KEY SUCCESS FACTORS OF MARKETING ONLINE CHANNEL: CASE STUDY IN ORIENTAL PRINCESS "REFLECTION: IF LOOKS CAN KILL"

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ABSTRACT

Markets are so constantly changed, so company has to adapt their strategic model to survive in this high competitive market. In order to sustain in long term business environment, it is necessary for the brand to build long term relationship with the customers. And the key to build this bond is truly understanding customer needs and behavior which benefit the brand to create powerful touch point communication and finally become the top of mind brand.

In addition, due to customer's behavior has been changed, they are influenced by media, social and Internet. Not only using traditional media as a main single platform, but company should also consider other new media that reach the modern women nowadays and provide effectiveness in return.

Finally, this thematic paper will mainly discuss on "Attractiveness, Brand Reputation, and Persuasive Capabilities" as the three key success factors influencing intention to buy according to the Oriental Princess: "If Looks Can Kill" online campaign.

KEY WORDS: Online Campaign / Consumer Insights / Attractiveness / Brand Reputation / Persuasive Capabilities

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CHAPTER I
INTRODUCTION

Due to the changes of advertising expenditure in Thailand lately, higher growth in new media advertising spending has been seen over the years. In the past, TV, radio and prints were considered as crucial media channels without any other means replaceable, however there is a new digital media channel. the digital channel is for example Facebook, Youtube, Twitter and Pinterest (Geiger & Lampinen, 2014). According to the Media Agency Thai (MAAT) outlook, the estimated total advertising expenditure by medium from 2012 to 2014 shows a trend that ad spending on traditional media like TV and newspaper have been stable while digital ad expenditures have been increasing

Estimated advertising expenditure in 2012 – 2014 in Thailand							
	2012		2013		2014		13 vs 14
	Bt m.	%	Bt m.	%	Bt m.	%	% change
TV	68,105	52	69,249	50	70,800	48	2%
Cab/Sat	9,653	7	15,153	11	14,200	10	-6%
Digital TV					4,300	3	
Radio	6,628	5	6,616	5	6,600	5	0%
Newspaper	20,047	15	20,749	15	21,400	15	3%
Magazine	6,054	5	5,793	4	5,600	4	-3%
Cinema	7,915	6	7,527	5	7,500	5	0%
Outdoor	4,532	3	4,153	3	3,900	3	-6%
Transit	2,960	2	3,512	3	4,000	3	14%
In-Store	2,733	2	2,623	2	2,600	2	-1%
Internet	2,783	2	3,733	3	5,100	3	37%
Total	131,410	100	139,108	100	146,000		5%

Figure 1.1 The estimated advertising expenditure in 2012 – 2014 in Thailand market (positioning, 2014)

From the figure 1.1, this statistics demonstrates that the advertisers have shifted their budget to digital media more and more. Thus, this study focuses on key success factors of an online campaign that achieves a certain level of success. Moreover the study discovers how effective online campaign can influence consumers to purchase products and how much this new type of media can make valuable returns when compared to the television outlet.

Nevertheless, effective advertising spending is a challenge for marketers to maximize their investment to drive sales target performance. They must understand customers' needs in order to serve the right products and, at the same time, communicate the right messages through the right channels. The Oriental Princess online campaign, "If Looks Can Kill", is taken as a case study.

The success of this campaign is reported in a sales report and awards that the company achieved in the regional level. The sale of its Reflection Limited Edition, cosmetics collection, was sold out in 3 months and drove its overall sales up by 20% in that period (J. Walter Thomson Asia Pacific, 2014).

Nonetheless, it increased its brand awareness by 22% and drove the sale of the company by 40%, according to a statement made by Mr. Satit Jantawiwat, an executive creative director at JWT Bangkok (Prachachart Business Online, 2014).

Moreover, this campaign won a Silver Award from the Asia Pacific Effie Awards and a Bronze Award from the Asian Marketing Effectiveness & Strategy in 2014. These two awards were based on the execution and management of effective marketing strategy and campaign as well as the efficient media integration.

1.1 Objective of the study

- To study key success factors of the Oriental Princess online campaign: "If Looks Can Kill"

1.2 Research question

- What are the key success factors of the Oriental Princess digital campaign: "If Looks Can Kill"?

O.P. Natural Product Co.,Ltd, a subsidiary of the SSUP Group, was established as a beauty care business unit of "Oriental Princess" brand. The company is a leader in natural beauty products in Thailand. The brand is popular among Thai women customers for decades.

1.3 Oriental Princess: company and the "If Looks Can Kill" online campaign background

The Oriental Princess brand (OP) was founded in 1990. It offers complete women lifestyle product lines including skin care, cosmetics, hair care, fragrance, bath and body, lifestyle and sensory therapy products. The company uses the best natural ingredients in its products. At present the firm is Thailand's market leader in specialty beauty retailer with over 315 stores nationwide (SSUP Group, 2013).

The campaign "Reflection: If Looks Can Kill" was an interactive mini-series for its Oriental Princess's limited edition Reflections cosmetics line. The story plot was about a murder mystery investigation in a resident where its owner was killed. To solve the case, a young attractive male detective was called to find a real murderer and there were six suspected beautiful females. In order to prove that they were innocent, they created their own look to hide their identity. The series kicked off with a TV loose spot which was designed as a movie trailer for a month long period, drawing viewers into the investigation story line on its OP official website – www.orientalprincesssociety.com. Viewers were invited to watch four interactive online series running ten minutes long each to find out who was a real murderer.

Apart from inviting viewers to watch its four parts mini-series and inviting them to find out the case culprit, they also participated in activities during the series to get a prize and clicked on a "get the look" icon on each character at each scene point. A two-minute makeup tutorial scene showing how to transform themselves to their favorite look would be opened on each separate screen.

There were over 250,000 views over three months period with an average of four minutes spent per clip. This number was equal to 60,000,000 second which was similar to 2,000,000 TV spots. It was a huge success since it caused the limited

edition collection to be sold out in a short period (J. Walter Thomson Bangkok, 2013) (JWT Asia Pacific, 2014).

1.4 Benefits

This research helps the marketing team and the agency to work more effectively with the marketing strategy for its new product launch. It is also useful for a customer insight application, marketing communication strategy, and media selection that they will come up with in the future. This research helps create more opportunities to build brand engagement with its target market in order to remain competitive.

Applying consumer insight to create communication and deliver content throughout the right traffic can help marketers allocate and spend budgets wisely, benefiting the company's financial costs.

The next chapter of this thematic paper consists of academic journals, which includes some facts and theory about marketing research and marketing communication. The secondary data included in this paper comes from local sources related to the consumer insights. The relevant connection can also be found to support this thematic paper.

