

# INCREASING THE IMPACT OF MARKETING COMMUNICATION FOR INTERNATIONAL EQUESTRIAN EVENTS WITH A MAJOR DUTCH AND GERMAN TARGET GROUP BY CONSIDERING CULTURAL INFLUENCES



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# **Increasing the impact of marketing communication for international equestrian events with a major Dutch and German target group by considering cultural influences**

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## **Preface**

My name is Anna-Lena Meyer and I am a 4<sup>th</sup> year student of the bachelor study 'Equine Business Management' at the Aeres University of Applied Sciences. I am writing this bachelor thesis as part of my internship at P. S. I. Events. In my future, I would like to work in the international organization of equestrian events, which also led me to my topic of this thesis.

I would like to thank P. S. I. Events, who offer me the framework of my bachelor thesis, and my coach Mr. Herman van der Werf, who ensured the quality of this work through regular feedback. Furthermore, this study would not be possible without the participants who completed the survey. I also would like to thank Mrs. Surholt and Mrs. Smiješna for their Interviews with me. For this, I would like to express my sincere thanks.

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# Summary

Globalization has left its mark on the equestrian industry. Equestrian sport events are attended by different nations, so many organizers face the challenge of adapting their marketing communication to international visitors. The aim of this study is to help them adapt communication to the different cultures.

The nations of Germany and the Netherlands both share a love towards equestrian sports and are geographically close to each other, which is a good prerequisite for visiting equestrian events in the other country. The question of how the effect of marketing communication can be increased at international equestrian events with a Dutch or a German target group, taking cultural influences into account, is answered at the end of this paper. In order to make this possible, three sub-questions have been set up:

1. To what extent do the target groups of equestrian events differ between Germany and the Netherlands?
2. Which elements of the equestrian event are particularly attractive for the target groups?
3. How do Germans and Dutch people use and appreciate different communication channels and techniques?

These questions will be answered with the help of a survey including questions about the target group, the attractiveness of equestrian events and various communication channels and techniques. Expert interviews with a specialist in the field of international communication and a specialist in equestrian marketing deepen the results and bring new insights to the topic.

The survey size is relatively small with 100 respondents but leads to a trustworthy result in addition to the results of the interviews. Only a detailed delimitation of the individual target groups of the nations was dispensed with due to the small number of test persons.

The target groups of German and Dutch visitors are almost the same, but this doesn't mean that it is the same as communicating with them. The elements that are particularly attractive for the target group of different nations vary. For the Germans, the show jumping and gastronomy are important elements. In comparison, for the Dutch, sport, both dressage and show jumping, is the most important, followed by opportunities to improve their network, show and exhibition.

Both nations are very similar in the use of media. However, the Dutch attach great importance to the fact that the diversity of people is reflected in their communication. This should always be considered when using images in media appearances. In contrast, the German target group responds better to the presentation of traditional family images and the diversity of people should not be the main focus.

# Zusammenfassung

Die Internationalisierung hat auch in der Reitsportbranche ihre Spuren hinterlassen. Reitsportevents werden von verschiedenen Nationen besucht, damit stehen viele Veranstalter vor der Herausforderung ihrer Marketingkommunikation auf internationale Besucher einzustellen. Mit Hilfe dieser Studie soll es ihnen erleichtert werden, die Kommunikation an ihre Kulturen anzupassen.

Die Nationen Deutschland und Niederlande teilen beide die Liebe zum Pferdesport und haben außerdem eine geografische Nähe zueinander, was eine gute Voraussetzung für Besuche von Reitsportevents, im jeweilig anderen Land ist. Die Frage, wie die Wirkung der Marketingkommunikation bei internationalen Reitveranstaltungen mit einer niederländischen und deutschen Zielgruppe, unter Berücksichtigung kultureller Einflüsse gesteigert werden kann, wird am Ende diese Arbeit beantwortet. Um dies zu ermöglichen wurden drei Unterfragen aufgestellt:

1. Inwieweit unterscheiden sich die Zielgruppen von Reitveranstaltungen zwischen Deutschland und den Niederlanden?
2. Welche Elemente des Reitsportevents sind für die Zielgruppen besonders attraktiv?
3. Wie nutzen und schätzen die Deutschen und die Niederländer unterschiedliche Kommunikationskanäle und -techniken?

Diese Frage wird mit Hilfe von einer Umfrage, die sich mit Fragen zum Thema der Zielgruppe, der Attraktivität von Reitsportevents und verschiedenen Kommunikation Kanälen und Techniken befasst, beantwortet. Experteninterviews, mit einer Spezialistin im Bereich der internationalen Kommunikation und einer Spezialistin im Reitsportmarketing vertiefen die Ergebnisse und bringen neue Erkenntnisse zum Thema.

Die Umfragegröße ist mit 100 Probanden relativ klein, führt jedoch in Ergänzung mit den Resultaten der Interviews zu einem vertrauenswürdigen Ergebnis. Lediglich auf eine detaillierte Abgrenzung der einzelnen Zielgruppen der Nationen, ist auf Grund der wenigen Probanden verzichtet worden.

Die Zielgruppen von deutschen und niederländischen Besuchern ist weitestgehend übereinstimmend, welches allerdings nicht gleichzusetzen ist mit der Kommunikation zu ihnen. Die Elemente, die für die Zielgruppe der verschiedenen Nationen besonders attraktiv sind, variieren. Für die Deutschen sind die Show, der Springsport und die Gastronomie wichtige Elemente. Im Vergleich dazu, ist den Niederländern der Sport, sowohl Dressur als auch Springen, am wichtigsten, gefolgt von den Möglichkeiten, ihr Netzwerk zu verbessern, der Show und der Ausstellung.

In der Nutzung der Medien sind sich beide Nationen sehr ähnlich. Allerdings legen die Niederländer in der Kommunikation viel Wert darauf, dass die Vielfalt und Diversität der Menschen wiedergespiegelt wird. Bei der Nutzung von Bildern in medialen Auftritten sollte dies auf jeden Fall berücksichtigt werden. Im Gegensatz dazu spricht die deutsche Zielgruppe besser auf die Darstellung traditioneller Darstellung von Familienbildern an und die Diversität der Menschen sollte nicht im Vordergrund stehen.

# 1. Introduction

The internationalization of the world is also leaving its mark on equestrian sport. The number of international equestrian events has increased in recent years by 66 % according to the FEI (Fédération Equestre Internationale). In 2009 there were 2661 international equestrian events compared to 4428 events in 2017. (FEI, 2019). The event organizers have to deal with an international target group of visitors, either while organizing an event abroad or one at their own country with international visitors. The question that the organizers of international equestrian events ask themselves is, how to communicate best with different nationalities and cultures in order to market their event well and deliver engaging experiences. This study aims to advice event organizers on how to increase the impact of marketing communications for international equestrian events by considering cultural influences. It will do this by considering especially Germany and the Netherlands as both nations often welcome visitors of the other due to geographical nearness and their shared enthusiasm for the equestrian sport.

## The Equestrian Sector

Within Germany and the Netherlands, the likelihood of attracting visitors from the other nation is high because they are not only geographically close to each other but also share the same attachment to equestrian sports. The countries have seen an enormous growth in international equestrian events in recent years. In Germany, it has risen by 18% from 252 events in 2009 to 298 in 2017 and in the Netherlands, it has risen even by 153%, in 2009 there were 81 international equestrian events compared to 205 in 2017. This demonstrates the impact of internationalization on equestrian events. (FEI, 2019)

### 1.1.1 The Equestrian Sector in German

The equestrian sport is one of the most popular sports in Germany, with around 14 million people interested. The number of active athletes is 3. 89 million and projections show that there are around 1. 3 million horses registered in the country. With the CHIO Aachen, Germany hosts one of the most important tournaments in the world. With its 300.000 visitors, it is also the largest international equestrian festival. Other internationally renowned equestrian events are the Hamburger Durby and Longines Luhmühlen. (Kommunikation, 2019)

In total, Germany hosts around 3,500 tournaments per year. In addition to these sport events, Germany is also known in the equestrian world for its successful horse breeding. 23% of the horses that took part in the 2018 World Equestrian Games and 42,2% of the horses that won medals there were horses bred in Germany. The horse industry, with more than 10.000 companies and an annual turnover of around 6. 7 billion Euros also has an economic impact on the economy. (FN, 2014)

### 1.1.2 The Equestrian Sector in the Netherlands

Like Germany, the Netherlands is a horse nation. 1. 2 million inhabitants are interested in equestrian sports. There are also 450.000 horses and 500.000 active athletes in the comparably small country. The Dutch stud book KWPN is the largest in the world with 10.000 foals per year and has been the best performance studbook in the world for years. They are not only by far the most popular horse breed in the Netherlands, but also in high demand internationally, which is why they are exported all over the world. (KNHS, 2015)

The five most important equestrian events take place in Amsterdam, Rotterdam, Valkenswaard, Den Bosch and Boekelo. Yet, even together they do not reach as many visitors as the CHIO Aachen. Every year, 7.500 tournaments are organized in the Netherlands, which is a sign of the high activity of Dutch athletes. The entire Dutch equestrian industry with its 10.000 equestrian companies has an annual turnover of approx. 2 billion Euros. (KNHS, 2016)

## Theoretical Framework

The following section discusses the theoretical framework that will be used for the analysis of the data. For that purpose, the existing knowledge of marketing communication and cultural differences is described.

### 1.1.3 Marketing Communication

“The **Marketing Communication** refers to the means adopted by the companies to convey messages about the products and the brands they sell, either directly or indirectly to the customers with the intention to persuade them to purchase.” (Business Jargons, 2019). Furthermore, it is perceived as the voice of the brand, it informs, persuades and reminds of the brand values.

Marketing communication is influenced by many different factors, such as demographic, economic, geographic, technological, political and legal factors. Also, diverse scholars acknowledge the great influence different cultures can have on a successful marketing communication. Successful marketing communication adjusts what is communicated and how the message is spread according to different cultures based on what is known about their different communication styles and values. Due to this, the different components of cultures have an impact on businesses communication strategy. (Schultz, 1996).

An example of a brand adjusting to cultures successfully is Coca Cola. It focusses on a global main message like “Share a Coke” and “open happiness”, but adjust the communication to different cultures. A study by Saraf and Kahlon (2016) examines that “The advertisement focuses on capturing the audience via different emotions in "different regions. E.g. USA (individualism/ independence), South Africa/ India (family bonding/ festive spirit), China (unity, patriotism)”. Moreover, the models, color schemes, music and aesthetics are adapted according regions. Figure 1 and 2 show the examples for a Chinese and US advertisement.

The success of a marketing communication strategy is because cultural differences are understood. (Basil G. Englis, 1996)



Figure 1 Chinese Advertisement (Marketing Info, n.d.)



Figure 2 American Advertisement (Casemore90, 2014)

To have a successful marketing communication a communication plan is necessary. The communication plan is part of the strategic marketing plan (De Pelsmacker, Geuens, & Van Den Bergh, 2013). The communication plan consists of seven different steps as shown in Table 1. For this study, a focus will be set on the second, third and fourth steps as these have to be considered most for cultural differences.

Steps	Plan	Question to Ask
<b>Step 1</b>	Situation analysis and marketing objectives	Why?
<b>Step 2</b>	Target groups	Who?
<b>Step 3</b>	Communication objectives	What?
<b>Step 4</b>	Tools, techniques, channels and media	How and where?
<b>Step 5</b>	Budget	How much?
<b>Step 6</b>	Timing	When?
<b>Step 7</b>	Measurement of results	How effective?

