



Patterns and Creative ideas of event marketing in Bangkok

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Abstract

The objectives of this research are to study patterns of event marketing and analyze the creativity in event marketing in Bangkok. It was a qualitative research by observation and interviewing from the data repository of 8 marketing events. The research results showed that there were 4 types of marketing event: Entertainment and Contests event, Social event, corporate event and News event. For the creativity of event, it was found that 3 analytical components were used: Functional management, methods of event marketing and elements of creative sources.

Keywords: 1) Creative idea 2) Event marketing 3) Elements of creative sources

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Introduction

The current digital market is changing due to the communication technology which simplifies the lifestyle of people. The ease of information access is continuously developing knowledge and understanding. Interpersonal communication has become instant due to the introduction of mobile devices, affecting the forms of communication by brand owners and organizations which aim to stimulate products and service purchasing behavior of the consumers. Therefore, it is essential for any organization to find ways to communicate using the current technology in order to gain an advantage in the current highly competitive market. Businesses or brands must adapt to become unique and unparalleled. The communicated message must respond to consumers' needs. However, it is equally critical that the persuasive communication method used must be non-intrusive and slowly gain consumers' trust by creating good experiences. Kotler et al. (2017, pp. 71-80) presented that communicating with customers can elevate the quality of customer relations, demonstrate and allow them to maintain contact with the brand. In addition, the conversation among customers is the most effective means since it leads to a clear final decision.

One of the special and effective marketing communication tools which can build trends and attract the target market to a brand is event marketing. Event marketing is one of the crucial marketing communication elements that provide touchpoints for brands or products. Moreover, it provides ways for customers to interact with brands or products in a diverse and creative way, with the purpose

of triggering interests, creating satisfaction, and bringing a good experience to customers.

Nowadays, the number of event marketing companies is increasing, and brand owners started to employ a designated team of creatives personnel to organize unique event marketing campaigns in order to spark interest in their products or services. It can be said that event marketing aims to communicate with the diverse group of target markets using the creativity and experience of experts who organize the events. And due to technological advancement, the forms of communication utilized by such events are subjected to changes to effectively respond to the behavior and interests of consumers in the digital age.

Objectives

1. To study the patterns of marketing events in Bangkok, Thailand.
2. To analyze the creativity in marketing event organization in Bangkok, Thailand.

Scope of study

This study is a qualitative study using non-participant observation method to observe 8 marketing events in Bangkok metropolitan region. The data is collected by in-depth interview method. The informants are selected through purposive sampling (i.e., at least 1 of company representatives or staff of the events). This study collected data from 13 informants, 7 of them being company representatives and 6 being the staff of the events. The questions were regarding the purposes of the events, the expected result, the main idea of the events, the supporting factors of the events' appeal, the problems encountered during the organization, and the adaptation adopted during the Covid-19



pandemic. The data collected is analyzed by observation. The data collection process was conducted from March to September 2020. (Due to the Covid-19 pandemic, the data collection process was temporarily terminated since several events were cancelled.)

Literature Review

1. Concepts of marketing communication Every business organization' operates with the goal of earning perception, interest, demand, and purchase from their respective target consumers. Due to this reason, marketing communication is a crucial tool that can deliver messages to consumers by various means such as advertisement, public relations, promotion, direct marketing, point of purchase communication, personal selling, etc. Each tool utilizes different methods and achieves different results. Any marketing personnel must be mindful of their tool of choice in order to deliver messages or information of their products to the consumer successfully, which subsequently leads to purchasing behavior and brand loyalty.

Additionally, marketing communication is closely correlated with consumers' behavior, especially in the digital age. Consumers tend to have an independent attitude and will follow recommendations from closely related people rather than the message of a product or service since communication among consumers is being facilitated by online social platforms.

2. Concepts of event marketing Event marketing is one of the marketing communication tools used to communicate brand. Kanjanapokin (2019, pp. 107-110)

presented that, other than communicating brands, event marketing can also: 1) Create brand experience both directly and indirectly through 5 senses: sight, hearing, touch, smell, and taste. 2) Deliver messages of the event themselves to the target consumers. 3) Gain more attention from a specific target by organizing an event catered for the interest of a target group. Once the intended consumers join the event, delivering messages of products or services can be made with ease. 4) Lead, support, or amplify IMC tools. Event marketing is the medium that supports other marketing communication tools. For example, sales promotion in an event or a public relation function aiming to present the social responsibility of an organization, or press invitation aiming to propagate news, etc.

There are several patterns of event marketing. Dedkaew (2018, pp. 33-34) has classified 4 patterns of event marketing: 1) Entertainment and contest events 2) Social service events 3) Organizational events and 4) Media exposure event The 4 mentioned patterns of event marketing can be branched out into a number of subtypes. Marketing personnel must carefully choose a pattern of event marketing that will suit their organization's goals most.

