2003

The advertising campaign for the Diamond brand, a Thai whisky, focusing on three provinces of Northern Thailand

Rattanawadee Wongtee

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THE ADVERTISING CAMPAIGN FOR THE DIAMOND BRAND, A THAI WHISKY, FOCUSING ON THREE PROVINCES OF NORTHERN THAILAND

A Project
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts
in
Communication Studies

By
Rattanawadee Wongtee
December 2003
THE ADVERTISING CAMPAIGN FOR THE DIAMOND BRAND, A THAI WHISKY, FOCUSING ON THREE PROVINCES OF NORTHERN THAILAND

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Presented to the Faculty of
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December 2003

Approved by:

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Dr. Eric Newman, Marketing
Dr. Kevin Lamude, Communication

11/19/03
Date
ABSTRACT

Chokbunpa Company is a medium-sized company located in northern Thailand. The company is primarily known for years of producing Diamond brand rice. In November 2002, Chokbunpa Company introduced a new alcohol beverage and used Diamond brand also. The company’s sales of the Diamond drink have been declining despite the introduction of the Diamond drink, a Thai whisky derived from natural ingredients. The company needs an effective advertising campaign of the Diamond drink in order to increase consumer awareness. The purpose of this project is to apply marketing tactics and advertising strategies to the advertising campaign in order to improve the sales of the Diamond drink. The advertising plan will be conducted for one year (from January 2004 to December 2004) in 3 provinces out of 17 provinces of northern Thailand.
ACKNOWLEDGEMENTS

I would like to thank my committee for assisting me through this project: Dr. Tapie Rohm, who supported me to work on my own topic interests; Dr. Eric Newman, who fulfilled my project perspective and Dr. Kevin Lamude, who gave suggestions about my project. I would like to thank my father and mother, who always encouraged me during doing this project. Additionally, I would like to thank Arunrat Wongtee, my sister, who understood how tired I was. Finally, I would like to thank Kunshun Lee, who took care of me since the beginning until the end of the project. Without their support, I might not succeed in my project.
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CHAPTER ONE
INTRODUCTION

This project presents an advertising plan of the Diamond drink, a Thai whisky derived from natural ingredients, for Chokbunpa Company. Chokbunpa Company is a medium-sized company located in Phichit province of northern Thailand. Chokbunpa Company was established at the end of June 1984. Chokbunpa Company is primarily known for years of producing the Diamond brand rice. Chokbunpa Company distributes rice throughout stores in diverse locations in northern Thailand.

In November 2002, Chokbunpa Company introduced a new alcohol beverage into the market of northern Thailand. Alcohol is a new product category for the company, but they are marketing it under the company’s brand name “Diamond”. Diamond drink is not selling well because customers are not aware of a Diamond drink. From November 2002 through March 2003, sales have been steady during the introduction period as shown in Table 1.
Table 1. Sales of the Diamond drink from November 2002 to March 2003

<table>
<thead>
<tr>
<th>Month</th>
<th>Baht</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>210,570</td>
<td>5,399</td>
</tr>
<tr>
<td>December</td>
<td>204,910</td>
<td>5,254</td>
</tr>
<tr>
<td>January</td>
<td>208,110</td>
<td>5,336</td>
</tr>
<tr>
<td>February</td>
<td>190,620</td>
<td>4,888</td>
</tr>
<tr>
<td>March</td>
<td>185,790</td>
<td>4,764</td>
</tr>
<tr>
<td>Total sales</td>
<td>1,000,000</td>
<td>25,641</td>
</tr>
</tbody>
</table>

As the result, Chokbunpa Company plans to establish an advertising campaign, advertising strategies and marketing tactics for the purpose of increasing sales. Currently, the Diamond drink is distributed to 105 retail stores, they primarily purchase the Diamond rice, in 3 provinces of northern Thailand. These stores directly purchase the Diamond drink from Chokbunpa Company. The company delivers a Diamond drink by medium-sized trucks to those retail stores.

The company introduced the Diamond drink at the reasonable price of 15 baht per bottle. The target market of Diamond is laborers, unskilled workers and uneducated
workers. It is mainly purchased by the 35-44 year age group (75%) and the 25-34 year age group (25%).

The company allocated 30,000 baht ($769) for advertising expenditures during an introduction period from November 2002 to March 2003.

Billboards 16,000 baht ($410)
Posters 5,000 baht ($128)
Transit advertising 9,000 baht ($231)

Advertising expenditures: 30,000 baht ($769)

The company did not make sufficient advertising expenditures to create the new product's position and brand equity. However, if a company's advertising budget is too conservative, an advertising plan would not produce a sufficient magnitude of frequency and media breadth (Pride & Ferrell, 2000). Marketing financial analysis can establish more suitable amounts of spending by providing a clear analysis of objectives, tasks, and necessary expenditures. The limited sales of Diamond suggest that the application of an effective advertising campaign is needed to gain market position.

This project applies advertising strategies in the northern market of Thailand. For northern Thailand, geography is an important element of the target market.
Thailand is located in Southeast Asia, almost equidistant between India and China. Thailand covers an area of 510,000 square kilometers, approximately the same size as France, and has a population of about 60 million people. Thailand shares its borders with Myanmar to the west and north, Laos to the northeast and north, Cambodia to the east, and Malaysia to the south. Thailand is divided into five major regions which contain 76 provinces: northern Thailand has 17 provinces, northeast Thailand has 19 provinces, central Thailand has 22 provinces, eastern Thailand has 4 provinces, and southern Thailand has 14 provinces. Thai currency is the Baht, divided into 100 Satang. Exchange rate, as at October of 2003, approximately is 39 baht to the US$.

