy, Goodman, Bird & McCormick aimed to analyze the integration of qualitative and quantitative methods. As they state, both qualitative and quantitative methods have certain weaknesses which can be to certain extent compensated by the strengths of the others. On one hand, there are strengths of quantitative methods, such as that by using statistics and mathematics they produce factual data which can be generalized to some larger population. On the other hand, strengths of qualitative methods are that they produce rich, detailed and valid data. (Steckler, McLeroy, Goodman, Bird, & McCormick, 1992, p. 1) These authors explain the main differences in collecting data for each of these methods separately. Regarding quantitative methods, they emphasize physical sciences such as statistics or mathematics as well as collection of numeric data on population sample. Whereas qualitative methods focus on the observation of participants, interviewing key people, research based on case studies and analysis of already existing documents. (Steckler, McLeroy, Goodman, Bird, & McCormick, 1992, p. 2) Steckler, McLeroy, Goodman, Bird & McCormick conclude with quote which is in accordance with previously presented opinions, thus that "each method is based on different yet complimentary assumptions and each method has certain strengths that can be used to compensate for the limitations of the other." (Steckler, McLeroy, Goodman, Bird, & McCormick, 1992, p. 4)

Drawing from previously mentioned statements about triangulation, the author of this paper intends to explain the reason for choosing this certain type of research method. The main objective of her research is to investigate the impact of the choice of celebrity endorser on the perception of campaign *#dzivoKE* for city of Košice. The researcher has decided to examine this topic from two angles – by usage of interview the author aimed to examine the angle of supplier side - DMO Visit Košice which is responsible for the release of this campaign. Another point of view is the one of two groups of people. Here the author came with idea of two different

perspectives – the perspective of inhabitants of the city in order to see what they think about campaign and choice of celebrities which should represent their city and the second perspective – perspective of people living outside the city in other parts of Slovakia. The latter group can be marked as group of potential tourists. The author tried to examine to what extend the choice of celebrity and people`s attitudes towards celebrity can influence the perceptions of campaign. In order to approach these two groups of people, the author has chosen survey as a suitable method for research. Both of these methods will be described below.

4.3. Qualitative research methods

As it has been previously mentioned by different authors above, triangulation makes it possible to combine strengths of one method with strengths of another one. Flick confirms this statement by stating that "although interviews are used as a stand-alone method in most cases, we find different forms of triangulation here. Interviewing is the method in qualitative research that is most often combined with quantitative research like surveys." (Flick, 2007, p. 81)

The author of this paper has decided to start her data collection by usage of qualitative method – interview. In order for the reader to be able to gain the whole picture about this research, the author finds it important to clarify main characteristics of this method and also explain why it was chosen.

Drawing attention to the main difference between qualitative and quantitative research methods, Thomas states that whereas quantitative methods focus on amount and numbers, qualitative methods "involve a researcher describing kinds of characteristics of people and events without comparing events in terms of measurements or amounts." (Thomas, 2003, p. 1) According to author, this differentiation is very general and might not truly reflect the main difference, therefore Thomas adds another point which might be used for defining the qualitative method. He emphasizes that interpretive, naturalistic approach is essential for qualitative research in order for researchers to be able to reflect what he/she experienced through interviews or observations of people and events. (Thomas, 2003, p. 2) Therefore it can be stated that the author tended to use interview as an example of qualitative method in order to be able capture individual opinions of people on the research problem. Since the perspective of DMO is very specific, in terms of fact that only a couple of people were responsible for this campaign, the only choice for the author was the interview in order to be able to gain deeper into the problematics.

In connection to Thomas`s opinion (Thomas, 2003, p. 2) regarding focus of qualitative methods on characteristics of people and events, the author of this paper finds it essential to draw attention to the core of qualitative research methods – qualitative data.

Thorne states that qualitative data come in various forms – from interviews, participant's observations to focus groups and analysis of text or documents. (Thorne, 2000, p. 68) Further on she adds that qualitative data are not "the exclusive domain of qualitative research." She states that "rather, the term can refer to anything that is not quantitative, or rendered into numerical form." (Thorne, 2000, p. 68) Qualitative data can be included also in quantitative studies – as a part of open ended or semi structured interviews. Thorne emphasizes that what creates a difference between data from qualitative studies and data generated in quantitative research is "a set of assumptions, principles and even values about truth and reality." (Thorne, 2000, p. 68)

As it has been already mentioned, the author of this paper has chosen for her research interview – as an example of qualitative research method. Drawing attention to Flick, the author emphasize that interview is being considered as "one of the dominant methods in qualitative research." (Flick, 2007, p. 78) Flick points out on various types of interviews and an interview as a type of qualitative research method has undergone certain changes, based on technological progress. According to Flick`s opinion "more recently, interviews are sometimes done by using media of communication for interviewing people at distant places as in telephone interviews and Internet interviewing, although these forms are often based on a standardized format of questions." (Flick, 2007, p. 79) This statements can be supported by opinion of Thomas, who states that even though interviews are in general conducted orally, "with the advent of the Internet, interviews can also be conducted in written form, with the researcher sending typed questions via a computer network to respondents who answer in typed form." (Thomas, 2003, p. 63) As it will described below, this specific type of interview has been chosen by the author of this paper.

Based on the amount of control, according to Bernard there exist four types of interviews – informal, unstructured, semi-structured and structured. The *informal interviewing* is "characterized by a total lack of structure or control." (Bernard, 2006, p. 211) This type of interview is typical for field work, usually unplanned and it is not recorded or noted, thus it is based only on the remembering the conversation. *Unstructured interviewing* is on the contrary, planned and it is based on the flow of thoughts, which means there is no certain schedule for

questions. *Semi-structured interviewing* is based on priory prepared interview guide with questions or topic which should be discussed. The rest of the time is devoted to spontaneously asked questions which arise from the situation itself. The last type is *structured interviewing* which is based on questions which are in most cases same for every interviewee and they are priory prepared and planned to be all asked. (Bernard, 2006)

According to the author of this paper, of the main advantages of an interview is that it gives the researcher a chance to go deeper with his/her questions towards interviewee, as it might be in a form of questionnaire. This particular advantage can be identified in the case when person who is being interviewed is a specialist in his/her field and is able to provide researcher with specific opinions and points of views, as it has been in the case of Managing Director of Visit Košice Niňajová and Digital Marketing Consultant Kukoľ, since these two people were directly responsible for the development and release of the campaign and therefore their opinions were essential, according to the author, for the further understanding of research field.

An interview enables the author to interact with person, who is being interviewed and to react directly on his/her ideas and opinions. However, this process requires certain level of knowledge about the topic as well as certain personal characteristics of interviewer – empathy, the ability to think one step ahead in order to know what to ask and how to ask and the capability in order to be good listener at the same time as being a good interviewer.

Thomas adds that another advantage of interview is that it enables "greater flexibility and personal control than do questionnaires." (Thomas, 2003, p. 66) While by survey, some obstacles can arise, such as questions are not clear or respondents answer on different things as they are asked to, interviews offer interviewer space to explain questions, ask the same thing twice when not understood for the first time or elaborate on the unclear answers. However, on the other side, interviews are more time consuming as surveys and as well it can easily happen that conversation will take different route as planned and at the end interviewer does not collect the data which he intended. (Thomas, 2003, p. 66)

As mentioned by the author, interview enables researcher to dig deeper into the topic as far as, quoting Flick; "the focus of interview research is (mostly) the individual experience of the participant, which is seen as relevant for understanding the experience of people in a similar situation." (Flick, 2007, p. 79)

4.3.1. Interview - #dzivoKE

From the beginning of whole creative process, the author intended to interview people responsible for development of campaign #dzivoKE. Initially, the author of this paper aimed to interview the head of DMO Visit Košice Iveta Niňajová. She has been a Managing Director of the organization and she has been the one responsible for release of new promotional campaign *#dzivoKE*. (Visit Kosice, n.d.) The author found it essential to know her point of view on why such celebrities were chosen, according what criteria and what were the intentions and goals of this campaign. Drawing back to Bernard and the problem with resources – money, time and people (See p. 32), the author has experienced difficulties with trying to get in touch with Niňajová and convince her to take part in the interview. However, finally after couple of months, the author was able conduct the interview via email. The questions for this interview were designed according to the research question – thus in order to find out why Sajfa and Expl0ited were chosen and what criteria were fulfilled and taken into consideration. The questions were based on theoretical background from the field of celebrity endorsement. (Chapter 3) Due to lack of time from the side of Niňajová, the author was not able to ask additional questions therefore the interview remained structured and based only on the conversation via email. This might be considered as one of the limitations since the author was not able to follow up on the answers of interviewee in order to gain broader picture of the discussed topic. The interview with Niňajová consisted of 14 questions.

However, in spite of the possibility of having the point of view of the head of Visit Košice, the researcher was aware of the necessity of having another opinion from supplier side. She managed to get in touch with *Digital Marketing Consultant* of marketing agency called PS: Digital Martin Kukoľ, who was responsible for the whole creative idea of campaign *#dzivoKE*. The questions were designed on the basis of theoretical background, as in the case of Niňajová and further developed based on the answers of Kukoľ. Mr. Kukoľ was very helpful and willing to answer all the questions of the author and to give her internal overview about the campaign itself. Due to the fact that Mr. Kukoľ and PS: Digital are based in Bratislava, Slovakia, the author of this paper conducted interview online via email. Firstly Mr. Kukoľ has replied to the first set of questions and in addition to that he was available for any updated or additional questions of the researcher. Therefore, it can be stated that this interview was interactive and based on repeated conversation online which were helpful for any additional comments or questions. Even though generally interview by email, compared to face-to-face interview, is more static and not so interactive, in this case this limitation was overcome by iterating

conversations in order to get whole picture about the campaign from the side of PS: Digital. Based on Bernard's` categorization according to the control over interview, interview with Mr. Kukoľ can be considered as semi-structured, since it has started with interview guide questions followed by spontaneous questions naturally arising from the answers of interviewee. In total, the interview with Kukoľ included 8 questions. Please see Appendix B.

As far as the author and two interviewees are Slovaks, the interviews were conducted in Slovak language and translated by the researcher to English. Bernard has been dealing with this issue of translation of data as well. As he stated, holding interview in another language as is the main language of research might be challenging, therefore he suggests *back translation* which is "standard method for adapting social and psychological measurement scales." (Bernard, 2006, p. 277) This method contains creating of questions in one language, translating them to another one and then translating them back to the first one so that the researcher might be able to see how different this questions can be understood in foreign languages. The author of this paper created questions for interview in English based on theories mentioned in this paper, they were then translated and answered in Slovak and then translated back into English, as it is the main language of this research.

4.4. Quantitative research methods

As previously mentioned, triangulation might be used in order to overcome or compensate the disadvantages of one method by the other one and/or to obtain another point of view on the same phenomena or issue – to examine different perspectives of the same thing. In order to fulfill these statements and to be able to ensure findings as true with higher probability, the author of this paper has decided to investigate celebrity endorsement on the example of Košice by usage quantitative research method – survey. Another reason has been that the intention of the author was to examine the point of view of two groups of people, which has been more easily reachable by survey, rather than by individual interviews.

Quantitative researchers, according to Glesne & Peshkin in Thomas, focus on "seeking explanations and predictions that will generalize to other persons and places." The main role of researchers is to 'observe and measure' as well as try to keep themselves from "'contaminating' the data through personal involvement with the research subjects. Researchers objectivity is of utmost concern. " (Thomas, 2003, p. 2) Drawing from Thomas, it can be stated that the advantage of quantitative research method is that they possess higher level of objectivity than usage of qualitative methods such as interview. While conducting face-to-face interview,

researcher is influenced not only by answers of interviewee, but also by his/her body language, appearance or voice. All these aspects can influence his/her overall impression of interviewee, which influences also the way how gathered data are interpreted and viewed. This might be not so probable with quantitative methods as survey. The reason for this is that target group is broader and face-to-face contact is not that probable or usual as in case of interview. The researcher gets in touch with many answers from many different individuals through means such as telephone or internet, which unable direct contact as face-to-face interview.

Qualitative methods, as well as quantitative ones, have besides their advantages also disadvantages. As already mentioned, interview gives interviewer the opportunity to ask additional questions and to examine the topic in deeper way, however this is not possible with the usage of for instance anonymous survey published online. In some cases, it is not possible to avoid misunderstanding of questions by respondents as far as author does not have opportunity to further explain their meanings.

4.4.1. Survey

One of the types of quantitative research is survey, which according to Thomas "involves gathering information about the current status of some target variable within a particular collectivity, then reporting a summary of the findings." (Thomas, 2003, p. 41) "Target variable is specific characteristic of a group or collectivity." Target variable can be for example opinions of respondents about certain issue or their age or gender. Collectivity is "a group of things of a specified kind that becomes the focus of a survey." Collectivity can be for instance group of people, specific event or place. (Thomas, 2003, p. 41)

According to the author, surveys are used in cases when researcher tries to gather as much information as possible from as big group of people as possible, since they are able to approach many people at the same time. Based on the assumptions about impact of technological progress on the way how interviews are conducted, the author emphasizes that also surveys have been influenced by the boom of Internet usage. Nowadays, it is much easier to approach big group of people as it has been before when surveys were conducted on the streets by individual approaching of each of the respondents. Now there exist various kinds of online surveys which can be adjusted according to needs and wishes of researchers and enables him/her to gather all data in charts and graphs. The existence of Internet based surveys is confirmed by Bernard, who states that "Internet makes it easy to recruit respondents in otherwise hard-to-reach groups." (Bernard, 2006, p. 254) Hard-to-reach group can be either group of people living in different

place than researcher himself or it can be used for research which is focused on sensitive issues, thus the respondents would not be willing to answer their questions face-to-face.

Surveys, as well as interviews have certain limitations. Thomas mentions that "they fail to show the unique way that the target variable fits into the pattern of the individual units within the collectivity." (Thomas, 2003, p. 44) It can be assumed that surveys tend to generalize data and by that to hide certain individual characteristics which can get lost within broad group of data and findings. Moreover, on the contrary from interview, survey does not offer author the possibility to ask additional questions or to avoid misunderstandings arising from unclear or not understood questions. In such case, the author has to take into consideration that not everyone might understand the question in the way he/she meant it and thus this might cause that data of this quantitative method might be different as planned. This assumption is in accordance with Bernard who points out that by using survey "you have no control over how people interpret questions on a self-administered instrument, whether the questionnaire is delivered on paper or on a computer or over the Internet." (Bernard, 2006, p. 260)

One of techniques for conducting quantitative research is questionnaire. Questionnaire is defined by Thomas as "any printed set of questions that participants in a survey are asked to answer, either (a) by checking one choice from among several possible answers listed beneath a question or (b) by writing out an answer." (Thomas, 2003, p. 66) Questionnaires are used for conducting survey within certain group of people which has been chosen according same characteristics – country of origin, age, hobbies. In general, questionnaires enable to collect two types of information – facts or opinions. Whereas facts represent certain knowledge, opinions are attitudes or preferences towards certain issues.

