A STUDY ON THE ANTI-AGING PRODUCT ADVERTISING STRATEGIES ON FACEBOOK IN THAILAND
A STUDY ON THE ANTI-AGING PRODUCT ADVERTISING STRATEGIES ON FACEBOOK IN THAILAND

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ABSTRACT

This qualitative research studied the anti-aging product advertising strategies on Facebook in Thailand including Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle on Facebook during 2012-2015. In addition, the research examined the particular uses of propaganda techniques and advertising design: message strategies in advertising and executional frameworks of the anti-aging products ads. The coding schemes were newly designed to use as the research indicators for analysis.

The uses of famous celebrities, text ads, graphic design, and video ads in advertising by each product advertiser during this period of the study were qualitatively analyzed as the important elements of the research study.

In general, all of the advertisers used photo ads, video ads, text ads as well as media clipping reports and celebrities on Facebook differently. In the year 2012, they used simple text ads with simple photos before developing to use photo ads and video ads to post on the Facebook fanpage more lately in the years 2013-2015.

The advertisers used a combination of many types of propaganda techniques and advertising design: message strategies in advertising and executional frameworks. It is not common for the advertisers to create a single advertisement by using a certain propaganda techniques, message strategies, and executional frameworks. The combination use of these techniques makes the advertisements of the product brands outstanding and effective to draw attention from the consumers to purchase the product as the end results.

Keywords: Social media, Social media advertising, Facebook, Anti-aging products, Propaganda, Advertising design, Message strategies, Executional frameworks
ACKNOWLEDGEMENT

This independent study consumed many efforts, a huge amount of work, research and time. The implementation would not have been possible still if I did not have a support from Asst. Prof. Dr. Luckanavanich. Therefore, I would like to extend my sincere gratitude to her.
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CHAPTER 1
INTRODUCTION

1.1 Rationale and Problem Statement

At present, a great number of leading companies have been currently using social media besides mass media to advertise their products (Tan, Kwek, & Li, 2013). And one of the popular products among aging women is anti-aging products such as facial cream and body lotion. The special advantages of these anti-aging products are claimed to help to keep a young look, reduce wrinkles on the aging or aged skins, and moisturize the skin. However, the anti-ageing facial products are more various than the body lotion in the market and have more products in the product line for anti-aging such as serum, essence, facial cream, and eye cream. In addition, these beauty-product companies have been developing new technologies combined with the high quality of various extracted ingredients exclaiming that they can help maintain the young skin.

The facial anti-aging products are also available in different segments of the market which depends on a distinct group of demographic consumers; for example, gender, income and education. Demographic characteristics are also a factor that consumers will consider product prices and the reputation of a product brand before making a decision to buy the product (Naylor et al., 2012).

Moreover, the sale channels of these varieties of anti-aging products are also different in the market. Some products are available at beauty product counters in high end department stores. Some are for sale at super markets, while some are available only by direct sale. Nowadays, consumers can even shop the products online.

In terms of product advertising, the advertisers use attractive and distinct varieties of advertising strategies which include “the use of elements in social media advertising, propaganda techniques and advertising design: message strategies in advertising and executional frameworks” to advertise their products in order to continue their target customers to purchase their products and become loyal consumers. However, advertising in social media such as Facebook has been a current new trend for the past few years in additional to traditional commercials; e.g., TV commercials and print media.
The researcher did a further study on the social media; particular Facebook, the selected anti-aging product brands, propaganda theory, propaganda techniques, and advertising design: message strategies in advertising and executional frameworks that will be reviewed in Chapter 2: Literature Review later.

1.2 Objectives of Study

The objective of the study is to study the anti-aging product advertising strategies on Facebook in Thailand during 2012-2015 which can be divided into the following areas.

1.2.1 To study the use of elements in advertising of the anti-aging product brands by the advertisers of Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle

1.2.2 To examine the particular uses of propaganda techniques and advertising design: message strategies in advertising and executional frameworks by the anti-aging product brands in advertising

1.3 Scope of Study

The area of this research topic is focused on the low-high price products available at supermarkets in Thailand targeting the middle class market. Advertisers probably create a strong and catchy message to draw customers’ attention to consume the product and possibly have their own unique message strategies on the use of slogan and statement to advertise their products. However, this research does not cover the study of high-end anti-aging products with high prices available at cosmetic counters in luxurious department stores.

Apart from the three product brands, Facebook as a social medium is chosen to study because it has the most numbers of users among the other current social media globally. Only in Thailand, 30 million people subscribed on Facebook and 66% of the users daily log in while 26.2 million people subscribed on YouTube followed by Twitter at 4.5 million. There were 3.4 million tweeting in Thai (Vichienwanitchku, 2015). Based on the concrete statistics on the highest percentage of the Facebook users, it is no doubt that more
advertisers turn to Facebook as a new communication channel to build a relationship with their consumers and to advertise their products (Chu, 2011).

It is interesting to do the research study due to the fact that the anti-aging products have the highest value in the global market share compared to other products and services (see table 1.1).

Table 1.1: Estimated global market size of the wellness industry cluster in 2010

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In addition to the global market share of the anti-aging products, it is interesting to know that Thailand is an aging society ranking the second after Singapore in Southeast Asia; nearly 10 million people are aged over 60 years old in Thailand or 14% out of the whole population (Thai Visa, 2014). This target group of aging consumers might have a high potential to consume extravagant goods such as beauty, anti-aging and nutritious products as well as spa and gym services as they would like to pamper themselves to maintain a healthy condition and a youthful appearance. Many articles featuring health-conscious and beauty related articles are various on both mass media (e.g., fashion and
health magazines) and social media (e.g., websites, blogging, and Facebook) where many consumers follow.

Moreover, it is vital to emphasize the elements of the study include the uses of spokespersons, text ads, graphic design (photos, photo ads, graphics, or media clipping reports), and video ads in advertising to attract the customers’ attention for analysis and examination. Nevertheless, this research does not include the study on product price strategies and the brand reputation influence on consumers’ decision making.

1.4 Research Questions

As mentioned earlier, this qualitative research study will be based on the following research questions:

RQ1: What elements of advertising do the advertisers use on Facebook in Thailand?
RQ2: What propaganda techniques do the advertisers use in advertising on Facebook in Thailand?
RQ3: What types of message strategies do the advertisers use in advertising on Facebook in Thailand?
RQ4: What kinds of executional frameworks do the advertisers use in advertising on Facebook in Thailand?

1.5 Significance of the Study

Firstly, the research findings will benefit Thailand’s cosmetics industry to study on the use of elements in advertising including graphic design (photos, photo ads, graphics, or media clipping reports), video ads, and spokespersons.

Secondly, the research findings will benefit the cosmetics industry in Thailand to learn what propaganda techniques and advertising design: messages strategies and executional frameworks in advertising on Facebook that the anti-aging product advertisers use to promote the products among Thai women during 2012-2015 respectively.

Thirdly, the research findings will provide Thailand’s cosmetics industry with the useful information that can be used to develop the advertising and promotional strategic
planning. This will make them able to communicate with the loyal consumers (Facebook fans) through social media advertising, especially Facebook, more effectively in the future.

Lastly, the research findings will benefit scholars and academic researchers who are interested in studying this topic, especially Facebook among Thai women, so that they can develop a further research study in similar areas. For example, they can choose to conduct a further research on the anti-aging product ads on the other kinds of social media such as Twitter and YouTube among women in Thailand.

1.6 Definitions of Terms

1.5.1 Within this research, the advertising strategies means the use of elements in advertising which include graphic design (photo ads, graphics and media clipping reports), video ads, and spokespersons and the particular uses of propaganda techniques and advertising design: message strategies in advertising and executional frameworks of the anti-aging products in advertising.

1.5.2 In this research, the elements of the study means the uses of famous celebrities, text ads, graphic design (photos, photo ads, graphics, or media clipping reports), and video ads in advertising for analysis and examination.

1.5.3 Social media refers to the group of internet-based applications, building on the ideological and technological foundations of Web 2.0 and allowing the creation and exchange of User Generation Content (Shu-Chuan, 2011). She also explains further nowadays social media are very popular and there is a growth in numbers of users because the applications are friendly and allow users to make a classification into more particular categories; for example, content communities such as YouTube, social networking sites such as Facebook, and microblogging such as Twitter (p. 30).

1.5.4 Facebook is the most social media used around the globe compared to other social media. There are more than 1 billion active users on Facebook globally since it was launched in 2004 and half of them logged in daily. Facebook offers more than 900 million objectives such as pages, groups, and communities, so the users can
communicate with any other different group members (more than 80 groups available), communities and events and share information with one another easily and fast. This leads advertisers to use Facebook as a platform to advertise their products and communicate with their consumers (Chu, 2011).

1.5.5 *Hashtags (#)* have recently become popular to be used on social media for the past couple of years. The *hashtags* make words clickable linking to any advertisement post on the Facebook page. To make a hashtag, the advertisers write # along with single words without any spaces (Facebook Help Center, 2016.)

1.5.6 *Endorsement* means promoting a product or service. In addition, an endorsement can be called a testimonial. However, the word is more usually related to celebrities (Duncan, 2016). Two types of different types of endorsement include celebrity endorsement and the third-party endorsement.

1.5.7 *Celebrity endorsement advertising* is defined as a well-known person using his or her fame to help promote a product or service. The third-party product reviews may come from a variety of sources, and it is not limited to independent organizations, governmental agencies, and consumer magazines (Huang, Chan, & Tse, C., H, 2011).

1.5.8 *Social capital theory* defines social capital as resources created through people’s social relationships that can be harnessed to achieve positive social outcomes (Jin & Phua, 2014).

1.5.9 *Social identity theory* defines social identity as the part of an individual’s self-concept deriving from knowledge of his or her membership in a social group, together with the emotional and value-related significance attached to that membership (Jin & Phua, 2014).

1.5.10 *Associative network* models of memory focus on how meaningful information is stored and subsequently retrieved. Based on the associative network, the effect of source confirmation depends essentially on the strength of the link between source and message content that is formed at encoding (Wang, 2012).
1.5.11 *Source monitoring* enables consumers to evaluate message believability according to the perceived credibility of a source.Confirming the source of an endorsement in advertising can therefore be viewed as a source-monitoring task (Wang, 2012).

1.5.12 *Propaganda* has occurred since World War I. This term is originated from the Roman Catholic Church in 1622 which was an effort to suppress the Protestant Reformation. The use of this theoretical technique is to influence human action by the manipulation of representations which are an act that benefits the source and differentiate between propaganda and persuasion (Severin & Tankard, 2000).

1.5.13 Seven *propaganda techniques* used to guide and transform people’s beliefs include *name calling, glittering generality, transfer, testimonial, plain folks, card stacking, and bandwagon* (Clow & Baack, 2007).

1.5.14 Advertising design means the content of *message strategies* in advertising and *executional frameworks*.

In order to conduct the research study, the data was retrieved from the Facebook advertisements during 2012-2015 that the anti-aging product brands used to advertise and promote their products. In addition, the uses of spokespersons, text ads, graphic design (photos, photo ads, graphics, or media clipping reports), and video ads in advertising will be part of the study for analysis and examination.
CHAPTER 2
LITERATURE REVIEW

In Chapter 2, it aims to provide a synthesis of the previous studies on the significance of social media ads; particularly Facebook, on the selected anti-aging product brands, the causes of aging of the skin and the past research studies related to advertising and message strategies in advertising. In addition, the communication theory (the propaganda theory, the development of media theory, and the use propaganda techniques); advertising design: message strategies in advertising and executional frameworks; and the sources and spokespersons were explored in order to develop the coding schemes that will have been used as the indicators for the research analysis. In summary, the chapter includes the following topics.

2.1 Related Literature
2.2 A Synthesis of Related Past Studies
2.3 Related Theory: Communication Theory Related to Advertising
2.4 Advertising Design: Messages Strategies and Executional Frameworks

2.1 Related Literature

2.1.1 Social Media
Such social media as YouTube, Facebook, and Twitter can freely be accessed by billions of consumers worldwide for their personal pleasure, interest, education, research, and entertainment by using internet for a connection. In addition, many consumers use these media as a social network that connect them across the globe for communications with one another as it never had a decade ago. Many companies use Skype, one of the popular social media, to connect employees around the world, while family members and friends use Skype to stay in touch with one another when they live distantly from one another.
As consumers are free to access social media for many different reasons as mentioned above 24 hours/7 days, advertisers can see this channel of media use as an opportunity to advertise their products by referring to the media use and gratification theory; consumers vigorously approach media to make themselves satisfied for either useful or comfortable needs (Taylor, Lewin, & Strutton, 2011).

Unlike traditional media or mass media that consumers can choose to consume the media from one way only, social media are more interactive or it can be called 2-way communication as the consumers can interact with the media they access (Tan, Kwek & Li, 2013). For instance, a consumer sees an advertisement on TV while cooking; however, he or she cannot catch up the message because the volume of TV is low. Hence, he or she later accesses internet and searches for the advertisement on YouTube.

Thailand is among the top ten countries in the world using social media; TV is getting less popular due to Thai consumers' wide adoption of smart phones and PCs. More Thai people currently use less TV as their main mass medium (Punnahitanond, R., email communication, September 28, 2014). Therefore, it can imply that advertisers can target more on the audiences who consume internet as part of social media such as Facebook, Twitter, and YouTube to advertise their products.

Nonetheless, in accordance with the table 2.1, it shows that TV still ranks number 1 on the total advertising expenditure during 2013-2014 followed by the newspaper. Internet is in the lowest rank on the advertising expenditure. In addition, the table shows that most media decrease the advertising expenditure (a total expenditure of 7,859 million baht) in 2014 compared to the total advertising expenditure of 7,955 million baht in 2013; except cinema and outdoor increasingly spending more money in advertising in 2014 than in 2013.
Table 2.1: Statistics of Estimated Total Advertising Expenditure by Medium

<table>
<thead>
<tr>
<th>Media</th>
<th>January 14</th>
<th>SOV%</th>
<th>January 13</th>
<th>SOV%</th>
<th>Differentiate</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>4,712</td>
<td>59.96</td>
<td>5,006</td>
<td>62.93</td>
<td>-(294)</td>
<td>-(5.87)</td>
</tr>
<tr>
<td>Radio</td>
<td>362</td>
<td>4.61</td>
<td>404</td>
<td>5.08</td>
<td>-(42)</td>
<td>-(10.40)</td>
</tr>
<tr>
<td>Newspaper</td>
<td>939</td>
<td>11.95</td>
<td>997</td>
<td>12.53</td>
<td>-(58)</td>
<td>-(5.82)</td>
</tr>
<tr>
<td>Magazines</td>
<td>307</td>
<td>3.91</td>
<td>353</td>
<td>4.44</td>
<td>-(46)</td>
<td>-(13.03)</td>
</tr>
<tr>
<td>Cinema</td>
<td>826</td>
<td>10.51</td>
<td>440</td>
<td>5.53</td>
<td>386</td>
<td>87.73</td>
</tr>
<tr>
<td>Outdoor</td>
<td>334</td>
<td>4.25</td>
<td>329</td>
<td>4.14</td>
<td>5</td>
<td>1.52</td>
</tr>
<tr>
<td>Transit</td>
<td>237</td>
<td>3.02</td>
<td>241</td>
<td>3.03</td>
<td>-(4)</td>
<td>-(1.66)</td>
</tr>
<tr>
<td>In Store</td>
<td>89</td>
<td>1.13</td>
<td>113</td>
<td>1.42</td>
<td>-(24)</td>
<td>-(21.24)</td>
</tr>
<tr>
<td>Internet *</td>
<td>52</td>
<td>0.66</td>
<td>73</td>
<td>0.92</td>
<td>-(21)</td>
<td>-(28.77)</td>
</tr>
<tr>
<td>Total</td>
<td>7,859</td>
<td>100.0</td>
<td>7,955</td>
<td>100.0</td>
<td>-(96)</td>
<td>-(1.21)</td>
</tr>
</tbody>
</table>

Total Industry - Exclude Section: Classified, House ads.

* This Year 30 Website-First Page and Inner page

* Exclude Channel Cable Satellite


As mentioned earlier, Facebook is the most social media used around the globe compared to other social media, next part, it is essential to include the particular review on Facebook and general social media advertising and responses. The other social media such as Twitter and YouTube are not included in this study.

2.1.2 Facebook

There are more than 1 billion active users on Facebook globally since it was launched in 2004 and half of them logged in daily. Those users spent more than 700 billion
minutes a month on Facebook as it allows them to create public profiles and enables them to connect with others worldwide. Facebook offers more than such 900 million objectives as pages, groups, and communities, so the users can communicate with any other different group members (more than 80 groups available), communities and events and share information with one another easily and fast. This leads advertisers to use Facebook as a platform to advertise their products and communicate with their consumers (Chu, 2011).

Shu-Chuan Chu (2011) points out that “once consumers join a brand-related group on Facebook, their brand perceptions and purchasing decisions could be influenced by mobilizing information they receive from other members. Meanwhile, they may also encounter more opportunities to pass along viral messages created by advertisers to contacts through social network sites” (p. 30). Thus, Facebook can be a new channel for advertisers to enhance their consumer-brand relationships and it can be a new advertising platform for Facebook on social media as more consumers gradually access Facebook groups because they trust informative sources and opinions. (Chu, 2011).

2.1.3 Social Media Advertising and Responses

Social media offer consumers to have direct communication with a brand representative or about a brand with their friends (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013). Hence, many product companies see this channel and turn to social media and create their unique marketing communication tools to advertise their products on social media such as Youtube, Facebook and Twitter in addition to TV, radio or print media advertising. Shu-Chuan Chu addresses “Social media advertising refers to an online ad that incorporates user interactions that the consumer has agreed to display and to be shared. The resulting ad displays these interactions along with the user’s persona (picture and/or name) within the ad content” (as cited in IBA Social Advertising Best Practices, 2011, p. 32).

However, advertisements on social media can be limited as it can draw attraction from only loyal consumers. For example, advertisers on Facebook can create an official
fan page and get fans to join the fan page. The advertisers can communicate with their loyal and potential consumers as their fans when those consumers intend to search for the product brand’s page and join the fan page. Most fan pages are interactive as the advertisers allow consumers to make any comment on the fan page, share the advertisement, and click “like.”

In addition to the Facebook fan page, the Facebook group is probably created by product loyal consumers or a celebrity’s fan club who aim to create a group and join the group as members. The group members probably access the Facebook group as a channel or an online social community so that they can communicate as well as interact with other group members and discuss the product. However, new members cannot join the group if they are not accepted by an admin person.

Nevertheless, friends, members, and fans on Facebook are different. Friends and members on Facebook are the relationship among humans, while fans are related to product lovers called fans and a product brand. There is a chance advertisers can promote their products and attract new potential consumers when their fans clicks “share” to public or to their friends (Taylor, Lewin, & Strutton, 2011).

It is challenging for the advertisers to get attention from the new target audience by using social media to advertise a product because a new target consumer does probably not turn to an advertisement on social media if he or she is not interested in the product (Tan, Kwek & Li, 2013). However, Shu-Chuan Chu (2011) suggest that “to make Facebook groups more cohesive and powerful, advertisers should send out more personalized and customized messages to members’ inboxes to encourage them to pass on messages” (p. 40).

Another example is that advertisers can promote their products on YouTube among their loyal consumers and potential consumers who are interested in the products because the loyal consumers and future potential consumers tend to search for product advertisements that they have a favor for (Tan, Kwek & Li, 2013). Hence, social media can be a channel to both retain loyal consumers and to target new potential consumers.
In contrast to social media advertising, such traditional media advertising as TV, radio and print ads are more mass targeting a big group of consumers. For example, during the prime time, many audience with distinct personal interests ranging from different ages, genders and professions may see a TV advertisement. The audience are possible to ignore the advertisement by tuning to any other channel or walking away if they find the ad uninteresting. However, if they find the advertisement interesting for their own sake or for their loved ones, they might make a decision to purchase the product or they may share the information with their friends and family by words of mouth.

In addition to the social media reviews, it is essential to include the literature reviews on the causes of aging of the skin and the anti-aging products as it can be summarized in the following paragraphs.

2.1.4 Causes of the Aging of the Skin

Referring to the United States Patent on Anti-aging Cosmetic Composition, Nakayama (1998) reports the causes of the aging of the skin, “viewed macroscopically, actual years have been an important factor. Further, drying, oxidation, the effects of sunlight (UV rays), etc. have been mentioned as direct factors relating to skin aging. As specific examples of skin aging, the cross linking reaction of collagenous protein, the reduction in the hyaluronic acid and other monopolysaccharides, cell damage by UV rays” (p.1).

Moreover, Ruiz, Clares, Morales, Cazalla, and Gallardo (2007) describe more causes of the aged or wrinkled skin that “wrinkling of the skin is the most obvious sign of deterioration of the human body with age. This process involves a number of genetic constitutional hormone, nutritional, and environmental factors in addition to the influence of frequently repeated facial movements during laughing and smoking” (p. 157).

2.1.5 Anti-aging Products

At present, the cosmetic industry is growing greatly and with its main focus on a suitably designed packaging and a new deliver system. This helps improve the acceptance
among customers. Anti-aging products are enhanced that can work more effectively on the surface of the skin layer “with faster onset, at a lower concentration of the active” (Kaur, Kapila, & Agrawal, 2007).

Anti-aging products were developed to suit the baby boomer generation; however, the global cosmetic industry revealed that in 2008 people aged less than 25-30 years old are more interested in anti-aging skincare products. This change leads to the increase of the expenses in anti-aging product consumption among younger consumers, and it can offer a new market channel for cosmetic producers who seek to expand their operations continuously (Trang & Seleznyov, 2008).

Additionally, the growth of anti-aging skincare products together with its high competition encourages big cosmetic market players to develop and launch new products to the market. For example, Unilever launched Pond’s Age Miracle anti-aging skincare cream in the Asian market during 2006-2007 and P&G introduced Olay Total Effect to the global market since 1998 (Trang & Seleznyov, 2008). Later Olay Regenerist was unveiled in the market while L’Oreal RevitaLift was also displayed in the market under the brand “L’Oréal Paris”.

According to the below table 2.2, it can summarize that Olay offers premium anti-aging products rather than medium-quality products compared to its competitors. The medium-quality products are available but it is a very small segment in the market.
Table 2.2: Competitors of Anti-aging Products in the Indian Market

<table>
<thead>
<tr>
<th>Quality</th>
<th>Low - End</th>
<th>Mid - Range</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Price</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Price</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Moreover, the prices of Olay products are higher than the other anti-aging products in the market. However, the different product prices of Olay can be expected depending on the product ranges. L’Oréal Paris only offers the medium-quality products with the low to high prices while Ponds offers low to medium quality products with low prices. Even though this source is derived from the India market, it can apply to global market.

As the research will focus on the advertisements of the three anti-aging products including Pond’s Age Miracle, Olay Regenerist and L’Oreal RevitaLift, it is essential to review further on product details and the manufacturers as it can be summarized as the following;

1. Pond’s Age Miracle: In accordance with the master thesis in international marketing by Trang and Selezyov (2008), it is indicated “Unilever launched Pond’s Age Miracle, an upper tier anti-aging 7 skincare extension of the existing Pond’s range. It is supposed to reinforce Pond’s overall image in the mass market. Pond’s Age Miracle line includes cream, serum, facial foam, lotion and eye cream toner in which the cream is a
flagship product that secures 80% of sales of the whole range. It is claimed to offer solution to wrinkles and dark spots effective in 7 days” (p. 7-8).

2. Olay Regenerist: There was an evaluation on Olay Regenerist Regenerating Serum, Olay Regenerist Recovery Cream and Olay Regenerist Micro-Sculpting Serum. The reports shows that “The product claims to firm lax skin areas including the jaw lines and smooth the skin while restoring collagen and elasticity. It can be used on any skin type. Olay Regenerist Ingredients include Niacinamide, amino-peptide, B3 complex, Vitamin D5 and Pentapeptide. The product is very innovative and contains high concentration of active ingredients. Product claims to firm lax skin areas including the jaw lines and smooth the skin while Olay Regenerist represents good value for money” (The Dermatology Review, 2014).

Millions of women around the world trust Olay and makes the brand become the best-selling anti-aging products in 5 continents. South African chemist Graham Wuff and his wife have developed Olay for more than 60 years. It happens that nearly 2 million people click “like” for Olay and more than 20,000 comments were made on Facebook. Olay offers various products such as cleansers, essence, serums, moisturizers and face and eye creams suitable for all skin types. Olay has over $2 billion in revenue on research and development (The Dermatology Review, 2014).

Besides Olay, Protect & Gamble (P&G) manufactures SK-II, Oral-B, CoverGirl and DDF. Olay also contains many skincare franchises which include Complete, Oil of Olay, Total Effects, Hydrating Effects, Total Effects Professional, Regenerist, Quench, Pro X, 7 Effects and Definity (The Dermatology Review, 2014).

3. L’Oreal RevitaLift: Focusing on L’Oreal RevitaLift, this anti-aging product line is under L’Oréal Paris. RevitaLift offers many product ranges including RevitaLift, RevitaLift Laser X3, RevitaLift Miracle Blur, RevitaLift V-Face, and RevitaLift White (L’Oréal Paris, 2014).
L’Oréal Paris offers 50 beauty products for both males and females sold across the world. The global successful franchises includes Color Rich lipstick, Revitalift skincare, Elnett hairspray, Preference hair color or Hydra Energetic skincare for men. These brands under L’Oréal Paris also include Christophe Robin for hair color, Stéphane Lancien and John Nollet for hair care and styling, Joëlle Ciocco for skincare, Tom Bachik, manicurist to the stars, or Orrea Light, Color Designer (Àfrica & Laura, 2013).

In a bigger picture of the company, L’Oreal is the global leading manufacture in cosmetics founded by chemist Eugène Schueller in France in 1907. L’Oreal offers many international cosmetic brands under L’Oréal such as consumer products (e.g. L’Oréal Paris, Garnier, and Maybelline New-York), professional (hair) products inspiring hairdressers worldwide (e.g. Matrix, Pureology, and Mizani), and as luxury products (e.g. Lancome, Giorgino Armany, and Ralph Lauren) (Àfrica & Laura, 2013).

Regarding the advertisement expenditure of the three manufacturers compared January 2014 VS January 2013, the table shows that Unilever has the highest advertising expenditure followed by P&G and L’Oreal respectively (see table 2.3). In addition, the report can imply that Unilever and L’Oreal increase more advertising expenditure between 2013 and 2014 gradually while only P&G decreases the advertising expenditure in 2014 from the year 2013. However, the source is limited as it does not explain the reasons why those companies increase or decrease their advertising expenditure. The source does not also categorize the types of product lines as well as product ranges how much expenditure those manufacturers spend on the advertisements.
Table 2.3: Advertisers Estimated Ads Spent

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>JANUARY 2014</th>
<th>JANUARY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNILEVER (THAI) HOLDINGS</td>
<td>468,697</td>
<td>439,412</td>
</tr>
<tr>
<td>PROTECT &amp; GAMBLE (THAILAND)</td>
<td>118,734</td>
<td>147,818</td>
</tr>
<tr>
<td>L’OREAL (THAILAND) LTD.</td>
<td>108,982</td>
<td>79,179</td>
</tr>
</tbody>
</table>

Remark: Exclude Section: Classified and House ads.


For next part, it is the review of the previous research study related to advertising and message strategies. Nevertheless, due to the limited sources, the review will only include advertisements in political election campaign and the tobacco control instead of consumption product advertisements.

2.2 A Synthesis of Related Past Studies

2.2.1 Previous Research Study Related to Advertising and Message Strategies

The researcher reviewed some previous research related to advertising that use the affective message strategy with emotional messages aiming to lead consumers to take a further action and the cognitive message strategy that makes the product look unique or different from competitive products or consumption products. However, this review only covers tobacco control advertising in the U.K. and political election campaign advertising
in South Africa rather than the message content used in consumer product advertising; e.g., cosmetics, food, and beverages.

