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NATHAPORN SATIRAKUL : THE PROMOTIONAL PROCESS OF GRAMMY
ENTERTAINMENT'S POPULAR SINGERS. THESIS ADVISOR : ASST. PROF.
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The objective of this research is to study the way in which Grammy Entertainment promotes its popular singers, looking both at the strategy and the process. The analyses are based on the cases of four popular singers of the company: Christina Arquelar, Malewan Jemina, Saowalux Leelabeut and Jakgapan Arbkonburi.

Results indicate that, to create popular singers, the Grammy Entertainment Company follows the marketing communication and image building approaches. The process can be divided into several stages. The company usually looks for a singer, assesses his/her ability, provides singing lessons, figures out appropriate concepts for new songs, writes lyrics and melodies and finally records the songs.

The company uses the marketing promotion and the image building approaches, by adapting the singers' role and characters to the songs. It mixes the qualities of the songs and the singers to create selling points. The images of the singers are created as a part of its marketing and public relation plans by using various media such as music videos, television, radio programs and newspaper.