



7<sup>TH</sup> INTERNATIONAL CONFERENCE

# Actual Economy

SOCIAL  
CHALLENGES  
AND FINANCIAL  
ISSUES IN XXI CENTURY



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## The Marketing Communication Strategy of Thai film: Case of GTH's Studio

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### Abstract

This study was conducted in a qualitative tradition, using analysis of relevant documents of Thai films produced by GMM Tai Hub Co., Ltd. (GTH) released in Thai cinemas during January 2003 –December 2015. And in-depth interview with 6 production insiders were also performed. And This is to locate marketing communication strategy of Thai films branded with GTH.

It was found that films by GTH belong to produced under international standard, They have visions which are "Fresh-Quality-Sincere", films by GTH serve to be a site of main stream and become to the popular Thai films, They are the leader in bringing created a new marketing communication tools that have never been used before in the Thai films. The marketing communication of GTH they are only one in Thailand using enriched marketing, marketing plan were set out in the concrete and applied appropriately by integrated marketing communication (IMC).

**Key-words** Marketing Communication, Thai Film, Films Studio,  
Marketing Communication Strategy, GTH's studio

### Introduction

Thai films have long been a popular entertainment medium and acts like a cultural heritage, because it was first made more than 100 years ago. At the same time, it not only has a close relationship with the Thai society, but also represents the context of the society in different periods it represents. Moreover, it is very important for the national income system.

GMM Tai Hub Co., Ltd. or GTH was a film studio of the Thai entertainment conglomerate GMM Grammy. It was formed in 2003 by the merger of GMM Pictures with producer Visute Poolvorakals' Tai Entertainment and Jira Maligool's Hub Ho Hin film company, following the box-office success of the childhood romantic comedy, Fan Chan, which the three companies had a hand in producing. All GTH's films with 40 films are successful, In 2014 have a phenomenon to been the new record of Thai film industry, "Pee-Mark Pra-Kha-Nong" directed by Banjong Pisanthanakun was the first Thai film to reach 1,000 Million bath income. Today the studio was dissolved in December 2015 due to internal conflicts.

Hence, this research purpose to study the Marketing communication strategies of Thai film focused on case study by GTH, It is expected that is research study will contribute development of the Thai Film Industry and offer a model of GTH's model can be represented to The Marketing Communication of Thai film Industry model.

### Literature review

The study of the Integrated Marketing Communications (IMC) concept. Kotler P. (2000) this concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products. IMC builds brand identity and strong customer relationships by tying together all of the company's messages and images. Brand messages and positioning are coordinated across all communication activities and media. IMC means that the company's advertising and personal selling communications have the same message, look, and feel as its web site. Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.

Srijinda, P. (2015) studied Marketing Communication in the early stage of Digital Television in Thailand. to identify the pattern of marketing communication and trend of digital television station in 2014, which is its prior period after the establishment. The findings reveal that market value of digital

television between April and December of 2014 was 322.7million baht. The television stations with the highest use of marketing communication were Workpoint TV, 7HD, Spring News, and Thairath TV. The marketing strategies that were frequently used were online marketing, advertising, public relations, sales promotion, and event marketing.

In the term of Consumer behavior concept by Schiffman, G., Hansen, H. (2008) refers to the purchaser of a product or service whereas the term consumer refers to the end user of a product or service. A view of the Communication process Integrated marketing communications involves identifying the target audience and shaping a well-coordinated promotional program to obtain the desired audience response.

The study of a Genre by Neale, S. (2000) in this way examines the structural elements that combine in the telling of a story and finds patterns in collections of stories. When these elements (or semiotic codes) begin to carry inherent information, a genre emerges. In art history, genre theory considers the visual arts in a similar way. Genre theorist Fishelov D. (1993) also deals with generic conventions—he calls them "generic rules"—in elaborating his explanatory metaphor of "literary genres as social institutions" in the book *Metaphors of Genre: The Role of Analogies in Genre Theory*. Fishelov, like Alpers, sees generic conventions as an inescapably "vital part of the literary communicative situation," linking present and past writers to each other, as well as to readers. Established conventions are "a challenge, or a horizon, against which the writer and his reader have to define themselves." The writer may respond to this challenge by "stretch[ing] the generic rules."

