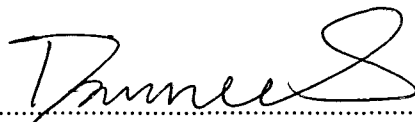


ADVERTISING DESIGN FOR PRUKSA 3D EYELASH

BY
MISS RACHAYA KANASUWAN

THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL
VIS 4116 ART THESIS I & VIS 4122 ART THESIS II
DEPARTMENT OF VISUAL COMMUNICATION DESIGN
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS
ASSUMPTION UNIVERSITY
2019

ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS,
ASSUMPTION UNIVERSITY
APPROVES THAT THE ART THESIS
IS A REQUIREMENT OF THE BACHELOR DEGREE OF FINE AND APPLIED ARTS



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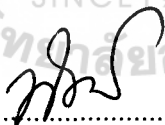
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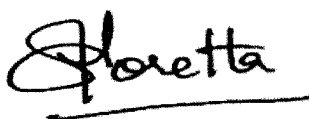
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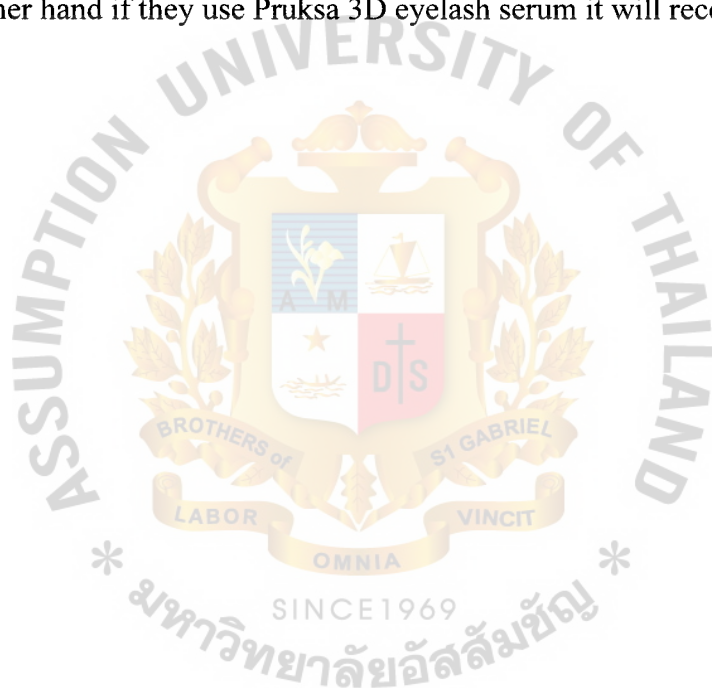


ABSTRACT

This thesis is about eyelash nourishment, to promote effective eyelash treatment and reach the target group of middle-aged women. At present people tend not to care much about the health of their eyelashes and Pruk's company doesn't publish much about advertising about it. So at that time I saw the problem and then it became my project for my Thesis.

The process of finding information by collecting data by using Questionnaires to find the general insight of 100 women, then select the 5 people who always use mascara and who do the eyelash extension as the focus group to have a deeper insight. After that, when I got the result from the questionnaire and focus group that from people who always want to adjust their eyelashes to look more beautiful in spite of knowing the consequence that it will damage their eyelashes and they don't believe that the eyelash serum is useful.

The interpretation from the information is that the eyelash after using fake stuff will fall out easily. The main concept is to show the damage done when using the fake stuff while on the other hand if they use Pruk's 3D eyelash serum it will recover the eyelashes.



ACKNOWLEDGMENT

I would like to extend a big thanks to the committee, they helped me a lot. Every time I joined a meeting I always got good suggestions to adapt to my artwork. Next, to another teacher from the faculty A.Tiffany who is not in the committee but also helped for giving a clear overview of the work. I can see their intention as they hopefully want me to pass this course. Whenever I felt discouraged and got stuck in the project and needed some encouragement, all teachers were ready to listen to the problem and help solve it immediately. Coming to the most important part, not only just for the Thesis, but including everything in my life, my lovely family. They supported me in everything. Respecting my decision and allowing me to do what I want to do. They gave the experience of life, learning to face the real problem and the teaching helped make me understand who I am. Last but not the least, thanks to everyone who have always supported me, whether it's my family, teachers, or friends.



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CHAPTER 1
INTRODUCTION



Chapter 1

Introduction

1.1 Background

People believe that if eyes are the windows to your soul, then eyelashes are the seductive drapery. Many women want their eyes to look attractive, they always seek to have their eyelashes lengthened, darkened and curled. But, most of them always find that their eyelashes are too short, too thin, and too straight and it won't curl. Nowadays, there are several ways to make eyelashes look gorgeous such as applying mascara, using false eyelashes, doing eyelashes extension and lifting eyelashes. However, with all make-up, nothing is permanent, it also make the eyelashes fall out more and grow slower than normal. So, to make the eyelashes as beautiful as mentioned above one has to take care of eyelashes with an essence that contain the nature extracts to recover and stronger eyelashes.

Pruksa 3D eyelash is an eyelash serum that has a brand name which is credibly guaranteed called 'Pruksa Clinic' which is a famous beauty clinic in Thailand founded by Dr. Setthakarn Attakornpan, the expert beauty doctor for 28 years. It consists of 11 types of Asian plant extracts also peptide complex, a substance that contributes eyelashes longer, thicker and darker. For those people who have short and thin eyelashes but want 3 dimensions eyelashes without destroying own eyelashes.

1.2 Problem Statement

Pruksa 3D eyelash has been launched for a long time, however it is known to only a few groups. Furthermore, there is only one existing advertisement for this product thus it is difficult for customer to understand or know the product and also some people still don't believe the product is useful for their eyelashes.

1.3 Project Objectives

1. To introduce the product to the market
2. To let people interested in this product
3. To give knowledge to customers about the benefit of the product

1.4 Applications

- | | |
|--------------------------|---|
| 1. Magazine Advertising | 3 |
| 2. Ambient Advertising | 1 |
| 3. Television Commercial | 1 |
| 4. Radio spot | 1 |
| 5. Billboard Advertising | 1 |
| 6. New Media | 2 |
| 7. Web Banner | 1 |



Chapter 2 Information Analysis

2.1 Marketing Analysis

2.1.1 Marketing Mix

	Company	Competitor	Comparative Analysis
Product	<ul style="list-style-type: none"> 11 types of Asia plant extracts Peptide complex, a substance that contributes to long eyelashes 	<ul style="list-style-type: none"> 7 types of nature plant extracts Keratin protein, a substance that contributes to long eyelashes 	Pruksa 3D eyelash contains more plant extracts than Canmake but different ingredients also has peptide complex that contribute to long eyelashes Canmake has keratin protein which is in peptide substance as well
Price	<ul style="list-style-type: none"> 490 baht (9 g.) 	<ul style="list-style-type: none"> 290 baht (4.2 g.) 	Pruksa 3 D eyelash is higher in price and quantity, but when compared with Canmake price and quantity is the same.
Place	<ul style="list-style-type: none"> Eveandboy Pruksa clinic Online 	<ul style="list-style-type: none"> Eveandboy Watson Online 	Pruksa 3D eyelash and Canmake are sold in Eveandboy and online. Moreover, Pruksa sold in Pruksa clinic and Canmake sold in Watson
Promotion	<ul style="list-style-type: none"> online ad new media on Facebook 	<ul style="list-style-type: none"> online ads new media on Facebook TVC ads 	Canmake has more promotion than Pruksa 3D eyelash.

