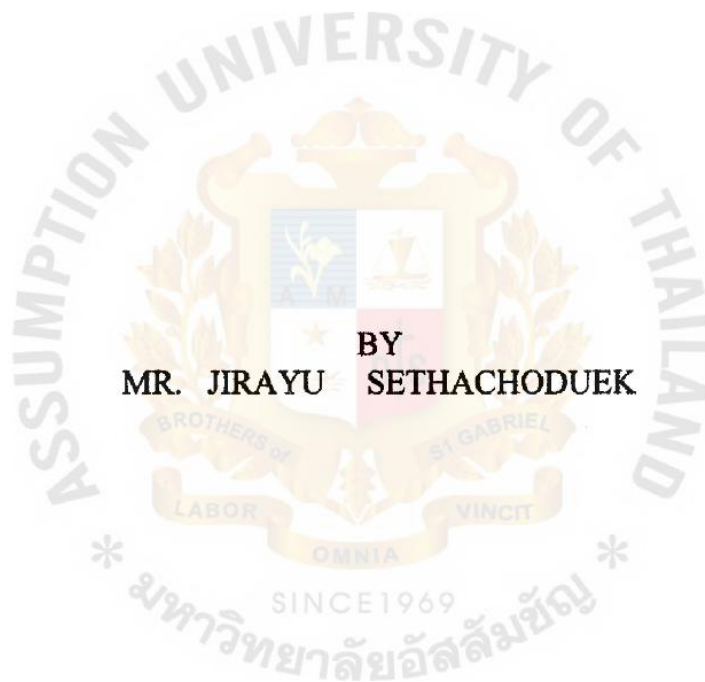


ADVERTISING DESIGN FOR 98.5 CLICK FM

BY  
MR. JIRAYU SETHACHODUEK

THIS REPORT IS PART OF THE REQUIREMENT TO FULFILL  
GA 4602 ART THESIS  
DEPARTMENT OF VISUAL COMMUNICATION ARTS  
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS  
ASSUMPTION UNIVERSITY  
2015

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2015



ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS,  
ASSUMPTION UNIVERSITY  
APPROVES THAT THE ART THESIS  
IS A REQUIREMENT OF THE BACHELOR DEGREE OF ARTS

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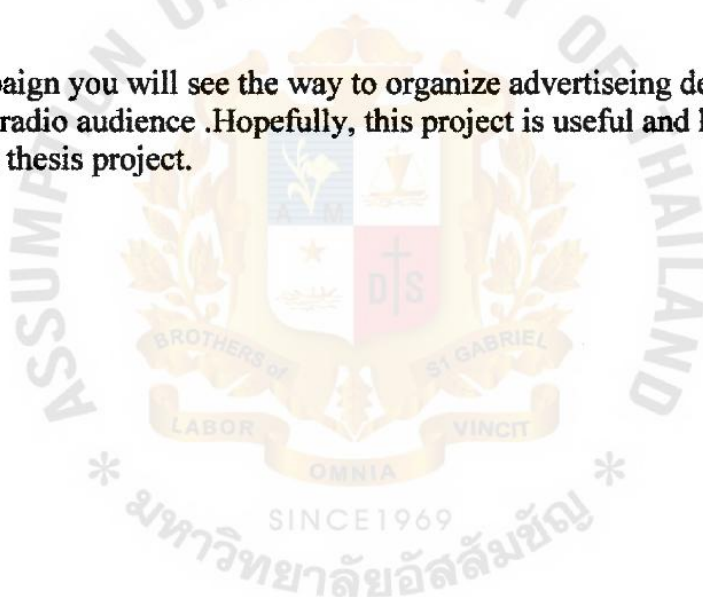


## ABSTRACT

According to the lifestyle of people recently, trend and fashion become a part of our lives and they change the world the time of digital content. People, especially teenager and first jobbers, would like to update their lifestyles even when they are busy of their work in every single minute to make sure that they are not going to missing any trend or fashion. This project has been made to acknowledge the audiences to see the convinience of digital contents and the ways we can deliver messages directly to them.

Recently, teenagers and first jobbers are more likely to use social media on there hands everytime and anywhere. Radio station is also a kind of social media that people usually listen to when they are not able to watch TV. They can listen to music ,news ,and catch up with the trend whenever they want. From those ideas, this study will devided the campaign into 10 pieces of advertising campaigns under the concept of “ Listen! if you don't wanna be out of trend”, It included 3 TV advertisements, 3 magazine advertisements, 1 radio advertisements, 2 New media, and 1 webbanner.

From this campaign you will see the way to organize advertiseing design to make it the most effective to radio audience .Hopefully, this project is useful and help to get some idea for your coming thesis project.



## ACKNOWLEDGMENT

This project would not have possible to complete without the valuable help and the support from many persons, I would like to express my great appreciation to

I would like to acknowledge the support provided by family through my entire life with amazing love and encouragement.

I would like to thank, A.Pat Wanasangsakul my advisor who has been a great help in all my thesis with his good advices, understanding and immense knowledge.

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My special thanks are extended to all of my friends who were always with me during the process for their friendship, help and standing right behind me in many difficult situations, for everything they have done to me.

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## **CHAPTER 1**

### **INTRODUCTION**



## **Chapter 1**

### **Introduction**

#### **1. Background and significance**

I Radio (Independent Communication Network) welcomes new young generation to “Click” and stay tuned 24 hours at 98.5 Click FM ( Hitz Music Station ) with their hot DJ. You will never miss any trends and update fashion news topic also with many events of concerts of your favorite artist. You can download our application from “iRadio FM” for more information can contact 98.5 Click FM Tel: 02-938-6999 or Facebook / 985ClickFM , IG / @985Clickfm and [www.iradiofm.net](http://www.iradiofm.net)

#### **2. Study objectives**

- 2.1. To understand the process of working in visual communication design project including marketing and design research, design concept, sketch design, art direction, and design development.
- 2.2. To be able to analyze the problem of the original design and explain the concept of project to show benefits of the new design.
- 2.3. To learn how to develop ideas for advertising that suit the target.
- 2.4. To know how to promote the product effectively and make it well known.

#### **3. Study process**

- 3.1. Find marketing information of 98.5 Click fm
- 3.2. Finding the information of competitors
- 3.3. Analyze informations
- 3.4. Advertising Design brief
- 3.5. Create concept and mood&tone
- 3.6. Sketch Design the execution
- 3.7. Comprehensive sketch
- 3.8. Production
- 3.9. Final works
- 3.10. Exhibition and Thesis report



#### **4. Scope of Study**

4.1. TV advertising	—	3 pcs.
4.2. Magazine	—	3 pcs.
4.3. Radio Spots	—	1 pc.
4.4. Facebook Quiz	—	1 pc.
4.5. Webbanner	—	1 pc.
4.6. Virals video	—	1 pc.

#### **5. Expected Results**

- 5.1. To learn new skills in advertising design, process, and techniques
- 5.2. To be capable of creating quality work applicable to advertising.