According to the research report of on “The Impact of Televised Tobacco Control Advertising Content on Campaign Recall: Evidence from the International Tobacco Control (ITC) United Kingdom Survey,” Richardson et al. (2014) used the data on recall of televised campaigns from 1,968 English residents who smoked through four waves of the International Tobacco Control (ITC) United Kingdom Survey between 2005 and 2009. There were the exposures of the government-run televised tobacco control commercials classified as either positive or negative emotional contents used for the research. Those smokers saw both televised negative and positive emotional tobacco advertisements, which were exposed 1-3 months and 4-6 months followed by the survey conduction (Richardson et al., 2014).

In accordance with the research report, most UK respondents (95%) can recall the negative emotional campaigns rather than the positive one. In contrast, fewer people could not recall the advertisement upon viewing the positive emotional campaign content. This research result can imply that using such a negative emotional content campaign as fear, sadness, guilt or disgust can make people recall the advertisement more than using the positive emotional content (Richardson et al., 2014).

Nevertheless, as there were only two researchers doing this research on this topic, it is possible that the research result can be inaccurate or misinterpreted. The researchers suggest that there be a further study how the televised advertisement can change the people’s behavior; for example, preventing people from smoking and quitting smoking (Richardson et al., 2014).

The study of the emotional content and graphic image in TV advertising suggest that both types of campaigns (positive and negative) are effective in reducing smoking prevalence but negative campaigns have a greater effect on a campaign recall than positive campaigns (Richardson et al., 2014). Nonetheless, this may not apply to other part of the world as the samples of the survey were drawn within the United Kingdom only. The question is if the survey is conducted in other countries, will the result be the same or not?
Furthermore, the researcher reviewed the previous research on “Political radio and television advertisements in a young democracy: the 2009 South African national election campaign”. Researcher Lynnette Fourie, conducting her communication studies on South Africa’s political media advertising, focused her research study on the integration of the affective message strategy focusing on the emotional message and the cognitive message strategy.

Based on the result, it shows that all political parties had different and similar strategies to win the election by ineffectively using these media advertising with affective (emotional message) and cognitive message strategies (Fourie, 2013).

Emotional messages can refer to a kind of either positive or negative content. Media tend to use negative messages for a political election or social campaign rather than positive ones because previous research shows that most people will be able to remember negative emotive advertising than positive ones (Fourie, 2013).

However, during the election campaign, most South African political parties exposed negative emotional campaign content on the radio channel with distinct messages while the TV advertising remained more positive messages (Fourie, 2013).

The cognitive message strategy mentioned earlier refers to any message which describes the issue or policy. Within that national election, it happens that some South African political parties launched the TV advertising campaigns with the emotional content; however, those messages did not mention or explain the important issues in details as a commitment to voters (Fourie, 2013).

Even though, all political parties used the emotional advertising campaign content, they failed to integrate cognitive and affective (emotive messages) message strategies together according to the analysis of the advertising used for the national election in South Africa (Fourie, 2013).

Moreover, it is vital to study communication theories which are related to advertising.

Besides the literature reviews on social media, the causes of the aging of the skin, and the anti-aging products, the review on the related theory focusing on the
communication theory which is related to advertising is included. However, this theory will cover only propaganda as it can be summarized next section.

2.2.2 Previous Research Study Related to Celebrity Endorsement Advertising

Endorsement means promoting a product or service. In addition, an endorsement can be called a testimonial. However, the word is more usually related to celebrities (Duncan, 2016). Two types of different types of endorsement including celebrity endorsement and the third-party endorsement will be discussed.

Celebrity endorsement advertising is defined as a well-known person using his or her fame to help promote a product or service. The third-party product reviews may come from a variety of sources including but not limited to independent organizations, governmental agencies, and consumer magazines (Huang, Chan, & Tse, C., H, 2011).

Three previous research were studied. The first two articles explored how to use sports and entertainment celebrities in brand advertising is evident in the marketplace. However, as celebrity endorsers may be perceived to have a vested interest in promoting a brand or product. That’s why the third article was chosen to study the third-party endorsement.

The first article is “Following Celebrities’ Tweets about Brands: The Impact of Twitter-Based Electronic Word-of-Mouth (eWoM) on Consumers’ Source Credibility Perception, Buying Intention, and Social Identification With Celebrities.” It examined the impact of celebrity endorsement in Twitter based on marketing communication, applying the social capital theory, the social identity theory, the source credibility, and the extant literature on eWoM (Jin & Phua, 2014).

Social capital theory defines social capital as resources created through people’s social relationships that can be harnessed to achieve positive social outcomes. Social identity theory defines social identity as the part of an individual’s self-concept deriving from knowledge of his or her membership in a social group, together with the emotional
and value-related significance attached to that membership. These theories can explain how endorsement works (Jin & Phua, 2014).

For the second article, it discussed assessing celebrity endorsement effects in China. The authors proposed a model that postulates how celebrity-worship leads to value transfer that, in turn, affects brand purchase intent. Intercultural communication theory is also used as the basement of this article. According to the researcher of this study, the relational perspective is driven by three core Chinese cultural values: collectivism, risk aversion, and power distance (Huang, Chan, & Tse, C., H, 2011).

The third article is “The Moderating Influence of Brand Status and Source Confirmation on Third Party Endorsement Effects in Advertising.” Two memory frameworks - associative network and source monitoring – provide complementary insights into the effect of source confirmation based on memory-trace refreshment used in this article (Wang, 2012).

Associative network models of memory focus on how meaningful information is stored and subsequently retrieved. Based on the associative network, the effect of source confirmation depends essentially on the strength of the link between source and message content that is formed at encoding. Confirming the source of information has also been examined within a source-monitoring framework. Source monitoring enables consumers to evaluate message believe ability according to the perceived credibility of a source. Confirming the source of an endorsement in advertising can therefore be viewed as a source-monitoring task (Wang, 2012).

All three articles are quantitative researches. In the first article, there are two experiments. Two experiments examined the interplay among the valence (negative versus positive) of celebrities’ tweets about a brand, the number of followers the celebrity has, and the type (antisocial versus prosocial) of celebrity endorsing the brand. Source credibility was measured by a 15 items with 7-point semantic differential scales (Jin & Phua, 2014).
In the second article, the authors adopted a dual-icon and multiple respondent group study design. The authors used one of China’s largest online national consumer panels, with more than 200,000 respondents. Thus the result is reliable (Huang, Chan, & Tse, C., H, 2011).

In the third article, two studies were conducted to examine the effect that perceived brand status has on consumers' responses to source confirmation of third-party advertising endorsements. A 2 by 2 factorial design was used to examine hypothesized effects on message believability and brand attitude. The two between-subjects variables were brand status and source confirmation. Another study further examined these interactive effects and it found that in an underdog brand condition, individuals reported the higher levels of involvement with a publicity piece than with an advertisement (Wang, 2012).

The amazing thing is all 13 hypotheses in three articles are supported. The key findings can be divided into two categories:

For celebrity endorsement
In the first article, it is indicated that a celebrity endorser with a high number of followers was significantly associated with higher ratings on source credibility compared to a celebrity endorser with a low number of followers (Jin & Phua, 2014). In the second article, it showed that consumer celebrity worship is a significant antecedent to endorser effects; What’s more, over-endorsement is a significant moderator for sports celebrities but not for entertainment celebrities (Huang, Chan, & Tse, C., H, 2011). For the first and second articles, it confirmed that consumer/celebrity relationship and celebrity type are two relevant theoretical foundations for understanding endorser effects.

For third-party endorsement
In the third article, it was pointed out that brand status will moderate the effect of source confirmation on message believability. Furthermore, the brand status will moderate the effect of source confirmation on brand attitude. In this article, the brand status was
divided into two types: underdog brand and topdog brand. Underdog brands may be the primary beneficiaries of third-party source confirmations. However, the topdog brand already has a sufficiently positive image, so there is ‘little room’ for the augmenting effect (Wang, 2012).

According to the all research, endorsements are a common tool among manufacturers of retail products. Different types of endorsers have different effects in advertising. Choosing the right type of celebrities as endorsers also has implications for marketing managers. The celebrity and third party are different. More specifically, the entertainment celebrities have different influences from sports celebrities. Besides, the brand status is another factor that can influence the consumers’ perception. Last but not least, confirmation of the source of information also influences endorsements on message believability and brand attitudes.

It can be applied this research to the global and Thai society that entertainments and sport celebrities in nationwide or worldwide can play a big role in endorsed brands and consumers’ purchase intention toward the brands.

Another thing is, in reality, how to use source confirmation to enhance an underdog brand's reputation or complement a topdog's current competitive status is a key for advertising. For example, citing a relevant endorsement on the company’s website page, which is one of the most effective ways to merchandise high-value media exposure, is to select a very brief and relevant phrase from the coverage for the placement in a prominent position on the home page.

2.3 Related Theory: Communication Theory Related to Advertising

2.3.1 Propaganda Theory

Upon studying advertising, one of the must-study-theories should include propaganda as part of communication theories due to the fact that many advertisers use this theory in their traditional media and social media advertisements.
Widely, propaganda has come to refer a certain type of communication strategy such as involving the unlimited use of communication. The ultimate goals of propaganda are to change the way people act and to leave them believing that those actions are voluntary. To accomplish this goal, propaganda must first change the way people conceive of themselves and their social world. In other words, it can indicate that propaganda make people naïve, make people believe in something unconditionally, and teach people not to think. However, during the 1930s, the traditional media such as radio and movies provided propaganda with powerful new tools (Severin & Tankard, 2000).

2.3.2 Propaganda and the Development of Media Theory

Nowadays, mass-mediated propaganda has spread throughout the world. It deeply affects global politics and culture and media become the focus of attention. For the roles of propaganda theorists, they have played a role of specially analyzing media content, speculating about its influence, trying to understand and explain the ability of messages to persuade and convert individuals to extreme viewpoints (Severin & Tankard, 2000).

Further, the study on the theory shows that there was the use of black propaganda usually defined as involving deliberate and strategic transmission of lies-its use which was well illustrated by the Nazis (Severin & Tankard, 2000).

2.3.3 Use of Propaganda Techniques

The previous study shows that a variety of propaganda techniques is used to guide and transform people’s beliefs as it can explained in 7 techniques as followings:

1. Name calling: This technique uses negative labels and bad names giving an idea a bad label and making people reject and condemn the idea without examining the evidence, not appearing in advertising that much (Severin & Tankard, 2000). For instance, during the political conflicts, the leaders of each group used the propaganda to make their followers to think and act according their saying.

2. Glittering generality: This technique uses a virtue word that can make people accept and approve something without examining the evidence because people may not be able to
notice if that is true or false as its sounds good or true (Severin & Tankard, 2000). Many advertisers tend to use this technique for their product name, slogan and promotion.

3. Transfer: Serverin and Tankard (2000) asserts, “transfer carries the authority, sanction, and prestige of something respected and revere over to something else in order to make the latter acceptable” (as cited in Lee and Lee, 1939, p. 69). For this technique, there is the use of admiration by association or the use of symbol objects as said “The communicator’s goal is to link an idea or product or cause with something that people admire” (Severin & Tankard, 2000, p. 116). This technique is widely used in educational institution commercials, music and advertising.

4. Testimonial: The idea of this technique is to use famous persons, celebrities or stars to say something, express an idea, or talk about a product which can be either bad or good in advertising or campaigning (Severin & Tankard, 2000).

5. Plain folks: Serverin and Tankard (2000) asserts “Plain folks is the method by which a speaker attempts to convince his audience that he and his idea are good because they are of the people, the plain folks” (as cited in Lee and Lee, 1939, p. 92). This technique is used in politics rather than advertising; however, it has been used more increasingly for product advertising for past few years (Severin & Tankard, 2000).

6. Card stacking: Serverin and Tankard (2000) asserts “Card stacking involves the selection and use of facts or falsehood, illustrations or distractions, and logical or illogical statements in order to give the best or worst possible case for an idea, program, or product” (as cited in Lee and Lee, 1939, p. 95). This technique is commonly used on television advertisements and it works best on those who will agree with the argument of the message and those tend to have lower education.

7. Bandwagon: Serverin and Tankard (2000) asserts “Bandwagon has as its theme, ‘Everybody – at least all of us – is doing it’; with it, the propagandist attempts to convince us that all members of a group of which we belong are accepting his program and that we must therefore follow our crown and ‘jump on the bandwagon’ ” (as cited in Lee and Lee, 1939, p. 105). The idea of this technique is claiming widespread support, appealing to people’s desire to be on the winning side as said everyone is doing
it and make people follow the crowd and it is usually used in advertising, government propaganda, and wartime (Severin & Tankard, 2000).

Moreover, studying the propaganda theory and the use of propaganda techniques, it will help answer the question as follows:

RQ2: What propaganda techniques do the advertisers in advertising on Facebook in Thailand?

2.4 Advertising Design

Besides the study on communication theory, it is probably most important to review the study of advertising design which include the content of message strategies in advertising and executional frameworks because this study will be used as a model and framework for the research study on message strategies and executional frameworks of the anti-aging products ads on Facebook. This study will hopefully be useful for the researcher to do a further study and analysis for this research to answer the following questions.

RQ3: What types of message strategies do the advertisers use in advertising on Facebook in Thailand?

RQ4: What kinds of executional frameworks do the advertisers use in advertising on Facebook in Thailand?

2.4.1 Advertising Design: Message Strategies in Advertising and Executional Frameworks

According to the previous study, BigBuzz (2013) categorizes the message strategies in advertising into six types including emotional, unique selling proposition, generic, positioning, brand image and pre-emptive. Nonetheless, the researcher did a further study on the message strategy in advertising done by Clow and Baack and find that these two researchers categorize the message strategies into more details than the source that BigBuzz has provided.
At this point it is important to note that the researcher will refer to the message strategies study of Clow and Baack as the key sources for this research study and examination rather than the study done by BigBuzz.

2.4.2 Message Strategies in Advertising

Clow and Baack (2007) divide the message strategies into 3 categories which include cognitive, affective, and conative. They indicate a message strategy is the key tactic which is used to deliver the message theme with a form that can be delivered in a distinct way. The definitions of each term of message strategies can be given and explained as followings:

1. Cognitive Message Strategies

“A cognitive message strategy is being utilized when rational arguments or pieces of information are presented to consumers” (Clow & Baack, 2007, p. 138).

Regarding the cognitive messages, there are 5 types of which can be undertaken as Clow and Baack (2007) explain as following:

- “Generic messages, which are direct promotions of good or service attributes or benefits without any claim of superiority. They work best for a firm that is clearly the brand leader and dominant in the industry within which it operates”.
- “Preemptive messages, which are claims of superiority based on a specific attribute of benefit of a product. One made, the claim normally preempts the competition from making such a statement”.
- “A unique selling proposition, which is an explicit, testable, claim of uniqueness or superiority, which can be supported or substantiated in some manner”.
- “Hyperbole, which is an untestable claim based upon some attribute or benefit”.
- “Comparative advertisement, which is when an advertiser directly or indirectly compared a good service to the competition. The competitor may or may not be mentioned by name in the advertisement”.
The advertisements whose core message focus on the product’s characteristic or benefits to the goods’ consumer can be the best match for these types of good and services. The aim of this kind of advertisement design can enable the product to appear as it is unique and different or even better than any other product in a way (Clow & Baack, 2007).

2. Affective Message Strategies

“Affective message strategies are designed to invoke feelings and emotions and match them with the product, service, or company” (Clow & Baack, 2007, p. 138-139).

The main ideas of the affective messages are seeking to improve the disadvantage of the product, creating awareness of the appeal, improving understanding of the ad, and bringing out emotions affecting the customer’s reasoning process and cause action at the end (Clow & Baack, 2007).

It is suggested an affective message be the most effective one to be used in any advertisement that aims emotions to lead the consumer to take any further action. There are two kinds of affective messages that advertisers can create their advertisement including resonance and emotional. Resonance advertising tries to link a product with a consumer’s previous experience to enhance stronger bonds between the product and the customer while emotional advertising tries to evoke supreme emotions which finally lead to product recognition and alternatives which include trust, reliability, friendship, happiness, security, glamour, luxury, serenity, pleasure, romance, and passion. (Clow & Baack, 2007).

Clow and Black (2007) also give an example of resonance that “Wurthers Originals taking the consumer back to a simpler time. An example of emotional advertising would be Volvo featuring safety while showing a young child riding in a car” (p. 147-148).

3. Conative Message Strategies

“Conative message strategies are designed to lead more directly to some type of consumer behavior” (Clow & Baack, 2007, p. 139).

Clow and Black (2007) explain “promotional support conative advertisements are designed to support other promotional efforts using coupons, phone-in promotions, a
sweepstakes, or some other form….and the primary goal of a conative message strategy is to elicit behavior, preferably immediate behavior” (p. 148).

According to the below table 2.4, it can imply each message strategy can give different effects to consumers upon their perceiving the advertisements. For example, if a company use the cognitive message strategies, consumers tend to have more awareness and knowledge on the product of the company. In contrast, if the affective message strategies are used, these tend to create liking and preferences of the product among the advertising receivers. For the conative message strategies, the advertisers intend to make the consumers purchase the product as the end result.

Table 2.4: The Hierarchy of Effects Model Message Strategies & Advertising Components

2.4.3 Executional Frameworks

Clow and Black (2007) indicate “an executional framework is the manner in which an ad appeal is presented. If the ad appeal is the script in a movie, then the plot would be the actual executional framework” (p. 139).

There are 8 kinds of executional frameworks which include animation, slice-of-life, dramatization, testimonial, authoritative, demonstration, fantasy, and informative as described below (Clow & Baack, 2007).

1. **Animation**

For over a decade, many advertisers use animation in advertising increasingly because of the finesse in computer graphic programs. Rotoscoping is the process of putting hand-drawn characters digitally into live scenes. These animated characters could be humans, animals, or even product images. At present, the technology of computer graphics enable us to go beyond personifications into creating real-life images. Thus, there are more business advertisements displayed on television due to the availability of high-quality graphics technology that help businesses to illustrate the uses of their products via animated graphics (Clow & Baack, 2007).

2. **Slice-of-life**

The slice-of-life advertisement is designed to solve a daily problem that consumers or businesses are facing. Normally, this type of advertisement will represent any common thing that people may experience, particularly the problem that they encounter and the made product will do its job that is solving the problem. The usual format of slice-of-life contains 4 components which include encounter, problem, interaction and solution (Clow & Baack, 2007).

It is more difficult to prepare the slice-of-life frameworks in print advertisements. The sample of such the company as Procter & Gamble popularly uses and introduces this type of frameworks approach (Clow & Baack, 2007).

Besides, Clow and Baack (2007) elaborate “slice-of-life commercials are also used heavily in business-to-business advertisements. This executional framework is popular
because it allows the advertiser to highlight how their product can meet business needs. (p. 140).

In addition, this framework can be used in any other media such as magazines or billboards due to the fact that a single picture can illustrate a normal daily situation or problem (Clow & Baack, 2007).

3. **Dramatization**

The dramatization executional framework is similar to the slice-of-life one. They use the same format of presenting a problem, then providing a solution. Nevertheless, it is distinct on the intensity and story format.

Clow and Baack (2007) indicate “an effective and dramatic advertisement is difficult to pull off, because it must be completed in either thirty or sixty seconds. Building a story to a climatic moment is challenging, given such a short time period” (p. 141).

4. **Testimonial**

This type of framework is used when a customer shares about a positive experience on product use in advertising. Many companies use testimonial because they would like to improve company credibility or fame. In addition, this executional framework can be used as an effective way to promote services (Clow & Baack, 2007).

5. **Authoritative**

Many advertisers use the authoritative executional framework to convince viewers that a granted product is better than any other brand. Some samples of this framework are expert authority where a physician, a dentist, an engineer or chemist say about the products advantage over other products. The type of authoritative advertisements work well in specialty magazines (Clow & Baack, 2007).
6. **Demonstration**

Clow and Baack (2007) mention in their book that ads, which use the demonstration executional framework, are designed to demonstrate how a product works. A demonstration is an effective way to communicate the aspects of a product (p. 141).

In addition, the study can add that this type of ad is more suitable on television. However, it can suite the print media when there is a show of photo by using the sequence of product usage (Clow & Baack, 2007).

7. **Fantasy**

“Fantasy executions are designed to lift the audience beyond the real world to a make-believe experience. Some fantasies are meant to be realistic. Others are completely irrational” (Clow & Baack, 2007, p. 142).

This type of executional framework can be used in the perfume and cologne industry. Besides, it can be used in advertising with the sex, love and romance themes such as TV fantasy for cruise lines or overseas holidays. The fantasy is not suitable for the business-to-business advertisement (Clow & Baack, 2007).

8. **Informative**

This kind of advertisement gives information to the receivers in a direct way which is usually used for radio ads with possible verbal communication; however, it is less usual in TV and print ads due to the fact that consumers possibly ignore them. The informative framework is effective in high involvement buying situations that are a famous approach for business-to-business advertising (Clow & Baack, 2007).

Clow and Baack (2007) add “beyond these types of executional frameworks, the creative decides about all of the other ingredients, including music, copy, use of color, motion, light, and size” (p. 142).
2.4.4 Sources and Spokespersons for Product Endorsements

This is the final part on the study of advertising design. There is a key point to summarize that it is an important decision to choose a source or spokesperson to be used in an advertisement and there are 4 kinds of sources that any company will consider including celebrities, CEOs, experts, and typical persons (Clow & Baack, 2007).

The advertisers used celebrity sources or spokespersons to endorse the products in advertising for nearly 20% of all advertisements because their approval on a product or service can improve product’s brand equity. There three types of celebrity endorsements which include unpaid spokespersons for charitable causes, celebrity voice-overs, and dead-person endorsements (Clow & Baack, 2007).

In addition, the advertisers use CEO as spokesperson or source to endorse a product and service. A high position of CEO can create a key asset for the company and its products (Clow & Baack, 2007).

Also, the advertisers use experts as sources or spokespersons. The expert sources include physicians, lawyers, accountants, and financial planners (Clow & Baack, 2007). Even though the experts are not as famous as celebrities or CEOs, Clow & Baack (2007) indicated that “Expert provide backing for testimonials, serve as authoritative figures, demonstrate products, and enhance the credibility of informative advertisements” (p. 143).

For the typical persons used as sources or spokespersons in advertising, those can be one of the two distinct kinds which include paid actors who act as everyday people and actual everyday people who are used in advertisements (Clow & Baack, 2007).

Clow & Baack (2007) made a summary that “Real people sources are becoming more common, in part because of the overuse of celebrities” (p. 143).

Nevertheless, it is vital to note that in this research, the term “spokesperson” will be used to refer as part of the study on the use of one of the elements in advertising for analysis and examination. The terms “source” and “endorser” will not mentioned in this research study.

After studying the previous literature, related theory, and advertising design, there will be an explanation on the methodology how to design the research next chapter.
CHAPTER 3
METHODOLOGY

This chapter includes the qualitative research methodology to study on the anti-aging product advertising strategies on Facebook in Thailand focusing on the use of elements in advertising and the particular use of propaganda techniques and advertising design: message strategies in advertising and executional frameworks of the anti-aging products ads including Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle in advertising on Facebook during 2012-2015. This chapter is comprised of the following sections:

3.1 Research Design
3.2 Data and Coded Ads
3.3 Procedure
3.4 Measurement

3.1 Research Design

After reviewing the previous literature review and the Facebook ads of Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle between 2012 and 2015, it helps answer RQ1: What elements of advertising do the advertisers use on Facebook in Thailand? The elements of the study on advertising on Facebook include the uses of graphic design (photos, photo ads, graphics, and media clipping reports), video ads, and spokespersons.

In order to answer RQ2: What propaganda techniques do the advertisers in advertising on Facebook in Thailand, there will be the references and analysis on the particular use of propaganda techniques in advertising by the anti-aging product advertisers during the same period of time.

Furthermore, to answer RQ3: What types of message strategies do the advertisers use in advertising on Facebook and RQ4: What kinds of executional frameworks do the advertisers use in advertising on Facebook in Thailand, the selected anti-aging product brands are used as the case study of this qualitative research to examine the particular use
of advertising design: message strategies in advertising and executional frameworks by the anti-aging product advertisers in advertising on Facebook. The Facebook ads are used as the primary sources of this qualitative research study. The use of message strategies in advertising on Facebook will cover the study and analysis on the use of message content.

Besides the message content, the uses of spokespersons, text ads, graphic design (photos, photo ads, graphics, and media clipping reports), and video ads will be part of the study on the particular use of the propaganda techniques and advertising design: messages strategies in advertising and executional frameworks of anti-aging products ads on Facebook for examination and analysis.

3.2 Data and Coded Ads

In accordance with the below table 3.1, it reveals the data of the primary sources of each anti-aging product brand between the years 2012-2015 which are used for this research. The data was retrieved on 12 October 2015. All the three product brands have been active on Facebook since 2011; however, the advertisers did not advertise their products actively yet in 2011. In addition, the starting date of the collected data of each brand was based on their active use in advertising on the Facebook fanpage during the period of the study.

In summary, the anti-aging product ads of Olay Regenerist posted on Facebook received a total of 6,666,954 Page Likes and 11,390 People Talking About during 2 April 2012-8 October 2015. For the anti-aging product ads of L’Oreal RevitaLift, the advertiser obtained a total of 20,851,713 Page Likes and 30,007 People Talking About during 12 May 2012-6 October 2015 while the anti-aging product ads of Pond’s Age Miracle received a total of 7,797,254 Page Likes and 22,539 People Talking About during 2 February 2012-21 May 2015 (see table 3.1). Hence, the data retrieved during this period was used for the analysis and examination.

However, the below data (see table 3.1) is not used for the examination and analysis because the goals of this qualitative research study is focused on the content analysis and
the elements of the Facebook ads which include celebrities, texts ads, graphic design (photos, photos ads, graphics, or media clipping reports), and video ads.

**Table 3.1: Data of Primary Sources for Analysis (Anti-Aging Products Ads on Facebook)**

<table>
<thead>
<tr>
<th>Product Brands</th>
<th>Total Page Likes</th>
<th>People Talking About</th>
<th>Period of the Study</th>
<th>Retrieved Data Date</th>
<th>Active Since</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olay Regenerist</td>
<td>6,666,954</td>
<td>11,390</td>
<td>2 April 2012-8 October 2015</td>
<td>12 October 2015</td>
<td>2011</td>
</tr>
<tr>
<td>L’Oreal RevitaLift</td>
<td>20,851,713</td>
<td>30,007</td>
<td>12 May 2012-6 October 2015</td>
<td>12 October 2015</td>
<td>2011</td>
</tr>
<tr>
<td>Pond’s Age Miracle</td>
<td>7,797,254</td>
<td>22,539</td>
<td>2 February 2012-21 May 2015</td>
<td>12 October 2015</td>
<td>2011</td>
</tr>
</tbody>
</table>


3.3 Procedure

To study the anti-aging product advertising strategies on Facebook in Thailand during 2012-2015, firstly there will be the captures of the advertisement data posed on the Facebook fanpage in Thailand during 2012-2015 that the anti-aging product advertisers used to advertise and promote their anti-aging products among their Thai female consumers (Facebook fans). The examination and analysis of the anti-aging product brands including Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle will be done separately and respectively.

Secondly, there will be the study and analysis on the use of spokespersons, text ads, graphic design (photos, photos ads, graphics, or media clipping reports), and video ads as
the vital elements of the research study in advertising by each product advertiser during this period of the study.

Thirdly, there will be an examination on the message content and comparison as well as analysis on how unique, similar and different the advertisers have created the messages to attract their target audience based on the particular use of the propaganda techniques and advertising design: message strategies in advertising and executional frameworks on Facebook.

Lastly, the content analysis is conducted to analyze the particular use of the propaganda techniques and advertising design: message strategies in advertising and executional frameworks in advertising on Facebook by the anti-aging product advertisers.

3.4 Measurement

In order to measure the research findings, there have been 4 coding schemes newly designed by the researcher. The coding schemes will be used as the research indicators for the following examinations and analysis.

