

Faculty of Economics  
Thammasat University

**BE**  
Bachelor of Economics  
Thammasat University

**MK 422 Marketing Strategy for Entrepreneurs (Class 11)**

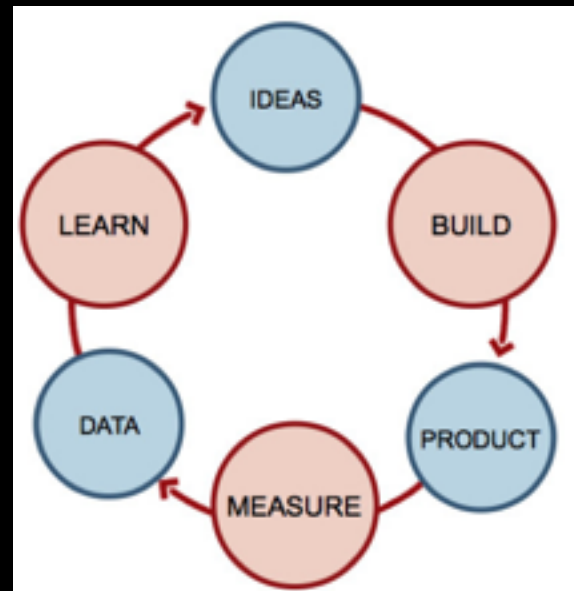
# Advertisement

## Presenting Your Business for Maximum Impact



# Course Schedule (Post-Mid Terms)

## Lean Startup



## Marketing and Positioning Your Brand



## Consumer Behavior and Branding



## Advertisement



## Pricing and Sale Strategy



## Change Management



## Presentation and Pitching



# Advertising

'advər,tīziŋg/



A form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action.

**There are**  
**2 major types**  
**of advertising.**  
**Can you see the**  
**difference in these**  
**videos?**



## 2 Types of Advertisements:

**Brand**

**Benefit**

# PCAN Model

- **P**roblem
- **C**ause
- **A**nswer
- **N**et Benefits



# A Tool to Make Your Ad Much More Memorable

**S U C C E S S S**

**S**implicity

**U**nexpectedness

**C**oncrete

**C**redible

**E**motiona

**S**torie**s**-based

# Simplicity

1. Easy to understand but **NOT** dumbing down
2. Prioritize your content and find the core messages
  - “less is more” in many presentation cases
  - “What are the essential messages in my presentation?”

## **THE RULE OF THREE**

3. Begin your presentations based upon upon your audiences’ existing knowledge
  - use **analogies and comparisons**

Beware of the  
**Curse of  
Knowledge!**

# Unexpectedness

- Surprise them
- Break their guessing machines to get their attention
- Get them to want to hear you! - Curiosity Gaps

# CConcrete

- Lots of examples - use this as the main backbone of your presentations
- Paint a mental picture
- Data/Stats makes things tangible
- Makes the abstract easy to understand

# Credible น่าเชื่อถือ

- Outside authorities lend weight to your words
- Things that “just make sense” to the audience are the most Credible



# Emotional

- Get people to care
- Spell out the benefits (The right “**You**”)



# Stories-based

- Engages people
- Acts as a flight simulator for Audience
- Can inspire people to action
- Use Stories as the “Flow Theme” of the presentation

# 8 Advertising Patterns

1. **Unification**
2. **Activation**
3. **Metaphor**
4. **Subtraction**
5. **Extreme Consequence**
6. **Absurd Alternative**
7. **Inversion**
8. **Extreme Effort**

# 1. Unification

**Unify your message  
with the medium  
(television, billboard,  
radio or real world  
object)**





## 2. Activation

The audience can interact with the ad in physical or mental way in order to receive your message





### 3. Metaphor

Takes a well-recognized and accepted cultural symbol and manipulates it to connect to the product, brand, or message.

