

Advertising Appeals and Cultural Values of Video Advertising in Thailand

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ABSTRACT

In recent years, Thailand videos advertising is generally known as the leading producer of weep-worthy viral videos in the world. Reasons for Thailand advertisements to stand out from the rest is said to be because of its commonly used advertising appeals, and cultural values focused in majority of Thailand advertisements. This research aims to study advertising appeals and cultural values in Thailand video advertisements. Specifically, the research investigates the reflection of cultural value through advertising appeal through the executional framework in Thailand video advertisements. This exploratory research employs primarily the method of ethnography in order to understand how cultural values are reflected through the advertising appeals in video advertisements from Thailand. The result shows that the most commonly used advertising appeal are Family Appeal, followed by Health Appeal and Effective Appeal. In terms of cultural values, the result shows the Thailand's advertisements are skewed slightly higher towards collectivism and femininity. Majority of the Thailand video advertisements are using executional framework of storytelling.

Keyword: Advertising, Appeal, Cultural Value, Thailand, Video Advertising

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INTRODUCTION

Advertising is a visual or audio form of tools for marketing communication to promote commercial products or services to customers. In recent years, following the growth of technology, media has also undergone revolution from traditional media like printed magazines, newspapers to new media like television and the internet. According to the statistic by Capstone report in 2011, there is a decline in print circulation over the past few years (Rajendran & Thesinghraja, 2014). Since 1995, the number of internet users has been increased, the so-called "Year of Internet" (Rajendran & Thesinghraja, 2014). This has led to the emerging of video advertising, where marketers spot the potential of advertising their product through television commercials, YouTube and other social media.

To design a good storyline of video advertisement in marketing, the advertising appeal and cultural values cannot be overlooked. The influence of culture is particularly important in delivering the advertising strategy across countries because in each market, the patterns of communication are closely related to the cultural norms (Hong *et al.* as cited in Young & Chan, 2004). Particularly in Asia, there are many multi-cultural countries. The cultural values of these countries often being reflected in their advertisements. For instance, Thailand's advertisement managed to wisely imply the cultural values through different advertising appeals in the past decade. The ranking of Thailand's advertising in recent years continues to surprise many.

Thailand's advertising is gradually standing out as major Asia's hub for its creative advertising recently. As cited in Escolar (2019), the Gunn Report of 2007, a publication that annually collects above 60 advertising awards shows results all over the world. Overall, Thailand has its highest finish ever placed, ranked No. 4, after placing No. 6 in 2005 and No. 5 in 2006. Today, every of the top 10 agencies has their offices well-established in Thailand. Most of them choose Thailand as their regional base for Indochina or Southeast Asia region.

The underlying motivations and reasons for Thailand advertisements achieving great performance incite the curiosity of many. Discussions about the advertising appeals and cultural values of Thailand advertisements started to rise, whether the appeals used are reflecting the cultural values that are most salient in Thailand. Albers-Miller and Gelb (1996) mentioned that strong discussion has been going on suggesting Thailand advertisements both influence and reflect cultural values. Thus, this research aims to investigate advertising appeals and cultural values in Thailand's