CHAPTER II
LITERATURE REVIEW

2.1 Marketing research

 In order to capture its target's needs accurately, it is necessary for a company to conduct researches to study nature of its markets and target groups. The method is both quantitative and qualitative depending on the purpose of the study area. The Oriental Princess brand (OP) is designed to be qualitative in order to explore its consumer insight. It applies this knowledge to plan marketing strategy and creates effective mechanics to reach the company goal. Research is an important process enabling the company to assure that they reach its target customers with the right messages through the right communication channels. Without the research, it is easy for the company to get a wroung results (Jacques, 2009). Since OP is a fully women lifestyle brand, they must be able to describe nature of women and understand what consumers need very well. Therefore, every new product launch must align with consumer behaviors. That is why marketers must focus on marketing insights, including concepts and approaches allowing the brand to share its values with customers. The insights also provide interactions between the brand and its customers, value to both sides, common interests and, most important of all, shared rewards (Schultz & Block, 2014).

 As its brand management, Oriental Princess brand and JWT Bangkok, the world's best-known marketing communications brand consultancy, have recognized an importance of gaining deeper understanding of 'whys', 'whens' and 'hows' with regards to consumer behavior. They conducted a research to explore areas of targets' behaviors, needs, fundamental purchasing motivations and product uses. This informative study enabled the company to design powerful strategies and effective communications that increased the customer engagement with the brand.

 The "Womenish Language" research study was an interview-based focus group discussion among the twenty-five women ages between 18 – 25 years old who

lived in Greater Bangkok area. These targets were considered as potential target segmentation for many brands because of their high purchasing power and being approachable through online elements characteristics. Moreover these targets are major target customers of the Oriental Princess cosmetics line as well. They were undergraduate and first jobbers who valued good looking appearance and started to make-up. Due to mass product positioning in the market, they could afford the Oriental Princess products. Somehow, their behaviors were quite hard to understand. Therefore, the research results are originated from the assumption of "Women do not say what they really feel/think" (Fayossy, 2014).

The research showed the fact that the twenty-five women actually had competency and self-confidence more than what they expressed. They were concerned with a life planning in many aspects such as education, career, financial and family. In addition, the research indicated that 'beauty' was the most important issue when compare with wealth and education. It was believed that being beautiful boosted self-confidence and created better opportunities for them. Besides women were more willing to be emotionally engaged with a brand, successful marketers needed to figure out how best to meet the needs of women before implementing marketing and advertisement actions, said Prachawan Ketavan, senior communication planning director at JWT Bangkok (Kewaleewongsatorn, 2014).

From the insight, the marketing team chose a women belief toward an importance of beauty and looks to create the new limited cosmetics collection; the Reflection collection. Instead of explaining product benefit in functional terms as competitors do. For example, Maybelline "the great lash" is washable mascara in blackest black with condition as it thickens, no clumps, and no globs, OP tried to differentiate themselves by creating a unique product with selling point and creative communication marketing.

2.2 Marketing communication

In order to sustain in long term business environment, it is necessary for the brand to build long term relationship with its customers. The key elements are the right messages through the right communication channels. Moreover, it is the fact that

traditional media requires large financial investment which some companies may be unable to cover. Online network has become an excellent channel for companies with relatively small financial investments in order to communicate their messages to reach maximum potential targets. Marketing communication in the paper is defined as *"the process of communication in marketing, which purpose is to create a favorable preference for brand, product, service or person"* (Denis & Boris, 2014). It is also process in term of tool and channel selection to provide information about products, ideas and brand to the potential audience (Burnett & Moriarty, 1998). In this paper, it will discover marketing communication in two aspects which are marketing communication "tool" and marketing "channels" in order to identify effective selection to succeed.

Marketing communication tools are various but the most frequently mentioned are advertising, word-of-mouth, public relations, sponsorship, packaging and sales promotion, etc (Semenik, 2002) (Pickton & Broderick, 2005). The Oriental Princess brand uses mini-series as its main communication tool to represent its brand association. The brand truly understands what women want and think. A creative advertising is the most efficient marketing communication tool since it is more memorable, longer lasting, and works with less media spending. It builds a fan community faster thereby impacting on sales (Reinartz & Saffert, 2013).

While marketing communication channel is anything thing that can send messages from the source to the audience such as television, radio, print media, internet and social media, etc (Pickton & Broderick, 2005). The company selects online channel to transmit communication content for approaching, keeping and developing long term relationship with their customers.

Due to the change in customers' behavior nowadays, consumers are influenced by media, social and Internet channels. Internet users in Thailand as of 1 July 2014 reported that an 8% growth when compared to 2013 according to Internet Live Stat (Internet Live Stats, 2015). In addition, the research study about Thai consumer behavior on online consumption in 2013 – 2014 from Electronic Transactions Development Agency (Public Organization) (EDTA) showed a significant increased Internet access year after year. People spent time on Internet less than 10 hours per week in 2013, but they spent 42 – 76.9 hours on Internet in 2014

(Digital Advertising Association (Thailand), 2014). The most popular device used to access Internet was smart phone equivalent to 77% (Digital Advertising Association (Thailand), 2014). This data indicates significant increases in Internet access and consumers tend to spend time on online platform much greater than those in the past.
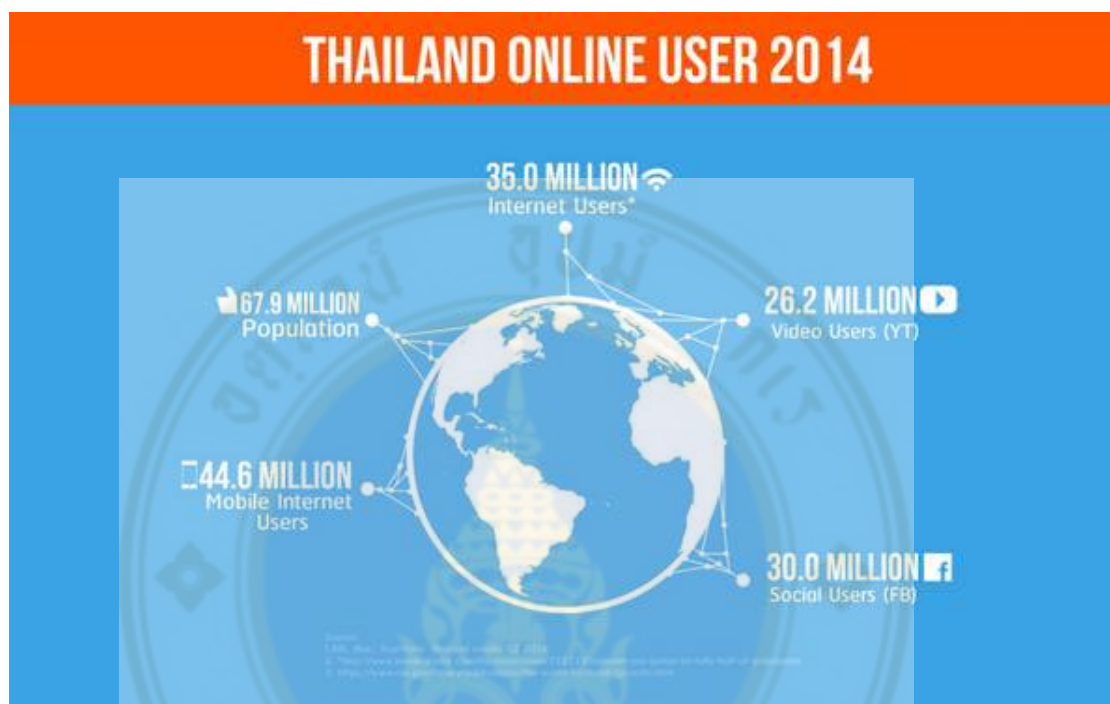
Figure 2.1 The summary of Thailand online user 2014 (Digital Advertising Association (Thailand), 2014)