Purpose of the Project

The purpose of this project is to apply marketing tactics and advertising strategies in the form of an advertising campaign. The goal of this campaign is to increase the sales and profits of the Diamond drink. By carefully utilizing marketing and advertising tools, the actual target can be reached more effectively.
Statement of the Problem

How can the DIAMOND advertising campaign create an attractive product image and achieve market penetration goals during the campaign period?

Limitation

The limitation is that the project is an introduction to a target market of the Diamond brand, which is the 3 provinces (out of 21 provinces of northern Thailand); Kamphaengphet, Phichit and Phetchaboon.

Plan of the Project

Advertisement is a crucial factor for sales success but it also builds the brand recognition (Grant, 2003). This project presents the advertising campaign for Diamond for the period of one year from January 2004 until December 2004. To ensure greater success of the fundamental steps in campaign development will be followed (Pride & Ferrell, 2000):

1. Introduce the Diamond drink
2. Customer Analysis
3. Market Analysis
4. Advertising Plan
5. Marketing Mix
6. Advertising Ethic
7. Evaluate advertising effectiveness

The advertising procedures above employ the target market characteristics to shape the advertising dimensions and budget arrangements within the provided time. The precise media vehicles are chosen to reach the actual target. Lastly, the result of the entire stages will be evaluated to ensure the effectiveness of an advertising campaign and to develop in the future plan.

Summary

Chapter one presents an introduction about the advertising campaign for Diamond drink, a Thai whisky derived from natural ingredients, of Chokbunpa Company. Chokbunpa Company is a medium-sized company located in Phichit province of northern Thailand and known for years of producing the Diamond brand rice. Diamond occupies a market in 3 provinces of northern Thailand. This chapter indicates: the background of company, purpose of the project, statement of the problem, the limitation and the plan of the project.
The following chapter is a literature review of an overall advertisement. Marketing factors that involve creating an advertising campaign are also included. Additionally, the advertisement is described by using the communication and persuasion process. The advertising industry and global marketing and advertising trends are also presented.
CHAPTER TWO

REVIEW OF LITERATURE

Advertisement

Advertisement is the key that categorizes accurate target market segments and pertinent buying (Dalrymple & Parsons, 2000). Marketers utilize advertising to analyze and focus on potential consumers due to divergences in customers' needs. For example, customers in different age brackets tend to purchase distinct products. Additionally, advertisement also assists marketers to communicate and maintain contact with numerous consumers in a marketplace via channels such as radios, billboards, and televisions.

Advertising is a type of communication by which the structure utilizes both verbal and nonverbal components, which are sent to a group of people or mass audience within the time formats that are managed by the sponsor (Arens, 1999). Furthermore, it is used to promote tangible goods such as computers, coffee makers, and tables. Advertising aids publicize intangible services and ideas; as well, they promote hospital services, government services and political ideas. Therefore, advertisement has to be directed in order to persuade a
target audience toward a product, service and idea. Organizations employ various kinds of advertising depending on their particular marketing strategy (Arens, 1999). Effective advertising aids the organization to achieve its marketing goals. To succeed, it is necessary to understand concepts and ideas of advertising. Moreover, many advertising researchers have developed diverse theories and ideas.

Advertising theory such as the AIDA model (Awareness-Interest-Desire-Action) reveals that advertising is a significant market force that forms distinct processes in the consumer which culminate in purchase (Dalrymple & Parsons, 2000). Overall, advertising is a strategic key that enables a small market to reach the maximum number of customers. Therefore, after designing the product message, the company needs an effective advertising plan to establish its position and alter customers’ attitudes.

Arens (1999) defined advertising as the structured and composed nonpersonal communication of information. It is usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media. The advertising plan is a
natural outgrowth of the marketing or integrated marketing communication (IMC) plan (Arens, 1999). Hence, advertising is an important factor that produces ideas and concepts in the customer's mind. Advertising presents the ideal manifestation and desired model that encourages a target market by using various advertising tools.

1. The Communication and Persuasion Process

To understand the elements of advertising, the communication and persuasion process is the most important factor in an advertisement. It leads to the ability of designing an effective advertising plan and maximization of its impact on customers. The communication and persuasion process primarily occur from the advertising communication system. Then, it is developed to an advertising exposure model. The advertising communication system assists to explain how the advertising works. The advertising exposure model describes how an advertisement entices consumers to a product.

1.1 Advertising Communication System. An Advertising Communication System is one simple model developed from the human communication process. It involves a perception process and four of the elements: a source, a message, a
communication channel, and a receiver as shown in Figure 1 (Batra & Myers, 1995).

Figure 1. Advertising Communication System Model

- **Source.** The source of a message in advertising refers to the point that the message originates such as the spokesperson used (a persona), the specific brand or the company offering a product. It is very significant to consider and choose a reliable and attractive source to promote a product and persuade customers (Batra & Myers, 1995).

- **Message.** The message is both the content and execution of the advertisement. It is perceived by the receiver and executed in various ways such as warmth, anxiety, humor and fear.
- **Channel.** The advertising communication system uses the channel to send the message to the receiver. Different medias produce distinctive impacts on customers (Batra & Myers, 1995). For instance, "Time Magazine" has an effect on advertising exposure different from "Vogue".

- **Receiver.** The target audience is the receiver in an advertising communication system. The receiver has various characteristics and interests depending on lifestyle, demography and psychograph. Thus, the particular interest involves the target audience in searching for and/or process different information from a product. These characteristics also provide the basis for understanding communication and persuasive processes (Batra & Myers, 1995).

- **Destination.** After the receiver or the target audience receives a message, the advertising communication process does not stop. The receiver possibly continues passing a message to another party. Then, the receiver becomes a source and another receiver becomes the destination. It is called the word-of-mouth communication (Batra & Myers, 1995). For example, Prim tells her friend about the quality of an herbal shampoo
she uses. Word-of-mouth communication is very crucial for advertising because it tends to have greater reliability, creditability and comprehensiveness, as compared to a spokesperson in an ad. Therefore, the ultimate behavior of most audiences is influenced by the word-of-mouth activity.

