

# AIM3201

## Marketing Communication Creativities Strategies

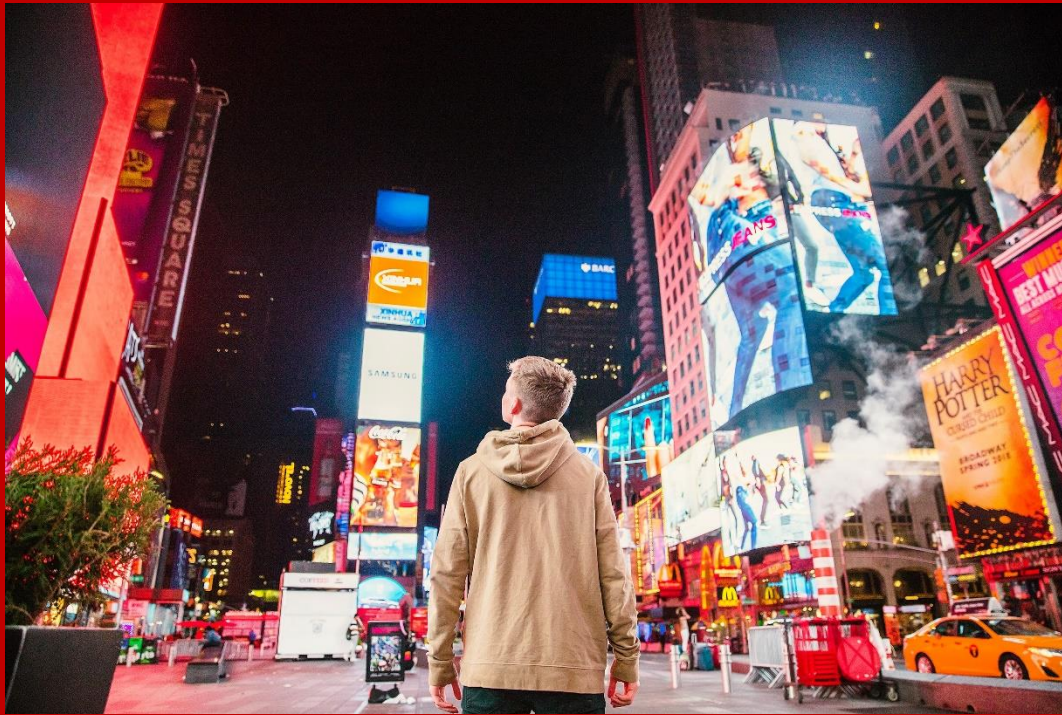


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Marketing Communication

Creativity Strategies

Development



# Technique & Execution



## Technique or Execution

is a method of presenting incentives  
in marketing communication

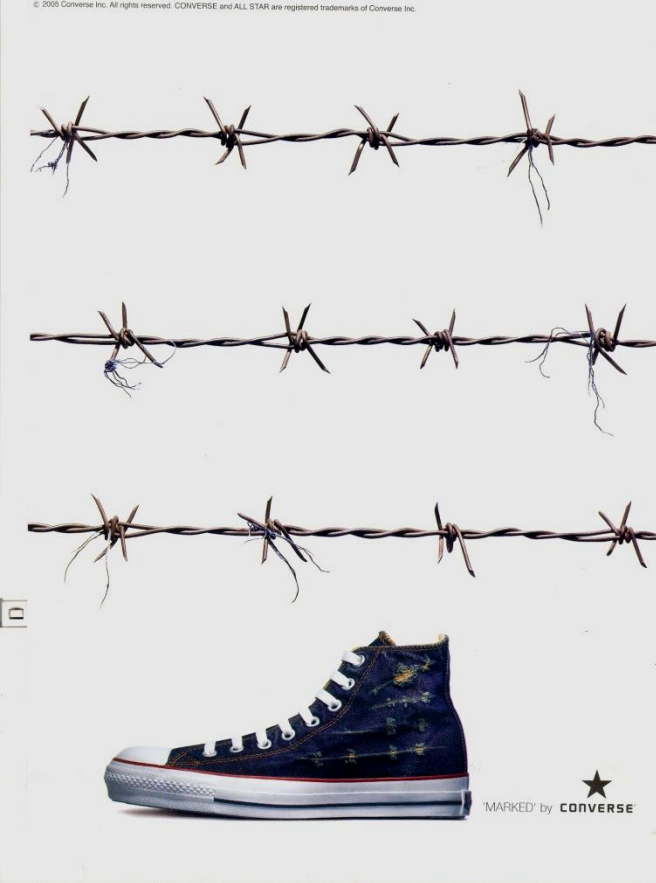
News persuasion is important and characteristic  
which the advertising work is made is also important.