2.1.2 SWOT

Internal Factors	Strength	Weakness
	<ul style="list-style-type: none"> Pruksa Clinic has been credited as a beauty clinic that has been founded for 28 years and has loyal customers also which make the product reliable 11 types of Asia plant extracts Peptide complex, a substance that contributes to long eyelashes. 	<ul style="list-style-type: none"> less promotion then people will not know about the product less distribution channels
External Factors	Opportunity	Threat
	<ul style="list-style-type: none"> People are more concern about their health nowadays so everything made from nature will be the first option that they choose The trend of natural and healthy is popular 	<ul style="list-style-type: none"> economic problems people turn to use fake lashes because it faster



2.1.3 Target Group *(Primary Target Group)*

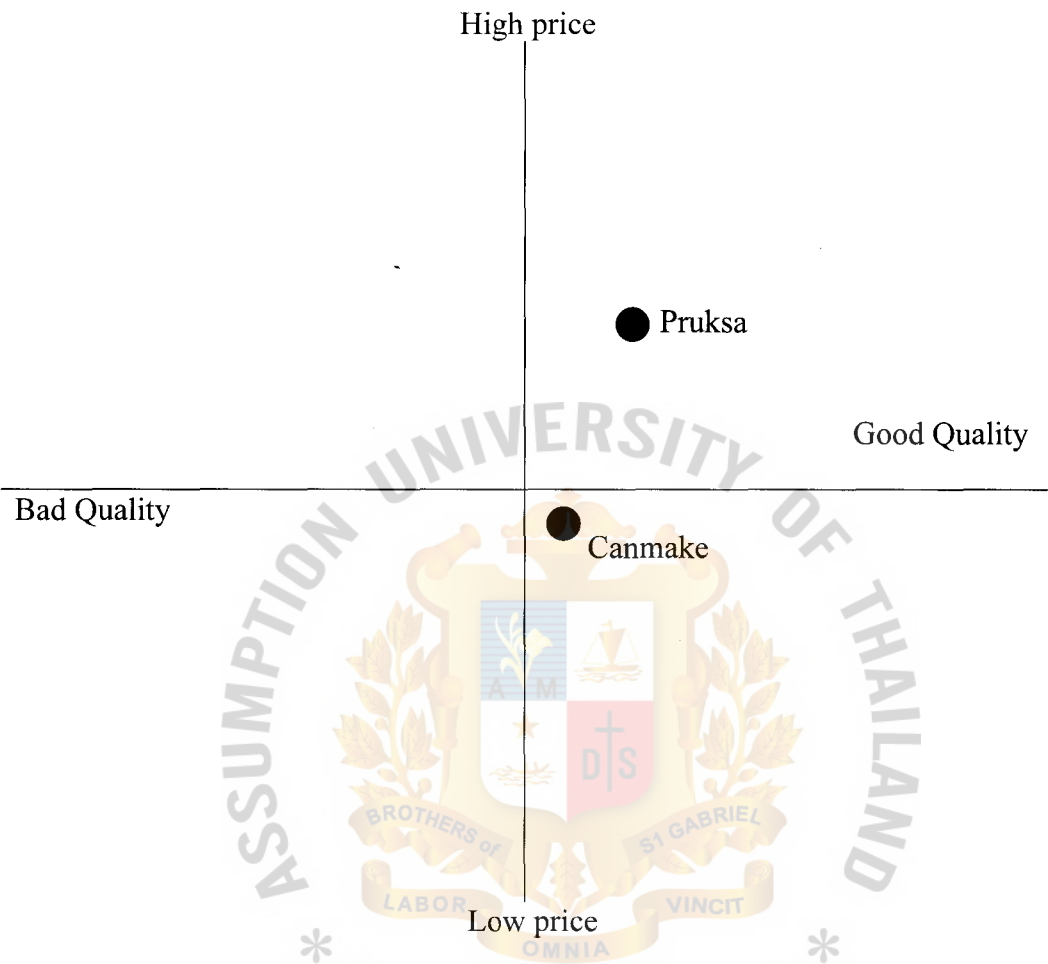
Demographic	Age: 25-40 Race: Asian Gender: female Income: 15,000 up Education: University and above Occupation: Students, Office worker, Business owner, Beauty blocker, etc
Geographic	Country: Thailand Region: Bangkok and suburban Population: 33.4 million Settlement: Rural, Suburban
Psychographic	Personality: Socialize person, people who care about health, look, and interest in beauty Values: Society, Trend Attitudes: Confident, Positive thinking Interests: Fashion, Social, Health, Trend Lifestyle: socialize people, hang out with friend

2.1.4 Unique Selling Point

Pruksa 3D eyelash is an eyelashes serum that contains 11 Asian plant extracts, and Peptide complex which are the ingredients that make eyelashes longer, thicker and darker. Furthermore, it makes eyelashes strong, not drop off easily.

2.1.5 Product/Brand Positioning

Pruksa 3D eyelash is about positioning the brand as a reliable, modern and simple suit for females aged between 25-40 years old who are interested in social, trend, fashion, and health.



Position Statement : For women who are aged around 25-40, who want to recover the eyelash damaged from mascara, using false eyelashes, doing eyelashes extension and lifting eyelashes, the Pruksa 3D eyelash serum is a Health care product that contains 11 Asian plant extracts, and Peptide complex which are the ingredients that make eyelashes longer, thicker and darker, unlike Canmake Lash Care Essence, our product nurturing is much deeper and better.

2.1.6 Product/Brand Personality

A 30 year old female beauty specialist who has confidence and positive thinking. She is a sociable person and interested in beauty and health concerns. Furthermore, she has a modern lifestyle, always trendy, fashionable and loves to hang out with friends.



2.2 Supplementary Information

Eyelash Facts

Women have been paying attention to their eyelashes for a long time since ancient Egypt. Eyelashes are the tiny hairs seen on our eyelids that have a function to prevent dust, sunlight, sweat, tears, water, and other things from getting into the eyes. Furthermore, eyelashes will naturally fall out daily around 1-5 lashes per day. The length of our eyelashes is about 0.16 mm. long, even if we cut our eyelashes, it will grow back in 5 months. There is a big difference between upper and lower eyelashes. The upper eyelashes are much fuller and longer than lower eyelashes, the eyelashes in the middle are longer than the lateral lashes. It has been recorded from the Guinness Book that the longest eyelashes are 2.75 inches long, and an owner is a man.

Eyelash Cycle

Every hair on the body has a growth cycle, there are three phases to all hair growth cycle as follows:

1. Anagen or Growth Phase - When lashes are actively growing, and it last between 30-45 days or 4-6 weeks. Only 40 percent of the upper eyelashes are in active growth and 15 percent of lower lashes are in the Anagen phase.
2. Catagen or Transition phase - During this phase, the eyelash stops growing and the follicles shrink. If the lashes fall out or is plucked out during this phase, it won't grow back until the follicle need to complete the Catagen phase then it moves on to the next one, lasting between 2-3 weeks.
3. Telogen or Resting Phase - This phase can last over 100 days before the eyelash falls out and a new one begins to grow. It's normal if a few lashes fall out every day. It takes four to eight weeks to fully replace an eyelash

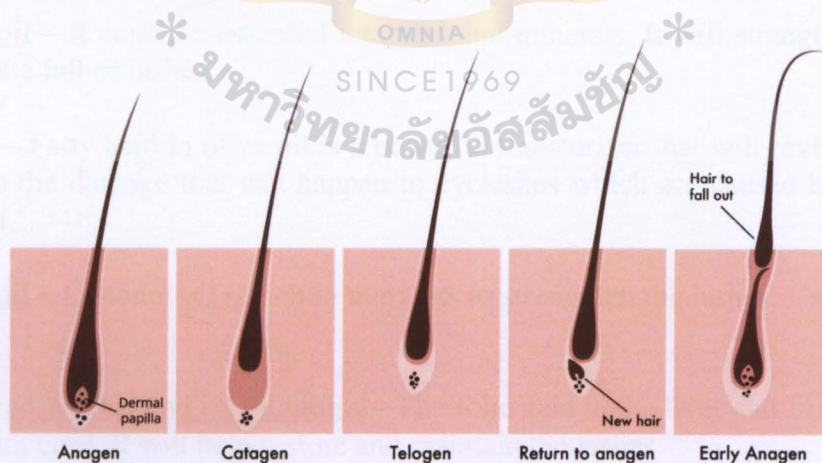


Fig. 1 Eyelash Growth cycle

Eyelash Fall Out

There are several reasons why eyelashes fall out. First, using cosmetics on the lashes too much is one of the main causes of fallen eyelashes. Low-quality waterproof mascara tends to weaken eyelashes and make them fall out. Second, sleeping without washing make-up. The eyelashes are exactly like the hair on the body that need to be free from substance. Third, being allergic to cosmetic. Each skin type is different, that means some people may have experienced allergic reactions when using certain cosmetics. Some mascara is containing ingredients that are harmful to the roots of the eyelashes, it will make eyelashes fall as well. Next, Eyelash extensions are fibers that are glued onto the natural eyelashes to create a thicker, longer eyelash. However, eyelash extensions can damage or rip the natural eyelashes. Other reasons are stress and hormones change. Stress will cause your hair to fall also affects the lashes as well. Furthermore, stress affects hormones that are responsible for regulating the function of various systems in the body. In other cases, if there is a lot of testosterone named androgen in the female heredity, it makes lashes fall out as well but in this case, then need to see the doctor. If the hormones in the body are not balanced, it will affect the process then it may make the lashes weak. In this case, even the treatments that you use with the lashes will not help unless you have dealt with all the stress. Lastly, nutrition deficiency. If some of the necessary nutrients are not enough, it will affect the growth of eyelashes. Nutrients that help strong lashes are vitamin A, vitamin B, vitamin E, magnesium, iron, omega-3, high protein foods, etc.

