

THESIS TITLE	BRAND COMMUNICATION STRATEGIES OF LOLANE Z-COOL THAT AFFECT THE SUCCESS OF THE BRAND
KEYWORD	COMMUNICATION STRATEGY, BRAND PRODUCT, GENERATION Z, INTEGRATED COMMUNICATION, BRAND SUCCESS
STUDENT	NOPPAWAN KONGVISAIK
THESIS ADVISOR	DR.WILAIHORN CHIRAWATTANASATE
LEVEL OF STUDY	MASTER OF COMMUNICATION ART
FACULTY	COMMUNICATION ARTS SRIPATUM UNIVERSITY
ACADEMIC YEAR	2018

Abstract

The purposes of this study on “ Brand Communication Strategies of Lolane Z-Cool that Affect the Success of the Brand” were as follows (1) to study the demography affecting communication strategies of Lolane Z-Cool, (2) to study the current communication strategies of Lolane Z-Cool affecting brand's success, (3) to study integrated communication strategies of Lolane Z-Cool affecting brand's success, and (4) to study awareness of z-generation affecting communication strategies and success of Lolane Z-Cool. This qualitative research collected data by depth interviewing and using quantitative research.

Speaking of the qualitative research, the depth interview was conducted with personnel related to strategic planning, marketing, and organizational communication of Lolane Z-Cool as well as scholars and communicators. Each group consisted of 3 participants.

For the quantitative research, a questionnaire was used to gather the data from 400 samples between the ages of 13 and 23 years. The questionnaire was published on Facebook Page of Lolane Z-Cool.

The results showed that most samples of this study were male. Most of them were in the age group of 14 while very few samples were in the age group of 22. Moreover, their average monthly earnings were 6,236.68 baht.

When considering the brand communication of Lolane Z-Cool via mass media, the findings indicated that magazines and television had effects on the perception at the highest level with a mean of 3.61. In the aspect of offline marketing activities, the brand communication of Lolane Z-Cool through activity booths in public, premium distribution, and sponsorship for university activities could significantly increase the perception of Generation Z with the mean of 3.60. Furthermore, when considering the brand communication via online media and activities, Facebook had an influence on the perception at the high level with the mean of 3.43.

For the brand communication via brand ambassadors, BNK48, through several media, the results demonstrated that BNK48 could enhance the perception of Generation Z since the samples could recognize the identity, the image, and the outstanding points of Lolane Z-Cool. They also perceived that Lolane Z-Cool became a more modern brand due to the use of brand ambassadors including 16 main members of BNK48—Cherprang, Pun, Music, Mobile, Korn, Kaew, Pupe, Jane, Orn, Jennis, Kaimook, Jaa, Satchan, Namneung, Noey, and Tarwaan. The image of BNK48 was concordant with Lolane Z-Cool and it was applied to the brand communication through both online and offline media such as Facebook Page, Instagram, Twitter, social media, articles on websites, promotion activities, and premium distribution. The mean of brand communication via the brand ambassadors was at 3.89.

According to the qualitative research, the findings illustrated that Lolane Z-Cool applied both online and offline media to the brand communication strategy. For this year, the core brand message was “Cool Life Cool Hair with BNK48” which aimed to turn the brand image into modern Japanese style to suit Generation Z. After the use of

BNK48 as the brand ambassadors, it was found that Generation Z men, working-age customers, and even Generation Y were more engaged in the online media of Lolane Z-Cool.

As a way to work out the communicational strategies for the Lolane Z-Cool brand, researchers concluded that the brand will have to place their efforts on developing credibility within its target groups and position their communication message clearly for the brand to be effective. Through online media and integrated marketing promotional activities, consumers will be able to get close and involve themselves and relate more to the Lolane Z-Cool brand. In doing so, it will create brand awareness, and increase the customer base for the generation Z target group and allow the brand Lolane Z-Cool to be relatable to them (generation z) in the near and promising future.