Table 2 Seven steps model (De Pelsmacker, Geuens, & Van Den Bergh, 2013)

Target group definitions consider different aspects that can be divided into the four categories: demographic, socio-ecological, psychographic and buying behavior. Table 2 shows which factors are subordinate to which category. Without a definition of the target group, it is not possible to carry out a strategic marketing communication. (Bernecker, 2019).

Demographic	Socio-ecological	Psychographic	Buying behavior
Age	Education	Motivation	Coast- sensitive
Sex	Job	Opinion	Satisfaction
Living place	Income	Wishes	Buy-range
Marital status		Lifestyle	Media use
Number of family members		Value	

Table 3 Target group characteristics (Bernecker, 2019)

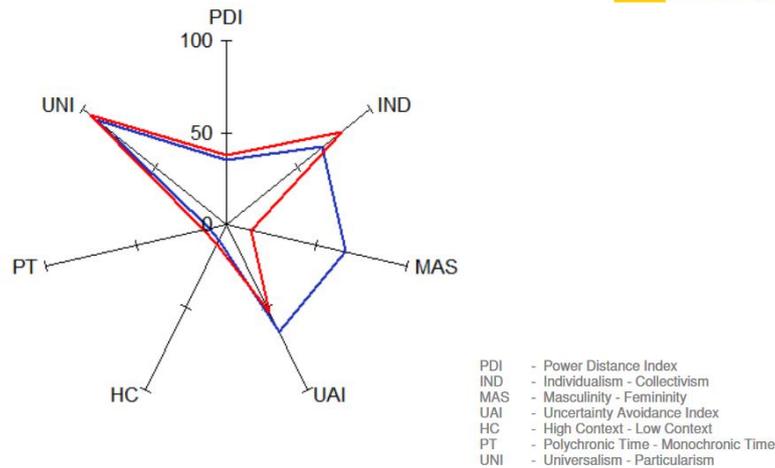
Setting clear communication objectives asks for a strategic message and content that should be conveyed. The appropriate content should address at least one of the following values to the target group: proximity or usefulness of the news. Depending on the focus of the motivation, relationship management, information management or identity management, the values are of varying importance. In relationship management, for example, the focus is on proximity or benefit. (Keen Communication, 2019).

Within the fourth step, the appropriate communication channels are determined and a mixture of the different channels depending on the product and the target group is put together. Also, different techniques on how to convey the message e.g. by giving an emotional or rational style is decided on.

### 1.1.4 Cultural Differences

Various studies have already been carried out to investigate the diversity of different cultures. Three of the most frequently used models are the 6 Dimensions of Hofstede, the Trompenaars Dimensions Model and Hall's Cross-Cultural Theory.

Figure 3 shows an overview of the cultural differences between Germany and the Netherlands in these three studies.



Based on workshop surveys and profiling

Figure 3 Dimension of Cultures (Grol, n.d.)

### Trompenaars Universalism versus Particularism

Universalism means that all people follow the same rules and do not adapt them because of relationships. In contrast to this is particularism, where the rules are often shifted based on relationships. (Kroesen, 2016) As shown by the figure, both the Netherlands and Germany are very universalist nations.

### Differences between high context and low context cultures according to Hall

In cultures where high context communication prevails, a high level of context information about individuals is needed before they enter relationships. Business is generally conducted through personal relationships and is based on trust, which develops only slowly. The linguistic messages are rather implicit. In cultures where low context communication prevails, speakers need little context information about individuals before private and especially business relationships can be established. Business relationships are rather impersonal in nature, the focus is on the factual level. Information is mainly conveyed through words and meanings are expressed explicitly. Business relationships begin and end faster and are based more on factual considerations and less on the level of trust between partners. (Hall, 1989)

Both countries have a very low context score, which means that they do not need much context information before entering personal and especially business relationships. Furthermore, their communication is very direct and not embellished or magnificently embellished.

### Monochronic and polychronic cultures according to Hall

In polychronic cultures, time is flexible, and relationships are very important. In contrast, in monochronic cultures almost everything revolves around time, which can be defined simply by the well-known statement: "Time is money". These cultures have precise time planning and set deadlines and strictly adhere to them. (Nunez, Nunez-Mahdi, & Popma, 2017) As shown by figure 3, both, Germany and the Netherlands, are extremely monochronic cultures. However, even a small difference can make itself felt. Compared to Germans, the Dutch are somewhat more flexible in the way there organize their time.

### The 6 dimensions of culture by Hofstede

Geert Hofstede describes six different cultural dimensions on which he positions countries: power distance, individualism, masculinity, uncertainty avoidance, long term orientation and indulgence. The figure 4 describes how Germany and the Netherlands scores among them.

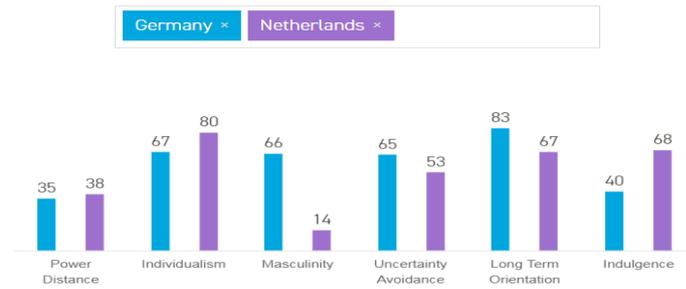


Figure 4 Hofstede Germany vs Netherland (Hofstede Insights, 2019)

The dimension of **power distance** deals with the fact that people are unequal. Power distance describes the extent to which the low-positioned members expect and accept the unequal distribution of power. A low power distance describes a small emotional distance in contrast to countries with a high emotional distance. Both countries show a low power distance. (Geert Hofstede, 2010).

The second dimension is **collectivism versus individualism**. Collectivistic cultures, which are the majority, their share the opinion that the interest of the group is more important than the interest of an individual. Only a small proportion of humanity, the individualist sees it the other way around. (Geert Hofstede, 2010). Germans and even more Dutch people belong to this smaller group, relating in the importance of individual strengths and characteristics instead of a self-presentation as a part of a certain societal group. (Hofstede Insights, 2019).

**Femininity versus masculinity** is the dimension dealing with the ability to stand out, to assert oneself and to hold oneself back. The masculine way of thinking presupposes a clear separation of the emotional gender roles. The stress caused in masculine society is about the ego. In feminine societies the emotional gender roles overlap. Both sexes are modest, tender and concerned with the quality of life. Stress is based on relationships with others. (Geert Hofstede, 2010). Germany as a male society, which means that performance is highly valued. "People live to work" describe the motto of the Germans, a typical male society, they draw a lot of self-esteem from their tasks. The Netherlands, on the other hand, is a clear female society. For female societies it is important to maintain a balance between life and work, and you make sure that everyone is involved. Conflicts are solved by compromises and negotiations, so the Dutch are known for their long discussions. (Hofstede Insights, 2019).

The fourth dimension is **uncertainly avoidance** and can be defined as the extent to which the members of a culture fear change and ignorance. A fact in our world is that we do not know the future and this frightens us. Yet, different societies have different answers to this fear. Long-term orientation stands for the promotion in a society of pragmatic virtues that are oriented towards future rewards, perseverance, thrift and adaptation to changing circumstances. The short-term orientation stands for the promotion of virtues in a society that relates to the past and present, such as national pride, respect for tradition, facial preservation and the fulfillment of social obligations. Germany and the Netherlands both score medium, meaning that there is no clear tendency towards one of the extremes. (Geert Hofstede, 2010).

**Long-term orientated** cultures like Germany are considered pragmatic countries. In societies with a pragmatic orientation, people believe that the truth depends strongly on situation, context and time. They show the ability to easily adapt traditions to changing conditions, a strong propensity to save and invest, economy and perseverance in achieving results. The Netherlands is also a long-term orientated country but with a lower value, which means that it is not quite as easy to adapt to changes as it is to adapt to and a less extensive tendency to save or invest. (Hofstede Insights, 2019).

**Indulgence** means that one allows oneself to strive for the fulfilment of one's natural desires, such as having fun or enjoying one's life. Restraint, on the other hand, means that these wishes can only be fulfilled through strict adherence to social standards. Even if people of different ethical origins live in the same environment, this does not mean that they are equally happy. (Geert Hofstede, 2010). Germany is rather restrained in its nature and tends towards cynicism and pessimism. Accordingly, Germans places little value on leisure time, they have the perception that their actions are restricted

by social norms and find it wrong to spoil themselves. The culture of the Netherlands, on the other hand, is one of pleasure. Dutch people usually show the willingness to realize their impulses and wishes regarding *joie de vivre* and fun. They have a positive attitude and tend to be optimistic. In addition, they attach greater importance to leisure time, act as they please and spend money as they please. (Hofstede Insights, 2019).

## The Research Question

The field of marketing communication has already been investigated to a large extent, and the differences between cultures have also been examined well by Hofstede, Hall and Trompenaar. Examples such as Coca Cola's campaign strategy show that this knowledge has already been harmonized. However, there are still no studies that relate the impact of different cultures on marketing communication of an equestrian event. This lack and the focus on Germany and the Netherlands lead to the main question of the study:

**How can the impact of marketing communications be increased for international equestrian events with a major Dutch and German target group by considering cultural influences?**

In order to answer this question, several areas must be covered. First, it is important to investigate the target group further. The chosen target group for this paper are equestrian event visitors and potential visitors. They can be further separated by their cultural background and their motivation to attend. Some have a personal relation to the sport; some have a business relation to the equestrian sector and others attend the event to accompany a friend or family member. For these different target groups, an in-depth analysis should examine what the visitors and potential visitors find most valuable at equestrian events so that the content within the communication can later be focused on these. After separating and analyzing the different target groups, event organizers should select the ones of greatest importance for their goals.

Furthermore, it is important to know whether there should be a difference in the application of communication channels and if so, which one. The frequency of the media use should be analyzed as well as the general effectiveness of advertisements in the different communication channels. Moreover, the different cultural communication styles urge for a better understanding of the value of different communication techniques. The use of humor, the creation of a perfect world and call to actions are for example likely to be valued differently in Germany than in the Netherlands.

This results in three intermediate questions, with which it will be possible to answer the main question.

1. To what extent do the **target groups of equestrian events differ** between Germany and the Netherlands?
2. Which **elements of the equestrian event** are particularly attractive to the target groups?
3. How do the Germans and the Dutch use and value different **communication channels and techniques**?

## Delimitation

In order to design a feasible study, the study is limited to two horse nations of Europe: Germany and the Netherlands. Furthermore, the research is limited to the following print media: flyers, posters and billboards and the following online media: Facebook, Instagram, Twitter and YouTube. In addition to the media, the channels television and radio are investigated. These are the channels which are used for example for the marketing communication strategy of the equestrian event *Horses & Dreams*. The event is of major importance in Germany and is hosted by P.S.I. Events, which support the study by giving a framework and an empirical perspective to the author.

## Aim of the Study

The aim of the study is to fill an information gap and to consult event organizers on how to increase the impact of marketing communications for international equestrian events by considering cultural influences at the example of Germany and the Netherlands. The final product will be an advice for event organizers that includes critical success factors to communicate effectively with German and Dutch (potential) visitors.

## 2 Approach

This chapter will give an overview about the material and the methods that are used to answer the research question.