Natural Treatments for Eyelash Falling Out

There are several treatments that can help eyelashes not to fall out easily as follows:

1. Vitamin E – After eyelashes are attacked by the chemical in cosmetics. The use of vitamin E coat on the eyelashes helps it to become thicker and stimulates lashes growth. The oil in vitamin E can help repair the lashes back to strength.
2. Castor oil – It is full of anti-oxidant, vitamin E and amino acids which is one of the natural oils that can help lashes to be beautiful and strong.
3. Almond oil – It contains essential vitamins and minerals. It will strengthen the lashes and reduce the fall of lashes.
4. Olive oil – Fatty acid in olive oil is a powerful moisturizer that will revive your lashes also reduces the damage that can happen to eyelashes which are caused by the external environment.
5. Coconut oil – Coconut oil is rich in nutrients to strengthen the lashes. Use only 3 times a week.
6. Liver, bread, yogurt and cereal grains – The folic acid in the liver and from the yeast in the bread with curd. It will help restore and maintain the lashes.

Eyelash Extensions

Eyelash extension can improve the facial weakness. Asian girl are concerned about the problem of small eyes, narrow eyes and want bigger eyes because most of their lashes are short, straight, and thin. There are several reasons why women choose to do eyelashes extension. Firstly, both eyes are not equally balanced. For women with an unbalanced set of eyes seem to have an unbalanced face. Secondly, a pointing up of the eyes make the face look unfriendly. For women who are worried about the point of eyes to make the face look fierce or look arrogant. Thirdly, a pointing down of the eyes make the face look sad. Furthermore, the eyelashes extension can be designed to solve the problem to suit each person in a way that fake eyelashes cannot do. But everything has both advantages and disadvantages. The advantages of Eyelash extension are they look natural, convenience for makeup, and more beautiful appearance. On the other hand, there are several disadvantages of eyelash extension. First, the health risk factor because of the glue that is used cause allergic reactions. Second, the duration, it lasts only three weeks then it starts falling out. Third, it can look fake, it depends on the function of the eyelashes that you use. Next makeup choice is limited, if you make up too much the problem will be on the wash off process then it might not clean or the eyelashes will fall out. Lastly, hard to take care, it might be suited for lifestyle, lash extension when exposed to water and sweat will weaken the glue's bond.



Fig. 2 eyelashes extension

Fig. 3 eyelashes extension

False Eyelashes

In 1899 women were having lashes implanted into their eyelids with needles. Some even attempted to glue human hair to their eyelids but the method wasn't too successful and the hair often fell off. There are several advantages of the false eyelash. First, it convenient and fast for makeup. Second, false eyelash has varieties of the eyelash. Makes it easy to make up and can also change the look of the day as well. Last, it is easy to remove, just pull gently and it will come out. On the other hand, There are several disadvantage of false eyelashes. First, it easy to fall off and when it falls will be seen immediately that the false eyelashes are attached. Second, it is artificial naturally it makes the eyelashes look unnatural also if some of the adulterated things stick on the eyelids that can cause damage and is dangerous to the natural eyelashes directly which can hardly be repaired, in some cases unless we turn to surgical interference. Next, allergic to the glue. False eyelashes glued can cause dirt

to accumulate around the eyelids. If the false eyelashes are not properly preserved and not cleaned, there is a high chance that the germs will enter the eyes then it will become allergic, cause irritation, inflammation, and possibly blindness.



Fig. 4 eyelashes extension



Fig. 5 eyelashes extension

Peptides in Eyelash Serums

Peptides are protein components. It is also called chains of amino acid that do a variety of functions as an element of Cell structure, duty as a receiver, protector, accumulate the food. Moreover, it can be hormones and enzymes. Peptide Complex Serum contains collagen-producing peptides that effectively trigger the healing and repair response in the epidermis. These peptides are responsible for bringing orders into cells that need to be modified. It is the most sub-species that can penetrate better than the others substance. Peptides activate follow each type of peptides, such as whitening, stimulating collagen or reduce wrinkles. However, nowadays "peptides" have become a substance in the cosmetics industry.

Focus group - 5 participants

Most of the people stated the time to make an eyelash around 10-15 minutes especially if it is an experienced and eyelash two of them are confident to go out without make up and another two put on just little bit but one of them the eyebrow is the most important she cannot go out with no eyebrows. It is the only thing that they could choose to make up. The three of them choose to wear lipstick and the other, only brushing cheek and eyebrows. There is a lot of problems with mascara such as if it is a waterproof mascara it is very hard to remove this if it is not waterproof, eyelash will fall out but if not waterproof it will fall out under the eye also it is stuck together and it is not changed. The purpose of using false eyelashes of good people is used for party and the

2.3 Data Collection

2.3.1 Key Questions

1. What behavior of the female hurt eyelashes the most?
2. What would a female do to fix weakness about their eyelashes?
3. What would female do for making their eyelashes look good?
4. How much are females concerned about their eyelash?
5. What are the perceptions and experiences of eyelash serum?

2.3.2 Methods

1. Questionnaire –To know the consumer behavior of the target group and to find the general concern of the target group in relation to eyelashes
2. Focus group – To acquire in-depth information of the target group in relation to eyelashes and making sound recording as evidence

2.3.3 Respondents

1. Questionnaire –100 samples, females age 17- 40 years old, high school graduates, student, office workers, business owner who are concerned about eyelashes.
2. Focus group –5 participants, females age 17-40 years old, high school graduates who are concerned about eyelashes.

2.3.4 Results

Questionnaire – 100 samples

From the questionnaire, most people's behavior is wearing make up every day and regularly using mascara because they want their eyelashes to be thicker. More than half of the respondents use false eyelashes but the response effect in a bad feeling which is too heavy for their eyes. On the other hand, it causes a good feeling too which makes the eyes look sweeter. Most of the respondents have never done eyelash extension before, the reason is it not necessary for their life also unnatural and they are afraid of bad effects. In contrast with the people who have ever done eyelash extension before, the reason is, it saves their time to makeup and another reason is to fix their eyes weakness such as Thin eyelashes and short eyelashes. Most people never heard about eyelashes serum before thus they never use it. But, for the people who have used before most of them use translucent mascara. Most of the people's eyelashes fall out, around 1-2 eyelashes per day and they want to make their eyelashes look better by using eyelash serum. Moreover, the perception of most people think that beautiful eyelash should be curled, long and thin. Lastly, most of them think that eyelashes are fairly important but they don't feel satisfied nor unsatisfied with their eyelashes.

Focus group - 5 participants

Most of the people spend the time to put on make up around 10-15 minute especially focussing on eyebrows and eyelids, two of them are confident to go out without makeup on and another two put on just little bit but one of them the eyebrow is the most important she cannot go out with no eyebrows. If it is the only thing that they could choose to make up, then three of them choose to wear lipstick and the other, only brushing cheek and eyebrows. Three of them have a lot of problems with mascara such as if it is a waterproof formulation it very hard to clean like if it presses too hard, eyelash will fall out but if not waterproof formulation mascara it will fall out under the eye also It is stuck together and it is not arranged. The purpose of using false eyelashes of most people is used for party and the

problem is the glue. All of the people who do eyelash extension have pretty eyes at first but there are some problems of eyelashes extension. It is unnatural and it falls out a lot with the real eyelashes. For people who do not do the eyelashes extension they want to do lashes-lifting. Most of them are faced with problems when they adjust their eyelashes that make their eyelashes fall out more and they noticed that. Most of them have never heard or read about the belief but there is one who has read about eyelashes, there are only ones that ever used eyelashes serum but it does not work. However, most of the people who never use they do not want to use either because of their fear if it might fall into their eyes and some would love to use if it has the guarantee from who those reliable enough. Most of them will choose the quality first and the price everything has to reasonably balanced with each other and if the price is higher than a thousand baht that's ok if the product has good qualities.

2.3.5 Implementation

From the questionnaire and focus group, people always want to adjust their eyelashes to be more beautiful even if they know the consequences that it will damage their eyelashes such as using mascara, using false eyelashes and by doing eyelashes extension. Therefore, if it find a way that they do not hurt their eyelashes, they will do but they still do not believe that eyelashes serum is truly useful.



2.4 Design Analysis

2.4.1 Survey Within Industry



Fig. 6 Advertising of TYJR eyelash nourishing

Form – based on design principles

The product shot at the bottom right stands out at the front and a model's face at the center of the poster with long, dark, volume eyelash too. Both things are too big and bold it makes the advertising look flat and do not know which one should focus. The text at the bottom left is hard to see because it overlaps and blends with the solid form that makes it unclear to see. Next, the black text at the top left corner and above the solid shape uses sanserif font to describe, which is too small and thin, it also overlaps with the logo. Lastly, a gray form is overlapped on the neck of the model make it fatter and the color is a bit dark.

