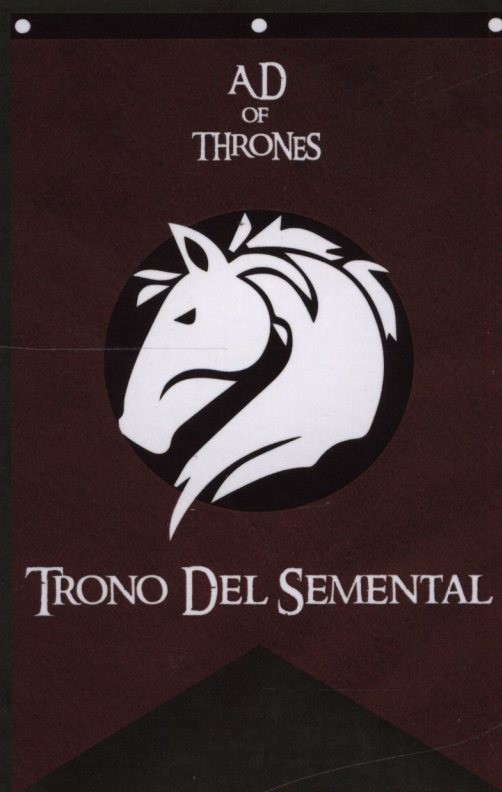


ADVERTISING WORKSHOP SHOWCASE 2016



DEPARTMENT OF ADVERTISING
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS
ASSUMPTION UNIVERSITY OF THAILAND





DEPARTMENT OF ADVERTISING



“STRATEGIC THINKING”
“INSIGHT-BASED CREATIVITY”
“KEEPING PACE WITH BUSINESS CHANGE”

VISION

The Department of Advertising, Albert Laurence School of Communication Arts aims to produce business-minded and creativity graduates with ethics, social responsibility and cultural sensitivity in order to remain competitive locally, regionally, and globally.

MISSION

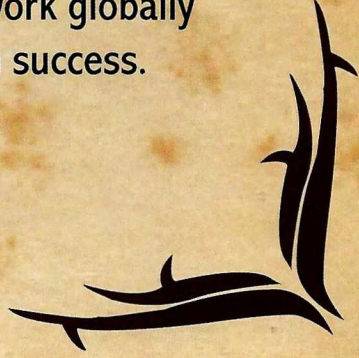
The mission of the Department of Advertising, Albert Laurence School of Communication Arts, is to offer practical and highly academic instructional program which provides three integral components of advertising namely:



I. Advertising principles, branding principles, marketing principles and integration of traditional and new marketing communication tools and media.

II. Teaching and learning environment that encourages business and creative practices that align and network with the advertising industry.

III. Activities that instill ethics, social responsibility, and cultural sensitivity to prepare students to work globally with success.



Advertising Workshop Showcase is an annual event arranged by Advertising graduating students. The theme of this year showcase, AD of Thrones, is aiming at offering powerful communication and brand strategies to our clients so that the clients can use these strategies as tools to win consumers' minds and to conquer the throne in the market. Our students are very lucky as they have received great opportunity to work for the clients and have learned so much from the project. I would like to thank all clients and guests who always support our students.

A. CHULAMANI CHANTARAWANDI
THE CHARIPERSON OF ADVERTISING DEPARTMENT

This year, our students have been working wholeheartedly on the consumers' insight towards their brands to create a campaign worthy of the AD of Thrones, the communication of the best brand in product category. We hope you enjoy our "AD of Thrones" showcase.

DR. PRICHAYA MANMIN

Advertising Workshop Showcase 2016 proudly presents remarkable students' marketing communication campaigns based on insightful research data. The created communications are expected to win the heart of consumers as the theme of this year is AD of Thrones. Please enjoy the showcase.

DR. PARICHART
WONGWEERANONCHAI

Advertising Workshop Showcase is a graduating project of Advertising students. This year, the theme of Advertising Workshop Showcase is "AD of Thrones" representing Advertising students as "AD Warriors" who fight for their greatest works so as to win over their thrones. With great practice, they are now ready for the real Advertising battlefield to conquer their own thrones with pride.

A. DUANGPORN SUPANVANIJ



FORWARDINGS FROM ADVERTISING LECTURERS

The Advertising Workshop Annual Showcase organized by the Department of Advertising features the campaigns created by our strategic and creative graduating students. As one of the advisors, I am proud to present brand solutions that could energize the client's business.

DR. NUTTHAPHUT PANDJAD

As the era of transition, everything is flexible. This is also the same as our Advertising Workshop students who are flexible yet steady in various situations they face. Now, students are ready to go out to the battlefield, face challenges, and fight for their own thrones.

A. JARIYA WU

The Advertising Workshop Showcase does not only aim at helping clients win the "thrones", but also at helping the students as well. Throughout the year, they have been fighting in the battle of overcoming weaknesses, self-confidence issue, fear, and stress. Eventually, they surpassed all those obstacles and gracefully won their own "AD of Thrones."

A. PITCHANUT
NUEANGJAMNONG

AD of Thrones is not just a graduating project, but it is the way that we prepare our students to be ready for professional life. This project does not try to present the greatest work of our students, but it tries to show the effort and determination of our students who join hands and brainstorm ideas to fight for their own thrones.

A. ARPHASRI SOTHONVIT

In the competitive world, there will always be those who win and those who fail. Advertising Workshop is the place where students prepare themselves and learn how to fight. I wish for all Advertising Workshop students to be the humble winners and the unwavering fighters. Hence, you will be the winners not only in games but also in everyone's hearts.

A. CHUTINUN KAEWKATORN





ADDICTED



WE DELIVER





H YOUNG



MOCKINGBID

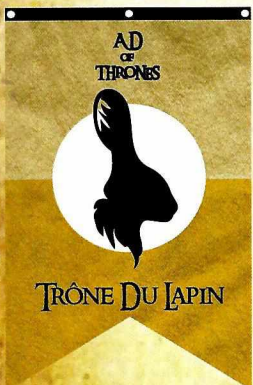




GUMGUM

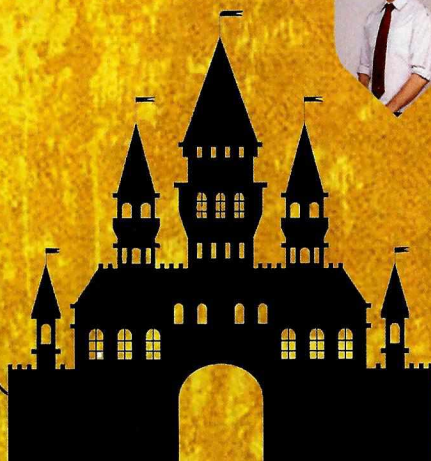


SWEET
RUNNER





BOUNCE



SURVIVOR





A HOOK



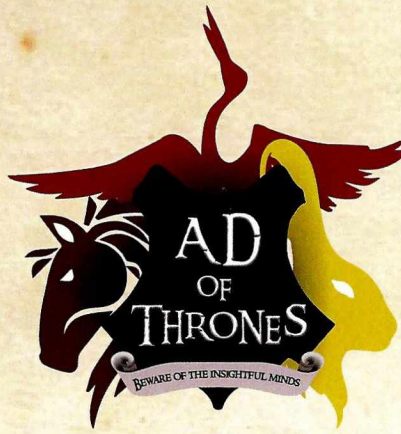
THE VILLIANs





SYNERGY V

MAKE A
WISH



This new world is called the world of choices where consumers own the almighty power. It is the power that is not anything close to absolute but it is the power that is continually shifting and changing. The consumers can choose the product that they prefer anywhere within a mouse click.

In this world, every product has its land and in those lands lie the Throne that only one brand could own. With insightful strategies and ideas, the AD of Thrones have brought communications that supply and motivate power to conquer the Throne. So, ladies and gentlemen, beware the insightful mind for it is the powerful tool to win the Throne.



KURĒN NO ŌZA: THRONE OF THE CRANE

Born from the father heaven, those who belong to this sacred land are from the origin of the sun. Yayoi Japanese Restaurant is the brand which belongs here. With Japanese origin, Yayoi is a restaurant that offers fresh ingredients of Japanese food with faster time of cooking for consumers to enjoy their moments in several occasions.



TRÔNE DU LAPIN: THRONE OF THE RABBIT

Born from the mother wood, those who belong to this land possesses fun and chew-loving spirit. KidKid Chewing Gum is a Thai gum brand which belongs here. With several flavours, long history of origin, and its sweetness in nature, this brand offers lovable chewy benefit that consumers always enjoy.



TRONO DEL SEMENTAL: THRONE OF THE STALLION

Born from the mother earth, those belong to this land possesses the love-of-nature spirits. Glendee Potato Stick is the brand which belongs here. Not only that the brand uses Vacuum Fried technology for its potato sticks to lessen the remaining oil in product but also to become a super healthy premium brand that keeps products fresh crispy and good quality. Therefore, Glendee is aiming to make the snack fun to enhance consumer's moment without guilt and also provide portable package as well as generating higher value for potato.



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Glendee





CLIENT BRIEF

Glendee was established in 2015 under the control of Greenday global Co., Ltd. that offers snacks, which are 100% made by fruits and vegetables that guarantees the best quality. Greenday is a premium brand of vacuum fried, vacuum dried fruit and vegetable chips. Made from the finest ingredients via highly advanced technology. Without any additives, preservatives or food coloring.

According to the newly launch of Glendee which offers coconut chips, coated chocolate fruits and potato stick in a new form that is produced purely without preservatives or colorants and made from 100% real potatoes, using the same concept according to the main company. Also, Glendee uses Vacuum Fried for potato sticks to lessen remaining oil in product in order to become a super healthy premium brand and also to keep products fresh crispy and good quality.

In addition, Glendee also have to deal with the main competitors who have already been establish within this particular market which are NOI, Pringles, Perfecto or even Lay's who use similar price and packaging, real potato chips, and same shelf positioning. In order to remain in the market as the leading brand, Glendee has to come up with effective communication strategies in order to maintain their consumers and also gain more prospect consumers. Glendee's primary target is Gen Y who is university student and first jobber. Glendee has many distribution channels, which are convenient, stores, supermarket, and also provide traditional trade and bookstores.

