



How a sauna song can stir emotions and debate

A case study on the audience's emotional response when cultural traditions are used in brand communication

Frey Mountain

Learning test

Film and media: Online media

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Learning test

Frey Mountain

How a sauna song can stir emotions and debate: A case study of the audience's emotional response when cultural traditions are used in brand communication

Arcada University of Applied Sciences: Film and Media: Online Media, 2025.

Summary:

This study analyzes how emotions, values, and identity are expressed in the audience's reactions. Emotional responses when cultural traditions are used in brand communication. The study is being conducted through a case study of the audience's reactions in the comments field on Aftonbladet's Facebook page under shared posts that touch on KAJ's sauna-inspired song *Bara Bada Bastu*.

The study focuses on how cultural symbols or traditions arouse emotions, debate and cultural different interpretations in the audience's comments. Using Robert Entman's framing theory (Entman, 1993) analyzes how emotions and cultural identity are expressed, reinforced or criticized along recipients' own interpretations. Through a qualitative thematic analysis, 165 comments have been analyzed highlighted in a total of 68 shared posts.

The study highlights the importance of cultural traditions and symbols such as language, dialect, traditions in brand communication and how it evokes strong reactions in recipients. Symbols that are used become functional and supporting themes for discussion and debate about identity, representation and cultural belonging.

Keyword:

Brand communication, cultural traditions, emotional response, identity, digital media

Degree Thesis

Frey Mountain

How a song about sauna can evoke emotions and debate; A case study on emotional response when cultural traditions are used in branding

Arcada University of Applied Sciences: Film and Media: Online Media, 2025.

Abstract:

This study analyzes how emotions, values and identity are expressed in the public's emotional responses when cultural traditions are used within branding. The research is conducted as a case study focusing on audience reactions in the comments section of Aftonbladet's Facebook page under posts related to KAJ's song about sauna *Bara Bada Bastu*.

The study examines how cultural symbols or traditions can awaken emotions, debates and cultural interpretations in audience comments. Using Robert Entman's framing theory (Entman, 1993), the analysis explores how emotions and cultural identity are expressed, reinforced, or challenged through the audience's interpretations. A qualitative thematic analysis was conducted on 165 comments across a total of 68 shared posts.

The study highlights the importance of cultural traditions and symbols, such as language, dialect and traditions within branding, showing how they provoke strong responses from audiences. These symbols become central themes in discussions and debates around identity, resentment and cultural belonging.

Keywords:

Branding, cultural traditions, emotional response, identity, online media

Open area

Frey Mountain

Miten saunabiisi voi herättää tunteita ja keskustua: Tapaustutkimus tunteiden ilmenemisestä, kun kulttuurisia perinteitä tröjinnetään brändäysässä

Arcada University of Applied Sciences: Film and Media: Online Media, 2025.

Summary:

Tutuksessa analizidaan miten the feeling, arvot ja identtiti ilmenevät the audience reaktionssa, kun kulttuurisia perinteitä tröjinnetään brändäysässä. Tutkimus toteutats tapaustukimuk-sena jossa mektatan the audience reaktionita Aftonbladetin Facebook-sivun komenttikentissä KAJ's sauna, the most inspirational biisi, *Bara Bada Sauna*.

Tutkuissen keskiösse on miten kulttuuriset symbolit ja perinteet herättävt tunteita, keskustelua ja kultურisia tulkintoja the audience komenteissa. Robert Entman's key hystem theory (Entman, 1993) auttal analyzidaan kōi tutunet ja kulturtinen identitätti ilmenevät, vinturivat tai saavaa kritiikikā sliiplajien omien tulkinton gäuuut. Laadullisen's theme analyysin auttal on analyzitu 165 komenttia total 68:ssa jaetussa julikussa.

Tutkimus nosta esiin kielen, murteiden ja kultituristen symbolien mensemnen brändäyssässä säke sen, miten nämä herättävä voimakää reaktiöitä sälätajissa. Symbolically functioning keskustelun ja debatoinnin sälätnä teemoina, ikke identidteinin, edustuskus ja kulturi-related to the news.

Avasanat:

Brändäys, kulttuuriset perinteet, tunteellien reaktioni, identitetti, online media

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1 Introduction

Today, brand communication is becoming increasingly direct and present in our everyday lives, in our phones and in our surroundings. It aims to create an emotional engagement and wants to consumers create long-term relationships with brands and products. How is it used then cultural expressions in brand communication? Brand communication and marketing is not just about convincing someone to become a buyer, but also wants to the recipient creates an anchoring to the brand (Holt, 2004), because we most often base our decisions on emotional factors.

Our traditions, rituals and cultural expressions therefore enable an approach that can be used to create connection and emotional anchoring to the brand or the product. These tools and approaches are used both consciously and unconsciously in brand communication and marketing.

Our cultural traditions often carry with them memories, values and history from our own experiences. When you then use them in marketing, for example through symbolism, in language, colors, storytelling or in the world of sound, it is not just speaking to our cultural values but also to our individual experiences and feelings. Market-The nationalization thus places the consumer and the brand in a larger cultural context. hang, and speaks to the consumer's identity. Consumer choice becomes an indicator of what it says about you when you engage with the brand or use the product. That's why it's important to be able to understand and study how marketing can exploit cultural myths and traditions ions to stage desires and create an emotional impact or belonging in consumers.

Through a qualitative case study, we examine how cultural traditions, myths and rituals emerges from the response in Aftonbladet's digital comment field regarding KAJ's *Bara Bada* Sauna song. 1 The study examines how both emotional and identity-bearing connections at the receiver.

¹ Melodifestivalen. (February 22, 2025). KAJ - Just bathing in the sauna [Video]. YouTube. https://youtu.be/28__O2Ngc74?si=iWUYc7XY5BX6X9mI Retrieved May 29, 2025

The study focuses on how cultural expressions are used in comments within digital news media and on Aftonbladet's Facebook page. By analyzing the audience's and receiving the user's expressions in the comment fields, the study focuses on emotions, cultural values and identity-creating perspectives in the response. Methodologically, the study is conducted as a thematic analysis, the examples are analyzed in more detail with the help of Robert Entmans (1993) framing theory. Initially, a theoretical framework is defined with definitions and focus on the concepts of myths, rituals, emotions and identity in brand communication. The methodological approaches for the case study are then explained. In the analysis In this part, a qualitative interpretation of the results is then carried out using framing analysis.

1.1 Background

Cultural symbols and rituals carry meanings that are socially and historically rooted in our identity (Barthes, 2009; Hall, 1997). They function as an internal compass that can awaken emotions, create belonging or reinforce our cultural identity. When using seed-symbols in brand communication and marketing, they contribute to parts of what the brand's identity in such a way that we associate the symbols with our emotional ties to the cultural traditions (Holt, 2004; Banet-Weiser, 2012).

1.2 Problem areas

As brand communication becomes increasingly widespread in our everyday lives and structures, in both image and sound, the messages also become more culturally anchored. Brands are using various means such as traditions, rituals and national symbols to create emotional connections with the recipient (Holt, 2004). Brands and products that want to anchor themselves with the recipient, therefore often utilize symbols or tactics that have a anchoring in cultural traditions (Holt, 2004; Banet-Weiser, 2012).

Previous research often focuses on the value of direct sales as a result of marketing, but when it comes to how impressions are interpreted by the audience, especially in digital and interactive environments, there is a gap in research and thus a clear knowledge needs.

Previous research on brand communication tends to focus primarily on sending the perspective and strategies of the teacher, how to benefit from incorporating cultural elements in strategies, communication and marketing (Holt, 2004; Banet-Weiser, 2012). Less research has been done on the recipient's and audience's response, especially in the discourse in public channels where conversations, debates, opinions and comments are held in comment fields. As digital response plays an increasingly important role in how brand communication is received and spread, not only through marketing but also with the help of algorithms and social media, it is problematic that we know so little about how emotions and cultural Interpretations are shaped and framed by the recipients themselves.

We therefore need knowledge of how cultural symbols in brand communication and products can evoke an emotional response, and how this is then expressed in our digital forums and channels. By investigating this topic, the study will contribute to a better understanding of change in how the cultural effects of brand communication are expressed in our digital news channels.

The study aims to create a better understanding of how cultural brand communication is taken against. There are often very strong underlying cultural feelings and tensions among recipients, which is also reinforced if one refers to cultural traditions in the market management (Holt, 2004). Especially, if you take advantage of people's emotional in their attitude towards their cultural traditions. The study examines how the reception of This type of brand communication creates an emotional response in digital commentors' field on Facebook.

1.3 Purpose, objectives and research question

The purpose of the study is to investigate how emotional response is expressed and framed by the taker in digital comment fields, when cultural traditions are used in branding communication. By analyzing reactions in the comments section of news media on the Finnish-Swedish band KAJ's entry *Bara Bada Bastu* to Melodifestivalen and Eurovision vision 2025. The goal of the study is to understand how cultural symbols can evoke emotions, activate values and shape identity-creating interpretations in the recipients.

The main research question is: *How are emotions, values and identity expressed in the audience's emotional response when cultural traditions are used in brand communication?*

1.4 Delimitations

The focus of the case study is on the response to KAJ's contribution in the comment fields in Aftonblatt. its post shares on Facebook. The study is limited to studying how the recipients react comments in comment fields linked to news media articles about the Finnish-Swedish banking it is KAJ's entry *Bara Bada Bastu* in Melodifestivalen and Eurovision 2025. The focus is on how emotional response is expressed and framed in textual comments, with a particular emphasis on attention to expression and recognition or irritation of the sender of the comment.

The analysis will only include the recipient's perspective, which means that the lyrics, music production, the intentions of the artists and songwriters, or the news are not analyzed. Instead, the focus is on how the content is received and interpreted by the recipients in the digital speak the comments field, where different users can express their feelings, values, experiences and cultural identity.

1.5 Method

The study is a thematic analysis carried out using Entman's (1993) type of framing. analysis, where the recipients' framings in the comment field are systematically studied. The analysis takes note of the emotions expressed, causal relationships, moral perceptions and how the cultural expressions can be interpreted or addressed, with the goal of understanding the underlying values and positions in the comment fields (see chap. 2.1 and chap. 3).

1.6 Glossary

Branding: Strategically structured communication where a brand creates cultural, emotional and symbolic meaning for their brand using communication, image, symbols, sounds and stories (Holt, 2004; Banet-Weiser, 2012).

