

Thomas Idea news flash



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Digital Branding



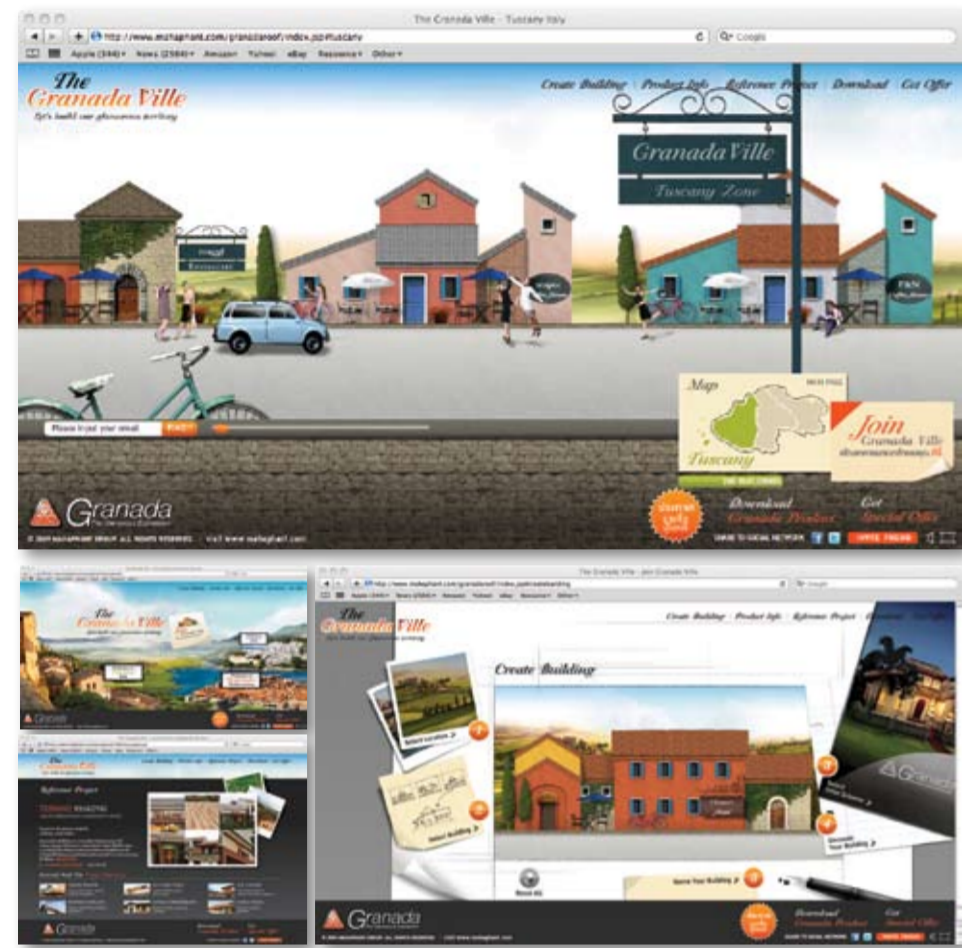
Digital Branding

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Granada Ville Campaign Site

Client: Mahaphant Group
URL: www.granadaroof.com

Primarily targeting at professionals including architects, engineers and designers, The Granada Ville – Let's build our glamorous territory campaign site allows users to enjoy the full experience of product's features by inviting them to create their own virtual building at 3 different locations, and share to social media. A set of interactive building tools, such as customize Granada roof's model and color, adjustable wall's color scheme, compellingly engages users, intriguing them to appreciate distinguish features of the product.



NIVEA World Cup Manager Campaign Site

Client: Beiersdorf (Thailand) Company Limited
URL: www.nivea4menfootball.in.th

To enhance NIVEA for Men brand engagement and create a top-of-mind product image among target audience during the World Cup 2010 event, NIVEA World Cup Manager simulates a soccer field coaching for users to participate in the game. A series of NIVEA for Men product placements will be displayed throughout the match to increase awareness. With social networking API integration, players can easily publish their scores on Facebook, Twitter, and MySpace, hence creates influential viral in social media.