Glendee positioned itself as a premium brand with highly advanced technology and quality of finest ingredients, so Glendee is premium health friendly snacks that provide various Thai unique and Western flavors which are Tom Yum Kung, Larb, Cheddar Cheese, Onion & Sour cream and Original to serve differentiating consumer needs. They aim to make snack fun to enhance consumer moment without guilty and also provide portable package in the form of box and cup as well as generating higher value for potato.

MARKETING OBJECTIVES

- To increase sales from 30 million baht to 90 million baht per year
- To increase market channels and distribution channels.
- To find prospect target market
- To increase brand awareness from 20 % to 80%
- To create brand loyalty (consumer's evoke set)

BUDGET: Five Million Baht

TIME FRAME: 1 Year Plan





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RESEARCH OBJECTIVE

- TO IDENTIFY POTENTIAL CONSUMERS OF THE BRAND AND TO UNDERSTAND CONSUMER'S LIFESTYLE
- TO INVESTIGATE CONSUMERS BEHAVIOR TOWARDS GLENDEE
- TO UNDERSTAND WHICH OF THE 4P'S FACTOR OF GLENDEE AND COMPETITORS, AFFECT CONSUMERS THE MOST
- TO KNOW THE RIGHT MEDIA TO COMMUNICATE WITH THE TARGET CONSUMER AND TO KNOW CONSUMERS UNDERSTAND THE MESSAGE OR NOT

RESEARCH METHODOLOGY

QUANTITATIVE RESEARCH

METHODOLOGY: Survey

TOOLS: Questionnaires

SAMPLE SIZE: Users 150 and Non-Users 150

SAMPLE: Male and female, aged 18-40 years old who are in business area nearby BTS in Bangkok.

QUALITATIVE RESEARCH

METHODOLOGY: Focus group

TOOLS: Guided Question, Recorder, Moderator

SAMPLE: Male and female, aged 25-40 years old who are in business area nearby BTS in Bangkok.

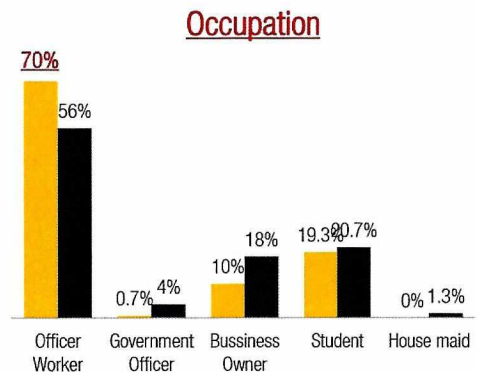
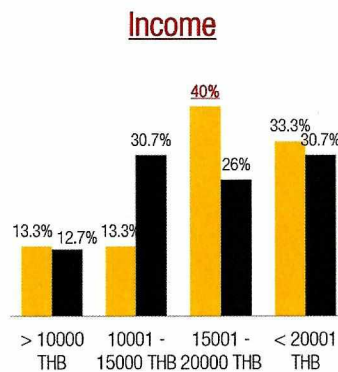
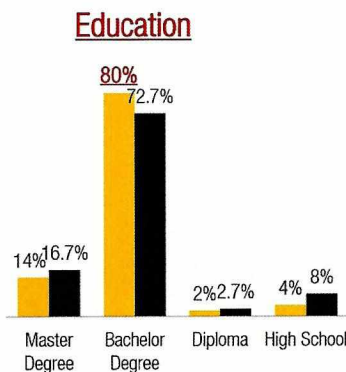
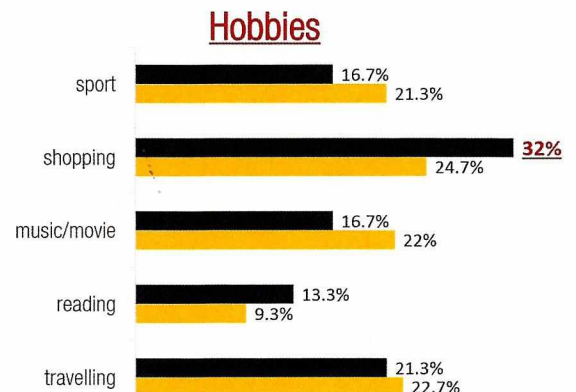
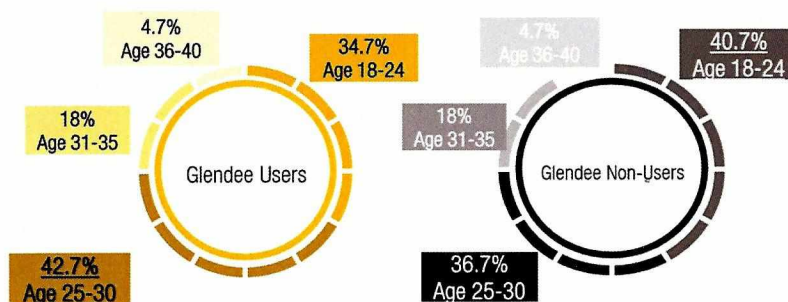
SAMPLE SIZE: 24 Participants (4 Groups)

Age 25-30 (user = 6, non-user = 6)

Age 31-40 (user = 6, non-user = 6)

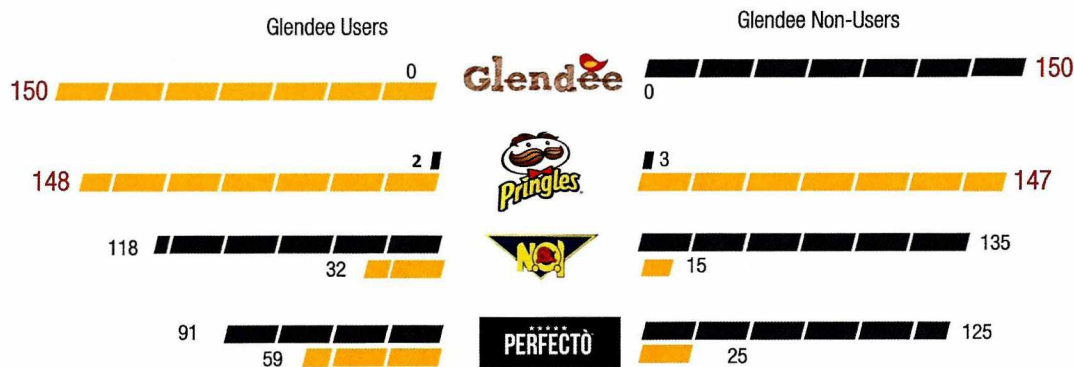
RESEARCH FINDINGS

I. TO IDENTIFY THE TARGET OF GLENDEE.



The potential target of Glendee are both male and female, age around 25 to 30 years old. Who is an office worker with the income of 15,000 – 20,000 baht and graduate with bachelor degree. Single status with no child. Moreover they are health-concern, sporty and a shopping lover.

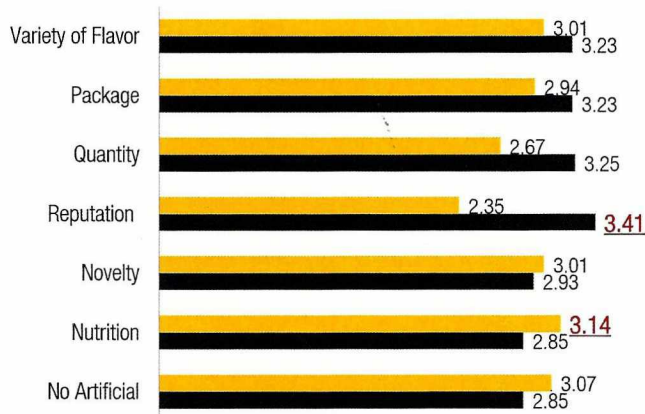
2. TO UNDERSTAND CONSUMERS PERCEPTION OF GLENDEE



From the graph you can see that people who consume Glendee are able to recognize Glendee logo as well as brand image.

3. TO UNDERSTAND WHICH OF THE 4P'S FACTOR OF GLENDEE AND COMPETITORS, AFFECT CONSUMERS THE MOST.

Product

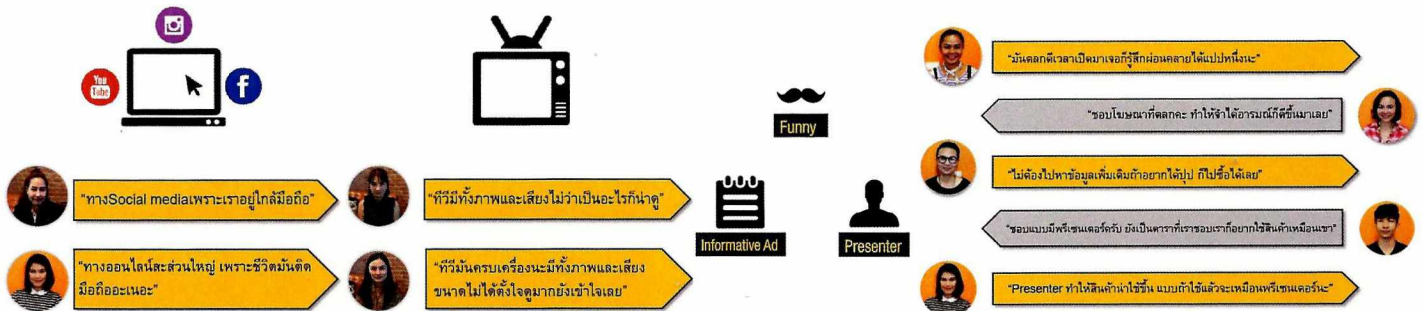


As the result, the important factor that effect both user and non-user is the Product. Glendee users concert of nutrition as the most important factor of all. While for non-users, reputation leads the highest.

Glendee product contain high nutrition and no artificial substances are added. People believe in the product's attribute. However, nutrition is not the main key factor. Compares to other factors, the average score of nutrition factor is not much different from other factors. So, nutrition is not the real reason why consumers purchase the product.

