

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



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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

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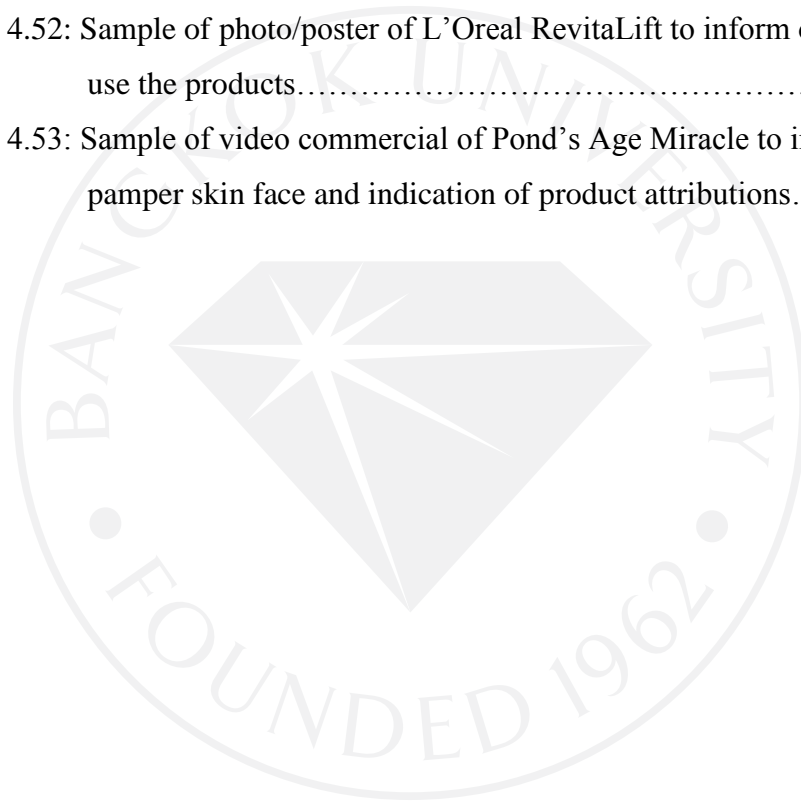
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CHAPTER 1

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 addition 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

Types of Products and Services	Market Size (in Billion U.S. Dollars)
Beauty & Anti-Aging	679.1
Fitness & Mind Body Exercise	390.1
Healthy Eating/Nutrition & Weight Loss	276.5
Preventive/Personalized Health	243
Complementary & Alternative Medicine	113
Wellness Tourism	106
Spa	60.3
Medical Tourism	50
Workplace Wellness	30.7

Source: Statista. (2014). *Market size of the global wellness industry in 2010*. Retrieved from <http://www.statista.com/statistics/270720/market-size-of-the-wellness-industry-by-segment/>

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 *executorial 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

LITERRATURE 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

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

Total Industry - Exclude Section: Classified, House ads.

* This Year 30 Website-First Page and Inner page

* Exclude Channel Cable Satellite

Source: Media Agency Association of Thailand. (2014). *Statistics of Estimated Total*

Advertising Expenditure by Medium. Retrieved from http://www.mediaagencythai.com/index.php?option=com_content&view=category&layout=blog&id=47&Itemid=99&lang=en

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

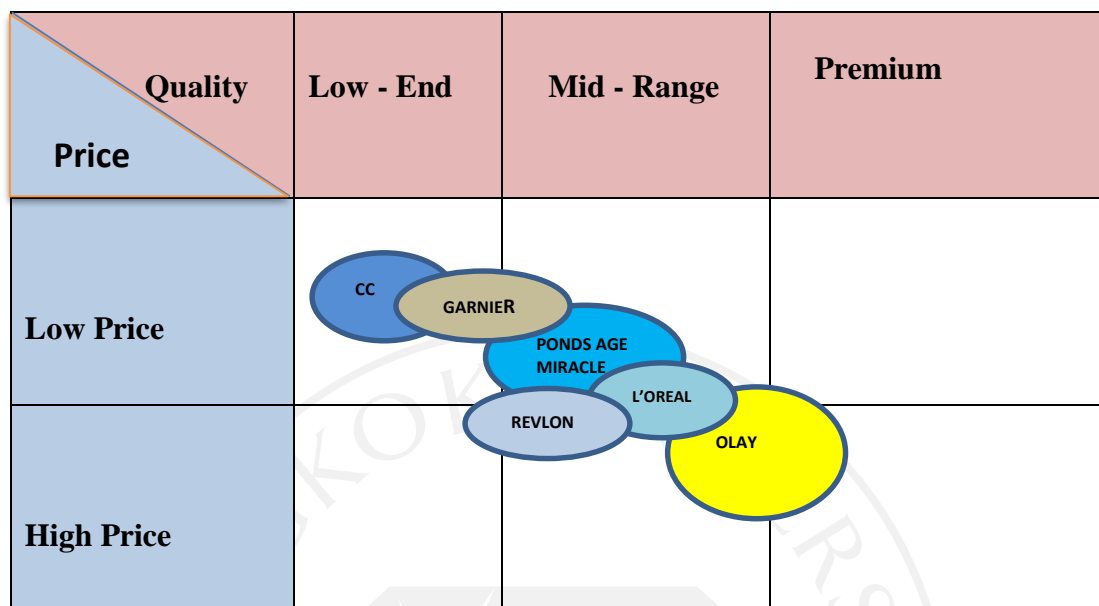
among customers. Anti-aging products are enhanced that can work more effectively on the surface of the skin layer “with faster onset, at a lower concentration of the active” (Kaur, Kapila, & Agrawal, 2007).

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



Source: Academia.edu. (2014). *Hul Anti-Aging Cream*. Retrieved from https://www.academia.edu/6269362/Hul_Anti_ageing_cream

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 Seleznyov (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

Advertisers Estimated Ads Spent			
January 2014 VS January 2013			
000' Baht			
	ADVERTISER	JANUAR Y 2014	JANUARY 2013
	UNILEVER (THAI) HOLDINGS 	468,697	439,412
	PROTECT & GAMBLE (THAILAND) 	118,734	147,818
	L'OREAL (THAILAND) LTD. 	108,982	79,179

Remark: **Exclude Section: Classified and House ads.**

Source: Media Agency Association of Thailand. (2014). *Advertisers Estimated Ads Spent*.

Retrieved from [http://www.mediaagencythai.com/index.php?option=com_content
&view=category&layout=blog&id=47&Itemid=99&lang=en](http://www.mediaagencythai.com/index.php?option=com_content&view=category&layout=blog&id=47&Itemid=99&lang=en)

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 2by 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 it sounds good or true (Severin & Tankard, 2000). Many advertisers tend to use this technique for their product name, slogan and promotion.
3. Transfer: Severin and Tankard (2000) asserts, “*transfer* carries the authority, sanction, and prestige of something respected and reverent 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: Severin 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: Severin 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: Severin 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 crowd 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



Source: SlideShare. (2009). *Culture Consumer Behavior*. Retrieved from <http://www.slideshare.net/ibahrine/ibahrine-chapter-5-culture-consumer-behavior-2472415>

2.4.3 Executorial Frameworks

Clow and Black (2007) indicate “an executorial 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 executorial framework” (p. 139).

There are 8 kinds of executorial 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 executorial 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 suit 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)

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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778
 Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oreal RevitaLift*. Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>
 Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>

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

Elements of Advertising Advertisers use on Facebook	Use of graphic design (photos, photo ads, graphics or media clipping reports)	Use of video ads	Use of spokespersons	Miscellaneous
2012				
2013				
2014				
2015				

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

Use of Propaganda Techniques	Olay Regenerist	L'Oreal RevitaLift	Pond's Age Miracle
Name calling			
Glittering generality			
Transfer			
Testimonial			
Plain folks			
Card stacking			
Bandwagon			

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 it sounds good or true (Severin & Tankard, 2000).
- Transfer: Severin and Tankard (2000) asserts, “*transfer* carries the authority, sanction, and prestige of something respected and revered 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: Severin 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: Severin 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: Severin 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 crowd 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

Message Strategies of Product Brands	Cognitive Messages	Affective Messages	Conative Messages
2012			
2013			
2014			
2015			

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

Use of Executional Frameworks	Olay Regenerist	L'Oreal RevitaLift	Pond's Age Miracle
Animation			
Slice of life			

(Continued)

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

Dramatization			
Testimonial			
Authoritative			
Demonstration			
Fantasy			
Informative			

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

Elements of Advertising	Use of graphic design (photos, photo ads, graphics or media clipping reports)	Use of video ads	Use of spokespersons	Miscellaneous
2012	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Very few video ads for product advertisements 	<ul style="list-style-type: none"> • Thai Brand Ambassador Nut Meria participating the event 	<ul style="list-style-type: none"> • Announcement of the change of Olay Thailand's Facebook Fanpage
2013	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Very few video ads for product advertisements 	<ul style="list-style-type: none"> • Nut Meria • Some reviews from users on a website 	<ul style="list-style-type: none"> • Guarantee of returning money if a customer is dissatisfied with products via the description or adverting text under poster advertisements • Referring to science for advertising

(Continued)

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

<p>2013</p>	<p>give advice on how to use cream products</p> <ul style="list-style-type: none"> • 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) 			
<p>2014</p>	<ul style="list-style-type: none"> • No appearance of Nut Meria on posters • Very fewer photo ads of the brand ambassador and products for advertisement 	<ul style="list-style-type: none"> • More visibility of video ads • Brand Ambassador Nut Meria on video ads • A foreign presenter /celebrity on videos ads 	<ul style="list-style-type: none"> • Brand Ambassador Nut Meria • Appearance of a foreign presenter /celebrity 	<ul style="list-style-type: none"> • References of science on ads

(Continued)

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

		<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Celebrities recommend the quality of the products as its results are similar as using the products worth 10,000 baht a bottle. 	
2015	<ul style="list-style-type: none"> • Photo ads of Asian Celebrity Gao Yuanyuan with her quote for product ads 	<ul style="list-style-type: none"> • Gao Yuanyuan on video ads 	<ul style="list-style-type: none"> • References of science on ads 	<ul style="list-style-type: none"> • 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.

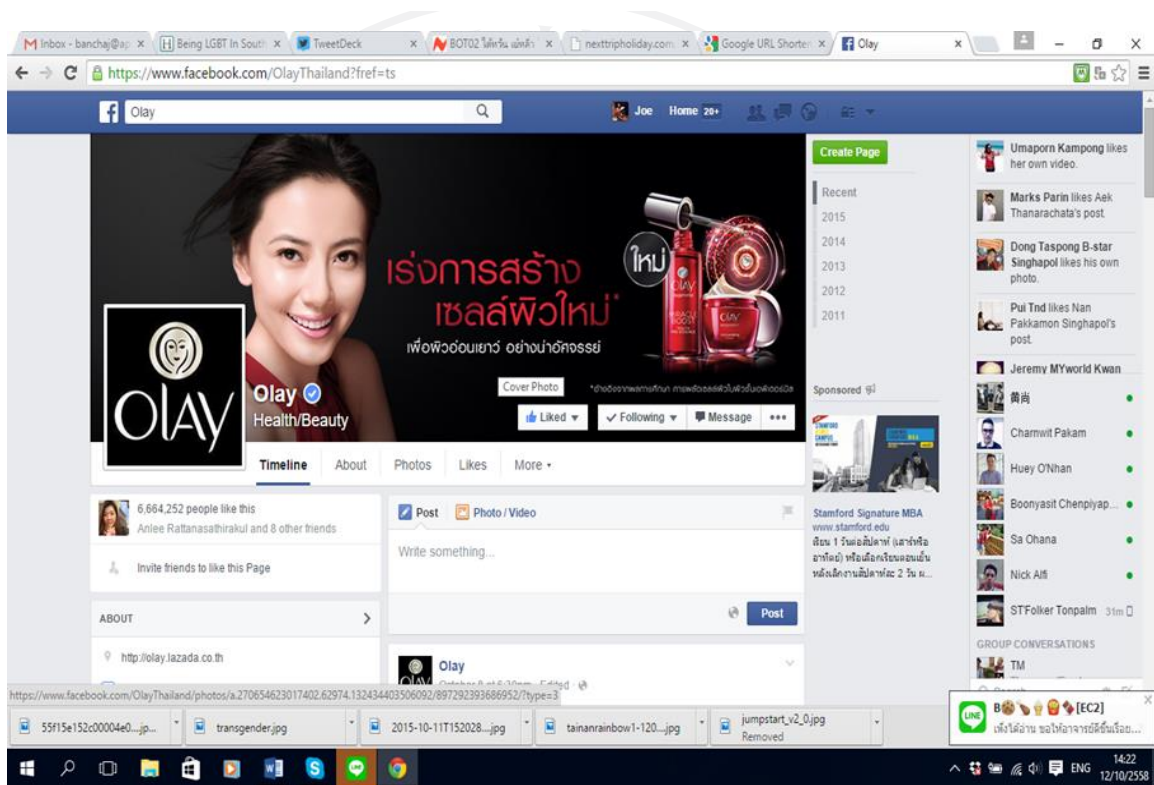


Figure 4.1: Facebook Fanpage of Olay, Thailand

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778

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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778

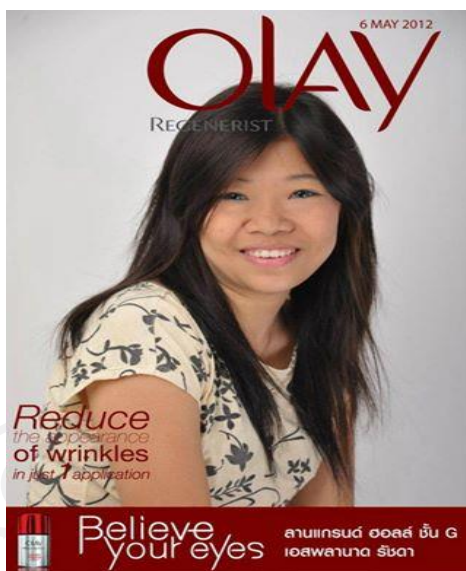


Figure 4.3: Sample of a simple photo ad of product users to recommend using the product
 Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778



Figure 4.4: Sample of a photo ad of the products for advertising
 Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778



Figure 4.5: Sample of a simple photo ad for a sale promotion

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from 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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778

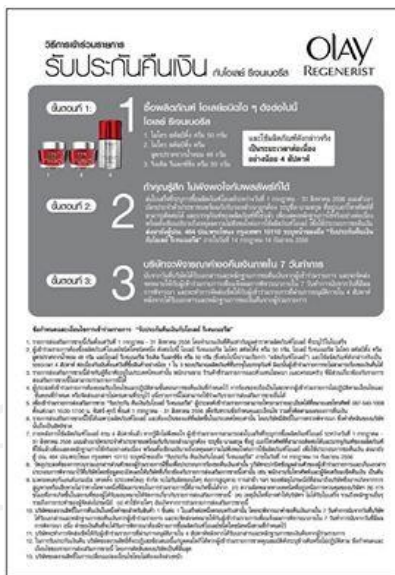


Figure 4.7: Sample of a photo ad giving advice on how to use the products

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778



ใครกำลังรอคอยตัวช่วยที่จะทำให้ตาของคุณประกาย ดูอ่อนเยาว์บ้างล่ะ? ใหม่ล่าสุดกับ **Olay Regerist Microsculpting Eye & Lash Duo** ที่จะทำให้ตาของคุณเป็นประกายได้เดี๋ยวนี้
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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778



Figures 4.9-4.10: Sample of photo ad of the brand ambassador and products for advertising the products

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778

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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778

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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778

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

Elements of Advertising	Use of graphic design (photos, photo ads, graphics or media clipping reports)	Use of video ads	Use of spokespersons	Miscellaneous
2012	<ul style="list-style-type: none"> • Photo ads and texts ads for a discount promotion • Photo ads indicating 	• None	<ul style="list-style-type: none"> • Ann Thongprasom for L’Oreal Revitalift and Nok Sinjai Hongtai for 	• None

(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

	<p>the benefits of the products referring to technology</p> <ul style="list-style-type: none"> • Photo ads of Thai Presenters for product advertisements 		Age Perfect Day Cream	
2013	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: 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 	<ul style="list-style-type: none"> • Engagements with the new target consumers through activities on Facebook challenging them to try the products
2014	<ul style="list-style-type: none"> • Photo ads of presenters and products for product advertisements • Photos of the campaign to promote the products 	<ul style="list-style-type: none"> • Video ads to launch the new product lines “Revitalift Laser X3 Power Water” giving web links to YouTube and the company’s website 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

<p>2015</p>	<ul style="list-style-type: none"> • Very few photo ads for promotion or advertisements 	<ul style="list-style-type: none"> •Videos ads on Facebook 	<ul style="list-style-type: none"> •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 	<ul style="list-style-type: none"> •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
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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.