The process of advertising communication system takes place when one party, called the source has an idea to promote a product to actual customers, encodes it as an advertising message, and sends it via some channel or media to the receiver (Arens, 1999). The receiver or the target audience must decode a message in order to understand the meaning and benefit of a product (Arens, 1999). If the receiver sends a message to another person, the receiver, then, becomes a source and that person becomes an ultimate destination of an advertising communication process.

1.2 Advertising Exposure Model. The advertising exposure model is developed a model developed from the communication and persuasion process. It presents distinct processes that can take place after an advertisement is exposed to consumers as presented in Figure 2 (Batra & Myers, 1995).
First, an advertising exposure can build awareness about the brand, leading to the familiarity with it. Second, the consumer can be attracted by information about the brand’s benefits and attributes, or benefits of a product. Third, the brand image and brand personality
that a customer associates with can create the close feeling in a customer with a product. For instance, a jean jacket generates the feeling of self-confidence and self-esteem, so a consumer who associates with these characteristics tends to purchases this product in order to enhance their self-image. Fourth, the impression of advertising might attract the interest of the consumer's peers, or experts in individuals and groups. Their opinions and ideas enhances the creditability of a product because these people highly influence the behavior of group members. These five outcomes generate a favorable liking, or attitude to the brand, which in turn create a purchasing action (Batra & Myers, 1995).

These two models describe how and why customers utilize advertising information. The background in the communication and persuasion process becomes the high involvement in the creation of the advertising plan.

2. The Organizations in Advertising

The advertising business is classified into four different groups (Arens, 1999). In the first group, the advertisers are companies such as Toyota, Sony, Panasonic, Coca-Cola or the local grocery store. Advertisers range in size from small businesses to multinational companies,
and in type from service businesses to industrial manufacturers, to local charities and political action committees (Arens, 1999). The second group is advertising agencies that assist advertisers to plan, generate and prepare advertising campaign and advertising materials. The third group is the suppliers including photographers, illustrators, printers, internet web developers and others who help both advertisers and agencies in preparing advertising materials. The last group is the media and space. The media is responsible for selling time in electronic media and space assists in print and digital media) to shift the advertiser’s message to the target audience (Arens, 1999).

3. The Relationship of Marketing to Advertising

Before creating an advertisement, the marketing should be described and determined in order to attain an overall of target market.

Dalrymple and Leonard (2000) defined marketing as the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationship with customer in a dynamic environment. Marketing involves four marketing activities (product, distribution, promotion and pricing)
in order to satisfy customer needs within its target market. These four marketing elements are called the marketing mix. It refers to producing the product available in the right place and at a reasonable price to consumers. A product is a good, a service, or an idea. Consumers are the purchasers of organizations’ products. Exchanges of the marketing process are provision or transfer of goods, services, or ideas in return for something of value such as money, credit, labor and goods. A marketing environment is considered as the competitive, economic, political, legal and regulatory, technological and sociocultural forces surroundings the customer and influencing the marketing mix. The significant purpose of marketing is to produce exchanges that suit the actual needs, wants and objectives of individuals and organizations (Arens, 1999). In an effort to achieve customer’s needs, the marketing manager should establish a marketing strategy. A marketing strategy consists of identifying and analyzing a target market and developing a marketing mix to satisfy individuals in the market (Pride & Ferrell, 2000). Additionally, it includes a plan of action for developing, distributing, promotion, and pricing products. Hence, a marketing strategy contributes
to the achievements not only of marketing objectives, but also of an organization’s goals (Pride & Ferrell, 2000). However, advertising is one crucial factor utilized in a marketing process to reach numerous customers. Because there are several marketing competitors, organizations need an advertising campaign to differentiate their product from others. An advertising campaign is the creation and execution of a series of advertisements to communicate with a particular target audience (Pride & Ferrell, 2000).

Advertising is one of various marketing tools. It is utilized in the product promotion, communication and maintains a relationship with customers. Thus, an advertising plan assists the organization to achieve its goal. Understanding the overall marketing plan such as the marketing objective, the marketing goal and the situation of a market leads to creating an effective advertising plan.

Advertising Planning Framework

The general purpose of advertising is to develop, implement and control an advertising plan (Batra & Myers, 1995). An advertising plan is based on research of
marketing analysis. To begin an advertising plan, crucial factors of the organization situation need to be considered. These factors involve marketing analysis including situation analysis and competitive analysis.

1. Marketing Analysis

1.1 SWOT Analysis. Marketers must primarily know strengths, weaknesses, opportunities and threats (SWOT analysis) of an organization in the current market situation. The SWOT analysis shows the overall strategic position of a business and its environment. Strengths and weaknesses are internal factors (www.fuel4art.com). For instance, the insufficient advertising budget could refer to weakness. Opportunities and threats are external factors (www.tutor2you.com). For example, increasing media channels for advertising could be opportunities.

1.2 Competitive Analysis. The competitive analysis provides useful information of competitors’ capabilities and strategies (Dalrymple & Parsons, 2000). For instance, what types of marketing promotions are used and what the product position is.

However, marketing analysis also generates ideas of overall marketing activities such as the roles of advertising, sales force, price and promotion. The
advertising plan develops from situation analysis and the competitive analysis. After an advertising plan is developed, it is executed and becomes the advertising campaign. It is based upon the context of social, legal, and global factors with the assist of diverse types of agencies (Batra & Myers, 1995). The advertising campaign includes identifying and analyzing the target audience, defining the advertising objectives, allocating the advertising budget, creating the message and the media plan, and campaign evaluation.

