

รากวัฒนธรรม

Under Our Rucan II

#เปิดใจถก #เขื่อนเรือเรา

OBSERVATION

Culture Lag: disjuncture between Thai culture and Thai Gen Z's way of life.

Gen Z deviate from national cultural expectations and prefer low power distance.

Political divide: Gen Z has the least confidence in public institutions.

Gen Z promotes inclusive communication and dialogues.

INSIGHTS

Outdated, conservative, and strict values intercept Thai culture's potential to grow.

Events create opportunity to socialize and make social media content.

Regular exposure to Thai Culture happens only during school years.

Gen Z shares information on social media platforms.

PROBLEM STATEMENT

Gen Z is disengaging from their cultural activities. While they believe that Thai culture possesses great potential, they associate Thai culture with unfavorable traits.

WHY TACKLE THIS CHALLENGE?

Incorporation of Thai culture in enjoyable activities can encourage Thai individuals to engage with their cultural values, resulting in an enriched sense of identity. Even more, culture can empower individuals by increasing their confidence and expanding their creative potential, contributing to Thailand's soft power. Culture is fundamental to social development, sensemaking, and identity.

DEPARTMENT OF CULTURAL PROMOTION

Vision: to be the main organization in promoting culture to support sustainability in society.

CAMPAIGN GOAL

To raise awareness among Gen Z members about the opportunities to incorporate Thai cultural elements into their current lifestyles.

CAMPAIGN STRATEGIES

Provide a fun and creative perspective of Thai culture.

Present Thai culture in a way that is compatible with Thai Gen Z's current social technology uses.

Offer authentic and diverse storytelling.

MAIN TACTIC

CULTURAL EVENT

เปิดใต้ถุน

Under Our Ruean II

EVENT CONCEPT

The Under Our Ruean (เปิดใต้ถุน) event consist of different informative and interactive activities covering a total of 4 areas under Thai culture. **Theme:** conceptual exploration of a traditional Thai home, known as the Ruean (เรือน). Each area of the Thai culture presented will represent different parts of the Ruean, accompanied by family-like mascots.

EVENT STRATEGIES

New event brand with an online medium.

Four focuses of diverse and popular aspects: belief, music, food, and art & craft.

Incorporation of technology and in-trend activities.

MUSIC ZONE

โซนระเบียง: คนละคีย์



ART & CRAFT ZONE

โซนใต้ถุน: คันไม้คั้นมือ



BELIEF ZONE

โซนห้องนั่งเล่น: เรื่องเล่าปรัมปรา



FOOD ZONE

โซนห้องครัว: ข้าวปลาอาหาร



WHEN/WHERE

Siam Square Walking Street, 26-28 Jan 2024.

TARGET

16-26, Thai, student or first jobber, digital natives, Bangkok.

PERSONALITY

Fun, creative, urban.

PHOTO SPOTS



PUBLICITY STRATEGIES

Focus mainly on social media promotion.

Utilize interactive communication platforms.

Combat unappealing images with new branding.

PUBLICITY PLAN

1. Official Instagram account: updated online presence
2. Instagram games: fun and interactive.
3. Meta social media ads: increase awareness.
4. Influencer marketing: encourage dialogues.
5. Press release: build credibility through news.



RESULTS

102 respondents in target audience through online survey forms.

Majority of the respondents would like to participate in all event zones.

94.6% of the respondents are either satisfied or very satisfied with the Instagram page.

Majority of the respondents associate the event with brand personality and voice, showing a strong connection between brand identity and brand image.