Content – based on communication theory

The content is informed TYJR eyelash nourishing but it's not clear what their want to communicate. There is less information and the text is hardly seen because of it being too small and blends with the background. However, the visual of the overall picture looks like the advertisement of skin care.

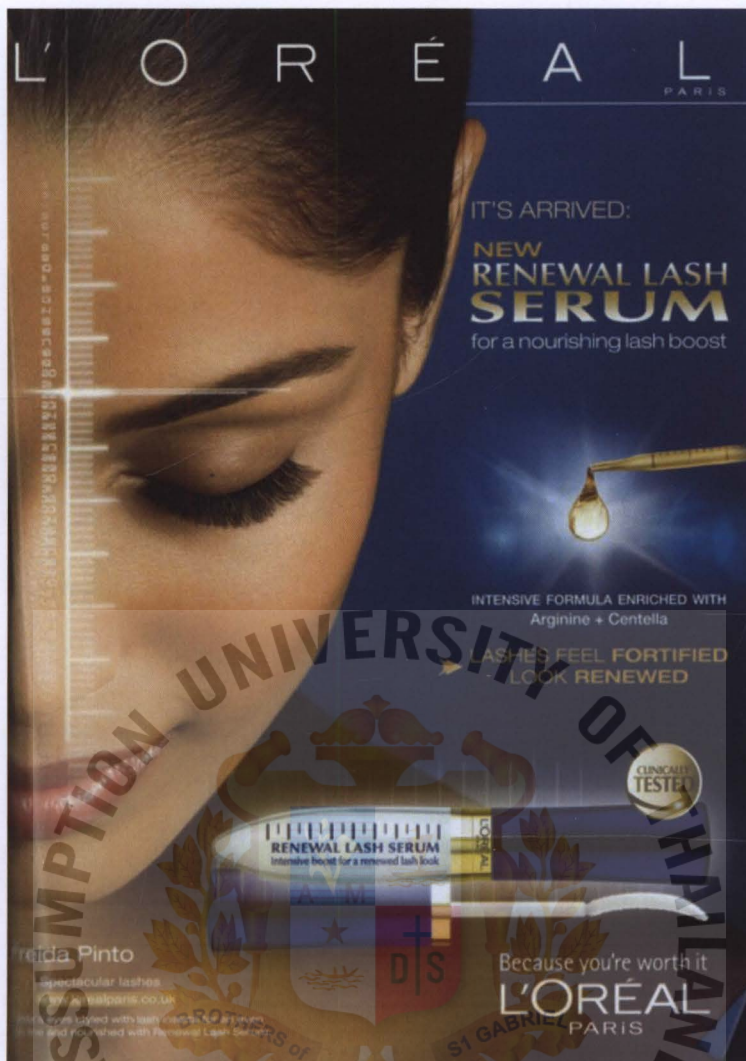


Fig. 7 Advertising of L'OREAL lash serum

Form – based on design principles

The overall poster looks tight, everything is too big and scrambled within each other such as text, picture, product shot and logo also, it has less negative space. Emphasis on half face of the model that has some graphic which refers to ruler overlapped on it. Logo and slogan are under the product shot and putting a logo at the top of the poster feels like the magazine cover. Next, there is an additional image of the ingredient of the product at the middle right. The text in this poster use sanserif font with white color and gold color which goes along with the product shot at the bottom right. The headline looks bold and easy to read. Then, using the dark blue background to contrast all elements makes it easier to see clearly.

Content – based on communication theory

The content is informed L'OREAL new eyelash serum. The overview of this poster is good in term of communicating with audiences. The poster looks scientific, also with, clear information, half of the model face focuses on long black eyelashes.



Fig. 8 Advertising of Vichy liftactiv serum 10

Form – based on design principles

The overall poster looks tight, everything is too big. There is emphasizes on Letter V which is a big stand out and points down to the logo. Next, a model face with long natural eyelashes with a short paragraph behind letter V. Then, the product shot is clear and recognizable because of it in the bottom of letter V and it has a flashlight behind the product. After that, the text use sanserif font which is easy to read arranged in the paragraph. But, there are women and a circle text at the bottom right that is not going along with other elements in the poster.

Content – based on communication theory

The content of this poster is to promote the new product of Vichy. There is clear information describing how to use, effects, benefits, etc. and highlight on the product shot with a flashlight behind the product to make people concentrate and recognize the product. Next, the red circle which guarantees that this product has good quality make it look more reliable.



Fig. 9 Advertising of Lashserum+

Form – based on design principles

The Head at the top right is strong easy to see simple and clear. Body parts under the head is small and thin. Use of font serif and san-serif also with handwriting which should not be on one poster design because of it makes the poster too cluttered and not go in the same direction. Moreover, tetradic text color which is white, black, yellow and pink. Next, the model with long eyelash at the left side balances with the text at the right side. Lastly, the background uses a dark color to contrast all elements makes it easier to see clearly but it has a paper tear in the background that makes up for the highlight in the sentence.

Content – based on communication theory

The content of this poster is to advertise that eyelashes is essential. There is clear information, head and body explains quite well and is easy to understand. There is a close up shot and description is that 90% of men notice this first also the slogan is catchy which is good to persuade the customer to consume the product. Next, the product shot is clearly visible and the model with long, dark and curl eyelashes that relates to the product.

2.4.2 Competitor’s Design – Canmake Lash Care Essence



Fig. 10 Advertising of Canmake lash care essence

Form – based on design principles

The overview of this poster looks plain and less of information. there is emphasizes on product shot which very stands out in term of color and size. The background has transparent flowers on the plain solid color and graphic pattern at the top and bottom of the poster which lacks a bit of eyes direction. Next, the text uses two different types of font, first is sans-serif font another one is handwriting. Lastly, the arrow gets eyes direction to look at the picture from left to right.

Content – based on communication theory

The poster’s content show evaluation of eyelash grows from the beginning of use through a week and after using. It shows the product clearly and descriptions, uses just keys word and picture to explain the result.

2.4.3 Existing Design – Pruksa 3D Eyelash



Fig. 11 Advertising of Pruksa 3D Eyelash

Form – based on design principles

The overview of this design is plain advertising with some movement also, less of information. There are emphasize on the eyes with long, thick and dark eyelashes also the clear product shot at the end. There is the graphic movement of the brush that is brushing up following the arrow but it looks fake. Next, background is in pastel color blend and blurred the white background and the end of the video has the sparkle to highlight the product shot. Use of serif font as a logo and san serif to describe how it works but there is no head copy and information.

Content – based on communication theory

It is a video advertisement. The content of this advertising is to inform the benefits of the product that after you use the product your eyelashes will be longer and thicker. Moreover, it also announces a discount promotion from 490 to 399 baht. There is less information, it only has two words to describe the benefit of the product.

Response – based on customers' reaction

This advertising is posted on Facebook only. It is not clear that people are interested or not interested because of most people's reaction is on emoji that Facebook has provided but there are some customer's comment toward this advertising design like tagging some friend to look at the promotion and the benefit that is mentioned in the advertising.

CHAPTER 3
CONCEPT DEVELOPMENT



3.1 Communicatio

1. To describe the u

3.2 Concept I

Title: just the shadow

Mood & Tone: my

Support: Using fak



Concept 1 Sketch:



Media: Poster Design

Specifications: A4

Technique: Adobe Photoshop



use the real essence to take care of
your eyelashes

This ambient place in women restroom at
paragon shopping mall. The container
refer to an eye and tissue refer to eyelashes
if you are not take care properly it will fall off
as easy as you pull tissue out.



Media: ambient design

Specifications: A4

Technique: Adobe Photoshop



Media: TNC design
Specification: A4
Technique: TV Storyboard

Thesis Committee Comments & Suggestions:

The committee commented that it's too scary for eyelash nourishment and still unable to extend to another execution.



3.3 Concept II

Title: More is more

Mood & Tone: Confident, Humorous, Cranky

Support: Sometimes, adjusting to much is too much for everything, it does not always end well



Concept 2 Sketch:



Media: Poster Design.

Specifications: A4

Technique: Adobe Photoshop



Over make up face on digital screen at BTS

This ambient place at BTS Siam. it is an interchange of the train . Many people (especially women) will see and notice the over make up does't look good.