3.4.1 What elements in advertising the advertisers use on Facebook

Table 3.2: The coding scheme to study the use of elements in advertising

<table>
<thead>
<tr>
<th>Elements of Advertising Advertisers use on Facebook</th>
<th>Use of graphic design (photos, photo ads, graphics or media clipping reports)</th>
<th>Use of video ads</th>
<th>Use of spokespersons</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td></td>
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<td></td>
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<tr>
<td>2013</td>
<td></td>
<td></td>
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<td>2014</td>
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<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
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</tr>
</tbody>
</table>
This coding scheme that is used for analysis include the following elements:

- Use of graphic design (photos, photo ads, graphics, or media clipping reports) for product advertisements, sale promotions, and product launch
- Use of video ads for product advertisements, sale promotions, and product launch
- Use of spokespersons (celebrities, product users, bloggers, or normal people acting as brand ambassadors or presenters) for product endorsements, product advertisements, sale promotions, and product launch in advertising
- Miscellaneous

This part does not focus on the content analysis yet. The content analysis of the message content on the text ads, graphic design and video ads is studied and analyzed later in the part of the particular use of propaganda techniques and advertising design: message strategies in advertising and executional frameworks for the content analysis in depth. This latter study is focused on the analysis on the text ads, the graphic design (photo ads, graphics), and the video ads. The analysis is done separately and respectively based on the different product brands.

3.4.2 What propaganda techniques the advertisers use in advertising on Facebook

Table 3.3: The coding scheme to examine the use of propaganda techniques in advertising

<table>
<thead>
<tr>
<th>Use of Propaganda Techniques</th>
<th>Olay Regenerist</th>
<th>L’Oreal RevitaLift</th>
<th>Pond’s Age Miracle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name calling</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glittering generality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transfer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Testimonial</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plain folks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Card stacking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bandwagon</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The coding scheme is used for analysis including the following elements:

- **Name calling:** This technique uses negative labels and bad names giving an idea a bad label and making people reject and condemn the idea without examining the evidence, not appearing in advertising that much (Severin & Tankard, 2000).

- **Glittering generality:** This technique uses a virtue word that can make people accept and approve something without examining the evidence because people may not be able to notice if that is true or false as its sounds good or true (Severin & Tankard, 2000).

- **Transfer:** Serverin and Tankard (2000) asserts, “transfer carries the authority, sanction, and prestige of something respected and revere over to something else in order to make the latter acceptable” (as cited in Lee and Lee, 1939, p. 69).

- **Testimonial:** The idea of this technique is to use famous persons, celebrities or stars to say something, express an idea, or talk about a product which can be either bad or good in advertising or campaigning (Severin & Tankard, 2000).

- **Plain folks:** Serverin and Tankard (2000) asserts “Plain folks is the method by which a speaker attempts to convince his audience that he and his idea are good because they are of the people, the plain folks” (as cited in Lee and Lee, 1939, p. 92).

- **Card stacking:** Serverin and Tankard (2000) asserts “Card stacking involves the selection and use of facts or falsehood, illustrations or distractions, and logical or illogical statements in order to give the best or worst possible case for an idea, program, or product” (as cited in Lee and Lee, 1939, p. 95).

- **Bandwagon:** Serverin and Tankard (2000) asserts “Bandwagon has as its theme, ‘Everybody – at least all of us – is doing it’; with it, the propagandist attempts to convince us that all members of a group of which we belong are accepting his program and that we must therefore follow our crown and ‘jump on the bandwagon’” (as cited in Lee and Lee, 1939, p. 105).
3.4.3 What types of message strategies the advertisers use in advertising on Facebook

Table 3.4: The coding scheme to examine the use of message strategies in advertising

<table>
<thead>
<tr>
<th>Message Strategies of Product Brands</th>
<th>Cognitive Messages</th>
<th>Affective Messages</th>
<th>Conative Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td></td>
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<td>2014</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

The coding scheme is used for analysis including the following elements:

- **Cognitive message strategies** to create more awareness and knowledge on the product of the company: general messages, preemptive messages, a unique selling proposition, hyperbole, and comparative advertisement
- **Affective message strategies** to create trust, liking and preferences in the products among the consumers
- **Conative message strategies** to make the consumers purchase the product at the end result

3.4.4 What kinds of executional frameworks the advertisers use in advertising on Facebook

Table 3.5: The coding scheme to examine the use of executional frameworks in advertising

<table>
<thead>
<tr>
<th>Use of Executional Frameworks</th>
<th>Olay Regenerist</th>
<th>L’Oreal RevitaLift</th>
<th>Pond’s Age Miracle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slice of life</td>
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<td></td>
</tr>
</tbody>
</table>

(Continued)
Table 3.5 (Continued): The coding scheme to examine the use of executional frameworks in advertising

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dramatization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Testimonial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Authoritative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fantasy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Informative</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The coding scheme is used for analysis including the following elements:

- **Animation**: Many advertisers use animation in advertising increasingly because of the finesse in computer graphic programs.
- **Slice of life**: This kind of advertisement is designed to solve a daily problem that consumers or businesses are facing.
- **Dramatization**: This executional framework is similar to the slice-of-life one. Nevertheless, it is distinct on the intensity and story format.
- **Testimonial**: This type of framework is used when a customer shares about a positive experience on product use in advertising. Many companies use testimonial because they would like to improve company credibility or fame.
- **Authoritative**: Many advertisers use the authoritative executional framework to convince viewers that a granted product is better than any other brand.
- **Demonstration**: Advertisements that use the demonstration executional framework that are designed to show how a product works.
- **Fantasy**: This executional framework is designed to move the audience over from the real world to a make them believe in experience.
- **Informative**: This kind of advertisement gives information to the receivers in a direct way which is usually used for radio ads with possible verbal communication; however, it is less usual in TV and print ads due to the fact that consumers possibly ignore them. The informative framework is effective in high involvement buying
situations that are a famous approach for business-to-business advertising (Clow & Baack, 2007).
CHAPTER 4
FINDINGS

This chapter presents the findings of the qualitative analysis on the anti-aging product advertising strategies on Facebook in Thailand during 2012-2015 by the anti-aging product ads of Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle on Facebook advertised during 2012-2015. The chapter presents the findings on the use of elements in advertising and the particular uses of propaganda techniques and advertising design: message strategies in advertising and executional frameworks that the advertisers use to advertise the anti-aging products on Facebook in Thailand during 2012-2015. In addition, it is vital to note that within this research study, graphic design refers to photos, photo ads, graphics, or media clipping reports.

4.1 The Use of Elements in the Anti-aging Product Advertising on Facebook in Thailand during 2012-2015

In conclusion, all of the advertisers selected to study undertook the use of graphic design (photos, photo ads, graphics, or media clipping reports), video ads, photos and spokespersons on Facebook differently. In the year 2012, it is found that the advertiser tended to use simple text ads with simple photos before developing to use photo ads and video ads to post on the Facebook fanpage more lately in the years 2013-2015. In addition, Olay Regenerist used celebrities as spokespersons called brand ambassadors to promote the products while L’Oréal Paris and Pond’s Age Miracle call their spokespersons as presenters. Moreover, it can state that Pond’s Age Miracle started using media clipping reports to post on Facebook during 2012-2013 prior to start using the text ads and video ads more in the year 2015.

The findings of each product brand were analyzed and described separately in details by the different periods of time during 2012 and 2015 respectively (see tables 4.1-4.3) as follows:
4.1.1 What elements in advertising the advertiser of Olay Regenerist used on Facebook in Thailand during 2012-2015

Table 4.1: The coding scheme to examine the elements in advertising Olay Regenerist used on Facebook in Thailand during 2012-2015

<table>
<thead>
<tr>
<th>Elements of Advertising</th>
<th>Use of graphic design (photos, photo ads, graphics or media clipping reports)</th>
<th>Use of video ads</th>
<th>Use of spokespersons</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012</strong></td>
<td>• Simple photo ads of product users • Review of products users at a department store and shared photos on Facebook • Only a photo ad of the products</td>
<td>• Very few video ads for product advertisements</td>
<td>• Thai Brand Ambassador Nut Meria participating the event</td>
<td>• Announcement of the change of Olay Thailand’s Facebook fanpage</td>
</tr>
<tr>
<td><strong>2013</strong></td>
<td>• Very few photos of Brand Ambassador Nut Meria participating the launch event • A photo ad of discount coupon for a sale promotion • A simple photo ad with a heavy text on how to</td>
<td>• Very few video ads for product advertisements</td>
<td>• Nut Meria • Some reviews from users on a website</td>
<td>• Guarantee of returning money if a customer is dissatisfied with products via the description or advertising text under poster advertisements • Referring to science for advertising</td>
</tr>
</tbody>
</table>

(Continued)
Table 4.1 (Continued): The coding scheme to examine the elements in advertising Olay Regenerist used on Facebook in Thailand during 2012-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Elements</th>
</tr>
</thead>
</table>
| 2013 | • Give advice on how to use cream products  
      • Photo ads together with the texts under photos launching new products including eye cream & lash serum duo and specialty cleansers  
      • Many photo ads of the brand ambassador and products for product ads  
      • Photos of activity at a shopping mall to challenge new users (target audience) |
| 2014 | • No appearance of Nut Meria on posters  
      • Very fewer photo ads of the brand ambassador and products for advertisement  
      • More visibility of video ads  
      • Brand Ambassador Nut Meria on video ads  
      • A foreign presenter /celebrity on videos ads  
      • Brand Ambassador Nut Meria  
      • Appearance of a foreign presenter /celebrity  
      • References of science on ads |
<table>
<thead>
<tr>
<th>Year</th>
<th>Elements</th>
</tr>
</thead>
</table>
| 2015 | - More Thai and international video ads for products advertisements  
- Users reviewed the products use on videos  
- Presentation of a video recorded at the a PR event challenging new target consumers to try using the products  
- A video of the launch of the new product, Relaxing Cream  
- Celebrities recommend the quality of the products as its results are similar as using the products worth 10,000 baht a bottle.  
- Photo ads of Asian Celebrity Gao Yuanyuan with her quote for product ads  
- Gao Yuanyuan on video ads  
- References of science on ads  
- Launch of the new product, Essene Miracle  
- Advertisements of online shopping available on lazada.com  
- Linking to YouTube ads |
The below figure 4.1 showed that the Facebook fanpage of Olay Thailand has no “Shop Now” or no online shopping channel based on the period that the data was retrieved in October 2015. However, starting in the year 2015, the advertiser started providing the web links of YouTube for the online advertisements and Lazada for the online shopping on Facebook while video ads are also available on Facebook. Nevertheless, no web link of the company is visible on the Facebook fanpage yet. For Olay, the advertiser refers a celebrity or actress appearing on photo ads and video ads as a spokesperson a brand ambassador.

Figure 4.1: Facebook Fanpage of Olay, Thailand


For the following part, it analyses and explains how Olay Regenerist advertised its anti-aging products on Facebook during the years 2012-2015 in details.
4.1.1.1 Advertising of Olay Regenerist on Facebook in the Year 2012

In the year 2012, Olay Regenerist launched a new Thai brand ambassador, Nut Meria who is an actress and singer as a spokesperson, at a Public Relations event and the photos of the event together with captions posted on the Facebook’s fanpage (see figure 4.2). That year, the advertiser still used simple photo ads of the product users to advertise the products Olay Regenerist. Very few video ads were used to advertise the products during that time. Furthermore, the company organized a public relations event and displayed the booth of the products at a department store so that the product users could make a product review as a product promotion (see figure 4.3). The photos were taken during the event and posted on Olay’s Facebook fanpage. In the same year, there was an announcement on the change of Olay Thailand’s Facebook fanpage since it was active in 2011.

According to the data, it can also be indicated that the advertiser used only a photo ad of the products for product advertisements (see figure 4.4) and a simple photo ad of the products for a sale promotion on Facebook in 2012 (see figure 4.5).

Figure 4.2: Launch of New Thai Brand Ambassador Nut Meria by posting her photos participating the launch event

Figure 4.3: Sample of a simple photo ad of product users to recommend using the product
https://www.facebook.com/OlayThailand?brand_redir=286863750778

Figure 4.4: Sample of a photo ad of the products for advertising
https://www.facebook.com/OlayThailand?brand_redir=286863750778
4.1.1.2 Advertising of Olay Regenerist on Facebook in the Year 2013

In the year 2013, the advertiser continued promoting the launch of the new Thai brand ambassador, Nut Meria as the spokesperson by posting a couple of the photos of the launch event that Nut Meria attended the party with captions on Facebook. The photo ads of a discount coupon were also available for a sale promotion (see figure 4.6). In addition, the advertiser created a simple photo ad with a heavy text to give advice to the fans how to use the products (see figure 4.7). Moreover, the descriptive text under the graphic poster ad guaranteed to return money to a customer if he or she is dissatisfied with the products.

In this year, there was a launch of the new product line of Olay Regenerist which includes Eye Cream & Lash Serum Duo and Specialty Cleanser through photo ads together with captions under the photos (see figure 4.8). Nevertheless, very few video ads were used for a sale promotion and advertisements in 2013; except the video introducing Spokesperson Nut Meria as a new brand ambassador.
Nonetheless, it can be stated that the advertiser used many photo ads of the brand ambassador and the products “Olay Regenerist” for advertisements (see figures 4.9-4.10). There were also some products reviews by products’ users on websites, and the advertiser shared the story on Olay Thailand’s Facebook fanpage. In addition, the advertiser used the results of science as references to promote and advertise the quality of the products.

Lastly, the advertiser organized a public relations event at a shopping mall and boasted a product booth to challenge people passers-by to test the products. The photos of the activity together with captions were taken and posted or shared on Facebook.

Figure 4.6: Sample of the photo ads of the discount coupons available at Watson, a retail shop
Figure 4.7: Sample of a photo ad giving advice on how to use the products


Who is waiting for an alternative to help spark your eyes and make them look more youthful? Try our newest products of Olay Regenerist “Eye & Lash Duo” helping sparking your eyes today.

Figure 4.8: Launch of new products including eye cream & lash serum duo through the photo ads

4.1.1.3 Advertising of Olay Regenerist on Facebook in the Year 2014

Since 2014, there were more video ads rather than photo ads or posters to advertise the products. Those were both Thai and international videos. For example, Brand Ambassador Nut Meria as the spokesperson appeared on video ads while her photos on photo ads were unseen for advertising. A new foreign Asian looking presenter appeared on the poster ad with her quote as well as on video ads as the spokesperson (see figure 11).

Moreover, the advertiser posted video ads of many users reviewing the product use as the spokespersons and the product launch of Relaxing Cream on Facebook. Furthermore, celebrities recommended the quality of the product use through video ads as
the spokespersons as they claimed that the results are pleasant as if they used a bottle of 10,000 baht cream.

In addition, the advertiser used the results of science as references for advertising the products and presented a video on Facebook that was recorded at the booth of a public relations event to challenge passers-by to test the products.

Figure 4.11: Appearance of a foreign brand ambassador/celebrity on a photo ad (graphic design) with her quote

4.1.1.4 Advertising of Olay Regenerist on Facebook in the Year 2015

In the 2015, Asian Celebrity Gao Yuanyuan as the spokesperson appeared on photo ads with her quote to recommend the quality of the products as well as to introduce the new product lines of Olay Regenerist, “Essene Miracle.” In addition, the video ads on Olay Thailand’s Facebook fanpage were posted to advertise the products and to launch the new product “Essene Miracle.” Since the year 2015, the online shopping of Olay Thailand is available on Facebook’s fanpage which gives a link to lazada.com. Furthermore, the advertiser has linked to YouTube which hosts the ads of Olay Thailand.
Figure 4.12: Sample of a photo ad of Asian Celebrity Gao Yuanyuan for advertising the products and guaranteeing the quality of the products

Next, it presented the analysis and explanations of elements in advertising that L’Oreal RevitaLift used to advertise its anti-aging products on Facebook in the Thai market during the years 2012-2015 (see table 4.2) as the followings:

### 4.1.2 What elements in advertising the advertiser of L’Oreal RevitaLift used the on Facebook in Thailand during 2012-2015

Table 4.2: The coding scheme to examine the elements in advertising L’Oreal RevitaLift used on Facebook in Thailand during 2012-2015

<table>
<thead>
<tr>
<th>Elements of Advertising</th>
<th>Use of graphic design (photos, photo ads, graphics or media clipping reports)</th>
<th>Use of video ads</th>
<th>Use of spokespersons</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>• Photo ads and texts ads for a discount promotion • Photo ads indicating</td>
<td>• None</td>
<td>• Ann Thongprason for L’Oreal Revitalift and Nok Sinjai Hongtai for</td>
<td>• None</td>
</tr>
</tbody>
</table>

(Continued)
Table 4.2 (Continued): The coding scheme to examine the elements in advertising L’Oreal RevitaLift used on Facebook in Thailand during 2012-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
<th>Beneficiary</th>
<th>Actions</th>
</tr>
</thead>
</table>
| 2013 | • A photo ad for a discount promotion  
• Photo ads to give introduction on how to use the products  
• Photo ads of Thai Brand Presenters  
Chinese Actress/Singer for product advertisements |  
| None |  
• Thai Presenters  
Ann Thongprasom for L’Oreal Revitalift and  
Chompu Ariya for Revitalift White as well as Chinese Actress/ Singer Li Bingbing for Revitalift Laser X3 |  
• Engagements with the new target consumers through activities on Facebook challenging them to try the products |
| 2014 | • Photo ads of presenters and products for product advertisements  
• Photos of the campaign to promote the products |  
• Video ads to launch the new product lines “Revitalift Laser X3 Power Water” giving web links to YouTube and the company’s website |  
• Thai Presenters  
Ann Thonprasom and Chompu Ariya for L’Oreal Revitalift as well as Chinese Celebrity Li Bingbing for Revitalift Laser X3 and Revitalift V-Face Essence Presenters for product advertisements |  
• Linking to YouTube ads and the company’s website to promote and advertise the products |

(Continued)
Table 4.2 (Continued): The coding scheme to examine the elements in advertising L’Oreal RevitaLift used on Facebook in Thailand during 2012-2015

| 2015 | Very few photo ads for promotion or advertisements | Videos ads on Facebook | Thai presenters on ads including Chompu Ariya for the anti-aging and makeups product lines and between early 2015-April and Ann Thonprasom for L’Oreal Revitalift | No Appearance of Li Bingbing on any ad | No web links to YouTube and the company’s website | Text ads for a discount promotion | Engagement with the fans on the Facebook fanpage to play games by clicking and sharing a post to receive a reward |

According to the below figure 4.13, it revealed that the Facebook fanpage of L’Oréal Paris, Thailand provided its fans with a shopping online link button, “Shop Now” linked to the website “Lazada.co.th”. Moreover, the video advertisements are available on Facebook. The advertiser calls a spokesperson who is a celebrity or actress appearing on photo ads and in video ads a presenter.
Figure 4.13: Facebook Fanpage of L’Oreal RevitaLift

For the following part, it analyses and explains how L’Oreal RevitaLift advertised its anti-aging products on Facebook during the years 2012-2015 in separate details.

4.1.2.1 Advertising of L’Oreal RevitaLift on Facebook in the Year 2012

In the year 2012, the adviser of L’Oreal RevitaLift used a mixture of graphics and non-graphics of discount coupons for a sale promotion (see figure 4.14). In addition, some photo ads were used to indicate the benefits of the products by referring to technology (see figure 4.15). In that year, Thai presenters including Actress Ann Thongprasong for L’Oreal Revitalift (see figure 4.16) and Actress Nok Sinjai Hongtai for Age Perfect Day Cream appeared on photo ads as the spokespersons, no video posed on Facebook yet (see figure 4.14).
Figure 4.14: Sample of photo ad of discount coupons for a sale promotion in 2012
Retrieved from https://www.facebook.com/lorealparisthailand?fref=photo

Figure 4.15: Sample of photo ads indicating the benefits of the products referring to technology.
Retrieved from https://www.facebook.com/lorealparisthailand?fref=photo

Figure 4.16: Presenter Ann Thongprasom for L’Oreal Revitalift
4.1.2.2 Advertising of L’Oreal RevitaLift on Facebook in the Year 2013

In the year 2013, the advertiser of L’Oreal RevitaLift still used the photo ads of discount coupons for a sale promotion (see figure 4.18) as the previous year. In addition, the advertiser created the photo ads to give advice to the fans how to use the products of the company (see figure 4.19). Continuously, Thai Presenters, Actress Ann Thongprasom for L’Oreal Revitalift (see figure 4.20) and Actress Chompu Ariya for Revitalift White (see figure 4.21) and the new face of Chinese Actress/Singer Li Bingbing for Revitalift Laser X3 (see figure 4.22) as the spokespersons appeared on the photo ads for the product advertisement. Furthermore, the advertiser engaged with new target consumers through activities on the Facebook fanpage by posting the text without any photo to challenge them to test the products in early 2013.
Figure 4.19: Sample of a photo ad giving advice on how to use the products
Retrieved from https://www.facebook.com/lorealparisthailand?fref=photo

Figure 4.20: Presenter Ann Thongprasom for L’Oreal Revitalift

Figure 4.21: Presenter Chompu Ariya for Revitalift White
4.1.2.3 Advertising of L’Oreal RevitaLift on Facebook in the Year 2014

In the year 2014, the company launched the new product line “Revitalift Laser X3 Power Water” and had Chinese Actress/Singer Li Bingbing as a presenter. The video advertisements as well as photo ads were posted on the Facebook fanpage and provided web links to YouTube and the company’s website. Besides Li Bingbing for Revitalift Laser X3 Power Water and Revitalift V-Face Essence (see figure 4.24), Thai Presenters Chompu Ariya (see figure 4.23) and Ann Thongprasom for L’Oreal Revitalift still appeared on the video advertisements as the spokespersons. In addition to the video advertisements, photo ads of Presenters Chompu Ariya and Li Bingbing (no Ann Thongprasom in this year) and products (see figure 4.25) were still used to advertise and promote the products.

Additionally, the advertiser featured the photos of the campaign event hosted by Presenter Chompu Ariya in order to promote the products on Facebook as the spokesperson (see figure 4.26).
Figure 4.23: Presenter Chompu Ariya for Revitalift Laser X3

Figure 4.24: Presenter Chinese Actress/Singer Li Bingbing for Revitallift V-Face Essene
Retrieved from https://www.facebook.com/lorealparisthailand?fref=photo

Figure 4.25: Sample of a photo ad of the products for advertising
Retrieved from https://www.facebook.com/lorealparisthailand?fref=photo
4.1.2.5 Advertising of L’Oreal RevitaLift on Facebook in the Year 2015

In the year 2015, very few photo ads were used on the Facebook fanpage to promote and advertise the products among fans. In contrast, the advertiser used more video advertisements. Presenter Ann Thongprasom appeared on the video advertisements to promote L’Oreal Revitalift from early 2015 until April as the spokesperson while Presenter Chompu Ariya appeared on the video advertisements to promote the anti-aging and makeup product lines. The advertisers did not provide web links of YouTube and the company’s website on Facebook as they did in the year 2014.

In addition to the video advertisements, there were the text advertisements for a discount promotion attached with the video advertisements on Facebook. Moreover, the advertiser engaged with the fans on the Facebook fanpage to play games by clicking and sharing posted ads to receive a reward.
Lastly, it can be noticed that Li Bingbing did not appear on any ad this year as the spokesperson.

4.1.3 What elements in advertising the advertiser of Pond’s Age Miracle used on Facebook in Thailand during 2012-2015

Table 4.3: The coding scheme to examine the elements in advertising Pond’s Age Miracle used on Facebook in Thailand during 2012-2015

<table>
<thead>
<tr>
<th>Elements of Advertising</th>
<th>Use of graphic design (photos, photo ads, graphics or media clipping reports)</th>
<th>Use of video ads</th>
<th>Use of spokespersons</th>
<th>Miscellaneous</th>
</tr>
</thead>
</table>
| 2012                    | • Scanned news/articles and media clipping reports of social news from newspapers or magazines  
                          | • Photos of promotion events with and without captions  
                          | • A photo ad with discount coupons for a sale promotion and advertisement  
                          | • No photo ads of presenters for promotion and advertisements |  
|                         | • None | • No appearance of presenters on ads | • Unclear messages/ texts | |
| 2013                    | • Focus on posting photos of events  
                          | • Scanned news/articles and clipping reports of social news from | • Mid-year, video ads of presenters | • Mid-year, video ads of presenter  
                          | | | • Thai Presenter B Namthip at an event at Oriental Hotel | • Unclear messages/ texts |

(Continued)
For Pond’s Age Miracle, the analysis on the Facebook ads of Pond’s Age Miracle was done between 2012 and 2015; except the year 2014 due to the fact that no ads were posted in that year (see figure 2.27). It is found that the advertiser did not have any

<table>
<thead>
<tr>
<th>Year</th>
<th>Newspapers or magazines</th>
<th>Posts of the interview articles scanned from magazines</th>
<th>Photo ads for advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>- None</td>
<td>- None</td>
<td>- None</td>
</tr>
<tr>
<td>2015</td>
<td>- A photo ad of the product for an advertisement</td>
<td>- Many videos on Facebook</td>
<td>- No appearance of B Namthip</td>
</tr>
<tr>
<td></td>
<td>- A few photo ads of presenters for advertisements but not Presenter B Namthip</td>
<td>- Video ads featuring Thai users /presenters such as business women, designers and car racers suggesting the products</td>
<td>- Thai users /presenters such as business women, designers and car racers suggesting the products</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Videos referring an institution to guarantee the quality of products</td>
<td>- Textual campaign activities to look for new presenters from home users</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Videos giving some tips how to pamper a face</td>
<td>- Sale promotion such as buying a product to receive a gift</td>
</tr>
</tbody>
</table>
message or campaign to launch any new product line on Facebook. On the other hand, many media clipping reports and the photos of public relations events were posted on the Facebook fanpage during 2012-2013. The advertiser started using more photo ads in 2013 and video ads in 2015. No online shopping is available on the Facebook fanpage.

Figure 4.27: Facebook Fanpage of Pond’s Age Miracle

The following part analyses and explains how Pond’s Age Miracle advertised its anti-aging products on Facebook between 2012 and 2015 in full details.

4.1.3.1 Advertising of Pond’s Age Miracle on Facebook in the Year 2012

Throughout the year 2012, the advertiser scanned articles and social news that are media clipping reports captured from newspapers and magazines (see figures 4.28-4.30), and posted on the Facebook fanpage. Moreover, the company posted many photos of promotion events (see figures 4.31-4.32) with and without texts to describe the events. However, some of the typed texts on Facebook were not clear to explain what event it was,
when it happened, or where it took place. Even though the scanned messages from the newspapers or magazines gave the details of the event, the texts were too small and long for the audience to review on the Facebook.

Besides the scanned articles of media clipping reports as well as the photos of the event posted on Facebook, the advertiser posted some photo ads of a discount coupon for a sale promotion and advertisement (see figure 4.33). Nonetheless, this year, no video ads as well as photo ads of products and presenter were used to advertise the product; except the scanned photo of the product from a magazine for a discount promotion.

It is interesting to point out that the advertiser did not produce any photo ads an official spokesperson called a presenter together with the product for advertisements on Facebook. On the other hand, Thai Presenter B Namthip as the spokesperson only appeared on the clipping reports scanned from the Thai newspapers and magazines posted on the Facebook fanpage.

Figures 4.28-4.30: Sample of scanned news/articles (clipping reposts) from newspapers and magazines in 2012

Figures 4.31-4.32: Sample of photos of promotion events in 2012

Figure 4.33: Sample of a photo ad of a discount coupon for a sale promotion/advertisement in 2012
4.1.3.2 Advertising of Pond’s Age Miracle on Facebook in the Year 2013

This year, the advertiser still focused on posting the photos of the public relations event (see figures 4.34-4.35) and the scanned articles of media clipping reports from the Thai newspapers and magazines on Facebook as the previous year (see figures 4.36-4.39). The strategy of posting any message was still unclear to indicate what event it was, where it took place and when it occurred.

In addition to posting the scanned articles of the media clipping reports from the newspapers and magazines, there were video advertisements presented by Presenter B Namthip, a Thai actress and super model, in the mid-year as the spokesperson. However, it was the same as the year 2012 that the advertiser did not produce any photo ad of the official presenter, B Namthip to post on Facebook for advertisements. In other words, Presenter B Namthip did not appear on any photo ads on Facebook for advertising other than the media clipping reports scanned from the newspapers and magazines (see figure 4.40) as the previous year.