### Material

In order to answer the sub questions, a survey is started, and interviews are conducted.

The survey is aimed at German and Dutch event visitors who have already been to an equestrian sports event. To reach a mistake area of 10% in the survey a random check size of 100 test persons is appropriate (Hilfecenter, 2019) Besides the nationality and the fact that the test persons have already visited an equestrian sports event, there are no further restrictions to participate in this survey.

### Methods

The study includes quantitative as well as qualitative methods by collecting and analyzing data based on a survey and expert interviews. This gives the opportunity to gain firsthand insights collected especially for the purpose of this study and to connect these findings to existing knowledge. That way, the findings may not only be described quantitatively, but also partly be explained qualitatively.

The survey is in a web-based design and will be distributed online via Facebook groups connected to equestrian events. Data is only collected from Dutch and German visitors who have been at an equestrian event before. This will be checked by survey questions to later clear the data in case someone took the survey online who does not comply with these conditions. The survey will be structured in clusters to answer the three partial research questions. Further, expert interviews will complement the survey findings to answer the questions as further described below. One interview will be with an equestrian sport marketing specialist from P.S.I. Events, another interview with the international communication specialists Julia Smiješna. The full survey can be found in the appendix.

1. To what extent do the **target groups of equestrian events differ** between Germany and the Netherlands?  
The survey will ask for demographic, social ecologic and psychographic information to answer this question. To further understand the findings, insights from the expert interviews are used to explain for example differences in motivation that can result from cultural differences.
2. Which **elements of the equestrian event** are particularly attractive to the target groups?  
Different elements of the events are grouped into classes as e.g. the sport tournaments, food & beverages, shopping or networking opportunities and then confronted to the survey participants. The answers will show how relevant the target groups rate the aspects. Further, knowledge of the equestrian sport marketing specialists will be connected to the survey results.
3. How do Germans and the Dutch use and value different **communication channels and techniques**?  
The survey will ask the participants to state their communication channel use. As evaluating one's own communication usage and preferences is often difficult and vague and the international marketing specialist is questioned about his/ her experiences with communication techniques. A combination of existing knowledge about the Dutch and German communication culture as well as media usage will be able to create a more concrete picture of what successful actions can be taken for the marketing communication of international equestrian events.

### 3 Results

The results come from three different sources, one part from the published survey about international equestrian events. This survey collected data from 100 usable subjects, 72 were German and 28 Dutch. In addition to the survey, expert interviews were conducted with A. Surholt, an expert in marketing of equestrian events, and J. Smiješna, a specialist in intercultural communication.

#### To what extent do the target groups of equestrian events differ between Germany and the Netherlands?

The survey has yielded the following results to answer the first partial question. They are visualized in diagrams; the blue bars stand for the answers of the Dutch and the orange ones for those of the Germans. In order to obtain a comparable result, the values are given in percent.

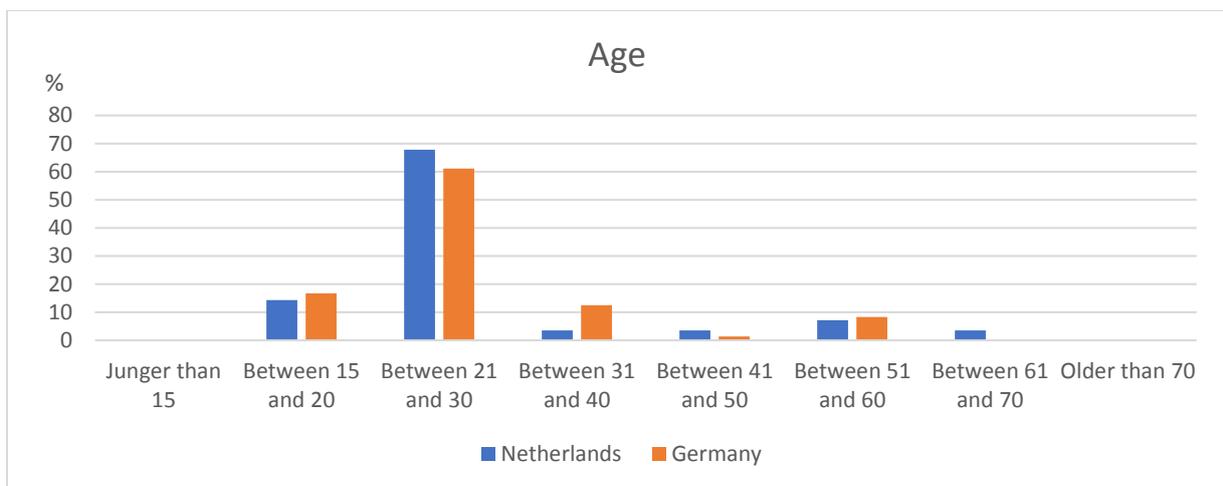


Diagram 1 Age of the respondents

Diagram 1 “Age of the respondents” compares the individual age groups, Germany and the Netherlands. Most of the respondents are between 21 and 30 years old. It also shows that the percentages of the different age groups have the same tendencies in both nation.

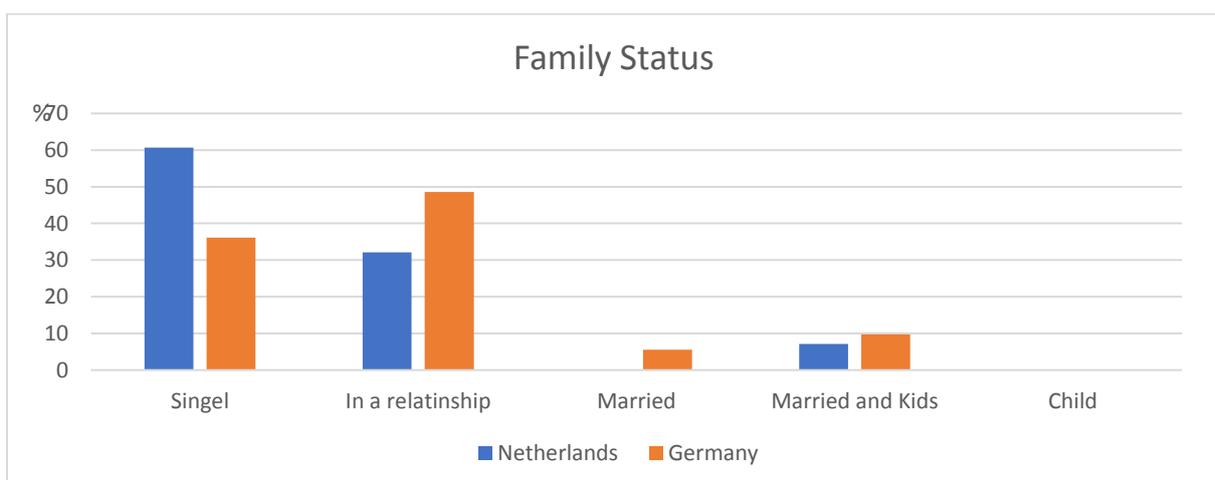


Diagram 2 Family Status of the respondents

The family status of the respondents is visualized in diagram 2 “Family Status of the respondents”. Almost twice as many test persons from the Netherlands are single than those from Germany. Whereas almost half of the German test persons are in a relationship, among the Dutch this group makes up about a third of the test persons.

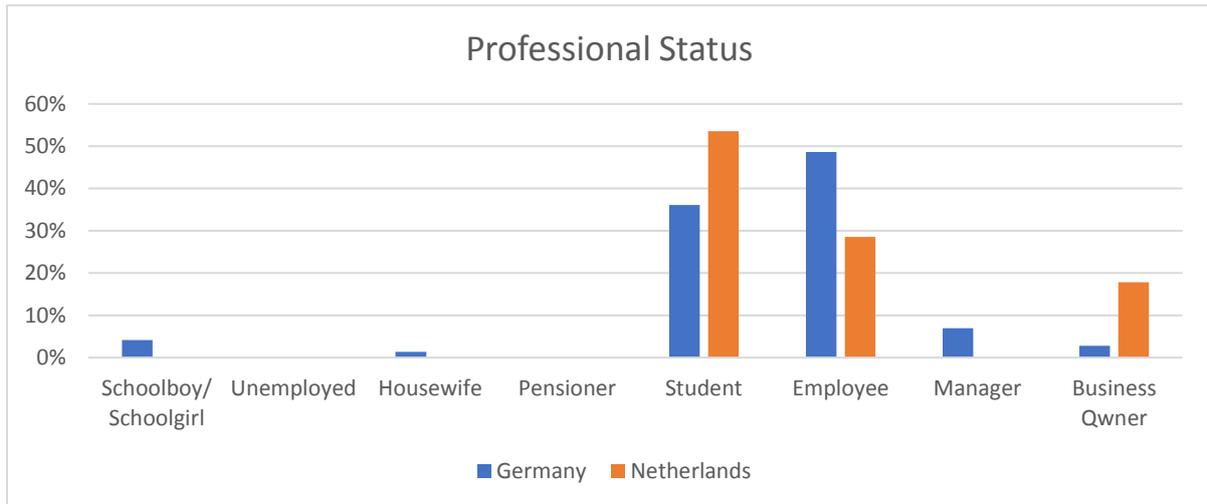


Diagram 3 Professional Status of the respondents

The professional status of the respondents is shown in diagram 3 “Professional Status of the respondents”. It shows that most visitors are students or employees, with the proportion of students in Germany being significantly higher than in the Netherlands. In addition, the Dutch have a significantly higher proportion of business owners than Germans.

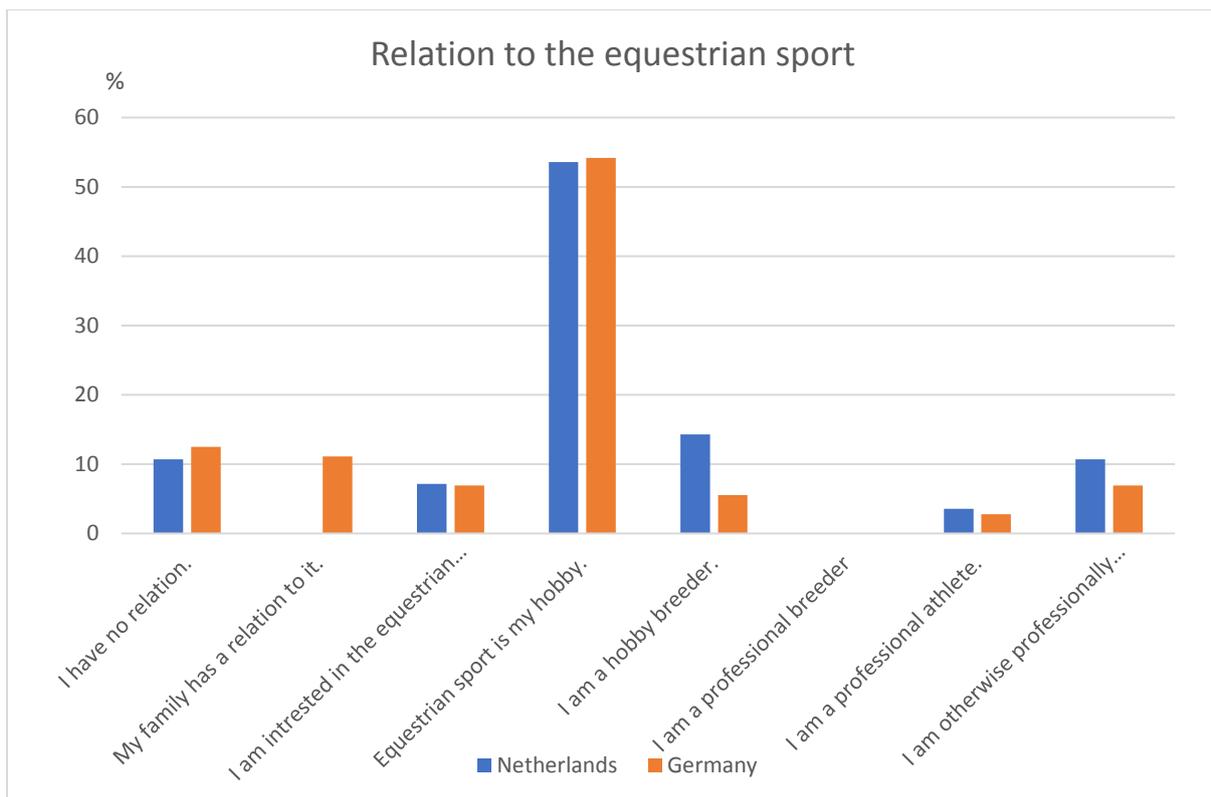


Diagram 4 Relation to the equestrian sport of the respondents

This diagram 4 “Relation to the equestrian sport of the respondents” shows the relationship between the test persons and equestrian sports. This diagram also shows that the test persons of the countries are very similar. Most of the respondents have equestrian sports as their hobby. However, it can also be seen that the Dutch have more test subjects than the Germans, who have a stronger relationship to sport than their hobby.