Cultural traditions: Socially constructed actions, expressions or acts that carry with them itself historical, emotional or identity-identifying meanings (Barthes, 2009; Hall, 1997).

Emotional response: The recipient's various emotional reactions, responses or comments focuses on message, marketing and/or brand communication; such as pride, nostalgia, irritation, joy or recognition. Especially in connection with symbolic and culturally charged content (Banet-Weiser, 2012; Holt, 2004).

Framing: How messages are structured, interpreted and given meaning by highlighting certain aspects over others. Framing can highlight which feelings, reactions, values and interpretations that become central to the recipient's emotional response (Entman, 1993).

Identity threats: Identity threat, a concept by Holt to describe anxiety or uncertainty that occurs when cultural values and ideals do not match the recipient's own experience and identity (Holt, 2004).

Culture share: A concept by Holt that refers to cultural shares of the market more than taking over traditional market shares solely economically (Holt, 2004).

2 Theoretical frame of reference

The theoretical frameworks that form the basis for the analysis in the study are framing theory (Entman, 1993), myth and representation (Barthes, 1972; Hall, 1997) and cultural commodification brand communication (Holt, 2004; Banet-Weiser, 2012). They are used as a basis for be able to examine how the emotional response is expressed in the digital comment fields. The study analyzes when cultural traditions are used in brand communication.

2.1 Framing analysis

Robert Entman (1993) defines framing as a process of selectively highlighting certain salient aspects of a reality in a thematic research. Metaphorically, one can The method is compared to how a camera chooses to frame the image in a certain way. to highlight and show different things in the message of the picture. Entman analyzes the text from the from four different (possible) levels where framing occurs in the text:

1. Problem definition: What does the sender mean by the problem?
2. Causal interpretation: Who or what is to blame for the problem?
3. Moral evaluation: Is something considered right or wrong according to the sender?
4. Proposed solution: Is there a solution to the problem?

The theory becomes relevant for analyzing what comments in digital comment fields mean. means, and how the emotional response is built up. Like what feelings, reactions, Values and interpretations that are central to what is being analyzed:

To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described. (Entman, 1993, p. 52)

Entman argues in the excerpt that the framework contains fundamental aspects that become prominent communication. For example, we can analyze a comment and interpret it by defining a problem, identifying its cause, making a moral assessment and possibly This is a solution that is highlighted. These features in turn help us shape a interpretation.

For example, a comment on KAJ's song *Bara Bada Sauna* contribution: "*Kaj is the one worst song I've ever heard [...] shouldn't even have made it to the finals*" (Aftonbladet, February 26, 2025). The sender sees a problem; the song should not have made it to the final, a reason; the song is the worst the song they heard, the moral; that it was the wrong song to choose for the finale, the solution; it should have been chosen another song. Another comment might say "*something different and not the same nonsense all the time*" (Aftonbladet, February 22, 2025c), where the problem is that ordinary songs don't stick out, as the reason that it is usually similar songs that participate in the music competition, the moral that it is good to be different and stand out and the solution is to choose more unique and different contribution. The study only analyses the recipient's framing, focusing on the the emotional response in the digital comment fields in Aftonbladet's post shares on Facebook.

2.2 Myths and representation

The book *Myths* by Roland Barthes contributes to an understanding of how cultural expressions can evoke an emotional response and provide insight into how meanings are created. Barthes describes myth as a way of speaking, that it becomes an ideological language. In myth, everyday things, phenomena or expressions with cultural and ideological connections, which contributes to the effect of myth. Barthes breaks down myth into meaning, concept and form (Barthes, 1972). An example is how something can symbolize national identity and convey certain values. rings and strengths, such as *sisu* in Finland. The myth works there by bidding The message is already normalized for the recipient and its meaning is therefore automatically understood. with their own recognition and experience. If a brand then uses If you use *sisu* in marketing, the recipient associates it with the myth.

Stuart Hall then provides a broader perspective on how the representation of meaning contributes to the recipient's perception and interpretation of reality. Where language, images and symbols are used to both create and convey that meaning. Images and expressions can feel so natural clear that we don't even think about them. For example, Lindqvist describes KAJ's song *Bara Bada Bastu* som *sauntudunk* (Lindqvist, 2025). The song is described in just one word already with identity, pounding dance music similar to the epadunk style and as an innovation genre. There is more than just music when you hear *sauna dunk*, it also becomes a story. discourse on identity, culture and representation.

Hall describes what he calls *the circuit of culture* (Hall, 1997), that is, the cycle as a model where culture is created through production, representation, consumption, ion, identity and rules. An example is how KAJ's song *Bara Bada Bastu* represents the sauna as something fun and national while also speaking to how Swedes view Finnish and Finnish-Swedish culture. Representation here is how the song shows the sauna culture, how they sing in dialect and identify themselves as Ostrobothnians, the production gives out pressure for culture and how, for example, they use microphones that are supposed to resemble birch wood (Månsson, February 22, 2025b), consumption sees people dancing and singing along, sharing videos and identify with the song, rules become norms and the social reactions.

Both Roland Barthes and Stuart Hall have ideas and definitions that aid understanding for the study of why the emotional response is important to research. By understanding how images, words and traditions can take on a special meaning for the recipient through something like common as a sauna, Finnishisms and Ostrobothnian dialect. How it can make people to automatically feel strongly and/or know directly what it is about. This contributes to us can see how emotions and identity are shaped in the recipient through what they say in comments the fields and by how they say it.

KAJ becomes a bearer of emotional identity that the audience in the comments field can recognize reflect on, or protest against. By analyzing how it is discussed in digital comment field makes it possible to understand how cultural identity and emotional response collaborates in representation and interpretations of the recipient's expression.

2.3 Cultural brand communication

Douglas Holt (2004) introduces the concept of *cultural branding*, which describes how products brands can create iconic status by conveying cultural myths and identities that resonates with societal tensions and values. Douglas Holt argues that a commodity A brand can become truly popular and iconic when it also tells a story that fits into the culture. The brand thus captures something that people think, feel or experience in society. It thus becomes an expression and/or symbol of emotional and identity-creating meanings in the recipient (Holt, 2004).

Sarah Banet-Weiser (2012) then highlights how brands can create trust and emotional engagement through its messages. Like how KAJ portrays contemporary times, saunas, dialect and identity with both humor and seriousness which becomes a central role in how their song *Bara Bada Sauna* is perceived by the audience. The concept of cultural brand communication (*cultural branding*) in turn offers an understanding of how brands use cultural charged expressions, myths and legends to create emotional bonds with the recipients. Icon-cultural brands achieve their status by portraying and communicating cultural tensions that may exist in society and offer responses through their messages (Holt, 2004). The brand simultaneously becomes a cultural actor and symbol (Holt, 2004).

Sarah Banet-Weiser further develops the perspective by showing how the brand becomes better of values, identity and sometimes even resistance. How brand communication is not only about marketing but also about cultural significance for the target audience. the takers (Banet-Weiser, 2012).

In this study, cultural brand communication is particularly relevant to be able to understand how KAJ's contribution does not only function as a song or a musical number, but how it becomes a culturally charged expression where Nordic traditions, languages and symbols form are shared and conveyed. In the digital comment fields, recognition, pride can be expressed or criticism of the song and it is precisely in these reactions that we can see how cultural branding communication can arouse emotional responses and contribute to identity-building reactions at the recipients.

3 Method and materials

In order to be able to analyze how emotional response and cultural expressions emerge in commentary field to KAJ's song *Bara Bada Bastu*, a qualitative thematic analysis is used. Methodology it is based on the purpose of the study, to be able to understand how the recipients' emotional reactions and cultural interpretations are framed in digital comment fields. The material has been collected from the comments field on Aftonbladet's Facebook page when they shared posts that touched on Melodi festival, Eurovision and KAJ's song *Bara Bada Bastu*.

3.1 Qualitative thematic analysis

A qualitative thematic analysis is used as an analysis method to be able to identify, analyze and interpret themes and patterns in the comments. The method has been chosen because it effectively can frame and summarize how the audience expresses their feelings, cultural values and identities through their comments on posts shared on Aftonbladet's Facebook page.

The research is carried out in four stages:

- Data collection: Collection of comments published under Aftonbladet's posts who mention KAJ on their Facebook page. (www.facebook.com/aftonbladet)
- Review: The comments are reviewed to identify relevant emotional expressions and cultural responses that touch on the theme.
- Grouping: The comments are grouped with themes that describe their central meaning.
- Analysis: Using Entman's framing theory, the identified groups are analyzed. the themes of the rings in relation to how problems are defined, causes are identified, how moral positions emerge and how solutions are proposed. (Entman, 1993)

By combining thematic analysis and Entman's framing analysis, an understanding can be found. change for how emotions, values and identities emerge as responses in the digital the comments field. The analysis studies how cultural brand communication (Holt, 2004) is made visible in identity-linked emotional responses from the recipients and their comments.

3.2 Materials

The material consists of comments taken from Aftonbladet's official Facebook page, where posts concerning KAJ's contribution *Bara Bada Sauna* to Melodifestivalen and Eurovision 2025 has been published. Aftonbladet's Facebook comment field was chosen as the source of the data as it is one of Sweden's largest digital news media with a wide reach and a active comment field for both Swedes and Finnish Swedes. Which enables a large breadth of response from different cultures and regions.

Facebook as a platform itself offers a space where content meets the recipient's spontaneous reactions with a low threshold for expression and debate in the comments field.

The selection of comments has been reviewed through a strategic but simple approach. Only comments that directly concern KAJ, their song, or cultural expressions in society ties with KAJ have been included in the analysis. Comments that address technical aspects of the competition, politics, other artists, emojis or otherwise irrelevant information has been excluded. The focus is on capturing the emotionally charged, value-driven or identity-creative expressions that emerge within the digital comment field.

In total, the most relevant comments were collected from 68 posts shared on Aftonbladet's Facebook page during the period between February 18 and May 19, 2025. The period covers the largest part of the media coverage that has taken place over KAJ's participation in Melodifestivalen and Eurovision 2025. For the study, a sample of 165 comments has been selected for deeper analysis. The sample is not statistically representative and no quantitative conclusions can be drawn due to it. The study's selection is qualitative and strategic to highlight different ways in which the recipients reacts and expresses itself in relation to cultural traditions within brand communication.