Figure 2.2 The statistic report of Internet user in Thailand as of 1 July 2014 (Internet Live Stats, 2014)

The bar chart comparing percentage of Internet access time spending per week among Thai users between year 2013 vs 2014
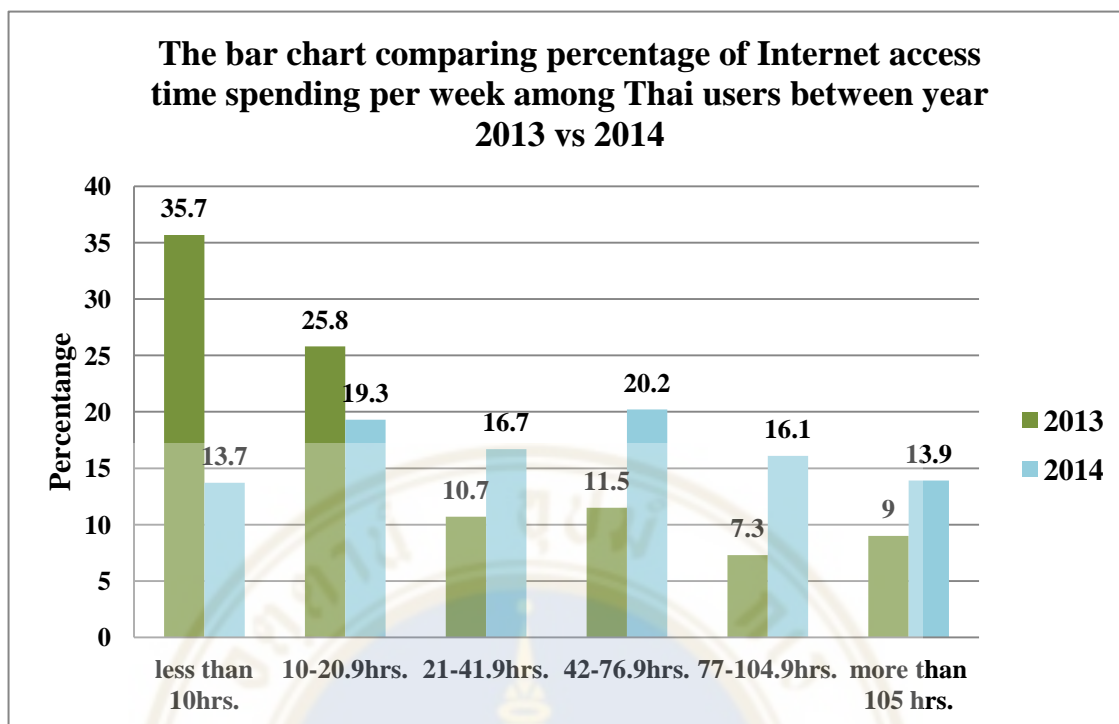
Figure 2.3 The bar chart comparing percentage of Internet access time spending per week among Thai users between year 2013 vs 2014 (ICT, 2014)

The percentage of devices used to access Internet per day among Thai users in 2014

Smartphone: 77.1% access used with average 6.6 hours/day

PC: 69.4% access used with average 6.2 hours/day

Laptop: 49.5% access used with average 5.3 hours/day

Tablet: 31.1% access used with average 4.8 hours/day

Smart TV: 8.4% access used with average 3.4 hours/day
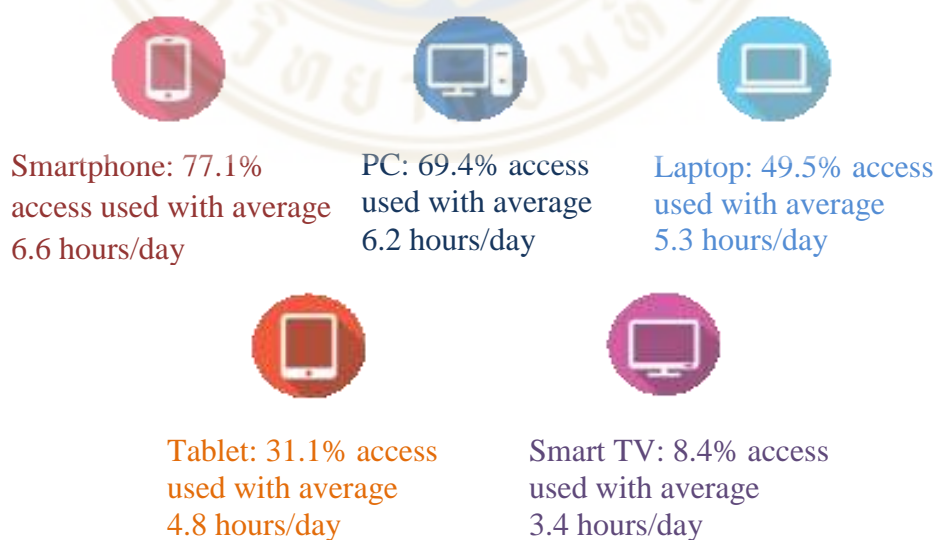
Figure 2.4 The percentage of devices used to access Internet per day among Thai users in 2014 (ICT, 2014)

