CREATING DIGITAL EXPERIENCES FOR THE BUSINESS OF TOMORROW



READ ME

## WHO WEARE. DRIVEN BY DATA, INSPIRED BY INSIGHTS

In a few words, the Platform Group is an integrated business growth & marketing solutions consultancy.

Our primary service is **consulting and business insights**, while also offering services **to execute, measure and optimize** high performing **360**°**marketing campaigns**. The Platform team is made up of **70 talented** marketers, creatives, data analysts and business consultants spread out **in three different countries** in the SEA region.

Everything we do is supported and driven by big data, psychometric and behavioural audience insights that go way beyond outdated metrics like location and demographics.

In its six years of existence, Platform has been constantly **challenging the status quo** helping many of the largest Thai businesses and even more smaller brands successfully **navigate the ever changing digital landscape**, create profits for their stakeholders and build **lasting relationships with their customers**.

# THE PLATFORM GROUP.

The Platform Group comprises of four different companies with a distinct set of services, however, all share the same mission and values. To **create measurable, positive change to our client's businesses.** 

#### Platform Integrated Agency

A 360° performance and insight driven **digital marketing & communications agency.** We are proud to create high performing campaigns for some of Thailand's greatest brands.

#### Platform Digital Transformation

Developing and Implementing technology solutions for enterprises to solve and streamline business operations. At the same time, we offer practical training on digital transformation to business executives who want to expand their skills and further their career.

#### Platform Connect

Bridging the gap between online and offline media. Platform Connect focuses on **above the line media** purchasing and optimization to offer our clients true omnipresence.

#### Platform Business to Business

Bringing our 6 years of digital marketing expertise to a whole new level and helping B2B enterprises with **account based marketing**, lead generation, funnel optimization, chatbots and landing page development, SEO, Inbound marketing and marketing automation.

# HOW WE WORK.

At the heart of every successful campaign is **a great idea** and precise execution.

Every great idea, touches your audience at a deep and personal level to **create positive change in attitudes and behaviour.** 

Every great idea is generated using **deep data and behavioural analytics** combined with the expertise of seasoned strategists, marketers, creatives and designers.



# BIG DATA AGENCY.

Heinz

Heinz Campaig

We follow a granular approach to research, optimization and reporting, supported at scale by our technology which provides greater budget control to maximize digital media performance throughout all the campaign stages.

#### **Consulting & Research.**

Rissmetrics vs. M

#### **Detailed Market Analysis & Audience Insights**

Before we start any campaign we get right at the pulse of your business and the market. We use the latest innovations in marketing technologies to understand your audience, competition and other market trends.



#### Strategy &

#### Creative

#### (WAY) Beyond Demographics

At Platform we do not simply develop campaigns for 15 to 25 year olds who like ice cream in Bangkok. We develop campaigns using proprietary and 3rd party psychometric audience data to deliver campaigns to the people who are most likely to engage with your brand.

#### **BEYOND JUST** DEMOGRAPHICS.

Campaign Execution

#### Pinpoint targeting of your audience

No more wasted marketing spend, reach your audience with precision. Reach your audience at the right time. Platform is pioneering media targeting that doesn't rely on demographic data but psychometrics and behavioural analytics.



#### Optimization

**Cost Efficiency & Out of this World Results** Humans have bias, get tired, take breaks and make mistakes. This is why all our campaigns are optimized by state of the art algorithms who understand algorithms.



#### USING DATA TO DRIVE BUSINESS PERFORMANCE.

Business Insights & Analytics

#### Data you didn't know existed

Map audience personalities to behaviours. Track and analyze your campaign performance with precision. Understand your marketing and audience like never before

LI LINLL

# 147%

Reporting

#### **Transparency and Clarity**

Your marketing spend is an investment. For us it's our livelihood. We aim to gain trust and build long term relationships with our clients. This is why we are always transparent with where your marketing budget goes and how it performs.



O 75.25K



VALOVER

12.89%

12.89% 42.65%



## **CLIENTS THAT TRUST US.**



## **INDUSTRY RECOGNITION**

#### We win awards, for our clients.



## **INDUSTRY RECOGNITION**

#### We win awards, for our clients.



## DATA DRIVEN STRATEGY & CREATIVE EXECUTION. CASE STUDY | SWENSEN'S

Platform Digital Transformation x Platform Integrated Agency

#### BRIEF -

Swensen's is one of the largest dine in dessert restaurants in Thailand.

Their team requires the production of a large amount of content per month that are in trend and engaging.

#### Platform provide **360<sup>o</sup> Communication services**

including digital campaign and content with analytic throughout the year to match communication with product and brand development

#### EXECUTION -

Platform creates **always on, real time content** for Swensen's Facebook page.

We use **social listening and trend monitoring** tools to create content that is always in trend and timely.

Using big data Platform also runs audience tests and provides insights on new menus and other audience insights. Keeping a pulse in the market resulted in Swensen's building a more personal connection with their audience.

RESULT -

Our work **won** Swensen's the Zocial award for best performing brand.



<u>\_\_</u>



## Swensen's "Content Retention"

**Content Direction** 

#### From functional value to ultimate value





#### Swensen's "Content Retention"

Mockup Content

Product & Promotion พูดถึงสินค้าและโปรโมชั่นพิเศษของทาง ร้าน รวมถึงสินค้าไลน์ใหม่ๆ ที่จะเปิดตัว

Brand & product story เรื่องราวน่าสนใจของประวัติของแบรนด์ และรสชาติต่างๆ ที่ไม่มีใครเคยรู้



เพื่อเน้นย้ำถึง Product ที่เป็นบิง ซูของทางร้าน ในทิศทางที่มีความ ตลก ทำให้เกิดการจดจำมากขึ้น ทำให้เกิด Awareness เรื่องเม นูที่มีขายเฉพาะ 3 สาขา Exclusive ที่ไม่ค่อยมีใครรู้ว่ามีเม นูชนิดนี้ซ่อนอยู่ด้วย โดยทำเนื้อหา ให้ Match กับไลฟ์สไตล์คน กรุงเทพ



SVENSENS etiliocineur 20 iliocineur 20 iliocineur

ซ่อนเรื่องราวของ Swensen's ใน รูปแบบของเกมส์ให้แฟนเพจเกิด การ Engage ไปกับเรื่องราวนี้ และจดจำได้ในที่สุด

ให้ทุกคนรับรู้ว่าแบรนด์แข็งแรง และเติบโตมานานแล้ว และเป็นการ Remind ให้ลูกค้าวัย 30+ ที่มีค วาม Royalty กับแบรนด์รู้สึก เข้าถึงแบรนด์ เป็นอันหนึ่งอัน เดียวกัน



#### Swensen's "Content Retention"

Mockup Content

03

Emotion & Relation จะสุข เศร้า เหงา กินคนเดียว หรือกินกับ ครอบครัว Swensens พร้อมซัพพอร์ททุกอารมณ์

ใครเดทกับแฟนครั้งแร

ที่ Swensen's

Occasion ร้าน Swensens ตกแต่งสวยงาม อบอุ่น และเป็นกันเอง อยากมาวัน ไหน เมื่อไหร่ ก็มาได้ Swensens ยินดีต้อนรับ



#### Experience

เซิญชวนให้ร่วมเปิดประสบการณ์ ใหม่ๆ กับ Swensens ไม่ว่าจะด้าน รสชาติใหม่ สินค้าใหม่ หรือแคม เปญใหม่ๆ ที่มีให้ร่วมสนุกตลอดเวลา



สร้างความรู้สึกสดชื่นให้กับคนวัย ทำงาน ที่มีความคิดว่าจันทร์น่าเบื่อ ไม่อยากให้มาถึง ให้รู้สึกว่ามาเติม เต็มความสุขตอนเย็นวันอาทิตย์ กับ Sundae ของเราได้

เป็น Memory น่ารักๆ ที่เชื่อว่า ทุกคนต้องผ่านมาแล้ว เลยอยาก ให้มารำลึกกันที่ Swensen's อาจ จะเลือกโพสท์ในช่วงเดือนแห่ง ความรัก



Ad Hoc ที่ล้อเลียนกับเรื่องราว เหตุการณ์ที่ทำลังเป็นกระแสอยู่ใน สังคม เป็น Memory น่ารักๆ ที่เชื่อว่า ทุกคนต้องผ่านมา เลยอยากให้ มารำลึกกันที่สเวนเช่น อาจจะ เลือกโพสท์ในช่วงเดือนแห่ง ความรัก



สร้างประสบการณ์ใหม่ๆ ในการ แต่งชุดไทยเข้าร้านสเวนเซ่นใน วันสงกรานต์ แถมยังได้รับเม นูพิเศษเป็นการตอบแทนด้วย

GROUP CREDENTIALS 2020



#### Swensen's Campaign Toast On Fire Flavour Eruption

#### **STAGE 1**

#### **Create Curiosity & Awareness**

Create curiosity of new Swensen's product via hint content on Facebook page, letting user to guess what kind of the new product will be? Then introduce new product by VDO content series which showing the 5 sensations of product.