Meanwhile, non-users choose to purchase competitor brand as they have been in the market for a longer period of time. Which consumer are more familiar with. In relation to its reputation, such as Pringle brand.

4. TO IDENTIFY THE MOST EFFECTIVE MEDIA TO COMMUNICATE WITH THE TARGET CONSUMER, ALSO TO KNOW WHETHER CONSUMERS UNDERSTAND THE MESSAGE CORRECTLY.



TV and Social media result as the most used media channel for relaxing. With informative advertising type and funny content. Leads to making faster purchasing decision because target life style tend to be serious. Funny content is what they're seeking for from the media, informative advertising can make purchasing decision quicker. Presenter can leads purchasing actions and awareness. Because people tends to follow the presenter.

PROBLEM RECOGNITION

According to the research, the target are pleasure seekers. The strongest point of Glendee is the nutrition. However, it is not enough to make Glendee stand out. Therefore, 'funny' content to relate to the target's lifestyle and leads to the campaign direction. In conclusion Glendee has low brand awareness.

TARGET ANALYSIS

DEMOGRAPHIC

- Age : 25 – 30 years old (Single status with no child)
- Gender : Both male and female
- Income of 15,000 – 20,000
- Occupation : Bachelor degree

PSYCHOGRAPHICS

They like to have fun in their own ways. Includes various activities. Such as sports, extreme activities and more. We can categorize them into group which represent as variety seeker. This cover people who like to do different kind of activities together with friends. They choose to do this activities by themselves but with a company.

BEHAVIOR & LIFESTYLE

Consumers who like to play sports with their friends twice a week. Not only, they like sports but they also love hang out with their friends. Seeking for varieties by trying new stuff, to gain fun experience for themselves.

TARGET INSIGHT

Our target audiences are the pleasure seekers who enjoy fun activities. Such as shopping, travelling and sports. Eating potatoes snack is one way that can enhance their sharing moment. They prefer to do the activity with their friends because it make them have more fun.

MARKETING COMMUNICATION OBJECTIVES

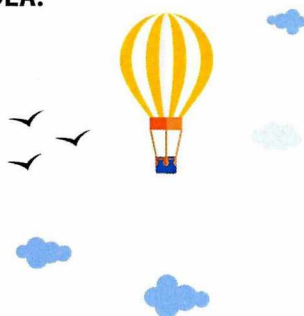
- To create brand awareness among target consumer.
- To build brand image that relate to consumer lifestyle.
- To use emotion as a funny content to get attention from consumer.
- To build brand reputation.
- To create brand engagement and maintain relationship with customer on the right media channel.

CREATIVE MESSAGE STRATEGY

SELLING STRATEGY

Play with daily situation. By representing that eating Glendee with friends, the unexpected moment is expected to happen. The mood and tone are fun and friendly. Also play with the slice of life that people will face in their daily life.

BIG IDEA:



Represent potato which is the main ingredient that we use for Glendee. In the product we choose to use vacuum frying process because it is the best process that will keep the potato as real as possible, also it can help keep the taste

มัน มันส์ แบบ ไม่มัน

Represent fun by this fun we cover up all kind of fun that it is related to our target consumer such as the fun activities that they do together with their friends.

Represent less oil as it is the benefit that consumer can expect to get when they eat Glendee



MESSAGE EXECUTION STRATEGY

KEY MESSAGE

“มันมันส์แบบไม่มัน”

STORYTELLING

Fun and friendly mood and tone. The execution will also play with the slice of life that people will face in their daily life with the sense of humor.

KEY VISUAL



COLOUR



MOOD & TONE

Fun and friendly

CAMPAIGN TIEMLINE

PHASE I (JAN – MAR)

OBJECTIVES:

- To increase the brand awareness, educate product benefits and brand image.

STRATEGY:

- Embed 'Fun' in ordinary activity and make it extra ordinary and more fun.
- Educate healthy snack in a fun way.

MAIN MEDIA:

- To increase the brand awareness, educate product benefits and brand image.

SUPPORT MEDIA:

- Guerilla Advertisement
- Radio
- Print Advertisement
- Game Advertisement

PHASE II (APR – SEP)

OBJECTIVES:

- To create reputation, free trial and purchasing.
- To increase sales.
- To increase communication channel.

STRATEGY:

- Create activities that build brand reputation by doing something noticeable and give out free trial.
- Encourage customer to purchase the product.

MAIN MEDIA:

- Challenge Activity, Flash mob

SUPPORT MEDIA:

- Line official
- Sale promotion
- Fun machine

PHASE III (OCT – DEC)

OBJECTIVES:

- To create engagement and repurchasing
- To increase sale.
- To build brand loyalty in target consumer.

STRATEGY:

- Create activities that build brand engagement and repurchasing. By offering sales promotion.
- Encourage customer to purchase the product

MAIN MEDIA:

- CSR marathon

SUPPORT MEDIA:

- CSR game application
- Viral clip (Line game)
- Diamond collect
- Poster
- Point of charger

EXECUTION

PHASE I: MUN IS GLENDEE



1. Viral Clip Advertising

There are three viral clips. That contain fun with friendly mood and tone. Due to the activities that we do in the viral clip includes riding a roller coaster, Karaoke and Laser Game. Also shooting as a real vision and this viral clip will be 30 second long. This video aims to increase brand awareness, educate the product benefit and brand image.

1.1 Four friends at the amusement park, on the roller coaster together. Having fun and while eating Glendee.

1.2 The gang goes to play Lazer game. Having fun and everyone is happy. While consuming Glendee. To demonstrate that Glendee can enhance the moment.

1.3 The gangs of friends singing karaoke. While consuming Glendee. Presenting the sharing moments.

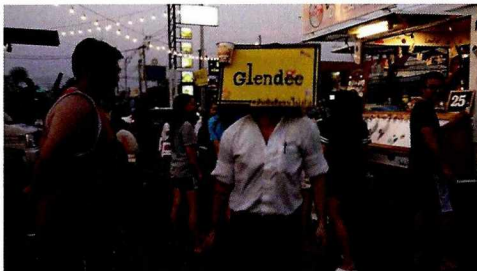
2. Guerilla Advertising (Slider Event)

Attract target with Glendee slider and let them have fun with it. By asking participants to write theirs contract and do the mission while they sliding down the slider. While video is recording. It will be set at Terminal21, Central World and Central Rama9. Activity aims to gain brand awareness and reputation.

STEPS:

1. Collect participants data.
2. Slide down with a camera recording. Participant ask to hold a quote sign.
3. Post the picture and hastag #Glendmunmunbabmaimun
4. Get free Glendee.

PHASE II: MUN MUN X 2



Challenging activity

Challenging activity aims to build reputation. By letting consumers create video clip. Under the theme "Mun-Mun-bab-Mai-Mun" under one condition. In the video clip Glendee product must contain product in it. Then post via Facebook with #Glendee Mun-Mun-bab-Mai-Mun" The best 10 videos will be selected and share via Glendee Facebook page. Whoever get the most likes will win. The prize; 1st prize get to travel with a group of 6 friends to a fancy Resort.

STEPS:

1. Like Glendee Facebook fan page
2. Take a video clip and upload. Then hastag #Glendee Mun-Mun-bab-Mai-Mun don't forget to turn the privacy setting to public.
3. Evaluate by numbers of likes and shares for top three participants. Those who get the most like and share they will get a reward from Glendee

Reward:

1. 10,000 Bath
2. Be a presenter of next Glendee's viral commercial.

Flash mob

This activity aims to build brand awareness and build experience of customers. Also to give product trials. There will be a flash mob, by a lot of people at crowded area. In order to grab attention. To give out product trail and gain good reputation. People will receive a new experience of Glendee.

PHASE III: HELP SOCIETY MUN-MUN-BAB-MAI-MUN



CRS Marathon

This CSR campaign aims to build brand reputation and also to do fund raising. Donating 50% of the total profit to the Thai Health Organization. "Fund Glendee Run" is the title of the campaign. There are two meanings, which is Fun. Refers to the fund raising to Thai Health Organization, and second meaning is Fun. The similar pronunciation refers to the joy that they will achieve. In this marathon there will be 3 stages of obstacles.

Including:

Stage 1: Balloon stomping.

Stage 2: Water Balloon.

Stage 3: 3 legs run.

The price is 450 baht but there will be 100 baht discount. If participations brings 10 cup of Glendee.

STEPS:

1. Apply at event.
2. Be prepare and ready.
3. Ready set go!
4. Do the missions, the is complete. More reward for offer.
5. Reach the goal within given time.
6. Get the rewards.

Reward: Gold medal for winner

Silver medal for first runner

Bronze medal for second runner

Aluminium medal and Glendee for every participants



Online CSR game application

Game Building: The highest Tower is aim to create engagement, to increase sales and build brand loyalty. It aims to motivate consumers to buy Glendee. QR code will appear within the package, to top up the points in the game. Once reach to a certain points required. Glendee will donate to the Thai Health Organization. This execution will use the QR code under the Glendee's lid to scan.

Steps:

1. Create account by connecting with Facebook.
2. Buy Glendee and get code under the lid scan it and you will get one Glendee in the game.
3. If you collect 10 Glendee, we will donate 2 bath to Thai Health Organization.

CAMPAIGN EVALUATION

PHASE I (JAN – MAR)

OBJECTIVES:

- To increase brand awareness educate product benefit and brand image.

EVALUATION METHOD:

- Number of view like and shares.
- Number of participation.(Profile collected)

PHASE II (APR – SEP)

OBJECTIVES:

- To create reputation, free trial and purchasing.
- To increase sale
- To increase communication channel.

EVALUATION METHOD:

- Number of trial that we send out. -Number of participation.
- Number of view in line game.
- Number of purchase.

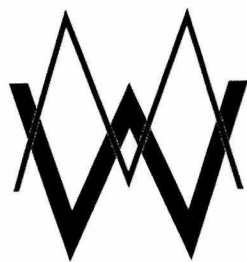
PHASE III (OCT – DEC)

OBJECTIVES:

- To create engagement and repurchasing .
- To increase sale.
- To build brand loyalty in target consumer.

EVALUATION METHOD:

- Number of participation.
- Number of purchase.
- Number of code that redeem in the game.