The definition of questionnaire by Thomas states that it is 'any printed set of questions'. The authors distinguish between two types of questions; open-ended and close-ended (fixed-choice). (Bernard, 2006, p. 268) Bernard adds that its choice depends on the kind of data which researcher would like to collect. Usage of close-ended questions does not give respondent the opportunity to come up with his/her own answer since he/she focuses on the choices which are offered. Therefore, one of its disadvantages that even "they (respondents) would like to offer a response other than those in front of them, they won't do it, even if they can." (Bernard, 2006, p. 269) On the other hand, fixed-choice can be helpful when questions are not really understandable and might be understood in different ways, fixed choice might lead respondent to right answer. On contrary, open-ended questions provide respondent with possibility to

answer in the way he/she prefers, explain his opinion or give example. However, in some cases, people are not so keen to give longer answers and they prefer to simply tick one of the offered choices. Bernard is of opinion that "there is no rule, however, that prevents you from mixing question types." (Bernard, 2006, p. 269) Nay he advices to use at least a couple of open-ended questions to "break the monotony" for respondent. (Bernard, 2006, p. 270)

To sum it up, Murray states that one of the advantages of questionnaires is the possibility to gather a large quantity of data in a short period of time, as well as researcher does not have to be present by the collection of data. He considers as disadvantages that researcher cannot entirely control whether all questions are answered and whether they are understood as he/she meant them. (Thomas, 2003, p. 69)

As already mentioned, the author has decided to use triangulation within the research of celebrity endorsement on the case of Košice. As she claimed above, the interview was used for investigating the supplier side and the survey has been chosen in order to investigate the demand side – to gather opinions and ideas of people about promotional campaign *#dzivoKE.*

There were two surveys – one for people living in the city and the other one for people from other parts of Slovakia. Both of them were designed on the basis of theoretical background regarding celebrity endorsement and criteria for the choice of celebrity for destination promotion. They both have consisted of open-ended and close-ended questions.

The first questionnaire was designed with focus on citizens of Košice in order to gain deeper insight into how they view the choice of certain celebrities, whether they agree with that and whether this campaign represent what is really typical for Košice. They were asked 9 open-ended and 1 close-ended question – See Appendix D. The author has been able to collect 70 answers which were afterwards used for analysis and answering research question.

The second survey has been prepared for people not living in the city, thus people from other regions of Slovakia in order to see whether the message which was conveyed by the campaign has been appealing to them and which role the celebrities have played within this process. This group of people can be considered as the demand side – thus the group of people who might be potential tourists and who are therefore considered to be the target group of this campaign. This questionnaire consisted of 7 open-ended and 2 close-ended questions – See Appendix F. The author has been able to collect 52 answers which were afterwards used for analysis and answering research question.

As mentioned in the description of promotional campaign *#dzivoKE*, the campaign has been targeted at young people from Slovakia and/or people who understand Slovak language and recognize the celebrities which were used. Therefore, the target group of both surveys were people from Slovakia. This is the main reason why survey was written in Slovak and answers translated to English. The author found it important to make these surveys as much understandable as possible so that none of the respondents might have difficulties with questions. The answers were afterwards translated back to English as far as English it the main language of this paper.

Both surveys were distributed online. The author has used *snowball method* for the process of choosing the participants of survey. Snowball method is applied when "when the researcher accesses informants through contact information that is provided by other informants. This process is, by necessity, repetitive: informants refer the researcher to other informants, who are contacted by the researcher and then refer her or him to yet other informants, and so on." (Noy, 2008, p. 330) The researcher has firstly approached her friends on Facebook as far as she knew that they are aware about this campaign and they were asked to distribute surveys further on. By this process, the author ensured at least a certain number of answers by choosing relevant and reliable respondents due to fact that questionnaire contained open-ended questions which require certain knowledge about city and campaign. The questionnaire has been further shared by her friends so that also their friends were able to answer these questions. As the author assumes, such method has advantage in the way that people might be keener to answer survey which is shared by their friend rather than answer some survey which is posted on the random Facebook pages. Such survey shared by snowball method can be seen as more trustworthy when they see that their own friend supports the author of the survey.

On the other hand, snowball method might carry disadvantages as well. Since by its usage, the researcher limits the research to specific target group and by this, he/she can overlook another target groups, different from author`s friend or family, which might not have been reachable in this way, but which might have been useful for the research itself.

The data collected in both interviews and surveys have been used in analysis in order to define and test the set of criteria applicable on the choice of celebrity endorsers in general with regards to the case of #dzivoKE.

4.5. Limitations of used methods

During the process of writing, the author of this paper has experiences several limitations of the chosen methods, both interviews and surveys. These limitations were separately mentioned and discussed above, however in order to sum them up, the author presents following findings.

In terms of interviews, the email form of interview can be considered as limitation. As far as the author was not present in the same destinations as both of the interviewees, the interview had to be conducted online via email. This limitation has been overcome in the case of Kukoľ, who was willing to follow up on the answers by additional questions which were sent to him repeatedly. However, in case of Niňajová, the author found it difficult to gain deeper answers and better understanding of the phenomena from her point of view, as she lacked the will and time to answer additional questions.

The latter issue can be viewed as another limitation due to fact that Niňajová, as the head of DMO Visit Košice has been considered as the one responsible for whole campaign and her opinion has been viewed by the author of this paper as essential for further analysis of phenomena. The author is of opinion that due to valuable answers of Kukoľ, this limitation has been to certain extent overcome.

As it has been already mentioned above, the interviews and questionnaires were conducted in Slovak language and then translated back to English, which might be considered as a limitation since by translation the content and sense of some answers or questions might be changed and misrepresented. In order to be able to overcome this limitation, the author, based on Bernard (See p.44), has used back translation.

5. Analysis

In the following chapter the author aims to present the findings of data collection of both qualitative and quantitative methods together with the theoretical background regarding celebrity endorsement with focus on the city of Košice and its promotional campaign #dzivoKE

The main goal of the author is to analyze how the choice of celebrity endorser influences the perception of the campaign and the author as well aims to identify a set of criteria which can be applied for choosing the 'right' celebrity for endorsement of destination based on collected data and supported by theories presented in Chapter 3. The author also focuses on the evaluation of the choice of Sajfa and Expl0ited for city of Košice and on the impacts of this choice on perceptions about campaign of both inhabitants of Košice and people from other regions of Slovakia.

Firstly, in order to be able to analyze collected data on the basis of celebrity endorsement theories, the author finds it essential to start with confirming that the persons used in this particular campaign can be considered the celebrities and therefore these theories can be then applied on them.

5.1. Celebrities in campaign #dzivoKE

Based on theoretical findings about celebrities and drawing from Lee`s definition of celebrity (See p.10), the author outlines that celebrity can be for instance an actor, football player or TV/radio host, who is commonly known and famous for his/her work. However, as Khatri points out (See p. 11) it is not only their job what makes them being celebrities, but it is also appearance of celebrities in public, besides the performances directly connected to the job they do – it can be attending dinners, parties or other kinds of events, where they can be seen and recognized in public.

As mentioned in Chapter 2, the city of Košice and its DMO Visit Košice has decided to appoint two male celebrities – Sajfa, who is famous TV and radio host and Expl0ioted who is young YouTuber.

Retrieved from: (Horniaková, 2016)

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Matej Cifra, alias Sajfa is known from various TV and Radio projects in Slovakia and as the author has experienced, he is commonly recognized by many people in the country. As the titles in the newspaper articles regarding this campaign state "if you decide to visit Košice during this weekend, it might most probably happen that you run into *favorite Slovak radio host Matej Cifra alias Sajfa,*" (Gécziová, 2016) as well as article stating "*famous radio host Sajfa …*" (Čabai, 2016)

Peter Altof, alias Expl0ited is 19 years old YouTuber who is known mostly within younger generation and teenagers thanks to his YouTube video blogs. Even though he has joined Slovak YouTube scene only a couple of years ago, he is one of the most followed and popular YouTubers in Slovakia. Another newspaper article mentioning the campaign stated "during next week you can meet in the streets of Košice *popular faces* – radio host Sajfa and YouTuber with nick name Expl0ted," (Horniaková, 2016) which can also support statements about his popularity.

Schlecht in Khatri defines celebrities as the "ones enjoying public recognition" (Khatri, 2006, p. 26), which means they are being recognized by people not only during performing their job, but also during their private activities. People can become interested in celebrities' lives, in what they eat, buy and where they travel and they might intend to admire them and become their fans and followers. Based on the previously mentioned definitions of terms *fan* and *follower* in Chapter 3, the author would like to draw attention to fact that having fans and/or followers can be considered as one of the basic features and characteristics of celebrities. In order to be able confirm/reject the statement that Sajfa and Expl0ioted are celebrities, one has to investigate it also in regards to their fans and followers.

As mentioned in the introductory part of this paper, both Sajfa and Expl0ited are active on social networks and their profiles are commonly known and followed. Sajfa has cca. 130.139 followers on Facebook (Facebook - Sajfa, n.d.) and cca 67.200 on Instagram (Instagram - Sajfa, n.d.). Expl0ited has cca 127.557 followers on Facebook (Facebook - Expl0ited, n.d.) and more than 280.000 on Instagram (Instagram - Exploited, n.d.). As already mentioned, Expl0ited is young Slovak YouTuber with his own YouTube channel with cca 558 286 subscribers, cca 404 posted videos and more than one million views of his videos. (YouTube - Expl0ited, n.d.) [1] It has to be emphasized that the exact numbers of their Slovak followers cannot be calculated at

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[1] Based on the data from 31st December 2015, Slovakia has 5 426 252 inhabitants. (Statistical Office of the Slovak Republic, 2016) According to statistics of European Commission 74% of whole population has been using Internet in Slovakia in 2015, which is approximately 4 015 427 inhabitants. (European Commission, n.d.)

this stage, since as Czech population understands Slovak language, there exists probability that they might follow Sajfa and/or Expl0ited and the author would have to exclude their Czech followers and fans from the total number, which cannot be done due to lack of relevant data. However, the author intended to show tendency in terms of high number of their fans, which can be considered as fulfilled goal.

On the basis of Lee`s definition of celebrity and previously mentioned findings about number of their followers, fans and subscribers on the social networks as well as their popularity presented in mass media, the author can state that since they are both "recognized by people as a result of significant public exposure mostly through mass media (e.g., the national press, magazines, radio, and television," (Lee, Soo Jin, 2007, p. 14) they can be considered to be celebrities and so that according to the author of this paper, all theories applying to celebrities can be used for analysis of campaign #dzivoKE which was built on the usage of celebrities Sajfa and Expl0ited.

5.2. #dzivoKE as an example of celebrity endorsement in tourism

The theories regarding celebrity endorsement have been introduced in Chapter 3 and in this part the author intends to use them in order to confirm statement that the promotional campaign of Košice can be considered as an example of celebrity endorsement in tourism and so that these theories can be applied on it and used for further analysis together with opinions of the respondents of surveys and with ideas of two interviewees.

A celebrity endorsement is according Khatri (in Chapter 3) one of the four types of usage celebrities for promotion – a celebrity can become *testimonial, endorsement, actor* or *spokesperson*. He defines celebrity endorser as a celebrity lending his/her name for a certain period of time in order to endorse product or service under conditions that he/she doesn't act as expert in the area of endorsement, but he/she only promotes such product/service. (See p. 16) On the example of #dzivoKE the author is able to identify celebrity endorsement since both Sajfa and Expl0ited have used their popularity for promoting destination and area, in which they are not expert themselves – tourism and destination marketing. They were not paid to express certain positive opinion, rather to 'test' offered activities and offer the audience their own points of view. The acting of Sajfa and Expl0ited is in accordance with definition of celebrity endorser of Friedman & Friedman in Balakrishnan & Kumar (See p. 17) due to fact that Sajfa and Expl0ited are both known in public (entertainers) for their achievements in other areas – TV, radio, YouTube rather than the endorsed area – tourism and destination promotion.

Based on the conclusions above it can be stated that both Sajfa and Expl0ited can be considered as celebrity endorsers in promotional campaign for city of Košice.

As van der Veen & Song state, the trend of usage a celebrity endorsement in destination marketing has been recently spread. (See p. 21) Drawing from their findings, the author points out that one of the reasons for usage celebrities by DMOs might be that they take advantage of the power of celebrities in terms of their fans and followers, who might get influenced by celebrities' choice of destination and be inspired to visit a destination themselves. Van der Veen`s & Song`s statement can be supplemented by the opinion of Managing Director of Visit Košice Mrs. Iveta Niňajová who stated that "*each celebrity brings with himself/herself certain group of fans and certain target group and this is what we can use and influence them to become fans of destination as well*." (See Appendix A) However, this statement cannot be generalized because according to the author, in spite of the fact there might exist a tendency that celebrity`s fans can by celebrity endorsement become destination`s fan as well, it might not always be the case. A celebrity might be the reason why fan wants to visit destination, but it may happen as well that celebrity serves only as the tool for spreading the information about destination and it does not necessarily influence his/her fans to visit destination. According to the author and drawing from theoretical findings in Chapter 3, the right choice of celebrity might play a crucial role in celebrity endorsement. Therefore, the author aims to present a set of criteria which might be used in order for DMO to choose the most suitable celebrity for its campaign.

The author of this paper aims to investigate which criteria should be fulfilled when appointing celebrity for destination promotional campaign, therefore she has aimed to investigate this issue in both surveys as well as during both interviews. **The aim was also to find out whether opinions of supplier and demand side differ or are in accordance with each other**.

5.3. Criteria of the choice of celebrity endorser

5.3.1. Popularity

One of the most commonly mentioned criterion in majority of answers was popularity. As respondents stated "*celebrity should be popular among majority of people, that's essential*," as well as that celebrity should be "*popular, likeable and trustworthy,*" and "*popular in mass media – that's the most important criterion.*" (See Appendix D) The author found it interesting to investigate why popularity is essential and for many respondents it is the first criterion for a celebrity endorser choice. As she assumed, popularity itself is connected to other aspects which are influenced by popularity and vice versa, as it will be described below. Drawing from

previously mentioned definitions of a celebrity and a fan/follower (See p. 8), popularity of celebrity depends on his/her fans. The celebrity cannot be popular without any support from demand side and fans/followers can be considered as the ones who have power to strengthen or threaten celebrity`s position on a scene to certain extent. On the other hand, celebrity has a power to influence his/her fans and followers and to build his/her position, thus popularity is influenced by fans/followers and vice versa. As the author can see, also respondents were able to identify popularity with fandom, as one stated *"popularity for relevant age category is important"* and also *"celebrity should be popular and has many followers."* (See Appendix D) Therefore, inspired by these findings, the author points out that popularity itself does not stand alone and as a sole criterion cannot be considered as a key to success of celebrity endorsement. Moreover, popularity can be a criterion, which other criteria are derived from. The criterion of target group or fans/followers as well as other criteria will be discussed below.

