



ASHESI UNIVERSITY COLLEGE

**THE SPONSORSHIP OF JAZZ MUSICAL CONCERTS BY CORPORATE
ORGANIZATIONS IN GHANA:
A CASE OF STANBIC BANK GHANA**

UNDERGRADUATE THESIS

B.Sc. Business Administration

Shasha Dede Naki Adjabeng

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A CASE OF STANBIC BANK GHANA**

By

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University College.

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Science Degree in Business Administration

Supervised by:

Mr Anthony Ebow Spio

April 2017

DECLARATION

Candidate's Declaration

I hereby declare that this thesis is my original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:

Candidate's Name: Shasha Dede Naki Adjabeng

Date:

Supervisor's Declaration

I hereby declare that the preparation and presentation of this thesis was supervised in accordance with the guidelines on supervision of theses established by Ashesi University College

Supervisor's Signature:

Supervisor's Name: Anthony Ebow Spio

Date...

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ABSTRACT

Sponsorship of musical concerts by corporate organisations has over the years become a common practise used to communicate to a specific target group. This approach has helped corporate organisations present themselves to more clients and improve the perception held of the brand. Ghana has over the years experienced this practise of sponsoring musical concerts growing among its organisations. One of such sponsorships that sparked an interest was Stanbic Bank's sponsorship of Jazz Musical concerts. The aim of this study is to understand why corporate organisations in the country are sponsoring Jazz musical concerts, further to find out what motivates the attendees of such concerts to do so. The data for the study was obtained through in-depth interviews and questionnaires.

The results from the study revealed that the major reason for sponsoring jazz musical concerts was because jazz was is attractive avenue which appeals and attracts the elite in the society. As such, sponsoring such events helps the organisations to improve their image and build a perception of the barnd among the elite. Also, people are motivated to attend jazz musical concerts because they enjoy jazz music and the relaxed atmosphere that accompanies the music. Recommendations for the study include an increase in the advertisement of jazz concerts or bars through newspapers, magazines, and social media.

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CHAPTER 1

INTRODUCTION

Background

The tradition of corporate organizations sponsoring musical concerts has been embraced by industries in the world as a major technique to communicate with a target group. According to a report published by the Independent Evaluation Group, IEG sponsorship spending has grown remarkably in recent years. In 2011 companies all over the world spent about \$48.6 billion on sponsorship. As at 2015, figures showed that this had steadily increased to an estimated \$57.5 billion globally (IEG, 2015). These figures proved that sponsorship is one tool that was helping companies present themselves to their clients. Commercial sponsorship represents one of the most rapidly growing sectors of marketing communication activity (Amoako, Dartey-Baah, Dzogbenuku, & Kwesie Junior, 2012).

Sponsorship is often a more efficient form of marketing communication because it helps appeal to their market which in turn shapes their buying attitudes and helps generate a positive reaction. Coca Cola, for example is always looking to generate a positive influence of their products in the minds of their consumers and as such regularly supports events they feel can influence consumer opinions (Amoako, Dartey-Baah, Dzogbenuku, & Kwesie Junior, 2012).

In the middle of the 1990s, the major transnational companies in Ghana's developing private sector, began to act as sponsors for various kinds of entertainment events. With most of such sponsorships coming from multinational companies such as Coca Cola, Unilever, Western Union and more (Thalén, 2011).

Sponsorships in Ghana since then, has taken a new shift, most corporate institutions in the country are engaging in more sponsorship activities as a means of achieving

organizational corporate and marketing goals (Amoako, Dartey-Baah, Dzogbenuku, & Kwesie Junior, 2012).

More and more corporate organizations are presenting themselves to their target groups through the sponsorship of musical concerts. Music festivals are an important and developing arena for sponsorship by major brands. It is an important revenue stream for music festivals, and, from the brand manager's perspective, the sponsorship of music festivals provides opportunities for targeted communication to the relatively homogenous festival audience comprised primarily of young people (Oakes, 2003).

Within Ghana's corporate network, it is evident that organizations that have adapted to use musical sponsorship to market themselves and their products and services, often by sponsoring events that attract the masses. Most musical concerts organised in the country are seen to attract the masses of attendees. We can make mention of a number of such musical concerts organised in the country that attract hundreds of people; for instance, the S Concert organised by Starr FM, in sponsorship with Kasapreko was said to attract a crowd of about 50,000 people (GhanaWeb, 2016). One may also consider the annual Vodafone Music Award Show, sponsored by telecommunication giant Vodafone, to honour the country's musicians and other people in the music industry who have released works that have generated the most public excitement within the year (Charterhouse, 2016.). We can make mention of shows organised by the legendary hi-life musicians, the Kojo Antwi and Daddy Lumba concerts as such events that attract the masses. Music festivals are popular events with the masses of young adults (Rowley & Williams, 2008).

Regarding this growing culture of sponsoring musical concerts by corporate organizations in Ghana, we observe that among the organizations in the country, one bank has taken a turn in a rather unique direction. This is the case of Stanbic Bank Ghana's sponsorship of jazz musical concerts. Though they are different forms of musical concerts organized in the country, Jazz is one that does not usually attract a crowd (Stanbic Bank Ghana, 2016). From the Stanbic Ghana Jazz Festival/Bob James Live in Accra Brochure (2016), Ken Addy, in an interview reported that the country has an ample jazz community however, these people hardly show up in their numbers like lovers of other music do, and this has created the impression that Ghanaians do not like jazz. With people having this existing idea of Ghanaians not being huge jazz fans, it is unusual to find a corporate organization venture into such spheres, to sponsor a jazz festival (Stanbic Bank Ghana, 2016). This is what this study seeks to investigate.

Problem Statement

Stanbic Bank Ghana, is a subsidiary of South African based financial services group, Standard Bank Group operating in Ghana. It started operations in Ghana about 10 years ago (Stanbic Bank Ghana, 2017). Stanbic Bank, for the past three years, has been organising a jazz festival in collaboration with other corporate organizations in the country such as Graphic, Vodafone Business Solutions and Joy FM just to mention a few. Stanbic Bank focuses on attracting jazz lovers in the country to this event to enjoy tunes from internationally recognised performers as well as some local artists. This is one move that is rather unique to the growing culture among corporate organizations.

From Rowley & Williams (2008), "*The impact of brand sponsorship of music festivals*", the two concluded that brand sponsorship of music festivals has an impact

on brand recall, awareness and attitude to the brand. The research based on music concerts organised in the UK suggests that the values associated with the sponsoring brands are very positive. Assuring corporate organizations all over the world that promoting your brand through musical concerts, is a step in the right direction in terms of marketing and getting your brand to the target market.

However, this research is limited to the UK and based on music concerts. Literature concerning sponsorship of music concerts in Ghana is barely existent, and even less literature on jazz musical concerts. This study seeks to bridge the gap in the literature available concerning sponsorship of jazz music concerts in Ghana by corporate organization. It is aimed at adding on to the existing literature on sponsorship in Ghana.

Research Objectives

- Investigate why a corporate organization such as a bank would sponsor a jazz musical concert.
- The paper would seek to understand what motivates the attendees of such concerts to patronize these events.

Research Question

- Why are corporate organizations such as banks in Ghana sponsoring jazz musical concerts?
- What motivates the attendees to patronize such events?

Operational Definitions

- Sponsorship:

Sponsorship is considered an economical and alternative tool to gain exposure to a target market which means a direct exposure to public audience by the event that allows to deliver a distinctive message (Tomalieh, 2016).
- Jazz music:

A type of American music developed from ragtime and blues (Merriam-Webster, 2017).

- Corporate Organizations:

Corporate organizations include firms which are governed by a body of people such as a board of directors, elected authorities. (Richardson, 2016)

Research Significance

The importance of this paper is to provide information specific to Ghana, on why corporate organizations such as banks are venturing into sponsoring musical concerts, specifically jazz musical concerts. What is the main idea behind this and what encourages people to attend such events? This study will shed more light on the benefits of sponsoring events that may not be directly related to the activities of a firm. It would also help explain what inspires people to attend and if it affects the firm in any way. Finally, it would add to existing literature on sponsorships in Ghana and also provide insights for corporate organisations that may seek sponsor musical concerts or festivals.

Structure of the Paper

Chapter 1:

- Introduction to paper, states the problem, question, objectives, significance and the methodology of the research.

Chapter 2:

- Literature Review, provides relevant existing information about sponsorship, factors that motivate organizations to use sponsorship as a market communication tool and sponsorship of musical concerts by corporate organizations in Ghana and in the world.

Chapter 3

- Discusses the methods and procedures to be used to come by the information needed for the research

Chapter 4

- This chapter highlights and examines the findings from the data collected.

Chapter 5

- This captures the conclusions of the research and appropriate recommendations

Conclusion

The chapter ends with an outline of the entire report. It looks at the format the paper is going to take. This chapter outlines the relevance of the study and the research objectives.

CHAPTER TWO

LITERATURE ANALYSIS

Introduction

This chapter discusses existing literature in relation to the research topic. This involves literature on corporate organizations, sponsorship, Jazz, and what motivates people to attend musical concerts.

Sponsorship and its Benefits

Sponsorship is considered an economical and alternative tool to gain exposure to a target market, it is a direct exposure to the public audience by an event that allows to deliver a distinctive message (Tomalieh, 2016). Sponsorship is a mutually beneficial partnership between an organization being sponsored and the sponsor. Sponsorship works on the premise that the association being made largely affects the image of both parties and that the sponsor may exchange money and /or goods or services in kind return for the association that the sponsorship provides. Those being sponsored may include groups or teams, events, charities, individuals, buildings and TV programs (Fill and Hughes, 2008: 65).

Thus, sponsorship is a beneficial partnership between parties to help communicate better to a target market. It is an approach by companies to contact their targeted group through events where their brand name, image or products are heavily publicised.

There are both primary and secondary objectives associated with using sponsorships. The primary reasons are to build awareness, develop customer loyalty and improve the perception held of the brand. Secondary reasons are generally that they can be seen to attract new users, to support dealers and other intermediaries and to act as a form of staff motivation and morale building (Reed, 1994).

The mere act of sponsoring an event, especially an exclusive sponsorship, is a significant way to create differentiation among many competitors. The name of the company sponsoring has the opportunity to stand out head and shoulders above the competition (Amoako, Dartey-Baah, Dzogbenuku, & Kwesie Junior, 2012).

For example, would be Ghana Textiles Printing Company (GTP), one of the main textile producing companies in the country, naming itself as a donor sponsor for one of the biggest beauty pageants in the country, Miss Malaika (Debrah, 2015). This is a strategy GTP has embarked upon to enable them advertise or give exposure of their fabrics to the numerous people who watch and patronize the pageant. This they expect would promote brand awareness and brand recall among the many viewers of the show. Evidently, sponsorship can be said to be an assured way for corporate organizations to portray their products and services to the public. It is also a way to project the beliefs of the organization, tell the world what you stand for and what you believe in. It is a creative way of getting people to notice and identify your brand among other brand as in the case of GTP. It is an example of creating brand awareness among customers and the market as a whole.

