

AIM3201



Marketing Communication Creativities Strategies

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Concept

For Marketing Communication

Storytelling

the charm of

“Storytelling”

It is telling a story by making people think accordingly and understand more about what is being said.



“Themes”

The essence or important message of the story.

We use themes in stories to control the essence

from missing out. or diverted



“Concept”

What to Say?

Selling Point



Technique/Execution

How to Say It?

+



What to say....?

How to say it....?



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o
o

What to say....?

Concept



How to say it....?

Concept

What to say....?



How to say it....?

What to say....?

Concept



How to say it....?

Concept

&

Storytelling

How to Development Idea

Story



remem
ber

believe

engage
ment

Co
operate

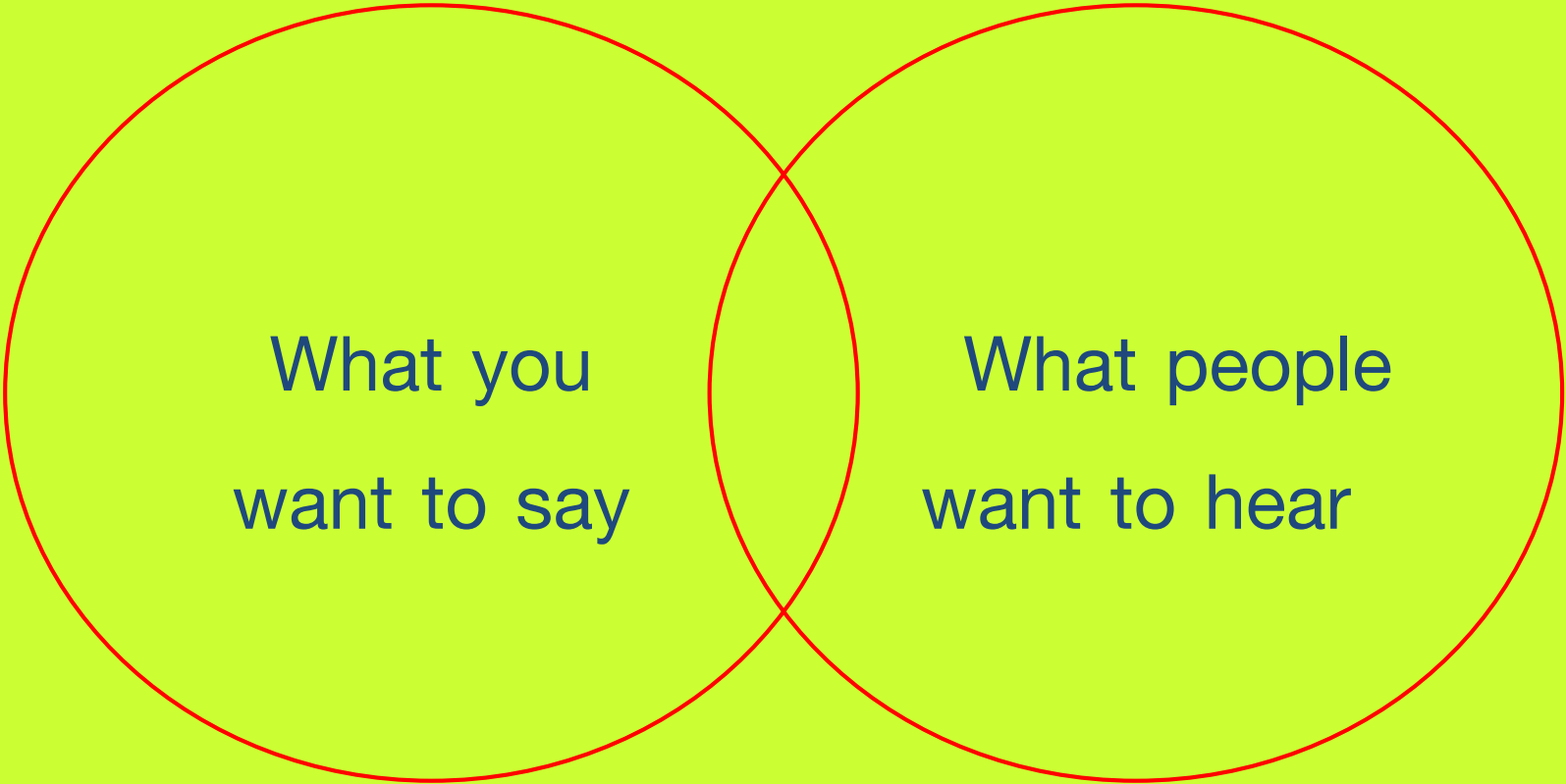




ALL NEW
Super Cub

FOREVER RETRO





What you
want to say

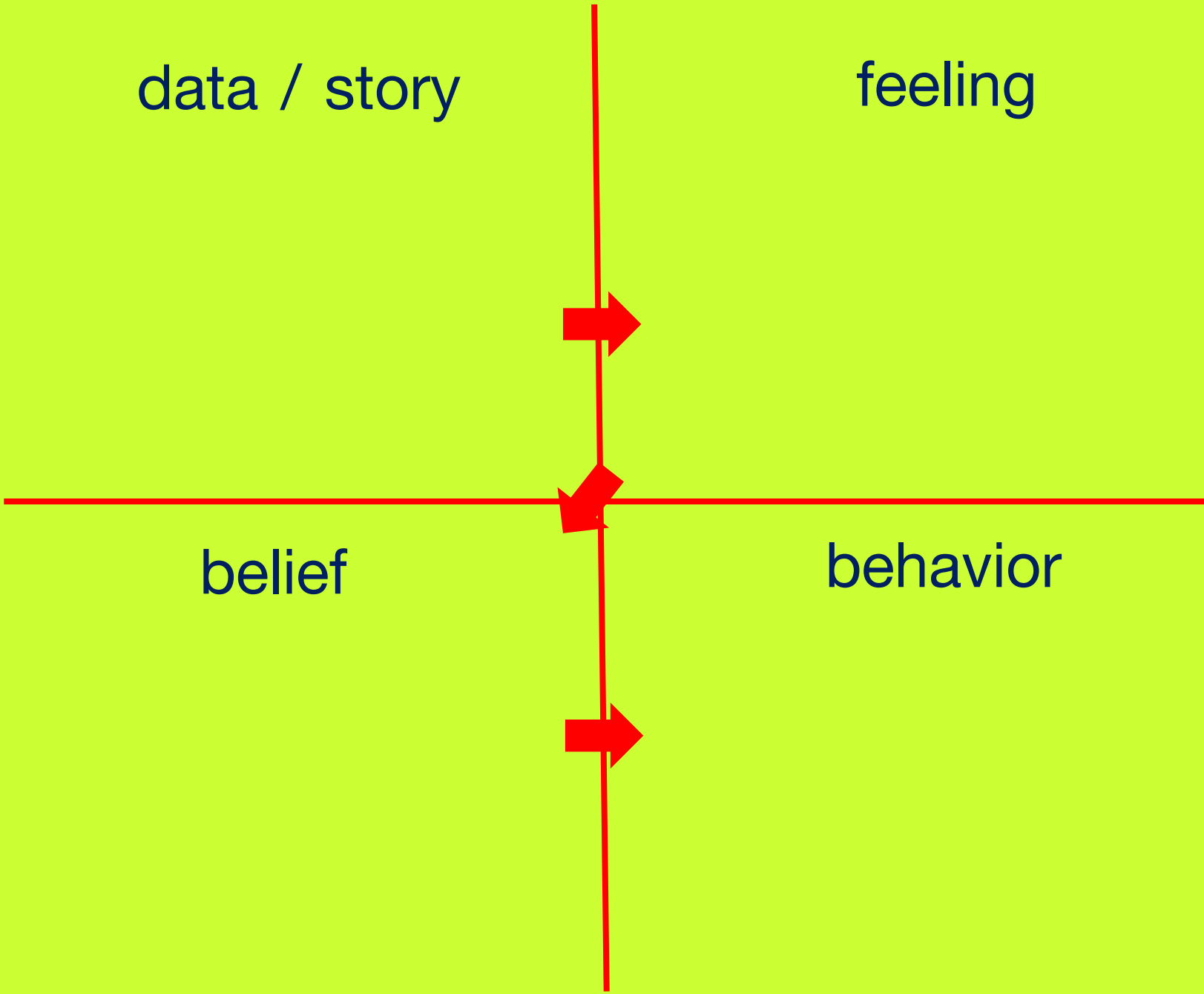
What people
want to hear

data / story

feeling

belief

behavior



Class Exercise

Assign students divide into groups of 3

To participate in the video clip contest on the topic of "Giving
light to the eyes"

by assigning them to define the concept or theme of the work
via What to say? and How to say it?