2. Identifying and Analyzing the Target Audience

Identifying the target audience provides and information base for developing a campaign to reach the right target audience. Information about the target audience requires the following factors:

2.1 Demographic. Age, income, race, sex, and education

2.2 Psychograph. Lifestyle information (hobby or leisure activity)

2.3 Location and Geographic. The area or location of the target group
Therefore, identifying the advertising target has to be precise and properly analyzed in order to enhance the effectiveness of an advertising campaign.

3. Defining the Advertising Objectives

The objective of an advertising plan is very vital because it provides useful criteria for decision making and scopes advertising alternatives. It creates standards in evaluating an advertising plan as well. An advertising objective has to be accessible within a time frame, identifies the actual target audience, and be measurable after conducting an advertising plan. Furthermore, advertising objectives must be explained clearly, precisely, and be measurable. For instance, what exactly the advertising campaign improves and how long an advertising campaign is conducted. Precision and measurability facilitate in evaluating the success of the advertising campaign (Pride & Ferrell, 2000).

4. Allocating Advertising Budget

The advertising budget should be allocated within a specified period. The total amount of the advertising budget depends on geographic size of the market, the distribution of buyers within the market and the type of media outlets (Pride & Ferrell, 2000). In addition,
factors of the organization’s revenue and sales volume must be considered.

5. Creating the Message

An advertising campaign relates to distinct steps in developing advertising process. One of the advertising processes is the design of an advertising message into different characteristics such as humor, fear and anxiety. The advertising manager must decide what kinds of ideas and feeling are going to communicate with the target audience (Batra & Myers, 1995). The content of the advertising message depends on a product’s personality, image and feature.

6. Selecting the Media

The suitable type of media outlets delivers an advertising message to the accurate target audience. Thus, the advertising campaign should specify media vehicles and schedules for running the advertisements. However, there are various forms of media vehicles: (1) print media such as newspapers, magazines and brochures, (2) electronic media: television and radio, (3) digital interactive media and direct mail and (4) out-of-home, exhibitive, and supplementary media. Advertisers can consider media outlets in accordance with the target
audience. For instance, if the target market is a teenager group, advertisers can select such popular media as Seventeen magazine or MTV.

7. Evaluating Advertising Effectiveness

Advertising evaluation presents the effectiveness level of an advertising campaign. It can conduct in different period of a campaign. An evaluation takes place before conducting a campaign called pretest. It evaluates the effectiveness of one or more elements of the message (Pride & Ferrell, 2000). For evaluating advertising during a campaign, inquiries are utilized to measure the effectiveness. An advertiser uses forms, coupons or toll-free number recorded the number on each type of advertisement through which potential customers can inquiry product information. The number of returned inquiries show which advertisement is effective. Evaluation after the campaign is called posttest (Pride & Ferrell, 2000). It depends on the indicated advertising objectives. For example, if advertising objectives attempt to enhance awareness of product features, then posttest focuses on the measurement in this dimension.
Social Responsibility and Advertising Ethics

Advertisement is a significant factor that produces ideas and concepts in the consumer’s mind. Advertising presents the ideal manifestation and desired model by using various advertising messages to allure a target market. Therefore, ethical advertising is an important concern of social responsibility.

Arens (1999) presented the concept of ethical advertising as what the advertiser and the advertiser’s peers believe is morally right in a given situation. Therefore, advertisers are responsible for advertising messages and target audience because some advertising message may not suit for youth audiences. Hence, advertisers should enclose warnings and useful information in particular ads such as alcohol and medicine.

The Advertising Industry

The growth of the advertising industries involves various marketing effects such as the number of customers in a target market, organization’s revenues and consumer’s needs. These effects influence the advertising decision making and alter the focus of advertisement. For
example, in year 2001, advertisers in America tended to target on Hispanic Americans because their population's rate increased more than the number of Latino bandwagon's population. The Census Bureau revealed that the number of Hispanic Americans grew up to 58% in this past decade (Marci, 2001). For the advertising media, the value of online advertising is increasing in past few years because it becomes more reliable than before. Various businesses in America increase their advertising budget on the on-line advertisement. For instance, TV networks such as The WB, FOX and NBC raised advertising expenditure on websites such as Yahoo and MSN to promote their TV programs in year 2003 (James, 2003). Additionally, the advertising industry in the U.S. Network and cable television successfully attains $60 billion in year 2003 (Scoott, 2003). Conversely, the advertisement industry frequently faces the ignorance of advertising in small businesses such as retail stores since some retail stores do not recognize the importance of advertising (Joe, 2003). Besides, the increase of organizations' sales involves the advertising growth as well. The alcohol beverage industry in Thailand allocated $6,664,745,000 on TV advertising in 1996 due to the
increasing sales (Fleming, 1997). However, the advertising industry is improving due to better economic conditions in major countries. For instance, in year 2003, advertising revenues in America gained $83 billion, increasing 4.8% from 2001 (Craig, 2003). Hence, the advertising industry tends to grow rapidly in America and other countries.

Global Marketing and Advertising

The global marketing and advertising movement are very significant to study because international organizations have an efficient standard in management. Additionally, multinational corporations and brands need to approach marketing and advertising at an international level. To deal with global business, marketers should look at the market growth of international consumption. Theodore (1983) showed that business in North America, Western Europe, and Japan remains in the slower growth because the annual population rate and household rises just two or three percentage points per year (Theodore, 1983). In addition, building a global brand is an extremely challenging task for the reason that there are various differences that exist across countries, cultures,
and markets (Sandra & Thomas, 1990). For instance, orange juice in France is not a breakfast tradition, so orange drink Tang had to be sold in France as an "any time" cold refreshing beverage, rather than as a breakfast drink (Heribert & Jurgen, 1986). To establish a global brand, the global marketing and advertising; therefore, needs to research cross culture differences in order to help overcome barriers and problems from these divergences.
CHAPTER THREE