Sponsorship in Ghana

In the mid-1990s, sponsorship gradually began to gain grounds in Ghana. During this period, the multinational subsidiary company, Unilever, embarked on one of most intensive marketing efforts for Key Soap in the history of its production in Ghana. The company took up the sponsorship of the Concert Party Show, a local entertainment variety show that portrayed cultural and moral lessons through plays and songs. This was the most comprehensive soap marketing in Ghana (Donkor, 2008). The show soon became known as the Key Soap Concert Party Show. This

show is one of the major examples of sponsorship of a musical concerts the country boasts of.

Looking at the trend of sponsorship in the country over the years, one would notice that in most cases, companies usually sponsor events that would attract the masses of people, events such as sporting events. We could consider, the Ghana National Petroleum Corporation's (GNPC) association with the Black Stars. GNPC, the country's agency in charge of oil exploration, is the main sponsor of the Black Stars, the Ghana National football team in forms of team jerseys, trips, and so on (Ghana National Petroleum Corporation, 2016).

One could also make mention of music concerts that would attract crowds such as the Ghana Music Awards. Huge events such as this where the country's musicians and other people in the music industry who have released works that have generated the most public excitement within the year are honoured and appreciated (Charterhouse, 2016).

Corporate Organizations

Corporate organizations are usually said to be firms which are governed by a body of people such as a board of directors, elected authorities and so on (Richardson, 2016).

In some cases, they are referred to as corporations which may be non-profit organizations that engage in activities for the public good. It may also be a private corporation which has been set up to gain profits from its organizations (Inc, 2016).

In short, a corporate organization may be a public or private firm directed by a group of people, that is, a selected group of people act as managers for the firm. They take the decisions concerning the firm, set policies and preside over issues pertaining to the firm.

Music in Ghana

Music in Ghana has been a dynamic evolution of different sounds. Music in Ghana transcended the cultural sounds our forefathers used to make on their drums, into an automated fusion of sounds that depict the changing trends in the lifestyles and cultures of the people. Our music has in the past few years seen an integration from Western music, as a result of the developments of globalization, influence from media and the use of the internet. Ghanaians have come to accept and respect the different forms of music presented to them.

A report by Eric Sunu Doe (2015), presents a detailed history of how the popular music trends have reformed through time to what we have now. It informs that Ghana's popular musical forms witness a major evolution during the 20th century. According to the report, the first commercial music recording to be done in Ghana was of palm wine guitar music. It was a unique form of fingerpicking the guitar that had steeped into the cultures of the people as they fell in love with the sounds and sung poetic verses to it. The next big thing that grew in the history of popular Ghanaian music was live band highlife music. This craze kept the ballroom of the cities alive as it was accepted by all. The symphonic orchestras that existed among the elites during this period gradually evolved into smaller band that fused the local tunes with foreign musical instruments modelled on American contemporaries (Doe, 2015).

The article informs that after Ghana's independence came the afro tunes. This was developed from the exposure to western genres such as funk, soul, rock and jazz. It was during this period, the 1950s that the Afro-jazz style was released, also in the same period afro-rock groups such as Osibisa took flight. The afro beats, the blends of African rhythms with funk and highlife music soon was created and infiltrated most

of the musical ideas of the continent, being popularised by African music legends such as Fela Kuti (Doe, 2015).

Doe then continues to report, that since the 1990s, partly due to the heavy American influence on our televisions and radios in Ghana, Hiplife music emerged. “Hiplife artists initially imitated American rap styles but soon fused this with highlife to produce its own brand. It is characterized by fast-spoken poetic verses in a variety of local languages over highlife-like instrumentation. Lyrics usually focus on the daily struggles of the youth in the country.” This new craze was made popular throughout the country and the continent by artists like Reggie Rockstone, Vision in Progress (VIP), Obrafour and many more. Currently, changes in Ghanaian urban music have brought forth hugely popular artistes like Sarkodie, Castro, Guru, D-Black, and so on who represent the related genre of dance music known as Azonto (Doe, 2015).

Before this period, the article by Doe makes account of a few more developments in the music Ghanaians had patronized. There was a penetration of Caribbean music style through ‘ska’ but gained momentum with the spread of Bob Marley’s 1977 album Exodus. The local bands tried it and soon began adding reggae into their tunes. The personalization of the instrumentation and frequent singing in the local vernacular characterized it as Ghanaian reggae. At the moment, there has been a gradual shift to the more current form of reggae, dancehall – with many artists battling to claim the title as Ghana’s ‘king of dancehall’ (Doe, 2015).

Now one very unique form of music that emerged in the 1980s was the gospel highlife. This style raised as a result of mainstream highlife musicians running church bands. In the unstable political atmosphere, the church became an important platform for musicians to practice their trade. The gospel music was fused with the musical

elements from reggae, RnB, indigenous music and other styles with highlife music with lyrics typically centred on biblical and inspirational messages (Doe, 2015). This style of music which has managed to maintain grounds in Ghana has been kept popular by artistes such as The Daughters of Glorious Jesus, Soul Winners, Esther Smith and many more.

The significant genres of our local music mentioned above symbolise some of the growths in popular music in Ghana. Though largely rooted in highlife, Ghanaian sounds continue to evolve, to the point where Ghana's artists are considered to be some of the most loved, innovative and successful popular musicians on the continent (Doe, 2015).

Jazz and Jazz in Ghana

Jazz music is a type of American music with lively rhythms and melodies that are often made up by musicians as they play. Jazz is said to have originated in the New Orleans from the African Americans. Roots of jazz music can be traced back to West Africa (Peretti, 1992).

The history of jazz music informs that through the freedom fight in America, the blacks used their music to retain their expressive culture. As slavery began to die down and blacks gained right to travel and develop themselves, their music was increasingly expressed at functions and also began to migrate with them. It was during these times that the blues and jazz originated. (Peretti, 1992)

Jazz has since infiltrated many cultures all over the world. The soulful and soothing rhythms from the collaboration of various instruments has touched the souls of many from diverse walks and has captured their hearts. Over the years, the Ghanaian community has seen a growth in the patronage of jazz music. This is apparent from the increase in the number of jazz musical concerts and festivals being organised

across the country. We could name the two-week long Live in Accra Jazz Fest which brings international and local jazz musicians together in Accra on various stages to thrill their audiences (Time Out Accra. 2016), the annual Stanbic Ghana Jazz Festival and the annual Afro Jazz festival just to mention a few (Peterson, 2016).

Why People Attend Musical Concerts

A musical concert can be seen simply as a public performance of music. The growth and diversification of music has increased the patronisation of music concerts worldwide. The attendees of these concerts have various reasons for attending. For people who live busy lives, it is a time to relax, restore the spirit and refresh themselves. These concerts serve as a get away from their active lives. It is an opportunity to take a break from work, the family and their multiple demands (Kempton, 2014).

Kempton further explained that for some people, musical concerts create a sense of belonging. People attend concerts because they enjoy belonging to a community with similar interests. It is not the experience of socializing alone, but it is an opportunity to discuss and critique among friends, which is preferable to sitting at home with a radio (Kempton, 2014).

Gaps in Literature

Further research into this topic has provided insight on the benefits to corporate organizations from sponsoring musical concerts. This clarifies why corporate organizations such as Information Technology companies, have adapted this form of sponsorship. Studies from the United Kingdom have provided proof that when corporate organisations sponsor music concerts such as the Nokia Isle of Wight Festival, it is able to promote recall and awareness among the public (Rowley & Williams, 2008).

Conversely, there is a minor gap in the literature available on sponsorship on why or not a corporate organization such as a bank in Ghana should sponsor a musical concert, furthermore a jazz one.

For instance, there is literature to elaborate how sponsorship contributes positively to marketing communications performance of brands in Ghana. This study by George Amoako, Kwasi Dartey-Baah, Robert Dzogbenuku and Samuel Kwesie Junior, gives a view of the benefits a marketing manager would derive from using sponsorship as a form of communicating to its targeted market in the country. Still, this article looks at the benefits from the different forms of sponsorship, not specifically musical sponsorship.

Enough investigation has established proof of the existence of studies from literature and interviews that tell of jazz music in the Ghana. Reports from John Collins, (2016) and the history report by Eric Doe, (2015) which is cited above, establish the fact that Ghana has been introduced to jazz in the past through the themes of black pride and liberation during the periods when slavery was being abolished. Interviews from seasoned radio presenters like Ken Addy of Joy FM who has been playing for about 19 years, have informed of the country having a sizeable jazz community. However, for a reason, the jazz lovers in the country do not often publicly patronise their love for the music like the lovers of other genres of music like hiplife.

In spite of this, there is no literature to explain why jazz music would be a great form of sponsorship to take up by corporate organizations in Ghana. There is a growing interest by corporate organizations to sponsor Jazz musical concerts in Ghana.

However, there is no literature to provide reason as to why it is a great avenue to look into when thinking about sponsorship in the country.

With this in mind, it is hoped that this study would provide suitable information to address this gap in literature, useful information to businesses and individuals interested in musical sponsorship in Ghana.

Conclusion

This chapter explores literature relevant to the research topic. The chapter considers what sponsorship is, some of its benefits. It looks into jazz, musical concerts and why people attend musical concerts.

CHAPTER THREE

METHODOLOGY

Introduction

The previous chapter examined literature relevant to the research. The chapter will inform the approach that was used to gather the required information, the sampling frame, and the methods to be used in analysing the data.

Information needed

The purpose of the research is to investigate why corporate organizations in Ghana are sponsoring jazz musical concerts. This will help shed more light into sponsorship among the corporate organizations in Ghana, as well as help bridge the gap found in literature on why corporate organizations in the country sponsor jazz musical concerts. The research will also consider what motivates the attendees to patronize the concerts.

Specify Research objectives

The main objective of this paper is to understand why corporate organizations such as banks in Ghana, are sponsoring jazz musical concerts. Additionally, the study will tackle what motivates people who attend such events to do so.

Research Questions

- Why are corporate organizations such as banks in Ghana sponsoring jazz musical concerts?
- What motivates the attendees to patronize such events?

Determine Research Design and Sources of Data

The research design of a study is a basic outline for collecting, measuring and analysing the data. It will consider the objectives of the study and based on that give an overview of how to go about answering the research questions, it will look at how the data will be collected, and how the data is going to be analysed (Gray, 2014).

Based on the research objective of this study, the study will be classified under both exploratory research and descriptive research.

According to Saunders, Lewis, & Thornhill, (2007) an exploratory study is a valuable means of finding out “what is happening; to seek new insights and to ask questions, assessing phenomena in a new light’ (Robson, 2002:59)”. This method of collecting data is usually used when you need an understanding of a problem or phenomenon (Saunders, Lewis, & Thornhill, 2007). As, the research is an investigation into the sponsorship of Jazz Musical Concerts by Corporate Organizations in Ghana, adapting exploratory methods will be the best approach to fully understand the phenomenon.

An exploratory approach will ensure that we are able to understand the reason behind this form of sponsorship being adapted. It will shed more light on how different it is and why corporate organizations are taking it up.