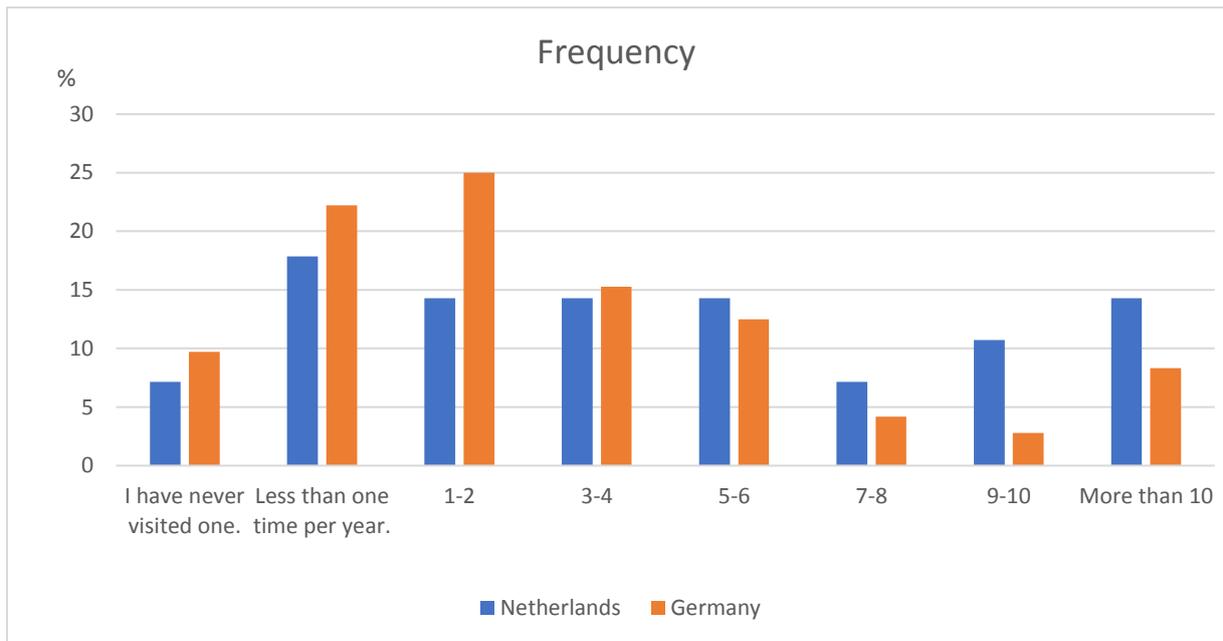


Diagram 5 Frequency of visits of the respondents

Diagram 5 “Frequency of visits of the respondents” visualizes the number of times the test persons go to an equestrian event each year. Here a clearly different tendency is to be seen between the nations. The proportion of German respondents is higher than that of the Netherlands up to a maximum of 4 events per year. In comparison, significantly more Dutch people attend an event more often than Germans.

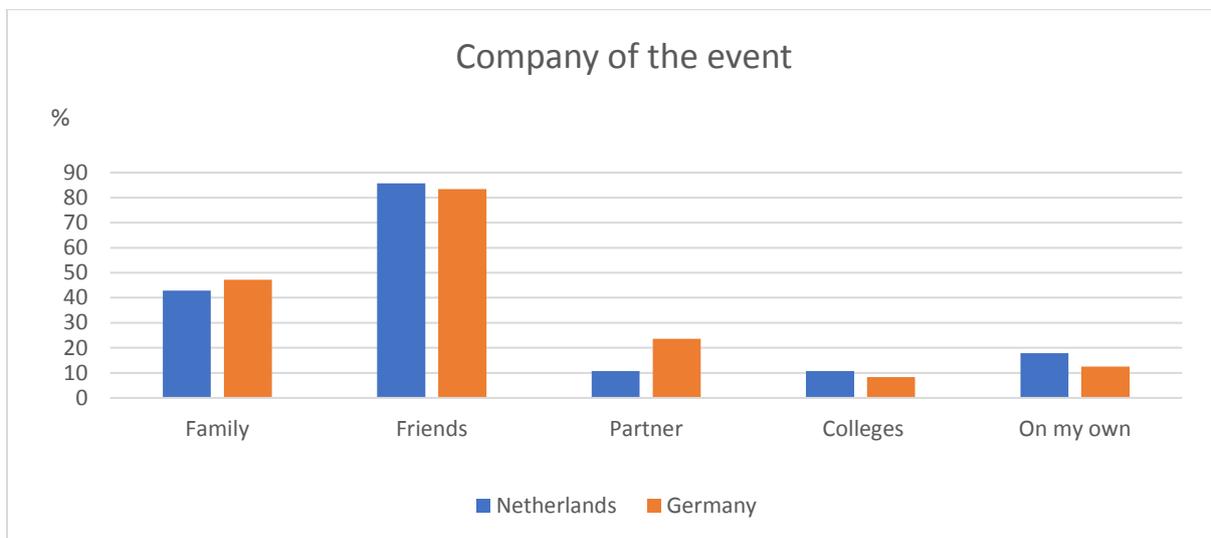


Diagram 6 Company of the event of the respondents

The accompaniment chosen by the test persons for an equestrian event is shown in diagram 6 “Company of the event of the respondents”. Here, it is clear to see that the nations are similar, most go to the events with friends, followed by the families. However, twice as many German test persons as Dutch test persons choose their partner to accompany them. A multiple answer was possible at this question.

A correlation analyses has resulted in the following table 4 “Correlation of the Frequency “.

	Frequency/ FamilyStatus	Frequency/ Age	Frequency/ Professional Status	Frequency/ Equestrian	Relation
DUTCH	0,117573333	0,399453271	0,266124626		0,518871202
GERMANY	-0,095633082	-0,062204951	-0,121867814		0,345772162

Table 4 Correlation of the Frequency

The values show that there is only one significant relation. Only the relationship between the frequency of visits per year and the relationship to equestrian sports in the Netherlands shows a significant correlation.

In addition to the survey, the interview with the equestrian marketing expert produced further results regarding this sub question. The expert A. Surholt named the target group of equestrian events as mainly female and was aged between 25 and 34. It can mainly be divided into two groups, the families with children or young women who are in horse madness and go with their friends. The average distance visitors are willing to drive would be about 170 km. In addition, the target group is interested in horses, but this is not the same as the interest in sports, a much smaller relationship with the animals is enough to fall into the target group.

## Which elements of the equestrian event are particularly attractive to the target groups?

The survey provided insights into the importance of the various elements of an equestrian event.

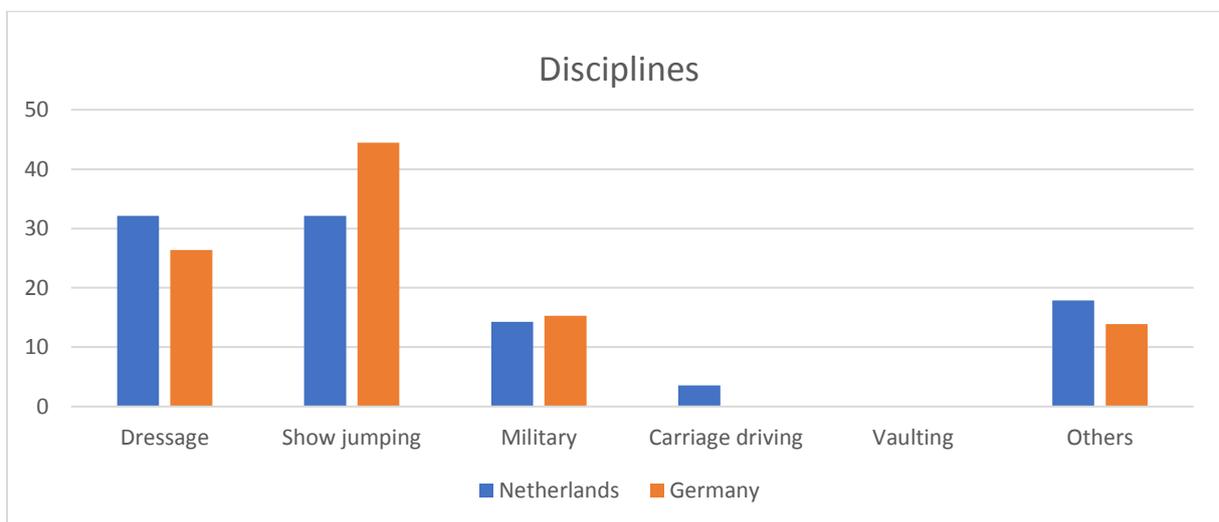


Diagram 7 Disciplines

This diagram 7 “Disciplines” shows how popular which disciplines are for watching by the two nations, the blue bars stand for the Netherlands and the orange ones for Germany. In Germany the undisputed discipline of the respondents is show jumping. In the Netherlands the disciplines dressage and jumping are equal.

DE Disciplines/ Frequency	1	2	3	4	5	6	7	8	Total
Dressage	2	3	7	2				5	19
Showjumping	3	9	7	5	4	1	1	1	31
Military	1	1	2	4	2	1			11
Others	1	3	2		2	1	1		10
<b>Total</b>	<b>7</b>	<b>16</b>	<b>18</b>	<b>11</b>	<b>8</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>71</b>

NL Disciplines/ Frequency	1	2	3	4	5	6	7	8	Total
Dressage		2	1	2	2		1	1	9
Showjumping	1	1	1	1	1		1	3	9
Military	1		2			1			4
Carrage driving						1			1
Others		2		1	1		1		5
<b>Total</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>28</b>

Table 5 Disciplines and Frequency

Tables 5 “Disciplines and Frequency” indicates by discipline how often the probands go to a riding event each year. With these table it is important to compare the colors and not the values, because more German than Dutch people filled out the survey. The color, however, indicates in comparison that Germans who like to watch dressage tend to go to an event several times a year, whereas the focus in jumping is on lower numbers per year. In the Netherlands, this is rather the other way around.