METHODOLOGY

This project begins with assembling useful information of marketing analysis in order to specify and stipulate market dimensions, such as demographic, geographic and psychographic. First of all, the Diamond drink is identified in order to show descriptions and characteristics of a product. Second, the promotion opportunity is analyzed in terms of: customer attributes (demographic of the northern Thailand market and psychographic of the target market) and marketing perspectives, such as SWOT analysis and competitive analysis, in order to find and concentrate on potential consumers. Gathering the customer’s profile will aid in providing the insight of target market and frame who to focus upon, what media should be used, and how to reach the target market. Next, the goals and objections are indicated to focus the direction of the advertising campaign. After that, budget in launch this advertising plan is estimated to achieve goals and objections. Lastly, the medium is determined that will be the vehicles used to reach potential consumers.
Summary

This chapter generates the methodology that will guide and facilitate this campaign to meet goals and objectives in the research time. The following chapter is the advertising campaign of the Diamond drink that utilizes methods to build the awareness and new image for the product.
CHAPTER FOUR
ADVERTISING CAMPAIGN

Introduction the Diamond Drink

1. Product Description

The Diamond drink is a Thai whisky originated from natural ingredients: herbs, gingers and 7% of alcohol. It is currently sold at 15 baht per bottle and obtained at 12 Fl oz.

2. Purpose / Scope

This advertising campaign is conducted to build the attractive product image and brand equity of the Diamond drink. Due to an introducing period, Chokbunpa Company needs an effective advertising plan to shift its product toward potential consumers. The goal of this campaign is to increase sales and profits of the Diamond drink. The following advertising campaign covers in 3 provinces out of 17 provinces in northern Thailand.

Promotion Opportunity Analysis

1. Customer Analysis

1.1 Demography. Providing the target market is a method to increase the reliable diversity and to manage resources of the limited company with the specific target
group (Stock, 2003). For the target market of the Diamond drink, Chokbunpa Company has categorized the target market in terms of age, gender, occupation, education and income. These classifications assist the company to specify consumer characteristics and determine the appropriate media to send the message.

Table 2. Demographic Profile for Diamond in the Northern Thailand Market

<table>
<thead>
<tr>
<th>Age</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34 years old</td>
<td>25%</td>
</tr>
<tr>
<td>35-44 years old</td>
<td>75%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>70%</td>
</tr>
<tr>
<td>Female</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school degree</td>
<td>30%</td>
</tr>
<tr>
<td>Some college</td>
<td>35%</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>25%</td>
</tr>
<tr>
<td>Graduate educated</td>
<td>10%</td>
</tr>
<tr>
<td>Occupation</td>
<td>% of Total</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Clerical and sales workers, technician</td>
<td>35%</td>
</tr>
<tr>
<td>Skilled manual employees</td>
<td>20%</td>
</tr>
<tr>
<td>Machine operators and semiskilled employees</td>
<td>27%</td>
</tr>
<tr>
<td>Unskilled employees</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000-10,000 baht</td>
<td>55%</td>
</tr>
<tr>
<td>10,000 up -20,000 baht</td>
<td>35%</td>
</tr>
<tr>
<td>20,000 up -30,000 baht</td>
<td>10%</td>
</tr>
</tbody>
</table>

1.2 Psychograph. The Diamond drink’s target market is considered in the group of people who have a low education and low income as presented in Table 2. The potential customers tend to have the life pattern in a struggler style. The struggler style is likely to be conservative, traditional and religious. However, the target market of the Diamond drink prefers to participate in social rituals with friends as a main leisure activity. Therefore, they are more likely to consume products which are offered at a reasonable price and met their need.

Based on the psychographic pattern, the consumer behavior is considered as purchase-occasion variables.
Therefore, occasions affect the frequency of need such as regularity or occasion (Arens, 1999).

1.3 Geography. The average size of 3 provinces is 2,412,751 square kilometers: Kamphaengphet province covers 766,895 Square Kilometers, the size of Phichit province is 604,039 Square Kilometers and Phetchaboon province covers up 1,041,817 Square Kilometers as presented in Table 3. Kamphaengphet province has the population 766,895 which are male 381,399 and female 385,496. Phichit province presents the total number of population of 604,039: male 296,748 and female 307,291. The population of Phetchaboon province is 1,041,817 people: male 521,662 and 520,155 as shown in Table 3.

Table 3. The Geography of a Market Target: Kamphaengphet Province, Phichit Province and Phetchaboon Province

<table>
<thead>
<tr>
<th>Region</th>
<th>Size (Square Kilometers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kamphaengphet province</td>
<td>766,895</td>
</tr>
<tr>
<td>Phichit province</td>
<td>604,039</td>
</tr>
<tr>
<td>Phetchaboon province</td>
<td>1,041,817</td>
</tr>
<tr>
<td>Total</td>
<td>2,412,751</td>
</tr>
<tr>
<td>Region (Provinces)</td>
<td>Male</td>
</tr>
<tr>
<td>-------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Kamphaengphet</td>
<td>381,399</td>
</tr>
<tr>
<td>Phichit province</td>
<td>296,748</td>
</tr>
<tr>
<td>Phetchaboon</td>
<td>521,662</td>
</tr>
<tr>
<td>Total</td>
<td>1,199,809</td>
</tr>
</tbody>
</table>

According to Table 3, the population of these 3 provinces in northern Thailand is approximately 2,412,751 people. This advertising campaign is expected to reach 75% (1,809,563 people) of the market.

2. SWOT Analysis

2.1 Strengths. First, Chokbunpa Company has initially sold Diamond brand rice to the market in these areas before. The firm of the Diamond drink is that it already has acquainted customers who usually purchase Diamond brand rice. Second, Chokbunpa Company has introduced a rational price for the Diamond drink at 15 baht per bottle which is affordable. Finally, ingredients are derived from the nature combined with 7% of alcohol. Therefore, the strength of the Diamond drink is that it reveals an attractive alcohol beverage that offers another extraordinary alternative of drinks from the nature to social and traditional occasions.
2.2 Weaknesses. However, the Diamond drink still lacks of awareness in terms of the quality and creditability during the introductory period. Hence, the Diamond drink needs to build the attractive product image and position in a consumers’ mind in order to gain sales.

