ADVERTISING DESIGN FOR BUAI KERN SHEP PLUM CANDY

BY
MISS PORNTIPA SOOKSABAI

THIS REPORT IS PART OF THE REQUIREMENT TO FULFILL
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DEPARTMENT OF VISUAL COMMUNICATION DESIGN
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ASSUMPTION UNIVERSITY
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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.
ACKNOWLEDGMENT

At the outset, I would like to express my sincere gratitude to my thesis advisor, A. Pat Wanasangsakul, and A. Chalitaporn Bullakul who was always there to support, advise and help me to develop my idea. I would also like to thank the thesis committee members who helped me to be on the right track and for advising me. I wish to express my gratitude to A. Wuthichai Choonhasakulchoke and A. Acharee Wanglee for all the advice and suggestions, not forgetting A. Tiffiny Shelton and A. Checkchanok Bullakul who took a lot of effort and patience to explain, step by step on how-to go about doing my thesis.

Furthermore, I would like to acknowledge and thank Waydhanar Co., Ltd for giving me their approval to use their product. Thanks to my seniors, Tanisorn Thongtong, Nakarit Kittinukunkit, Chainont Limsakul, for their ideas and advice from their experiences. To my dear friend, miss Jiraporn Kajornkulkawin, who always encouraged me. Last but not the least, thanks to my family member who always supported me, both mentally and physically, for cheering me up, and for always being there for me and helping me every time I was in need.
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CHAPTER 1
INTRODUCTION
1.1 Background

Waydhanar, which is now known by the name of Mag Mag is a Thai company established in the year 2007 (Mag Mag, 2019). They were experts in Thai chips and dry fruits. Their products, dry fruit snacks, need to match the lifestyle of the people of this generation nowadays who prefer to pay a higher price in order to receive a good quality of the product. Their target group is women that prefers a high-quality snack that is rich in original fruit taste.

The gimmick of their product is their Logo that is the character of a cute happy boy wearing a crown and the reverse has the words “love and caring” written.

1.2 Problem Statement

Thai’s product with good taste and quality should be promoted. At this time, the current generation of people do not seem to buy Thai’s dry fruit snacks at all. If you talk about Wake-up kiss plum in the Thai name, some people may have recognized or heard this name before but not really have bought it because some people may have a perception of it is an old-boring-style snack, an unhealthy snack with tons of sugar. Some may or may not know have noticed its presence. Moreover, this product has not launched an advertising campaign yet.

1.3 Project Objectives

1. To expand the product to customers through various applications
2. To promote the good quality of plum original flavor that included a very few of sugar, salt and is healthier
3. To create a higher brand preference.

1.4 Applications

1. Magazine advertising
2. Billboard
3. Ambient media
4. Web Banner
5. New Media
6. TVC (30 seconds)
7. Radio spot (30 seconds)
CHAPTER 2
INFORMATION ANALYSIS
## Chapter 2
### Information Analysis

### 2.1 Marketing Analysis

#### 2.1.1 Marketing Mix

<table>
<thead>
<tr>
<th></th>
<th>Waydhanar</th>
<th>TamarindHouse</th>
<th>Comparative Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product</strong></td>
<td>Mag Mag Wake up preserved kiss plum candy</td>
<td>Seedless plum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Sizing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 50 grams (plastic resealable package)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 85 grams (bottle)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 200 grams (plastic bag)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Flavor</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 1 flavor; original</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Ingredients</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Plum 96%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sugar 3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Salt 1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Package</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ziploc</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>1. 50 grams (plastic resealable package) – 39 baht</td>
<td>1. 90 grams (plastic bottle) – 55 baht</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 85 grams (glass bottle) – 55 baht</td>
<td>2. 220 grams (box) – 120 baht</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 200 grams (plastic bag) – 120 baht</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Waydhanar product has more various weight of products for customer to choose than TamarindHouse, but for the flavor, the competitor has more flavor for customer to choose while the Waydhanar have only one original flavor. Shockingly, the amount of sugar from Waydhanar is much lower than the competitor compares from 50 grams amount.

If compare grams with the weight of 50 grams, the preserve plum from Waydhanar is cheaper with the approximately 0.78 baht per gram, while TamarindHouse is 1.6 baht per gram.
<table>
<thead>
<tr>
<th>Place</th>
<th>Shopping center:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Emporium</td>
</tr>
<tr>
<td></td>
<td>• Iconsiam</td>
</tr>
<tr>
<td></td>
<td>• The mall</td>
</tr>
<tr>
<td></td>
<td>• Central food hall</td>
</tr>
<tr>
<td></td>
<td>• Terminal 21</td>
</tr>
<tr>
<td></td>
<td>• Siam Paragon</td>
</tr>
<tr>
<td></td>
<td><strong>Supermarkets:</strong></td>
</tr>
<tr>
<td></td>
<td>• Tops market</td>
</tr>
<tr>
<td></td>
<td>• Tops super</td>
</tr>
<tr>
<td></td>
<td>• Villa</td>
</tr>
<tr>
<td></td>
<td>• Big C</td>
</tr>
<tr>
<td></td>
<td><strong>Convenient stores:</strong></td>
</tr>
<tr>
<td></td>
<td>• Max value</td>
</tr>
<tr>
<td></td>
<td>• Asia Book</td>
</tr>
<tr>
<td></td>
<td>• Naim book store</td>
</tr>
<tr>
<td></td>
<td>• Shell selects</td>
</tr>
<tr>
<td></td>
<td>• Family Mart</td>
</tr>
<tr>
<td></td>
<td>• Max Mart</td>
</tr>
<tr>
<td></td>
<td>• Big C extra</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Shopping center:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Emporium</td>
</tr>
<tr>
<td></td>
<td>• The mall</td>
</tr>
<tr>
<td></td>
<td>• Siam Paragon</td>
</tr>
<tr>
<td></td>
<td><strong>Supermarkets:</strong></td>
</tr>
<tr>
<td></td>
<td>• Tops market</td>
</tr>
<tr>
<td></td>
<td>• Lemon farm</td>
</tr>
<tr>
<td></td>
<td><strong>Convenient stores:</strong></td>
</tr>
<tr>
<td></td>
<td>• 7 eleven</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place</th>
<th>Shopping center:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>The overall distribution from Waydhanar company seem to have more slightly way, however, if look at convenient stores, 7 eleven is a franchises store that are located in every places of Thailand, so the product from Tamarind House is more convenience and easier to find and purchase the product.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Shopping center:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Both of them have the same level of promotion, but the Likes from Facebook fan page, Waydhanar has gain more fans. Also, Waydhanar company has advertised on newspaper, so the distribution is wider than competitor</strong></td>
</tr>
</tbody>
</table>
### 2.1.2 SWOT