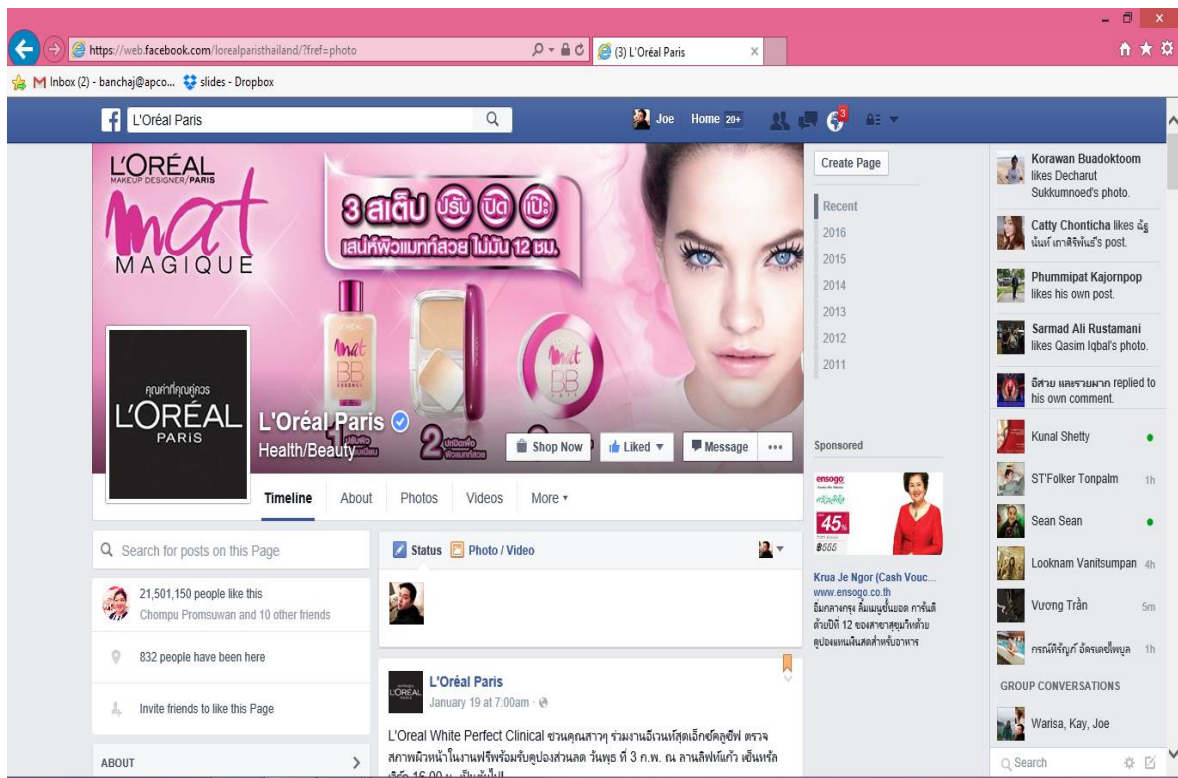


Figure 4.13: Facebook Fanpage of L'Oréal RevitaLift

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>

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

4.1.2.1 Advertising of L'Oréal RevitaLift on Facebook in the Year 2012

In the year 2012, the adviser of L'Oréal 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'Oréal 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

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

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.

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>



Figure 4.16: Presenter Ann Thongprasom for L'Oréal Revitalift



Figure 4.17: Presenter Nok Sinjai Hongtai for Age Perfect Day Cream

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>

4.1.2.2 Advertising of L'Oréal RevitaLift on Facebook in the Year 2013

In the year 2013, the advertiser of L'Oréal 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'Oréal 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 4.18: Sample of a photo ad for a discount promotion in 2013

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>



Figure 4.19: Sample of a photo ad giving advice on how to use the products
Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*. Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>



Figure 4.20: Presenter Ann Thongprasom for L'Oréal Revitalift



Figure 4.21: Presenter Chompu Ariya for Revitalift White



Figure 4.22: Presenter Chinese Actress/Singer Li Bingbing for Revitalift Laser X3

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>

4.1.2.3 Advertising of L'Oréal 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’Oréal 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 Revitalift V-Face Essene

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>



Figure 4.25: Sample of a photo ad of the products for advertising

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*.

Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>



Figure 4.26: Featuring the photos of the campaign event to promote the products on Facebook hosted by Presenter Chompu Ariya

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oreal RevitaLift*.

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 makeups 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

Elements of Advertising	Use of graphic design (photos, photo ads, graphics or media clipping reports)	Use of video ads	Use of spokespersons	Miscellaneous
2012	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • No appearance of presenters on ads 	<ul style="list-style-type: none"> • Unclear messages/ texts
2013	<ul style="list-style-type: none"> • Focus on posting photos of events • Scanned news/articles and clipping reports of social news from 	<ul style="list-style-type: none"> • Mid-year, video ads of presenters 	<ul style="list-style-type: none"> • Mid-year, video ads of presenter • Thai Presenter B Namthip at an event at Oriental Hotel 	<ul style="list-style-type: none"> • Unclear messages/ texts

(Continued)

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

	<p>newspapers or magazines</p> <ul style="list-style-type: none"> • No photo ads of Presenter B Namthip • Posts of the interview articles scanned from magazines <p>Photo ads for advertisements</p>			
2014	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None
2015	<ul style="list-style-type: none"> • A photo ad of the product for an advertisement • A few photo ads of presenters for advertisements but not Presenter B Namthip 	<ul style="list-style-type: none"> • Many videos on Facebook • Video ads featuring Thai users /presenters such as business women, designers and car racers suggesting the products • Videos referring an institution to guarantee the quality of products • Videos giving some tips how to pamper a face 	<ul style="list-style-type: none"> • No appearance of B Namthip • Thai users /presenters such as business women, designers and car racers suggesting the products 	<ul style="list-style-type: none"> • Textual campaign activities to look for new presenters from home users • Sale promotion such as buying a product to receive a gift

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

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.

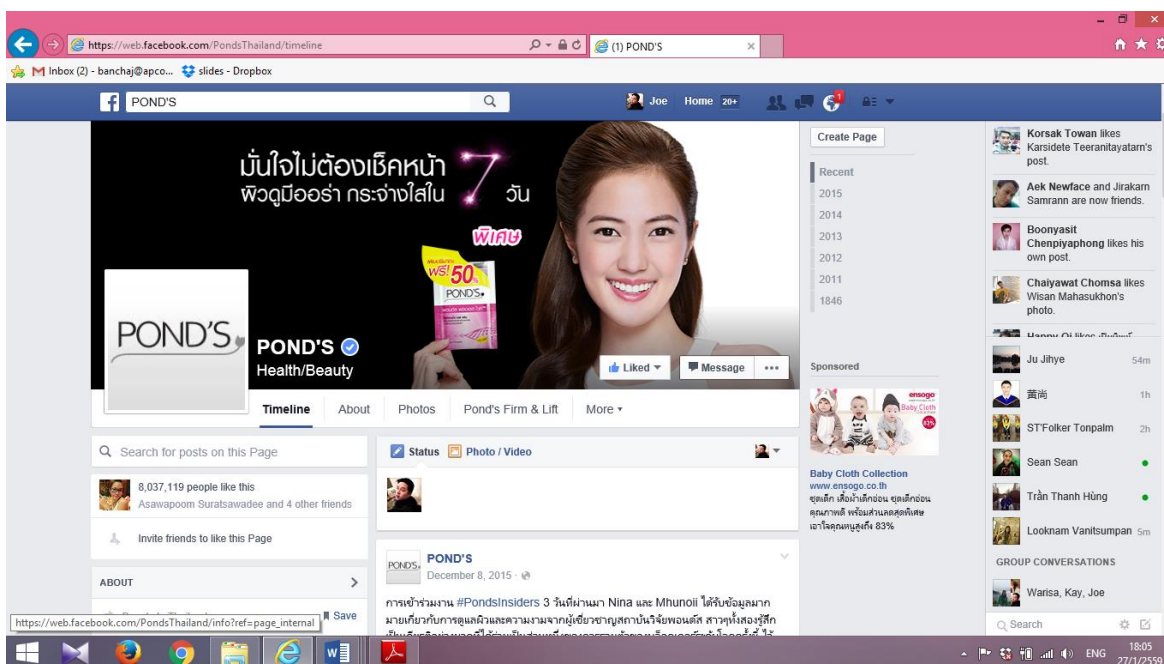


Figure 4.27: Facebook Fanpage of Pond's Age Miracle

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://web.facebook.com/PondsThailand/app/702414026483076/>

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

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>



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

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>



Figure 4.33: Sample of a photo ad of a discount coupon for a sale promotion/advertisement in 2012

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>

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

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>

Market Movement
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อ่อนเยาว์

“พอนด์ส เอจ มิราเคิล เซลล์ รีเจน เดย์ ครีม SPF15” และ “พอนด์ส เอจ มิราเคิล ดีพี แอ็กชั่น โนท์ ครีม” เพื่อการบำรุง

การตลาด

พอนด์ส จะดีแค่ไหนหากผิวพรรณของคุณเสื่อมถอยย้อนเวลากลับไปได้ 10 ปี มาค้นพบความรู้สึกอ่อนเยาว์ด้วย “พอนด์ส เอจ มิราเคิล เซลล์ รีเจน เดย์ ครีม SPF15” และ “พอนด์ส เอจ มิราเคิล ดีพี แอ็กชั่น โนท์ ครีม” ผลิตภัณฑ์เพื่อการบำรุงผิวพรรณแบบล้ำลึก ด้วยส่วนผสมประสิทธิภาพสูง 6 ชนิด สัมผัสความแตกต่างของครีมบำรุงผิวที่จะทำให้คุณรู้สึกเปลี่ยนไปกับ “พอนด์ส เอจ มิราเคิล เซลล์ รีเจน เดย์ ครีม SPF15” ขนาด 50 กรัม ราคา 429 บาท และ “พอนด์ส เอจ มิราเคิล ดีพี แอ็กชั่น โนท์ ครีม” ขนาด 50 กรัม ราคา 459 บาท ความห่างสรรพสินค้าชั้นนำทั่วประเทศ

ผิวแบบล้ำลึก ฟันฟูวีวรอยแห่งวัย
ถึงระดับเซลล์ผิว ด้วยส่วนผสมจาก
CLA, AHA, กลีเซอรีน, เรตินอล
และเรตินอล บูสเตอร์ อีก 2 ชนิด
ราคา 429 บาท และ 459 บาท



“พอนด์ส เอจ มิราเคิล เซลล์ รีเจน” ดอง
ความอ่อนเยาว์ในฉลาก






Figures 4.36-4.39: Sample of scanned news/articles (clipping reposts) from newspapers and magazines in 2013

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>



Figure 4.40: Appearance of Presenter B Namthip on a media clipping report (graphic design)

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>



Figure 4.41: Sample of the photo of promotion events at Mandarin Hotel in 2013

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>



Figures 4.42-4.43: Sample of the post on the interview article with the product users scanned from a magazine

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>



ส่วนลด 100 บาท เพื่อซื้อพอนด์ส เอจมิราเคิล เดย์ครีม ขนาด 50 กรัม

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

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>

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

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>



Figures 4.47-4.48: Sample of photo ads of a discount coupon and a sale promotion in 2015

Source: Facebook Fanpage of POND'S, Thailand. (2015). *Pond's Age Miracle*. Retrieved from <https://www.facebook.com/PondsThailand/likes>

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

Use of Propaganda Techniques	Olay Regenerist	L'Oreal RevitaLift	Pond's Age Miracle
Name calling	None	None	None
Glittering generality	√ (e.g. Accelerate the renewal of the skin cell for more amazingly youthful looking, Reduce the appearance of the wrinkles in just 1 application)	√ (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.)	√ • (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.
Transfer	√ (e.g. referring to a skin expert and a skin institution)	√ (e.g. referring to a skin expert and a skin institution)	√ (e.g. referring to a skin expert and a skin institution)
Testimonial	√ (e.g. Thai Brand Ambassador Nut Meria and Chinese Celebrity Gao Yuanyuan as spokespersons)	√ (e.g. Thai Presenters Ann Thongprasom, Nok Sinjai Hongtai and Chompu Ariya as well as Chinese Celebrity Li Bingbing as spokespersons)	√ (e.g. Thai Presenter B Namthip as well as Thai users (business woman, designer and car racer as spokespersons) acting as presenters from selection
Plain folks	√ (e.g. Product users speak about using the products and bloggers review the products as	None	√ (e.g. Product users (business woman, designer and car racer as spokespersons) from the

(Continued)

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

	spokespersons.)		selection acting as presenters speak about using the products.)
Card stacking	√ (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”	√ (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.”	√ (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!”
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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778



Figures 4.50: A blogger reviewed the use of product on Facebook

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778

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 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 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

Message Strategies	Cognitive Messages	Affective Messages	Conative Messages
2012	<ul style="list-style-type: none"> • 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.) 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • Hyperbole (e.g. Reduce the Appearance of Wrinkles in Just 1 Application) 	product advertisements	
2013	<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Discount coupons (e.g. A discount coupon for 200 baht to purchase Olay Regenerist Advanced Cleansing System)
2014	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

	<p>skin in 5 days with Olay Regenerist Micro Sculpting Cream. Prove it with your own eyes.</p> <ul style="list-style-type: none"> • A unique selling proposition (e.g. Olay Regenerist has unique ingredients incomparable to any other brand absorbing to skin with visible results) • 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) 	<ul style="list-style-type: none"> • A video of the launch of the new product, Relaxing Cream • Celebrity recommend the quality of the products • References of science on ads 	
2015	<ul style="list-style-type: none"> • Generic messages (e.g. Increase more smooth and touchable skin with Olay Micro Sculpting and Miracle Boost Pre-essence.) • 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.) • Hyperbole (e.g. Olay Regenerist can absorb into 10 layers of skin to reduce wrinkles that are difficult to be solved.) 	<ul style="list-style-type: none"> • Asian Celebrity Gao Yuanyuan with her quote for product ads • Launch of the new product, Essene Miracle 	<ul style="list-style-type: none"> • 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.)

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

Message Strategies	Cognitive Messages	Affective Messages	Conative Messages
2012	<ul style="list-style-type: none"> • 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’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.) • Hyperbole (e.g. Skin is young looking. So why care about a real age?) 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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. <p>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.)</p>
2013	<ul style="list-style-type: none"> • Generic messages (e.g. New Revitalift with new technology of Dermalift, it will help reduce wrinkles + tighten skin.) 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • 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 	<p>Bingbing for Revitalift Laser X3</p> <ul style="list-style-type: none"> • Engagements with the new target consumers through activities on Facebook challenging them to try the products 	<p>make skin more youthful during the festive season priced at only 449 baht instead of 590 baht from today until 31 Jan.</p> <p>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.)</p>
2014	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

	and smoother skin with a V-shape face. You can see its effect since the first application.)		
2015	<ul style="list-style-type: none"> • 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. <p>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 its effectiveness as her favorite beauty product item. Prove it by yourself.)</p> <ul style="list-style-type: none"> • 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.) 	<ul style="list-style-type: none"> • 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 • Engagement with the fans on the Facebook fanpage to play games by clicking and sharing a post to receive a reward 	<ul style="list-style-type: none"> • 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. <p>Special for this month. Get a 150 baht discount when buying Revitalift Laser SPF27.)</p> <ul style="list-style-type: none"> • 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 Revitalift 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

Message Strategies	Cognitive Messages	Affective Messages	Conative Messages
2012	<ul style="list-style-type: none"> 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.) 	<ul style="list-style-type: none"> Photos of promotion events No photo or video ads of presenters for promotion and advertisements 	<ul style="list-style-type: none"> 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.)

(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

2013	<ul style="list-style-type: none"> • 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.) 	<ul style="list-style-type: none"> • Mid-year, video ads of presenter • Thai Presenter B Namthip at the event at Oriental Hotel 	<ul style="list-style-type: none"> • 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.)
2014	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • No data of ads was found 	<ul style="list-style-type: none"> • None
2015	<ul style="list-style-type: none"> • Generic messages (e.g. To have bright eyes, don't forget to apply Pond's Age Miracle before bed time.) • Hyperbole (e.g. Say good bye to Botox? No worry about wrinkles. Youthful skin and bright looking! <p>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.</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 discount promotion/gift giving (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.)

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 adverting 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

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

(Continued)

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

Fantasy	√ (e.g. graphic design on video ads created to make consumers feel the end results of using products are realistic.)	√ (e.g. graphic design on video ads to make consumers feel the end results of using products are realistic.)	√ (e.g. graphic design on video ads to make consumers feel the end results of using products are realistic.)
Informative	√ (e.g. graphic posters and videos introduce how to use products and pamper facial skin)	√ (e.g. graphic posters and videos introduce how to use products and pamper facial skin)	√ (e.g. graphic posters and videos introduce how to use products and pamper facial skin)

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

Source: Facebook Fanpage of Olay, Thailand. (2015) *Olay Regenerist*. Retrieved from https://www.facebook.com/OlayThailand?brand_redir=286863750778



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

Source: Facebook Fanpage of L'Oréal Paris, Thailand. (2015). *L'Oréal RevitaLift*. Retrieved from <https://www.facebook.com/lorealparisthailand?fref=photo>



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

Source: YouTube. (2015). *ทำนักฝันบอกอะไรได้มากกว่าที่คุณคิด!*. Retrieved from <https://www.youtube.com/watch?v=pB8Jn6CHUM&index=1&list=PLAXsSKnBIZtjvD6fIKrfWGEqd6pLvUNIZ>

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 executional 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.