NIVEA SUN - It's My Sun Time Campaign Site

Client: Beiersdorf (Thailand) Company Limited
URL: www.myniveasun.com

The campaign aims to promote the new NIVEA Sun product and create awareness of immediate protection formula for daily use. The Sun Time Clock functions as a core mechanic to engage users and attract them to check in one of the daytime activities featured around the clock when skin needs to be exposed to the Sun. A lucky-draw winner is announced on a daily basis to encourage users to revisit the site. The site generates word of mouth with API module has been integrated into the site for easy content sharing to popular social networking sites such as Facebook, Twitter, and MySpace.



KC Professional Healthy Hands Campaign Site

Client: Kimberly-Clark Thailand Limited
URL: www.kcprofessional.com/th/healthyhands

"Healthy Hands" B2B campaign site was created as an integral part of the Kimberly-Clark Professional's CSR effort to encourage hand hygiene among consumers under the slogan "Care for Your Hands, Care for Your Health". Appropriate and easy-to-follow hand cleansing method has been simply demonstrated through the "8 Steps for Healthy Hands" interactive presentation. A full use of product placements throughout the presentation increases product awareness and most importantly increase health care awareness among consumers. Healthy Hands for Good Life provides knowledge such as H5N1 and useful tips for users to download. The campaign site also serves as a marketing tool to promote KCP's products designed to meet corporate needs with high-quality and cost-control.

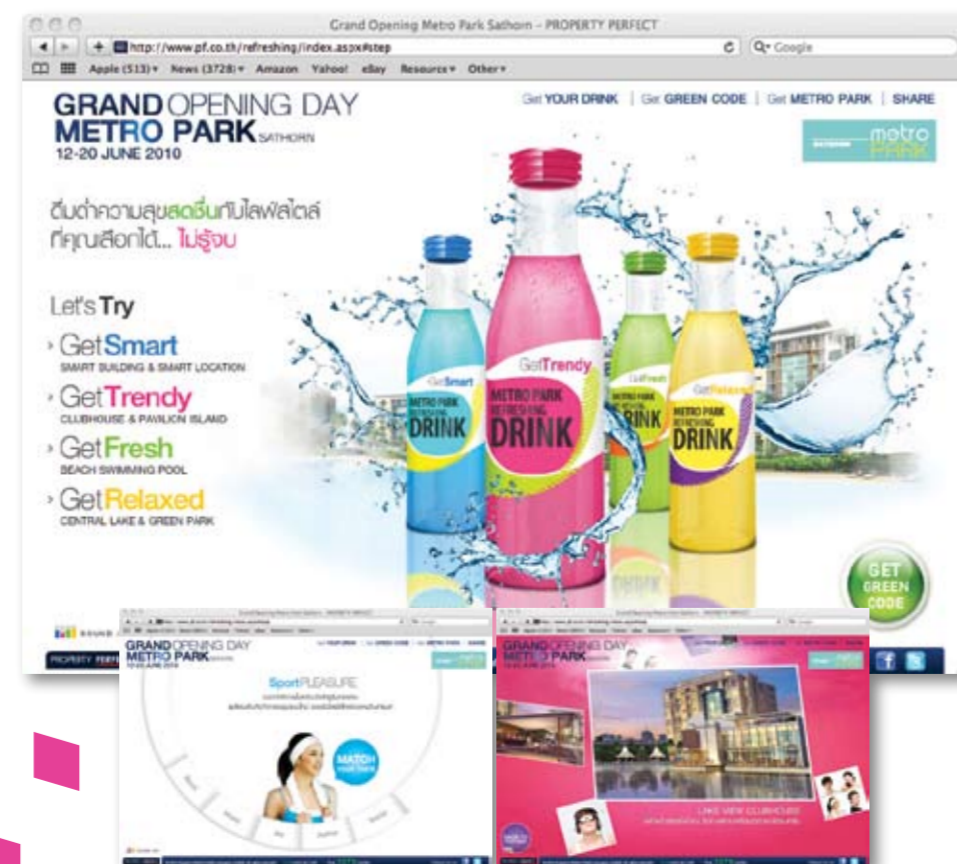


REFRESH Campaign Site

Client: Property Perfect Public Company Limited
URL: www.pf.co.th/refreshing

The Grand Opening Metro Park: REFRESH campaign site was built to boost awareness and lead traffic to the offline event. The design concept communicates the ideal city living that requires an integration of modern lifestyle facilities, convenient location, smart functions, and pleasant environment to serve the independent needs of trendy living of determined target group.