<table>
<thead>
<tr>
<th>Internal Factors</th>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Brand Awareness: A uniqueness the name</td>
<td>• Promotional: Lack of promotion remind consumers.</td>
</tr>
<tr>
<td></td>
<td>• Product package and weight: Various product package and weight for customer selection.</td>
<td>• Taste: Have only one flavor, not variety.</td>
</tr>
<tr>
<td></td>
<td>• Ingredients: The amount of sugar is much lower than competitor which is suited with people that concerned about health</td>
<td>• Distribution: Too specific places, hard to find product.</td>
</tr>
<tr>
<td></td>
<td>• Concepts: The product included cute gimmick in the ingredients that call &quot;The ingredients of love&quot;</td>
<td></td>
</tr>
<tr>
<td>External Factors</td>
<td><strong>Opportunity</strong></td>
<td><strong>Threat</strong></td>
</tr>
<tr>
<td></td>
<td>• Concerning: People trends to find a product that has a less sugar and concerns on more about their health.</td>
<td>• Replaceable: This product can be replaced by others brands when consumer is not our brand royalty</td>
</tr>
</tbody>
</table>
2.1.3 Target Group

| Demographic          | Age: 20 to 35  
|                     | Race: Asian  
|                     | Gender: Female  
|                     | Marital status: All  
|                     | Income: 15000 baht up  
|                     | Education: Undergraduate or above  
|                     | Occupation: Students, first jobber, office worker  
| Geographic          | Country: Thailand  
|                     | Region: Bangkok and suburban  
|                     | Population: 2.9 million  
|                     | Settlement: Rural, Suburban  
| Psychographic       | Personality: Cheerful, handworker, snacks lover, love eating also concern about quality in everything that they consume  
|                     | Values: A person who always choose the best things or best quality before buying the products.  
|                     | Attitudes: Optimistic, concerning in quality, caring others  
|                     | Interests: People who concern about healthy consuming and the best quality of the products.  
|                     | Lifestyle: People who always need to eat something during their activities, they also seek for the best quality of the products.  

2.1.4 Unique Selling Point

Mag Mag wake up preserve kiss plum candy, or Buai Kern Shep is a dry fruit product that has a long historical background. The selling point of this unique brand is the original richness of real plum taste that makes people that eat it feel vigorous. The taste goes along well with the title name “Buai-Kern-Sheap”, or the precise meaning is rising up from the dead. The qualities of the products’ ingredients that included have very few percentages of sugar and salt that typically makes it healthy for the consumer.
2.1.5 Product/Brand Positioning

For women age around 20 to 35 who likely to eat dry fruits snacks during some activities, Buai Kern Shep is a dry fruit snack that has a rich taste from original plum taste because of the ingredients that contain plum 96%, sugar 3%, and salt only 1%, its strong taste from real plum and urge their sleepiness. Unlike another brand such as Tamarind House that is high in sugar and salt alarmingly in the product for 25% and 3%.

Position Statement: Mag Mag Wake up preserved kiss plum candy is a day fruit snacks that is tasty with the quality in maximum which only includes sugar with only 3%. Unlike others brand such as Tamarind House, Doikham, JeedJard that has a percent of plum 71%, 59%, 25% respectively. The sugar amount of the competitor’s brand is far more than Mag Mag Wake up preserved kiss plum candy which shows that the quality of their plum is not really good.
2.1.6 Product/Brand Personality

A cheerful, optimistic young adult age around 22 whose motto is to work hard but play harder, loves to eat and mostly by eating little by little all the time. She always has snacks with herself because she likes to chew somethings during some kind of activity. She loves and cares for others, she treats everyone like she treats her own family which is why she will always find the best things for a loved one.
Characteristic of plum

• **Tree:** A standing fruit tree that is easy to plant. There are a few diseases and insects that can harm this plum tree. Its production is based on age and its size, by the temperature that is suited for planting plum is around 7.2 Celsius or below. It can grow in every kind of soil. For propagation, it is by inserting cuttings or grafting.

• **Leaf:** The plum leaf is usually small. Its color is green with a little bit of gray, the edges of the leaf is a Zig-Zac like a sawtooth.

![Fig. 1 Plum Leaf and Twig Prunus domestica](image)

• **Flower:** No flower stalks, with each of them are single bloom in circular shape. Its color maybe white or pink.

• **Fruit:** Plum’s fruit is a green circular shape. When it is ripe, it will become yellow. Normally, its diameter is approximately 2.5 centimeters, inside the fruit there is a seed. In Japanese and Taiwan, time to harvest plum is around June to August while Thailand can be harvested in April.

Nutrition of plum

Plums contain many benefits minerals. According to USDA aka National Nutrient Database, it has showed the nutrition facts such as vitamin A, vitamin C, folate, vitamin K, vitamin B1, B2, B3, B-6, vitamin E and lot of others minerals. Additionally, plum fruit gain very low calories and little of fats (Benefits of Plums, 2019).
### Basic Report 09279, Plums, raw

Report Date: September 18, 2019 02:54 EDT

Nutrient values and weights are for edible portion.

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Unit</th>
<th>1 Value Per 100 g</th>
<th>1 cup, shed 148g</th>
<th>1 fruit (1/10&quot; diss) 66g</th>
<th>1 NLEA serving 15g</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proximates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td>g</td>
<td>87.23</td>
<td>143.53</td>
<td>57.57</td>
<td>133.72</td>
</tr>
<tr>
<td>Energy</td>
<td>kcal</td>
<td>46</td>
<td>76</td>
<td>30</td>
<td>69</td>
</tr>
<tr>
<td>Protein</td>
<td>g</td>
<td>0.70</td>
<td>1.15</td>
<td>0.46</td>
<td>1.06</td>
</tr>
<tr>
<td>Total lipid (fat)</td>
<td>g</td>
<td>0.28</td>
<td>0.46</td>
<td>0.18</td>
<td>0.42</td>
</tr>
<tr>
<td>Carbohydrate, by difference</td>
<td>g</td>
<td>11.42</td>
<td>18.84</td>
<td>7.54</td>
<td>17.24</td>
</tr>
<tr>
<td>Fiber, total dietary</td>
<td>g</td>
<td>1.4</td>
<td>2.3</td>
<td>0.9</td>
<td>2.1</td>
</tr>
<tr>
<td>Sugars, total</td>
<td>g</td>
<td>9.92</td>
<td>16.75</td>
<td>6.55</td>
<td>14.98</td>
</tr>
<tr>
<td><strong>Minerals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calcium, Ca</td>
<td>mg</td>
<td>50</td>
<td>10</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Iron, Fe</td>
<td>mg</td>
<td>0.17</td>
<td>0.34</td>
<td>0.11</td>
<td>0.26</td>
</tr>
<tr>
<td>Magnesium, Mg</td>
<td>mg</td>
<td>7</td>
<td>12</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Phosphorus, P</td>
<td>mg</td>
<td>16</td>
<td>36</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>Potassium, K</td>
<td>mg</td>
<td>157</td>
<td>299</td>
<td>104</td>
<td>237</td>
</tr>
<tr>
<td>Sodium, Na</td>
<td>mg</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Zinc, Zn</td>
<td>mg</td>
<td>0.10</td>
<td>0.17</td>
<td>0.07</td>
<td>0.15</td>
</tr>
<tr>
<td><strong>Vitamins</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vitamin C, total ascorbic acid</td>
<td>mg</td>
<td>9.5</td>
<td>15.7</td>
<td>6.2</td>
<td>14.3</td>
</tr>
<tr>
<td>Thiamin</td>
<td>mg</td>
<td>0.026</td>
<td>0.046</td>
<td>0.035</td>
<td>0.042</td>
</tr>
<tr>
<td>Riboflavin</td>
<td>mg</td>
<td>0.026</td>
<td>0.045</td>
<td>0.017</td>
<td>0.039</td>
</tr>
<tr>
<td>Niacin</td>
<td>mg</td>
<td>0.417</td>
<td>0.838</td>
<td>0.256</td>
<td>0.630</td>
</tr>
<tr>
<td>Vitamin B-6</td>
<td>mg</td>
<td>0.029</td>
<td>0.048</td>
<td>0.019</td>
<td>0.044</td>
</tr>
<tr>
<td>Folate, DFE</td>
<td>µg</td>
<td>5</td>
<td>10</td>
<td>0.09</td>
<td>0.00</td>
</tr>
<tr>
<td>Vitamin B-12</td>
<td>µg</td>
<td>0.06</td>
<td>0.12</td>
<td>0.01</td>
<td>0.00</td>
</tr>
<tr>
<td>Vitamin A, RAE</td>
<td>µg</td>
<td>17</td>
<td>34.2</td>
<td>11</td>
<td>26</td>
</tr>
<tr>
<td>Vitamin A, IU</td>
<td>IU</td>
<td>345</td>
<td>69</td>
<td>229</td>
<td>521</td>
</tr>
<tr>
<td>Vitamin E (alpha-tocopherol)</td>
<td>mg</td>
<td>0.26</td>
<td>0.43</td>
<td>0.17</td>
<td>0.39</td>
</tr>
</tbody>
</table>