The selection of 165 comments is not intended to achieve statistical representation, but to achieve a thematic saturation of data. Through analysis and comparison of comments, The researchers identified recurring themes and frameworks clearly among them, which shows that further data probably would not have contributed any new analytical insights (Braun & Clarke, 2021). Therefore, the number of comments has been deemed sufficient for the purpose of the study and analysis.

The comments were selected based on the following criteria:

- The comment expresses a clear emotional reaction.
- The comment concerns cultural traditions, identities or other relevant cultural funny expressions.
- The commentary is representative of recurring themes within the digital communication field.

The study specifically focuses on how recipients' framings express emotional responses and cultural identity in the digital comment field. The comments are then interpreted from the four central functions of framing: problem definition, causal interpretation, model evaluation and proposed solution (Entman, 1993).

3.3 Ethical considerations

The study has related to research ethics principles and practices for internet-based research. Since the material consists of public comments on Aftonbladet's Facebook posts, is it ethically defensible to use the content without the consent of the publisher? the organization or the sender of the comments, since the publication was voluntary in a public digital environment.

The comments have been anonymized to protect the privacy of the individuals and no personal information has been information emerges in the study or is essential to the content of the study. No personal information toxins or other identifiable information is accounted for in some way in the analysis.

The purpose of the study is to analyze cultural expressions, not to review or assess one-different individuals.

The material has been treated with respect and understanding for the individuals' privacy and expression. freedom of expression, in accordance with the Swedish National Board of Research Ethics (TENK) principles of good conduct scientific practice when handling publicly available material. (Research ethics guidelines) gation, 2023). The analysis is carried out with transparency throughout the research process and All 165 comments analyzed are included in Appendix 1.

The following presents the results and analysis of 165 comments on Aftonbladet's Facebook posts concerning KAJ's participation in Melodifestivalen and Eurovision 2025

4 Results and analysis

The study began by looking for typical categories in the material, these have been used as thematic wholes for further interpretation (Entman, 1993; Braun & Clarke, 2021). Focus lies in how cultural traditions, emotional responses and values are expressed, as well as how the recipient expresses identity, affiliation or distance to the content they are commenting on.

The comments have been grouped into four prominent themes: identity and cultural affiliation, ring, sauna culture as a tradition, Humor, joy and standing out as a cultural force, and Cultural division, value conflict and irritation. These themes are presented and analyzed further with the components according to Entman (1993); problem definition, cause identification, moral evaluation and proposed solution.

4.1 Identity and cultural anchoring

Comments that focus on KAJ's Finnish-Swedish background and question their right to represent Sweden. Here we can identify clear identity problems or individual who want to correct a misconception about the view of Finnish-Swedish identity. Discourse emerges that not only seeks to defend KAJ, but also educates others about their historical and cultural affiliation. Here, therefore, a strong cultural connection is anchored that extends across national borders.

Framing analysis of the comments belonging to this group:

- Problem definition: There are misconceptions about Finnish-Swedish identity and how it is represented in Sweden.
- Causal interpretation: There are gaps in historical knowledge about Sweden's and Finland's common history.
- Moral value: The comment expresses pride in their cultural background or frustration over the lack of knowledge about Swedish Finland.
- Proposed solution: There is a need for information and education in Swedish history and cultural affiliation.

Excerpt from comments:

"Kaj are not Finnish! They are Finnish-Swedish! Learn the difference! It is miles wide!"

- Comment 108, Therefore Finnish KAJ is allowed to compete in the Swedish Melodi festival (Demirian Genna, 2025; Aftonbladet, 21 February 2025).

"Ostrobothnia and Åland are provinces in Finland with a Swedish majority even today, as are parts of Uusimaa and Åland. I am so glad that KAJ is opening my eyes to Swedish Finland in Sweden. In any case, I must correct you when you write "Finnish never took over in the Ostrobothnian coastal areas." You probably mean that FINNISH did not take over."

– Comment 142, KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden" (Kerpner, 2025; Aftonbladet, March 10, 2025d).

"It never ceases to amaze me how little Swedes really know about their history.

We Finnish Swedes are the ones who remain here after the time Finland belonged to Sweden.

The entire coastal strip from Kokkola in the north down to Helsinki is an area where Swedes exist. It might not hurt to find out."

– Comment 143, KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden" (Kerpner, 2025; Aftonbladet, March 10, 2025d).

"It's been a long time since Sweden had such a Swedish contribution? The artists come from

"The eastern half of the country, the song is produced in Värmland and they sing in Swedish." –

Comment 077, This is why Finnish KAJ is competing for Sweden in Eurovision (Ek, 2025; Aftonbladet, 13 May 2025c).

For example, the comments defend a certain cultural identity (Finnish Swedishness) and

seeks to correct a perceived wrong, which shows how cultural belonging and identity become important in

connection to the recipient's perception and response. For the recipient it becomes important to

show where they come from and what roots they have for their identity. Even a com-

mentees who correct their previous spelling mistake add that they are actually "[...]half

Finnish[...]" (Aftonbladet, May 13, 2025e), which further demonstrates how the recipients consider the identity

The ability to be important in the context.

4.1.1 Identity threat

According to Holt, cultural brands function as carriers of identity myths, which helps

people to process tensions between society's ideals and their own experiences.

When there are contradictions between perceptions and people's reality, it arises

which Holt calls *identity threats*, which can arouse concern in the recipients (Holt,

2004).

Here, various actors such as brands or artists can then offer identity

creative stories to emphasize the recipient's identity. The brand that succeeds

best at associating themselves with an identity myth and then responding to contemporary cultural tensions, gains some of what Holt calls *culture share*. It can thus become a cultural real impact and trend when recipients associate their cultural affiliation with goods the brand (Holt, 2004). The brand therefore helps to secure the recipient's identity and becomes a symbol against the identity threat that the recipient experiences.

4.2 Sauna culture as a tradition

The comments in this group describe how the sauna has a cultural significance for them in KAJ's song *Bara Bada Bastu*. For them, the sauna becomes a deeper cultural symbol with roots in Finnish and Nordic lifestyles and traditions. It therefore carries with it an emotional expression of tradition and culture from the recipient's perspective and highlights emotional response in their comments. The rituals surrounding sauna bathing and its importance in Nordic culture has simply been perceived differently by the recipients, the problem here is how they perceive themselves sauna bathing from one's own perspective. The importance of sauna bathing therefore polarizes individuals. The opinions of the receiver and the personal experience of the recipient govern the emotional response. then in their comments.

Framing analysis of the comments belonging to this group:

- Problem definition: The importance of the sauna is overlooked, sauna bathing as an important tradition ition creates divided opinions among the comments.
- Causal interpretation: Sauna is a culturally charged expression as a tradition or part of culture in Finland and the Nordic countries. Saunas have meaning based on the recipient's own sauna bathing and personal experiences.
- Moral evaluation: The sauna is seen as something positive or negative, where one thinks whether or not you enjoy sauna bathing.
- Proposed solution: A reinforcement of the sauna's symbolism, its healthy aspects or to distance oneself from it, emerges among the comments.

Excerpt from comments:

"Our sauna culture, our DNA, is also so much bigger than any kind of sexual challenge. Lovely sauna, lovely  – Comment 150, Finland cheers on KAJ: "Made me sad" (Ek, 2025; Aftonbladet, May 15, 2025a)

"[...]we must get a sauna!  " - Comment 160, After KAJ's victory: "It prevails sauna fever in Sweden" (Seretis, 2025; Aftonbladet, March 10, 2025a)

"Hate saunas. Damn, so awful." – Comment 158, After KAJ's victory: "There is sauna fever in Sweden" (Seretis, 2025; Aftonbladet, March 10, 2025a)

"A warm and humid sauna. There is nothing else that makes you feel so , as afterwards. clean. I like to throw myself into a snowdrift in the winter or straight into the river in the summer. Bathe , bathe in the sauna" - Comment 157, After KAJ's victory: "Basta fever prevails in Sweden" (Seretis, 2025; Aftonbladet, March 10, 2025a)

"No sauna fever here. Hate sauna bathing, sauna forced twice a year when I went to school." – Comment 009, SVT stops KAJ's sale: Violates the rules (Shimoda & Shimoda, 2025; Aftonbladet, March 10, 2025h).

"I'm just going to take a sauna on Saturday." – Comment 028, The Final of Melodifestivalen 2025 – everything you need to know (Demirian Genna, 2025; Aftonbladet March 6, 2025).

The comments show how sauna culture is framed in different ways; as something to feel culturally natural pride in, a cultural tradition, but also something uncomfortable or foreign to some. The framings reflect an emotional response where some express cultural affiliation hot, while others distance themselves or show dissatisfaction with the sauna. By using the sauna as a cultural symbol, KAJ uses identity myths that connect the individual to a cultural tradition, which according to Holt is central to cultural brand communication ion (Holt, 2004). Which in turn creates connections and bonds to the recipients' own experiences about sauna bathing.

4.3 Humor, joy and standing out as a cultural force

Comments express appreciation for KAJ's contribution because it offers something different that stands out, it is reflected in the contribution as a happy song in an otherwise serious and conflict-ridden world and reality of the recipients. Here the humor is framed as a central conscious choice and as a way of expressing feeling and freedom. The comments shows their support for the joy the song creates in them. They don't think you should always have to sending similar contributions every year without it being good to include something with humor and joy like stands out.

Framing analysis of the comments belonging to this group:

- Problem definition: Defines a cultural or emotional need for joy in a otherwise dark or serious reality.
- Causal interpretation: Sees KAJ's contribution as a counterpoint to the traditional style that stands out compared to the other entries in Melodifestivalen and Eurovision.
- Moral value: Values and highlights joy and humor in their moral position.
- Proposed solution: With appreciation and celebration for values such as joy and community expresses support for KAJ's contribution and that more of that kind is needed.

Excerpt from comments:

"The world needs a little joy, warmth and reflection. Taking a sauna is better than going to the toilet..." – Comment 034, Nanne Grönvall defends KAJ after the criticism (Wilow, 2025; Aftonbladet, March 10, 2025e).

"[...]Måns was good but as a matter of fact KAJ is a song that is happy we need JOY in these dark times" – Comment 164, John Lundvik's criticism after KAJ's win: "The competition has changed completely" (Silva, Demirian Genna & Dahlgren, 2025; Af-tonbladet March 9, 2025a).

