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## The public relations campaign for Bangkok fashion week, Thailand

Chanoknart Paitoonmongkon

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THE PUBLIC RELATIONS CAMPAIGN  
FOR BANGKOK FASHION WEEK,  
THAILAND

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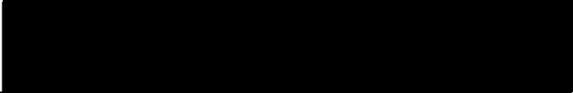
A Project  
Presented to the  
Faculty of  
California State University,  
San Bernardino

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March 2005

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## ABSTRACT

Bangkok International Fashion Fair (BIFF) is an annual trade event organized by Department of Export Promotion (DEP), Thai Government to support the exporting of Thai garment and apparel industry. Since 2002, DEP realized that BIFF lacked attractiveness and public awareness which resulted in relatively small number of visitors. This project proposes Bangkok Fashion Week, a special event public relations campaign for BIFF, in order to increase awareness and attendance at BIFF. The developments of the plan and media determination are proposed in this paper. Public relations theoretical frameworks and communication perspectives have also been explored to provide insight effective public relations campaigns.

## ACKNOWLEDGEMENTS

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## CHAPTER ONE

### INTRODUCTION

This project presents a public relations plan for the Bangkok Fashion Week, a special event to promote the Bangkok International Fashion Fair. This plan includes the use of media as the communication tool to accomplish the goals and objectives of the plan. Additionally, the communication and marketing premises are explored as the theoretical framework of this plan.

#### Bangkok International Fashion Fair

Bangkok International Fashion Fair (BIFF) is the annual trade event organized by Department of Export Promotion (DEP), Ministry of Commerce of the Royal Thai Government.

The main purpose of this trade event is to promote the Thai apparel and garment industry which aims to export to the international market. BIFF was established to provide several benefits to Thai fashion and garment manufacturers to meet with potential buyers from all over the world, especially from Asian countries.

Initially, BIFF was a place for buyers and manufacturers to meet and negotiate their business directly. However, the small number of visitors and buyers both foreign and domestic that participated in BIFF limited its impact. In the past 2 years, DEP has realized this deficiency and started to change the viewpoint and strategy for BIFF. From the past event evaluation study, DEP found that BIFF lacked attractive activities such as a fashion show to increase public attention.

The primary function of BIFF is to promote trade and industry, and the fashion event can make BIFF more attractive and competitive with major fashion destinations such as Hong Kong. Hong Kong Fashion Week is perceived as one of the world's top fashion events and Hong Kong is known as a center of fashion that attracts a large number of buyers and shopping goers every year.

In 2002, BIFF launched the new image of the trade fair to differentiate Thailand's fair from the past. Organized under the theme, "New Age of Ethnic Fabric & Design", BIFF 2002 highlighted the potential of Thai ethnic fabric by emphasizing the uniqueness of Thai fashion. By combining the beauty and uniqueness of ethnic fabric with modern design, the Thai garment industry can differentiate Thai

products from others in the markets and meet with the world desires (Department of Export Promotion, Thai government, 2004).

Although BIFF 2002 established its new image and made this trade event more interesting, a special public event is necessary in order to label Bangkok as the center and destination for fashion in Asia. Bangkok Fashion Week will be organized as the special fashion event for BIFF, with the major purpose to increase public awareness of BIFF and increase domestic and overseas participation among exhibitors, buyers and media.

Bangkok Fashion Week will be the first stage for Thai Manufacturers and Thai designers to demonstrate the potential and readiness of the Thai fashion industry. Further, the Bangkok Fashion Week will also be an opportunity for new generation designers to demonstrate the innovative creations in fashion products. These changes can push Thailand onto the stage as the leader of world fashion (Department of Export Promotion, Thai government, 2004).

#### Purpose of the Project

The purpose of this project is to apply public relations theoretical frameworks and advertising strategies

to the public relations campaign for Bangkok Fashion week to increase the number of domestic participants.

#### Statement of the Problem

What are effective public relations strategies for the Bangkok Fashion Week public relations campaign in order to create awareness of the Bangkok Fashion Week among target audiences?

#### Limitations

This project is limited in terms of the sources of information about Thai Garment and apparel industry. Although previous research has focused on fashion trade shows and special events in Europe and the US, few academic studies have been done on Asian countries. Therefore, this study uses the Department of Export Promotion, Thai government as the major source of information about overall industry and previous trade events.

Further, survey research was done on a relatively small sample population because of the time constraint for the project. Finally, there are several external factors that influence the success of the project such as world situation, political stability, WTO regulations, etc. These

factors should be considered when the plan is implemented in order to achieve the objectives.

## Plan of the Project

### Research

Survey Research. Survey research was done to investigate the target audiences' knowledge and attitude toward BIFF. Further, the media consumption behavior when the target audiences search for fashion information was also studied to establish an effective media plan for this project.

Archival Research. Archival research was done to acquire secondary information about BIFF. This study focused on printed materials produced by Department of Export Promotion such as news releases, newsletter and official website of BIFF 2002-2004.

Industry and Situation Analysis. The industry analysis was conducted using exporting statistics in garment and apparel products in 2002-2004 provided by Ministry of Commerce, Thai government. This research focused on the current exporting situation, competition, future trends, limitations and opportunity in Thai garment industry.

## Setting Project Objectives and Goals

The major goal of the project was to establish the awareness of Bangkok Fashion Week and to increase the number of visitors at BIFF. Objectives were set up based on the research results.

## Implementation of the Plan

Theme and Keys Message. Messages have been created to communicate the theme of event to the target audience to establish new image, introduce the Bangkok Fashion Week and increase the number of visitors to the fair.

Public Relations Strategies. The public relations and media strategies are proposed based on the research results and theories of public relations and communication studied in the literature review in chapter 2.

Media Plan. Precise media vehicles have been chosen to reach the actual target audience.

Budget Estimate and Timeline. Time Frame and estimated budget will be proposed in this plan.

## Evaluate Effectiveness of the Campaign

The results of the campaign will be evaluated to ensure the effectiveness of a public relations campaign and to develop communication strategies for the future campaign.

## Summary

Chapter one presents an introduction about the public relations campaign for Bangkok Fashion Week. The chapter describes the background of BIFF, purpose of the project, statement of the problem, the limitation and plan of the project.

The following chapter is a literature review of trade shows, effectiveness of public relations campaign, media as the communication channel, and special event and public relations theoretical frameworks.

## CHAPTER TWO

### LITERATURE REVIEW

This section begins by exploring the basic definitions of trade shows and special events. Included is an in-depth review of public relations and agenda setting theories of mass communication as studied in the light of special event public relations. Finally, included is a discussion of the importance of media relations and the model of public relations that will contribute to the success of the campaign.

#### Trade Show

Many studies indicate that trade shows have emerged as an increasingly significant component of industrial companies' marketing and selling strategies (Smith M.T., Hama, Smith P.M., 2003). The Center for Exhibition Industry Research (CEIR) reports that trade shows are allocated the second largest portion of marketing dollars in the USA, behind direct selling, with 14 per cent of marketing budgets (Sind,1996).

Knowledge of trade show objectives from communication and marketing perspectives can benefit exhibiting firms,

industry trade associations, and trade show organizers by providing insight into how trade events are used by potential buyers and exhibitors. Similar to other marketing efforts such as product trials, prior experience with a trade show can significantly impact brand or show reputation beliefs, attitudes, and future attendance intentions (Kempf and Smith, 1998).

Smith et al. (2003) proposed in their study that it is important for trade show organizers to understand the factors that influence international visitors for two principal reasons. First, markets and communications programs to support marketing are becoming more globalized. More and more companies are looking for the successful trade show since the international trade event can assist the company in communicating with the global market. Second, international buyers' perceptions of various trade show options influence marketing professionals in selecting the show in which to participate, the message to provide to buyers during the show, booth design, etc.

Trade show participants typically attend shows to see new products, new invented technology, transactional information, and compare exhibitors' firms and their products (Shipley, & Wong, 1993). Trade show participants

are often difficult to reach directly, however they are important because they have been cited as having substantial influence on the buying process (Konopacki, 1995; Rosson, & Seringhaus, 1995). Recent trade show research has begun to focus on the motives and behaviors of visitors in attending the trade show.

International trade shows have been publicized as an effective way to contact current and potential customers at a lower cost than alternative international sales calls or advertising campaigns to meet the needs of multiple markets (Dekimpe, 1997; Shipley, & Wong, 1993). International shows have also been identified as effective ways for firms to quickly test the international marketability of products and services, seek out channels of distribution, and evaluate the international competition (Bello, & Barksdale, 1986).

