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SIRIKUL LIMLANJAKORN : THE PROCESS OF THE IMAGE-MAKING OF
NEW BMW 5 SERIES THROUGH MASS MEDIA. THESIS ADVISOR : ASSOC.
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This study examines the image-making process of the new BMW 5 series in Thailand, looking specifically at how mass media were used as marketing channels to build an image that would be widely recognized by the public and the target market.

Results of this case study indicate that mass media played a major role in building the image of the automobile, especially the common image help by the public.

Results also show that the automobile images as perceived by three groups of Yontrakit's audiences : the mass media, the public and the target customers, are not equally vivid, because of the different marketing strategies and the amount of information Yontrakit provided for three groups. Nevertheless, they were along the same line and complemented one another in projecting the BMW 5 series as a deluxe, expensive, quality automobile, an image widely recognized today by Yontrakit's target customers.