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## CHAPTER 2

### MARKETING & DESIGN INFORMATION ANALYSIS



## Chapter 2

### Marketing and Design Information Analysis

#### 1. Marketing Information Analysis

##### 1.1 Marketing Mix

	98.5 Click FM	95.5 Virgin Hitz
Product	<ul style="list-style-type: none"> <li>- Since 2013</li> <li>- Hit 24 hours music station</li> <li>- Open 80% Thai 20% Inter</li> <li>- There are 11 new face DJ (the average age 25 years old)</li> <li>- Produce their own news</li> </ul>	<ul style="list-style-type: none"> <li>- Since 2001</li> <li>- Hit 24 hours music station</li> <li>- Open 80% Thai 20% Inter</li> <li>- There are 10 DJ both old and new faces (the average age is 30 years old)</li> </ul>
Price	n/a	n/a
Place	<ul style="list-style-type: none"> <li>- Broadcasting on 98.5 frequency</li> <li>- Online radio website <a href="http://www.iradiofm.net">www.iradiofm.net</a></li> <li>- I Radio (Independent Communication Network)</li> </ul>	<ul style="list-style-type: none"> <li>- Broadcasting on 95.5 frequency</li> <li>- Online radio website <a href="http://listen.becteroradio.com/">http://listen.becteroradio.com/</a></li> <li>- BEC-TERO Radio</li> </ul>

##### 1.2 Target Group

	Target Group
Demographic	Age : 20-26 years old      Gender : Male and Female Education : at least Bachelor's degree      Social Status : Single Income : 15,000 baht up Occupation : University student , First jobber , Business man
Geographic	Target at university students who live in Bangkok Metropolitan area.
Psychographic	People who have no time so, they like to do everything at once. The personality is relax person, likes to have fun with friends, needs something new and variety. They are trendy and being socializing people who always update music charts, fashion trend, and sometime listen to news to talk with friend.



### 1.3 Comparative Analysis

	Advantages	Disadvantages
98.5 Click FM	<ul style="list-style-type: none"> <li>- Have many new DJ</li> <li>- DJ's age are at the same age</li> <li>- Understanding what audience want</li> <li>- Make online voting to create customer relationship</li> </ul>	<ul style="list-style-type: none"> <li>- New comers are not famous</li> <li>- DJs have less experiences</li> </ul>
95.5 Virgin Hitz	<ul style="list-style-type: none"> <li>- Strong brand</li> <li>- Famous DJ's who have Experiences</li> <li>- International look</li> <li>- Using same language style as teenagers; so easy to get their attention</li> </ul>	<ul style="list-style-type: none"> <li>- Have big space between DJ and audience age</li> <li>- Have long News period</li> <li>- Dark 18+</li> <li>- Less activity</li> </ul>

### 1.4 Unique Selling Proposition(s) of the product or company:

98.5 Click FM is fresh and cheerful lifestyle radio channel. They are many young DJs who are at similar age with the audience and they understand what the audience want. They do not only play up to date music trend very fast, but also present about lifestyle. Audiences will get every information the audience want to know as one stop station. Moreover, Click FM also has many radio station under the same provider. They often organize concerts compared with other satations, which mean the audience can enjoy the concert with many different type of artist

### 1.5 Product Positioning:

Click Radio is for new generation people age around 20-26 years old who always want to update the information. It also plays hit music 24 hours and provides lifestyle fashion contents to present to audiences, giving them inspiration as their idol.

## 1.6 Product Personality

Click FM is like a smart female teen idol age around 25 years old. She is a first jobber who is excited to do something new. She is a fashionable person. She uses all kind of social media to keep up with the trend. She is a friendly and talented person. She also likes to hang out with friends and be the leader of the group because she can always give ideas and inspire people.

## 2. Design Information Analysis

### 2.1 The Existing Design

#### Poster Advertising



#### 1. Form

For the design of Poster, Click FM is designed with the street art concept .They use gray color as a background and make the copy stand out by using colorful brush stroke to make it look modern and interesting.

#### 2. Content

Typography is used to design this poster. The important point is size of the content which comes in 3 different sizes to make it easy to understand point by point.



### 3. Response

This is the advertising to promote the “Dirty Dancing” event. It to persuade people to get involved with the event. So the design and content both have to look modern and interesting to suit target consumer.

## 2.2 The Design of Competitors

### Web Banner



### 1. Form

For the design of the web banner, Virgin Hitz has designed it in modern graphic design. The designs use red color as the background and it also its main color of the brand to make it strong and interesting.

### 2. Content

The design uses graphic for this poster and puts some pictures in many directions to make it look interesting .

### 3. Response

This is the advertising to promote the “HELLO” event. It is to persuade people to get involved with it. So the design and content both have to look modern and interesting to suit the target consumer.



### 3. Design Brief

#### 3.1 Problem Statement

Some people still don't know of 98.5 CLICK FM and keep listening to their old favorite radio channel, They are also many competitors sharing the market.

#### 3.2 Communication Objectives

- To promote this radio station to attract many more people
- To create brand awareness for a chance to update world's trends

#### 3.3 Concept

**“Listen if you don't want to be out of trend”**

**Mood & Tone: Fun , Active , Trendy**

**Support** Time pass but people should never be out of trend. Listen to Click FM will make you cool and accepted by your friends.

#### 3.4 Scope of study

TV advertising	–	3 pcs.
Magazine	–	3 pcs.
Radio Spots	–	1 pc.
Facebook Quiz	–	1 pc.
Webbanner	–	1 pc.
Virals video	–	1 pc.

## **CHAPTER 3**

### **OPERATION**



## Chapter 3

### Operation

#### 1. Table of work process

No	Processing	Week number														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Research	X	X													
2	Marketing			X	X											
3	Design Research					X										
4	Concept Development					X	X	X	X							
5	Sketches									X						
6	Roughs									X	X					
7	Comprehensive											X				
8	Pre-production												X			
9	On-Press													X	X	
10	Final															X

#### 2. Concept Presentation

##### 2.1 Concept I

**“Life style”**

**Mood & Tone:** Simple, Attractive, Fun.

**Support:** World trend keeps changing and it makes people unable to stop following the trend. If they don't want to miss any trends they must listen 98.5 Click FM.



Image Board





**Sketch Design**



**Type:** Magazine advertising

**Detail:** Size A4

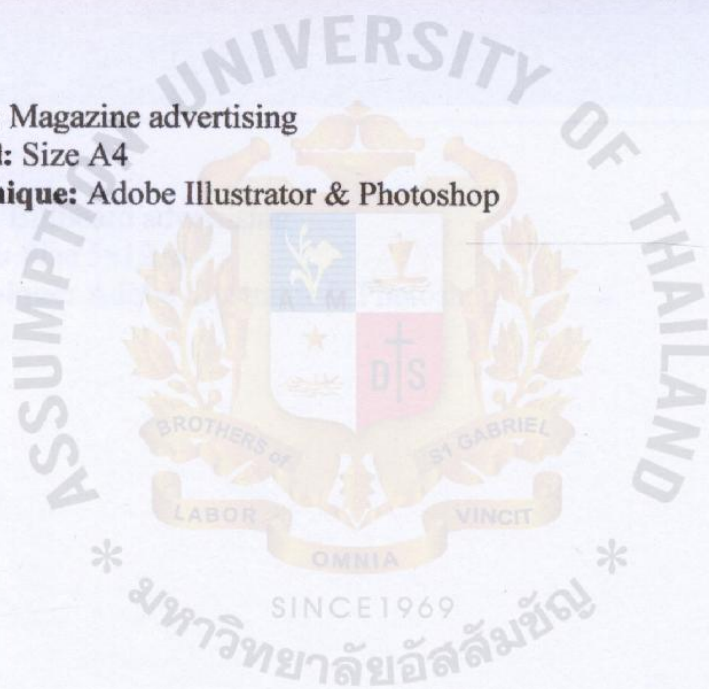
**Technique:** Adobe Illustrator & Photoshop



