

INVESTIGATION OF THE STRATEGIC CONSTRUCTION OF ADVERTISING
CAMPAIGN AND ITS IMPACT ON BRAND LOVE IN A POST-CRISIS CONTEXT: A
CASE STUDY OF FOODPANDA IN MYANMAR



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BANGKOK
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ABSTRACT

This research examines the role of advertising campaigns in fostering brand love with a focus on FoodPanda's "Meal That Goes a Long Way" campaign in Myanmar. Using semiotic and critical discourse analysis, the study explores how cultural identity, emotional storytelling, and social responsibility were integrated into the campaign's messaging and how these elements resonated deeply with consumers, creating strong emotional connections and brand loyalty in both short-term and long-term contexts. The findings reveal the critical importance of aligning advertising strategies with socio-political and cultural landscapes, particularly in challenging environments like Myanmar.

This study explores key themes, including the portrayal of cultural identity, social class divisions, and the brand's role in supporting the community through semiotic codes and metaphors. It examines how these elements were crafted by key figures in the campaign and their impact on consumer perception. These portrayals played a crucial role in shaping consumer attitudes toward brands in a post-crisis context.

For communication professionals, scholars, and policymakers, the insights provide actionable strategies for crafting campaigns that balance cultural relevance, empathy, and authenticity. Furthermore, the study highlights advertising's potential to inspire social change, and promote community resilience, offering a foundation for future research on advertising in complex socio-political contexts.

Keywords: Advertising Campaigns, Brand love, Cultural identity, Emotional Storytelling, Consumer Engagement.

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CHAPTER 1

INTRODUCTION

This chapter presents the rationale and problem statement, objectives of the study, research questions, and the scope, and the significance of the study.

1.1 Rationale and Problem Statement

The year 2021 stands out as a period of significant political and economic turmoil for Myanmar due to Covid-19 and Military Coup and it created a volatile environment for businesses and brands operating within the country. This coup catalyzed a series of disruptions that included political instability, human rights violations, an economic recession, targeted sanctions, inflation, and media repression. The ramifications of these events created a volatile environment for businesses and brands operating within the country. Essential services, particularly electricity and internet access, were severely restricted, which further strained the operations of multinational corporations (MNCs) such as FoodPanda. According to the Inya Economics Impact Index, the economic consequences of the coup were more devastating than those of the pandemic itself, underscoring a historical trend where political instability undermines Myanmar's economic progress (Inya Economics, 2022).

This upheaval has significantly altered consumer behavior, marking a shift from passive consumerism to active political engagement. As political consumerism eventually surged in Myanmar, particularly following the initial stages of the military coup, consumers began closely scrutinizing brands' actions and communications. Key considerations include whether brands are taking a stance, their affiliations with the military, and their collaborations with influencers or Key Opinion Leaders (KOLs) who remain silent or neutral on social media platforms. A notable wave of boycotts emerged, targeting military-linked brands such as Myanmar Beer, which experienced a dramatic decline in market share, and City Mart, which ceased the sale of military-affiliated products (Thitsa, 2023). In this context, consumers began to scrutinize the

actions and affiliations of brands more closely, demanding accountability and transparency. The backlash extended beyond military-associated businesses to MNCs that failed to address public sentiments, creating an increasingly challenging environment for brands to maintain trust and loyalty among consumers.

FoodPanda, a prominent food delivery service in Myanmar, found itself embroiled in this politically charged atmosphere in terms of brand communication. With the rise of political consumerism, same as other brands in Myanmar, FoodPanda faced brand communication challenges not only with consumers but also with their stakeholders such as riders and shop owners. The first one was the controversy surrounding its brand ambassador, Aung La Nsang, whose neutral stance on the coup provoked widespread consumer criticism, and exemplified the precarious position of brands in this environment. His comments on social media, which implied a misalignment with consumer values related to military involvement in the country, further alienated FoodPanda's customer base (Frontier, 2021). Consumers expressed their dissatisfaction through calls for boycotts, threatening to uninstall the FoodPanda app unless the company severed ties with the influencer (FoodPanda, 2021). This scenario underscored the heightened expectations placed on brands to actively respond to socio-political issues, particularly in a polarized market where consumer loyalty is increasingly contingent upon a brand's perceived values and actions. In light of these challenges, FoodPanda terminated its collaboration with Aung La Nsang on February 4, 2021, signaling its attentiveness to consumer demands.

However, this was only one aspect of the broader challenge. The military regime's decision to cut mobile internet and wireless broadband services aimed to suppress news of its violent crackdowns on anti-coup protesters from spreading widely (Irrawaddy, 2021). These blackouts presented a significant brand communication challenge for FoodPanda, particularly in maintaining connections with stakeholders such as riders and shop owners. The disruptions severely impacted delivery services, creating operational bottlenecks and raising concerns about the safety of riders and restaurant partners. Given that FoodPanda's business model relies heavily on internet-based communication to coordinate deliveries and engage with stakeholders, these outages not only disrupted operations but also raised pressing questions about how the company would address the welfare of its partners during

such crises. This, in turn, led to heightened scrutiny of FoodPanda's reputation among both consumers and stakeholders.

Facebook, often regarded as "the Google of Myanmar," emerged as a vital platform where stakeholders and consumers voiced their concerns and frustrations about the brand's perceived inability to uphold its vision. Effectively and authentically engaging with stakeholders and consumers within this turbulent context, while simultaneously mitigating backlash, posed a uniquely complex challenge for FoodPanda. These interwoven challenges underscored the significant brand communication and reputational risks that companies like FoodPanda operating in Myanmar had to navigate during this tumultuous period (Irrawaddy, 2021).

In an effort to rebuild its reputation and reaffirm its commitment to the community, FoodPanda launched the "Meal That Goes a Long Way" advertising campaign in December 2021. This initiative, coinciding with the brand's second anniversary in Myanmar, emphasized themes of unity, resilience, and cultural and societal relevance. The campaign focused on supporting local communities and the FoodPanda ecosystem, showcasing emotional storytelling that appealed to Myanmar's diverse consumers. By doing so, FoodPanda successfully realigned its brand messaging with consumer values, engaging stakeholders such as shop owners, employees, and riders within the ecosystem while navigating the socio-political challenges that required a careful balance between promoting the brand and avoiding overt political polarization.

The campaign was well-received among consumers, as evidenced by positive comments on FoodPanda's social media platforms (FoodPanda, 2021). Its success was further validated when it won the Best Use of Video Storytelling (Silver) award at the PR Awards Asia 2022, cementing its role as a model for effective brand recovery during crises (Reporters, 2022).

These brand communication challenges faced by FoodPanda and how it eventually navigated and rebuilt the brand love those by constructing the advertising campaign is a unique scenario to study as it underscores the necessity for brands to adopt adaptive, proactive communication strategies that prioritize community engagement and resilience incorporating emotional storytelling in their campaign in a challenging environment like Myanmar. Moreover, FoodPanda's communication

approach in this advertising campaign demonstrates the importance of leveraging cultural narratives and societal reflections to foster brand affinity and regain consumer trust. It also highlights the value of aligning brand advertising communication strategies with shifting consumer values during unforeseen crises. Therefore, the rationale for this study lies in uncovering the strategic construction of the “Meal That Goes a Long Way” campaign and its impacts on brand love among consumers in a politically challenging environment. This analysis aims to provide insights into the broader implications for MNCs operating in politically volatile contexts and this study also seeks to offer insights into effective crisis recovery and brand-building strategies, contributing to both theoretical and practical frameworks for brands navigating socio-political challenges in Myanmar and similar markets worldwide.

1.2 Objectives of Study

1.2.1 To analyze the symbols, signs, and textual features utilized in the advertising campaign by FoodPanda and how these reflect the social realities of Myanmar, address the concerns of consumers, and create brand love in a post-crisis.

1.2.2 To investigate the conceptualization process of how this campaign was constructed to address the concerns of the consumers and create brand love.

1.2.3 To examine the perceptions of audiences towards FoodPanda in terms of brand love and loyalty with this campaign.

1.3 Scope of Study

This study focuses on investigating the efficacy of brand communication storytelling strategies within Communication Campaigns by FoodPanda. "Meal That Goes A Long Way" by FoodPanda was developed during the unique period of COVID-19 and political polarization challenges. This aims to comprehend the mechanisms of the brand communications by FoodPanda, how creative brand storytelling in their campaign contributes to the company's crisis recovery and maintains consumer brand love, to analyze the cultural and societal significance of symbols and signs within the campaign to understand their role in building brand affinity and mitigate the risk of backlash within Myanmar's complex brand communication landscape in 2021. An integral component of this study involved the qualitative content analysis, semiotic analysis, and critical discourse analysis of

advertisement within the “Meal That Goes A Long Way” Campaign, in-depth interviews with campaign key figures to understand the strategic conceptualization and execution of “Meal That Goes A Long Way” Campaign by FoodPanda to cultivate meaningful connections with consumers during this challenging phase and focused group interview with consumers to examine the perceptions towards the FoodPanda and the impact of their brand love with this campaign.

1.4 Research Questions

1.4.1 What are the symbols, signs, and textual features utilized in corporate advertising campaigns by FoodPanda, and how do these reflect the social realities of Myanmar, address the concerns of the consumers, and create brand love in a post-crisis?

1.4.2 How was this campaign constructed to address the concerns of the consumers after the crisis and create brand love?

1.4.3 What are the perceptions of audiences towards FoodPanda in terms of brand love and loyalty with this campaign?

1.5 Significance of the Study

The political and economic instability instigated a profound transformation in how brand communications are conducted within Myanmar. As times of uncertainty persist, the role of brands in providing reassurance and support to their consumers becomes increasingly vital. In response to those evolving dynamics, MNC brands in Myanmar had to adapt their communication tactics strategically such as situation analysis, monitoring the potential backlash, developing their campaign carefully, and crisis responses. By aligning their mission and vision in all aspects of their strategic communication with the value of consumers, brands can establish more profound connections with consumers, reinforce brand loyalty, and build trust in this changing socio-political and cultural landscape. In the case of FoodPanda, their scenario in navigating the politically polarized context of 2021 underscores the importance of strategic campaign development in brand advertising communication navigating the consumer trends and concerns. This study seeks to examine how to navigate the crisis and illuminate the creative communication strategies employed by FoodPanda, particularly their adept use of creative brand storytelling, to recover from

crises and establish meaningful connections with consumers while mitigating backlash. Given the limited research on this topic, this study aims to provide a comprehensive overview, offering insights that can benefit businesses navigating similar challenges.

Moreover, this aims to offer valuable insights into what other countries and markets can learn from Communication Strategies employed by FoodPanda in the field of brand communications, especially in a challenging socio-political uncertainty period. The lessons learned can serve as a guide for businesses in the region and worldwide seeking to navigate complex socio-political environments while maintaining brand love and cultivating positive consumer sentiments.

1.6 Definition of Terms

1.6.1 Brand Love

Brand Love is defined as a profound emotional connection between consumers and brands, characterized by feelings of satisfaction, loyalty, and affinity, akin to interpersonal relationships (Lee & Jeong, 2017).

1.6.2 Brand Communication Channels

Brand communication channels are essential platforms that enable brands to engage effectively with diverse audiences through tailored strategies, thereby enhancing their marketing efforts and return on investment (Mody & Hanks, 2019). Brand communication channels play a vital role as the foundation of all communications endeavors. They offer brands the means to effectively engage diverse audiences through personalized strategies, ultimately maximizing their return on investment. These channels serve as the cornerstone for reaching out and connecting with potential customers and loyal consumers, allowing businesses to customize their messages for specific target groups. By strategically utilizing these channels, Corporations can enhance their brand communications, and integrated marketing efforts and achieve greater success. In Myanmar, Multinational Corporations brands utilize various communication channels such as social media including Facebook, Instagram, TikTok, Viber, and Telegram, websites, emails, podcasts, television, print media, billboards, radio, events, and telemarketing.

1.6.3 Brand Storytelling

Brand storytelling involves creating narratives that encapsulate a brand's identity, values, and experiences, allowing for deeper emotional connections with consumers and fostering long-term relationships (Ahmad, 2024). In this sense, brands place great importance on the use of storytelling in their Integrated Marketing Communication Campaigns as it allows them to connect with their audience on a deeper level and establish lasting emotional bonds. In this study, Brand Storytelling encompasses various elements such as culture, representation, happiness, nostalgia, humor, unity, diversity, and tributes. By incorporating these elements into their campaigns, brands are able to evoke strong emotions and create a sense of connection with their target audience. This approach not only helps brands stand out in a challenging market but also allows them to build long-term relationships with their customers based on shared values and experiences.

1.6.4 Consumer Activism

Consumer activism refers to the actions taken by consumers to express their opinions and influence corporate behavior, often facilitated by social media, where they can quickly share their satisfaction or dissatisfaction with brands (Trần, VO, & DINH, 2020). Nowadays, through social media, consumers are able to quickly spread their satisfactions and dissatisfactions with a brand by a simple hashtag, keyword, image or mention. In the complex political polarization context in Myanmar, consumers seek brands that demonstrate purposeful action when communicating with them.

1.6.5 Crisis Communication Management

Crisis communication management is the strategic process of disseminating information during a crisis to protect an organization's reputation and ensure effective communication with stakeholders throughout the crisis lifecycle (Markovic, Iglesias, Qiu, & Bagherzadeh, 2021). Crisis communication is In the case of the political polarization period in Myanmar, the companies and corporations need to prepare for a wide range of potential backlash, crisis, reputation crisis, and their influencers collaboration.

1.6.6 FoodPanda Myanmar

FoodPanda Myanmar, a division of Berlin-based food delivery company Delivery Hero, provides services in over 300 cities in 11 countries, working with over 100,000 restaurants (Myanmar Business Today, 2020). Officially launched in Myanmar on December 3rd, 2019, FoodPanda has grown its community with thousands of restaurants and restaurants on the platform (FoodPanda, 2020).

1.6.7 Integrated Marketing and Advertising Campaign

Integrated Marketing Communication (IMC) is a strategic approach that harmonizes all marketing communications to build and maintain profitable relationships with customers and stakeholders, enhancing overall brand value (Peco-Torres, Peña, & Frías-Jamilena, 2020).

1.6.8 Integrated Marketing and Advertising Campaign

Political polarization describes a state of heightened tension and division within a nation's political landscape, which can significantly impact various societal aspects, including consumer behavior and brand engagement strategies (Yasri, 2022). Given the current political polarization challenges in Myanmar, it is imperative for brands to adapt and navigate through these uncertain times in order to ensure the stability and progress of their business performance. This necessitates careful consideration and execution of strategies when developing integrated marketing communication (IMC) campaigns.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews a variety of literature regarding relevant concepts, theories, the knowledge gap from the previous studies and the conceptual framework.

2.1 Related Literature and Previous Studies

Advertising plays a pivotal role in shaping consumer perceptions and behaviors, particularly in the context of political and social movements. The intersection of advertising with crises—whether political, social, or consumer-driven—has become increasingly prominent as brands navigate the complexities of public sentiment and consumer backlash. This literature review synthesizes research on advertising appeals, the impact of crises on brand perception, and recent consumer trends that reflect evolving attitudes toward political and social issues.

Advertising appeals can be broadly categorized into emotional and rational appeals, each serving distinct purposes in influencing consumer behavior. Emotional appeals are designed to evoke feelings such as happiness, fear, or nostalgia, while rational appeals focus on logical reasoning and factual information about a product or service. Research indicates that emotional appeals often lead to higher engagement and purchase intentions, particularly in low-involvement product categories (Santoso, Wright, Trinh, & Avis, 2021). For instance, emotional content in advertising has been shown to be more effectively processed at lower levels of attention, enhancing brand recall and consumer affinity (Santoso et al., 2021).

Conversely, rational appeals are more effective in high-involvement situations where consumers are motivated to process information deeply. Studies have demonstrated that rational appeals can enhance the perceived credibility of advertisements, particularly in contexts where consumers seek detailed product information (Malik & Tanveer, 2018). However, the effectiveness of these appeals can vary significantly based on the target audience and the nature of the product being advertised (Akbari, 2015). For example, emotional appeals have been found to resonate more with younger consumers, who often prioritize brand experiences over product specifications (Siani, Mohammadi, Hosseini, & Dickson, 2021).

Crises, whether stemming from political upheaval, social movements, or corporate missteps, can significantly impact brand perception and consumer loyalty. Brands that navigate crises effectively often employ advertising strategies that resonate with the emotional state of their audience. For instance, during social movements, brands that align their messaging with the values and sentiments of the movement can foster deeper connections with consumers (Livas, 2020). However, misalignment or perceived insincerity can lead to backlash, as consumers increasingly demand authenticity and social responsibility from brands (Livas, 2020).

The use of emotional appeals during crises can be particularly effective in rebuilding brand love and loyalty. Positive emotional appeals, such as those that promote unity and resilience, can mitigate negative perceptions and foster a sense of community among consumers (Vargas-Bianchi & Mensa, 2020; Mueller, 2023). Conversely, negative emotional appeals, such as fear or guilt, can also be effective but must be used cautiously to avoid alienating consumers (Zheng, 2020). The balance between these emotional appeals is critical, as excessive negativity can lead to consumer disengagement (Zheng, 2020).

Key Opinion Leaders (KOLs) have increasingly become influential figures in shaping public discourse, particularly in the realm of political and social issues. Their endorsements or criticisms can significantly impact consumer perceptions of brands, especially when they make political statements that resonate with or alienate their audience. For instance, when a KOL publicly supports a controversial political stance, it can lead to a backlash from consumers who disagree with that position. Such backlash can manifest in various forms, including boycotts, negative social media campaigns, and a decline in brand loyalty. The consequences of such backlash can be profound, as brands may find themselves embroiled in public relations crises that require careful management to mitigate damage to their reputation and consumer trust (Anand, Buhagiar, Kozachenko, & Parameswar, 2022).

To recover from the backlash resulting from a KOL's political statement, brands must adopt a multifaceted crisis management strategy. First, it is essential to acknowledge the backlash and the sentiments of the affected consumer base. Brands can utilize transparent communication strategies to clarify their values and position, emphasizing their commitment to inclusivity and understanding (Upadhyay, 2023).