Therefore instead of using traditional media as a main platform, Oriental Princess focused on digital and used TV as a kick-off channel before drawing the attention of its customers to the website. One more reason to support online advertising was the DAAT statistic report about digital advertising spending during year 2012 – 2014 indicating consecutive rises in advertising spending (Digital Advertising Association (Thailand), 2014).
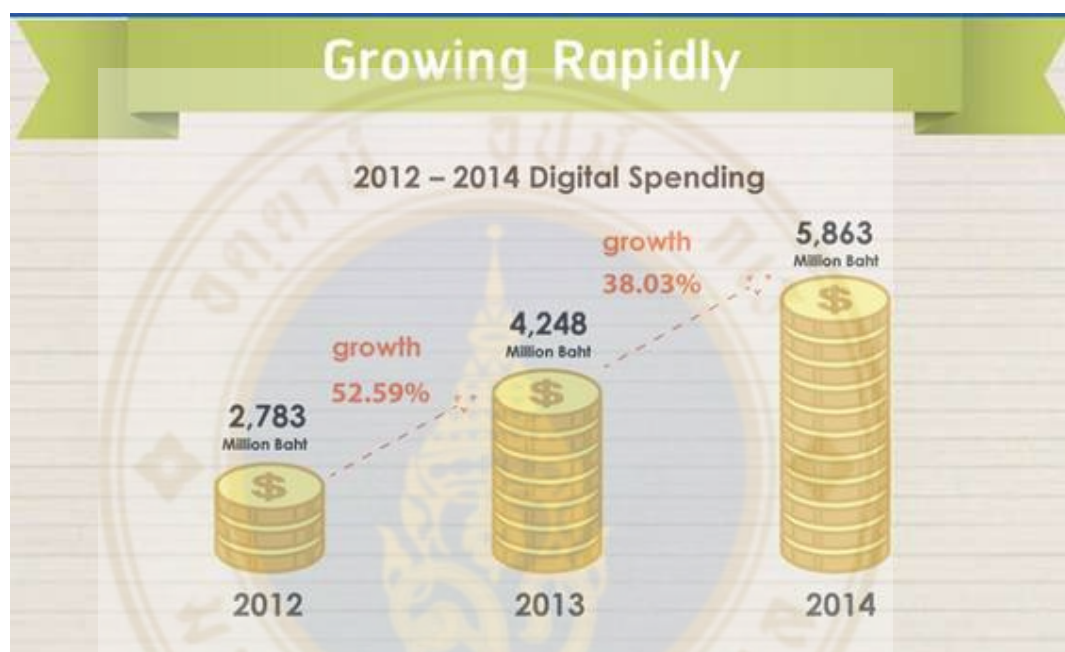
Figure 2.5 The digital spending growth in 2012 – 2014 in Thai market (Digital Advertising Association (Thailand), 2014)

As seen from the digital spending growth in above figure, the expenditure has been growing rapidly over the years. In addition, there is a difference between marketing communication on new media and traditional media in terms of active participated communication. Online platform enables two-way communication while the traditional one does not. This advantage benefits the business by building customer engagement which can be measured frequency of visits to a website, customer satisfaction, recommendations and sales volumes. Not only existing customers, but also prospects are engaged with online activities (Forrester Consulting, 2008). Thus, this advantage should be a factor that influences advertisers to spend more and more on this media channel.

2.3 Framework

With regards to the information shown in this literature review, adapting consumer insight and translating it into creative communication to engage target audience to the brand by using selective media channel are important to product introducing mechanics. Based on a study of factors influencing cosmetics purchase in Thailand (Chaovalit, 2014), these variables are hypothesis of intention to buy influencing a success sales performance of the campaign. Therefore, the framework for setting research questions is developed as below.
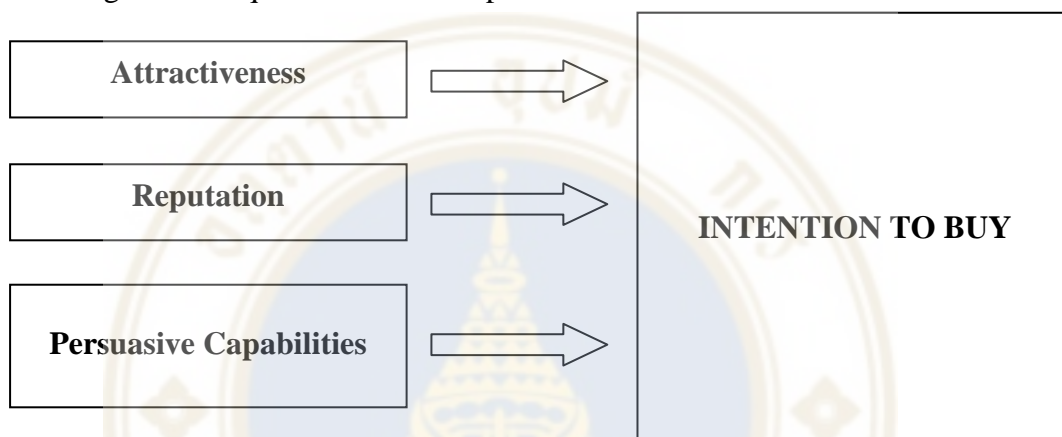
Figure 2.6 The framework of independent variables to create intention to buy, customers featured in Oriental Princess online campaign: Reflection "If Looks Can Kill"

CHAPTER III
METHODOLOGY

There were two parts of data collection on this research methodology. One was a campaign producer, the other one was target audiences. In order to explore findings what the key message and objective of the campaign were, an in-depth interview was conducted on the two Group Account Director from JWT Bangkok who were considered as a "content sender". These two interviewees were part of the campaign creativity at that time so they could share essential information about the key variables driving the campaign achievement.

On the other hand, the target audiences, or a "content receivers", were also necessary for data collection. It was to recheck whether the targets could understand and received what the sender intended to or not. Finally, the main purpose of this in-depth interview with these respondents was to find the level of intention to buy products after receiving the contents which were an indicator of the successful campaign.

3.1 Research Setting & Data Collection

The qualitative research was used to gather an in-depth understanding of "If Looks Can Kill" campaign planning and consumer insight. The qualitative method investigates 'whys', 'whens' and 'hows' the insights were adapted to the campaign strategy and planning. Later, the second in-depth interviews were conducted in this thematic paper with marketing communication consultancy of Oriental Princess brand and modern women customers target.

"In-depth interview is a personal interview where a single respondent is investigated by a skilled interviewer to discover underlying motivations, attitudes, and feelings on a topic" (Hair, Wolfinbarger, Ortinau, & Bush, 2008). The objective of the interviews was to gained more insight into this research topic. This type of interview

was used to exchange information freely, gain detailed understanding of complicated behavior, or to interview with people who were hard to reach (Lee, 2001).