The Refreshing Drink functions as a core mechanic to engage users. Users are persuaded to mix a personal lifestyle either from Sport, Music, Art, Author or Social, with a favorite taste: Smart; Trendy; Fresh; Relaxed, to get their own special drink and share it with friends on social networking sites. Facebook connect API was integrated into the site as a gimmick that users can enjoy mixing their friends into the drink, making it more personalized and exclusive.



Ratchaprasong District 3D e-Card Campaign Site

Client: Ratchaprasong Square Trade Association (RSTA)
URL: www.heartofbangkok.com/3decard2010

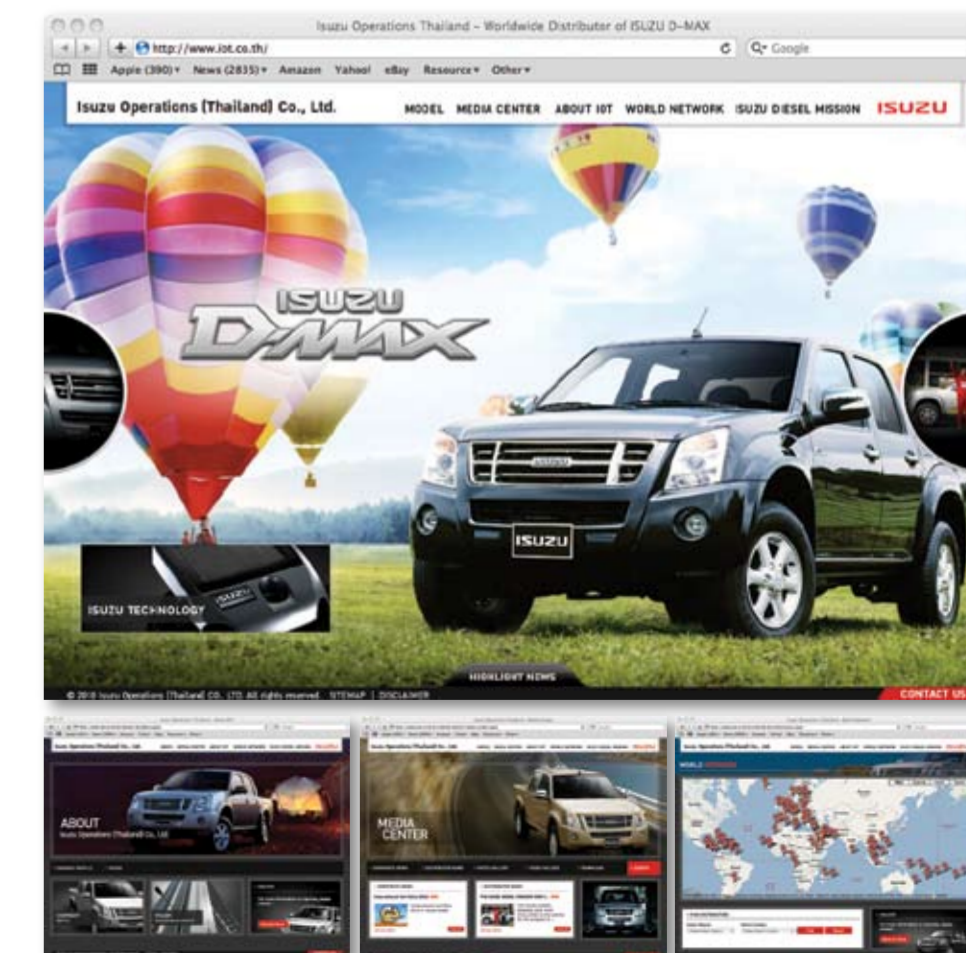
The campaign site provides user-friendly interactive tools to create a 3D e-card and send to friends, family, or anyone on special occasions. The e-card can be personalized by taking a snapshot via webcam or uploading a photo from user's PC. Photo size is also adjustable to fit the frame. Not only the site has been utilized for build better customer relationship, but also landed new visitors from all over the world to Ratchaprasong District website – www.heartofbangkok.com.