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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 ·

สารบำรุงสำคัญอย่าง อะมิโนเปปไทด์คอมเพล็กซ์ และโอลิฟเอ็ม ในโอเลย์ รีเจนเนอริสท์ ไมโคร สกัลป์ติง ครีม ช่วยให้ผิวอ่อนเยาว์
อย่างน่าอัศจรรย์ใน 5 วัน #BestBeautiful #Regenerist



เป็นเจ้าของรีเจนเนอริสท์ได้แล้ววันนี้

ชื่อ OLAY REGENERIST MICRO-SCULPTING CREAM 50g/ โอเลย์ รีเจนเนอริส ไมโคร-สกัลป์ติง ครีม 50 มล.

ผ่านระบบออนไลน์ที่ Lazada เรามีส่วนลดและโปรโมชันอีกมากมายใน

[Shop Now](#)

[HTTP://WWW.LAZADA.CO.TH/OLAY-REGENERIST-MICRO-SCULPTING-CREAM-50G-50-82894.HTML](http://www.lazada.co.th/olay-regenerist-micro-sculpting-cream-50g-50-82894.html)

23 September 15

แค่ทาครีมทุกวัน คงยังไม่พอ! วันนี้บิวตี้บล็อกเกอร์สาวสวย คุณทราย Feonalita จะมาแชร์ว่าทำไมผู้หญิงอย่างเราถึงต้องห้ามลืม
'เตรียมผิวก่อนการบำรุง' คลิ๊กดูกันเลยค่ะ!

#Regenerist #BestBeautiful

Review: Olay Regenerist Miracle Boost Youth Pre-Essence ทำไม่ต้องมี Zero-Step Skincare?

วิดีโอวันนี้ตามหัวข้อเลขค่า ทรายจะพามาทำความรู้จักกับสกินแคร์ออกใหม่ล่าสุดจาก OLAY ค่ะ OLAY...

<https://www.youtube.com/watch?v=bRi3cCZXXvQ>

[Olay](#) updated their cover photo.

September 23 at 11:44am ·



Olay

September 17 at 10:30am · Edited ·

เพื่อผิวนุ่มเต่งที่สัมผัสได้ ด้วย โอลีย์ไมโคร สกัลป์ติงและ มิราเคิล บูสต์ ฟรีเอสเซนส์
#BestBeautiful #Regenerist

กระชับผิวด้วย รีเจนเนอริสท์ มิราเคิล คูโอ ชี้อ OLAY รีเจนเนอริส มิราเคิล บูสต์ ยูธ ฟรีเอสเซนส์ 40มล. ผ่านระบบออนไลน์ที่
Lazada เรามีส่วนลดและโปรโมชันอีกมากมาย

Shop Now

<http://www.lazada.co.th/olay-40-860201.html>

[Olay](#)

[August 12](#) ·

พิสูจน์ด้วยตัวเอง! โอลีย์ มิราเคิล บูสต์ เร่งสร้างเซลล์ผิวใหม่นับล้าน ให้คุณดูอ่อนกว่าวัยลงถึง 10 ปี ได้อย่างไร?

#BestBeautiful #Regenerist

<https://www.facebook.com/OlayThailand/videos/865136886902503/>

6 August 15

บิวตี้บล็อกเกอร์สาวหน้าเด็ก คุณทราย Mhunoiii คอนเฟิร์ม! โอลีย์ มิราเคิล บูสต์ สุดยอดฟรีเอสเซนส์ที่เธอเลิฟสุดๆ คลิกดูวิดีโอ
เลยละ!

#BestBeautiful#Regenerist

<https://www.facebook.com/OlayThailand/videos/865135100236015/>

13 July 15

ร่วมพิสูจน์ความน่าอัศจรรย์ของ มิราเคิล บูสต์ #MiracleBoost

ผลิตภัณฑ์ใหม่ของโอลีย์ ที่ทำให้ผิวของ ดารา ชื่อคัง เกา หยวน หยวน ดูเปล่งประกาย อ่อนเยาว์ได้อย่างเห็นได้ชัด

#Regenerist #BestBeautiful

<https://www.facebook.com/OlayThailand/videos/852980501451475/>

Olay

July 8 · Edited ·

#MiracleBoost

ฟรีเอสเซนส์อันทรงพลังหนึ่งเดียว ผสานคุณค่าการบำรุงกับครีมลดเลือนริ้วรอยประสิทธิภาพสูง ร่วมฟื้นฟูชั้นเซลล์ผิว เพื่อผิวกลับมาดูอ่อนเยาว์กว่าอย่างน่าอัศจรรย์ สวยให้สุดในแบบคุณ #BestBeautiful

โอเลย์ขอแนะนำ ผลิตภัณฑ์ใหม่ รีเจนเนอริส มิราเคิล บูสต์ ฟรีเอสเซนส์

เตรียมผิวพร้อมรับการบำรุงที่ล้ำลึกกว่า เพื่อผิวอ่อนเยาว์อย่างน่าอัศจรรย์

June 19 · Edited ·

ต้องขอกอภัยแฟนๆ เป็นอย่างสูง เนื่องจากสินค้าของโอเลย์ได้รับการตอบรับจากลูกค้าเป็นอย่างดี จึงทำให้หมดชั่วคราว โดยสินค้าพร้อมจัดจำหน่ายอีกครั้งภายใน 2-3 วันนี้ แล้วพบกันค่ะ

[สั่งซื้อรีเจนเนอริส มิราเคิล บูสต์ ฟรีเอสเซนส์ ได้แล้ววันนี้](#)

เพื่อผิวดูอ่อนเยาว์อย่างน่าอัศจรรย์ เพียง 999 บาท

May 22 · Edited ·

ครีมที่สามารถซบซับลึกได้ถึง 10 ชั้นผิว เพื่อลดเลือนริ้วรอยแห่งวัยที่ยากจะแก้ไข

#Regenerist #BestBeautiful

<http://www.lazada.co.th/catalog/?q=Regenerist>

สั่งซื้อโอเลย์ รีเจนเนอริส ได้แล้ววันนี้

ลาซาด้าเราขายสินค้าทุกชนิด | ซื้อ เซ้คราคา: มือถือ กล้อง น้ำหอม เครื่องสำอาง โน้ตบุ๊ก ทีวี หนังสือ เครื่องใช้ไฟฟ้า ของตกแต่งบ้าน ของเล่นเด็ก ผ้าอ้อม...

May 20 ·

#MiracleBoost

ฟรีเอสเซนส์อันทรงพลังหนึ่งเดียว ผสานคุณค่าการบำรุงกับครีมลดเลือนริ้วรอยประสิทธิภาพสูง ร่วมฟื้นฟูชั้นเซลล์ผิว เพื่อผิวกลับมาดูอ่อนเยาว์กว่าอย่างน่าอัศจรรย์ สวยให้สุดในแบบคุณ #BestBeautiful

โอเลย์ขอแนะนำ ผลิตภัณฑ์ใหม่ รีเจนเนอริส มิราเคิล บูสต์ ฟรีเอสเซนส์

เตรียมผิวพร้อมรับการบำรุงที่ล้ำลึกกว่า เพื่อผิวอ่อนเยาว์อย่างน่าอัศจรรย์

Olay

May 18 ·

ใหม่! โอเลย์ มิราเคิล บูสต์ ฟรีเอสเซนส์ เพียงหยดแรกก็ตรงเข้าฟื้นฟูชั้นเซลล์ผิวได้ชั้นชั้น

#MiracleBoost #BestBeautiful

► Shop Now: <http://www.lazada.co.th/olay-40-860201.html>

<https://www.facebook.com/OlayThailand/videos/820898277993031/>

18 May

ห้ามพลาด! สัมผัสความมหัศจรรย์แห่งผิวอ่อนเยาว์ ในราคาเพียง 999บาท ค่วน! สินค้ามีจำนวนจำกัด! คลิกลิงค์ด้านล่างเลย!

#MiracleBoost #BestBeautiful

สั่งซื้อ รีเจนเนอริสท์ มิราเคิล บุษท์ พรีเมอเซนต์ ได้แล้ววันนี้

เพื่อผิวคู่อ่อนเยาว์อย่างน่าอัศจรรย์ เพียง 999 บาท

[Shop Now](#)

WWW.LAZADA.CO.TH

4 May 15

นุ่มเนียนและลอกฝ้าได้ไม่แพ้ครีมเคาน์เตอร์แบรนด์ เพื่อผิวที่คู่อ่อนวัยมื่อร่า

#Regenerist#BestBeautiful

สั่งซื้อ โอเลย์ รีเจนเนอริสท์ ได้แล้ววันนี้

ลาซาด้าเราขายสินค้าทุกชนิด | ซื้อ เซ็คราคา: มือถือ กล้อง น้ำหอม เครื่องสำอาง โน้ตบุ๊ก ทีวี หนังสือ เครื่องใช้ไฟฟ้า ของตกแต่งบ้าน ของเล่นเด็ก ผ้าอ้อม...

[Shop Now](#)

WWW.LAZADA.CO.TH

[Olay](#)

April 9 · [Edited](#) ·

มาทำความรู้จักกับสุดยอดผลิตภัณฑ์บำรุงผิวอันดับ 1 ในกระจุกสีแดงนี้กันเถอะ! **#BestBeautiful #Regenerist**

สั่งซื้อ โอเลย์ รีเจนเนอริสท์ ได้แล้ววันนี้

Lazada.co.th - ซื้อของออนไลน์ ช้อปปิ้ง ลาซาด้า โทรศัพท์มือถือ แท็บเล็ต เครื่องสำอาง

ลาซาด้าเราขายสินค้าทุกชนิด | ซื้อ เซ็คราคา: มือถือ กล้อง น้ำหอม เครื่องสำอาง โน้ตบุ๊ก...

[Shop Now](#)

WWW.LAZADA.CO.TH

2 April

เจดจรัล เปล่งประกาย ภายใน 5 วัน จาก โอเลย์ กระจุกแดง **#BestBeautiful**

เริ่มจาก **#Regenerist**

<https://www.facebook.com/OlayThailand/videos/789544577795068/>

[Olay](#)

March 5 · [Edited](#) ·

แค่ทาครีมลดเลือนริ้วรอยทุกวัน คงยังไม่พอ! วันนี้บิวตี้บล็อกเกอร์สาวสวยสุดแซ่บวัย 40 จะมาแชร์เคล็ดลับ ‘การนวดหน้าลดอายุ’ ด้วยผลิตภัณฑ์ โอเลย์ รีเจนเนอริสท์ ให้กับสาวๆ ได้ฟังกันค่ะ คลิกเลย!

<https://www.youtube.com/watch?v=9tSbAysfEw4>

Review: Tips การนวดหน้าและบำรุงผิวหน้าด้วย Olay Regenerist Advance Anti-Aging



beauty4ties

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12,100

Published on Jan 11, 2015

ในคลิปนี้พี่วิมาแนะนำการใช้ครีมบำรุงผิวให้ได้ผลลัพธ์ที่ดีและเพิ่มประสิทธิภาพมากยิ่งขึ้นค่ะ นั่นคือการใช้วิธี "การนวดหน้า" เพื่อให้ครีมบำรุงซึมซาบได้เร็วและลึกมากยิ่งขึ้นค่ะ และขั้นตอนในการพิจารณาว่าเราควรลงสกินแคร์ตัวไหนก่อนกันเพราะบางคนหน้าโตะเครื่องแป้งนี้แบบ สกินแคร์เยอะมาก...ลงตัวไหนก่อนดีไปฟังกันค่ะ

March 3 ·

เตรียมผิวสวย พร้อมเจดจรัสด้วยโอเลย์ รีเจนเนอริส

#Regenerist #BestBeautiful

หาซื้อได้แล้ววันนี้

<https://www.facebook.com/OlayThailand/videos/776283669121159/>
[Olay](#)
[February 24](#) · [Edited](#) ·

เสื้อผ้าเครื่องประดับไม่ใช่สิ่งเดียวที่ทำให้คุณดูสวยขึ้นได้ แต่เป็นผิวที่นุ่มแดงต่งตึงต่างหากค่ะ เพียงบำรุงผิวด้วย โอเลย์ รีเจนเนอริส ไมโคร-สกลิปด์ ซึ่มและ โอเลย์ รีเจนเนอริส ไมโคร-สกลิปด์ ครีม เพื่อเพิ่มความชุ่มชื้นต่งตึงให้กับผิว [#BestBeautiful](#)


[Olay](#)
[February 13](#) · [Edited](#) ·

เวลานี้ไหนๆ ทำให้หวนใจของคุณใจละลายด้วยผิวสวยไร้ที่ติ แล้วเขาจะตกหลุมรักคุณอีกครั้ง [#BestBeautiful](#)

Olay - ซื้อ โอเลย์ ครีมบำรุงผิว ลดริ้วรอย กระชับผิว | ลาซาด้า | Lazada TH

ซื้อโอเลย์ แบนด์คุณภาพที่คุณวางใจ Olay White Radiance, Total Effects, Regenerist...

[Shop Now](#)

WWW.LAZADA.CO.TH

February 6 · Edited ·

เคล็ดลับผิวสวยแบบคารา อ่าลิ้มทาครีมเพิ่มความชุ่มชื้นก่อนแต่งหน้าจะคะ ลอง โอลีย์ รีเจนเนอริส ไมโคร-สก็ลป์ติง ครีม เพื่อผิวนุ่มเค็งดูเต่งตึง [#BestBeautiful](#) [#Regenerist Micro-Sculpting Cream](#)



[Olay](#)

February 2 · Edited ·

ไมโครสก็ลป์ติง ครีม ผลิตภัณฑ์ตลอดเดือนรีวออยอันทรงพลังที่สุดของโอลีย์ ที่ทำให้ผิวนุ่มอ่อนเยาว์ลงภายใน 5 วัน



[Olay](#) - ซื้อ โอลีย์ ครีมบำรุงผิว ลดริ้วรอย กระชับผิว | [ลาซาด้า](#) | [Lazada TH](#)

ซื้อโอลีย์ เบนรด์คุณภาพที่คุณวางใจ Olay White Radiance, Total Effects, Regenerist...

[Shop Now](#)

WWW.LAZADA.CO.TH

January 26 ·

เผยผิวใหม่ อ่อนเยาว์กว่า ใน 5 วัน กับ โอลีย์ รีเจนเนอริส ไมโครสก็ลป์ติง ครีม พิสูจน์ด้วยตัวคุณเองวันนี้!

[#BestBeautiful](#) [#สวยให้สุด](#)



[Olay](#)

January 21 · Edited ·

โอลีย์ รีเจนเนอริส ไมโครสก็ลป์ติง ครีมหนึ่งเดียวที่มีส่วนผสมของสาร อะมิโน เปปไทด์ คอมเพล็กซ์ และ โอลิเว็ม ซึมซาบล้ำลึกได้ถึง 10 ชั้นเซลล์ผิว เพื่อเผยผิวใหม่ อ่อนเยาว์กว่า ใน 5 วัน [#BestBeautiful](#) [#สวยให้สุด](#)



[Olay](#)

[January 5](#) · [Edited](#) ·

ดาราสาวชื่อดัง เกา หยวนหยวน ยอมรับว่า โอลีย์ รีเจนเนอริส นั้นคือกุญแจสำคัญผู้ผิวสวยอ่อนเยาว์และดูสะอาดตาของเธอ ลองสัมผัสประสบการณ์ผิวสวยอ่อนเยาว์ได้ด้วยตัวคุณเอง [#BestBeautiful](#)



The Year 2014

[Olay](#)

[December 29, 2014](#) ·

เทศกาลแห่งความสุขนี้ มอบของขวัญเป็นผิวคู่อ่อนวัยอย่างน่าทึ่งให้ตัวเองด้วยโอลีย์ รีเจนเนอริส แล้วตัวคุณจะกลายเป็นจุดสนใจ [#BestBeautiful](#) [#GiftBeautiful](#)

<https://www.facebook.com/OlayThailand/videos/726000844149442/>

[Olay](#)

[November 4, 2014](#) ·

มาดูกันว่าโอลีย์ รีเจนเนอริส อินสแตนท์ ฟิกซ์ ใหม่ ทำให้คุณคู่อ่อนวัยขึ้นในไม่กี่นาทีได้อย่างไร เพื่อเผยผิวคู่อ่อนวัยอย่างทึ่งของคุณ! [#BestBeautiful](#)

<https://www.facebook.com/OlayThailand/videos/708381125911414/>

[September 4, 2014](#) ·

โอลีย์ รีเจนเนอริส มีสูตรที่เป็นหนึ่งเดียวไม่เหมือนใคร ซึมซาบลงสู่ผิวเพื่อมอบผลลัพธ์ที่เห็นได้จริง ชมวิดีโอนี้ เพื่อข้อมูลเพิ่มเติม [#BestBeautiful](#)

<https://www.facebook.com/OlayThailand/videos/676681035748090/>

[Olay](#)

[August 18, 2014](#) ·

ผิวเหน้อยล้านจันคริมราคาแพงทำงานไม่ได้ผล สูตรอมิโนเปปไทด์ใหม่ของ โอลีย์ ต่อสู้กับผิวที่เหน้อยล้ำ เสริมเซลล์ผิวให้กลับมามีชีวิตชีวาใหม่และให้พลังกับผิว

[#BestBeautiful](#)

[#Regenerist](#)

<https://www.facebook.com/OlayThailand/videos/665504046865789/>

[July 21, 2014](#) ·

คุณต้องจ่ายเพื่อครีมลดเลือนริ้วรอยที่เวิร์คจริง ๆ ในราคาแพงลิบหรือ? [#BestBeautiful](#) [#Regenerist](#)

<https://www.facebook.com/OlayThailand/videos/654019401347587/>

[July 7, 2014](#) · [Edited](#) ·

ดูสวยจนตะลึงไม่ว่าจะอายุเท่าไร ด้วยครีมลดเลือนริ้วรอยที่เหนือกว่าครีมเคาน์เตอร์แบรนด์ราคาเป็นหมื่น

[#BestBeautiful](#)



[July 8, 2014](#) ·

คุณต้องจ่ายเพื่อครีมลดเลือนริ้วรอยที่เวิร์คจริงๆ ในราคาแพงลิบหรือ?