Some interviews were tape-recorded but some were filed notes in order to assure that the researcher recognized all the answers of each interviewee during the interview. The participants signed-off permission for the interviews to take note and to be referred. Each interview took about 30 minutes.

3.2 Participants

The interview was conducted into three groups. The first group was marketing communication consultancy. They were Group Account Director at JWT Bangkok who in charge of planning process for this campaign 2 years ago. It was an in-depth interview with 2 interviewees which taken at JWT Bangkok office in October 2014. The interview took 30 minutes long. Purpose of this interview was to better understand core idea concepts and objectives of the campaign.

The second and the third group were Thai women aged between 18 – 25 years old and lived in Bangkok. The respondents who were chosen represented the target of cosmetics consumers in Thailand. They were considered as young adults or college students and first jobbers. It was two in-depth interviews with the same data collection method were conducted at a coffee shop on Sukhumvit 19 road and at Festival Walk, the community mall, on Kaset-Nawamin road. These interviews took place in October 2014 and it lasted about 30 minutes each. There were total seven interviewees separated into four and three persons per group. There were three objectives for this qualitative research. The first objective was to compare the insight finding of Thai modern women behavior with 'Womenish Language' research in which the interviewees' answers helped the marketing team to understand more on target's needs in order to do the marketing plan in the future. The second objective was to research whether the message of the campaign was powerful enough to influences the engagement and intention to buy. The last objective was to research whether digital platform was an effective touch point for this target or not.

CHAPTER IV
RESEARCH FINDINGS

The Oriental Princess "If Looks Can Kill" digital campaign was divided into three sequences in order to perform key success factors analysis. The three sequences of the campaign were as below.

4.1 The three sequences of the digital campaign "If Looks Can Kill"

4.1.1 Preparation

This process is about conducting researches to collect consumer insights, ideas for new product positioning, concepts for a new product line, and transform this knowledge into realistic marketing strategy. The data collection is gathered through a qualitative interview with a marketing communication consultancy who was a content producer.

Table 4.1 Interviewee's Profile

Name	Occupation
A	Group Account Director for Oriental Princess: Reflection " If Looks Can Kill" campaign, JWT Bangkok
B	Group Account Director for Oriental Princess: Reflection " If Looks Can Kill" campaign, JWT Bangkok

4.1.1.1 Finding from interview

The Oriental Princess brand association is the brand who understands what women think and wants to be able to serve their demands with variety of product lines. Its major targets are women aged between 18-25 years who are undergraduate and first

jobbers. They are concerned about their look and search for affordable products matched their lifestyle. As a marketing consultancy, it is important to understand the target's needs and focus on their insights. The brand realizes that women at these ages value good physical appearance because they believe it brings them better opportunity for their life. However, the brand has to execute this insight and turn it into creative communication technique and spread out messages through the right channels to assure that those contents will be reachable effectively.

Even though Oriental Princess brand offers many women product categories, a main business driver is its cosmetics line. Once they have tried the products and satisfy with its benefits, they will likely to repurchase and try other product categories. Oriental Princess aims to become top of mind brand when women look for cosmetics.

According to JWT the "Womenish Language" consumer research on Thai modern women behavior, the findings show obviously that today women care more about look and appearance than those women in the past. They also look for products that are fitted to their characters and lifestyle not just following the trend. Oriental Princess has noticed this point very well. Then, they adapt it into a mysterious idea concept in order to encourage women to feel more confident and feel inside beauty.

However the communication technique must be different from its competitors that generally promote functional benefit. OP so avoids mentioning beauty issue directly. The brand endorses product unique selling point which is its colorful shades with interesting mini-series drawing viewers' attraction to engage with the brand and products throughout its online platform.

Furthermore, the Group Account Director (GAD) explains about the original idea concept and marketing plan before introducing the campaign to the market.

The Reflection "If Looks Can Kill" campaign is inspired by 'Queen of Butterflies' characteristics. The creative team applies the attractive colorful appearance of this beautiful creature to symbolize women. They study insight of these butterflies in terms of playing upon their mysterious character and behavior. It is the nature of animal using their uniqueness for both survived and attacking purposes. They use their attractive wing surface to disguise. Even though those wings look softly

and adorable, they are much stronger than they looked. So butterfly is the best representative of mysterious beautiful women. It is just like women who they can do make-up for different purposes as well. This idea concept is transformed into communication slogan 'Beauty is Women's Weapons'. Somehow, the campaign has encouraged women to explore their mysterious side and created a 'butterfly effect' of their own. Making one small changes with their own look can set off a chain of events in the world around them. Respondents said that this campaign associated with a new collection was called "Reflection Limited Edition make-up sets".

4.1.2 Show Time

The campaign lasts approximately 3 months long from September – November 2012. TV loose spots are used as the first mechanic to kick-off its campaign. Unlike traditional TVC presentation, it is created as a movie trailer leaving mystery end scene with hypothesis of who the real murderer is. This marketing communication style creates buzz at that time since it differs from its competitors. It is aired only in the first month while an official website is prepared to continue the story line and, at the same time, provides interaction online activities to engage the viewers.

For this process, two in-depth interviews are set to better understand consumer behaviors and viewers' perspectives toward this digital campaign. There are three purposes of this interview. Firstly, to compare whether the consumer insight is similar to 'Womenish Langauge' result. Secondly, to check whether the communication messages are strong enough to create consumer intension to buy. Lastly, to check whether online network is the right channel to reach its targets. The sample size is seven women ages between 18 – 25 living in Bangkok. They are university students and first jobbers, who access Internet more than 4 hours a day. All wear make-up on a daily basis. The discussion takes around an average 30 minutes for each.

The interview starts with general questions to relax and breaks the ice among the respondents. The question set includes their lifestyle, interests and attitudes towards physical appearances and beauty. The discussion then are brought to the "If Looks Can Kill" media presentation which introduces by showing a 30-second Reflection Limited Edition trailer. Next, the respondents are brought to watch cut

down mini-series for about 5 minutes. At this stage, they are asked about an idea concept of the campaign and intention to buy product. Next presentation takes another 30 sec to show a 'get the look' tutorial before checking intention to buy one more time. The last question is about consumer engagement along the show.