**Type:** Magazine advertising

**Detail:** Size A4

**Technique:** Adobe Illustrator & Photoshop



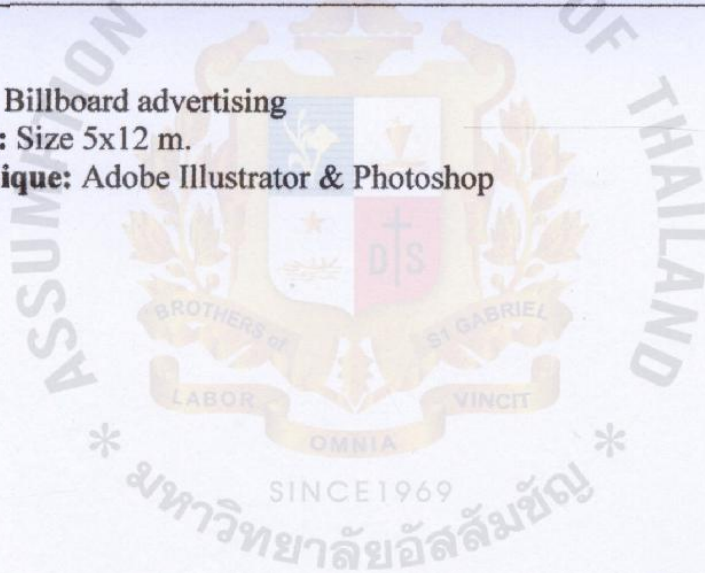




**Type:** Billboard advertising

**Detail:** Size 5x12 m.

**Technique:** Adobe Illustrator & Photoshop



### **Problem & committee's suggestion**

Using cartoon style might not be suitable for this project. The style should be realistic style. The planking one is interesting.

## **2.2 Concept II**

**“Everyone wanna be click”**

**Mood & Tone:** Vintage, Fun, Attractive

**Support:** This concept shows that even people in the history also still want to be up-to-date with fashion and trend and they immitate what people wear recently.





Image Board



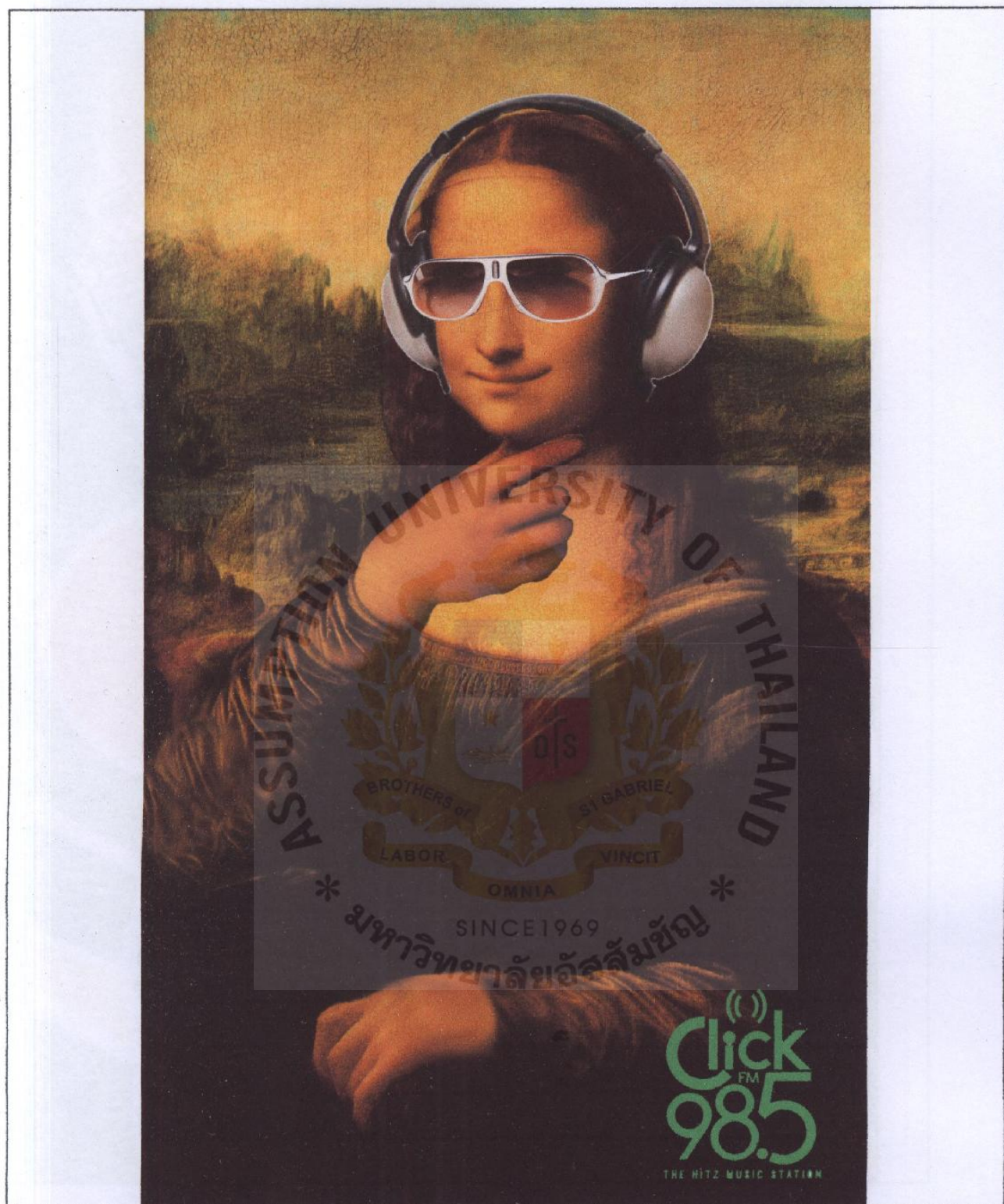


**Sketch Design**



**Type:** Magazine advertising  
**Detail:** Size A4  
**Technique:** Drawing, Adobe Photoshop





**Type:** Magazine advertising  
**Detail:** Size A4  
**Technique:** Adobe Photoshop





**Type:** Magazine advertising  
**Detail:** Size A4  
**Technique:** Adobe Photoshop



### **Problem & committee's suggestion**

- It doesn't feel like a radio station.
- It should show more of the modern style.

### **2.3. Concept III**

**“Always Intrend never be Out”**

**Mood & Tone:** Modern, Funny, Fashion

**Support:** Make it fun and modern by putting a man on a woman's face and he has to do something stupid or out of trend.

