

## ABSTRACT

Creating brand equity is compulsory for Thai manufacturers. The Department of Export Promotion introduced Thailand Brand Campaign as national brand in order to promote the goodwill of Thai products to the world. Index Furniture is also included in this study in order to demonstrate the way to create branding equity in a corporate level.

This study aims at investigating the implementation of Thailand Brand and Index Furniture. The analysis started with the evaluation of foundation of both brands such background and its core competence. Then, the analysis was carried out in all aspects, including identity, positioning market communication, competitors, consumers, strengths, weaknesses, opportunities, threats, and etc.

The results of analysis show that there are problems residing in the brand's identity positioning and communication campaign. Positioning appeared to be ambiguous in the context of what does it represent and what value the brand proposes to consumers. To effectively build brand equity, the value perception in consumer mind must be created along with extensive supporting communication. More importantly, to ensure the effectiveness of building brand, consistency of the positioning and communication support must be maintained, while extensive management support from all organizations involved is critical in retaining consumers' confidence in the brand otherwise all the effort in building the brand will be worthless.