"I think KAJ is a lovely trio. There's 🥰
really nothing specific that has to be Mello, more so back then maybe, than today.
They were voted as winners and that's how it is, there were many good contributions. Great with joy
and 😊
humor, is there a need for anything? Nothing says 🥰
it can't hit as high as a contribution with touching and strong text.
😔
🤔 – Comment 032, KAJ on Zelmerlöv's and Lundvik's reactions: Onnea KAJ "
"A mistake" (Jonsson, 2025a; Aftonbladet 10 March 2025b).

"Kaj was the only one who sang a real schlager song, you can't get it out of your head."
head. Absolutely wonderful catchy song that creates community. Take the opportunity to
sing along, you'll be so happy." - Comment 030, KAJ on Zelmerlöv's and Lundvik's reactions: "A
mistake" (Jonsson, 2025a; Aftonbladet 10 March 2025b).

"Everyone has their own opinion and not everyone has to like this song but it is tame somehow
different and not the same nonsense all the time. Eurovision will be boring then. But now
You will happily sit and watch as Kaj delivers and also wins.
The Swedes should be happy that someone who can really help you because you drive the same
thing all the time." – Comment 092, Måns Zelmerlöv and KAJ go straight to the final (Månsson,
Wilow & Demirian Genna, 2025; Aftonbladet, February 22, 2025c).

"My message to everyone who likes KAJ's contributions, and more humorous contributions in
in general, is frivolous: Humor is a thousand times more important for a democracy and a
open society than all the bland, bland pop hits that have trickled down

Melodifestivalen the last 25 years.” – Comment 023, Oddsen: Sweden has the best chance to win the Eurovision song contest 2025 (Jonsson, 2025b; Aftonbladet 10 March 2025f)

The comments show that humor and joy not only provide added value as entertainment, but also adds cultural value to the recipient. By offering a polarity to a musical perfection and an otherwise serious musical performance becomes KAJ's contribution what Holt would describe as a story that responds to contemporary emotional and cultural needs (Holt, 2004). In that context, humor becomes not just joking but a valuation that the recipient brings with them and values. One comment mentions, for example, that humor is important for a democracy and open society (Aftonbladet, March 10 2025f), which further highlights the moral stance of the comments in this group-ring has.

4.4 Cultural division, value conflict and irritation

Some of the comments express criticism of KAJ's contribution, often in comparison to others. artists or personal expectations of what they think the music should sound like. Commentees in this group therefore express a certain resistance or disappointment towards KAJ's contribution, often in relation to what they are used to thinking a musical number should be in this context. The playfulness and humor in KAJ's contribution are highlighted as irritation or act, here too there is a very strong emotional response towards the character of the contribution, identity and content. Comments question the contribution's role as a serious musical number or that it would appeal to anyone other than children. Some sees it as a direct cultural problem that the contribution violates norms or does not live up to their own cultural expectations for what should represent a nation in a music competition ling. This results in enormous emotional reactions linked to the recipient's vision and own reality.

Framing analysis of the comments belonging to this group:

- Problem definition: KAJ's contribution is childish, frivolous or downright bad.
- Causal interpretation. KAJ's contribution does not meet the recipient's expectations of what a musical number that is supposed to represent a nation should be.
- Moral evaluation: The commentary expresses that there is a *right* way to do things. sik on KAJ's contribution does not meet.
- Proposed solution: The comment wants the contributions to be of a higher standard to be able to win or even participate in the competition.

Excerpt from comments:

"Yaaaa. It was the only song with weight in it, his voice is awesome, good purpose, he did a huge achievement.

I don't feel that an epadunk number with a comedy band should represent Sweden. It's not even possible to compare the moons to them. He was a worthy winner. We as a country need to show that we are knowledgeable and strong in these troubled times. Show some kind of pride, but instead people vote for some because they are humorous." - Comment 043, Here Måns Zelmerlöw storms out of the arena (Silva, Bo-man, Demirian Genna & Dahlgren; Aftonbladet, March 8, 2025c).

"Kaj is the worst song I've ever heard and shouldn't even have made it to the final. Feels like a typical Finnish song, has nothing to do with Sweden by the way. Strange that it's not competing for Finland. Would probably fit better there. No, I hope someone else gets to compete for Sweden in Eurovision. Everyone else is so much better than Kaj so who it is almost doesn't matter." – Comment 001, It sounds like they are super downing the Ghost Laban (Larsson, 2025; Aftonbladet, February 26, 2025).

"Are the Swedish people completely empty, vote for the terrible Bada, Bada Sauna. Sweden is already exposed as a country and then we send this terrible song to Eurovision The festival. You don't believe it's true. Are these sandbox children who have voted?" - Comment 044, Here Måns Zelmerlöw storms out of the arena (Silva, Boman, Demirian Genna & Dahlgren; Aftonbladet 8 March 2025c).

Comments show strong emotional response and relate their argument to their their own experiences and images of what they themselves think should be allowed to represent Sweden in a music competition. Some accuse the entire nation of not showing any pride or of be completely *empty*, while others believe that the entire country should show itself as knowledgeable and strong by not sending KAJ as a contribution (Aftonbladet, March 8, 2025c).

5 Conclusion and discussion

Here the study is summarized with a discussion of how the results relate to the overall theories used. As well as a discussion of what the results mean in practice and what the study has identified for reactions among the recipients. Finally, it also discusses suggestions for further research.

5.1 Summary of results

The study has analyzed how emotional responses are framed in digital comment fields when cultural traditional traditions are used in brand communication, with a focus on the Finnish Swedish band KAJ's entry *Bara Bada Bastu* for Melodifestivalen and Eurovision 2025.

Using Robert Entman's framing theory (Entman, 1993) and a qualitative thematic analysis identified four main frameworks: identity and cultural anchoring with identity threats, sauna culture as a cultural tradition, humor, joy and standing out as cultural power and cultural division, value conflict and irritation.

The result shows that cultural traditions and symbols such as language, dialect, sauna and Humor evokes very strong emotional reactions in recipients. The symbols used turned into KAJ's song *Bara Bada Bastu* becomes functional and supporting themes for discussions about identity, representation and cultural belonging. In the digital comment fields, a wide range of emotions are expressed, ranging from pride and joy to irritation, worry or identity threat. The cultural frame of reference through traditions, language and symbols creates emotions in the recipients that arouse social debate about identity and origin. KAJ becomes a symbol and carrier for Finnish Swedes and their history across the borders between Finland and Sweden. This suggests that cultural expressions are effective tools to use depends on whether you want to arouse emotions and reach an audience where cultural connections exists.

5.2 Answer to the research question

How are feelings, values and identity expressed in the audience's emotional response when cultural traditions are used in brand communication?

The study shows that recipients interpret and frame cultural traditions using their own experiences, identity and visions. This suggests that when cultural traditions are used in brand communication, recipients can express an extra strong emotional response. Through either belonging or by distancing themselves. With the support of Entmans (1993) framing analysis makes visible how comments define problematic issues (for example questioned identity and representation), identifies causes (for example, ignorance of the Finnish-Swedish identity and the Swedish language in Finland), make moral judgments (such as joy, irritation, visions, pride and belonging) and suggests solutions actions (for example, by contributing knowledge or the desire to spread more joy).

The emotional response is therefore not only shaped by the brand and the sender intentions, but also by the audience's own cultural frames of reference and experiences. To be able to understand how the recipients' emotional reactions and cultural interpretations are framed therefore becomes important in the creation of both brand communication and marketing.

5.3 Theoretical implications

The study supports Entman's view of framing as a process that is not solely dependent on content, but also by the recipient's cultural understanding (Entman, 1993). Brand-communication with cultural traditions thus works effectively to highlight emotional response, especially where the recipient finds identity *threats* (Holt, 2004). Cultural expressions in brand communication can therefore function as identity-building bridges and stories that respond to society's cultural tensions and create *culture shares* that a brand can then benefit from by creating emotional bond with the recipients (Holt, 2004). This in turn makes the recipients feel a strong stronger connection to the brand and its message.

5.4 Practical implications

The results show that marketing strategies can definitely benefit from cultural branding. communication to create a strong emotional response in the recipients, but also resistance or irritation. Using traditions or symbols that are rooted in culture the tour such as sauna, phrases and references also require an understanding of counter-the recipient's culture. Brand communication can thus become identity-creating, which makes it increasingly powerful.

5.5 Suggestions for further research

The study focused on a single case within a short time frame in a limited area. For to deepen the understanding of how emotional response in brand communication Further research is proposed that extends over a longer period of time and across more media. For example:

- A comparative study between different forms of cultural brand communication-ion.
- Analysis of interactive media where recipients also react with video, images and sounds to show their emotional response.
- A longer study where cultural brand communication is followed over a longer time to see how the recipient relates to it in the longer term.

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Attachments

Appendix 1/1 – Comments from Aftonbladet's Facebook page sorted according to the themes of the analysis.

Identity and cultural anchoring

Aftonbladet. [Comment to status update]. Facebook.

It sounds like they're super down Spöket Laban 003.

"So there are almost 2 million Swedish Finns in Sweden... the largest minority. Last year we had two Norwegian trolls Tudde and Mudde.

Everything works."

Aftonbladet. [Comment to status update]. Facebook.

It sounds like they super down Spöket Laban

002. "Very atypical Finnish is this song in Finnish Swedish (spring dialect).

You have probably listened to very few Finnish (Finnish) songs"

Aftonbladet. [Comment to status update]. Facebook.

KAJ has become a sex symbol on Tiktok: "I have no words"

014. "Norway last year, Finland this year....

Denmark.... get ready for next year...."

Aftonbladet. [Comment to status update]. Facebook.

KAJ has become a sex symbol on Tiktok: "I have no words"

013. "A big congratulations Kaj on winning the Melodifestivalen. I was far from convinced last year when we had a Norwegian representative, but this year I feel completely comfortable. Run hard. Kaj is convinced that you can win the Eurovision Song Contest 2025."

Aftonbladet. [Comment to status update]. Facebook.

KAJ has become a sex symbol on Tiktok: "I have no words"

016. "Finland's cause is ours"

Aftonbladet. [Comment to status update]. Facebook.

KAJ has become a sex symbol on Tiktok: "I have no words"

018. "Just a thought and my thought.....last year Norway won, this year Finland won, Denmark will win next year in the Swedish Melodifestivalen. Isn't it the rule that every country should have its representative"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's landslide victory: One million more votes than Måns

019. "Although according to producer Anders Wistbacka, the VPN voting was not a problem. The phenomenon is old and most of the votes came from Swedes in Sweden."