The following tables, table 6 “Importance of Elements” and table 7 “Importance of motivation elements”, show how important certain elements are to the respective nations. The 1 is standings for a low importance and the 5 for a high importance. The values given are average values of all interviewees of a nation, the color marking indicates whether it is a rather low or high value compared to the other values. Red stands for a lower number and green for a higher number.

Nationality	Sport	Special Competition	Exhibition	Shows
Dutch	3,57	2,89	3,21	3,36
German	3,24	3,01	3,06	3,31
Nationality	Parties	Networking Opportunities	F&B	Kids programm
Dutch	2,61	3,39	2,96	1,64
German	2,76	2,78	3,1	2,14

Table 6 Importance of Elements

Table 6 “Importance of Elements” describes which elements of the event are particularly important and motivating for the visitors. In the Netherlands, for example, the values for sport, show and networking opportunities are the highest and an extra program for children has the lowest value. The Germans set their priorities somewhat differently, with them the value of the show is highest, followed by the sport and the offer of gastronomy, but also to them the value is lowest with a children's program.

Nationality	Geographic	Relevance	Joining Friends	Business Opportunities	Event Experience
Dutch	3,43	3,25	3,79	2,89	3,82
German	3,35	2,9	3,72	2,33	3,42

Table 7 Importance of motivation elements

Table 7 “Importance of motivation elements” shows how important geographical proximity to events and international relevance are to you. In addition, it describes the motivation of the test persons to go to a riding event, how important it is for them to accompany their friends or family, or to use the business opportunities arising at the event or to experience the tournament as a whole event. For both nations the value is very high, the importance of accompanying their friends or family, for the Germans it is the highest value. The Dutch have the highest score in experiencing the whole event. Both nations have the lowest value for business opportunities, whereby the value in Germany is lower than in the Netherlands.

The interview with the equestrian marketing expert A. Surholt provided additional information that contributed to answering the second question. She mentions the presence of celebrities from the equestrian industry as important factors that make an equestrian sports event attractive for visitors; above all, celebrities attract top athletes to an event. There are also important sporting highlights, such as organizing a stage of the Global Champions Tour that attracts the public. In addition to sports, the supporting program and the creation of an equestrian festival have become increasingly important in recent years. Today, an event without shows, exhibitions and gastronomy are no longer suitable as a concept for a broad target group. If you only want to address a selected and targeted target group who are only interested in the sport, this might still be possible.

The second interview with the international communications expert J. Smiješna adds that Germans were reluctant to go where they were not yet, a way to counteract this could be to describe an exact description of how to get there or to organize a transfer. This is especially true if you are travelling beyond your country's borders.

## How do the Germans and the Dutch use and value different communication channels and techniques?

The survey provided insights into the use of media and the importance of different factors of the marketing communication. The following charts show how important certain elements are to the respective nations. The 1 stands for a low importance and the 5 for a high importance. The values given are average values of all interviewees of a nation, the color marking indicates whether it is a rather low or high value compared to the other values. Red stands for a lower number and green for a higher number.

Nationality	Facebook	Instagram	Twitter	YouTube	Television	Radio
Dutch	4,29	3,57	1,21	2,86	3,11	2,86
German	3,63	3,54	1,19	2,83	2,88	2,82

Table 8 Communication channels

The table 8 “Communication channels” shows how intensively the different media are used by the nations. Both nations have high scores for the social media Facebook and Instagram, with the Dutch achieving even higher scores for Facebook. Both nations use Twitter the least by far.

Nationality	Clear Statement of the Highlight	Program	Pictures	Videos
Dutch	3,79	3,93	4,07	3,71
German	3,43	3,71	3,75	3,4

Table 9 Communication factors

Table 9 “Communication factors” indicates the importance of the different factors of communication. The first factor indicates how important it is for the test persons to communicate a clear statement of the highlight of the event. The second column indicates the importance of communicating the entire program. Subsequently, the importance of the use of pictures and photos by the subjects is evaluated. Both nations have the highest value in the same order in photos, followed by a complete program and a clear statement of the highlight. Both have the lowest value in the use of videos, but all values of the Dutch are higher than those of the Germans.

The interview with international communications expert J. Smiješna brought the following results. A decisive difference between German and Dutch culture is that Germany is a masculine and the Netherlands a feminine culture. The Germans always want to be the best in everything, and the Dutch want something good for everyone. In Germany, for example, the participation of a top athlete in a riding event is attractive because he is one of the best. In comparison, it is more effective in the Netherlands to relate the status of a top athlete to the possibility that the general public can learn from them.

Moreover, the factor of diversity is very significant in the marketing communication strategy with the different cultures. Everyone should feel welcome in the Netherlands and this must be communicated. For this also very well extreme are suitable, like for example a gay couple. The diversity in communication should even attract more attention than the actual product. In Germany, however, the use of this technology should be more cautious.

In order to reach the communication target group of the families, it would also be advantageous to consider the cultures here. In Germany, the traditional family image of father, mother and child is still the most appealing in marketing communication. In comparison, a more modern family image in the Netherlands, such as a patchwork family, a family with two mothers/fathers or families with different skin colors, would be more appropriate. In the advertisement of a fashion house in Germany, for example, a girl is depicted in a play kitchen and a young one in the Netherlands.

Another technique that is perceived differently by both cultures is humor. Germans tend no longer to take the product seriously if humor is used as a marketing technique. Whereas this method is popular with the Dutch.

As campaigns for young families, the expert proposes a Facebook campaign for both nations, which is also aimed specifically at this target group. Also, an Instagram campaign should be launched to appeal to the younger generation. These should be very powerful and include the method of storytelling. Campaigns should be adapted to the cultures. It should be borne in mind that the Dutch are reluctant to participate actively in the campaigns.

In the expert interview with A. Surrholt she explained that it is important to create a high awareness of the event. For this purpose, his regionally distributed large area posters, as well as the general billposting and distribution of flyers indispensable. They appeal to the target group of horse enthusiasts who are not necessarily interested in the sport itself.

## 4 Discussion

The survey was completed by a total of 100 respondents, 75% of whom were German and 25% Dutch. If we compare this with the equestrian interests of the respective nations, it is a realistic reflection, as there are significantly more equestrian interests in Germany. (KNHS, 2015) (Kommunikation, 2019)

### To what extent do the target groups of equestrian events differ between Germany and the Netherlands?

#### 4.1.1 Demographic factors:

The age of the interviewees is similar in both nations. Since the survey was mainly distributed via the Facebook account of a student, the number of 21-30-years-old seem to be exaggeratedly high. In the interview, the average age of visitors to equestrian events was set at 25-34 years. It can therefore be concluded that the values of the student survey must be corrected downwards for a realistic conclusion. A comparison of family status shows that in the Netherlands the number of singles is significantly higher than the number of visitors who are in a relationship. In Germany it is the other way around. In the interview it became clear that another big target group of equestrian events are families. This is not evident in the survey, which may result from the above-mentioned reason for the distribution of the survey.

#### 4.1.2 Socio-ecological:

The professional status shows that in both countries the target group consists mainly of students and employees. The high number of business owners in the Netherlands can be explained by the fact that there are more self-employed people than in Germany. The target group can be described as well educated, because almost no schoolchildren or unemployed people attended at equestrian events. (KNHS, 2016)

#### 4.1.3 Psychological:

The biggest part of the visitors pursues the equestrian sport as a hobby. In the interview it became clear that besides the hobby sportsmen a second large target group is interested in equestrian sports. However, this is not evident in the results of the survey, which may result of the personal network of the student who distributed the survey. Furthermore, Germans often go to equestrian events, even if they do not pursue equestrian sport as their hobby, which could result in the high amount of horse interested people in the country. (Kommunikation, 2019)

#### 4.1.4 Buying behavior:

The number of times the test persons visit a riding event varies between nations. Compared to the Dutch, the Germans attend equestrian events significantly less frequent per year. For the organizers, this means that in order to attract German visitors they need to stand out from the competition. Most Dutch people visit the events several times a year, which could be explained with the high number of equestrian competitions in the Netherlands or the higher indulgence of their culture . (KNHS, 2016)

## Which elements of the equestrian event are particularly attractive to the target groups?

### 4.1.5 Sport

For both nations, sport is an important part of the event, but the disciplines that are preferred are different per nation. For the Germans, show jumping is the most popular discipline to watch, so the focus of the marketing communication of an event should be on this discipline. In addition, the show jumping focused visitors are those who rarely go to an event every year, which means the events have to differentiate themselves in their communication. The Dutch love dressage and jumping to the same extent, so both disciplines should best be considered to the same extent in communication. However, here it is the show jumping visitors who visit events at a higher frequency, which means that the events need to stand out from their competitors especially in their communication of dressage sport. For both nations, sporting highlights, such as stages of a well-known tour, are increasingly attracting the public as well as the participation of well-known top athletes. These should then also be addressed in communication in order to present themselves as attractively as possible.

### 4.1.6 Supporting program

Germany:

For the Germans a show is even more attractive than the sporting background of the event, this fact can be used by the organizers (if they have a show) in the communication strategy. In addition, the range of food and drink on offer is important to them and therefore the highlights of gastronomy should be included in the communication. Motivation to attend such an event, which is of enormous importance for the German people, is to spend a day together with family or friends. This atmosphere can be created by a suitable communication strategy. Other aspects that can be neglected in communication are programs for children, business opportunities and international relevance. The interview with the cultural expert states that even if the Germans do not consider the factor of geographical proximity to be decisive, the communication should include a precise description of how to get there, especially abroad. It might also be advantageous to provide visitors with tips for accommodation or other information about the city, so as to take away their respect for travel to places where they are not yet at home.

Netherlands:

In the Netherlands, after sport, the network opportunities are the most important elements for the visitors, this can be promoted in communication, by communicating possible meet and greets or the presence and accessibility of equestrian celebrities. These can be top athletes as well as influencers. The shows are an attractive aspect for the Dutch as well as for the Germans and are therefore suitable to be highlighted in communication. A further highlight for the visitors is the exhibition, which is why it should also be given great attention in marketing communication. As already mentioned with the Germans, it is also important for the Dutch to spend a day with family and friends. But the most important thing for the Dutch is that they experience a whole coherent event, so the communication strategy should address this. This means that some aspects should be highlighted but all should be presented together as one big event with several possibilities. As is the case with the German children's program and business opportunities, they require less attention in communication than the other factors, as they are not considered to be very important in comparison.

## How do the Germans and the Dutch use and value different communication channels and techniques?

### 4.1.7 Channels

In the use of the different channels the two nations are very similar. In both nations the social media platforms Facebook and Instagram are recommended. As the expert added, however, the campaigns from these media should be aimed at different target groups. I would prefer the use of these channels especially in Germany, where both media are used equally. In the Netherlands, due to the high use of Facebook, it is recommended to address the entire target group of events there. On Instagram, communication should be directed and adapted to the young, unattached, equestrian generation.

The use of Twitter can be neglected due to the low use in both nations. Since the use of television is only mediocre, this channel may be neglected depending on the budget. In comparison, the radio is used about as often but is much cheaper in cost. In addition, a visual presence of the event should be provided in the region of the event, using traditional media such as flyers or posters.

