ABSTRACT

This thesis is about advertising design for 4Care Tastifit Coconut Cream Alternative. This product is a replacement for coconut milk. The objectives of the project is firstly to introduce the product. Another objective is to give the difference of this product to other brands and the last objective is to give benefit of this product to customers.

After deciding to make an advertising design for 4Care Tastifit Coconut Cream Alternative, the first step is to do a research about the product’s information in many perspectives such as consumer insight, external and internal. There are 3 main concepts, they are “Disease of chain”, “Eat till died” and “What a shame” Finally after the committee’s discussion had chosen the third concept to be my thesis project i.e. “What a shame”

The “What a shame!” concept comes from consumer insight which most people have a negative perception about coconut cream alternative’s taste, as some customers have had an unfavorable experience in dish’s coconut cream alternative. Importantly, when people have an unpleasant perception, people will not open their mind to use the product. However, this product has unique differences from others. It could give your dish a good favor and, taste similar to the coconut milk and get high quality; the rice brand oil, contains Gamma Oryzanol, an anti-oxidant. So, key visuals are created to present this concept as a small dish that is made from coconut milk in the middle of the picture. It helps audience to imagine how they can eat it in one day, it is just a little one. Moreover, there are many dish styles with small bowls but are surrounded with the normal dish to be presented. The mood and tone of the final design is Thai, modern, and authentic. There will be 10 pieces of advertisement in different media under the same concept.

This project needs suggestions, comments, support including effort and time to succeed smoothly until it is completely finished. Many skills are improved while doing this thesis project.