A descriptive study is aimed at ‘portraying an accurate profile of persons, events or situations’ (Robson, 2002:59). In most cases, it is an extension of an exploratory research (Saunders, Lewis, & Thornhill, 2007). This research goes on to find out what motivates the attendees of jazz musical events. This method of data collection will be right as it will describe the habits, attitudes of people who frequent jazz events and will help draw conclusions on what motivates them to attend.

This study will adopt a mixed method. Mixed methods look at combining both qualitative and quantitative data collection techniques and analysis procedures in a research design (Saunders, Lewis, & Thornhill, 2007). Qualitative methods of collecting data are used to generate information that is non-numerical (Saunders, Lewis, & Thornhill, 2007). It is used when one has to draw the insights to understand the topic being studied. It is often used to describe social phenomena as they occur

naturally and are concerned with opinions, feelings and experiences (University of Surrey, 2016). This method would be applied to collect data on why corporate organizations in Ghana are sponsoring Jazz musical concerts.

Quantitative research on the other hand, produces findings that are numerical. It is used to find out how much, how many, how often or to what extent. It is aimed at assessing and measuring (University of Surrey, 2016). In this research paper, quantitative methods would be applied to collect data concerning what motivates the attendees of Jazz musical concerts to patronise the concerts. By applying mixed methods, I will attain a more comprehensive understanding of the research problem. Mixed methods research also provides strengths that offset the weaknesses of both qualitative and quantitative research (Resourcecentre, 2016)

Sources of Data

The primary data for this research paper, was sourced from in-depth interviews and surveys. In-depth interview is a technique used to gather qualitative research that involves conducting intensive individual interviews with a small number of respondents with the aim of exploring their perspectives on a particular idea. In-depth interviews are used when you require detailed information about a person's thoughts to help you explore new issues in depth. It helps you to create a big, clear picture of something that happened and why it did (Boyce & Neale, 2006). This will clearly provide insight into the study and help us understand why corporate organizations have taken to this form of sponsorship. The in-depth interviews for the paper included interactions with individuals directly involved in the organization and sponsorship of the Stanbic Jazz Festival. This will help gather first-hand information on the reason for the festival and information on why the supporting brands are involved as well.

Furthermore, a survey was designed to enquire about the motivation and reason for patronizing such events. A survey is a procedure usually associated with descriptive methods of collecting data. It is an approach that usually answers the questions who, what, how much or how many. It is a popular method used to collect data from large sizeable population (Saunders, Lewis, & Thornhill, 2007). In relation to this study, the surveys will be used to obtain data on what motivates attendees of jazz musical concerts to attend. A survey helps to analyse quantitatively, which will help suggest possible reasons for particular relationships between the variables involved in the study (Saunders, Lewis, & Thornhill, 2007).

Finally, secondary data was obtained from existing literature around sponsorship of jazz musical concerts.

Data collection procedure

The data collection approach took two forms. Information was collected from the main sponsors of the Stanbic Jazz Festival. The lead partners of the Stanbic Ghana Jazz Festival 2016 were Vodafone Business Solution, Joy FM and Graphic Corporation. However, the data gathered was specific to Stanbic Bank Ghana, Vodafone Business Solutions and Joy FM. I resorted to interviewing personnel from these companies because, Stanbic Bank Ghana is the main organizer of the event, and Vodafone Business Solution is one of the main sponsors for the concert organized both in 2015 and 2016. Joy FM also because it was one of the sponsors for the event this year, 2016.

Also, a survey was sent out to a selected number of jazz concert attendees, to find out from them what their motivation is for attending such events. This was sent out to them through online emails with links on WhatsApp to make it easily accessible.

Designing the sampling framework

The population being considered for this study includes the audiences for jazz musical concerts, and the personnel involved in sponsoring the Stanbic Jazz Festival. The sample was selected using convenience sampling from the audiences and purposive sampling for the interviews at the corporate organizations. A convenience or haphazard sample is a method of sampling where the researcher randomly selects cases that are the easiest to obtain for the sample (Saunders, Lewis, & Thornhill, 2007). From a database that will provide a list of frequent jazz concert attendees, I distributed the questionnaire through emails or WhatsApp among the available and willing persons until I have obtained my required sample size.

For sourcing from the organizations, purposive sampling was used. Purposive sampling is a method of gathering qualitative research by selecting a sample that will best help you answer your research question (Saunders, Lewis, & Thornhill, 2007). As the study required information specific to the sponsorship of jazz musical concerts, it was best to collect the data from a defined expert group. In this case, Stanbic Bank Ghana, Vodafone Business Solution and Joy FM as these organizations were the organizer and major sponsors of the Stanbic Ghana Jazz Festival, 2016 respectively.

Data analysis

It is important that after collecting the data, it is processed and analysed to ensure that it can be read and understood by a reader. The quantitative data collected was analysed using Excel. This made the data, categorical. Here, the data was classified into sets according to the characteristics that describe the rank. This is a time saving technique which allowed easy comparisons of the data (Saunders, Lewis, & Thornhill, 2007). In this case, I coded the data I received and create a simple matrix to help analyse the data. Graphs were generated to make the information easy to comprehend. The analysis was done based on answers to questions.

Qualitative data in most situations is based on meanings that cannot be quantified. For this study, I analysed the data from the research using thematic analysis. Thematic analysis is a method that identifies, analyses and reports patterns (themes) within data. It minimally organises and describes your data set in (rich) detail. However, frequently it goes further than this, and interprets various aspects of the research topic (Boyatzis, 1998).

According to Braun and Clarke (2006), there is a six-step process which would help conduct the analysis. After generating the data, the research will

- Familiarise him/herself with the data
- Generate initial codes
- Identify themes within the data
- Review the themes that come up
- Define and name the themes
- Produce a report.

Conclusion

This chapter reviewed the methodology of the research. The chapter talked about the research designs, methods and approaches to be used to obtain and analyse the data.

This demonstrates that the research will use mixed methods to gather the needed data.

CHAPTER FOUR

RESEARCH AND DATA ANALYSIS

Introduction

This chapter presents and discusses the data collected to understand why corporate organizations in Ghana are sponsoring Jazz musical concerts. The research findings are from two sponsors and the organizer of the Stanbic Ghana Jazz Festival. It also includes responses from people who frequent Jazz musical concerts on what motivates them to attend such events.

The findings would be presented in the following format. It would start off by considering the qualitative research, the data from the interviews would be presented then analysed using thematic analysis method of analysing qualitative data. After the results have been outlined, the report would go on to present and analyse data from the quantitative research. Data from the questionnaires would be presented using charts and graphs from Microsoft Excel, then conclusions would be drawn from the answers presented by the frequent attendees of Jazz musical concerts.

Findings from Company Interviews

Participants

Three companies were interviewed to gather data. These were Stanbic Bank Ghana, Joy FM and Vodafone Ghana. Stanbic Bank Ghana is the Ghanaian subsidiary of the parent organization Stanbic Africa Holdings Limited which was founded in 1999. The bank came into the Ghanaian market about a decade ago. The bank entered the banking and financial services industry during the period of transformation of the banking industry. Over the 10 years the bank has earned good reputation as a customer oriented, business friendly and socially relevant bank (Stanbic Bank Ghana, 2017).

Next, Joy FM is a private radio station owned by Multimedia Group Limited. It is located in Accra, has been in operation since 1995. The station reports in English language on local news, sports, politics, entertainment and more (Joy Online, 2017).

Lastly, Vodafone is one of the world's leading telecommunications company. The company operates of Vodafone Group Plc. In Ghana, it identifies itself as a total communications solution provider, delivering mobile, fixed lines, internet, voice and data solutions to its customers in the country. (Vodafone Ghana, 2017)

The Stanbic Jazz festival began four years ago, these two companies have partnered with Stanbic Bank Ghana for the past two to make sure the event is a success.

Presented below are the findings from the company interviews.

Procedure

A series of interview questions were developed based on the objectives of the research. The questions focused on finding out why the corporate organizations chosen would sponsor a Jazz musical concert. The benefits they derived from these sponsorships, it asked about some of the challenges they faced in sponsoring jazz musical concert and so on. A copy of the interview is included in the Appendix labelled "*Interview Guide*". All three interviews were organised in the offices of the various corporate organizations. The interviews were conducted with the help of the Chief Operating Officer of Joy FM, the Head of Marketing at Stanbic Bank, Ghana and the Head of Brand and Marketing Communications at Vodafone Ghana.

Data Analysis

The data gathered during the interview was transcribed, during this course the initial thoughts were noted down. After, the transcribed data was read several times while listening to the voice recordings from the interviews. This process helped to familiarise myself with the data as required by the method of analysing the data that

has been adapted for this research paper (Braun & Clarke, 2006). In the process of doing this, I highlighted the initial thoughts that were presented with in the interviews. This helped outline the responses and make the further steps simpler. The information was outlined in a tabular format. The table is labelled “*Responses*” and can be found in the **Appendix** below in the Tables Section.

The following phase in the thematic analysis process was to generate initial codes. Building on the notes transcribed from the interview, I generated codes for each interview. These codes outlined the points the interviewees highlighted and I considered were in line with the objectives of the research. These codes are the interesting features or points raised by the interviewee during the interview in relation to the objectives of the research (Braun & Clarke, 2006). The results from the “*Initial Codes*” are presented in the table in the **Appendix** below labelled Initial Codes also in the Tables Section.

The third phase of the analysis involved identifying themes within the data. At this stage I went on to re-focus the analysis to the broader picture, that is explain larger sections of the data by combining the different relevant codes into possible themes to achieve the objectives. I used a mind map to do this (Braun & Clarke, 2006). This diagram has been labelled “*Mind Map 1*” in the **Appendix** below.

Moving on to the fourth phase, which considered reviewing the themes that had been generated. This involved refining some of the themes that had been generated (Braun & Clarke, 2006). I continued using the mind maps to help deduce reason from what the interviewees had said which would clearly answer the research questions. The mind map generated from this phase has been labelled “*Mind Map 2*” below in the **Appendix**.

At this point, when the maps had been exhausted to derive meaning to satisfy the objectives of the research, I explained the themes that would be presented for the analysis. I went on to merge this phase with the final stage of the analysis, and continued to produce a report.

Detailed Report on Results

The thematic analysis process adapted for the study of the data highlighted certain themes which stood out in the data from which we can draw conclusions to answer the research questions asked. The main question to be answered here is

- Why are corporate organizations such as banks in Ghana sponsoring jazz musical concerts?

The themes that were concluded on from the analysis include, “sponsorships”, “Jazz musical concerts” and “elites”. These themes would help arrive at an answer to the research question above.

Sponsorships

Based on definitions from literature we can explain a sponsorship as a beneficial partnership between parties to help communicate better to a target market. In this case, Joy FM and Vodafone’s association with Stanbic Bank to organise the Stanbic Jazz Festival is an example of a sponsorship, as this partnership is one that is beneficial to both parties and helps both parties to communicate to a target market. Evidence of some of the benefits from the interview shows that in the case of Vodafone, *“the company eventually records an increase in their profits after the concerts”*.

Fill and Hughes (2008) outlines that sponsorship works on the premise that the association being made largely affects the image of both parties. From our case study, we find that Vodafone in their decision to sponsor the jazz concert, mentioned as one

of the reasons for going on board the sponsorship is that ***“Stanbic Bank Ghana has an image Vodafone would want to be associated with”***. Thus, as stated by Fill and Hughes, Vodafone’s association with Stanbic Bank was a move that would affect the image of Vodafone positively. This image comes not only from sponsoring the show but being affiliated with Stanbic Bank.