I myself voted for Sweden from Finland because I still have a Swedish phone and no Finnish one."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's landslide victory: One million more votes than Måns 020.

"You can see that the Swedish people want to see KAJ at the Eurovision Song Contest.

Absolutely superior and they are so worth this.

We Finnish Swedes are not that many. We are proud of our heritage and our dialect. These guys are proof of this"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's landslide victory: One million more votes than Måns 022.

"What the hell is the problem? Whoever gets the most votes usually wins. I'm Finnish Swedish, I didn't vote! Glad KAJ won!"

Aftonbladet. [Comment to status update]. Facebook.

Odds: Sweden has the best chance to win the Eurovision song contest 2025 024. "Was there any artist who complained when they lost to the Norwegian brothers in 2024 A fair question"

Aftonbladet. [Comment to status update]. Facebook.

The odds: Sweden has the best chance of winning the Eurovision song contest 2025

025. "In Finnish it is spelled yksi, not yxi. In addition, they are Finnish Swedes and therefore have Swedish as their mother tongue"

Aftonbladet. [Comment to status update]. Facebook.

Here Måns Zelmerlöw storms out of the 042 arena.

"Last year, two Norwegians won. This year, three Finns. Will there be four Danes next year? I am absolutely not racist in any way. But shouldn't Sweden represent Sweden? We have so many incredibly good artists. I don't understand anything about Mello anymore."

Aftonbladet. [Comment to status update]. Facebook.

Here Måns Zelmerlöw storms out of the 045 arena.

"We don't vote for our own Swedish artists in a music competition to represent Sweden in Eurovision.

"So for the World Championships, European Championships and Olympics in the future, we can send participants from other countries. And they don't even have to be good at what they do, as long as they are happy and doing something fun and different."

Aftonbladet. [Comment to status update]. Facebook.

Finnish fans are urged to cheat the system – to be able to vote for KAJ in Mello 056.

"There are currently around 700,000 people in Sweden with a Finnish background" (official figures). Then take all the Mello-loving Swedes in Sweden. That should be enough!"

Aftonbladet. [Comment to status update]. Facebook.

Finnish fans are encouraged to cheat the system - to be able to vote for KAJ in Mello 057.

"There are a lot of Finns living in Sweden, roughly 700,000."

Aftonbladet. [Comment to status update]. Facebook.

Finnish fans are urged to cheat the system – to be able to vote for KAJ in Mello 058. "Äääh hardly any cheating! There are many of us with Finnish accents who vote"

Aftonbladet. [Comment to status update]. Facebook.

Finnish fans are urged to cheat the system – to be able to vote for KAJ in Mello 059. "We tried with VPN, but it didn't work. VPN was blocked from voting. So if anyone managed to do it, there probably weren't that many. KAJ was good, so don't try to cheat!"

Aftonbladet. [Comment to status update]. Facebook.

Finnish fans are being urged to cheat the system – to be able to vote for KAJ in Mello 060. "We vote with VPN, reett from Bastolava!"

Aftonbladet. [Comment to status update]. Facebook.

Finnish fans are being urged to cheat the system – to be able to vote for KAJ in Mello 061. "As a Finnish Swede, I think KAJ won't win, because he's too good."

Aftonbladet. [Comment to status update]. Facebook.

They win the final – according to Spotify's numbers 068. "Hey hey. Hope! Sweden and Finland's new joint national anthem!"

Aftonbladet. [Comment to status update]. Facebook.

The song ratings for the first semi, ESC 2025

069. "If you're going to pay tribute to Finland in Finnish, it's called SUOMI, but these guys are Finnish SWEDISH. Try to realize that there are Swedish speakers even outside of Svedala!"

Aftonbladet. [Comment to status update]. Facebook.

Song scores for the first semi-final, ESC

2025 070. "I live in Helsingborg and am half Finnish....spelled wrong sorry"

Aftonbladet. [Comment to status update]. Facebook.

Firewood as a microphone and a sauna hat – here are all the details in KAJ's contribution

071. "Love how three Ostrobothnians in Mello can bring all Finnish Swedes together throughout the whole of the North in one evening. The duck pond united. Cheers to the atmosphere! Taco hey, KAJ!"

Aftonbladet. [Comment to status update]. Facebook.

Kaj broke the voting record in

Melodifestivalen 073. "They can only thank Svenskfinland and VPN for that!"

Aftonbladet. [Comment to status update]. Facebook.

Despite KAJ's win: That's why the voting in Mello must be redone - Here are all the numbers 074. "All this circus because those who used the competition are not "100% Swedes" Boycotting Kaj because they are from Finland is narrow and regionalist. Swedish music is about diversity and creativity, not borders. Kaj won because people voted for them! that's how a democratically elected winner works."

Aftonbladet. [Comment to status update]. Facebook.

That's why Finnish KAJ is competing for Sweden in

Eurovision 075. "It's terrible to see so many Swedes who can't be happy for KAJ. Sweden sent one of the best entries of the year, regardless of where the artist comes from. Sweden is a diverse country, and that's something we should be proud of, not question with racist comments... And yes! Kaj is the best, cheer for Sweden and Finland!.. Writes a Cuban Swede!"

Aftonbladet. [Comment to status update]. Facebook.

That's why Finnish KAJ is competing for Sweden in Eurovision 076. "Finland's SWEDISH.

Sweden and Finland were ONE country for 600 years."

Aftonbladet. [Comment to status update]. Facebook.

That's why Finnish KAJ is competing for Sweden in Eurovision

077. "It's been a long time since Sweden had such a Swedish entry? The artists come from the eastern half of the country, the song is produced in Värmland and they sing in Swedish."

Aftonbladet. [Comment to status update]. Facebook.

Mark Levengood's support for KAJ in Melodifestivalen 078.

"Interesting to read the comments under both Finnish and Swedish posts. It becomes clear how Finland-Swedes are getting into trouble. KAJ, who has been creating humorous music (and two musicals) in the Vörå dialect for fifteen years, has always done their own thing. Cheers to them!"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to the final 079. "I

am a Finnish Swede, it is incredible that Kaj got this far. They are incredibly popular in Swedish Finland.

They probably know that they will not go all the way to the end. We , but such good PR for the group.

Finnish Swedes should always fight for our language. They help preserve Swedish in Finland."

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to the final 080.

"Hey KAJ, the pride
of the Finnish Swedes!!!"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to final 081.

"Congratulations KAJ. Finals all over Ostrobothnia in Finland"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to final 082. "The

world needs some fun and crazy songs like Kajs. Finns can do that, that's why they are the happiest people in the world for the 7th time. We are as happy as we are"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go directly to the final 083.

"Not Finnish but Finland's Swedish KAJ"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to the final 085.

"Because I am Finnish-Swedish, I think the main thing is that KAJ won"

Aftonbladet. [Comment to status update]. Facebook.

KAJ must redo the number for Eurovision 086. "As a

Finn and a Vörå resident, I know that if KAJ redo the number, it will be even better, and Sweden will win"

Aftonbladet. [Comment to status update]. Facebook.

KAJ had to redo the number for Eurovision 087. "In the Finnish-language newspaper Turun Sanomat there was a cartoon of a guy sitting and philosophizing on a sauna bench: "The Finns haven't dared to sing about the sauna, Sweden was needed for that!" and "The Swedes haven't dared to sing in Swedish in over 20 years, Finland was needed for that!"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go directly to the final 090.

"If you can only bear it it is clear that KAJ will take home the victory. and to Sweden..... here in Finland not all Finnish speakers want to accept that our country is bilingual. Now only Finnish speakers have opened their eyes and realize that it is not so stupid with Swedish after all.... one can at least hope...."

Aftonbladet. [Comment to status update]. Facebook.

KAJ gets starting number 23 in the final

093. "HELLO KAJ! Great! Hey Sweden! Hey Sweden-Finland team! Hey sauna! Hey Vörå!"

Aftonbladet. [Comment to status update]. Facebook.

Reactions from Finnish celebrities after KAJ's win 096. "Funny that the Finns were the only ones who sang in Swedish..."

Aftonbladet. [Comment to status update]. Facebook.

KAJ lists: 10 biggest differences between Sweden & Finland 097. "Locked article. But in my experience, Finns are better than Swedes at most things. However, Finnish men sometimes lack the ability to deal with adversity in a good way. Finnish women are the best in the world. They don't know what offended means, and smell wonderful "everywhere."

Aftonbladet. [Comment to status update]. Facebook.

Sauna party in Helsinki when KAJ competes in Eurovision

098. "I thought it was Sweden's entry, but apparently it's Finland that will have 2 entries"

Aftonbladet. [Comment to status update]. Facebook.

MARKUS LARSSON: KAJ can ruin the competition for good 099. "This is what the Finnish Swedes are looking forward to! The atmosphere is HIGH is an understatement! HELLO!"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw's concern: "I think KAJ will win"

100. "Awesome with the , they have come to the conclusion that WE Finnish Swedes exist in Swedish KAJ people! Great guys, visible to the "world" Måns may still get to represent Sweden! With a narrow margin, I wish for a Finnish Swede in Ostrobothnia."

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw's concern: "I think KAJ will win"

101. "Finland has made the large-scale invasion of Sweden's Mello with KAJ so now there are sauna tones in every corner"

Aftonbladet. [Comment to status update]. Facebook.

KAJ is welcomed with cheers at home in Finland

103. "Yesterday's snowstorm turned into a storm when the KAJ guys sang on the artificial turf field in our dear Vööro. -E va så fyhääda roulit ti va po plass la me demdi ader 5000"

Aftonbladet. [Comment to status update]. Facebook.

KAJ is received with jubilation at home in Finland

104. "Finland-Swedish Ostrobothnia is called the Jönsingar go to the library to borrow a Swedish History book.- Sweden and Finland were the same country from the 11th-13th century until 1809, it's sad when they don't have their history clear!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ is welcomed with cheers at home in Finland

105. "Lovely guys. KAJ is truly a good ambassador for Finland in every way. Tom Aftonbladet writes Finnish instead of the Finnish band. We Finns have many languages, Finnish, Swedish, Romani, Yiddish, Sami..."

Aftonbladet. [Comment to status update]. Facebook.