MAKE A WISH





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RESEARCH OBJECTIVE

- TO IDENTIFY GLENDEE'S TARGET
- TO MEASURE BRAND AWARENESS OF GLENDEE
- TO EXPLORE PURCHASING FACTORS THAT INFLUENCE CONSUMER TO BUY
- TO KNOW WHAT MEDIA WILL FIT THE TARGET
- TO KNOW THE CHARACTERISTIC OF CONTENT THAT CAN GET CONSUMERS' ATTENTION
- TO KNOW MORE ABOUT LIFESTYLE OF GLENDEE'S AND COMPETITORS' CONSUMERS.

RESEARCH METHODOLOGY

QUANTITATIVE RESEARCH

METHODOLOGY: Survey

TOOLS: Questionnaires

SAMPLE SIZE: 300 respondents
(Users: 150 Non-Users: 150)

SAMPLE: Male and female with age of 18-25 years old, around selective department stores near BTS in Bangkok.

QUALITATIVE RESEARCH

METHODOLOGY: Focus Group

TOOLS: Guided Questions

Recorder

Moderator

Consumer Journey

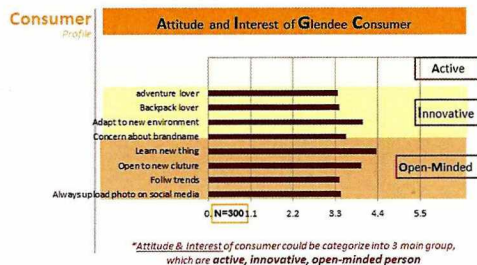
SAMPLE SIZE: 32 respondents
(Users: 16 Non-Users: 16)

SAMPLE: Male and female with the age of 18-25 years old, who are university students and first jobbers.

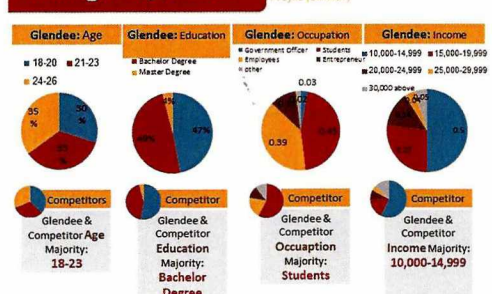
RESEARCH FINDINGS

1. IDENTIFY GLENDEE'S TARGET

Findings: Objectives #1



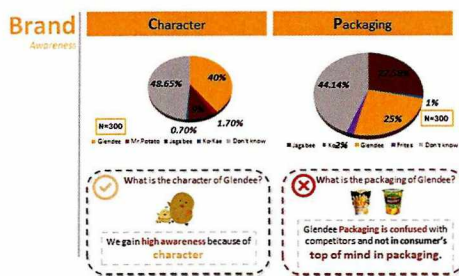
Findings: Objectives #1



The potential consumer of Glendee is the university students, age between 18-23 and focusing mainly on female. Moreover, they are an open-minded, innovative and active person. They like to travel individually, in couple or as a group. So, they have chance to consume product during these activities and moments.

2. BRAND AWARENESS

Findings: Objectives #2



Glendee has low brand awareness. Consumer think of Lays, as the first brand when they think of potato chips. Moreover, Glendee has low awareness on packaging due to confusion with Jagabee because they have similar size and packaging design.

On the other hand, Glendee can gain high awareness on brand character, 'น้องมัน'

3. PURCHASING FACTOR

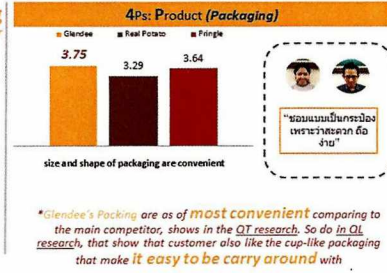
Findings: Objectives #3

Purchasing Factor



Findings: Objectives #3

Purchasing Factor

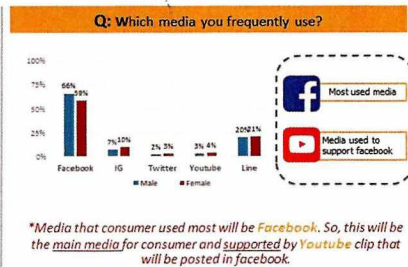


Despite Glendee's high nutrition, but still consumer does not think it is the reason for them to buy the product. However, size and portable packaging are the main consideration in persuading them to purchase the product.

4. MEDIA CONSUMPTION AND CHARACTERISTICS OF CONTENT

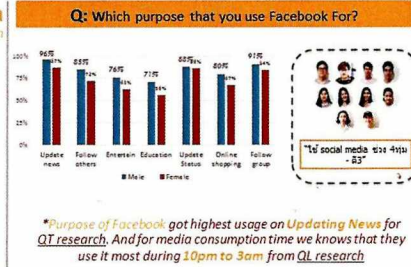
Findings: Objectives #4

Media Consumption



Findings: Objectives #4

Media Consumption



The majority of university students use Facebook as the main media. Moreover, they mostly use the media during 10p.m to 3a.m for updating news. They also prefer the mood and tone of the advertising to be a 'Fun' and none hard sell commercial.

5. LIFESTYLE

Findings: Objectives #5

Lifestyle



They spend their time and money on shopping, education and travel. They also would like to seek for new experiences. In addition, they enjoy doing various activities such as, activities individually, activities with couple, or activities as a group.

PROBLEM RECOGNITION

Glendee is a new brand in the market, so Glendee still has low brand awareness. In which this leads to low brand interactions with consumer. So, it would be more difficult for Glendee to have a strong relationship with target. Moreover, overall of Glendee does not efficiently match with the target's activity and occasions.

TARGET ANALYSIS

DEMOGRAPICS

- Age: 18-23 years old
- Gender: Both male and female
- Income: 10,000-15,000 baht /month
- Education: Studying Bachelor Degree and Graduated Bachelor
- Occupations: Students

PSYCHOGRAPHICS

- Open-Minded
- Adaptive
- Active Person

BEHAVIOR & LIFESTYLE

Person that like to do activities individually, as a couple and group, in various moments they have. No matter moments in each activities is good or bad.

TARGET INSIGHT

University students are categorized as GEN Y. They are open to try new things and always active. They love doing various activities as an individual, couple or a group.

MARKETING COMMUNICATION OBJECTIVES

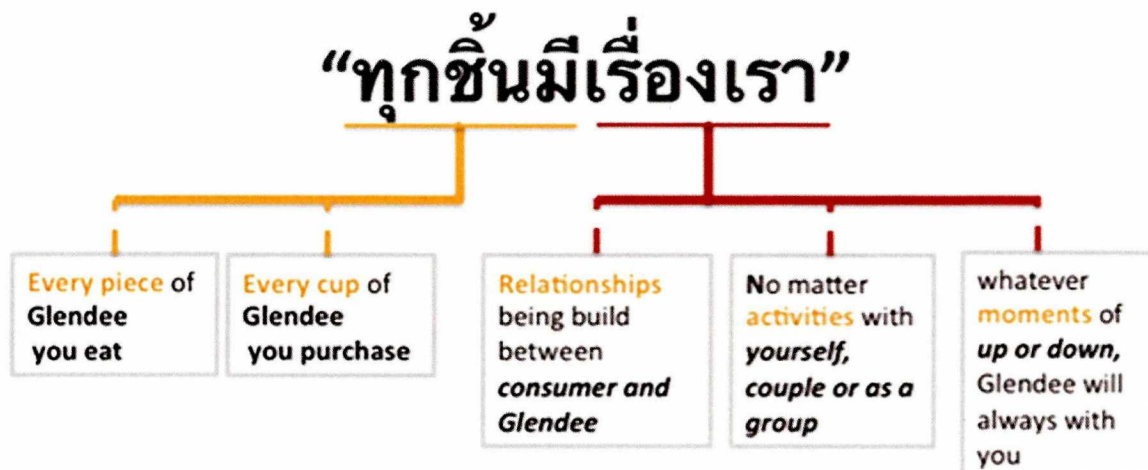
- To increase brand awareness among university students and persuade that Glendee can fit with every occasion and moments.
- To inform reason to purchase among university students.
- To build strong relationship and engagement with target.
- To create product trial and purchase among university students.

CREATIVE MESSAGE STRATEGY

SELLING STRATEGY

The purpose of this marketing communication message is to convince university students that Glendee is convenience to fit with every activity, moments and occasion they are facing. Glendee can be purchase even if consumers are alone, with couple or with a group of friend. Moreover, Glendee can be consuming in moments up or down, or in good or bad situation consumer are in.

BID IDEA



MESSAGE EXECUTION STRATEGY

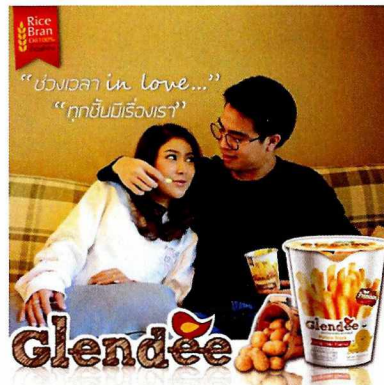
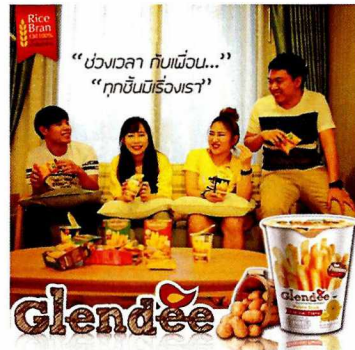
KEY MESSAGE



STORYTELLING

The moments of alone, pair or as a group and in no matter of up or down moments you have between Glendee and consumers. Activity you have with Glendee can be when you are alone, couple, or group and in each activities you have with, can be in moments up & down. Glendee is the solution for you in all these activities and moments because it is convenient and suitable for all activities and moments

KEY VISUAL



COLOUR

- Orange= Health, Youthful, Happiness
- Red= Love, Strength, Passion
- Brown= Friendly, Outdoor
- White= Goodness, Fresh, Easy

ORANGE	RED	BROWN	WHITE
Health, Youthful, Happiness	Love, Strength, Passion	Friendly, Outdoor	Goodness, Fresh, Easy

MOOD & TONE

"Fun"

CAMPAIGN TIMELINE

PHASE I (JUN-SEP)

OBJECTIVES:

- To increase brand awareness from university students and trials
- To persuade that Glendee can fit with every occasion
- To inform reasons to buy among university students

STRATEGY:

"Open up your Moments"

MAIN MEDIA:

- Viral Clips (on Facebook)
- Pre-Roll Advertising (on YouTube)

SUPPORT MEDIA:

Ambient advertising on BTS door, escalator and bus stops, BTS Platform, Transits Advertising, Product Trial, Facebook Post

PHASE II (OCT-JAN)

OBJECTIVES:

- To create action of purchase among university students.