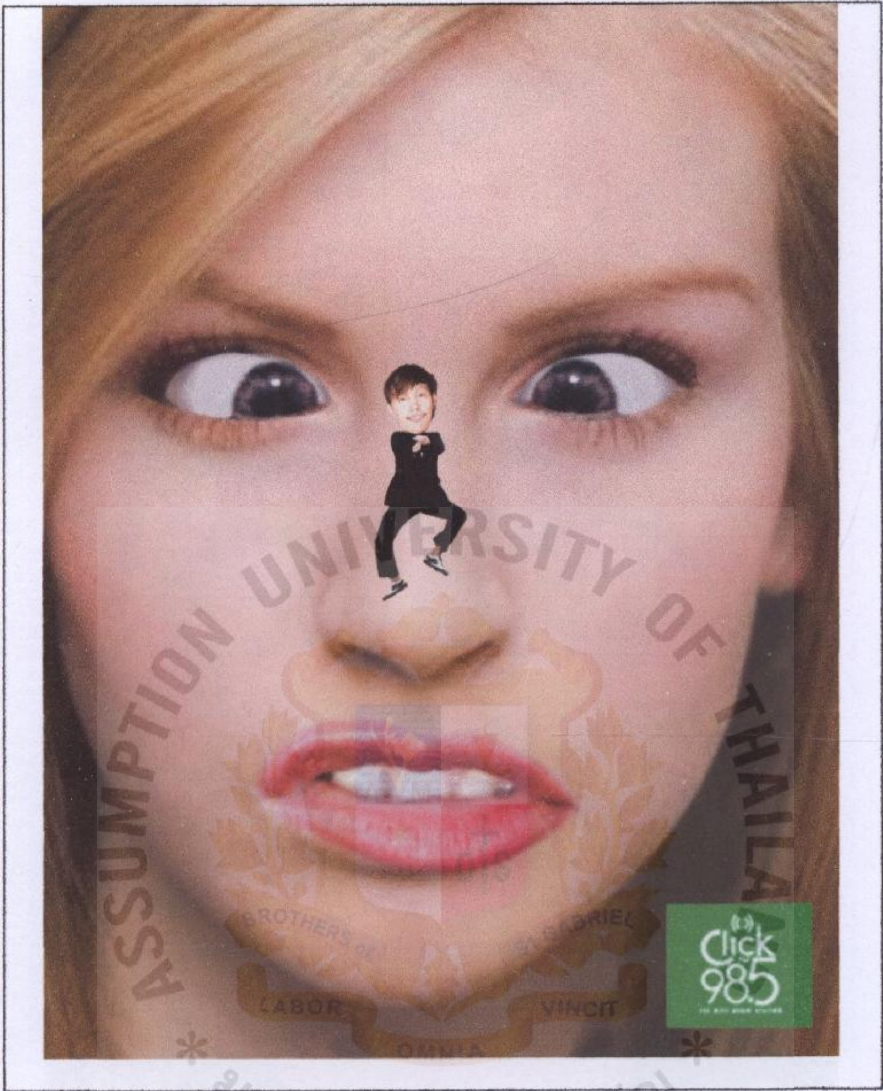


Image Board



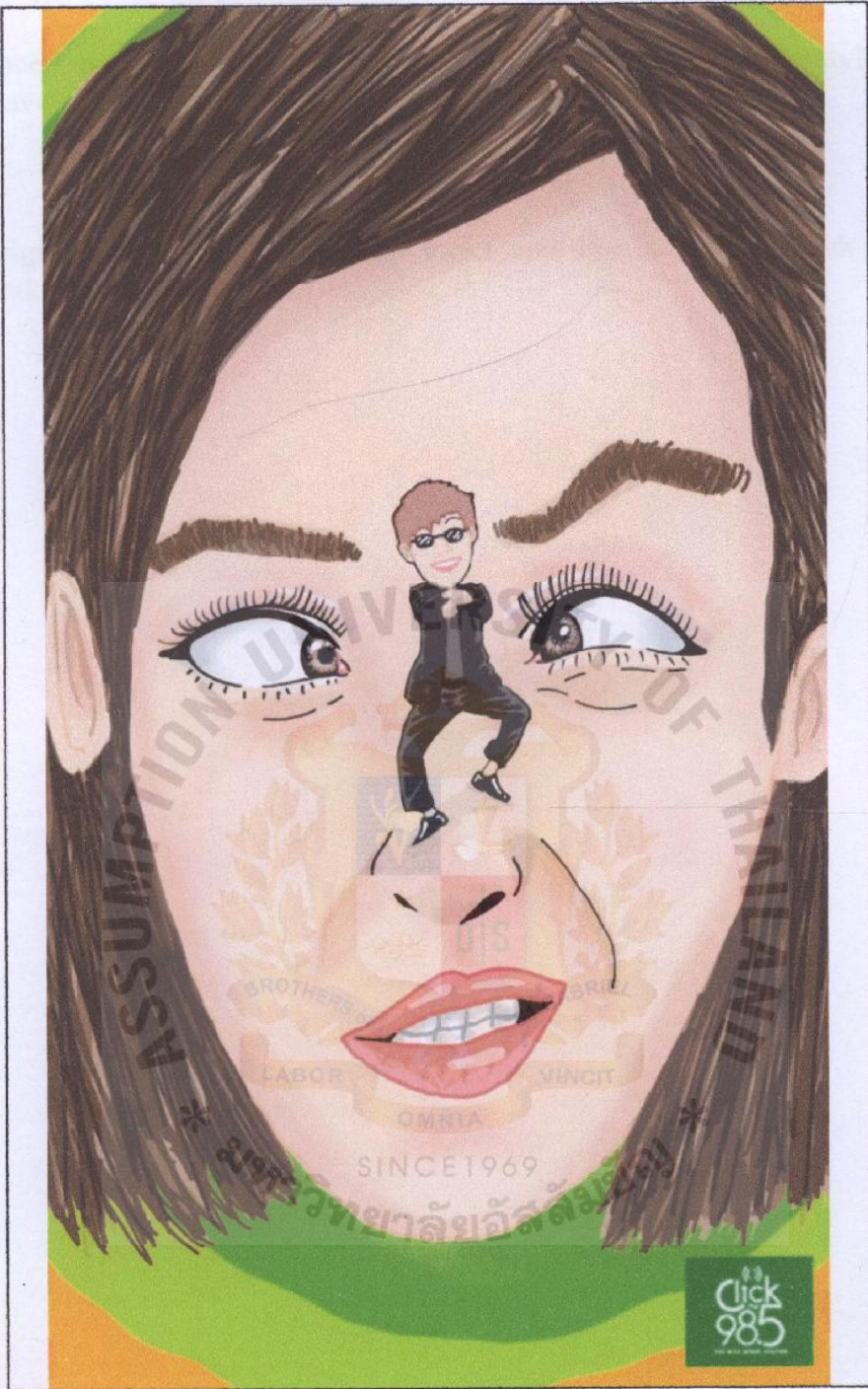


Sketch Design



**Type:** Magazine advertising  
**Detail:** Size A4  
**Technique:** Adobe Photoshop





**Type:** Magazine advertising  
**Detail:** Size A4  
**Technique:** Adobe Photoshop

### **Problem & committee's suggestion**

This concept is interesting but it might be suitable with the realistic style and the design should have an international look.

### **Solution**

The design must be in international looks and also a model which suits the concept is needed.



### 3. Final Presentation

#### 4.1 The final concept

**“Always Intrend never be Out”**

**Mood & Tone:** Fun , Active , Trendy

**Support:** Make it fun and modern by putting a man on a woman's face and he has to do something stupid or out of trend.