2.3 Opportunities. The economic aspect in Thailand is not really developed and grown at the first four months of year 2003. As the result, consumers tend to be more conservative, so they seek for products that can satisfy to their need with a reasonable price. Chokbunpa Company is concerned about this economic issue, so they have produced the Diamond drink with an affordable price to compete with competitors.

The consumer behavior of target groups appeals to attain social activities frequently with friends. Thus, the target market tends to consume alcoholic beverages regularly. In addition, the Diamond drink’s customers have the high involvement in terms of social rituals. This factor facilitates the sales growth of the Diamond drink.

2.4 Threats. Currently, few companies have also produced the same kind of a whisky. Hence, Chokbunpa
Company creates an advertising campaign in order to attain a superior image among competitors.

3. Competitive Analysis

The Diamond drink currently has 2 main competitors: Singnoom and Madanrat. Both Singnoom and Madanrat offer a whisky at 20 baht per bottle, with the same size as the Diamond drink (12 Fl oz). Their distribution also remains in these 3 provinces of northern Thailand. Additionally, their product is during an introductory period like the Diamond drink.

Table 4. Competitive Analysis

<table>
<thead>
<tr>
<th>Competitors</th>
<th>Price (Baht)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Diamond</td>
<td>15</td>
</tr>
<tr>
<td>2. Singnoom</td>
<td>20</td>
</tr>
<tr>
<td>2. Madanrat</td>
<td>20</td>
</tr>
</tbody>
</table>

Currently, Singnoom covers the highest market segment with 40%, Diamond remains 35% of market segmentation and Madanrat attains 25% of market segments as shown in Table 5.
Table 5. Market Share Analysis

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Diamond</td>
<td>35%</td>
</tr>
<tr>
<td>2. Singnoom</td>
<td>40%</td>
</tr>
<tr>
<td>3. Madanrat</td>
<td>25%</td>
</tr>
</tbody>
</table>

According to Table 6, Madanrat stays in the first position in allocating the advertising expenditure (58,000 baht). Chockbunpa Company spent the advertising expenditure on the Diamond drink’s promotion by 42,000 baht and Singnoom allocated 40,000 baht to its promotion as indicated in Table 6.

Table 6. Advertising Expenditure in the Year of 2003

<table>
<thead>
<tr>
<th>Brand</th>
<th>Advertising Expenditure (Baht)</th>
<th>$US</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Diamond</td>
<td>42,000</td>
<td>1,077</td>
</tr>
<tr>
<td>2. Singnoom</td>
<td>40,000</td>
<td>1,026</td>
</tr>
<tr>
<td>3. Madanrat</td>
<td>58,000</td>
<td>1,487</td>
</tr>
</tbody>
</table>

Related to the following Figure 3, each of them has individual perception in the market depending on the quality of a product and price. The Diamond drink appeals to have the stable price because it offers the good quality at a reasonable price. Therefore, Chockbunpa
Company may exploit this point to gain their market share.

<table>
<thead>
<tr>
<th>Expensive</th>
<th>High quality</th>
<th>Reasonable price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madanrat</td>
<td>· Diamond</td>
<td>Singnoom</td>
</tr>
</tbody>
</table>

Figure 3. The Product Perception

Advertising Plan

1. Goals

This advertising plan is conducted in order to increase awareness of customers toward the Diamond drink during an introducing period to the market. Additionally, it utilizes marketing strategies to achieve advertising objectives.

According to Figure 4, the position of the Diamond drink is expected to move from the current situation to
the higher perception after an advertising plan is completed.

Figure 4. The Expected Product Perception

2. Advertising Objection

- To create the superior product position and product image of the Diamond drink in northern Thailand.
- To increase awareness of the target market toward the Diamond drink.

3. Budget

This advertising campaign is estimated media expenditures about 100,000 baht for launching a 1 year campaign. These advertising expenses are allocated to
different media outlets: radio, billboards, posters and newspapers.

4. Media Determination

Radio is the electric media, used to be called the broadcast, and utilized as a tool to reach numerous consumers in a large size of geography (Arens, 1999). The time of two major radio stations which are FM 104.25 MHz and FM 95 MHz will be purchased to advertise the Diamond drink because they are the well-known local radio station in the market area.

Billboards are the outdoor advertising that aids a company to produce a local firm. They are very an important medium of the marketing communication in a specific area. The target audience is not only aware of advertising from driving by those billboards, but these billboards also create the positive attitude in consumers toward the Diamond drink in specific areas.

Posters are exploited to increase the attention of the Diamond drink at the point of purchase. They are attached at retail stores in these 3 provinces of northern Thailand.

Transit advertising, attached by buses and taxies in local routes, is a strategy used to build awareness and
to create the brand recognition among target audiences. It costs less and it is effective in delivering a planned message to potential consumers.

5. Message Strategy and Tactics

As indicated, the Diamond drink still lacks the awareness and marketing position compared with competitors. The Diamond drink does not have a product slogan or concept to reveal the product quality. Therefore, designing a slogan can create the brand personality and image to be more unique and dominant among competitors.

"The natural fun created by the Diamond quality" is a slogan of the Diamond drink that will be utilized in presenting its characteristics. The fun, a crucial theme, tells target audiences whenever they want to have fun, so the Diamond drink is the first alternative to be chosen.

"The Diamond quality" highlights the crucial feature of natural ingredients with the purpose of changing the customer’s attitude and the product perception.

6. Allocated to Advertising

Advertising expenditures are mainly allocated to radio (50,000 baht) because it is more expensive compared to other mediums. Chockbunpa Company will spend 30,000
baht on billboards, 15,000 on posters and 5,000 on transit advertising.