**Fig. 2 National Nutrient Database for Standard Reference Legacy Release**
Benefits of plum

With the table of ingredients that is shown on fig. 2, It can be told that plum has immense benefits including

• Increased strength and decrease in sleepiness. The reasons that makes body feel tired because the balance of the blood is more acidic, but with the plum that has the balance in base with pH around 7.35 which it is nearly with people blood, adjusts the balance in our body.
  • Decreases thirst and amount of sweat.
  • Prevents fainting, because plum has a huge amount of sodium, so it can increase minerals in body.
  • Decreases toxic and acid in the stomach
  • Cure gingivitis, dental disease and the problem of bad breath.
  • Relieving nausea and vomiting
  • Strengthens the digestive system
  • Helps to treat chronic diarrhea
  • Prevents infection in the digestive system
  • Reduced obesity from improving metabolic system
  • Reduces blood sugar in body
  • Maintaining healthy bone, bone issue, preventing osteoporosis disease
  • Improves memory
  • Maintains nervous system
  • Strengthens the immune system
  • Maintains plasma and liver cholesterol
  • Reduces anxiety
  • Maintains healthy youthful skin
  • Prevents clotting

Side effect of plum

It is the fact that everything that is consumed too much will create side effects, plum, the fruit, as well. The harmful plum includes

• As plums have a lot of sodium, people with cardiovascular disease or having a problem with kidney or gallbladder should avoid eating or else the disease will be more severe.
  • Most of sweet preserve plum are included with saccharin, chemical sugar, which causes cancer
  • Preserve plum are included with sulfate, people who are allergic to sulfate should avoid consuming it as it may produce severe anaphylactic attacks
Awards

MAG MAG WAKE UP preserved kiss plum candy by Waydhanar always focus on the quality of the products quality within every process. With this vision, makes the dry fruit snacks gain many awards standard such as:

![Awards and Certification](image)

SMEs National Awards

Small and medium-sized enterprises prize is a prize that supported by the official that take care, in helping and supporting the new enterprisers in Thailand. The qualification for receiving this award is based on Thailand Quality Award – TQA, the products from the winner brand needs to qualify with good quality and high standard also need to have a potential to encourage the brands to further develop in worldwide. (SME National Awards, 2019)

The purpose of SMEs National Awards
1. To find SME enterprises that are qualified with a high potential and high standard
2. To create a prototype for those new enterprises
3. To create an inspiration and awareness to show an importance of developing business potential to be able to compete at both the national and international level

GMP certified

GMP certified or its full name is Good Manufacturing Practice. It is a food qualification of manufacturing process that concentrates on the food safety management system with producing safe and high-quality food. This official guarantee is that the food that pass this certification has a good quality from the profession food expert all around the world. Every process needs to have a high standard from the preparing food process, quality of ingredients, packaging, keeping, distribution and always follow the product quality till the product reaches the hand of the customer.
Thai FDA

Thai FDA or its full name is Thai Food and Drug Administration, it is an official department under the Ministry of Public Health. Their job is to protect the health of the citizens that consume the product. Every product that receives their mark logo means that product meets the standards of the international laws included quality, safety and efficacy. Moreover, this organization also gives knowledge to the costumer about good consumption behavior of products. (FDA Thailand, 2016)

VEGAN

Vegan from veganism which mean a group of people who do not use animal products. So, people who are vegans can make sure that the product that they consume have no ingredients from animals.

USDA

USDA is a United States Department of Agriculture. It is an organization agency that serves about organic sector. To receive their certificate, the product needs to be produced though approved methods from organic standards. The criteria of producing this product need to be; protecting natural resources, conserving biodiversity, and using only approved substances. (USDA, 2019).
2.3 Data Collection

2.3.1 Key Questions
1. What is the buying decision and perception of dry fruit snacks?
2. What are the occasions for eating dry fruit snacks?
3. Why choose to buy Mag Mag Wake up preserved kiss plum candy?

2.3.2 Methods
1. Questionnaire – This questionnaire uses a google form to list the questions and then lets the people do the questionnaire via website link or QR code. This website link or QR code can be easily spread via social media. Therefore, the respondents are randomly selected. However, only the target group is chosen.
2. Focus group – This focus group is a target group that talk and discuss about the insight opinion of the products. Typically using the focus group will receive potential insight information and personal deep information from a target group in a natural way.

2.3.3 Respondents
1. Questionnaire – 100 samples of targets are picked to do the questionnaire, female age around 20 - 35 living in Bangkok.
2. Focus group – In focus group method will gathering 5 participants. The target group is a both male and female age around 20 – 35 living in Bangkok.

2.3.4 Results

Questionnaire
Mag Mag Wake up preserved kiss plum candy or known as Buai Kern Shep, which means to rise from the dead, is a Thai dry fruit snack that has been established for more than 10 years. To begin with, the research from the questionnaire 100 women from ages 20 - 35. Most are university students, office workers, and freelancers. First of all, we need to know the eating habit of dry fruit snacks. Most of the people from the survey rarely eat dry fruit snacks. More than a half claim they enjoy eating dry fruit snacks, some of them are so-so about it and a few that said that they do not really like. The questionnaire also asks about the kind of dry fruit that the respondents prefer, and it came out that plum, strawberry, mango, durian, banana receive a percentage of 49%, 48%, 40%, and 38% respectively, so the plum dehydrated fruit snacks are still popular among these target group. The reasons for eating dry fruit snacks have shown a slightly different percentage with three main reasons which is when they have an empty stomach, when they do some kind of activities, hobbies and when they feel sleepy. For a buying decision, the answer has shown up outstandingly that most of them choose from the intense flavor that matches their taste, package design, hygiene and the qualities of the ingredients. For those who do not like dry fruit snacks, the key reasons are because it is seem to be harmful, unhealthy, and they do not appreciate the taste.

The following part is a question about Mag Mag Wake up preserved kiss plum candy. 63 out of 100 know about this product, it is more than a half but still not that high number. However, just only half of the respondents have tasted the goods before. When asked about what things they do like about the product most of them carefully choose the rich taste then slogan, ingredients of love and the package design concept respectively. However, 83 respondents claim that they rarely eat Mag Mag Wake up preserved kiss plum candy and just only 29 out of 100 people that said that they have never seen this...
product before. Besides, the primary reasons that some of the respondents did not buy the products because it is hard to find, and they did not notice it.