Based on the opinions of respondents, it can be stated that there exist both pros and cons of celebrity`s popularity in regards to destination. A couple of respondents expressed the opinion that popularity of celebrity might be an advantage for destination and its promotional campaign. It can be connected to fact that attention which is usually drawn to celebrity, can be transferred to destination as well. As they state *"if these celebrities are popular, it can have positive affect since it can strengthen local business and draw attention to destination,"* and also *"the advantage can be a fact that celebrities whip up higher interest in people."* Moreover, one respondent has emphasized *"a rightly chosen celebrity can attach the interest of audience in destination."* (See Appendix D) On one hand, the biggest advantage of usage a celebrity is the fact that attention of celebrity from the side of audience can be transferred and divided between celebrity and destination, which is most probable aim of DMOs which tend to use these kinds of campaigns. The author intends to express that this advantage cannot be taken for granted since it cannot be confirmed that this scenario would follow with every celebrity who is popular and promotes a destination, thus also other criteria will be taken into consideration. However, the author is of opinion that popularity can be considered as an important criterion, because without it, there would be no reason to use celebrity, since this is his/her biggest advantage.

According to the answers from survey, people are aware of the fact that popularity is not always positive and even when someone is a popular celebrity, he/she might affect the campaign in the negative way. A celebrity for promotional campaign according to survey`s answers should be *"popular in mass media but it should be someone without scandals,"* as well as *"he/she should be real celebrity, without any affairs, honest, nice person."* These statements might be

supported by Khatri who mentions rumors and scandals around celebrity as one of the risks of celebrity endorsement. (See p. 26). When a celebrity becomes an endorser of certain destination, the aim is to promote destination as well as connect celebrity`s good name and fame with the promoted place. According to Managing Director of Visit Košice Niňajová, this has been the aim of campaign #dzivoKE as well. She emphasized their goal was "*to connect good name (image) of celebrities with good name (reputation) and image of destination Košice.*" (Appendix A) If celebrity is viewed in positive way, then endorsed product can be viewed in such way as well. However, when celebrity is connected to some scandals, it can harsh his/her reputation and it can even influence the number of his/her fans who might stop to admire him/her. Therefore, according to the author the choice of celebrity should not be underestimated. Drawing from statements mentioned above, the author is able to identify another criterion which is **good reputation of celebrity** and his/her public appearance without scandals.

The author finds it essential to emphasize that what needs to be taken into consideration is the fact that DMO, when appointing certain celebrity, does not have the opportunity to control scandals or rumors arising around celebrity after campaign, thus his/her post-campaign activities. Even when it seems that celebrity has a good reputation before and during campaign, DMO needs to be aware of the risk which behavior of celebrity after campaign brings.

Except the risk of scandals and rumors, a popularity brings another cons. On one hand there is a group of people who like celebrity and are his/her fans and followers, so that they might get more easily influenced in terms of celebrity endorsement, but on the other hand apart from fans and followers, there exist people who don't like a celebrity. These people might represent a risk for such campaign, since when target group is chosen wrongly or target group is only small group of people, the rest of the people might transfer their negative attitude towards celebrity on destination itself. This risk has been identified multiply by respondents of surveys. As they stated "*a disadvantage might be when there exist bigger group of people who don't like the celebrity,*" moreover; "*an advantage that people who like celebrity, may have positive attitude towards campaign, but on contrary, these who do not like him/her, might not follow campaign neither.*" This have been mentioned in the answers of respondents, which shows that people are aware of the influence of celebrities on people`s attitudes. However, it can be emphasized that this tendency cannot be generalized since celebrity`s attachment is individual and subjective and therefore each individual can react and behave differently. As the author have noticed, also some respondents have presented their opinion which is in accordance with

statement above; quoting one of them; "*people who follow social media might have their favorite but also not favorite celebrities, so whereas someone will like the campaign, another person can hate it – it is highly personalized.*" (Appendix D) Therefore the author points out that there exists such tendency that popularity of celebrity might bring both pros and cons in terms of fans/followers and their attitudes towards it.

Another aspect which has been mentioned among answers in the surveys has been **short term effect of popularity** of celebrities, which has been previously discussed on the basis of theoretical findings of Lee, Scott & Kim in Chapter 3. (See p. 10) Even though only two respondents have come up with this issue, the author has been wondering on how this fact can influence the choice of celebrity. One of them stated one of the criteria for choice of celebrity is he/she *"should be famous for longer period of time, at least 1 year."* (Appendix D) Generally, it is difficult to state how much time of 'fame' is enough so that a person can be called celebrity and can become popular, since attitudes of people can change fast and one day a person can be admired and followed and the other day, people might forget him/her. This issue can be viewed from two points of view and it depends also on the decision of DMO – whether they aim to create long-term campaign or it should be only short term with immediate effect. On one hand, if DMO chooses celebrity which is currently arising and people are only getting know him/her, they cannot really predict whether popularity of such celebrity will last longer period of time. However, if there is still 'boom' around this celebrity, it might have immediate effect on the campaign, because fans and followers of celebrity might be keener to follow him/her, since the celebrity might be viewed as 'fresh' and 'unknown.' This scenario brings disadvantages as well, because the time, money and energy invested into campaign with 'new star' might be wasted if the star will not last on the scene and its popularity will not rise.

On the other hand, DMO can choose celebrity which is on the scene longer period of time, people know him/her better and they are already aware of his/her activities. Even in this case DMO cannot predict whether celebrity will remain on the scene or will be forgotten or not liked anymore, but what might be considered as an advantage is certain knowledge about celebrity among people. Based on that, DMO can see whether celebrity is popular enough, whether he/she has many followers on social networks or not and they can use their knowledge about celebrity in order to suit the campaign on this celebrity, which might help them both – DMO and celebrity as well.

In connection to the campaign #dzivoKE, the author would like to emphasize DMO Visit Košice has decided to combine one 'short-term' celebrity with one 'long-term.' As previously

mentioned, Sajfa is someone who is on the scene more than 10 years, whereas Expl0ited is YouTuber for a couple of years, but is experiencing boom around his personality in the last year. By such combination, according to author, Visit Košice managed to combine pros and cons of both (in terms of 'years' of fame), which means that while Sajfa is already known and might be viewed as more secure choice; Expl0ited, due to fact that he is not so commonly known, can attract more attention and can cause boom around his personality and campaign as well. At the same time, in case the boom would not come, there is still Sajfa who can support campaign since he is commonly known for a long period of time. The author therefore would like to conclude that from this point of view, the celebrities for #dzivoKE were chosen precisely in order to be able to 'back up' the campaign, if one celebrity 'fails.'

The aim of author was in the first place to identify the set of criteria which can be used for choice of celebrity endorser, but also to 'test' and apply these criteria on the promotional campaign #dzivoKE. Therefore, she aimed to investigate what were reactions of respondents on appointment these two celebrities in the campaign in general. Majority of opinions from both surveys on Sajfa were positive – people stated such as *"in case of Sajfa, I viewed this choice as positive. He is commonly known person."* Some of the respondents mentioned that Sajfa is a type of celebrity who can *"promote anything and people will believe him,"* and *"Sajfa is a great choice – he is famous, funny and popular."* (Appendix D) According to criteria mentioned above, Sajfa is a celebrity who is commonly known and people like him – even though this fact cannot be generalized, the positive attitudes towards him were in majority answers in survey. The opinions on Expl0ited differ from these on Sajfa. People were much more critical, especially these from Košice, however this aspect will be discussed below in connection to the origin and attachment of celebrity to destination. In general, many people confirmed the assumption of author about the importance of target group for choice of celebrity. Even though many people mentioned that they do not know Expl0ited or they do, but they don't like him, there were some who stated that they understand this choice due to fact that he is representing different target group – teenagers. The author would like to point out the opinion of one of the respondents, who has summed it up precisely as he stated *"even though I don't know much about Expl0ited, I know he is popular among teenagers – and I guess this was the target group of the campaign, so I think this choice was good."* (Appendix D)

In connection to the latter statement, the author would like to draw attention to another criterion which is a *target group*.

5.3.2. Target group (Age)

Niňajová from Visit Košice expressed that the main reason why these two celebrities were chosen was that they are "*representatives of our target group – young people between 18 and 35 years.*" (Appendix A) Drawing from this statement, the author points out that each celebrity has certain group of fans and followers, which share some same characteristics, like same things and can be classified as a target group. Expl0ited is famous mostly among young people, as majority of respondents, who know him, stated; "*I guess his choice was mostly aimed on younger people,*" and "*Expl0ited was appointed because of younger generation – he is the second most popular YouTuber in Slovakia after Gogo[2], so this choice makes sense.*" (Appendix D) Inspired by these statements as well as knowledge about Expl0ited and his YouTube channel, the author points out that in this case the choice was based on specific target group – the teenagers, who follow YouTube and other social media and who might admire Expl0ited. It can be stated that Expl0ited might not able to influence mainstream, thus people who are older, but this choice is rather to be applied on teenagers.

Choosing celebrity for specific target group might however bring both pros and cons. On one hand, the campaign might be targeted more precisely and it might be more probable that it will be successful due to fact that then it is designed exactly according to interests of celebrity`s fans and followers. As one of the respondents states "*I don't like Expl0ited, but as I can see he is quite popular among teenagers and younger people who follow his YouTube channel.*" (Appendix D) The author would like to express opinion that since Expl0ited is a YouTuber and this campaign was based on video blogs which were then published online also through YouTube channel of Expl0ited, it can be stated that the choice of him, from point of view of target group, was precise and targeted exactly on one specific group of fans and followers. This finding can be confirmed by the words of Kukoľ who stated "*from the very beginning the choice was clear; one celebrity which can influence mainstream target group and one which will be aimed on young people specifically.*" As he adds, they wanted to appoint YouTuber – therefore they asked Expl0ited who liked the idea and agreed on taking part in the campaign and then he was joined by Sajfa, who is commonly known and matches with Exploited. (Appendix B)

As previously mentioned, majority of respondents stated that they like Sajfa and since he is commonly known it has been a wise choice. Respondents expressed opinions such as "*Good choice because people like him. Especially young people,*" and "*I have noticed Sajfa in this*

[2] Gogo is Slovak YouTuber with 1 344 083 followers on YouTube. (Youtube - GoGoManTV, n.d.)

campaign and I was nicely surprised by this choice – I like him.” These statements can be analyzed in connection to quote of Kukoľ above, thus he stated that one celebrity – Sajfa has been chosen in order to influence mainstream target group, not specific one as Expl0ited. Sajfa is commonly known from radio but also TV and is on the scene more than 10 years, which is quite long period of time for building a group of fans and followers. Whereas Expl0ited is mostly know among teenagers and young people, Sajfa is known by teenagers but also their parents. This fact can be both pro and con of this campaign, as well as in the case of Exl0ited as described above. Since Sajfa is commonly known, it might be easier to use him as a tool for spreading the information and because he is on scene long time, he might appeal as more trustworthy and believable person as Expl0ited who is just young kid and he might reach broader audience. On the other hand, as mentioned, Sajfa`s fan and followers are not only young, but also older people. People above 25 years, who were respondents in survey, also knew him and it might be probable that some of them can be his followers as well. However, since he has already taken part in many TV and radio projects within last decade, the boom around him is not so big and ‘fresh’ as around Expl0ited, therefore it might be more challenging to attract people to come and visit the places where he was and which he promotes, because they might be more mature, older and not so keen to admire him as a celebrity.

5.3.3. Target group (origin)

In case of #dzivoKE, both celebrities who were chosen do not come from Košice, but were born in western part of Slovakia – Bratislava and Prievidza. The author has been wondering what might be risks and refunds of such choice and how this choice of person not coming and living from Košice can influence the campaign itself. Therefore, she decided to ask this question people on supplier side as well as on demand side.

This question was aimed firstly at people living in the city, because according to the author they can be considered as ‘sensitive’ towards who can or cannot represent ‘their’ city. They live in the city, know the city and therefore they might feel involved in the promotion as well – they would like to ‘show’ their places and restaurants, to point out what is interesting for them and therefore when city is promoted by celebrity who does not come from it, they might feel that the person is not able to show and present what is really worth of it since he/she doesn’t know the city as they do. As the author herself is coming Košice, she had opportunity to hear opinions of people on this campaign and many of them have mentioned specifically issue of choice of people not coming from the city. The answers of survey included both positive and negative reactions on this situation. However, majority of them considered this choice of negative. As

they expressed *"when someone promotes our city, he should have his own relationship with city,"* as well as opinion *"my attitude towards it is negative because since they are not at home here, they cannot be persuasive."* Majority of respondents connects choice of celebrity as an endorser with knowledge about destination as they state *"these celebrities don't know the environment, habits and relations in the city,"* moreover, according one of the respondents "*it would have been more interesting if celebrity could have included his/her own memories, experiences and feelings about place."* (Appendix D)

The author aims to connect statements above with Ohanian`s criterion of perceived expertise (See p. 23). Perceived expertise is defined by van der Veen & Song as "the extent to which a communicator is perceived to be a source of valid assertions." (van der Veen & Song, 2014, p. 214) Drawing from answers from survey, the author can see that many respondents assign high importance to the origin of celebrity endorser or a relationship which he/she has with destination. Basing on their statements, it can be stated that according to them, when celebrity comes from the city or knows it, he/she can represent and present it in a better way since might be easier for him/her to draw attention to interesting places, restaurants, etc. It might be then easier for audience to perceive that such celebrity is an 'expert' in terms of destination and then they might more easily rely on his/her recommendations. People coming and living in Košice have emphasized quite many times in the survey that person representing city should be somehow connected to it. (Appendix D)

Whereas some people coming from the city have expressed their negative attitude towards choosing celebrity which do not have any connection to Košice, there were a couple of respondents who found the idea of usage person not coming from city interesting and innovative. One respondent finds them "*objective since they didn't have any personal experience with city"* and another one expressed that if it would be someone from Košice "*it would not seem natural rather as cheap advertising,"* and it would be *"more of self-applause of city than objective opinion."* These ideas are in accordance with statement that celebrities were chosen on the basis of their target group, thus people not living and coming from city and they found it as something positive.