### 4.1.8 Techniques

Both nations agree that many images should be used in communication, with the help of which it is possible to transmit the desired content at first glance. As the expert stated in the interview, it is especially important to use a powerful image strategy when using Instagram. However, the pictures should differ in the respective nations, in Germany rather conservative pictures should be used. In comparison, the Dutch pay greater attention to diversity which find its origin in the femininity of the culture. (Geert Hofstede, 2010) In order to create an appealing communication, pictures of families with two same-sex parents or a family with different skin tones can be used. In the Instagram campaigns in the Netherlands, attention should also be paid to the diversity of people in the pictures, with the best possible representation of different skin colors, religions and sexes. Like photos, videos have a high importance in the marketing communication strategy, but it takes more time to look at a video than at an image, so videos should be used to support the images. The same principles apply to the videos as to the photos.

It is important for both nations that a complete program of the event is published, but it is possible to make it more attractive by highlighting the respective highlights of the nations (Sub- question 2). The test persons also consider the communication of the highlights of the events to be important; these should be adapted to the preference of the visitors of the nations.

To get as much attention as possible it is important to differentiate, one way is to use humor. In Germany, however, this technique should be considered carefully, as there is a danger that the entire event could be considered dubious. In contrast, the method is very popular with the Dutch and they just find it funny without losing seriousness.

## 5 Conclusion and recommendation

This study crystallizes the differences between German and Dutch cultures that relate to the target groups of equestrian events, the attractiveness of the various elements of equestrian events and the use of communication channels and techniques. Then it is analyzed how these differences affect marketing communication. This allows the marketing communication strategy to be better adapted to the German and Dutch target groups.

### Answer to the sub- questions

#### 5.1.1 To what extent do the target groups of equestrian events differ between Germany and the Netherlands?

The target groups of the nations are very similar, in table 10 “Summary of the target group” both target groups are compared. The differences are that the Dutch target group consists to a large extent of singles. In addition, both nations focus on an educated target group. A difference between the target groups is that more visitors in Germany have no or little relation to equestrian sports. In addition, the frequency of visits per year is less among German visitors.

	Germany	Netherlands
Demographic	20-34 In a relationship, Singles Families	20-34 Singles, in a relationship Families
Socio-ecological	Employees Students	Employees Students Business owner
Psychological	Equestrian sport interested Equestrian sport as hobby Low level of relation → more visitors than NL	Equestrian sport interested Equestrian sport as hobby Higher level of relation → more visitors than DE
Buying behavior	Visit less events a year	Visit more events a Year

Table 10 Summary of the target groups

#### 5.1.2 Which elements of the equestrian event are particularly attractive to the target groups?

The differences in the highlight setting of the target groups clearly differ by nation. The table 11 “Summary of the important element” briefly summarizes the ranking of the importance of the individual elements.

For Germans it is important to spend a day together with their loved ones, but for them show, sport and gastronomy are the most attractive elements. From a sporting point of view, the most popular discipline among German visitors is show jumping, followed by dressage and military. Germans do not like to travel to unknown places, which is a decisive factor in the decision-making process of whether one wants to visit an event or not.

The Dutch want to experience the whole event at one equestrian event, which is a decisive factor for the satisfaction level of the visitors, besides they also want to spend time with their family and friends like the Germans. The most important element for the Dutch is the sport itself, with show jumping and dressage as the most popular disciplines. In addition, the possibility of network opportunities, the show and the exhibition are among the attractive elements.

	Germany	Netherlands
Disciplines	Show jumping	Dressage & Showjumping
Highlights	Show, Sport, F&B,	Sport, Network opportunities, Show, Exhibition
Motivation	Time with Friends and Families	Event experience, Time with Friends and Families

Table 11 Summary of the important Elements

### 5.1.3 How do the Germans and the Dutch use and value different communication channels and techniques?

The two nations are very similar in the use of the channels. Facebook and Instagram are the most frequently used media, although the Dutch use Facebook even more often. The media radio and television are also still frequently used media. In regional marketing, print media such as posters and flyers are still important in order to always be visually present. Twitter is used by both target groups only rarely.

The use of images is indispensable for communication and is regarded as very important by both nations. In addition to the photos, videos are also popular in both nations, but not as highly rated as the photos. In the choice of the picture material it is important to consider the differences of the different cultures, for the Dutch the diversity in the representation of the target group is very important, whereas the Germans feel more comfortable with the use of traditional pictures.

It is important for both nations that a complete program of the event is published, but it is possible to make it more attractive by highlighting the respective highlights of the nations. The test persons also consider the communication of the highlights of the events to be important; these should be adapted to the preference of the visitors of the nations.

### Answer to the main question

#### **How can the impact of marketing communications be increased for international equestrian events with a major Dutch and German target group by considering cultural influences?**

Taking into account the cultures of the two nations, a more appropriate marketing communication strategy per nation can be established. The differences of the target groups of both nations are so minimal that these are not taken into account in the adaptation of communication. In contrast, the different priorities of the nation's elements have a great influence on communication. The focus of the content communication should be adapted to the respective highlights of the nation. Moreover, the cultures are very different in terms of reflecting the target group, while the Germans prefer a traditional version, the Dutch attach great importance to diversity. This has a very large influence on communication, since the almost same target groups feel addressed by different representations. In the use of the communication channels the nations are similar, only the Dutch use Facebook more often, which is why it should be used even more in comparison to Germans. The use of humor in communication is very popular with the Dutch, in contrast the Germans will tend to doubt the seriousness of the event/product if humor is used.

## Recommendation

The marketing departments of the equestrian events should adapt their communication to the respective cultures of the German and Dutch nations. A recommendation is given on how to communicate with the target groups of the nations. The recommendations for the communication are to be adapted individually for different events and are to be focused on the short term. Since the globalization is not ended and the cultures are developing just at the present time more and more new investigations must be carried out in the long term to be on the current state.

### 5.1.4 Communication with the German target group:

In order to appeal to the German target group, the shows that take place during the event should be placed at the center of communication. Furthermore, from a sporting point of view, the sporting highlights (tour stages) of show jumping should be clearly recognizable at first glance. The presence of the equestrian celebrities can also be used to attract the target group. In addition to these two elements of the event, the culinary offer has to be staged. Many pictures should be used to reach the target group, they should convey the atmosphere that the visitors will enjoy the event together with their friends and families. The persons and families depicted in the photos should be depicted in a traditional way. This means father, mother, child as a family, whereby the child can best be a girl, since riding is considered a girl's sport. Humor should only be used in a well-thought-out manner, otherwise there is a danger that the event will not be taken seriously. Facebook and Instagram should be used as communication channels, while communication on Facebook is more suitable for young families and Instagram for groups of friends. In addition to social media, it is advisable to use radio and television as channels, depending on the budget. Flyers, posters and billboards should be used in the regional area, so that a broad target group is addressed, and the event remains in people's minds. Since Germans do not like to travel to the unknown, the exact route should be communicated, and it can also be advantageous to provide further information about the place, such as hotels or places of interest.

### 5.1.5 Communication with the Dutch target group:

For the Dutch, sport is the most important element of an equestrian event, with dressage and show jumping equally popular. Therefore, both disciplines should be clearly communicated with their sporting highlights (tour stages). The presence of the equestrian celebrities can also be used to attract the target group, especially in combination with an opportunity to learn from them. In addition, it is important for the Dutch to have network opportunities, this should also be considered in communication, for example Meet and Greets. As with the German, the show is an attractive element of the event and should be staged in the communication. The exhibition is also perceived as important, this can be used by clearly communicating the shopping opportunities to the target group. In addition, the event should be presented as a whole, with many different elements that form an overall event, as it is important to the Dutch to experience the overall package of the event. As in the communication with the Germans, many pictures should be used to reach the target group. In addition to the components already mentioned, they should convey the atmosphere that the visitors will enjoy the event together with their friends and families. In contrast to Germany, the persons and families depicted in the photos should be depicted with a focus on diversity. This can be represented with the family picture of same-sex parents, with families or groups of friends with different skin colors or religions. In addition, as a child, in communication with the Dutch, a boy is more appropriate, as they feel that this is an extra appeal and the girls are more enthusiastic about horses anyway. Humor can be a good technique to stand out from the competition without the danger that the event is no longer perceived as serious. The use of the communication channels is the same as with Germans. Only the communication on Facebook should be addressed to young families and groups of friends.

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# Appendix

## Survey

- 1) What is your nationality?
  - a) Dutch
  - b) German
  - c) Other
  
- 2) What gender are you?
  - a) Male
  - b) Female
  
- 3) How old are you?
  - a) Younger than 15
  - b) Between 15 and 20
  - c) Between 20 and 30
  - d) Between 30 and 40
  - e) Between 40 and 50
  - f) Between 50 and 60
  - g) Between 60 and 70
  - h) Older than 70
  
- 4) What is your family status?
  - a) Single
  - b) In a relationship
  - c) Married
  - d) Married and kids
  
- 5) What is your professional status?
  - a) Employee
  - b) Manager
  - c) Business Owner
  - d) Housewife
  - e) Unemployed
  - f) Pensioner
  - g) Student
  - h) Schoolboy/ Schoolgirl
  
- 6) How often are you going to equestrian sport event per year?
  - a) I have never visited one.
  - b) Less than one time per year.
  - c) 1
  - d) 2
  - e) 3-4
  - f) 5-6
  - g) 6-7
  - h) 7-8

- i) 8-9
  - j) More than 10
- 7) What is your relation to the equestrian sport?
- a) I have no relation
  - b) My family has a relation to it.
  - c) Equestrian sport is my hobby.
  - d) I am a hobby breeder.
  - e) I am a professional breeder.
  - f) I am a professional athlete.
  - g) I am otherwise professionally involved in the sector.
- 8) With whom are you going to equestrian sport festival?
- a) Family
  - b) Friends
  - c) Partner
  - d) Colleges
  - e) On my own
- 9) Which disciplines do you prefer to watch?
- a) Dressage
  - b) Show Jumping
  - c) Military
  - d) Carriage driving
  - e) Vaulting
- 10) On a scale from 1 being very low to 5 being very high, please rate how strong you consider the following arguments to join an event.
- a) (International) relevance of the tournament
  - b) Geographic proximity
  - c) Family and friends joining
  - d) Business opportunities
  - e) Event experience
- 11) On a scale from 1 being very low to 5 being very high, please rate how important you find the following event elements of the event experience:
- a) Regular sport tournaments
  - b) Special competition (e.g. riders biathlon at Horses & Dreams)
  - c) Exhibitions
  - d) Shows
  - e) Parties
  - f) Networking opportunities
  - g) Food & Beverages
  - h) Special program for the kids
- 12) On a scale from 1 being never and 5 being very often, please rate how often do you use the following media:
- a) Facebook
  - b) Instagram
  - c) Twitter
  - d) YouTube

- e) Television
- f) Radio

13) How do you hear about equestrian events you visit?

- a) Flyers
- b) Posters/ Billboards
- c) Conversations with others
- d) Facebook
- e) Instagram
- f) Twitter
- g) YouTube
- h) Television
- i) Radio

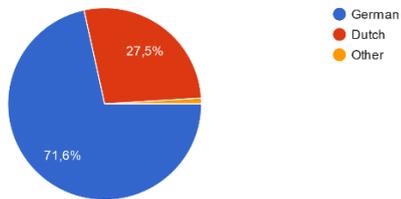
14) On a scale from 1 being not at all and 5 being very much, please rate how much you value the following aspects of communication about the events:

- a) Clear statement of highlights
- b) Complete overview of program
- c) Pictures
- d) Videos

# Survey results

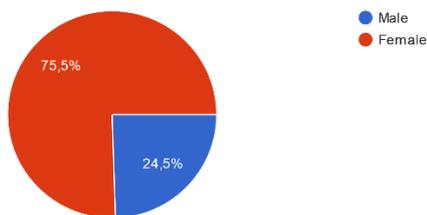
## What is your nationality?