Nevertheless, throughout the year, some photo ads of the products together with foreign looking presenters were visible on the social media for product advertisements. Some photos presented only the products without a presenter. Besides, no discount coupons were seen on the Facebook fanpage this year, but some of those photo ads of the products had short texts indicating a discount instead (see figure 4.4).

Moreover, the advertiser organized a public relations event at Mandarin Oriental Hotel for the product promotion (see figure 4.41) hosted by Presenter B Namthip as the spokesperson. The photos of the event were uploaded onto the Facebook fanpage to promote the product through the public relations event.

Furthermore, the advertiser posted the interview article with the product users on Facebook to recommend using the products, which was scanned from Instyle Magazine (see figures 4.42-4.43). Hence, the heavy text of the interview article on the photos were too small to read.
Figures 4.34-4.35: Sample of posting photos of events on Facebook in 2013

Figures 4.36-4.39: Sample of scanned news/articles (clipping reposts) from newspapers and magazines in 2013
Figure 4.40: Appearance of Presenter B Namthip on a media clipping report (graphic design)

Figure 4.41: Sample of the photo of promotion events at Mandarin Hotel in 2013
Figures 4.42-4.43: Sample of the post on the interview article with the product users scanned from a magazine


A 100 baht discount to purchase Pond’s Age Mirable Day Cream, 50 grams

Figure 4.44: Sample of a photo ad for advertisements coming with a short text for a discount in 2013

4.1.3.3 Advertising of Pond’s Age Miracle on Facebook in the Year 2014

No information of any advertisement of the company was found on this social media in 2014.

4.1.3.4 Advertising of Pond’s Age Miracle on Facebook in the Year 2015

Throughout this year, the advertiser used many video advertisements on Facebook. Those videos represented Thai product users as well as presenters who were business woman, designer and car racer who won the competition from the presenter selection event as the spokespersons. Thus, it can imply that B Namthip is not a presenter or the spokesperson for Pond’s Age Miracle anymore.

In addition, the company posted international video advertisements appeared by foreign presenters as the new spokespersons. The content of the video referred to an international institution to guarantee the quality of the product accredited by a skin expertise as a new source of the spokesperson. This year, the advertiser used more photo ads of international presenters as the spokespersons together with the product for advertisements (see figures 4.45-4.46).

Furthermore, the company used Facebook and created the text of an advertisement to look for new presenters in Thailand as the spokesperson. There were updates of activities by posting photos of contestants and events. At the end, there was an announcement of winners on Facebook. Those winners have become products presenters coming from different careers such as designer, business woman and car racer as the spokespersons, and they appeared on the photo ads and video advertisements of the company posted on Facebook. Also, the advertiser produced a video on how to pamper a face and shared on the Facebook fanpage.

The last thing to mention about Pond’s Age Miracle on Facebook is that there was the use of a sale promotion; for example, “Buy a product and get a gift for free.” However, the message was conveyed through the text on a photo ad not on the text ad posted above the photo ad on Facebook (see figures 4.47-4.48).

This year, no more media clipping reports were used to post on the Facebook fanpage as the advertiser did for the past 2-3 years.
Figures 4.45-4.46: Sample of a photo ad of new presenters and products for advertisements

Figures 4.47-4.48: Sample of photo ads of a discount coupon and a sale promotion in 2015
Next part, it fully analyses and explains how the anti-aging product advertisers particularly used the propaganda techniques in advertising on their Facebook fanpage in Thailand during 2012-2015 (see table 4.4) as follows:

4.2 The Particular Use of Propaganda Techniques in Advertising on Facebook by the Anti-aging Products Advertisers

Table 4.4: The coding scheme to examine the use of propaganda techniques on Facebook

<table>
<thead>
<tr>
<th>Use of Propaganda Techniques</th>
<th>Olay Regenerist</th>
<th>L’Oreal RevitaLift</th>
<th>Pond’s Age Miracle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name calling</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Glittering generality</td>
<td>√ (e.g. Accelerate the renewal of the skin cell for more amazingly youthful looking. Reduce the appearance of the wrinkles in just 1 application)</td>
<td>√ (e.g. New Revitalift with new technology of Dermalift, it will help reduce wrinkles + tighten skin. Revitalift Laser X3 Cream inspired by laser with 3 steps for advanced beautiful skin! Results are firm skin, wrinkle reduction and tightened pores.)</td>
<td>√ (e.g. Say good bye to Botox. No worry about wrinkles! Youthful skin and bright looking! Still worry any time you smile? Pond’s Age Miracle can make you smile with any emotion but still remain youthful and bright skin that you can feel confident at any circumstance.</td>
</tr>
<tr>
<td>Transfer</td>
<td>√ (e.g. referring to a skin expert and a skin institution)</td>
<td>√ (e.g. referring to a skin expert and a skin institution)</td>
<td>√ (e.g. referring to a skin expert and a skin institution)</td>
</tr>
<tr>
<td>Testimonial</td>
<td>(e.g. Thai Brand Ambassador Nut Meria and Chinese Celebrity Gao Yuanyuan as spokespersons)</td>
<td>(e.g. Thai Presenters Ann Thongprasom, Nok Sinjai Hongtai and Chompu Ariya as well as Chinese Celebrity Li Bingbing as spokespersons)</td>
<td>(e.g. Thai Presenter B Namthip as well as Thai users (business woman, designer and car racer as spokespersons) acting as presenters from selection)</td>
</tr>
<tr>
<td>Plain folks</td>
<td>√ (e.g. Product users speak about using the products and bloggers review the products as)</td>
<td>None</td>
<td>√ (e.g. Product users (business woman, designer and car racer as spokespersons) from the</td>
</tr>
</tbody>
</table>

(Continued)
Table 4.4 (Continued): The coding scheme to examine the use of propaganda techniques on Facebook

<table>
<thead>
<tr>
<th>Card stacking</th>
<th>√</th>
<th>Card stacking</th>
<th>√</th>
<th>Card stacking</th>
<th>√</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(e.g. illustrations, graphic video ads, photos with statement, and text ads such as “Accelerate the renewal of the skin cell for more amazingly youthful looking. Reduce the appearance of the wrinkles in just 1 application”)</td>
<td>(e.g. illustrations, graphic video ads, photos with statement, and text ads such as “New RevitaLift with new technology of Dermalift, it will help reduce wrinkles + tighten skin.”)</td>
<td>(e.g. illustrations, graphic video ads, photos with statement, and text ads such as “Say good bye to Botox. No worry about wrinkles! Youthful skin and bright looking!”)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bandwagon None None None

In accordance with the research results, it is found that the advertisers used the varieties of the propaganda techniques which include 1) glittering generality to make their fans accept the products without examining the evidence, 2) transfer to make the product acceptable, 3) testimonial by using celebrities and superstars as brand ambassadors or presenters to say something, express an idea, or talk about a product which can be either bad or good in advertising or campaigning, 4) plain folks by having people or products users to talk about using the products or the product attributes (except L’Oreal RevitaLift), and 5) card stacking by adopting the illustrations and statements on their Facebook ads. Nevertheless, they do not undertake the use of the propaganda techniques of name calling and bandwagon on their Facebook advertisements. More details of the findings can be explained more as the followings:

A. Glittering Generality

Referring to the study of the use of the propaganda techniques in advertising on Facebook of the anti-aging products, it is found that the advertisers of Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle undertook glittering generality in advertising on their Facebook fanpage by creating fancy words that intended to make their fans accept
the products without examining the evidence. This is due to the fact that the consumers might not be able to notice if the messages are true or false as it sounds good or true to them. The samples of the use of glittering generality technique on Olay Regenerist’s advertising messages on Facebook is “Accelerate the renewal of the skin cell for more amazingly youthful looking, reduce the appearance of the wrinkles in just 1 application.” For L’Oreal RevitaLift, the sample of the use of Glittering Generality technique is “New Revitalift with new technology of Dermalift, it will help reduce wrinkles + tighten skin,” while “Say good bye to Botox. No worry about wrinkles! Youthful skin and bright looking!” was used by Pond’s Age Miracle.

B. Transfer

According to the study, it is found that all of the advertisers of the selected anti-aging products used the propaganda technique of transfer on Facebook ads by referring to skin experts and skin institutions overseas to make the product acceptable. However, the messages were more visible on the visualized videos ads.

C. Testimonial

It is found that all of the 3 advertisers of the anti-aging products adopted the technique of testimonial to advertise their products on Facebook by using celebrities and superstars as spokespersons called brand ambassadors or presenters. They talked about the products on video ads and their statements were quoted on the graphic posters. For example, Olay Regenerist made Thai Actress Nut Meria and Chinese Celebrity Gao Yuanyuan as spokespersons called brand ambassadors appear on video advertisements as well as graphic posters on Facebook. For L’Oreal RevitaLift, Thai Actresses Ann Thongprasom, Nok Sinjai Hongtai and Chompu Ariya as well as Chinese Celebrity Li Bingbing as spokespersons called presenters appeared on the Facebook ads, while Actress B Namthip was the presenter for Pond’s Age Miracle.
D. Plain Folk

The advertiser of Olay Regenerist made many products users as spokespersons speak about using the products through public relations events and posted several recorded videos on Facebook. In addition, the product users appeared on the graphic posters posted on Facebook (see figure 4.49). A blogger was also made to review the use of the product on a video clip and posted on Facebook as a spokesperson (see figure 4.50).

Figures 4.49: A product user appeared on a graphic poster on Facebook

Figures 4.50: A blogger reviewed the use of product on Facebook
Besides, the advertiser of Pond’s Age Miracle organized a campaign activity to look for products users from home. The winners became product presenters as spokespersons for the product brand and appeared on advertisements. The updates of the activities and photos were posted on Facebook. Videos ads as well as graphic posters were produced and posted on the Facebook fanpage.

However, it happens that L’Oreal RevitaLift does not use the propaganda technique of Plain Folks as a method to attract its fans in advertising on Facebook.

E. Card Stacking

Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle used the propaganda technique of card stacking on the ads of their Facebook fanpage by adopting a selection use of illustrations and statements on their Facebook fanpage in order to give the best statement about the product benefits. The sample statements of the Facebook ads of Olay Regenerist include “Accelerate the renewal of the skin cell for more amazingly youthful looking, reduce the appearance of the wrinkles in just 1 application.” The sample statements of L’Oreal RevitaLift is “New Revitalift with new technology of Dermalift, it will help reduce wrinkles + tighten skin”, while Pond’s Age Miracle features “Say good bye to Botox. No worry about wrinkles! Youthful skin and bright looking!”

In addition to the use of glittering generality, transfer, testimonial, plain folks, and card stacking, the analysis showed that the advertisers do not use the propaganda techniques of name calling and bandwagon in advertising on Facebook.

Next part, it analyses and explains how the anti-aging products advertisers particularly use Advertising Design: Messages Strategies in advertising and the Executional Frameworks on the Facebook fanpage between 2012 and 2015 in Thailand (see tables 4.5-4.7) in the following details.
4.3 The Particular Use of Advertising Design: Message Strategies in Advertising and Executional Frameworks on Facebook by the Anti-aging Products Advertisers

4.3.1 Message Strategies in Advertising

In summary, the advertiser of Olay Regenerist did not use only some certain types of the cognitive messages strategies to create the content of the ads on Facebook, but there was a combination use of 5 types of the cognitive message strategies to create awareness and knowledge of the products among the Facebook fans throughout the years 2012-2015. Those 5 kinds of the cognitive message strategies include general messages, preemptive messages, a unique selling proposition, hyperbole and comparative advertisements. In addition, the conative message strategies were used for a special sale promotion on the Facebook in order to persuade the Facebook fans to purchase the products as the end result.

For L’Oreal RevitaLift, the advertiser used 4 kinds of the cognitive message strategies; except comparative advertisements, in advertising. Those included generic messages; preemptive messages; a unique selling proposition; and hyperbole, while the conative message strategies were used the most on the Facebook between 2012 and 2015. In other words, the results showed that the advertiser used more the conative message strategies for special sale promotions than the cognitive messages strategies.

For the Pond’s Age Miracle, it can be summarized that the advertiser hardly used the cognitive message strategies in advertising. Only generic messages and hyperbole were used on Facebook during 2012-2015. On the other hand, the advertiser occasionally used the conative message strategies in 2012, 2013 and 2015 for the actual purchasing as part of the promotional support at the end result by offering coupons; offering discounts, rewards or giving gift.

For the affective message strategies, all of the three anti-aging product advertisers created their affective messages by adopting and combining all elements in advertising which included the uses of graphic design (photos, photo ads, graphics or clipping reports), video ads, and spokespersons to arouse the strong emotion of the consumers to purchase
the products and to create trust, reliability, liking and preferences in the products among their consumers as well as to stimulate the feelings of the consumers through luxurious and glamorous appearances of brand ambassadors or presenters and product displays in advertising. However, there were distinct strategies that were used during 2012-2015 as the results will be presented in more details later. Furthermore, it is vital to note that the results of this affective message strategy can be reviewed on the numbers of clicking “likes” on each ad or the total statistics in total on Facebook fanpages. However, within this research study, the result will show only the content analysis rather than the statistic on the products’ Facebook fanpages which can be reviewed on page 37 in Chapter 3.

Besides the message strategies, the hashtags (#) were used on Olay’s Facebook fanpage since 2014 and on L’Oréal Paris’s Facebook fanpage since 2015 to help their fans find the topics they are interested more easily.

The following parts are the finding reports of each product brand in order in more details between 2012 and 2015 (see tables 4.5-4.7).

4.3.1.1 What types of message strategies the advertiser of Olay Regenerist uses in advertising on Facebook during 2012-2015

Table 4.5: The coding scheme to examine the use of messages strategies in advertising by Olay Regenerist on Facebook during 2012-2015

<table>
<thead>
<tr>
<th>Message Strategies</th>
<th>Cognitive Messages</th>
<th>Affective Messages</th>
<th>Conative Messages</th>
</tr>
</thead>
</table>
| 2012               | • Generic messages (e.g. Olay Regenerist helps reduce the Appearance of Wrinkles).  
• A unique selling proposition (e.g. With two benefits of glycolic acid, the Olay Regenerist Night Refreshing Essence is outstanding with its unique features.) | • Simple graphic design (photo ads) of product users  
• Review of products users at a department store and shared photos on Facebook  
• Only a photo ad of the products  
• Very few video ads for | • Buy one get 50% off promotion (e.g. When buying 1 Olay Regenerist, get a second one with 50% at Watson.) |

(Continued)
Table 4.5 (Continued): The coding scheme to examine the use of messages strategies in advertising by Olay Regenerist on Facebook during 2012-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Messages Strategies</th>
</tr>
</thead>
</table>
| 2013 | • Hyperbole (e.g. Reduce the Appearance of Wrinkles in Just 1 Application)  
   • Generic messages (e.g. Now with 20% more anti-aging ingredients in Olay Regenerist)  
   • A unique selling proposition (e.g. New Regenerist challenges to reduce wrinkles with 1 bottle with 20% more anti-aging ingredients)  
   • Preemptive messages (e.g. Can your anti-aging cream reduce wrinkles within 1 bottle? Try New Regenerist with 20% more anti-aging ingredients.)  
   • Hyperbole (e.g. With the newest innovation from Olay, the Advanced Cleansing System will help you clean your face much better for 4 times)  
   • Graphic design (a photo) ad to give advice on how to use cream products  
   • Many photo ads (graphic design) of the brand ambassador and product for product ads  
   • Photos of activity at a shopping mall to challenge new users (target audience)  
   • Some reviews from users on a website  
   • Guarantee of returning money if a customer is dissatisfied with products via the description or advertising text under poster advertisements  
   • Referring to science for advertising  
| 2014 | • Generic messages (e.g. It’s unnecessary good cream must be expensive. Prove the efficiency of Olay from a famous blogger.  
   • Preemptive messages (e.g. Skin is too tired that expensive cream does not work. But Formula Amino Peptides of Olay will help fight against fatigue skin and turn it back to youthful looking again.)  
   • Hyperbole (e.g. Unveil your new youthful looking  
   • More visibility of video advertisements  
   • Brand Ambassador Nut Meria on video ads  
   • A foreign presenter/celebrity on videos ads  
   • More Thai and international video ads for products advertisements  
   • Users reviewed the products use on videos  
   • Presentation of a video recorded at the a PR event challenging new target consumers to try using the products  
|       | • Discount coupons (e.g. A discount coupon for 200 baht to purchase Olay Regenerist Advanced Cleansing System)  
|       | • None  

(Continued)
### Table 4.5 (Continued): The coding scheme to examine the use of messages strategies in advertising by Olay Regenerist on Facebook during 2012-2015

<table>
<thead>
<tr>
<th>2015</th>
<th>Skin in 5 days with Olay Regenerist Micro Sculpting Cream. Prove it with your own eyes.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• A unique selling proposition (e.g. Olay Regenerist has unique ingredients incomparable to any other brand absorbing to skin with visible results)</td>
</tr>
<tr>
<td></td>
<td>• Comparative advertisements (e.g. Stunned looking no matter how old you are with anti-aging cream, better than a 10,000 baht counter brand cream)</td>
</tr>
<tr>
<td></td>
<td>• Generic messages (e.g. Increase more smooth and touchable skin with Olay Micro Sculpting and Miracle Boost Pre-essence.)</td>
</tr>
<tr>
<td></td>
<td>• Preemptive messages (e.g. Such important nutrients as Amino Peptide Complex and Olive M. in Olay Regenerist Micro Sculpting Cream will amazingly help make your skin youthful in 5 days.)</td>
</tr>
<tr>
<td></td>
<td>• Hyperbole (e.g. Olay Regenerist can absorb into 10 layers of skin to reduce wrinkles that are difficult to be solved.)</td>
</tr>
<tr>
<td></td>
<td>• A video of the launch of the new product, Relaxing Cream</td>
</tr>
<tr>
<td></td>
<td>• Celebrity recommend the quality of the products</td>
</tr>
<tr>
<td></td>
<td>• References of science on ads</td>
</tr>
<tr>
<td></td>
<td>• Asian Celebrity Gao Yuanyuan with her quote for product ads</td>
</tr>
<tr>
<td></td>
<td>• Launch of the new product, Essene Miracle</td>
</tr>
<tr>
<td></td>
<td>• A discount upon buying products via online channel (e.g. Purchase Olay Regenerist Micro Sculpting Cream 50 g. via online shopping at Lazada. We have discounts and many more promotions.)</td>
</tr>
</tbody>
</table>
A. Cognitive Messages

In accordance with the above Table 4.5, it can be presented that the advertiser of Olay Regenerist undertook all 5 types of cognitive message strategies to create the advertising messages on Facebook thoughtfully between 2012 and 2015. For the advertisements of Olay Regenerist on the Facebook fanpage, there was the combination use of generic messages to indicate the product benefits (e.g. It’s unnecessary good cream must be expensive. Prove the efficiency of Olay from a famous blogger.); preemptive messages to attribute the specific benefits of the products (e.g. Skin is too tired that expensive cream does not work. But Formula Amino Peptides of Olay will help fight against fatigue skin and turn it back to youthful looking again.); a unique selling proposition claiming uniqueness of the products (e.g. Olay Regenerist has unique ingredients incomparable to any other brand absorbing to skin with visible results); hyperbole which is untestable based on the product benefit (e.g. Unveil your new youthful looking skin in 5 days with Olay Regenerist Micro Sculpting Cream. Prove it with your own eyes.); and comparative advertisement comparing the product to the competition (e.g. Stunned looking no matter how old you are with anti-aging cream, better than a 10,000 baht counter brand cream) as some samples have been given.

Furthermore, it can be indicated that the advertiser used a combination of 5 types of cognitive message strategies including general messages, preemptive messages, a unique selling proposition, hyperbole and comparative advertisements through precise text ads rather than on the photo ads and video ads on the Facebook fanpage between 2012 and 2015. Nevertheless, the conative messages were used occasionally for a special sale promotion by offering a special price and a discount during 2012-2015.

The advertiser used very few messages through photo ads and very few video ads. However, no messages through video ads were used in 2012 and 2013 and no message through photo ads in 2015. The adviser used only a few short videos to feature public relations events in 2012-2013 and to review the products by a blogger in 2013 with the general messages. During 2014-2015, the advertiser used more short video ads which is the same as TV ads but shorter by using a combination of cognitive messages including
general messages, preemptive messages, a unique selling proposition, hyperbole, and comparative advertisements on the different video ads.

**B. Affective Messages**

In order to enhance the disadvantage of the product, create awareness of the ad appeal, improve understanding of the ad, and bring out emotions affecting the customer’s reasoning process to buy the products at the end results, the advertiser of Olay Regenerist used the affective message strategy on Facebook by creating a combination of elements of ads in advertising which include the uses of graphic design (photos, photo ads, graphics or clipping reports), video ads, and spokespersons. In 2012, it is found that the advertiser used simple photo ads of product users, review of products users at a department store and shared photos on Facebook, a photo ad of the products, and very few video ads for product advertisements to create preferences and liking in the products among the consumers. In 2013, the advertiser created graphic design (a photo ad) to give advice on how to use cream products, used many photo ads of the brand ambassador with a glamorous look and the products with a luxurious display for product advertising, posted photos of activity at a shopping mall to challenge new users (target audience), and featured some video reviews from users on a website to increase trust and liking in the products among the Fanpage fans. In addition, there were a guarantee of returning money if a customer is dissatisfied with products and a reference to science in advertising to create or increase trust and preferences in the products among the product users. In 2014, the advertiser used more visibility of video advertisements. Brand Ambassador Nut Meria and a foreign presenter/celebrity appeared on videos ads with a glamorous look. There were more Thai and international video ads for products advertisements. Users reviewed the products use on videos to create trust and reliability in the products among consumers. There was a video presentation at a PR event challenging new target consumers to try using the products to create trust and there was a video of the launch of the new product, Relaxing Cream to create liking in the products. Also, there were ads that celebrities recommend the quality of the products and there were references of science in advertising to create trust among the customers. In 2015, the advertiser made Asian Celebrity Gao Yuanyuan appear on the photo ads with her
statement on the product use and video ads with a glamorous look in advertising. In addition, the advertiser launched the new product line, Essene Miracle, on graphic design ads and video ads with a luxurious appearance of the products.

C. Conative Message

The advertiser used the conative message strategies for a special sale promotion on Facebook in order to persuade the Facebook fans to purchase the products by offering the special price promotion “buy one get 50% off” as well as a discount coupon. However, the advertiser created very few Conative Messages or used this message strategy little during 2012-2013 on the Facebook fanpage. There was the use of the special promotion just once in 2012 and 2013 respectively. No special promotion was used in 2014 while there were more special discount promotions in 2015 since the online shopping was available on Lazada. The examples of the conative messages are “Upon buying 1 Olay Regenerist, get a second one with 50% at Watson, using a discount coupon for 200 baht to purchase Olay Regenerist Advanced Cleansing System, or obtaining a discount upon buying products via online channel.”

Besides the message strategies, it is essential to point out that there has been the use of hashtags (#) on Olay’s Facebook fanpage. The hashtags have recently become popular to be used on social media for the past couple of years. The hashtags make words clickable linking to any advertisement post on the Facebook page. Nevertheless, the advertiser of Olay Regenerist has started using the hashtags to help fans find the posts about the products that they are interested on Facebook since 2014. To make a hashtag, the advertiser writes # along with the name of the product, product lines, or single key words without any spaces; for instance, #Olay, #Regenerist, #MiracleBoost #BestBeautiful, #GiftBeautiful, and #สวยให้สุด (Facebook Help Center, 2016).
4.3.1.2 What types of message strategies the advertiser of L’Oreal RevitaLift uses in advertising on Facebook during 2012-2015

Table 4.6: The coding scheme to examine the use of messages strategies in advertising by L’Oreal RevitaLift on Facebook during 2012-2015

<table>
<thead>
<tr>
<th>Message Strategies</th>
<th>Cognitive Messages</th>
<th>Affective Messages</th>
<th>Conative Messages</th>
</tr>
</thead>
</table>
| 2012               |  • Generic messages (e.g. New Revitalift with new technology of Dermalift, it will help reduce wrinkles + tighten skin.)  
                      • Preemptive messages (e.g. L’Oreal Paris Revitalift Dermalift has blended new technology with L’Oreal Paris. This will help restore skin firmness at 8 points around a face and neck, the signs of aging that women all over the world are most concerned.)  
                      • Hyperbole (e.g. Skin is young looking. So why care about a real age?) |  • Indicating the benefits of the products referring to technology  
                      • Presenter Ann Thongprasom for L’Oreal Revitalift and Presenter Nok Sinjai Hongtai for Age Perfect Day Cream |  • Buy one get a gift for free promotion (e.g. Special for L’Oreal Paris ladies! When purchasing any Revitalift Dermalift product, receive an Age Perfect product, size 15ml, at high end department stores. Products are limited.)  
                      • A discount promotion/special price promotion (e.g. Special promotion for L’Oreal Paris ladies! Get a 30% off when buying Age Perfect Day Cream with Age Perfect Night Cream since to day until 31 August at Robinson. Smoothen your skin with Revitalift Serum Inside Liquid Foundation and Revitalift Powder Foundation SPF 30/PA+++ at a special price for only L’Oreal Paris ladies.) |
| 2013               |  • Generic messages (e.g. New Revitalift with new technology of Dermalift, it will help reduce wrinkles + tighten skin.) |  • Giving induction on how to use the products  
                      • Thai Presenters Ann Thongprasom for L’Oreal Revitalift and Chompu Ariya for Revitalift White as well as Chinese Actress/ Singer Li |  • A discount promotion/special price promotion (e.g. L’Oreal Paris Revitalift Dermalift offers a special discount promotion for ladies to pamper your face and |

(Continued)
Table 4.6 (Continued): The coding scheme to examine the use of messages strategies in advertising by L’Oreal RevitaLift on Facebook during 2012-2015

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
</table>
| • Preemptive messages (e.g. 3 steps of pampering your skin perfectly with L’Oreal Revitalift Laser X3 Serum. Your skin will look firm. Pores will look smaller and wrinkles will be reduced.  
  • Hyperbole (e.g. Revitalift White will reduce early wrinkles + black spots and other 15 worries about aging skin.)  
  • A unique selling proposition (e.g. Who dares to challenge? Wrinkle Reduction Cream and Laser! Twins accept the challenge and you can bear witness) | Bingbing for Revitalift Laser X3  
• Engagements with the new target consumers through activities on Facebook challenging them to try the products  
  • Video ads to launch the new product lines “Revitalift Laser X3 Power Water” giving web links to YouTube and the company’s website  
  • Thai Presenters Ann Thonprasom and Chompu Ariya for L’Oreal Revitalift as well as Chinese Celebrity Li Bingbing for Revitalift Laser X3 and Revitalift V-Face Essence  
  • Presenters for product advertisement  
  • Linking to YouTube ads and the company’s website to promote and advertise the products |
| • Generic messages (e.g. Revitalift Laser X3 Cream inspired by laser with 3 steps for advanced beautiful skin! Results are firm skin, wrinkle reduction and tightened pores.)  
  • Preemptive messages (e.g. Guarantee of its effectiveness by Cleo, a set of Revitalift Laser X3 including Serum, Cream and Eye Cream will help skin firm, reduce wrinkles, and tighten pores for 70%).  
  • Hyperbole (e.g. The V-shape face is popular. Who has a big square face with wrinkles? Listen here? L’Oreal recommends Revitalift V Face cream for a firmer make skin more youthful during the festive season priced at only 449 baht instead of 590 baht from today until 31 Jan.
  A set of Revitalift Dermalift comprising of Day Cream, Night Cream and Essence are priced at only 1,299 baht (the normal price is 1,870 baht.) | • Coupon /stamp (e.g. When buying Revitalift day cream, get 7-11 stamps valued a maximum of 48 baht.) |

(Continued)
Table 4.6 (Continued): The coding scheme to examine the use of messages strategies in advertising by L’Oreal RevitaLift on Facebook during 2012-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Strategies</th>
</tr>
</thead>
</table>
| 2015 | • Generic messages (e.g. Pamper your skin to make it firm at key 8 points around your face and neck. L’Oreal ladies who has experienced a firmer skin by using Revitalift, please share your story.  
  • Preemptive messages (e.g. Your skin can be more youthful but it needs to be completely pampered. L’Oreal Revitalift Day Cream 23PA++ can help make 8 points throughout your facial skin and neck become firm again. Even Thailand’s Top super Star Ann Thongprasom guarantees it effectiveness as her favorite beauty product item. Prove it by yourself.)  
  • Hyperbole (e.g. Revitalift Laser SPF27 is the newly super product that will end the most worried skin problems for women aged 30 including wrinkles and black spots.)  |
|      | • Thai presenters on ads including Chompu Ariya for the anti-aging and makeups product lines and between early 2015-April and Ann Thongprasom for L’Oreal Revitalift  
  • Engagement with the fans on the Facebook fanpage to play games by clicking and sharing a post to receive a reward  |
|      | • A discount promotion/special price promotion (e.g. Don’t miss. L’Oreal’s products give a maximum of a 50% discount at Tesco and Lazada.  
  Special for this month. Get a 150 baht discount when buying Revitalift Laser SPF27.)  
  • Reward giving (e.g. Click like and share and answer the questions. Winners will receive Revitalift Magic Blur. There are 10 prizes. 1 for each reward.)  |

According to the table 4.6, it presents that the advertiser of L’Oreal RevitaLift used the combination of the cognitive messages strategies, affective message strategies, and conative messages strategies in advertising on the Facebook fanpage between 2012 and 2015.
A. **Cognitive Messages**

The advertiser of L’Oreal RevitaLift occasionally used the combination messages of cognitive message strategies to create product awareness and increased product knowledge through the photo ads, text ads, and video ads on the Facebook fanpage during 2012-2015. Those types of messages include generic messages for indicating the benefits of the products (e.g. New Revitalift with new technology of Dermalift, it will help reduce wrinkles + tighten skin.); preemptive messages for attributing the specific benefits of the products (e.g. L’Oreal Paris Revitallift Dermalift has blended new technology with L’Oréal Paris. This will help restore skin firmness at 8 points around a face and neck, the signs of aging that women all over the world are most concerned.); a unique selling proposition which claims the uniqueness of the products (e.g. Who dares to challenge? Wrinkle Reduction Cream and Laser! Twins accept the challenge and you can bear witness); and hyperbole which is untestable due to the product benefit (e.g. Revitalift Laser SPF27 is the newly super product that will end the most worried skin problems for women aged 30 including wrinkles and black spots.) Nevertheless, it is not found that the advertiser uses any comparative advertisement to advertise the products on Facebook.