Table 4.2 Interviewee's Profile

Name	Occupation	Age
Group 1		
A	Student, Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang	18
B	Student, B.B.A, Kasetsart University	21
C	Student, M.B.A, Thammasat University	24
D	Business owner	25
Group 2		
E	Account Executive, In House Agency	22
F	Student, Liberal Arts, Thammasat University	22
G	Sales and Marketing officer, media agency	23

4.1.2.1 Findings

The major findings from the data collection can be categorized into four themes as follow:

Attractiveness

The online media channel is attractive to the targets. The interviewees totally use social media and spend time online more than four hours a day. Their favorite social media applications are Line, Facebook, and Instagram. Smartphone is the most used device to access Internet. In addition, they, nowadays, search for information including beauty tips and beauty inspiration online such as beauty blogs and beauty community website which provide reviews and recommendations rather than magazine or TV show as they used to be in the past.

"I always update trends and news via Facebook news feed and google for more information in that specific content if it interests me."(interviewee F)

Refer to the interview discussion; both students and employees agree that nowadays they access news and information on Internet since it is easy, convenient and up to date. Furthermore, the result shows that modern women tend to prefer on demand contents because they enable them to select contents that match their preferences and interests. Especially, they all have Facebook and Instagram accounts not only for connecting with people purpose, but also for following people and contents relevant to their lifestyle, interests and preferences. There are two respondents out of seven who are student and the other one is an employee. They are Oriental Princess facebook fanpage. They said they normally get beauty tips and promotion updates from the page. Therefore, it is a good point to consider subscription numbers in the website as a reasonable evidence for customer engagement.

The student tends to follow PearyPie review because she is a young make-up artist and famous. While older targets tend to follow MomayPaPlern review because it provides more professional looks with various new products introduction. Even though most of the products used in the tutorials are of quite high costs, they still enjoy learning new technique and adapting to their style. The other source where the older target gets the look and beauty inspiration is Pinterest.com.

Due to its limited cost of investment, new media channel cost is significant lower than the cost of the traditional media. It is worth spending advertising budget for the brand to create awareness in this media type. In addition, it better creates two-way communication between the brand and customer, thus building the engagement purpose.

In addition, a creative presentation can draw the audiences' attraction to participate in the campaign. Its marketers need to differentiate themselves from competitors in order to create brand awareness and interests among consumers. For this case, they design a unique style of communication using mini-series to tell stories instead of using traditional TV spots as competitors do. This kind of presentation started two years ago and become a buzz in a market at that time.

After they watched TVC of the Oriental Princess Reflection Limited Edition trailer for 30 second, most of them felt exciting and thought it was an interesting presentation. 57% of respondents wanted to visit the official website to explore the clues and to find out who was the real murderer. While 43% would not visit the site directly but expected to watch it when others shared on social media.

Using 30-sec TV spot as a kick-off mechanic to get viewer's attention before inviting them to participate in a full story online was a creative communication method. The respondents showed curiosity to find out who was the real murderer. They were engaged to the campaign during the show by investigating the case through online activity and clicked on 'Get the Look' make-up tutorial. This method made them feel more comfortable to enjoy the show rather than received product information directly.

After showing cut down mini-series for about five minutes together with briefing the story line until the end. Four respondents got the idea concepts of how women could create different looks to kill. They tended to have similar comments that those beautiful suspected women tried to hide their identity by using attractive make up fooling a detective.

"It seems like these women use their beauty as a weapon".(interviewee D)

While another 3 respondents were not clear with the message of the series. They perceived this communication as commercial tools to promote new products without noticing the engagement that the brand tried to build with.

Nevertheless, majority could receive the message that the sender intended to send out and it created awareness among them.

Other than having effective communication materials, they have to select the right channel to assure the message would reach the targets as well. According to the secondary data supported on Internet users in Thailand nowadays, it indicated that modern women tend to spend time on online device much greater than the amount spent in the past and tended to increase over time. Thus, the marketer should be aware on consumer behavior changes and adapt the brand to get along with them.

For this case, approaching the target customers through the digital platform is the right touch point since these modern women prefer to spend time online more than that of traditional media.

Reputation

Brand reputation can create intention to buy. Three respondents who desired to buy product were already familiar with the brand. They used Oriental Princess product before. They trusted the product quality and its prices were affordable. Thus, they became aware of new product launch, it was not difficult for them to make a decision to try. Three interviewees with a plan to buy were two employees and one student. Also, some of them got inspiration to create their own look with the products used in series.

Unlike the three respondents with no intension to buy yet, they did not used the OP cosmetics before. They wanted to see more reviews and recommendations of this collection before making a decision. However, there was one interviewee who had no plan to buy even they tried OP cosmetics. She said it was too colorful which did not match her look.

Persuasive Capabilities

The research finding shows that tutorial and brand engagement which considered as persuasive tools can create intention to buy.

After showing the 'Get the Look' tutorial for 30 seconds approximately, the intention to buy rate increased from 3 to 5. The increases came from two students who did not get the key message at the beginning of interview. Earlier, these two interviewees thought that it was too complicated to complete the look and it might be difficult to apply colorful cosmetics. It was easy to get the look and the quality of product when a presenter applied it on their faces. The interviewees familiar with make-up reviews demonstrated how to do their make-up step by step. So when they understood, it was likely to convince them to believe and feel comfortable to try products.

"The tutorials help me to understand techniques to apply cosmetics step by step and I think it is better to be explained than watching photos". (interviewee C)

"I have heard that OP products are quite of good quality but I have not tried Them before. After watching the clip, it looks pigmented more than I expect". (interviewee F)

Apart from the make-up tutorial, brand engagement also influences purchase intention. As the campaign provided online activity to build engagement along the show and offered reward to motivate viewers, three respondents showed willingness to join, two refused and two responses said they were unsure.

Three willing interviewees were categorized into two objectives. The first group wanted to see the series climax so they were fine to play the game. Two of them were student and employee. The other one was motivated by its prize. This student commented that it was a good chance to get free samplings to try the products.

Two employees denied joining online activities because they thought it wasted their time. They said they just wanted to know the end of this mini-series without participating in any additional activity.

While another two respondents who had not been sure if they would have participated online interaction. If the prize had been interesting enough, they might have played the game. Or if they had nothing done at the time, they might consider join the activity.

Another important key for marketing communication, besides creative communication, the presentation must be easy to understand and meet their needs and intention to buy. Referring to the interview, there were three respondents who did not show intention to buy the products because they did not understand the message. But they changed their mind after they heard others' opinions of what the brand wanted to communicate to target audiences.