KAJ is received with cheers at home in Finland

106. "HOME in Finland, yes, they are not Swedes, so why are they allowed to represent Sweden? "It should be back to the time when only artists from the country can represent them, and sing in their home language."

Aftonbladet. [Comment to status update]. Facebook.

KAJ is welcomed with cheers back home in Finland

107. "Best friends in . Greetings from here . We won't let this opportunity to like each other go to waste! We are amazing together! Then we can probably continue arguing about hockey like good siblings should do."

Aftonbladet. [Comment to status update]. Facebook.

Therefore, Finnish KAJ can compete in Swedish Melodifestivalen

108. "Kaj are not Finnish! They are Finnish Swedish! Learn is the difference! It is miles away!"

Aftonbladet. [Comment to status update]. Facebook.

Therefore, Finnish KAJ can compete in the Swedish Melodifestivalen

109. "It's a very popular FINNISH-SWEDEN group from Swedish Ostrobothnia"

Aftonbladet. [Comment to status update]. Facebook.

Therefore, Finnish KAJ gets to compete in the Swedish

Melodifestivalen 110. "Krista Sigfreds has competed in Sweden. She is truly a Finnish Swede"

Aftonbladet. [Comment to status update]. Facebook.

Therefore, Finnish KAJ can compete in the Swedish Melodifestivalen

111. "KAJ is Finland's Swede"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

113. "Kaj comes from Vörå in Östebotten. My grandmother and grandfather (and father) are from there and they only spoke Swedish, they couldn't speak Finnish. They had Swedish schools etc. It is still an almost entirely Swedish-speaking place today. They also had the only song sung in Swedish this year. Cool happy song. Hey Kaj!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

114. "Thank you Kaj for paying attention to us Finnish Swedes in Sweden, some people still don't know that we exist"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home district marinated in Swedishness: "Everyone has relatives in Sweden"

115. "Osterbotten is more Swedish than the vast majority of municipalities in Sweden. That's a fact!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home district marinated in Swedishness: "Everyone has relatives in Sweden"

116. "Osterbotten is more Swedish than many places in Sweden"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home district marinated in Swedishness: "Everyone has relatives in Sweden"

117. "Osterbotten is more Swedish than most Swedish places today."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

118. "Good article! I have a hard time understanding those who don't like the song just because it's performed by our Finnish brothers. Brothers who are also considerably more Swedish than one might think."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

119. "The municipality of Vörå in Ostrobothnia was and perhaps still is at the time of writing the place in the whole world that has the highest percentage of Swedish-speaking residents. Voting for Sweden, of course, in between, a different sound in the source when it comes to ice hockey"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

120. "Korsnäs where I live was once the world's most Swedish-speaking municipality, 30 years ago maybe almost 99% spoke Swedish here at that time"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

121. "Racism suddenly became commonplace again, you can see in the comments.

"I wonder if the anger would have been as great over contestants without Swedish citizenship if the artist had been called, for example, Ed Sheeran or Beyonce and the song had been made according to the usual template in the usual factory?"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

122. "The name says it clearly: Västerbotten on the Swedish side and Ostrobothnia on the Finnish side. On the Finnish west coast, there are many Swedish-speaking areas, people die watching Swedish TV. Certainly in Vaasa, Swedish TV is seen naturally over the terrestrial network."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

123. "Do you in Sweden even know that the world's most Swedish-speaking municipality is in Finland? Korsnäs is south of Vasa"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

124. "In Ostrobothnia we are probably more Swedish than the Norwegians who represented Sweden last year...."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

125. "Närpes ie Aftonbladet post, he va na"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

126. "But how good! Then we can take the credit and not Finland. I am so happy to learn more about Finnish Swedes, we have heard too little about you"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

127. "I have been amazed countless times at how little you in Sweden know about your own history. For example, have you never thought about why Västerbotten is called Västerbotten even though it is on the east side of Sweden...Thank you Herman Lindqvist for once again stepping in and providing consumer information and public education. Hey KAJ!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in

Sweden" 128. "100% of my relatives are Finnish Swedes, but not all of them live in Finland. They are found in Sweden and the USA. Even Ostrobothnia had many who went to the USA and Canada. Not just Swedes who emigrated."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

129. "Half the family lives in Sweden (mostly the Stockholm area) and my parents lived in Stockholm before they moved and bought a house and had me.

I myself have lived in Sweden for over 10 years, now living again in Ostrobothnia for 5 years.

I feel like I have two homes, one in Ostrobothnia, Finland and one in Sweden, Uppsala-Stockholm, both feel equally at home to me."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

130. "Still Swedish Ostrobothnia in Finland."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in

Sweden" 131. "Yes actually, very Swedish, no problems at all with Ostrobothnia. It's the ploj thing that makes it a bit of a problem, to be serious , you know"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

132. "The place with the most Swedish-speaking inhabitants in % is in Finland!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in

Sweden" 133. "I am Finnish-Swedish. I have previously lived and worked in Stockholm for several years. I remember how many times I had to answer "How quickly you have learned such good Swedish""

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
134. "Ostrobothnia is more Swedish than the Swedes want to understand"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
135. "The Nordic region's most Swedish-speaking municipality is in Ostrobothnia!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
136. "Agree. Ostrobothnia also has very genuine old Swedish dialects. One dialect counts as West Scandinavian."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
137. "Those of you who are interested in history can google Tottesund manor Tottesundin kartano Tottesund manor. An overview from the Swedish era in the 1650s when Finland belonged to Sweden. In 1652 Clas Tot received Nykarleby town and 20 villages and Lappo parishes as a fief for "everlasting" time. (as it is written in the history)
The County of Carleborg was thus established. The following year, Tott also received Ilmola and Vörå, among other coastal villages in Maxmo, through a land exchange with estates in Sweden. Carleborggatan and Greve Tottgatan are street names today in Nykaleby town."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
139. "Västerbotten ... Norrbotten ... Ostrobothnia ... everything is connected"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
140. "That's totally fine, there are many old Swedes in Finland, strange that it has been forgotten????hum maybe a little history would be good to know???"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's hometown marinated in Swedishness: "Everyone has relatives in Sweden"
141. "Ostrobothnia is Finnish...nothing else... cheers KAJ!!!!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
142. "Ostrobothnia and Åland are provinces in Finland with a Swedish majority even today, as are parts of Uusimaa and Åboland. I'm so glad that KAJ is opening his eyes to Swedish Finland in Sweden. In any case, I must correct you when you write "Finnish never took over in the Ostrobothnian coastal regions." You probably mean that FINNISH did not take over."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
143. "It never ceases to amaze me how little the Swedes actually know about their history. We Finnish Swedes are the ones who are left here after the time Finland belonged to Sweden. The entire coastal strip from Kokkola in the north down to Helsinki is an area where the Swedes exist. It might not hurt to find out."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"
144. "Vörå is more Swedish than Sweden with 160 different languages"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's hometown marinated in Swedishness: "Everyone has relatives in Sweden" 147. "Am a Swedish-speaking Finn who can't speak Finnish! Have traveled around Swedish harbors with a fishing boat all my life! Always marveled at the Swedes' general education?? Nobody seems to know that Finland is a bilingual country ??"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden" 149. "Osterbotten is probably the real Sweden, which Sweden has left for Ramadan"

Aftonbladet. [Comment to status update]. Facebook.

Finland cheers for KAJ: "Made me sad"

151. "I'm also from Ostrobothnia and I lived in Stockholm for 12 years, it goes without saying that I support KAJ!"

Aftonbladet. [Comment to status update]. Facebook.

After KAJ's victory: "There is sauna fever in Sweden"

159. "Ei saa peittää! May not be covered!"

Aftonbladet. [Comment to status update]. Facebook.

A quirky Finnish sauna dunk steals the show from Måns

161. "I've followed KAJ for a long time because of my interest in dialects and languages. I think it's great that Sweden will finally get to hear something from KAJ. They're talented and funny. Pa to ta na kaku is tragically missed in Sweden."

Aftonbladet. [Comment to status update]. Facebook.

Quirky Finnish sauna dunk steals the show from Måns

162. "I think highlighting a dialect and sauna culture is worthy."

Aftonbladet. [Comment to status update]. Facebook.

A quirky Finnish sauna dunk steals the show from Måns

163. "I get so happy listening to KAJ. The boys are great and the Vörodialekten is so nice.

I myself am originally from Ostrobothnia and speak dialect with the old man every day.

"It's clear that Sweden will take part in the Humor Group."

Aftonbladet. [Comment to status update]. Facebook.

A cool Finnish sauna dunk steals the show from Måns

164. "Hi KAJ, from another Österbotten We love the Melodifestivalen here in Swedish Finland and it's so cool that "our" boys have been so well received in Sweden. Feel free to listen to KAJ on Spotify! They have a lot of good and humorous songs in Vörå dialect!"

Aftonbladet. [Comment to status update]. Facebook.

A quirky Finnish sauna can steals the show from Måns

165. "Hey KAJ, GOOD LUCK. Dad and dad from Vörå. I have some relatives there. In the summer I spent my time gardening and tearing down barns and building garden sheds as a young man. In the city I was called a country boy and in the countryside in Vörå I was called a city boy."

Aftonbladet. [Comment to status update]. Facebook.

Snappy Finnish bass drum steals the show from Måns

146. "Finnish"?? 😂😂

Sauna culture as a tradition

Aftonbladet. [Comment to status update]. Facebook.

After KAJ's victory: "There is sauna fever in Sweden"

005. "A warm and humid sauna. There is nothing else that makes you feel so clean. I , as afterwards. like to throw myself into a snowdrift in the winter or straight into the river in the summer. Bathe bathe , sauna"

Aftonbladet. [Comment to status update]. Facebook.

SVT stops KAJ's sales: Violating rules 009. "No sauna fever

here. Hate sauna bathing, forced sauna bathing twice a year when I was in school."

Aftonbladet. [Comment to status update]. Facebook.

SVT stops KAJ's sales: Violating the rules 010. "Sauna fever

here even though I hate saunas. So fun with something new"

Aftonbladet. [Comment to status update]. Facebook.

KAJ has become a sex symbol on Tiktok: "I have no words"

015. "Best, Norway won last year and this year Finland wins the Swedish competition, just take a sauna and you'll feel good.."

Aftonbladet. [Comment to status update]. Facebook.

KAJ's landslide victory: One million more votes than Måns 021.