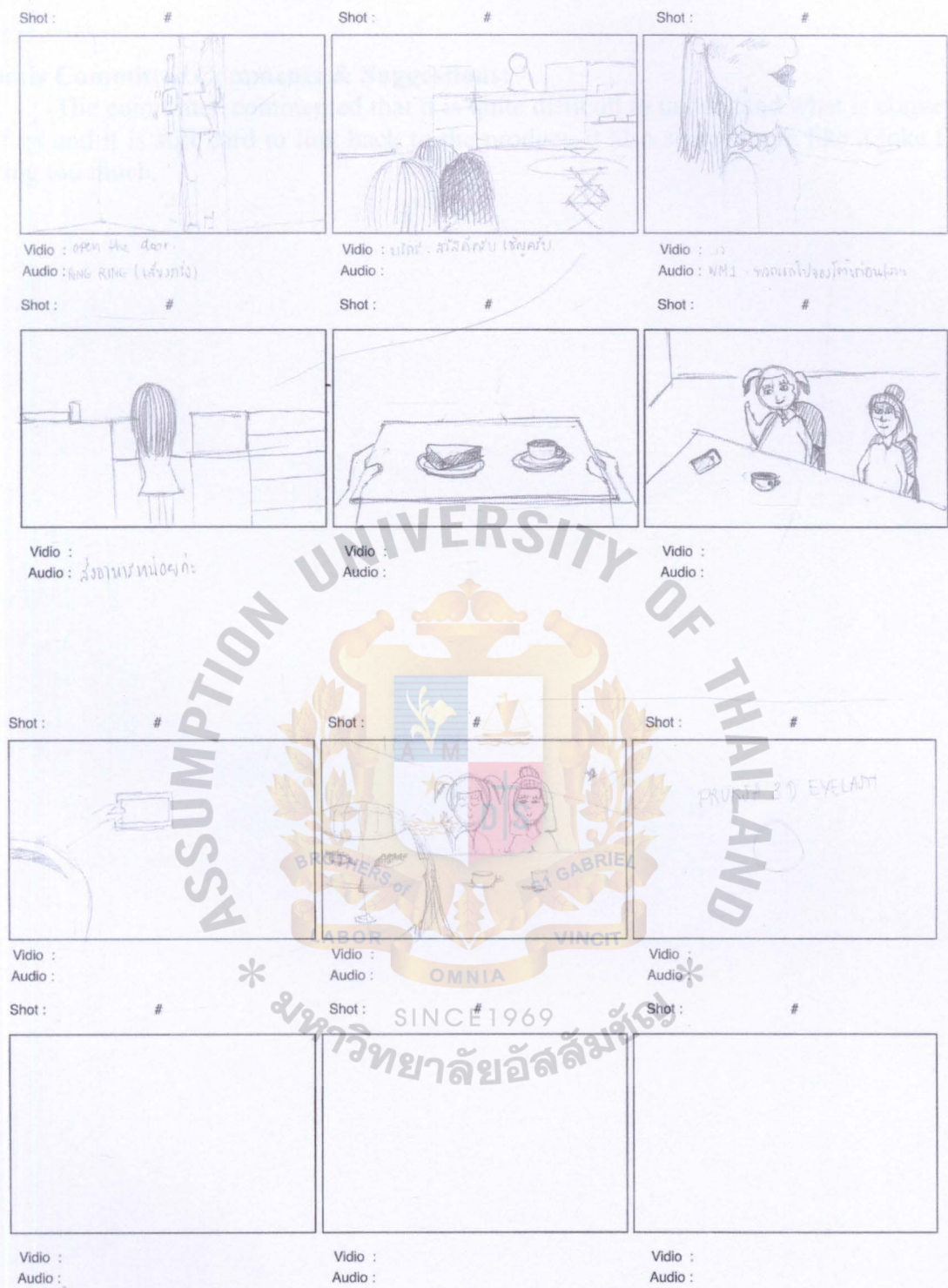
Media: ambient design

Specifications: A4

Technique: Adobe Photoshop



Media: TVC design
Specifications: A4
Technique: TV Sinyboard



Media: TVC design
Specifications: A4
Technique: TV Storyboard

Thesis Committee Comments & Suggestions:

The committee commented that it is quite difficult to understand what is conveyed at first and it is still hard to link back to the product, it also seems more like a joke than acting too much.



3.4 Concept III

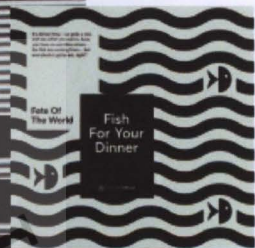
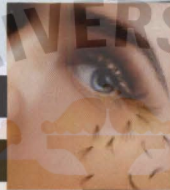
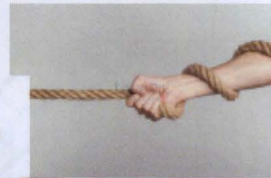
Title: Fake is hurt

Mood & Tone: simple, minimal, Destructible

Support: start with the word 'Fake' it's always not good in every way such as qualities. Being real is better and greater.

Simple

minimal



Destructible



* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969
LABOR OMNIA VINCIT

Media: Poster Design
Size: 840x1190px
Technique: Adobe Photoshop

Concept 3 Sketch:

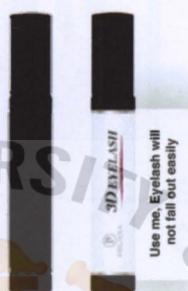


Media: Poster Design
Specifications: A4
Technique: Adobe Photoshop



Fake paper eyelash at Eveandboy

This ambient place at EVEANDBOY, Siamone. Set up in the glass when the person look at the mirror, it will right the face exactly. The material is paper, which can be removed easily and represent of the lashes when not using eyelash serum.



Use me, Eyelash will
not fall out easily



Media: ambient design

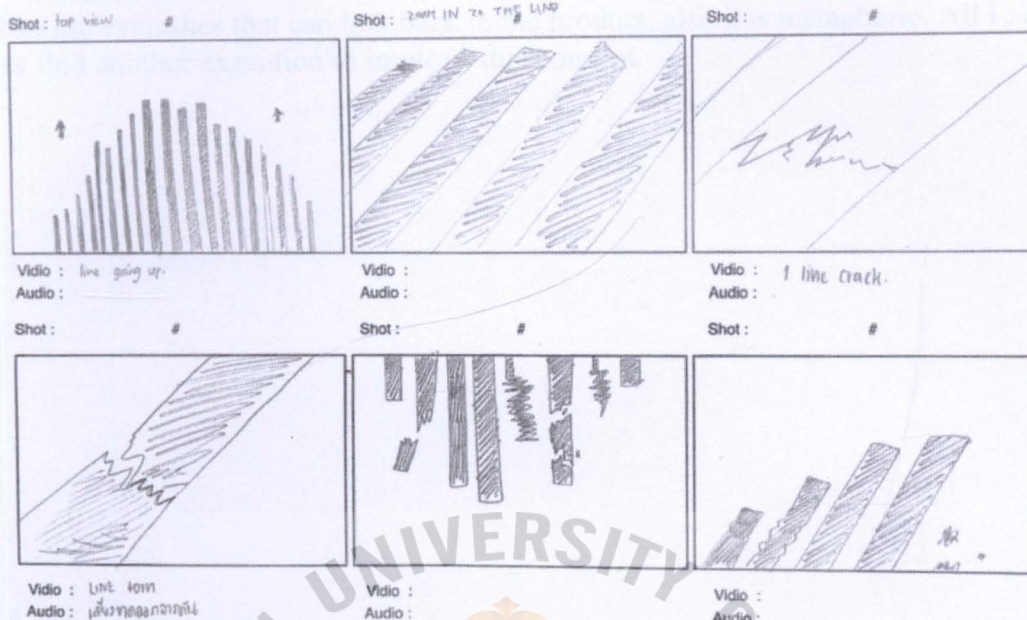
Specifications: A4

Technique: Adobe Photoshop

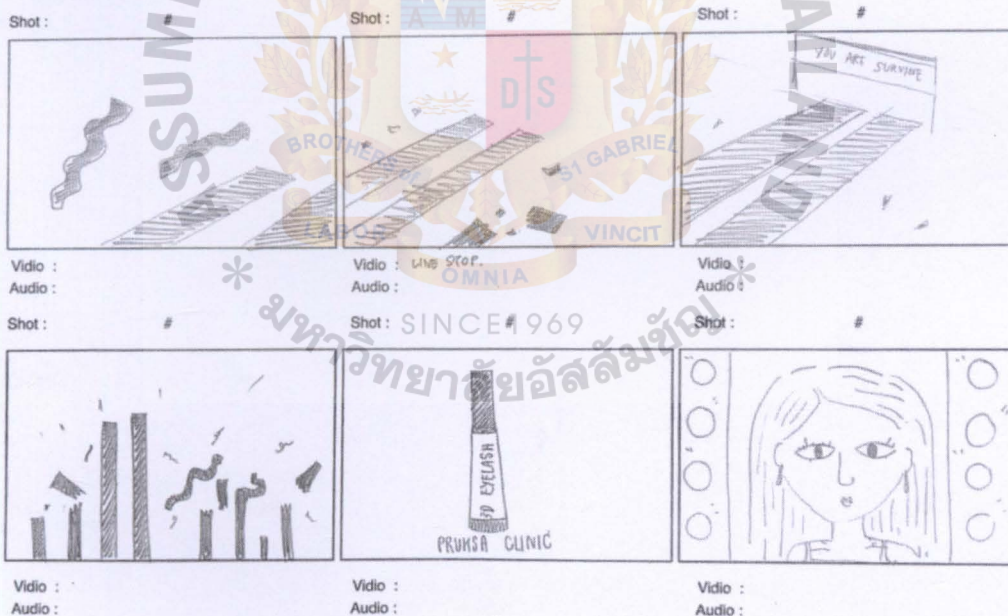


Media: TVC design
Size: Standard A4
Technique: TV Storyboard

Name : Rachaya Kansuwan
ID : 5811360 Section : 741



Name : Rachaya Kansuwan
ID : 5811360 Section : 741



Media: TVC design
Specifications: A4
Technique: TV Storyboard

Thesis Committee Comments & Suggestions:

The committee said this concept is possible to continue because the barcode itself look like the eyelashes that can link back to the product, also it is metaphoric. All I need to do is find another execution to improve this concept.