Isuzu Operations Thailand Website

Client: Isuzu Operations (Thailand) Company Limited
URL: www.iot.co.th

Isuzu Operations (Thailand) Co., Ltd. exports ISUZU D-MAX to global markets. The site was built as an effective communication tool to boost product awareness among consumers and generate potential leads to local dealers worldwide. The website provides rich product information in both end-consumer and dealer aspects through positive image of continual development in advanced technology and vehicle innovation on a global basis, as well as to deliver consumer-focus experience, and to reinforce its position as D-MAX information center and distributor network channel.



F&N Dairies Thailand Website

Client: F&N Dairies (Thailand) Limited
URL: www.fnthaidairies.com

F&N Dairies Thailand specializes in dairy products and pasteurized juice. In order to enhance its corporate brand and product brand image and awareness among target audience which are consumers, F&N Dairies Thailand website was designed to create an energetic brand experience based on the key message of "pure enjoyment, pure goodness". The design of the Brands & Products section visually reflects communicates each brand character. In addition, users can find their favorite dishes easily by browsing meal or product type at the Recipe Center, which is designed to increase re-visit visitors to the website.



Eucerin Club Community Site

Client **Beiersdorf (Thailand) Company Limited**
 URL **www.eucerin-club.com**

Continual brand building and customer relationship are important to constantly maintain brand loyalty. Eucerin-Club.com was built to strengthen brand communication and consumer connection via online approach as it provides a great opportunity to expand market boundary to existing consumers and reach new prospects. It serves as a key bidirectional communication channel with consumers, which is essential to establish long-term engagement.

Eucerin Club is a reliable source of information, providing product information, useful skincare advices and appropriate product recommendations, as well as marketing activities and promotional campaigns to all skin-lover members. Eucerin-Club.com also integrates Facebook fan page that initially forms an online community for Eucerin's fans.

Full backend functions allow club members to conveniently personalize their profiles & preferences, votes, comments, and add items to favorite. The powerful site management was developed to support scalable information and effortless maintenance.



KNOWLEDGE

Digital Branding

by **Araya Choutgrajank**
Executive Creative Director / Senior Consultant

Internet technology has dramatically changed the way people consume news or interact with media and communications. The shift in consumer behavior has introduced new opportunities to corporate and brands to create a distinctive Brand Experience through Digital Branding. Business would commercially gain considerable return on investment and pave the way to create brand loyalty among consumers in the new online generation.

Online Brand Experience is to create an engaging experience at every touch point of the site that offers consumers longer time to glue to product or service information than offline media. Once marketers see through the benefits of online to promote their products and brands, a live interaction would be incurred without space and time limit. Moreover, it would capture consumers' journey through the site and collect the information into the database from where marketers could bring about strategic initiatives that boost sales and establishes long-term loyalty.

Basic rules to develop Digital Branding website

1. Plan a clear brand strategy and brand management in order to create comprehensive user experience
2. Incorporate brand identity into online strategy
3. Set website objective based on different digital branding executions (corporate site, brand site and campaign site)
4. Make use of integrated e-Marketing techniques to generate traffics to the site such as email, SEO/SEM, banner ad., social media, Blog/Webboard
5. Form an experienced site maintenance and site management team to always keep the site alive and the content up-to-date, as well as to continually maintain good relationship with consumers

Implementations of digital branding could vary. For instance, a brand experience website engages consumers to stay, participate in the site and share content, while a

website for corporate distinguishes itself to offer more than a typical corporate site, and an interactive campaign site promotes brands and products through online marketing activities. Campaign site that successfully creates brand awareness should engage users at least 3-6 minutes.

Digital branding is an area where online media have an advantage over offline media such as TVC and radio spot because they can reach consumers in global markets just by a click. There is live interaction with consumers and the response is measurable. Digital branding strategy should be planned carefully to appropriately serve business objectives.

What make digital branding different is that it has a global reach which is essential for local brands and business operators to consider in terms of international exposure. In addition, its interactivity with consumers also contributes a highly engagement and recognition of the brands.

About Thomas Idea Company Limited

Thomas Idea (www.thomasidea.com), a leading interactive agency and online strategy specialist, offers a comprehensive range of services, from online strategy consulting, user experience (U/X) design, and digital marketing services through to web application development for websites, portals, and interactive online campaign sites. With over fifteen years of experience in online business, Thomas Idea is the business partner you can depend on to provide the very most innovative strategic solutions customized to the specific needs of your business.