B. **Affective Messages**

In accordance with the data, it showed that the advertiser of L’Oreal RevitaLift had the evolution of the use of the affective message strategy in advertising on Facebook by creating liking and preferences in the products among its consumers as well as by arousing the emotions of the consumers through the glamorous and luxurious appearances of the presenters and product displays in advertising as it can be qualitatively described as the followings:

In 2012, the advertiser created the ads to indicate the benefits of the products referring to technology by using Thai Presenter Ann Thongprasom for L’Oreal Revitalift and Thai Presenter Nok Sinjai Hongtai for Age Perfect Day Cream to appear on the photo ads. In 2013, to create security, trust, liking, and preferences in the products among the product fans, the advertiser created the ads to give induction on how to use the products and describe the benefits after the product usage. Thai Presenters Ann Thongprasom for
L’Oreal Revitalift and Chompu Ariya for Revitalift White as well as Chinese Actress/Singer Li Bingbing for Revitalift Laser X3 appeared on the photo ads to evoke the emotion of the consumers with the presenters’ luxurious and glamorous look. There were engagements with the new target consumers through activities on Facebook challenging them to try the products. In 2014, the advertiser used video ads to launch the new product lines “Revitalift Laser X3 Power Water” giving web links to YouTube and the company’s website. Thai Presenters Ann Thonprasom and Chompu Ariya for L’Oreal Revitalift as well as Chinese Celebrity Li Bingbing for Revitalift Laser X3 and Revitalift V-Face Essence appeared on both photo ads and video ads on Facebook. This year, the advertiser linked the Facebook fanpage to YouTube ads and the company’s website to promote and advertise the products. In 2015, Thai presenters, Chompu Ariya for the anti-aging and makeups product lines and between early 2015 and April and Ann Thonprasom for L’Oreal Revitalift, actively appeared on the video ads to create liking among the fans on Facebook. In addition, there was an engagement with the fans on the Facebook fanpage to play games by clicking and sharing a post to receive a reward.

C. Conative Messages

The results showed that the advertiser has been heavily using the conative message strategies through the photo ads, text ads as well as the video ads for special sale promotions since 2012 in order to persuade the Facebook fans to purchase the products at the end result. Those special sale promotion promotions include the buy one get one for free promotion (e.g. Special for L’Oreal Paris ladies! When purchasing any Revitalift Dermalift product, receive an Age Perfect product, size 15ml, at high end department stores. Products are limited.); the discount promotion (e.g. L’Oreal Paris Revitalift Dermalift offers a special discount promotion for ladies to pamper your face and make skin more youthful during the festive season priced at only 449 baht instead of 590 baht from today until 31 Jan.); the reward giving promotion (e.g. Click like and share and answer the questions. Winners will receive Revitalift Magic Blur. There are 10 prizes. 1 for each reward.); the discount stamp promotion (e.g. When buying Revitalift day cream, get 7-11 stamps valued a maximum of 48 baht.); and the special price promotion (e.g. a set of
Rivitalift Dermalift comprising of Day Cream, Night Cream and Essence are priced at only 1,299 baht (the normal price is 1,870 baht.)

Besides the use of the message strategies in L’Oreal RevitaLift advertising, it is vital to indicate the use of hashtags (#) of the product brand. Referring to the appendix, it presents that the advertiser has started to use the hashtag to help fans find the posts about the products that they have an interest on Facebook since 2015. In order to create any hashtag, the advertiser writes # along with the name of the product, product lines, or single key words without any spaces; for example, #LorealParis, #REVITALIFT, #MAGICBLUR, and #RevitaliftLaserSPF27 (Facebook Help Center, 2016).

4.3.1.3 What types of message strategies the advertiser of Pond’s Age Miracle uses in advertising on Facebook during 2012-2015

Table 4.7: The coding scheme to examine the use of messages strategies in advertising by Pond’s Age Miracle on Facebook during 2012-2015

<table>
<thead>
<tr>
<th>Message Strategies</th>
<th>Cognitive Messages</th>
<th>Affective Messages</th>
<th>Conative Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>• Generic messages (e.g. Today all 10 ladies did a special activity together. Let’s see some photos behind the scene and don’t forget to vote for them.)</td>
<td>• Photos of promotion events • No photo or video ads of presenters for promotion and advertisements</td>
<td>• Using coupons / discount promotion (e.g. Who does not get this promotion? Please be in a hurry until 29 Feb., exclusive at Watson only. Receive a 100 baht discount.) • Rewards (e.g. Let’s vote for any beauty you prefer at the 10 Years Younger Beauty Search by Pond’s Age Miracle. Both voters and votes can be rewarded.)</td>
</tr>
</tbody>
</table>

(Continued)
Table 4.7 (Continued): The coding scheme to examine the use of messages strategies in advertising by Pond’s Age Miracle on Facebook during 2012-2015

| Year | Generic messages (e.g. Any Pond’s Age Miracle lady would like to unveil her youthful facial skin? Today, we would like to share the schedule of the Pond’s Age Miracle’s booth display. Don’t miss the application and see you at the booth.) | Mid-year, video ads of presenter | Rewards (e.g. Announcement of Lucky Winners for the activity 10 Years Younger Beauty Challenge Search by Pond’s Age Miracle. The rewards are to have TV advertisement shooting for Pond’s Age Miracle and fashion shooting together with cash awards for the amount of 30,000 baht for 10 awards.)

2013

- None

2014

- None

2015

- Many videos on Facebook
  - Video ads featuring Thai users/presenters such as business women, designers and car racers talking and recommending the products
  - Videos referring an institution to guarantee the quality of products
  - Special price promotion (e.g. The special price promotion has arrived for ladies who wish to have a youthful and firm skin. Products are available at Family Mart from today till 24 Feb.)

A. Cognitive Messages

In accordance with the table 4.7, it represented that the advertiser of Pond’s Age Miracle rarely undertook to use the cognitive message strategies to create product awareness and increased product knowledge among the Facebook fans via text ads throughout the years 2012-2015. No photo ads and video ads were used on the Facebook
fanpage yet during 2012-2013 while no ads at all in 2014. On the other hands, the coding scheme showed that the advertiser used very few simple generic message strategies during 2012-2013; for example, “Any Pond’s Age Miracle lady would like to unveil her youthful facial skin? Today, we would like to share the schedule of the Pond’s Age Miracle’s booth display. Don’t miss the application and see you at the booth.”

In contrast, it happens that the advertiser used and posted many media clipping reports which were scanned from newspapers and magazines on the Facebook fanpage without any captions. Therefore, the messages were not clear to indicate what happened, where it occurred and when it took place. Moreover, the messages are not for advertising but they appeared in the form of reporting the activities which were organized at different venues or the captions which described the event activities under the pictures.

Nevertheless, in the year 2015, the advertiser used more photo ads as well as video ads and created more text ads in order to post on the Facebook fanpage. The captions describe about the photos and the event activities were indicated more clearly. Those kinds of cognitive message Strategies found used in advertising to create product awareness and increase product knowledge inclusive of generic messages (e.g. To have bright eyes, don’t forget to apply Pond’s Age Miracle before bed time.) and hyperbole (e.g. Still worry any time you smile? Pond’s Age Miracle can make you smile with any emotion but still remain youthful and bright skin that you can feel confident at any circumstance!) In the year 2015, the advertiser did not post any media clipping report as it was done in the previous years.

B. Affective Messages

Referring to the data, it presented that the advertiser of Pond’s Age Miracle did not actively use the affective message strategy in advertising between 2012 and 2014. It is found that in 2012, only photos of promotion events were posted on Facebook to create liking among fans on Facebook. No photo (graphic design) or video ads of presenters were used for promotion and advertisements yet in that year. In the mid-year of 2013, video ads of presenter were used and the images of Thai Presenter B Namthip presiding over at the event at Oriental Hotel were posted on Facebook. No data of ads was found in 2014. In 2015, the advertiser developed its affective message strategy by using many videos on
Facebook in order to create trust, liking and preferences in the products among consumers and to arouse happiness and pleasure in using the products. Many video ads featured Thai users/presenters such as business women, designers and car racers talking and recommending the products. In addition, the content of the video ads referred to a skin institution to create trust among the product users.

C. Conative Messages

In addition to the cognitive message strategies, the advertiser occasionally used the conative message strategies in 2012, 2013 and 2015 for the actual purchasing as part of the promotional support at the end result by offering coupons (e.g. Who does not get this promotion? Please be in a hurry until 29 February, exclusive at Watson only. Receive a 100 baht discount.); offering discounts, rewards or giving gift (e.g. Say goodbye to Botox today and get 2 double valued promotions for youthful facial skin and get a chic bag as a gift away.)

Regarding the hashtags (#), it happens that the advertiser does not use create any hashtag on Facebook to help fans find the posts about the products during this period at all.

4.3.2 Executional Frameworks

According to the research study, it is found that the advertisers undertook the varieties of the executional frameworks in advertising on Facebook. For example, the slice of life advertisements were designed to help consumers solve their daily problems. The testimonial executional framework was created to share about a positive experience on the use of the products by the advertisers (except L’Oreal RevitaLift). The authoritative executional framework was used by getting someone dress up like doctors, scientists or skin experts to talk about the benefits of the anti-aging products advertising on the Facebook. The demonstration executional framework was produced to present how the products worked and communicated with their fans about the benefits of the products. The fantasy executional framework was used to make the consumers feel that the end results of using the product were realistic and created a positive attitude or emotion about the
product brands. The informative executional framework was used to give information on how to use the products. Nonetheless, the advertisers do not use the animation and dramatization executional frameworks in advertising on their Facebook fanpage.

4.3.2.1 The Particular Use of Executional Frameworks in Advertising on Facebook by the Advertisers of Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle

Table 4.8: The coding scheme to examine the use of executional frameworks in advertising on Facebook

<table>
<thead>
<tr>
<th>Use of Executonal Frameworks</th>
<th>Olay Regenerist</th>
<th>L’Oreal RevitaLift</th>
<th>Pond’s Age Miracle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animation</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Slice of life</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>(e.g. wrinkle reduction)</td>
<td></td>
<td>(e.g. wrinkle and black spot reduction and skin whitening)</td>
<td>(e.g. wrinkle reduction and youthful and firmer skin looking)</td>
</tr>
<tr>
<td>Dramatization</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Testimonial</td>
<td>√</td>
<td>None</td>
<td>√</td>
</tr>
<tr>
<td>(e.g. Product users speak about using the products and bloggers review the products as spokespersons.)</td>
<td></td>
<td>(e.g. Product users (a business woman, designer and car racer as spokespersons) from the selection acting as presenters speak about using the products.)</td>
<td></td>
</tr>
<tr>
<td>Authoritative</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>(e.g. referring to a skin expert as a spokesperson and skin institution)</td>
<td>(e.g. referring to a skin expert as a spokesperson and skin institution)</td>
<td>(e.g. referring to a skin expert as a spokesperson and skin institution)</td>
<td></td>
</tr>
<tr>
<td>Demonstration</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>(e.g. photo ads and video ads present how the products work and communicate with their fans about product benefits.)</td>
<td>(e.g. photo ads and video ads present how the products work and communicate with fans about product benefits.)</td>
<td>(e.g. photo ads and video ads present how the products work and communicate with fans about product benefits.)</td>
<td></td>
</tr>
</tbody>
</table>

(Continued)
Table 4.8 (Continued): The coding scheme to examine the use of executional frameworks in advertising on Facebook

<table>
<thead>
<tr>
<th>Fantasy</th>
<th>Informative</th>
</tr>
</thead>
<tbody>
<tr>
<td>(e.g. graphic design on video ads created to make consumers feel the end results of using products are realistic.)</td>
<td>(e.g. graphic design on video ads to make consumers feel the end results of using products are realistic.)</td>
</tr>
<tr>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>(e.g. graphic design on video ads to make consumers feel the end results of using products are realistic.)</td>
<td>(e.g. graphic design on video ads to make consumers feel the end results of using products are realistic.)</td>
</tr>
<tr>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>

The findings can be fully described as following:

A. **Slice of life**

The advertisers of the anti-aging products used the slice of life advertisements which were designed to help consumers solve their daily problems. For example, Olay Regenerist conveyed the messages through the photo ads and video ads that the products could help reduce wrinkles and L’Oreal RevitaLift had the messages through the same kinds of ads to help reduce wrinkle and black spot as well as whitening facial skin, while Pond’s Age Miracle could help reduce wrinkle and make a face your youthful and firmer skin looking. It could indicate that the format of this type of advertisements contain the components that encounter the cause of anti-aging skin problems and offer the solutions by using the products with specific benefits or attributes.

B. **Testimonial**

Unlike the testimonial in the propaganda techniques using famous people, celebrities or superstars as spokespersons to say something about the product benefits, the testimonial executional framework is used when a customer shares about a positive experience about the use of the products in advertising. It is the same as plain folks in propaganda techniques using product users as spokespersons to talk about their experience in produce
use as they are normal people. Therefore, it can be summarized that the advertisers of Olay Regenerist, and Pond’s Age Miracle used the testimonial executional framework in advertising on their Facebook fanpage; however, the testimonial executional framework was not used by L’Oreal RevitaLift.

C. Authoritative

The authoritative executional framework is used the same as the transfer of the propaganda techniques which use expert authorities such as a physician or chemist as spokespersons to say about the product advantage over the other products. For example, the advertisers of Olay Regenerist, L’Oreal RevitaLift and Pond’s Age Miracle used someone dressing like doctors, scientists or skin experts on commercial videos on the Facebook fanpage to talk about the benefits of the anti-aging products. Furthermore, the advertisers referred to international skin institutes on video advertisements to verify the quality and advantage of the product attributes.

D. Demonstration

The advertisers of Olay Regenerist, L’Oreal RevitaLift and Pond’s Age Miracle used the demonstration executional framework through photo ads and video ads to present how the products worked and communicated with their fans about the benefits of the products. For example, with two benefits of glycolic acid, the Olay Regenerist Night Refreshing Essence is outstanding with its unique features….Revitalift Laser X3 Cream inspired by laser with 3 steps for advanced beautiful skin! Results are firm skin, wrinkle reduction and tightened pores….Still worry any time you smile? Pond’s Age Miracle can make you smile with any emotion but still remain youthful and bright skin that you can feel confident at any circumstance.

E. Fantasy

The advertisers of Olay Regenerist, L’Oreal RevitaLift and Pond’s Age Miracle designed and produced several fantasy video commercials showing beautiful and colorful graphics as well as pleasant music to a make-believe experience of the product use that the
consumers (fans) could reduce wrinkles and have whitening, more youthful and firmer facial skin after using the products for a period of time. The fantasy executional framework was used to make the consumers feel that the end results of using the product were realistic and created a positive attitude or emotion about the product brands.

**F. Informative**

The informative executional framework was used by the advertisers of Olay Regenerist (see figure 4.51), L’Oreal RevitaLift (see figure 4.52) and Pond’s Age Miracle (see figure 4.53) through graphic posters and video ads to give information or communicate with the product users (fans) on how to use the products or how to pamper facial skin as well as to be informed on the product attributes.

![Figures 4.51: Sample of photo/poster of Olay Regenerist to inform on how to use the products](https://www.facebook.com/OlayThailand?brand_redir=286863750778)

Figures 4.52: Sample of photo/poster of L’Oreal RevitaLift to inform on how to use the products

Figures 4.53: Sample of video commercial of Pond’s Age Miracle to inform on how to pamper skin face and indication of product attributions
Besides the use of slice of life, testimonial, authoritative, demonstration, fantasy and informative executional frameworks, it is found that the advertisers do not use the animation and dramatization executional frameworks in advertising on Facebook.
CHAPTER 5
DISCUSSION

This chapter gives a summary of the qualitative research results on the anti-aging product advertising strategies on Facebook in Thailand between 2012 and 2015 by the anti-aging product advertisers of Olay Regenerist, L’Oreal RevitaLift, and Pond’s Age Miracle. The advertising strategies resulted the use of elements in advertising and the particular uses of propaganda techniques and advertising design: message strategies in advertising and executional frameworks in advertising on Facebook in Thailand during 2012-2015 by the anti-aging product advertisers. Furthermore, it discusses limitations, implications of the research, and recommendations on sample selection, respondents’ recruitment procedure, and data-collection procedure for the future research.

5.1 Summary of Results

The new 4 coding schemes were designed. They were used as the research indicators to analyze the research data. The researcher reviewed the ads which were captured from the Facebook ads of the selected product brands during 2012-2015. The elements of the ads include the uses of spokespersons, text ads, graphic design (photos, photo ads, graphics, or media clipping reports), and video ads in advertising and promotion on the Facebook fanpages. The found data were tracked and added into the blank tables of the designed coding schemes according to the required criteria in order to answer research questions. The findings can be summarized as the followings:

Research Question # 1: What elements of advertising do the advertisers use on Facebook in Thailand during 2012-2015?

In summary, all of the advertisers selected to study undertook the use of graphic design, video ads, text ads, and spokespersons on Facebook differently. In the year 2012, they tended to use simple text ads with simple photos before developing to use photo ads (graphic design) and video ads to post on the Facebook fanpage more lately in the years
2013-2015. In addition, Olay Regenerist calls the celebrity spokespersons who are promoting the products as “brand ambassadors” while L'Oréal Paris and Pond’s Age Miracle call their spokespersons as “presenters”. Moreover, it can state that Pond’s Age Miracle started using media clipping reports (graphic design) to post on Facebook during 2012-2013 prior to start using the text ads and video ads more in the year 2015.

Research Question # 2: What propaganda techniques do the advertisers use in advertising on Facebook in Thailand?

The advertisers used the varieties of the propaganda techniques. For instance, glittering generality was used to make their fans accept the products without examining the evidence. Transfer was used to make the product acceptable. In addition, the advertiser adopted testimonial by using celebrities and superstars as the spokespersons called brand ambassadors or presenters in advertising. Plain folks was used by having people or products users to talk about using the products or the product attributes as the spokespersons (except L’Oreal RevitaLift). Card stacking was used by adopting the illustrations and statements on their Facebook ads. Nevertheless, the advertisers did not undertake the use of the propaganda techniques of name calling and bandwagon on their Facebook advertisements.

Research Question # 3: What types of message strategies the advertisers use in advertising on Facebook in Thailand?

The advertiser of Olay Regenerist adopted a combination use of 5 types of the cognitive message strategies to create awareness and knowledge of the products among the Facebook fans throughout the years 2012-2015. Those 5 kinds of the cognitive message strategies include generic messages, preemptive messages, a unique selling proposition, hyperbole and comparative advertisements. In addition, the conative message strategies were used for a special sale promotion on the Facebook in order to persuade the Facebook fans to purchase the products at the end result.
To elaborate, for L’Oreal RevitaLift, the advertiser used 4 kinds of the cognitive messages strategies; except comparative advertisements, in advertising. Those included generic messages; preemptive messages; a unique selling proposition; and hyperbole, while the conative messages strategies were used the most on the Facebook between 2012 and 2015. In other words, the results showed that the advertiser used more the conative message strategies for special sale promotions than the cognitive messages strategies.

For the Pond’s Age Miracle, it can be summarized that the advertiser hardly used the cognitive message strategies in advertising. Only generic messages and hyperbole were used on Facebook during 2012-2015. On the other hand, the advertiser occasionally used the conative message strategies in 2012, 2013 and 2015 for the actual purchasing as part of the promotional support at the end result by offering coupons; offering discounts, rewards or giving gift.

For the affective message strategy, each anti-aging product advertiser had an evolution to use their affective message strategies between 2012 and 2015 to create their messages by adopting elements in advertising which included the uses of graphic design (photos, photo ads, graphics, and clipping reports), video ads, and spokespersons to arouse the strong emotion of the consumers to purchase the products and to create trust, reliability, liking and preferences in the products among their consumers as well as to evoke the feelings of the consumers to purchase the products through luxurious and glamorous appearances of brand ambassadors or presenters and product display.

Besides the message strategies, the hashtags (#) have been used on Olay’s Facebook fanpage since 2014 and on L’Oréal Paris’s Facebook fanpage since 2015 to help their fans find the topics they are interested more easily.

Research Question # 4: What kinds of executional frameworks do the advertisers use in advertising on Facebook in Thailand?

The advertisers undertook the varieties of the executional frameworks in advertising on Facebook. For example, the slice of life advertisements were designed to help consumers solve their daily problems. The testimonial executional framework was created
to share about a positive experience on the use of the products by the advertisers (except L’Oreal RevitaLift). The authoritative executional framework were used by getting someone dress up like doctors, scientists or skin experts to talk about the benefits of the anti-aging products advertising on the Facebook. The demonstration executional framework was produced to present how the products worked and communicated with their fans about the benefits of the products. The fantasy executional framework was used to make the consumers feel that the end results of using the product were realistic and created a positive attitude or emotion about the product brands. The informative executional framework was used to give information on how to use the products.

Nonetheless, the advertisers do not use the animation and dramatization executional frameworks in advertising on their Facebook fanpage.

5.2 Discussions

Referring to all of the three product brands, the advertisers used celebrity endorsement in their advertisements in order to promote their products. Nevertheless, Olay Regenerist called their spokespersons or testimonials who were celebrities or superstars as brand ambassadors while L’Oréal Paris and Pond’s Age Miracle called their spokespersons “presenters”. Besides the celebrity endorsement, all the advertisers used the third party endorsement by referring the skin institutions in advertising on Facebook to guarantee the quality of the products.

Discussing the use of elements in the anti-aging product advertising on Facebook in Thailand during 2012-2015, it can be indicated each product brand has its own unique strategic development in advertising. However, in general, each product advertiser started to use simple elements in their advertisements in the beginning and developed more complex elements in advertising later between 2012 and 2015. For example, each product brand advertiser used simple text ads with simple photos prior to developing to use photo ads (graphic design) and video ads as well as # (hashtag) followed by a key word to post on the Facebook fanpage more in the later years gradually. In the future, there might
probably have been more advanced elements and techniques used in their advertising on Facebook.

Regarding the use of propaganda techniques and advertising design: message strategies in advertising and executional frameworks in advertising on Facebook, the advertisers used a combination of many types of propaganda techniques and advertising design: message strategies in advertising and executional frameworks in advertising on Facebook. It is not common for the advertisers to create a single advertisement by using certain propaganda techniques, message strategies, and executional frameworks. Therefore, the combination use of these techniques makes the advertisements of the product brands outstanding and effective to draw attention from the consumers to purchase the product at the end results.

However, the advertisers did not use the name calling propaganda technique as Severin and Tankard (2000) indicated that this technique uses negative labels and bad names giving an idea a bad label and making people reject and condemn the idea without examining the evidence. This result supports that name calling does not appear in advertising that much. In addition, the bandwagon propaganda technique was not used in advertising whose technique is to claim a support, to appeal to people’s desire to be on the winning side as said everyone is doing it, and to make people follow the crowd. This result does not support the idea that Severin and Tankard (2000), who summarized that the bandwagon is usually used in advertising. This technique may probably be used in any other type of advertising and the government propaganda during a wartime according to the previous researchers found, but not the anti-aging products on Facebook.

In addition to the name calling and bandwagon propaganda techniques, the advertisers did not use the dramatization and animation executional frameworks in advertising. Therefore, the result of this research study does not support the idea that Clow and Baack (2007) indicated that many advertisers use these techniques in advertising increasingly. In other words, these executional frameworks may be used in other kinds of advertisements, but not the anti-aging product advertising on Facebook yet.
Similarly to the propaganda techniques and executional frameworks, the results showed that the advertisers used the combination of message strategies in advertising. It supports the previous study by Clow and Baack (2007) that all of the anti-aging product advertisers used 1) the cognitive message strategies to create more awareness and knowledge on the product of the company 2) the affective message strategies to create trust, liking and preferences in the products among the consumers, and 3) the conative message strategies to make the consumers purchase the product at the end result in their advertising on Facebook during the study period.

Moreover, the researcher found that the research results from the propaganda techniques and executional frameworks gave redundant and duplicate findings due to the fact that the particular use of propaganda techniques and executional frameworks were similar and different in some aspects. For example, the testimonial in the propaganda techniques used famous people, celebrities or superstars to say something about the product benefits in advertising, while the testimonial executional framework was used when a customer shared about a positive experience about the use of the products in advertising. Nevertheless, the testimonial executional framework was the same as plain folks in propaganda techniques using product users to talk about their experience in product use as they are normal people.

In addition, the use of the authoritative executional framework was the same as the transfer of the propaganda techniques that used expert authorities such as a physician or chemist to say about the product advantage over the other products.

Therefore, in the future, the researchers may choose to examine either the uses of propaganda techniques or executional frameworks in advertising.

Last but not least, it was found from the research that the advertisers used the informative executional framework through graphic posters and videos in order to introduce how to use products and pamper facial skin on the social media, Facebook fanpage. This can be implied that the informative executional framework was not used more only on the radio anymore as found from the previous research study that this kind of advertisement gives information to the receivers in a direct way which is usually used for
radio ads with possible verbal communication, but it is less usual in TV and print ads due to the fact that consumers possibly ignore them. The informative framework is effective in high involvement buying situations that are a famous approach for business-to-business advertising (Clow & Baack, 2007). In other words, it can be stated that nowadays the advertisers develop to use the informative executional framework in other types of media; especially social media like Facebook apart from radio and TV.

5.3 **Limitations**

This research study has some limitations. Firstly, the data used to study this qualitative research were only available on Facebook from the year 2011 onwards. Therefore, the researcher chose to study how the advertisers of the selected anti-aging product brands starting from the year 2012 until 2015 due to the fact that in 2011, the advertisers did not use Facebook to advertise their products actively yet.