#### STAGE 2

#### **Buzz the Sensation**

After introduce new product by VDO content series. Buzz the product by online influencer to motivate target demand to go to the store.

#### **STAGE 3**

#### **Micro Moment & Localize**

Consumer review by micro local influencer to penetrate the upcountry target nationwide using the localized language in the contents.



https://www.youtube.com/watch?v=zVIsYG48nIY&feature=youtu.be

## **INDUSTRY RECOGNITION**

#### We win awards, for our clients.





## DATA DRIVEN STRATEGY & CREATIVE EXECUTION. CASE STUDY | SINGHA MOMENT



Platform Connect x Platform Integrated Agency

#### BRIEF -

Singha Beer shifted their communication to focus on younger audiences; therefore they needed to research consumer behavior and create relevance between big idea and campaign

The brand wanted to focus on data driven marketing that links between offline events to online activations.

#### EXECUTION

Platform used data from consumer research to create a big idea that focuses on micro moments and everyday happiness.

We then created a tailored digital campaign that allowed the audience to get together and plan their meetups.

We also collected user data to use as CRM and drive future O2O activations RESULT -

Over **20 million impressions** online with a record high engagement rate.

The campaign was one of the most talked about and resulted in **200,000 users joining** our social application.

During the first month alone we **drove 20,000 participants to other events held by Singha.** 



#### SINGHA BEER "Singha Moment" **Branding Communication Strategy and Campaign O2O**





Hero VDO

**Application Content** 

Activity



#### SINGHA BEER "Singha Moment" Footprint





## **INDUSTRY RECOGNITION**

#### We win awards, for our clients.





## BRAND COMMUNITY CREATIVE EXECUTION. CASE STUDY | EVERSENSE "RiAeDo"

#### พรหมลิขิต หรือ RiAeDo



มาดูว่าชายหนุ่มจะต้านทานความ RiAeDo ได้มั้ย แล้วเรื่องราวครั้งนี้จะจบลงแบบไหน ถ้าดูไม่จบตือว่าพลาดมาก! ติดตามความ RiAeDo แบบเต็มๆ แน่นๆ กันต่อได้ท<u>ี่ https://www.facebook.com/EversenseTha...</u> #Eversense #สาวริเอโดะ #ล่อกวาง #เลี้ยงฝุงกวาง #เอ็นดูกวาง #กวางมาว่ะ #ขึ้นมาข้างบนก่อนมั้ย

#### #Eversense #สาวริเอโดะ #ล่อกวาง



#### 3 Mill views : May 14, 2017

Our challenge is to create the shared value between brand and people to enhance brand recognition.

Eversense wants to communicate to teen girls. So, our task is to find the target's insight on occasion, shared experience and shared value.

We create the branded campaign content that tackles the target's interests and insight to reach out to brand core target, co-creating with KOL and influencers which enhance the campaign exposure both organic and earned.

The campaign result shows a huge number of campaign viewership more than 19M++ and can generate digital footprints as the brand tribe at the number of 20,000+. The campaign also lead target to be the brand follower that reach 130K followers in brand social media platform.

This campaign won the Top 10 YouTube Ads Leaderboard Award in 2017.

## **BRAND COMMUNITY CREATIVE EXECUTION.** CASE STUDY | EVERSENSE "RIAeDo"









alm thunchangk1414

Kik maineinfinite - Follow แหว่าหวามีแกษอาสาร์ วิทยาเทศแม้แพระเกียว

# instacoptionn

รเฮโละ !!! 0

412426



brikdBarnesenich Swarys, pr28 Ri Ae Do 2 RAD

pang\_chesr @\_saruta\_gg\_ Ave Avesteriils Se 😅 🤤



patantiyarrate ยังบังการหนึ่งงาน ARAeDo





QQ V

kik\_maineinfinite ເຫນັກໄມ່ເຫັງໃຈກາງກາວກ່າ 5555

22 likes

#### **BRAND COMMUNITY CREATIVE EXECUTION.** CASE STUDY | EVERSENSE "RiAeDo"

#### **CAMPAIGN SUPPORT**

#### **Pre Hero**





สร้างการรับรู้ก่อน ปล่อย Hero Video

#### Launch Hero

Eversense Thailand ได้เพิ่มรูปภาพไหม 6 ภาพ unumeritien The Platform Co., Ltd. 11, 25 werenness 2017 @

สมกวางขั้นพื้นฐาน ด้วย IG สไตล์สาว RiAeDo สาวรชั้นแรกในการ RiAcDo ก็คือ IG นั่นแหละ เพราะเข้าถึงง่ายสลง ในยุค Social แบบนี้ แต่จะทำสั่งใงละ ให้กว่างหน่มทั้งหลายเลือนด IG ของเรา แล้วกดดีดกับ! เม้อ สัดดามแบบไวที่สุด วิธีน่ะไม่อาก อยู่ที่เขอแล้วล่ะว่า

หาใต้เนียนแค้ไหน #สอกวาง #เลี้ยงฟงกวาง #ต้อนกวาง #เอ็นตกวาง #สาวริเอโตะ #กวา

dam'r



หลังจากปล่อย Hero Video แนะนำเทคนิคล่ากวาง

Eversense Thailand ได้เพียรปภาพใหม่ 4 ภาพ Eur meuwitten The Platform Co., Ltd. 171 - 7 Seturen 2017 - 2 โตโลญหอมๆ แบบ เอเวอร์เข้นส์ ชิค มอชช์ โดโลญ จิคแต่ละที่ก็หอมฟัง จนอยากให้ติดทนไปทั้งวัน มาดทริศฉีดโดโลยดัว ที่ทำให้กลั่นหอมตัดด้ว

เราไปทั้งวันดีกว่าค่ะ

#Eversense #RIAeDo #ato5ta5at



หลังจากปล่อย Hero Video แนะนำสินค้า

#### Post Hero

#### Eversense Thailand

LADUWSTan The Platform Co., Ltd. 17 - 26 remotes 2017 - 2

กระแสดีขนาดนี้ แอดมินเลยต์องรีบเอาพวงกญแจ RiAeDo มาแจกใวๆ เลย จ้ำ แต่มาช่วยกันโพสต์รปกวางหน่มรปล่าสดที่อยในมือถือ (จะให้วาร์ปด้วยก็ ตีนะ) กวางของใครโตนใจ เอาไปเลยพวงกุญแจ RiAeDo 15 รางวัล รีบเลน ด้งแต่วันนี้ – 7 สิงหาคม และรอประกาศผล10 สิงหาคมนี้นะคะ #Eversense #RiAeDo #ano\$lafat



หลังจากปล่อย Hero Video เล่นเรื่องไลฟ์สไตล์

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#### **BRAND COMMUNITY CREATIVE EXECUTION.** CASE STUDY | EVERSENSE "RiAeDo"

#### CONTENT SUPPORT

Eversense Thailand ได้เพิ่มรูปภาพใหม่ 4 ภาพ unumsteer The Platform Co., Ltd. 17 4 rsnghau 2017 - a Eversense พาสาว RiAeDo มันสัดฟ้าฟรีๆ ใบ้ใกลถึงญี่ปุ่น ล่นเพียวบันส่ๆ แบบพรีทกอย่าง ตั้งแต่ศาสัวเครื่องบิน ค่าเทียว ค่าอาหาร ยันต่าโรงแรม! แต่ทำตามกติกาสังนี้ - ใลล์ และ แชร์ไพสต์นี้แบบเปิดสาธารณะ คอบเม้นใดโพสต์นี้ บอกเอาเรื่องราวการอำกวางแช่บๆ ในหัวป่อ "แชร์ เรื่อง RiAeDo ของเพื่อนขี้ ต้นไปเข็ปนฟรีกับ Eversense' จะสาเร็จหรือไม่

ใม่สำคัญ ขอมชบบๆ มันส่ๆ ก็พอ Tag เพื่อนสนิทที่อยากไปด้วย 1 คน... ดเพิ่มเต็ม



กิจกรรมตามรอย

Ri Ae Do ที่ญี่ปุ่น

🤗 Eversense Thalland ได้เฟนรูปภาพใหม่ 6 ภาพ wouwstee The Platform Co., Ltd. 19 4 rsogness 2017 @ จะไปญี่ปุ่นทั้งที่ พลาดผลนมาร์คโด้ใงสะ? อยากเก็บไห้ครบ แบบไม่เลี้ย เพียว ให้มาดีกษาจากเรา แล้วอย่าลืมไปเล่นกิจกรรม ลุ่นไปญี่ปุ่นฟรีๆ ที่สิงค์นี้ >> https://www.facebook.com/EversenseThailand/posts/15831176583 67295 #Eversense #RoAeDo #สาววิเลโตะ



