



PROBLEM STATEMENT

Resulted from the impact of Covid-19, businesses in the Samyan area have encountered challenging obstacles including the **absence of people**, the **loss in revenues of the businesses**, and the **lacking sense of life and community**.

GOALS & OBJECTIVES

To **raise awareness** of the whole Samyan Community

To **stimulate people's interests** in the Samyan Community

To **reinforce people's desire** to revisit the Samyan Community

METHODOLOGY

The project implements the idea of Metaverse using **Gather.town** as the media platform to portray an accurate visual representation of Samyan, while still allowing people to socialize without any limitations of place and time during the pandemic. **Instagram** of **1 2 Samyan!** is also created as touchpoints to communicate with the target groups.

STRATEGIES

COMMUNICATION

Implement the **AIDA model** to build awareness, create interest, and emotional experience that leads to nostalgia feelings through events and activities in the virtual world in order to develop the desire for people to support Samyan.

MEDIA

Use **"Virtual Reality Technology (VR)"** to create engagement that connects people.



PERSUASIVE

Emphasize the mood and tone of being a “fun, colorful, lively and nostalgic” place to provide emotional engagement of people to fulfill the need for a sense of community.



MEET & GREET EVENT WITH SERIOUS BACON

20 lucky winners are chosen to join an exclusive Meet & Greet with one of the hottest co-ed bands in 2022!



TARGET AUDIENCE

PRIMARY

Gen Z males and females aged around 16-25 years old living in Bangkok

SECONDARY

Millennials males and females aged around 26-40 years old living in Bangkok

INSIGHTS

SOLUTION

To mitigate the difficulties that small businesses are struggling with “1 2 Samyan!” will bring the Samyan community back to life. “1 2 Samyan!” aims to alleviate the impact of Covid-19 on the businesses around the Samyan area in order to not only help them recover financially but also increase their awareness.

CONCLUSION/EVALUATION

Empirical research and digital media research data are conducted to examine whether the project has met the objectives or not.

A total of 409 clicks to 1 2 Samyan! space on Gather.town.

390 Instagram followers with over 13,000 impressions.

100% of the respondents from an online survey are more aware of businesses in Samyan, have a desire to revisit Samyan, and are interested and would like 1 2 Samyan! to continue.

Impressions
vs Oct 25 - Jan 22

13,514
+12,298%

Insights Overview

You reached +7,293% more accounts compared to Oct 22 - Jan 19

Accounts reached	2,144	>
	+7,293%	
Accounts engaged	360	>
	+35,900%	
Total followers	382	>
	+16.8%	