Moreover, using interactive communication along the show was an effective tool because it was a solid evidence to check on customer engagement to the campaign. Three out of seven respondents were willing to play game guessing who

was the real murderer and clicked on get the look tutorial as they are engaged with the content which was considered as a long-term relationship building. While other two respondents were not sure whether they wanted to engage the online campaign because they said it depended on their current situation and prize offerings. This result showed that these customers tended to prefer short-term relationship over long-term. For the rest remaining two respondents who denied two-way communication said that they did not think this collection would meet their make-up preference. It is showed that the way of communication is necessary to create customer intention to buy.

In order to enhance persuasive capabilities, there is an additional knowledge gained from the interview which calls 'Customer Insights'. Applying this information to the brand strategy can influence the target to create intension to buy. It is important to the marketing team to adapt the customer insight into effective communication. All of the interviewees value beauty and good looking appearance. These findings are derived from general questions related to lifestyle, interests and attitude towards physical appearance and beauty. It conforms to "Womenish Languge" insight research conducted by JWT Bangkok.

The respondents all agreed that good appearance brought them better opportunities especially in career achievement. They thought looking good also helped them to reach social acceptance.

> *"If there are two candidates who have similar qualification but there is only one available position, of course, the one who looks good will get a job".* (interviewee E)

They also accepted that plastic surgery and other beauty treatments could help them look prettier. Especially among employed targets, they were willing to spend more on skin care products in order to assure that they would get good skin condition. It was because they were concerned about aging problems. So they preferred to maintain and slowed down the aging problems by using quality products.

> *"I am willing to pay more on recommended skin care products if they are of quality".* (interviewee D)

From the interview findings, the respondents agreed with the women insight about their belief and value towards beauty. They believed that physical appearance influenced their self-esteem because it helped them feel more confident. With self-confident attitude, they tended to have positive thinking and higher encouragement to succeed in different situations. It also helped them trust their own abilities and had a sense of control which made them believe that they could do what they wanted to do. Also, they actually had competency and self-confidence more than what they expressed. When analyzing in details about the differences between students and employees, students showed strong belief that feeling beautiful boosted self-confidence and created better opportunities for them. This group was not much concerned about planning career path since they were more concerned about getting a job in a well-known company in any related position. It was because they wanted to find their interest and proficiency first, so they were quite open for any given opportunities. On the other hand, the employees showed different concerns. They were concerned with growth in their career path, financial and family. Perhaps, it was because they had more work experiences and had more focus on developing their expertise in order to sustain financial and support family requirements. This group still believes beauty was a good support to help people get better opportunities and social acceptances.

In terms of feeling beautiful, these two groups had similar thoughts. Even though they preferred having good natural looks; good skin condition and good appearances without heavy make-up. They also enjoyed researching on different get a look tutorials and tips as well as updated fashion.

Comparing younger and older respondents in terms of convincing process, younger target was easier to form style and be convinced. They were more open to try new things in order to find the right thing for them. Whereas older target who knew what they liked was harder to convince for new things. This evidence was shown in interview collection from two employees when they were asked about intension to buy the products; they said they did not think this colorful cosmetics collection would fit their style. They preferred simple professional look.

They admitted that this information enhanced them to apply technique to fit their preference and style, used it as a reference as well. More importantly, all of them searched for information in Internet more than any other media channels.

Therefore, OP focused on women's value which was about good looking appearance could bring better opportunity to their life and executed the idea in different communication style. They encouraged women to explore their powerful inside to control a chain of events by using their unique look. Instead of direct mention on functional benefit of the products themselves, they tried to engage customers by sending the right touch point to the targets. The customer perceived the brand as their best friend who understood their needs and was able to offer products meeting their demands.

4.1.3 Successful result of the campaign

From the marketing strategy and plan that the brand had done, it resulted that buyers understood what the sellers wanted to communicate to. The success was proved by its sales reports and awards; the campaign success resulted in revenue growth from the sold Reflection Limited Edition and two awards achievements in the regional competition.

It was reported that the Reflection Limited Edition, cosmetics collection, was sold out within three months and had driven overall sales up by 20% in that period. (Prachachat.net, 2014) Also, its brand awareness increased by 22% and drove the business of O.P. Natural Product Co., growth by 40%. (Prachachat.net, 2014)

Moreover, this campaign won the Silver Award from the Asia Pacific Effie Awards and the Bronze Awards from the Asian Marketing Effectiveness & Strategy in 2014 since these two awards were considered in different criteria based on the execution and management of effective marketing strategy and campaign.

CHAPTER V
CONCLUSION

The results and analysis, the key success factors of marketing online channel: case study in Oriental Princess in the If looks Can Kill campaign can be described in figure 5.1 as below.
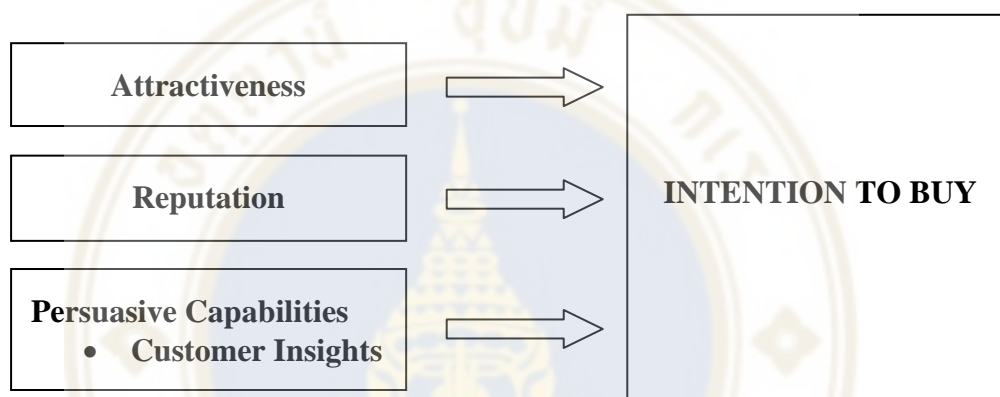
Figure 5.1 The conclusion of independent variables to create intention to buy of the Oriental Princess online campaign: Reflection "If Looks Can Kill"

The outcome conforms to the research frame work hypothesis of intention to buy that influences a success sales performance of the campaign. They are attractiveness, reputation, persuasive capabilities, and, additional factors from the data collection, insights. These are key success factors influencing client's intention to buy and, finally, driving sales to achieve its targets.

Attractiveness of this campaign is considered into two aspects. The first aspect is an attractive online channel which matches targets' behavior nowadays. It is undeniable that consumers tend to spend more and more time online rather than the time on traditional media. Their behavior on media content selection has also been changed instead of watching provided program by broadcaster; it has been shifted to content-on-demand basis. It means the audiences have become more sophisticated because of their interests and preferences. The other aspect is creative communication

message. The brand should be creative enough to design an effective communication in order to draw the audiences' attraction and engage them to participate with the campaign activities. More importantly, the communication becomes an important tool to convey the message from the brand to the target. Thus the company must assure that the targets will perceive the message as what they expect accurately. Therefore, sending messages to the target customers through online channel is the right touch point to attract them and convince them to believe in the brand. Finally, it will persuade a purchase decision.