"Could it be that it stands out to people who didn't like the song that kaj comes from Finland? Hey kaj, best song"

Aftonbladet. [Comment to status update]. Facebook.

The final of Melodifestivalen 2025 – everything you need to know

028. "I'm just going to take a sauna on Saturday."

Aftonbladet. [Comment to status update]. Facebook.

"Bara bada bastu" broke streaming records on Spotify 051.

"The Sauna Is Coming" Hope

that you Swedes can embrace the sauna culture. As the world's happiest nation, we can attest that you become a little happier and more joyful.

Life doesn't have to be more complicated than that.

Yksi, Kaksi, Kolme - Sauna on warm"

Aftonbladet. [Comment to status update]. Facebook.

Kaj broke the voting record in Melodifestivalen

072. "Here's what I think. That said, no one has to think the same: Competing in music is not my thing.

Music is not something you can compete in as it is a matter of taste. I can listen to quite a few genres depending on what mood I'm in but my overall taste leans more towards the rock side so that's why I liked Maja's music the most.

You don't win a Melodifestival, you become the most popular... meaning the song was liked the most and simply became the most popular at the time. Then you get to see which song becomes the most popular in Europe and gets next year's festival for your country.

But in my opinion, you can't win in music because taste is like cake.

(In rock festivals, no one wins anything but some groups are more popular than others).

Now you know what I think. But

I like saunas and swimming and I'll probably listen to the song a little bit now and then." 51

Aftonbladet. [Comment to status update]. Facebook.
KAJ gets starting number 23 in the final

094. "Hey KAJ, Hey Finland and your hot sauna baths"

Aftonbladet. [Comment to status update]. Facebook.

KAJ's home region marinated in Swedishness: "Everyone has relatives in Sweden"

138. "Lift the sauna ban in Sweden!!!!!"

Aftonbladet. [Comment to status update]. Facebook.

Finland cheers for KAJ: "Made me sad"

150. "Our sauna culture, our DNA, is also so much bigger than any kind of sexual challenge.

Lovely sauna, lovely"

Aftonbladet. [Comment to status update]. Facebook.

The shock in SVT: KAJ wins Melodifestivalen 2025 155.

"Congratulations sauna brothers!"

Aftonbladet. [Comment to status update]. Facebook.

After KAJ's victory: "There is sauna fever in Sweden"

156. "Wonderfully, everyone gets energetic and happy from Finnish/suomi/sauna"

Aftonbladet. [Comment to status update]. Facebook.

After KAJ's victory: "There is sauna fever in Sweden"

157. "A warm and humid sauna. There is nothing else that makes you feel so clean. I , as afterwards.
like to throw myself into a snowdrift in the winter or straight into the river in the summer. Bathe bathe ,
sauna"

Aftonbladet. [Comment to status update]. Facebook.

After KAJ's victory: "There is sauna fever in Sweden"

158. "I hate saunas. So fucking awful."

Aftonbladet. [Comment to status update]. Facebook.

After KAJ's victory: "There is sauna fever in Sweden" 160.

"We have to get a sauna!"

Humor, joy and standing out as a cultural force

Aftonbladet. [Comment to status update]. Facebook.

It sounds like they're super down Spöket Laban 004. "KAJ has

a good chance. Easy to sing along to the chorus in whatever language you speak. Also a very happy song. And also I'm a loser because I'm from Österbotten in Skåne.

So, Måns and KAJ in top two. And preferably KAJ in top one."

Aftonbladet. [Comment on status update]. Facebook. Austria wins

Eurovision 007. "KAJ should have

won, they were undoubtedly the best in ALL categories such as performance, song, outfit, props, naturalness, humility, nice, happy and that their song makes people happy, you want to sing along and dance!

It was KAJ and their lovely song "Bara bada bastu" that the world needs now in the gloomy times that prevail everywhere! Most of the entries were like one long and drawn-out torment, nothing that you want to listen to again so to speak! The winning song belongs there in my opinion and taste! In addition, there were several of the entries that were downright distasteful and bizarre in both performance and so-called clothing choice! It now feels more like a competition in making your performance as absurd and distasteful as possible!

Music should be built out of joy, and only KAJ and at most a few others seem to have understood that!"

Aftonbladet. [Comment to status update]. Facebook.

KAJ favorites in Eurovision 2025 008.

"Now after 20 years I'm going to listen to the schlager festival. These guys make people happy all over the world. If they win is another matter as the juries might diss them. We'll see. Finland's cause is ours."

Aftonbladet. [Comment to status update]. Facebook.

Odds: Sweden has the best chance to win the Eurovision song contest 2025 023. "My message to everyone who thinks KAJ's entry, and more humorous entries in general, are frivolous: Humor is a thousand times more important for a democracy and an open society than all the bland, bland pop hits that have brought down Melodifestivalen for the last 25 years."

Aftonbladet. [Comment to status update]. Facebook.

The final of Melodifestivalen 2025 – everything you need to know

027. "Can we please send KAJ? We don't have to be serious every damn year"

Aftonbladet. [Comment to status update]. Facebook.

The final of Melodifestivalen 2025 – everything you need to know

029. "Måns is clearly the best. But we need KAJ out in Europe in these times. Just flaming and having fun."

Aftonbladet. [Comment to status update]. Facebook.

KAJ about Zelmerlöw's and Lundvik's reactions: "A mistake"

030. "Kaj was the only one who sang a real schlager song, you can't get it out of your head. Absolutely wonderful, catchy song that creates community. Take the opportunity to sing along, you'll be so happy."

Aftonbladet. [Comment to status update]. Facebook.

KAJ about Zelmerlöv's and Lundvik's reactions: "A mistake"

031. "Humour-related drag has also historically worked in Eurovision history. Just look at, for example, the Russian old women, Moldova with the drumming grandmother and Verka Seduschka with Ukraine, to name a few examples.

It may be that some people think it's crazy that KAJ won and claim that they will flop, but if KAJ has been humble and shown great respect for their opponents the whole way, why can't their opponents do the same? You who judge KAJ before they even get the chance are not a bit better yourself."

Aftonbladet. [Comment to status update]. Facebook.

KAJ about Zelmerlöv's and Lundvik's reactions: "A mistake"

032. "I think KAJ is a lovely trio.



There's really nothing specific that has to be Mello, more so back then maybe, than today.

They were voted as winners and that's how it is with it, there were many good contributions. Great with joy



and humor, is there a need for anything? Nothing to



say that it can't hit as high as a contribution with touching and strong text. Onnea KAJ"



Aftonbladet. [Comment to status update]. Facebook.

KAJ about Zelmerlöv's and Lundvik's reactions: "A mistake"

033. "But they are like this that if you lose a race, the bitterness can settle for a while and you do things and say things you shouldn't, but think think said teddy bear poof.. You have forgotten them and after a while they calm down and you realize the facts and then you have already done what you shouldn't have done or said. And that's what Måns did.

When he then realized that it was a little too bitter, kaj took care of the situation and they did a fun thing together on tik tok. And there Måns actually showed that he can have a little comedy and it was nicely done, we who belong to Finland appreciate them. At first you thought they were behaving ridiculously of Måns but now he has probably got his respect from here and yes they are like I said. How pissed off an F1 driver gets if he loses a race, or a sprinter, or a cyclist. They are like that with the race. Win or disappear. If you are not so lazy of course that you settle for fourth place so you don't have to go up on the podium because they are so heavy. .In this context they are united and will go together for the win, you already know. Then it's good that something other than the usual pop is sent. I myself would have liked Klara to win but she came 4. It's a good performance anyway. Now a it was KAJ and we have to support them

as far as possible. Thank you for your words"

Aftonbladet. [Comment to status update]. Facebook.

Nanne Grönvall defends KAJ after the criticism 034.

"The world needs a little joy, warmth and reflection. Bathing in a sauna is better than botox..."

Aftonbladet. [Comment to status update]. Facebook.

Nanne Grönvall defends KAJ after the criticism 035.

"Bravo Nanne, you are so right. And all you "haters" KAJ got the most votes, more than any other middle winner has ever received so they are the right winners. RIGHT SOMEONE WON!"

Aftonbladet. [Comment to status update]. Facebook.

Nanne Grönvall defends KAJ after the criticism 036.

"The fact that KAJ received the most points in the history of Melodifestivalen says it all, nothing more needs to be added."

Aftonbladet. [Comment to status update]. Facebook.
Nanne Grönvall defends KAJ after the criticism 037.

"This year's Melodifestivalen winner "Bara bada sauna" with Finnish-Swedish Kaj received the most votes ever in Melodifestivalen, according to SVT. Stop laughing now John and Måns"

Aftonbladet. [Comment to status update]. Facebook.
Nanne Grönvall defends KAJ after the criticism 038.

"John! Go out among the children and listen to what they sing in schoolyards and what they talk about, just take a sauna. And then I think that if you've been there once, you shouldn't be able to be there several times. You'll probably have to come up with something better if you're going to win or think you're going to win. There's starting to be a lot of screaming in the melodies, the singing is starting to become a bit of a bore. That's probably why hits today are a few weeks old if you compare them to music from the 60s-70s-80s that keeps coming back in new versions. Be happy with what you're doing and blame yourself and not others."

Aftonbladet. [Comment to status update]. Facebook.
Nanne Grönvall defends KAJ after the criticism 039.

"It feels very strange that they complain about men who sing about non-serious things, with their suits on, when you just won with a scantily clad artist who exposes himself in his very long claws under a fucking table."

Aftonbladet. [Comment to status update]. Facebook.
Here Måns Zelmerlöw storms out of the 050 arena. "I

didn't think Måns' song was good, maybe it's like , too much like his other songs. But it's good but you have Loren's songs."

· to have a little different I think. Very nice with Kaj's song and also that they sang in Swedish, it doesn't matter that they are Finnish Swedish. But being ashamed is still something to take in, there are probably comments like that. Ridiculous."

many other things you should be ashamed of ,

Aftonbladet. [Comment to status update]. Facebook.
"Bara bada sauna" broke streaming records on Spotify 052.

"Good job guys, I get so much positive energy from the song. I'm from Finland but have lived in Sweden for many years"

Aftonbladet. [Comment to status update]. Facebook.
"Bara bada bastu" broke streaming records on Spotify 053.

"Reading comment after comment that KAJ could have been in barnmello, that Bara bada bastu is a children's song and that it is childish.

