

**## 418 53275 28 : MAJOR ADVERTISING**

**KEY WORD : BRAND PERSONALITY**

**SUMONTIP TAN-ATIKOM : BRAND**

**PERSONALITY STRATEGY OF BEAUTY**

**SHAMPOO. THESIS ADVISOR : ASSOC. PROF.**

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The purposes of this research are to study about brand personality strategy of beauty shampoo and to study about brand personality of beauty shampoo projected on the advertisement. The research methodology was the qualitative research by interviewing 13 advertising professionals involving brand personality strategy of 5 beauty shampoos i.e. Sunsilk, Pantene, Organics, Lux Super Rich and Lavenus comprising of analyzing the content of 35 TVCs., as tool in building brand personality of beauty shampoo, airing in 1 year from January to December 1999.

The result shows that the implementing a brand personality strategy of most beauty shampoos processes from researching brand personality association, targeting a brand personality and executing brand personality. In the first step, most processing this use 2 methods of the qualitative research together, namely, free association including asking consumers to relate brands to people. In the second step, most processing this compare brand personality association obtained through the first step to the target consumer 's ratings of their own personality, both actual and aspired-to. Half researches about the social trend. In the last step, all use the key advertising elements supporting brand personality in TVCs i.e. endorser, user imagery, executional elements and symbols except consistency.

The findings of the content analysis are that some executes the brand personality specified, other executes the brand personality incomplete and unspecified instead and only one executes the brand personality unspecified.

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