Focus group

The results from the focus group have almost gone in the same way. The first question to break the ice is that do they like or not, dry fruit and why. The focus group answer in the same way that is because of the taste. They also claim that eating dry fruit snacks is easier than eating fresh fruit. Even the nutrition is not far more than any candy, but they still prefer dry fruit snacks because it seems more organic, healthier and feels less guilty of themselves, even knowing that dry fruit scarcely contains a lot of sugar as well. They said that dry fruit snacks are mass snacks that everyone can enjoy but overall, they prefer imported dry fruit snacks because they believe that the sugar is less than from Thailand. One person in the focus group consumes dry fruit snacks every day while some are quite often and one person also said that they rarely eat it. They declared that they often eat dry fruit snacks while working because of its taste that makes them keep awake, while playing computers, looking at TV, or even when they feel they want to just like when eating ordinary snacks.

Surprisingly one of the focus groups has heard about the product before but has never tasted it before, and four are similar about knowing this product. The similar ones bought the product for the first time because of its unique packaging style and its name “Buai Kern Shep” from Thai words mean “rise up from the dead”, so they think that it is kind of interesting since the reasons that they buy preserve plum snacks is to prevent them from sleepiness as well. However, the one thing that will determine them to buy the goods again after that or not is the taste. The taste being not too sweet, salty or not too sour, they also like the “Ingredients of love” at the back of the package because it is kind of cute when giving, sharing this snack with others. It is also funny that once the Mag Mag Wake up preserved kiss plum candy was shared with the focus group, they ate them gradually and nonstop.

Interestingly, one of the focus group claimed that they love the package that can remain the product by zip lock and also portable the package itself is also well-designed. They use a snack to develop a good relationship and create a connection because it can be shared with others easily. They also talk about the culture of Asia people especially Thai people that giving and sharing is normal culture, and with the gimmick of ingredients of love makes the giver seem like including gives loving and caring via the snacks that they share with.

After describing the information to the focus group about the sugar amount that Buai Kern Shep included compare to another brand, they all seem to be a surprise and impress. They told that one of the factors that they avoid eating dry fruits snacks because it is overly sweet, some are too sour and some are too salty, however, Buai Kern Shep seem to be tasty for them with the flavor that is not over in neither way but still rich with the real taste of plum. This happens to be the same reasons that have told before from the above paragraph that the focus group tends to purchase the imported products of dry fruit snacks because they believe in quality and the sugar amount that has been controlled. But when they know about this fact, the focus group seems to be more interested in the goods. They claim that they would choose to buy Buai Kern Shep than other brands’ product because of the less sugar that makes them feel more healthy, organic on top makes them experience that they are eating a real taste of a plum.
2.3.5 Implementation

In conclusion, people are concerned about the flavor and the quality of the product. The rich taste that was originally from the quality plum and unincuded ingredients with an over amount of sugar or salt. People can experience the real taste of plum dry fruits also has its health benefits for the consumer. The first favorable impression of the product may be the name of “Buai Kern Shep”, Still, in the end, the most significant thing to support this product is to interpret that the snacks have a rich flavor taste from “real original plum” with a superb quality of healthy ingredients because of the fact that it contains very few amounts of sugar and salt.
2.4 Design Analysis

2.4.1 Survey Within Industry

Form – based on design principles
These online ads are all about snacks. All of them have a vivid color that relates to the color with the package. It is colorful and looks cheerful as well but with the same color as the product, it makes the product drop and not outstanding. The product is pasted in the middle with a large size which creates an emphasis. The repetition of snacks and the way that snack in various proportions creates the dimension, it makes this ad look more interesting.

Content – based on communication theory
The vivid color from these ads can capture the attention of the viewer, also the packshot that emphasizes the products. The picture of snacks makes the viewer understand what these ads try to communicate. Moreover, the snacks picture that looks delicious can provoke the viewer to buy the product.
2.4.2 Competitor’s Design – Tamarind House

![Facebook Advertising from Tamarind House](image)

**Fig. 4 Facebook Advertising from Tamarind House**

**Form – based on design principles**

This website poster ad using color red-pink as their background. It is going along with the product because the cap of the product is red-pink as well. However, because of the background is being vividly dark, it makes the product not look really outstanding. The product has an enormous size and also located in the middle of the ads, make it emphatic. The white text color on the dark background also is outstanding.

**Content – based on communication theory**

The official title and accurate description of dried plum are clearly written in white color. The information only includes the weight and prize but it is enough to understand. The package photo is well-defined with the name of the flavor.
2.4.3 Existing Design – Waydhanar

Form – based on design principles
There are three main colors including white, orange, and black where white is the background color but orange and black are the color of the package products. The color white of the background emphasizes all the elements in this website poster ad. Headline text and subtext text using orange and orange which is a contrast from white makes it is easy to read. Women on the left-hand side are enlarged to be almost as half to this ad makes a hierarchy of women first then headline text and then the package and information.

Content – based on communication theory
Women placed on the left-hand side can catch people’s attention. Nevertheless, the package of the product is too small that its information cannot read except the name. Information about price and weight is easy to read.

Response – based on customers’ reaction
This website poster ads are placed on social website such as Facebook. This ad can be spread easily, but it is not outstanding enough to catch an attention. So, most of the time customers likely to skip this advertisement.
3.1 Communication Objectives
1. To expand the product identity through key visual
2. To portrait the benefits of the products
3. To visualize the products feeling according from the insight target group

3.2 Concept I
Title: Sugar are not allowed
Mood & Tone: Lively, Playful, Humorous
Support: Buai Kern Shep is a preserve plum that has a very low percent of sugar included, compare to other brands. Most people appreciate dry fruits that has less sugar in it as people are now concerned more about sugar.
Concept 1 Sketch:

Media: Magazine Adverting
Specifications: Size A4 colors
Technique: Adobe Photoshop and Adobe Illustration
Media: Ambient Media
Specifications: Size A3 colors
Technique: Adobe Photoshop and Adobe Illustration
RADIO SCRIPT

TITLE: You Are Not Allowed
BRAND: Buai Kern Shep
TARGET: Female Adults 20+
MESSAGE: Plum with no sugar

<table>
<thead>
<tr>
<th>SFX:</th>
<th>Royal News Trumpet Sound Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men:</td>
<td>งานเดียวคือถ้าคุณจะดื่มด่ำขณะอยู่ในราชการด้วย</td>
</tr>
<tr>
<td>WOMEN1:</td>
<td>คุณมาเฝ้า! คุณไม่ควรมาที่นี่ด้วยนะ</td>
</tr>
<tr>
<td>WOMEN2:</td>
<td>ไม่!</td>
</tr>
<tr>
<td>WOMEN1:</td>
<td>ให้ไปประจำแล้วนะ</td>
</tr>
<tr>
<td>WOMEN2:</td>
<td>ไม่!</td>
</tr>
<tr>
<td>WOMEN1:</td>
<td>ขอโทษค่ะ ให้ไปประจำ</td>
</tr>
<tr>
<td>WOMEN2:</td>
<td>ไม่! งานนี้เข้าฉบับพยานที่นี่</td>
</tr>
<tr>
<td>ANNCR:</td>
<td>ที่ไม่ควรมาค่ะ ไม่มีสิทธิ์ ด้วยราชกิจธุระที่ถูก.tbl�ันดับ พระราชอิสริยยศ</td>
</tr>
</tbody>
</table>

Media: Radio script
Specifications: Size A4
Technique: Microsoft Word
**STORYBOARD / BRAND:** Bual Mar Shop