From the literature research, Reed (1994) states that the primary reason for using sponsorship is to build awareness, develop customer loyalty and to improve the perception held of the brand. These are the responses the interviewees provided when asked about the primary objectives for sponsoring events and the benefits they derive from the sponsorships they engage in. Vodafone Ghana mentioned that one of the main objectives for sponsoring an event was ***“with the aim of building its brand awareness and familiarity”***. The telecommunication company stated that it was in sponsorship to increase the extent to which its target market is able to recall its brand. In other words, by sponsoring the Jazz concert, Vodafone gets the opportunity to reach a specific target market and present their products and services to them. This creates the opportunity to improve the perception the public has about them; from the interview with Vodafone, it was also highlighted that ***“the jazz musical concert provides a relaxed and classy environment”***, it is in this environment that they are presented with the chance to offer their services to these customers. Joy FM outlined that ***“a major benefit of sponsorships includes the chance to directly engage with their customers.”*** In the case of the Stanbic Jazz festival, the event creates the occasion for Joy FM to engage and interact with more listeners.

The interviews also highlighted that one benefit of sponsorship was, ***“an eventual increase in profits”*** for Vodafone, ***“the chance to convert and sign on more customers to the bank”*** in the case of Stanbic Bank and for Joy FM ***“an eventual***

growth in the audience of the radio station". Thus, sponsorship for these companies has eventually increased the profits they make. Reed (1994), states that an objective of sponsorship is attract new users of the product, which in turn would eventually increase the proceeds the company makes. Evident from our research, the activity of sponsorship of the Stanbic Jazz Festival is one that has managed to increase the profits they have made over the years. This is evident across all three corporate organization.

In summary, information from the interviews conducted with some of the companies involved in organising the Stanbic Jazz Festival, we can deduce that corporate organisations sponsor jazz musical concerts because, such sponsorships help them to improve their brand image as highlighted by Fill & Hughes (2008) and from information gathered from Vodafone. Also, sponsorship helps to build the perception of the brand among a targeted group or market, Vodafone for example stated that the company has derived an increase in its brand awareness from being involved in sponsorships. Finally, sponsoring jazz musical concerts has helped to increase the profits of companies like Vodafone stated in their interview; they have witnessed an eventual growth in their profits from being involved in the Stanbic Jazz Festival.

Elite

Both Stanbic Bank and Vodafone stated that their target market for the jazz musical concerts was the "elite". Elite is defined in the Merriam-Webster Dictionary as a group of persons who by virtue of position or education exercise much power or influence (Merriam-Webster, 2017). This theme defines the category of customers that the companies expect to attract to the Jazz musical concert. The elites are the target market for the Stanbic Jazz Festival. These people from the definition are the influential people in our societies, made up of the CEOs, the managers and the

persons in the top positions in the countries companies. From the interviews conducted, the objective of all three companies involved in the organization of the concert is to attract the elite. The companies each stated, “The concert was initiated with the aim of attracting the elite customers”, according to Vodafone, “it was the only event that appealed to the high end customers such as the CEOs” and “jazz is for the elite, a jazz show runs on Joy FM so the event is to encourage and engage more listeners”. We can take from the interview that the elite in the Ghanaian society are a group who are the usual patronisers of jazz events. Stanbic Bank realised that “the people patronising the jazz musical concerts are not the typical patronisers of the bank”, in an attempt to engage with this group of people, Stanbic Bank organised the Stanbic Jazz Festival.

Jazz Musical Concerts

The main reason provided for organising the jazz musical concerts is because the elite in the society are seen to be the main patronisers of jazz events. By identifying this culture among a group of people; the elite, Stanbic Bank working with the other companies, like Joy FM and Vodafone have managed to work out an occasion where they can appeal to this group of people in a relax and classy atmosphere. Also, as outlined by Vodafone the jazz concerts creates an atmosphere where they can interact with the patronisers.

To conclude, we gathered from the interviews with Stanbic Bank Ghana, Vodafone Ghana and Joy FM that they are sponsoring Jazz musical concerts to assemble and appeal to a targeted group in the society; the elite to, in an attempt to improve their brand image, increase that perception of the brand and to eventually increase their profits.

Analysis of the Quantitative Data

Description Overview

Overall, twenty-one individuals took the survey. Questionnaires were created using Google forms and administered through WhatsApp platforms and emails. Two of these entries was not specific to Ghana, hence were taken out. Out of the 19 viable entries, 9 males responded as to 10 females. The figure represent 47.36%, 52.63% of the sample size respectively. Evidently, more males took the survey than females.

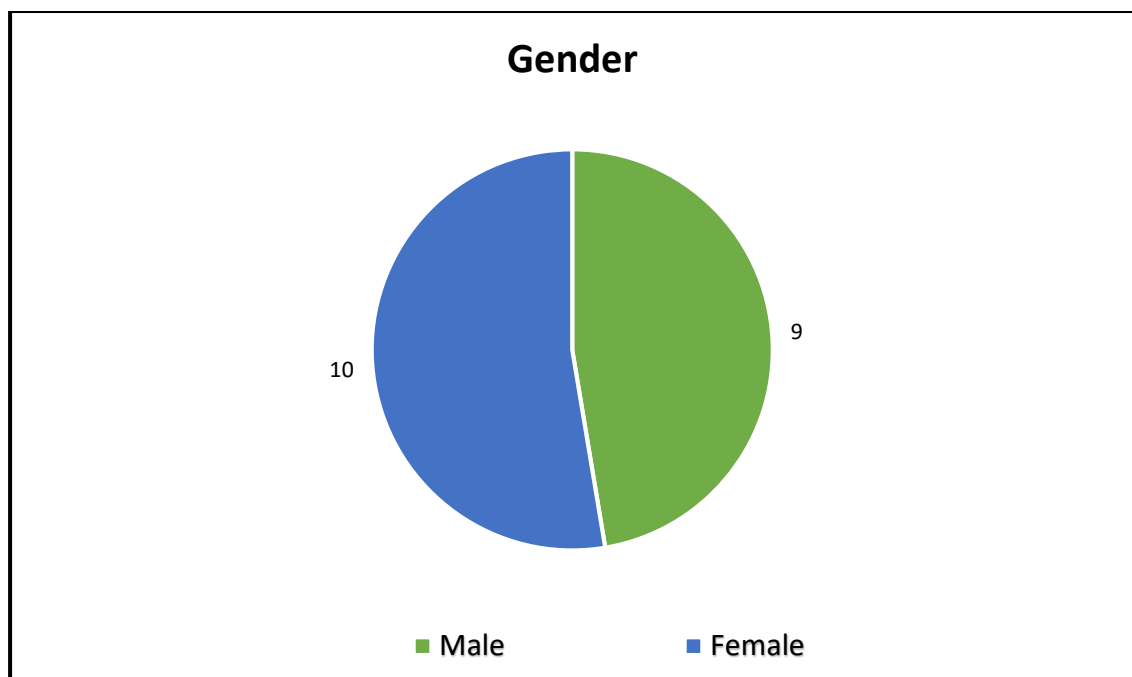


Figure 1. Diagram showing the Gender distribution

The responses show that the respondents spread across the age groups, 18-29, 30-49 and 50-60 years old. The modal age group from the data was 18-29 years, with 14 respondents, 4 respondents within the 30-49 years' age group and 1 respondent falling within the 50-60 age group. These age groups represented 73.68%, 21.05% and 5.26% of the sample, respectively.

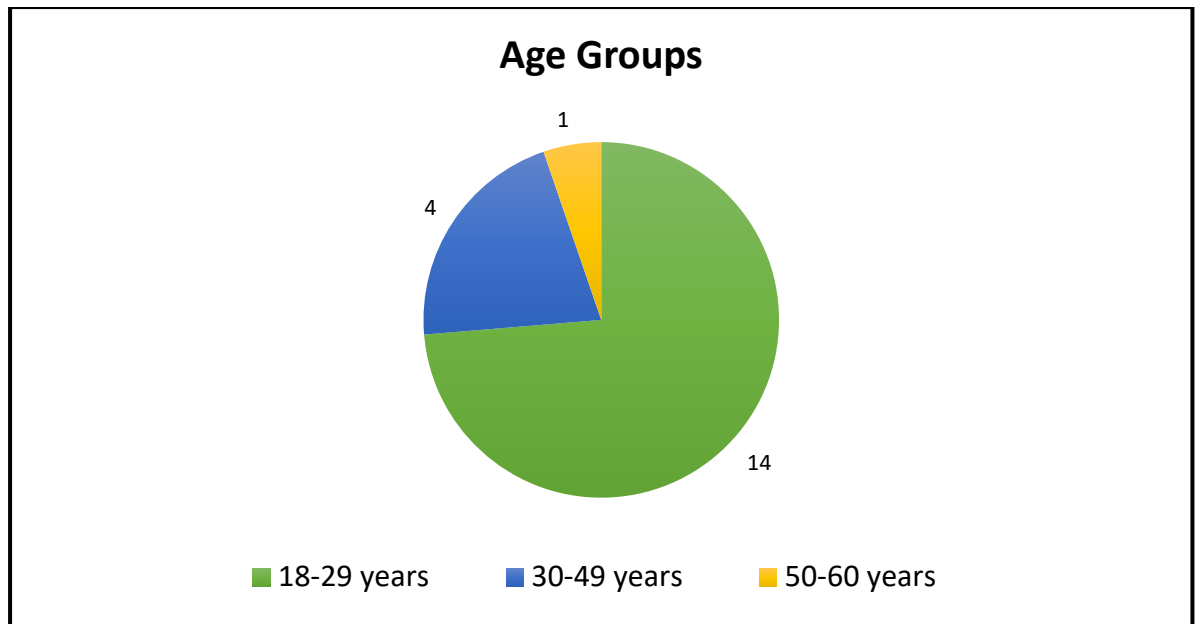


Figure 2. Diagram showing age distribution of respondents

Out of the sample, 9 of the respondents were students, 10 being employed people.