The objectives of exhibitors to participate in the international events are often dependent on their level of exporting experience (Bello, & Barksdale, 1986). A novice exporter may use an international trade show to develop relationships and/or gain feedback on a proposed market entry plan whereas a more experienced exporter may set objectives related to lead development and emphasize the

maintenance of its current market position (Motwani et al., 1992). Sharland and Balogh (1996) stated that information acquisition at international trade shows, such as exchanging information, building relationships and assessing partners, is a cost-effective and prompt way to meet competitive challenges and adapt to changes in international business environments.

The same study also suggests that informational objectives may be more important than selling at trade shows where international business is more complex. The emphasis on informational objectives is most prevalent within the Asian trade show culture. For example, most of Japanese companies do not aim to sell their products during the trade show events. In fact, exhibitors rarely initiate direct selling to their visitors at trade shows, and most do not expect to sell their merchandise at the show (Isawa, 1996). Instead, exhibitors are more likely to consider the trade events as a promotional tool for a company's image, products and developing goodwill for the next meeting between buyers and dealers (Kaneko, 1999).

## Effectiveness of Public Relations

Previous research has addressed trade shows from sellers' and buyers' perspectives. Few researchers have focused on communication strategies in order to established public awareness and maximize the number of participants particularly for international trade shows (Rosson, & Seringhaus, 1995).

Public relations efforts can help to build business and product awareness among target buyers and end users with less cost than advertising. Although advertising is the most obvious marketing communications tool, its expense makes it less of an option (Miller, 1993).

Public relations include activities intended to promote understanding of your company or product and to promote goodwill toward company and its products. Through PR activities, companies may influence public opinion by delivering messages without incurring direct media cost (SBA online women's business center, 2004).

Additionally, PR can be an effective way to generate valuable word-of-mouth advertising with greater credibility and availability of information provided in editorial

articles and interviews with your company personnel (SBA online women's business center, 2004).

Advertising and PR are sometimes thought to be different names for the same thing. While they are both marketing strategies to enhance business, some of the differences are shown in the table 1.

Table 1. The Differences between Advertising and Public Relations

	Advertising	Public Relations
Cost	Involves not only the cost of creating the message (the print, radio or TV commercials), but also the cost of paying a media outlet to deliver the message.	Involves primarily the costs of developing the positive information about the company, product - messages the company expect to communicate to its market and community.
Control	Company can control the message and the method and timing of delivery.	The media controls the message and the method and timing of delivery.

SBA online women's business center, 2004

## Public Relations Campaign

Public Relations practitioners can integrate several communication strategies and tactics into a plan known as a campaign which aims to accomplish the company's specific objectives. A good public relations campaign will help develop the image and reputation of company and product (SBA online women's business center, 2004).

The elements to consider in creating a public relations campaign include:

- Audience or Publics - A group of people to whom company needs to be responsive and responsible. This includes customers, prospective customers, colleagues, employees and their families, government representatives, shareholders or investors and neighbors.
- Goals of campaign
- Medium of communication
- Framework of campaign - What steps need to be taken in order to achieve your PR goals? What is the outline of PR campaign? How long will the campaign be? What is the budget? Which staff members are to be involved? What needs to be done?

- Tactics - The actual steps taken to advance cause and achieve goals such as giving a speech, donating to a charitable organization, sponsoring a community event, organizing a blood drive, giving employees holiday bonuses, etc.
- Message - What are the reasons why business is involved in the particular activity? Why was this PR campaign developed?

PR messages are different from advertising slogans.

For example, Nike's ad slogan is "Just Do It" while its message might be that athletic activity is a vital component to a rewarding life (SBA online women's business center, 2004).

#### Four Steps in Planning Public Relations Campaign

Literature suggests that public relations campaigns usually involve a four-step process: (1) research to understand the organization, identify its publics, and identify the problems or opportunities that lend themselves to a campaign; (2) development of campaign goals, objectives, and strategies; (3) development of communication tactics and activities to be done during the

campaign; and (4) evaluation of the campaign (Wilcox, Ault, & Agee, 1998).

### A Situational Theory of Publics

The situational theory of publics classifies publics by how they respond to specific situations or issues (Grunig and Hunt, 1984). Particularly, the theory explains when public will be active and when they will be passive in engaging in communication.

Grunig (1984) also proposed three independent variables that distinguish active from passive publics: problem recognition, level of involvement, and constraint recognition. Grunig stated that active publics recognize an issue as a problem. They consider themselves involved in the issue and want to do something about the issue. In contrast, passive publics randomly take information from the media, but they do not recognize the issue as a problem. Therefore, they do not intend to engage in any communication behavior.

The situational theory of publics implies that public relations practitioners should thoroughly consider appropriate media to use in order to reach their active

publics to give the campaign more impact and success (Grunig, 1984).

In this public relations campaign, Bangkok Fashion Week, the media plan will be strategically established based on the situational theory of public. The major goal of the media plan is to reach the active public which includes Thai garment manufacturers, traders and buyers, and fashion people which will contribute to the success of the plan.

#### Models of Public Relations

The models of public relations have been previously constructed by scholars based on two distinct worldviews, asymmetrical versus symmetrical presuppositions. Grunig (1990) proposed in his study that the predominant worldview of public relations is based on asymmetrical presuppositions. This worldview assumes that organizations use communication to persuade or manipulate publics, government, or other organizations for benefit of the organizations supporting the communication program and not for the benefit of other groups. Further, Grunig also defined asymmetrical communication as "Public relations whose objective is to change the ideas, attitudes and

behaviors of publics but not those of the organization" (1990, p.21).

In contrast, a symmetrical worldview perceives that public relations can mutually benefit many organizations or opposing groups. Grunig (1990) stated that public relations is a tool by which organizations use to reach a compromise between the interests of the organization and its publics (Grunig, 1990). Philosophically, many scholars suggested that symmetrical public relations is more ethical and socially responsible than asymmetrical public relations because it manages conflict rather than trigger disagreements (Grunig, 1990). Literature shows that symmetrical communications are successful more often than asymmetrical practices and contribute more to organizational effectiveness (Grunig, 1990). Practitioners practicing symmetrical public relations have more interactive and cooperative relationship with the media (Grunig, 1990).

Considering these differences between asymmetrical and symmetrical public relations, Grunig proposed four models of public relations: press agentry, public information, two-way asymmetrical and two-way symmetrical. The first three are asymmetrical; the fourth is symmetrical.

The press agency model was defined as "Propagandistic public relations that seeks publicity or media attention in almost any way possible" (Grunig, 1990, p.21). The public relations information program applies when only the organization's objective or favorable information is disseminated through the mass media. That is, public relations practitioners try to control media and set media agenda by using communication tools such as press releases, direct mail, brochures or news letters. Both press agency and public relations information communication programs are not based on research or systematic studies which often result in conflict with media or public propaganda.

The third model, the two-way asymmetrical model, is more sophisticated. The communication program using this approach is developed based on research. However, the two-way asymmetrical is less effective than two-way symmetrical public relations. Two-way symmetrical is a model of public relations that is based on research and that "uses communication to manage conflict and improve understanding with strategic publics" (Grunig, 1990, p.22). Many successful public relations programs are developed based on the two-way symmetrical model (Grunig, 1990). Research by two graduate students showed that journalists prefer

symmetrical relations with public relations practitioners (Habberset, 1983; Theus, 1988).

In summary, several studies reviewed in this paper showed that the most effective public relations programs are those that are based on the two-way symmetrical model of public relations. Therefore, this campaign will be proposed based on the two-way symmetrical of public relations. The communication strategy will be created on the two-way communication basis to communicate with the media and target audience. Moreover, the implementation of the plan has been established based on the research findings which will contribute to the mutual benefit and long term relationship with media and public.

#### Special Event

A special event is a public relations tool that can influence the effects of advertising and promotion programs by tying all these marketing elements together (On-point Company, 2004).

Special events are designed to create public awareness. Special events include functions such as conferences, seminars, workshops, corporate launches, fashion shows, exhibitions, road shows, theater productions, concerts, and

other activities where the goal is to attract an audience (On-point Company, 2004).

A well-planned special event requires careful planning and attention which can include every detail from ordering invitations to promoting the actual event. Special event planning involves developing and implementing logistics, strategic planning, public relations, sponsorship development, volunteer coordination, site management, and marketing.