[#BestBeautiful](#) [#Regenerist](#)

<https://www.facebook.com/OlayThailand/videos/654009824681878/>

[Olay](#)

[June 1, 2014](#) ·

ค้นหาคำตอบได้จาก Olay Regenerist Wrinkle Relaxing Cream ลองแล้วคุณจะเชื่อ

<https://www.facebook.com/OlayThailand/videos/630914710324723/>

[Olay](#) added a new photo to the album: [Untitled Album](#).

[May 19, 2014](#) · [Edited](#) ·

อาวุธลับที่ช่วยยกระดับให้ผิวสดชื่นล่ะ โอลีย์ให้การบำรุงผิวเทียบเท่าผลิตภัณฑ์บำรุงผิวราคาแพง ซึ่งจ่ายในราคาเพียง 1/4 ของผลิตภัณฑ์แพงๆ เท่านั้น ใครได้ลองใช้แล้วบ้างคะ? [#BestBeautiful](#) [#สวยให้สุด](#) [#Olay](#)



[April 24, 2014](#) ·

ครีมบำรุงผิวหน้าแบบใดเหมาะกับคุณ โดยคุณมด Beauty Blogger ชื่อดัง

[#Olay#BestBeautiful #สวยที่สุด](#)

<https://www.facebook.com/OlayThailand/videos/609075355841992/>

[Olay](#)

April 21, 2014 ·

ใครๆ ก็อยากมีผิวหน้าที่แลดูอ่อนเยาว์จริงไหมคะ? โอกาสมาถึงคุณแล้วกับ Olay Regenerist



[Olay](#)

[March 14, 2014](#) ·

คุณเจอครีมในฝันของคุณหรือยัง พบครีมที่มีประสิทธิภาพที่เหนือกว่าครีมราคาแพง

<https://www.facebook.com/OlayThailand/videos/593338990748962/>

4 Feb

ครีมที่ดีที่สุดไม่จำเป็นต้องจ่ายแพง พิสูจน์ประสิทธิภาพของโอเลย์จากบล็อกล็อกเกอร์ชื่อดัง

<https://www.facebook.com/OlayThailand/videos/577588935657301/>

7 Feb

ผิวคู่อ่อนวัยโดยไม่ต้องจ่ายแพงกับ Olay Regenerist Micro-Sculping Cream เหนือเคาน์เตอร์แบรนด์

<https://www.facebook.com/OlayThailand/videos/571880066228188/>

นัท มีเรีย

The Year 2013

[October 15, 2013](#) ·

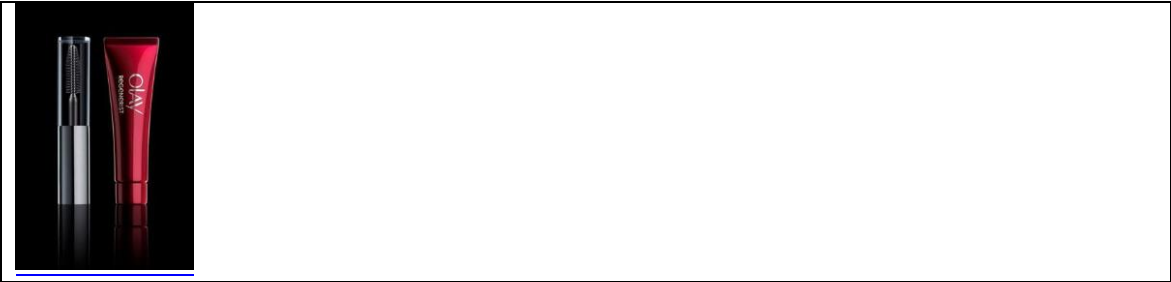
นวัตกรรมใหม่ล่าสุดจากโอเลย์ ให้คุณทำความสะอาดผิวหน้าได้ดีกว่าการล้างหน้าแบบปกติถึง 4 เท่า!

<https://www.facebook.com/OlayThailand/videos/519483201467875/>

[Olay](#)

[September 25, 2013](#) ·

รู้หรือไม่คะว่าเมื่อเรามีอายุที่เพิ่มขึ้น ดวงตาของเราจะเป็นสิ่งแรกที่บ่งบอกถึงอายุ มากกว่าผิวของเราถึง 36% เรามาทำให้ดวงตาของเรายังดูสดใส และบำรุงขนตาไปพร้อมๆ กันกับ Olay Regenerist Eye Cream & Lash Serum Duo!



[Olay](#)
[September 22, 2013](#) ·

Olay Regenerist Advanced Cleansing System ได้รับการพิสูจน์แล้วว่ามีประสิทธิภาพการทำความสะอาดผิว และยังช่วยต่อต้านการเกิดริ้วรอยเกือบ 25% โดยเพิ่มความชุ่มชื้นด้วยมอยเจอร์ไรเซอร์อย่างมีประสิทธิภาพ ซึ่งช่วยในการต่อต้านริ้วรอยของคุณ



[September 1, 2013](#) ·

ปฏิบัติการล้างหน้ากับโอเลย์ แอดวานซ์ คลีนซิ่ง ซิสเต็มทำความสะอาดผิวหน้าได้ล้ำลึกถึง 4 เท่า

<https://www.facebook.com/OlayThailand/videos/500577590025103/>

[August 31, 2013](#) ·



รับคูปองส่วนลด 50% สำหรับ 500 คนแรกที่ร้าน Watson สยามสแควร์เท่านั้น 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/>



[Olay](#)

[August 11, 2013](#) ·

สำหรับสาวๆที่ไม่ทันโปรโมชั่นพิเศษเพื่อเปิดตัว Olay Regenerist Advance cleansing system เรามีโปรโมชั่นปลอบใจให้สาวๆในโอกาสวันแม่นี้ค่ะ



[Olay](#)

[July 18, 2013](#) ·

โอเลย์ ท้าทายทุกความเป็นไปได้ด้วย โอเลย์ รีเจนเนอริส รับประกันความพึงพอใจหลังจากใช้ผลิตภัณฑ์อย่างต่อเนื่องอย่างน้อย 4 สัปดาห์ ไม่พอใจยินดีคืนเงิน!



[Olay](#)

[June 25, 2013](#) ·

วันนี้มีรีวิว กลุ่มผลิตภัณฑ์ Olay Regenerist มาฝากกันค่ะ เพื่อนๆคนไหนที่กำลังมีข้อสงสัย คลิกกันเข้ามาดูให้หายสงสัยไป

เลย <http://bit.ly/131HRpi>



[Bloggang.com](http://www.bloggang.com): [momybowy](#) : [Olay regenerist microsculpting cream](#)เคล็ดลับความอ่อนเยาว์สู่ผิวคุณ

WWW.BLOGGANG.COM

[Olay](#)

[June 18, 2013](#) ·

ขั้นตอนการบำรุงแบบสมรूर्ณ์แบบ กับ โอเลย์ รีเจนเนอริส ค่ะ



[Olay](#) posted an offer.

[May 1, 2013](#) ·



คูปองส่วนลดมูลค่า 100 บาทจากโอเลย์ รีเจนเนอริส เฉพาะที่บูทส์เท่านั้น

Expired

3,582 people claimed this offer

[May 1, 2013](#) ·



รับคูปองส่วนลดมูลค่าสูงถึง 200 บาทจากโอเลย์ รีเจนเนอริส เฉพาะที่บูทส์เท่านั้น

Expired

13,477 people claimed this offer

[May 1, 2013](#) ·

โอเลย์ รีเจนเนอริส ใหม่ ทำลดเดือนรีวรอยภายในกระปุกเดียว ด้วยสารแอนตี เองจึงเพิ่มขึ้น 20%

ข้อมูลเพิ่มเติมที่

<http://www.facebook.com/OlayThailand>

<https://www.facebook.com/OlayThailand/videos/444959628920233/>

[April 16, 2013](#) ·



คู่มือส่วนลดมูลค่า 100 บาทจากโอเลย์ รีเจนเนอริส เฉพาะที่ที่อปส์เท่านั้น

Expired

13,774 people claimed this offer

[Olay](#)

[April 10, 2013](#) ·

สำหรับสาวๆ ที่มีผิวแห้งควรมีการดูแลบำรุงผิวเป็นพิเศษนะค่ะ เช่น การใช้ครีมรอบดวงตา และการใช้ครีมในช่วงกลางคืนขาดไม่ได้เป็นอันขาดค่ะ



[Olay](#)

[April 5, 2013](#) ·

แสงแดดร้อนๆทุกวันนี้ ที่ทำให้หน้าหมองคล้ำและริ้วรอยแล้ว สาวๆมีวิธีป้องกันอย่างไรบ้างคะ



[Olay](#)

[April 4, 2013](#) ·

สาวๆหลายคนถามเข้ามาถึง Review : Olay regenerist micro sculpting eye cream Lash serum duo วันนี้เราเลยมีอีก
หนึ่งรีวิวมามาฝากสาวๆกันค่ะ <http://bit.ly/Xr6gCF>



[Review : Olay regenerist micro sculpting eye cream Lash serum duo](#)

Review :New olay regenerist micro sculpting eye cream Lash serum duo

[Olay](#)

[April 1, 2013](#) ·

สาวๆคนไหนเคยเจอปัญหาขนตาร่วง ขณะที่กำลังเช็ดเครื่องสำอางบ้างค่ะ



[Olay](#)

[March 31, 2013](#) ·

ผลิตภัณฑ์ใหม่ล่าสุดจากโอเลย์ คุณพร้อมหรือยังค่ะ



[Olay](#)

[March 26, 2013](#) ·

ใครกำลังรอคอยตัวช่วยที่จะทำให้ตาของคุณประกาย ดูอ่อนเยาว์บ้างค่ะ ใหม่ล่าสุดกับ Olay Regerist Microsculpting Eye & Lash Duo ที่จะทำให้ตาของคุณเป็นประกายได้แล้ววันนี้



[Olay](#)

[March 25, 2013](#) ·

ถึงแม้ว่าจะเริ่มต้นใหม่แล้ว แต่ก็ไม่ได้หมายความว่าสาว ๆ อย่างเราจะต้องโรยราตามกาลเวลาจริงไหมคะ



[Olay](#) updated their cover photo.

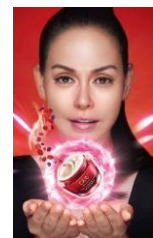
[March 18, 2013](#) ·



[Olay](#)

[March 12, 2013](#) ·

เมื่ออายุมากขึ้น ผิวจะเริ่มแห้งตึง และอุ้มน้ำได้น้อยลง ทำให้เกิดริ้วรอยเหี่ยวย่นแห่งวัย มอยส์เจอร์ไรเซอร์ที่เหมาะสมกับผิวในวัยนี้ จึงควรมีเนื้อครีมที่หนักกว่าปกติ เพื่อเพิ่มความชุ่มชื้นคืนสู่ผิวให้มากที่สุด เมื่อผิวอุ้มน้ำและนุ่มขึ้น ก็จะทำให้ริ้วรอยดูจางลงได้ค่ะ



[Olay](#)

[March 12, 2013](#) ·

สาว ๆ คนไหนเห็นด้วยบ้างคะว่า สมัยนี้ขนาดรุ่นคุณแม่ของเราก็ยังดูอ่อนเยาว์ กด Like เลยค่ะ



[Olay](#) updated their cover photo.

[March 1, 2013](#) ·



[Olay](#)

[February 15, 2013](#) ·

ครีมลดเลือนริ้วรอยของคุณสามารถลดริ้วรอยได้ภายใน 1 กระปุกหรือเปล่านั้น? ลองใช้รีเจนเนอริสตุอร์ใหม่ที่มีส่วนผสมเพื่อลดเลือนริ้วรอยมากขึ้นถึง 20% กันเลยล่ะ ที่ซูเปอร์มาร์เก็ตชั้นนำใกล้บ้านคุณ



[Olay](#)

[February 8, 2013](#) ·

สาว ๆ คนไหนอยากมีสุขภาพผิวดี ดูอ่อนเยาว์ เหมือน คุณนัท มิเรียม แอมบาสเดอร์คนสวยของเราบ้างคะ



[Olay](#)

[January 24, 2013](#) ·

" ทำทุกความเป็นไปได้กับ โอลีย์ "

98% ของผู้ที่ทดลองใช้ จะแนะนำผลิตภัณฑ์โอลีย์รีเจนเนอริสให้กับเพื่อน

<https://fbstatic-a.akamaihd.net/rsrc.php/v2/y4/r/-PAXP-deijE.gif>

[Olay](#)

[January 20, 2013](#) ·

ซูเปอร์สตาร์สาวสวยและแบรนด์ แอมบาสเดอร์ ของโอลีย์ รีเจนเนอริส นัท - มิเรียม เบนเด็คดีพิสูจน์ความท้าทายฟื้นฟูสภาพผิวช่วงข้ามคืนได้เล้าถึงประสบการณ์ที่ได้รับจาก โอลีย์ รีเจนเนอริส ในที่ รีเซอร์เฟสซิ่ง เอ็สเซ็นส์ ว่า "นัทเชื่อว่านาฬิกาชีวิตมีผลต่อการดูแลสุขภาพ รวมไปถึงผิวพรรณ โดยเฉพาะเวลากลางคืนซึ่งเป็นช่วงเวลาที่ผิวหน้าควรได้รับการดูแลเป็นพิเศษ นัทจึงเลือกใช้ โอลีย์ รีเจนเนอริส ในที่ รีเซอร์เฟสซิ่ง เอ็สเซ็นส์ ที่สามารถตอบโจทย์ความต้องการของนัทได้เป็นอย่างดี เป็นเซรั่มที่ถูกรออกแบบมาสำหรับกลางคืนโดยเฉพาะ เนื้อจึงบางเบาซึมซาบเร็ว ช่วยให้ผิวหน้าดูชุ่มชื้น กระชับและเรียบเนียนเพียง 7 คืน จนใครๆ พากันทักว่านัทไปทำอะไรมา ทำไมดูสวยขึ้น"



[Olay](#)

[January 14, 2013](#) ·

ไม่ว่าไลฟ์สไตล์แบบสาวยุคใหม่จะรบกวนเวลาการนอนที่แสนมีค่าไปบ้างหรือเปล่า ช่วงเวลาที่เรานอนหลับคือช่วงเวลาที่เราเริ่มกระบวนการซ่อมแซมตัวเอง ยิ่งนอนน้อยผิวก็ยิ่งโทรม แถมทำให้เกิดความเครียดดูแลเร็วอีกต่างหาก



The Year 2012

[Olay](#)

[December 18, 2012](#) ·

พรุ่งนี้วันสุดท้ายแล้วนะค่ะ เมื่อซื้อ Olay Regenerist หรือ Olay White Radiance ซื้อมั้ยี่สองลด 50% ที่ว่าสัน ทุกสาขา ค่ะ



[Olay](#)

[November 14, 2012](#) ·

หากสาว ๆ กำลังไม่มั่นใจในประสิทธิภาพ ของ Olay Regenerist ลองฟังจากปากผู้ใช้จริงดูค่ะ ว่ารื้อรอยดูดีขึ้นภายในสิบนาที <https://www.facebook.com/OlayThailand/videos/10151335535598420/>

[Olay](#)

[November 14, 2012](#) ·

การบำรุงผิวสำหรับกลางคืนสามารถช่วยการผลัดผิวตามธรรมชาติ พร้อมนำความชุ่มชื้นเข้าสู่ผิวได้อย่างยอดเยี่ยม ผิวดูมีชีวิตชีวาหลังได้รับการบำรุงในช่วงเวลากลางคืน ด้วยสองคุณประโยชน์จาก โกลโคลิค แอซิด จึงทำให้ โอเลย์ รีเจนเนอริส ไนท์ รีเซอรัฟเฟสซิ่ง เอสเซนส์ โคลด์ครีมด้วยคุณสมบัติพิเศษที่เป็นเอกลักษณ์ เพราะนอกจากจะช่วยเผยผิวใหม่แล้ว ยังช่วยกักเก็บความชุ่มชื้นได้อีกด้วย



13 November 12

โอเลย์ รีเจนเนอริส ไนท์ รีเซอรัฟเฟสซิ่ง เอสเซนส์ จะตรงเข้าทำงานเพื่อซ่อมแซมผิวในระหว่างที่คุณหลับ ช่วยกระตุ้นการผลัดผิวตามธรรมชาติอย่างอ่อนโยน พร้อมปกป้องผิวและบรรเทาการสูญเสียน้ำ เพื่อผิวที่ดูกระชับขึ้นและเรียบเนียนเมื่อคุณตื่น