Additionally, brands can engage in active listening by monitoring social media and consumer feedback to gauge public sentiment and adjust their messaging accordingly. Collaborating with diverse voices and influencers who align with the brand's core values can also help rebuild trust and demonstrate a commitment to social responsibility (O'Higgins & Thevissen, 2017). Ultimately, the recovery process involves not only addressing the immediate fallout but also reinforcing the brand's identity and values in a way that resonates with consumers, thereby fostering long-term loyalty and brand love.

Recent consumer trends indicate a growing expectation for brands to take a stand on political and social issues. Consumers, particularly younger demographics, are increasingly aligning their purchasing decisions with their values, leading to a rise in demand for brands that demonstrate social responsibility (Livas, 2020). This trend is reflected in the effectiveness of socially conscious advertising, which often combines emotional and rational appeals to communicate a brand's commitment to social causes (Mueller, 2023).

Moreover, the rise of social media has amplified the impact of consumer backlash against brands that fail to address social issues appropriately. Brands are now more accountable than ever, as consumers leverage social platforms to voice their opinions and mobilize collective action against perceived injustices. This shift necessitates a reevaluation of advertising strategies, with a focus on authenticity and transparency in messaging (Livas, 2020).

Global brands often face significant challenges in the wake of a crisis, particularly when their advertising strategies are perceived as misaligned with consumer values or socio-political realities. The reconstruction of advertising narratives following a crisis is crucial for restoring brand equity and consumer trust. For instance, brands like Nike and H&M have faced backlash for their political stances or perceived insensitivity to social issues. In response, these brands have recalibrated their advertising strategies to emphasize inclusivity and social responsibility, often incorporating local cultural elements and consumer sentiments into their campaigns (Mottram, 2023). This approach not only aids in mitigating negative perceptions but also fosters a sense of connection with consumers who value authenticity and alignment with their beliefs (Qayyum & Saeed, 2019).

In the context of Myanmar, where political instability and social movements have significantly influenced consumer behavior, global brands must navigate a complex landscape. The military coup in 2021 led to widespread protests and a call for international brands to take a stand against the regime. Brands that previously enjoyed strong consumer loyalty faced backlash for their silence or perceived complicity. To recover, these brands have begun to engage in meaningful dialogue with local communities, showcasing their commitment to ethical practices and social justice through targeted advertising campaigns that reflect the aspirations and struggles of the Myanmar people. By aligning their messaging with local sentiments and demonstrating genuine support for democratic movements, global brands can rebuild trust and foster brand loyalty in a challenging environment.

The dynamics of advertising, crisis management, and consumer behavior in the context of political and social movements underscore the importance of strategic messaging in contemporary marketing. As consumers increasingly demand authenticity and social responsibility from brands, the effectiveness of emotional and rational appeals will continue to evolve. Brands that navigate these complexities with sensitivity and insight are more likely to foster enduring relationships with their consumers, ultimately enhancing brand loyalty and love.

2.1.1 Knowledge Gap from Previous Studies

Despite extensive research on advertising strategies in various contexts, a significant gap exists in the literature regarding their construction in politically and socially polarized environments, particularly in emerging markets like Myanmar. Existing studies largely focus on stable markets or generic crisis management, often neglecting the unique socio-political dynamics that influence consumer behavior in regions marked by political unrest and social movements. Research on brand activism and consumer backlash, for instance, is predominantly Western-centric, leaving limited understanding of how these phenomena unfold in countries like Myanmar, where civil disobedience and advocacy for democracy shape the socio-political climate. This study is aimed to address this knowledge gap by examining how advertising strategies can be tailored to resonate with Myanmar's consumers amidst a politically volatile landscape. Through an analysis of brand communication

approaches that emphasize corporate social responsibility and authenticity, this research aims to provide actionable insights for global brands navigating similar complexities in emerging markets.

2.2 Related Theories

2.2.1 Situational Crisis Communication Theory (SCCT)

Situational Crisis Communication Theory (SCCT), developed by W. Timothy Coombs in 2007, serves as a foundational framework for understanding how organizations can effectively communicate during crises to protect their reputations and foster recovery. The theory categorizes crises into different types, such as victim crises, accidental crises, and preventable crises, each requiring tailored communication strategies (Ma, 2020). For instance, victim crises, where the organization is perceived as a victim, may require less defensive communication, while preventable crises, where the organization is seen as responsible, necessitate more reparative strategies. This differentiation is crucial as it informs how stakeholders perceive the organization's response and ultimately influences their attitudes and behaviors toward the brand (Ma, 2020).

The SCCT framework emphasizes the importance of aligning crisis response strategies with the type of crisis faced. For example, organizations facing a preventable crisis should adopt strategies that include full apologies and corrective actions to demonstrate accountability and commitment to improvement (Ma, 2020). Conversely, in victim crises, organizations can focus on expressing empathy and providing support to affected stakeholders without necessarily accepting blame (Ma, 2020). This strategic alignment not only aids in mitigating reputational damage but also plays a critical role in rebuilding consumer trust and fostering brand love in the aftermath of a crisis (Ma, 2020).

Moreover, SCCT highlights the significance of stakeholder perceptions in shaping the effectiveness of crisis communication. The theory posits that organizations should actively engage with their stakeholders, providing transparent and timely information to address concerns and reinforce positive narratives (Ma, 2020). This engagement can enhance the emotional connection between the brand and its consumers, as stakeholders are more likely to support brands that demonstrate

understanding and commitment to rectifying past mistakes. By fostering open communication and actively involving consumers in the recovery process, organizations can strengthen their relationships and cultivate brand love.

In the context of advertising campaigns following a crisis, SCCT can guide the development of messaging that resonates with consumers' emotional responses. By utilizing empathetic language and acknowledging the crisis's impact on stakeholders, brands can create narratives that foster emotional connections and reinforce brand love (Ma, 2020). This approach is particularly effective in rebuilding trust and loyalty, as consumers are more likely to support brands that demonstrate accountability and a genuine commitment to improvement.

The SCCT framework also underscores the importance of monitoring public sentiment and adjusting communication strategies accordingly. By leveraging social media and other platforms to gauge consumer reactions, brands can tailor their messaging to address specific concerns and reinforce positive narratives. This responsiveness not only aids in crisis recovery but also positions the brand as attentive and consumer-centric, further enhancing brand love and loyalty in the long term (Ma, 2020).

2.2.2 Semiotic Theory

Semiotics, the study of signs and symbols and their use or interpretation is a critical framework in advertising, particularly in the aftermath of a brand crisis. The application of semiotic principles allows brands to communicate complex messages and emotions effectively, which is essential for rebuilding consumer trust and fostering brand love (Fetscherin & Heinrich, 2014). In advertising campaigns following a crisis, semiotics can be employed to create visual and verbal narratives that resonate with consumers on a deeper emotional level. By carefully selecting symbols, colors, and imagery, brands can evoke specific feelings and associations that align with their desired brand identity.

Ferdinand de Saussure, a Swiss linguist, is often regarded as the father of modern semiotics, with his foundational work published in the early 20th century (1916). His theory introduced the concepts of the "signifier" and "signified," which are fundamental to understanding how meaning is constructed. The signifier refers to the physical form of a sign, such as a word or image, while the signified is the concept

or meaning that the sign represents (Fauzan, 2023). Saussure's work laid the groundwork for later developments in semiotics, influencing how brands can utilize signs to convey complex messages and evoke emotional responses in consumers.

The use of music in advertisements is a powerful semiotic tool that can significantly enhance emotional engagement. Music can evoke specific emotions and memories, creating a deeper connection between the consumer and the brand. For instance, a study by Närvänen and Goulding (2016) highlights how auditory elements in advertisements can reinforce brand messages and evoke emotional responses, thereby enhancing brand love. Similarly, the discourse and copy used in advertisements play a critical role in shaping consumer perceptions. The language and narratives employed can convey brand values and evoke emotions, making it essential for brands to craft messages that reflect authenticity and resonate with their target audience.

Color is another significant semiotic element that influences consumer emotions and perceptions. Different colors evoke distinct emotional responses, and brands can strategically use color palettes to reinforce their messaging and brand identity. For example, warm colors may evoke feelings of warmth and comfort, while cooler colors can convey trust and reliability. By understanding the psychological effects of color, brands can create advertisements that not only capture attention but also foster emotional connections with consumers, ultimately enhancing brand love (Fetscherin & Heinrich, 2014).

Moreover, the interplay between denotation and connotation in semiotics is vital for crafting effective post-crisis messages. Denotation refers to the literal meaning of a sign, while connotation encompasses the associated meanings and emotions that arise from it. By carefully managing both aspects, brands can create multi-layered messages that resonate with consumers' experiences and emotions, ultimately leading to a more profound connection and increased brand love (Fetscherin & Heinrich, 2014).

Furthermore, the concept of cultural hybridity in semiotics allows brands to navigate diverse cultural landscapes effectively. By incorporating elements that reflect various cultural identities, brands can create a sense of belonging among consumers, enhancing emotional connections and brand love. This cultural sensitivity is

particularly important in a globalized market where brands must resonate with diverse consumer groups to maintain relevance and foster brand loyalty.

2.2.3 Brand Love Theory

Brand love theory, conceptualized by Susan Fournier in 1998, explores the emotional connections consumers develop with brands, emphasizing the significance of these relationships in driving brand loyalty and advocacy. Following a brand crisis, understanding and leveraging brand love can be pivotal in restoring consumer trust and fostering positive brand perceptions (Udris-Borodavko, 2023). Research indicates that brand love is characterized by intense feelings of affection, attachment, and passion towards a brand, which can significantly influence consumer behavior and decision-making (Udris-Borodavko, 2023). In the aftermath of a crisis, brands can utilize brand love theory to guide their advertising strategies, focusing on emotional storytelling that resonates with consumers' feelings and experiences. By crafting narratives that highlight shared values, positive memories, and the brand's commitment to improvement, organizations can rekindle the emotional connection with their audience. This approach not only aids in crisis recovery but also reinforces the brand's identity and fosters long-term loyalty among consumers.

Moreover, brand love theory underscores the importance of authenticity in brand communications. Consumers are increasingly discerning and can easily identify inauthentic messaging, particularly in the wake of a crisis. Therefore, brands must ensure that their post-crisis advertising reflects genuine efforts to address past mistakes and demonstrate a commitment to positive change. This authenticity can enhance the emotional bond between the brand and its consumers, fostering a sense of loyalty and advocacy (Udris-Borodavko, 2023).

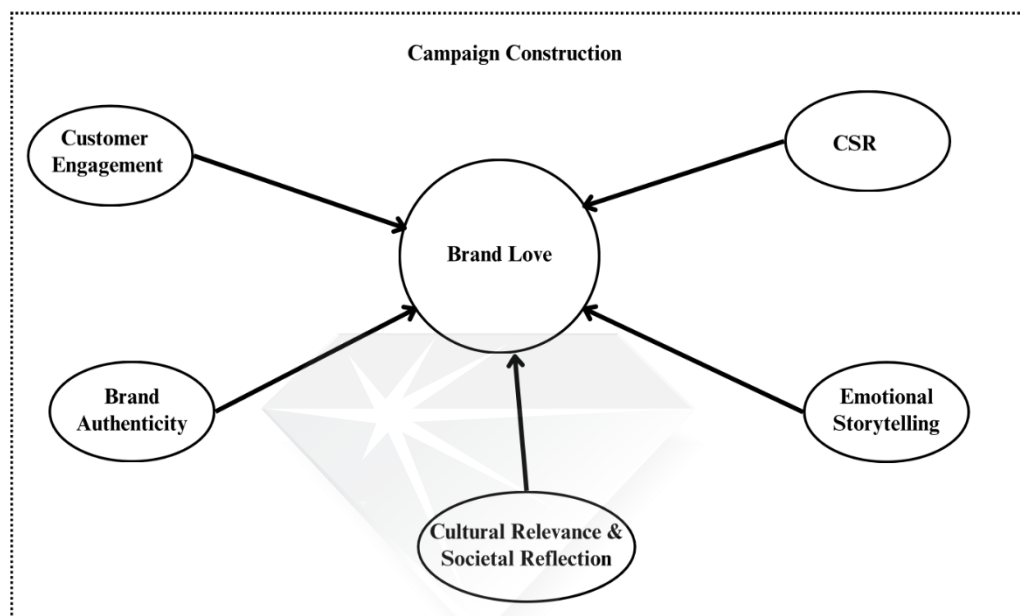
Additionally, brand love theory highlights the role of consumer engagement in building and maintaining emotional connections. Brands that actively involve consumers in their recovery process—through feedback, participation in campaigns, or community initiatives—can strengthen the emotional ties and foster a sense of belonging among their audience. This engagement not only aids in rebuilding trust but also transforms consumers into brand advocates, further enhancing brand love and loyalty. Furthermore, the emotional nature of brand love means that it can act as a buffer against negative perceptions arising from crises. Consumers who feel a strong

emotional connection to a brand are more likely to forgive missteps and remain loyal, provided the brand demonstrates accountability and a commitment to improvement. This resilience underscores the importance of nurturing brand love as a strategic asset in crisis management and recovery efforts (Udris-Borodavko, 2023).

Brand love has emerged as a pivotal construct in understanding consumer behavior, particularly in the context of long-term brand engagement and sales. This phenomenon is intricately linked to emotional storytelling, brand authenticity, customer engagement, corporate social responsibility (CSR), cultural relevance, and societal reflection. Emotional storytelling serves as a powerful tool for brands to forge deeper connections with consumers, as it allows for the creation of narratives that resonate on a personal level, enhancing brand attachment and loyalty (Lee & Jeong, 2017). Furthermore, authenticity plays a critical role in this dynamic, as consumers increasingly seek brands that reflect genuine values and practices, which in turn fosters trust and emotional investment (Ahmad, 2024). The integration of CSR initiatives not only enhances brand image but also aligns with consumer values, thereby reinforcing brand love through shared societal goals (Ahn & Soeiro, 2021). Cultural relevance further amplifies this connection, as brands that reflect and engage with the cultural contexts of their consumers are more likely to cultivate loyalty and emotional ties (Yasri, 2022). Lastly, societal reflection in branding strategies ensures that brands remain relevant and responsive to the evolving needs and values of their consumer base, ultimately driving sustained engagement and sales over time (Yu, 2024). Collectively, these elements underscore the multifaceted nature of brand love, illustrating how emotional and authentic connections can lead to enhanced customer engagement and long-term sales success.

2.3 Conceptual Framework

Figure 2.1: Conceptual Framework



As illustrated in Figure 2.1, the proposed framework is developed by synthesizing diverse approaches from various literatures. The integration of Situational Crisis Communication Theory (SCCT) and Semiotics Theory offers a robust framework for constructing advertising strategies that rebuild brand love in the aftermath of a crisis. SCCT emphasizes tailoring communication to the specific type of crisis, providing brands with strategies to effectively engage stakeholders, demonstrate accountability, and rebuild trust. This is particularly relevant in crisis contexts where transparent communication is essential for addressing altered consumer perceptions and restoring confidence in the brand (Ma, 2020). Semiotics Theory, rooted in the interpretation of signs and symbols, complements SCCT by offering insights into how consumers perceive visual and verbal cues within advertisements. By leveraging semiotic principles, brands can craft emotionally resonant messages that align with cultural values and foster deeper connections with their audience. This approach enables brands to construct narratives that incorporate elements such as color, music, and cultural references, creating advertising strategies that appeal on both rational and emotional levels (Fetscherin & Heinrich, 2014).

By combining SCCT's focus on strategic crisis communication with Semiotics Theory's emphasis on cultural and emotional engagement, the proposed framework bridges the gap between crisis response and long-term consumer relationships incorporating creative communication strategies. This approach highlights key variables—customer engagement, corporate social responsibility (CSR), emotional storytelling, cultural relevance, and brand authenticity—that are essential for fostering brand love. Together, these elements create a comprehensive strategy that not only addresses immediate post-crisis concerns but also strengthens consumer trust and loyalty in the long run.



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CHAPTER 3

METHODOLOGY

This chapter presents a detailed research methodology aimed at exploring how the advertising campaign can effectively create brand love in a post-crisis context. The qualitative approach adopted in this study is particularly suited for uncovering the complex dynamics of consumer perceptions, emotional engagement, and the strategic decisions made by brand custodians during the campaign's development and the impact of the campaign on brand loyalty. With the certified approval from the Bangkok University Research Ethical Review Committee, the research involved a multi-faceted analysis of advertising videos, in-depth interviews with key personnel involved in the campaign, and focus group discussions with brand loyal users and non-loyal users. This comprehensive methodology aimed to provide a nuanced understanding of how storytelling in advertising can influence brand loyalty, and trust.

3.1 Research Design

The research design was fundamentally qualitative, allowing for an exploration of the subjective experiences and interpretations of participants. Qualitative research is characterized by its emphasis on understanding phenomena from the perspective of those experiencing it, making it particularly effective for examining complex constructs such as brand love and consumer behavior in the aftermath of a crisis (Jumiati, 2024). The qualitative approach facilitates a rich, contextual understanding of the interplay between advertising narratives and consumer sentiments. To answer the research questions, the research paradigm was divided into three phases such as analysis of Advertising Videos, in-depth interviews with campaign key figures, and focus group interviews with consumers.

3.2 Population and Sample Selection

3.2.1 Campaign Video Selection

The first phase of this study was the analysis of advertising videos, and the researcher utilized purposive sampling, focusing specifically on the FoodPanda

campaign titled "Meal That Goes A Long Way," which was launched following a consumer backlash in 2021. This sampling method is crucial as it enables the selection of cases that are likely to yield rich and pertinent data, particularly in understanding the brand's response to consumer sentiment and crisis management strategies.

The selection criteria for the advertisements encompassed several pivotal factors. First, the advertisements must exhibit "relevance to the crisis," meaning they should directly address a specific crisis that has affected the brand's reputation or consumer trust. This relevance is essential for analyzing how the brand narrative is reconstructed in response to crises (Holt, 2002).

Second, the selected videos must demonstrate a "diversity of messaging," incorporating various strategies such as emotional appeals, humor, and storytelling techniques. This diversity facilitates a comprehensive analysis of different approaches to brand storytelling.

Third, the advertisements must achieve significant "audience engagement," measurable through metrics like views, shares, and comments on social media platforms. Such engagement is indicative of the campaign's effectiveness in resonating with its target audience (Hidarto, 2021).

