

C550505 : MAJOR MASS COMMUNICATION

KEY WORD: CREATIVE PROCESS/STRATEGIC PRESENTATION/LAUNCHING NEW PRODUCTS
PHANGA CHANTHIENG : THE CREATIVE PROCESS OF STRATEGIC
PRESENTATION FOR LAUNCHING NEW PRODUCTS BY THE C.M. ORGANIZER
CO., LTD. B.E. 1992-1993.

This research is intended to present an understanding and explain the creative process of strategic presentation of launching new products by the C.M. Organizer Co., Ltd. B.E. 1992-1993. The intention is to increase total sales and create a good image for the merchandise. The study has been selected only for the launching of three new products, i.e. the launching of "Wave" cigarette, the launching of "SAAB" car, and the launching of "Agelis" satellite disc, by utilizing in this research a line of thoughts in connection with the presentation, Presentation as a discourse, Media is a message, a line of thoughts from ideal to image, and cultural theory of postmodernist consumers.

The result of the research indicates that important components of work production for presentation comprise of the following:

1. Construction or atmosphere design
2. Media
3. Light & Sound
4. Entertainment

and

Regarding the creative process of strategic presentation for launching new products, there are 4 stages of working as follows: 1. client's brief 2. Creative and planning 3. Production 4. Presentation

The creative and planning stage will cover the laying out of plans and the work procedure, which is a setting of strategic presentation of the main components for producing planning in the launching new merchandise. The organizer engaged will keep in mind mainly the customer's intention, then separates it into main concepts, planning and procedure in arranging the launching in order to create a good image for the product. It depends on the creating of a false situation and other components in putting together the discourse, utilizing the media that are not only for communication, but the media that will create a meaning. This will give participants creative image and simulation for the required simulacrum. Moreover, other special incentives are used to stimulate the situation, such as, drawing of lots, presenting gifts, arranging contests, or offering rebates, replacements, give-aways, and complimentary gifts. The above will induce requirements and a faster decision.