

DIGITAL BRANDING

SOMKIAT LILITPRAPUN



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- General Manager : tablefest.com
(Online Restaurant Reservation)
- E-Business Manager : mahaphant
(Shera & Ha Huang)
- CRM & e-Marketing Manager :
Phyathai Hospitals
- E-Commerce Manager : TV Media
- & More.... ^^



CONDITION

- **No Extreme Theory**
- **Based on Experiences**
- **Mobile Turn-Off**

WHO KNOW BRANDING ?

TOP DIGITAL BRANDS

Google
ประเทศไทย



You Tube™

facebook

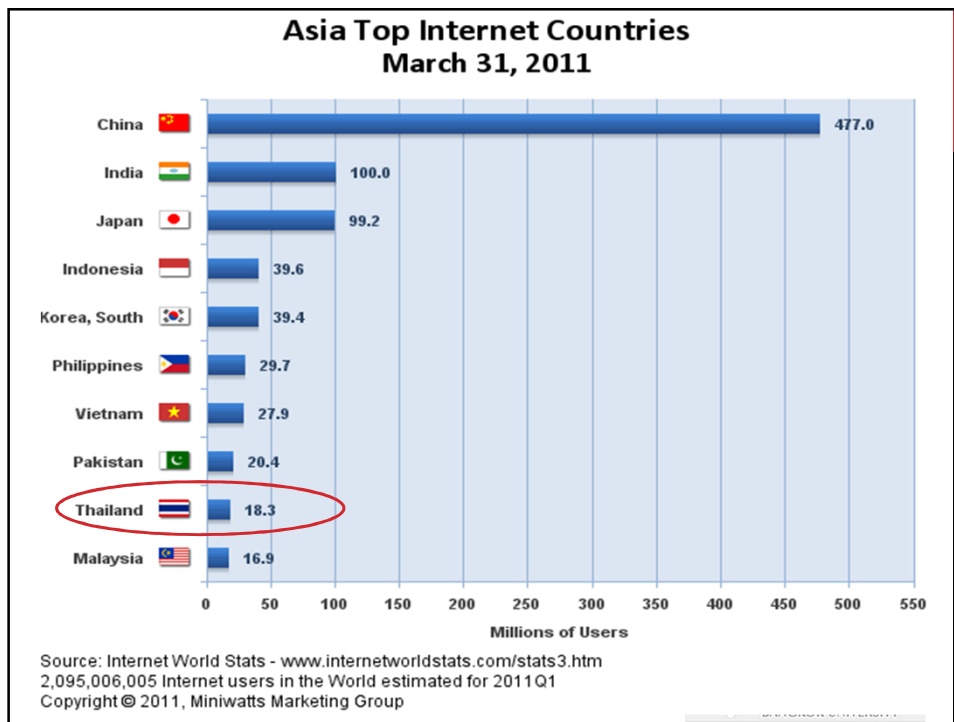
Coca-Cola



TOPIC: WHAT IS “BRANDING”

“ Process of
creating **individual's perception** of an integrated bundle of
information and *experiences* that **distinguishes our**
products/company from the competitors
as expected or beyond ”

“ บึง! อันนี้ดีกว่า ไข่แล้ว ไข่! ลูกค้านึกถึง ”



ONE BIG MISTAKE

Brand is not "LOGO"