CHAPTER 4

CONCLUSION & SUGGESTIONS



Chapter 4

Conclusion & Suggestions

4.1 Final Design



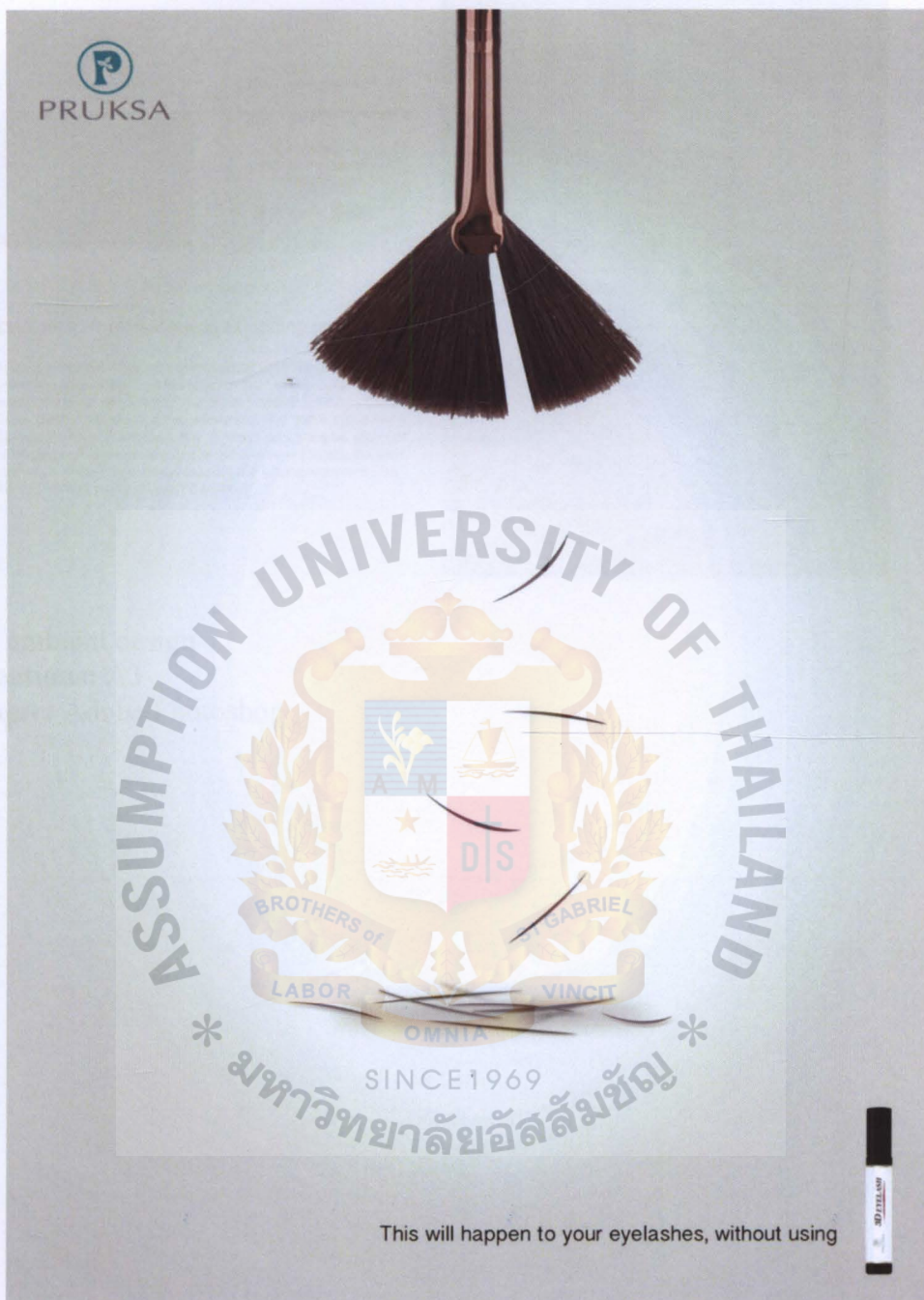
Media: Poster Design

Specifications: A4

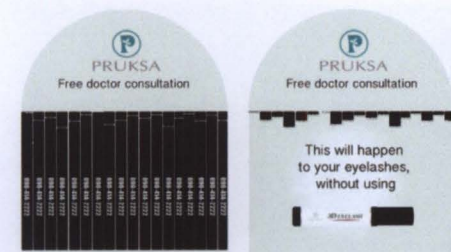
Technique: Adobe Photoshop



Media: Poster Design
Specifications: A4
Technique: Adobe Photoshop



Media: Poster Design
Specifications: A4
Technique: Adobe Photoshop



Ambient at Pruksa clinic in Shopping mall

The advertisement placed the Pruksa clinic in Maga Bangna. Use the sticker to put it on the glass in front of the store. Then placed the black paper with the contact number of Pruksa Clinic. There is a dash to make it tear easily and also make it look like a damaged eyelash after tearing it. When people pass by, they get interested in Pruksa clinic courses but don't want to ask the staff. they will tear the paper away, causing like your eyelash will look like this without using pruksa3 d eyelash



Media: ambient design

Specifications: A3

Technique: Adobe Photoshop





Billboard at Sathorn Unique building

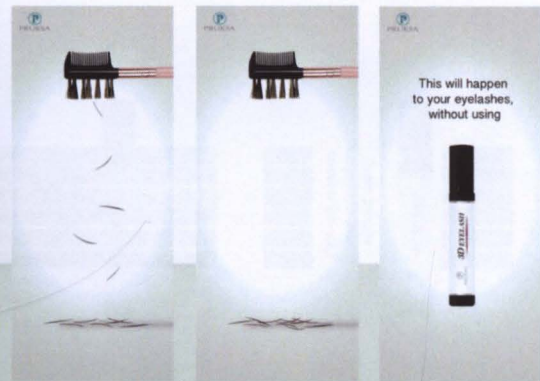
The advertisement placed the at Sathorn Unique building. it will be seen by people who travel through BTS, cars, and boats. Moreover, Set up a billboard advertising Vertical that shows the fall out of the makeup brush clearly.

Media: Billboard design

Specifications: A3

Technique: Adobe Photoshop





LED at Central world

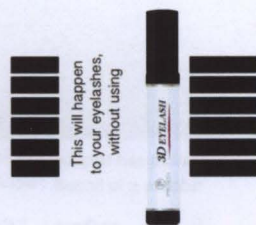
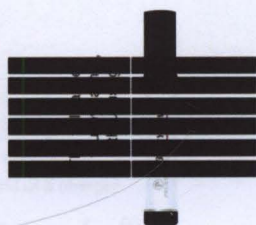
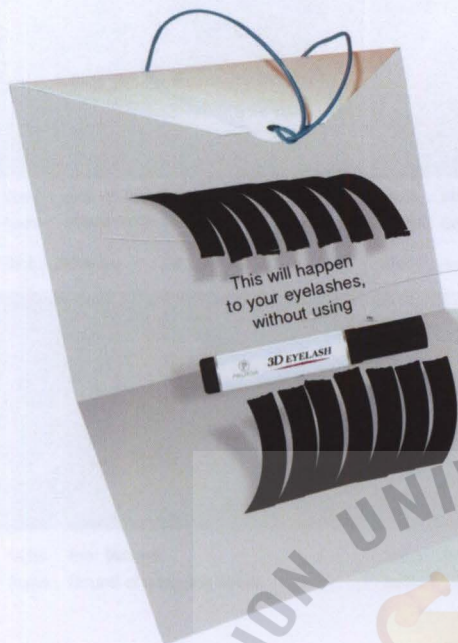
The advertisement placed the central world's LED. It will be seen by people who walk through the pathway also people who travel by cars, and BTS. Furthermore, The LED can move like the makeup brush falling out and big enough to catch the audience attention

Media: New media design

Specifications: A3

Technique: Adobe Photoshop





Direct Email

The direct email was sent directly to a focus group of female customers. When opening the letter, the linked parts is the black line that represents the eyelashes that will be torn apart. Then, the product is the Prukka 3 D eyelash that will pop out.