#### แนะนำสถานที่เที่ยวญี่ปุ่น



คไลพิสดให้พอชื่มขับบรรยากาศกันมาบ้างแล้ว วันนี้ขอจัดเต็มต่วยอัลบั้ม รปภาพของหริปล่ากวางที่ญี่ปุ่น จะสนก สุลใส RiAeDo ขนาคใหน ต้องด ແລ້ວຄະ

กิจกรรมแจกของรางวัลจาก Eversense ยังมีอยุ่นแคะ คลิกไปคที่นี่เลย http://bit.lv/2vvA9HR

#Eversense #RiAeDo #สาวริเอโดะ



#### แขร์ 4 ครั้ง

#### อัพเดทความเคลื่อนไหว ผู้โชคดีระหว่างไปเที่ยว

#### Eversense Thailand 7 dummi 2017 - 9

รอมสุดท่าย!!! กับการแจกของรวววิตสุด Exclusive จากเบ็บัน ใบ่อยาก ທລາດ ຄາແຄລັດງຄຳນລ່ານເຮກອະ

ภารกิจก่อนกลับโทย ต่องแข่บที่ส่อแต่ว เพราะเราไปแหล่งข้อปรึ่ง สนย์รวม ว้อรุ่นเขียุ้น ที่เดิมไปด้วอกวางหล่อ ใส นำลัก เอ่ออ นำรักเดิมไปหมด แล้ว ครั้งนี้สาว RiAeDo จะจัดเสนหว่าไม่ตายแบบไหนที่ทำให้กวางต้องของคา มกันป็นแกว ดัดดามชมแบบทำมกะพรับดาไ

มาต์มรับ กระเป๋า Apollo สีตันดอได และ รางวัดสุดคิ้วห์จาก ญี่มุ่น+ผลิตภัณฑ์จาก Evergenze นี่ค.2 รางวัล เพียงท่าดามาติกางับปราช พ่อใปนี้

1. กลไลด์เพง Eversense Thailand พร้อมแบร์ดอิปนี้ แบบสาขากมะ 2 แลกเราว่า ให้เคลื่อดับละไรพี่ทำให้ความหาคมต่องหันมาของคณ เสล็ดลับของไดรโดนใจกรรมการ ก็รับของรางวัดใปเลยค่ะ

วัดสาของรวงวัสเพิ่ง 3 รวงวัณ มีผังนี้ค่ะ

รางวัดที่ 1 กระเบ้าเป็ Analla จากตั้ปน หลัอม เอเวอร์เซโนส์ ชัด และซไ โด тацу 20 на. цасизалдия RiAeDo 1 этота

รางวัดที่ 2 ของที่ระสึกจากตั้นใน พร้อม เอเวอร์เช่นด์ ชื่อ มอยช์ โคโดย 20

มล. และพวงกุญแจ RiAeDo 1 รางวัล

รางวัดที่ 3 ของที่ระดีกจากญี่บัน พร้อม เอเวอร์เช่นด์ ชิค มอยช์ โคโดญ 20

มล. และพระกุญแจ RiAeDo 1 รางวัล สามารถเดนก็จกรรมได้สิ่งแต่วันนี้ – 13 กับธายน และระประกาศผล 15

กันยายน 2560



🖂 แต่ลงความคิด PInp Ch े मार्ग Buffe OO# 128 สายสืดเสียงออรียม แมร์ 54 ครือ

หลังจากกลับญี่ปุ่นมีการแจก ของรางวัลที่เป็นเหมือนของ ฝาก





## **INDUSTRY RECOGNITION**

#### We win awards, for our clients.





## CONSULTING & RESEARCH CASE STUDY | SINGHA REWARDS

Platform Digital Transformation x Platform Integrated Agency

#### BRIEF -

Singha Water had a data pool of 200,000 customers in their Line Business Account.

They needed a way on how to best utilize it for future campaigns and to extract the data from Line which allows brands to access their customer data only within the Line app.

#### EXECUTION -

After working closely with the client and understanding their needs and unique challenges the Platform team came up with a solution.

By deeply understanding customer behaviour and the media ecosystem we created a solution which deeply integrated with the Line app but was able to extract the data from the app.

#### RESULT -

The Sigha rewards campaign was a huge success and exceeded the brand's expectations.

Over 8 million customer data were collected and are being utilized to drive better results for future campaigns.

For this campaign Singha Water was awarded the Line Innovation award.





## CRM GAMIFICATION PLATFORM DATA COLLECTION MECHANISM. CASE STUDY | SINGHA REWARD

To create the business opportunity for brand via LINE platform, we develop the innovative CRM system connecting with LINE official account that enabling the users' lifestyle via exclusive rewards.

For the result of the campaign, we can generate 8M+ user's database and create the active user in the CRM system more than 75% that effects to the product sales growth directly..

Singha Rewards campaign won the LINE Thailand Awards 2019 as the top performance innovative business model on LINE platform.



LINE

2019

THAILAND AWARDS



NGH

RESARDS

Singha Rewards

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#### CRM GAMIFICATION PLATFORM DATA COLLECTION MECHANISM. CASE STUDY | SINGHA REWARD



#### CRM GAMIFICATION PLATFORM DATA COLLECTION MECHANISM. CASE STUDY | SINGHA REWARD



## **CAMPAIGN EXECUTION & OPTIMIZATION.** CASE STUDY LINE MANAGEMENT **PPT GROUP**

Platform Integrated Agency x Platform Connect **EXECUTION** 

#### BRIFF

Create an always on content strategy to reactivate lost fans and increase active user rate on PTT's Line OA account which is the largest account in Thailand.

Create monthly activity to drive engagement and share useful knowledge with fans.

Establish community hub for people who care about environmental issues.

Platform created a content strategy that is tailored and personalized to each audience member's interests and to lifestyle.

The Platform team created a LINE OA integrated point system with useful auestions to reconnect with inactive users and increase current active user rate in the PTT account.

The active user rate keeps increasing and new users are continuously added. The account's engagement rate and activity participation have also skyrocketed compared to previous years.

- RESULT

Furthermore, we have created useful content including tips and tricks to support Thai people during COVID-19.





## **ptt PTT GROUP LINE** : RICH MENU







## **bft PTT GROUP LINE** : CSR "ໂครงการชุมชนยิ้มได้"









#### สินค้าแนะนำ





ชาสมุนไพร

กระเบ้าผ้าแฟชั่นแฮนด์เมด Chalud

## **ptt PTT GROUP LINE** : GAMIFICATION "GODJI QUIZ CHALLENGE"





## INFLUENCER MARKETING CASE STUDY CANON

Platform Integrated Agency

#### BRIEF-

One of the world's leading brands, Canon wanted to launch two new lenses for their flagship cameras.

To launch the products effectively they wanted to put them in the hands of users and let them experience the products first hand.

To achieve this, the Platform team invited key influencers and created a tailored experience where they would be able to highlight the products capabilities

The participants were impressed with the lenses and the launch was a great success.



เที่ยวกรุงเทพ ริมเจ้าพระยา 1 วัน

ทริปนี้ เราจะให้น้องคืน อายุ 12 ปี เด็กประถมศึกษาปีที่6 เป็นคนถ่าย โดยผมจะคอยแนะนำน้องเขา และเพื่อพิสูจน์ว่าไม่ว่าใครก็สามารถ ใช้เลนส์ RF 800 mm F/11 STM เลนส์ซูเปอร์เทเลโฟโต้ นี้ได้... See more



....

Good.to.go : ดีไปหมด 24 กันยายน เวลา 17:11 น. · 🕄

ช่วงวันหยุดยาวที่ใครๆ ก็ล้วนมีแพลน ไปเที่ยวต่างจังหวัดกันเกือบหมดดด .. . ทางเราเลยขอเปลี่ยนบรรยากาศหาอะไรทำ อยู่กรุงเทพฯ แบบไม่วุ่นวายแต่ได้ฟิลลิ่งใหม่ๆ ด้วยการพากล้อง Canon EOS RP และ... ดูเพิ่ม เดิม



GROUP CREDENTIALS 2020



# BRAND COLLABORATION & ONLINE ACTIVATION. CASE STUDY | FINELINE x VOGUE

Platform Integrated Agency x Platform Connect

#### OBJECTIVES \_

• To Leverage brand image of Fineline Brand. (shift from C+ to B+)

• To create brand awareness among customers aged 23 - 30

• To change customer's brand perception, in order to perceive Fineline as a "Brand for fashion"

#### CHALLENGE

• Fineline customers can barely see what's the brand stand for/ brand identity

• Fineline current Fan-base was unfamiliar and wasn't aware in fashion territory, which needed to be educated and inspired.

 Online touch points should be a single message in order to attract potential customers to be our fan-base. •Leverage brand image by using K'Ice Apisada as a brand communicator to bridge across c+ to b+ targets.

 Higher brand's position by providing online activation included with online activity, media, content partners, also offline magazine.