Table 7. Media Expenditures

<table>
<thead>
<tr>
<th>Media Outlets</th>
<th>% of Total</th>
<th>Budget (Baht)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>50%</td>
<td>50,000</td>
</tr>
<tr>
<td>Billboards</td>
<td>30%</td>
<td>30,000</td>
</tr>
<tr>
<td>Posters</td>
<td>15%</td>
<td>15,000</td>
</tr>
<tr>
<td>Transit advertising</td>
<td>5%</td>
<td>5,000</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100,000</td>
</tr>
</tbody>
</table>

7. Advertising Schedule

This advertising campaign is going to launch for 1 year from January 2004 until December 2004. The distinctive amounts of advertising expenditure are utilized due to various involvements, such as holidays and traditional occasions. For instance, in April, the advertising expenditures will be increased because from the 13th to the 18th of this month is a traditional Thai New Year. Hence, people usually purchase a lot of beverages in order to celebrate with family, relatives and friends, so alcoholic beverages are highly consumed during this season. Likewise, the 31st of November and the first of January are the long holiday and New Year, so
advertising expenditures will be additionally spent during these periods in order to encourage customers in a making decision process. Besides, the introductory period also influences additional media expenditures in first 3 months: January, February and March in order to enhance the brand recognition of the Diamond drink as shown in Table 8.

Table 8. Media Schedules and Expenditures within a Year of 2004

<table>
<thead>
<tr>
<th>Schedules (2004)</th>
<th>Radio (Baht)</th>
<th>Billboards (Baht)</th>
<th>Posters (Baht)</th>
<th>Transit ad (Baht)</th>
<th>Monthly expend</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>6,000</td>
<td>3,500</td>
<td>2,000</td>
<td>1,000</td>
<td>11,500</td>
</tr>
<tr>
<td>February</td>
<td>4,000</td>
<td>3,000</td>
<td>2,000</td>
<td>500</td>
<td>9,500</td>
</tr>
<tr>
<td>March</td>
<td>3,000</td>
<td>1,500</td>
<td>2,000</td>
<td>500</td>
<td>7,000</td>
</tr>
<tr>
<td>April</td>
<td>5,000</td>
<td>4,000</td>
<td>2,000</td>
<td>500</td>
<td>12,500</td>
</tr>
<tr>
<td>May</td>
<td>4,000</td>
<td>2,000</td>
<td>1,000</td>
<td>200</td>
<td>7,200</td>
</tr>
<tr>
<td>June</td>
<td>2,000</td>
<td>1,000</td>
<td>500</td>
<td>200</td>
<td>3,700</td>
</tr>
<tr>
<td>July</td>
<td>2,000</td>
<td>1,000</td>
<td>500</td>
<td>200</td>
<td>3,700</td>
</tr>
<tr>
<td>August</td>
<td>4,000</td>
<td>2,000</td>
<td>500</td>
<td>-</td>
<td>6,500</td>
</tr>
<tr>
<td>September</td>
<td>4,000</td>
<td>2,000</td>
<td>500</td>
<td>200</td>
<td>6,700</td>
</tr>
<tr>
<td>October</td>
<td>5,000</td>
<td>2,500</td>
<td>500</td>
<td>200</td>
<td>8,200</td>
</tr>
<tr>
<td>November</td>
<td>5,000</td>
<td>3,500</td>
<td>1,500</td>
<td>500</td>
<td>10,500</td>
</tr>
<tr>
<td>December</td>
<td>6,000</td>
<td>4,000</td>
<td>2,000</td>
<td>1,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Total</td>
<td>50,000</td>
<td>30,000</td>
<td>15,000</td>
<td>5,000</td>
<td>100,000</td>
</tr>
</tbody>
</table>
7.1 Radio. The broadcast advertising will be informed of a sponsor from 7:00 am. - 9:00 am. due to the potential target group is mainly in the age of 35-44 years old and slightly in the age of 25-34 years old. Therefore, they tend to listen to radio in the morning before they go to work or when they are in the car on the way to work.

7.2 Billboards. This advertising campaign distributes the different numbers of billboards into 3 provinces of northern Thailand: Kamphaengphet province (50%), Phichit province (25%) and Phetchaboon province (25%). Billboards for advertising of the Diamond drink will be mostly positioned in Kamphaengphet area because this province covers the largest market compared with the other two provinces. All billboards will be located nearby the main cross-roads such as business areas, plazas and shopping mall.

7.3 Posters. Posters are additionally placed at retail stores: in Kamphaengphet province (50%), Phichit province (25%) and Phetchaboon province (25%).

7.4 Transit Advertising. Advertising posters are attached at taxies and buses in local routes among those
3 provinces. The transit advertising assists to increases awareness of a product in these specific areas.

Sale Promotion Strategy

The sale promotion strategy is utilized to an advertising campaign in order to encourage the trial action and to gain sales of the Diamond drink.

Promotions

1. Sales. A package deal is available when consumers purchase a dozen pack of the Diamond drink. It costs just only 160 baht in stead of the original price 180 baht per a dozen. Thus, a value drinking package can aid to increase sales of the Diamond drink.

2. Coupons. In order to gain the market share, a discount coupon of 1 baht is enclosed at each bottle in order to encourage consumers for the future purchase. The coupon promotion will be offered for first 6 months. This marketing tactic will not only attract potential customers but also directly assist the company to raise sales.

Advertising Ethic

Based on the responsibility of an advertiser and lawsuit, the warning of the alcohol consumption will be
displayed on some spots of the advertising platform and media. "Consuming alcohol can reduce the ability of driving" warns a customer to be aware of results of drinking alcohol. Hence, this message helps to prevent a purchaser from the drinking abuse.

