

# Integrated Marketing Communications:

*Connecting with Consumers* in the  
Seamless World



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# The “Creative” Work: The Enchanting Connector



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# Agenda

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- Review and admin
- Creative
  - Intro
  - Process
  - Workshop
  - Production process
  - Consideration
  - Evaluation
  - Final thought



# Review

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# Review

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- Message
  - Intro
  - Role in IMC
  - Concept in message design
  - Message design techniques
  - Receiver
  - Sender



# Admin

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# Creative: Intro

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# Creative

- From Message to Creative; Meaning



# Creative: Attraction & Format



# Attraction

Includes...

- Fear
- Humor
- Nostalgia
- Sexual attraction
- Popularity
- Scarcity



# Presentation format

Includes...

- Slide-of-life
- Testimonial
- Comparison
- Demonstration
- Fantasy
- Tactical execution

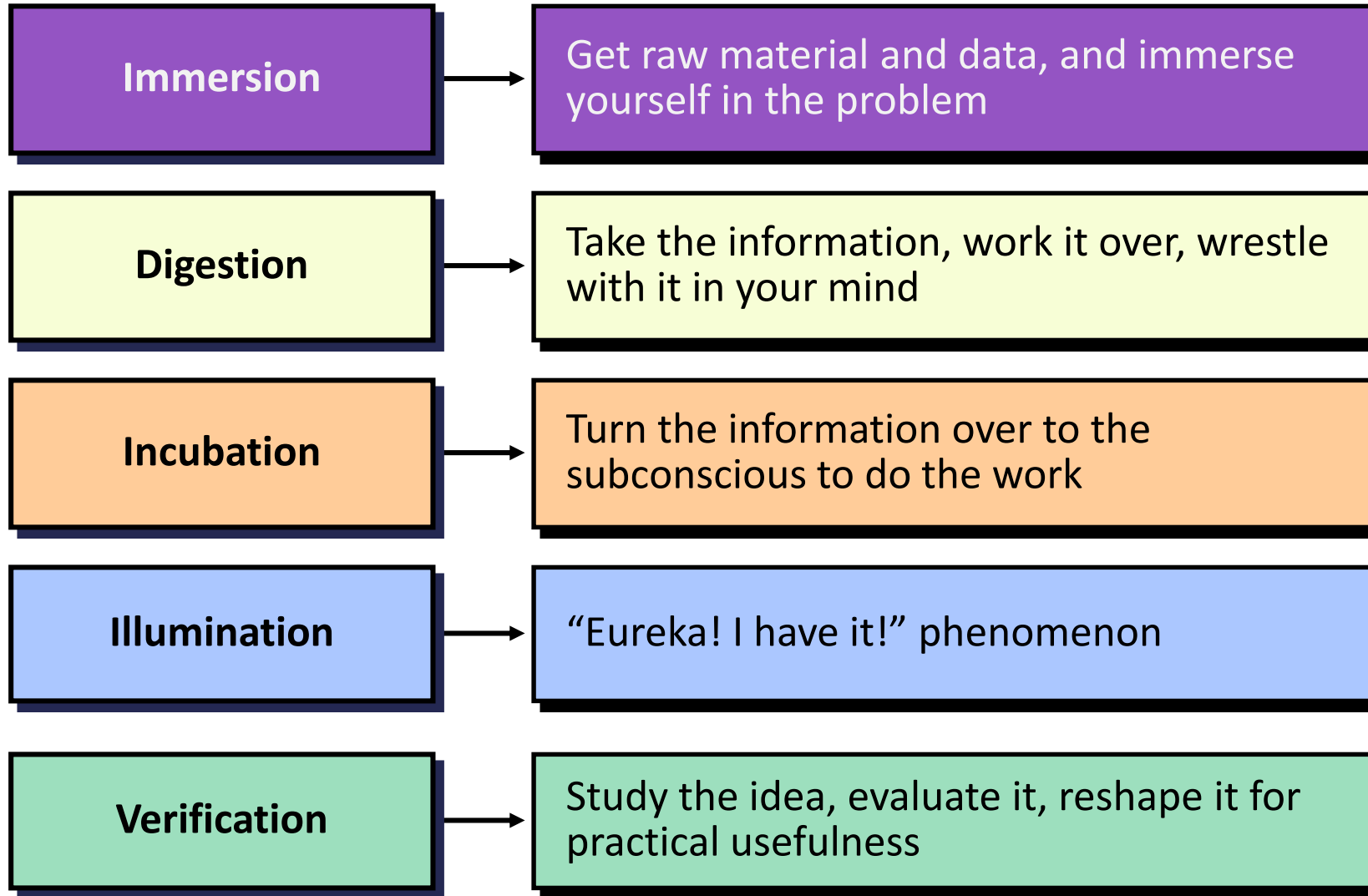


# Creative: Process

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# Young's Creative Process





# Creative: Workshop

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# Creative: Production Process



# Creative Consideration

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# Creative Consideration

- Verbal
- Non-verbal
- Format e.g. ฟังก์ชันนิมิต



# Creative Consideration: Digital

- Fluid
- Fit with device (Mobile, PC, tablet)
- Portrait as default in mobile
- Fit with system (IOS, android)
- Beauty vs Speed
- Connected (with other media)



# Creative Evaluation

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# Creative Evaluation

- โดน - ใจ - สื่อ (pg.167)

- โดน: **Resonate** with Consumers
- ใจ: **Reflect** Positioning
- สื่อ: **Relay** (Convey the key message)



# Creative: Final Thought

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