Ideas for advertising special events may include mailing to a list of targeted participants, placing newspaper ads, and hanging banners near the special event site. Other ideas for promoting special events include using PR to get radio/television mention, distributing promotional items to target groups, assembling volunteers to spread the word, providing free ticket offers, and developing special events co-sponsorships (On-point Company, 2004).

While these program factors remain the responsibility of the event organizers and sponsors, other factors can affect the success of the event. These factors include the services provided during the event, the atmosphere, and the uniqueness and the attractiveness of the event. These

elements should be well-managed in order to ensure that the event meet with visitor satisfaction (On-point Company, 2004).

Event organizers are often preoccupied with delivering a high quality program (Getz, 1998), which is basically what visitors come to experience. Additionally, the quality of the services provided during the event, such as food, staff performance, transportation and accommodation, is also essential for ensuring visitor satisfaction. There is considerable research supporting that the level of customer-perceived service quality is important to eventual visitor satisfaction (Getz, 1998).

Events can also be described as non-standardized services in which the knowledge, behavior and commitment of the service providers are crucial (Bejou et al., 1996). The satisfaction of event visitors is formed by complex interactions of consumers and the program, setting, management systems, staff/volunteers, and other visitors (Getz, 1997).

Visitors' satisfaction with the event is important and likely to influence visiting repetitions of the participations in the case of annual events (Putsis, 1998).

## Media Relations and Coverage

Media relations are also one of the most widely used public relations tools for public relations practitioners to reach their audiences (Vines, 2003). Media coverage of the special events can create memorable images for the public (Genoist, 2002). Interviews with many communication professionals confirm that they believe in the advantages of establishing long-term mutually beneficial relationships with the media (Mawby, 1999).

In sending messages to audiences, the well organized media relations plan should be thoroughly considered by public relation practitioners (Mawby, 1999). Particularly, in public relations for special events where the objectives are set to reach or influence a large group of people, managing media relations tactfully can not only contribute to the success of the project but also to the organization as a whole (Mawby, 1999). For example, Briley, Pal, and Teel (2000) stated in their article about media relations in health care department that when the media in the community run positive stories about the health department, those stories are read, heard, or seen by thousands to tens of thousands of citizens (i.e., voters, taxpayers, customers, and elected officials). A positive story about

one component of an agency can influence credibility to the overall department.

The media can deliver more complex messages than advertising alone, and can reach diverse audiences that often cannot be targeted by other communication methods (Vines, 2003). Editorial coverage in the media is perceived to be significantly more reliable and is much less costly than any other methods (Vines, 2003).

In promoting an event, well-planned media relations can offer a strong advantage. In order to decide how to incorporate media into the promotion of event, the public relations practitioners should identify what objectives should be achieved in media plan and which media are appropriate to reach desired audiences. The selection of the appropriate media vehicles is as important as the message itself in effectively reaching a specific audience (King and Reid, 1997; Forbes, 1998).

#### Media and the Role of Agenda Setting

Agenda setting describes a very powerful influence of the media - the ability to tell public what issues are important (McCombs, & Shaw, 1968).

Agenda-setting theory is the creation of public awareness and concern of salient issues by the news media (McCombs, & Shaw, 1968). Two basic assumptions underlie most research on agenda-setting: (1) the press and the media do not just report the news to audiences, but they also shape and lead the attitudes of the audience, and (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues (McCombs, & Shaw, 1968).

The theory of agenda setting proposes that mass media does not tell the public what to think, but rather, what to think about. Media determines which items of information hold significance for society. Furthermore, mass media can assign weights of relative importance to the items it deems newsworthy through the emphasis placed upon each item of information, for example, front page, coverage, color photograph, etc. (McCombs, & Shaw, 1968).

McCombs and Shaw (1972) brought the importance of agenda setting to public attention when they carried out the Chapel Hill study. Their emphasis and goal with the study was to show that the agenda issues found in the news media and among general public is what sets the media agenda. In their research, they studied the 1976 U.S.

presidential election, the description of presidential candidates in the news and the agenda attributes in voters' descriptions of the candidates. Throughout this study the researchers found out that there is a relationship between the media agenda and the public agenda.

In addition, there are others external factors that can influence the public agenda. These external influences may be from non-media sources, government officials and influential individuals. "These factors affect the agenda setting process to an extent that depending what power each factor may have will eventually influence the media agenda" (Littlejohn, 2002, p.321).

In conclusion, agenda setting as mentioned above significantly contributes to this project. Understanding the role of agenda setting in communication process helps to establish the media and message strategies in order to get the appropriate messages out to the public. This can significantly benefit the overall campaign and give it more impact.

#### Summary

Trade shows have been considered as an increasingly significant component of industrial companies' marketing

strategies. Understanding the motives and desires of exhibitors and visitor can assist event organizer in implementing an effective plan which contribute the success of the fair.

Additionally, the effective communications plan is also needed in order to communicate with the target audiences. It is a responsibility of public relations practitioners to research the target audience in order to implement the communication plan which includes creating messages, contact with media, designing programs of the event, etc. The major purpose of the public relations plan is to increase awareness among the target audience to result in more visitors.

Furthermore, the good relationship with media should be established to increase the media coverage of the event. Finally, understanding the role of media in public agenda setting, the power of media to tell public what issue to think about, PR professional can effectively contact with the media which means PR can ensure that the appropriate message is presented to the accurate target audience.

## CHAPTER THREE

### METHODOLOGY

In this project follows the four steps of public relations campaign planning which include (1) research to understand the organization, identify its publics, problems or opportunities; (2) development of campaign goals, objectives, and strategies; (3) development of communication tactics and activities and (4) evaluation of the campaign (Wilcox, Ault, & Agee, 1998).

Qualitative and quantitative research methods have been used. Secondary research was used to collect data about the BIFF and the Thai garment and apparel industry. For primary research, a survey was given to people associated with the garment industry in Thailand.

#### Research

This project began with assembling useful information of the Bangkok International Fashion Fair (BIFF) and Thai garment and apparel manufacturing industry. First of all, the background information about BIFF was studied in order to give the overview and better understandings. This archival research focused on the evaluation studies of the

past events which included BIFF 2002-2004 provided by Department of Export Promotion, Thai Government (DEP). Moreover, other informative materials were gathered in order to provide knowledge about BIFF such as newsletters, press releases and media clips. Second, garment manufacturing industry is analyzed in terms of categories within industry, international exporting target market, export and import restrictions and regulations, strengths and weaknesses of industry, future trend and opportunity.

Further, the survey research has been employed to investigate the target audience's knowledge and attitude toward BIFF and Bangkok Fashion Week. The media consumption pattern was studied in order to propose the media plan for this project.

The questions in the questionnaire were separated into four parts. The first part has developed to study respondents' knowledge and interest in fashion and garment industry in general. The second part investigated the respondents' knowledge and attitude toward BIFF. The third part studied media usage and respondents' intention to participate in the fashion event. In final part, the respondents were asked their demographic profile such as age, gender, education level and income.

100 questionnaires were passed out at Siam Square, Siam Center, Center point, and MBK mall. These areas are considered as the center of fashion in Bangkok where there are more than 2,000 clothing shops, included world's top brand names.

The sample group is shoppers aged 18-28 who reside in Bangkok. The respondents were randomly selected to answer the questionnaires. Of those 100 respondents, 76 respondents are female and 24 respondents are male. The survey is included in appendix A.

#### Results Analysis and Interpretation

The acquired research findings were interpreted using SPSS to calculate statistic numbers from survey research. The public relations campaign was developed based on the research findings of the survey and archival data.

#### Goals, Objectives and Strategies

The major goal of this plan is to establish new image of BIFF and create awareness of Bangkok Fashion Week as a fashion event for BIFF. The objective is to increase the number of domestic visitors by the year 2006. The theme,

message and media strategies are proposed based on the research results.

#### Development of the Plan

Bangkok Fashion Week public relations plan will be proposed as a special event for BIFF trade show based on research findings. The major purpose is to increase the number of domestic participants by creating public attention and awareness about the fair. The goals and objectives will be indicated to guide the direction of the overall plan. The time frame will be organized and the budget for this plan will also be estimated. Lastly, the precise media will be selected to reach the actual target audience.

#### Evaluation of the Plan

This campaign will be evaluated to study the effectiveness of the overall plan. Survey research will be done with the audiences who participate in the event. Comparison statistic of guests between the previous time and after the campaign is implemented will be done to identify the increase in guests. The domestic media coverage will be measured to identify how much they mention

about Bangkok Fashion Week. The numbers of visitors of the previous fair and after the campaign is implemented will be compared to identify the increase numbers.

