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YUKHONRAT CHETANATHAMACHAK : IMAGE MAKING STRATEGIES OF THE KITA RECORDS COMPANY LIMITED'S THAI SINGERS DURING 1988-1991. THESIS ADVISOR : ASSO.PROF.NANTAWAN SUCHATO, Ph.D., 133 PP.
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The objective of this research is to study "image-making" strategies of Kita Record's singers during 1989-1992. Effective components involved in the successful process of image building and promotion were analyzed. Image theory and product positioning were combined to be used as a conceptual framework of the study.

Findings demonstrate that significant factors play a vital role in an effectiveness of the singers' image creation are:- (1) movie or television star; (2) a new image built upon the person's main characters (3) good quality of songs (4) attraction to the target audience. The strategic method was based on (a) singers' personality (b) creativity of a producer (c) type of product sponsor.

In addition, there were differences in promotional plans for media channels. An emphasis of publicity was placed on television and printed media for the sale of attractive and good looking singers. Radio Channels were reserved specifically for promotion of quality singers who lacked of good personality. To conclude, Kita Record appears to have a unique style for their singers' image making. The company always comes up with new ideas of image to promote their singers and is less likely to imitate their competitors.