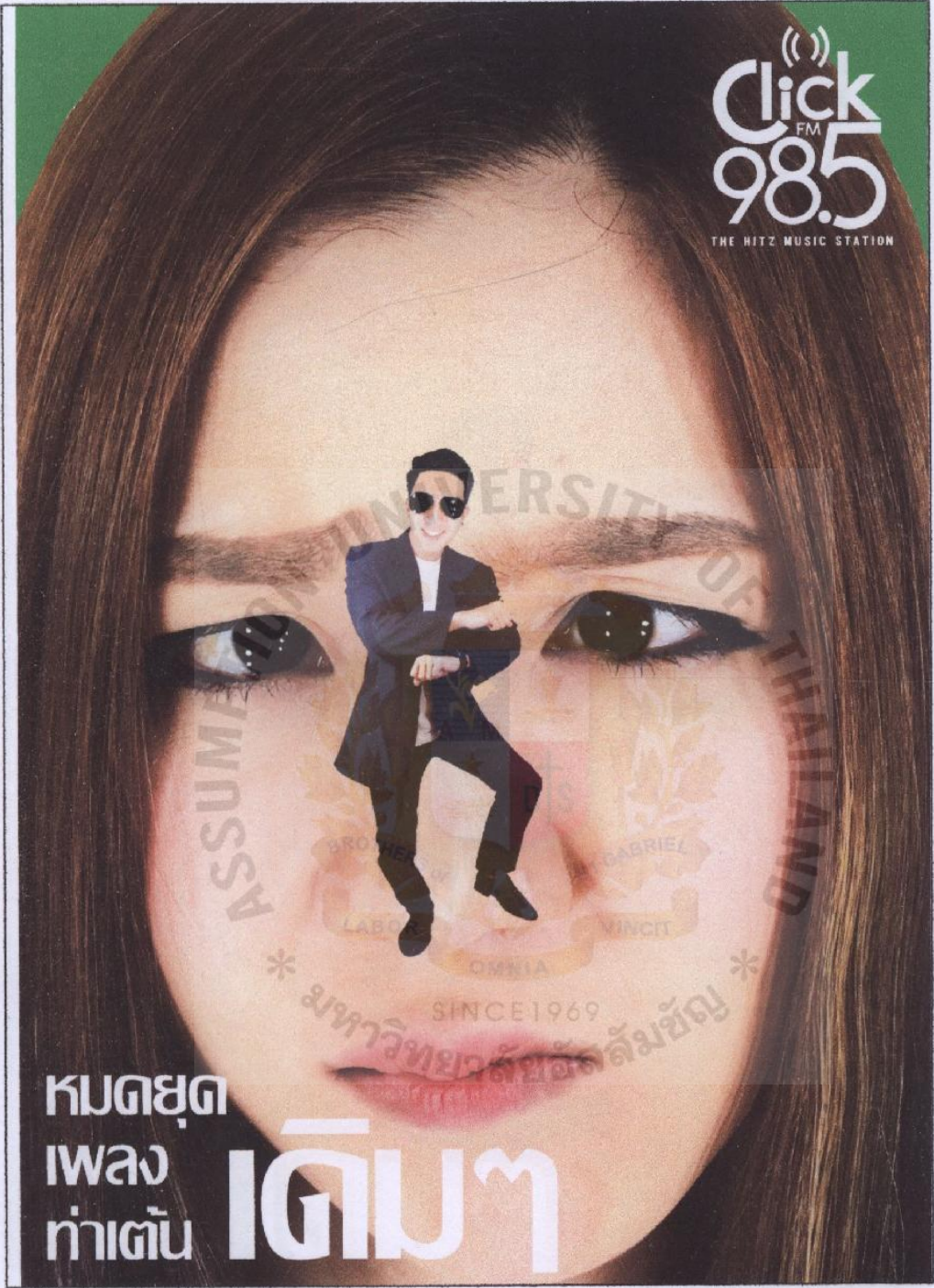


Image Board





4.2 Comprehensive Sketch



Type: Magazine advertising  
Detail: Size A4  
Technique: Adobe Illustrator & Photoshop



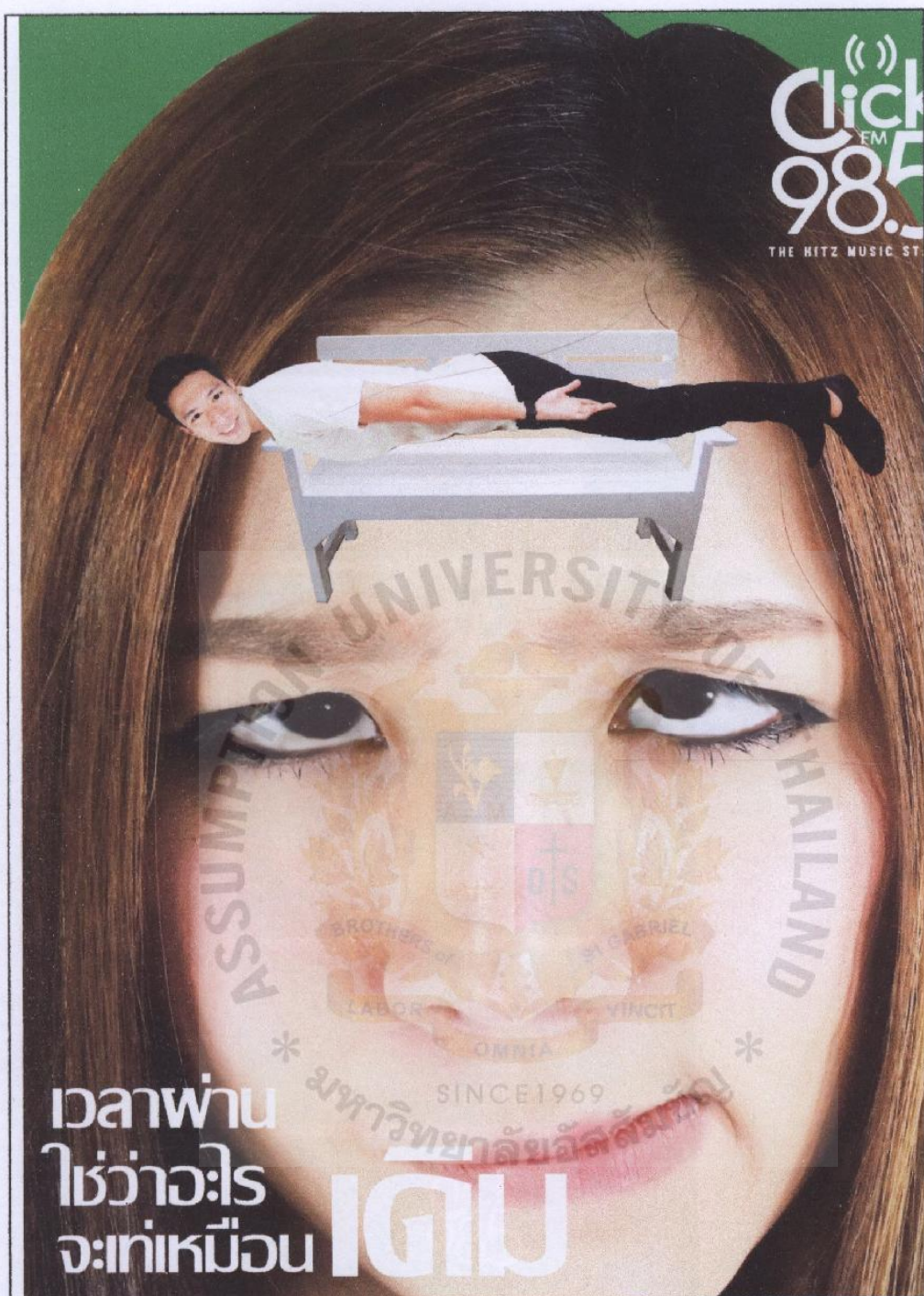


**Type:** Magazine advertising

**Detail:** Size A4

**Technique:** Adobe Illustrator & Photoshop





**Type:** Magazine advertising

**Detail:** Size A4

**Technique:** Adobe Illustrator & Photoshop





**Type:** Web banner

**Detail:** Size 468 X 234 pixel

**Technique:** Adobe Photoshop, .Gif animation



## Radio Advertising



(บรรยากาศในปั๊ม)

(เสียงในหัว)

W : อ้อ พยายามนั้นแล้วจ้ะเลยว่ะ

มองมาทางนี้ด้วย เวิร์กซี้ ทำไงดี?