Lastly, the campaign video involved "brand recognition," focusing on well-known brands with substantial market presence, ensuring that findings can be generalized to broader consumer behavior trends. Through these inclusion criteria, this research analyzed nine videos from the FoodPanda Campaign Paradigm, which garnered at least 30,000 views per video from December 2021 to January 2022, a critical period for brand communication in Myanmar.

3.2.2 Selection of Campaign Key Figures

Participants for the individual interview with campaign personnel were selected based on their direct involvement in the campaign, ensuring that the insights gathered were both relevant and informed. The selection process prioritized individuals who played pivotal roles in shaping the campaign's messaging and execution. Purposive sampling was employed to ensure that participants possess the requisite experience and knowledge to provide rich, detailed insights into the campaign's development. This method is particularly suitable for qualitative research,

as it allows researchers to focus on specific individuals who can provide the most relevant information (Lee & Lau, 2018).

The key personnel selected for interviews were integral to the campaign's success, possessing firsthand knowledge of the strategic decisions made during its development. By interviewing individuals such as the creative director, copywriter, and campaign strategist, the researcher gained insights into the creative process, the challenges faced, and the intended emotional impact of the campaign. Their perspectives provided a comprehensive understanding of the complexities involved in crafting a brand narrative post-crisis. This approach aligned with the notion that understanding the experiences of those directly involved in the campaign can illuminate the strategic frameworks that guide effective advertising (Andrejicka & Shiga, 2022).

3.2.3 Focus Group Interviews with Consumers

The final phase of the research involved conducting focus group discussions with three distinct participant groups: brand loyal consumers, non-loyal consumers, and a mixed group of both consumers. This qualitative methodology was particularly suited for exploring the varying perceptions and attitudes toward the campaign, as well as its implications for brand love, loyalty, and forgiveness.

Each focus group consisted of five participants, a size that promotes open dialogue and interaction (Hassan & Valenzuela, 2016). The loyal consumers' group comprised individuals who exhibit a positive affinity for the brand, while the non-loyal consumers' group included individuals with neutral or negative experiences related to the brand (Daniel, Townsend, Wang, Martin, Katz, & Deshpande, 2018). The mixed group provided a platform for contrasting perspectives, which is essential for comprehensively understanding the campaign's effectiveness. This diverse composition is critical for capturing a wide range of insights regarding consumer attitudes and behaviors.

Purposive sampling was employed to select participants who can offer valuable insights based on their varying levels of brand loyalty and emotional connection to the brand (Leshner, Reysen, Plante, Chadborn, Roberts, & Gerbasi, 2018). This sampling technique ensures that the focus groups are composed of individuals who can contribute meaningful insights relevant to the research questions.

By intentionally selecting participants who represent different viewpoints, the research aimed to uncover nuanced understandings of consumer engagement with the brand.

The decision to limit each focus group to five participants was grounded in established best practices in qualitative research, which suggests that this size is optimal for facilitating discussion while allowing for a diversity of opinions (Bennett, 2011). Smaller groups may restrict the range of perspectives shared, while larger groups can lead to dominant voices overshadowing quieter participants. Striking this balance is crucial for ensuring that all voices are heard and that the discussion remains focused and productive (Gibbons & Nuttall, 2014).

In recent years, trends in consumer activism and political consumerism have gained significant traction, particularly among the 18-34 age demographic. This group increasingly leverages its purchasing power to advocate for social and environmental issues, reflecting a broader shift in consumer behavior towards ethical and sustainable practices. One of the primary drivers of consumer activism among younger demographics is the rising expectation for companies to engage in socially responsible practices. Consumers are not only seeking products that align with their values but are also demanding accountability from brands regarding their corporate social responsibility (CSR) initiatives. Ethical considerations, such as environmental sustainability and fair labor practices, are increasingly influencing consumers' purchasing choices (Reifurth, Bernthal, & Heere, 2018). In light of these trends, the researcher aimed to recruit 15 Burmese participants aged 18-34 who meet the specified criteria. By focusing on this demographic, the researcher sought to explore how brand perceptions are shaped by ethical considerations and social responsibility, ultimately contributing to the broader discourse on consumer behavior in contemporary markets.

3.3 Research Instrument

The research instrument for individual interviews with campaign personnel utilized a semi-structured format, which is recognized for its ability to balance flexibility and focus. This format allowed the interviewer to delve into participants' perspectives while ensuring that critical topics were systematically addressed. The

questions were designed to explore the challenges encountered during the campaign, the rationale behind specific creative choices, and the intended emotional impact on the audience. This methodological approach is particularly effective in understanding the complexities involved in crafting a brand narrative post-crisis, as highlighted by Yang and Kang (2021). The semi-structured format not only facilitates the emergence of new themes and insights but also encourages participants to share their experiences in a more nuanced manner, which is essential for capturing the multifaceted nature of their narratives.

The flexibility inherent in semi-structured interviews enable the researcher to follow up on interesting points raised by participants, which can lead to unexpected insights that might not have been captured through a rigid questionnaire format. Furthermore, this method allows for a more authentic expression of participants' thoughts and feelings regarding the campaign, ultimately contributing to a more comprehensive analysis of the brand's storytelling efforts in a post-crisis context (Delgado-Ballester, 2020).

The focus group interviews were designed to facilitate discussions that explore participants' perceptions of the campaign, its effectiveness in conveying the brand's story, and its influence on feelings of loyalty and trust. Specific attention were given to the role of storytelling in shaping emotional connections and fostering brand love and forgiveness, as supported by Yang and Kang (2021). The discussions were guided by open-ended questions, which allows participants to express their thoughts and feelings freely. This approach is particularly beneficial as it encourages participants to share their personal experiences and emotional responses, providing deeper insights into the impact of the campaign. Open-ended questions are essential in this research context, as they promote detailed and nuanced responses that reflect the complexity of participants' experiences (Huang, Zhuang, Li, & Gao, 2022).

By fostering a conversational atmosphere, open-ended questions can lead to richer data collection and a deeper understanding of participants' perspectives (Lim and Childs, 2020). This method not only encourages participants to articulate their unique viewpoints but also helps mitigate concerns related to groupthink, as individuals are empowered to share their thoughts without being overshadowed by dominant voices in the group. The insights gained from these discussions were

invaluable in analyzing the brand's storytelling efforts in a post-crisis context, as they illuminated the emotional dynamics at play and the ways in which storytelling can foster consumer engagement and loyalty. The questionnaires for in-depth interviews with campaign key figures and focus group interviews can be found in the Appendix section.

3.4 Data Collection Procedure

The data collection for this research was conducted through interviews and focus groups, utilizing Zoom as the primary platform. Zoom has gained recognition in qualitative research due to its accessibility, user-friendliness, and robust privacy settings, which are essential for maintaining the confidentiality of participants' information (Vaismoradi, Turunen, & Bondas, 2013). Each interview was recorded with the participants' consent and subsequently transcribed for analysis. The interviews were conducted in Burmese, followed by translation into English. This approach is critical to ensure that the nuances of participants' responses are preserved, as highlighted by Hillebrand and Berg (2000).

For in-depth interviews with the campaign's key figures, in qualitative research, particularly when conducting semi-structured interviews, the recommended duration for each interview typically falls within the range of 45 to 90 minutes. This is the adequate timeframe for participants to express their thoughts and experiences in depth while also maintaining their engagement throughout the interview process. Also, a duration of 45 to 90 minutes is often optimal for eliciting rich qualitative data.

For focus groups, determining appropriate interview times was also critical for ensuring effective data collection in qualitative research. Yang and Kang (2021) suggested that the duration of focus group interviews typically ranges from 60 to 90 minutes, depending on various factors such as the complexity of the topic, the number of participants, and the depth of discussion desired. A well-structured focus group allowed sufficient time for participants to engage in meaningful dialogue, which often necessitates a duration of at least 90 minutes to facilitate a comprehensive exploration of the topic at hand. For groups consisting of five participants, as is common in qualitative research, a session length of 60 to 90 minutes is often recommended to ensure that each participant has adequate time to contribute to the discussion.

3.5 Data Analysis

3.5.1 Content Analysis, Semiotic Analysis, and Critical Discourse Analysis

The researcher primarily utilized content analysis, critical discourse analysis, and semiotic analysis, which focus on the themes, signs, symbols, language, and visual elements present within advertisements to decode the meanings they convey. This approach began with the identification of themes and visual elements, cataloging components such as colors, imagery, language, and symbols utilized in each advertisement (Udris-Borodavko, 2023). Semiotic analysis is essential in marketing as it helps to understand how aesthetics and semiotics work together to shape brand identity and evoke emotional responses, thereby creating a connection between consumers and products or services (Yamane, Yamane, & Ivory, 2020). Content analysis systematically categorized and quantified the themes and messages present in the advertisements. This process was initiated with "theme identification," concentrating on key signs, themes, and messages within the advertisements and their relation to brand values and consumer perceptions (Dobson & Poels, 2020). A "quantitative coding" scheme was developed to categorize the identified themes, allowing for a systematic examination of the advertisements (Mann & Grzanka, 2018). This quantitative aspect of content analysis facilitated the identification of patterns and trends across the selected advertisements, providing a comprehensive overview of the advertising landscape. The final step in this analytical framework involved the "interpretation of findings," wherein the identified themes will be explored to understand how they contribute to the overall narrative of brand identity and society. This interpretation yielded valuable insights into the effectiveness of the advertising campaign, as it elucidated how the themes resonate with the target audience and influence consumer behavior. The analysis also incorporated "decoding meaning," drawing on the work of theorists like Roland Barthes to differentiate between denotative meanings (literal interpretations) and connotative meanings (cultural and emotional associations) (Kong, Huang, Scott, Zhang, & Shen, 2018). This differentiation is crucial for understanding how advertisements construct narratives that resonate with audiences and evoke emotional responses, ultimately shaping consumer perceptions and behaviors (Hatzithomas, Zotos, & Boutsouki, 2011).

Additionally, the semiotic analysis encompassed a "contextual analysis," which informed the cultural and social context in which the advertisements were produced. This examination explored how these contextual factors influence the interpretation of signs and symbols within the advertisements. Contextualization is vital for understanding the broader implications of advertising messages, as it situates the advertisements within the socio-cultural framework of the target audience, thereby enhancing their relevance and impact (Dehay & Landwehr, 2019).

Next, the critical discourse analysis delved into the language employed in the advertisements, scrutinizing word choice, slogans, and narrative techniques. This procedure included an examination of "linguistic features," focusing on elements such as metaphors, similes, and rhetorical devices (Srivastava & Bag, 2023). Such an examination helped identify how language is strategically employed to engage viewers and convey brand messages effectively. Furthermore, this analysis assessed the "narrative structure" of the advertisements, exploring how stories are constructed and how they align with the brand's identity (Hackley & Hackley, 2018). This provided insights into the effectiveness of storytelling in fostering emotional connections with consumers, as narratives play a pivotal role in shaping consumer attitudes and behaviors (Makkar & Yap, 2018).

3.5.2 Data Analysis of Interviews

The systematic process of data analysis for both individual interviews and focus group discussions involved thematic coding, verbatim transcription, iterative interpretation, and comparative analysis. Each of these components played a vital role in ensuring that the analysis is thorough, nuanced, and reflective of the participants' experiences. By adhering to these rigorous qualitative research practices, the study aimed to generate meaningful insights that contribute to the understanding of the campaign's construction, its impact and effectiveness.

The data analysis process for individual interviews with campaign key personnel and focus group interviews adhered to a systematic methodology that emphasizes thematic coding. Thematic coding is a critical qualitative analysis technique that allows researchers to identify and categorize key themes emerging from the data collected during interviews. This process is not static; it begins during the initial interviews and continued throughout the data collection phase until a point

of informational saturation is reached, where no new themes emerge from the data (Chai, Gao, Chen, Duangthip, & Lo, 2021). This iterative nature of thematic coding ensured that the analysis remained dynamic and responsive to the data being collected, allowing for the refinement of research questions and themes as new insights were gained.

The recorded interviews were transcribed verbatim, a practice essential for maintaining the integrity and accuracy of participants' responses. Verbatim transcription is crucial in qualitative research as it allows for a detailed and nuanced analysis of the data, capturing the subtleties of participants' expressions and meanings. This meticulous transcription process facilitated a comprehensive examination of the data, enabling researchers to engage deeply with the content and context of participants' narratives.

Once the interviews were transcribed, the next step involved interpreting the data to uncover underlying meanings and insights related to the research questions. This interpretation is not a one-time event but an iterative process that requires revisiting the data multiple times to refine themes and interpretations. The iterative nature of qualitative data analysis allows researchers to engage in a reflexive dialogue with the data, continuously questioning and re-evaluating their interpretations in light of new findings. This process is essential for developing a rich understanding of the participants' experiences and perspectives, which is particularly important in qualitative research where context and meaning are paramount.

A comparative analysis was also conducted to identify similarities and differences in responses among participants. This comparative approach enhanced the understanding of diverse perspectives and experiences related to the campaign, allowing researchers to draw connections and distinctions that may not be immediately apparent. By systematically comparing responses, researcher was able to identify patterns and variations that contribute to a more nuanced understanding of the data. This comparative analysis was particularly valuable in qualitative research as it helps to contextualize individual experiences within broader social and cultural frameworks (Moons, 2023).

3.6 Validity and Reliability

To ensure the validity and reliability of the data collected, the researcher employed triangulation, which involves using multiple data sources or methods to cross-verify findings. This approach enhanced the credibility of the research by providing a more comprehensive understanding of the phenomenon under investigation. Triangulation involved comparing data from interviews, focus groups, and relevant literature to identify consistencies and discrepancies in participants' responses (Ahmad, 2023). Triangulation was employed in this research by integrating insights from advertising video analysis, interviews, and focus group discussions. This multifaceted approach allowed for a comprehensive understanding of the campaign's impact and ensures that the conclusions drawn are well-supported by multiple data sources. Triangulation is essential in qualitative research as it mitigates biases and provides a more nuanced perspective on the research questions. By comparing and contrasting findings from different methods, the research can validate the consistency and reliability of the data, which is crucial for establishing the credibility of qualitative findings (Ahmad, 2023). The integration of diverse data sources not only enhances the depth of analysis but also contributes to a more holistic understanding of the phenomena under investigation.

Member checking was utilized to enhance the accuracy of the findings. This process involved sharing the interpretations of the data with participants from both the focus groups and the key personnel interviews to confirm that their perspectives have been accurately represented (Kikkawa & Mavin, 2017). Member checking is a critical step in qualitative research, as it allows participants to validate the findings and provides an opportunity for them to clarify or expand upon their responses (Yun & Kang, 2022). This iterative feedback loop strengthens the trustworthiness of the research by ensuring that the voices of the participants are authentically captured. The importance of member checking is underscored by its role in enhancing the credibility of qualitative research, as it allows for the identification of any discrepancies between the researchers' interpretations and the participants' intended meanings. By engaging participants in this manner, the research not only fosters a collaborative environment but also enhances the overall validity of the findings.

Peer debriefing was conducted to enhance the rigor of the research process. Peer debriefing serves as a form of external validation, providing an opportunity for critical reflection on the researcher's interpretations and decisions. By involving peers in the analysis, the research can benefit from diverse perspectives and insights, ultimately contributing to a more robust understanding of the data. In this study, peer debriefing was conducted by collaborating with another PhD student, Yu Zarchi Win from Mahidol University. The research design, data collection procedures, preliminary findings, and interpretations were shared with Yu Zarchi Win, who provided input and feedback on the consistency and reliability of the interpretation process. This collaboration helped identify any potential biases, methodological limitations, or alternative interpretations of the data, contributing to the overall validity and robustness of the study.

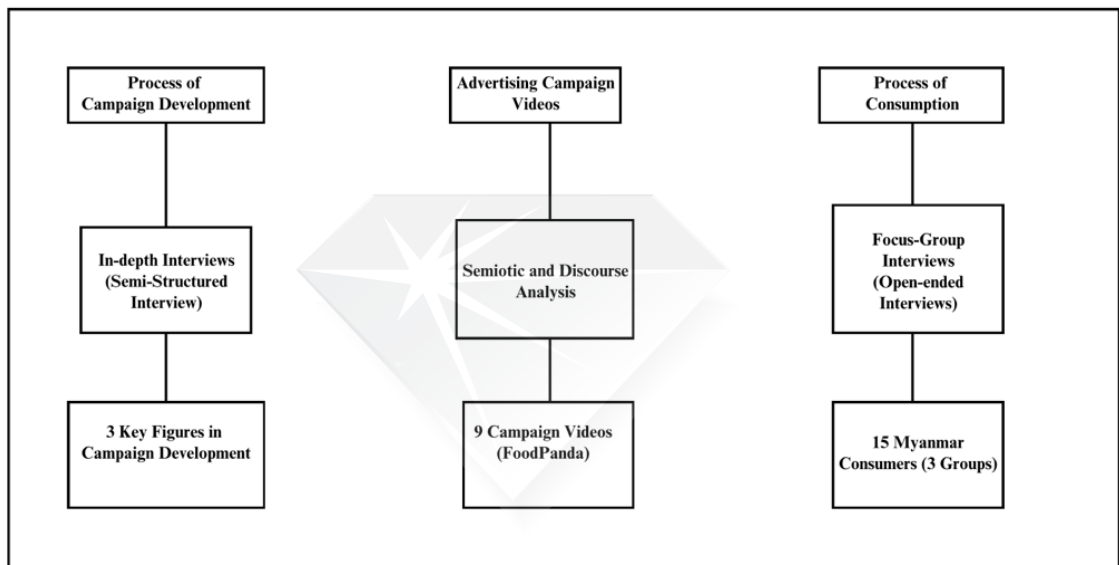
Ethical considerations are paramount in conducting qualitative research. The study also adhered to ethical guidelines by ensuring informed consent from all participants, guaranteeing confidentiality, and allowing participants to withdraw from the study at any time without repercussions. Additionally, the research strived to present findings honestly and transparently, avoiding any misrepresentation of participants' views. Ethical considerations also extended to the treatment of advertising materials, ensuring that they are analyzed in a manner that respects the brand's intellectual property. The commitment to ethical standards not only protects participants but also enhances the credibility of the research by demonstrating respect for the rights and dignity of those involved. Furthermore, ethical practices in qualitative research are essential for fostering trust between researchers and participants, which is crucial for obtaining rich and meaningful data.