#### Summary

This chapter generates the methodology that will guide and facilitate this project to accomplish goals and objectives. The following chapter is the development of public relations plan for Bangkok Fashion Week that utilizes methods to establish the awareness of Bangkok Fashion Week among its public and increase the number of domestic participants in the Bangkok International Fair.

## CHAPTER FOUR

### PUBLIC RELATIONS CAMPAIGN

This public relations campaigns for BIFF will follow the four steps process of planning a PR campaign as mentioned in the literature review: (1) research to understand the organization, identify its publics, and identify the problems or opportunities that lend themselves to a campaign; (2) development of campaign goals, objectives, and strategies; (3) development of communication tactics and activities to be done during the campaign; and (4) evaluation of the campaign (Wilcox, Ault, & Agee, 1998).

#### Research

##### Survey Research

The convenience sample survey method was employed in this study because of time limitations. A total of 100 respondents answered questionnaires. The questionnaire was created to investigate target audiences' knowledge and attitude toward Bangkok International Fashion Fair, their media consumption behavior and the factors the influence them to participate in fashion show.

The questionnaire was divided into 4 sections. The first part was developed to study respondents' knowledge and interest in fashion and garment industry in general. The second part investigated the respondents' knowledge and attitude toward BIFF. The third part studied media usage and respondents' intention to participate in the fashion event. These questions ask respondents to indicate which media that they mostly use to attain information about fashion to find out what medium is the most effective vehicle to sending messages about fashion. Further, the factors that influence respondents' intention to attend fashion show event were also studied. Respondents were requested to indicate the factor that they consider the most important when they make a decision to attend or not to attend to the fashion event. Finally, the fourth part aims to acquire respondents' demographic profile such as age, educational level, gender and personal income.

### Survey Findings

The data collected from the survey provides several important issues that are useful for implementation of the campaign. The first part of questionnaire studied respondents' knowledge and interest in fashion and garment industry. The result showed that only 31% of respondents

reported they are interested in fashion, 19% reported they have no interest in fashion while 48% reported undecided. For the respondents' experience about fashion show, only 34% of respondents reported that they have attended to fashion show at least once. In terms of knowledge about international fashion show, 56% of respondents reported that they know about international fashion show at least one. The result showed that 39% of those reported that they know Hong Kong Fashion Week, 17% reported they know Singapore Fashion Week, and 2% know Australia Fashion Week. The respondents who reported that they know at least one international fashion show, 33% reported they acquired that information from TV, 26% know from fashion magazine, 14% reported newspaper, followed by friends 11%, internet 9%, others 3%, radio and trade magazine 2%.

The second part identified respondent knowledge and attitude about Bangkok International Fashion Fair (BIFF). The survey showed that 45% of respondents knew BIFF, however only 25% of those who knew BIFF ever visited BIFF at least one. In terms of which media that the respondents acquired information about BIFF, 33% reported that they knew about BIFF from television, 15% received information from newspaper, 14% knew from friends, 11% knew from

fashion magazine, 8% knew from internet, follow by radio 3%, other sources such as billboards 3%, and trade magazine 2% respectively.

Responding to the question "If Thai government organizes Bangkok Fashion Week, an international Fashion event, how likely do you want to participate in this show?" 31% of respondents reported that they are likely to attend this event, 17% reported probably not attend and 8% reported they will never attend to this event while 44% reported undecided.

The third section studied respondents' media consumption behavior and the factors that influence their intention to participate in fashion event. The first question requested respondents to rate how often they use the given media when they are searching for fashion information. Television (52%) is reported the most frequently used medium for respondents followed by Thai fashion magazines (16%), foreign fashion magazine (13%), newspaper (7%), internet (5%), other sources such as billboard and friends (4%), and radio (3%) respectively.

Respondents were asked to rate how important the following factors, models, brands/designers, date, location, admission fee, and others are to their intention

to participate in fashion show. The result showed that 34.5% of respondents perceived that brands/designers are very important factor. The second factor reported most important is model (25.5%) date and location of the event (20.5%), followed by admission fee (19.5%) respectively.

### Industry Profile

The textile industry is divided into five sub-sectors, namely fibers; spinning; fabrics; bleaching, dyeing, printing & finishing; and clothing. These industries are linked and form as a complete process of clothing production, beginning with the spinning of fibers into yarn, and weaving or knitting of the yarn into fabrics, then bleaching, dyeing, printing and finishing of the fabrics to the required color and design for use as raw materials of clothing (Department of Export Promotion, 2004).

### Situation Analysis

The textile industry remains vital and significantly contributes to the country's economy and employment, although the purchasing power relatively decreases both in local and overseas market. The report by Department of Business Economic, Thai Government showed that in 2000, the exports of textile products totaled Bt. 199.768 billion or

US\$ 4.974 billion, the second top earner after computers & peripherals, leading Thailand to enjoy a trade surplus of Bt. 127.752 billion or US\$ 3.181 billion. Clothing, in particular, contributed to as high as Bt. 129.467 billion in trade surplus. The employment of about 1 million people was generated by the textile industry.

Thai textile industry was on a declining trend since 2001 and grew slightly after the next few years in pace with the world economic situation which impacts the worldwide purchasing power. Several trade publications report that Thai textile and apparel exports declined 2.13% in value terms in 2002 to US\$5.15 billion after already falling 5.7% in 2001 (trade link , 2003).

The high level in labor costs and textile shipments are reported as the two major factors that influenced the declining in export value of Thai textile products. Further, the study of Department of Export Promotion also showed that Thai textiles products which remain competitive are mostly those of medium to high quality with plain features. Only a few products maintain specialties or are offered in a wide variety with a grip on fashion trends, due to a lack of research and development and a shortage of designers.

In the past, Thailand's competitive advantages resided in its delicate craftsmanship and low wage rates compared with those of Taiwan and South Korea. In 2001-2002, Thailand lost some of its middle-end market share to China and Vietnam, in addition to the low-end market share already lost earlier, since China and Vietnam have accelerated the development of their labor skills and production efficiency (Department of Export Promotion, 2004). Moreover, foreign investors with modern machinery and efficient technology made a huge amount of investments in these two countries, which enable them to manufacture products of comparable quality to that of Thailand but at lower production costs.

Thai textile industry is also presently facing tough competition, which is likely to become more severe upon the commencement of free trade in the world textile market under the World Trade Organization's Agreement on Textiles and Clothing (ATC) which is effective in the beginning 2005. Under the ATC, all WTO member countries must phase out the import quota on textiles and apparel within 10 years (1995-2004) and eliminate other restraints on textile and apparel trade (Department of Export Promotion, Thai Government, 2003).

According to the competitive atmosphere of garment and fashion industry in Asian region particularly in the production cost, Department of Export Promotion has shifted the positioning of the garment products to focus on higher quality and lower lead times (emergingtextiles.com, 2004).

Shifting strategy and reposition to the higher quality products helped the garment exporting industry recover from the recession during 2000-2002. Thailand's apparel exports surprisingly rebounded in the first nine months of 2004 with total shipments up 11.50% in value terms at US\$2.51 billion. Clothing exports had declined 6.21% and 5.65% in 2001 and 2002 respectively, before only rising 1.34% in the 2003 (emergingtextiles.com, 2004).

Table 2. Thailand's Apparel Exports 2001-2003 and January  
-September 2004

Value change in million US\$

	2003	Jan-Sep 04	2002	2003	Jan-Sep 04
			Change	Change	Change
APPAREL	3,022	2,515	-5.65%	1.34%	11.50%
GARMENT	2,764	2,291	-6.53%	1.48%	11.01%
- Cotton	1,221	1,032	0.12%	1.67%	14.09%
- MMF	717	572	-12.07%	7.25%	6.76%
- Silk	13	14	-8.28%	25.74%	31.07%
- Wool	76	74	-38.23%	-8.84%	26.88%
- Other textiles	456	409	1.95%	7.55%	18.97%
- Baby	281	191	-14.10%	-16.57%	-9.63%
Brassieres	188	168	6.44%	-1.16%	19.96%
Panty hose etc.	58	48	7.88%	3.57%	9.63%
Gloves	11	9	-24.84%	-0.87%	-2.27%

Source: Thai Textile Institute, [EmergingTextiles.com](http://EmergingTextiles.com)

The government also emphasizes creating the new image for Thai garment industry. In the year 2002, Department of Export Promotion launched the new image of the Thai garment and textiles trade fair Bangkok International Fashion Fair (2002) under the theme of "New Age of Ethnic Fabric & Design".