ONE BIG MISTAKE

“LOGO” is Part of Branding

TYPE OF DIGITAL BRANDING

Digital Brand

Digitized Brand

DIGITAL BRANDING

amazon.com

facebook

Google
ประเทศไทย

TARAD.com
a Rakuten company



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

DIGITIZED BRANDING



VICTORIA'S SECRET

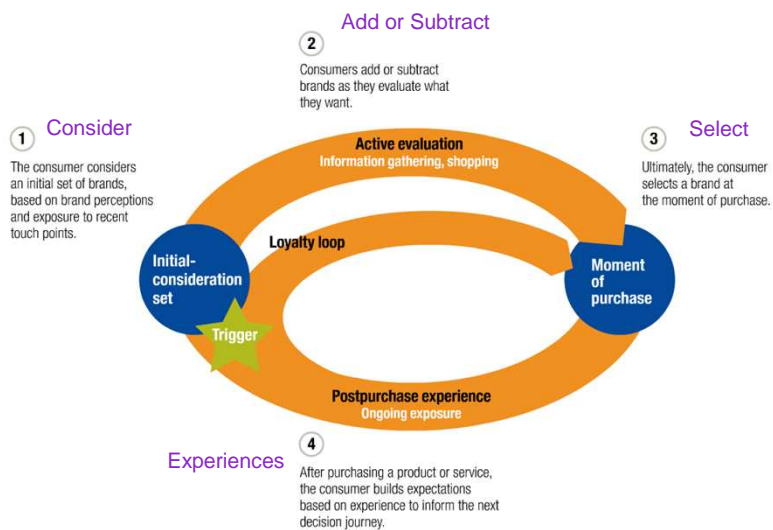


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WHY BRANDING ?

The consumer decision journey

Exhibit 2: The consumer decision journey



WHY BRANDING ?

“ Various choices of Brands”

WHY BRANDING ?

“ Deliver Brand Value to Accelerate the purchasing ”

WHY BRANDING ?

“ Make The Advocate (Sharing) ”

WHO NEED DIGITAL BRANDING ?

**“ Anyone
who need their brand exists in digital world ”**

DIGITAL BRANDING GUIDES

- Clear Brand Promise
- Image Building
- Exposure
- Measurement & Control

1. CLEAR BRAND PROMISE

> SANYING SANYA



to organize the world's information and make it universally accessible and useful.

(จัดระเบียบข้อมูลของโลกเพื่อให้ทุกคนสามารถเข้าถึงและใช้ประโยชน์ได้ทั่วกัน)



เราจะจัดหาพื้นที่ที่มอบความประหยัดคุ้มค่าให้กับผู้ซื้อ นำรายได้ใหม่ๆ มาสู่ธุรกิจ และมอบเงินบริจาคให้กับองค์กรเพื่อการกุศล

2. IMAGE BUILDING

- VALUE
- PERCEPTION
- BRAND IMAGE

3. BRAND EXPOSURE & COMMUNICATION

“ Bring brand to the World ”

WHY BRAND EXPOSURE ?

“ Make us present to target “

WHY BRAND EXPOSURE ?

“ Create Brand Understanding“

WHY BRAND EXPOSURE ?

**“ Prevent
from
Brand Perception
Misunderstanding”**

HOW BRAND EXPOSURE??

- **Offline – eg. Newspaper, Billboard, TV etc**
- **Online – Banner, Mobile, Email Marketing, etc**

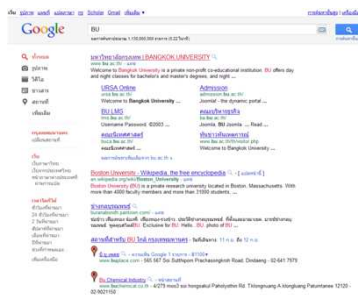
BRAND EXPOSURE??

ONLINE PRESENCE

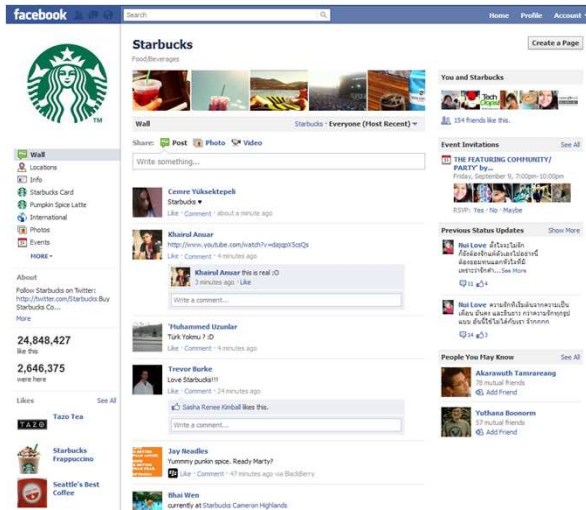


SEM (SEARCH ENGINE MARKETING)