• Gain brand awareness and credibility by collaborating with Asava (one of the leading fashion brand in Thailand), Vogue Magazine, and popular online TV show such as Talks กะเทย and ตือสนิท







VOGUE

asava

## Fineline for Fashion





# CAMPAIGN EXECUTION & OPTIMIZATION.

### CASE STUDY | Bvlgari Thailand

Platform Integrated Agency

#### BRIEF

- LINE Official Account communication plan

- Create awareness for "Bvlgari Thailand" LINE Official Account

- Gain friend to "Bvlgari Thailand" LINE Official Account

-Create an engaged community on Line

#### < 1 🔹 BVLGARI...UMS TH 🔍 🗉 📃



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# CAMPAIGN EXECUTION & OPTIMIZATION.

### CASE STUDY | Neo Deal DD

Platform Integrated Agency

BRIEF

- LINE Official Account communication plan

- Create awareness for "Deal DD Shop" LINE Official Account

- Gain friend to "Deal DD Shop" LINE Official Account

- Drive sale & link to e-commerce platform



### FIRST BRAND STRATEGY CREATIVE EXECUTION. CASE STUDY | SOFY WAISAI



Create an online campaign for newly launched product line





**Communication Objective** Create brand awareness for SOFY วัยใส to target users Target 3-17 YO girl who started having period nationwide residing in Bangkok and suburban area. Our potential target audience are around 650000



May - 16 June 2019

#### **CAMPAIGN OVERVIEW**



#### HERO Video 30 sec Horizontal



Hero Video Cut-down Video Micro-influencers Total Production Outcomes



Cut down 6 sec Vertical



Performance reported on the left includes all production outcomes within the campaign namely Hero Video , Cut-down Video on both channels (Facebook & Youtube) and Micro-influencers posts on Instagram.



### FIRST BRAND STRATEGY CREATIVE EXECUTION. CASE STUDY | SOFY WAISAI



#### **HERO VIDEO** Engagement

#### **CUT-DOWN VIDEO | Engagement**



#### **KEY FINDINGS**

#### Hero video performed well on Facebook channel -

Hero Video performed well in video view and engagement with 408,808 (30s) complete views and has gained extensive engagements from girls 13-17 YO in Bangkok, majority on Facebook channel.

Ultimate Cut-down view - Cut-down Video performed well in Video view and engagement with 1,103,450 views and has gained extensive majority on Facebook channel.

#### **MICRO-INFLUENCERS** | Top 5 posts By engagements



Bangkok Lingagements : 3,181 (Like : 3.166 Comment : 15)



Nakhon Pathom 📍 Nan 📥 Engagements : 3,104 Engagements : 2,590 (Like : 3.085 Comment : 19) (Like : 2.587 Comment : 3)

📍 Kalasin Engagements : 2,153 (Like : 2.152 Comment : 1)



📍 Chonburi Lngagements : 1,819 (Like : 1,814 Comment : 5) Micro-Influencers - Average price per engagement earned by 30 micro-influencers posts on Instagram is ~9 THB. Since all of the influencers selected use personal account, unfortunately reach & impression couldn't be measured. This is supposedly one of the drawback whereas brand awareness couldn't be





### BRAND COMMUNITY & ONLINE EXECUTION. CASE STUDY | BENICE

Platform Digital Transformation x Platform Integrated Agency

#### BRIEF -

• To create a community where women can be confident, and empower women to shine with their inner beauty.

#### EXECUTION -

We create a community "BeNice Beauty Club" in order to help empower women. Participants are to participate in workshops. The remaining five women will be selected as BeNice Presenters. - Brand Talk

RESULT -

- Brand Recall
- Engagement and digital footprint
- Participation
- Branding 'BeNice for
- women and Beauty'









### BRAND HYPE & CREATIVE EXECUTION. CASE STUDY | BeNICE

Platform Digital Transformation x Platform Integrated Agency

#### BRIEF -

• To create a key visual identity for the brand's campaign "BeNice Effect"

 $\cdot$  To Increase awareness for the brand

• To kick start the BeNice Effect campaign to attract new potential buyers by initiating the BeNice Effect Challenge

#### EXECUTION -

Use KOL to challenge their followers to join the BeNice Effect, and encourage them to pass the challenge forward to their friends.

This creates hype marketing and also encourage brand recall. - Brand Hype - Brand Recall - Engagement and digital footprint

RESULT -







### BRAND HYPE & CREATIVE EXECUTION. CASE STUDY | BeNICE











### CREATIVE EXECUTION & VIDEO PRODUCTION. CASE STUDY | Vivite

Platform Digital Transformation x Platform Integrated Agency

#### BRIEF -

To create a TVC that represents the freshness of ViVite Roll-Ons, and emphasise the scent of blooming flowers.

#### EXECUTION -

Platform creates a TVC using Macro KOL (Maprang) to represent the product in the hero video, followed closely by Facebook content retentions to further emphasise the relation between flower and Vivite. Brand

RESULT -

- Regconiton Brand Recall
- Engagement









# CREATIVE EXECUTION & VIDEO PRODUCTION. CASE STUDY | Vivite

Platform Digital Transformation x Platform Integrated Agency

#### 

#### EXECUTION -

To create a TVC for the new product on Youtube platform.

Platform creates a TVC using a very well known actor 'Ray Macdonald'.

- Brand Regconiton Brand Recall
- Engagement









#### GRAE

Welcome to Pruksa, you've got a daily special code, use PRUKSA20 and enjoy your 20% discount. Have a nice day!

Grab

PRUKSA

## UNLOCK THE MODERN LIVING

GrabFood ອຍາກຄົນ? ໄດ້ຄົນ!





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Pruksa Special Deal Deal ดีๆสำหรับ Pruksa คนพิเคษของเราเท่านั้น

#### Order now



#### **Highlights on GrabFood**



### **Customize** Message

เพราะคุณคือคนพิเศษของเรา คุณจะได้รับข้อความน่ารักๆจาก Grab และ Special Menu หรือ Promotion ต่างๆให้คุณได้รู้สึกเป็น คนพิเศษ ได้ง่ายๆ



### **Collect Points** Rewards

มากไปกว่านั้น Grab แจก Points ทุกเดือนสำหรับลูกบ้าน Pruksa เท่านั้น ให้คุณได้ใช้ Points แลกสิทธิพิเศษมากมาย ตาม Lifestyle ของคุณเอง





### DIGITAL SUPPLY CHAIN (GRAB PARTNERSHIP)











### MEDIA JOURNEY IN PRACTICE

#### **COLD TRAFFIC**

FOCUS ON PRUKSA BRAND, PROPERTY USP AND BENEFITS



HOT TRAFFIC

FOCUS ON CONVERTING LEADS TO PROSPECTS



Research to Purchase Average Duration 10 Weeks

WARM TRAFFIC

FOCUS ON NARROWING DECISION MAKING WITH

DYNAMIC

CREATIVE

DYNAMIC

CREATIVE

BENEFIT 2

67

Lazada

### **INDUSTRY RECOGNITION**

### We win awards, for our clients.



### CORO Field "Design Experience in 360 touch point"



Integrated campaign design which creates brand experience in 360 touchpoint; push and pull between offline and online. All touchpoints are made to offer shared experience, shared value and brand moment in all user's occasion.

O2O spin-off touchpoints and ambients are designed to strengthen the brand community with tribal marketing that generates a ton of digital footprints.

#corofield 8,829 posts



Result : Online trend and digital footprint are significantly raised in the period of the campaign.

Result : Thailand top attraction Awards by Lonely Planet

### CORO Field "Design Experience in 360 touch point"



lonely plonet

CO RO field

### CORO Field "Design Experience in 360 touch point"





























































### **INDUSTRY RECOGNITION**

### We win awards, **for our clients**.



#### BACKGROUND

การบอก "รักแม่" เป็นสิ่งที่คนไทยทุกคนหรือแม้แต่คนทั่วไปมักทำกันในอันแม่ แต่บางคนกลับไม่กล้าบอกรักหรือเงินอายที่จะค้องพูคมันออกไป Swensen's จึงอยากเป็นตัวกลาง ในการสนับสนุนให้คนไทยบอกรักแม่อย่างไม่เงินอาย

#### EXECUTION

เราจึงสร้างการ์คผ่าน Facebook Applicationเพื่อเป็นตัวเชื่อนให้การ บอกรักแม่ถูกเผยแพร่ออกไปในรูป แบบของคุณเอง อีกทั้ง Content Supportเพื่อเป็นการเตรียมพร้อม และเมื่อกึงส่งงวันแน่ทุกคนก็พร้อมใจ กันคิด **#รักแม่** บน Social Media เพื่อให้การบอกรักแม่คังไปไกลระคับ โลก ได้อย่างสมบูรณ์

### #รักแม่ |

#### **CREATIVE IDEA**

"บอกรักแม่ให้โลก*รู้*"