Taking into consideration opinions of people not living in the city, majority of them was in favor of using person not living in the city because "*they were both as tourists – exploring new place,"* and as already mentioned *"they were chosen in order to appeal to target group of people not living in Košice."* (Appendix F) The author can state that people not coming from

Košice didn't present negative opinions towards celebrities not being from the city, which can be caused by the fact that they don't feel bonded to city at all and they perceive the campaign in different way than people living in Košice. However, they can also view whether celebrities are 'experts' in what they promote and whether it is believable.

The author has been curious how this issue has been approached from the point of view of DMO. She has aimed this question also on Niňajová from Visit Košice, who mentioned that "*many people from Košice reproached us the fact why we didn't use 'native'*" but as she added afterwards "*we didn't want to promote famous person from the city but to introduce Košice to our target group in western part of Slovakia.*" She expressed the opinion that "*the aim was not to use celebrities as the presentation of city but rather as an 'invitation' to visit Košice.*" The author feels the necessity to add that this point is very important in order to understand the choice of Sajfa and Expl0ited thus they were chosen in accordance with target group they want to approach – people not living in Košice who can become potential tourists as they two did. (Appendix A)

Her words re-confirms Kukoľ from PS: Digital who points out that by development of campaign they have been asking themselves "*Why should someone visit Košice?*" and the answer was 'because he/she has never been there!' (Appendix B) As he explains therefore they have chosen Sajfa and Expl0ited who "*are examples of target group*" but they both fulfil the position of "*ambassadors.*"

Based on the opinions of people behind the whole idea, author would like to draw attention another criterion mentioned by Ohanian (See p. 23) which is **trustworthiness.** Trustworthiness is an ability of celebrity to become the type of endorser who people can trust and can be sure that ideas which he/she presents are in accordance with both his own opinion and real experiences from a destination. The author assumes that trustworthiness does not necessary have to be connected to perceived expertise and as in this case - to knowledge about destination, but it can be connected to ability of being able to transform experiences into believable messages for audience. Sajfa and Expl0ited didn't have to be born in the city and they didn't have to have knowledge about it, but it was meant for them to be able to present their feelings and experiences in trustworthy way to their audience. As an answer from survey states "*Sajfa is person who can describe places and situations in well-taken and funny way and he can sell it.*" (Appendix D)

5.3.4. Match-Up Hypothesis

In connection to both target group as well as perceived expertise, the author would like to draw attention to Match-Up Hypothesis. Some of the respondents have stated that chosen celebrity should be "*someone without scandals whom people can connect with the city,*" as well as another statement saying "*it should be person who can reflect what he presents and people can identify him with city.*" Till & Buster in Khatri pointed out that "the match-up hypothesis specifically suggests that the effectiveness depends on the existence of a "fit" between the celebrity spokesperson and endorsed brand." (Khatri, 2006, p. 30)

When promoting destination, based on this hypothesis, it is important to find person who is able to fit with desired image of destination, which he/she promotes and by that it is more probable people will find the conveyed message trustworthy. Therefore, the author would like to emphasize that another criterion is **the criterion of match-up between endorsed destination and endorser.** As it has been mentioned, celebrity should be perceived expert in the field of his/her endorsement because by that it is easier for him/her to influence his/her audience. Sajfa and Expl0ited are both popular among young generation for their style, image, the way they dress or things they buy and they were asked to promote the destination`s culture, cuisine, clubs, sport, etc. The author therefore assumes that there has been a match-up between endorsers and endorsed destination in the way how it was presented in the campaign and for whom it was prepared. Since the aim was to attract to young generation 18-35, they presented events and places which might be interesting and suitable for such target group and which might fit and match-up with this target group. This hypothesis might be therefore confirmed since chosen celebrities – Sajfa and Expl0ioted were chosen according criteria to match them up with what they represent – young and fresh city.

However, matching up celebrity with endorsed destination might carry risks as well. As some of the respondents of survey expressed, the video blogs of campaign presented also bars, brewery and night club in the city of Košice which are places that can become attractive and interesting for young generation of potential tourists. Both Sajfa and Expl0ited were shown as tasting beer, alcohol and also visiting club in the city, which according to some respondents might be aimed on young people who enjoying drinking and are not really interested in visiting places for culture or cuisine. Such match-up between two celebrities promoting also these places might bring negative impacts and invite to city people who "*just want to have fun and get drunk*" as well as another responds stating "*Košice might experience the increase of young, vulgarly and drunk teenagers visiting the city.*" (Appendix D)

While analyzing the issue of negative impacts arising from match-up between endorser and destination, the author intends to use *'meaning transfer' perspective* which states that each celebrity endorser has certain 'meanings' in the form of characteristics which can be by endorsement transferred to endorsed products. (Chapter 3) As these properties can be positive, they can be negative as well. So that when celebrity is wrongly chosen and his/her properties are somehow negative and not in accordance with desired image of destination, they can be transferred to destination itself and then people can associate these properties of celebrities with destination. This meaning transfer perspective as author assumes can have more significant impact in cases match-up hypothesis is confirmed. As Sajfa and Expl0ited represent young, fresh people who are having fun in Košice drinking in bar, this meaning can be transferred by audience to Košice so the city turns out to be place where people can go, have fun and get drunk. Thus the properties of Sajfa and Expl0ited being this type of people, who have chosen the city for a weekend, because they know what is worth of choosing and that it is right place to have fun (perceived experts), can be transferred to the image of Košice, so that city can become viewed as a party place. Even some cities might want to be viewed as such type of destination, based on the answers from survey, the author assumes that inhabitants of Košice do not desire such image of city. According to the answers from survey, people state that they see campaign *"as the promotion of bars, clubs and disco rather that the promotion of the city itself,"* which as stated above might be associated mostly with young people who would like to have fun and drink in the city rather than seek for culture. Moreover, as one respondent mentioned *"this is not good advertisement for city at all – we don't want to be viewed as a drinking destination."*

In connection to 'meaning perspective,' the author would like to emphasize tools which are used for spreading the information and which play important role in process of celebrity endorsement – **strong social media channels** of celebrities. According to Kukoľ one of the biggest advantage of using these two celebrities was the fact that *"they were used as a tool – media - because their social media channels are strong and that was essential for the distribution of content of campaign."* (Appendix B) As previously mentioned, both Sajfa and Expl0ited have quite significant amount of followers on various social medias – Facebook, Instagram and YouTube which makes their social media channels even stronger tool for marketing and advertisement. By taking advantage of their channels, DMO had a chance to spread information among more people that it would be in case if the posts would be shared only on the profiles of DMO on Facebook or Instagram.

The author aimed to investigate how people have found out about the existence of campaign and therefore this question became part of both surveys. In terms of people from Košice, majority has stated that posts, pictures or videos about it on Facebook, some of them even mentioned that the source of information was profile of Sajfa and videos shared by him. The same answers have been stated in the survey for people not living in Košice – even though majority of them (76,5%) was not aware of this campaign at all, 52% of people who had known about the campaign stated that the source of information was Facebook.

The importance of social media channels has been mentioned also in answers on other questions. Such as the question about advantages and disadvantages of usage of celebrities – one respondent stated that *"the advantage is that people know the celebrity and because of that they simply clink on link on celebrity`s Facebook profile and find information or video about campaign."* (Appendix D) Moreover another respondent has drawn attention to fact that *"celebrity might mention the campaign in interview for TV or some magazine."* (Appendix D) Therefore, it can be stated that both own social channels of celebrities as well as their public presentation of campaign can be considered as important tools of celebrity endorsement.

The author would like to create connection between social media and target group, because as majority of followers and fans of these two celebrities are young people who are used to use social media channels, they have become also the target group of this campaign - *"in my opinion these celebrities were chosen due to high number of followers on their social networks and it was aimed on young generation."* (Appendix D) This has been confirmed by Kukoľ above as well as by some respondents who stated *"this campaign is applicable mostly on young generation which is active on social networks as Facebook or Instagram,"* and also *"by sharing videos and pictures on Sajfa`s profile, it might be easier to promote Košice and this campaign."* Based on the assumptions and conclusion mentioned above, the author would like to emphasize that strong social media channels might be considered as another important criterion for choice of 'right' celebrity for celebrity endorsement of destination, while in case when young generation becomes the target group, social media might appear as very helpful tool for promotion and advertisement and basically they can be used 'free of charge,' since DMO use the popularity of celebrities, who share their posts freely and among significant amount of people.

For supporting the above statements, the author aims to use *Elaboration Likelihood Model (ELM)* which has been described in Chapter 3 and according to which, the persuasion of

audience can be done through two different ways – either central or peripheral route. A central route can be based on facts about certain destination, whereas the peripheral one is based rather on emotions and feelings. Drawing from the case of #dzivoKE, the usage of social media of celebrities, their Instagram and Facebook profiles, as well as video blogs from their trip to Košice, can be considered as peripheral route of persuasion of potential tourists – their fans and followers. Adding Lee`s opinion, "audiences tend to accept the information distributed by the celebrity without much critical appraisal as they are less concerned with message content." (Lee, Soo Jin, 2007, p. 24) In other words, fans and followers of celebrity might be keener on accepting the information receiving from celebrity, because they are spread in unaffected way – through pictures, videos or posts on social networks. By applying this concept, such celebrity might be viewed as more trustworthy and believable as far as it appears to audience that his/her opinions are not controlled and presented freely, because celerity shares it on his/her personal profile and people can view it as a part of their private and daily lives.

In connection to ELM, the author would like to emphasize another criterion which might be taken into consideration and that is **professionality of celebrity** or **the art of promotion.** This criterion, according to author, is connected to all other criteria mentioned before. The author is of opinion that even when celebrity is popular, has a lot of fans/followers, he/she needs to be good in 'selling' the product which he/she promotes and apart from being trustworthy and believable, he/she needs to be persuasive. Statements above can be supported by quote of Mr. Kukoľ who said that "*the advantage of using Sajfa was that he is professional and he knows exactly how to react on camera*." The professionality in terms of how to behave in front of camera might be connected to fact that if someone wants to be viewed as 'expert' and wants to convey certain message, he/she needs 'sell it' in the way his/her fans and followers would believe him/her. As previously mentioned, this criterion is closely linked to all others and depends on them and vice versa.

The concept of 'selling' celebrity`s opinion can be connected to the second part of trustworthiness, which is <u>attitude.</u> (See p. 24) Eagly & Chaiken in Van der Veen & Song define attitude as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor." (van der Veen & Song, 2014, p. 214) The attitude is important as it mediates the relationship between believability of celebrity endorser and behavioral intentions, such as purchase decision or decision to visit destination. (See p. 24) In other words, the author assumes that the success of celebrity endorsement is to certain extent dependent on the attitude of celebrity which he/she presents in regards to endorsed product – in

this case to endorsed destination. Drawing from Van der Veen & Song (See p. 24), the role of attitude is important since it creates connection between what celebrity presents and its believability and between how audiences receives and views what is being presented. In case of positive attitude towards destination from the side of celebrity, the audience can become keener to visit destination – purchase the product.

Some answers mentioned in the survey were aimed on the trend of people being "*blind. When celebrity does something, they follow him/her automatically.*" (Appendix F). Even though this answer was not mentioned in the survey often, the author found it interesting and therefore she decided to introduce use the theories of narcissism and other-directness. (See Chapter 3). As she previously mentioned, narcissism is about desire to look for people who have heroic characteristics which can enable "normal people" to extend themselves and to feel unique and identify himself/herself with person who is admired and known publicly. (See p. 8), On the other hand, there is other-directedness. People belonging to other-directed societies are trying to seek for approval or acceptance from other people rather than from themselves or people in their environment. Both these features can be applied to the followers and fans of celebrities – Sajfa and Expl0ited. As the campaign was aimed on young people which are followers and fans of for instance Expl0ited, the concept of other directness can be taken into consideration. The author assumes that young people might be generally more sensitive towards being influenced by 'heroes' or famous people, as far as they see them as someone with great opinions, interesting life and someone who is worth of following. In case attitude of celebrity endorser is presented in the right way and is believable, the target group is then more susceptible to trust the endorser and to take his opinions about destination into consideration during destination decision making process.

The author therefore assumes that the criterion of trustworthiness has been fulfilled as well, because both believability and attitude of endorsers were taken into consideration and have been adjusted to the needs of campaign. Despite the fact that endorsers were not coming from Košice, which was negative from point of view of people living in the city, drawing from the quotes of Niňajová, the target group were people from other parts of Slovakia, therefore the endorsers were chosen according to the needs of target group and in order to create such conditions that people from target group can more easily put themselves in the place of endorsers and explore city together.

Taking into consideration the analysis of selection criteria for right choice of celebrity, the author would like to point out that her aim was to identify the main criteria which can be applied on the decision making process of DMO. The author created a set of criteria also with basis on Ohanian`s credibility model which is, as van der Veen & Song emphasize one of the most appropriate models analyzing and describing perceived image of celebrity endorser.

As the result of this research, the author intends to introduce these criteria:

Popularity of celebrity
Reputation of celebrity
Target group
Trustworthiness
Match-up criterion
Professionality
Strong social media channels

In the conclusion, the author would like to point out that all these criteria are closely linked and depends on each other, therefore in order to choose the most suitable celebrity for destination celebrity endorsement, the DMO should bear in mind all of them and take them all into consideration, because as the author would like to express, all these criteria can influence the perceptions of the campaign from the demand side – both citizens of the destination, but especially people who might be considered as potential tourists and it might then influence their decision to visit or not to visit the destination.

In the case of campaign #dzivoKE, taking into consideration target group of young people active on the social networks not coming from Košice, all criteria mentioned above were fulfilled and two celebrities were chosen properly. These words can be supported by statistical results of campaign which were obtained during interview with Kukoľ. Due to fact that campaign has been released in January 2016, the exact number of visitors has not been published yet, however as Kukoľ stated "*on the internet, campaign had cumulative reach of*

1 000 000 people. Moreover, the number of followers of profile of Visit Košice on Facebook has increased of 50% and hashtag #dzivoKE has currently on Instagram around 1400 posts.”

(Appendix B)

6. Discussion

In the following chapter, the author aims to emphasize the most important and interesting findings of the research, as well as to point out on their strengths and limitations. The last part of the Discussion chapter will be focused on the practical implications and suggestions for future research.

6.1. Findings

As stated in the Introductory part of this paper, the aim of the author was to investigate the impacts of the choice of celebrity endorser on the campaign and on the people`s perceptions on it. The author has been able to identify that the perceptions of people about the campaign are to certain extent influenced by the celebrity endorser him/herself.

The author has taken into consideration the research of Ohanian and her credibility model consisting of three criteria for celebrity endorser. (See p. 23) The author was aware of the importance of this model, however as well she has seen that not all aspects can be covered by it. In comparison to Ohanian, the author has felt the necessity to emphasize the aspect and role of social media in celebrity endorsement, which has been left out in the previously mentioned model by Ohanian. Especially in the case of #dzivoKE the role of social media channels and networks such as Facebook or Instagram had to be taken into consideration.

