

# # 438 51166 28 : MAJOR ADVERTISING

KEY WORDS : CREATIVE STRATEGIES / INFORMATION CONTENT / THAI  
MAGAZINE ADVERTISEMENTS

MOOKPIM CHULPONGSTORN : CREATIVE STRATEGIES AND  
INFORMATION CONTENT IN THAI MAGAZINE ADVERTISING. THESIS  
ADVISOR : ASST. PROF. SARAVUDH ANANTACHART, Ph.D. 183 pp. ISBN  
974-17-0329-5

The purposes of the research "Creative strategies and information content in Thai magazine advertising" were to study: 1) the usage of creative strategies in Thai magazine advertisements, 2) the difference in creative strategies used among the 10 product categories chosen, 3) the usage of information content in Thai magazine advertisements, and 4) the difference in information content used among the 10 product categories chosen. Content analysis methodology was used to analyze 1,044 Men's (GM and Esquire) and Women's (Dichan and Preaw) magazine advertisements published in 2000.

The results indicated that transformational message strategies were used more often in magazine advertisements than informational ones. For subcategories message strategies, brand image and user image were the most frequently used ones depending upon types of magazine and product category. Besides, it was found that Thai magazine advertisements were highly informative; advertisements in Women's magazines were generally more informative than those in Men's magazines. Advertisements for retail stores and service, financial institution, and personal products were the most informative advertisements. Finally, availability and performance were the information cues used most often in Thai magazine advertisements.