Then send it into the Classroom system by Saturday.

Direction

Team :
Client :
Product :
Present :

ข้อมูล เรื่องราว

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.....

ความรู้สึก

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ความเชื่อ

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พฤติกรรม

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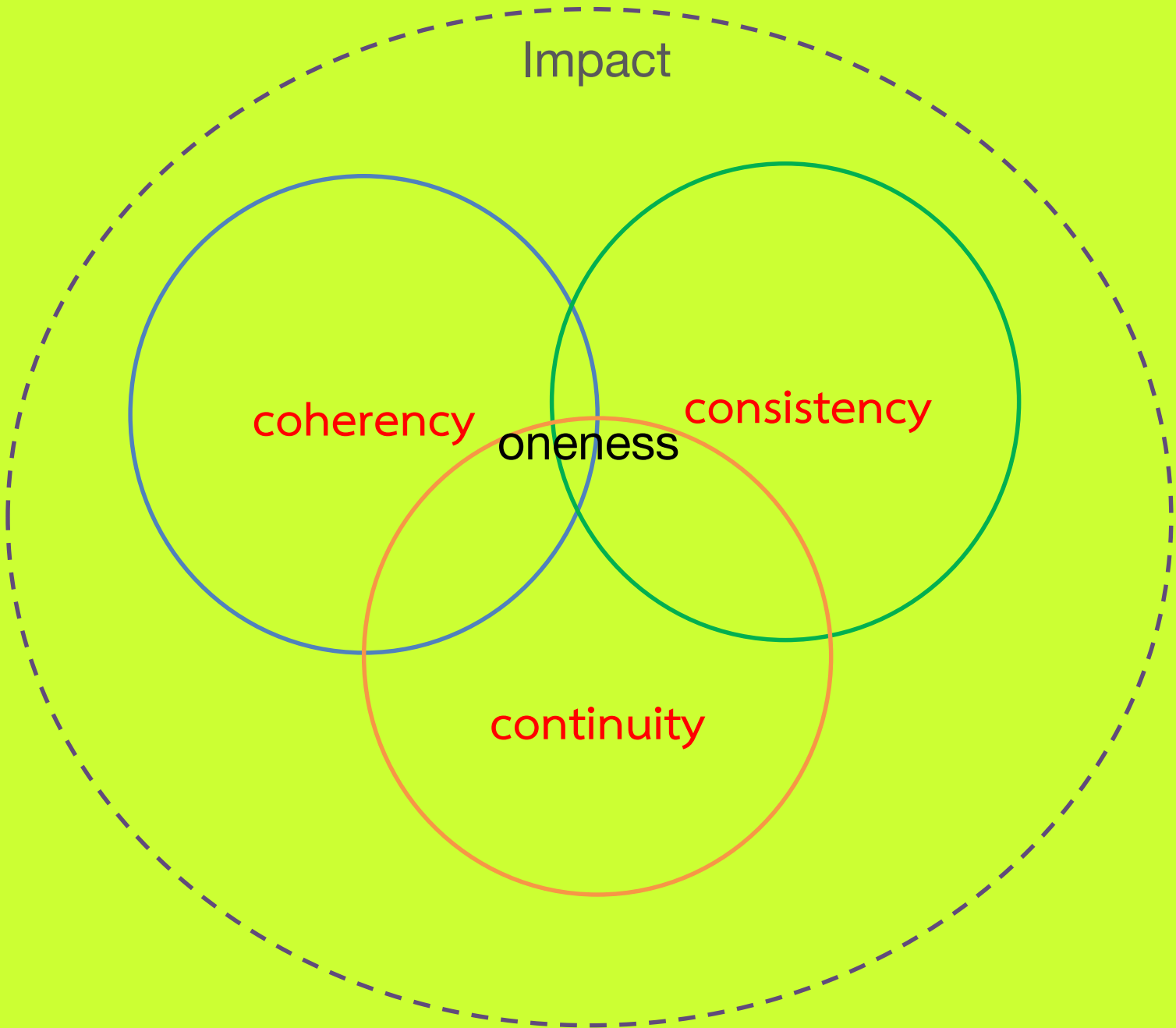
Team :
Client :
Product :
Present :

What to say?

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.....

How to say it?

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.....
.....
.....



Impact

coherency

consistency

oneness

continuity

coherency

consistency

continuity

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