[Olay](#)

[November 13, 2012](#) ·

เริ่มต้นเช้านี้ด้วย กิจกรรมเพิ่มความมั่นใจให้กับสาว ๆ Olay Regenerist รับประกันเงินคืน สามารถเข้ามาอ่านรายละเอียดได้ที่นี้เลยคะ

[Olay](#)

[October 30, 2012](#) ·

ขอมรับมาชะด๊าว่า สาวๆคนไหนที่ชอบละเลยการทำน้ทครีมบ้างคะ



OlayOctober 26, 2012 ·

ทาง Olay Thailand Fanpage ขอประกาศข่าวการเปลี่ยนแปลงทาง Facebook นะคะ

เนื่องจาก Facebook ได้มีการเปลี่ยนแปลงระบบหน้า page ใหม่ ทำให้เวลาทีมงาน Update ข้อมูลต่างๆ ข้อมูลนั้นจะถูกแสดงแค่ 10% ของจำนวน Fanpage ทั้งหมด ซึ่งจะมีผลให้คุณพลาดข่าวสาร ข้อมูลต่าง ๆ ที่ทาง Fanpage โปสบนหน้า page หากคุณไม่อยากจะพลาดข้อมูล หรือ โปรโมชันดี ๆ คุณสามารถเปลี่ยน setting โดยทำตามขั้นตอนดังต่อไปนี้ค่ะ

1. กด ไปที่หน้าเพจ
2. กด ปุ่ม setting ที่อยู่มุมบนขวามือติดกับปุ่ม Liked
3. กด ไปที่ Add to interest list
4. กด New List แล้วกด Next
5. พิมพ์ " Olay Thailand " ในช่องว่าง แล้วเลือกให้เป็น Public
6. แล้วกด Done หลังจากนั้น Fanpage ทุกท่านจะไม่พลาดข่าวสาร ข้อมูล ดี ๆ จากทาง Olay Thailand ค่ะ

ขอบคุณที่ไว้ใจและติดตาม Olay Thailand มาโดยตลอดและหวังเป็นอย่างยิ่งว่าจะได้รับความไว้วางใจจากท่านต่อไปค่ะ

ทีมงาน Olay Thailand Fanpage

OlayOctober 22, 2012 ·

ไม่ว่าสาวจะทำอะไร หรือเดินไปที่ไหน ถ้ามีบุคลิกดีก็มีชัยไปกว่าครึ่ง ฉะนั้นจึงควรจัดท่วงท่าให้เหมาะสม โดยฝึกเดินให้หน้าเขินไหล่ตั้งและตัวตรงเข้าไว้ จะทำให้บุคลิกของสาว ๆ สามารถดีขึ้น นอกจากนี้ยังส่งผลดีต่อสรีระร่างกายของสาว ๆ ในระยะยาวด้วยค่ะ



มาร่วม พิสูจน์ประสิทธิภาพครีมลบเลือนริ้วรอย โอลเลย์เจเนเนอริส ไลน์ท์ กับนักกันคะ



[Olay](#)

[October 7, 2012](#) ·

ยอมรับมาซะดีๆว่าสาวๆหลายคนเวลาล้างหน้าจะ หยุคอยู่แค่ ขากรไรกร ให้เพื่อนทาโฟมล้างหน้าลงมาถึงคอเสมอๆนะคะ เพราะคอของเราที่สำคัญไม่แพ้กัน ^^



[Olay](#)

[October 4, 2012](#) ·

สำหรับสาวคนไหนที่ชอบเก็บครีมไว้ในห้องน้ำ รู้ป่าวคะว่า ความชื้นในห้องน้ำนั้น อาจทำให้ส่วนผสมต่าง ๆ แยกตัวได้ เพราะฉะนั้นควรเก็บไว้ในตู้เย็นหรืออย่างน้อยที่สุดก็ในห้องนอนในบริเวณที่แสงแดดส่องไม่ถึงคะ



[Olay](#)

[September 30, 2012](#) ·

ความเครียดก็เป็นตัวการหนึ่งที่ทำให้หน้าสาวๆหมองคล้ำ เพราะฉะนั้นเมื่อมีปัญหาใครมารบกวนจิตใจก็จงอย่างเครียดค่อย ๆ แก้ไขอย่างมีสติและพยายามสงบใจไม่ให้เป็นทุกข์คะ



[Olay](#)

[September 23, 2012](#) ·

[ถ้าอยากดูแข็งแรง และสดใส สาวๆต้องกำจัดรอยคล้ำและรอยขวมใต้ดวงตาออกไป การนอนให้เต็มอิ่ม 8 ชั่วโมง จะช่วยได้นอกจากนี้ การนอนให้เพียงพอยังเป็นเรื่องสำคัญอย่างยิ่งขาดสำหรับผิวที่สุขภาพดี เพราะการนอนไม่พอทำให้ผิวหมองคล้ำและขาดน้ำ สาวๆจึงควรสร้างตารางการนอนที่เหมาะสมเพื่อผิวที่สวยงาม](#)



[Olay](#)

[June 13, 2012](#) ·

มาดูภาพบรรยากาศ และผลการทดลองใช้ [Olay Regenerist Wrinkle Relaxing Cream](#) ในงาน [Olay Believe Your Eyes](#) เมื่อวันที่ 4-6 พฤษภาคม ที่ผ่านมานะคะ ดูแล้วถ้ายังไม่เชื่อ...อยากให้เห็นด้วยตัวคุณเองนะคะ

<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 ในงาน Olay Believe Your Eyes เมื่อวันที่ 4-6 พฤษภาคม ที่ผ่านมานะ

<https://fbstatic-a.akamaihd.net/rsrsrc.php/v2/y4/r/-PAXP-deijE.gif>

<https://www.facebook.com/OlayThailand/videos/10151026777623420/>

<https://www.facebook.com/OlayThailand/videos/10151026697543420/>

[May 17, 2012 .](#)

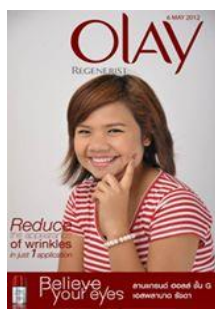
วันนี้พาสาวๆ มาดูภาพบรรยากาศ และผลการทดลองใช้ Olay Regenerist Wrinkle Relaxing Cream ในงาน Olay Believe Your Eyes เมื่อวันที่ 4-6 พฤษภาคม ที่ผ่านมานะ สำหรับสาว ๆ ที่พลาดงานนี้ไปไม่ต้องเสียใจนะค่ะ เตรียมพบกับกิจกรรมดีๆ จาก Olay Fanpage ได้ที่นี่เร็วๆ นี้ค่ะ

<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 สามารถช่วยให้สาว ๆ สวยขึ้นด้วย 2 ผลิตภัณฑ์ใหม่สำหรับคุณนะ - ริวรอย Olay Regenerist Wrinkle Relaxing Cream ช่วยให้สาว ๆ ลดริ้วรอยที่สามารถมองเห็นได้ หลังใช้เพียงแค่ครั้งเดียว! และ Olay White Radiance Cellucent White Essence Water ในรูปแบบของ Essence ช่วยให้ซึบซาบได้เร็ว พร้อมให้สาว ๆ ได้ทดสอบกันได้แล้ววันนี้ค่ะ ^^



APPENDIX II

Advertisements of L'Oreal RevitaLift on Facebook during 2012-015

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 !! สินค้าเครื่องสำอางลดราคาสูงสุด 50% ที่ Tesco Lazada คลิกเลย

สินค้าเครื่องสำอางลดราคาสูงสุด 50% วันนี้เท่านั้น !!

วันที่ 6 ตุลาคม 58 เท่านั้น

[Shop Now](#)

[HTTP://WWW.LAZADA.CO.TH/](http://www.lazada.co.th/)

L'Oréal Paris

June 13 ·

ซูปตาร์อย่างชมพูเคยมีปัญหาผิวจริงหรือ? แล้วเขามีวิธีจัดการอย่างไร ใครดูแล้วอยากลองทำตาม

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 จบทุกปัญหาผิวที่แก้ยากที่สุดสำหรับผู้หญิงวัย 30 ทั้ง "ริ้วรอย" และ "จุดด่างดำ"

ว่าแต่ปัญหาผิวหน้าที่สาว ๆ กังวลที่สุดคืออะไร? เข้ามาแชร์กันเลย!!

<https://www.facebook.com/lorealparisthailand/videos/846008178814881/>

L'Oréal Paris

April 25 ·

แค่บำรุงผิวทั่วไปยังไม่พอ พุดเลย! บำรุงทั้งที่ต้องให้ครบกระชับทั้ง 8 จุดสำคัญทั่วใบหน้าและลำคอนะคะ #Revitalift

ให้ผิวกระชับ และลดเลือนริ้วรอย อยากลองใช้ #Revitalift กันหรือยัง มาบอกแอดมินกันหน่อยเร็ววว

<https://www.facebook.com/lorealparisthailand/videos/810789665670066/>

L'Oréal Paris

April 23 ·

ชมพู อารยา เผยเคล็ดลับความเป๊ะ ด้วย #MagicBlur ครีมนวดเลื่อนริ้วรอยที่สามารถลดริ้วรอยได้ #ทันทีที่ใช้ และยังใช้ต่อเนื่องยิ่งดูอ่อนเยาว์ ให้ผิวเป๊ะแบบไม่ต้องพึ่ง App ใครลองใช้แล้วมาคอมเมนต์บอกกันหน่อยค่ะ

2.9k Views

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

L'Oréal Paris

April 22 ·

#Revitalift

บำรุงผิวครบทั้งกระชับผิว 8 จุดสำคัญทั่วใบหน้าและลำคอ สาวลอรีอัลคนไหนมีผิวกระชับด้วย #Revitalift แล้ว เข้ามาแชร์กันหน่อยค่ะ

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

April 21 ·

ลอรีอัล ปารีส ชวนสาว ๆ ร่วมสนุกเพื่อลุ้นรับผลิตภัณฑ์ Magic Blur เพียง Like & Share โพสต์นี้ไปที่หน้า Wall คุณแบบเป็น Public พร้อมตอบคำถามว่า หากคุณเบลอริ้วรอยได้ทันทีคุณจะทำสิ่งใดเป็นอย่างไรแรก พร้อมติด Hashtag

#MagicBlur #LorealParisTH

ใครตอบได้โดนใจคณะกรรมการมากที่สุด รับไปเลย #Revitalift #MagicBlur มีจำนวน 10 รางวัล รางวัลละ 1 ชิ้น (มูลค่า 899 บาท) สามารถร่วมสนุกได้ตั้งแต่วันที่ 21 - 30 เม.ย. 58 และจะประกาศผลในวันที่ 4 พ.ค. 58 มาร่วมสนุกกันเยอะๆ นะ

คะ <https://www.facebook.com/lorealparisthailand/videos/810800795668953/>

L'Oréal Paris

April 10 ·

ผิวจะอ่อนเยาว์ได้ ต้องดูแลให้ครบนะคะ #LorealParis #REVITALIFT

DAY CREAM SPF23 PA++ ให้ผิวคุณดูกระชับครบทั้ง 8 จุดสำคัญทั่วใบหน้าและลำคอ ผิวดูเรียบเนียน ดึงกระชับขึ้น!!

ขนาดคุณแอน ทองประสม นางเอกชื่อดังระดับแถวหน้าของเมืองไทยยังยกให้เป็น item สุด love คีเลิขขนาดนี้ต้องพิสูจน์กันแล้วล่ะค่า

<https://www.facebook.com/lorealparisthailand/videos/802012506547782/>

L'Oréal Paris

March 27 ·

ผิวจะอ่อนเยาว์ได้ ต้องดูแลให้ครบนะคะ

#LorealParis #REVITALIFT

DAY CREAM SPF23 PA++ ให้ผิวคุณดูกระชับครบทั้ง 8 จุดสำคัญทั่วใบหน้าและลำคอ ผิวดูเรียบเนียน ดึงกระชับขึ้น!!

ขนาดคุณแอน ทองประสม นางเอกชื่อดังระดับแถวหน้าของเมืองไทยยังยกให้เป็น item สุด love คีเลิขขนาดนี้ต้องพิสูจน์กันแล้วล่ะค่า

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

23 March

อยากผิวเลิขทันทีที่ใช้ ลอง #MAGICBLUR ครีมนำร่องที่ช่วยเบลอริ้วรอย และพรางรูขุมขนให้เรียบเนียนแบบทันที แค่นี้ผิวก็สวย

เบาะพร้อมเซ็กซี่แบบไม่ต้องพึ่งแอป จะฟัง #แอปเบลอ หรือจะใช้ #MAGICBLUR โหวกค้า!

<https://www.facebook.com/lorealparisthailand/videos/790272571055109/>

The Year 2014

L'Oréal Paris

November 26, 2014 ·

ใครว่ามาสก์หน้าด้วยเลเซอร์เป็นไปไม่ได้? ใหม่!! NIGHT CREAM MASK REVITALIFT LASER ด้วยเนื้อสัมผัสบางเบาแต่ยึดหยุ่นเป็นพิเศษ ช่วยให้โปร Pro-Xylane เข้มข้นเข้าพื้นบำรุงยาวนานตลอดคืน พิสูจน์ไนท์ครีมที่ดีที่สุดได้แล้ววันนี้เลยคะสาว ๆ

<https://www.facebook.com/lorealparisthailand/videos/726637360751964/>

October 4, 2014 ·

เรนคืนหน้าวิ๊งกลับมา!! ใครที่มีปัญหาหน้าบาน แก้มขยุ้ย หน้าหย่อนคล้อย ฟังทางนี้! ลอรีอัลขอแนะนำ REVITALIFT V FACE เพื่อหน้ากระชับ เรียวสวย แต่งตั้งขึ้นเป็นรูปตัววี เห็นผลตั้งแต่ครั้งแรกที่ใช้ พิสูจน์เลยคะ แล้วจะหลงรัก!

<https://www.facebook.com/lorealparisthailand/videos/699281860154181/>

L'Oréal Paris updated their cover photo.

October 1, 2014 ·



September 11, 2014 ·

โปรโมชั่นบำรุงผิว ต่อให้เยอะแค่ไหน หากบำรุงไม่ถูกจุด ก็ไม่สามารถแก้ไขปัญหาผิวได้นะคะ REVITALIFT ช่วยบำรุงผิว ลดเลือนริ้วรอยจากภายในสู่ภายนอก ครบทั้ง 8 จุดสำคัญทั่วใบหน้าและลำคอคะ พิเศษ! เพียงซื้อ ริวท์ลลิฟท์ เดย์ครีม ที่ 7-

ELEVEN นอกจากได้คิวคู่อ่อนเยาว์แท้จริง ยังได้รับสแตมป์ มูลค่าถึง 48 บาท วันนี้ถึงวันที่ 25 ก.ย. เท่านั้น

<https://www.facebook.com/lorealparisthailand/videos/688299621252405/>

มาแล้วสแตมป์ 7-11 ! เมื่อซื้อ ริวท์ลลิฟท์ เดย์ครีม นอกจากได้คิวคู่อ่อนเยาว์แท้จริง ยังได้สแตมป์ มูลค่ามากถึง 48 บาท วันนี้ถึง 25 ก.ย. นี้เท่านั้น ช้าหมดอดนะคะ!

0:14/0:14

<https://www.facebook.com/lorealparisthailand/videos/683776361704731/>

August 28, 2014 ·

โปรโมชันแรงกว่าใคร เพียงซื้อ ริวท์ลลิฟท์ เดย์ครีม ที่ 7-ELEVEN นอกจากได้คิวคู่อ่อนเยาว์แท้จริง ยังได้รับสแตมป์ มูลค่าถึง

48 บาท วันนี้ถึงวันที่ 25 ก.ย. เท่านั้น

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

L'Oréal Paris

July 29, 2014 ·

หนึ่งในเคล็ดลับผิวอ่อนวัย แบบคุณแอน ทองประสม ด้วย REVITALIFT ช่วยให้ผิวกระชับ รีร้อยดูคล่องตัว เพราะไม่ใช่แค่การดูแลผิวเพียงบางจุด แต่ต้องครบทั้ง 8 จุดสำคัญทั่วใบหน้าและลำคอ ครบอย่างนี้ซิ เพื่อผิวดูอ่อนเยาว์เท่าที่คุณต้องการ!