(เสียงเดิน)

M : ดูนะครับ

W : ต๊ะ?

M : ขอ PIN หน่อยได้มั๊ยครับ?

(เพลง ฟันสลาย)

โฆษก : แหม ถ้าไม่อยากเซแบบนี่ละก็ ฟังนี่ดีกว่า

Click 98.5 หลากหลายเรื่องราวไลฟ์สไตล์

มีให้ฟังตลอด เพลงก็เพราะ ดลิกเลย 98.5

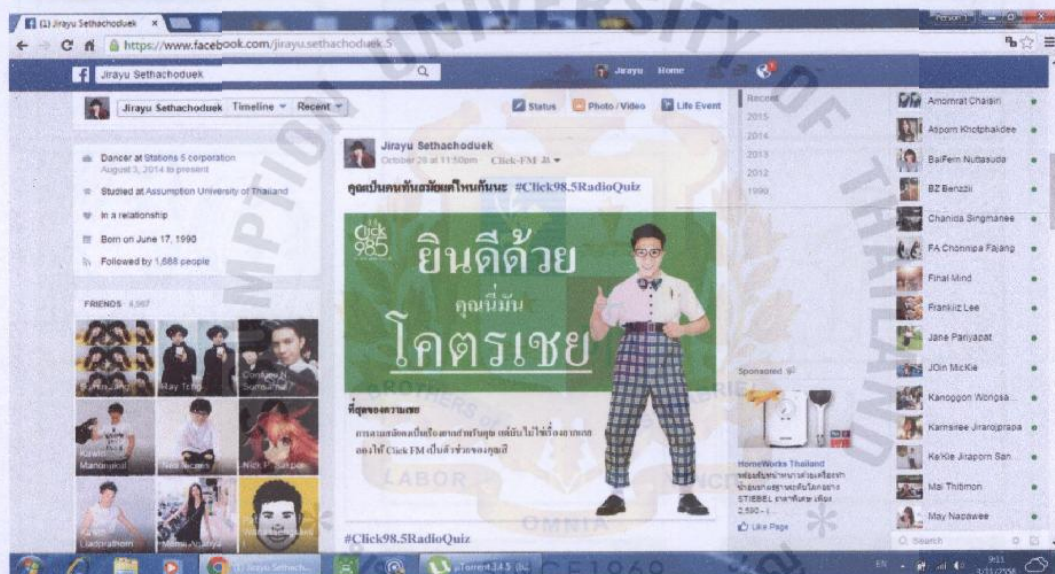
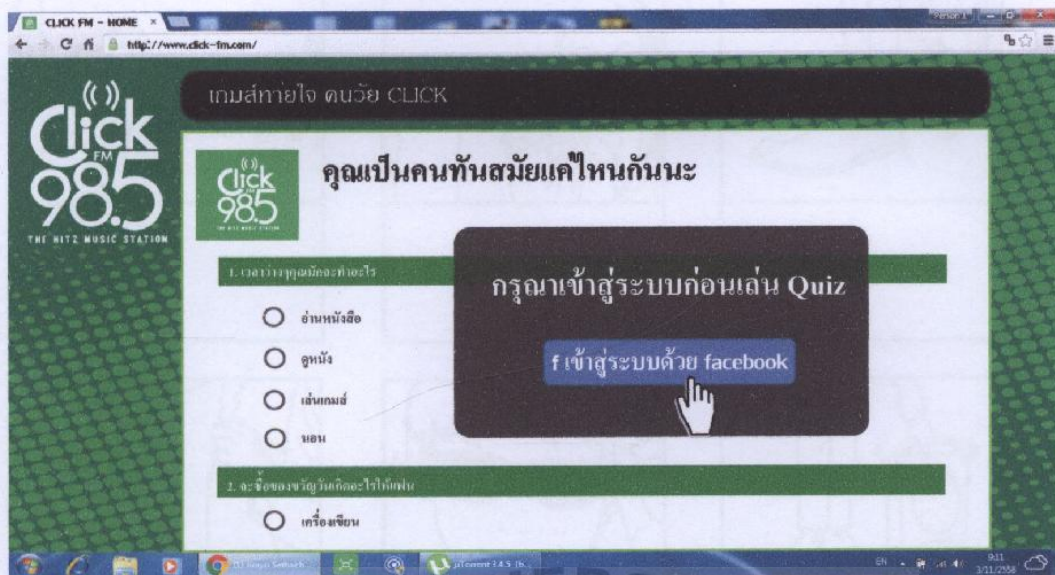
Click fm.

**Type:** Radio Spot

**Detail:** 30 seconds

**Technique:** Final Cut Pro





## QUIZ GAME

**STRATEGY :** This is more than a quiz game on website but it also an advertising in purpose.  
I try to make it fun by let people feel excited with the result they will get at the end of the game.

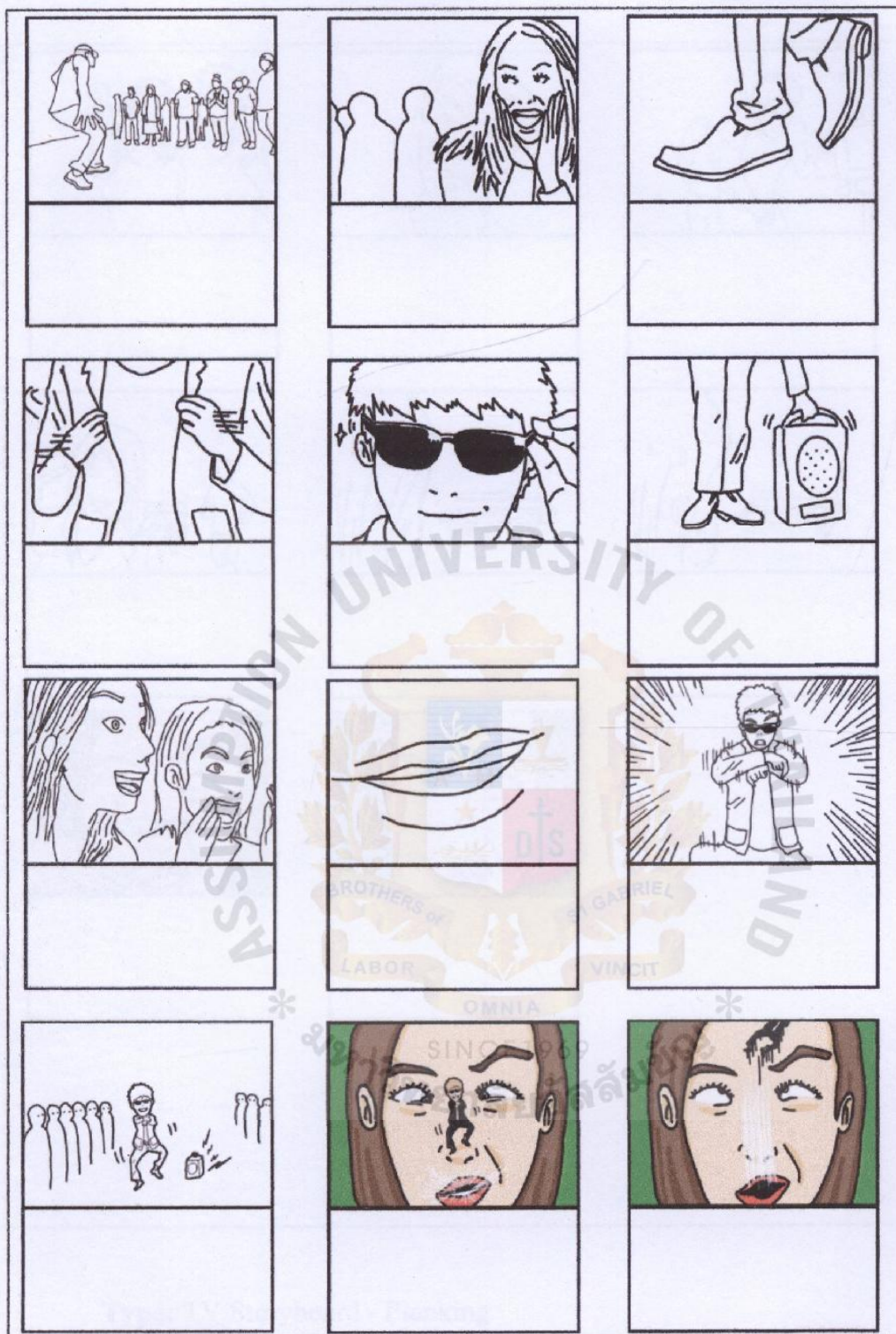
**TALKING POINT :** A smart point is forcing player to log in their Facebook before they begin the quiz.  
They will not see the result on the website but it will automatically show on their Facebook's timeline.