In addition to Ohanian, the author has stressed out another theories and perspectives which have a potential to be applied also on the cases of celebrity endorsement – such as Match-Up Hypothesis or Meaning transfer perspective. (See p. 23)

Another perspective which have been presented by the researcher was the one of citizens living in the destination. The author, as she herself is the citizen of Košice, felt the necessity in emphasizing the role of point of view of local people, who might have different opinion on who and how should represent their destination. By examination of this phenomena, the author has been able to identify the criterion of Origin in connection to both target group and celebrity endorser him/herself.

The author herself sees the strengths of this research in the enrichment of existing theories, thus adding and identifying criteria such as social media channels or origin which according to her might play an important role in destination celebrity endorsement.

In terms of limitations of this research, the author sees the weaknesses in the data collection, thus that it was not manageable to confirm or reject dependence between the choice of celebrity

and its perception and between purchase decision of potential customers. This tendency has not been examined due to lack of data. This has been caused by the fact that the release of campaign has been in January 2016, therefore the impact of this campaign on the tourism in Košice could not have been investigated yet.

6.2. Suggestions for future research

In connection to the limitations mentioned above, the author sees the potential of this paper in further research in connection to analyzing the influence of the campaign on purchase decision and behavioral intentions of people living in other regions in Slovakia. Due to fact that the author was not able to access specific target group of this campaign, it was not able to examine whether people who are really fans and followers of these celebrities, might be influenced by the campaign to the extent that they would come to visit the destination. Therefore, the author would like focus specifically on the intentions of fans and followers of these celebrities, since they can be considered as the most proper target group of this campaign.

The potential for this topic might be seen in currently growing importance of mass media such as YouTube or Instagram and celebrities appearing in mass media as well also in connection to the field of tourism. As far as the main tool in this campaign were social networks as well as videos and pictures posted through them, the author finds it as interesting aspect for further research.

Moreover, the author is aware of the fact that this set of criteria is not the final one and can be enriched by other criteria which might take into considerations different aspects regarding celebrity endorsement. Therefore, the author sees the potential in further development of criteria which might be applicable and used for the choice of celebrity endorser.

7. Conclusion

As stated in the introduction of this paper, the aim of the author was to investigate the impact of the choice of celebrity endorser on the perception and viewing the campaign from the side of potential tourists, as well as citizens of Košice. The goal of this research has been to identify the dependence between endorser and destination and to develop a set of criteria which might be applied during celebrity endorser decision making process from the side of DMO.

The researcher has firstly focused on the theories regarding mass media celebrities and their influence on fans and followers, then usage of celebrity endorsement in tourism as well as theoretical background of the importance of criteria for the choice of celebrity endorser (Chapter 3). These theories were supplemented by the data collected during interviews and survey. The author has conducted interview with the head of DMO Visit Košice and with person responsible for the development of campaign #dzivoKE. The surveys were aimed on two groups of respondents – citizen of Košice and people living in other regions of Slovakia who might be viewed as potential visitors of the city of Košice. (Chapter 4). Their opinions were essential for the author to be able to answer research question stated at the beginning of the process of writing this paper. The question has been:

How can the choice of celebrity endorser influence the destination promotional campaign for the city of Košice and people`s perceptions on it?

The author, after taking into consideration the theoretical aspects as well as collected data, has developed the set of seven criteria which might be applicable and useful for the choice of 'the right' endorser for promotion of destination. By that the researcher has confirmed that there exists certain dependence between choice of celebrity and his/her influence on how people perceive and view the campaign. In order to be able to choose 'right' celebrity for the campaign, the author finds it essential to take into consideration these criteria which were developed in order to cover as many aspects and characteristics connected to the personality of endorser and the image of destination, as possible.

The researcher is of opinion that the choice of celebrity has a strong impact on the image and acceptance of campaign by the audience – in both positive and negative way. As it has been discussed in analysis, each of the criteria carries pros and cons which might influence the campaign and opinions of people about the destination. Therefore, the importance of criteria can be confirmed.

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Appendix A

1. **How did you come up with idea to use mass media celebrities for promotion of Košice?**

The main reason was due to aim to increase the attention of our campaign from the side of relevant audience. Moreover, they are both celebrities which are attractive for our target group and they have many fans among young people. The aim was also to connect goon name and reputation of celebrities with the reputation of destination Košice.

2. **Where do you see the advantages and disadvantages of the usage of celebrities for such type of campaign?**

Definitely when we want to be somehow interesting, then it is relevant Each celebrity brings with him/herself certain group of fans and certain target group and this is what we can use and influence them to become fans of destination as well.

3. **What celebrities are according to you suitable for such type of campaign for Košice?**

Of course it depends on the target group of campaign. The campaign #dzivoKE was aimed on your people (18-35 years), therefore we have adjusted the choice of celebrities to their needs.

4. **Why have you decided for the combination of Sajfa and Exploited?**

They both have been the representant of our target group and moreover they are both very popular on the social media networks.

5. **Why have you decided to appoint celebrities who do not come from Košice?**

We aimed to do it in the second phase of campaign when popular person from Košice would accompany someone from western Slovakia in his/her favourite places of Košice.

6. **Do you think that Sajfa and Expl0ited are somehow conencted with the city and are able to represent it? Do they represent any characteristics or atributes thansk to which potential tourist is able to identify celebrity with Košice?**

The goal was not the presenation rather than the inviation for visit of Košice – follow the steps of Sajfa and Exploited in Košice. We were trying to increase the interest in the city – the campaign has been reached by more than one million of Slovaks.\

7. **What is the target group of this campaign?**

Young people (18-35).

8. **Do you see it as disadvantage that the target group consisted of young people?**

No, the campaign was designed for them.

9. **Do you see it as disadvantage that the target group consisted of Slovaks?**

No, because it was designed for them.

10. Do you think that similar campaign, with the usage of another celebrity, might be interesting and suitable also for other target groups, e.g. older people, foreign tourists?

Yes, with choice of another celebrity definitely yes, however not on social networks rather in different settings, intensity and with usage of different tools.

11. What were your expectations before the release of campaign and what they are now?

The expectations were that the campaign will be plucky and different from everything has been used before in Slovak tourism industry and this aim has been fulfilled. We were not expecting that the campaign will be seen by one million of Slovaks.

12. Do you think the campaign can influence the decisions of potential tourists coming to Košice?

Definitely yes, we have raised the attention and interest. We have differentiated ourselves and we inspired also another cities – Trnava has built its own photo point in the city center last week.

13. Slogan dzivoKE is something typical for the city. Where do you see pros and cons of this slogan and its usage for promotion of the city?

Slang has worked for the target group – young people and its not relevant for older generation.

14. Are there any further plans in terms of this campaign? Is the cooperation between city and two celebrities going to continue?

Since yesterday it was my last day as the Managing Director of Visit Košice, it is no longer my competence to decide about it. However, the city will not use the same combination of celebrities – it is not good to repeat the same idea again.

Appendix B

1. **How did the marketing agency from Bratislava happen to take part in preparing promotional campaign for city of Košice? What was the first impulse for its creation and how did it all start?**

We have been chosen directly by our client – organization Visit Košice. The organization is responsible for the marketing of tourism industry in Košice as tourism destination. As the digital agency, the client has come up with request to come up with banner campaign targeted on young Slovak people (18-35 years.) During brainstorming we have decided to change the original idea a bit and this i show the campaign has been made up.

2. **How did you come up with idea to use mass media celebrities for promotion of Košice?**

Since the budget was very limited, we have decided to increase the reach of campaign by the usage of social media of celebrities. They have become our tools which have helped us thanks to high reach and awareness. The choice was clear from the very beginning – one celebrity which would go broader and can be interesting for mainstream people. The second celebrity should have been chosen according to target group – young people. We wanted YouTuber and we have chosen Exploited, who really liked the whole idea. He was joined by Sajfa who is commonly known among people, but at the same time he matched with Exploited. Suddenly it all made sense and we have seen that they both match and it is not any un-matchable crazy combination.

3. **Where do you see the advantages and disadvantages of the usage of celebrities for such type of campaign?**

The advantage of using Sajfa was that he is professional and he knows exactly how to react on camera. His reactions are prompt, active and make sense. It is great especially because the bigger part of this campaign is based live videos and moreover there is not time and possibility to shoot it more than once. It was same with Expl0ited, however we have seen that for him it is much more natural to record his own videos. Sajfa was much more used to shoot live. However, to point out again, it has been a great advantage for us that they both made campaign interesting and they were used as the tools and directly as media. Their channels are strong and this is for the distribution of content very important.

4. **Why the combination of Sajfa and Expl0ited?**

As I have mentioned before – Sajfa has been chosen as commonly known face with almost 100% knowledge and great own Facebook page. Expl0ited was interesting especially for younger generation and moreover he has stronger channels.

5. **Why have you decided to appoint celebrities who do not come from Košice?**

The important moment came during brainstorming about campaign in our agency. We have been thinking why Slovaks should come to Košice. It seemed to us that the most common answer might be because they have never been there. Once someone visits Košice, he falls in love with it. Therefore, we have decided to pick up these two celebrities, which from very beginning seems to be typical people from western Slovakia with negative opinions

on Košice and East. The campaign has been designed on the idea that they are coming to Košice, however they are worried whether there will be electricity or signal (of course with humor). Expl0ited has never been in Košice before. Therefore, he is the perfect example of target group and therefore he fulfills the position of ambassador. Sajfa has already visited Košice, but he has exactly fulfilled our dreamed type of „rude young guy from Bratislava" who goes to Košice with many prejudices. But - during their stay there everything is perfect from the first moment and this is the time when their opinions start to change.

6. **The word 'dzivo' is something typical for Košice and its citizens. Where do you see the pros and cons of usage such specific word for promotion of the city?**

Word 'dzivo' represents Košice and its slang. The advantage is in local patriotism and in the fact that by using this word we have tried to let the rest of country know that it does not mean wild, but also great and super, something positive. In connection to the abbreviation of Košice – KE we have created slogan #dzivoKE, which represents Košice as i tis. The disadvantage was that we were not sure whether this will be understood by people not coming from Košice. Luckily it did.

7. **Have there been already any results of the campaign – in regards to the number of visitors or increase of interest in the city on social networks?**

On the internet, campaign had cumulative reach of 1 000 000 people. Moreover, the number of followers of profile of Visit Košice on Facebook has increased of 50% and hashtag #dzivoKE has currently on Instagram around 1400 posts." The number of tourists who have visited the city will be known next year based on the city tax paid in hotels.

8. **Are there any further plans in terms of this campaign? Is the cooperation between city and two celebrities going to continue?**

Currently this topic is still open and there have been some rumours about the summer edition of campaign. The choice of celebrities is not clear yet, something might be the same, something might change a bit. However both guys remain 'the ambassadors of the city' in certain sense.

Appendix C

1. Have you noticed the release of promotional campaign #dzivoKE?

2. If yes, how did you find out about it?

3. Have you ever experienced celebrity being a part of promotional campaign for city/destination? What is your opinion about it in general?

4. According to you, what can be advantages and disadvantages of usage celebrities in such type of campaign?

5. In your opinion, according to what criteria the celebrity for promotion of Košice should be chosen?

6. What is your opinion about the choice of Sajfa and Expl0ited?

7. What do you think about the fact, that the celebrities have been chosen, which are not coming from Košice? Dou you see it as positive or negative factor? Explain it please.

8. According to you, to what target group is this campaign most applicable? Why?

9. What impact can the campaign #dzivoKE on the city have (regarding number of visitors, target group, overall promotion, etc..)

10. What do you think; can this campaign influence potential visitors of the city in their decision and encourage them to visit Košice?

Appendix D

1. **Have you noticed the release of promotional campaign #dzivoKE?**
   Yes: 72%
   No: 28%
2. **If yes, how did you find out about it?**
   o Facebook
   o Facebook
   o Facebook
   o Facebook
   o Facebook
   o I saw it somewhere on Facebook
   o Instagram
   o Facebook
   o Facebook
   o through the photo point in front of Aupark (shopping mall)
   o I found it out via my friends
   o Facebook, through picture of my friends
   o Facebook
   o My friend told me
   o Posts on FB
   o Fan page of Sajfa
   o Photo point in front of the shopping mall
   o Logo in front of Aupark
   o –
   o 3D signage in front of Aupark
   o Social media
   o Letters in the city center
   o Local newspapers
   o Instagram
   o Video of Expl0ited on his channel
   o Internet
   o Via internet
   o Internet – Facebook
   o I didn't know about it
   o My friend posted a picture of photo points
   o Photo point next to the shopping mall
   o I do not remember but I saw it more times
   o It has been on TV
   o Sajfa mentioned it in his show on the radio
   o No, I didn't know about it
   o Facebook, photo point in the city
   o Through media
   o From this survey
   o Facebook
   o Exploited posted pictures on his Instagram profile
   o I`ve seen photo point
   o It was in the TV
   o Facebook
   o YouTube channel of Explo
   o Instagram
   o TV
   o I saw photo point in the city
   o My friend told me and then I saw the letters in front of Aupark
   o Sajfa posted pictures on his FB profile
   o Facebook

3. **Have you ever experienced celebrity being a part of promotional campaign for city/destination? What is your opinion about it in general?**
   - No
   - no
   - no
   - I do not remember such case when city was promoted through celebrity, but I think its great way how to draw attention to city, show its qualities and recommend where to go/not go
   - This is the first time I saw it and since I like Sajfa, I think it's quite cool
   - Yes, and I`m not in favor of this idea, it is so cheap
   - I like it however it depends on the celebrity as well
   - Not in connection to city, but with other products and services it is quite common
   - I`ve experienced it before and I like the idea very much.
   - Positive, it can help to promote the city
   - Mostly in movies or TV series, but it is a great idea
   - It is good – it draws attention of people to the certain issue
   - No, I have never experienced it before.
   - No, never. It is interesting form of promotion of city. It could be used more often and also with usage of other celebrities, because these 'celebrities' were mostly young teenagers
   - No
   - No
   - Yes, but I don't remember exactly
   - For me it`s not interesting at all – I don't trust these celebrities
   - No, but I consider it as an interesting way of marketing
   - Rihanna – Barbados, Arnold – California – any promotion of destination is great when it should help to increase the tourism in the city
   - No I didn't
   - I think it's a good way how to promote some places
   - It might be good however expensive as well
   - Its good when celebrity mentions it during some interviews or so
   - Maybe only indirectly through social media when celebrity lets him/her to be captured in some destination
   - No, never but I guess it helps.
   - Yes, usually abroad when it is quite usual for celebrity to promote the destination where she was born
   - I think its ok, it depends which celebrity
   - I agree
   - No, but it is good.
   - No
   - No and I think that beauties of Slovakia are not promoted enough. I think other countries can sell themselves better.
   - For sure I have met, I`m not against it but I think the choice has to be proper, because according to me Sajfa is not popular in Košice. When target group is Bratislava, then the choice was good.
   - No, never or at least I don't remember. But I think it`s positive.
   - Probably not. I think it`s only temporary fame, in long term it does not make sense.
   - No, never however it seems to me like very interesting idea to use the potential of the city in this way in connection to number of fans and presentation of the city.
   - No, never.
   - I think that the mayor of the city gave some gift to the pope and by this he has promoted the city.
   - Yes, I think it was some Slovak actor promoting village where he comes from, but I don't remember the name
   - I think its good idea
   - No, I didn't but it is interesting
   - No never
   - No, but in my opinion its very interesting and it can attract people
   - It helps to promote both city and celebrity him/herself.