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

July 25, 2014 ·

ถ้าอยากให้มีผิวดูอ่อนเยาว์ ไม่ใช่ดูแลแค่บางจุด แต่ต้องครบทั้ง 8 จุดสำคัญ ด้วย REVITALIFT ช่วยลดเลือนริ้วรอย พร้อมทั้งผิวดูกระชับ ครบทั้ง 8 จุดสำคัญ ทั่วใบหน้าและลำคอ สาวๆ ลอรัล ปารีส พร้อมพิสูจน์หรือยังคะ

<https://www.facebook.com/lorealparisthailand/videos/663062847109416/>

ประมวลภาพกิจกรรม Sense of Beauty ที่ลอรัล ปารีส ร่วมกับ Big C จัด Workshop ให้กับลูกค้าคนพิเศษ งานนี้คุณชมพู่ อารยา ได้มาเผยเคล็ดลับผิวสวยเคิ่ง ที่เห็นกันในงาน Cannes พร้อมสาธิตวิธีการเตรียมผิวด้วย REVITALIFT LASER X3 POWER WATER ให้แก่ลูกค้าอย่างใกล้ชิด ซึ่งสร้างความประทับใจให้แก่ผู้ร่วมงานเป็นอย่างมาก



June 25, 2014 ·

เปิดตัวอย่างเป็นทางการแล้ววันนี้กับสินค้าใหม่ Revitalift Laser X3 Power Water เอสเซนส์ทรงพลังสุดล้ำ ขั้นตอนแรกเพื่อผิวสวยล้ำ คลิกเพื่อดูหนังโฆษณาได้ที่นี้

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

March 31, 2014 ·

REVITALIFT LASER X3 Tip : การทาครีมบำรุงผิวให้ได้ประสิทธิภาพมากที่สุด ให้ใช้นิ้วนางเก๋ครีมออกทางด้านข้าง ย้อนรูปมวน เพื่อช่วยให้เนื้อครีมซึมเข้าสู่ผิวได้ดียิ่งขึ้น และช่วยไม่ให้เกิดริ้วรอยก่อนวัยอีกด้วยค่ะ

CR : L'Oréal Paris Hungary



[L'Oréal Paris](#) updated their cover photo.

March 18, 2014 ·



[L'Oréal Paris](#)

March 18, 2014 ·

ชมพู่ อารยาพิศูจน์แล้วว่าดีจริง ผิวหน้า สวย เต่ง เต่งตึง ด้วยนวัตกรรมดูแลผิวสุดล้ำที่มีอยู่ใน REVITALIFT LASER X3

CREAM ช่วยบำรุงผิวล้ำลึกเสมือนการทำเลเซอร์ ลองเลย แล้วคุณจะ

รัก <http://www.lorealparisthailand.com/revitaliflaser/>



[L'Oréal Paris - Revitalift Laser X3 ชมพู่ อารยา](#)

ลอรีอัล รีไวทัลลิฟท์ เลเซอร์ X3 ครีมที่ได้รับแรงบันดาลใจจากเลเซอร์ 3 ขั้นตอนการเพื่อผิวสวยล้ำ - ผิวเต่งตึงตึง - รุมนขนเล็ก
ลง - ริ้วรอยลดลงถึง 70%

https://www.youtube.com/watch?feature=player_embedded&v=dz35kVecBS4

[L'Oréal Paris](#)

February 4, 2014 ·

การันตีประสิทธิภาพจาก CLEO ช่วยดูแลปัญหาที่ริ้วรอย กับ Set REVITALIFT LASER X3 ทั้ง Serum, Cream และ Eye Cream เพื่อผิวเต่งตึงตึง ริ้วรอยลดลงถึง รุมนขนถูกระชับแบบเต็มประสิทธิภาพนะยูว์วู้ว



The Year 2013

L'Oréal Paris

June 15, 2013 ·

L'Oréal Paris มาพร้อมโปรโมชั่นสุดพิเศษ ให้สาว ๆ จัดการริ้วรอยแรกเริ่มและลดเลือนจุดต่างค่าอย่างมีประสิทธิภาพกับ Revitalift White Day Cream ในราคา 299 บาท จากปกติ 399 บาท และ Revitalift White Essence 499 บาท จากปกติ 590 บาท

* โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการ โปรโมชั่นเพิ่มเติม ณ จุดขาย

Watsons: วันนี้ – 19 มิ.ย. 56

Boots: วันนี้ – 19 มิ.ย. 56

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 30 มิ.ย. 56

**L'Oréal Paris**

June 11, 2013 ·

3 ขั้นตอนดูแลผิวสวยสมบูรณ์แบบด้วย L'Oréal Revitalift Laser X3 Serum เพื่อผิวเค็งดูตึงตึง รุ่มขนดูเล็กกลอง และริ้วรอยดูเลือน

<http://www.lorealparisthailand.com/laserx3/product.php>

**L'Oréal Paris**

June 8, 2013 ·

ใครกล้าทำ? ครีมนวดเลือนริ้วรอยกับเลเซอร์ มาพิสูจน์ผลลัพธ์ของผิวสวยสมบูรณ์แบบด้วยตัวเอง กับ L'Oréal Revitalift Laser X3 ในราคาพิเศษ ทุกชิ้นลด 100 บาท จากราคาปกติ ทั้งครีม เซรั่ม และอายครีม ตั้งแต่วันที่ - 8 ก.ค. 56 นี้จะกะ

Tesco: 30 พ.ค.-26 มิ.ย.2556

Big C: 31 พ.ค.-30 มิ.ย.2556

Tops: 29 พ.ค.-25 มิ.ย.2556

Watson: 16 พ.ค. - 19 มิ.ย. 2556.

Boots: 6 – 19 มิ.ย.2556

ร้านค้าทั่วไปที่ร่วมรายการ: 1-30 มิ.ย. 2556

* โปรดตรวจสอบราคาพิเศษและระยะเวลาโปรโมชั่นเพิ่มเติม ณ จุดขาย



L'Oréal Paris

June 4, 2013 ·

จัดการกับ 15 ความกังวลเรื่องผิวแห้งวัย ด้วยโปรโมชันเพื่อผิวกระจ่างใสไว้ริ้วรอยและจุดต่างค่าของ Revitalift White จาก L'Oréal Paris กับ Revitalift White Day Cream ราคาเพียง 299 บาท จากปกติ 399 บาท และ Revitalift White Essence 499 บาท จากราคาปกติ 590 บาทค่ะ

Watsons: วันนี้ – 19 มิ.ย. 56

Boots: วันนี้ – 19 มิ.ย. 56

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 30 มิ.ย. 56

*โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชันเพิ่มเติม ณ จุดขาย



L'Oréal Paris

May 31, 2013 ·

3 ขั้นตอนเพื่อผิวที่เต่งตึงตึง สวยสมบูรณ์แบบด้วย L'Oréal Revitalift Laser X3 Cream

1 เตรียมผิวบริเวณแก้มและหน้าผาก สำหรับผิวมันให้เว้นบริเวณจมูกและปลายคาง

2 ใช้ปลายนิ้วถูบไล่น้ำครีมวนจากด้านในออกสู่ด้านนอกในลักษณะวงกลม

3 ใช้ฝ่ามือค่อยๆ ปาดเนื้อครีมจากบริเวณแก้มออกไปทางใบหู และทำเช่นเดียวกันบริเวณหน้าผาก ส่วนครีมที่เหลือบนปลายนิ้วให้ถูบ

ไล่ลงไปที่บริเวณคางคอและเนินอก<http://www.lorealparisthailand.com/laserx3/product.php>



L'Oréal Paris

May 30, 2013 ·

พบกับชุดผลิตภัณฑ์ลดเลือนริ้วรอยพร้อมยกกระชับผิว ให้สาว ๆ มีผิวแลดูอ่อนเยาว์กว่าที่เคยกับ Revitalift Dermalift จาก L'Oréal 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

*โปรดตรวจสอบราคา และระยะเวลาโปรโมชั่นเพิ่มเติม ณ จุดขาย

**L'Oréal Paris** updated their cover photo.

May 8, 2013 ·



หมดปัญหา กับ 15 ความกังวลเรื่องผิวแห้งวัย ด้วยโปรโมชั่นเพื่อผิวกระจ่างใสไว้ริ้วรอยและจุดต่างค่าของ Revitalift White จาก L'Oréal Paris กับ Revitalift White Day Cream ราคาสินค้าพิเศษ 299 บาท จากปกติ 399 บาท และ Revitalift White Essence 499 บาท จากปกติ 590 บาท

โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย

Boots: วันนี้ - 27 มิ.ค. 56

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ - 31 มิ.ค. 56

**L'Oréal Paris**

March 18, 2013 ·

โปรโมชั่นสุดคุ้มเพื่อความงามสำหรับสาว ๆ L'Oréal Paris โดยเฉพาะค่ะ กับ ชุดผลิตภัณฑ์ Revitalift ที่ช่วยยกกระชับผิวพร้อมลดเลือนริ้วรอย ให้สาว ๆ มีผิวแลดูอ่อนเยาว์กว่าที่เคย ในราคาพิเศษ วันนี้ - 31 มีนาคมนี้ค่ะ

โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย

Watsons: วันนี้ - 20 มิ.ค. 56

Boots: วันนี้ - 27 มิ.ค. 56

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 มี.ค. 56 ค่ะ



เริ่มต้นจัดการริ้วรอยกันตั้งแต่แรกเริ่ม เพื่อผิวที่สวยอ่อนวัยยาวนานดีกว่าค่ะ Revitalift White ช่วยลดเลือนริ้วรอยแรกเริ่มและลดปัญหาจุดด่างดำ เราจัดโปรโมชั่นสุดคุ้มมาเพื่อสาว ๆ L'Oréal Paris โดยเฉพาะตั้งแต่วันที่ - 31 มีนาคม 2556 ค่ะ

โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย

Watsons: วันนี้ – 20 มี.ค. 56

Boots: วันนี้ – 27 มี.ค. 56

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 มี.ค. 56



L'Oréal Paris

February 28, 2013 ·

โปรโมชั่นที่สาว ๆ หลายคนรอคอย กับ ชุดผลิตภัณฑ์ Revitalift จาก L'Oréal Paris ที่ช่วยยกกระชับผิวพร้อมลดเลือนริ้วรอย กับโปรโมชั่นสุดคุ้ม ในราคาพิเศษ ตั้งแต่วันที่ - 31 มี.ค. 2556 สาว ๆ คนไหนอยากมีผิวที่แลดูอ่อนเยาว์ต้องไม่พลาดนะคะ โปรดตรวจสอบราคาพิเศษและวันที่หมดรายการโปรโมชั่นเพิ่มเติม ณ จุดขาย

Watsons: วันนี้ – 20 มี.ค. 56

Boots: วันนี้ – 27 มี.ค. 56

ร้านค้าทั่วไปที่ร่วมรายการ: วันนี้ – 31 มี.ค. 56



L'Oréal Paris

February 20, 2013 ·

2 ชุดสุดคุ้มเพื่อการบำรุงผิว และลดเลือนริ้วรอย

ชุดที่ 1 Revitalift Dermalift ที่ประกอบด้วย Day Cream, Night Cream และ Essence เพียง 1,299 บาท (จากปกติ 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)

ให้สาว ๆ L'Oreal Paris ได้เลือกบำรุงผิว ตั้งแต่วันนี้-28 กุมภาพันธ์ ที่โรบินสันทุกสาขาค่ะ



L'Oréal Paris

February 7, 2013 ·

สาว ๆ L'Oreal Paris สามารถเผยผิวอ่อนเยาว์ได้มากกว่าที่เคย ด้วย Revitalift Serum Inside Liquid Foundation, Revitalift Powder Foundation SPF 30/PA+++ และ True Match Blush ในราคาพิเศษ วันนี้ - 28 ก.พ. 2556 ค่ะ



L'Oréal Paris

February 6, 2013 ·

โปรโมชั่นพิเศษลดสูงสุด 30% ให้คุณฟื้นฟูบำรุงผิวให้อ่อนเยาว์อย่างมีประสิทธิภาพได้อย่างคุ้มค่าทั้งราคาและคุณภาพ

- ลดเดือนร่ำรอย+กระชับผิวครบสูตร Revitalift Dermalift เพียง 1,299.- (ปกติ 1,870.-) พิเศษ ลูกค้า The 1 Card รับฟรี Age Perfect Day Cream มูลค่า 299.-
- มิราเคิลเซรั่ม 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 ·

ทำพิธีจูงประสิทธิภาพในการลดเดือนร่ำรอยและกระชับผิวใน 1 วัน



ทำพิธีสูงน้ประสิทธิภาพในการลดเลือนริ้วรอยและกระชับผิวใน 1 วัน

ตั้งแต่วันที่ถึง 28 กุมภาพันธ์ 2556 สาวๆ L'Oreal Paris สามารถร่วมพิธีสูงน้ปฏิบัติการเข้มข้นเพื่อการกระชับผิว และลดเลือนริ้วรอยเพื่อผิวแลดูอ่อนเยาว์ได้ฟรี! เพียงติดต่อฮอตไลน์ของ Bug 1113 เรียก "L'Oreal" เพื่อขอรับ Revitalift Dermalift Day Cream ขนาดทดลอง 5 ml มูลค่า 75 บาท (1 คน / 1 ชิ้น) สำหรับ **30,000** ท่านแรกที่ลงทะเบียน เท่านั้นค่ะ

สาว ๆ จะได้รับสินค้าตัวอย่างทางไปรษณีย์พร้อมกล่องส่วนลด 100 บาท สำหรับซื้อผลิตภัณฑ์ Revitalift Dermalift Day Cream ขนาด 50 ml จำนวน 5 ใบ (กล่อง 1 ใบ / 1 ชิ้น / ห้างสรรพสินค้า) เพื่อใช้ที่เคาน์เตอร์ L'Oreal Paris แผนกเครื่องสำอางใน 5 ห้างสรรพสินค้า ได้แก่ เดอะมอลล์ พารากอน เอ็มโพเรียม เซ็นทรัล และโรบินสัน ทุกสาขา

สรุปขั้นตอนทำพิธีสูงน้คืนความอ่อนเยาว์ง่ายๆ

1. โทร Bug 1113 เรียก "L'Oreal" เพื่อขอรับสินค้าตัวอย่าง โดยแจ้ง ชื่อ ที่อยู่ และเบอร์โทรศัพท์ให้กับพนักงาน ตั้งแต่วันที่ 1-28 กุมภาพันธ์ 2556
2. ทาง L'Oreal Paris จะจัดส่ง Revitalift Dermalift Day Cream ขนาด 5 ml และกล่องส่วนลดจำนวน 5 ใบ ในช่วงเดือนมีนาคม
3. กรอกรชื่อ-นามสกุล, ที่อยู่, อีเมล และเบอร์โทรศัพท์ลงในกล่อง และมาใช้สิทธิ์ที่เคาน์เตอร์ L'Oreal Paris ในวันที่ 1-30 เมษายน 2556 (ตรวจสอบร้านค้า และระยะเวลาโปรโมชั่นได้บนกล่อง)

สำหรับเครือข่ายโทรศัพท์เคลื่อนที่ True Move - H (ระบบ Hutch เดิม) ขณะนี้ ยังไม่สามารถโทรเข้า BUG 1113 ได้ นะคะ เนื่องจากทางบริษัท โทร ยังดำเนินการเรื่องสัญญาโครงข่ายกับทาง กสทช ไม่เรียบร้อย จึงทำให้ลูกค้าระบบ True Move - H ไม่สามารถโทรใช้บริการ 1113 และหมายเลขพิเศษ 4 หลัก ได้ค่ะ แต่สำหรับเครือข่าย AIS / DTAC / True Move และหมายเลขโทรศัพท์ทั่วไป สามารถโทรเข้าใช้บริการได้ตามปกติค่ะ

สอบถามข้อมูลเพิ่มเติมได้ที่ L'Oreal Hotline 02-684-3288 ไลน์บนมือถือ สำหรับ 30,000 ท่านแรกที่ลงทะเบียน เท่านั้นค่ะ

L'Oréal Paris

January 29, 2013 ·

จัดการรีวรอยแกร์และลดเลือนจุดด่างดำอย่างมีประสิทธิภาพ พร้อมราคาลดพิเศษแห่งปีกับ Revitalift White จาก L'Oréal Paris สำหรับ Revitalift White Day Cream ราคาเพียง 349 บาท จากปกติ 399 บาท และ Revitalift White Essence 499 บาท จากราคาปกติ 590 บาท วันนี้ - 31 มกราคมนี้เท่านั้นนะค่ะ

<http://www.lorealparisthailand.com/promotion>



ลดเลือนรีวรอยและแก้ไขจุดด่างดำด้วยโปรโมชันสุดคุ้มของ Revitalift White จาก L'Oréal Paris ในราคาเพียง 349 บาทเท่านั้นสำหรับ แกร์ครีม และ 499 บาท สำหรับ เอสเซนส์ค่ะ



L'Oréal Paris

January 17, 2013 ·

ต้อนรับยามเช้าด้วยโปรโมชันสุดพิเศษอีกครั้งจากชุดผลิตภัณฑ์ Revitalift Dermalift จาก L'Oréal Paris ที่ช่วยกระชับผิวและลดเลือนรีวรอยได้อย่างมีประสิทธิภาพ ในราคาพิเศษสำหรับ 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'Oréal Paris Revitalift Dermalift มอบโปรโมชันพิเศษให้สาว ๆ ได้ดูแล และคืนความอ่อนเยาว์ให้กับผิวในช่วงเทศกาลวันหยุดนี้ในราคาลดพิเศษเพียงชิ้นละ 449 บาท จากราคาปกติชิ้นละ 590 บาท ตั้งแต่วันที่ ถึง 31 มกราคม 2556



The Year 2012

L'Oréal Paris

December 25, 2012 ·

เหลือเวลาอีกเพียงไม่กี่วัน สำหรับโปรโมชันเพื่อผิวที่เนียนสวยอย่างสมบูรณ์แบบกับ L'Oreal Paris Revitalift ที่เป็นเคล็ดลับความงามของคุณเอง ท่องประสม สาวๆ L'Oreal Paris คนไหนอยากมีผิวสวยแบบนี้ ต้องรีบไปจับจองกันเร็วๆ แล้วล่ะค่ะ
<http://www.lorealparisthailand.com/promotion>