“ Use search engines on all devices to make our brand presence



SOCIAL MEDIA/SOCIAL NETWORKING



Facebook



FACEBOOK PAGE



FACEBOOK PAGE

The image shows two side-by-side screenshots of Facebook pages. The left page is for 'Victoria's Secret - Wallpaper', featuring a grid of images of models in blue and black outfits. The right page is for 'Mercedes-Benz', showing the Mercedes-Benz logo, navigation tabs (Wall, Info, Welcome, Products, Sponsor, Information, App, IAA Livestream), and a post about the Frankfurt International Motor Show IAA 2011. The page has 3,892,847 likes and several recent posts.

SOCIAL MEDIA/SOCIAL NETWORKING

The image shows a screenshot of a Twitter profile for the user 'maximumboy' (@maximumboy). The profile includes a bio, a location (Thailand), and statistics: 15,820 tweets, 1,005 following, 1,504 followers, and 49 lists. The main content area shows a list of tweets in Thai, such as 'ข่าวดังในเน็ต... 1 ชั่วโมงที่แล้ว' and 'ขอบคุณมากครับ... 12 ชั่วโมงที่แล้ว'. The right sidebar shows 'Recent Images', 'Similar to you', and 'Following'.

twitter

SOCIAL MEDIA/SOCIAL NETWORKING

twitter



SOCIAL MEDIA/SOCIAL NETWORKING

twitter



SOCIAL MEDIA/SOCIAL NETWORKING

SHARE VOTE. DISCUSS SEE.

My Starbucks Idea
 @MyStarbucksIdea Seattle, WA
 MyStarbucksIdea - a website to share, vote, discuss ideas and see them in action.
 http://www.mystarbucksidea.com

- Follow
- Tweet to @MyStarbucksIdea
- Tweets Favorites Following Followers Lists
- MyStarbucksIdea** My Starbucks Idea @DearAldis vote it up at MyStarbucksIdea.com 9 Aug
 - MyStarbucksIdea** My Starbucks Idea Dutch Caramel Wafer Cookies are back. Thanks for sharing your ideas! sbux.co/q4WvOw 9 Aug
 - MyStarbucksIdea** My Starbucks Idea Have you visited the new online Starbucks Store yet? Check out some of the new features. sbux.co/o48Mwv 9 Aug
 - MyStarbucksIdea** My Starbucks Idea Baristas are sampling Starbucks VIA Caramel Iced Coffee: sbux.co/mYwYJE Have you tried it yet? 2 Aug
 - MyStarbucksIdea** My Starbucks Idea New idea launched. More veggie options for lunch. sbux.co/lq419E Keep the ideas coming! 28 Jul
 - MyStarbucksIdea** My Starbucks Idea Treat Receipt is now in the U.S. AND Canada. Is it 2 pm yet? sbux.co/h4D5yk 27 Jul

twitter



SOCIAL MEDIA/SOCIAL NETWORKING

HI5

hi5 my profile friends games store

Guest

search

PLAY

- Barn Buddy** Category Arcade 2,987,673 Players playing right now [Play Game](#)
- Millionaire City** Category Arcade 265,168 Players playing right now [Play Game](#)
- Organized Crime VENDETTA** Category Arcade 117,834 Players playing right now [Play Game](#)
- Farm Frenzy Neighbor** Category Arcade 59,465 Players playing right now [Play Game](#)

EXPRESS

Your hi5 Avatar is your virtual you. Show off your mood, give gifts, and prank your friends today!

[Create Your Avatar](#)

[Setup Your Profile](#)

SIGN IN

Sign in to hi5 with your hi5 account:

Email:

Password:

Keep me logged in

[Forgot Your Password?](#) [Login](#)

New to hi5? [Sign up for hi5](#)



SOCIAL MEDIA/SOCIAL NETWORKING

Keep up with your friends, share the places you go, and discover the extraordinary in the world around you.

- Keep up with friends on your phone.** Connect with friends from Facebook and Twitter to share where you're going.
- Discover new places and hotspots** when you go out, then share your photos, recommendations and trips with friends!
- Find inspiration to explore** the world around you while picking up rewards from local eateries, venues and retail stores.