**BY:**

*Video:*
- Sugar makeup for plum no.1
- Sugar makeup for plum no.2
- Mother plum snap her finger to let her daughter prepared
- All plum talking happily
- Sugar asking to go with plum
- All plum suddenly say NO
- They post an announced that only plum can go
- Slogan
- Rackshot

*Audio:

**Media:** TV Storyboard

**Specifications:** Size A3 colors

**Technique:** Adobe Photoshop and Adobe Illustration
Thesis Committee Comments & Suggestions:
The idea of bulling can affect the brand image, moreover, to promote that there is no sugar or sugar is not allowed is too good to be true, it will become exaggerated advertising because the product is still containing sugar in it.
3.3 Concept II
Title: Rose up from the dead
Mood & Tone: Whimsical, Hopeful, Surprised
Support: The name of the product is unique that can easily attract attention, according to the survey that many numbers that come to buy this product is from its name. So, this concept is to interpret its name “Buai Kern Shep” as a keyvisual.
Concept 2 Sketch:

**Media:** Magazine Advertising  
**Specifications:** Size A4, colors  
**Technique:** Adobe Photoshop and Adobe Illustration
Media: Ambient Media
Specifications: Size A3 colors
Technique: Adobe Photoshop and Adobe Illustration
**RADIO SCRIPT**

<table>
<thead>
<tr>
<th><strong>TITLE</strong></th>
<th>Tales of Resurrect</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRAND</strong></td>
<td>Bual Kern Shep</td>
</tr>
<tr>
<td><strong>TARGET</strong></td>
<td>Female Adults 20+</td>
</tr>
<tr>
<td><strong>MESSAGE</strong></td>
<td>Easily feel alive by eating Bual Kern Shep</td>
</tr>
</tbody>
</table>

**SFX:** Woof bowl

**WOMEN1:** นิวาชาติเล็กน้อย ยิ่งมากขึ้น หายใจที่':['สิ่งที่จะทำ ทำความรู้สึกยิ่งมากขึ้นมา]

**WOMEN2:** ดี ฉันจะจึงดังกล่าว สมเด็จพระเจ้าวรวงศ์เธอ พระองค์เจ้าฯ ปุณณิศักดิ์ ข้าพเจ้า บุญคุณทำบุญที่มีความสิ้นสุนทรีย์ 72.74529 เบื้องหน้า จุดนี้ที่Literal สร้างขึ้นมาด้วยความสุขอยู่ เหมือนบ้านนี้ถูกทะเลบานพันปีที่ โทมนัสagh ทำประกบว่า 259ริ้วรบริบูรณ์ บรรจุข้านางสมจุห์ศึกษาปรางค์ีที่นานาประเทศใน 10 Newton 74 ไม่ 34 ริ้วรบริบูรณ์ 4.25วิวิวทิ

**SFX:** Heavenly sound

**ANNCR:** ถ้าจะกลุ่มที่สมบูรณ์ นี้คือกว่าเนื้อ

**SFX:** (Crow)

**WOMEN1:** นิวาชาติเล็กน้อย ยิ่งมากขึ้น หายใจที่ ณ ปรารถนาที่ แนะนำตัวกับคุณ นี้คือกว่าเนื้อ

---

**Media:** Radio script

**Specifications:** Size A4

**Technique:** Microsoft Word
STORYBOARD / BRAND: Buai Kern Shep
BY:

Video: Fire sound
Video: The boy start to talking about the legend of Jesus
Video: Group of friends are interestingly listening

Audio: 
Audio: 
Audio: 

Video: Friends seem to be faint out, the scen change from light till morning
Video: Scene change to night again and friends become a bone
Video: God holding all the time felt pity

Audio: Sound of their friends are still talking
Audio: Sound of their friends are still talking
Audio: 

Video: God give Buai Kern Shep
Video: Group of friends become alive again
Video: Packshot

Audio: 
Audio: 
Audio: 

Media: TV Storyboard
Specifications: Size A3 colors
Technique: Adobe Illustration
Thesis Committee Comments & Suggestions:

Playing with death is too harsh to be an advertisement. It will cause negative impact to the brand image.
3.4 Concept III
Title: Intense change
Mood & Tone: Comic, Hilarious, Energetic
Support: The strong point of Buai Kern Shep is its strong intense taste that has a rich taste of plum. Once the customer has tried the snacks, they will feel energetic and awake.
Concept 3 Sketch:

Media: Magazine Advertising
Specifications: Size A4 colors
Technique: Adobe Photoshop and Adobe Illustration
Media: Ambient Media
Specifications: Size A3 colors
Technique: Adobe Photoshop and Adobe Illustration
RADIO SCRIPT

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Wake up!</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAND</td>
<td>Buai Kem Shep</td>
</tr>
<tr>
<td>TARGET</td>
<td>Female Adults 20+</td>
</tr>
<tr>
<td>MESSAGE</td>
<td>Not feel sleepy anymore</td>
</tr>
<tr>
<td>SFX:</td>
<td>Office ambient</td>
</tr>
<tr>
<td>WOMEN1:</td>
<td>เดี๋ยวจะตื่นขึ้นมา (姆) แล้วก็ขึ้นจากเตียงเป็น (姆) สิ้นสุดก่อนเดินออกมาที่ละแวก (姆)</td>
</tr>
<tr>
<td>WOMEN2:</td>
<td>แยก...ให้กันเถอะ</td>
</tr>
<tr>
<td>ANNCR:</td>
<td>ให้ตื่นขึ้นเถอะ</td>
</tr>
<tr>
<td>SFX:</td>
<td>Spell casting sound effect</td>
</tr>
<tr>
<td>WOMEN2:</td>
<td>เล็ก</td>
</tr>
<tr>
<td>WOMEN1:</td>
<td>ด้วยที่จะไปทางฝั่งอีกผู้คนไม่ดีจะอัศจรรย์ (แปลกเพิ่มขึ้นแบบที่รู้สึกไม่ดี) และ ควรจะให้ก้วยเดินไปถึงคุณผู้อ่านผู้อ่านผู้อ่านผู้อ่าน @#$%^&amp;*() fadeOut sound</td>
</tr>
<tr>
<td>ANNCR:</td>
<td>อีก วลีเด็กๆ ถ้าสบายใจ จัดอันเนื่อง ต่อจากนั้น คำว่าท้ายที่จะเป็นผู้ๆ ซื่อๆพิถือแล้ว</td>
</tr>
</tbody>
</table>

Media: Radio script
Specifications: Size A4
Technique: Microsoft Word
Media: TV Storyboard
Specifications: Size A3 colors
Technique: Adobe Photoshop and Adobe Illustration
Thesis Committee Comments & Suggestions:

Showing an expression through a cartoonish eye makes the advertising look interesting. It does not have to be in black and white, but with divergent eyes that clearly shows the feeling of the consumer.
CHAPTER 4
CONCLUSION & SUGGESTIONS
4.1 Final Design
นี่มันไม่ใช่กันนะ

* มีวัยครรภ์ที่นี้ บัวลอยหัวสี ประสบการณ์ เจรมัน ด้วยสถานการณ์บิวมแท้ๆ
Media: Magazine advertising
Specifications: Size A4 colors
Technique: Adobe Photoshop and Adobe Illustration
BILLOBOARD

This billboard template has design as a manga template. The over facial action can clearly interpret the feeling of eating Busker'sShop. The scene of this billboard is driving people with eyes fully open. The billboard is a large media that usually located on-street or expressway, so most of the audience target is a driver; therefore, using the action of driving can relate to the viewer the most. Moreover, the billboard has 2 layers. First is foreground and another one is a popout layer to make this billboard standout and more interesting.