- o Yes. It is used quite commonly. Certain group of people are always more sensitive towards accepting opinions of others.
- o No
- o I like it but it is not so common I think
- o No
- o No
- o Yes, it is great help for promotion of certain place
- o Yes, but not with city, I think it was for whole country
- o No
- o Maybe yes but I don't remember
- o I consider it as quite useful way how to use the fame of celebrities for promotion of the city
- o No I didn't
- o With foreign singers or actors, it is more common
- o I think it cannot have long term effect – no one is that fame that he can keep people coming to the city just because of him
- o I don't think it is very usual, this idea of Košice is very creative
- o I would say yes but I`m not sure who was it, I think someone from Czech Republic
- o No no
- o Never
- o I don't know
- o Never! Therefore, I`m surprised with this project, it is quite innovative for Slovakia
- o I don't think it is very usual
- o No I didn't
- o Yes and I think it`s great way
- o No and I don't like it since I think it`s more for young people than older ones
- o It is ok, not a big deal
- o I`m not against but not with Sajfa and Expl0ited please
- o No

4. **According to you, what can be advantages and disadvantages of usage celebrities in such type of campaign?**
   - o To present atmosphere of the city in order to attract tourists. However, I can't consider what are the disadvantages.
   - o It is good for young people who have time to travel to these places which are promoted
   - o I don't know, it is good when people like celebrity
   - o I think it brings both – when he is popular, his popularity can help the destination, but when people don't like the celebrity, they might not follow the campaign
   - o The disadvantage can be when there exists certain group of people who don't like the celebrity. All other things are advantages.
   - o 'Celebrity' can do it only for money and his/her promotion of the city can harsh the city itself.
   - o Advantages - when celebrities are popular, it can have positive effect, it can improve the position of local business, higher attention for destinations which are not so popular.
     Disadvantages – it can be viewed as unnatural. It is very important which celebrities are chosen. When it comes to the promotion of some natural beauty, the promotion via celebrities can rather harm than help.
   - o I think it's very very positive
   - o Disadvantage is when they choose someone very young who does not appeal to everyone
   - o It is important what the celebrity does and how he/she presents him/herself.
   - o The advantage is that those who like the celebrity can have positive attitude towards campaign as well. On the contrary, those who don't like him/her won`t follow campaign either.
   - o Very positive, but of course it depends on the celebrity. Foreign celebrities can increase attention more than domestic, even the attention abroad.
   - o Advantages – even unknown places can be presented. Disadvantages – I do not know now.
   - o Advantage – reach of big group of population. Disadvantage – it might appeal only on the specific target group which like the celebrity
   - o Advantage – celebrity can more easily attract people in the campaign

- Advantages – It is not maybe about attracting people to the places because celebrity has visited them, but it might be more about promotion of city and increasing awareness about certain place. Disadvantages – it can be viewed as parody when celebrities are chosen wrongly. In some cases, celebrity can even harsh reputation of the city. (when he/she doesn't behave properly in public.)
- When celebrity is popular, it helps. When it doesn't, it doesn't help.
- Celebrities should be chosen properly so the campaign would not have negative impacts, since they can attract the attention of many people.
- Negatively
- It is definitely the advantage that people notice the campaign.
- Unpopularity of celebrity cause the un-interest in the destination
- Advantage can be that celebrities are able to increase the awareness but it is important to choose the celebrity which is popular and likeable among majority of population
- People know them and are interested in their experiences, where they are, why and they follow them.
- Advantages – increase of awareness. Disadvantages – it might be unnatural, the celebrity him/herself can be a disadvantage
- Disadvantage – when unpopular celebrity takes part in the campaign, people then can associate negative feelings towards celebrity with the city itself. The advantage is the opposite.
- Advantage – increase of awareness. Disadvantage - misrepresentation
- The advantage are popular faces who can use social media. Disadvantage - short term effect.
- Advantage – fans of celebrity, his/her followers. Disadvantages – haters, scandals of celebrity can negatively influence what he/she represents.
- Popularity of celebrity.
- I don't know.
- I don't see any disadvantages.
- Celebrities bring to this process their opinions as well. As one part of population can follow them, another one can be against the campaign because of celebrity.
- Difficult to say, I guess there are more advantages than disadvantages
- I do not know
- I think it's good when celebrity promotes the campaign on Facebook or Instagram, it is free advert for city
- It is easy, once you choose someone popular, people will find out about the campaign, even bad advertisement is advertisement
- I don't know
- It is more about negative influence – people who follow these campaigns are blind
- I don't know if it can help
- For me it is all about the choice of celebrity – good or bad and then the impact is good or bad
- People can more easily find out that such campaign exists
- Only positive impacts
- I don't think it is positive, no one will come only because of celebrity
- In terms of pros, it is definitely big help for the city – free advertisement through Facebook or Instagram of celebrities, in terms of cons –people might not like everyone
- I do not like any of these two, that's why I think its negative
- I don't see any disadvantages, everything on it is good
- It has only positive impacts
- I don't think it is easy to say, it depends on the celebrity
- It is important to choose good celebrity, then there are no cons
- Hmm, hard to say, I guess it depends on the city
- It can be both, it depends
- I don't know
- For Košice, it should be someone from Košice. These two celebrity can have negative impact on the campaign
- I don't know
- Only advantages, I like the campaign ☺
- Maybe it is not good when celebrity is so young, because then it is disadvantage for older people
- I don't know what to answer, I do not know much about it

- o It is not only black or white, it brings both
- o Advantage – celebrity and popularity, disadvantage – people might not like him
- o It is free advertisement
- o If the celebrity is chosen wrongly and he has scandals, it is not good for the city
- o It is good online promotion, on FB or YouTube, Expl0ted was a good choice
- o Someone connected to scandals might damage the reputation of the campaign
- o It is all about good promotion, when people don't like celebrity, they won`t come, but I think there are still more people who like them than these who don't
- o I think that advantage is the attention of audience towards the destination, since fans and followers of the celebrity might become interested in the destination as well
- o In my opinion, the advantage is the popularity of celebrity which can be use and transformed into popularity of destination but it might work vice versa as well, thus the negative attitude towards celebrity can be conveyed to the destination

5. **In your opinion, according to what criteria the celebrity for promotion of Košice should be chosen?**
   - o It should be celebrity which is in general viewed in positive way, not someone who is scandalous
   - o Such celebrity should definitely be from Košice, not from Bratislava
   - o Someone who is popular among people living in the city
   - o He should be aware of habits and language typical for the region
   - o Not someone from Bratislava!!
   - o I would choose celebrity which is either born in the city or is somehow connected to the city
   - o He/she has to be from Košice, he/she has to live there and he/she should know the city. He/she should present a positive attitude towards the city and should be famous and he/she should be in show business for longer period
   - o People should like him and it is not important where he comes from
   - o The celebrity should be friendly, immediate, he/ she should express his interest in the destination and he/she should be without celebrity mannerism and open-minded
   - o 1. Should be from Košice, 2. Popular among people
   - o It should be contemporary celebrity, not some actor from 80ties. As well I would choose 'neutral' celebrity, not politicians
   - o He/she should have achieved something in his/her life, people should admire such celebrity and would like to meet him/her
   - o Definitely someone from Košice
   - o He should be more connected with city
   - o Someone still living in Košice
   - o It depends on the target group which I want to address it to and as well what exactly I want to promote – sportsman should promote sports activities, cultural activities should be promoted by young celebrity, singer
   - o It would be more authentic if the celebrity would be born in Košice, he should know the dialect, know the environment perfectly, habits but also not to be someone with scandals – not someone from reality show, but intelligent person
   - o I would promote important people from the region from culture or science – Andy Warhol, etc. rather than celebrities as Sajfa. Such people might not be popular among all people.
   - o Famous person coming from city
   - o Person born in Košice. Someone who is connected to the city and has certain relationship with it.
   - o I don't know, it doesn't matter
   - o Not these two
   - o He should know the city – have favorite restaurants, bars, places
   - o Someone who is still living in Košice
   - o He should be from Košice
   - o There should be certain connection to the city
   - o Somebody from Košice
   - o I don't know, for me it is not important
   - o Someone who knows the city, not only from TV
   - o Anyone popular might help
   - o Some actor or sportsman from city

- Someone with connection to the city – it is essential for the campaign to have person which is already connected to the city, even before the release of the campaign
- It should be a person who has grown up in the city and lived there certain part of the life
- Person from Košice and he/ she should be famous in media but not because he/she is celebrity but for his/her achievements, ideally actor in theater
- Celebrity which is famous among people
- I would not choose celebrity
- Popularity, age, public appearance, sense of humor
- I would definitely choose someone with respect from the side of people
- Popularity among relevant target group
- I guess it should be someone very popular, who can attract people
- I wouldn't choose 'cheap' celebrity but someone esteemed, intelligent, someone who people in Slovakia admire
- Someone who was born here and people can be proud of saying about him that is from Košice
- Definitely not some cheap celebrity
- He should be popular and good person, doesn't matter where he comes from
- Someone who can communicate naturally or at least to pretend it, not only to read from notes which are prepared for him
- Famous person coming from the city who knows the city not only touristic attractions
- Someone without scandal who people can connect with city
- Someone who comes from the region
- he/she should be able to present the destination also to people who has never been there
- It should be celebrity famous for more than one year and he/she should have achieved something in the life
- There should be a connection between celebrity and the city
- Someone famous and popular also in eastern Slovakia
- I think he should come from Košice
- People should like him, that is the most important thing
- Someone who loves the city and can sell it
- I don't know, but I don't like Expl0ited
- Hmm, someone young and fresh to show city in that way
- Knowledge about the city and people should know him/her
- He/she should come from the city or at least live there for a while, with positive attitude towards region. Famous among majority of people
- I don't mind
- I would support the idea of appointing someone who knows the city but doesn't have to be born there, maybe it can be someone who visited the city before and now he comes back to compare how it looks now
- People should like him/her
- For me, it is not a matter of being or not being from Košice, rather it should be interesting person, someone valuable who has done something special in his/her life and can be admired by people
- He/she should like the city; this is I guess the most important in order to represent it. People should see that the promotion is sincere and honest, then they will be able to trust him/her
- It should be a person who has certain relation with city or region and is able to present what is unique and great about destination
- It might be someone who is interesting for people and who might attract their attention
- It doesn't have to be celebrity. Also normal people can represent the city
- Someone attractive and friendly, nice on the TV and in media
- Some important person, could be older who has some experiences

6. **What is your opinion about the choice of Sajfa and Expl0ited?**
   - Sajfa – great. I didn't know Expl0ited before, so at first I didn't quite understand this choice but then I realized that there is slight difference between me and the generation which is his target group
   - I would say that this was a good choice for young generation, not for elders, but if this is the target group DMO wanted to attract, then it was good

- I really like the idea of Sajfa promoting the city. I do not consider Expl0ited as celebrity so it does not mean anything to me.
- I have no idea who Expl0ited is, I have never heard of him
- I think Sajfa is great in this role – funny and people like him!!
- Terrible choice – I absolutely didn't get it
- Sajfa can be helpful for promoting the city in radio and TV and Expl0itd via YouTube
- I know that Expl0 is popular among young people, so I guess that's why he was chosen, but for me, he is not interesting at all, but I like Sajfa – he is smart, funny and good for such type of campaign
- I don't like them
- I think it`s good for young people who follow them
- I really like Sajfa!!! Good choice
- I do not know Expl0ited at all. I know he is just YouTuber. Sajfa can influence people and he is funny and crazy, even he is not from the city.
- Great!
- Great choice – people like them, especially young people.
- Sajfa, it is bit too much cos he is everywhere now. I do not know Expl0ited at all so I`m not sure whether Košice are being promoted by him or he by Košice. I would choose someone more popular.
- I think this was very wise choice – Sajfa is able to attract masses and many people, not only young ones, know him. On the other hand, Expl0ited is popular among younger generations, therefore this is not one-sided choice and it seem that they wanted to cover as much population as possible
- I know Expl0ited is very popular among teenagers nowadays, I think he has own YouTube channel and many followers. If he has shared the video blogs from Košice, they must have had many viewers
- I do not really care who represents the city
- Till now I didn't know there is someone called Expl0ited
- Sajfa is ok but Expl0ited, according to me, hasn't achieve anything special in his life yet, what he might be admired for, but when people like him for being funny and crazy, then it is ok. At this feature we can see that most of his fans are kids who follow him on YouTube. Older generation doesn't even know him, I would welcome someone, who is known also by older generation and has achieved in his carrier something more than recording of Social experiments on YT. Sajfa, I think, I somewhere in the middle, since he is working in radio and a lot of people know him. PS.: no politicians: D
- I don't know Expl0ited - Košice wanted attract younger people obviously
- surprise, since neither of them comes from Košice
- at first I was surprised because I have expected someone from Košice, but then I realized that maybe it is good that its different from what would people expect in the first place
- they are not from Košice therefore they should not promote the city
- They don't have anything common with Košice, they are favored only by teenagers, which are surely not that significant for development of tourism in the city
- Sajfa OK, I don't know the other guy
- Why would somebody choose them? They have nothing in common with the city
- In my opinion – this couple has been chosen because of high viewing figures of their social networks and the choice has been oriented exclusively to the young generation
- First one is a jester and the second one is what? new brand of sanitary napkins?
- It's fine
- I hate Sajfa, I don't know the other guy
- Sajfa is OK although I would have chosen someone else, I don't know the other guy: D
- In my opinion they have addressed mainly the young generation
- Entertainers for age 15 and less
- Wrong choice, they are popular maybe in Bratislava, but for the rest of Slovakia I doubt
- No opinion for it.
- It's not my cup of tea, but for some people they might be interesting
- I like Sajfa and I think he is quite popular, so good choice, but I have no idea who Expl0ited is.
- Sajfa – middling, I have never known about the other guy in my life.