Media: New media design
Specifications: A3
Technique: Adobe Photoshop



มหาวิทยาลัยอัสสัมชัญ

Shot : medium # 01



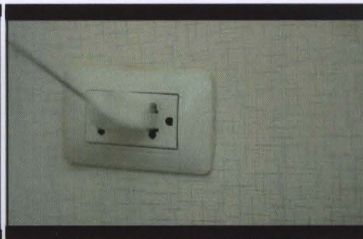
Vidio : pick up the phone
Audio : Alarm clock sound

Shot : close up # 02



Vidio : pull the charger
Audio : Sound of a charger

Shot : close up # 03



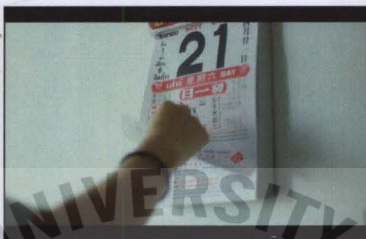
Vidio : adapter has pulled out
Audio : Sound of a adapter

Shot : close up # 04



Vidio : tear tissues
Audio : Sound of a tearing tissue

Shot : close up # 05



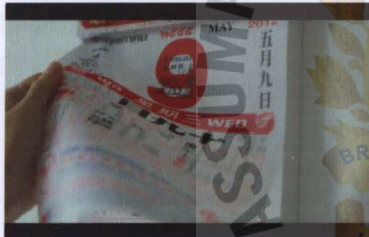
Vidio : tear calendar
Audio : Sound of a adapter

Shot : medium # 06



Vidio : paper falling down
Audio : Paper hit the floor

Shot : close up # 07



Vidio : repeat the same routine
Audio : Alarm clock sound, charger, adapter etc.

Shot : wild shot # 08



Vidio : torn the character
Audio : พอได้จริง

Shot : close up # 09



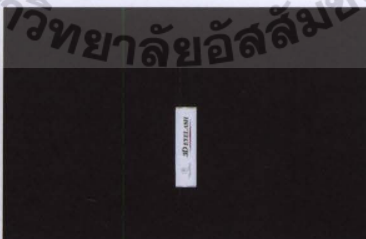
Vidio : turn around to reply
Audio : พออะไรหรือ

Shot : # 10



Vidio : logo
Audio :

Shot : # 11



Vidio : product shot
Audio :

Shot : close up # 12

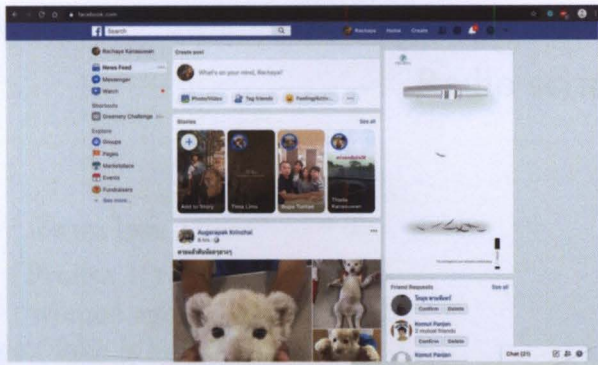


Vidio : a lot of eyelash fall out
Audio :

Media: TVC design

Specifications: A4

Technique: video shooting



Web Banner

On facebook, Pruksa clinic website, and Instagram story



Media: Web banner

Specifications: A3

Technique: Adobe Photoshop



Radio script

Title : เสี่ยงอะไรอะ

Brand : Pruksha 3D eyelash serum

Target : women age 25-40 years old

Message : fake is hurt

SFX : แควก แคว่ก แคว่ก แคว่กกก

Women : อี้ย เสี่ยงอะไรอะ ขนตา!! ทำไมขนตาหลุดร่วงเยอะขนาดนี้อะ

announcer : ก็ไม่แปลกหรอกค่ะ ก็ทำร้ายขนตาขนาดนี้ จะไม่ให้พังได้ยังไง ดูแลสุขภาพของขนตา
ให้ Pruksha 3d eyelash serum ช่วยสิคะ ทำให้ขนตายาว หนา แน่น โดยไม่ต้องทำร้าย

Media: Radio spot

Specifications: A4

Technique: Voice recording



4.2 Conclusion

My advertising campaign for Pruksha 3D eyelash serum is to promote effective eyelash treatment and to reach the target group of middle-aged women. There are several reasons to do Pruksha 3D eyelash serum. Firstly, to describe the unique selling point of the product which is when using eyelash serum the eyelash will not fall out easily. Next, to show the benefit of the product use. Pruksha 3D eyelash serum contains 11 plant extracts to make the eyelash longer and darker. Furthermore, to create useful advertising to promote the product. Pruksha clinic is not paying attention to advertising of this product thus making very few people know that this product has been launched.

4.3 Suggestions for Future Study

The limitations of this thesis are information that can mostly be obtained from the internet and the information comes from reviews from people who have suffered bad results from competing productions. Unless it is medical information, then there is evidence for reference. Other than that, this advertisement came from user based experiences.



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Appendix I

Questionnaire Detail, Criteria and Results – people who concern about eyelashes Adverting Design for Pruksa 3D Eyelash

Questionnaire on the the Eyelashes Serum

The purpose of this questionnaire is to collect information on women's opinions on eyelashes care. This questionnaire is part of an Art Thesis of Bachelor of Fine Arts in Visual Communication Design, Assumption University.

Part 1 Target Profile

1. Gender

(0)Male (100)Female

2. Age

(7)17-20 (29)21-24(6)25-30 (2)31-35 (8)35-40 (48)above40

3. Income

(23) Less than 10,000 (20) 10,000-20,000 (12) 20,001-30,000
(10) 30,001- 40,000 (6) 40,001-50,000 (29) More than 50,000

4. Education

(3) High School (88) Bachelor (9) Master's Degree (0) Doctorate

5. Profession

(32) Student (34) Officer (24) Business Owner (1) State Enterprise Employee (9)
Other

Part 2 Close-ended Questions

6. Do you regularly use make up?

(48) Everyday (40)Sometimes (9)Rarely (3)Never

7. Any behavior that you do regularly? (can answer more than one)

(47) Using Mascara (31) Using Eyeliner (12) Using In-liner
(44) Using Eyeshadow (38) Curling Eyelashes (0) Permanent Eyelashes Curling (1)
Using Eyelashes serum (2) Using False Eyelashes (5) Eyelashes Extension (20) Do
nothing on eyelid and eyelashes (9) No Makeup (3) Other

8. Why do you use mascara?

(27) Thicker Eyelashes (7) Darker Eyelashes (26) Longer Eyelashes (23) Curler
Eyelashes (16) Never Use (1) Other

9. Have you ever used false eyelashes? How often?

(1) Yes, Frequently (7) Yes, Sometimes (55) Yes, Rarely (37) Never Use

10. How do you feel while using false eyelashes?

(12) Bigger Eyes (30) Sweeter Eyes (0) Equal Eyes (4) Narrow Vision (35) Heavy (19) Never use (0) Other

11. Have you ever done eyelash extension?

(29) Yes(Go to No.12) (71) No (Go to No.13)

12. The reason that you do eyelashes extension? (can answer more than one)

(0)SmallEyes (1)Eyespointdown (1)Eyespointup

(0) Unequal Eyes (14) Save Time(Make-up) (12) Thin Eyelashes

(9) Short Eyelashes (5) Less Eyelashes (2) Other

13. The reason that you do not do eyelashes extension? (can answer more than one)

(15) Afraid of bad effect (7) Bad impact to daily life (23) Hard to take care (4)

Expensive (11) A lot of real eyelashes fall out (16) Unnatural

(50) Not necessary (0) Other

Part 3 Open-ended Questions

14. Have you heard about eyelashes serum?

(37) Yes (63)No

15. Have you ever use eyelashes serum?

(2) Yes, Frequently (6) Yes, Sometimes (9) Yes, Rarely (83) Never Use

16. How many of your eyelashes fall out per day?

(88) 1-2 Eyelashes (10) 3-4 Eyelashes (2) 5 eyelashes and above

17. Have you ever used any kind of eyelash care products?

(13) Translucent Mascara (1) Eat Vitamin (5) Vanishing Cream (0) Consult

Technically doctor (81) Never Use

18. What do you want to do to make your eyes look better?

(19) Using False Eyelashes (22) Eyelashes Extension

(20) Eyelashes lifting (45) Using Eyelashes serum (10) Other

19. What do you think beautiful eyelashes should be?

(Select by rate number 1-3)

(48) Thick Eyelashes (58) Length Eyelashes (46) Volumes Eyelashes (59) Curling Eyelashes (11) Dark Eyelashes (2) Other

20. Rate how important is eyelash?

(27) Very Important (39) fairly Important (28) Important (3) Slightly Important (3) Not at all Important

21. Are you satisfied with your eyelashes?

(27) Satisfied (39) Neutral (28) Unsatisfied

Your time and participation is highly appreciated. Your comments and evaluation will be kept confidential and will be used to further study the eyelash serum.