3.7 Conclusion

As shown in Figure 3.1, the research methodology of this study was adopted to explore how advertising campaigns can effectively influence brand love among consumers in a post-crisis context. The study employed a qualitative approach, integrating semiotic analysis and critical discourse analysis to examine advertising videos from FoodPanda's campaign. In addition, in-depth interviews with campaign personnel and three focus group discussions involving brand loyal users, non-loyal

users, and a mixed group provided a holistic understanding of the dynamics of brand storytelling and consumer engagement. This multi-faceted approach aimed to uncover valuable insights into how advertising strategies can foster brand love in a post-crisis landscape.

Figure 3.1: Research Paradigm



CHAPTER 4

FINDINGS

This chapter presents the findings from the research conducted on FoodPanda's "Meal That Goes A Long Way" advertising campaign. The study utilized a combination of semiotic analysis, content analysis, and discourse analysis to examine nine advertising videos within the campaign. In addition, individual interviews were conducted with key figures involved in the creation of the campaign, including the creative director, campaign strategist, and copywriter, to understand the thought processes, strategic intentions, and messaging behind the campaign. Furthermore, consumer insights were gathered through interviews with 15 participants, divided into three distinct groups: loyal users, non-loyal users, and a mix of both. Each group consisted of five participants, offering diverse perspectives on the effectiveness of the campaign in shaping brand perceptions and influencing brand love.

The findings in this chapter were organized around key themes that emerged from the data, exploring how semiotic elements, narrative structures, and consumer perceptions interact to create emotional connections with the brand. Additionally, insights from the campaign's key figures provided a deeper understanding of the strategic decisions behind the campaign's messaging, while the consumer interviews revealed the varying levels of engagement and emotional resonance with the ads. This multi-faceted approach offered a comprehensive view of the effectiveness of FoodPanda's advertising strategy in building brand loyalty and love, especially in the context of diverse consumer segments.

4.1 Descriptions of Informants' Characteristics

4.1.1 Key Characteristics of Key Figures

Table 4.1: Key Characteristics of Key Figures

Role	Demographic	Expertise	Professional Experience	Role in Campaign Development
Creative Director	Male, in his 30s, based in Yangon, Myanmar	Creative and detail-oriented, passionate about storytelling and visual communication.	8+ years in advertising, specializing in corporate branding and socially impactful campaigns with strategic messaging.	Led creative vision, overseeing visual elements and aligning the brand with cultural nuances.
Campaign Strategist	Female, in her 30s, with Communications experience across Southeast Asia.	Analytical and socially conscious, driven by data and audience-focused storytelling to inspire positive change through brands.	7+ years in strategic marketing and PR, with expertise in campaign planning, stakeholder engagement, and crisis management.	Developed strategy, created resonant messaging and ensured brand consistency.

(Continued)

Table 4.1(Continued): Key Characteristics of Key Figures

Role	Demographic	Expertise	Professional Experience	Role in Campaign Development
Copywriter	Female, late 20s, based in Yangon, Myanmar	Imaginative and introspective, with a focus on social issues and human stories. Values inclusivity, diversity, and storytelling that uplifts marginalized voices.	Six years in content creation and advertising, specializing in crafting engaging narratives for corporate branding and social campaigns.	Crafted narrative scripts and dialogues, embedding cultural metaphors like food and family into the texts. Developed the campaign's tagline, themes of generosity, nostalgia, and community.

4.1.2 Key Characteristics of Focus Groups

The first group consists of individuals who have established consistent habits of using FoodPanda and align with the brand's convenience and values. The second group consists of non-loyal users of the brand. This group uses FoodPanda sporadically and often compares it with competitors. The third group is a mixed group of both loyal users and non-loyal users. This group has varied opinions and experiences with FoodPanda, often influenced by specific situations or features.

Table 4.2: Key Characteristics of Focus Group (1)

Participant	Demographic	FoodPanda Consumption Habit	Motivation	Digital Consumption Habit
1	28-year-old female, unmarried, an office assistant, Yangon.	Frequently orders lunch from FoodPanda during office hours. Prefers meals from local vendors.	Drawn to the app for its reliability and frequent discounts. Finds emotional satisfaction in getting food delivered hassle-free.	Regularly uses food delivery apps and e-commerce platforms. Prefers mobile-friendly applications for convenience.
2	34-year-old male, married with one child, a teacher, Yangon	Uses FoodPanda for family dinners and weekend treats.	Drawn to FoodPanda's variety and special promotions for savings.	Uses smartphone for work, family apps, and checking reviews before purchases.

(Continued)

Table 4.2(Continued): Key Characteristics of Focus Group (1)

Participant	Demographic	FoodPanda Consumption Habit	Motivation	Digital Consumption Habit
3	22-year-old female, single, university student, Yangon.	Uses FoodPanda daily with roommates for dinner.	Loves FoodPanda's group orders and promo codes for affordable meals.	Heavy mobile app user for entertainment and food delivery, enjoys exploring new features.
4	28-year-old LGBTQIA+, single, an entrepreneur, Yangon	Orders FoodPanda 4-5 times weekly for meals.	Prefers FoodPanda for the wide range of restaurant options.	Relies on delivery apps for food and groceries, preferring seamless payment integration.
5	26-year-old male, single, freelance graphic designer, Yangon.	Uses FoodPanda thrice weekly.	Attracted to FoodPanda's local vendor partnerships for authentic, affordable food.	Actively uses streaming platforms like YouTube alongside delivery apps for convenience.

Table 4.3: Key Characteristics of Focus Group (2)

Participant	Demographic	FoodPanda Consumption Habit	Motivation	Digital Consumption Habit
1	32-year-old male, married, IT professional, Yangon.	Orders once a month, primarily for weekend family meals.	Uses FoodPanda when exclusive discounts are available.	Uses delivery apps occasionally and prioritizes apps with user-friendly interfaces. Watches comparison videos or reviews before trying a service.
2	26-year-old, LGBTQIA+, single, accountant, corporate, Yangon	Uses FoodPanda twice a month for late-night work meals.	Finds FoodPanda convenient but feels delivery fees are high.	Uses online platforms for work and entertainment, downloading apps as needed.
3	34-year-old male, married, Trainer, Yangon	Orders once a month when home-cooked meals aren't possible.	Uses FoodPanda sparingly due to higher costs, but values its convenience.	Prefers phone calls over apps for food orders and is a slow adopter of technology.

(Continued)

Table 4.3(Continued): Key Characteristics of Focus Group (2)

Participant	Demographic	FoodPanda Consumption Habit	Motivation	Digital Consumption Habit
4	24-year-old female, single, freelance writer, Yangon.	Orders FoodPanda 2-3 times a month during busy project periods.	Prefers FoodPanda for the wide range of restaurant options.	Uses delivery apps as a backup plan for meals. Frequently checks reviews before ordering.
5	30-year-old female, married, stay-at-home parent, Yangon	Orders FoodPanda 1-2 times a month for family treats.	Prefers using FoodPanda during promotional campaigns for added value.	Primarily uses mobile apps for shopping and banking. Prefers apps with a simple interface.

Table 4.4: Key Characteristics of Focus Group (3)

Participant	Demographic	FoodPanda Consumption Habit	Motivation	Digital Consumption Habit
1	27-year-old male, married, marketing manager in Yangon.	Uses FoodPanda twice a month, mainly for work events.	Appreciates FoodPanda's reliability but finds fees slightly higher than competitors.	Uses apps selectively, prioritizing productivity and efficiency. Actively uses LinkedIn and professional networks.
2	23-year-old male, LGBTQIA+, university student in Yangon.	Orders sporadically during exam periods.	Enjoys promo codes but is frustrated with inconsistent delivery times.	Frequently explores and installs new apps for comparison, a heavy Reddit user.
3	27-year-old female, single, small business owner, Yangon	Orders 3 times a month for shop meals.	Appreciates FoodPanda's local restaurant partnerships.	Uses apps for business and personal needs, favoring platforms that support local businesses.

(Continued)

Table 4.4(Continued): Key Characteristics of Focus Group (3)

Participant	Demographic	FoodPanda Consumption Habit	Motivation	Digital Consumption Habit
4	31-year-old, LGBTQIA+, single, NGO worker, Yangon.	Uses FoodPanda 1-2 times a month for group lunches with colleagues.	Supports the brand's CSR campaigns but highlights room for better customer service.	Favors platforms that align with her community-focused values. Regularly browses for CSR-related updates.
5	27-year-old male, single, content creator, Yangon.	Orders weekly but alternates between different delivery apps.	Likes FoodPanda's exclusive collaborations but notes limited restaurant options compared to competitors.	Active across multiple apps, from social media to creative editing tools. Constantly looks for trend-driven features.

4.2 Findings

4.2.1 Semiotic, Content and Discourse Analysis of Campaign

This section aimed to answer the first research question: What are the symbols, signs, and textual features utilized in the advertising campaign by FoodPanda that reflect the cultural and social realities of Myanmar, create brand love, and address the consumers' concerns after the crisis?

To answer the first research question, a combination of semiotic analysis, content analysis, and discourse analysis was employed to interpret and uncover the underlying symbols, signs, and textual elements within the advertising campaign. The focus of this analysis is on how these elements represent Myanmar's cultural and social realities, particularly in the context of a post-crisis environment.

The findings from the semiotic and discourse analysis are contextualized to address the “why” behind the representation of these features. By understanding the constructed meanings within the campaign, this section demonstrates how the advertising campaign strategically incorporates elements of Myanmar's cultural identity and social concerns to foster brand love. This analysis aimed to illuminate the intricate relationship between cultural representation, consumer concerns, and brand engagement, providing a deeper insight into the power of advertising in rebuilding consumer trust and emotional connection in a post-crisis context.

In terms of Campaign Structure, the FoodPanda campaign, titled “Meal That Goes a Long Way”, comprises nine impactful videos that highlight the brand's vital role in supporting individuals and communities during challenging times, such as the COVID-19 pandemic and Myanmar's political unrest. Each video underscores how FoodPanda fosters resilience by showcasing the interconnected ecosystem of riders, shop owners, employees, consumers, and community initiatives. The campaign's core message illustrates that every meal ordered contributes to sustaining livelihoods, providing stability, and fostering hope.

The main campaign video, which garnered 8.6 million views on Facebook, serves as the heart of the campaign, encapsulating the theme by portraying the ripple effect of a single order in maintaining stability for riders, shop owners, and consumers. Complementing this are two videos featuring shop owners and employees, which spotlight FoodPanda as an essential partner in sustaining businesses, preserving jobs, and driving economic growth. Four rider-focused videos emphasize the platform's support for delivery personnel by highlighting safety measures, income stability, and the empowerment riders gain during uncertain times. Consumer-centered video showcases the comfort and reliability FoodPanda brings to users' daily lives, positioning it as more than a food delivery service—offering convenience and normalcy amid disruption. Finally, a CSR-focused video ties the campaign together, demonstrating FoodPanda's commitment to giving back through initiatives like providing meals to healthcare workers and underserved communities, reinforcing its role in fostering recovery and solidarity. By weaving together diverse perspectives, the campaign effectively communicates the far-reaching impact of FoodPanda's services. It presents each order as a critical lifeline that sustains individuals and communities while fostering a sense of unity and resilience. The theme of "Meal That Goes a Long Way" is seamlessly integrated, showcasing FoodPanda as not only a business but a cornerstone of hope and support for Myanmar's society during turbulent times.

Regarding the semiotic representation of Myanmar Culture and Society Reflection in the campaign, the findings revealed three central themes that characterize FoodPanda's advertising strategies in Myanmar. These themes are: (1) Myanmar's collectivist society and cultural representation, (2) the social class division in Myanmar, and (3) the brand's offerings and efforts to support the community during challenging times, which ultimately contribute to creating the brand loyalty and love. The following analysis explores how these themes manifest in FoodPanda's advertisements and how they resonate with Myanmar's diverse social landscape. The conclusions drawn from this thematic and semiotic analysis are supported by qualitative methods that emphasize the importance of cultural sensitivity and inclusivity in advertising and a detailed thematic representation of Myanmar Culture and Social Realities can be found in Table 4.5.

Table 4.5: Thematic Analysis of Campaign

No	Theme	Description	Frequency of Occurrence in Videos
1	Myanmar Cultural and Local Attire	Depiction of longyi, traditional Yin-Phone, in casual and festive settings to highlight cultural identity.	35
2	Myanmar Dishes	Dishes like mohinga, tea leaf salad, and Myanmar-style curries presented as local favorites.	25
3	Family Traditional Values	Portrayal of multi-generational families in households, representing family bonding, etc.	22
4	Religious Symbolism	Inclusion of pagodas or religious motifs to create a cultural or spiritual resonance with the audience. Family Altar Imagery which is Visuals of small altars in homes, reflecting spiritual practices and Buddhism.	5
5	Western Food	Pizza as a symbol of Western influence, marketed as an accessible yet aspirational meal.	18
6	Shared Meals in Social Settings	Groups of friends or families enjoying meals together, emphasizing the communal aspect of food.	34
7	Socioeconomic pinnacle	Cityscapes, modern apartments, and urban settings emphasizing progress and convenience.	25

(Continued)

Table 4.5(Continued): Thematic Analysis of Campaign

No	Theme	Description	Frequency of Occurrence in Videos
8	Societal periphery	Rural villages, older buildings, or small local neighborhoods.	30
9	Communication Devices	Mobile devices used for ordering food, notifications, or tracking deliveries, emphasizing digital transformation.	40
10	Brand Discounts and Promotion	Emphasis on promotional offers and discounts to attract lower-income and middle-income consumers.	2
11	Brand Consumers (Office Worker, Youth, All Ages of Myanmar Nationals) Iconography	Various Myanmar nationals across different demographics (office workers, youth, elders) depicted in the context of food consumption and delivery.	18
12	Brand Stakeholders (Shop Owner/Partners) Iconography	Depiction of shop owners in casual attire, often interacting with customers in the context of food delivery services.	12
13	Brand Stakeholders (Rider Iconography)	Representation of FoodPanda delivery riders in pink uniforms using motorcycles or bicycles.	40

FoodPanda effectively uses semiotic elements that blend traditional cultural aspects with modern, inclusive themes to resonate with Myanmar audiences. By employing rigorous qualitative methods, the researcher uncovered the underlying themes that inform the brand's messaging. These findings reveal the importance of cultural representation in contemporary advertising practices and demonstrates how FoodPanda's semiotic choices contribute to its effective communication with consumers.

Figure 4.1: Myanmar Local Attire



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

A key element of the campaign's semiotic language is the depiction of local attire, such as the longyi, as shown in Figure 4.1, a traditional garment worn by both men and women in Myanmar. The longyi is featured in 76% of the campaigns and acts as a signifier of continuity, linking the past with the present. Its presence in both casual and festive settings emphasizes Myanmar's cultural identity and national pride, highlighting a firm commitment to preserving traditional values amid global influences.

Figure 4.2: Myanmar Local Dish



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from

<https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

As illustrated in Figure 4.2, traditional Myanmar dishes, such as mohinga, shan noodle, and local curries, are showcased in 54% of the advertisements. These dishes act as signifiers of cultural authenticity and local pride, contrasting with the globalized image of pizza. Mohinga, the national dish, and other local favorites symbolize comfort, tradition, and Myanmar's culinary heritage. By including these foods, FoodPanda reinforces its connection to Myanmar's roots, while also acknowledging the coexistence of global and local food cultures.

Figure 4.3: Western Food (Pizza)



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from

<https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

The campaign subtly addresses Myanmar's ongoing social class divisions through visual cues. As shown in Figure 4.3, Pizza, featured prominently in many ads, serves as a signifier of luxury. For Myanmar's lower classes, pizza is a rare indulgence, representing a status symbol that reflects global aspirations. In contrast, for the wealthier segments of society, pizza is associated with modernity, cosmopolitan lifestyles, and social status. By portraying pizza as both an aspirational and somewhat unattainable luxury, the campaign effectively reflects the social stratification in Myanmar, where a large portion of the population struggles with economic instability.

Figure 4.4: Communication Device (Mobile)



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

Similarly, as shown in Figure 4.4, mobile devices, which appear in 70% of the advertisements, also signify social class divisions. While mobile phones are essential tools for modern life in Myanmar, for many, they remain a luxury. The widespread use of smartphones is still not universal, with many families in rural areas unable to afford or access the latest technology. The depiction of mobile phones in the campaign highlights both the modernization of Myanmar's consumer behavior and the disparities in access to technological conveniences. For urban dwellers, mobile phones signify modernity and efficiency, making food delivery accessible with just a

few taps. However, for the rural poor, the mobile phone remains a symbol of technological inequality, further deepening the gap between social classes.

Figure 4.5: Urban Imagery



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from

<https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

Also, FoodPanda's portrayal of urban imagery emphasizes this divide, showcasing both high-class urban societies and lower-class communities. As shown in Figure 4.5, while modern cityscapes and sleek cafes are depicted in 54% of the campaigns, providing an image of wealth and modern living, the brand also ensures representation of the less affluent—highlighting lower-class neighborhoods (65%). This dual imagery speaks to the economic divide in Myanmar, where the upper class enjoys a more prosperous, globalized lifestyle, while the working-class population continues to navigate economic hardship. The brand strategically uses these contrasting settings to appeal to both aspirational consumers and the everyday person who seeks convenience and service.

Figure 4.6: Shared Meal in Societal Periphery Setting



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

At the core of Myanmar's collectivist culture, the portrayal of shared meals emphasizes the deeply ingrained values of family, togetherness, and community. FoodPanda's advertisements often depict multi-generational families (48%) sharing meals, as illustrated in Figure 4.6, highlighting the centrality of the family unit in Myanmar's social structure. These scenes symbolize the importance of nurturing familial bonds and respect for elders, key tenets of Myanmar's collectivist values. The shared meal is a ritual that reinforces social unity, reflecting a society where collective well-being and family ties are prioritized over individualism.

