

## ABSTRACT

This project is to develop key success factors toward PR plan for the organizations. Such development is done by gathering all possible documents from tires manufacturers as primary data and searching PR methods from texts as secondary data.

All previous studies and researches, which are considered as input of the campaign, are assessed in order to formulate a model for key success factors. The survey research is then conducted through questionnaires, which generate from communications plan of major tire manufacturers, to analyze consumer behaviors and the awareness toward corporate image promotion campaigns.

The survey results are used to ensure that the factors found from the model are effective and standardized in order to be accepted by other companies.

Although the proposed key success factors are just a conceptual model, it can help the company realize an importance of the corporate image promotion campaign. It establishes trust, perception, awareness, and reputation in target audience's mind. It also generate better outcome from, consumers and the market and create better image for the company. However, this model should be adjusted for the consumers' needs and the appropriateness of each company so that it can take this concept into action for an effective advertisement.