Exploring The Kingdom of Thai Film Genres : A Study of Thai Film, 2005-200 by Kerdee, K. (2010) to explore, examine and analyze Thai film genre, Genre theory, with emphasis on the concept of genre as taxonomy, is employed as theatrical framework of this study. Thai films can be classified into thirteen genres.

### **Methodology**

This study is a qualitative research using in-depth interviews and a documentary approach to collect the data. The researcher has focus the study on Thai films produced by GMM Tai Hub Co., Ltd. (GTH) released in Thai cinemas during January 2003 –December 2015. And in-depth interview with 6 production insiders were also performed. And This is to locate marketing communication strategy of Thai films branded with GTH. Finally, the data will be analyzed and reported using the approach of Analytical Description.

### **Conclusions**

It was found that films by GTH belong to different genres, consisting of horror, comedy, romance, and some minor genres such as kids film, film based on novel/real life, and documentary and conforming to Neale's concept that a Hollywood's genre. And consistent with the study of *Exploring The Kingdom of Thai Film Genres : A Study of Thai Film, 2005-200* by Kerdee, K. (2010) These ideas into genre study, we might think of the GTH's film genres as a specific grammar or system of expression and construction and the individual genre as a manifestation of these rules.

This is consistent with Kasikom Research Center (2002) study on "Theater business recovery: Get the current film in Thailand" by the theater business market survey in 2002 found that the growth rate in the direction when compared with the other business, economic downturn of the country. Due to strong support from several factors including: 1) movie genre 2) for promotion 3) advertising budget, and 4) a reduction in the price of the week.

According to marketing communication theory by Phillips Kotler (2000), which necessitates the consideration of marketing communication mix - namely, advertising and publicity/public relation which are used for communicating with the target audience in order to achieve the objectives with the strategy tool in promoting GTH's films look like at the concept of Integrated Marketing Communications (IMC). Because they used coordinated communication tools. The most appropriate use of specific tools that do not require any form. Considered as a long-term process (Long run) and continuity. Selected to weight the importance of each tool.

And the use of each tool is not used all the time and also the development of new communication tools to reach their target audience is creative and effective.

GTH's studio has managed marketing communications plan to systematically. With defined pre-production on the film was released in movie theaters. In addition, GTH is a leader in creating new marketing communication tools that have never been used before in the film's marketing communications in Thailand, become the guidelines for the marketing of a film company in Thailand, other than. Moreover, The marketing communication of GTH will include two patterns like a campaign continuation (Campaign continuity); refers to the communication of information in the media through different communication tools at the same time be correlated, and a focus on strategy (Strategic orientation) is featured on the company's marketing purposes. By the factors that affect the success of a movie into two parts. Firstly, The success of the content of the Thai Film is follow to quality from core concept or main idea. Secondly, The strategic marketing which requires accurate and precise planning. Therefore, not only the design, marketing communications and are attractive only I had found another important factor that has to come from the same proportion of the film itself.

According to consumer behavior concept by Schiffman, G. and Hansen, H. (2008) which necessitates the consideration of GTH's studio as that the unique dynamic organization of characteristics of a particular person, physical and psychological, which influence behaviour and responses to the social and physical environment that is, modernized plots with emphasis on salient features and viewpoints of urban people. Many scenes in GTH's films are thereby suggestive of modernity, cohering with the view of the representative insiders that their films are the mainstream production for urban audiences.

According to Marketing Communication in the early stage of Digital Television in Thailand by Srijinda, P. (2015) It was found this implies that marketing investment might not be the significant factor that brings about the achievement in digital television business, but media organization should consider using integrated marketing communication (IMC) as the strategy to get the message to the target audiences. Conforming to Kotler's concept that a marketing communication mix - namely, advertising and publicity/public relation which are used for communicating with the target audience in order to achieve the objectives with the strategy tool in promoting GTH's Thai films.

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