ABSTRACT

Buai Kern Shep is a preserve plum, Thai dry fruit snack, that has been established for more than 10 years, yet there has been no promotion advertised anywhere. This product is well known to only some group of people, therefore, the objective in this thesis project is to increase the distribution of the target group and to promote it in various media.

There are 2 methods to collect the data in this research which includes collecting 100 questionnaire samples from female aged around 20 - 35 living in Bangkok and doing a focus group by gathering 5 participants female aged around 20 – 35 living in Bangkok as well. The results from these sample people can be concluded as they are impressed with the product package, product name and the one that influences the most is its intense taste of real plum.

According to the sample research, it can be clearly seen that the reasons that people like this product comes from its uniqueness of the brand and the high quality of the product, therefore, to create an advertisement for this product, it is needed to pull out the exclusivity of the brand image together with a way to communicate that the product is of high quality due to the intense taste from real plum.

In visualize execution, it has come in a form of Japanese manga style with the concept of “Intense change” and the mood and tone being energetic, hilarious and a comical style. All eyes should open wide with a superb expression together with the copy and art style being referenced from manga makes the visual more interesting. The products can be emphasized from the advantages of the manga layout. The Color tone of black and white is to reminisce the mood of manga style but will retain some parts as orange color to link back to the product. Each of media applications in this campaign has their own unique way to advertise, yet it goes along with the same theme.

Overall, from the first step of sketches design till the final part, it took a lot of process and time. The most important thing apart from having creative ideas is to understand the products and understand the costumer. Knowing fully well “what to say” will lead us to “How to say” in the most efficient way.