

ABSTRACT

Firstly, the project began on September 27, 2017. The reasons for choosing Therma Plast were that product has low customer awareness even though it has been in the market for a long time. Nowadays, there are a lot of women who suffer menstrual pain and they cannot find an effective treatment to relief their pain. Therma Plast is an alternative treatment for women who are concerned on health treatment and anti-take chemical (medicine) into their body. The product Therma Plast Thermoset Platelets is a heat patch that is similar to hot water bag which is used to relief pain. A lot people have low awareness of this product despite its advantages. Moreover, the product has low advertising and effective way to promote the product. Other heat patch products have no advertising and low awareness too. In terms of quality of the product, others heat at 40-50 degrees Celsius but Therma Plast is 10 degree Celsius hotter than the others. The objective of this thesis study is to create an advertising campaign for the product, give information to make customers know about the product and get attention from customers.

The concept design started from the idea that most women got trouble from menstrual pain and recommend hot water bag or alternative treatment more than taking medicine. The common problem resulted from such pain is absence from work. The concept named “90 degree” with modern, modest and contemporary mood and tone board. Furthermore, this product can help women that got menstrual pain and have to absent their work while they are on menstrual period.

Based on the advertising campaign in this project, there is some idea to be concept of advertisement of the product. The idea was developed to be the most effective concept and attractive people. Not only get attention from people, but also give general information to customers. The marketing process with especially the consumer’s insight is the most important to create advertising. Also the references are crucial in creating something creatively.