**Type:** New Media (Facebook Quiz)

**Detail:** Show this quiz on your facebook feed to get attention make it spread out very fast - size 800 x 500 pixel

**Technique:** Adobe Illustrator & Photoshop





**Type:** TV Storyboard - Gangnam Style

**Detail:** Black & White size A4 - The story about a boy try to impress a girl by dancing.

**Technique:** Drawing & Adobe Illustrator





**Type:** TV Storyboard - Planking

**Detail:** Black & White size A4 - The story about a boy try to impress a girl by planking

**Technique:** Drawing & Adobe Illustrator





**Type:** TV Storyboard – Black Berry Pin

**Detail:** Black & White size A4 - The story about a boy try to fliert a girl by asking Black Berry Pin

**Technique:** Drawing & Adobe Illustrator





**Type:** Viral video

**Detail:** 30 seconds - The story about a girl talking about boy's matter who came to flirt her

**Technique:** Mobile phone camera



### **Problem & committee's suggestion**

From the overall look, the style still is not going to the right way like what they expected. The style should be clear and in an international look. Also, with another girl who plays the Viral video, she can't play well so need a new model.

### **Solution**

In this case the main model with a mixed race is needed to make this work look more international.



## **CHAPTER 4**

### **DESIGN WORK**





## Chapter 4

### Design Work

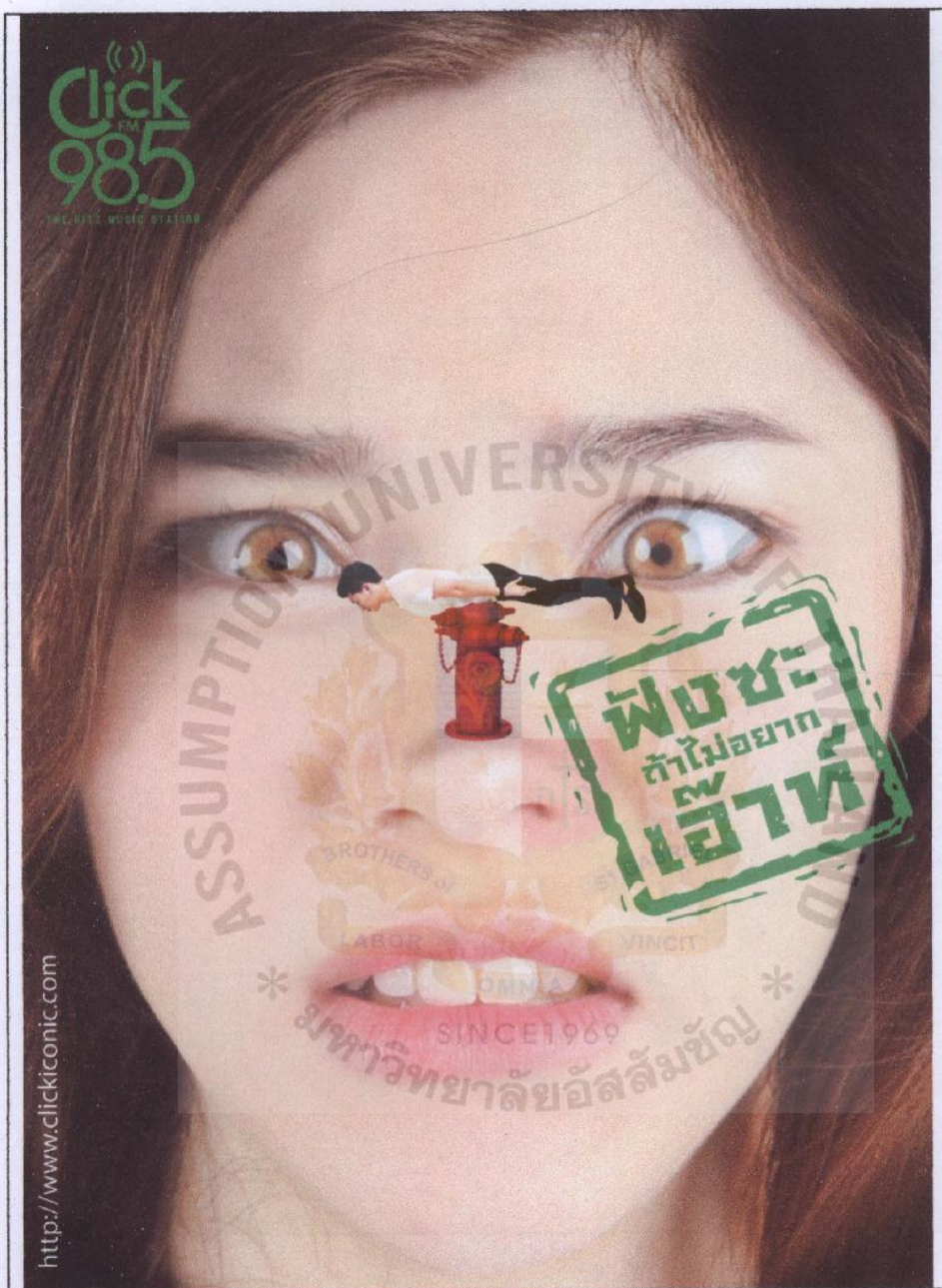


**Type:** Magazine advertising

**Detail:** Size A4

**Technique:** Adobe Illustrator & Photoshop



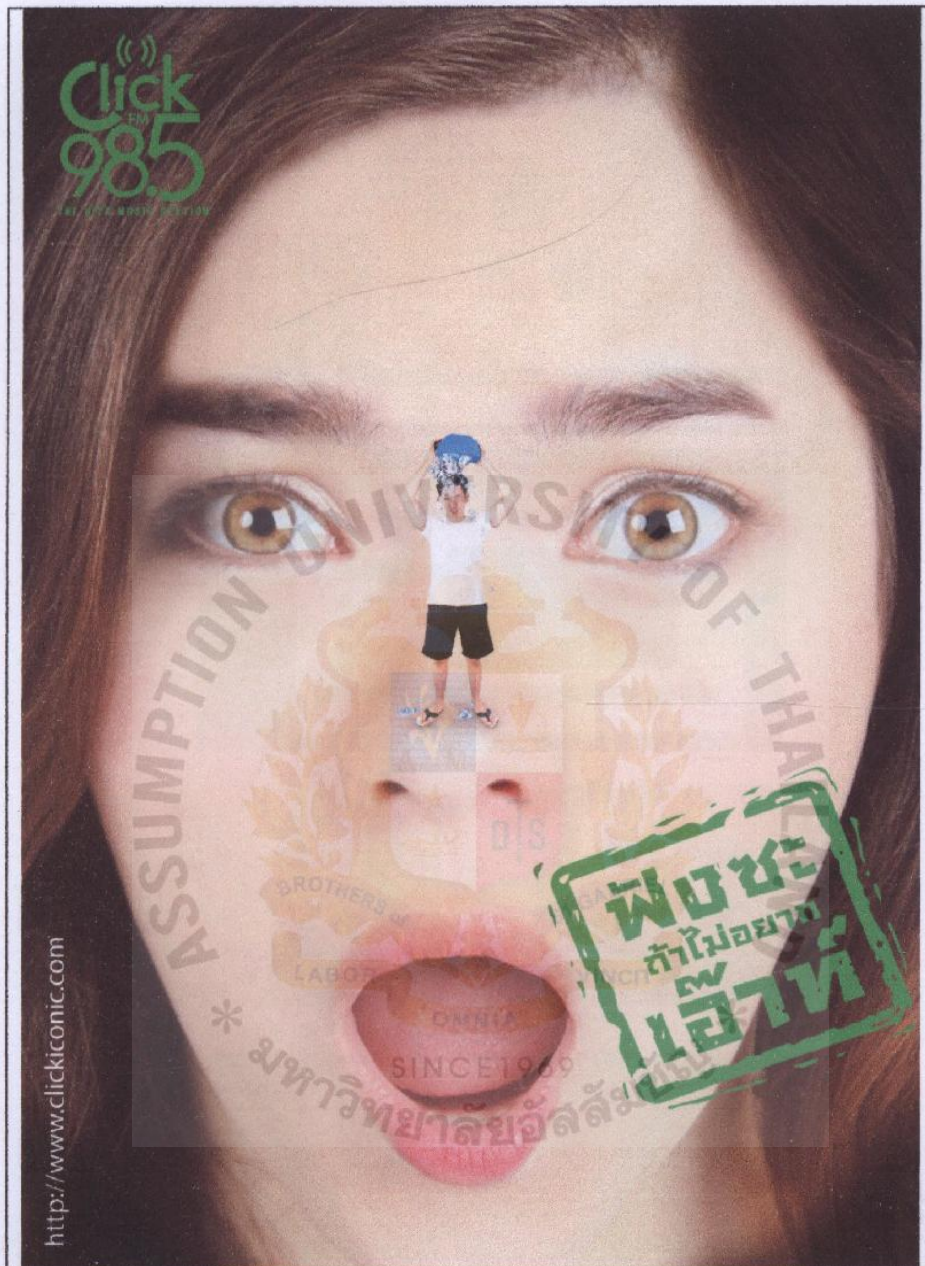


**Type:** Magazine advertising

**Detail:** Size A4

**Technique:** Adobe Illustrator & Photoshop



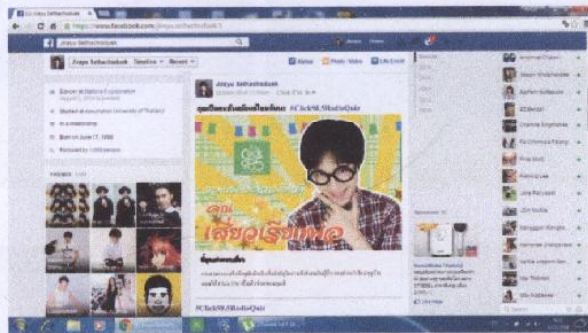


**Type:** Magazine advertising

**Detail:** Size A4

**Technique:** Adobe Illustrator & Photoshop





### QUIZ GAME

**STRATEGY :** This is more than a quiz game on website but it also an advertising in purpose. I try to make it fun by let people feel excited with the result they will get at the end of the game.

**TALKING POINT :** A smart point is forcing player to log in their Facebook before they begin the quiz. They will not see the result on the website but it will automatically show on their Facebook's timeline.

**Type:** New Media (Facebook Quiz)

**Detail:** Show this quiz on your facebook feed to get attention make it spread out very fast - size 800 x 500 pixel

**Technique:** Adobe Illustrator & Photoshop





**Type:** Web banner

**Detail:** 468 X 234 pixel

**Technique:** Adobe Photoshop, Gif animation

A : Hey! Do you see the handsome guy over there?  
