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The objective of this research is to examine factors affecting the media planning strategies in advertising and the creative process in each market situation. The analyses in this qualitative research are based on several theoretical frameworks such as the marketing planning, the product positioning, the consumer motivation, the sign, the creative thinking and the media planning strategy approaches. The results of this research are as follows:

Factors affecting the media planning strategies and the creative process in advertising can be extraneous or intraneous. Intraneous factors include the structure of individual project, the management policy and the marketing objective in each situation. Extraneous factors include consumer behavior, competitors, economic, political and social situations, media cost and characteristics etc.

The creative process of condominium advertising primarily uses the product centered approach which emphasizes on providing details about the product. It also uses the prospect centered approach to reflects the characteristics of the target consumer. This approach makes the advertisement more interesting and downplay the commercial objective.

Since condominiums are durable and expensive products, consumers need a lot of information to make a decision. Media that can provide details, such as newspapers, are, therefore, most often used for condominium advertising. Billboards are also used to remind potential buyers of the products whereas television serves only as a supportive media for promotion since it is the most expensive media.