In addition, brand reputation can leverage intention to buy. It is easier to make a decision if the customers know the brand or have good experience with the brand. Besides, brand reputation can be managed by influencers and recommendation as well. Oriental Princess brand have realized the important of this factors very well. They have a beauty online community on their website to support its brand management strategy. Customers can get inspiration and share information related to women life style and beauty. Once they are recommended, they will be willing to try. Moreover, if the brand can serve their needs well, they will share it to others. The brand reputation then can create intention to buy.

Persuasive capabilities are another factor driving sales performance. They are about brand engagement proficiency. For this case, it is an obvious results that tutorial is a tool to convince customers to believe in products in terms of function and emotion. It helps viewers to understand how to apply the products and demonstrates how its quality is. Furthermore, Oriental Princess provides online interactive communication through its mini-series. For example; let this mechanic builds interests which lead the customers to visit store, then, prepare promotion and/or marketing support at store to turn those customers to purchase products at the end.

The last factor that influences the intention to buy is insights. It is necessary for the brand to assure that they know the targets' needs correctly. In order to get this information, the company must deeply research the targets' behavior to get insights. The company then analyzes its problems and transforms them to products that meet their needs. Insights are not only useful for the product development, but they also benefit the marketer to understand the targets' behavior, attitudes and values. Hence, this valuable information becomes a total marketing solution covering initial

ideas to create product concepts, to product development, and eventually to marketing strategy management in order to drive a business performance.

In summary, the key success factors that influence the success of a case study in Oriental Princess the Reflection "If Look Can Kills" online campaign are attractiveness, reputation, persuasive capabilities and insights.

5.1 Recommendation

The brand should assure that they deeply understand consumers' needs and focus on the insights. Applying consumer insights to develop products to meet their needs and design creative communication to deliver the right touch point which impact customer's value, belief and self-esteem correctly. For marketing communication strategy, a marketer needs to differentiate themselves from its competitors in order to create awareness and interest among the consumers. However, the most important thing is that the brand must be clear in message delivered to the target so that they can understand what the brand wants to point out.

Undeniably, online platform has become part of our life in both secondary research study and market observation. The brand should see this change as an opportunity to create relationship with its customers in order to sustain its business in this highly competitive environment.

5.2 Limitations

Firstly, this campaign was launched two years ago. At that time, there was no mini-series commercial concept idea used in the TV advertising, so the audiences were excited about it more than they do nowadays. Secondly, the sample taken for the study was also small, only seven interviewees from consumer side were considered, so the result may have not been accurate. Lastly, the research was limited only to women ages between 18 - 25 living in Bangkok, who could not represent all Thai women.

5.3 Further research

A future study could be conducted to collect data in wider areas. The study can be applied to more women, wider age groups, many provinces and different cultures to ensure that the research can be seen as a general view of Thai women. Also, these findings can be a hypothesis to study the intention-to-buy factors in other industries to approve the key success factors in this case study.

Finally, as consumer insights and marketing communication channels are the highlights in this research, the agency should study and investigate more in order to make sure that they are still up-to-date and understand the changes of consumer's behavior.
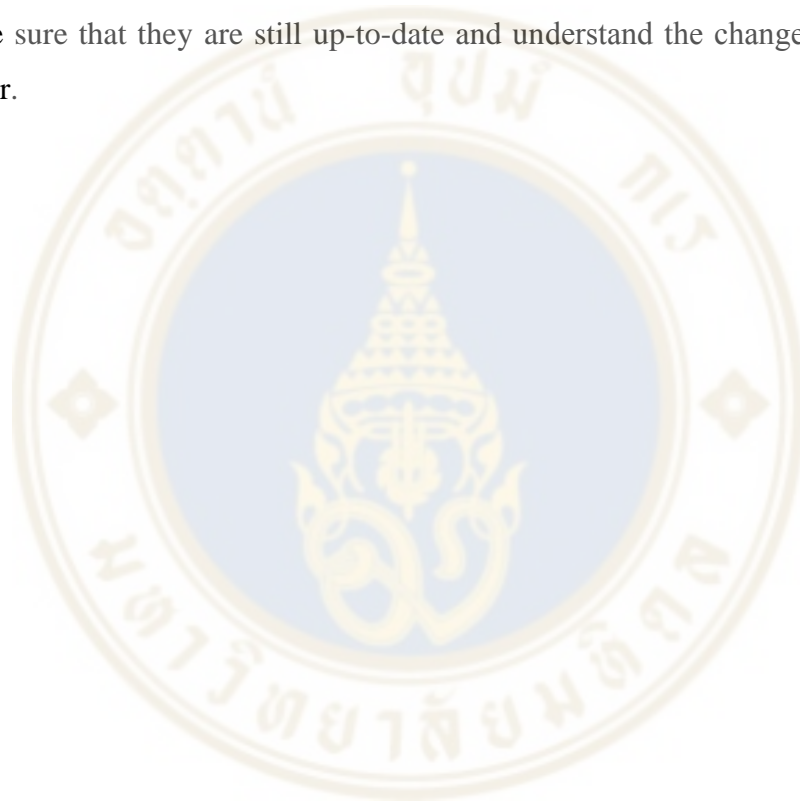
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APPENDICES

Appendix A: Participant Profile

Group 1: Marketing Communication Consultancy

1. Khun Pimmard Leenutaphong. Group Account Director for Oriental Princess: " If Looks Can Kill" campaign, JWT Bangkok
2. Khun Kunakorn Pramoolsukh. Group Account Director for Oriental Princess: " If Looks Can Kill" campaign, JWT Bangkok

Group 2: Thai Women Aged Between 18 – 25 Years Old and Living in Bangkok

Name	Occupation	Age
Group 1		
Chotiga Lertburapa	Student, Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang	18
Napassorn Chevinbenjarat	Student, B.B.A, Kasetsart University	21
Jutatip Lertburapa	Student, M.B.A, Thammasat University	24
Wannakarn Suwannasri	Business owner (wedding planner and bag shop)	25
Group 2		
Patraphan Chotithamwattana	Account Executive, In House Agency	22
Punnee Nantajurapho	Student, Liberal Arts, Thammasat Universtiy	22
Silitha Kasiwong	Sales and Marketing officer, media agency	23