Sign Up Now or [Take a Quick Tour](#) to learn more.

Android BlackBerry Apple iPhone palm

LBS = LOCATION BASED SERVICE

SOCIAL MEDIA/SOCIAL NETWORKING

CHECK IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare gives you & your friends new ways to explore your city. Earn points & unlock badges for discovering new things. [Learn more](#)

RECENT ACTIVITY

- Kevin S. in Texas City, TX unlocked the 'Player Please' badge.
- Luis B. in San Francisco, CA wrote a tip @ The Pasta Market: Dip garlic bread in their kickass marinara sauce.
- Nick E. in Mesa, AZ unlocked the 'Adventurer' badge.
- Mike F. in Revere, MA wrote a tip @ 'Heroes' @ TT the Bears: Every Sat from 10 pm to 2 am. With DJ Chris Egan spinning the best in 80's New Wave, Retro, Electro, Punk, & some old-school goth and industrial. Terry is pouring the drinks in the back bar.
- Luis Eduardo in Jorville, SC wrote a tip @ Croissant Cafe: Ótimas opções de Croissant, destaque pro ambiente e atendimento.
- Troy S. in Cottonwood Heights, UT unlocked the 'Bender' badge.
- Rony K. in Mataram, Nusa Tenggara Barat wrote a tip @ Phoenix Store: Depan toko ada jual mutiara.

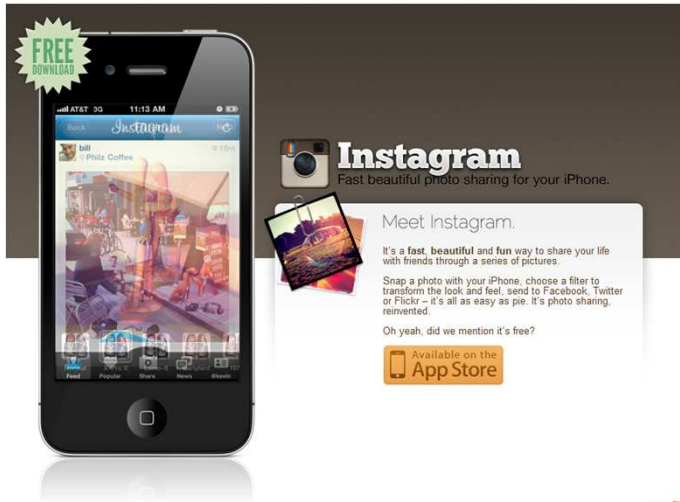
GET IT NOW

- iPhone →
- BlackBerry →
- Android →
- palm →
- OVIA →
- OTHER DEVICES →

What is foursquare?

LBS

SOCIAL MEDIA/SOCIAL NETWORKING



INSTAGRAM

=

LBS +
Twitter



SOCIAL MEDIA/SOCIAL NETWORKING



YOUTUBE

Top Comments
พี่โคม ปะกาว มีคนทำคลิปเลียนแบบพี่โคมเยอะ เจ้าจิ้ง โคม ปะกาวโคม



SOCIAL MEDIA/SOCIAL NETWORKING

The screenshot shows the SKOUT website interface. At the top left is the SKOUT logo. To its right are input fields for 'Email' and 'Password', with a 'Log in' button. Below these is a link for 'Forgot your password?'. The main content area has a blue background with the text 'Meet new people' and 'flirt & have fun'. A central button says '- One click free sign up or login -' with a Facebook icon and the text 'Connect with Facebook'. Below this button is a small disclaimer: 'You're free to try it out. We won't post to your wall or contact your friends without your approval.'

SKOUT WORKS LIKE THIS

Want to meet new people? Chat instantly? Skout is the largest and fastest growing network for meeting new people and having fun. With one click, you can see all the people near you who are also looking for someone new to meet - exactly when you are! What's more, you'll be able to see who is in your neighborhood just waiting and wanting to connect to someone like you.