THE CREATIVE UNIVERSITY

Figure 4.7: FoodPanda Rider



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandanmyanmar/videos/4589588117799044>

As shown in Figure 4.7, FoodPanda's riders, who appear prominently in the brand's imagery, serve as symbols of the working class. Clad in pink uniforms, they are depicted as diligent, often working in difficult weather conditions to ensure timely deliveries. These riders represent the backbone of FoodPanda's operational identity, playing a crucial role in connecting the brand to consumers. Through this semiotic portrayal, the brand communicates values of hard work, reliability, and service. The pink uniforms also establish a strong, recognizable visual identity, creating a sense of trust and familiarity for consumers. This contrasts with the aspirational, modern imagery associated with the brand's consumers, further reflecting the social class distinctions in Myanmar.

Figure 4.8: Shop Owners and Partners



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

In addition, the shop owners, as shown in Figure 4.8, often portrayed in the background of the advertisements (56%), symbolize the local businesses that benefit from FoodPanda's platform. These small-scale entrepreneurs represent Myanmar's informal economy, where food vendors and local restaurants depend on platforms like FoodPanda to access a larger, tech-savvy consumer base. Their inclusion reinforces the brand's identity as an inclusive service, supporting not only consumers but also local business owners, fostering a sense of community and support.

Aside from those elements, the music featured in the campaign is crucial for establishing the emotional tone and cultural connection of the visuals. By incorporating local Myanmar music, the campaign evokes nostalgia, joy, and celebration, enhancing the emotional impact of the visuals. This auditory signifier reinforces the cultural atmosphere and fosters a sense of belonging among the audience. The rhythm and melodies chosen align with the collective spirit of Myanmar, with upbeat tunes accompanying energetic food scenes, enhancing family meal portrayals. This strategic use of music aims to forge an emotional connection with the audience, tapping into shared cultural experiences and promoting a narrative of convenience and enjoyment associated with brand identity and offerings.

Figure 4.9: Color Composition



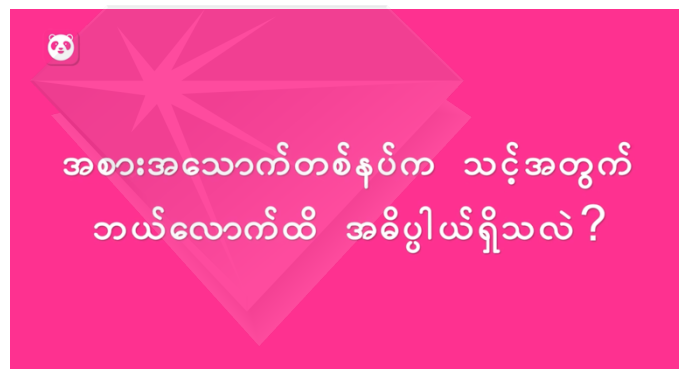
Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

Similarly, as shown in Figure 4.9, color plays a significant role in the campaign's semiotic framework, with warm yellow, warm white tones and the brand's signature pink symbolizing accessibility, friendliness, and modernity. Warm colors, particularly yellow and white, evoke feelings of warmth and approachability, contributing to a positive brand image. Earthy tones like greens and browns signify naturalness and authenticity, reinforcing the connection to traditional Myanmar cuisine. Bright colors, such as yellow and red, symbolize energy and vibrancy in street food scenes. The thoughtful integration of these colors communicates a dual narrative that balances FoodPanda's global presence with its deep-rooted ties to Myanmar's cultural heritage, while the warm white themes evoke nostalgia and belonging.

Through a combination of thematic and semiotic analysis, the findings from this semiotic analysis highlight how FoodPanda's advertisements resonate with Myanmar audiences by reflecting the country's collectivist nature, social class divisions, and deep cultural values. The campaign's emphasis on shared meals, family values, and cultural representation contributes to the brand's appeal, while its attention to social class divisions highlights the nuances of modern Myanmar society.

The portrayal of riders, shop owners, and digital convenience connects the brand to local realities, further reinforcing its identity as an inclusive service. Music and color, as additional semiotic elements, amplify the emotional connection with the audience, fostering a sense of nostalgia, joy, and belonging. Through these various strategies, it can be concluded that FoodPanda not only builds brand identity but also strengthens its relationship with the Myanmar community, positioning itself as a trusted service that understands and supports the challenges and aspirations of its consumers.

Figure 4.10: Main Copy of Campaign



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

Another area that the researcher analyzed was the textual features of the campaign. The linguistic analysis of the “Meal That Goes a Long Way” campaign revealed how FoodPanda uses strategic discourses to foster brand loyalty and love, reflecting Myanmar’s cultural and social realities. Based on the analysis, the campaign highlighted three key discourses: those of shop owners and partners, riders, and consumers, each playing a vital role in conveying the brand’s values. The shop owner and partner exchanges emphasize community, care, and shared responsibility, resonating with Myanmar’s cultural emphasis on relationships. The riders’ discourse underscores collaboration and service, connecting the brand to the broader community. Consumers’ discourses reflect local desires, expectations, and emotions, while the voice-over adds depth, positioning FoodPanda as a caring, reliable brand.

The copy analysis reveals how the campaign's title, text, and hashtags amplify themes of community and support, making the message relatable and engaging. Together, these linguistic strategies create an emotional connection with consumers, positioning FoodPanda as an integral part of Myanmar's social fabric and strengthening its brand loyalty.

The first discourse that the researcher analyzed was the title of the campaign. The title "Meal that Goes a Long Way" is a powerful discourse strategy that reflects FoodPanda's dual purpose of providing practical convenience and fostering emotional connections within Myanmar's collectivist culture. As explained by the campaign strategist, the phrase operates on two levels:

"On a literal level, it conveys the straightforward utility of FoodPanda's service—delivering meals across distances" (Campaign Strategist, personal communication, November 28, 2024).

This positions FoodPanda as an essential service for those seeking reliable and convenient meal delivery. On a figurative level, the phrase "goes a long way" implies enduring value, suggesting that the meals delivered by FoodPanda transcend mere transactions. They symbolize care, connection, and nourishment, transforming the brand from a simple delivery service to a facilitator of shared experiences and meaningful relationships.

In addition to the functional messaging, the title is deeply rooted in Myanmar's socio-cultural values. As the creative director noted,

"Food is more than sustenance in Myanmar—it is a medium for expressing care, respect, and generosity" (Creative Director, personal communication, November 28, 2024).

This understanding of food as a symbol of community and care aligns with the collectivist nature of Myanmar's society. The phrase "a long way" also resonates with the country's socio-political context, where collective resilience and solidarity are crucial. Amid economic and social challenges, the act of sharing a meal takes on profound emotional significance. By using linguistically simple but culturally rich messaging, the campaign connects FoodPanda to the values of generosity and shared community experiences, positioning the brand as more than a service provider but as a partner in creating connections and emotional well-being.

The second discourse to explore was the copy and hashtags of the campaign. The main copy of the campaign: “What does a meal mean to you?”, as shown in Figure 4.10, strategically invites a deep emotional response from the audience by engaging them with a personalized rhetorical question.

This phrase shifts the conversation from a generic concept of food to one that is uniquely individual, encouraging people to reflect on their relationship with meals. This approach fostered inclusion and belonging by opening a space for dialogue around food’s significance in various cultural and social contexts. This personalized touch strengthens emotional connections, enhancing brand loyalty as it resonates with diverse audiences in Myanmar’s multicultural society. Furthermore, the ad recognizes the varying meanings of meals for different stakeholders in the FoodPanda ecosystem, such as riders, shop owners, and consumers. For riders, meals represent their hard work and economic sustenance, a perspective that elevates their role and highlights the labor integral to the food delivery system. This approach humanizes the riders and underscores the respect due to their contributions. Culturally, the ad acknowledges that meals are not merely sustenance but a medium for connection, particularly within the collectivist culture of Myanmar. For shop owners, meals symbolize creativity, dedication, and the joy of connecting with customers, while for consumers, they evoke comfort, community, and shared moments of joy. This broad acknowledgment of food’s emotional significance positions FoodPanda as more than a delivery service; it is a facilitator of meaningful moments and a connector within the community. By framing the narrative around these multifaceted perspectives, the campaign positions FoodPanda as a brand that transcends transactional relationships and aligns itself with values of community, inclusivity, and social responsibility.

As shown in Figure 4.10, the visual elements of the ad, including the vibrant pink background, further reinforce FoodPanda’s warm and approachable brand identity. The color choice is not arbitrary; it is a strategic decision that aligns with the brand’s overall aesthetic and messaging. This inclusivity is further reinforced by the warm tones, contributing to a positive brand image that fosters feelings of warmth and friendliness. The ad successfully taps into Myanmar’s cultural fabric, using emotional and visual rhetoric to communicate its message and build lasting connections with a diverse audience.

The language used in the campaign is both aspirational and relatable, with phrases like “impact” and “meaningful” emphasizing that each meal carries deeper significance. By portraying food as a medium of emotional connection, FoodPanda fosters loyalty among consumers who view the brand as a facilitator of joy and care. The campaign also taps into Myanmar’s cultural focus on family, with phrases like “the foundation of family happiness” resonating with local values. This connection helps position FoodPanda not just as a convenience but as a key enabler of emotional well-being.

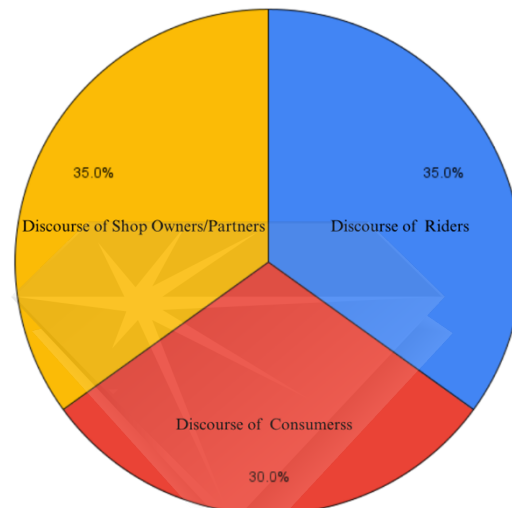
The campaign’s use of the hashtag #MealThatGoesALongWay encourages viewers to reflect on the emotional and cultural significance of food in their lives, emphasizing the role it plays in fostering joy and connection. By linking food delivery with moments of human connection, FoodPanda deepens its relationship with consumers, positioning the brand as integral to their emotional well-being.

The frequent use of collective language, such as “We” and the recurring hashtags #Strong2Together and #MealThatGoesALongWay, consistently positioned at the end of each ad, further strengthens FoodPanda’s image as a supportive, community-oriented brand. This strategy aligns the company with values of togetherness and solidarity, not just in a transactional sense but also emotionally. By tapping into shared cultural values, the ad reframes FoodPanda as more than a convenient service—it becomes an enabler of emotional well-being and a facilitator of social cohesion. This layered messaging invites consumers to see themselves as part of the FoodPanda narrative, fostering a sense of belonging and a connection to the brand’s community.

The last area to discover was the discourse analysis of the scripts of the campaign. The findings revealed that majority of the campaign video scripts, highlighted how the campaign emotionally, socially, and culturally connects with its Myanmar audience. Through nine videos, the campaign presents themes from the perspectives of shop owners, riders, consumers, and the brand voice, positioning FoodPanda as a community-focused, empathetic brand that emphasizes connection, empowerment, and support. The analysis identifies three key discourses: shop owners, riders, and consumers. Each discourse highlights community, care, and shared responsibility, aligning with Myanmar’s cultural values. The voice-over unifies these

narratives, fostering trust, loyalty, and emotional connection. The linguistic practices of these stakeholders are shown in Fig 4.11.

Figure 4.11: Discourse of Scripts in Campaign Videos



The discourse surrounding the partnership between FoodPanda and local shop owners, which accounted for 35% of the campaign videos, emphasizes economic growth, community empowerment, and the interconnectedness of local businesses. Shop owners express how FoodPanda helps them expand their reach and stabilize their businesses. In the video, a restaurant owner highlights,

“Each order supports not just the restaurant but the suppliers and their families” (FoodPanda, 2021)

This reflected the ripple effect of each transaction on the local economy. This framing positions FoodPanda as more than just a service provider, but a crucial partner in fostering local economic resilience.

A teahouse owner shares in the video,

“During challenging times, I regained my entrepreneurial spirit” (FoodPanda, 2021)

This illustrated how FoodPanda supports entrepreneurs during economic uncertainty. The campaign’s use of conversational language and relatable visuals strengthens the emotional connection between the brand and Myanmar’s

entrepreneurial spirit. The narrative also fostered a sense of collective responsibility, portraying food orders as communal efforts that support local livelihoods. This collaborative partnership is reinforced through strategic language and imagery, turning transactional relationships into a shared commitment to community welfare. This also positions FoodPanda as an essential partner in Myanmar's economic recovery, aligning the brand with themes of localism, sustainable development, and social responsibility.

The discourse surrounding consumers in FoodPanda's marketing campaign, which accounts for 30% of the videos, emphasizes the emotional and social connections that food delivery fosters. The campaign portrays food as a powerful medium for love, comfort, and connection among family and friends. For instance, a video opens with a family sharing a meal, with the narrator stating:

“Food is an essential part of connecting with lovers, family, and friends,”
(FoodPanda, 2021)

This shows the food's role in enhancing relationships beyond mere food.

The visuals, contrasting bustling urban households with peaceful rural settings, reinforce the universal nature of these emotions. FoodPanda positions itself as not just a service provider but as an essential part of consumers' emotional well-being.

Moreover, the campaign highlights food's role in maintaining relationships, particularly when physical distance separates loved ones. A young consumer shares,

“When I miss my parents, sending them food sometimes becomes a way to bring them happiness and comfort” (FoodPanda, 2021)

This shows how food delivery can be a gesture of love and connection that transcends geographic barriers.

Another interesting discourse of scripts comes from the question of a consumer in the video, as shown in Figure 4.12, “What is pizza, teacher?” (FoodPanda, 2021) served as a poignant reflection of Myanmar's ongoing class divisions, subtly embedded within the script. This inquiry highlights the socio-economic disparities where a seemingly commonplace food item, like pizza, represents a luxury rather than a staple for low-income families. The child's question reveals a gap in exposure and access, underscoring how consumer goods can become symbols of privilege within a stratified society. By including such a line, the

campaign not only illustrates the lived realities of economic inequality but also evokes empathy, inviting viewers to reflect on these disparities within the broader social context of Myanmar.

Figure 4.12: Introductory Scene of Campaign Video



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

Figure 4.13: Family



Source: FoodPanda (2021). *Meal That Goes A Long Way* [Video]. Facebook. Retrieved from <https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044>

To summarize the findings, both semiotic and discourse analysis underscore food's emotional and relational significance. Through relatable language and visuals, FoodPanda is portrayed as a connector that enhances social bonds and enriches

emotional experiences. This positions the brand as more than a convenience, but a key part of consumers' lives and connections. More implications and analysis of findings through various lenses in a broader context will be discussed in the next Chapter.

4.2.2 Findings From the In-depth Interviews with Campaign's Key Figures

The findings revealed in this section were to answer the second research question: How was this campaign constructed to address the concerns of the consumers after the crisis? The interviews with key figures involved in the development of the campaign offer insights into the strategic decisions behind the campaign's success.

The interview questions covered four main areas: Campaign communication strategy, Message development, Campaign production, and Future Recommendations across different dimensions such as consumer insights, storytelling social and cultural relevancy, and brand authenticity. Each professional—creative director, campaign strategist, and copywriter—provided valuable perspectives, with the creative director emphasizing visual and emotional storytelling, the strategist focusing on data-driven strategies, and the copywriter highlighting the importance of culturally resonant language and tone. Despite minor differences in their perspectives, all interviewees worked closely to ensure that the campaign was both culturally sensitive and consumer-focused, fostering brand love and connection.

The first area to discover is the communication strategy for campaign development. The communication strategy for FoodPanda's campaign was carefully crafted to balance brand values with local cultural relevancy and socio-political sensitivity while fostering consumer engagement. Interviews with key campaign figures—Creative Director, Copywriter, and Campaign Strategist—reveal the strategic decisions made to navigate Myanmar's socio-political climate. One key challenge highlighted by the Campaign Strategist was ensuring that the messaging aligned with FoodPanda's global values without alienating the local audience.

As Campaign Strategist put it:

“One of the biggest hurdles was ensuring that the messaging was culturally sensitive while still aligning with FoodPanda’s global brand values.” (Campaign Strategist, personal communication, November 28, 2024)

This sensitivity was critical in a socio-political environment where authenticity was paramount. The Creative Director further noted,

“There was always a tension between maintaining artistic integrity and being practical in execution” (Creative Director, personal communication, November 28, 2024)

This illustrates the balance between creativity and logistical constraints.

Another important aspect of the campaign’s strategy was its focus on community and transparency. Instead of relying on celebrity endorsements, the campaign featured real stakeholders within the FoodPanda ecosystem—riders, restaurant owners, and employees—emphasizing their roles in the brand’s success and authenticity. The Campaign Strategist explained:

“We realized early on that featuring influencers or celebrities could backfire, given the rise of the boycott trends of celebrities from consumers on the wake of coup. Instead, we turned to the people who are part of the FoodPanda ecosystem” (Campaign Strategist, personal communication, November 28, 2024)

This decision not only avoided potential backlash but also shifted the brand’s communication from a transactional to a relational approach, building trust by highlighting shared struggles and mutual dependence.

Furthermore, internal collaborative feedback and consumer feedbacks played a significant role in shaping the campaign’s direction. As the Copywriter shared,

“When we received feedback that the initial tone was too formal, we adjusted the language to be more conversational and relatable.” (Copywriter, personal communication, November 28, 2024)

This responsiveness to consumer sentiment ensured that the campaign resonated emotionally, fostering stronger connections with the audience.

The second area to explore is the message development of the campaign. The message development process for FoodPanda's campaign was focused on creating an emotional bond with the target audience, emphasizing authenticity and cultural relevance. The Creative Director reflected on lessons learned from previous campaigns, noting that audiences respond positively to human-centered stories. In his words,

“From past campaigns, we learned that audiences respond positively to human-centered stories. So, this time, we focused more on real-life interactions and less on abstract brand messaging.” (Creative Director, personal communication, November 28, 2024)

This approach helped ensure the narrative was deeply relatable and resonated with real-life experiences. The Copywriter echoed this sentiment, stating,

“We also learned the importance of authenticity in storytelling and we made sure to showcase stories that were real and relevant to people's lives.” (Copywriter, personal communication, November 28, 2024)

By centering the campaign on the genuine struggles and triumphs of riders, restaurant owners, and consumers, the team crafted a message that felt grounded in reality, and bring stronger emotional connections.