L'Oréal Paris

December 21, 2012 ·

L'Oreal Paris Revitalift มอบผิวสวยสมบูรณ์แบบให้คุณพร้อม โปรโมชันสุดพิเศษประจำเดือนธันวาคมนี้ สาวๆคนไหนอยากมีเคล็ดลับดีแบบแอน พลาคไม่ได้ล่ะค่ะ หมดเขต 31 ธันวาคมนี้ เท่านั้นค่ะ



L'Oréal Paris with Sasathorn Kruananta

December 21, 2012 ·

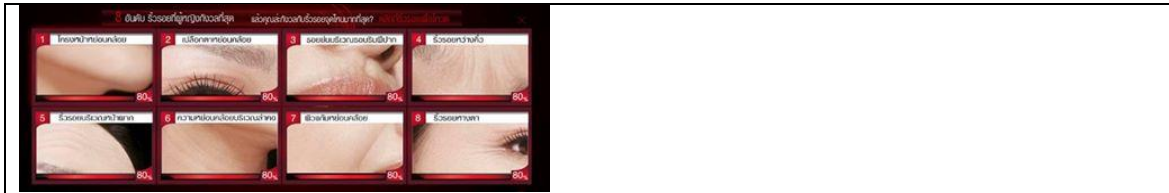
L'Oreal Paris Revitalift Dermalift มอบโปรโมชันพิเศษให้สาวฯได้ดูแล และคืนความอ่อนเยาว์ให้กับผิวในช่วงเทศกาลวันหยุดนี้ในราคาลดพิเศษเพียงชิ้นละ 449 บาท จากราคาปกติชิ้นละ 590 บาท ตั้งแต่วันที่ ถึง 31 มกราคม 2556



L'Oréal Paris with Niratchara Ramkaew and 4 others

December 18, 2012 ·

L'Oreal Paris Revitalift Dermalift ผสานเทคโนโลยีล่าสุดจากลอรีอัลปารีส ซึ่งจะช่วยให้ผิวรู้สึกกระชับ และเต่งตึงได้ทั้ง 8 จุดสำคัญทั่วใบหน้า และลำคอ ซึ่งเป็นสัญญาณที่บ่งบอกความร่วงโรยแห่งวัยที่ผู้หญิงทุกคนทั่วโลกกังวลเป็นที่สุด
<http://www.lorealparisthailand.com/.../loreal-revitalift-derm...>



L'Oréal Paris
 December 11, 2012 ·
 L'Oreal Paris Revitalift มอบผิวสวยสมบูรณ์แบบให้คุณพร้อมโปร โมชั่นสุดพิเศษประจำเดือนธันวาคมนี้ สาวๆคนไหนอยากมีเกิ้ล กลับดูดีแบบแอน พลาดไม่ได้นะคะ

L'Oréal Paris
 November 3, 2012 ·
 ปรับผิวให้เนียนสวยด้วย Revitalift Serum Inside Liquid Foundation และ Revitalift Powder Foundation SPF 30/PA+++ ในราคาพิเศษสำหรับสาว ๆ L'Oréal Paris เท่านั้นค่ะ

L'Oréal Paris
 September 17, 2012 ·
 สาวๆ ที่อยากมีผิวกระจับ และลดเลือนริ้วรอย อย่าพลาดโปร โมชั่นชิ้นดี จาก REVITALIFT DERMALIFT SPF23 PA++ จาก L'Oreal Paris ลดทาลองทันที 100 บาท จากราคาปกติ 590 บาท เพื่อสาว ๆ L'Oreal Paris โดยเฉพาะ
 ค่ะ <http://www.lorealparisthailand.com/promotion>

L'Oréal Paris
 September 6, 2012 ·
 โปรโมชันพิเศษ ลดทาลอง ที่จะให้สาว ๆ ได้ร่วมพิสูจน์ผลลัพธ์จาก Revitalift ด้วยเทคโนโลยี เดอร์มาลิฟท์ ที่ช่วยลดเลือนริ้วรอย

และกระชับผิว ลดทันที 100 บาท เมื่อซื้อ Revitalift Day Cream หรือ Night Cream จากราคาปกติ 590 บาท ที่ร้านค้าที่ร่วมรายการ จำกัดจำนวนสินค้า และระยะเวลาโปรโมชั่น ต้องรีบหน่อยนะคะ



ลดทันที 100.-
99 ใน 100 คน
 ซื้อ Revitalift Day Cream หรือ Night Cream จากราคาปกติ 590 บาท

* ขอสงวนสิทธิ์ในโปรโมชั่นพิเศษเท่านั้น
 * ระยะเวลาโปรโมชั่น: 1-15 ส.ค. 2555
 * สาขา: 15 สาขา (ดูรายชื่อสาขา)

L'Oréal Paris

August 17, 2012 ·

โปรโมชั่นพิเศษเฉพาะสาว ๆ L'Oréal Paris เท่านั้น ลดทันที 30% เมื่อซื้อ Age Perfect Day Cream คู่กับ Age Perfect Night Cream ตั้งแต่วันนี้ถึง 31 สิงหาคม 2555 ที่ Robinson ทุกสาขาค่ะ



ลดทันที 30% เมื่อซื้อ Age Perfect Day Cream คู่กับ Age Perfect Night Cream

* ระยะเวลาโปรโมชั่น: 1-31 ส.ค. 2555

L'Oréal Paris

August 16, 2012 ·

พิเศษสำหรับสาว L'Oréal Paris ชื่อ L'Oréal 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 สินค้ามีจำนวนจำกัดนะคะ



รับฟรี Age Perfect ขนาด 15ml เมื่อซื้อ L'Oréal Revitalift Dermalift

* ระยะเวลาโปรโมชั่น: 1-15 ส.ค. 2555

APPENDIX III

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

Source: <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 ·

ทำทารกบออกอะไรได้มากกว่าที่คุณคิด!

พบกับเคล็ดลับง่ายๆ ให้คุณดูอ่อนเยาว์ เปล่งปลั่งกับ Pond's age miracle อยากรู้อะไรคลิก

คลิก! <https://www.youtube.com/watch?v=pB8JJn6CHUM&index=1&list=PLAXsSKnBIZtjvD6fIKRfWGEqd6pLvUNIZ>

POND'S

March 31 ·

อยากรู้ไหมวิธีที่ทำให้หน้าสวยเป๊ะดูเด็กไม่ต้องใช้แอปของสาว ๆ ผู้เข้าร่วมกิจกรรม 10 Years Younger Beauty Challenge คืออะไร อยากรู้อะไรคลิก

- เคล็ดลับความอ่อนเยาว์ <http://goo.gl/5xEr8w>

- เคล็ดลับผิวหน้ากลับไปแบบหลายปีที่แล้ว <http://goo.gl/WFwTuS>

POND'S

March 31 ·

อยากย้อนเวลาผิวหน้ากลับไปแบบหลายปีที่แล้วให้สวยเป๊ะจนใครๆ ก็ทักว่านี่อะไรเล่า? สาวๆ ผู้เข้าร่วมกิจกรรม 10 Years Younger Beauty Challenge มีเคล็ดลับหน้าเด็กมาบอกต่อ รับชมได้ที่นี่! อยากรู้อะไรคลิก

- เคล็ดลับความอ่อนเยาว์ <http://goo.gl/5xEr8w>

- หน้าสวยเป๊ะดูเด็กไม่ต้องใช้แอป <http://goo.gl/fKTgsa>

March 21 ·

อยากรู้ไหมวิธีที่ทำให้หน้าสวยเป๊ะดูเด็กไม่ต้องใช้แอปของสาว ๆ ผู้เข้าร่วมกิจกรรม 10 Years Younger Beauty Challenge คืออะไร อยากรู้อะไรคลิก

<https://www.facebook.com/video.php?v=769393046491585&set=p.769393046491585&type=2&theater>
<https://www.facebook.com/video.php?v=769446499819573>

March 21 ·

อยากย้อนเวลาผิวหน้ากลับไปแบบหลายปีที่แล้วให้สวยเป๊ะจนใครๆ ก็ทักว่านี่อะไรเล่า? สาวๆ ผู้เข้าร่วมกิจกรรม 10 Years Younger Beauty Challenge มีเคล็ดลับหน้าเด็กมาบอกต่อ รับชมได้ที่นี่! อยากรู้อะไรคลิก

<https://www.facebook.com/video.php?v=769393046491585&set=p.769393046491585&type=2&theater>
<https://www.facebook.com/video.php?v=769443389819884>

POND'S updated their cover photo.

March 19 ·



POND'S

March 13 ·

พอนด์ส เอจ มิราเคิล ไม่ว่าอารมณ์ไหนก็ไกลริ้วรอย* พร้อมให้สาว ๆ ได้ปลดปล่อยอารมณ์อย่างเต็มที่

*เมื่อใช้เป็นประจำอย่างต่อเนื่อง ผลลัพธ์ที่ได้ขึ้นอยู่กับสภาพผิวของแต่ละบุคคล



POND'S

March 11 ·

ยังกังวลในทุกครั้งที่ยื่นมือหรือเปล่า? พอนด์ส เอจ มิราเคิล ให้คุณยิ้มรับทุกอารมณ์ ผิวอ่อนเยาว์ปลั่งปลั่ง มั่นใจในทุกๆ สถานการณ์

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

POND'S

March 6 ·

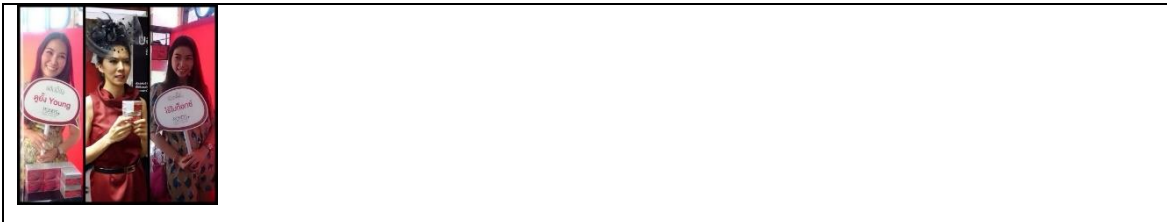
ประกาศรายชื่อผู้โชคดีที่ร่วมสนุกกิจกรรม **“Pond’s Age Miracle 10 Years Younger”** ในโครงการค้นหา

Presenter มาร่วมงานกับ **Pond’s**

ประกาศรายชื่อผู้โชคดีร่วมสนุกกิจกรรม **“Pond’s Age Miracle 10 Years Younger** โครงการค้นหา **Presenter** มาร่วมงานกับ **Pond’s**” ผู้ชนะทั้ง 3 ท่าน ที่จะได้มาร่วมเป็น **Presenter** กับ **Pond’s** มีรายชื่อดังนี้

1. คุณ อนุญาวัลรัตน์ วัฒนะนุพงษ์
2. คุณ เกศสุดา อภิณหพัฒน์
3. คุณ พิชชา หาญดำรงธรรม

ขอแสดงความยินดีกับผู้โชคดีทั้ง 3 ท่านด้วย โดยทางทีมงานจะติดต่อกลับไปตามข้อมูลที่ท่านลงทะเบียนไว้ ณ บูทกิจกรรมของ **Pond’s Age Miracle 10 Years Younger** เมื่อวันที่ 26 ก.พ. 58 ณ จุดเชื่อมระหว่างสถานีรถไฟฟ้าอโศก ทางทีมงาน **Pond’s Thailand** ต้องขอขอบพระคุณทุกท่านที่ร่วมกิจกรรมในครั้งนี้ค่ะ และคุณสามารถเข้าร่วมกิจกรรมดี ๆ กับพอนด์สในรอบต่อไปได้โดยสามารถติดตามรายละเอียดการร่วมสนุกได้ที่ www.facebook.com/PondsThailand



POND'S
 March 1 ·
 ใครกลัวการขมวดคิ้ว หยัดตามือเจอแสงแดด หรือทำปากจู๋ ส่วนทำให้เกิดริ้วรอยและความเหี่ยวย่น ให้ พอนด์ส เอง มิราเคิล ช่วยลดรอยเหี่ยวย่นบนใบหน้า เพิ่มความยืดหยุ่นผิวหน้า ให้เราแสดงสีหน้า จะสุข เศร้า เหงา ซึม มั่นใจได้แบบเต็มเหนี่ยว ไม่กลัวเหี่ยวแล้วนะจ๊ะ

POND'S
 February 24 ·
 ใครชอบเท้าคางริบอ่านเลยคะ เพราะน้องพรจะมาบอกว่า พฤติกรรมนี้อาจทำให้เกิดริ้วรอย รอยเหี่ยวย่น และผิวหนังห่อนคล้อยได้ในะ แถมถ้ามีสอกปรกก็อาจเป็นตุ่มทำให้เกิดสิวได้ด้วยละ ดังนั้นเพื่อดูแลผิวพรรณของเราให้ดีควรเลิกเอามือเท้าคางได้แล้วนะจ๊ะเพื่อนๆ

February 20 ·
 บอกลาโบ้ที่อ喀什ได้แล้ววันนี้ กับโปรโมชั่นคุ้ม 2 ต่อ หน้าสวยอ่อนเยาว์แล้วยังได้กระเป๋าสุดเก๋อีกด้วยนะจ๊ะ ^^

POND'S updated their cover photo.

February 15 ·



POND'S

January 26 ·

โปรโมชั่นพิเศษมาแล้วสำหรับสาวๆ ที่อยากมีผิวอ่อนเยาว์กว่าวัยและผิวน่ายกกระชับ หาซื้อได้ที่ Family Mart ตั้งแต่วันที่ – 24 ก.พ. 2558 นะคะ



POND'S

January 16 ·

คืนนี้อ่าดื่มดูแลผิวรอบดวงตาด้วย พอนด์ส เอจ มิราเคิล อายครีม ที่ออกแบบมาให้ครีมซึมบำรุงเปลือกตา และครีมสีขาวบำรุงใต้ตาค้นจะ เท่านั้นก็หลับฝันดี พร้อมคืนขึ้นมาด้วยดวงตาที่สดใสแล้วละ



The Year 2013

POND'S added 3 new photos to the album: [POND'S AGEMIRACLECLIPPING 2013 !!](#)

October 17, 2013 ·

POND'S
เมื่อคนสวยมาเจอกัน

Pond's ส่งเสริมให้ผู้หญิงไทยมีผิวสวย 10 เท่าของวัยจริง 30 ปี ซึ่งเกิดขึ้นได้ด้วยการดูแลสุขภาพ ใช้ร่วมประกวดโครงการ "10 Years Younger Beauty Challenge by Pond's Age Miracle"

คุณ อรุณรัตน์ ตรีวิมล ผู้บริหารอาวุโสและแม่แบบของรางวัลชนะเลิศโครงการ "10 Years Younger Beauty Challenge by Pond's Age Miracle" เผยว่า "สิ่งที่สำคัญกว่าอายุคือความแข็งแรงของผิว และสุขภาพที่ดีของร่างกาย ซึ่งสิ่งเหล่านี้จะช่วยให้เราดูอ่อนเยาว์ได้มากกว่าอายุจริง 10 ปีเลยทีเดียว" เธอกล่าวเสริมว่า "สิ่งที่สำคัญที่สุดคือความแข็งแรงของผิว และสุขภาพที่ดีของร่างกาย ซึ่งสิ่งเหล่านี้จะช่วยให้เราดูอ่อนเยาว์ได้มากกว่าอายุจริง 10 ปีเลยทีเดียว"

พอนด์ส เอจ มิราเคิล
เฉลิมฉลองครบ 30 ปี มิราเคิล เปิดตัวสาวสวยหน้าใสวัย 30 ปี 10 อรุณรัตน์ ผู้ร่วมประกวดโครงการ "10 Years Younger Beauty Challenge by Pond's Age Miracle" โดยมีเหล่าแม่แบบที่มาร่วมเชียร์หาหนทางเพื่อดูแลหน้าใสกับผิวสวย

POND'S added 2 new photos to the album: [POND'S AGEMIRACLECLIPPING 2013 !!](#)

September 13, 2013 ·

Lips So Chic BIZ

พอนด์ส เอจ มิราเคิล เสนอโฉมสาวสวยหน้าใส

เมื่อวันศุกร์ที่ 13 กันยายน 2013 ณ โรงแรมเดอะไฮลิค กรุงเทพฯ ได้มีการจัดงานเปิดตัวโครงการ "10 Years Younger Beauty Challenge by Pond's Age Miracle" ที่โรงแรมเดอะไฮลิค กรุงเทพฯ โดยมีเหล่าแม่แบบที่มาร่วมเชียร์หาหนทางเพื่อดูแลหน้าใสกับผิวสวย

บรรณานุกรม: อรุณรัตน์ ตรีวิมล ผู้บริหารอาวุโสและแม่แบบของรางวัลชนะเลิศโครงการ "10 Years Younger Beauty Challenge by Pond's Age Miracle" เผยว่า "สิ่งที่สำคัญกว่าอายุคือความแข็งแรงของผิว และสุขภาพที่ดีของร่างกาย ซึ่งสิ่งเหล่านี้จะช่วยให้เราดูอ่อนเยาว์ได้มากกว่าอายุจริง 10 ปีเลยทีเดียว" เธอกล่าวเสริมว่า "สิ่งที่สำคัญที่สุดคือความแข็งแรงของผิว และสุขภาพที่ดีของร่างกาย ซึ่งสิ่งเหล่านี้จะช่วยให้เราดูอ่อนเยาว์ได้มากกว่าอายุจริง 10 ปีเลยทีเดียว"

POND'S added 2 new photos to the album: [POND'S AGEMIRACLECLIPPING 2013 !!](#)

August 23, 2013 ·

Free for You

5 BETHNY SPEARS FANTASY TRIST

6 COTTON MANGROVE

Love Me Love My Mom!