Thank you.



Appendix II

Focus Group Questions and Answers – people who concern about eyelash Adverting Design for Pruksha 3D Eyelash

Personal information

Participant 1

Name & Surname: Mrs.Suwanna Kanasuwan

Gender & Age: Female & Age 44 years old

Education: High Vocational Certificate

Profession: Business Owner

Contact information: 081-8303223 and B.hotbag@hotmail.com

Participant 2

Name & Surname: Mrs. Rane Ubdulla

Gender & Age: Female & Age 43 years old

Education: Bachelor degree

Profession: Officer

Contact information: 081-0975553 and Amma_7075@hotmail.com

Participant 3

Name & Surname: Mrs. Saithong Suparp

Gender & Age: Female & Age 41 years old

Education: Vocational Certificate

Profession: Business Owner

Contact information: 085-3689891 and Belle_august@hotmail.com

Participant 4

Name & Surname: Ms. Jitthada Panjun

Gender & Age: Female & Age 39 years old

Education: Vocational Certificate

Profession: Freelance

Contact information: 081-9858945 and Jang2theworld@hotmail.com

Participant 5

Name & Surname: Miss Kanticha Kanasuwan

Gender & Age: Female & Age 21 years old

Education: Bachelor degree

Profession: student

Contact information: 085-1106038 and Beerestt.k@gmail.com

Introduction Question(s)

6. Do you take how much time wearing makeup? What is the special focus spot?

Mrs. Suwanna said, “around 10 minutes especially focuses on eyebrows and eyelids” Mrs. Ranee said, “around 10 minutes especially focus on eyebrows and a little bit smoggy on eyelids” Mrs. Saithong said, “around 10-15 minutes especially focus on eyebrows and eyelids” Ms. Jitthada said, “around 10 minutes especially focus on eyelids, I use only eyeliner” Miss Kanticha said, “around 15-20 minutes especially focus on eyebrows and cheeks”

7. Will you go out if you do not wear makeup?

Mrs. Suwanna said, “ofcourse!” Mrs. Ranee said, “No, I cannot go out without my eyebrows” Mrs. Saithong said, “sure, if only the place is nearby” Ms. Jitthada said, “yes, no problem” Miss Kanticha said, “yes, that’s ok but I have to put something on a little bit”

8. What is the one thing you would want do if asked to use makeup?

Mrs. Suwanna said, “lipstick” Mrs. Ranee said, “No, I choose eyebrows” Mrs. Saithong said, “I choose lipstick too” Ms. Jitthada said, “Blush on the cheek” Miss Kanticha said, “I prefer lipstick”

In-depth Question(s)

9. What are the problems of makeup in the eyes area?

Mrs. Suwanna said, "I have problem with cleaning the mascara, If it is waterproof formulation it very hard to clean like if it pressed to hard, the eyelash will fall out but if not pressed, it is not clean also not sure that it is really clean" Mrs. Ranee said, "yes, I have mascara problems, It sticks together and it is not arranged" Mrs. Saithong said, "yes, I do have problems with mascara, If not waterproof formulation mascara it will fall out under the eyes" Ms. Jitthada said, "I rarely have problems with mascara because I do not use it often and I do have a lot of eyelashes already also it saves time too" Miss Kanticha said, "Most of times I use waterproof formulation and I have no problem with that and I use oil cleanser thus it washes off easily also I use toner to double check that it is really clean then I am pretty sure that my face is clean enough"

10. What are the problems and purposes of using false eyelashes?

Mrs. Suwanna said, "I have a problem with glue, it hurts the eyes too, also it too heavy" Mrs. Ranee said, "At the first time I used, it was a glue that hurt my eyes another problem is waste of time" Mrs. Saithong said, "I am allergic with glue. I use false eyelashes when I have to go to party but while using the false eyelashes it's too heavy and if the glue stick too long it will freeze and irritate the eyes " Ms. Jitthada said, "Me too, I am allergic with glue too also, if the glue stick too long when I take it out it will remove the real eyelashes" Miss Kanticha said, "I use false eyelashes when I have to go to a party but I do have problems like the size of false eyelashes too long that is difficult to use"

11. What is the feeling, experiences, and problem of eyelashes extension?

Mrs. Ranee said, "It falls out a lot with the real eyelashes " Mrs. Saithong said, "I feel like it unnatural. Normally, my lashes are very short and thin so after I do eyelashes extension I feel like the lashes are very fake, it is difficult to take care like I am not used to it when I put makeup or wash off the cosmetic, I afraid that it will take the real lashes out with. " Ms. Jitthada said, "I like it, I feel like it adds beauty but only at the beginning of doing eyelashes extension. The problem is when removing then it will fall out with the real eyelashes "

12. For those who never do eyelashes extension would you like to do it?

Mrs. Suwanna said, "Yes, I do because I have seen other people doing eyelash extension and it is beautiful" Miss Kanticha said, "Not actually, I want to lift my eyelashes more because my lashes are pointing down"

13. After you use using mascara, false eyelash or eyelash extension? does its make your eyelash fall out more ?

Mrs. Suwanna said, “If I use mascara I can see that they fall out more” Mrs. Ranee said, “It will fall when I wash off the cosmetic” Mrs. Saithong said, “It will fall off when I wash off the cosmetic too ” Ms. Jithhada said, “Me too, It will fall off when I wash off the cosmetic” Miss Kanticha said, “It does not fall out when using mascara but it will fall when curling eyelashes. I cannot use mascara without curling eyelashes because of my lashes point down and mascara that I use cannot make the lashes curled.

14. Have you ever heard or read about the belief of eyelash?

Mrs. Suwanna said, “Never” Mrs. Ranee said, “yes, about the eyelash serum” Mrs. Saithong said, “Never ” Ms. Jithhada said, “Never” Miss Kanticha said, “Never”

15. After using eyelash serum, does it work ?

Mrs. Ranee said, “I used eyelash serum until it is depleted but it does not work”

16. For those who never used eyelash serum would you like to do it?

Mrs. Suwanna said, “I would love to. Actually I do not want to use mascara but I still want my eyelash fuller” Mrs. Saithong said, “I have to check the guarantee first because it is close to the eyes and I am afraid of danger” Ms. Jithhada said, “No because it not necessary that much” Miss Kanticha said, “ No, it close to the eyes I afraid of being allergic also it might be dangerous if it gets into the eyes, also it risky that there might have residue”

Closing Question(s)

17. What is the important thing for which you will choose the eyelash serum?

Mrs. Suwanna said, “quality first” Mrs. Ranee said, “ quality first then price” Mrs. Saithong said, “quality first” Ms. Jithhada said, “quality first” Miss Kanticha said, “ quality first”

18. If it more expensive than a thousand baht, would you buy it?

Mrs. Suwanna said, “If I hear that the product is good enough and has a guarantee from someone who has used it, I would buy it” Mrs. Ranee said, “ if quality, price and quantity is reasonable” Mrs. Saithong said, “if quality and price are consistent” Ms. Jithhada said, “if quality and price are consistent” Miss Kanticha said, “ I will think first whether it is worth it or not”

Personal Data

Name: Rachaya Kanasuwan
Gender: Female
Address: 36/100 monton2 village phetkasame 68, phetkasame road, Bangkok, 10160
Phone number: 085-3684706
E-mail: beemrcy@gmail.com
Date of birth: October 10, 1996
Nationality: Thai

Academic Record:

2007-2013 Assumption suksa School
Art-Math
2014-2019 Assumption University
Visual Communication Design / Advertising

Working Experience:

May – July 2018 : Mc Fiva (Internship)

Skill and Expertise:

- Software
- Design skills
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effect
- Adobe Premiere Pro
- Microsoft Word
- Microsoft PowerPoint
- Digital Painting skill
- Video editing skill