102 Antworten



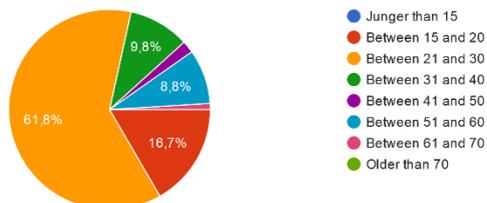
## What gender are you

102 Antworten



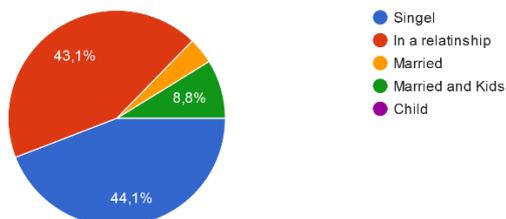
## How old are you ?

102 Antworten



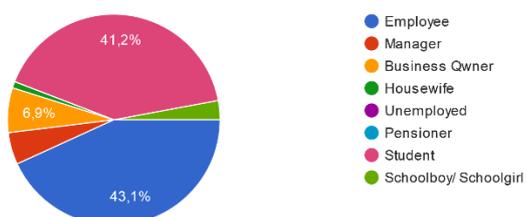
## What is your family status

102 Antworten



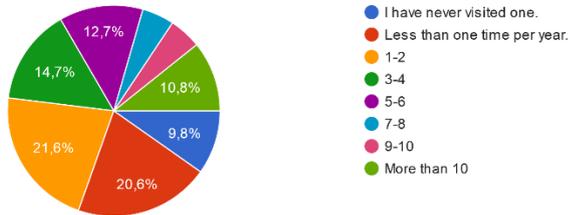
## What is your professional status?

102 Antworten



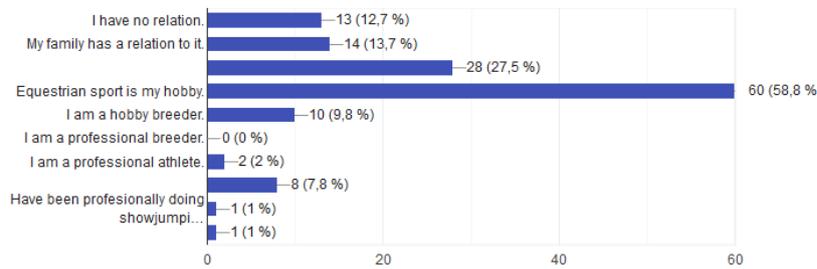
## How often are you going to equestrian sport events per year?

102 Antworten



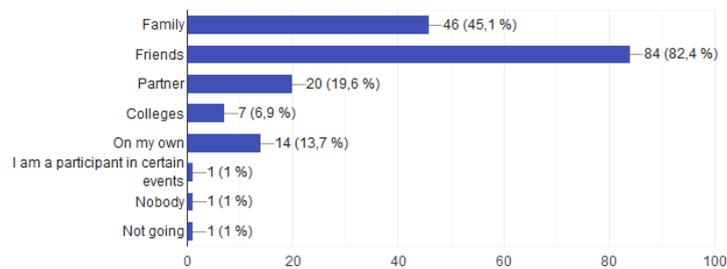
## What is your relation to the equestrian sport?

102 Antworten



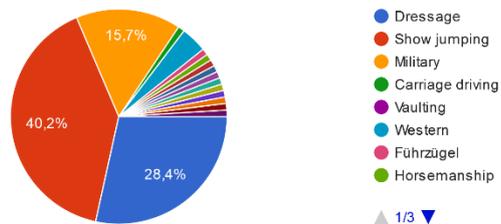
## With whom are you going to equestrian sport events?

102 Antworten



## Which disciplines do you prefer to watch?

102 Antworten

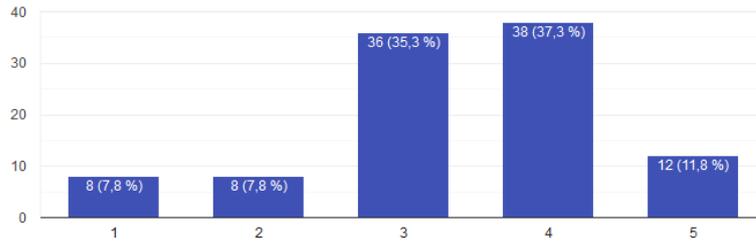


- Dressage
- Show jumping
- Military
- Carriage driving
- Vaulting
- Western
- Führzügel
- Horsemanship

▲ 1/3 ▼

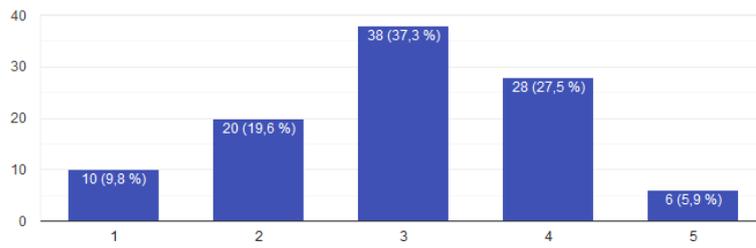
### Geographic proximity

102 Antworten



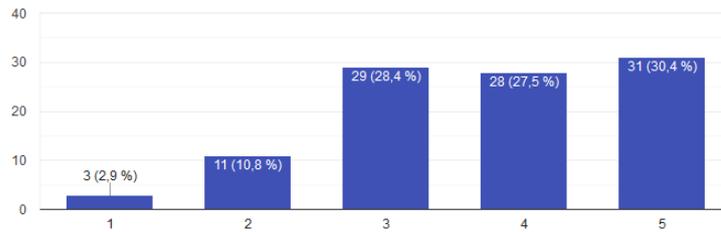
### (International) relevance of the tournament

102 Antworten



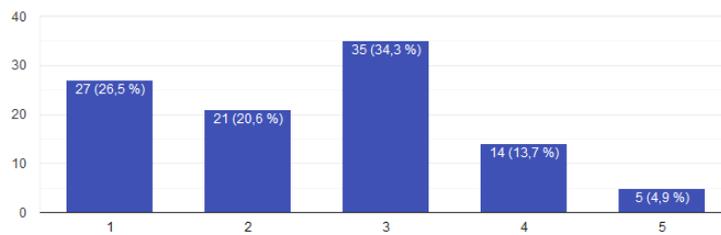
### Family and friends joining

102 Antworten



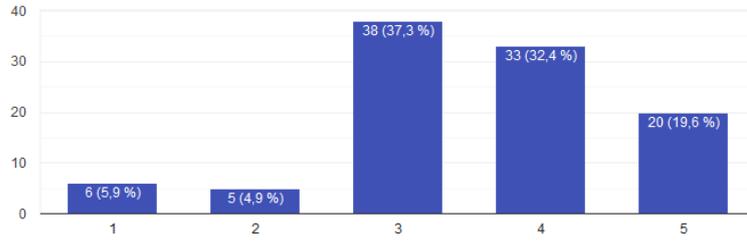
### Business opportunities

102 Antworten



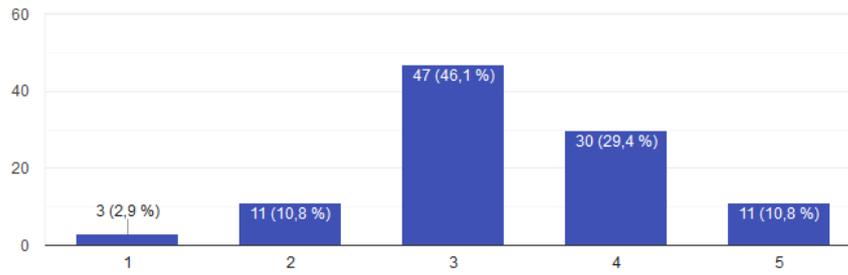
### Event experience

102 Antworten



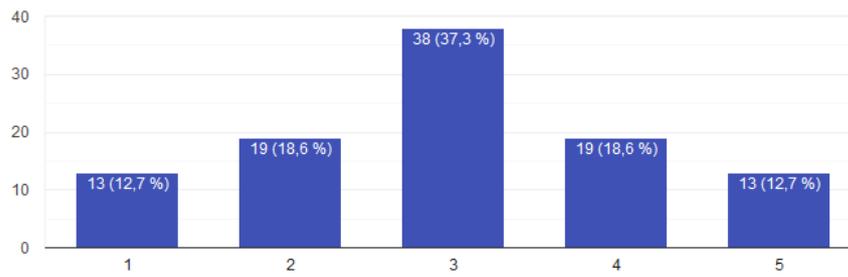
### Regular sport tournaments

102 Antworten



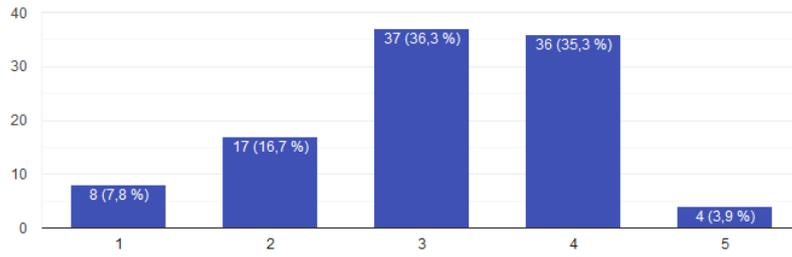
### Special competition (e.g. riders biathlon at Horses & Dreams)