Media: Billboard
Specifications: Size A3 colors
Technique: Adobe Photoshop and Adobe Illustration
Media: Ambient Media
Specifications: Size A4 colors
Technique: Adobe Photoshop and Adobe Illustration
WEB BANNER

This web banner comes in the form of a dialog manga layout. At the first part of the banner, it shows a soulless eye with a dialog to never close an eye. The second part is a dialog of mysterious sound that giving BuaiKemShep to the women. The last part is a big frame of a women become fully awake from eating BuaiKemShep.

WEB MASTHEADS BANNER DISPLAY

Media: Web banner
Specifications: Size A4 colors
Technique: Adobe Photoshop and Adobe Illustration
Media: Instagram Filter
Specifications: Size A4 colors
Technique: Adobe Photoshop and Adobe Illustration
**EYE PATCH SOUVENIR NEW MEDIA**

Advertising on eye patch as a souvenir for people who travel on tour bus or airline. The pattern of the eye patch is a cartoonish eye with the packshot of the product.

**ENVIRONMENT**

Once people wear it, it can look back to the product of an intense test of pain memories; the one who wears it will become an adventurer of the product.

**EYE PATCH SOUVENIR PACKAGE**

The package of an eye patch souvenir is simple yet impact from a remarkable product package that screen its pattern on the plastic bag give strip. It can easily link back to the product, also can interpret the message of the advertising concept of an intense test of pain.

**Media:** New media (Eye Patch)

**Specifications:** Size A4 colors

**Technique:** Adobe Photoshop and Adobe Illustration
STORYBOARD /BRAND: Bual Kern Shep preserve kiss plum candy
BY: Porntipa Sooksabai

Video: Women working intensely with non stop
Audio: Typing sound

Video: (close up) Her face become anxiety when look at her side
Audio: Wink sound effect

Video: Her office mate sleep depress-ly the working table
Audio:

Video: (Zoom-in) All surrounding become doom
Audio:

Video: She talk to herself that she dont want to be defeat
Audio:

Video: Women collapse on the floor ans sudden the mysterious word bubble appear
Audio:

Video: The product appear in the middle
Audio:

Video: Women become suprise
Audio: Opera chaotic soundtrack

Video: (Master pack shot)
Audio:

Media: Television Commercial
Specifications: Mp4; 30 seconds
Technique: After effect and Adobe Premiere Pro
**RADIO SCRIPT**

<table>
<thead>
<tr>
<th><strong>TITLE</strong></th>
<th>I cannot lose!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRAND</strong></td>
<td>Buai Kern Shep</td>
</tr>
<tr>
<td><strong>TARGET</strong></td>
<td>Female Adults 20+</td>
</tr>
<tr>
<td><strong>MESSAGE</strong></td>
<td>Not feel sleepy anymore</td>
</tr>
</tbody>
</table>

| **WOMEN1:** | ไม่...ไม่ได้...เพราะ...หลับตาตอนนี้ไม่ได้... เพราะตอนตอนนี้ไม่ได้!!!!!
| **SONG:**   | Opening song |
| **ANNCR:**  | ที ยิ่งไปอีกค่อนข้างนะ จะทำซ้ำไป |
| **WOMEN1:** | นี่มัน!!! |
| **SFX:**    | เจ้าหน้าให้ทีก้นซี่พล้าว (eccco sound) |
| **SFX:**    | Transformation sound |
| **WOMEN1:** | จากรักครั้งที่เข้าใจของเราบ้างเท่านั้น! นี่มัน....บัวคุณภาพพิเศษ (anime girl sound) |
| **ANNCR:**  | ป้ายคลิ้นเข้า บั้นตอนแรก รักจดจ่อ เจ้าหน้า ตัวละครตึงกลบยอดเท่านั้น |

**Media:** Radio Spot  
**Specifications:** Mp3; 30 seconds  
**Technique:** Sound recording and audio editor in GarageBand
4.2 Conclusion

Mag Mag wake up preserve kiss plum candy or known as Buai Kern Shep. It is a preserved plum that has been sold in Thailand for a long time, yet, there has been no advertising to promote this product. Therefore, in this thesis topic advertising campaign purpose is to promote the product in various applications and also to create a higher brand preference. The advertising campaign needs to standout, creative, new, attractive enough to gain attention and more importantly, every single project in the campaign needs to be consistent and related to each other.

This project contains a lot of illustration skills, creativity, and lots of research references. Almost every knowledge that has learned so far in University is used in this project, still, some of the techniques may have to be gained from outside the classroom. Understanding part is also very important because once the product has been truly understood, the visual will follow. Whether the visual will be beautiful or not depends on the skill which these skills come from practicing that consume time, effort, and a lot of patience.

4.3 Suggestions for Future Study

In this advertising campaign, all the process required is the understanding process which somehow can be the biggest problem in this thesis project. Firstly, one needs to understand the product itself. It requires to do a research of this product by precisely analyze it into mood, tone and create product brand personality. Secondly is to understand the research from the data result respondent. The researcher needs to be in their shoes to understand their feelings in their perspective.

Moreover, the limitations due to the Covid 19 crisis makes it hard to find all the resources during the process such as outdoor photo, model, etc. Therefore, on the process of visualizing and production, it requires a lot of practicing and efforts to develop skill in retouching and drawing instead.
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537852609/?type=3&theater

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domestica/
Appendix I

Questionnaire Detail, Criteria and Results – People who consume dry fruit snack
Advertising for Mag Mag wake up preserve kiss plum candy
Advertising Design Mag Mag Wake up preserved kiss plum candy

Questionnaire on the Eating Mag Mag Wake up preserved kiss plum candy

The purpose of this questionnaire is to collect information on female age around 20 – 35 opinions on Eating dry fruit snacks habit and Mag Mag Wake up preserved kiss plum candy. This questionnaire is part of an Art Thesis of Bachelor of Fine Arts in Visual Communication Design, Assumption University.

Part 1 General information

1. Age
   (63) 21 – 25 years old
   (24) 26 – 30 years old
   (13) 31 – 35 years old

2. Education
   (10) High School
   (72) Bachelor’s Degree
   (11) Master’s Degree
   (1) PhD
   (6) Other

3. Occupation
   (44) Students, University students
   (22) Office Worker
   (9) Business’s Owner
   (20) Freelance
   (5) Other
Part 2 Consumer Behavior

4. Do you regularly eat dry fruit snacks?
   (15) Often
   (37) Sometimes
   (48) Rarely

5. Do you like to eat dry fruit snacks?
   (26) Yes
   (18) No
   (56) So-so

6. Which dry fruit that you like
   (39) Mango
   (21) Pineapple
   (39) Banana
   (47) Strawberry
   (22) Apple
   (49) Plum
   (7) Kiwi
   (4) Orange
   (39) Durian

7. When do you usually eat dried fruits?
   (46) Sleepy and exhausted
   (50) Have an empty stomach
   (47) Doing hobbies; Watch movies, listen to music, play games, read books
   (32) Working or studying
   (8) Driving

8. What is the qualification for choosing to buy dry fruit snacks?
   (38) Packaging
   (31) Products quality and ingredients
   (90) Taste
   (37) Hygiene
   (27) Prize
Part 2 Consumer Behavior