I personally think it is both happy and playful and is sung with a twinkle in the eye, and that's not the same as it being childish.

And right now, the reality is that we need joy and playfulness as a counterbalance to cruelty, evil and grave seriousness. This need is demonstrated not least by the reception that KAJ will soon receive around the world.

Let's take advantage of that joy and playfulness together. If anything, it's about strength and maturity."

Aftonbladet. [Comment to status update]. Facebook.

"Bara bada bastu" broke a streaming record on Spotify

054. "...go to YouTube and listen to reactions from other countries. I sat and listened yesterday, I've heard comments from around 15 other countries, it sounds like this, first surprise then, Sweden? Quote "they always have the same thing but this is something completely different, wow, this is amazing, love this", you congratulate Sweden for daring to choose something different. And everyone said they were so happy with the song, it's genuine, fresh, everyone can sing along and dance along. This was a small selection, but the praise just rained down on Sweden, KAJ and "bara bada bastu"."

Aftonbladet. [Comment to status update]. Facebook.

Finnish fans are urged to cheat the system – to be able to vote for KAJ in Mello

055. "Why should you bump and wet everything, can't you just be happy that Kaj made it to the final, I think everyone who has the slightest root in Finland and who happens to be interested in mello was on the move yesterday. Last year, it was Markus and Martinus from Norway who took home the win, and no one complained about anything other than the Norwegians who didn't understand that they were competing for Sweden... Music should be built out of joy"

Aftonbladet. [Comment to status update]. Facebook.

They win the final – according to Spotify's

numbers 062. "Fun to read the comments. A song that has taken Europe by storm and even outside Europe.

They don't care if they don't understand. Just translate if it's that important.

The song has spread joy around the world and regardless of whether it is sent to Eurovision or not, it has still won."

Aftonbladet. [Comment to status update]. Facebook.

They win the final – according to Spotify's

numbers 063. "Search YouTube for other KAJ songs too! There are lots of fantastic KAJ songs of their own. KAJ singing K-pop. KAJ singing gangster rap. KAJ singing modern disco. KAJ singing dance band. KAJ as a boy band. KAJ in Mexican style.

KAJ who sings opera/opera. There aren't many who have such a broad repertoire as KAJ, and most of it is very good."

Aftonbladet. [Comment to status update]. Facebook.

They win the final – according to Spotify's

numbers 064. "KAJ is simply the best! So happy and funny and you get as lively as a sprig when you listen to it!"

Aftonbladet. [Comment to status update]. Facebook.

They win the final – according to Spotify's figures

065. "Kamaaaan KAJ Sure,

not to everyone's taste, but various figures prove that they actually go home to Sweden (and here at home in Finland and in the rest of Europe). And in this regard, maybe you dare to send the same old usual

"safe" that you've heard in recent years. And why Finland Swedes this year, and Norwegians

last year? Well, KAJ was invited to submit a song/be part of it, so it's also a sign that Sweden also

dares to send something new, exciting, different, fun...."

Aftonbladet. [Comment to status update]. Facebook.

They win the final – according to Spotify's numbers

066. "It will be great if KAJ wins, we need joy in this world! They spread energy & joy.

Måns is good, but Måns is always good. There is nothing that stands out with Revolution, it is just another one of all the Swedish pop songs. Many artists this year are doing the same old honest style that they always do and I think that is one of the reasons why KAJ is doing so well compared to all the "popular" Swedish artists who don't dare to expand their style. People are tired of the same old usual. I hope KAJ wins and I'm pretty sure Måns will take it."

Aftonbladet. [Comment to status update]. Facebook.

They win the final – according to Spotify's numbers

067. "Everything except Måns who would win again simply because it's "him" and is a "safe card" in the context...

This song was far from his best and hardly stood out even in its genre in any significant way.

A mellow song by a talented and popular mellow artist.

But Sweden would never dare to send something a little odd and cheesy like the "sauna brothers" even though it spreads joy and is insanely catchy..."

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to the final 089. "I

have looked at the reactions to the song where everything from hard rockers to opera singers have been moved and have poured praise on both the song and KAJ. I really hope they do well in the competition because they are super professional without being overbearing. Fifteen years of hard work have laid the foundation for their international success. HELLO KAJ!"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to final 091. "Best

thing that has happened in Sweden in a long time! In this twisted society and in all the misery that is happening around us. The news that pumps out a lot of angled crap and will try to brainwash. I hope and believe that they win. It's a really good song with lots of good humor. Taking a sauna is also incredibly healthy and good. Something everyone should do. Kaj is really good at singing and seems to be really lovely, positive and down-to-earth guys. Cheering for you from the whole family. Now we're going to light the fire and just take a sauna. Happy Easter at your SAUNA"

Aftonbladet. [Comment to status update]. Facebook.

Måns Zelmerlöw and KAJ go straight to the final 092.

"Everyone has their own opinion and not everyone has to like this song but it is definitely something different and not the same nonsense all the time. Eurovision will be boring then. But now we will happily sit and watch as Kaj delivers and also wins.

The Swedes should be happy that someone who can really help you because you do the same thing all the time."

Aftonbladet. [Comment to status update]. Facebook.

Parents' support after the loss: "Who would have believed?"

095. "Now Europe can say "just take a sauna" and Sauna the right way. A wonderful show number that has given and gives a lot of joy!"

Cultural division, value conflict and irritation

Aftonbladet. [Comment to status update]. Facebook.

It sounds like they're super down Spöket Laban 001.

"Kaj is the worst song I've ever heard and shouldn't even have made it to the final. Feels like a typical Finnish song, has nothing to do with Sweden by the way. Strange that it's not competing for Finland.

Would probably fit better there. No, I hope someone else gets to compete for Sweden in Eurovision. Everyone else is so much better than Kaj so it almost doesn't matter who plays.."

Aftonbladet. [Comment on status update]. Facebook. Austria wins Eurovision 006. "It's great that

Sweden didn't win. I never watch the Eurovision Song Contest.. and the first time I heard Sweden's entry was this week on the radio. You're ashamed of the hell it is that Sweden votes for. It cost me a real coughing fit when I put a piece of orange down my throat when I heard KAJ. Shit.. I'm grateful that Sweden's entry didn't win. Damn, you're embarrassing, voting for such crap..... Thanks for the word. I'll find a way out"

Aftonbladet. [Comment to status update]. Facebook.

SVT stops KAJ's sale: Violating the rules 011. "Shameful that a joke is voted to represent us... But hey, it's a sign that people don't even want Eurovision anymore and then we can scrap the compulsion with the damned public service fee completely."

Aftonbladet. [Comment to status update]. Facebook.

SVT stops KAJ's sales: Violating the rules 012. "Oh no, you're lying, you're going to get stopped every day, if you copy it, it's another song that plagiarized the chorus, if you don't know, it's not true"

Aftonbladet. [Comment to status update]. Facebook.

KAJ has become a sex symbol on Tiktok: "I have no words"

017. "So damn bad and embarrassing! Oh Finland's contribution is worse my country is out both ways ashamed as a Finn both ways"

Aftonbladet. [Comment to status update]. Facebook.

The final of Melodifestivalen 2025 – everything you need to know

026. "A good starting field this year. Many who can win..... Just NOT the Sauna Song..."

Aftonbladet. [Comment to status update]. Facebook.

Here Måns Zelmerlöw storms out of the 040 arena. "I

will NOT watch Eurovision this year! And I will NOT listen to the radio for a while as the Sauna song will be played often. I AM ASHAMED!"

Aftonbladet. [Comment to status update]. Facebook.

Here Måns Zelmerlöw storms out of the arena 041.

"Måns, I am sad and ashamed that the Swedish people don't know better! You are the real winner!"

Aftonbladet. [Comment to status update]. Facebook.
Here Måns Zelmerlöw storms out of the 043 arena.

“Yaaaa. It was the only song with weight in it, his voice is awesome, good purpose, he did a huge performance.

I don't feel that an epadunk number with a comedy band should represent Sweden. It's not even possible to compare Måns to them. He was a worthy winner. We as a country need to show that we are knowledgeable and strong in these troubled times.
Show some kind of pride but instead people vote for some because they are humorous.”

Aftonbladet. [Comment to status update]. Facebook.
Here Måns Zelmerlöw storms out of the arena

044. “Are the Swedish people completely empty, vote for the terrible Bada, Bada Sauna.
Sweden is already vulnerable as a country and then we send this terrible song to the Eurovision Festival.
You don't believe it's true. Are these sandbox children who voted?

Aftonbladet. [Comment to status update]. Facebook.
Here Måns Zelmerlöw storms out of the 046 arena. “I

absolutely think Måns should have won. He is one of those artists who goes all out in music competitions.
It is a shame that he then stood against Finland's answer to Markoolio. Some are there to create music, others for pure circus & “humor””

Aftonbladet. [Comment to status update]. Facebook.
Here Måns Zelmerlöw storms out of the arena 047.

“That's exactly right. Måns is a million times better than KAJ who is just a big fucking joke who doesn't deserve the win. They don't deserve mello. They don't deserve anything they got from mello. Ugh and fy. Shame on you Sweden It's like when Loreen won last time... She won because of the jury but Käärijä is the real and rightful winner of Eurovision 2023. Måns is the rightful winner of Mello 2025”

Aftonbladet. [Comment to status update]. Facebook.
Here Måns Zelmerlöw storms out of the 048 arena. “Yes

he should, if we're going to have an artist with experience and knows what's up, it should be Måns. No children's song like bathing in a sauna, okay shit songs are usually in Eurovision so maybe Sweden will be ashamed of this song if it goes ahead.”

Aftonbladet. [Comment to status update]. Facebook.
Here Måns Zelmerlöw storms out of the arena 049. “But

he knows that Melodifestivalen is a frivolous competition where the worst ones win? Most of them are a joke both in terms of melody and outfit. Not at all surprised that these won since it is children who vote.”

Aftonbladet. [Comment to status update]. Facebook.
Måns Zelmerlöw and KAJ go straight to the final 084.

“Total fucking disaster that Kaj went on. Måns and Andreas are full-fledged professionals. This is a music competition and here we want to be proud of the contributions we send on. But Kaj is pathetic”

Aftonbladet. [Comment to status update]. Facebook.
Måns Zelmerlöw and KAJ go straight to the final 088.

“Should be stopped because they encourage crime. Saunas have been illegal in Sweden since 1725. There are no records that the law has been repealed” 60