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CHATCHAVAL PHETSUWAN : THE MAKING OF ADVERTISING "HEROES" IN
TELEVISION COMMERCIAL 1990-1992. THESIS ADVISOR : ASSO. PROF.
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The purpose of this study is to make explicit the presentation and form of advertising "Heroes" in television commercial.

The results of the study showed that "Heroes" in television commercial was counted as one of forms of creativities. The "Heroes" were usually presented in correlation with products or services by making use of their goodness and trustworthiness as product and service properties. This was to develop images of products and services to meet marketing objectives.

"Heroes" presentation could be divided into 2 types as follows :

The first type were

"Heroes" from fighting and competition. The "Heroes" of this type were always highly successful. They had face a lot of obstacles with patience they met success which highly applauded by public.

The second type were

"Heroes" who were courageous and ready to risk to suffer death for making advantage and common good and eventually met success.

The results also showed that the "Heroes" were related with external factors as sex, age, target groups and unlimited types of products and services. Therefore, the case study also depended on various types of products and services.