Guidelines

for Choosing

a Technique

& Execution



# 1. Product as a Hero

<https://www.youtube.com/watch?v=7TaylqLisy0>





## 2. Presenter





2. Presenter

# Spokesman





2. Presenter

# Celebrity



2. Presenter

# Mascot



2. Presenter

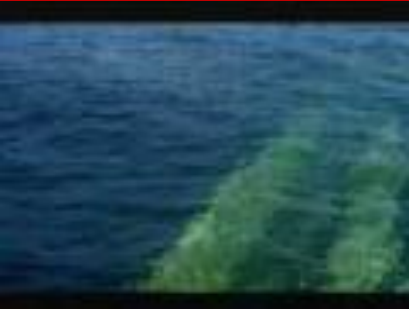
# Authority



### 3. Testimonial

<https://www.youtube.com/watch?v=fvKotvqmApE>





## 4. Straight-Sell / Factual Message

<https://www.youtube.com/watch?v=wzlyz9q-pg0>



## 5. Demonstration / Example

<https://www.youtube.com/watch?v=-Htr9PKQa3w>

<https://www.youtube.com/watch?v=ggkhiByVsgE>

<https://www.youtube.com/watch?v=aFcMsPt0dZc>





## 6. Scientific and Technique Evidence



<https://www.youtube.com/watch?v=ksiJn-ilVwE>



## 7. Comparison

<https://www.youtube.com/watch?v=Fpermujapic>

<https://www.youtube.com/watch?v=f3P.esnpH-k>







## 8. Before and After

<https://www.youtube.com/watch?v=llmYWDPWvKQ>



## 9. Series of Problem

<https://www.youtube.com/watch?v=xX-OykapaEc>

## 10. Slice of Life

<https://www.youtube.com/watch?v=sCbTQre3uvQ>





## 11. Animation

[https://www.adintrend.tv/show\\_ad.php?id=4483](https://www.adintrend.tv/show_ad.php?id=4483)



## 12. ความเพ้อฝัน (Fantasy)

<https://www.youtube.com/watch?v=rBIj7VeFyes>



## 13. Dramatization

<https://www.youtube.com/watch?v=Y4y0anQwrmU>



# 14. Humor

<https://www.youtube.com/watch?v=MINRdLiSRB>  
is

<https://www.youtube.com/watch?v=-EFWkcLWMKU>



## 15. Problem-Solution

<https://www.youtube.com/watch?v=fPLXuT27T34>





# 16. Song Musical and Production Number

<https://www.youtube.com/watch?v=dNYM:wUXLs>

<https://www.youtube.com/watch?v=C2D4KfJgpmM>





## 17. Mood and Image

<https://www.youtube.com/watch?v=IPPpuW467Tk>



## 18. Lifestyle

<https://www.youtube.com/watch?v=hLjyWlotuw>

<https://www.youtube.com/watch?v=VmR2Y5DYU2Y>



## 19. Analogy

<https://www.youtube.com/watch?v=je59dNqsh3k>

<https://www.youtube.com/watch?v=rJsbVrktg4I>

# Exercise 5

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