- o Very good marketing decision - Sajfa is popular, without scandals and people like him. Explo is not known by older generation, however he has a lot fans among young people.
- o All age categories have been addressed
- o Even though I don`t like Sajfa at all, he is quite popular and people know him, so it might help the campaign
- o Sajfa is a gay in my opinion (although he is supposedly married), but I cannot help myself, he looks like it and I don't like watching him on TV. And Ex... who?
- o Interesting for young people, for someone not
- o Sajfa is OK, although I don't know what his connection to Košice is. I don't know the other guy at all.
- o Mostly focused on young people, but I guess that was the intention
- o I don't know Exploited at all, I have never heard this name and Sajfa is ok, I personally don't like him, but people do.
- o I do not agree with this at all – none of them is from Košice so why should we pay to someone to promote our city??
- o For me it`s hard to believe them, they don't have any relation to the city so they can be persuasive
- o I don't think that Visit Košice has chosen proper celebrities – they are not so popular among older generation
- o For young people it might be interesting, Expl0ited is popular among teenagers, but I'm not sure whether they might be interested in visiting the city. Sajfa is ok, also older people know him very well from TV or radio.
- o I agree with this choice, for me they are both interesting and funny and are able to attract masses
- o I`m not really sure about it, I don't like them at all but I`m aware of the fact that young people do and they are the target group I guess
- o For me as person from Košice, it is not acceptable at ll
- o I don't think it's the right choice
- o I like them both!! Each of them can bring something fresh and young and has the possibility to help the city by this advertisement
- o I do not agree with that
- o I like Sajfa and Expl0 is ok, I don't mind
- o Very good choice for Košice – young, fresh, funny -exactly what was needed
- o Quite interesting choice and I like Sajfa
- o I don't know who Expl0ited is
- o For young people maybe, but for me absolutely not
- o It was aimed on kids and teenagers, not on older people with real interest in destination
- o I would say it depends – for young people yes, for older generation it is not interesting choice
- o Yes! Definitely good choice – they have many followers and fans
- o I would recommend someone else – older, more experienced and from Košice
- o Good for young, bad for old
- o I like Sajfa – so wherever he is, I can watch it and he is funny and positive
- o For me, Expl0ited is not a celebrity. Sajfa is ok and people like him.
- o I really like them both!!! Super choice – Expl0ited`s channel on YouTube is quite popular also among my friends, so I think for young generation he might be ingesting
7. **What do you think about the fact, that the celebrities have been chosen, which are not coming from Košice? Dou you see it as positive or negative factor? Explain it please.**
    - o I see it very positive, because they could demonstrate in this way their neutrality and they wouldn't have preferred Košice because they come from the this city (this could be seen as not neutral)
    - o Regarding Sajfa I see the choice very positive. He is celebrity, which is popular a another pros is, that he comes from western part of Slovakia, he lives there, but he supports initiative, which is on the other side of the country.
    - o I think it might be more interesting with citizen of Košice
    - o negative – celebrity can pretend his/her interest for the money and Košice shouldn't be interesting for him/her
    - o its great idea – especially when target group are people from other cities of Slovakia
    - o I guess it might be more interesting if it would be the combination of someone from Košice and from other parts of Slovakia

- Definitely negative
- I think its negative – the city and them have nothing in common
- They have no idea how Košice is – they know only places which were shown to them
- Very positive! If they were from Košice, it could be seen unnatural, like cheap commercial ☺
- Negative from this point view that the citizens of Košice might not identify with the whole campaign. If celebrities were from Košice, citizens would have the feeling that the celebrities think it serious with the campaign; because the person is form their city.
- I don't mind, although I think they should join also someone who is originally from Košice, the promotion could be stronger...
- Yes, I think it is fine. Together with them can visit Košice people from other cities and see the city. And the celebrities as well and can spread good or bad news. But it would be perfect to join also important people from Košice, they know their city well. And also join famous local city guide Milan Kolcun :)
- I think it would be more beneficial if it is someone from Košice
- Person representing city should know it
- I have no idea – because of contacts of the city to them?
- Because they were willing to come? They have many fans here
- Positive – it shows that people who are not from KE want to visit the city and nearby places
- From the first view negative. On the other hand the concept of discovering the city by "non locals" brings funny situations and objective view at local life.
- Negative
- I don't mind, that city is has been promoted by non locals, maybe they could add someone, who is from Košice
- They should add someone, who has relationship to the city
- negative, the promotion of each city can most believably do "local person" than "foreigner"
- more positive
- Negative, they are not at home here, they are not to believe
- The fact, that they are not Košice can be seen as objective promotion, but I would prefer, if one of the couple would come from the East. Nevertheless, if I promote something, I need to know it perfectly ;)
-
- It is good choice, because if it were someone from Košice, it could be seen as self-praise, so it has been promoted by people from Bratislava and Prievidza
- It might change the perception of people from Bratislava who think that there is nothing interesting in Košice
- It doesn't seem natural – how they try to pretend that they like the city
- I think its great idea – they are just like target group of this campaign – young and from western Slovakia
- I don't like this idea – they do not have any personal connection with the city
- Quite interesting idea
- Positive - they are respected by people from Bratislava or people they are not from Košice
- negative – they don't know the city, local culture, relationships
- Celebrities need not come from Košice... (Even though it would be wrong to show someone famous who is from Košice). The choice was oriented more to the certain target group (young people).
- I don't know
- When I'm thinking about it I consider is positive. If they were from Košice, it would look not neutral (too much local patriotism).
- I think it's positive – they have shown that also people from Bratislava can find Košice interesting
- More negative. If you want to promote some locality, you have to show your experience with locality. It looks really better than someone who is only using the scheduled city guide and walks the route prescribed by someone else.
- Positive – from this point of view is this campaign original, because the city is promoted to people who are not from Košice, these are the target group of the promotion.
- It is disputable

- o It depends – they don't know the city, but at the same time also people coming here don't know it as well
- o I think this was not the main criterion for the choice of celebrities
- o According to me, it might be more interesting with someone from the city
- o It is rather positive than negative
- o I think it's very positive ☺ it might seem more authentic for potential tourists
- o I think it does not seem believable when person not from Košice promotes the city
- o Negative – they are not worth of being promoters of the city, they don't know it all
- o For me it is interesting – don't know whether positive or negative though – good point
- o hm, about what choice are we talking? (It was not explained or not detailed enough?)
- o I'm neutral, it will be good, if the person would be from Košice
- o Negative. I think, you can spot if the person does something professionally or if there is personal commitment.
- o They should be from Košice – for sure
- o It is something unusual – from what I saw before
- o For me its negative
- o I like it – very creative idea
- o Hmm, hard to say – maybe it might be more interesting with someone from Košice – he might add some stories or so
- o I think its interesting idea
- o I don't like it at all, I`m from Košice and I don't think they have shown good places
- o I don't know
- o Good idea, but I don't know if everyone will understand this choice
- o It has both pros and cons, but I don't know whether more advantages or disadvantages
- o They have nothing in common with Košice – so why them?
- o Hmm, it is definitely something new and creative, I think its good
- o They have chosen someone popular in Slovakia overall, not only someone from Košice and that is good for target group

8. **According to you, to what target group is this campaign most applicable? Why?**
   - o To young people, who are using social networks, since the campaign has been done this way. They have chosen exploited-a with intent to address mostly teenagers
   - o To young people, because they are mostly using social networks (approx. age 15-35); the whole campaign was for the community living online - #, Instagram, FB...
   - o Teenagers
   - o For young people
   - o I would say that it was for people from Bratislava and western Slovakia
   - o I think older people don't like the campaign – so young generation
   - o teenagers, mostly they visit YouTube, and Sajfa is also popular among young people
   - o Definitely young people, even the slogan is showing it – it is taken from Košice's slang.
   - o To young people, because they know the celebrities of the campaign.
   - o To youth, they should visit Košice
   - o Young people
   - o Teenagers
   - o Definitely not older people – for me it was not interesting at all
   - o Followers of social networks
   - o Mostly to young people, but also middle aged can be addressed. The older generation – very hard. Because young people like to get know new things, want to meet celebrities and visit new places.
   - o I`m not sure – I don't young people will come to Košice
   - o People around 16-19
   - o Facebook users
   - o Mostly for people who use internet a lot – YouTube and so on
   - o Younger generation, around 15 maybe
   - o It is focused only one way – young people, not other target groups
   - o Fans of Sajfa and Expl0ited
   - o Young people

- Age 12-25 - choice of celebrities, kind of promotion
- Exploited surely address younger auditorium, I haven't known anything about him since start of this campaign. Until today I have known he is a YouTuber. Sajfa is able to address also older generation, which are using modern media.
- Young people, up to age 20. I don't know why
- To young people up to age 35.
- Since the campaign has been made mostly in social network – young generation
- Teenage girls from 12 to 16
- young....they travel more
- 16 years old girls?
- Kids
- I think it is for people up to 20
- Maybe kids around 15, a bit more
- teenagers
- young, because these two guys don't say anything to the older generation
- mostly to young people, but also those who like to travel and visit new places
- more to young people, because mostly they know these two guys
- for age 15 and less
- kids who want to visit Košice
- I don't know exactly, but probably teenagers
- young people, they want a lot of amusement
- Teenagers and young people.
- Young generation
- 15-25, although I don't know why they did it like this. Young people mostly prefer go abroad. If they visit cities in Slovakia, they don't stay longer, mostly they know someone from the city and they trust them more than promotion.
- Younger people, they are using social networks.
- Age 0-40
- Users of Facebook and Instagram
- Teenagers or young people in general
- It has to be a group of people who are following social media channels like FB
- Definitely not to older people
- People who use Facebook or Instagram
- Young screaming girls
- Teenagers
- 15-30
- People who are active on social networks
- Young people
- It is for people of same age as Sajfa and Expl0ited are
- Young people
- People around 20? That's what I assume
- Definitely for someone who like these two celebrities
- People who spend time with Instagram and Facebook
- To celebrities, to promote them.
- For youth
- To young people, they want to discover new things
- Young people. The whole campaign format is styled in a modern style. Even middle aged will have a bit problem with this format.
- People interested in Youtube
- Teenagers

9. **What impact can the campaign #dzivoKE on the city have (regarding number of visitors, target group, overall promotion, etc..)**
   - Surely it can encourage the people to visit the city, enjoy the atmosphere and visit the places, which were shown

- I believe the impact will be positive. It is a new and innovative format of promotion of the city and its sights
- Finally people in Bratislava will know where Košice is
- It will depend on Expl0ited and Sajfa, how they will promote the city
- People will finally get to know Košice
- People from other regions will be able to see that Košice is fresh and young city
- The idea is very good, but it doesn't like it is finalized enough
- Positive, mostly for young people.
- I don't know
- I don't know
- I hope it will appeal on young people, but also older generation from other cities in Slovakia
- More visitors coming to Košice
- Hopefully only positive effect
- Maybe positive effects
- I don't know the intention of this campaign, but it should definitely target the visitors from foreign countries… most of them visit Bratislava and Košice seems for them to far and uninteresting… Therefore, if the campaign would addressed foreign visitors, it can pull also locals (we need show to Slovaks, the city has its own value and if foreigners are interesting in visiting, Slovak will do the same and visit Košice) ... it doesn't work vice-versa, if we address only visitors from Slovakia, we cannot await the city will attract so many visitors from Slovakia and not even foreigner... definitely is more promotion abroad expected
- It can bring more attention to the places we usually don't know. E.g. if a man see what placed they (celebrities) have visited, what they have talked about, how their experience has been, it can encourage him to do the same, I'll try it too (e.g. restaurant), it can bring more tourism and money.
- Increase of visitors maybe
- It won't change much – we should focus on people from abroad
- I`m not sure, it can bring both, we will see after a year what were the impacts
- Definitely positive impact – the city has got more visible – but I think it had only short term impact. It would be necessary to repeat the campaign more often
- I hope very well! :) To await flow of visitors from Bratislava is a bit funny. I Estimate target group to age 20-35.
- I`m not sure in connection to the target group, whether they would be willing to travel 6 hours to come to Košice
- More information about the city among people in Bratislava
- More people from Bratislava will know that Košice are the best!!
- Probably no impact. Tourists are visiting Košice because of sightseeing and atmosphere on the Main Street. This campaign is addressing teenagers, if they are from western or middle Slovakia, they will not travel so far because of taking a picture with logo dzivoke
- Maybe increase of visitors
- I don't think the number of visitors will increase rapidly. More likely it will encourage young citizens of Košice to visiting of promoted places/restaurants
- I think impact will be minor
- Maybe only good
- I have heard many positive comments from my friends and family, I think people like the campaign
- Zero
- Hopefully it will attract more people
- I'm also curios about it, but I think campaign could attract more tourists
- Definitely visitors and potential visitors could get overview of the city
- The flow of teenagers with smartphones, who will even not notice they are at the place, if they will not get notification from mobile operator
- Rather positive than negative
- Increase of visitors, but not in positive way… We can await more drunk and rough teenagers
- Definitely not to the city, more to the restaurants or places, which were shown in the promotion.
- I don't think it can attract people to come here
- I hope only positive
- Young people will not travel here – they will rather go to Vienna or so

- It can promote the city and people can start to visit it much more often
- I think its great idea and good promotion
- I'm not sure what to answer – I think it won't have much influence
- Minor, if even any. More than city itself should be restaurants and events should be promoted (music bars, gastro pubs, concerts etc.).
- Increase of awareness of Košice among young people, maybe they will realize, there is something to see in Košice.
- Increase of visitors
- I hope more visitors, but it is hard to predict
- It is great advertisement for the city
- More people coming to Košice
- I believe only good impact
- I don't think it can change something
- Its good idea but I don't think it will appeal to people
- I don't have clue.
- Positive, I hope.
- I really like the whole idea – so fingers crossed
- It can be both – positive and negative
- It is good promotion for Košice
- Hard to say, hopefully only good
- It should bring more tourists to the city, however it might be only for weekends or so
- Hopefully more tourists and more business for locals
- Maybe it might attract some people to come here
- Definitely increase of popularity
- It is good advertisement for the city but also for celebrities themselves
- Good impact on the city – free advertisement
- They should be used for attracting more visitors
- People should understand what is so good about the city
- I think, it can a bit increase the number of young visitors of the city.

10. **What do you think; can this campaign influence potential visitors of the city in their decision and encourage them to visit Košice?**

        Yes – 53%

        No – 47%

Appendix E

1. Where do you come from?

2. Have you noticed the release of the #dzivoKE campaign? {dzivoke.sk}

3. If yes, how did you find out about the campaign?

4. Have you ever experienced a situation where a celebrity promoted a certain city or destination? In general, what is your opinion on it?

5. What are the advantages and disadvantages of using celebrities in this type of a campaign?

6. What criteria should be applied during the selection process of the celebrity?

7. What is your opinion on the celebrities (Sajfa, Expl0ited) that were chosen for this campaign? Do you like the choice?