To deepen the campaign's emotional impact, the concept of Ubuntu—meaning “I am because you are”—was integrated as the philosophical backbone of the narrative. The Campaign Strategist explained,

“We were inspired by Ubuntu because it perfectly encapsulated what FoodPanda needed to communicate.” (Campaign Strategist, personal communication, November 28, 2024)

This concept underscored the interdependence of all stakeholders within the FoodPanda ecosystem, emphasizing how each contribution, no matter how small, was essential for the community's success. The Creative Director noted that visual elements were carefully selected to support this theme of community resilience. Vibrant yet calming colors, uplifting music, and intimate scenes of family life helped to create a warm, hopeful atmosphere that resonated with the audience. The symbolic use of pizza further reinforced the message as it represent aspiration. By incorporating cultural symbols and values, the campaign not only built an emotional connection but also positioned FoodPanda as a culturally attuned brand that played an integral role in the daily lives of Myanmar consumers.

Key insights from the message development process highlighted the importance of cultural relevance and community involvement.

The Creative Director emphasized the significance of storytelling, stating, "We learned that emotional and cultural storytelling resonates deeply with consumers in Myanmar. Narratives that emphasize community support, resilience, and shared experiences connect well with people's emotional needs, especially in challenging times." (Creative Director, personal communication, November 28, 2024)

Localization was also crucial, as the Copywriter noted:

"Using familiar cultural elements and everyday scenarios was pivotal. For example, showing family meals or local markets made the campaign feel authentic." (Copywriter, personal communication, November 28, 2024)

Furthermore, the Campaign Strategist noted that engaging with local communities helped create an authentic voice that resonated with the target audience, stating,

"Consumers responded positively to brands that reflected their realities, struggles, and aspirations." (Campaign Strategist, personal communication, November 28, 2024)

These insights underscore the importance of culturally relevant storytelling and community engagement for future advertising campaigns in Myanmar, ensuring brands stay connected to the emotional and socio-political context of their audience.

Myanmar's socio-political context heavily influenced the campaign's messaging and themes. The Copywriter highlighted the importance of crafting messaging that was sensitive to the political climate, stating,

“Given the political climate, it was important to craft messaging that was sensitive and empathic. We had to be mindful of not making political statements, but we focused on themes of unity and support for local businesses, which were central to consumers' values during challenging times.” (Campaign Strategist, personal communication, November 28, 2024)

The Campaign Strategist further noted that the brand aimed to provide comfort and consistency, acknowledging the difficult period the country was experiencing without directly engaging in political discourse. This sensitivity helped position FoodPanda as a reliable and supportive brand, capable of offering consumers emotional reassurance. The campaign successfully aligned itself with the public's desire for unity, support, and stability, reflecting a brand that was in tune with the emotional needs of its audience.

The third area to explore is campaign production process. In discussing the campaign production process, the Creative Director, Copywriter, and Campaign Strategist highlighted the importance of collaboration, adaptability, and cultural sensitivity. The Creative Director noted,

“The production process required balancing creative vision with logistical constraints. We had tight schedules and limited resources, but we had to ensure that the final product stayed true to the brand's values and resonated with the local audience. Flexibility was key.” (Creative Director, personal communication, November 28, 2024)

The Copywriter emphasized the importance of feedback loops, saying,

“We gathered real-time consumer feedback during the production phase, which allowed us to adjust our tone and visuals to ensure they were relatable and authentic. It's essential to keep evolving based on audience responses.” (Creative Director, personal communication, November 28, 2024)

These insights illustrate that a successful campaign production process requires careful coordination between creativity, consumer feedback, and cultural awareness, with an emphasis on staying responsive to both logistical and socio-political dynamics.

The fourth area to explore is the recommendation from the key figures for the future campaign development in Myanmar and similar market. For future campaign development, the Creative Director, Copywriter, and Campaign Strategist offered several key recommendations based on their experiences with the FoodPanda campaign. The Creative Director emphasized the importance of continuing to prioritize cultural relevance, stating,

“In the future, we need to deepen our connection with local customs and traditions. We learned that campaigns grounded in familiar cultural values resonate deeply with consumers, so ensuring that these elements are woven into every aspect of the campaign is essential.” (Creative Director, personal communication, November 28, 2024)

The Copywriter echoed this sentiment, suggesting,

“Localization should be at the core of future campaigns. Showing real-life moments, like family gatherings or local community interactions, is crucial to creating a sense of authenticity and relatability.” (Copywriter, personal communication, November 28, 2024)

The Campaign Strategist added,

“Flexibility is key. Myanmar's socio-political environment is ever-changing, and future campaigns must be agile, adjusting the tone and content based on the current landscape. We need to remain sensitive, focusing on messages of hope and community support rather than overtly political stances.” (Campaign Strategist, personal communication, November 28, 2024)

Together, these insights indicate that future campaigns should prioritize local storytelling, emotional connection, and community involvement while remaining responsive to the evolving socio-political context.

To summarize the findings from interviews to answer the second research question, the creative director stressed the importance of visual storytelling that reflected FoodPanda's core values while resonating with Burmese cultural themes like collectivism and family. They acknowledged the challenge of balancing creative freedom with the need to appeal to both loyal and non-loyal customers. The campaign strategist, on the other hand, took a more analytical approach, using audience segmentation and market research to tailor the messaging. They emphasized the need to adapt quickly to the dynamic market environment in Myanmar. The copywriter focused on crafting emotionally impactful and culturally relevant language, with particular attention to balancing humor and sincerity. Together, their collective efforts ensured that the campaign was culturally attuned, emotionally engaging, and effectively positioned FoodPanda as a community-oriented brand that navigated Myanmar's market complexities. More implications and analysis of findings through various lenses in a broader context will be discussed in the next Chapter.

4.2.3 Findings from the Focus Group Interviews

The findings from this section were aimed to answer the third research question: What are the perceptions of audiences towards FoodPanda in terms of brand love and loyalty with this campaign?

This section presents the findings from three focus groups that explored how consumers perceive the FoodPanda's campaign and its impact on brand love. The findings delved into consumer perceptions of FoodPanda's brand, cultural relevance, and social positioning during a crisis in Myanmar. By examining the viewpoints of loyal users, non-loyal users, and a mixed group (ages 18-34, male, female, LGBTQIA+), the findings shed light on the effectiveness of the campaign in building emotional connections and addressing consumer concerns, positioning FoodPanda as a brand aligned with the needs and aspirations of its Myanmar audience. Two key themes emerged from the focus group interviews: Short-Term Emotional Impact of FoodPanda's Advertising Campaign and Long-Term Influence of FoodPanda's Advertising Campaign on Brand Love across dimensions such as storytelling, cultural relevance, diversity, social causes, and brand advocacy.

The loyal users group expressed a strong emotional attachment to FoodPanda, emphasizing consistent promotions and reliable service as key factors for their loyalty. Group discussions were largely harmonious, with most participants viewing the brand as a lifeline during the Coup and COVID-19 pandemic. However, a minor critique about the app's interface sparked some debate. This group showed deep emotional and functional loyalty, perceiving FoodPanda as an integral part of their daily routines.

In contrast, the non-loyal users group exhibited more skepticism and varied opinions. While some participants appreciated FoodPanda's extensive restaurant options, others criticized delivery charges and occasional delays. Promotional offers were also a point of contention, with some feeling that competitors offered better deals. Unlike the loyal users group, this cohort did not reach consensus, reflecting a broader range of individual preferences and less emotional attachment to the brand.

The mixed group was the most dynamic, with moments of both debate and groupthink. Loyal users defended FoodPanda's strengths, like its wide restaurant selection and responsive customer service, while non-loyal participants raised concerns about delivery speed and pricing. Groupthink emerged when discussions shifted to FoodPanda's community support during the Myanmar crisis, with non-loyal participants aligning with the majority view. This group displayed a wider variety of digital consumption habits, showcasing the influence of individual loyalty on collective opinions. The loyal fan group demonstrated emotional connection and consensus, the non-loyal group offered more critical and independent perspectives, and the mixed group revealed the complex interplay of diverse opinions and group dynamics. These findings highlight the multifaceted nature of consumer perceptions and the role of social interactions in shaping brand perceptions.

The first theme to discover was the emotional connections with the brand. The findings revealed that the campaign's emotional impact, cultural relevance, and messaging were central to shaping consumer perceptions, fostering brand love, and influencing long-term loyalty. In discussing emotional connections with the brands loyal users expressed a strong emotional connection to the campaign, emphasizing its role in reinforcing their loyalty to FoodPanda. One loyal user shared,

“The campaign made me feel more connected to FoodPanda as a brand that understands my needs.” (Loyal User, personal communication, November 30, 2024)

Another added,

“Watching these ads makes me feel like FoodPanda is a part of my life. It’s not just about ordering food, it’s about making life easier and supporting local businesses.” (Loyal User, personal communication, November 30, 2024)

In contrast, non-loyal users acknowledged feelings of trust and reliability, but the emotional connection was less profound. A non-loyal participant said,

“The ads make me feel that FoodPanda is trustworthy and offers good service, but I don’t feel that extra connection or loyalty from them yet.” (Non-Loyal User, personal communication, November 30, 2024)

The mixed group had varied reactions, with some relating to the community-focused message, while others remained indifferent:

“It was a nice ad, but it didn’t make me feel personally attached to the brand.” (Non-Loyal User, personal communication, November 30, 2024)

This division highlights how loyal users experienced deeper emotional resonance, while non-loyal and mixed group members viewed the ads more as a reflection of reliability rather than emotional attachment.

This campaign had a clear impact on brand love, with the emotional storytelling, brand authenticity, and cultural relevance in the ads playing pivotal roles. Loyal users felt a stronger connection to the brand, as the campaign highlighted FoodPanda’s support for local communities and the company’s commitment to trust and care. One loyal user shared,

“The campaign made me feel that FoodPanda is a brand that really understands the local community.” (Loyal User, personal communication, November 30, 2024)

Non-loyal users, however, were more focused on pragmatic aspects such as speed, convenience, and cost, and they did not feel as emotionally connected to the brand. One non-loyal user said,

“The service is good, but I don’t feel much beyond that. It’s just a delivery service to me.” (Non-loyal User, personal communication, November 30, 2024)

The mixed group's feedback provided a more nuanced view. Some non-loyal customers indicated that the emotional, community-focused ads made them reconsider their perception of FoodPanda, while others remained indifferent, continuing to prioritize practical aspects of the service. With these insights from consumers, to further enhance brand love across all consumer segments, the future campaigns could continue to emphasize community engagement while integrating more personalized and emotionally resonant messaging to appeal to newer or less emotionally invested customers.

Another topic to be discussed is campaign alignment with brand values. For loyal users, the campaign closely aligned with FoodPanda's core values of local support and customer convenience. One loyal participant shared,

"The campaign feels like it aligns with the FoodPanda I know—a brand that supports local businesses and cares about making life easier for its customers." (Loyal User, personal communication, November 30, 2024).

The mixed group reflected both viewpoints, with some feeling the campaign genuinely captured FoodPanda's values, while others viewed it primarily as a marketing tool:

"The ad feels genuine, but I still see it as just another way to get us to use their service." (Non-Loyal User, personal communication, November 30, 2024)

This contrast reveals that while loyal consumers connect more deeply with the brand's mission, non-loyal and mixed-group participants may perceive the campaign as a tactic to drive sales rather than a true reflection of the brand's ethos.

The next theme to explore was the impact of storytelling and differentiation from the competitors. In discussing this, the storytelling style of the campaign was highlighted by many as a key differentiator from competitors. Loyal consumers emphasized how the campaign focused on helping the community and showcasing local businesses, which they felt were not as prominently featured by FoodPanda's competitors. One loyal consumer commented,

"Other delivery services don't focus on the local community the way FoodPanda does. I think this is what makes them stand out - caring about the people who use their service and the businesses they support." (Loyal User, personal communication, November 30, 2024)

For non-loyal user, however, the difference wasn't as clear. One non-loyal participant said,

"I don't really see what makes FoodPanda different from the others in this ad. It's nice, but it doesn't set them apart." (Non-loyal User, personal communication, November 30, 2024)

This suggests that while storytelling and community-focused messaging are key to differentiating FoodPanda for loyal customers, non-loyal consumers may still view other brands as equally capable of providing the same service without a distinctive emotional connection. For mixed groups, perspectives were mixed. Some participants felt that FoodPanda's focus on storytelling made the brand more memorable and relatable compared to its competitors, while others believed that these differences were superficial and didn't impact their decision-making. Overall, the emphasis on storytelling resonated more with loyal customers than with newer or less engaged customers, highlighting the importance of personalized and emotionally resonant messaging for different audience segments.

Another interesting discussion was the memorability of Taglines and phrases. The campaign's tagline, "Meal That Goes A Long Way," resonated strongly with loyal fans, who connected it to FoodPanda's positive impact on local communities. One loyal participant said,

"I remember the tagline clearly. It feels like they're not just talking about food delivery, but about the impact they have on the community." (Loyal User, personal communication, November 30, 2024)

Non-loyal users, on the other hand, had more mixed feelings about the tagline. One remarked,

"I remember the tagline, it is a beautiful catchphrase but I admit that it does not make me feel anything special." (Non-loyal User, personal communication, November 30, 2024)

The mixed group was divided as well, with some finding the tagline effective, while others felt it was forgettable:

"I remember it, but it didn't leave a strong impression on me. It was nice but nothing too unique." (Non-loyal User, personal communication, November 30, 2024)

This suggested that while the tagline connects with loyal fans, it may not evoke the same emotional response from non-loyal or mixed group participants, indicating the need for stronger emotional appeal in the messaging.

An interesting discussion took place in talking about the importance of diversity in representation. The portrayal of diverse groups in FoodPanda's advertising campaign emerged as a significant point of discussion across all participant groups. Loyal consumers particularly appreciated the inclusive representation of various cultures and backgrounds, with one stating,

“It's nice to see people from different walks of life in the ads. It makes me feel like FoodPanda is a brand for everyone.” (Loyal User, personal communication, November 30, 2024)

This sense of inclusivity fostered a deeper emotional connection for loyal customers, who felt that the brand understood and valued diverse communities. Non-loyal consumers also noted the diversity, though they were less emotionally impacted by it. One non-loyal participant remarked,

“It's great to see diversity, and surprisingly it makes me feel more connected to the brand. It's just something nice to see.” (Non-loyal User, personal communication, November 30, 2024)

For the mixed group, opinions were more divided. Some found the diverse representation enhanced their emotional connection with the brand, making them more likely to engage with FoodPanda, while others felt that diversity was secondary to their primary concerns of service quality and reliability. These varied responses suggest that while diversity plays an important role in fostering emotional engagement for loyal fans, its impact is less significant for non-loyal customers who remain focused on the practical aspects of the service

The cultural and social realities of Myanmar played an essential role in shaping how consumers perceived FoodPanda's advertising campaign. Many participants highlighted how the ads showcased traditional foods, local customs, and familiar settings, aligning with the social values of Myanmar. Loyal users, in particular, appreciated this cultural representation. One loyal user said,

“The ads showed the variety of foods people love here, from traditional Burmese dishes to street food, which makes me feel like the brand understands what we eat every day.” (Loyal User, personal communication, November 30, 2024)

This cultural connection fostered a sense of relevance and authenticity, deepening brand love among loyal customers.

For the mixed group, cultural relevance was seen as important, but not always a decisive factor in fostering brand love. While some non-loyal customers found the cultural authenticity appealing, others remained more focused on convenience and service. One put it:

“It’s nice that they show our culture, but I’m more concerned with how fast the food arrives and how much it costs.” (Non-loyal User, personal communication, November 30, 2024)

These responses indicate that cultural authenticity and representation are key drivers of emotional connection for loyal consumers, but may not be as impactful for less emotionally invested consumers, who prioritize other aspects of the service.

When asked about the likelihood of recommending FoodPanda, respondents highlighted its community impact, cultural engagement, and trustworthiness as key factors that influenced their decision. A participant from the mixed group shared,

“I’d recommend FoodPanda because they support local businesses and they’ve made a real effort to connect with the culture. That makes me feel good about supporting them.” (Loyal User, personal communication, November 30, 2024)

For these respondents, FoodPanda’s efforts to support local businesses and engage with the cultural context resonated deeply, making them more inclined to recommend the brand. This statement reflects that while FoodPanda’s community engagement is appreciated, convenience and integration of additional services are crucial for some customers’ brand loyalty. This also suggests that while FoodPanda is seen as a strong contender for those prioritizing variety and speed, others may still gravitate toward services that are more embedded in the local market. Overall, the brand’s community-oriented approach is a significant recommendation factor, but its competitors’ broader service offerings still attract loyal customers.

In terms of Future Expectations from FoodPanda, looking ahead, consumers in the mixed group shared diverse expectations for how FoodPanda could further connect with them through its advertising. Many respondents expressed a desire for more diversity in the portrayal of local life. One participant noted,

“I’d love to see more ads featuring people from different walks of life, showing how FoodPanda fits into everyday Burmese life. It could be great to see families, office workers, or students enjoying meals together, which feels more relatable.” (Loyal User, personal communication, November 30, 2024)

This feedback indicated a desire for more inclusive depictions of the diverse range of consumers who use the service, making the brand feel more relatable and reflective of daily life.