Table 3. United State of America Apparel Imports in 2003 and January-October 2004 Volume and Value Change

Value in US\$

	2003	Jan- Oct 04	Oct 04	2003	Jan- Oct 04	Oct 04
	Volume	Volume	Volume	Value	Value	Value
	Change	Change	Change	Change	Change	Change
World						
China	46.32%	29.86%	35.52%	29.75%	22.42%	27.90%
Mexico	-8.34%	-5.16%	-5.39%	-7.01%	-4.35%	-5.07%
Honduras	5.66%	-5.95%	-9.67%	2.58%	-0.41%	-4.37%
Hong Kong	-4.36%	-7.60%	- 11.99%	-4.53%	1.66%	-0.64%
Vietnam	134.38 %	-1.00%	52.94%	165.29 %	3.94%	44.76%
Bangladesh	-2.00%	-2.61%	20.82%	-2.00%	1.50%	29.24%
El Salvador	10.18%	-7.18%	- 21.69%	2.69%	-5.92%	- 16.16%
Indonesia	3.92%	11.13%	5.52%	5.70%	9.00%	2.97%
India	4.59%	11.91%	43.14%	5.26%	8.32%	49.96%
Korea	- 11.44%	7.83%	14.55%	- 12.41%	1.40%	-4.75%
Dom Rep	2.76%	-3.89%	- 15.50%	-1.76%	-7.49%	- 11.69%
Guatemala	7.03%	10.68%	8.35%	6.25%	7.78%	17.06%
Taiwan	2.61%	-1.53%	- 10.35%	2.21%	-3.68%	-8.94%
Cambodia	19.97%	19.03%	8.55%	18.92%	13.47%	3.62%
Thailand	1.20%	4.65%	20.13%	-0.40%	2.02%	17.34%
Philippine s	-0.90%	- 10.89%	-3.52%	2.11%	-8.53%	-6.55%
Sri Lanka	0.29%	1.78%	9.51%	1.60%	2.90%	22.39%
Pakistan	16.11%	14.84%	14.88%	15.61%	9.84%	14.27%
Canada	- 10.14%	-8.07%	- 18.35%	-2.58%	-4.77%	- 14.61%
Italy	-1.45%	- 10.62%	- 17.25%	4.78%	0.43%	4.88%
Malaysia	-0.67%	3.88%	-0.11%	-4.77%	-0.31%	-5.73%
Turkey	7.80%	- 20.16%	- 16.46%	5.68%	-8.97%	6.67%

Complied data from US Department of Commerce/ OTEXA  
Source from EmergingTextiles.com (1998-2004)

Thai government also consolidated Bangkok's reputation as a Fashion City which to extend Thailand's reach into the international market. In considering prospects for the future, industry specialists suggested Thai manufacturers focus much more on Thailand's traditional strength in silk production and skilled labor (Carney, 2003). Further, the development of textile products should emphasize designs, a wide variety of products, uniqueness, and innovative technology to correspond to the market's requirements. Relevant information and news should be publicized for manufacturers to adjust their trade strategies to compete with competitors. Moreover, Department of Export Promotion encouraged producers to develop their own brand products to promote name recognition of Thai textile industry.

### Goals and Objectives

#### Goal

The primary goal of this campaign is to establish new image of Bangkok International Fashion Fair by introducing Bangkok Fashion Week, an annual special event to promote the BIFF. Further, this campaign also aims to create awareness of Bangkok Fashion Week among target audience and increase the number of the attendants of BIFF.

### Campaign Objectives

- To establish new image of BIFF under the theme "New Age of Design".
- To introduce Bangkok Fashion Week as an annual special event for BIFF.
- To increase awareness of BIFF among the target audience.
- To create an awareness of Bangkok Fashion Week among target audiences.
- To increase the number of target audience attending to the fair at least 5% compared with past year's event before the plan is implemented.

### Secondary Objectives

- Encourage Thai manufacturers to exhibit in Bangkok International Fashion Fair.
- Generate exporting value for Thai garments and apparel industry.
- Label Bangkok as a Fashion destination in Southeast Asian.

## Development of the Plan

### Bangkok Fashion Week

Theme: "New Age of Design"

Key message:

- New Age of Ethnic Fabric and Design: combining the uniqueness of Thai ethnic fabric with modern design.
- Bangkok is the city of fashion and a fashion destination in Southeast Asian.

### Target Audience.

Primary

- Male and female 18-35 year olds who live in metropolitan Bangkok and are interested in fashion.

Secondary

- Thai business people who are interested in fashion business or work in fashion industry.
- Exhibitors and traders.
- Other aged groups who are interested in fashion.

Programming. Schedule and Location: Bangkok Fashion Fair is scheduled the day before BIFF in order to acquire public attention for BIFF.

The fashion show will be organized at an historical site to create the mood and tone of the show which are corresponding with the theme of event.

Suggested Location.

- Oriental Hotel which is located by Phao Pha Ya river side.

Fashion Show. Fashion show will be organized under the same theme of campaign "New Age of Design" to emphasize the new image of BIFF and Thai garment industry. The show will focus on Thai silk and ethnic fibers since the archival research showed that the uniqueness of Thai silk and ethnic man-made fabric is a competitive advantage of Thai garment. Further, studies recently showed that the international market demand for Thai silk and ethnic fabric continues to increase which opens the opportunity for Thai manufacturers to demonstrate their high quality products that meet the markets' desires.

Suggested Brands and Designers. The fashion show organizer should cooperate with the Thai leading garment companies and designers to create the show. Following is the suggested Thai leading designers and Top Thai fashion brands: (Department OF Export Promotion, 2002)

- Mae Fah Luang Foundation

The Foundation under the patronage of Her Royal Highness the Princess Mother is a private non-profit organization established to help carry out the development of ethnic products. Mae Fah Lunang products are handcrafted from natural raw materials. The foundation provides natural cotton and silk which are used in the production of textiles industry. The Fabric from Mae Fah Luang maintains its uniqueness of man-made and high quality product with new design, research and development of natural fabrics (Mae Fah Luang Foundaion, 2004).

- Jim Thompson

Thai silk by Jim Thompson is world-renowned with a long history. Jim Thompson or James Harrison Wilson Thompson is an American-born who saw a potential of selling Thai silk in foreign markets. Thompson revolutionized the silk industry by raising the standard of production to meet foreign market requirements (Nation multimedia, 2002). With unique and high quality products, Jim Thompson silk became the world famous brand.

- Others leading brands and designers such as Kai, Pisit, Senada, B:D, Noriko, Act Cloth, Fly Now,

Senada, Hewgo, Muung-doo, Anurak, etc. (Thailand Textiles Institute, 2002)

Event Strategies.

- Project Launching

Project launching will be organized to introduce and to be a debut of Bangkok Fashion Week. Project launching can help to create media coverage which resulted in establishing public awareness before the event.

- Event sponsorship

Cooperate with the international business as co-sponsorship for event. The image of the business to become a sponsor should go long with the theme of the event. Further, event sponsorship not only supports the event spending, the strong image of the business also enhances the image of the event and can increase the media coverage as well.

Suggested co-sponsors:

- Mercedes Benz (Prestige image)
- Nokia Vertu
- Sony Digital Media

- Recruiting world famous designers and celebrities to join events. Besides Thai models and designers, Thai

government should encourage world's celebrities and designers to join Bangkok Fashion week to attain public attention and media coverage.

### Advertising Plan

Advertising is one of the most effective communication tools to assist public relations practitioners to reach the mass target audience. Besides the tangible product, advertising also aids publicize intangible services and ideas as well. For example, public relations practitioners use advertising to promote event, government services, and political idea (Arens, 1999).

Goals. This advertising plan is conducted in order to create awareness of Bangkok Fashion Week as an annual event among the target audience and to promote new image for BIFF.

### Advertising Strategy.

- Use the integrated media to emphasize the theme of the campaign to maximize the impact of the campaign. Further, mixed media can reach different groups of target audience which can increase number of media exposure than strategically selected one or two media.

- As the survey results showed that small number of respondents knew BIFF, the target audiences have low awareness about this event. Therefore, the media plan should be emphasize on frequency and repetition in order to increase awareness among audience.
- The message of this campaign should be consistent through different types of media. The important factors that should be considered when creating advertising material are tone and mood, color, theme and etc.

#### Advertising Objectives.

- To create awareness of Bangkok Fashion Week and BIFF.
- To increase the numbers of participants in the fair and event.