8. Based on your opinion, which criteria were applied during the selection of these non-Košice celebrities?

9. After watching the videos/webpages that are connected to this campaign, would you visit Košice? If yes, then why? If no, why wouldn't you?

Appendix F

1. **Where do you come from?**
   western Slovakia - 41%
   central Slovakia - 34%
   eastern Slovakia - 25%

2. **Have you noticed the release of the #dzivoKE campaign? {dzivoke.sk}**
   Yes – 23.5%
   No – 76.5%

3. **If yes, how did you find out about the campaign?**
   1. Facebook – 52%
   2. Instagram – 20%
   3. YouTube – 13%
   4. Photo point – 7%
   5. Others – 8% - friends, family, newspaper

4. **Have you ever experienced a situation where a celebrity promoted a certain city or destination? In general, what is your opinion on it?**
   o   good idea
   o   I don't know such case, but it is interesting
   o   I do not remember anything like that, never experienced it. do not think that a celebrity can bring more visitors to a city by promoting it
   o   Never
   o   No, I haven't
   o   I don't think it is something special – just regular advertisement
   o   This is the first time and it is interesting
   o   I think it is more common for foreign celebrities, in USA
   o   Very appealing and something shocking, for Slovak market
   o   No
   o   I haven't experienced it directly, but I have noticed that if a celebrity helps a certain project which is focused on promoting a city that it dramatically boosts the interest and knowledge of the city. Personally I think that it is very pathetic that a celebrity promotes a city…. It seems that the people that live there do not evaluate where they live, that they act like a herd which follows someone, that they do not even know why they follow, they just do it because someone else does. If they would look for what the city has to offer, the promotion would be pointless. On the other hand, a promotion like that is helpful for the city since it can boost the amount of visitors and then help itself. It is sad that it happens only because people need to blend themselves in the crowd….
   o   No I haven't. It is a good idea to promote a certain region, since also people which live in distant locations get to know something about the city.
   o   Yes, I did, it is good idea
   o   Good idea but I`m not sure about the choice of celebrities
   o   No I have never experienced anything like that. It's fine, just a normal promotion
   o   I think that yes, don't remember now though
   o   Haven't. It seems alright
   o   I didn't but I like it
   o   No
   o   I haven't noticed it before, but I find it creative and interesting
   o   This is the first time I see something like that I like the idea very much
   o   No, for me it's not interesting at al
   o   Yes, it is an opportunity to draw more people to the city, which is good
   o   Yes, it certainly tells others something about the city
   o   I haven't experienced it
   o   Very good idea!!!
   o   Yes, a positive, not forced promotion certainly helps
   o   No, but I find it very interesting
   o   No
   o   I guess I haven't
   o   I think yes, but it was mostly in abroad

o   I don't remember but there is a TV programme called Best village of SVK where Slovak celebrities were running a contest about the best village. Cekovsky {musician} also promotes Humenne where he was born
o   This is the first time I heard about celebrity promoting destiantion
o   It is very good idea
o   I have never seen it but it is good – it might attract people to come and visit Košice
o   Good advertisement and it can have positive impacts
o   It is positive, a name can surely help to promote an event and it makes sure many people will attend why would it not be used…. someone will come because of the event, someone because of the celebrity, but people will come and that's what matters. Not many people are determined to come just because they've seen a poster or a flyer, they wouldn't show up at all, but they will come because of the celebrity and they will attend the event, maybe they will like it and attend also next time
o   Good idea and very creative
o   I have never seen something similar
o   In my opinion, it is very creative idea and I haven't experienced it before – it is good that Slovak people use something innovative
o   It is quite interesting and I have never seen it before
o   It is very strong tool – celebrities usually have many fans and followers
o   Yes, I did, it helps the city. I think it's alright p. I haven't but I think that the right celebrity can influent the visitor's mind, but it doesn't apply to everyone q. yes. Mayor Rybnicek promoted his city Trencin in a video. Correctly chosen celebrity can help the promotion of a city or a region.
o   No never, I don't think it's very usual – celebrities promote products like cosmetics or clothes usually
o   Never
o   Interesting idea
o   No
o   No
o   No
o   Yes, but I guess it is not so common, not in Slovakia
o   No I haven't yet, this is the first time
o   Yes, and I always liked it – as in this case.

5. What are the advantages and disadvantages of using celebrities in this type of a campaign?
o   Pros-people know the celebrity; it helps the tourism – they will click the link – social media channels
o   It can boost the amount of visitors but to what extent I can't really think of
o   pros – increase of tourism, profit. cons.- only temporarily
o   they reputation or what they said might not help, but it depends on the greatness of the person, maybe media buzz can help
o   More people will notice it, but not everyone might like the celebrity and they will dislike the whole event.
o   the advantage is that people know the celebrity and because of that they simply clink on link on celebrity`s Facebook profile and find information or video about campaign
o   Attention of the audience
o   Popularity of destination which is based on the interest of audience in celebrity being present in the destination
o   When people don't like the celebrity, they might not like the campaign
o   On one hand, it is the popularity of celebrity which might bring advantages, but it can bring disadvantages as well
o   It can increase the number of people visiting the city
o   people which follow it have their favorite and not favorite celebrities, so one might like the campaign the other might hate it, it is very subjective
o   It depends on the choice of target group
o   the improvement of tourism is surely an advantage, more people will get to know the region, it will help the economy, I don't see any disadvantages.
o   pros- media buzz, some people might like the theme of interviews, cons – celebrities need to be paid
o   I'm puzzled here, since you can connect your sympathies for the celebrity with the place, which also may not be good.
o   When people don't like the celebrity, they might convey this emotion to the campaign as well
o   By following celebrities, people might follow the news from the destination which is promoted
o   I don't know

- Promotion of destination
- I don't know
- It depends, if celebrity lives life full of scandals, it can definitely harsh the destination
- people are blind, when a celebrity is doing something they will blindly follow it
- forced advertisement
- it can have both – it depends on celebrity
- for me there is definitely advantage of having attention drawn to both celebrity and destination
- it can bring both but I hope for the best – improvement of tourism
- I guess it brings more negative aspects than positive
- it can boost local business
- it might help culture in the city and development of new events
- no clue
- I don't know
- the celebrity is surely an advantage, but it can also be the opposite since he/she can have scandals
- the promotion is an advantage but celebrities are expensive
- as I mentioned they will only be entertained by the celebrity
- disadvantage- not everyone might like the celebrity
- a good celebrity can bring more people to the event, especially target audience {for example a reggae singer which is an idol to novice reggae singers} a poorly chosen celebrity can discourage people to visit the region
- it might be both – good and bad advertisement for city, but as it is said, even bad advertisement is advertisement
- increase of attention towards destination
- more business for locals
- if celebrity tries to promote it also on her social media or so, it helps
- I don't know
- bad choice of celebrity can damage the image of city maybe
- it is difficult to say, it depends on the city, celebrity and target group
- I would say that it depends on fans of celebrity, whether they can be supportive or not
- Hmm, difficult to say
- It is essential to choose wisely – everything depends on the celebrity
- It might turn out to be great idea but the choice is important
- Definitely the increase of number of visitors, that is positive
- Pros – more people will come; the celebrity can bring the target audience to the event, Cons – The price of the celebrity, poor selection might cause a disaster

6. What criteria should be applied during the selection process of the celebrity?
- he must be a patriot; he has to love Slovakia he has to know Košice
- cool personality with charisma
- People have to like him, everything else is tolerated
- Attractive, interesting
- He should be famous
- I don't know
- He has to be funny and people should like him
- He has to be known outside of Košice, he has to enjoy the promotion
- if he is known then criteria are pointless
- he should be somehow connected to the city
- He should be in the media, he shouldn't have scandals and problems.
- The celebrity should be connected to the region somehow, for example place of birth, memories etc.
- It doesn't have to be only celebrity
- popularity
- Such celebrity should be famous from TV or radio
- Someone honest, wise and admired by people
- Person who can attract masses
- I don't know
- I think number of followers and overall popularity is very important
- People should like him, that's all.
- He should be popular and have many followers
- It should be a type of person, who people can rely on and its not irritating
- No scandals, rumors

- o Someone who is popular
- o Hmm, someone popular and famous
- o In this type of campaign, strong social media are important
- o He should be funny and interesting for people
- o It is important not to have scandals
- o It depends on the campaign
- o Someone funny and optimistic
- o There should exist connection between him and city which is promoted – people then can more easily rely on the relationship
- o Popularity is crucial for this type of advertisement, the person cannot attract masses as he is not popular
- o Someone good looking, attractive, because this is what sells nowadays
- o It differs from city to city – based on what we want to promote
- o Many fans and subscribers on YouTube is an important criterion
- o No scandals, liked by the people
- o he should be funny and cool
- o he shouldn't be involved in politics
- o he should be a real celebrity, no scandals, he should be likeable and well-known
- o he should be neutral, interesting
- o I guess it depends on target group
- o Maybe some famous sportsman or actor
- o He should be famous and popular
- o According to me, good choice would be person, who is valuable and has achieved something extraordinary in the city and has helped the city
- o these are criteria that I think are the best – he has to be connected to the city/region – he should be in contrast with it {Afro-American promoting North Pole} – he should be popular in the targeted audience
- o if we want to attract young, he should be young as well, if families than it should be someone with kids
- o he has to have spirit and charisma, not someone who is just popular, popularity is not enough

7. What is your opinion on the celebrities (Sajfa, Expl0ited) that were chosen for this campaign? Do you like the choice?

- o Sajfa is fine, I don't know Exploited
- o I don't like it
- o Exploited was very strange, I don't like the selection, but I wouldn't like anyone
- o Sajfa is good, funny and people like him. Exploited is unknown to me
- o I have never heard about exploited
- o good combination, Sajfa is known also by older people and exploited by young
- o Sajfa is ok, Exploited not
- o Sajfa is good, I know him, he is funny, I don't know exploited
- o both have a potential to draw young people
- o Sajfa is ok, he has built a fan base so he can promote almost everything, Exploited was also fine, he came because of the young generation
- o Sajfa is great guy who is funny and not irritating
- o For me personally, it is good choice, since I like Sajfa and Expl0ited is ok as well, it doesn't bother me
- o I like Sajfa and I think he can attract masses
- o I think Expl0ited is very popular in western Slovakia nowadays, even in Czech, which might be an advantage
- o I know Expl0ited from YouTube and he is quite funny also in this campaign
- o I would choose someone more mainstream who has not so specific target group as Expl0ited
- o Sajfa is a good choice and I don't know Exploited
- o It a bit surprising that they are not from Košice
- o I have never been in Košice but after watching this video, it seems that it's pretty funny there
- o I like Sajfa but I don't know exploited
- o Sajfa is ok but Exploited is an amateur
- o I guess it was mostly for young people, definitely not for older generation
- o I think they are able to attract young people to come to the city
- o Good choice!
- o I think they could be used separately, but this combination doesn't appeal to me at all
- o For me, Sajfa OK, Expl0ited no
- o I think Expl0ited is quite popular among young people therefore it might be appealing to them

- o I don't like any of them
- o Sajfa is good, but Exploited…I don't like YouTubers
- o According to me, they are interesting for young people
- o This was focused only on young people
- o I consider this choice as sufficient, it matches the target group
- o I like them both! Expl0ited is very funny and he has influence among teenagers
- o I think it is good choice – they are both from western Slovakia, which might help to convince people to come to Košice
- o They are both popular in media, it might have positive impact on the campaign
- o I don't know then therefore I can`t decide and answer
- o I don't like the choice, because they are both like kids and are not able to represent what is really worth
- o In my opinion, Sajfa is fine but Expl0ited is irritating and shouldn't be used for promotion of the city
- o Not very interesting
- o Could be applicable for kids, but it is not of my interest at all
- o I wouldn't say that choice is good or bad, let's wait for the results
- o Sajfa is quite appealing, since many people know him, which is good
- o Definitely good choice
- o I don't know
- o It is not exactly what I like, but might be interesting for teenagers
- o Great choice!! I consider the idea as very creative since it is precisely targeted and it has a potential to become successful
- o I hate Sajfa! I couldn't even watch the whole video from campaign..
- o In my opinion, this was a creative idea which is precisely targeted and thus might be successful
- o Hard to say and judge, because I don't know Expl0ited, therefore I cannot be objective
- o I really like Sajfa, but Expl0ited is unknown for me

8. Based on your opinion, which criteria were applied during the selection of these non-Košice celebrities?

- o I think that because people know them
- o I don't know
- o Because people like them
- o Popularity
- o Sajfa is popular, Exploited – I don't know I guess that the aim was to focus on young people
- o Since they are comedians, people know them, mainly youngsters
- o Price
- o I guess because people like them.
- o In my opinion it was popularity in the first place, then maybe attractiveness and their FB fan page or Instagram profiles are followed by many people
- o To influence young people's minds
- o It was for young people so this was the important criterion
- o Their popularity
- o Definitely popularity
- o Popular and interesting combination
- o I would say because they are not coming from Košice, it was surprise and shock, which might play in important role as well
- o People like them and this is very important, people can be then keener towards campaign like this
- o I would say it's about contacts – someone from DMO was in touch with them therefore it was easier than trying to convince some other celebrity
- o Popular and famous in media
- o They have a lot of fans, who can potentially become fans of destination as well
- o I would say only because they are quite popular, especially Sajfa
- o Since they are young, they might appeal on people
- o Their social media channels are big advantage so in this case it was not so important whether they come from Košice or not
- o Popularity
- o I don't know and I don't think my opinion matters
- o They are popular and that is the most important thing
- o Even though they are not from Košice, they might be appealing since they can be used as 'an advertisement' of the city and can represent people who are actually the target group

- People like them, especially Sajfa
- They are popular among many generations, especially Sajfa
- They have the power to be seen in public and to express their opinions
- It is important that they are popular and they often appear in media, which can be used for this campaign as well
- They represent young people, who are target group, as I have mentioned above
- Good choice – funny, interesting young people
- Sajfa and Exploited are very funny and cool, so that's why
- Maybe because people know them and that they are funny
- Popularity, maybe their pay wasn't that high
- Famous, popular, funny, good looking
- People like them, and as tourists they discover new places
- Very popular and funny
- They are interesting in this combination since they are both 'focusing' on different fans and followers
- Popularity, definitely
- I don't know
- Young, fresh – just as their target group
- I think they are not so expensive as some actors or sportsmen so its advertisement also for them
- Sympathies and their pay wasn't that high
- Age
- Target group of the same age as they are
- They are young and interesting for young generation
- I don't know

9. After watching the videos/webpages that are connected to this campaign, would you visit Košice? If yes, then why? If no, why wouldn't you?

Yes – 43%
No – 57%