In contrast, a younger non-loyal consumer suggested,

“I think FoodPanda could do a better job of showing how their app integrates with modern, fast-paced lifestyles. Maybe add a little more about how quickly they deliver, or even show tech-savvy customers using the app in creative ways.” (Non-loyal User, personal communication, November 30, 2024)

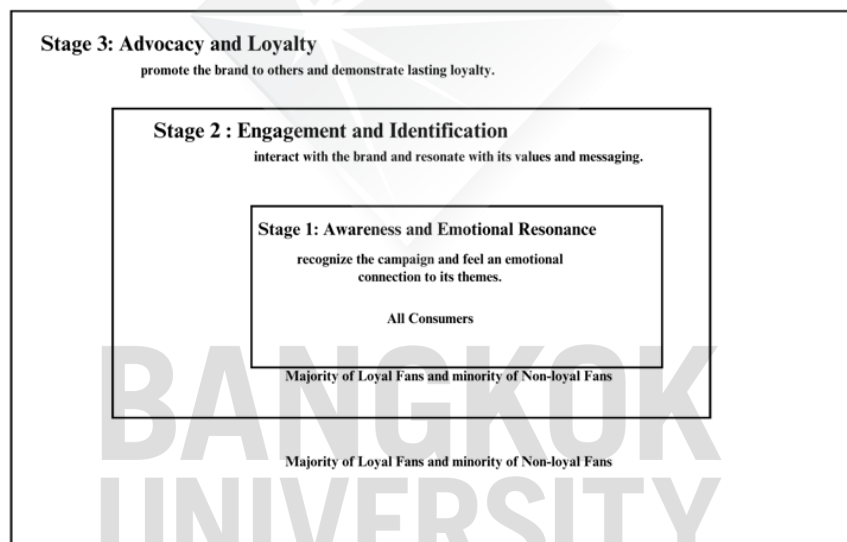
This response pointed to an expectation for more focus on the app’s functionality and the convenience it offers to consumers who lead fast-paced, tech-savvy lives.

Sustainability and social responsibility also emerged as important themes. One participant shared,

“If FoodPanda could show more of its sustainability efforts—like reducing packaging waste or supporting eco-friendly practices—it would help me feel even more positive about using them.” (Non-loyal User, personal communication, November 30, 2024)

These insights reflect a growing desire for FoodPanda’s advertising to incorporate more environmentally conscious messaging, which could enhance the brand’s appeal to customers who prioritize sustainability. Ultimately, the diverse expectations for FoodPanda’s advertising direction suggest that a well-rounded approach—one that maintains authenticity and local relevance while balancing emotional, practical, and fun tones—could help engage a broader audience. By doing so, FoodPanda could strengthen its position as a community-focused, trustworthy brand that appeals to various consumer segments.

Figure 4.14: The Impact of the Campaign on Brand Love



As shown in Figure 4.14, it can be summarized that the focus group discussions revealed varying levels of brand love and advocacy based on different stages of the consumer journey: Awareness, Engagement, and Advocacy. In the Awareness stage, participants recognized FoodPanda through its emotional storytelling, cultural relevance, and authenticity. Young females and LGBTQIA+ consumers, particularly within the Loyal User group, connected emotionally with the ads, appreciating the representation of Myanmar culture. However, young males, especially in the Non-loyal users group, focused more on functional aspects like price and convenience, with limited emotional connection. The mixed group showed varied

responses, with females and LGBTQIA+ consumers more engaged, while young males remained detached.

As participants moved to the Engagement stage, gender and age differences became more pronounced. Females and LGBTQIA+ consumers in the loyal user group were highly engaged, often following FoodPanda on social media, sharing content, and supporting its CSR initiatives. In contrast, young males in the Non-loyal users group remained disengaged, prioritizing service functionality over cultural messaging. The Mixed group again showed split reactions, with females and LGBTQIA+ consumers more engaged, while young males were more transactional in their interactions.

At the Advocacy stage, emotional commitment was crucial. Females and LGBTQIA+ consumers in the loyal user group were more likely to recommend FoodPanda, driven by their strong emotional connection to the brand's cultural storytelling. On the other hand, young males in the Non-loyal User group remained pragmatic, showing little interest in advocating for the brand. The Mixed group mirrored this trend, with females and LGBTQIA+ consumers more inclined to advocate, while young males maintained a more transactional view.

More implications and analysis of findings through various lenses in a broader context will be discussed in the next Chapter.

4.3 Conclusion

The chapter provides a comprehensive analysis of the campaign, focusing on its semiotic, linguistic, and strategic elements, and how they effectively resonate with Myanmar's cultural and social context. The semiotic analysis revealed how the campaign's visual and auditory codes—such as food, music, and social settings—work together to convey messages about Myanmar's cultural identity, community values, and the balance between tradition and modernity. These multimodal signs helped establish FoodPanda as a culturally relevant and emotionally resonant brand that aligns with local values.

The linguistic analysis of the campaign, titled "Meal That Goes a Long Way," highlights the campaign's use of language to strengthen the brand's connection with its audience. Through discourses of shop owners, riders, and consumers, the campaign

emphasizes community, resilience, and emotional connections fostered through food delivery. The narrative portrays FoodPanda as a reliable, community-oriented brand, with a focus on empathy, authenticity, and shared purpose. The use of inclusive language and emotional appeals strengthens this bond, making the brand feel more relatable to Myanmar's diverse population.

Interviews with FoodPanda's creative team revealed that the campaign was meticulously crafted to navigate Myanmar's socio-political challenges while connecting with the local audience. Empathy and cultural relevance were key drivers, with authentic storytelling and local partnerships ensuring the campaign's effectiveness. The use of metaphors and strategic collaborations with local influencers further enhanced the campaign's emotional appeal and reach. This approach helped FoodPanda foster brand loyalty by positioning itself as a trusted ally in a complex socio-political climate.

The findings from Focus Group Interviews show that young females and LGBTQIA+ consumers move seamlessly through the stages of Awareness, Engagement, and Advocacy, largely due to the brand's emotional connection and cultural relevance. In contrast, young males showed a more functional and transactional approach, with limited emotional engagement and brand advocacy. This underscores the importance of emotional storytelling, cultural resonance, and brand authenticity in driving brand loyalty and advocacy, particularly among younger, female, and LGBTQIA+ consumers.

In summary, the chapter underscores the importance of cultural relevance, emotional resonance, and authenticity in FoodPanda's campaign, which successfully captured the attention and loyalty of Myanmar's consumers by aligning with their values and experiences.

CHAPTER 5

DISCUSSION

This chapter will describe the summary of key findings, discussions based on past findings, different theoretical lenses, researcher's expectations, the applications in various areas, limitations of the study, and future recommendations.

5.1 Summary of Findings

5.1.1 Key Summary of Findings from Semiotic and Discourse Analysis

Based on the findings, the FoodPanda campaign effectively integrates thematic semiotic analysis, discourse, and cultural representation to resonate with Myanmar's collectivist society, social class divisions, and community-oriented values, fostering a strong sense of brand loyalty. Through its careful selection of multimodal signs—ranging from visuals, music, colors, and social settings—the campaign constructs a rich narrative that speaks directly to Myanmar's deep-rooted cultural values of community, tradition, and modernity. The visual elements, especially the warm, vibrant pink background, create a sense of inclusivity and emotional connection, which is key in Myanmar's collectivist society, where family bonds and community ties are central. The portrayal of food in the campaign goes beyond its nutritional value, highlighting its role as a medium for social bonding, comfort, and shared experiences. These multimodal signs work together to present a culturally relevant image of Myanmar, blending both traditional and modern elements to ensure the brand's relevance across different demographic groups, from rural to urban.

Both the multimodal and discourse analyses reveal how the FoodPanda campaign strategically engages with different stakeholders in Myanmar's social structure, reflecting the nation's social class divisions through the metaphorical representations of pizza and mobile phones. In the discourse analysis, the campaign portrays shop owners and riders as integral figures within the community, each contributing to Myanmar's collectivist culture. The success of these stakeholders is framed in terms of shared responsibility, with the prosperity of one group directly influencing others, such as restaurant owners, suppliers, and delivery personnel. This

collectivist narrative emphasizes the interconnectedness of all, reinforcing a sense of unity and mutual support within Myanmar's social fabric.

The metaphorical representation of pizza in the campaign serves as a symbol of social status and modernity. Pizza, often associated with urbanization and Western influence, becomes a representation of upward mobility and social connectivity, appealing to middle and higher social classes. On the other hand, mobile phones are used as symbols of accessibility and modernization, bridging the gap between social classes by enabling greater connectivity. In Myanmar's context, mobile phones symbolize the potential for economic and social advancement, particularly in lower-income groups that may be more reliant on mobile technology for employment and communication. By juxtaposing these two symbols, the campaign highlights the diverse aspirations and social realities of Myanmar's populace, appealing to both traditional values and modern ambitions across different social classes.

Together, these representations illustrate how FoodPanda's messaging is tailored to reflect Myanmar's complex social dynamics, positioning the brand as a bridge between traditional communal values and the modern, technology-driven economy. The campaign effectively navigates social class divisions, using metaphors and narratives to engage diverse audiences while fostering a sense of unity and shared purpose.

Furthermore, the campaign's emphasis on community support during challenging times underlines FoodPanda's commitment to contributing to social resilience. The discourse surrounding the riders portrays them as vital community members, whose work not only supports individual families but also strengthens local economies. These personal stories, such as those of riders who have overcome financial hardship, highlight the brand's role in providing economic stability through gig work. This portrayal shifts riders from mere delivery personnel to respected community figures, fostering empathy and reinforcing the brand's commitment to social responsibility. Similarly, the consumer discourse underscores how food delivery fosters emotional connections and enhances relationships, positioning FoodPanda as more than just a service but a facilitator of meaningful experiences. Through inclusive language and the hashtag #MealThatGoesALongWay, the campaign invites consumers to reflect on the deeper emotional significance of food,

strengthening the bond between FoodPanda and its audience. By focusing on personalization, shared experiences, and cultural resonance, the campaign cultivates a sense of belonging, which is crucial in building long-term brand loyalty and love.

These findings answered the first research question as FoodPanda's campaign successfully navigates Myanmar's complex socio-cultural landscape by blending thematic semiotic analysis, discourse, and cultural representation. The brand's use of visual and auditory elements, along with strategic discursive engagement, positions it as a socially responsible, community-oriented brand that resonates deeply with Myanmar's collectivist values, its social class divisions, and its aspirations for both tradition and modernity. By reinforcing community ties, supporting local businesses, and fostering emotional connections with consumers, the campaign not only strengthens FoodPanda's cultural identity but also deepens its relationship with the local audience, fostering lasting brand loyalty.

5.1.1 Key Summary of Findings from Interviews with Campaign Key Figures

The insights derived from interviews with FoodPanda's creative director, copywriter, and campaign strategist illuminate the multifaceted approach taken by the brand in navigating the complex socio-political landscape of Myanmar during a challenging period. These findings underscore the strategic design of the campaign, which was meticulously crafted to address the myriad challenges faced by the brand while simultaneously resonating with the local populace. The interviews reveal a concerted effort to balance the interests of various stakeholders, including consumers, employees, and local businesses, thereby fostering a sense of community and shared purpose. One of the most salient insights from the interviews is the emphasis placed on empathy within the campaign's messaging. The creative team recognized that in order to connect with the audience, it was imperative to understand their experiences and challenges. This understanding was manifested through the incorporation of authentic storytelling, which served to humanize the brand and establish a deeper emotional connection with the target demographic. By featuring real stakeholders—such as riders, restaurant owners, and employees—the campaign not only built credibility but also fostered a sense of belonging among the audience. This approach

aligns with contemporary marketing theories that advocate for authenticity and relatability as key drivers of consumer engagement..

Moreover, the campaign's focus on cultural relevance cannot be overstated. The creative team was acutely aware of the diverse cultural landscape of Myanmar and sought to incorporate local symbols and narratives that would resonate with the audience. By grounding the campaign in the realities of Myanmar's socio-cultural context, the team ensured that the messaging was not only relatable but also reflective of the brand's core values of reliability and convenience. This strategic alignment with local culture is supported by research indicating that culturally relevant marketing can significantly enhance consumer perception and brand loyalty (Holt, 2002). Additionally, the findings underscore the increasing importance of social responsibility and community support in contemporary branding, particularly during times of crisis. The interviews revealed that consumers are increasingly drawn to brands that demonstrate a genuine commitment to social issues and local concerns. In this context, the campaign's focus on themes of unity, resilience, and empowerment was particularly salient. By consciously avoiding overt political statements, the campaign maintained its relevance in Myanmar's complex socio-political climate, thereby positioning FoodPanda as a trusted ally within the community. The research findings from key personnel at FoodPanda reveal a comprehensive and nuanced understanding of the campaign's design and execution. The emphasis on authentic storytelling, cultural relevance, and community engagement emerged as pivotal elements that contributed to the campaign's success. By prioritizing empathy in messaging and fostering connections with local stakeholders, FoodPanda was able to navigate the challenges of the Myanmar market effectively. The insights gleaned from these interviews not only highlight the strategic considerations that informed the campaign but also provide valuable lessons for future marketing endeavors in similarly complex environments.

5.1.2 Key Summary of Findings from Focus Group Interviews with Consumers

The findings from the focus group discussions reveal two central themes: Short-Term Emotional Impact of FoodPanda's Advertising Campaign and Long-Term

Influence of FoodPanda's Advertising Campaign on Brand Love across dimensions such as storytelling, cultural relevance, diversity, social causes, and brand advocacy. Loyal users were deeply engaged with the campaign's emotionally resonant storytelling and cultural alignment, particularly appreciating how traditional foods and local customs were highlighted. This emotional connection fostered a sense of trust and community, distinguishing FoodPanda from competitors. In contrast, non-loyal consumers approached the campaign with a more transactional perspective, emphasizing functionality over emotional appeal. The mixed group showcased diverse opinions, reflecting the complexity of consumer perceptions influenced by group dynamics and individual experiences.

The campaign successfully resonated with loyal user through its culturally relevant messaging and emphasis on community support. The portrayal of diverse groups and authentic representation of Myanmar's traditions enhanced emotional engagement, especially among younger females and LGBTQIA+ participants. This group moved seamlessly through the consumer journey stages—from awareness to advocacy—often demonstrating brand loyalty by following FoodPanda on social media and supporting its CSR initiatives. However, non-loyal users, particularly young males, prioritized practical aspects such as price and convenience, showing limited emotional connection to the campaign. The mixed group exhibited varied responses, with some participants finding the storytelling memorable, while others regarded the differences between FoodPanda and its competitors as negligible.

To enhance its appeal across all customer segments, it is recommended that FoodPanda's future campaigns could balance emotional and cultural messaging with a focus on social impact and personalization. While the campaign's cultural authenticity strengthened its connection with loyal customers, less engaged consumers desired practical, relatable messaging. By integrating more relevant social impact themes and broadening its representation to appeal to diverse demographics, FoodPanda can strengthen its position as a socially responsible and inclusive brand. This balanced approach could deepen emotional connections, foster long-term brand love, and convert transactional consumers into loyal advocates.

5.2 Discussions

5.2.1 Discussion of findings based on past research findings

The findings from this study align closely with existing literature that emphasizes the critical role of semiotics, discourse, and cultural relevance in shaping consumer behavior through advertising narratives. The campaign's strategic use of visual, auditory, and linguistic elements to reflect Myanmar's cultural identity resonates with the established principles in advertising and branding literature. For instance, the integration of multimodal signs, as highlighted in Barthesian semiotics, serves to evoke shared meanings that enhance the campaign's effectiveness and foster emotional connections with the target audience (Lim & Childs, 2020). This is consistent with Holt's findings on culturally resonant advertising, which underscores the importance of aligning brand narratives with local cultural contexts to foster brand attachment (Jaud, 2023). Additionally, the use of food as a central motif in the campaign echoes McCauley et al.'s research on food as a medium for social and cultural connection, further reinforcing the campaign's cultural relevance (Shao, Zhang, Wang, & Tian, 2022).

Conversely, while the campaign successfully employs a semiotic approach, it diverges from some existing literature that suggests a more straightforward narrative structure may be more effective in certain contexts. For example, the research by Solja, Liljander, and Söderlund (2018) indicates that the type of storytelling used by brands can significantly shape consumer responses, suggesting that a mismatch between narrative style and product characteristics could lead to diminished effectiveness. This highlights a potential area for further exploration, as the nuanced narrative employed in the FoodPanda campaign may not universally apply across all product categories or consumer segments.

The discourse analysis of the campaign reveals a narrative structure that emphasizes community and shared responsibility, aligning with the findings of Dessart and Pitardi (2019) on the societal benefits of local economic ecosystems. By humanizing key stakeholders such as shop owners and consumers, the campaign builds emotional connections that resonate with Beverland and Farrelly's assertion that authenticity in advertising drives consumer engagement (Majid., López, Megicks,

& Lim, 2019). This approach not only promotes a product but also reinforces social ties within the community, effectively leveraging local narratives to enhance brand loyalty. However, it is noteworthy that some studies suggest that overly complex narratives may lead to consumer disengagement, indicating a delicate balance that must be maintained in narrative construction (Delgado-Ballester, 2020).

From a linguistic perspective, the campaign's use of inclusive and emotionally charged language strengthens its relatability and impact. Phrases like "Stronger2gether" and reflective questions invite viewers into a shared narrative, mirroring findings by Kao (2019) on the importance of engaging audiences in dialogue to build brand loyalty. The strategic use of metaphors, such as the representation of interconnectedness through food, aligns with Huang, Zhuang, Li, and Gao (2022) research on the efficacy of metaphoric language in enhancing message comprehension

The campaign's emphasis on social responsibility and community empowerment aligns with recent findings on the importance of addressing socio-political contexts in branding without overtly politicizing the message (Sacco & Conz, 2023). This strategy allows FoodPanda to navigate Myanmar's complex socio-political landscape while resonating with consumers' values, enhancing brand perception and loyalty. However, it is essential to consider that some studies caution against the potential backlash of perceived insincerity in corporate social responsibility initiatives, suggesting that brands must genuinely embody the values they promote (Júnior, Limongi, Lim, Eastman, & Kumar, 2022).

Insights from focus groups further validate the campaign's effectiveness in connecting with diverse audience segments. Emotional storytelling, cultural relevance, and brand authenticity emerged as key drivers of brand love among young females and LGBTQIA+ consumers, aligning with the research findings of Choudhary, and Sahu (2023) on the role of inclusive language and representation in enhancing consumer engagement. Conversely, the transactional focus of young male consumers underscores the need for functional messaging to complement emotional appeals, as suggested by Dhote and Kumar (2019). This nuanced understanding of consumer behavior illustrates the campaign's sophisticated approach to tailoring

messaging to different demographic groups, a strategy supported by existing literature on targeted marketing (Lim & Puspita, 2020).