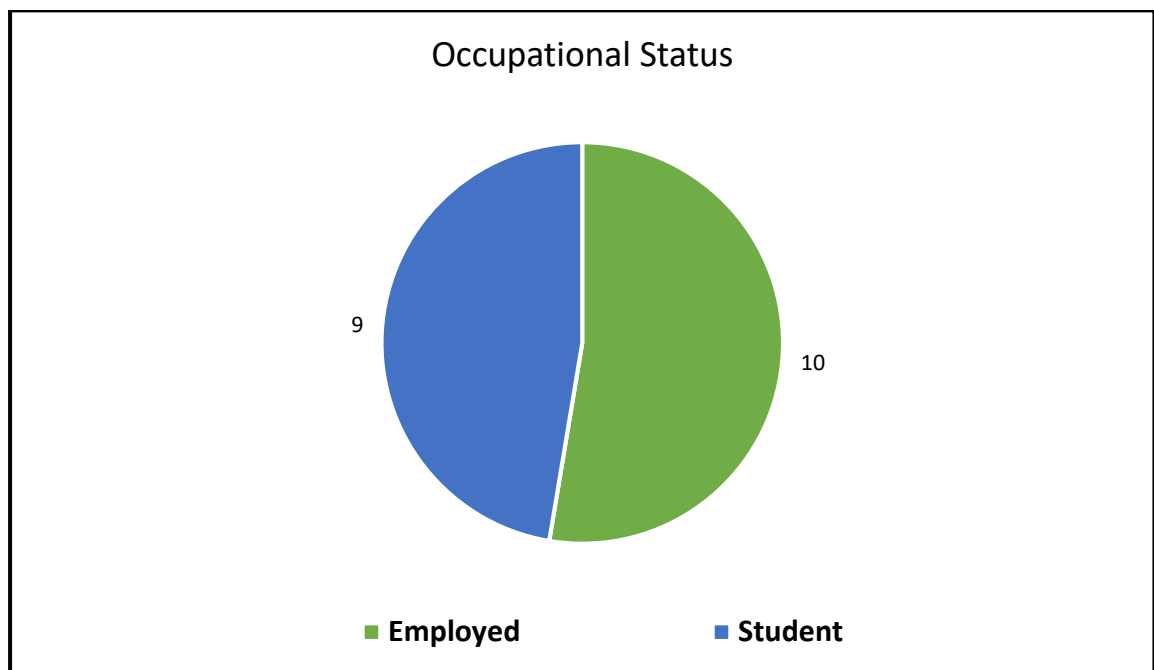


Figure 3. Diagram showing occupational status of total respondents.

In exploring what motivates the attendees of jazz musical concerts to patronize the event, I set out to find how many jazz patrons from the sample have attended jazz

concerts as against those who frequent jazz bars. 10 respondents have attended jazz bars, 8 having attended concerts, the last respondent did not specify.

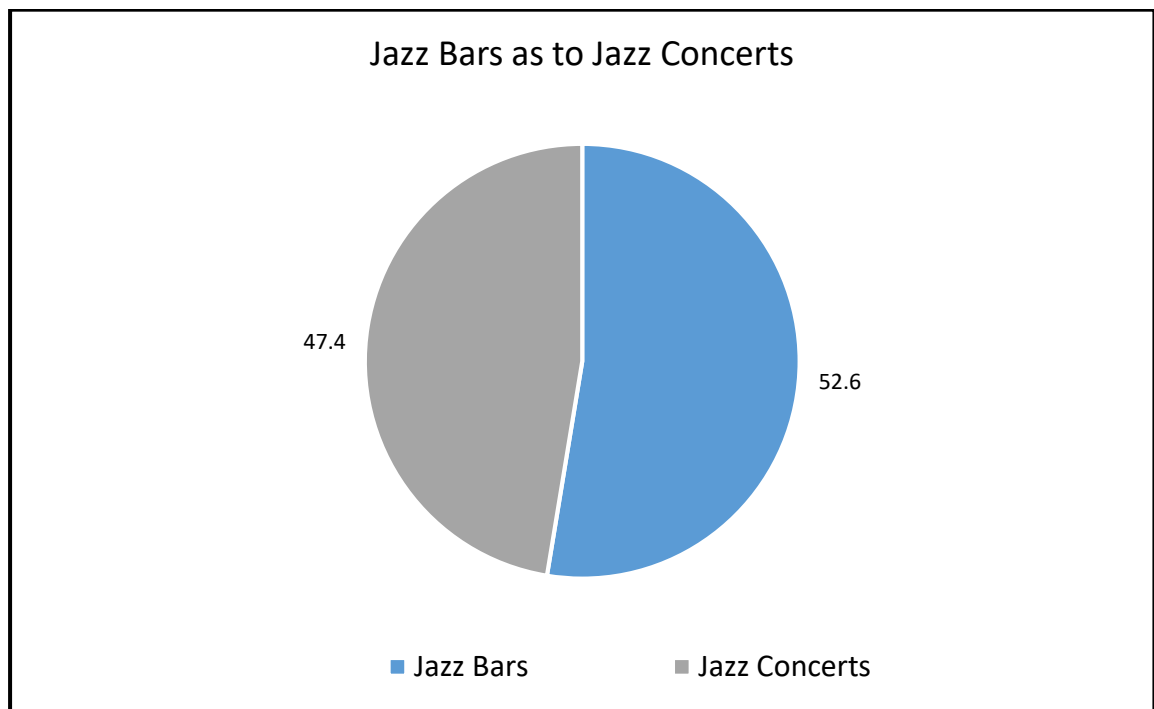


Figure 4. Diagram showing respondents who have attended jazz bars as to jazz concerts.

From this we can deduce that more people from the sample have attended one or another venue licensed to sell alcoholic beverages where the primary entertainment is the performance of jazz music as to jazz concerts, that is a live performance where the audience pays to listen to professional artists play. +233 Jazz Bar and Grill stood out as the most frequented jazz bar in Accra, from the sample that was collected, with the Stanbic Jazz Festival being the most patronised concert from the sample.

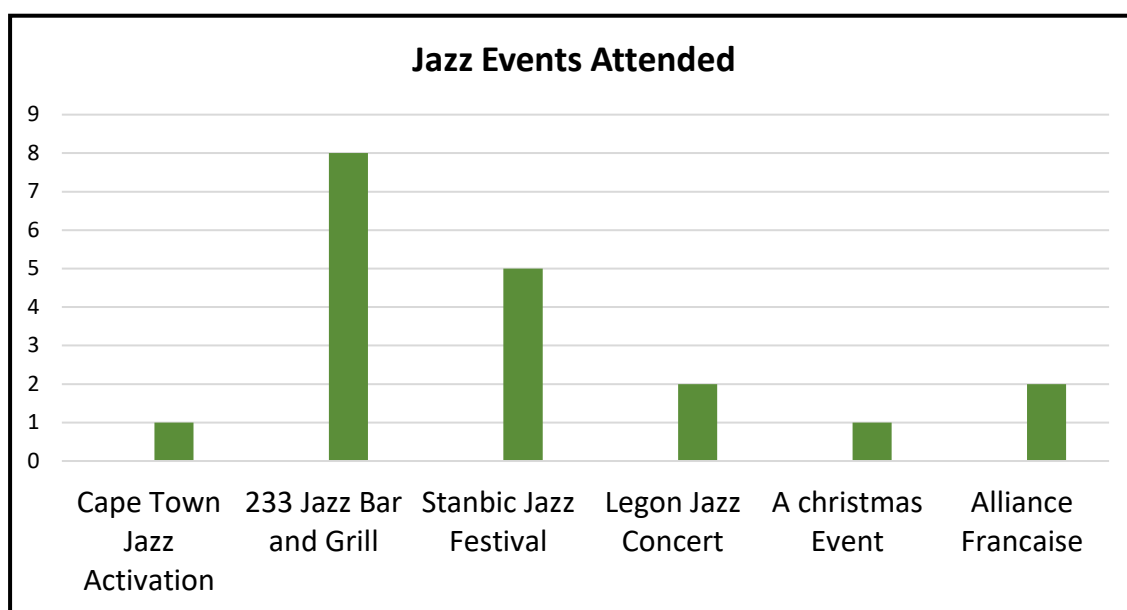


Figure 5. Diagram showing Jazz bars and concerts respondents frequent.

The survey sought to find out how popular jazz music is. From the sample collected, it turns that quite a number of the respondents enjoy jazz music. From the diagram below, it can be deduced that, quite a number of people from the sample enjoy jazz which is evident as 81% of the sample enjoy listening to jazz music. The genre of music seen to be enjoyed by most people is gospel music, with Hiplife music, Rap Music and Hip-hop music being the least. This evidence supports the literature from the interview with Ken Addy, where he states that Ghana has a prominent Jazz community (Stanbic Bank Ghana, 2016).

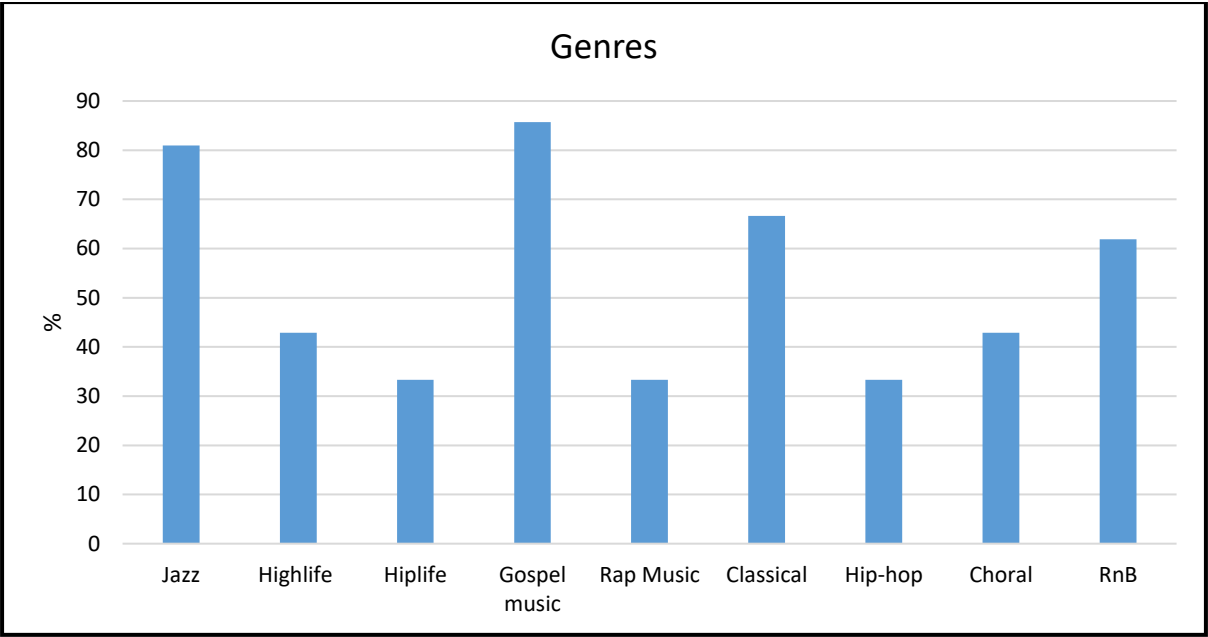


Figure 6. Diagram showing genres of music respondents enjoyed the most.

Exploring the issue of corporate organizations involved in Jazz sponsorships, the survey revealed that Stanbic Bank Ghana was the corporate organization with the most mentions. About 35.71% of the sample mentioned Stanbic Bank Ghana as the corporate organization which sponsor the jazz concert they attended.