I see he keep looking at you.

B : Where? Oh my god how cute. He is really checking  
me out.

A : He is coming this way.

(walking)

B : Oh my god!, what should I do?

C : Hello

B : Yes?

C : Can I have your Black berry Pin?

Spokesman : If you don't wanna miss out the trend like this, listen  
98.5 Click fm. You will never be Out.

**Type:** Radio Spot

**Detail:** 30 seconds

**Technique:** Final Cut Pro





**Type:** TV Commercial - Gangnam Style

**Detail:** 30 seconds - The story about a boy try to impress a girl by dancing Gangnam Style

**Technique:** Final Cut Pro





**Type:** TV Commercial - Planking

**Detail:** 30 seconds - The story about a boy try to impress a girl by planking

**Technique:** Final Cut Pro









**Type:** Viral video

**Detail:** 30 seconds - The story about a girl talking about boy's matter who came to flirt her

**Technique:** mobile phone camera



## **CHAPTER 5**

### **CONCLUSION AND SUGGESTIONS**



## **Chapter 5**

### **Conclusion and suggestions**

In completing the project, it has taught many new things that I never have done before, it is not only just the knowledge skill but also the precious experiences.

Many parts of processes are tough, as well as the way to generate the idea, concept and visualize the execution. Regardless of how hard the process is, the result of the work is worthy. All of the artworks and concept are satisfying because the comprehensive sketches make the production much easier.

Finally, I am satisfied with my project. Facing difficulties and some hard time make me grow up and learn a lot from the precious experience.





## Bibliography

### Website

<http://www.clickiconic.com/>

<http://listen.becteroradio.com/>



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**Nationality:** Thai

## Academic Record:

**2008-2015** Assumption University, Samutprakarn, Thailand.  
School of Communication Arts in Visual  
, majoring in Advertising.  
**2008-2000** Saint Dominic School, Bangkok ,Thailand  
**2000-1999** Satree Manda Pitak School, Mueang Chanthaburi  
District, Chanthaburi  
**1999-1993** Suppawit School, 52 moo 9 Chantaburi-Sakaeo rd.  
Wangnamyen 27210

## Skill and Expertise

- Creative Design
- Drawing
- Acting



## Appendix

### Expenses

#### 1. Concept Presentation

- Print	500	Baht
- Board	300	Baht
- etc	500	Baht

#### 2. Final Presentation

- Print	800	Baht
- Board	600	Baht
- Cast	5,000	Baht
- etc	3,000	Baht

#### 3. Final Works

- Print	1,000	Baht
- Board	600	Baht
- Cast	2,000	Baht
- Exhibition	7,500	Baht
- Thesis book	3,000	Baht
- Ielts editing	3,000	Baht
- etc	2,000	Baht

**Total** 29,600 Baht