Media Determination and Expenditure. The characteristics of media are important in selecting what media will be used as a vehicle to send message to the target audience. G. E. Belch and M. A. Belch (2004) mentioned the general media characteristics in their book as criteria in media planning.

Table 4. Media Characteristics

Media	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> <li>- Mass coverage</li> <li>- High reach</li> <li>- Impact of sight, sound and motion</li> <li>- High prestige</li> <li>- Low cost per exposure</li> <li>- Attention getting</li> <li>- Favorable image</li> </ul>	<ul style="list-style-type: none"> <li>- Low selectivity</li> <li>- Short message life</li> <li>- High cost</li> <li>- High production cost.</li> <li>- Clutter</li> </ul>
Radio	<ul style="list-style-type: none"> <li>- Local coverage</li> <li>- Low cost</li> <li>- High frequency</li> <li>- Flexible</li> <li>- Low production cost</li> <li>- Well-segmented audience</li> </ul>	<ul style="list-style-type: none"> <li>- Audio only</li> <li>- Clutter</li> <li>- Low attention getting</li> <li>- Fleeting message</li> </ul>
Magazines	<ul style="list-style-type: none"> <li>- Segmentation potential</li> <li>- Quality reproduction</li> <li>- High information content</li> <li>- Longevity</li> <li>- Multiple readers</li> </ul>	<ul style="list-style-type: none"> <li>- Long lead time for ad placement</li> <li>- Visual only</li> <li>- Lack of flexibility</li> </ul>
Newspaper	<ul style="list-style-type: none"> <li>- High coverage</li> <li>- Low cost</li> <li>- Short lead time for placing ad</li> <li>- Timely</li> <li>- Reader control exposure</li> </ul>	<ul style="list-style-type: none"> <li>- Short life</li> <li>- Clutter</li> <li>- Low attention getting</li> <li>- Poor reproduction quality</li> <li>- Selective reader exposure</li> </ul>
Outdoor	<ul style="list-style-type: none"> <li>- Location specific</li> <li>- High repetition</li> <li>- Easily notice</li> </ul>	<ul style="list-style-type: none"> <li>- Short exposure time require short ad</li> <li>- Poor image</li> <li>- Local restrictions</li> </ul>

Table 4. Media Characteristics (Continued)

Media	Advantages	Disadvantages
Direct mail	<ul style="list-style-type: none"> <li>- High selectivity</li> <li>- Reader control exposure</li> <li>- High information content</li> </ul>	<ul style="list-style-type: none"> <li>- High cost/contact</li> <li>- Poor image (junk mail)</li> <li>- Clutter</li> </ul>
Internet and interactive media	<ul style="list-style-type: none"> <li>- User select information</li> <li>- User attention and involvement</li> <li>- Interactive relationship</li> <li>- Flexible message</li> </ul>	<ul style="list-style-type: none"> <li>- Limited creativity capability</li> <li>- Technology limitation</li> <li>- Limited reach</li> <li>- Few valid measurement techniques</li> </ul>

Source: From *Advertising and promotion: An Integrated Communication Perspective*, by G. E. Belch and M. A. Belch, 2004, New York: McGraw-Hill.

Table 5. Media Description and Estimated Production Cost

Type of Media	Descriptions	Production Cost (Baht)
Electronic Media		
- T.V.	- 30-second ads	200,000
- Radio	- 30-second radio spot and jingle	50,000
Printed Media		
- Fashion Magazines	- Full-page 4 colors - Published in 3 monthly fashion magazines a month before the event	Included in media placement cost
- Newspapers	- Full pages 4 color published the day before and during the event.	Included in media cost
Outdoor Media		
- Transit Advertising	- Banner on BTS Sky trains station. - Bus - Subway	- Included in media cost
- Posters	- Prints 5,000 posters posted around event location and shopping arcade	- 10,000
- Banners	- 20 Banners ads placed around event location and shopping plaza	- 10,000
- Billboards	- 5 Billboards to be located in high traffic area around Bangkok and event area.	- Included in media cost

Table 5. Media Description and Estimated Production Cost (Continued)

Type of Media	Descriptions	Production Cost (Baht)
Online Media		
- Website Banner	- Place advertisement on fashion websites - At least 5-10 sites	- Included in media cost
- Official Website	- Establish official website to provide information about the event	- Department of Export Promotion
- Links	- Trades free links with the website portal services to recruit viewers to the official site	- No Cost

Note: Cost is estimated based on the information provided by Sales Department of Kantana Group, Public, Ltd.

Media Determination.

• Television

This campaign will emphasize television as the result of the survey showed that television is the most frequently used by the target audience when they are seeking fashion information. This project suggests producing 30-second advertising broadcasted on national television channels and network television. The TV program must be able to reach the target group of teens and young adult aged 18-25 such

as MTV Thailand, and channel V Thailand. The content of the program should relate with fashion such as Ladies' Corner, Women Today, etc.

- Radio

Produce the 30-second-radio spot and jingle. Radio is the medium that can reach specific group of target audience based on the content of program of broadcasting time. This project suggests broadcasting radio spot and jingle on at least 7-10 radio stations, with at least 8-10 spot per day and more during the event days. The period of radio advertising should start not too early because the audience can not recall the ad after the long time. Moreover, the effective radio advertising needs a high repetition for audience to be able to remember and understand message because of radio offers only audio and message is fleeting.

- Fashion Magazine

Magazine is a medium with high selectivity of target audience and high readership (multiple readers). Advertising in fashion magazine can reach the specific group of target audiences who are interested in fashion and have high potential to attend to this event. In order to maximize the impact, this project suggests advertising in

at least 5 monthly top-ten fashion magazines with full-pages, four colors to attract readers' attention. Further, the message can be appeared in the different types such as editorials, advertisements, and articles.

- Newspaper

Newspaper provides high coverage; however, the messages in newspaper are short-lived and clutter. This project suggests advertising full-paged, four color in newspaper only couple days before the event to motivate the people immediate action (attend the fashion show). The message on newspaper should provide rich information about the show such as date, location, and other fashion features since newspaper is informational medium.

- Outdoor Advertisement

Outdoor media can create high exposure with the long-lived message. Outdoor advertising is visual oriented media. Therefore, the advertisement should use attractive visuals of key image created for this event to emphasize the theme and remind the audiences instead of providing information and details about the event. This project suggests using various outdoor media such as billboard, rolling broad, transit advertising such as BTS sky train

and etc. The outdoor advertisement can be placed early, probably 3 months, before the event to maximize exposure to the audiences.

- Internet

Various types of online advertising are recommended in this project. Since number of internet users is dramatically increasing. Public relations practitioners should emphasize this type of media more than in the past. Online advertising can provide viewers with several types of messages with visual, audio and interactivities which make message more attractive and interesting. This project suggests producing banners advertisement posted on at least 20 websites. The links to official website should be placed on various website to increase the number of viewer to visit BIFF website. Further, the virtual fashion show should be created to provide the sense and mood of fashion show and interact with the viewers to encourage them to participate in the fashion event.

Table 6. Estimated Media Expenditure

Advertising forms	Media Placement Cost (Baht)
Electronic Media	
- Television	450,000
- Radio	30,000
Outdoor	
- Billboards	200,000
- Posters	15,000
- Transit advertising	85,000
- Banners	50,000
Printed Media	
- Fashion Magazines	75,000
- Newspaper	200,000
Internet	
- Website Banner	65,000
- Official Website	100,000
- Links	-
<b>Total</b>	<b>1,270,000</b>

Note: Cost is estimated based on the information provided by Sales Department of Kantana Group, Public, Ltd.

### Public Relations Plan

#### Objectives.

- To provide information about Bangkok International Fashion fair and Bangkok Fashion Week to press and target audience.
- To enhance the image of the event, promote the event and emphasize the theme of the event.
- To increase the media coverage of the event.

Proposed Activities. Produce PR materials and distribute to press, target audiences and potential visitors based on the database of the fair attendants acquired from the past years event. These PR materials include:

Printed materials

- press Release
- newsletter to trader
- newsletter to visitors
- pre-register mail
- posters
- reminder postcards
- invitation cards for press and VIP guests

Other Activities.

- Open house interview

Public relations practitioners should arrange the press to interview with opinion leaders or person who influence target audiences attitudes. The interview should be arranged as many times as possible since it can increase media coverage with no cost for broadcasting time. The press is always interested in the people who are currently

in public attention which includes official authorities, celebrities, brand owners, designers, models, etc.