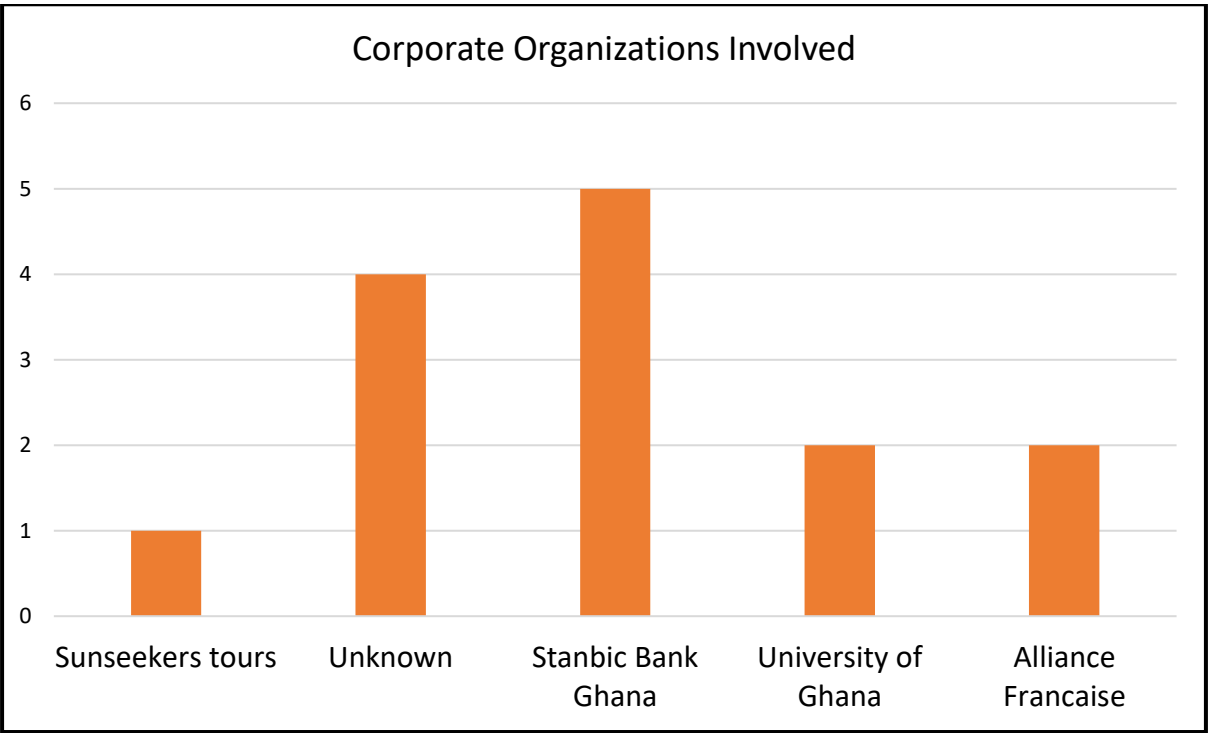


Figure 7. Diagram showing corporate organisations involved in jazz events respondents have attended.

28.57% of the respondents were able to recall the corporate organization that sponsored the concert they attended. Out of the responses collected, about 43% of the respondents heard about the jazz events by word of mouth, the next medium being through newspapers and magazines, 26 % of respondents. The lowest medium being by special invitation and posters or banners making about 15% of the sample.

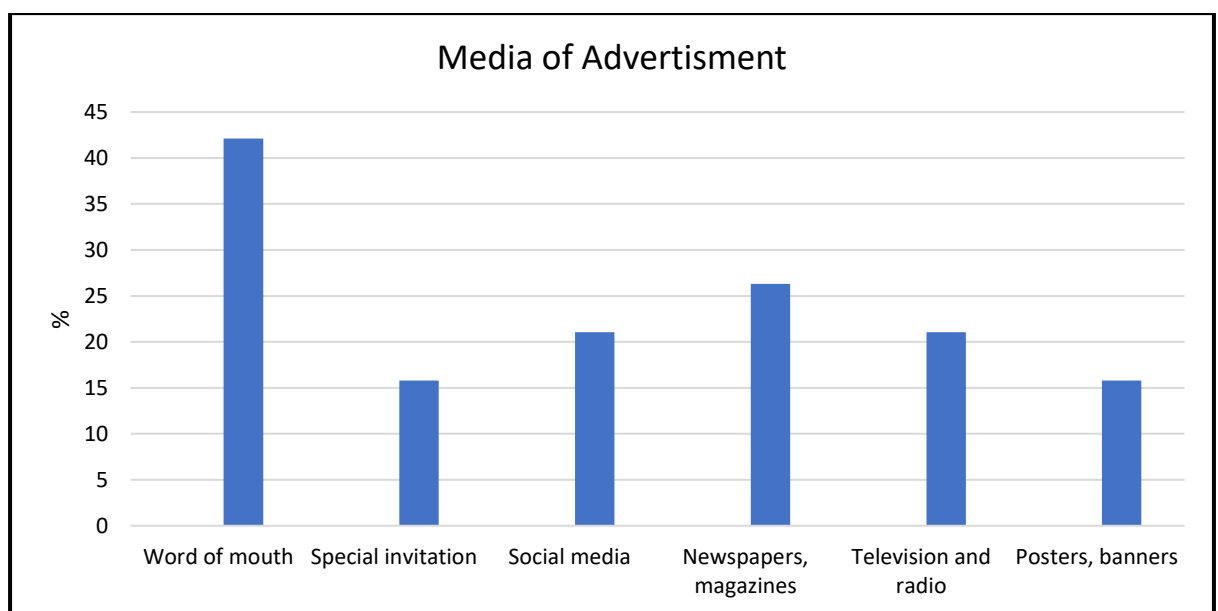


Figure 8. Diagram showing the media of advertisement for jazz concerts and bars

What Motiates People to Attend Jazz Musical Concerts

This section will discuss the responses in line with executing the objectives of the study;

to understand what motivates the attendees of such concerts to patronize these events.

From the survey conducted, most respondents attend jazz concerts or bars for the main purpose of being entertained, that is to enjoy the music, dance and have fun.

77.8% of the respondents answered that their main reason for attending a jazz concert

or bar is for entertainment. 72.2% stated that jazz concerts and bars created an atmosphere that is calm, an environment that reduces stress and promote relaxation. From the diagram below, we find that just 22.2% of the attendees attend with the hope of meeting prospective clients or customers. From the diagram as well, we can tell that 27.8% of the attendees see the jazz concerts or bars as an avenue meet and make new acquaintances.

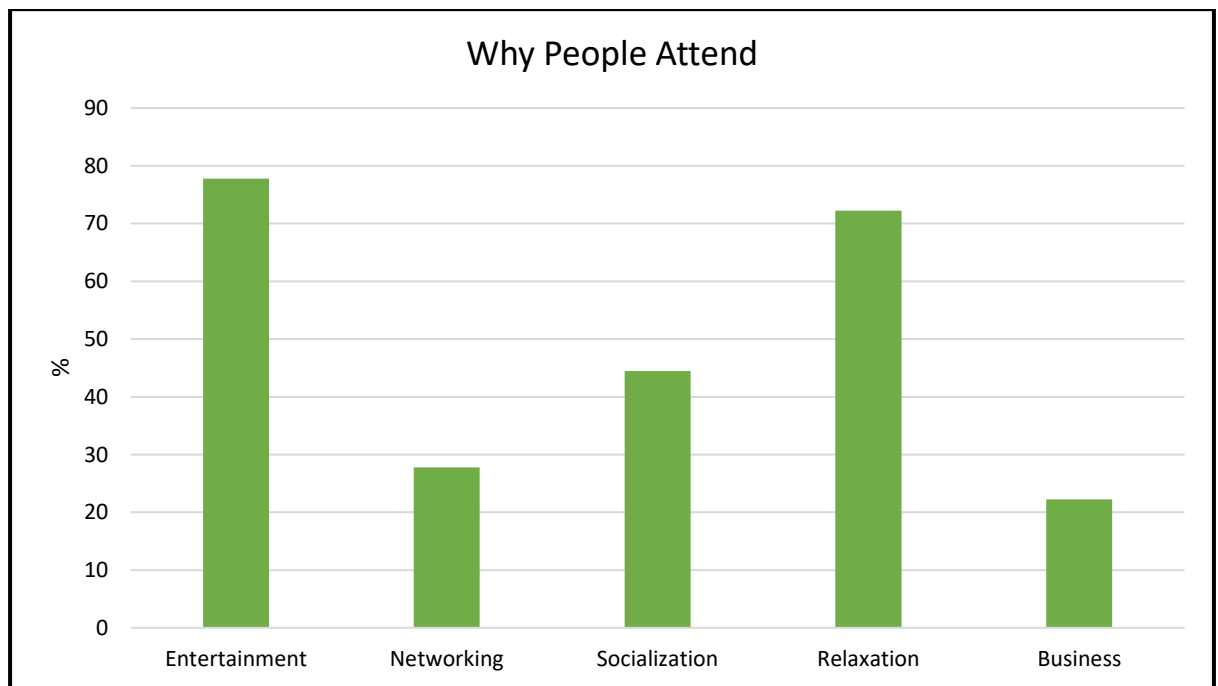


Figure 9. Diagram showing reasons why respondents attend jazz musical events.

From the survey, the only reason for which an attendee would attend a jazz musical event again is because of the music. 88.9% of the respondents responded that, the jazz music is one of the reasons why they would attend or visit the concert or bar again. 61% responded that they would attend because of the ambiance created at such events. Ambiance in this case considered the atmosphere or mood created during a jazz concert or bar.

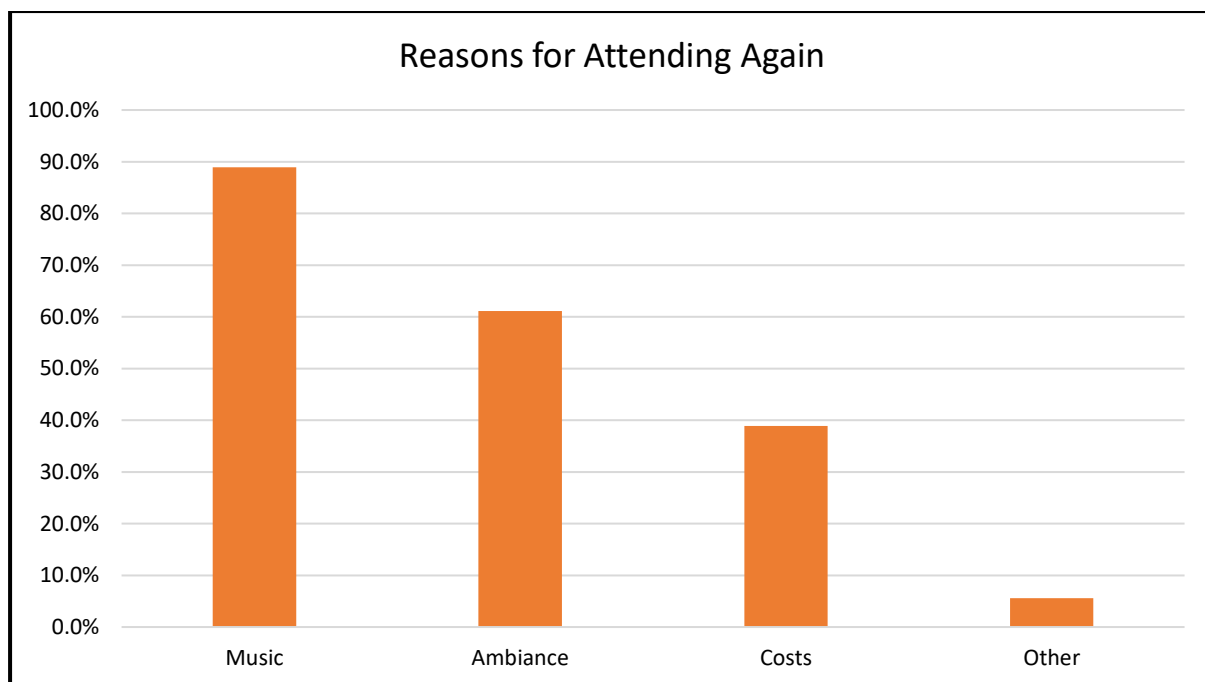


Figure 10. Diagram showing reasons why attendees are motivated to attend jazz events

Finally, an attempt to find out what patrons of sponsored jazz musical concerts think of the sponsors of such events in Ghana prove that the majority of the attendees barely remember the sponsors of the concerts. From the diagram below, we see that about 23.5% of the sample do remember and do agree that the sponsors managed to create an environment which was unique and encouraged jazz lovers to enjoy the music.