STRATEGY:

"Try to blend in with Glendee"

MAIN MEDIA:

- Online Contest (Video Clips: Themes: alone, couple, group)

SUPPORT MEDIA:

Sales Promotion (alone, couple, group), Print Advertising on Facebook (alone, couple, group), Viral Clip on Facebook

PHASE III (AUG-DEC)

OBJECTIVES:

- To build relationships and engagement among target

STRATEGY:

"Keep up in their minds"

MAIN MEDIA:

- Events: 'Glendee Playground' (Game Zone: single player, dual player, multiple players)

SUPPORT MEDIA:

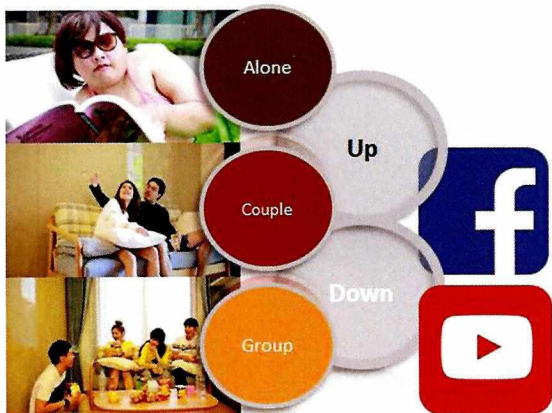
Print Advertising on Facebook (alone, couple, group), Viral on Facebook, Pre-Rolls advertising on YouTube

EXECUTION

PHASE I: "OPEN UP YOUR MOMENT"

OBJECTIVES:

- To increase brand awareness from university students and trials
- To persuade that Glendee can fit with their every occasions
- To inform reasons to buy among university students



1. Viral Clips

ตอน "อยู่คนเดียว"
ตอน "อยู่เป็นคู่"
ตอน "อยู่เป็นแก๊ง"

2. Pre-Rolls Ads

ตอน "อยู่คนเดียว"
ตอน "อยู่เป็นคู่"
ตอน "อยู่เป็นแก๊ง"



PHASE II: "TRY BLEND UP WITH GLENDEE"

OBJECTIVES:

- To create action of purchase among university students

Online Event: "Video Clips Contest"

STEP:

- Like Glendee fanpage
 - Create a clip video base on 3 main themes in moments of up & down (alone, couple, group)
 - Shares on Facebook (during: 1st October to 30th December)
 - Most like and share wins a prize (Prize announced 31st December)
- Alone: Central Card worth 10,000 baht
 - Couple: Dinner at Sky Rooftop worth 10,000 baht
 - Group: Vacation at The Escape KhaoYai worth 10,000 baht



PHASE III: "KEEP UP IN THEIR MIND"



OBJECTIVES:

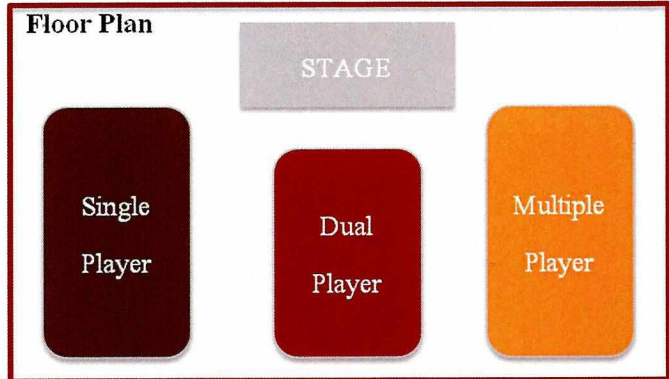
- To build relationships and engagement with target

" Offline Event: Glendee PLAYGROUND "

STEP:

1. Use Glendee cup as a Ticket for entering the event
2. Game Machine: Up & Down themes
3. Consist of 3 zone:
 - Single player zone
 - Dual player zone
 - Multiple player zone
4. Location: ABAC, KU, BU, SIAM CENTER and MUIC

Floor Plan



CAMPAIGN EVALUATION

PHASE I (JUN-SEP)

OBJECTIVES:

- To increase brand awareness from University students and trials
- To persuade that Glendee can fit into theirs every occasions
- To inform reasons to buy among university students

EVALUATION METHOD:

- Viral clip: Evaluate from the number of likes, shares and visits from fan page
- Pre-Roll YouTube: evaluate from the number of viewers

PHASE II (OCT-JAN)

OBJECTIVES:

- To create action of purchase among University students

EVALUATION METHOD:

- Online contest: Evaluate from the number of the clip that consumers create and number of like&share for the clip

PHASE III (FEB-MAY)

OBJECTIVES:

Content

- To build relationship and engagement with target

EVALUATION METHOD:

- Event: evaluate from the number of participants.





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RESEARCH OBJECTIVE

- TO FIND OUT THE PROFILE OF POTENTIAL CONSUMERS
- TO UNDERSTAND BRAND AWARENESS OF CONSUMERS
- TO UNDERSTAND THE PURCHASING FACTORS & BEHAVIORS TOWARDS SNACKS
- TO IDENTIFY THE MOST EFFECTIVE COMMUNICATION ELEMENTS AND COMMUNICATION MESSAGE
- TO FIND OUT CONSUMER MEDIA USAGE

RESEARCH METHODOLOGY

QUANTITATIVE RESEARCH

METHODOLOGY: Survey

TOOLS: Questionnaires

SAMPLE SIZE: N = 300

- Glendee user N = 150
- Non users N = 150

SAMPLE: Male and female aged 18-32, which are university student and first jobber, live in Bangkok

QUALITATIVE RESEARCH

METHODOLOGY: Focus group

TOOLS: Guided Question

Consumer Journey, Personification
(Recorder, Moderator)

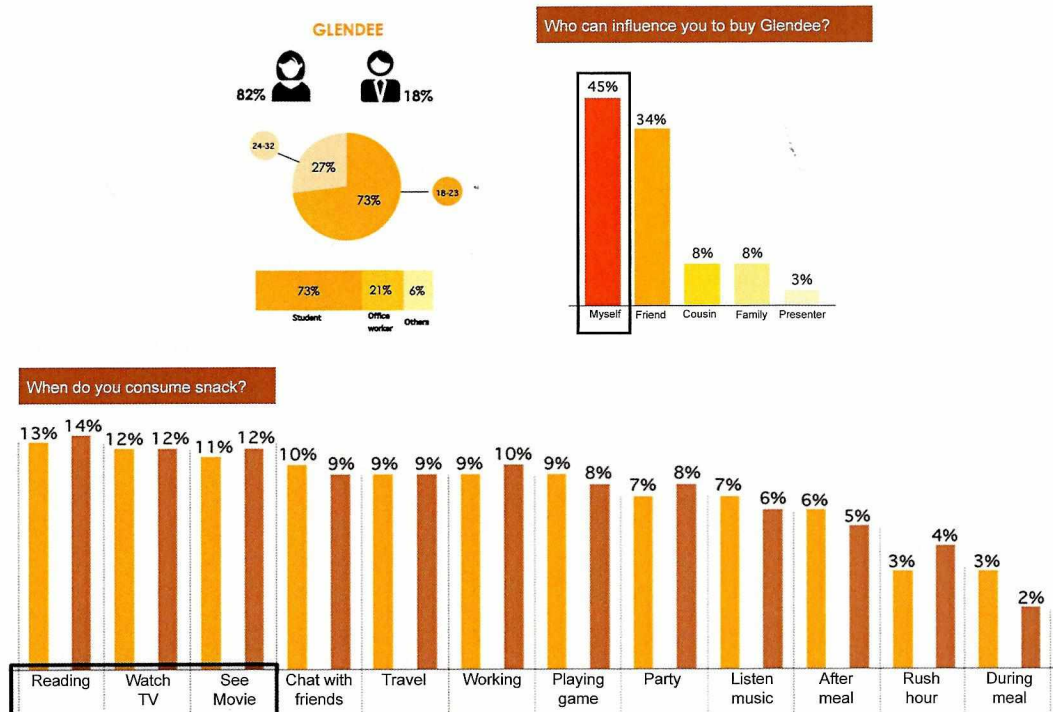
SAMPLE SIZE: N = 18

- Glendee user N = 12
- Non users N = 6

SAMPLE: Male and female aged 18-32, which are university student and first jobber, live in Bangkok

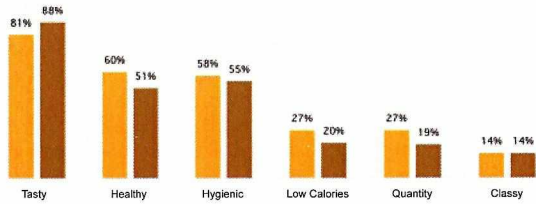
RESEARCH FINDINGS

I. PROFILE OF GLENDEE POTENTIAL CONSUMERS



According to the charts, the potential consumers of Glendee are university students aged 18-23 years old. They are independent and confident since they mostly make purchase decision themselves in order to show that they always do their best in everything, and get best results for themselves, based on the three highest means of activities involving with and self influence when purchasing. Consumers consume snacks during these independent activities, defined as a Trendsetter with 'Innovative' idea and categorized as 'Stylish.'