In addition, this research is limited that the collected data of Facebook ads were collected from 2012 until October 2015. Therefore, it is possible that the research findings can be different if there has been the study on the data of the Facebook ads up-to-date until December 2015 or early 2016 as the advertisers might have probably adopted new more effective strategies to create their message content of the advertisements which will be more relevant to the consumers and attract more attention from them to purchase the products after reviewing the advertisements.

Furthermore, due to limited time, only Facebook was selected to study how the advertisers used to advertise and promote their products. This study does not include the other kinds of social media such as Twitter, Instagram, and YouTube and message applications such as Line, WeChat, QQ, and BeeTalk whose trend is gradually popularized in terms of the numbers of users.

5.4 **Implications for Thailand’s Cosmetics Industry**

Thailand’s cosmetics industry can learn how the advertisers have used the anti-aging product advertising strategies on Facebook in Thailand during 2012-2015.
respectively to promote and advertise their anti-aging products which is particularly the use of elements in advertising, propaganda techniques and advertising design: messages strategies in advertising and ejecutional frameworks.

At last, Thailand’s cosmetics industry can imply the research findings to develop the advertising and promotional strategic planning. This will lead them to be able to communicate with the loyal consumers (Facebook fans) through social media advertising, especially Facebook, more effectively in the future to increase sale revenues.

5.5 Suggestion for Future Research

It is suggested there be a further research to examine the responses of Thai women towards anti-aging product advertising on Facebook or any type of social media. The suggested research question can be: What are the responses of Thai women towards the anti-aging product ads on social media. Any researcher can consider to conduct a qualitative focus group with 6-12 Thai (middle-class) women living in Bangkok aged around 35-45 years old. These demographic women are targeted because they are considered having the aging of skin and have a highly possible potential to consume anti-aging products (Trang & Seleznyov, 2008).

To recruit volunteering respondents and to find their responses towards the anti-aging product ads, the recruitment ad whose details include the objective, the qualifications of the volunteering respondents such as gender and age, and the closing date can be posted on the researcher’s Facebook 2 months before the focus group is conducted. Friends on the Facebook can also be allowed to share the link for the recruitment.

In addition, any future researcher can consider conducting a research study on this similar topic to study the anti-aging product advertising strategies on any other kinds of social media such as Twitter, Instagram, and YouTube or message applications such as Line, WeChat, QQ, and BeeTalk whose trend is gradually popularized in terms of the numbers of users.
Furthermore, it is suggested that any researcher can conduct any further research to examine the responses of Thai men towards the anti-aging product advertising on any social media in Thailand.


Cunningham, N., & Bright, L., F. (2012). *The tweet is in your court: Measuring attitude towards athlete endorsements in social media*. Unpublished doctoral dissertation, University of Texas at Austin and Texas Christian University, USA.


APPENDIX I

Advertisements of Olay Regenerist on Facebook during 2012-015

Source: https://www.facebook.com/OlayThailand?brand_redir=286863750778
Facebook (2011-2015): 6,666,954 Total Page Likes, 11,390 People Talking About This

The Year 2015

12 October 2015
Olay
October 8 at 6:30pm · Edited
สารบารุงสําคัญอย่าง อะมิโนเปปไทด์คอมเพล็กซ์ และโอลีฟเอ็ม ช่วยให้ผิวอ่อนเยาว์อย่างน่าอัศจรรย์ใน 5 วัน #BestBeautiful #Regenerist

ข้อความของรีเจนเนอริสท์ได้ยืนยันว่า
ซื้อ OLAY REGENERIST MICRO-SCULPTING CREAM 50g/ โอเลย์ รีเจนเนริส ไมโคร-สกัลป์ติ้ง ครีม 50 มล.
ผ่านระบบออทไลท์ Lazada เราจะต้องลดและโปรโมชั่นที่ดีที่สุดกับคุณใน

Shop Now

23 September 15
แค่ทาครีมทุกวัน คงยังไม่พอ! วันนี้นั้นบิวตี้บล็อกเกอร์สาวสวย ทราย Feonalita จะมาแชร์ว่าทำไมผู้หญิงอย่างเรามีความท้าทายอยู่เสมอ
’เตรียมผิวก่อนการบารุง’ กลับดูสบายใจ! #Regenerist #BestBeautiful

Review: Olay Regenerist Miracle Boost Youth Pre-Essence ทำให้ดูดีขึ้น Zero-Step Skincare?
วิดีโอวันนี้ตามหาข้อมูล ทราบจะพบความรู้จักรกับสกินแคร์ออกใหม่ผ่านสุดจาก OLAY ที่ OLAY…
https://www.youtube.com/watch?v=bRi3cCZXvQ
เพื่อผิวนุ่มเด้งที่สัมผัสได้ ด้วย โอเลี่ยมิโคร ศอกปิ้งและ มิราเคิล บูสท์ พรีแยสเซ็นส์ #BestBeautiful #Regenerist

กระชับผิว วิจัยเนโอเริส์ มิราเคิล สวีต ซิล ช้อ OLAY วิจัยเนโอเริส์ มิราเคิล บูสท์ ธุ. พัฒน์พีชช์ 40มล. ผ่านระบบออนไลน์ที่ Lazada เราไม่สั่งастะและโปรโมชั่นอีกมากมาย
Shop Now
http://www.lazada.co.th/olay-40-860201.html

พิสูจน์ด้วยคุณเอง โอเลย์ มิราเคิล บูสท์ เร่งสร้างเซลล์ผิวใหม่ๆให้คุณดูอ่อนกว่าวัยลงถึง 10 ปีได้อย่างไร?
#BestBeautiful #Regenerist

บิวตี้บล็อกเกอร์สาวหน้าเด็ก Mhunoiii คอนเฟิร์ม! โอเลย์ มิราเคิล บูสท์ ดูดดูดลิฟปิ้งชิ้นที่เธอเลิฟสุดๆ คลิกดูวิดีโอเลยค่ะ
#BestBeautiful#Regenerist
https://www.facebook.com/OlayThailand/videos/865135100236015/

ร่วมพิสูจน์ความน่าอัศจรรย์ของ มิราเคิล บูสท์ #MiracleBoost
ผลิตภัณฑ์ใหม่ของโอเลย์ที่ทำให้ผิวของ ตรา ชื่อตัง เก้า หยวน หยวน ดูเปล่งประกาย อ่อนเยาว์ได้อย่างเห็นได้ชัด
#Regenerist #BestBeautiful
https://www.facebook.com/OlayThailand/videos/852980501451475/
Olay
July 8 · Edited ·
#MiracleBoost
พรีเอสเซนส์อันทรงพลังหนึ่งเดียว คงคุณค่าการบำรุงกลับคอลลาเจนริ้วรอยประสิทธิภาพสูง รวมทั้งสุขภาพด้านสุขภาพ เพื่อคืนกลับมาอย่างน่าอัศจรรย์ สวยให้สุดในแบบคุณ #BestBeautiful
โดยเข้าแบ่งกลุ่มด้วย วิชานทรีช มิราเคิล บูสท์ พรีเอสเซนส์
เตรียมพร้อมรับการบำรุงเพื่อสุขภาพดี เพื่อคืนกลับมาอย่างน่าอัศจรรย์

June 19 · Edited ·
ต้องขออภัยแฟนๆ เป็นอย่างสูง เนื่องจากสินค้าของโอเลย์ได้วิวัฒน์รับมาจากกลุ่มด้านสุขภาพ จึงทำให้หมดชั่วคราว โดยต้องเตรียมจัดจ้างภายใน 2-3 วันนี้ แล้วพบกลับ
สิ่งต่างวิชานทรีช มิราเคิล บูสท์ พรีเอสเซนส์ ได้แล้ววันนี้
เพื่อคืนกลับมาอย่างน่าอัศจรรย์ เพียง 999 บาท

May 22 · Edited ·
ครีมที่สามารถซึบซาบลึกกว่า 10 ชั้นผิว เพื่อลดเลือนริ้วรอยที่ยากจะแก้ไข
#Regenerist #BestBeautiful
http://www.lazada.co.th/catalog/?q=Regenerist
สิ่งซึ่งโอเลย์ วิชานทรีช ได้แล้ววันนี้
ยาวนานสำหรับสุขภาพดี | ชื่อ เข้าใจว่า มีสิ่ง กล้อง น้ำหอม เครื่องสำอาง ไนล์บุก ที่ว่า หน้าสิ่ง เครื่องใช้ไฟฟ้า ของตกแต่ง
บ้าน ของแขวนค่ะ ค่ะยัง...

May 20 ·
#MiracleBoost
พรีเอสเซนส์อันทรงพลังหนึ่งเดียว คงคุณค่าการบำรุงกลับคอลลาเจนริ้วรอยประสิทธิภาพสูง รวมทั้งสุขภาพด้านสุขภาพ เพื่อคืนกลับมาอย่างน่าอัศจรรย์ สวยให้สุดในแบบคุณ #BestBeautiful
โดยเข้าแบ่งกลุ่มด้วย วิชานทรีช มิратกล บูสท์ พรีเอสเซนส์
เตรียมพร้อมรับการบำรุงเพื่อสุขภาพดี เพื่อคืนกลับมาอย่างน่าอัศจรรย์

Olay
May 18 ·
ใหม่! โดยลาย มิร่าเคิล บูสท์ พรีเอสเซนส์ เพื่อคืนกลับมาอย่างน่าอัศจรรย์ ใส่ในราคาเพียง 999 บาท ด้วย! ดีที่มีจานหอมจัดจัด! กลิ่นดีค่าน้ำหนักเยอะ!
#MiracleBoost #BestBeautiful
https://www.facebook.com/OlayThailand/videos/820898277993031/

18 May
ห้ามพลาด! สัมผัสความมหัศจรรย์แห่งคอลลาเจน ใส่ในราคาเพียง 999 บาท ด้วย! ดีที่มีจานหอมจัดจัด! กลิ่นดีค่าน้ำหนักเยอะ!
#MiracleBoost #BestBeautiful
สั่งซื้อ ไวจิเนอริสตร์ มิราเคิล บูสท์ พรีเซนส์ ได้แล้ววันนี้ เพื่อผิวดูอ่อนเยาว์อย่างน่าอับศจรรย์ เพียง 999 บาท
Shop Now
WWW.LAZADA.CO.TH

4 May 15
นุ่มเนียนและเลือดไม่ได้ไม่เทียบเดนมัลติแบรนด์ เพื่อผิวที่ดูอ่อนวัยนี้อย่าง
#Regenerist#BestBeautiful
สิ่งต้องมิลайн ไวจิเนอริสตร์ได้แล้ววันนี้
ล่าช้าด้วยเวลาสิ่งที่ทุกคนต้อง | ซื้อ เช็คราคา : มือถือ กล้อง น้ำหอม เครื่องสำอาง โน้ตบุ๊ค ทีวี หัวฉีด เครื่องใช้ไฟฟ้า ของตกแต่งบ้าน ของเล่นเด็ก ผ้าอ้อม...
Shop Now
WWW.LAZADA.CO.TH

Olay
April 9 · Edited ·
มาทำความรู้จักกับสุดยอดผลิตภัณฑ์บารุงผิวอันดับ 1 ในบรรพบุรุษเก่าแก่มากเลย! #BestBeautiful #Regenerist
สั่งซื้อโอยล์ไวจิเนอริสตร์ได้แล้ววันนี้
Lazada.co.th - ซื้อของออนไลน์ ซื้อเป็ไป๋. ล่าช้าพรีเสนทร์มิร่าเคิล พรีสท์บูสท์ เครื่องสำอาง
ล่าช้าด้วยเวลาสิ่งที่ทุกคนต้อง | ซื้อ เช็คราคา : มือถือ กล้อง น้ำหอม เครื่องสำอาง โน้ตบุ๊ค...
Shop Now
WWW.LAZADA.CO.TH

Olay
2 April
เจิดจรัส เปล่งประกาย ภายใน 5 วัน จาก โอยล์ กระตุ้นผิว #BestBeautiful
เริ่มจาก #Regenerist
https://www.facebook.com/OlayThailand/videos/789544577795068/

Olay
March 5 · Edited ·
แค่ทาครีมลดเลือนริ้วรอยทุกวันคงยังไม่พอ! วันนี้นิคคุ้มสิ่งก่อกำเนิดของ 40 ขณะกระตุ้นผิว ‘การมาดเด็ก’ ของผลิตภัณฑ์โอยล์ไวจิเนอริสตร์ ให้กับสาวๆได้สิ้นที่สุดครับ ก็ไม่คิด!
https://www.youtube.com/watch?v=9tSbAyseFw4
Review: Tips การมาดเด็กและปรุงผิวหน้าด้วย Olay Regenerist Advance Anti-Aging

beauty4ties
Subscribe [1,031]
在剪刀的尖端下方有小红点，这小红点是那把剪刀的刀刃末端。在剪刀的手柄下方也有小红点，这小红点是那把剪刀的手柄末端。

在这个场景中，小红点是那把剪刀的特征，它告诉我们这是一把剪刀。
เคล็ดลับผิวสวยแบบดารา อย่าลืมทาครีมเพิ่มความชุ่มชื่นก่อนแต่งหน้านะคะ ลอง โอเลย์ รีเจนเนอรีส์ ไมโคร-สกลปิ้งครีม เพื่อความนุ่มเด้งดูเต่งตึง #BestBeautiful #Regenerist Micro-Sculpting Cream

ไมโครสคัลป์ติ้ง ครีมผลิตภัณฑ์ลดเลือนริ้วรอยอันทรงพลังที่สุดของโอเลย์ ที่ทำให้ผิวดูอ่อนเยาว์ลงภายใน 5 วัน

โอเลย์ รีเจนเนอรีส์ ไมโครสคัลป์ติ้ง ครีมหนึ่งเดียวที่มีส่วนผสมของสาร อะมิโน ปепไทด์คอมเพล็กซ์ และ โอลิเว็มซึมลึกสู่ร่องริ้วรอยสู่ผิวใหม่ อ่อนเยาว์กว่าใน 5 วัน #BestBeautiful #สวยให้สุด
ดาราสาวชื่อดัง เก่า ทนนานกว่า โอเลย์ รีเจนเนอรีส์ นั้นคือกุญแจสำคัญสำหรับสุขภาพผิวและละลายคล้ำของเธอ ลองเริ่มต้นประสบการณ์ผิวสวยอ่อนเยาว์ด้วยดูถูกใจ #BestBeautiful

The Year 2014

โอเลย์ รีเจนเนอรีสมีสูตรที่เป็นหนึ่งเดียวไม่เหมือนใคร ซึมซาบลงสู่ผิวเพื่อมอบผลลัพธ์ที่เห็นได้จริง ชมวิดีโอนี้เพื่อข้อมูลเพิ่มเติม #BestBeautiful #GiftBeautiful
https://www.facebook.com/OlayThailand/videos/676681035748090/

มาดูกันว่าโอเลย์ รีเจนเนอรีส์ อินสแตนท์ ฟิกซ์ ใหม่ ทำให้คุณดูอ่อนนุ่มขึ้นในไม่กี่นาทีได้อย่างไร เฟйเซแผนภูมิลับนวัยอ่อนที่มหัศจรรย์ของคุณ! #BestBeautiful
https://www.facebook.com/OlayThailand/videos/708381125911414/

โอเลย์ รีเจนเนอรีส์อินสแตนท์ฟิกซ์ที่เป็นหนึ่งเดียวไม่เหมือนใคร อัพเดทสำหรับผู้ใช้ผิวที่ต้องการผลลัพธ์ที่เห็นได้จริง ชมวิดีโอนี้เพื่อข้อมูลเพิ่มเติม #BestBeautiful
https://www.facebook.com/OlayThailand/videos/726000844149442/
ผิวเหนื่อยล้าจนครีมราคาแพงทางานไม่ได้ผล สูตรอมิโนเปปไทด์ใหม่ของ โอเลย์ คือสูตรดีที่เหนือกว่า เสริมเซลล์ผิวให้กลับมามีชีวิตชีวาใหม่และให้พลังกับผิว

#BestBeautiful  
#Regenerist  

คุณต้องจ่ายเพื่อครีมลดเลือนริ้วรอยที่เวิร์คจริงๆ ในราคาแพงหรือ?  #BestBeautiful #Regenerist  
https://www.facebook.com/OlayThailand/videos/654019401347587/

ดูสวยจนตะลึงไม่ว่าจะอายุเท่าไหร่ ด้วยครีมลดเลือนริ้วรอยที่เหนือกว่าครีมเคาน์เตอร์แบรนด์ระดับบิวตี้ท็อปส์

#BestBeautiful

อาวุธลับที่ช่วยกระตุ้นให้ผิวสดชื่นค่ะ โอเลย์ให้การบารุงผิวเทียบเท่าผลิตภัณฑ์บารุงผิวราคาแพง ซึ่งจ่ายในราคาเพียง ¼ ของผลิตภัณฑ์แพงๆ ใครได้ลองใช้แล้วบ้างคะ?  #BestBeautiful #美的價值 #Olay

คุณต้องจ่ายเพื่อครีมลดเลือนริ้วรอยที่เวิร์คจริงๆ ในราคาแพงหรือ?

#BestBeautiful #Regenerist  
https://www.facebook.com/OlayThailand/videos/654009824681878/

ครีมบารุงผิวหน้าแบบใดเหมาะสมกับคุณ โดยคุณสม  Beauty Blogger ชื่อดัง
ใครๆ ก็อยากมีผิวหน้าที่ดูอ่อนเยาว์จริงไหมคะ? โอกาสมาถึงคุณแล้วกับ Olay Regenerist

ครีมที่ดีไม่จำเป็นต้องแพง พิสูจน์ประสิทธิภาพของโอไล่จากบล็อกเกอร์ชื่อดัง

ผิวดูอ่อนวัยโดยไม่ต้องจ่ายแพงกับ Olay Regenerist Micro-Sculping Cream เทียบเคียงแบรนด์ดัง

นวัตกรรมใหม่ล่าสุดจากโอไล่ ให้คุณทำความสะอาดผิวหน้าได้ดีกว่าการล้างหน้าแบบปกติถึง 4 เท่า!
Olay Regenerist Advanced Cleansing System ได้รับการพิสูจน์แล้วว่ามีประสิทธิภาพในการทำความสะอาดผิว และยังช่วยต่อต้านการเกิดริ้วรอยเกือบ 25% โดยเพิ่มความชุ่มชื้นด้วยมอยเจอร์ไรเซอร์อย่างมีประสิทธิภาพ ซึ่งช่วยในการต่อต้านริ้วรอยของผิว

September 1, 2013 · ปฏิวัติการล้างหน้ากับโอเลย์ แอดวานซ์ คลีนซิ่ง ซิสเต็มทำความสะอาดผิวหน้าได้ลึกถึง 4 เท่า
https://www.facebook.com/OlayThailand/videos/500577590025103/

August 31, 2013 · รับคูปองส่วนลด 50% สำหรับ 500 คนแรกที่ร้าน Watson สามเสน เท่านั้น วันที่ 7-8 ก.ย.56
Expired
4,760 people claimed this offer

Olay August 29, 2013 · โปรโมชั่นพิเศษสุด กับการซื้อผลิตภัณฑ์ Olay Regenerist ออนไลน์ในราคาพิเศษที่
http://olay.lazada.co.th/boutique/regenerist/
สำหรับสาวๆที่รู้ไว้ไม่ทันโปรโมชั่นพิเศษเพื่อปิดดีวัว Olay Regenerist Advance cleansing system เรามีโปรโมชั่นปลอบใจให้สาวๆในโอกาสวันแม่นี้ค่ะ

โอเลย์ ท้าทายทุกความเป็นไปได้ด้วย โอเลย์ รีเจนเนอรีส์ รับประกันความพึงพอใจหลังจากใช้ผลิตภัณฑ์อย่างต่อเนื่องอย่างน้อย 4 สัปดาห์ ไม่พอใจยินดีคืนเงิน!


ขั้นตอนการบำรุงแบบสมบูรณ์แบบกับโอเลย์รีเจนเนอรีส์ค่ะ

Bloggang.com: momybowy : Olay regenerist microsculpting cream เคล็ดลับความอ่อนเยาว์สู่ผิวคุณ
WWW.BLOGGANG.COM

โอเลย์ ชื่อสินค้า

โอเลย์ ภาพสินค้า

โอเลย์ คำบรรยายสินค้า
Olay posted an offer.
May 1, 2013 ·

รูปลงส่วนบุคคลค่า 100 บาทจากโอเลย์ รีเจนเนอเรส เเฉพาะที่บู๊ทส์เท่านั้น
Expired
3,582 people claimed this offer

May 1, 2013 ·

รับคูปองส่วนลดค่าสูงสุดถึง 200 บาทจากโอเลย์ รีเจนเนอเรส เเฉพาะที่บู๊ทส์เท่านั้น
Expired
13,477 people claimed this offer

May 1, 2013 ·

โอเลย์ รีเจนเนอเรส ใหม่ ท้าลดเลือนริ้วรอยภายในกระปุกเดียว ด้วยสารแอนตี้ เอจจิ้งเพิ่มขึ้น 20%
ข้อมูลเพิ่มเติมที่
http://www.facebook.com/OlayThailand
https://www.facebook.com/OlayThailand/videos/444959628920233/

April 16, 2013 ·
คูปองส่วนลดค่า 100 บาทจากโอเลย์ รีเจนเนรีส เฉพาะที่ท็อปส์เท่านั้น
Expired
13,774 people claimed this offer

สำหรับสาวๆที่มีผิวแห้งควรมีการดูแลบารุงผิวเป็นพิเศษนะคะ เช่น การใช้ครีมรอบดวงตา และการใช้ครีมในช่วงกลางคืนจะไม่ได้เป็นอันขาดค่ะ

แสงแดดร้อนๆทุกวันนี้ ที่ทำให้หน้าหมองคล้ำและริ้วรอยแล้ว สาวๆมีวิธีป้องกันอย่างไรบ้างคะ
สาวๆหลายคนถามเข้ามาถึง วันนี้เราเลยมีอีกหนึ่งรีวิวมาฝากสาวๆกันค่ะ http://bit.ly/Xr6gCF

สาวๆคนไหนเคยเจอปัญหาขนตาร่วง ขณะที่กำลังเช็ดเครื่องสำอางบ้างค่ะ

ผลิตภัณฑ์ใหม่ล่าสุดจากโอเลย์ คุณพร้อมหรือยังค่ะ

ใครกำลังรอคอยตัวช่วยที่จะทำให้ตาของคุณประกายดูอ่อนเยาว์บ้างค่ะ ใหม่ล่าสุดกับ Olay Regerist Microsculpting Eye & Lash Duo ที่จะทำให้ตาของคุณเป็นประกายได้แล้ววันนี้
เมื่ออายุมากขึ้น ผิวจะเริ่มแห้งตึง และอุ้มน้ําได้น้อยลง ทำให้เกิดริ้วรอยเหี่ยวย่นแห่งวัย จึงควรมีเนื้อครีมที่หนักกว่าปกติ เพื่อเติมความชุ่มชื้นคืนสู่ผิวให้มากที่สุด เมื่อผิวอุ้มน้ําและนุ่มขึ้น ก็จะทำให้ริ้วรอยดูจางลงค่ะ

สาวๆคนไหนเห็นด้วยบ้างค่ะว่า สมัยนี้ขนาดรุ่นคุณแม่ของเราก็ยังดูอ่อนเยาว์ กด Like เลยค่ะ

ถึงแม้จะเริ่มต้นใหม่แล้ว แต่ก็ไม่ได้หมายความว่าสาวๆอย่างเราจะต้องโรงราตามกาลเวลาอีอกนะค่ะ
ครีมลดเลือนริ้วรอยของคุณสามารถลดริ้วรอยได้ภายใน 1 กระปุกหรือเปล่าคะ?
ลองใช้รีเจนเนอเรชั่นใหม่เพิ่มส่วนประกอบเพื่อลดเลือนริ้วรอยมากขึ้นถึง 20% กับแอมบิสตรีม์ด้วยรีเจนเนอเรชั่นใหม่

สาวๆคนไหนอยากมีสุขภาพผิวดี ดูยังเยาว์เหมือนคุณนัท มีเรีย แอมบิสตรีม์คนสวยของเราบ้างคะ

"ท้าทุกความเป็นไปได้กับโอเลย์"
98% ของผู้ทดสอบใช้จะแนะนำผลิตภัณฑ์โอเลย์ใหม่ให้กับเพื่อน
https://fbstatic-a.akamaihd.net/rsrc.php/v2/y4/r/-PAXP-deijE.gif

ซูเปอร์สตาร์สาวสวยและแบรนด์แอมบิสตรีม์ของโอเลย์นัท มีเรีย ซูเปอร์สตาร์ของโอเลย์ สมัครเป็นผู้ทดสอบผลิตภัณฑ์โอเลย์ เข้าใจว่าจะมีผลต่อการดูแลสุขภาพ รวมไปถึงดีทั่วไป โดยเฉพาะเวลาที่มีความวุ่นวายของคุณ ให้ความช่วยเหลือกับรีเจนเนอเรชั่น ไนท์รีเซอร์เฟสซิ่ง เอ็สเซ่ ที่มีสูตรอ่อนโยนและผ่อนคลาย ช่วยให้ผิวคุณดูเรียบเนียน นุ่มชุ่มชื่น ซึ่งมีส่วนผสมจากสมุนไพรต่างๆ ที่มีการสร้างสรรค์มาพิเศษเพื่อช่วยให้ผิวคุณดูดี พร้อมที่จะเปิดเผยความลับที่ต้องการของผิวคุณให้ผิวคุณมีความเปลี่ยนแปลงที่ดีที่สุด ให้ผิวคุณมีสุขภาพดี ผิวเรียบเนียน ละลายริ้วรอย 7 คืน จนกว่าจะต้องการออกมาขาย

โอเลย์ ทำให้คุณทั้งงามและดูสุขภาพดี
ไม่รู้ว่าไลฟ์สไตล์แบบสาวยุคใหม่จะระบบความเวลาการนอนที่แสนมีค่าไปบ้างหรือเปล่า ช่วงเวลาที่ร่างกายหลับคือช่วงเวลาที่ร่างกายเริ่มกระบวนการซ่อมแซมตัวเอง ลิขสอบนี้ด้วยกิจกรรม แบ่งที่ให้ก้าวความเครียดดูแก่เร็วขึ้นด้วยหาก

The Year 2012

พรุ่งนี้วันสุดท้ายแล้วค่ะ เมื่อซื้อ Olay Regenerist หรือ Olay White Radiance ซื้อชิ้นที่สองลด 50% ที่วัทสัน ทุกสาขา ค่ะ

หากสาวๆ กำลังไม่มั่นใจในประสิทธิภาพ ของ Olay Regenerist ลองฟังจากผู้ใช้จริงค่ะ ว่าวัตรordoคุณจินตนาการในสิ่งที่
https://www.facebook.com/OlayThailand/videos/10151335535598420/
การบำรุงผิวด้วยผลิตภัณฑ์ป้องกันการผลัดผิวตามธรรมชาติ พร้อมบำรุงความชุ่มชื้นให้ผิวได้อย่างยอดเยี่ยม ผิวจะดูมีชีวิตชีวาหลังได้รับการบำรุงในช่วงเวลากลางคืนที่มีองค์ประกอบจากไกลโคลิค แอซิด จึงทำให้โอเลย์ รีเจนเนอริส ไนท์ รีเซอร์เฟสซิ่ง เอ็สเซ็นส์ โดยคืนค่าด้วยคุณสูตรมิคโรเจลที่เป็นเอกลักษณ์ เหมือนออกจากช่องผลัดผิวใหม่แล้ว ยังช่วยกักเก็บความชุ่มชื้นให้ดีด้วย

13 November 12
โอเลย์ รีเจนเนอริส ไนท์ รีเซอร์เฟสซิ่ง เอ็สเซ็นส์ จะช่วยฟื้นฟูผิวที่มีความชุ่มชื้นให้กลับมาเหมือนเดิม พร้อมด้วยการปลุกช่วยให้ผิวเรียบเนียน เมื่อคุณตื่น