9. What are the reasons for not buying or do not like dry fruit snacks?
   (10) Unhealthy
   (10) Not tasty
   (5) Unappealing
   (1) Old fashion
   (2) Expensive
   (3) Hard to find

Part 3 In-depth Question

10. Do you know “Buai Kern Shep” (MagMag preserve plum candy)?
    (63) Yes
    (37) No

11. Have you ever try “Buai Kern Shep” (MagMag preserve plum candy)?
    (50) Yes
    (50) No

12. Do you like “Buai Kern Shep” (MagMag preserve plum candy)?
    (22) Yes
    (7) No
    (32) So-so

13. If you like, what do you like about “Buai Kern Shep” (MagMag preserve plum candy)?
    (35) Taste
    (16) Quality
    (29) Packing
    (30) Slogan, the ingredients of love

14. How frequency did you eat “Buai Kern Shep” (MagMag preserve plum candy)?
    (17) Sometimes
    (83) Seldom
Part 3.2 In-depth Question

15. Why did you not like “Buai Kern Shep” (MagMag preserve plum candy)?

(1) Not tasty
(3) Old fashion
(4) Expensive
(13) Hard to find
(4) Seem low quality
(29) Have never saw this brand before

Your time and participation are highly appreciated. Your comments and evaluation will be kept confidential and will be used to further study the Eating dry fruit snacks habit and Mag Mag Wake up preserved kiss plum candy.

Thank you.
Appendix II

Focus Group Questions and Answers – People who consume dry fruit snack
Advertising for Mag Mag wake up preserve kiss plum candy
Advertising Design Mag Mag Wake up preserved kiss plum candy

Personal information

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Age: 35
Education: Master of Business Administration
Profession: Managing Director
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**Introduction Question(s)**

1. **Do you like dry fruit snacks? Why or why not?**
   
   Some are neutral with the dry fruits’ snacks but some extremely like dry fruit snacks that they need to eat every day or at least one time a day. The reasons that they like dry fruits snacks because of its taste. The intense flavor makes them feel awake and lively.

2. **What do you think about dry fruit snacks?**
   
   They think that it is also one of an ordinary snacks that everyone and every age can eat, but what makes them special is because it is a fruit. Eating snacks that is a fruit makes them feel healthier than ordinary snacks.

3. **How frequently do you eat dry fruit snacks?**
   
   The focus group does not really consume regularly, but there is one person that eats dry fruit snacks every day.

4. **When do you usually eat dry fruit snacks?**
   
   They all say that there is no specific time, they just eat when they feel like. But there are sometimes that they just feel sleepy or tired so they eat dry fruit snacks just to be awake again.

**In-depth Question(s)**

5. **Do you know “Buai Kern Shep” or MagMag preserve plum candy?**
   
   They all know this product; some know from their friends that share this snack with them and some know it from the package that is eye catching at the store.

6. **Have you ever eaten the product before?**
   
   One of the focus group has heard about the product before but has never tasted it before but the rest they have tasted the product before.

7. **Do you like then product? if yes or no then why?**
   
   They all agreed that they like the product because of its taste also the product’s name that is kind of funny, and cute gimmick of ingredients of love.

8. **Why do you choose to buy this product instead of others brands?**
   
   First of all it is the first impression of the name and package of the products, but the things that will makes them continue buying the product is the rich original plum taste.
9. How do you feel about the product when you know the facts about the sugar ingredients?

They all seem to be surprised and impressed. They say that sugar is also one of the factors for their buying decision. They claim that people nowadays seem to consume something that is healthy so when they know about the amount of sugar that products contain is less than other brands, they will tend to buy the product than other brands.

Closing Question(s)

10. What do you think that it makes this product outstanding from other brands?

First of all, it is the product name, the name of product that has a meaning of rise up from the death. Secondly, it is the gimmick at the back of the package “ingredients of love”, the loving and caring slogan that makes the consumer feel connected with the products and lastly, the most important one, the original strong taste of real plum that can urge them from sleepiness.
Appendix III

Google Forms Questionnaire – People who consume dry fruit snack
Advertising for Mag Mag wake up preserve kiss plum candy
Advertising Design Mag Mag Wake up preserved kiss plum candy

แบบสอบถามเกี่ยวกับผลไม้อบแห้งบั้วคืนชีว

จุดประสงค์ของแบบสอบถามนี้คือการรวบรวมข้อมูลเกี่ยวกับความคิดเห็น เกี่ยวกับการรับประทานผลไม้อบแห้งบั้วคืนชีว แบบสอบถามนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ คณะนิเทศศาสตร์ สาขาวิชาเดชศิลป์ เอกการโฆษณา มหาวิทยาลัยอัสสัมชัญ

*Required

1. อายุ *
Mark only one oval.

☐ น้อยกว่า 20 ปี
☐ 21 - 25 ปี
☐ 26 – 30 ปี
☐ 31 – 35 ปี
☐ มากกว่า 35 ปี

2. การศึกษา *
Mark only one oval.

☐ ไม่มี
☐ ปริญญาตรี
☐ ปริญญาโท
☐ ปริญญาเอก
☐ อื่นๆ

3. อาชีพ *
Mark only one oval.

☐ นักเรียน นักศึกษา
☐ พนักงานองค์พิเศษ
☐ เจ้าของกิจการ
☐ อาชีพอิสระ
☐ อื่นๆ

2 พฤติกรรมและการเลือกซื้อ

4. คุณมีประสบการณ์การรับผลไม้อบแห้งบั้วคืนชีวอย่างไรไม่? *
Mark only one oval.

☐ บอกครั้ง
☐ บางครั้ง
☐ น้อยครั้ง

https://docs.google.com/forms/d/1J74ho5pXBiVFYIVmzDK4AhqSbWbezcjS4hQ8jJ/W4FVQhj/edit
5. คุณชอบรับประทานомнัมผลไม้บ้างหรือไม่?

Mark only one oval.

☐ ชอบ After the last question in this section, skip to question 10.
☐ ไม่ชอบ (โปรดระบุ) After the last question in this section, skip to question 9.
☐ เฉยๆ After the last question in this section, skip to question 10.

6. โปรดเลือกข้อความผลไม้เฉพาะชนิดใดบ้าง (เลือกได้หลายข้อ)

Tick all that apply.

☐ องสำโรง
☐ มะม่วง
☐ สับปะรด
☐ กล้วย
☐ สตอเบอร์รี่
☐ แอปเปิ้ล
☐ บานาน่า
☐ กล้วย
☐ ส้ม
☐ ทุเรียน
☐ Other: ____________________________

7. คุณมีความชอบผลไม้เมื่อใด (เลือกได้หลายข้อ)

Tick all that apply.

☐ ตอนรุ่งเรืองหรือยี่สิบหยด
☐ ตอนกลางวัน
☐ ตอนท้ายของวันค่ำ ค่ำคืน
☐ ตอนเช้า
☐ ตอนเที่ยงคืน
☐ ตอนเย็น
☐ ตอนบ่าย
cross entered
☐ Other: ____________________________

8. หลังจากเลือกซื้อผลไม้บ้างค่ำและอะไร (เลือกได้หลายข้อ)

Tick all that apply.

☐ รูปแบบที่ชอบ
☐ คุณภาพของผลไม้ เฉพาะด้านน้ำตาล
☐ ราคาสินค้า
☐ ความสะอาด
☐ ความคุ้มค่าของราคา
☐ Other: ____________________________

Skip to question 10.