BETHNY'S BEES

ELIE SOAP

POND'S added 11 new photos to the album: [10 สาวสวยผู้ชนะกิจกรรม 10 Years Younger Beauty Challenge II](#) — with [J'Aoo Blueplanet](#).

August 9, 2013 ·



POND'S posted an offer.

July 25, 2013 ·



ส่วนลด **100** บาท เพื่อซื้อพอนด์ เอจ มิราเคิล เดย์ครีม ขนาด **50** กรัม

Expired

7,900 people claimed this offer

POND'S posted an offer.

July 4, 2013 ·



ส่วนลด **100** บาท เพื่อซื้อพอนด์ เอจ มิราเคิล เดย์ครีม ขนาด **50** กรัม

Expired

977 people claimed this offer

POND'S added 9 new photos to the album: [POND'S AGE MIRACLE CLIPPING 2013 !!](#)

June 27, 2013 ·

พอนด์ เอเชีย ประเทศไทย ขอเชิญทุกท่านร่วมงานวัน 30 ปี 2

24. **พลังแห่งพลัง และ ความเป็นกันเอง**... (Text describing the event and brand values)

24. **เผยเคล็ดลับของสาวสวย**... (Text about beauty tips and skin care)

24. **สาวสวยวัย 10 ปี**... (Text about young women's skin care)

POND'S at [Mandarin Oriental, Bangkok](#)

June 4, 2013 ·

ปี-น้ำทิพย์ นำทีมเผยโฉมทูลความงามวัย 30 ปีจาก 10 อาชีพดัง ที่มีผิวพรรณแลดูอ่อนเยาว์กว่า 10 ปี ค้นหาสาวสวยหน้าเด็กวัย 30 ปีรุ่นต่อไป เพื่อลุ้นถ่ายแฟชั่นเชิดกับนิตยสารชื่อดังและรับจีเพอร์ **Miracle Jewelry** มูลค่ากว่า 500,000 บาท คลิกเลย 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 ·

บทความสัมภาษณ์นิตยสาร **Instyle Magazine** จาก 10 สาวผู้ชนะจากกิจกรรม **10 Years Younger Beauty Challenge** พร้อมเผยเคล็ดลับการดูแลผิวหน้าให้แลดูอ่อนกว่าวัยถึง 10 ปี จนใครๆ ต้องตะลึง โดยให้ความสำคัญกับการใช้ครีมบำรุงและการดูแลสุขภาพเป็นพิเศษ

My Miracle Moment

POND'S AGE MIRACLE

POND'S AGE MIRACLE

POND'S added 9 new photos to the album: [POND'S AGEMIRACLECLIPPING 2013 !!](#)
May 27, 2013 ·



POND'S added 224 new photos to the album: [Event 10 Years Younger Miracle Youth.](#)
May 23, 2013 ·

พอนด์ส์ร่วมกับ บี-น้ำทิพย์ เปิดโครงการ “10 Years Younger Beauty Challenge” รอบที่ 2 ณ ออเธอร์ส เลานจ์ โรงแรมแมนดาริน โอเรียนเต็ล พร้อมเผยโฉมชุดความงามวัย 30 ปีจาก 10 อาชีพดัง ที่มีผิวพรรณแลดูอ่อนเยาว์กว่า 10 ปี เพื่อทำหน้าที่เป็นต้นแบบของสาวออฟฟิศสมัยใหม่ให้ความสำคัญของการดูแลผิวเมื่ออายุเลขวัยเลข 3



POND'S added 2 new photos to the album: [POND'S AGEMIRACLECLIPPING 2013 !!](#)
May 22, 2013 ·

สาวต้นแบบ : บริษัท ยูนิเวอร์โซล โยเทคตั้ง จำกัด จัดกิจกรรมคอนเสิร์ตสาววัย 30 หัวใจเทพ ดั่ง-น้ำทิพย์ จงรัชตวิบูลย์ ชุดความงามแลดูวัยที่พร้อมแล้ว แสง ริวาคิล เป็ค แคนเป็คเททสาววัยที่เต็มเปี่ยมพร้อมแล้ว แสง ริวาคิล บี 2 แคนเ้ม 10 แบนด์แอมบาสเดอร์สาววัย 30 ปี 10 อาชีพดัง ซึ่งเป็นสาวต้นแบบของยุคโซเชียล ก่อนจะเชิญชวนร่วมแบบโปรเฟสเซอร์เป็นสาววัย 30 ทำอายกันทั่วโลก



POND'S added 4 new photos to the album: [POND'S AGEMIRACLECLIPPING 2013 !!](#)
— with [Salinrat Wong](#) and [Mayoung Mataam.](#)

May 20, 2013 ·





POND'S added 5 new photos to the album: [POND'S AGEMIRACLECLIPPING2013!!](#)
 — with [Inoontay Zaza](#).
 May 16, 2013 .

POND'S updated their cover photo.
 May 1, 2013 .

10 Years Younger Beauty
 BY POND'S AGE WARRIOR CHALLENGE

ลุ้นเป็นสาวสวย ผิวหน้าอ่อนเยาว์ทั้ง 10 ปี
 พอดีทั้งแฟน และบุ๊ตไฟเซอร์
 มูลค่ารวมกว่า 500,000 บาท สักใจเลย

POND'S

April 22, 2013 ·

ประกาศรายชื่อผู้โชคดีกิจกรรม "10 Years Younger Beauty Challenge by Pond's Age Miracle" (วันที่ 22 เมษายน 2556)

ผู้โชคดีที่ได้รับรางวัลถ้วยโยมณา จะได้ถ้วยโยมณาโทรทัศน์ของพอนด์ส เอจ มิราเคิล และถ่าย FashionSet 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 AGEMIRACLECLIPPING2013!!

April 19, 2013 ·



Market Movement
ให้เข้าทรงของธุรกิจ
econwattaily@gmail.com

อ่อนเยาว์

"พอนด์ส เอจ มิราเคิล เซลล์ รีเจน เคย์ ครีม SPF15" และ "พอนด์ส เอจ มิราเคิล ดีฟ แอ็คชั่น โนม์ ครีม" เพื่อการบำรุง

ผิวแบบล้าลึก ฟันฟูรีวรอยแห้งวัย ถึงระดับเซลล์ผิว ด้วยส่วนผสมจาก CLA, AHA, กัลซีเซอริน, เรตินอล และเรตินอล บูสเตอร์ อีก 2 ชนิด ราคา 429 บาท และ 459 บาท

**พอนด์ส**

จะดีแค่ไหนหากผิวพรรณของคุณสามารถ

ย้อนเวลากลับไปได้ 10 ปี มา

คืนความรู้สึกอ่อนเยาว์ด้วย

"พอนด์ส เอจ มิราเคิล เซลล์

รีเจน เคย์ ครีม SPF15" และ

"พอนด์ส เอจ มิราเคิล ดีฟ แอ็คชั่น โนม์

ครีม"

"ผลิตภัณฑ์เพื่อการบำรุงผิวพรรณแบบล้ำลึก ด้วย

ส่วนผสมมะม่วงหิมพานต์สูง 6 ชนิด สัมผัสความ

แตกต่างของครีมบำรุงผิวที่จะทำให้อ่อนวัยลึก

เปลี่ยนไปกับ "พอนด์ส เอจ มิราเคิล เซลล์ รีเจน

เคย์ ครีม SPF15" ขนาด 50 กรัม ราคา 429

บาท และ "พอนด์ส เอจ มิราเคิล ดีฟ แอ็คชั่น

โนม์ ครีม" ขนาด 50 กรัม ราคา 459 บาท ตาม

ห้างสรรพสินค้าชั้นนำทั่วประเทศ



POND'S added 3 new photos to the album: **POND'S AGE MIRACLE : OFFICE TROOP.**

March 12, 2013 · 2013



POND'S

March 5, 2013 ·

สาวพอนด์สคนไหนอยากร่วมประสมกรรมเผยผิวหน้าอ่อนเยาว์กับพอนด์สกันบ้าง วันนี้นำตารางสถานที่ที่บูธพอนด์สเอง มีรายละเอียดมาให้ทราบกันนะคะ ไม่อยากพลาดไปสมัครเจอกันที่บูธนะค่า

10 Years Younger Beauty Challenge
ตารางพอนด์สบูธ POND'S AGE MIRACLE
สถานที่: Miracle Beauty Show

อันดับ	สาขา	ที่ตั้ง	วันที่	เวลา
1	ปทุมธานี	ปทุมธานี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
2	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
3	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
4	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
5	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
6	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
7	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
8	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
9	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.
10	นนทบุรี	นนทบุรี	เสาร์ที่ 23 มีนาคม 2013	10:00-18:00 น.

POND'S added 8 new photos to the album: **POND'S SAGE MIRACLE CLIPPING 2013 !!**

— with **Panyaporn Rungruangsrisak** and **11 others.**

February 22, 2013 ·

เก็บเล็กผสมน้อย

ประกวดสาววัย 30 หน้าเด็ก

ปีนี้ที่พีช องค์กร วิบูลย์ นางแบบผิวสวย ชวนสาวหน้าเด็กวัย 30 ประกวด "10 Years younger beauty challenge by POND'S age miracle" เพื่อร่วมเป็น 1 ใน 10 แรนดอมแอมบาสซาเดอร์ และรับรางวัลมูลค่ากว่า 3 แสนบาท ส่งรูปและแชร์เคล็ดลับการดูแลผิวพรรณให้ดูอ่อนเยาว์กว่าอายุจริง สมัครได้ที่บูธพอนด์ส ตามห้างชั้นนำและร่วมอีเวนต์ได้ที่ www.facebook.com/pondsthailand วันนีถึง 31 มี.ค.

10 ปีที่พีช ชวนสาววัย 30 ประชันหน้าเด็ก

"พีช" นำทีม องค์กร วิบูลย์ นางแบบผิวสวย ชวนสาวหน้าเด็กวัย 30 ประกวด "10 Years Younger Beauty Challenge by POND'S age miracle" เพื่อร่วมเป็น 1 ใน 10 แรนดอมแอมบาสซาเดอร์ และรับรางวัลมูลค่ากว่า 3 แสนบาท ส่งรูปและแชร์เคล็ดลับการดูแลผิวพรรณให้ดูอ่อนเยาว์กว่าอายุจริง สมัครได้ที่บูธพอนด์ส ตามห้างชั้นนำและร่วมอีเวนต์ได้ที่ www.facebook.com/pondsthailand วันนีถึง 31 มี.ค.

The Year 2012

POND'S added 8 new photos to the album: [ADVERTORIALINLISA 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... มาร่วมโหวตให้พวกเธอกัน กับ 10 Years Younger Beauty Search By Pond's Age Miracle ได้รับรางวัลทั้งคนโหวตและได้รับโหวต!! 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



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 ท่านได้มาร่วมทำกิจกรรมกัน 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 ท่านได้มาร่วมทำกิจกรรมกัน ลองมาชมภาพเบื้องหลังกันนะคะ แล้วอย่าลืมร่วมส่งคะแนนโหวตให้พวกเธอกัน



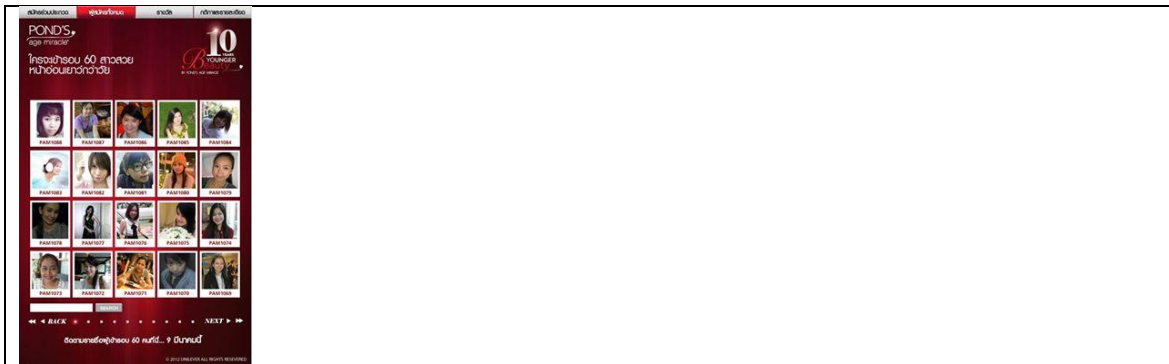


POND'S added 54 new photos to the album: [10 YRS YOUNGER BEAUTY SEARCH.](#)
March 16, 2012 ·



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 ก็ได้หมดเขตรับสมัครสาวสวยอ่อนเยาว์กว่าวัยแล้วนะคะ ทางทีมงานพอนด์ทุกคน ขอขอบพระคุณสาวๆ ทั้ง 1088 ท่าน ที่ให้ความสนใจกับกิจกรรมนี้กันอย่างสิ้นหลาม ทางคณะกรรมการจะทำการตัดสินผู้โชคดีทั้ง 60 ท่านกันอย่างเต็มความสามารถนะคะ และจะประกาศรายชื่อผู้เข้ารอบในวันที่ 9 มีนาคม นี้คะ เพื่อมาแสดงตัวที่ SCB Park - Unilever Office ในวันที่ 12 มีนาคม นี้คะ ♥♥♥



February 7, 2012 ·

สาว ๆ คนไหนที่ยังไม่ได้ใช้สิทธิ์นี้ รีบๆ นะคะ ^^ หมดเขต 29 กพ. นี้กะ exclusive only @ Watson



POND'S added 9 new photos to the album: [NEWSCLIPPING 2012.](#)

February 2, 2012 ·



POND'S added 9 new photos to the album: **NEWSCLIPPING 2012** — with **Nana Richy**.
February 2, 2012 ·



ปอนด์สปรินใหญ่ทั่วโลก

ทุกผลิตภัณฑ์—สูตร—บรรจุภัณฑ์—รักษา—บนโลก 1.3 หมื่นล้าน

ปอนด์สปริน... ผลิตภัณฑ์ดูแลผิวที่ได้รับความนิยมมากที่สุด... ผลิตภัณฑ์ดูแลผิวที่ได้รับความนิยมมากที่สุด... ผลิตภัณฑ์ดูแลผิวที่ได้รับความนิยมมากที่สุด...



สาววัย 30+ ยุค 2012

"วัยสวยทุกวัยตลอด 10 ปี"

สาววัย 30+ ยุค 2012... ผลิตภัณฑ์ดูแลผิวที่ได้รับความนิยมมากที่สุด... ผลิตภัณฑ์ดูแลผิวที่ได้รับความนิยมมากที่สุด... ผลิตภัณฑ์ดูแลผิวที่ได้รับความนิยมมากที่สุด...



Hot Hit

"พอนด์ส เอจ มิราเคิล เซลล์รีเจน" ผลิตภัณฑ์ลดเลือนริ้วรอย นวัตกรรมล่าสุด จาก "พอนด์ส" ประกอบด้วย 6 รายการ เช่น พอนด์ส เอจ มิราเคิล เซลล์ รีเจน เคมี ครีม SPF15 สำหรับผิวธรรมดาถึงผิวแห้ง ราคา 429 บาท, พอนด์ส เอจ มิราเคิล เซลล์ รีเจน เคมี ครีม สำหรับผิวผสมถึงผิวมัน ราคา 429 บาท



Smashbox

ผลิตภัณฑ์แต่งหน้า... ผลิตภัณฑ์แต่งหน้า... ผลิตภัณฑ์แต่งหน้า...

BIODATA

Name-Surname: Bancha Jenpiyapong

Sex: Male

Nationality: Thai

Date of Birth: 20th July 1979

Contact Number: +6689 7984055

Email: bj.jayhawk@hotmail.com

Educational Background: Master Degree of Communication Arts, Bangkok
University

Address: Murraya Condo Place, 7/24 Ladpro 27, Chandrakasem, Chatuchak, Bangkok 10900

Work Experience:

January 2015-31 December 2015:

Network Capacity Strengthening Consultant; Digital Information Consultant; Strategic Communications Consultant, Asia Pacific Coalition on Male Sexual Health (APCOM), Thailand

September 2010-May 2014:

Thailand Supporter Relationship Coordinator, Greenpeace Southeast Asia, Thailand

December 2004-January 2009

Public Relations Executive, Public Relations Department, Sales & Marketing Division, Banyan Tree Bangkok

Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 7 Month December Year 2016

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Province Bangkok Postal Code 10900 being a Bangkok
University student, student ID 9590300942

Degree level Bachelor Master Doctorate

Program M. Com. Arts Department - School Graduate School

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(Dean, Graduate School)

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(Program Director)

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