

ABSTRACT

This project first started in January 4, 2015 to January 4, 2018. The reason I chose Thammachad Botanical Shampoo is because it has never been advertised in Thailand. Furthermore, I have been using the product regularly and it actually works well, to prevent hair fall. Thammachad Botanical Shampoo is one of the projects that is under the Royal Project of King Bhumibol's that helps rural farm development of Thai agricultural products and to produce goods. Since I have an opportunity to be the one to advertise their product, I want to introduce Thammachad and create an awareness among people, to inform others who have problems with hair fall that Thammachad Botanical Shampoo can help prevent hair fall and stimulate the generation of new hair and ensure health for new hair.

The concept design started from the idea that nowadays people are facing hair fall problems at very young ages, especially women. Even though Thammachad Botanical Shampoo is well known among a small group of people such as organic group. But it does not emphasize much about another potential which is reducing hair fall. After doing so many researches, I came up with the concept "The sign" with the mood and tone. To support that, turning bald might happen to them without them knowing. Some people might already have the bald problem but cannot find a solution for it. The scope of work came up with 10 applications included:

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|-------------------------|---|
| 1. Magazine Advertising | 3 |
| 2. Ambient | 1 |
| 3. Billboard | 1 |
| 4. Radio Spot | 1 |
| 5. TVC 30 second | 1 |
| 6. New Media | 1 |
| 7. Direct Mail | 1 |

Even the final sketches, there were still some struggles and that needed to be fixed. But overall, after correcting the errors, everything turned out quite well and most importantly it was done on time.