- Publicity

This project also suggests public relations practitioners perform publicity. The publicity can be appeared on media in several types such news, business services, and interviews. Publicity not only provides information to the audience, it can create good image of the event and build good relationships with press as well.

#### Evaluation

The effectiveness of campaign will be evaluated to determine its ability to accomplish goals and Objectives. The measurements and evaluating methods will be discussed in the following chapter.

#### Summary

This chapter presents public relations campaign for Bangkok International Fashion Fair (BIFF). This campaign follows four-step process of public relation: 1) research, 2) goals and objectives, 3) implementation of the plan, and 4) evaluation.

Survey and archival research methods are applied in this study. Then, goals and objectives of campaign are developed. The plan for Bangkok Fashion Week is proposed as a special event for BIFF. Further, the media plan and public relations activities have been developed based on the research findings to accomplish the goals and objectives of the campaign. The evaluation and measurement of the public relations campaign will be presented in the next chapter.

## CHAPTER FIVE

### THE EVALUATION

Evaluation is the final step in the public relations (PR) process. Evaluating the effectiveness of PR is significant to determine whether the campaign accomplishes its goals and objectives. The aim is to create awareness of Bangkok Fashion Week among the target audience and increase the number of participants in the Bangkok International Fashion Fair (BIFF).

#### Survey

Survey is the simple evaluating method and is widely applied by PR practitioners to measure the impact of the PR campaign. In this project, the survey will be conducted after the plan is implemented. The survey will investigate the effectiveness of public relations strategies, messages, and media in terms of their ability to successfully reach the target audience.

Survey research will be conducted during and post-event. During the event, questionnaires will be randomly given to the visitors who participate in the event. The questions in the survey will request respondents to evaluate the performance of the event and attractiveness of

the fashion show. Attendees who respond to the questionnaire will be given an incentive (gift) in order to increase the survey sample, resulting in improved data collection and analysis.

A follow up survey is also required to study the effectiveness of the plan after the plan implementation. The follow up survey will be conducted 30 to 60 days after the event to identify any change in target audience perception, attitude, and awareness about BIFF and Bangkok Fashion Week.

The questionnaire will also provide the means to analyze the effectiveness of the use of each medium. For example, questions will ask respondents to identify the specific medium where they first heard about the Bangkok Fashion Week and BIFF.

Findings of the survey will be analyzed and utilized to improve the PR campaign for future events.

#### Comparison Statistic Number of Attendants

The size of audience attendance can also indicate whether the PR campaign has accomplished its goals and objectives.

The number of visitors attending the event will be counted from fashion show registration applications. Attendees will be requested to register and fill out a simple form (paper or electronic) in order to participate in the show.

A computer network and the Internet can also facilitate this process. Attendees would be able to pre-register online via the Bangkok Fashion Week official web site where initial survey data will be collected. Further, a computer network should be set up at the entrance of the event that can allow the visitor to register electronically to avoid delays.

The attendants will be requested to give their name, address, position, organization and contact information (e-mail preferred). This information will be used as the benchmark database for the next event and will be compared to the number of past BIFF attendees to analyze attendance and model future participation trends.

#### Measurement of Message Exposure

Counting the number of press clippings involves counting the total number of articles (newspaper, magazine and Internet), overall news impact, and total number of

column inches. Clip counting can provide a quantitative measure of press coverage which can indicate the amount of press coverage achieved over time (Holloway, 1992).

### Content Analysis

Content analysis will be conducted to study the effectiveness of messages published/broadcasted during the implementation of the plan. This method can study the type of messages, how the press interprets the message they received from press releases, and also the tone and mood of messages. The content analysis will be conducted monthly after the project launching. Findings of this study will help to shape media and message strategy for future events.

### Recommendation

Several limitations of this project must be noted. Because the convenience sample survey method is used in this study, limitations such as generalization might occur. Given the potentially relatively small sample size due to time limitations, the goal of future survey research should be an increased sample size in order to reduce the general nature and increase reliability of survey findings. The continuing study of strategies and communication plan is

necessary to develop and improve the overall public relations plan for future events.

Future analysis should also focus on different groups of target audience such as exhibitors, buyers, overseas visitors, and media. The public relations strategies for each group should be proposed to increase the effectiveness of a plan which aims to increase the overall number of visitors and attendees to BIFF.

In the development of the campaign section, the situation analysis should be conducted during the time of plan implementation. Others local factors that could influence the impact of the PR campaign such as government policy, other concurrent special events, and global economic situation should be studied.

In term of media planning, this project initially proposes the PR plan based on broad aspects of general media characteristics due to the dynamic environment of TV, radio programs, and other types of Thai media. All media options should be analyzed to determine which specific medium should be used as the best communication vehicle for the public relations campaign.

## Summary

Chapter 5 presents how to evaluate the effectiveness of the public relations campaign for Bangkok Fashion Week. Qualitative and quantitative researches are applied in this evaluation study. Statistical analysis of previous Bangkok Fashion Week and BIFF attendees will be compared to this year's participants. All media coverage and impressions will be documented in order to evaluate media coverage and determine future media strategy. The survey research method will also be applied to study target audience perceptions and attitudes toward the event. The effectiveness of media and message strategies will also be investigated in this survey. Findings of the survey will be utilized to improve the PR campaign for all future events.

APPENDIX A  
SAMPLE OF QUESTIONNAIRE

แบบสอบถาม

ดิฉัน นางสาว ชนกนาด ไพฑูรย์มงคล นักศึกษาปริญญาโท California State University, San Bernardino กำลังทำวิทยานิพนธ์เพื่อศึกษาเกี่ยวกับพฤติกรรมการใช้สื่อเพื่อรับข้อมูลข่าวสารแฟชั่น กรุณาตอบคำถามในแบบสอบถามนี้ ข้อมูลที่ได้รับจากการศึกษานี้ จะนำไปใช้เป็นส่วนหนึ่งในการทำวิทยานิพนธ์ ซึ่งจะเป็นประโยชน์สำหรับการพัฒนาอุตสาหกรรมแฟชั่น และสิ่งทอของไทยต่อไปในอนาคต

ส่วนที่ 1 ความรู้และความสนใจในแฟชั่น โห้ว และอุตสาหกรรมเสื้อผ้า และสิ่งทอ

1. คุณมีความสนใจในอุตสาหกรรมแฟชั่น เสื้อผ้า และสิ่งทอ มากน้อยเพียงใด  
\_\_\_\_\_ มากที่สุด \_\_\_\_\_ มาก \_\_\_\_\_ ปานกลาง  
\_\_\_\_\_ ค่อนข้างน้อย \_\_\_\_\_ ไม่สนใจ
2. คุณเคยได้รับข่าวสารเกี่ยวกับการจัดแสดงแฟชั่น โห้ว ในต่างประเทศดังต่อไปนี้หรือไม่ (ตอบได้มากกว่า 1 ข้อ)  
\_\_\_\_\_ Hong Kong Fashion Week  
\_\_\_\_\_ Singapore Fashion Week  
\_\_\_\_\_ Australian Fashion Week  
\_\_\_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_
3. ถ้าเคย คุณได้รับข่าวสารดังกล่าวจากสื่อใด (ตอบได้มากกว่า 1 ข้อ)  
\_\_\_\_\_ โทรทัศน์ \_\_\_\_\_ หนังสือพิมพ์ \_\_\_\_\_ วิทยุ  
\_\_\_\_\_ นิตยสารแฟชั่น \_\_\_\_\_ นิตยสารส่งเสริมการค้า  
\_\_\_\_\_ อินเทอร์เน็ต \_\_\_\_\_ เพื่อน \_\_\_\_\_ อื่นๆ (โปรดระบุ)
4. คุณเคยร่วมชมแฟชั่น โห้ว หรือไม่  
\_\_\_\_\_ เคย (โปรดระบุ \_\_\_\_\_) \_\_\_\_\_ ไม่เคย
5. ถ้าไม่เคย คุณอยากเข้าชมแฟชั่น โห้ว ที่จะจัดขึ้นในอนาคตมากน้อยเพียงใด  
\_\_\_\_\_ มากที่สุด \_\_\_\_\_ มาก \_\_\_\_\_ ปานกลาง  
\_\_\_\_\_ ค่อนข้างน้อย \_\_\_\_\_ ไม่สนใจเข้าชม

ส่วนที่ 2 ความรู้เกี่ยวกับการจัดงานแสดงสินค้าแฟชั่น สิ่งทอ และเครื่องนุ่งห่ม Bangkok International Fashion Fair (BIFF)