2.2 พฤติกรรมและการเลือกซื้อ
9. เทคนิคที่ไม่ชอบทำแล้วไม่ยอมทำ (เลือกให้ครบถ้วน)

Tick all that apply:
- อยู่ไม่พอใจ
- ขาดใจไม่รัก
- หน้าไม่ยอม
- อยู่ไม่เห็น
- รำคาญ
- หารีบอาการ
- Other:

3. แบบสอบถามเกี่ยวกับบัณฑิตชีพ

10. คุณจับวัสดุนิวเคลียร์ไม่

Mark only one oval.

- รู้จัก
- ไม่รู้จัก

11. เครื่องประดับบัณฑิตชีพมาก่อนหรือไม่

Mark only one oval.

- เขาด After the last question in this section, skip to question 16.
- ไม่เคย (ไปที่ข้อที่ 3.2) After the last question in this section, skip to question 15.
12. ข้อความในภาคีพิเศษหรือไม่
Mark only one oval.
☐ ใช่ After the last question in this section, skip to question 16.
☐ ไม่ใช่ After the last question in this section, skip to question 16.

13. ข้อความในภาคีพิเศษ(เลือกได้หลายรายการ)
Tick all that apply.
☐ ระบบที่ใช้จัดจาบ
☐ คุณภาพสินค้า
☐ รูปแบบเทคนิค
☐ สโลแกน ข้อมูลส่วนเกณฑ์ความรัก
☐ หากไม่เคยทายสัญญาต่อที่นี้
☐ Other:

14. คุณคุณ / คุณภำพคุณพยำพคุณ
Mark only one oval.
☐ ทุกขวัญ
☐ เป็นเศรษฐี
☐ นามยุทธ

Skip to question 16.

3.2 แผนผังความเกี่ยวกับภาคีพิเศษ

15. สาเหตุที่ไม่ยอม หรือไม่ทราบภาคีพิเศษ(เลือกได้หลายรายการ)
Tick all that apply.
☐ ขาดไม่กู้บูรณา
☐ อยู่ไม่แข็งแกร่ง
☐ ขาดอยู่
☐ ขาดจาก
☐ อยู่มั่นคงต่อมา
☐ ไม่รู้จัก ไม่เคยเห็น
☐ Other:
Appendix IV

Google Forms Questionnaire – People who consume dry fruit snack
Advertising for Mag Mag wake up preserve kiss plum candy

อายุ
100 responses

การศึกษา
100 responses

ภำรงำ
100 responses
คุณรับทราบขนผลไม่ยอมแห้งเป็นประจำหรือไม่?
100 responses

ภถิเดชรบบนทำบารณมผลไม้บอยแห้งหรือไม่?
100 responses

ปกติแล้วอบบานผลไม้อย่างพืชใหญ่ใดบ้าง (เลือกได้หลายข้อ)
100 responses
คุณมักท่านผลไม้อบแห้งเมื่อใด (เลือกได้หลายข้อ)

100 responses

- ตกลงท่าหรือย้อนหลัง: 46 (46%)
- ตกลง婚纱: 50 (50%)
- ตกลงท่าพระ: 47 (47%)
- ตกลงท่าพระหรือเรียน: 33 (33%)
- ตกลงท่าพระหรือเรียน: 8 (8%)
- ไม่ตอบ: 1 (1%)

หลักการเลือกข้อความผลไม้อบแห้งเมื่อใด (เลือกได้หลายข้อ)

100 responses

- รูปแบบผลไม้: 38 (38%)
- คุณภาพของผลไม้: 31 (31%)
- รูปแบบที่อบแห้ง: 27 (27%)
- ความคุ้นเคย: 37 (37%)

เหตุผลที่ไม่ชอบผลไม้อบแห้ง (เลือกได้หลายข้อ)

18 responses

- ไม่มีประโยชน์ทางด้านโภชนาการ: 10 (55.6%)
- รู้สึกไม่ดี: 10 (55.6%)
- ท่าไม่ค่อยน่าทาน: 5 (27.8%)
- ตุ่นไม่กิน: 1 (5.6%)
- ราคายาก: 2 (11.1%)
- หาซื้อยาก: 3 (16.7%)
คุณรู้จักบวชคืนชีพหรือไม่
100 responses

- รู้จัก: 37%
- ไม่รู้จัก: 63%

เคยรับประทานบวชคืนชีพมาก่อนหรือไม่
100 responses

- เคย: 50%
- ไม่เคย (ไปฟ้าร้อง 3.2): 50%

สอบถามบวชคืนชีพหรือไม่
100 responses

- ชอบ: 39%
- กลางๆ: 32%
- ไม่ชอบ (ไปฟ้าร้อง 3.2): 7%
- ไม่เคยทราบ (ไปฟ้าร้อง 3.2): 22%
ข้อผิดพลาดข้อเท็จจริง (เลือกได้หลายข้อ)

100 responses

- สาขาที่ตัดสินจ้าน [35 (35%)]
- คุณภาพสินค้า [16 (16%)]
- รูปแบบแพคเกจ [29 (29%)]
- ลักษณะของสินค้ามีความร้าย [30 (30%)]
- หากไม่เคยเห็นสินค้านี้
  - ไม่ [1 (1%)]
  - ไม่เคยเห็น [1 (1%)]
  - ไม่ได้พิจารณา

คุณค่า / กิจบ้านข้อเท็จจริงพยายาม)

100 responses

- ทุกวัน [83%]
- เป็นบางครั้ง [17%]

สถานที่ที่ไม่ชอบ หรือไม่ทราบข้อเท็จจริง (เลือกได้หลายข้อ)

46 responses

- สาขาที่ไม่ชอบ [29 (63%)]
- ที่ไม่ทันสมัย [3 (6.5%)]
- ราคาสูง [4 (8.7%)]
- วิธีการ [4 (8.7%)]
- ไม่ได้เข้าใจ [1 (2.2%)]
- ไม่รู้จัก [1 (2.2%)]
- ไม่ทราบว่า [1 (2.2%)]
- ไม่ได้รับการสนับสนุน [1 (2.2%)]
- ไม่ได้คำตอบ [1 (2.2%)]
Personal Data

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E-mail: porntipa25370@gmail.com
Date of birth: September 1, 1997
Nationality: Thai

Academic Record:
2012-2015
- Sarasas Ektra School
- GAC program, ACT Inc.
- Science – Math option
2015-2019
- Assumption University
- Visual Communication Design / Advertising Design

Working Experience:
2019
- Designer Assistant on AU 50th years
- Internship at Dentsuone Bangkok as Art Director
2018
- Participate “Chonchang Graphic Design Battle Season 4” competition
- CSR salted egg eco design for community
- Participate “ARIT” poster competition
2015
- Participated at THSDC (Thailand High School National Debate Championship) as adjudicator

Skill and Expertise:
Software
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effect
- Adobe Premiere Pro
- Adobe Fresco
- Microsoft Word
- Microsoft PowerPoint
- Procreate
- Design skills
  - Drawing/ Painting
  - Logo design
  - Icon design
Achievements:

- 2nd place in “Chonchang Graphic Design Battle Season 4” competition (AMARIN TV)
- Top 60 poster in “ARIT” poster competition
- 1st place for the best decoration booth, Sport Carnival 2015, Sarasas Ektra School
- Top 10 adjudicator at THSDC at Panyarat International school