โดยให้การบอกรักแม่ในครั้งนี้ จะไม่ใช่แค่แม่ของคุณที่ได้พีง แต่จะดังไกลไปทั่วโลก กับการบอกรักแม่ให้โลกรู้ กับ Swensen's

5. T

#### STRATEGY

เมื่องจากเด็กกลุ่มคน Gen Y และ Z มีความเงินอายในการบอกรักแม้ในอันแม่ ทั้งนี้แม่และเด็กรุ่นนี้ล้วนอยู่ในโลกแห่งดิจิตอล เราจึงอยากเป็นตัวกลางใน การบอกรักแม้ให้กันยุคสมัย และท่ายทอดผ่านสื่อออนไลน์ แบบ **Cross Platform** 

#### RESULT

จากการสร้างการ์ดบอกรักแม่ให้โลกรู้กับ Swensen's บน Facebook We Love Swensen's สู่ #รักแม่ บน Twitter ที่ชาว Swensen's พร้อมใจกัน ติดแฮชแก็ก จนติดเทรนด์อันดับ 1 งอง Twitter ทำให้ถูกกระจายต่อออกไป มากมาย และ #รักแม่ จาก Swensen's ก็ถูกแทรกซีมเข้าไปทุกความรัก งองทุกคน









Report #รັกແມ່ #SWlovemom Swensen's 12 Sep 2019

#### **Result of Campaign**

- **Trend on Twitter \*ระยะเวลาเริ่ม อันดับ** 1 Trend Twitter **#รักแม่ เวลา 16.46 น**.

- **KPI** Total Impression : 7 Total Engagement : 8 (Total Retweet : 1

7,573,468 884,080 139,930)



### **RESEARCH & CREATIVE EXECUTION** CASE STUDIES | **JUST DRINK**

### Platform Digital Transformation x Platform Consulting

#### BRIEF

Just Drink, a popular and well loved Taiwanese Milk Tea brand planned to enter the Thai market.

They wanted to make a splash and win the hearts of Thai consumers by utilizing five main digital channels, including Facebook, Instagram, Line, Tiktok and Youtube.

The primary objective was to promote and build awareness and anticipation about the Taiwanese ready to drink Milk Tea and Latte flavors of JUST DRINK prior to their launch to ensure a successful entry to the Thai market.

#### EXECUTION

The Platform Consulting team dove deep into the brands core competencies, competitors and most importantly the target audience's behavior.

Once the research was conducted a comprehensive strategic plan was created and launched with the key message **"No matter how** \_\_\_\_\_,JUST DRINK"

The Platform team utilized Hype Marketing strategies and mobilized strategically chosen influencers to intrigue the audience, create excitement and most importantly drive demand on the crucial first days of the brand's launch.

#### RESULT

The campaign exceeded not only the client's expectations but also our team's.

During the campaign launch period, the brand's entry to the Thai market went viral among key channels for the target audience generating over 10 million baht in earned media and both flavors of Just Drink started flying off the the shelves.

Well, cheers to that.



**Key Visual** 

JUST DRINK



#### **CONTENT RETENTION**

#### **JUST DRINK**



#### FACEBOOK ONLINE CONTENT RETENTION

#### SWENSEN'S



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#### **CONTENT RETENTION**

#### **BiG BAD WOLF 2020**



### DATA DRIVEN STRATEGY & CREATIVE EXECUTION. CASE STUDY | SINGHA MOMENT





Platform Connect x Platform Integrated Agency

#### BRIEF -

Singha Beer shifted their communication to focus on younger audiences; therefore they needed to research consumer behavior and create relevance between big idea and campaign

The brand wanted to focus on data driven marketing that links between offline events to online activations.

#### EXECUTION

Platform used data from consumer research to create a big idea that focuses on micro moments and everyday happiness.

We then created a tailored digital campaign that allowed the audience to get together and plan their meetups.

We also collected user data to use as CRM and drive future O2O activations Over **20 million impressions** online with

RESULT -

a record high engagement rate.

The campaign was one of the most talked about and resulted in **200,000 users joining our social application**.

During the first month alone we **drove 20,000 participants to other events held by Singha.** 



### SINGHA BEER "Singha Moment" Branding Communication Strategy and Campaign O2O





Hero VDO

**Application Content** 

Activity

#### FACEBOOK ONLINE CONTENT RETENTION







#### **CONTENT RETENTION**

#### **BAUSCH & LOMB I MATOMAGE**



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#### **CONTENT RETENTION**

#### LOUIS TAPE



### **MORE SERVICES.**







# **CONSULTING** & RESEARCH.

Platform provides **strategic growth and innovation consulting** to many of the region's leading brands. Before we even start thinking about a campaign we take a **deep dive into our client's business, market dynamics and audience.** Everything we do is supported by **insights, big data and human evaluation.** 

We help **transform businesses** by closely working with leaders and their teams to offer **actionable and measurable business results**.

Platform is pioneering the adaptation of **big data, marketing automation and business analytics technologies** in South East Asia to offer clients data and insights they cannot access anywhere else. Not only you will look at your business from a whole new perspective but also get a cost efficient and highly effective campaign.

### CONSULTING & RESEARCH CASE STUDIES | SCB

#### Platform Digital Transformation x Platform Business to Business

#### BRIEF -

SCB needed a way to keep their 20,000 employees engaged and help them build relationships with no just their teams but overall within the organization.

Additionally they wanted to collect and utilize data on their staff more effectively and efficiently.

#### EXECUTION

The Platform DT & B2B teams came together to create a solution.

The result was a closed community website (intranet) that can be accessed only from the employees.

The platform has many gamification options that encourage employee engagement and learning.

Platform implemented an advanced point collection system for employees to collect points and redeem for rewards. RESULT 🗕

SCB reports that the project has had a large adoption within the organization and over 150,000 messages have been exchanged among the employees.

They read corporate news, participate in activities, message and send cards and stickers to each other and are overall more engaged employees.








## DATA DRIVEN STRATEGY & CREATIVE EXECUTION.

At Platform we are pioneering a **data-driven creative** approach to create **work that matters for people who care.** 

We deliver **strategic and performance driven digital experiences** based on data, insights, knowledge and deep industry expertise.

	Campaign 🗸	Results	Reach	Impressions	Cost per Result	Last Hour	
•	Gemo Pocket Launch Link Order Canadign	30,955 Cirile	762,097	4,970,725	30,955 Clina	WHOWHINGTONING	
•	DJI Go 4 June Update Asstratili Generati	70,043 Notifie	199,115	1,064,290	70,043	MAT MI WHO WHO WHO	
	Unleast your Creativity Link Clinik Company	26,199 Gloks	373,588	3,317.111		Increase budget For all by 10% once a day	
•	Explore the USA Campaign Fract Congrega	20,892 Clobe	61,106	3,256,295	8	challinges	
•	DJI Mavic Air 2019 Update Lost Generator Consegn 40	46,169 December Vision	647,907	2,223,609	10 Carton	E Spend	Today Last 3 Days
						ii Parchase ROAS	Last 3 Days Last 3 Days
					1811111		

## CAMPAIGN EXECUTION & OPTIMIZATION.

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At Platform we combine the expertise and experience of humans with state of the art Artificial Intelligence and Business Intelligence technology to deliver actionable information that helps executives, managers and other corporate end users make informed business decisions.

We take the guesswork out of the equation and help you uncover the full picture and **discover tomorrow's customers, today.** Brand awareness is more than clicks and impressions. Having 1,000,000 "likes" on your social page doesn't drive business anymore.

This why we are shifting our focus on measuring what we know drives results. Impressions only matter when they come from your audience, clicks only matter when there is intent behind them. This is why we are making a 360° shift in how we look at media purchasing, management and optimization.

# CAMPAIGN EXECUTION & OPTIMIZATION. CASE STUDY | I-EAT

Platform Integrated Agency x Platform Business to Business

#### BRIEF -

The Industrial Estate Authority of Thailand is a government owned organization with the objective of attracting foreign investment to the country.

They partnered with Platform to craft a strategy to best **drive** results for their organization in key countries, including China, Japan, Europe and the USA.

#### EXECUTION

Platform created a content strategy that is tailored and personalized to each of I-EA-T's audiences.

Platform creates and publishes multilingual content across different localized channels.

Additionally we crafted an Email Marketing campaign strategy that is delivered to each audience in their local language and timezone.

#### RESULT -

The campaign lasted for an entire year and reached millions of potential customers online.

Brand awareness for the organization and it's services is at the highest it's ever been.

As the customer journey last multiple years and has multiple touchpoints I-EA-T now has a **massive pool of data to tap on for future campaigns** and focus on driving conversions.



## **CAMPAIGN EXECUTION &** OPTIMIZATION. CASE STUDY | **BIG BAD WOLF**



#### BRIEF -

The Big Bad Wolf is Asia's largest event for book lovers.