What kind of snack do you usually eat? (Choose more than 1 choice)

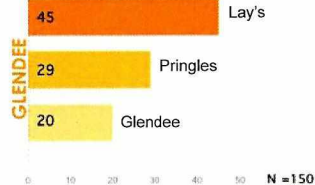


Reasons of Purchasing towards Snacks

Three main factors of purchase include taste, healthiness and hygiene. As a result of behaviors, they are defined as 'Selective'. It is because they prefer to eat tasty food, causing no harm towards health. This behavior reflects quality-of-life concerned person

2. EFFECTIVE BRANDS ELEMENTS AND COMMUNICATION MESSAGE

What is the top 3 brand recall of consumer?



Brand Awareness

The chart shows low brand awareness of Glendee among its users. Moreover, consumers are confused in the product category since the research indicates non-separation of potato chips and potato sticks snack.

Brand Elements

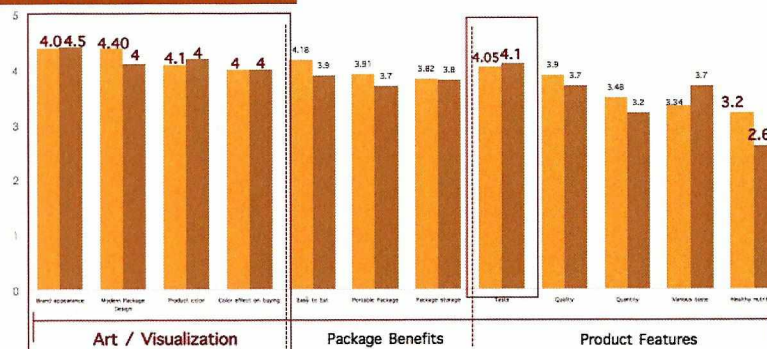
From the research, it indicates three main weak points of Glendee's brand elements including unmatched brand messages to the target, confusing artworks and non-specific main message, unremarkable logo, when it is placed on the packaging. Those weaknesses lead to overall unappealing communication message and low brand awareness. However, participants are able to interpret the element in similar direction.

How do you think about those communication elements of Glendee

Brand element	Glendee Logo	Glendee Mascot
Consumer perception		
Not match with the target	"โลโก้มัน เด็กเกินไป"	"ถ้าไม่รู้ว่าแบรนด์นี้เกี่ยวกับมันฝรั่ง ก็ดูไม่ออก"
Confusing of artworks	"นกแดงเหมือนพริก"	"เหมือนลูกไก่, ลูกเจี๊ยบ"
Not out standing	"ถ้ามองไกลๆ มันดูคล้ายกับ Package"	"ไม่คอยเห็นที่ไหนมาก่อน"

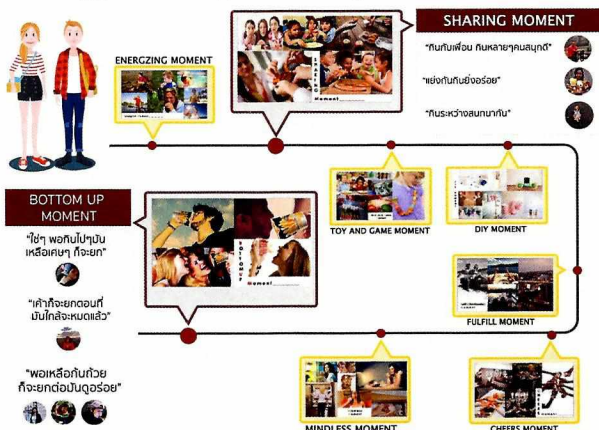
3. PURCHASING FACTORS AND BEHAVIORS TOWARDS SNACK CONSUMPTION

What are factors make consumer purchase the product?



The most influential purchasing factor is 'Product' for both Glendee users and non-users. As expected, the mean of taste is high due to the snack nature, which associated with consumers' taste preference. However, the chart indicates that the majority of consumers concern art visualization and the product design. Appealing brand appearance and modern packaging design leads to the highest mean, comparing to other factors of both Glendee users and non-users. In conclusion, customers eat by eyes first and they concern in their self-image when they consume the product.

4. SPECIAL MOMENT TOWARDS SNACK



According to the consumer's journey and research, most of respondents is considerate the Bottom up moment. It is because it can relate to their behaviors and be used to twist the product towards consumers' evoked set. It reflects that the product is tasty, even till last piece and consumer's behavior of consuming snack by pouring the cup into the mouth. In addition, Sharing Moment appears in consumers' evoked set, when consumers seek for snacks to share and connect to others joyfully.

PROBLEM RECOGNITION

Glendee has low brand awareness in both users and non-users due to lack of brand communication and unmatched brand element with the target, reflecting to the unclear brand personality. Moreover, consumers cannot separate the differences between potato chips and potato sticks owing to lack of brand knowledge, affecting to reason to buy. In conclusion, Glendee does not offer reasons to buy. Therefore, reasons to buy should be offered to attract consumers.

TARGET ANALYSIS

DEMOGRAPHICS

- Age: 18-23 years old
- Gender: Male and female
- University student

PSYCHOGRAPHICS

- Concern of self-image
- Self-smart image
- A trend setter
- Innovative ideas
- Stylish

BEHAVIOR & LIFESTYLE

- Selective with their consumption
- Work hard, Play hard

TARGET INSIGHT

- Consumers are concern of taste and nutrition of the product and always select the best products that are good for their health. Define as a **"Health Smart Person"**.
- Consumers are **concern of theirs image**. They consider products by the first sight. The products they consumed must be able to reflect to their **identity, status and smart image**.

MARKETING COMMUNICATION OBJECTIVE

- To increase brand awareness to both users and non-users
- To educate brand personality to both users and non-users
- To create brand relationship with both users and prospect customers
- To inform reason-to-buy to users and non-users
- To create trial, purchase and repurchase among current customers

CREATIVE MESSAGE STRATEGY

SELLING STRATEGY

Be bright and bold with Glendee potato sticks. Glendee takes quality standard seriously.
For our brainy consumers to have fun while munching away.

BIG IDEA:

'Bring up'

represents the convenience of Glendee package which is in a form of cup; easy to consume and carry.
Bring up good things to you and bring your image up so "Bring up Glendee"

BRING UP YOUR SMART TASTE

'Your'

refers to the **uniqueness** of consumer's style.

'Smart taste'

has double meanings. Not only it reflects the smart production process of Glendee, but also refers to the consumers who are smart, creative and stylish
"Self image and belonging, Health smart"

MESSAGE EXECUTION STRATEGY

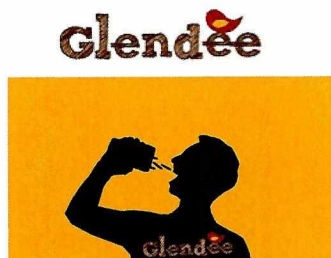
KEY MESSAGE

BRING UP YOUR SMART TASTE

STORYTELLING

To be smart in every moment. Including lifestyle tricks and hack. Making life at ease. Blend in as routine solution. For selective people who love fun munchies. (Smart in fun ways)

KEY VISUAL



To enhance brand awareness of brand logo and to make easy memorable for consumer by using bottom up moment to refer consumer behavior towards product.

COLOUR



MOOD & TONE

Sense of Humor
Smart
Optimistic

CAMPAIGN TIMELINE

PHASE I (DEC-MAR)

OBJECTIVES:

- To increase brand awareness by 80%
- To educate brand personality
- To inform reason-to-buy to both users and non-users

STRATEGY:

- To embed brand personality in communication.
- To show product benefits to customers "Health friendly & Bottom-up".

MAIN MEDIA:

Video Viral (Social Media). Focusing on three main smart moments. Hacks and tricks to make life easier in fun ways.

SUPPORT MEDIA:

Pre-roll Ads on YouTube, Point of purchase, online coupon, Content on Social media, Banner, Advertising Online, and Facebook boost post.

PHASE II (APR-JUL)

OBJECTIVES:

- To increase brand awareness by 80%
- To create brand relationship
- To encourage trial & purchase/ generate sales

STRATEGY:

- To let product fulfill in consumer's lifestyles.
- To encourage consumer to interact with the brand.
- To make customers feel closer to the brand.
- To help consumers experience each steps and become smarter in daily life.

MAIN MEDIA:

Contest: By letting consumers show theirs creativity, competing creative menus.

SUPPORT MEDIA:

Content on Social media, Roadshow, Live on FB, Premium, Pre-roll Ads on YouTube, Point of purchase, Line account, Banner, Advertising Online, Facebook boost post

PHASE III (AUG-NOV)

OBJECTIVES:

- To increase brand awareness by 80%
- To create brand relationship.
- To encourage trial & purchase/ generate sales

STRATEGY:

- To motivate consumers to claim for Glendee by demonstrating product benefits and brand personality.
- To maintain the relationship between the brand and customers.
- To offer every moment through the day, reminding consumers to stay smart no matter what happens.

MAIN MEDIA:

Roadshow:
'DIY Glendee Roadshow' offers smart hacks and fun tricks. DIY workshop main purpose is to build relationships with the consumers and encourage trial.

SUPPORT MEDIA:

Poster, Billboard, Premium, Content on Social media, Banner, Pre-roll Ads on YouTube, Advertising Online, Facebook boost post

EXECUTION

PHASE I: "SMART HACKS BY GLENDEE"



Friend Cleaning: The problem is when his friend come over, to the room and always end up making the room dirty. He does not know how to tell his friend to tidy his rooms. But lastly, he shows the smart way and creative solution to solve problems, he just pretend that his mother is going to come over to this room. To motivate his friend to get up and tidy up.



The urgent studio: He needs to apply for an online job application but he do not have formal picture that is required. The story shows the smart way and creative solution to solve problems, he solves the problem by setting up the studio by himself. This video inspire consumers to act in smart ways.



The cat: This is the daily problem, when he uses smart phone on the bed but feels lazy to turn off the light. The story shows the smart way and creative solution to solve problems. He solves the problem by using the laser to play with his cat and deceive the cat to turn off the light for him.

Viral Clips

Three video contents "Life hack" are to build awareness, educate brand personality and reason-to-buy to both users and non-users. This will show the lifestyle tricks and hacks to make life at ease. The video aims to show smart way to solve the daily life issues and also creative solution to solve problems. The video will enhance the brand personality of Glendee and inspire consumers to act in smart ways.



