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USNA PHUMIPAK : MEDIA STRATEGIES FOR FITNESS CENTRE PROMOTIONS:

ASST. PROF KWANRUEN KITIWAT. 127 PP. ISBN 974-584-681-3

The objective of this research is to study the media strategies most applicable for fitness centre promotions. An analysis of salient factors accounted for in the process was made by an integration of "health behavior" theory and media promotion approaches as a conceptual frameworks of the study.

Research results concluded from depth interview of the executives or entrepreneurs along with the content analysis of the institutes' publications, television advertising messages, and radio spots have shown that there is a similiarity in a combination of various media utilization among these fitness centres. However, the difference was found in the style of media presentation due to their organizational structure of business. That is Philip Wain as an international institution will focus on huge volume of media use. Meanwhile, the World Club would rather use various media in the "Thai conceptualization". For Sunee Yoga Centre, the emphasis is placed on useful health information rather than image building as the others.

In addition, there were differences in promotional strategies for media channels and the application of motivation techniques such as celebrity and expertise of people, emotional or rational appeals as appeared in the institutes' publications and ad spots of television and radio.

To conclude, significant factors concerning characteristics of institutional structures, budgeting, policy and media planning to reach their target customers, can affect media strategies of these fitness centres.