They offer visitors the opportunity to purchase books at heavy discounts for the limited duration of the event which is held at one of Thailand's largest event centers.

This year, they wanted to top the attendance of previous year events.

#### EXECUTION

The Platform Integrated Agency and Connect crafted an O2O campaign that brides the gap between their above the line and digital campaigns.

Prior to the event. Platform used past year data to reach the most loval and high value customers.

Once the custom audiences had been created, we amplified their effect and reached more people who are likely to go to the event.

## RESULT -

With the help of Platform. the event was a huge success.

Over 7 million books were sold across the 10 davs of the event's duration.

Attendance was up 25% compared to the previous vear with over 400.000 attendees visiting the event.





# **OUR TEAM.**



The Platform Group teams are comprised of over **70 domain experts across multiple departments.** We are a place to learn, grow and thrive as people & professionals. Our main goal is not to think of mechanics but rather ways to drive results. It's our diverse knowledge and experience that inspires innovation. It gives us the answers that make us successful. We all want to **do digital better for our clients** and we're determined to find the right answers.

## CHIEF EXECUTIVE OFFICER POILUANG KONSONGSAEN

We are experts at what we do and problem solvers. The Platform team is at the frontlines of industry developments and adds value at every step of our client partnerships.

### Awards



Winner Asia's Top Outstanding Youth Marketeer of The Year 2019 Asia Marketing Federation



Main judge for Adman Award and Symposium 2019

GSB top Guru Startup Thailand



#### Education

- Ph.D. in Communication Arts, Ohio University
- in full Association with Bangkok University
- M.A. in Political Communication, City University London
- B.A. in Media and communication,
- Deakin University Australia

#### Work Experience

- Communication Officer, Parliament House of Thailand
- Consultant to the committee of communication reform (Current Government) 2015 - 2018
- CEO, The Platform Integrated Agency
- Lecturer in Digital communication, Chulalongkorn University and Bangkok University
- Special lecturer on the topic of digital branding and marketing at
  Bangkok University and Chulalongkorn University 2015 present
- Adviser to the Communication Reform committee
- (the office of Prime Minister) 2017-2019
- Board member of Advertising Association Thailand (AAT) 2019-2022
   -Committee for digital investment unit at EEC and EECi

#### Specialist

- Political communication
- Social movement
- Digital economy
- Guest speaker (Quarterly) for SCB, SCG, MCOT

## BOARD OF DIRECTORS

## Adisak Amornchat

Over 27 years of experience in advertising, branding, digital marketing, marketing and integrated communications from leading global network agency and Thailand listed company.

He has worked with Dentsu (Thailand), the No.1 global single brand agency and spent over 17 years across multiple departments, the latest position being Associate Director and oversaw 20 staff. Later he joined TBWA Thailand as Strategic Planning Director and was in charge of digital strategic planning development. He won the digital category award for the PTT CSR project which became TBWA's 1st digital award.

After 3 years at TBWA, he went back at Dentsu (Thailand) to lead the digital business department as Managing Director.

After Aegis group acquired Dentsu, he was approached to lead Isobar (Thailand) as Managing Director. He spent 4 years growing the digital marketing service offering and handled various clients such as SCG, Canon, Thai Smile, BJC, Phillips, Samsung, Honda automobile and many more.

Then he moved to explore new experience in a different area as Marketing Director at Carabao Tawandang under Carabao Group PLC.

He is now a member of the Board of Directors at Platform Group.

During his 10+ year career in Marketing & Advertising Dionis has worked with and consulted a few of the world's leading brands. His past clients come from diverse industries, from pharmaceutical, nuclear energy and industrial machinery to household FMCG brands.

He has worked at all levels of marketing, in-house, in agencies and as an independent consultant for technology startups in Asia, Europe and the United States.

In marketing, Dionis is multidisciplinary. He can generate the big picture for marketing communications campaigns and execute them with precision. He believes that clients have a right to know where their marketing investment goes, and what their ROAs are. As such, he has a strong focus on business intelligence and analytics and is obsessed with tracking the results of every baht spent in marketing campaigns.

Dionis is also an expert in Marketing Technology and Automation. As Platform's CTO he oversees the improvement of internal operations for a better team collaboration, implementation of technology solutions for better campaign performance and leads the media department.

#### Awards

Awards at the UK's Chartered Institute of Marketing. Google Certified Digital Marketing Expert. Certified client acquisition expert. Content & Inbound Marketing. Account Based Marketing. Optimization and Testing Expert.

#### Work Experience

- Chief Transformation Officer: Platform Integrated Agency

- Chief Marketing Officer: LEX247
- Marketing Consultant for
- Enterprise Tech Software

#### Education

BA Business Management, London Metropolitan University, London, UK MA Marketing Communications, Westminster University, London, UK



Associate at the UKs Chartered Institute of Marketing



#### Digital Marketing Expert

Certified client acquisition expert. Content & Inbound Marketing. Account Based Marketing. Optimization and Testing Expert.



Google Certified Expert

ww

Google Search, Display, Video, Shopping, Mobile Ads and Analytics

## LEADERSHIP TEAM



### PAKORN SUPAWARAPONG

HEAD of BUSINESS DEVELOPMENT

#### Education

\_\_\_\_

- Bachelor Degree, Assumption University, Communication Arts Faculty, Public Relations Department.

#### Work experience

- General Manager Pacific Cosmetic Co., Ltd.
- Sourcing Manager / Strategic Director Simply Good Co., Ltd.
- Strategic Director Mumuso (TH) Co., Ltd.
- Head of Business Development
- The Platform Co., Ltd.
- Business Consultant for Pacific Furniture Industry
- Investment Consultant for Rapidz Thailand

### NARUDEE INGKAWAT

**HEAD of DESIGN & PRODUCTION** 

#### Education

- Edinburgh College of Art, University of Edinburgh, Scotland, United Kingdom, Master of Fine Arts (MFA) with Merit in Illustration
- Faculty of Decorative Arts, Silpakorn University, Bangkok, Thailand, Bachelor of Fine Arts (BFA), Apply Art Studies, 1st Class Honour,(Lithography)

#### Work experience

- Head of Design and Production, The platform.co., ltd, Jan 2018 Present.
- Freelance illustrator / Graphic Designer/ MFA STUDENT, Sep 2015 2017
- A Freelancer Illustrator and graphic designer, Liquid Branding
- Communication Co. Ltd., Bangkok, During 2015
- Graphic designer, FAR EAST FAMELINE DDB BANGKOK, Aug 2010 Sep 2015



## LEADERSHIP TEAM



#### PARANEE SRICHAROEN

ACCOUNT DIRECTOR

#### Education

- M.Sc. in Real Estate Business from Thammasat University - B.F.A. The Faculty of Decorative Arts, Silpakorn University

#### Work Experience

- 6 Years in Business Development field (since July 2013 -June 2019 ) from Black Canyon (Thailand) and Central Group

#### Specialty

- Investment on Retail, Food & Beverage
- Physical Experience Design

### PUSIT RUNGCHAROENWATTANAKIT

**HEAD of CONTENT** 

#### Education

- BA. Communication Art (Journalist),
- Bangkok University

#### Work Experience

- 5 years as Journalist at MacGazine, U-Challenge, Logistic Time
- Copywriter at CCB Worldwide
- Senior Marketing Communication at Brio Clinic
- Current Head of Content Creator
- at Platform Integrated Agency

#### Certificate

- Super Brand Manager 2018, MAT

#### Certificate

- License for Professional Architect
- Super Brand Manager 2019, MAT
- DAAT Score



IGITAL

Plat

# SHARING THE KNOWLEDGE.



The digital landscape is constantly evolving and changing. Algorithms get updated on a weekly basis, consumer behaviour and trends constantly shift. Nothing remains static.

The early bird gets the worm so as an agency it is important that we always stay one or two steps ahead of these changes and adopt our strategies to serve our clients better.

However, it is important for us not to simply keep this knowledge for ourselves but to also help our clients gain a competitive advantage in their market.

This is why we hold quarterly seminars and workshops for our clients and other industry leaders.

We know what works now and what doesn't work anymore. Clients who attend these workshops leave with a lot of information that cannot be found anywhere else and capitalize on them to grow their businesses beyond just marketing.



# PARTNERS.

MEDIA PARTNERS

TECHNOLOGY PARTNERS

SERVICE PARTNERS



# CONTACT US FOR YOUR NEXT PROJECT.

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MAIL ENQUIRIES info@platform.co.th

### **OUR LOCATION**

16 Soi Ekamai 4, Sukhumvit 63, Khwaeng Phra Khanong Nuea, Khet Watthana, Bangkok 10110



## **APPENDIX.**

### More insights and Case Studies

Visit www.platform.co.th for more case studies specific to your industry.