Mobile Application

Create Smart Glendee Application in order to get closer to the customers and create new ways to interact with customers. Also it consists of special content and a new purchasing channel, which is gift box. Smart Glendee Application allows customers to customize smart gift box.

Function of Glendee Application:

Content: Promotion update, Glendee activities

Hack of the day: Content on tips and trick to make life easier. Contain special content and facebook content.

Product details & Shopping: Educate & Purchasing channel

Glendee Smart Farm Game: Users grow their own potatoes, organize their own farm and produce Glendee to get special gift from Glendee

Gift Box: Customize gift box and order

Contact: Link to official media account & contact details

PHASE II: "PLAY SMART WITH GLENDEE"

Contest

Bring up Smart Menu contest aims to create trial and purchase and brand engagement with consumers. The purpose is to build relationship between customer and brand. Also, to increase sale as well.

Steps:

1. Let consumers create smart menu by using at least three assigned ingredients as the main material.
2. Upload the picture as public via Facebook and name your menu follow by #Bringsupsmartmenu hashtag.
3. The top ten menus that provide the most creative menus will be on the ranking board in official Glendee Application. Also, participants can vote for the winner by using Glendee application (One vote per person available daily).

BRING UP

SMART MENU CONTEST

กติกา

1. สร้างสรรค์เมนูใหม่โดยการใช้อาหารที่กำหนดให้อย่างน้อยอย่าง.
2. ส่งเมนูสุดสร้างสรรค์. อีเมลหรือรูปพร้อมทั้งชื่อเมนูลงFACEBOOK, #BRINGUPSMARTMENU. ถึงค่าโพสให้เป็นสาธารณะ.
3. เมนูของผู้เข้าร่วม 10 คนสุดท้ายจะถูกอิมพอร์ตลงใน OFFICIAL GLENDEE APPLICATION.
4. VOTE ผ่าน APPLICATION โดย โหวตได้ 1 ครั้งต่อวัน

ของรางวัล

รางวัลที่ 1 รับ FUJI CAMERA + GIFTSET GLENDEE
 รางวัลที่ 2 รับเงินสดมูลค่า 2000 บาท + GIFTSET GLENDEE
 รางวัลที่ 3 รับเงินสดมูลค่า 1000 บาท + GIFTSET GLENDEE
 ผู้โหวตที่โหวตได้ 50 GIFTSET GLENDEE

#BRINGUPYOURSMARTTASTE



Game in Application

This game aims to motivate consumers to visit the app daily and in purpose of enhancing positive feelings towards the brand, including, educating process of Glendee production via game application and also sales increase.

Steps:

1. Users grow their own potatoes, organize their own farm, control important processes and upgrade the new levels of machines scan Glendee QR code in Glendee cups.
2. Once ten Glendee are produced, redemption code will appear
3. Use as discount at 7-11.

PHASE III: "STAY SMART WITH GLENDEE"



Event

This event will provide five DIY life hack workshops. DIY hacks featured in the roadshow includes; Lamp, notebook, cup holder, card holder and pencil case. Consumers can join DIY life hack workshop by purchasing 5 Glendee cups and let consumers take photos to share their masterpiece on social media. This roadshow aims to build relationship and encourage trails leading to increase sales.

CAMPAIGN EVALUATION

PHASE I (DEC-MAR)

OBJECTIVES:

- To increase brand awareness by 80%
- To educate brand personality
- To inform reason-to-buy to users and non-users

EVALUATION METHOD:

- Number of video views, likes, and shares
- Number of Application users
- Sale volumes

PHASE II (APR-JUL)

OBJECTIVES:

- To increase brand awareness by 80%
- To create brand relationship
- To encourage trail & purchase generate sales

EVALUATION METHOD:

- Number of post like and shares
- Number of video views, likes and shares
- Gift set orders
- Sale volumes
- Number of Application users

PHASE III (AUG-NOV)

OBJECTIVES:

- To increase brand awareness by 80%
- To create brand relationship
- To encourage trail & purchase generate sales

EVALUATION METHOD:

- Number of video view, likes and shares
- Number of post like and shares
- Premium sale number
- Application downloaders
- Gift set orders
- Sale volumes
- Number of participants (Roadshows)

the villain





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RESEARCH OBJECTIVE

- TO FIND OUT THE POTENTIAL CUSTOMER PROFILE IN THAI SNACK MARKET
- TO FIND OUT THE BRAND AWARENESS AMONG THE TARGETED CUSTOMER
- TO FIND OUT THE PURCHASING FACTOR TOWARDS GLENDEE AND ITS COMPETITORS THROUGH MARKETING MIX AND TO FIND OUT THE SATISFACTION TOWARD EACH BRAND
- TO FIND OUT THE CONSUMER'S PERCEPTION TOWARDS BRAND ELEMENTS, BRAND COMMUNICATION AND BRAND PERSONALITY

RESEARCH METHODOLOGY

QUANTITATIVE RESEARCH

METHODOLOGY: Survey

TOOLS: Questionnaires

SAMPLE SIZE: 300

- University Student (18-23) N = 100
- First Jobber (24-30) N = 100
- Modern Parents (30+) N = 100

SAMPLE:

Male and female aged 18-30+, which are University students, First jobbers and Modern parents, live in Bangkok

QUALITATIVE RESEARCH

METHODOLOGY: Focus group

TOOLS: Guided Question
Personification consumer

SAMPLE SIZE: 18

- University Student (18-23) N = 6
- First Jobber (24-30) N = 6
- Modern Parents (30+) N = 6

SAMPLE:

Male and female aged 18-30+, which are University students, First jobbers and Modern parents, live in Bangkok

RESEARCH FINDINGS

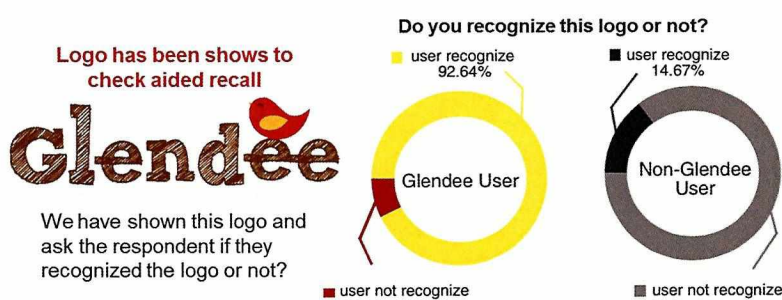
1. FINDING POTENTIAL TARGET CONSUMER AND POTENTIAL CONSUMER PROFILE



3 target groups	Average income	Average snack spending budget
University Students Aged: 18- 23 years old Occupation: Student	 Low Income	 High Spending
First Jobbers Aged: 24- 29 years old Occupation: Office worker	 High Income	 High Spending
Modern Parents Aged: 30- 35 years old Occupation: Housewife Self employed	 High Income	 Low Spending

Among the 3 target groups, first jobbers is the group of potential consumers for Glendee because they have a balance of income and snack spending budget. This can be the new group of target in Thai snack market as well. Besides, their personality can reflect the brand clearly. They are health concerning, independent people who always make their purchasing decisions by themselves. They trust themselves the most so they are confident with their thoughts and also they are Internet explorers who search for new information by themselves. So, their lifestyles are not like others. They like being different in their own style.

2. BRAND AWARENESS



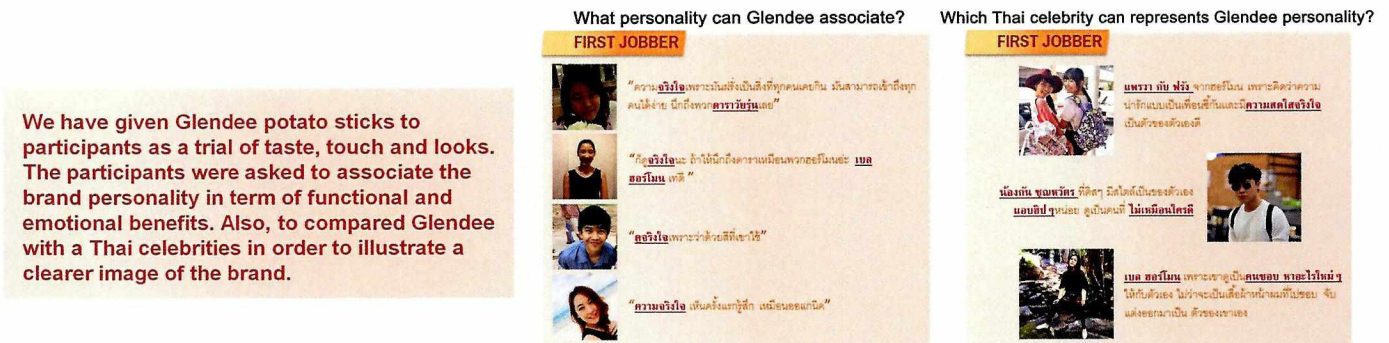
As the result, Glendee has low brand awareness. Even though, Glendee users had consumed the product. They still could not recognize the logo because the brand has been launched into the potato snack market for only two years. In conclusion, the brand is lack of awareness especially appeared among key target.

3. BRAND ELEMENT



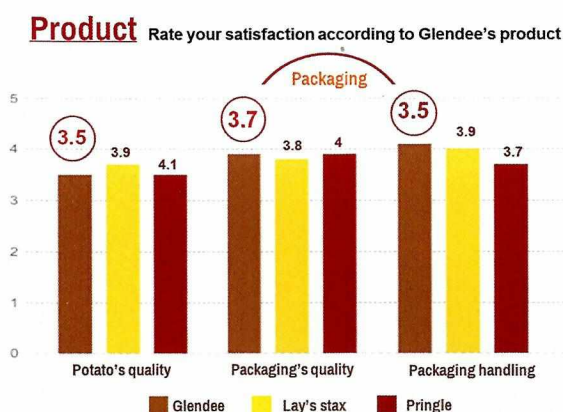
The research shows that the brand package, logo and mascot are not consistent to what the brand is trying to communicate. Especially unclear brand mascot that people cannot associate that they are potato. In conclusion, the inconsistency of brand elements causes respondents cannot perceive what the brand try to deliver clearly.