Finally, findings from interviews with FoodPanda's creative team highlight the strategic orchestration of the campaign, reflecting best practices in advertising theory. The emphasis on empathy, cultural relevance, and local partnerships underscores the role of authentic storytelling in establishing brand credibility (Chen, Wang, & Zhou, 2023). Collaboration with local influencers and community figures amplifies the campaign's reach and authenticity, a strategy supported by Voorveld, Araujo, Bernritter, Rietberg, and Vliegenthart (2018) in the context of influencer marketing. However, it is crucial to recognize that while influencer partnerships can enhance visibility, they must be carefully managed to avoid potential pitfalls associated with influencer credibility and audience alignment as highlighted by Li, Gao, Chen, and Ren (2022).

In conclusion, the findings affirm the principles established in past research, particularly the interplay of semiotics, cultural relevance, and emotional storytelling in fostering brand love. By aligning its narrative with Myanmar's cultural and social realities, FoodPanda demonstrates how a nuanced understanding of local context and consumer behavior can drive effective brand communication. This case study illustrates the potential for brands to engage meaningfully with their audiences through thoughtful and authentic narratives, while also highlighting the need for ongoing research to refine and adapt these strategies in diverse market contexts.

5.2.2 Discussion of findings based on relevant theories

The findings exemplify the effective integration of situational crisis communication theory (SCCT), semiotics, and emotional storytelling to create the brand love. This campaign not only aims to promote the brand but also seeks to foster a sense of community and cultural identity in a post-crisis context. Through a comprehensive analysis of the campaign's strategic elements, majority of findings highlights the significance of visual, linguistic, and narrative components in establishing brand love and maintaining authenticity. The findings underscore the importance of multimodal semiotics, emotional engagement, cultural authenticity, and

corporate social responsibility (CSR) in cultivating consumer loyalty and advocacy, both regionally and globally.

At the heart of the campaign's success is its alignment with SCCT, which posits that effective communication during a crisis is crucial for rebuilding trust and credibility. In Myanmar, where socio-political challenges have impacted consumer sentiment, FoodPanda's campaign strategically addresses these concerns by framing its messaging around resilience and community support. By employing SCCT principles, the brand acknowledges the crisis while positioning itself as a proactive participant in the recovery process. This approach is vital for establishing a narrative that resonates with consumers seeking reassurance and connection in uncertain times (Marmat, 2023).

The linguistic and narrative strategies embedded in the campaign further reinforce this connection. The discourse surrounding shop owners, riders, and consumers highlights the collective value system central to Myanmar's society. Stories of resilience, community impact, and economic empowerment position the brand as an enabler of positive change, fostering trust and admiration among consumers. SCCT emphasizes the importance of narrative framing in post-crisis recovery; by humanizing the brand through authentic testimonials and relatable experiences, FoodPanda effectively aligns itself with the emotional and practical needs of its stakeholders. This approach demonstrates the critical role of authenticity in rebuilding consumer trust and loyalty (Marmat, 2023).

The global relevance of this approach cannot be overstated. In a world increasingly shaped by cultural diversity and socio-political complexity, the integration of semiotic theory, SCCT, and emotional storytelling provides a robust framework for brands to navigate challenging environments. The FoodPanda campaign serves as a case study for the power of authenticity, cultural attunement, and emotional connection in building lasting consumer relationships. By aligning its messaging with local values and global trends, the brand not only strengthens its position in Myanmar but also offers valuable insights for marketers in similar contexts, demonstrating that a nuanced understanding of cultural dynamics is essential for successful brand communication.

The findings highlight the importance of semiotics and SCCT in crafting narratives that resonate with diverse audiences, underscoring the need for authenticity and cultural sensitivity in contemporary branding. As global markets become increasingly interconnected, this approach offers a compelling blueprint for creating meaningful and enduring consumer relationships. Future campaigns can draw on these insights to navigate the complexities of consumer behavior and cultural dynamics, ultimately fostering deeper connections and brand loyalty in an ever-evolving marketplace.

5.2.3 Discussion of findings based on the researcher's expectations

In discussing the findings regarding the campaign, the researcher anticipated that the strategic construction of this initiative would effectively engage with Myanmar's cultural and social realities, foster brand love, and elicit a positive consumer response in the post-crisis context. The research findings confirmed these expectations to a certain extent, revealing that the campaign's design was not only intentional but also deeply resonant with the local populace's values and identities. The integration of semiotic analysis, critical discourse analysis, and qualitative insights from interviews provided a comprehensive understanding of how the campaign utilized various elements to connect with Myanmar's diverse cultural landscape.

The audience's perceptions, as captured in the focus group findings, revealed a nuanced understanding of how different consumer segments engaged with the campaign. For many participants, particularly those from marginalized groups, the campaign provided a powerful emotional connection that facilitated a sense of cultural belonging. Conversely, younger male consumers exhibited a more transactional approach, focusing on practical aspects such as convenience and price. This divergence in consumer responses underscores the necessity of tailoring messaging to different segments, ensuring that emotional and cultural engagement is prioritized for those who value these dimensions.

To summarize, the findings from this research not only met the researcher's initial expectations but also provided deeper insights into the strategic construction of FoodPanda's campaign. These findings underscore the critical role of cultural

resonance and emotional engagement in building lasting consumer relationships, particularly in contexts marked by uncertainty and upheaval.

5.3 Recommendation for Further Application

5.3.1 Application for communication scholars/researchers

Communication scholars and researchers stand to gain significantly from the insights derived from this study. This campaign serves as a rich case study that illustrates the intricate relationship between advertising, culture, and consumer behavior, particularly within the unique socio-political landscape of Myanmar. The findings underscore the profound impact of semiotics in shaping advertising narratives, revealing how signs and symbols can communicate complex cultural meanings. Moreover, the relevance of communication theories, such as Situational Crisis Communication Theory (SCCT) and Brand Love Concept, is highlighted, suggesting that brands like FoodPanda can effectively navigate socio-political challenges by employing culturally sensitive and empathetic messaging. In a context marked by political unrest and social divisions like in Myanmar, advertising that resonates with authenticity can cultivate trust and foster consumer loyalty, making it imperative for scholars to explore these dynamics further in similar markets.

The findings also exemplify how advertising can serve as a commentary on societal values and issues, particularly through the use of metaphors that reflect class divisions within Myanmar. The strategic deployment of symbols and narratives in advertising can raise awareness about social inequalities while simultaneously promoting products. Communication scholars are encouraged to further investigate how metaphors can be utilized in advertising to spark dialogue and facilitate social change, especially in societies grappling with class disparities and political tensions. By examining these nuances, researchers can contribute to a deeper understanding of advertising's role in socio-political contexts and its potential to shape consumers' perception.

Moreover, the application of semiotic theory in advertising analysis provides a framework for understanding how visual and verbal signs create and reinforce ideologies. The findings from this research is essential for comprehending how advertising messages extend beyond mere product promotion to craft narratives that

resonate with broader cultural and societal contexts. By further exploring semiotic analysis, scholars can gain insights into how advertising contributes to shaping identity, culture, and social change, particularly in regions marked by political and social divisions. This line of inquiry not only enriches academic literature but also informs practitioners about the societal implications of their advertising strategies.

To sum up, the findings offer valuable insights for communication scholars and researchers, particularly within the context of Myanmar's socio-political landscape. Interplay of the Semiotic, Situational Crisis Communication Theory (SCCT) and Brand Love Concept provide a framework for understanding how advertising reflects cultural values and social realities in a post-crisis context. By continuing to explore how advertising engages consumers through authentic storytelling, cultural relevance, and socio-political sensitivity, communication scholars can contribute to the development of more effective communication strategies that not only promote products but also address the societal issues that shape consumer behavior.

5.3.2 Application for governmental offices/policy makers

The findings from this study offer valuable insights for governmental offices and policymakers in Myanmar, particularly in crafting effective communication strategies for tourism campaigns and public initiatives. The campaign's use of multimodal signs to convey cultural identity, community values, and modernity serves as a model for future public communication strategies. Policymakers should consider adopting similar approaches that emphasize cultural relevance and emotional resonance, especially in tourism campaigns. As Singapore's "Passion Made Possible" and Thailand's "Amazing Thailand" campaigns successfully utilized local culture and symbols to appeal to both local and international audiences, Myanmar can benefit from aligning governmental messages with the cultural narratives and values of its diverse population. This approach will foster greater public engagement, trust, and tourism, as well as enhance the relatability and effectiveness of government communication in a multicultural society like Myanmar.

Moreover, the study highlights the importance of community engagement and support for local businesses, as demonstrated in the FoodPanda campaign. Policymakers can apply this insight by promoting local entrepreneurship and community resilience, particularly in times of crisis. Initiatives that support small businesses and local food systems can contribute to economic stability and social cohesion, reinforcing democratic ideals and institutions. By fostering a sense of shared responsibility and community support, government policies can enhance the well-being of citizens, promote social cohesion, and create a more robust economic environment. The recommendations from this study emphasize the need for governments to adopt culturally resonant, community-driven strategies that build public trust and contribute to the overall prosperity of their citizens.

5.3.3 Application for communication practitioners

The findings from this study provide valuable insights for communication professionals, including marketers, brand managers, creative directors, and copywriters, on how to foster brand love and loyalty through culturally relevant and emotionally engaging messaging in post-crisis advertising campaigns. Through semiotic and critical discourse analysis, the campaign demonstrates the power of integrating cultural identity, emotional storytelling, and social responsibility to build authentic connections with consumers. For communication practitioners, understanding cultural resonance and navigating complex socio-political landscapes is essential for crafting campaigns that resonate with audiences while aligning with their values and needs.

The study's analysis emphasizes the importance of visual and auditory elements in representing Myanmar's cultural identity. By blending traditional and contemporary cultural symbols, the campaign effectively connects with a broad demographic, highlighting the need for creative directors to incorporate culturally relevant elements in their designs. This approach requires collaboration with local cultural experts to ensure authenticity and relevance. Additionally, the linguistic analysis underscores the significance of tailoring brand messaging to align with local socio-cultural values, particularly Myanmar's collectivist culture. Brand managers, copywriters, and campaign strategists can leverage these insights to craft narratives

focused on community, care, and shared responsibility—essential elements for fostering trust and consumer loyalty.

Furthermore, the campaign's strategic use of metaphors, such as the pizza, illustrates how abstract concepts can simplify complex brand messages and engage a wide audience. For copywriters, this approach offers valuable lessons in using relatable metaphors to enhance emotional connection with consumers. Focus group insights further reveal that emotional storytelling resonates particularly with younger demographics, especially females and LGBTQIA+ individuals, underlining the need for targeted campaigns tailored to specific consumer segments. In challenging socio-political environments like Myanmar, empathy, authenticity, and cultural relevance must remain central to marketing strategies. By embedding these values, communication professionals can create emotional connections that foster lasting brand loyalty across diverse cultural contexts, both locally, regionally, and globally.

5.4 Limitations of the Study

This study acknowledges several limitations that influence the generalizability of its findings and suggests directions for future research. The small sample size, limited to nine FoodPanda advertising videos, and three focus group interviews—comprising brand-loyal fans, non-loyal fans, and a mixed group—restrict the scope of the analysis. Participants were aged 18 to 34, which may not represent the full spectrum of FoodPanda's consumer base, particularly older or younger demographics. Additionally, the majority of participants resided in Yangon, which could skew insights towards urban perspectives, potentially neglecting the views and cultural nuances of consumers from rural areas or other regions.

Furthermore, the study focused on a specific period, making its findings temporally limited, as advertising strategies evolve with changing social, political, and economic contexts, especially in Myanmar's rapidly shifting landscape. While this research provided in-depth insights into the integration of cultural elements in FoodPanda's advertising, its narrow scope may not fully capture the diversity of strategies employed by FoodPanda or other brands in Myanmar's competitive food delivery market. Future research could address these limitations by analyzing broader campaign samples, incorporating diverse cultural representations, engaging a more

geographically representative participant pool, and comparing the advertising approaches of multiple brands within the same industry.

5.5 Recommendation for Further Research

Further research on communication campaigns should prioritize comparative analyses across diverse regions and socio-political landscapes to explore how cultural elements and brand crisis recovery shape consumer engagement and brand perception. This could involve studying campaign development in Myanmar compared to other countries, whether within the same region or beyond, where rapid political and economic changes, combined with authoritarian influences, significantly shape consumer behaviors. In such environments, adaptive brand strategies are crucial, with campaigns needing to emphasize themes of stability, compliance, and security to align with societal norms and consumer expectations. Comparative studies could also examine Myanmar alongside countries with more individualistic cultural orientations or democratic governance, investigating how campaigns focused on personal empowerment and self-expression resonate with these audiences. This research would provide valuable insights into how various approaches impact brand reputation and consumer loyalty across different socio-political landscapes, helping to develop advertising strategies that are both culturally and politically tailored.

Moreover, further studies should explore evolving consumer patterns and trends emerging from these dynamic environments, such as the rise of ethical or political consumerism, digital-first behaviors, and shifting values among younger generations. Expanding research to include older consumers, whose priorities often reflect distinct historical and socio-political experiences, would offer a more comprehensive understanding of market dynamics. Longitudinal studies tracking changes in consumer behavior over time, particularly in response to significant socio-political events, could deepen this understanding. By incorporating these diverse perspectives, future research can contribute to the development of innovative, inclusive, and sustainable marketing and advertising strategies that resonate across various cultural and demographic groups.

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APPENDIX A : TABLES

Table 1: Study's Sample Videos

No	Video	Link
1	Main Campaign	https://www.facebook.com/FoodPandamyanmar/videos/4589588117799044
2	Consumer (Story)	https://www.facebook.com/FoodPandamyanmar/videos/348194720248690
3	Rider (Donation)	https://www.facebook.com/FoodPandamyanmar/videos/632271224721110
4	CSR	https://www.facebook.com/FoodPandamyanmar/videos/235935545399345
5	Rider (Reward)	https://www.facebook.com/FoodPandamyanmar/videos/881130525881137
6	Rider (Welfare)	https://www.facebook.com/FoodPandamyanmar/videos/1146970305867789
7	Rider (Story)	https://www.facebook.com/FoodPandamyanmar/videos/329344029085352
8	Shop Owner/Local Business Partner (Story)	https://www.facebook.com/FoodPandamyanmar/videos/409630640941404
9	Shop Owner/Local Business Partner (Reward)	https://www.facebook.com/FoodPandamyanmar/videos/1288395638308236

Table 2: Interview Questionnaires for In-Depth Interview with Campaign Key

Figures

Theme	Question
Background Information	How many years of experience do you have in the advertising and marketing industry, particularly in campaign development?
	Can you describe your specific role in the FoodPanda campaign and how long you have been involved with it?
	What key skills or qualifications do you believe have been essential in your role for this campaign?
	What significant trends in the advertising and marketing industry have you noticed over the years, and how have they influenced your approach to campaign development?
Campaign Communication Strategy	What were the primary objectives of the campaign, and how were they determined?
	How did you balance brand messaging with the need to address the post-crisis?
	What role did consumer feedback play in shaping the campaign's direction?
	How did you measure the success of the campaign in achieving its objectives?

(Continued)

Table 2(Continued): Interview Questionaries for In-Depth Interview with
Campaign Key Figures

Theme	Question
Brand Love and Emotional Storytelling Strategy	What strategies were employed to foster emotional connections with the audience?
	How did the campaign aim to create a sense of brand love among consumers?
	Can you provide examples of specific messages or visuals that were particularly effective in evoking emotions?
	What role did storytelling play in the campaign?
Cultural and Societal Relevance in Campaign Development	What cultural elements were considered when developing the campaign?
	How did the recent socio-political crisis in Myanmar influence the campaign's messaging?
	Can you describe any specific cultural symbols or narratives that were incorporated into the campaign?
	How did you ensure that the campaign resonated with the local audience's values and beliefs?
	How did you ensure transparency and trust in the messaging of the campaign?
Recommendation	What lessons were learned from this campaign that could inform future advertising efforts?

Table 3: Interview Questionaries for Focus Group Interviews

Theme	Question
Background Information	Can you tell us a bit about your background, such as age, occupation, and where you typically use FoodPanda?
	How often do you use FoodPanda, and what types of orders do you usually place?
	What attracted you to FoodPanda over other food delivery services?
	How did you first hear about FoodPanda, and what convinced you to try it?
Brand Perception	What aspects of FoodPanda's services or brand messaging do you feel resonate most with you?
	What do you think makes FoodPanda unique compared to other food delivery options?
	Can you describe any specific qualities or values you associate with the FoodPanda brand?
	How would you describe your loyalty to FoodPanda? What keeps you coming back to the service?
	Are there any particular campaigns or promotions that strengthened your connection to the brand?

(Continued)

Table 3(Continued): Interview Questionaries for Focus Group Interviews

Theme	Question
Advertising Impact	How do this FoodPanda's advertisements make you feel? Are there any campaigns that have stood out to you?
	How well do you think FoodPanda's ads capture your attention compared to other brands?
	Are there elements in their ads (like visuals, music, or themes) that make them memorable for you?
	Have any of FoodPanda's campaigns influenced your perception of the brand in a positive way? In what ways do you believe FoodPanda's advertisements align with your values or lifestyle?
Perspectives on Cultural and Social Realities of FoodPanda Campaign	How well do you think FoodPanda's campaigns connect with Myanmar's culture and lifestyle?
	Do you feel that FoodPanda's ads and brand voice reflect local customs or social issues?
	Are there any aspects of the brand that make you feel FoodPanda understands the local community?
	How important is it to you that international brands like FoodPanda engage with Myanmar's social and cultural landscape?

(Continued)

Table 3(Continued): Interview Questionnaires for Focus Group Interviews

Theme	Question
Recommendation	What changes or improvements would you like to see from FoodPanda, in terms of their messaging, brand communication, and advertising in the future?
	What expectations do you have for FoodPanda's involvement in the community or support for local businesses?

APPENDIX B: FIGURES

Figure 1: Certificate of Research Ethics Approval from Bangkok University



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Certificate of Exemption in the Consideration of Research Ethics

Reference no : 76703045

Research Title: Investigation of Strategic Construction of Advertising Campaign and Its Impact on Brand Love in a Post-Crisis Context : A Case Study of FoodPanda in Myanmar

Researcher: Mr. Ye Lynn Paing

Affiliation: Graduate School

This research proposal was evaluated by Ethics Committee for Human Research of Bangkok University. The committee has determined that this proposal is exempt from further IRB review.

Date of approval: 27 November 2024



Assistant Professor Kamjana Songwathana, Ph.D.
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