

Project Title	Integrated Digital Literacy & Internal Brand Communication
Project Credits	6
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Field of Study	Design and Planning
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## ABSTRACT

The purpose of this research is to understand Integrated Digital Literacy and select a suitable digital communication application to create effective Internal Brand Communication within an organization. In this research, an organization named Siam City Cement Public Company Limited is selected as a case study. To be successful in business, an organization must create brand awareness to external and internal. Especially inside the organization, employees are represented as the brand ambassadors. At SCCC, the problems that are found can be stated as the current digital communication applications or software creates one-way communication and makes ineffective internal brand communications. The results are as follows: (1) internal communication perception (2) perception of the organization (3) organizational culture (4) resistance of engagement (5) knowledge and self-development (6) working relationship and (7) working with no collaboration. The research methodology of this study can be explained in four steps. The first step is to explore and state the problems of the current internal communication process. The second step is to collect information and insight need from user insight survey. The third step is to create the first draft application prototype based on the findings of the first two steps. The final step is co-creation, as employees test an application prototype and give feed back to implement the application. From the findings, internal communication process needs to be controlled by a single department to create the unity of communication. “Heart INSEE” an application that is implemented to replace the current digital applications. The difference of this application is the new experiences in receiving internal brand communication. This application is designed to make employees feel that they are a part of the organization by two-way communication, build working collaboration, easily access to any device and platform, feature the function of building brand royalty and receive awards through gaining “Hearts”.

**Keywords:** Siam City Cement / integrate / digital literacy / internal brand communication / brand / application / co-creation / two-way communication