# 4. Subtraction

**Tell the story  
without showing  
your product until  
the very end for a  
memorable  
surprise**

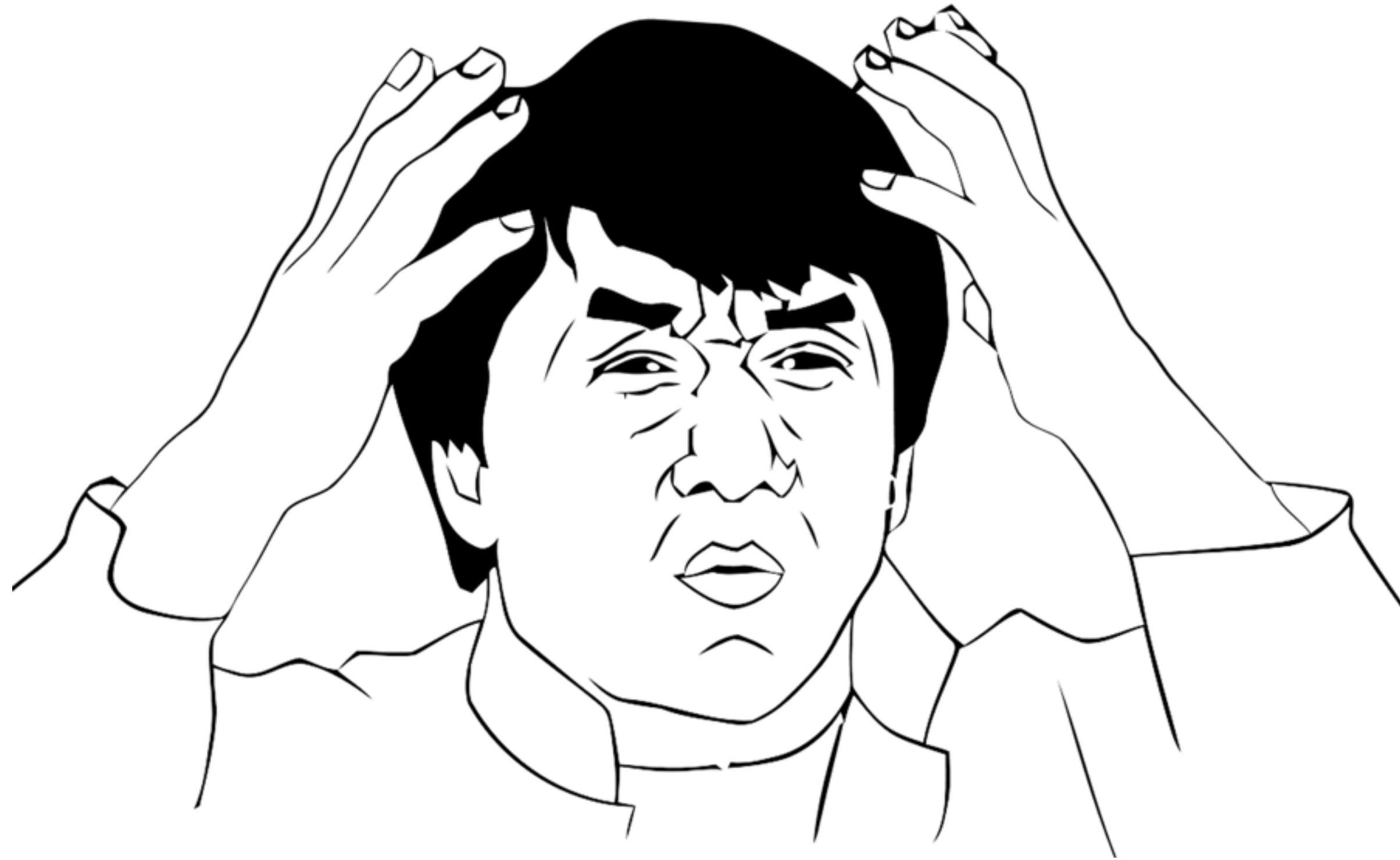


# 5. Extreme Consequence

Over  
exaggeration of  
the promise is  
viewed as clever  
and credible  
versus traditional  
exaggeration.



# 6. Absurd Alternative



How would the  
customers  
**absurdly**  
achieve the same  
desirable  
outcome without  
your product

# 7. Inversion

What would happen if the audience didn't have the product...in an extreme way, the benefits **“lost”** by not using the product.





## 8. Extreme Effort

1. How much effort your customers willing to do to get product/service
2. How much you are willing to do to provide product/service