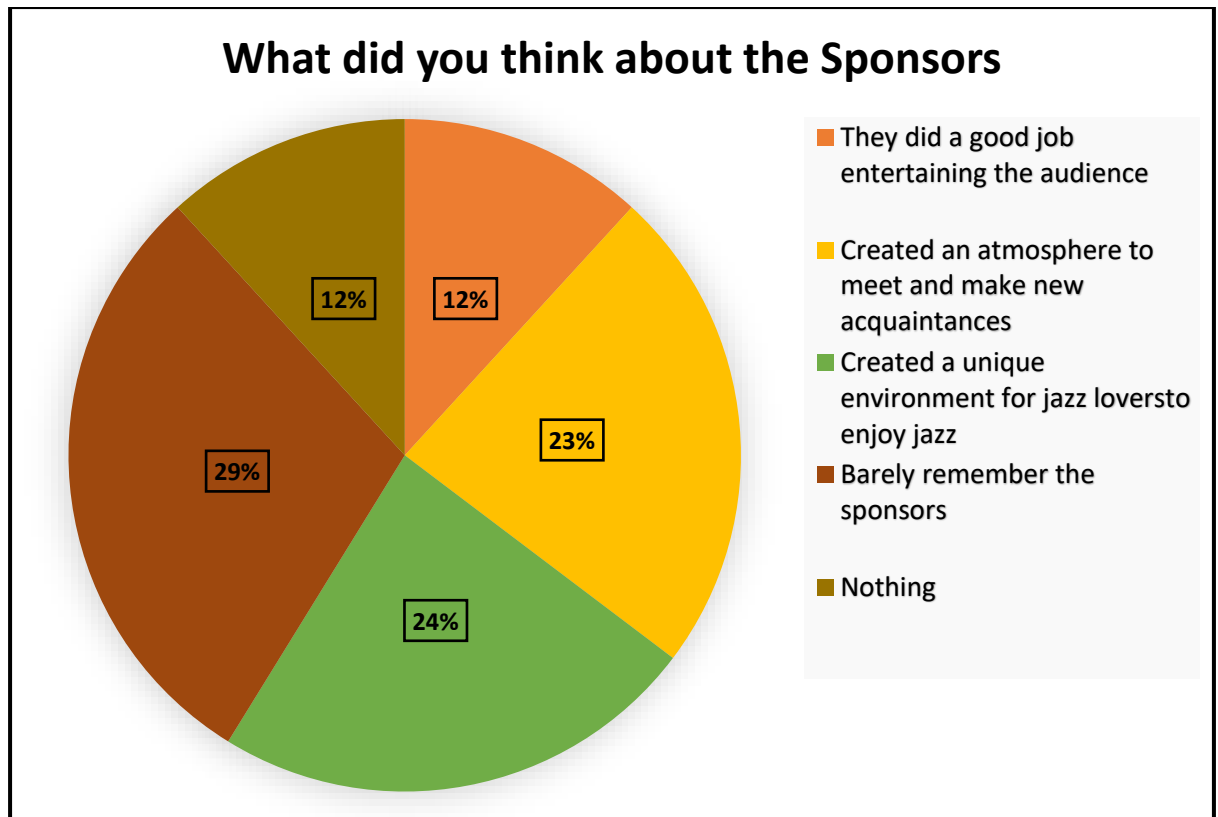


Figure 11. Diagram showing what respondents thought about the sponsor of the jazz events they have attended.

Source for graphs: Field data

To summarise it all up, we can deduce from the survey that, most of the attendees or people who patronise jazz events are people who are employed. Per the definition of the elite, we may settle that in an attempt to appeal to the high end in society, jazz musical concerts is a good avenue. The results also show that to keep patrons attending jazz bars and jazz musical concert organisers should make sure they provide good quality music. The main reason for attending jazz concerts or bars from the survey shows it is for the music. Also, the atmosphere plays a role in maintaining the patronage. As mentioned by Vodafone, the atmosphere at a jazz bar or concert is unique, it one of the reasons why patrons would come again. Then, the survey responses show that people frequent jazz bars or concerts based on what they are told.

The power of information is one that encourages most of the patrons to attend a particular bar or concert. Finally, it is safe to say that Ghana has a noticeable jazz community as most of the respondents of the questionnaire agreed that they enjoy jazz music.

CHAPTER FIVE

CONCLUSION

Introduction

The main objective of this study was to understand why corporate organisations in Ghana are sponsoring Jazz musical concerts. It also sought to find out what motivates the attendees of such events to patronise them. The outcomes from the study prove that corporate organisations are sponsoring jazz musical concerts because, it's an opportunity to reach out to targeted market, that is the elites in society. Also, the main motivation for attending jazz musical concerts is to enjoy jazz music in a calm and relaxed environment.

Summary of Findings

From the research, it was revealed the atmosphere at a jazz concert or bar is relaxed and classy. The atmosphere created helps corporate organisations engage and interact with their clients. For the attendees' jazz events create a unique environment to relax and enjoy the music. Also, an atmosphere to is created to make and meet acquaintances.

These concerts help the corporate organisations to build brand awareness. It provides them the opportunity to interact with the customers and present them with business offers. It promotes networking between the corporate organisations as well as the individuals involved. It is a great chance for jazz lovers to meet up, socialize and connect with something they all enjoy.

Recommendations

From the literature research, it was reported jazz music in Ghana was one genre of music that does not usually attract a crowd (Stanbic Bank Ghana, 2016). However, the country is shown to have an ample jazz community which we can evidently prove from the survey conducted. The survey reported that 81% of the sample enjoyed jazz

music. The survey also reports that the young people in the society are also interested in jazz music. Thus, jazz music as an avenue to grow a business in the case of bars or to create awareness for a brand is a very lucrative one. Corporate organisations may also use it as an avenue to communicate or appeal to the youth of Ghana also.

It is important to promote the stress-free ambiance, that is, an atmosphere or mood that is relaxed and calm. Most patrons return based on the atmosphere created in addition to the music. Creating an environment where one can relax adds to the credibility of the concert or bar, this goes a long to attract more patrons as word of mouth is the most reliable way of attracting more people. Also, to attract new attendees' a bar or an organisation may increase advertisement in the newspapers and local magazines, social media and on the television and radio.

Lastly, I would recommend that to promote brand awareness and improve your image as a corporate organization, a company or firm could support or partner with the various popular jazz bars around the country to promote themselves. Jazz bars from the survey have a greater attendance as compared to the concerts. To promote your image, you may sponsor a bar help you increase your recall and build the perception of your brand among the elite in the society.

Conclusion

The present study examined why corporate organisations in Ghana sponsor jazz musical concerts and what motivates the patrons of such events to attend.

The findings and research shows, that Ghana has an ample and growing jazz community that is believed to appeal to the elite. Sponsoring a jazz musical concert would be creating the avenue to improve your image as a corporate organisation, it would help to increase the perception of the brand and it would eventually increase the profits of the company. The study also provided information on the fact that

attendees patronise the concerts for the music and ambiance, they will return or visit your concert or bar based on information provided by other people. Another point noticed from the research is that, the youth has shown some interest in jazz music. This highlights a difference in the qualitative and quantitative data. The interviews revealed that jazz music attracts or appeals to the elderly and elite such as the CEOs of an organisation. However, the results from the survey does not rule out the youth as a target for jazz as well. In light of this revelation, I may suggest that organisations may consider using jazz as an avenue to communicate to the youth as well. Also, this serves as an opportunity to develop the live band scene in Ghana. By creating the platform for the youth to showcase their talents with instruments and to learn from the elder, the music industry would be developing the live band scene in the country.

Limitations

The study is a case study of Stanbic Bank Ghana, in Accra, Ghana. It also drew its conclusions from questionnaires collected from a limited sample size, few responses were obtained from the patrons of jazz musical events in Ghana. Thus, the conclusions may not represent a true depiction of the jazz community in the country. While the sample size may be small, the insights drawn from the sample were very useful in answering the questions the study asked. Some of these insights from the survey include the fact that people are motivated to visit jazz bars and concerts because they enjoy the music. Another motivator is the fact that most jazz bars and concerts have a calm atmosphere that encourages the attendees release stress.

Recommendations for Further Research

For further research on this topic, I would recommend that a bigger number of respondents should be gathered. This would help draw conclusions that would represent a true depiction of the jazz community in the country. Also, one may want to talk to more sponsors or corporate organizations involved in the sponsorship of jazz concerts. This would as well afford a proper measure of reason why they are involved in sponsoring a jazz musical concert.

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APPENDIX

INTERVIEW GUIDE

Marketing Communications Tool

- How do you (your company) communicate or promote your products and services to your target market?
- What determines the choice of these communication tools?

Sponsorship

- What kind of sponsorships do you take part in?
- What are the primary objectives for sponsoring these events?
- What benefits do you often derive from these sponsorships?

Jazz Concert Sponsorship and its benefits

- Why did you decide to sponsor jazz concerts?
- What benefits have you derived from sponsoring these jazz concerts?
- How different are these benefits from those you get from taking part in other sponsorships?

Expectations

- Which people do you usually expect to attend?
- What do you expect the attendees to derive from attending?

Measuring Success

- How do you measure the success of sponsorship of the Jazz concerts?
- What are the major challenges you face sponsoring the concert?
- Would you continue the concerts, and for how long?