4. BRAND PERSONALITY



For brand personality, the target has similar attitude. They perceived the brand as sincerity, lively and truthful. So these personalities represent the realness and being straightforward to the brand. Which see it clearly when they compare the brand to a person, each person represents their own different style. But have a similarity of lively and truthful.

5. PURCHASING FACTOR TOWARDS GLENDEE



Overall, consumers are satisfied with Glendee in term of product the most. Packaging quality and packaging handling are the highest and strongest point. It makes the packaging as the factor that consumers like and satisfy with. In term of function and design that stand-able, fit in hand, easy to carry and use the strong material that shockproof to protect the snack inside

In addition, Product quality is another factor that reach to a high score. People are satisfied with the product quality, as Glendee are made from real potatoes, which provide unique taste, non-preservatives and no colorants added to serve the real potato quality.

PROBLEM RECOGNITION

Glendee has low brand awareness. Brand elements are not consistent and effective enough. Unclear brand personality and no reason to buy. Therefore, consumer cannot recognize the brand elements of Glendee and there is no relationship towards customers and brand, which cause the factor of no reason to buy.

TARGET ANALYSIS

DEMOGRAPHICS

- Age: 24-29 years old
- Gender: Male and female
- First jobbers

PSYCHOGRAPHICS

- Independent
- Not follow the trends
- Like to being different
- Multitasking lifestyle

BEHAVIOR & LIFESTYLE

- Work hard actively in rush lifestyle
- Concern about their look or appearance
- Like to travel to somewhere different
- Enjoy listening to music
- Like to mix and match the dressing style
- Use social media in daily life

TARGET INSIGHT

Based on target findings, consumers are different in their own unique style. They are confident in their own style and do not follow the common (or ordinary) trends. They only choose the best things for themselves.

Moreover, they like to go their way and they do not rely or follow others. They have standing points for themselves. We categorized them as real people.

MARKETING COMMUNICATION OBJECTIVE

- To educate the new message and personality of the brand. In order to increase brand awareness
- To increase brand involvement
- To increase product trial and reason to buy

CREATIVE MESSAGE STRATEGY

SELLING STRATEGY

To convince first jobbers to follow their own style and do not need to rely on other people. Glendee offers real taste of potato sticks because it is made by 100% real potato with non-preserved and colorants, the mood and tone of the message should be delivered in a vivid tone which represents lively and fun feeling, but yet stylish.

BIG IDEA:

"Taste the realness"

Taste of people who are expressing their unique personality and lifestyles

Taste of Glendee's product which are non preservatives or colorants that keep the real taste of potatoes

The realness of people personality who loves doing different things

The realness of Glendee's product which using 100% real potatoes

MESSAGE EXECUTION STRATEGY

KEY MESSAGE

Real bite right taste

STORYTELLING

Play with the real lifestyle of people, along with music genre, which will differentiate each style. Being independent and inspire people to express themselves differently in their own way: being extreme and the sense of authenticity.

KEY VISUAL



COLOUR



MOOD & TONE

Confident, Friendly, Chic and Upbeat

CAMPAIGN TIMELINE

PHASE I (JAN-MAR)

OBJECTIVES:

- To educate the new message and personality of the brand
- To increase brand awareness among the target consumer

STRATEGY:

Introduce and express the new image of the brand. By using emotional and functional benefits of the product in both online and offline platform.

MAIN MEDIA:

Viral clip (3 Short series) and Guerrilla marketing (elevators)

SUPPORT MEDIA:

Radio spots, Sales promotion (Instagram hashtag, Facebook GIF, Sweepstakes and Mobile application)

PHASE II (APR-JUL)

OBJECTIVES:

- To increase brand involvement among targeted customers
- To create a reason to buy for consumers

STRATEGY:

Use online activities to create involvement, contest and sales promotion. To motivate people to buy the product and build relationship with the consumers.

MAIN MEDIA:

Photo booth

SUPPORT MEDIA:

Sales promotion (Instagram hashtag, Contest, P.O.P, Facebook GIF, Sweepstakes and Mobile application)

PHASE III (AUG-DEC)

OBJECTIVES:

- To increase purchase and create re-purchasing among target customers
- To create a reason to buy for consumer

STRATEGY:

Create an event make an action among customers and launching the PR to influence the reasons to buy by using both online and offline media to reach the target.

MAIN MEDIA:

Event - "Style Your Life with Glendee"

SUPPORT MEDIA:

Sales promotion (PR, Event, Facebook contest, Instagram contest and Special packaging)

EXECUTIONS

PHASE I: "EDUCATE NEW IMAGE AND BUILD AWARENESS"

The backpacker series



The backpacker series shows two friends who are travelers that likes to explore places that have not been seen before. This represents the lifestyle of explorers being hip and a little rough.

The vinyl records music series



The vinyl records music series shows a person that like to listen musics but in a different ways of vintage and classic lifestyles.

The stylish series



The stylish series shows a person that loves to dress up, playing with outfits and not following the stereotype which represents the lifestyle of mix and match with self-reliant.

Viral Clips (3 Series)

Launch three video series; aim to educate the new image and personality of the brand. Viral Clips shows the main concept. Includes the realness and being independent through lifestyles. Also, viral clips wants to represent being extreme and the sense of authenticity.

The backpacker series



The vinyl records music series



The stylish series



Elevators (Out of home media)

To support the viral clips series, we created three versions of elevators (Out of home media). Consumers are going to face the questions of "What is your taste?" first, to grab their attention. Then inside the elevator they will approach Glendee lifestyle. The target will experience the viral clips of Glendee, along with the background music to fill in to the mind of consumers. It will be locate at United Center Silom, which is a business center in Bangkok that aim to create awareness of Glendee.

PHASE II: "INCREASE BRAND INVOLVEMENT & CREATE A REASON TO BUY "

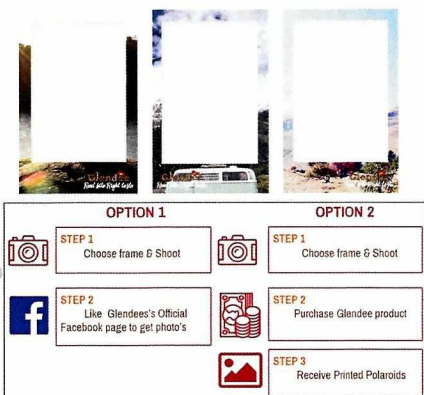
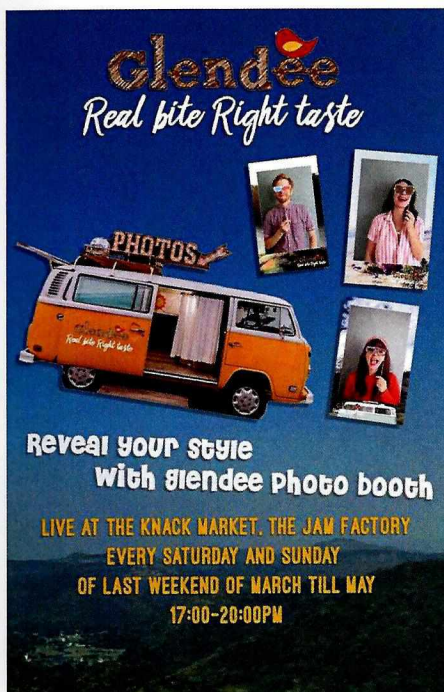


Photo booths

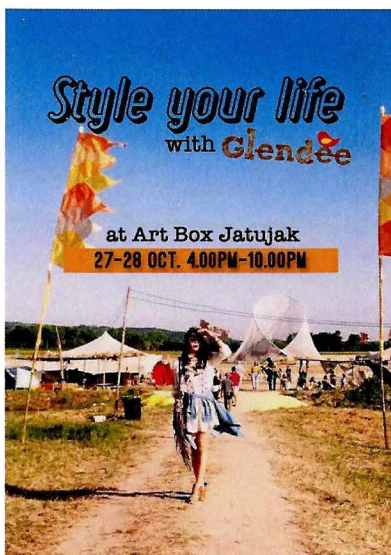
This is to create brand involvement with the consumers and also re-create a new brand image and personality. The photo-booth will locate at the center of Bangkok because it is easy to access. Consumer can choose the frame photo and can get free photo in Glendee's official Facebook page or purchase the Glendee's product. Then consumers can get a printed Polaroid.



Social media: Instagram Contest

Let consumers take and decorate their photo to represents their lifestyle by uses Glendee's Mobile Application. Consumer needs to upload their photo on Instagram under the hashtag #styleyourlifewithglendee and the contest will randomly select the 10 winners to win Glendee premium speaker. The purpose is to build relationship between customer and brand. Also, to increase sale as well.

PHASE III: "INCREASE PRODUCT TRIAL AND BUYING& CREATE A REASON TO BUY"



Event "Style your life with Glendee"

The event will be divided into five zones. Containing main stage, photo booth, outdoors cinema, handcraft and cooking zones. Which each zone have a Glendee product for sell to let people buy and eat, while they are still enjoying the activities as well. Mood and tone of the event is nature, fun, and fresh to remind about the brand of Glendee. The tone will be represented as vivid colors for lively and fresh feelings. This is to create brand awareness and it will trigger re-purchasing.

CAMPAIGN EVALUATION

PHASE I (JAN-MAR)

OBJECTIVES:

- To educate the new message and personality of the brand
- To increase brand awareness among targeted consumer

EVALUATION METHODS:

- Number of new customers
- Number of sales volume
- Number of download on the application
- Number of followers, likes and shares on Facebook

PHASE II (APR-JUL)

OBJECTIVES:

- To increase brand involvement among the target customers
- To create the reason to buy for consumer

EVALUATION METHODS:

- Number of followers, likes and shares on Facebook
- Number of participant of the activities
- Number of using application
- Number of sales volume

PHASE III (AUG-DEC)

OBJECTIVES:

- To increase purchase and create re-purchasing among target customers.
- To create the reason to buy for consumer

EVALUATION METHODS:

- Number of participant of the event
- Number of sales volume
- Number of using application

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