SKOUT IN THE APP STORES



SOCIAL MEDIA/SOCIAL NETWORKING

The screenshot shows the WAYN & momondo website. At the top is a navigation bar with 'WAYN' and a search bar. Below the navigation bar is a main banner with a world map graphic and the text 'Looking for cheap flights? Momondo helps you find and compare fares from 800+ travel sites.' Below the banner is a row of destination cards for LONDON, NEW YORK, PARIS, BERLIN, ROME, PRAGUE, and COPENHAGEN. At the bottom of the banner is the text 'Plan your trip with WAYN & momondo' and a 'Search here' button. The bottom of the page features a row of colorful location pins.



MINI / MICRO SITE



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

MINI / MICRO SITE



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

BANNER /RICH MEDIA

<http://www.pondsfacialfoam.com/clay/#/dance/>

BANGKOK UNIVERSITY

EMAIL MARKETING

dtac special deal
 สิทธิพิเศษเฉพาะลูกค้า ดีแทคและเอสบี
 ดีแทคและEnsogo ขอมอบข้อเสนอสุดคืบด้วยดีพิเศษ
 ที่ส่วนลดสูงสุดจากร้านค้าชั้นนำ อาทิ วิกทอรี่ ลอนเซ็นส์ กำสิทธิ์ chaba nail หรืออื่น ๆ อีกมากมาย ที่ AKG Gut และอีกมากมาย
 ที่สามารถนำบัตร dtac ไปใช้ได้ที่ Ensogo.com
 Spaghetti Factory, Saim, Sakura, Ensogo, basjin BR Robbins, Saim, Sakura, Ensogo
 เพียงลูกค้าดีแทคและเอสบีลงทะเบียนกับ Ensogo.com
 แล้วรับสิทธิพิเศษนี้ไปใช้ได้ทันทีทุกวันศุกร์ตั้งแต่ 12.00 น.
 วันนี้ - 29 กันยายน 2554 เท่านั้น

SHERA infillwall system
 The Innovative Concrete Wall
 saves **30%**
 of construction time
 Fast-Track Strong and Light Weight
 More Details
 Diamond Pathway, 6 Steps Fast Track, 16 Thongphut Chaphaburam
 MAHAPHANT Living Clinic, Facebook, Twitter, YouTube
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MOBILE ADS/APP

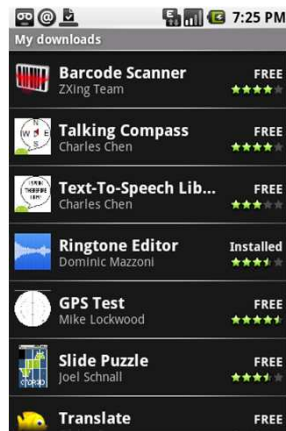
APPS, APPS, & MORE APPS

They have become a filter for our world. Through them we can access information, games, entire virtual worlds. Not the internet, nor our computers, not tablets or laptops - just little programs on our phones. Millions of little programs. What are the real numbers behind these programs, and why are there so many of them?

Stores:
There are currently 6 major mobile application stores:

Store	Launched	Apps
App Store (iPhone)	Jul 16, 2008	225,000 apps
Android Market (Google Android)	Oct 22, 2008	70,000 apps
Software Store (Palm)	Dec 16, 2008	5,000 apps
App World (BlackBerry)	Apr 1, 2009	2,779 apps
App Catalog (Palm/HP)	Jun 6, 2009	2,000 apps
Windows Marketplace (Windows Mobile)	Oct 6, 2009	1,083 apps

TABLET APPS



USER-GENERATED CONTENT

- Blog
- WEBBOARD
- FORUM

BRAND EXPOSURE

OFFLINE PRESENCE

OFFLINE BRAND EXPOSURE

- **Newspaper**
- **TV**
- **Billboard**

4. CONTROL & EVALUATION

- **MONITOR BUZZ**
- **KEEP UPDATING INFO & CONTENT**
- **SALES INCREASE**
- **HOW CUSTOMERS SAY ? VIRAL IMPACT**
- **REDUCE TROUBLE**
- **INCREASE LOYALTY (REPEATED PURCHASE)**

QUESTIONS



THANK YOU

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