TABLES

RESPONSES

Questions	Stanbic Bank Ghana	Vodafone Ghana	Joy FM
How do you (your company) communicate or promote your products and services to your target market?	Main stream media (newspapers, radio, television), social media (Facebook, Instagram), direct markets	A media outlet based on the customer target, Brand ambassadors Event launch	“We are media outlet so we take advantage of that to promote ourselves” Online radio Social media (Facebook, twitter)
What determines the choice of these communication tools?	The message of the service The target market	The lifestyle of the customer “through customer profiling we find out the most likely tools to you based on the lifestyle of the target group”	Customers, the discerning listener “To get to the older generations we use the more formal outlet like the morning show, for the less formal, the drive time show work.”
What kind of sponsorships do you take part in?	“We take part in others during the year, ones to in line with attracting targeted customers or to promote a message” an example of such would be the Stanbic “Eduplan”, a partnership with Metropolitan Life.	Events that attract a particular target market “The product and its customer target decide which ones we venture into” e.g. The Agrofie Local Quiz Show	“We are involved in partnerships most often with other companies, we hardly sponsor any other events”
What are the primary objectives for sponsoring these events?	“To target a specific group of people e.g. the jazz is to attract high class customers”	“to build brand awareness, familiarity”	Business “to aggregate customers for more engagement and patronization” The aim for sponsoring such events is mainly to gather customers for engagement and to encourage them to patronize the radio station.
What benefits do you often derive from these sponsorships	Increase in brand equity Increase in the number of business customers Conversion of customers Build networks	Eventual increase in profits Brand awareness	Direct engagement

Why did you decide to sponsor jazz concerts?	Was initiated with the aim of attracting the elite customers	“Looking at the business customers, it was the only event that appealed to the high end customers such as the CEOs.” “The concert would usually create an environment that is relaxed and classy” Also, Stanbic Bank has an image Vodafone would want to be associated with.	Jazz is for the elite, Also, a jazz show runs on Joy FM so the event is to encourage and engage more listeners
What benefits have you derived from sponsoring these jazz concerts?	Brand equity and awareness Elites (target market) open more accounts with the bank	“We are able to reach a specific target market, which is the elite. Creates an opportunity to reach out to them.”	Audience satisfaction “The business is about touching lives so it’s all aimed at what they want”
How different are these benefits from those you get from taking part in other sponsorships?	The people patronising the Jazz musical concerts are not the typical patronisers of the bank	Meet business needs Opportunity to get special offers for particular customers	It’s an opportunity to engage or connect with jazz lovers.
Which people do you usually expect to attend?	“The elite in society”	“Elite”	Listeners primarily Relatives Friends
What do you expect the attendees to derive from attending?	Top world class jazz music Relaxation, have fun, and enjoy a good experience	Fun Expect them to return	Satisfaction Experience Develop a bond between them and Joy FM Brand equity and awareness
How do you measure the success of sponsorship of the Jazz concerts?	Key matric Set targets depending on the show and the customers expected to attend	Attendance, the ability to reach a number of people say 1000 customers Visibility, brand familiarity	Eventual growth in the audience of the radio station Feedback
What are the major challenges you face sponsoring the concert?	Finding partnership	Not having total control of delivering on or keeping promises Agreeing on the amount of funds Negotiation	Venue Limited spaces for the number of attendees Funding Weather

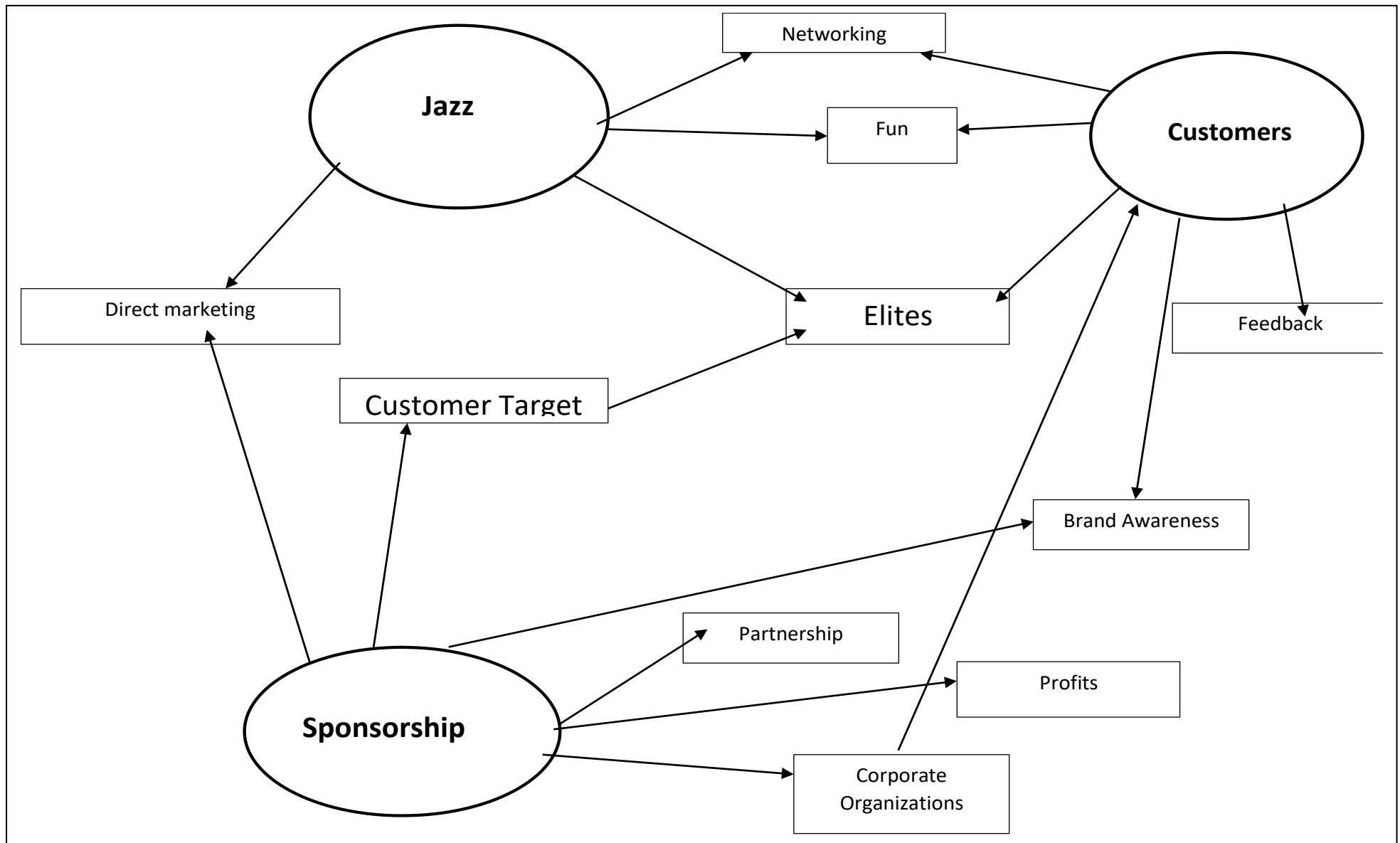
Would you continue the concerts, and for how long?	Yes For 5 to 10 years	Based on the customer wants. Feedback and reaction of customers would determine	Audience interest, if they request for it yes.
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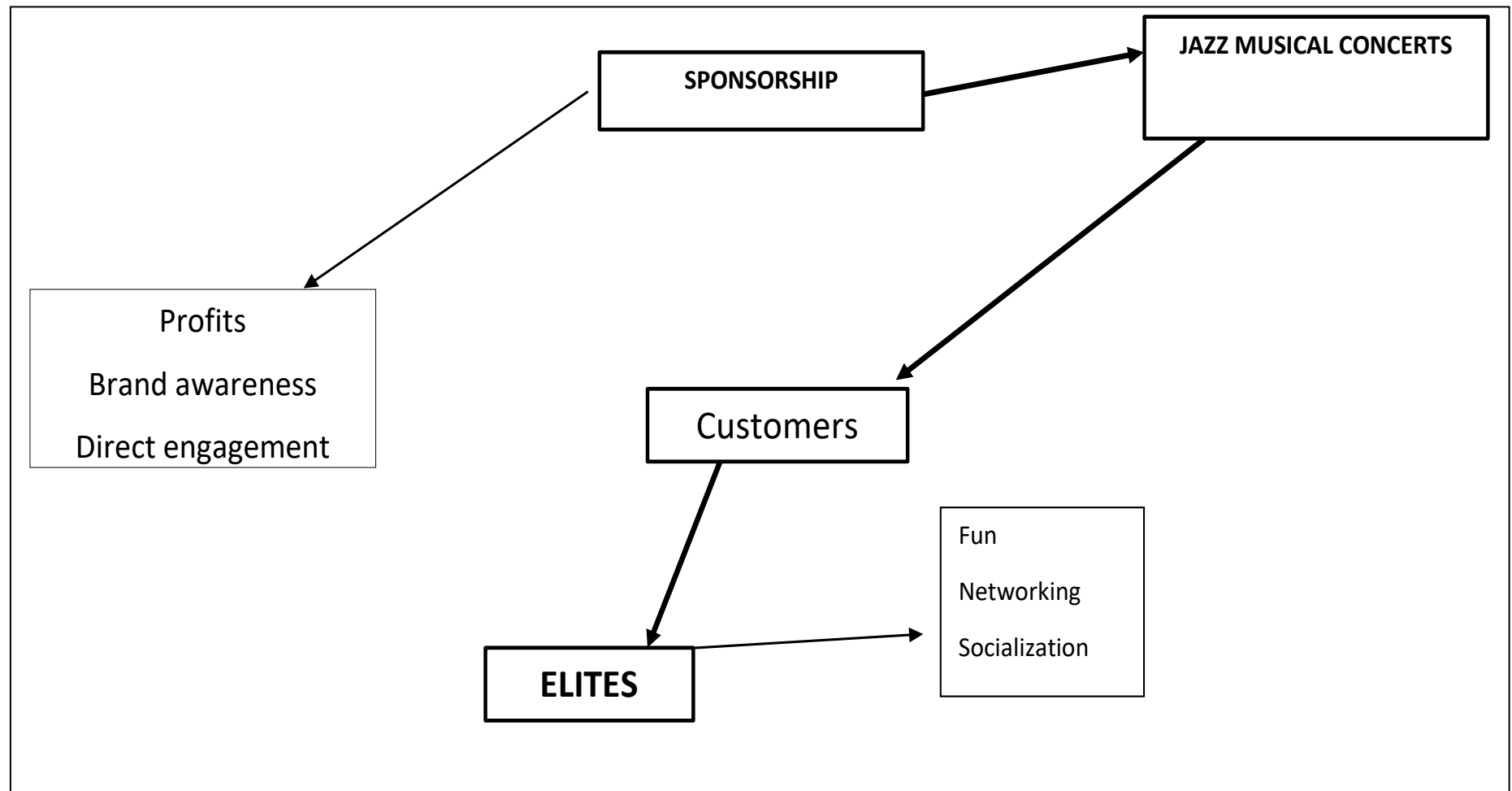
Source: Field work

INITIAL CODES

	Stanbic Bank Ghana	Vodafone Ghana	Joy FM
Initial Codes	Social media Direct marketing The target market The message Elite in society Building networks Brand equity Brand awareness Fun Customers Partnership Concerts will go on Meeting targets	Brand ambassadors Event launch Target market Lifestyle of the customer Elite Brand awareness Brand familiarity Profits The atmosphere created Networking Brand image Particular customers Fun Return for the shows Meeting Targets Customer wants Funds Negotiating	Media outlet Social media Target market Message being sent out Partnerships Aggregate customers Elite Direct engagement Audience satisfaction Fun Network Listeners Feedback Venue Customer wants

Source: Field work

MIND MAP 1



Source: Field work

MIND MAP 2