## Campaign Execution & Management Services.



E Constantino

**RESEARCH &** •

CONSULTING •

•

Brand Consulting & Development

Social Media Strategy

**Communication Strategy & Creative** 

# MORE <u>INSIGHTS</u> <u>AND CASE</u> STUDIES

Visit <u>www.platform.co.th</u> for more case studies specific to your industry.

## **Real Estate Client Insights**





## ONLINE RESEARCH







# บนโลกออนไลน์ คนซื้อบ้านหา<mark>ข้อมูล</mark>อะไรกัน



## THE HOME SEARCH PROCESS

The typical buyer used a mobile device to **search for properties online**.

S/he looked at websites with photos, home listings, and information about the home buying process.

S/he then contacted an agent and visited a median of **10** homes over **10** weeks before purchasing a home.

Millennials make up the largest group of first-time home buyers at 65%, followed by Generation X at 24%

99% of Millennials looked online for information.

**93%** Visit Property website, **73%** Mobile site or app, **37%** Visit Video Sites like YouTube.

46% Visit Sales Office.



Information Sources Used in Home Search



## **RESEARCH I** LISTENING TOOLS



In the last 3 months, ZocialEyes has tracked 25,868 mentions about "home purchase" totaling over 1.8m engagements. Despite being a high involvement purchase decision, the conversation online has been stable except one anomaly irrelevant to home purchase process.

The majority of the conversation happens on Facebook and Twitter.



### **RESEARCH I** LISTENING TOOLS

# จาก Keyword <mark>ชื่อบ้าน กับ จองบ้าน</mark> เราเจออะไรที่น่าสนใจ



## **RESEARCH I** LISTENING TOOLS

Main keyword	Sub keyword	Count	Percentage 🜲
ซื้อบ้าน	ธนาคาร	837	61.45%
ชื่อบ้าน	โปรโมชั้น	209	15.35%
จองบ้าน	โปรโมขั้น	89	6.53%
โอนบ้าน	ธนาคาร	48	3.52%
ซื้อบ้าน	ดอกเปี้ยถูก	39	2.86%
ชื่อบ้าน	ของแถม	37	2.72%
ຈວงນ້ຳນ	ของแกม	23	1.69%
ຈອงນ້ຳນ	ธนาคาร	19	1.40%
โอนบ้าน	โปรโมชั้น	18	1.32%
ช้อทาวน์โฮม	ธนาดาร	17	1.25%

Conversations regarding home purchase is most mentioned along with "Bank" followed by "Promotion" 80% of the conversation regarding promotions are branded contents



## Research shows current home buyers as logical dreamers

### They juggle between their needs and wants



They care more about a property's fundamentals more than promotions



Posi Yaena ฟรีโน่น นี่ นั่น หมดเขตเดือนหน้า ทำเหมือนเด็กเล่นขายของ อย่างน้อยโปรโมชั้นหนึ่งปี เพราะซื้อบ้าน หรือรีไฟแนนซ์มันต้องใช้เวลาน่ะ พ่อคุณ

Like Reply 13w





60 % overlap content analysis

### They are well researched



<mark>ต๊อกกี้ หม้หมู ปกติค่าโอน จดจำนอง พวกโครงการเค้าออกให้อยู่แล้ว ถ้าลด</mark> ดอกเบี้ย ปชช.ได้ดรงๆเลย อันนี้แถบไม่ได้ช่วยอะไรเล้ยย



## They will rather rent the perfect place than own whichever property for the sake of achieving milestone



Wattawit Sawangkam ชื่อบ้านใกล้ แต่รอพร้อมกว่านี้ค่อยซื้อ ไม่พร้อมก็ เช่าไปก่อน

#### 🕀 Top Fan

Kaji Ausa ใช่ค่ะ. ใครๆก็อยากมีบ้านไว้เป็นสมบัติของตัวเองแหละ แต่ติดที่ ว่าไม่มีเงินจะซื้อค่ะ แค่คอนโดห้องเล็กๆสมัยนี้อย่างต่ำก็ 2-3 ลำนจะกู้ซื้อก็ ไม่ใช่เรื่องงายถ้าไม่ได้ประกอบอาชีพราชการ จะซื้อแบบที่ถูกหน่อยทำเลก็อยู่ เสียชานเมืองไม่ก็ปริมณฑลเลย บางคนต้องทำงานในเมืองก็จำต้องเช่าหอพัก หรือคอนโดที่อยู่ใกล้ๆรถไฟฟ้าเอา

Like Reply 1w



C 4

## Home purchase decisions mostly concern a few but big issues in life

**Barriers** 

- Life stage change
- Locations

**Triggers** 

• Enough salary or financials

- Financials
- Locations
- Willingness to sacrifice lifestyle





## Triggers & Barriers show tug of war between self-fulfillment and obligation bound by finance

## Behaviours & Preferences



Looking for meaningful assistance to manage life & finance



Looking for solutions that fits into their version of life



Willing to rent something good vs owning something average



Location, design, price are standards - on the lookout for more



## **Key Insights**



## **PURCHASE FUNNEL**

637			
	 	m	

Awareness	สร้างการรับรู้แบรนด์และ โครงการผ่านโฆษณาออนไลน์	- Campaign impression - Campaign reach - Positive brand association
Intent	สร้างความน่าสนใจให้กับแคมเปญ ผ่านโปรโมชั่นที่ตรงกับอินไซส์ของ กลุ่มเป้าหมาย	- Campaign engagement
Consideration	ข้อมูลเชิงลึกของโครงการ ที่ช่วยประกอบการตัดสินใจ	- Website traffic
Convert	องค์ประกอบต่างๆ ของโครงการ ทั้งจุดขาย ราคา และโปรโมชั่น ที่ทำให้เกิดการตัดสินใจลงทะเบียน	- Lead generation - User's data
Sale	การปิดการขายที่ sales gallery	



# Competitors are already tapping into some of the key insights for their communications

### **Deep Discounts**

-Discounts over million Baht

-Fees waiving became industry standards



### **Differentiating Benefits**

-Townhomes with community sports club and cinema

-Additional parking spaces



ย่านธุรกิจใหม่ ที่จอดรถกว่า 300 คัน

### **Lifestyle Assisting**

-Partnerships that deliver modern living solutions

### -Assist with new ways to finance



## IN-DEPTH INTERVIEW



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## **IN-DEPTH INTERVIEW**



- Data from in-depth interview 20 people
- Age : 23 35 years old
- Occupation : Office Worker, Business owner
- Location : Bangkok and upcountry
- Looking to purchase a home or just recently bought
- 2-3m baht home is attainable



## **IN-DEPTH INTERVIEW**

ถึงเวลานึงในชีวิตก็ต้องขยาย เราว่า ทาวน์โฮมพื้นที่กำลังดี แบบขนาด กำลังอบอุ่น เรื่องโปรโมชั่นก็มีผลพอๆกับ ทำเล ถ้าได้โปรโมชั่นที่ช่วยลดค่าเดินทางก็ จะดีเพราะที่พักกับที่ทำงานค่อนข้างไกล

## ตุ๊กตา 28

## อาร์ม 26

เวลาจะซื้อที ก็จะกังวลเรื่องระยะยาว เพราะเหมือนเราฝากชีวิตไว้ ถ้าจะสนใจ โปรโมชั่นมันจะต้องตอบโจทย์ชีวิตและ ต้องเป็นสิ่งที่เราต้องใช้จริงๆ เช่นเรื่อง ท่องเที่ยวหรือที่พัก เที่ยวทีนึงก็ใช้ค่าใช้ จ่ายเยอะ ถ้ามีทางช่วยประหยัดก็จะดี



## **IN-DEPTH INTERVIEW**

ซื้อบ้านเพราะสมัยก่อนอยู่บ้านเช่า พอมีบ้านก็ อยากตกแต่งเพราะไม่เคยมีบ้านเป็นของตัวเอง แต่พอซื้อบ้านเงินก็เกือบหมด ถ้ามีโปรโมชั่นเกี่ยว กับการตกแต่งบ้านจะดีมาก ชอบต่อเติม ตกแต่ง บ้านเป็นงานอดิเรกอยู่แล้ว เพราะบ้านสะท้อน ความเป็นตัวเรา

### เอก 30

### Wาง 30

มีคอนโดอยู่แล้ว แต่ดูๆบ้านอยู่เพื่อจะขยายพื้นที่ โปรส่วนลดตอนนี้มีกันทุกโครงการ เราเลยให้ ความ สำคัญไปกับโปร์ที่ให้เรามากกว่านั้นหรือแบบช่วยใ ห้ชีวิตมันดีขึ้น สบายขึ้น เช่น อาจจะมีส่วนลดซื้อ

ของด้วย เพราะของมันก็ต้องซื้อเข้าบ้านตลอด อยู่แล้ว แล้วเราก็ชอบซื้อของจุกจิกประจำ ยิ่ง นโนขวง opling ไม่ตัวงรว ยิ่งดี



# Concept testing identified the most preferred lifestyle partners for the campaign





# **Home Appliance Client Insights**





# **RESEARCH AND STRATEGY**



## **CONSUMER INSIGHT & BRAND SHARED VALUES**






# **CONSUMER INSIGHT & BRAND SHARED VALUES**







# **CONSUMER INSIGHT & BRAND SHARED VALUES**





# Research On 25-39 Year Old Consumers

Thailand 2019-2020



"Exploring Thailand Millennials: their beliefs, attitudes and perceptions in society": Report gathers data and information from 500 Thai respondents between the age of 25-37: Source FleishmanHillard Thailand



The Thai market to watch and their players (7) Generation Y



The driving force of consumption trends in Thailand









# (1) Lifestyle Enrichment

Thai people of this age group (25–39) tend to put extra effort in extending their life experiences, exploring new places or seeking new entertainment with the aim of enhancing their social status.