Summary

This chapter introduces the implication of advertising and marketing strategies in creating an effective advertising plan of the Diamond drink. This advertising campaign is conducted for one year from January 2004 to December 2004 focusing on 3 provinces of northern Thailand. Practically, the internal and external forces of a company become the crucial analysis that presents the market opportunity. This chapter presents: an overall of the Diamond drink's market, promotion opportunity analysis, advertising plan, sale promotion strategies and advertising ethics. The following chapter presents an evaluation of the advertising campaign and conclusion.
CHAPTER FIVE

THE EVALUATION

There are a variety of ways to evaluate the effectiveness of advertising such as survey, sales growth measurement and the number of discount coupons (Pride & Ferrell, 2000). They involve measuring accomplishments of advertising objectives, assessing effectiveness of copy, design, or layouts, and evaluation certain media (Pride & Ferrell, 2000). The numbers of discount coupons used show the consumer’s reaction toward advertising.

Additionally, the sales growth measurement is a useful method in evaluating an advertising campaign once it is executed. Therefore, the sales growth measurement determines the product position improvement, customer’s feedback, and awareness of the target market. The goal of this campaign is to increase the sales and profits of the Diamond drink. To evaluate the success of an advertising campaign, the sales growth of the Diamond drink is primarily determined. Currently, the company benefits from the Diamond drink 1,000,000 baht ($25,641). Subsequently, the sales of the Diamond drink are expected
to increase 30% in 2004 and 35% in 2005 as presented in Table 9:

Table 9. The Sales Growth in 2004-2005

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Revenue Growth</th>
<th>Sales (Baht)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>30%</td>
<td>300,000</td>
</tr>
<tr>
<td>2005</td>
<td>35%</td>
<td>350,000</td>
</tr>
</tbody>
</table>

According to Table 9, sales in 2005 are expected to be higher than sales of a year 2004 because after Chokbunpa Company constantly advertises the Diamond drink for 1 year to reinforces the brand recognition in the target market. The Diamond drink, then, tends to have more creditability from this advertising plan from the consumer’s perspective. This advertising campaign distributes the distinctive amounts of advertising expenditures in different periods within a year. Advertising expenditures are additionally spent during holidays such as New Year, Labor Day and Mother Day in order to gain awareness and brand preference. Furthermore, the trend of sales growth during launching an advertising campaign is also variable depending on advertising and marketing promotion during each period of year as shown in Figure 5.
Figure 5. The Sales Growth from January 2004 – December 2004

The Survey

However, another method to measure the effectiveness of advertising is to conduct the survey after launching the advertising campaign. The survey is also included in the evaluation of an advertising plan. It is utilized to evaluate its effectiveness and provide useful information to improve the advertising plan for the company in the future. This survey focuses on evaluating an advertisement plan after it is accomplished.
1. The Objective of the Survey

The objective of this survey is to evaluate the effectiveness of an advertising plan after executing a campaign. An evaluation of advertising effectiveness after a campaign is completed is called the posttest (Pride & Ferrell, 2000). The survey is a crucial tool that evaluates the effectiveness of an advertising campaign due to the fact that the survey directly illustrates the perspective of the target audience toward the advertisement. The purpose of this survey is to evaluate and reassess an advertising plan and perhaps also to comprehend why it is or is not working (Batra & Myers, 1995). The survey of advertising essentially evaluates brand awareness, brand image ratings, occasions of use, and brand preference (Batra & Myers, 1995).

This survey is conducted in three provinces of northern Thailand. The goal of a survey is to evaluate the effectiveness of an advertising plan after executing a campaign. The survey is generated for 3 months from January 2005 to March 2005. Findings of this survey are utilized to improve an advertising campaign in the future.

A total of 60 people are randomly selected in areas conducting a campaign. They are questioned about the
recognition of each advertising tool such as radio commercials, billboards, and transit ads.

2. Procedures and Instrumentations

First, the time in conducting surveys is limited from January 2005 to March 2005. This survey utilizes focus groups due to the fact that they are inexpensive as well as reliable.

The questionnaire emphasizes the effectiveness of each media vehicle. For instance, how and which medium audiences hear about the Diamond drink such as radio commercials, transit ads, and billboards. Another instance, which media vehicle influences them the most?

In terms of evaluating the creation of brand characteristic, it is examined through a survey of what audiences currently think about the Diamond drink. The focus group is chosen from areas in which the advertising plan is conducted. Focus group participants are randomly asked to fill out the provided questionnaire. Next, completed questionnaires are gathered. Finally, collected data is analyzed by the SPSS program and processed to survey results. Eventually, findings are analyzed and utilized to develop the advertisement plan in the future.
3. Participants

A total of 60 people are randomly chosen to participate in the survey. This survey attempts to attain participants who are in the age groups of 23 - 34 years old, and 35 - 44 years old, which are presented as the target market.

4. Limitation

As indicated, this advertising plan is launching in 3 provinces. Therefore, the survey is limited in areas of those 3 provinces as well.

Recommendation

In the long run, Chokbunpa Company may reduce its advertising cost in low seasons, yet substantiate Diamond’s sales by utilizing the marketing promotion instead. For instance, discount coupons and sweepstakes may be increased. On the contrary, during holidays, the advertising is an effective tool to alter the consumers’ attitude and gain sales.

Indeed, this advertising plan enhances awareness of Diamond’s situation in the marketplace as it is compared with competitors. To find the market position after executing an advertising battle, the survey and sales...
growth measurement need to be evaluated. The marketing strategies are also associated with enhancing the ability of this campaign. Significantly, the advertising ethic is bound to defend consumers from drinking abuses and other negative results.

Summary

Chapter five presents how to evaluate the effectiveness of an advertising campaign. The sales growth is used to measure the capacity of this advertising plan by estimating sales of the Diamond drink from 2004 to 2005. The survey is used to evaluate the effectiveness and outcome of advertising after it is completed.
REFERENCES


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