Olay
November 14, 2012 ·
การบำรุงผิวสًاควรเริ่มต้นสมการช่วยการผลัดผิวตามธรรมชาติ พร้อมบำรุงความชุ่มชื้นให้ผิวได้อย่างยอดเยี่ยม ผิวจะดูมีชีวิตชีวาหลังได้รับการบำรุงในช่วงเวลากลางคืนด้วยสูตรคุณประโยชน์จากไกลโคลิค แอซิด จึงทำให้โอเลย์ รีเจนเนอริส ไนท์ รีเซอร์เฟสซิ่ง เอ็สเซ็นส์ โดยคืนค่าด้วยคุณสูตรมิคโรเจลที่เป็นเอกลักษณ์ เหมือนออกจากช่องผลัดผิวใหม่แล้ว ยังช่วยกักเก็บความชุ่มชื้นให้ดีด้วย

Olay
November 13, 2012 ·
เริ่มต้นเช้าด้วยกิจกรรมเพิ่มความมั่นใจให้กับสาวๆ โอเลย์ รีเจนเนอริส รับประกันเงินคืน สามารถเข้ามาอ่านรายละเอียดได้ที่นี่เลยคะ

Olay
October 30, 2012 ·
ยอมรับมาซะดีๆว่า สาวกคนไหนที่ชอบละเลยการทาไนท์ครีมบ้างคะ
Olay

October 26, 2012

ทาง Olay Thailand Fanpage ขอประกาศข่าวการเปลี่ยนแปลงทาง Facebook นะคะ
เนื่องจาก Facebook ได้มีการเปลี่ยนแปลงระบบหน้า page ใหม่ ทำให้เวลาที่ทีมงาน Update ข้อมูลต่างๆ ข้อมูลนั้นจะถูกแสดงแค่ 10% ของจำนวน Fanpage ทั้งหมด ซึ่งจะมีผลให้คุณพลาดข่าวสาร ข้อมูลต่าง ๆ ที่ทาง Fanpage โพสบนหน้า page นอกจากนี้ยังไม่สามารถแสดงข้อมูล หรือโปรโมชั่นต่าง ๆ ที่สามารถเปลี่ยน setting โดยทันทีตามขั้นตอนดังต่อไปนี้ค่ะ

1. คลิกไปที่หน้า Fanpage
2. คลิกปุ่ม Setting ที่อยู่เบื้องล่างของปุ่ม Liked
3. คลิกไปที่ Add to interest list
4. คลิก New List แล้วกด Next
5. พิมพ์ “Olay Thailand” ไปข้างหน้า แล้วเลือกให้เป็น Public
6. แล้วกด Done หลังจากนั้น Fanpage ทุกข้อความใน Fanpage ของ Olay Thailand ที่จะขึ้นในหน้าของคุณจะได้รับความไว้วางใจจากทีมงาน Olay Thailand

ขอบคุณที่ไว้วางใจและติดตาม Olay Thailand มาโดยตลอดและหวังเป็นอย่างยิ่งว่าจะได้รับความไว้วางใจจากทีมงาน Olay Thailand ค่ะ

ทีมงาน Olay Thailand Fanpage

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Olay

October 22, 2012

ไม่ว่าสาวๆจะทำอะไร หรือเดินไปที่ไหน อีกบุคลิกตัวนี้ชั่วครั้งไหน ฉะนั้นจึงควรจัดทั้งทางทำให้เหมาะสม โดยเสิร์ฟคิ้วให้หน้าชิ้น
ทำให้ดูสว่างกระชับขึ้น จะทำให้บุคลิกของสาวๆสมาร์ทขึ้น นอกจากนี้ยังส่งผลดีต่อสุขภาพร่างกายของสาวๆในระยะยาวด้วยคะ

มาร่วม พิสูจน์ประสิทธิภาพครีมลบริ้วรอย อีกครั้งเมื่อวานี้ ในผลการทดสอบครั้งนี้ สามารถติดตามผลการทดสอบครั้งนี้ได้ที่ Olay Thailand

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ยอมรับมาซะดีๆว่าสาวๆหลายคนเวลาล้างหน้าจะหยุดอยู่แค่ขากรรไกรให้เพื่อนทาโฟมล้างหน้าลงมาถึงคอเสมอๆนะคะ เพราะคอของเราก็สำคัญไม่แพ้กัน ^^

สำหรับสาวๆคนไหนที่ชอบเก็บครีมไว้ในห้องน้ำรู้รึป่าวคะว่าความชื้นในห้องน้ำนั้นอาจทำให้ส่วนผสมแตกตัวได้ เพราะฉนั้นควรเก็บไว้ในลิ้นหรืออย่างน้อยที่สุดก็ในห้องนอนในบริเวณที่แสงแดดส่องไม่ถึงคะ

ความเครียดก็เป็นตัวการหนึ่งที่ทำให้หน้าสาวๆหงุดหงิด เพราะฉนั้นเมื่อมีปัญหาความเครียดให้ลองดื่มเครื่องดื่มผัดชีวะๆแก้ไขอย่างมีสติและพยายามสงบใจไม่ให้เป็นทุกข์คะ

ถ้าอยากดูแข็งแรงและสดใสสาวๆต้องก้าวผ่านรอยคล้ำและรอยบวมใต้ดวงตาออกไป การนอนให้เต็มอิ่ม 8 ชั่วโมง จะช่วยได้ นอกจากนี้การนอนให้เพียงพอเป็นเรื่องสำคัญอย่างยิ่งสำหรับผู้ที่มีหน้าท้อง ควรนอนใหม่อ่อนที่ให้พักผ่อนหลังและนอนนี้สามารถสร้างความสดชื่นเป็นสุขภาพที่สวยงาม

มาดูภาพบรรยากาศและผลการทดลองใช้ Olay Regenerist Wrinkle Relaxing Cream ในงาน Olay Believe Your Eyes เมื่อวันที่ 4-6 พฤศจิกายน ที่ผ่านมากับดูล่าช้าอย่างไม่เชื่อม...อยากให้พิเศษด้วยตัวคุณเองค่ะ
https://www.youtube.com/watch?v=q9mAxHy4k3A&list=PL2E51D58476C6555F&index=11
Olay
June 5, 2012
Olay Believe Your Eyes 4-6 MAY
มาดูภาพบรรยากาศ และผลการทดลองใช้ Olay Regenerist Wrinkle Relaxing Cream ในการ Olay Believe Your Eyes เมื่อวันที่ 4-6 พฤษภาคม ที่ผ่านมาค่ะ
https://fbstatic-a.akamaihd.net/rsrc.php/v2/y4/t/-PAXP-deijE.gif
https://www.facebook.com/OlayThailand/videos/101510267777623420/
https://www.facebook.com/OlayThailand/videos/10151026697543420/

May 17, 2012
วันนี้พาสาวๆ มาดูภาพบรรยากาศ และผลการทดลองใช้ Olay Regenerist Wrinkle Relaxing Cream ในการ Olay Believe Your Eyes เมื่อวันที่ 4-6 พฤษภาคม ที่ผ่านมาค่ะ สาวๆ ที่พลาดงานนี้ไปไม่ต้องเสียใจนะคะ เพราะยังมีกิจกรรมดีๆ จาก Olay Fanpage ได้ที่นี่อีกเช่นนี้ค่ะ
https://www.facebook.com/OlayThailand/videos/10150977823468420/
Olay added 33 new photos to the album: Believe your eyes — at Esplanade Cineplex.

May 6, 2012
4 - 6 May 2012

Olay
April 2, 2012
Olay สามารถช่วยให้สาวๆ สวยขึ้นด้วย 2 ผลิตภัณฑ์ใหม่สำหรับคุณค่ะ - รับรอง Olay Regenerist Wrinkle Relaxing Cream ช่วยให้สาวๆ ลดริ้วรอยและกระชับผิวหน้าได้ และ Olay White Radiance Cellucent White Essence Water ในรูปแบบของ Essence ช่วยให้ชุ่มชื่นได้เร็ว พร้อมให้ความอ่อนเยาว์ ให้ความสดใส ให้ความว่างเนียน ให้ความนุ่มเรียบผิวหน้าให้ความมันวาวด้วยค่ะ
APPENDIX II

Advertisements of L’Oreal RevitaLift on Facebook during 2012-2015

Source: https://www.facebook.com/lorealparisthailand?fref=photo

Facebook (2011-2015) 20,851,713 people like this, 22,539 People Talking About This

The Year 2015

L’Oréal Paris
October 6 at 10:23am · Edited ·
ห้ามพลาด !! สินค้าเครือลอรีอัลลดราคาสูงสุด 50% ที่ Tesco Lazada คลิกเลย
สินค้าเครือลอรีอัลลดราคาสูงสุด 50% วันนี้เท่านั้น !!

L’Oréal Paris
June 13 ·
ชุ่มครวมสูงขึ้นมั้ย? แล้วมีวิธีจัดการอย่างไร ใครดูแล้วอยากลองฟังตาม
พิมพ์ #RevitaliftLaserSPF27 แล้ว Comment เลย!!
2.2k Views
https://www.facebook.com/lorealparisthailand/videos/850806145001751/

L’Oréal Paris
June 4 ·
พิเศษเดือนนี้ลด 150 บ. #RevitaliftLaserSPF27
สุดยอดผลิตภัณฑ์ใหม่ จบปัญหาผิวหน้าที่แก้ยากสุดสำหรับผู้หญิงวัย 30 ทั้ง "ริ้วรอย" และ "จุดด่างดำ"
ว่าแต่ปัญหาผิวหน้าที่สาวๆ กังวลที่สุดคืออะไร  Hảiมาแชร์กันเลย!!
https://www.facebook.com/lorealparisthailand/videos/846008178814881/

L’Oréal Paris
April 25 ·
แรกๆผิวหน้าไม่ไว้ในหน้า พอเลย! บ้ารุ่งที่ดีถึงให้ครบขั้นตอนที่ 8 จุดสำคัญที่ทำให้ผิวดีอย่างรุ่นใหม่ #Revitalift
ให้พิมพ์ข้อความ แล้วคอมเม้น ติดตามได้ที่ #Revitalift ก็จะรู้วันนี้ นะขอบคุณทีมที่ประกอบร่วมกันวันนี้ว้าวว
https://www.facebook.com/lorealparisthailand/videos/810789665670066/
ชมพู่ อารยา เผยเคล็ดลับความเป๊ะด้วย #MagicBlur ครีมลดเลือนริ้วรอยที่สามารถลดเลือนริ้วรอยได้ดี #ตุ๊กตาที่ไร และชี้วิธีใช้ด้วยเนื้อครีมดูดซึมดีเยี่ยม ให้คุณไม่ต้องพึ่ง App ใครลองใช้มารีวิวเติมเต็มคอมเมนต์หน่อยค่ะ

2.9k Views

https://www.facebook.com/lorealparisthailand/videos/810810345667998/

L'Oréal Paris
April 22 ·
#Revitalift
ปรุ่งผืนหญิงที่กระจับผิว 8 จุดสำคัญทั่วใบหน้าและลำคอ สาวอรีอัลไหนมีผิวกระจับด้วย #Revitalift แล้ว แชร์มาแชร์กัน

https://www.facebook.com/lorealparisthailand/videos/810783832337316/

L'Oréal Paris
April 21 ·
ลองผิวจะอ่อนเยาว์ได้ต้องดูแลให้ครบกันคะ #LorealParis #REVITALIFT DAY CREAM SPF23 PA++ ให้ผิวคุณดูกระชับครบทั่วใบหน้าและลำคอ 8 จุดสำคัญทั่วใบหน้าและลำคอ ดีเลิศขนาดนี้ต้องพิสูจน์กันแล้วค่ะ

https://www.facebook.com/lorealparisthailand/videos/810800795668953/

L'Oréal Paris
March 27 ·
คิวจะอ่อนเยาว์ได้ ต้องดูแลให้ครบกันคะ #LorealParis #REVITALIFT DAY CREAM SPF23 PA++ ให้ผิวคุณดูกระชับครบทั้วใบหน้าและลำคอ 8 จุดสำคัญทั่วใบหน้าและลำคอ ดีเลิศขนาดนี้ต้องพิสูจน์กันแล้วค่ะ

https://www.facebook.com/lorealparisthailand/videos/792348384180861/

23 March
อยากผิวเลิศทันทีที่ใช้ ลอง #MAGICBLUR ครีมปรุ่งผืนที่กระจับผิวและกระจับผิวใหม่ให้เรียบเนียนแบบทันที แค่นี้ผิวก็สวยค่ะ
The Year 2014

L’Oréal Paris
November 26, 2014
ใครว่ามาส์คหน้าด้วยเลเซอร์เป็นไปไม่ได้? ไม่!! NIGHT CREAM MASK REVITALIFT LASER ด้วยเทคนิคพิเศษแบบเคลือบหน้าเป็นผิวหนังสูง ช่วยให้ใบ Pro-Xylane เข้าช่วยสร้างรูปกายนามผลล้างคืน ฟื้นฟูนิ่มหน้าที่มีสุขดีแล้ววันนี้เลยค่ะ
https://www.facebook.com/lorealparisthailand/videos/790272571055109/

October 4, 2014
เทรนด์หน้าวีกำลังมา!! ใครที่มีปัญหาหน้าบาน แก้มยุ้ย หน้าหย่อนคล้อย ฟังทางนี้! ลอรีอัลขอแนะนำ REVITALIFT V FACE เพื่อนำให้มาคลาย เนื้อย่างง่ายผิวเรียบแล้วจะเนื้อย่างง่ายผิวเข้มข้นเข้าฟื้นบำรุงยาวนานตลอดคืน พิสูจน์ให้เห็นผลตั้งแต่ครั้งแรกที่ใช้ ฟื้นฟูนิ่มหน้าที่มีสุขดีแล้ววันนี้เลยค่ะ
https://www.facebook.com/lorealparisthailand/videos/726637360751964/

L’Oréal Paris updated their cover photo.
October 1, 2014

September 11, 2014
โปรโมชั่นแรงกว่าใคร เพียงซื้อ REVITALIFT ครีมบำรุงผิวทั้ง 8 จุดส่งผลดีให้ผิวขาวใส événี้ รีไวทัลลิพท์ เดย์ครีม ที่ เล็งนี้ มูลค่าพิเศษที่ 7-11 เหลือ 48 บาท วันนี้ถึงวันที่ 25 ก.ย. ที่นี้เท่านั้น
https://www.facebook.com/lorealparisthailand/videos/688299621252405/

มาแล้วนี้เลย 7-11! เล็งนี้ รีไวทัลลิพท์ เดย์ครีม ซื้อจากได้ผิวดูอ่อนเยาว์เจ็จีซึ่งให้เสนอเป็น 48 บาท วันนี้ถึง 25 ก.ย. ที่นี้เท่านั้น ช้าหมดอดนะคะ!
0:14/0:14
https://www.facebook.com/lorealparisthailand/videos/683776361704731/

August 28, 2014
โปรโมชั่นแรงกว่าใคร เพียงซื้อ รีไวทัลลิพท์ เดย์ครีม ที่ เล็งนี้ มูลค่าพิเศษที่ 7-11 เหลือ 48 บาท วันนี้ถึง 25 ก.ย. ที่นี้เท่านั้น ช้าหมดอดนะคะ!
หนึ่งในเคล็บลับผิวอ่อนวัยแบบคุณแอน ทองประสม โดย REVITALIFT ช่วยให้ผิวกระชับ ริ้วรอยดูลดเลือน เพราะไม่ใช่แค่การดูแลผิวเพียงบางจุด แต่ต้องครบทั้ง 8 จุดสำคัญ ทั่วใบหน้าและลำคอ ครบอย่างนี้ถึงจะดูดีในทุกครั้งทางการ!

https://www.facebook.com/lorealparisthailand/videos/680647688684265/

L’Oréal Paris
July 29, 2014 ·

ข้าง البيتให้ดูดีอย่างมีสไตล์ ไม่ใช่แค่ดูดีแต่หลัง แต่ต้องดูดีทั้ง 8 จุดสำคัญ ด้วย REVITALIFT ช่วยดีในเรื่องราวของ พร้อมทั้งดีในเรื่องการ กระชับ ความที่ดีทั้ง 8 จุดสำคัญ ทั่วใบหน้าและลำคอ สาวๆ ลอรี ปารีส พร้อมพิสูจน์เรียกยังนะ

https://www.facebook.com/lorealparisthailand/videos/665419903540377/

ประมวลภาพกิจกรรม Sense of Beauty ที่ลอรี ปารีส ร่วมกับ Big C อัด Workshop ให้แก่ลูกค้าที่พิเศษ งานนี้คุณชมพู่ อารยา ได้เป็นสัมพันธ์กับ REVITALIFT LASER X3 POWER WATER ให้เกิดดีอย่างล้ำลึก ซึ่งสร้างความประทับใจให้แก่ผู้ร่วมงานเป็นอย่างมาก

June 25, 2014 ·

เปิดตัวอย่างเป็นทางการแล้ววันนี้กับสินค้าใหม่ Revitalift Laser X3 Power Water เซรั่มทรงพลังสูตรน้ำ ขั้นตอนแรกเพื่อผิวกายเรียบร้อย คลิกเพื่อดูหน้าแรกได้ที่นี่

https://www.facebook.com/lorealparisthailand/videos/648539771895057/

March 31, 2014 ·

REVITALIFT LASER X3 Tip : การทำครีมบำรุงผิวให้ได้ประสิทธิภาพมากที่สุด ให้ใช้กว้างเม็ดละสามร้อยกิโลกรัม ขึ้น รูปผิว เพื่อช่วยให้เม็ดรูปผิวเต็มที่สูงได้เป็นชั้น และช่วยให้เกิดการผิวทรงตัวได้ดีขึ้น
L’Oréal Paris updated their cover photo.
March 18, 2014.

L’Oréal Paris
March 18, 2014.
ชมพู่ อารยา พิสูจน์แล้วว่าดีจริง ผิวหน้า สวย เด้ง แต่งตึง ด้วยนวัตกรรมลูเธอร์ลัฟท์ซึ่งมีอยู่ใน REVITALIFT LASER X3 CREAM ช่วยบารุงผิวลึกเสมือนการทำเลเซอร์ ลองเลย แล้วคุณจะรัก http://www.lorealparisthailand.com/revitaliftlaser/

L’Oreal Paris - Revitallift Lase X3 ชมพู่ อารยา
ผลิตภัณฑ์ เลเซอร์ X3 ที่ได้รับแรงบันดาลใจจากเทคโนโลยีแห่ง 3 ปฏิบัติการเพื่อผิวสวย - ผิวเด้งดูเต่งตึง - รูขุมขนดูกระชับแบบเต็มประสิทธิภาพ - ริ้วรอยลดลง 70%
https://www.youtube.com/watch?feature=player_embedded&v=dz35kVecBS4

L’Oréal Paris
February 4, 2014.
การันตีประสิทธิภาพจาก CLEO ช่วยดูแลผิวหน้าริ้วรอย กับ Set REVITALIFT LASER X3 ทั้ง Serum, Cream และ Eye Cream เพื่อผิวเด้งดูเต่งตึง ริ้วรอยลดลง 70% รูขุมขนดูกระชับแบบเต็มประสิทธิภาพ

The Year 2013
มาพร้อมโปรโมชั่นสุดพิเศษ ให้สาวๆ จัดการริ้วรอยแรกเริ่มและลดเลือนจุดด่างดำอย่างมีประสิทธิภาพกับ Revitalift White Day Cream ในราคา 299 บาท จากปกติ 399 บาท และ Revitalift White Essence 499 บาท จากปกติ 590 บาท

*โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย

Watsons: วันนี้ – 19 มิ. 56
Boots: วันนี้ – 19 มิ. 56
ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 30 มิ. 56

3 ขั้นตอนดูแลผิวขาวสมบูรณ์แบบด้วย L'Oreal Revitalift Laser X3 Serum เพื่อผิวเด้งดูเต่งตึง รูขุมขนดูเล็กลง และริ้วรอยดูลดลง


ใครกล้าท้า? กรีมผลิตภัณฑ์วิตาเมียน แอลกเนียร์ของฝีปากนิมมานแบบด้วยด้าง ยก L'Oreal Revitallift Laser X3 ในราคาพิเศษ ทุกวันนี้ 100 บาท จากราคาปกติ 150 บาท เริ่ม ตั้งแต่วันนี้ - 8 ก.ค. 56 นี้แรก

Tesco: 30 พ.ค.-26 มิ. 2556
Big C: 31 พ.ค.-30 มิ. 2556
Tops: 29 พ.ค.-25 มิ. 2556

Boots: 6 – 19 มิ. 2556
ร้านค้าทั่วไปที่ร่วมรายการ: 1-30 มิ. 2556

*โปรดตรวจสอบราคาพิเศษและระยะเวลาโปรโมชั่นเพิ่มเติม ณ จุดขาย
L’Oréal Paris
June 4, 2013
จัดการกับ 15 ความกังวลเรื่องผิวแห่งวัยด้วยโปรโมชั่นเพื่อผิวกระจ่างใสไร้ริ้วรอยและจุดด่างดำของ Revitalift White จาก L’Oreal Paris กับ Revitalift White Day Cream ราคาพิเศษเพียง 299 บาท จากราคาปกติ 399 บาท และ Revitalift White Essence 499 บาท จากราคาปกติ 590 บาทค่ะWatsons: วันนี้ – 19 มิ.ย. 56
Boots: วันนี้ – 19 มิ.ย. 56
ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 30 มิ.ย. 56
*โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย

L’Oréal Paris
May 31, 2013
3 ขั้นตอนเพื่อผิวที่เด้งดูเต่งตึง สวยสมบูรณ์แบบด้วย L’Oreal Revitalift Laser X3 Cream
1. แตะเนื้อครีมลงบริเวณแก้มและหน้าผาก สำหรับผิวมันให้เว้นบริเวณจมูกและปลายคาง
2. ใช้ปลายนิ้วลูบไล่เนื้อครีมวนจากด้านในออกสู่ด้านนอกในลักษณะวงกลม
3. ใช้ฟันนิยามอกๆ ปาล์มเนื้อครีมลงบริเวณหน้าอกและทำซ้ำให้ทั่วไป เวลาครีมหลุดลงไปในเสื้อให้หลีก
พบกับชุดผลิตภัณฑ์ลดเลือนริ้วรอยพร้อมยกกระชับผิว ให้สาวๆ ให้ผิวสว่างดูอ่อนเยาว์กว่าที่เคยกับ Revitalift Dermalift จาก L’Oreal Paris ในราคาพิเศษ ชิ้นละ 449 บาท (จากปกติ 590 บาท) Watsons: วันนี้ - 19 มิ.ย. 2556 Boots: วันนี้ -19 มิ.ย.2556
และร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 ก.ค. 2556
*โปรดตรวจสอบราคาและระยะเวลาโปรโมชั่นเพิ่มเติม ณ จุดขาย

หมดปัญหากับ 15 ความกังวลเรื่องผิวแห่งวัยด้วยโปรโมชั่นเพื่อผิวกระจ่างใสไร้ริ้วรอยและจุดด่างด้วย Revitalift White จาก L’Oreal Paris กับ Revitalift White Day Cream ราคาพิเศษ 299 บาท จากปกติ 399 บาท และ Revitalift White Essence 499 บาท จากราคาปกติ 590 บาทค่ะ
โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย
Boots: วันนี้ – 27 มิ.ย. 56
ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 มิ.ย. 56

โปรดตรวจสอบคู่มือความงามสำหรับสาวๆ L’Oreal Paris โดยเฉพาะกับ ชุดผลิตภัณฑ์ Revitalift ที่ช่วยยกกระชับผิวหรือลดเลือนริ้วรอยให้สาวๆ ผิวสว่างดูอ่อนเยาว์กว่าเดิม ในราคาพิเศษ วันนี้ - 31 มิ.ย.นี้ค่ะ
โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย
Watsons: วันนี้ – 20 มิ.ย. 56 Boots: วันนี้ – 27 มิ.ย. 56
ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 มี.ค. 56 ค่ะ

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 มี.ค. 56

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 มี.ค. 56

L’Oréal Paris
February 28, 2013
โปรโมชั่นที่สาวๆ หลายคนรอคอย กับ ชุดผลิตภัณฑ์ Revitalift จาก L’Oreal Paris ที่ช่วยยกกระชับผิวพร้อมลดเลือนริ้ว รอย กลับไปใหม่ชูสุดที่สูง ไม่ว่าจะเป็น ชุดที่ 1 Rivitalift Dermalift ที่ประกอบด้วย Day Cream, Night Cream และ Essence เพียง 1,299 บาท (ปกติ 1,870 บาท) และพิเศษสุดๆ สำหรับสมาชิก The 1 Card รับฟรี Age Perfect Day Cream 15 ml มูลค่า 299 บาท ชุดที่ 2 Miracle Set ที่ประกอบด้วย Youth Code Pre-Essence และ Revitalift Dermalift Day

L’Oréal Paris
February 20, 2013
2 ชุดสุดคุ้มเพื่อการบำรุงผิว และลดเลือนริ้วรอย
ชุดที่ 1 Rivitalift Dermalift ที่ประกอบด้วย Day Cream, Night Cream และ Essence เพียง 1,299 บาท (ปกติ 1,870 บาท)
และพิเศษสุดๆ สำหรับสมาชิก The 1 Card รับฟรี Age Perfect Day Cream 15 ml มูลค่า 299 บาท
ชุดที่ 2 Miracle Set ที่ประกอบด้วย Youth Code Pre-Essence และ Revitalift Dermalift Day
Cream ในราคา 1,189 บาท (จากปกติ 1,580 บาท)
ให้สาวๆ L’Oreal Paris ได้เลือกปั่นผิว ตั้งแต่วันนี้-28 กุมภาพันธ์ ที่โรบินสันทุกสาขาค่ะ

L’Oréal Paris
February 7, 2013 ·
สาวๆ L’Oreal Paris สามารถเผยผิวอ่อนเยาว์ได้มากกว่าที่เคย ด้วย Revitalift Serum Inside Liquid Foundation, Revitalift Powder Foundation SPF 30/PA+++ และ True Match Blush ในราคาพิเศษวันนี้ - 28 ก.พ. 2556 ค่ะ

L’Oréal Paris
February 6, 2013 ·
โปรโมชั่นพิเศษลดสูงสุด 30% ให้คุณฟื้นบารุงผิวให้อ่อนเยาว์อย่างมีประสิทธิภาพได้อย่างคุ้มค่าทั้งราคาและคุณภาพ - ลดเลือนริ้วรอยและกระชับผิวครบสูตร Revitalift Dermalift เพียง 1,299.- ปกติ 1,870.-) ฟิสิก สีที่ 1 The 1 Card รับฟรี Age Perfect Day Cream ขนาด 299.-
- มีรีวิวเข้า Youth Code Pre-Essence 30 ml คู่กับ Revitalift Dermalift Day Cream 50 ml ในราคา 1,189.- บาท จากปกติ 1,580.- บาท โปรโมชั่นพิเศษแบบนี้ที่ Robinson ตั้งแต่วันที่ 1 - 28 กุมภาพันธ์ 2556 เท่านั้นค่ะ

L’Oréal Paris
February 1, 2013 ·
ท้าพิสูจน์ประสิทธิภาพในการลดเลือนริ้วรอยและกระชับผิวนอก 1 วัน
ท้าพิสูจน์ประสิทธิภาพในการลดเลือนริ้วรอยและกระชับผิวใน 1 วัน

ตั้งแต่วันนี้ถึง 28 กุมภาพันธ์ 2556 สาวๆ L’Oreal Paris สามารถร่วมพิสูจน์ปฏิบัติการเข้มข้นเพื่อการกระชับผิว และลดเลือนริ้วรอยเพื่อความอ่อนเยาว์ได้ครับ! เพียงติดต่อสายใหม่ของ Bug 1113 เรียก "L'Oreal" เพื่อขอรับ Revitalift Dermalift Day Cream ขนาดทดลอง 5 ml มูลค่า 75 บาท (1 คน / 1 ชิ้น) สำหรับ 30,000 ท่านแรกที่ลงทะเบียนเท่านั้นค่ะ