The driving motivation behind this behaviour is a strong belief that they need to maintain their social value amongst their peer groups.

They define success in life differently, they work hard and like to accumule life experiences. They evaluate new career opportunities by good work-life balance and seek flexibility.

They prefer spending money on new experiences which for them is much more valuable than buying new things. It brings them more joy.

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# (2) Educated Decision Making

#### **Information Driven**

Their decision making is primarily based on research and facts.

The Internet and other technologies enable Gen ME to have broader exposure and they collect information from multiple online sources for an educated decision making process.

#### Self-reflection

79% say they are willing to pay more for products and services that tend to their personal needs and desires.

#### **Logic Over Emotion**

At first glance, they might appear impulsive. However, in every decision they make there is always a logical thought process, especially with high-involvement products.





# (3) Stimulating Lifestyle

#### Seek new opportunities

and challenges to improve their professional skills. Easy to switch jobs when they feel that their capabilities at their current position have reached their limit

Focusing on their own self-improvement

rather than the easy way out in order to gain social acceptance from their peer group

#### Self-Focus

52% of below 30 y/o are not married and 69% don't have children. Majority of their time is spent on improving their career path and their economical conditions, 23% have two jobs



## 3 Key Insights of the Target Group



### **Lifestyle Enrichment**

Work Smart Good Work-Life Balance



### **Educated Decision Making**

Information-Driven Self-Reflection Logic Over Emotion



**Stimulating Lifestyle** Seeking new Opportunities Life Goals &

Self-Improvement



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# **CONSUMER INSIGHT & BRAND SHARED VALUE**





# **AUDIENCE PERSONAS**



### "Extra self-conscious LIFESTERS" Want to stay safe and active in new normal life

### **Demographic**

Age: 25 - 39 y/o Status : Single/Married/DINKs Location : GBKK, UPC Job : Office Workers / SMEs Income : Middle – High Income

### **Behavior**

Challenges: Want to develop & improve every single day Pain Point: Increased responsibilities Value: Simple but functional, Less is more Quote: "Every problem has its solution" Information Consumption: Internet, Social Media



# METHODOLOGY, n, PERSONA AND EXPECTED KEY FINDINGS





### Finding 1: Reasons for new home appliance purchase (Occasion)



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## Finding 2: Obstacles in replacing home appliances





### Finding 3: Factors that influence Electronic Appliance Purchases



### Finding 4: Concerns in life



The survey results highlight four lifestyle-related aspects of our target audiences which emphasize their need on making their lives better both with hygienic and nutrition factors; therefore, cooking and cleaning can be utilized as our key benefits to reach to our target audiences



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### Finding 5: Media Consumption and Influence in Buying Decision





### Finding 5: Customer Journey and Media Consumption

### Expand/ Relocate or Appliance Replacement

Stage	Pre Occasion	Occasion	Research	Consideration	After sale
Key Action (Users)	Exposure to Media (Ads/Contents)	Exposure to the Media at the right timing (Always on Ads/ Content)	Discovering additional information within the product category	Comparing Brand & Product information	Customer Support (Appliances Damage)
Potential Media	<ul> <li>Facebook</li> <li>Youtube</li> <li>Instagram</li> <li>Banners</li> </ul>	WOM (friend's recommendations) Pantip Youtube Google Search	<ul> <li>Blogs/Forums</li> <li>Youtube</li> <li>Facebook</li> <li>WOM</li> <li>Google Search</li> </ul>	Influencers UGC Blogs/Forums	<ul> <li>Facebook</li> <li>Messenger</li> <li>Call Center</li> <li>Line</li> </ul>
Potential Offline Media	です。 TVC 愛 Out-Of-Home	ार्षे व Out-Of-Home	_	_	-



# **CONSUMER INSIGHT & BRAND SHARED VALUES**





### **Brand Health Check**





### **Finding From Brand Health Check**



#### Nothing else can beat it There is little customer advocacy based on our research

Is it better than other brands? Not many positive UGC over the online channels for the new clients to learn about our products/brand Does it solve my problem? So far, very few complaints, still not a lot of footprints to convey potential customers

Does it offer me something? Brand Value and Positioning awareness is not clearly communicated Do I know the brand? With the market size, we see that brand awareness could be improved



## Key Findings Summary

Most common Occasion to buy is when Expanding, Relocating or/and Replacing Stimulating Lifestyle, Collecting Experiences and Educated Buying Decision

Customer Engagement must be Enhanced

Durability tends to play a Major role in Consumers' Decision Making Factor

Health & Life Quality are the Main Concerns in Life Brand Positioning Reinforcement is Required



### Home Appliance Journey and media consumption

**Expand/ Relocate or Appliance Replacement** 

Stage	Pre Occasion	Occasion	Research	Consideration	After sale
Key Action (Brand Side)	Consistent media optimization and content retention to generate always-on brand presence in the online ecosystem to build awareness and reinforce brand positioning.	Same as Pre-Occasion stage to have consistent reach-out to target audience in order to maintain brand and product presence along user's journey	Preparation of Branded contents and positive UGC from existing users to create online footprints that can serve as an influencing factor to influence decision making among our target customers	Decision making period requires quick call to action such as tempting promotion over online/offline distribution channels to let customer take quick action	The touchpoints that can maintain our brand reputation customer satisfaction and brand loyalty. This is likely to also lead to positive advocacy both online and positive WOM.
Potential Media	<ul> <li>Facebook</li> <li>Youtube</li> <li>Instagram</li> <li>Banners</li> </ul>	WOM (friend's Recommendations) Pantip Youtube		KOL / UGC / Blogs	Facebook Messenger Ø Call Center Cine
Potential Offline Media	TVC Out-Of-Home	TVC 强重 Out-Of-Home	_	_	-

### FINDING THE RIGHT BIG IDEA



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### **BIG IDEA MAPPING**



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# PART OF RESEARCH AND OBSERVATION





We do observation and research to find target's insight and barrier to develop the way to communicate which could increase the users' occasion and consumption rate on tuna.







## **SOCIAL VOICE**



#### SOCIAL VOICE : TOP ENGAGE







#### SOCIAL VOICE : TOP ENGAGE



The most of top engagement sentiments are unbranded content or influencer post, according to Thai people behavior that do not trust in brand, they more likely to engage with 3rd party.

So, to stimulate online engagement widely, brand should create online activity with online influencer in various scale (macro, micro and nano).



#### SOCIAL VOICE : USER'S SENTIMENT





1st of Mind of Canned Tuna
1st of Mind of Canned Tuna : weight losing food
Top of Mind Brand : Not Clear
R2B : Convenience / low cal / high protein
Barrier : Fishy sense / bad taste / high sodium
Occasion : Dieting / quick meal / protein for fitness time

According to social monitoring, we find some factors about canned tuna 1st of mind that be the weight losing food, we also find users' occasion, reason to buy and barrier, but still not sure in the number of each factor. So, we should do quantitative survey to find out the number and percentage of each factor to arrange the factor priority.





# QUANTITATIVE RESEARCH (ONLINE SURVEY)



#### **ONLINE SURVEY**

Methodology : Online survey Number of Participant : 192 people Age : 21 - 47 y/o Location : Bangkok and suburban Occupation : Office worker / freelancer / business owner Objective :

- To find top of mind brand
- To find reason to buy and barrier
- To find consumption rate and frequency

**Top of Mind** 





#### **KEY FINDING**

1st of Mind of Canned Tuna : weight losing food
Top of Mind Brand : Consumption Rate : Very Low (less than 1 time per week at 65.6%)
R2B : Convenience (56.7%) / low cal (50%) / easy to access (50%)
Barrier : Fishy sense (46.3%) / over price (38.9%) / bad taste (25.9%)
Occasion : Dieting (42.2%) / quick meal (35.9%) / protein for fitness time (26.6%)

According to quantitative survey, the product occasion quite clear that users consume tuna for healthy reason, but the common barrier are subjectively product preference factors.

So, we should in-depth interview target to find out what is in the black box that create product barrier of users.



"We provide a holistic journey between business objective and customer experience to share a single brand communication"