102 Antworten



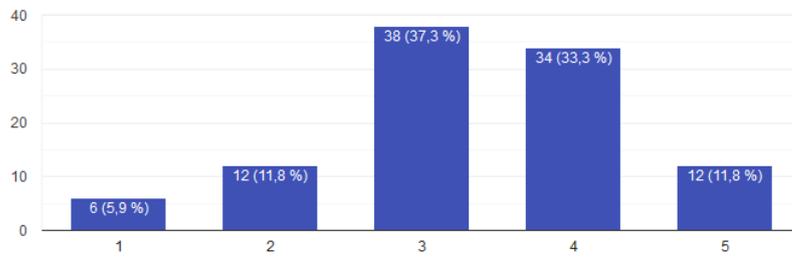
## Exhibitions

102 Antworten



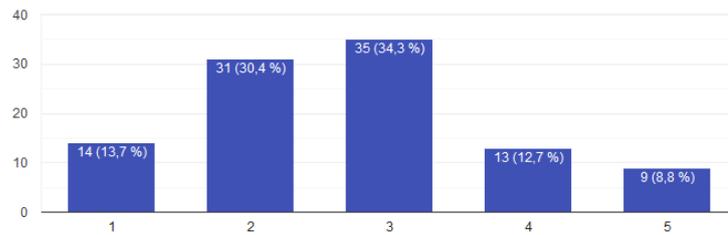
## Shows

102 Antworten



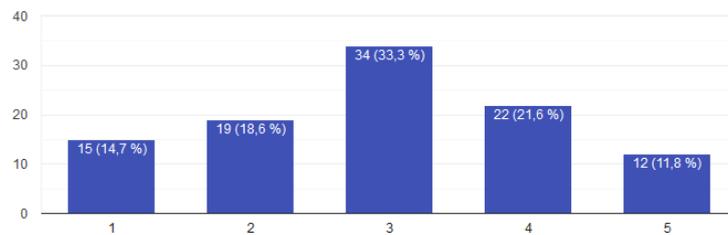
## Parties

102 Antworten



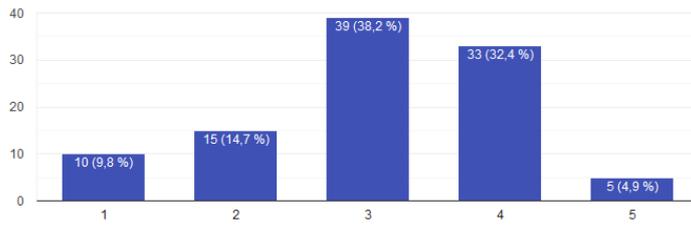
## Networking opportunities

102 Antworten



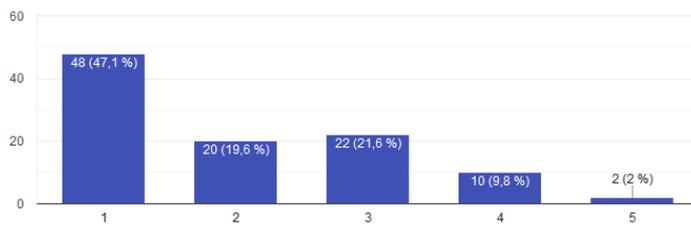
## Food & Beverages

102 Antworten



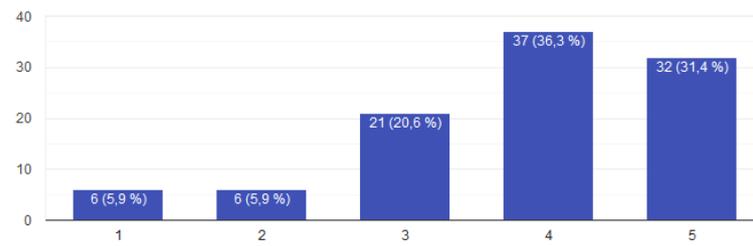
## Special program for the kids

102 Antworten



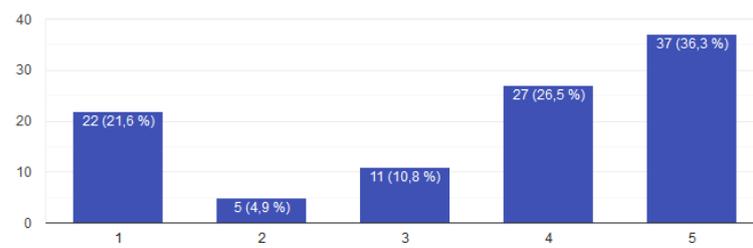
## Facebook

102 Antworten



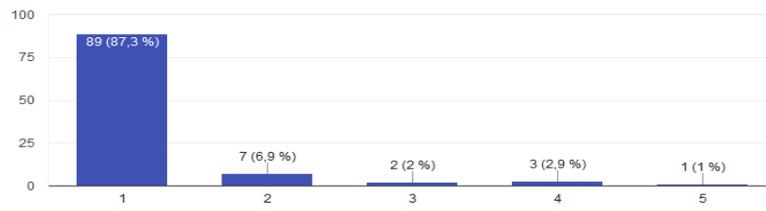
## Instagram

102 Antworten



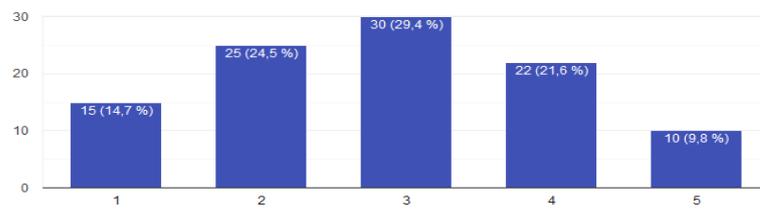
## Twitter

102 Antworten



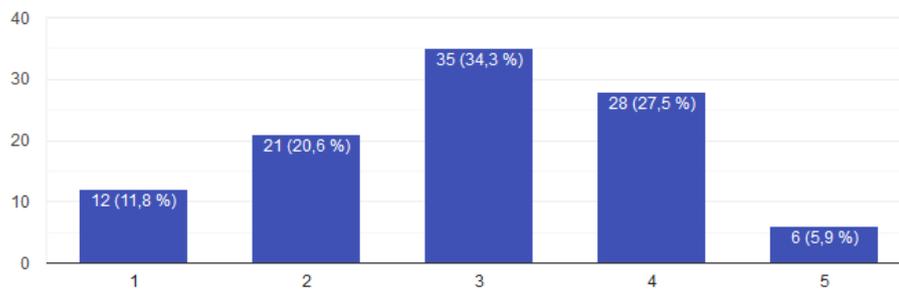
## YouTube

102 Antworten



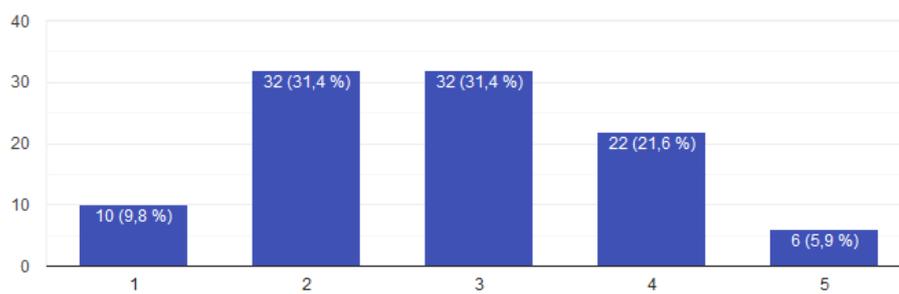
## Television

102 Antworten



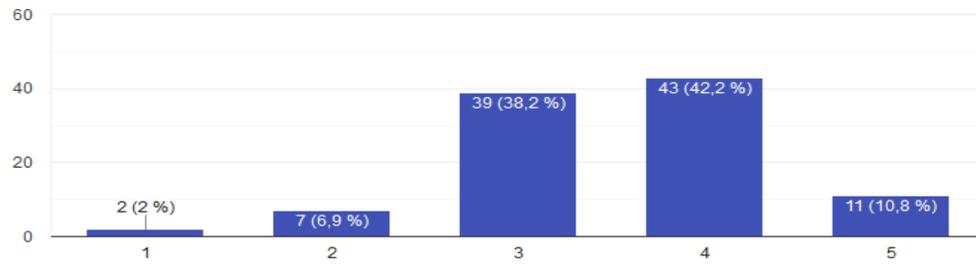
## Radio

102 Antworten



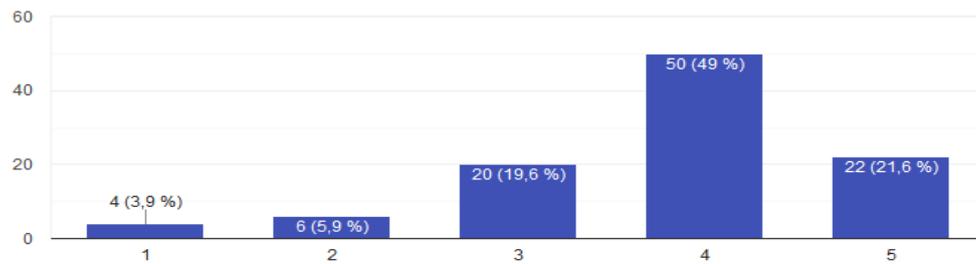
## Clear statement of highlights

102 Antworten



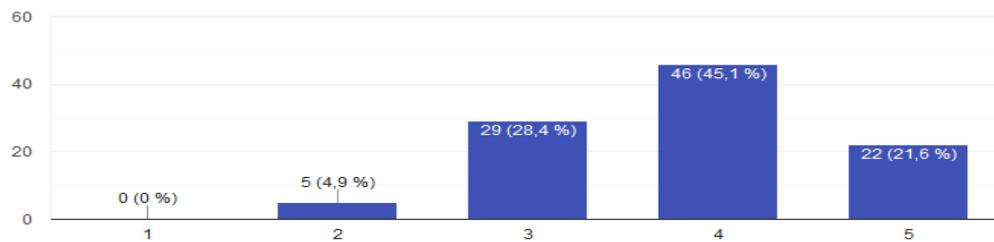
## Complete overview of program

102 Antworten



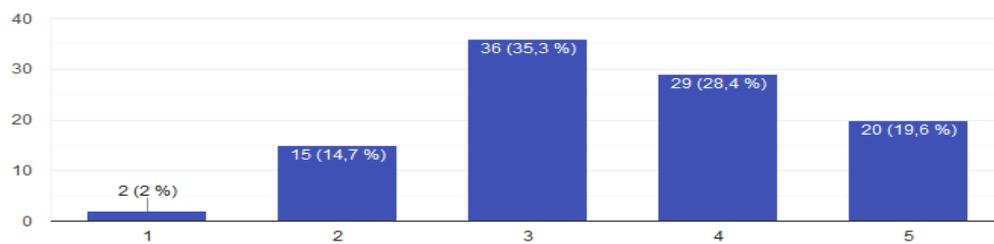
## Pictures

102 Antworten



## Videos

102 Antworten



## Interviews

### Interview with the International Communications Expert July Smiješna

**1. What are the biggest cultural differences between Germany and the Netherlands?**

The Netherlands is a feminine and Germany a masculine culture. Germans always want to be the best and achieve the best, whereas the Dutch want the good for everyone.

In addition, the Dutch are more fixated on relationships and demand a high degree of diversity.

**2. What are the decisive factors of the cultures that influence marketing communication strategies?**

The most important difference is that diversity is very important in the Netherlands, everyone should feel welcome. For these, blatant examples can be used. In Germany, however, this should be handled more cautiously.

**3. What do you mean by blatant examples?**

In the Netherlands you can well represent a family that has two mothers or fathers as parents. In Germany, the conservative model of mother, father and child remains. One example is the advertising of a fashion house, where in the Netherlands a young boy plays in the play kitchen and in Germany a girl plays in the same image.

**4. What differences do you see in the use of techniques?**

A very big difference is the inclusion of humor in the communication, the Germans feel the product very quickly as frivolous while the Dutch simply perceive it as funny.

**5. Which channels would you use for the respective nation?**

I would use the same Facebook for young families and Instagram for the young audience. It is crucial that many images are used and that they are adapted to the diversity in the Netherlands. Use pictures that show dark women, women with headscarves but of course also the typical blonde Dutch woman.

**6. Can you give me one more tip?**

Yes, the Germans don't like to travel to places they don't know and this is especially true abroad.

### Interview with equestrian event marketing expert Anna Surholt?

**1. What is the definition of the target group for equestrian events?**

- Most female
- 25- 34 years
- Journey up to 170 km
- Interested in horses
- Families (wife and children)
- Girls/women in horse mania

**2. What is particularly attractive for the audience?**

- Show
- Presence of top riders and celebrities
- Sporting highlights such as stages of a tour

**3. Can an equestrian event still function today without a supporting program?**

Very difficult for the masses. For small, selected groups conceivable, an example is the young horses WM.

**4. Which media should not be renounced beside the online media?**

Large billboards, posters and flyers, they recall the event again and again.