สาวๆจะได้รับสินค้าคุ้มค่าอย่างโปรแกรมรับลูกปั่นขนาด 100 บาท สำหรับเข้มข้นผลิตภัณฑ์ Revitalift Dermalift Day Cream ขนาด 50 ml จำนวน 5 ใบ (ตุลาคม 1 ใบ / 1 ชิ้น / ห้างสรรพสินค้า) เพื่อใช้พิสูจน์ด้วย L’Oreal Paris แต่ละเครื่องสำอางใน 5 ห้างสรรพสินค้า ได้แก่ เคทีดี, ฟาสตีฟ, พระกาฬ, เอ็นทีเรน, ซีเอ็นเอ และโรบินสัน ทุกสาขา

สรุปขั้นตอนท้าพิสูจน์ดังนี้อย่างละเอียด
1. โทร BUG 1113 เรียก "L'Oreal" เพื่อขอรับสินค้าคุ้มค่าอย่าง โฉมแรก ชื่อ, ที่อยู่, และเบอร์โทรศัพท์ให้กับหน่วยงาน ตั้งแต่วันที่ 1-28 กุมภาพันธ์ 2556
2. จะได้ Revitalift Dermalift Day Cream ขนาดทดลอง 5 ml และกูปองส่วนลดจำนวน 5 ใบ ในช่วงเดือนมีนาคม
3. กรอกชื่อ-สกุล, ที่อยู่, อีเมล์ และเบอร์โทรศัพท์ลงในกูปอง Revitalift Dermalift Day Cream ที่ได้รับตั้งแต่วันที่ 1-30 เมษายน 2556 (ตรวจสอบรายละเอียดและระยะเวลาโปรโมชั่นได้บนกูปอง)

สำหรับเครือข่ายโทรศัพท์เคลื่อนที่ True Move - H (ระบบ Hutch เดิม) หากมี ต้องสามารถโทรเข้า Bug 1113 ได้ มากที่สุดจากบ้านหรือ.Views ด้วย กูปองการใช้จริงโดยผู้ประกอบการ, หรือ ไม่เกิดขึ้น ซึ่งจะทำให้กูปองระบบ True Move - H ไม่สามารถใช้กูปอง 1113 และน้ำหนักพิเศษ 4 หลัก ได้ แม้เครื่อง True Move และเทคโนโลยีโทรศัพท์ทั่วไป สามารถใช้กูปองได้ตามปกติค่ะ

สอบถามข้อมูลเพิ่มเติมได้ที่ L’Oreal Hotline 02-684-3288 วันหยุดยาวจะสำหรับ 30,000 ท่านแรกที่ลงทะเบียนเท่านั้นค่ะ
L’Oréal Paris
January 29, 2013
จัดการริ้วรอยแรกเริ่มและลดเลือนจุดด่างด้วย Revitalift White จาก L’Oreal Paris สำหรับ Revitalift White Day Cream ราคาเพียง 349 บาท จากปกติ 399 บาท และ Revitalift White Essence 499 บาท จากปกติ 590 บาท วันนี้ - 31 มกราคมนี้เท่านั้นนะคะ http://www.lorealparisthailand.com/promotion

L’Oréal Paris
January 17, 2013
ต้อนรับยามเช้าด้วยโปรโมชั่นสุดพิเศษอีกครั้งจากชุดผลิตภัณฑ์ Revitalift Dermalift จาก L’Oreal Paris ที่ช่วยกระชับผิวและลดเลือนริ้วรอยได้อย่างมีประสิทธิภาพ ในราคาพิเศษส์สำหรับ Revitalift Dermalift Day Cream หรือ Night Cream เพียง 449 บาท หมดเขต 31 มกราคม 2556 ค่ะ

L’Oréal Paris with Adassik Phumkalong
January 7, 2013
L’Oreal Paris Revitalift Dermalift มอบโปรโมชั่นให้สาวๆ ได้คุ้มค่า และยินดีความยั่งยืนยาวให้กับผิวในช่วงเทศกาลวันหยุดนี้ ในราคาพิเศษเพียงชิ้นละ 449 บาท จากราคาปกติชิ้นละ 590 บาท ตั้งแต่วันนี้ถึง 31 มกราคม 2556
เหลือเวลาอีกเพียงไม่กี่วัน สำหรับโปรโมชั่นเพื่อผิวที่เนียนสวยอย่างสมบูรณ์แบบกับ L'Oreal Paris Revitalift ที่เป็นเคล็ดลับความงามของ คุณแอน ทองประสม สาวๆ L'Oreal Paris คนไหนอยากมีผิวสวยแบบนี้ ต้องรีบไปจับจองกันเร็วๆ แล้วล่ะค่ะ

http://www.lorealparisthailand.com/promotion

L'Oreal Paris Revitalift มอบผิวสวยสมบูรณ์แบบให้คุณพร้อมโปรโมชั่นสุดพิเศษประจำเดือนธันวาคมนี้ สาวๆคนไหนอยากมีผิวสวยคลับดูดีแบบแอน จงช่วยให้ขอหมดเขต 31 ธันวาคมนี้ นะนี่ค่ะ

L'Oreal Paris Revitalift Dermalift มอบโปรโมชั่นพิเศษให้สาวๆได้ดูแลและคืนความอ่อนเยาว์ให้กับผิวในช่วงเทศกาลวันหยุดนี้ในราคาลดพิเศษเพียงชิ้นละ 449 บาท จากราคาปกติชิ้นละ 590 บาท ตั้งแต่วันนี้ถึง 31 มกราคม 2556

L'Oreal Paris Revitalift Dermalift ผสานเทคโนโลยีล่าสุดจากลอรีอัลปารีส ซึ่งจะช่วยเสริมผิวให้ผิวเรียบกระชับ ลดฝ้าดงได้ทั้ง 8 จุดสำคัญทั่วใบหน้า และลำคอ ซึ่งเป็นสัญญาณที่บอกถึงความร่วงโรยแห่งวัยที่ผู้หญิงทุกคนห่วงโซ่กล่าวเป็นที่สุด

http://www.lorealparisthailand.com/.../loreal-revitalift-derm...
L’Oréal Paris
December 11, 2012
L’Oréal Paris มอบผิวสวยสมบูรณ์แบบให้คุณพร้อมโปรโมชั่นสุดพิเศษประจำเดือนธันวาคมนี้ สาวๆ บนสองยอดมืด
กลับดูแบบแอน ปลอดไมได้มะะ

L’Oréal Paris
November 3, 2012
ปรับผิวให้เนียนสวยด้วย Revitalift Serum Inside Liquid Foundation และ Revitalift Powder Foundation SPF 30/PA+++ ในราคาพิเศษสำหรับสาวๆ L’Oréal Paris เท่านั้นค่ะ

L’Oréal Paris
September 17, 2012
สาวๆ ที่อยากมีผิวกระชับ และลดเลือนริ้วรอย อย่าพลาดโปรโมชั่นดีๆ จาก REVITALLIFT DERMALIFT SPF23 PA++ จาก L’Oreal Paris ลดลงเหลือเพียง 100 บาท จากราคาปกติ 590 บาท เพื่อสาวๆ L’Oreal Paris โดยเฉพาะ ค่ะ
http://www.lorealparisthailand.com/promotion

L’Oréal Paris
September 6, 2012
โปรโมชั่นพิเศษลดท้าลองที่จะให้สาวๆได้ร่วมพิสูจน์ผลลัพธ์จาก Revitalift ด้วยเทคโนโลยี คอร์มาลิฟท์ ที่ช่วยลดเลือนริ้วรอย
และกระชับผิว ลดทันที 100 บาท เมื่อซื้อ Revitalift Day Cream หรือ Night Cream จากราคาปกติ 590 บาท ที่ร้านค้าที่ร่วมรายการ จำกัดจำนวนสินค้า และระยะเวลาโปรโมชั่น ต้องรีบหน่อยนะคะ

L’Oréal Paris
August 17, 2012 ·
โปรโมชั่นพิเศษเฉพาะสาว L’Oreal Paris ทั่วถึง ลดทันที 30% เมื่อซื้อ Age Perfect Day Cream คู่กับ Age Perfect Night Cream ตั้งแต่วันนี้ถึง 31 สิงหาคม 2555 ที่ Robinson ทุกสาขาค่ะ

L’Oréal Paris
August 16, 2012 ·
พิเศษสำหรับสาว L’Oreal Paris ซื้อ L’Oreal Revitalift Dermalift ชนิดใดก็ได้ รับฟรี Age Perfect ขนาด 15ml ที่ห้างสรรพสินค้าชั้นนำ (The mall, The Emporium, Siam Paragon, Robinson และ Central), Boots, Tops และ Home Fresh Mart ค่ะ จำนวนจำกัดค่ะ
APPENDIX III

Advertisements of Pond’s Age Miracle on Facebook during 2012-015

Source: [https://www.facebook.com/PondsThailand/likes](https://www.facebook.com/PondsThailand/likes)
Facebook (2011-2015) 7,797,254 Total Page Likes, 30,007 People Talking About This

The Year 2015

**POND’S**
May 21 ·
ท่าทารกบอกอะไรได้มากกว่าที่คุณคิด!
พบกับเคล็ดลับง่าย ๆ ให้คุณดูอ่อนเยาว์ แปลงปลีกับ Pond’s age miracle อยากดูเคล็ดลับอื่น ๆ
คลิก [https://www.youtube.com/watch?v=pB8Jjn6CHUM&index=1&list=PLAXsSKnBIZtjvD6fIKRfWGEqd6pLvUNI](https://www.youtube.com/watch?v=pB8Jjn6CHUM&index=1&list=PLAXsSKnBIZtjvD6fIKRfWGEqd6pLvUNI)

**POND’S**
March 31 ·
อยากรู้ไหมวิธีที่ทำให้หน้าสวยปูผิวเป๊ะดูเด็กไม่ต้องใช้แอปของสาวๆผู้เข้าร่วมกิจกรรม 10 Years Younger Beauty Challenge คืออะไร อยากดูเคล็ดลับอื่น ๆ คลิก
- เคล็ดลับความอ่อนเยาว์ [http://goo.gl/5xEr8w](http://goo.gl/5xEr8w)
- เคล็ดลับหน้าเด็กไปแบบหลายปีที่แล้ว [http://goo.gl/WFwTuS](http://goo.gl/WFwTuS)

**POND’S**
March 31 ·
อยากย้อนเวลาผิวหน้ากลับไปแบบหลายปีที่แล้วให้สวยเป๊ะ จนใครๆก็ทักว่าน้องรึเปล่า? สาวๆผู้เข้าร่วมกิจกรรม 10 Years Younger Beauty Challenge มีเคล็ดลับหน้าเด็กมาบอกคุณ รับชมได้ที่นี่! อยากดูเคล็ดลับอื่น ๆ คลิก
- เคล็ดลับความอ่อนเยาว์ [http://goo.gl/5xEr8w](http://goo.gl/5xEr8w)

March 21 ·

March 21 ·
POND’S updated their cover photo.
March 19.

POND’S
March 13.
พบคุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า? พบคุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า? พอนด์ส เจ็ม มีรากดิบ ให้คุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า พอนด์ส เจ็ม มีรากดิบ ให้คุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า คุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า คุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า *เมื่อใช้เป็นประจำอย่างต่อเนื่อง ผลลัพธ์ที่ได้มีอยู่ตามสภาพผิวของแต่ละบุคคล

POND’S
March 11.
ยังกังวลในทุกครั้งที่ยิ้มอยู่หรือเปล่า? พบคุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า? พอนด์ส เจ็ม มีรากดิบ ให้คุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า พอนด์ส เจ็ม มีรากดิบ ให้คุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า คุณค่าในทุกครั้งที่ยิ้มอยู่หรือเปล่า เมื่อใช้เป็นประจำอย่างต่อเนื่อง ผลลัพธ์ที่ได้มีอยู่ตามสภาพผิวของแต่ละบุคคล

POND’S
March 6.
ประกาศรายชื่อผู้โชคดีที่ร่วมสนุกกิจกรรม “Pond’s Age Miracle 10 Years Younger” โครงการพิเศษ "Presenter" รวมทั้ง 3 ท่าน ที่จะได้ร่วมเป็น Presenter กับ Pond’s มีรายชื่อดังนี้

1. คุณ อนัญญาลัลน์ วัฒนะนุพงษ์
2. คุณ เกศสุดา อภิณหพัฒน์
3. คุณ พิชญา หาญดิลาระดิล

ขอแสดงความยินดีกับผู้โชคดีทั้ง 3 ท่านด้วย โดยทางทีมงานจะติดต่อกับผู้โชคดีทั้ง 3 ท่านให้ทราบว่าจะมีการติดต่อก่อนที่จะที่จะร่วมงานกับ Pond’s ใน_PIPELINE. ผู้ชนะทั้ง 3 คนที่จะได้ร่วมงานกับ Pond’s นี้จะต้องมีลิขสิทธิ์ในการถ่ายทอดสด พร้อมทั้งสิทธิ์ในการร่วมงานต่างๆ ที่เกี่ยวข้องกับ Pond’s ทั้งหมดได้แก่ งานแสดงภัตตาคาร งานจัดงานที่มีชื่อเสียงชั้นนำ และกองทัพของากับศิลปิน ศิลปินที่มีชื่อเสียงชั้นนำ ศิลปินที่มีชื่อเสียงชั้นนำ ศิลปินที่มีชื่อเสียงชั้นนำ

ผู้ชนะทั้ง 3 คนมีรายชื่อดังนี้

1. คุณ อนัญญาลัลน์ วัฒนะนุพงษ์
2. คุณ เกศสุดา อภิณหพัฒน์
3. คุณ พิชญา หาญดิลาระดิล

ขอแสดงความยินดีกับผู้โชคดีทั้ง 3 ท่านด้วย โดยทางทีมงานจะติดต่อกับผู้โชคดีทั้ง 3 ท่านให้ทราบว่าจะมีการติดต่อก่อนที่จะที่จะร่วมงานกับ Pond’s ใน_PIPELINE. ผู้ชนะทั้ง 3 คนที่จะได้ร่วมงานกับ Pond’s นี้จะต้องมีลิขสิทธิ์ในการถ่ายทอดสด พร้อมทั้งสิทธิ์ในการร่วมงานต่างๆ ที่เกี่ยวข้องกับ Pond’s ทั้งหมดได้แก่ งานแสดงภัตตาคาร งานจัดงานที่มีชื่อเสียงชั้นนำ และกองทัพของากับศิลปิน ศิลปินที่มีชื่อเสียงชั้นนำ ศิลปินที่มีชื่อเสียงชั้นนำ ศิลปินที่มีชื่อเสียงชั้นนำ

ผู้ชนะทั้ง 3 คนมีรายชื่อดังนี้

1. คุณ อนัญญาลัลน์ วัฒนะนุพงษ์
2. คุณ เกศสุดา อภิณหพัฒน์
3. คุณ พิชญา หาญดิลาระดิล

ขอแสดงความยินดีกับผู้โชคดีทั้ง 3 ท่านด้วย โดยทางทีมงานจะติดต่อกับผู้โชคดีทั้ง 3 ท่านให้ทราบว่าจะมีการติดต่อก่อนที่จะที่จะร่วมงานกับ Pond’s ใน_PIPELINE. ผู้ชนะทั้ง 3 คนที่จะได้ร่วมงานกับ Pond’s นี้จะต้องมีลิขสิทธิ์ในการถ่ายทอดสด พร้อมทั้งสิทธิ์ในการร่วมงานต่างๆ ที่เกี่ยวข้องกับ Pond’s ทั้งหมดได้แก่ งานแสดงภัตตาคาร งานจัดงานที่มีชื่อเสียงชั้นนำ และกองทัพของากับศิลปิน ศิลปินที่มีชื่อเสียงชั้นนำ ศิลปินที่มีชื่อเสียงชั้นนำ ศิลปินที่มีชื่อเสียงชั้นนำ

ผู้ชนะทั้ง 3 คนมีรายชื่อดังนี้

1. คุณ อนัญญาลัลน์ วัฒนะนุพงษ์
2. คุณ เกศสุดา อภิณหพัฒน์
3. คุณ พิชญา หาญดิลาระดิล

ขอแสดงความยินดีกับผู้โชคดีทั้ง 3 ท่านด้วย โดยทางทีมงานจะติดต่อกับผู้โชคดีทั้ง 3 ท่านให้ทราบว่าจะมีการติดต่อก่อนที่จะที่จะร่วมงานกับ Pond’s ใน_PIPELINE. ผู้ชนะทั้ง 3 คนที่จะได้ร่วมงานกับ Pond’s นี้จะต้องมีลิขสิทธิ์ในการถ่ายทอดสด พร้อมทั้งสิทธิ์ในการร่วมงานต่างๆ ที่เกี่ยวข้องกับ Pond’s ทั้งหมดได้แก่ งานแสดงภัตตาคาร งานจัดงานที่มีชื่อเสียงชั้นนำ และกองทัพของากับศิลปิน ศิลปินที่มีชื่อเสียงชั้นนำ ศิลปินที่มีชื่อเสียงชั้นนำ ศิลป

https://www.facebook.com/PondsThailand/videos/764438506987039/

https://www.facebook.com/PondsThailand/videos/76438506987039/
ใครกลัวการขมวดคิ้ว หยีตาเมื่อเจอแสงแดด หรือทำปากจู๋ ล้วนทำให้เกิดริ้วรอยและความเหี่ยวย่น ให้พอนด์สเอจมิราเคิลช่วยลดรอยเหี่ยวย่นบนใบหน้า เพิ่มความยืดหยุ่นผิวหน้า ให้เราแสดงสีหน้าจะสุข เศร้า เหงา ซึม บ่นได้แบบเต็มเหนี่ยว ไม่กลัวเหี่ยวย่นแล้วนะจ๊ะ

ใครชอบเท้าคางรีบอ่านเลยค่ะ เพราะน้องพรจะมาบอกว่าพฤติกรรมนี้อาจทำให้เกิดริ้วรอย รอยเหี่ยวย่น และผิวหน้าหย่อนคล้อยได้ แล้วถ้ามือสกปรก อาจเป็นตัวการให้เกิดสิวได้ด้วยนะ ดังนั้นเพื่อดูแลผิวพรรณของเราให้ดีควรเลิกเอามือเท้าคางได้แล้วนะเพื่อนๆ

บอกลาโบท็อกซ์ได้แล้ววันนี้กับโปรโมชั่น 2 ต่อ หน้าสวยอ่อนเยาว์แล้วได้กระเป๋าสุดเก๋อีกด้วยค่ะ ^^
**POND'S** updated their cover photo.
February 15

**POND'S**
January 26
โปรโมชั่นพิเศษมาแล้วสำหรับสาวๆที่อยากมีผิวดูอ่อนเยาว์กว่าวัยและผิวหน้ายกกระชับ หาซื้อได้ที่ Family Mart ตั้งแต่วันนี้ – 24 ก.พ. 2558 นะคะ

**POND'S**
January 16
คืนนี้อย่าลืมดูแลผิวรอบดวงตาด้วย พอนด์ส เจ มิราเคิล อายครีม ที่ออกแบบมาให้ครีมสีชมพูบารุงเปลือกตา และครีมสีขาวบารุงใต้ตา
เท่านี้ก็หลับฝันดี พร้อมตื่นขึ้นมาด้วยดวงตาที่สดใสแล้วละ
The Year 2013

**POND'S** added 3 new photos to the album: **POND'S AGEMIRACLECLIPPING2013!!**
October 17, 2013 ·

**POND'S** added 2 new photos to the album: **POND'S AGEMIRACLECLIPPING2013!!**
September 13, 2013 ·

**POND'S** added 2 new photos to the album: **POND'S AGEMIRACLECLIPPING2013!!**
August 23, 2013 ·
POND'S added 11 new photos to the album: 10 Years Younger Beauty Challenge II — with J'Aoo Blueplanet.
August 9, 2013 ·

POND'S posted an offer.
July 25, 2013 ·

ส่วนลด 100 บาท เพื่อซื้อพอนด์ส เจอ มิราเคิล เดย์ครีม ขนาด 50 กรัม
Expired
7,900 people claimed this offer

POND'S posted an offer.
July 4, 2013 ·

ส่วนลด 100 บาท เพื่อซื้อพอนด์ส เจอ มิราเคิล เดย์ครีม ขนาด 50 กรัม
Expired
977 people claimed this offer
POND’S added 9 new photos to the album: POND’S AGEMIRACLECLIPPING2013!!
June 27, 2013.

POND’S at Mandarin Oriental, Bangkok
June 4, 2013.
บี-น้ำทิพย์ นำทีมเผยโฉมดูดความสามารถวัย 30 ปีจาก 10 อาชีพดัง ที่มีความร่วงลงสูงถึง 10 ปี คืน扺สาวสวยหน้าดีกว่า 30 ปีวัยต่อไป เพื่อสู่หน้ายังเฟิร์มกับนิตยสารชั้นนำและรับสิทธิพิเศษ Miracle Jewelry มูลค่ากว่า 500,000 บาท คลิก เลย http://www.facebook.com/pondsthailand/app_566437503376739

POND’S added 3 new photos to the album: POND’S AGE MIRACLE : ADVERTORIAL IN INSTYLE MAGAZINE — with Salinrat Wong.
May 29, 2013.
บทความสัมภาษณ์ลงนิตยสาร Instyle Magazine จาก 10 สาวผู้ชนะจากกิจกรรม 10 Years Younger Beauty Challenge พร้อมเผยเคล็ดลับการดูแลผิวหน้าให้ดูดีกว่าวัยถึง 10 ปี สำหรับสาวๆ ต้องละเลือค่ะ ให้ความสำคัญกับการใช้ครีมบำรุงและรักษาสุขภาพเป็นพิเศษ.
POND'S added 9 new photos to the album: **POND'S AGEMIRACLECLIPPING2013!!**
May 27, 2013.

POND'S added 224 new photos to the album: **Event 10 Years Younger Miracle Youth**
May 23, 2013.

พอนด์ร่วมกับ บี-น้ำทิพย์ เปิดโครงการ "10 Years Younger Beauty Challenge" รอบที่ 2 ณ ออเธอร์ส เลานจ์ โรงแรมแมนดาริน ออเรียนเต็ล พร้อมเผยโฉมทูตความงามวัย 30 ปีจาก 10 อาชีพ ที่มีคิวพร้อมแลบูมย์ร่ากว่า 10 ปี เพื่อทำหน้าที่เป็นต้นแบบของสาวออฟฟิศสมัยใหม่ที่ให้ความสำคัญของการดูแลผิวเมื่ออายุเลข 3.

POND'S added 2 new photos to the album: **POND'S AGEMIRACLECLIPPING2013!!**
May 22, 2013.

POND'S added 4 new photos to the album: **POND'S AGEMIRACLECLIPPING2013!!** — with Salinrat Wong and Mayoung Mataam.
May 20, 2013.
POND'S added 5 new photos to the album: POND SAGEMIRACLECLIPPING2013!!
— with Inoonray Zaza.
May 16, 2013.

POND'S updated their cover photo.
May 1, 2013.
ประกาศรายชื่อผู้โชคดีกิจกรรม "10 Years Younger Beauty Challenge by Pond’s Age Miracle" (วันที่ 22 เมษายน 2556)
ผู้โชคดีที่ได้รับรางวัลคือ ผู้ที่ได้รับรางวัลจะได้ถ่ายโฆษณาของพอนด์ เอจ มิราเคิล พร้อมรับเงินรางวัลคนละ 30,000 บาท จำนวน 10 รางวัล ได้แก่

1. Sarinda Leelahakarn
2. Salinrat Wong
3. Didi Vutipongsatorn
4. Nat Viravaidya
5. Poom Narudee
6. Nam Tulan

POND’S added 4 new photos to the album: POND’S AGEMIRACLE CLIPPING 2013!!

April 19, 2013 ·
POND’S added 3 new photos to the album: **POND’S AGE MIRACLE : OFFICE TROOP**
March 12, 2013 · 2013

POND’S
March 5, 2013 ·
สาวพอนด์สคนไหนอยากร่วมประสบการณ์เคล็ดลับหน้าอ่อนเยาว์กับพอนด์สกันบ้าง วันนี้นำตารางสถานที่ที่บูธพอนด์สเมื่อ มิราเคิลไปตั้งมาแจ้งให้ทราบกันนะคะ ไม่อยากพลาดไปสมัครเจอกันที่บูธก่อนค่ะ

POND’S added 8 new photos to the album: **POND’S AGEMIRACLE CLIPPING 2013!!**
— with Panyaporn Rungruangrisak and 11 others.
February 22, 2013 ·
POND'S added 8 new photos to the album: **ADVERTORIAL IN LISA 2012**. August 22, 2012.

POND'S added 51 new photos to the album: **NEWSCLIPPING 2012**. May 17, 2012.
POND'S
April 1, 2012 ·
รักใคร...ชอบใคร... รามิวโซโล่ห์พักผ่อนกัน กับ 10 Years Younger Beauty Search By Pond's Age Miracle ให้รางวัลแจ่มเจ้าของว่าแล้วได้รับโชค!! คลิกเลย

POND'S
Our Philosophy These days, getting the right face care can seem daunting. The good news is beautiful skin doesn't have to be hard, involving hefty price tags, empty promises, or complicated,…
Like P

POND'S added 47 new photos to the album: Event 10 Years Younger Beauty Search.
March 21, 2012 ·
งาน event @ CTW รอบ 10 คนสุดท้าย
วันนี้สาวๆทั้ง 10 ท่านได้ร่วมทำกิจกรรมกัน ลองมาชมภาพเบื้องหลังกันนะคะ แล้วอย่าลืมร่วมส่งคะแนนโหวตให้พวกเธอกัน

POND'S added 14 new photos to the album: Workshop 10 Years Younger Beauty Search By Pond's Age Miracle.
March 20, 2012.

วันนี้สาวๆทั้ง 10 ท่านได้ร่วมทำกิจกรรมกัน ลองมาชมภาพเบื้องหลังกันนะคะ แล้วอย่าลืมร่วมส่งคะแนนโหวตให้พวกเธอกัน

POND'S added 28 new photos to the album: Workshop 10 Years Younger Beauty Search By Pond's Age Miracle.
March 20, 2012.

วันนี้สาวๆทั้ง 10 ท่านได้ร่วมทำกิจกรรมกัน ลองมาชมภาพเบื้องหลังกันนะคะ แล้วอย่าลืมร่วมส่งคะแนนโหวตให้พวกเธอกัน
POND'S added 54 new photos to the album: 10 YRS YOUNGER BEAUTY SEARCH.
March 16, 2012.

POND'S added a new photo to the album: 10 YRS YOUNGER BEAUTY SEARCH.
March 1, 2012.

และแล้วกิจกรรม 10 Years Younger Beauty Search By Pond's Age Miracle ก็ได้หมดเขตรับสมัครสาวสวยอ่อนเยาว์กว่าวัยแล้วนะ คะ ทางทีมงานพอนด์สทุกคน ขอขอบพระคุณสาวๆ ทั้ง 1088 ท่าน ที่ให้ความสนใจกับกิจกรรมนี้กันอย่างล้นหลาม ทางคณะกรรมการจะทำการตัดสินผู้โชคดีเพียง 60 ท่านกันอย่างละเอียดความสามารถฉลาด และจะประกาศรายชื่อผู้เข้ารอบในวันที่ 9 มีนาคม นี้ค่ะ เพื่อมาแสดงตัวที่ SCB Park - Unilever Office ในวันที่ 12 มีนาคม นี้ค่ะ ♥️♥️♥️
สาวๆ คนไหนที่ยังไม่ได้รับสิทธิ์นี้ รีบๆ นะคะ ^^ หมดเขต 29 กพ. นี้ค่ะ

exclusive only @ Watson

POND'S added 9 new photos to the album: NEWSCLIPPING 2012.
POND'S added 9 new photos to the album: NEWSCLIPPING 2012 — with Nana Richy.
February 2, 2012.
Name-Surname: Bancha Jenpiyapong
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September 2010-May 2014: Thailand Supporter Relationship Coordinator, Greenpeace Southeast Asia, Thailand

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