6. คุณเคยรู้จักงานแสดงสินค้าแฟชั่น, เสื้อผ้า, และสิ่งทอ Bangkok International Fashion Fair หรือ BIFF หรือไม่

\_\_\_\_\_ เคย \_\_\_\_\_ ไม่เคย (ข้ามไปข้อ 9)

7. ถ้าเคย คุณรู้ข่าวสารการจัดงานนี้จากสื่อใด (ตอบได้มากกว่า 1 ข้อ)

\_\_\_\_\_ โทรทัศน์ \_\_\_\_\_ หนังสือพิมพ์ \_\_\_\_\_ วิทยุ

\_\_\_\_\_ นิตยสารแฟชั่น \_\_\_\_\_ นิตยสารส่งเสริมการค้า

\_\_\_\_\_ อินเทอร์เน็ต \_\_\_\_\_ เพื่อน \_\_\_\_\_ อื่นๆ (โปรดระบุ)

8. คุณเคยร่วมชมงานแสดงสินค้าแฟชั่น, เสื้อผ้า, และสิ่งทอ Bangkok International Fashion Fair หรือ BIFF หรือไม่

\_\_\_\_\_ เคย \_\_\_\_\_ ไม่เคย

9. คุณเคยได้ยินข่าวสารเกี่ยวกับการจัดงาน Bangkok Fashion Week หรือไม่

\_\_\_\_\_ เคย \_\_\_\_\_ ไม่เคย

10. ถ้ามีการจัดแสดงแฟชั่นโชว์ระดับนานาชาติในประเทศไทย คุณอยากเข้าร่วมชมงานครั้งนี้มากน้อยเพียงใด

\_\_\_\_\_ มากที่สุด \_\_\_\_\_ มาก \_\_\_\_\_ ปานกลาง

\_\_\_\_\_ ค่อนข้างน้อย \_\_\_\_\_ ไม่สนใจ

ส่วนที่ 3 สื่อ และการเปิดรับข้อมูลข่าวสารแฟชั่น

11. กรุณาระบุ คุณรับข่าวสารต่างๆ เกี่ยวกับแฟชั่นจากสื่อดังต่อไปนี้มากน้อยเพียงใด

ประเภทสื่อ	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	ไม่เลย
ทีวี					
หนังสือพิมพ์					
วิทยุ					

นิตยสารแฟชั่นไทย					
นิตยสารแฟชั่น ต่างประเทศ					
อินเทอร์เน็ต					
อื่น (โปรดระบุ)					

12. คุณคิดว่าปัจจัยต่างๆดังต่อไปนี้ มีความสำคัญมากน้อยเพียงใด ที่ทำให้คุณอยากเข้าร่วมชมการแสดงแฟชั่นโชว์

	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	ไม่สำคัญ
นางแบบที่ร่วม แสดงแฟชั่น					
ชื่อหรือเสื้อผ้า					
วัน และเวลาที่จัด งาน					
สถานที่ในการจัด งาน					
ค่าใช้จ่ายในการ ร่วมชมงาน					
ค่าใช้จ่ายอื่นๆ เช่น ค่าใช้จ่ายที่พักและ การเดินทาง					
อื่นๆ (โปรดระบุ)					

ส่วนที่ 4 ข้อมูลทั่วไป

13. อายุ \_\_\_\_\_

14. เพศ \_\_\_\_\_ หญิง \_\_\_\_\_ ชาย

15. การศึกษา

_____ ต่ำกว่ามัธยมศึกษา	_____ มัธยมศึกษาตอนต้น
_____ มัธยมศึกษาตอนปลาย	_____ ปริญญาตรี
_____ ปริญญาโท	_____ สูงกว่าปริญญาโท

16. รายได้เฉลี่ยต่อเดือน

_____ ต่ำกว่า 3,000	_____ 3,001 - 5,000
_____ 5,001 - 10,000	_____ 10,001 - 15,000
_____ 15,001 - 20,000	_____ 20,001 - 25,000
_____ 25,001 - 30,000	_____ 30,001 - 40,000
_____ 40,000 - 50,000	_____ 50,000 - 70,000
_____ 70,001 - 100,000	_____ มากกว่า 100,000

## Questionnaire

I am Chanoknart Paitoonmongkon, a graduate student in Communication Studies at California State University, San Bernardino. I am conducting a survey about Bangkok International Fashion Fair (BIFF). Please help me fill out this questionnaire. Your information will be used merely for academic purposes as a part of my research study. You are not required to give your name and personal information. Thank you very much. I appreciate your valuable time.

### Part 1. Knowledge and interest in fashion shows and the garment industry.

1. Please rate the following statement. I am interested in fashion and garment industry. Mark only one answer.  
 strongly agree     agree     undecided  
 disagree     strongly disagree
2. Have you ever heard about any of the following international fashion shows? (If yes, you can select more than one. If no, go to number 5)  
 Hong Kong Fashion Week  
 Singapore Fashion Week  
 Australian Fashion Week  
 Others (Please identify) \_\_\_\_\_
3. If yes, how did you hear about it/them?  
 TV     Radio     Newspaper  
 Fashion Magazines     Trade Magazines     Internet  
 Friend     others (Please identify) \_\_\_\_\_
4. Have you ever attended a fashion show?  
 Yes (please identify the fashion show you have attended) \_\_\_\_\_  
 No
5. If you have never attended a fashion show, how likely are you to attend a fashion show in the future?  
 Definitely will attend     Probably will attend

\_\_\_\_\_ Probably will not attend      \_\_\_\_\_ Will never attend  
 \_\_\_\_\_ Undecided

**Part 2. Knowledge about Bangkok International Fashion Fair (BIFF)**

6. Have you ever heard about BIFF?  
 \_\_\_\_\_ Yes                      \_\_\_\_\_ No (go to number 9)
7. If yes, how did you learn about BIFF? (you can choose more than one)  
 \_\_\_\_\_ TV                      \_\_\_\_\_ Radio                      \_\_\_\_\_ Newspaper  
 \_\_\_\_\_ Fashion Magazines      \_\_\_\_\_ Trade Magazines      \_\_\_\_\_ Internet  
 \_\_\_\_\_ Friend                      \_\_\_\_\_ others (Please identify) \_\_\_\_\_
8. Have you ever visited BIFF?  
 \_\_\_\_\_ Yes                      \_\_\_\_\_ No
9. Have you ever heard anything about Bangkok Fashion Week project that will be launched by the government?  
 \_\_\_\_\_ Yes                      \_\_\_\_\_ No
10. Please rate the following statement. If Thai Government organizes an international fashion show in Bangkok, you want to attend to this show. Mark only one answer.  
 \_\_\_\_\_ strongly agree      \_\_\_\_\_ agree                      \_\_\_\_\_ undecided  
 \_\_\_\_\_ disagree                      \_\_\_\_\_ strongly disagree

**Part 3. Media Usage and Fashion Show Interest**

11. Please indicate how often you use the following media to obtain information about fashion. Please mark one box for each type of media.

Media	Always	Often	Sometimes	Rarely	Never
T.V.					
Newspaper					
Radio					
Thai Fashion					

<b>Magazine</b>					
<b>Foreign Fashion Magazine</b>					
<b>Internet</b>					
<b>Other Specify:</b>					

12. Please indicate how important each of the following is to your decision to attend a fashion show. Please mark only one box for each decision factor.

<b>Decision Factor</b>	<b>Extremely Important</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not very Important</b>	<b>Not Important</b>
<b>Models</b>					
<b>Brands/Designers</b>					
<b>Date</b>					
<b>Location</b>					
<b>Admission Fee</b>					
<b>Other Cost(s) to Attend. i.e. travel, lodging</b>					
<b>Other. Specify</b>					

**Part 4. General information.**

13. Age \_\_\_\_\_

14. Gender \_\_\_\_\_ male \_\_\_\_\_ Female

15. Education

\_\_\_\_\_ Under high school \_\_\_\_\_ High school

\_\_\_\_\_ Bachelor degree \_\_\_\_\_ Master degree

\_\_\_\_\_ Doctoral degree

16. Average monthly income (Baht)

_____ Lower than 3,000	_____ 3,001 - 5,000
_____ 5,001 - 10,000	_____ 10,001 - 15,000
_____ 15,001 - 20,000	_____ 20,001 - 25,000
_____ 25,001 - 30,000	_____ 30,001 - 40,000
_____ 40,000 - 50,000	_____ 50,000 - 70,000
_____ 70,001 - 100,000	_____ Higher than 100,000

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