3. Concepts of creative ideas for marketing communication The main concept of creative ideas for marketing communication determines that they must communicate brands to target consumers successfully while producing interestingness and uniqueness. Creative ideas for marketing communication must initially build the Big Idea as a foundation to dictate the direction of creativity. Boonchutima and Rungvimolsin

(2017, pp. 85-103) explained that the process include 1) The conception of the Big Idea for creative marketing communication. 2) The source of creative marketing ideas which are locations of the presentation, proper context of brands, opportune moments, current news, history, negative products news, imagination, popular trends among consumers, metaphors, origin of products, celebrities or mascots, brands' name, the presentation of contrasting news against products or services.

Other than creating memorable events, Kanjanapokin (2019, pp. 148-151) explained 5 ways to induce interest among target consumers: The first, different, the most excitement, and famous.

4. Concepts of experiential marketing to encourage word of mouth, a brand is required to create customer experience to inform consumers of the products or services by marketing communication. Event marketing is a tool that can deliver messages and produce a positive attitude, leading to a future purchase. (Dedkaew, 2018, p. 67) Experiential marketing can be executed in numerous forms creatively while presenting customer experience through Strategic Experiential Modules: SMEs. Schmitt (1999 as cited in Eiamlaorpakdi , 2005, p. 23) proposed the 5 main ideas: Sense, Feel, Think, Act, and Relate.

Methods

1. Sample 2 of 4 patterns of event marketing organized in Bangkok metropolitan region (Total of 8). The sampled event marketings must be organized during the data collection process and have the accurate aspect to their respective event marketing classification.

2. Collect the data by non-participant observation method and in-depth interview method. The informants are selected through purposive sampling (i.e., at least 1 of the companies representatives or staff of the events).

3. Analyze the patterns and creative ideas of the studied event marketing.

Results

1. Patterns of event marketing: The 4 patterns of event marketing are as follows:

1.1 Entertainment and contest events organized with marketing research in mind. The 2 studied contest events were Miss Thin Thai Ngarm Contest and Short Films Storyboard Contest by Umay Plus.

1.2 Social service events organized by sponsors. The 2 studied events were Sang Suk Market Phuket Tourism Festival.

1.3 Organizational events organized in a form of sport and cultural events. The 2 studied events were Nong Chat Sports day and Pakaoma Tor Jai fair 2020.

1.4 Media exposure event organized in a form of the press conference. The 2 studied events were Bodyslam X Free Fire and the Product launch event for D-nee moment of pureness.

2. Functional management The results indicate 4 approaches of functional management in organizing event marketing: 1) Create brand experience 2) Communicate information 3) Produce attractiveness or the target group 4) Be the amplifier to support other marketing communication tools

3. Creative ideas of event marketing

According to the analysis of creative ideas of marketing events in Bangkok, several



elements among them are found:

3.1 Different. 3 of the studied marketing events are found to make use of being different: 1) Nong Chat Sports day. The event included staff of the organization applying makeup and compete in various sports. 2) Short Films Storyboard Contest by Umay Plus which included a competition of film storyboard to be produced as short films. and 3) Pakaoma Tor Jai fair 2020 which presented modern-styled loin cloth.

3.2 Excitement. 1 of the studied marketing events are found to make use

creating excitement: 1) Miss Thin Thai Ngarm Contest which included a competition of women's vintage swimwear.

3.3 Famous. 7 of the studied marketing events are found to employ the tactics of using celebrities to promote their brands, except Pakaoma Tor Jai fair 2020 that canceled the invitation due to the Covid-19 pandemic.

4. Components of creative sources of event marketing Event marketing in Bangkok can be analyzed by components of creative sources as follows:

Table No. 1 Analysis of the components of creative sources of event marketing

Components of creative sources	EVENT 1 D-nee	Product launch	EVENT 2 Sang Suk Market	EVENT 3 Phuket Tourism Festival	EVENT 4 Miss Thin Thai Ngarm Contest	Bodystam X Free Fire	Bodystam X Free Fire	EVENT 6	Nong Chat Sports day	EVENT 7 Short Films Storyboard Contest by Umay Plus	EVENT 8 Pakaoma Tor Jai fair 2020
1. Location					✓		✓				
2. Proper context of brand	✓	✓	✓						✓	✓	
3. Timing			✓	✓		✓	✓		✓	✓	
4. Current news				✓						✓	
5. History					✓						
6. Negative products news				✓							
7. Imagination	✓					✓		✓			
8. Popular trend among consumers		✓				✓					
9. Metaphore											

Table No. 1 (Continued)

Components of creative sources	EVENT 1 D-nee Product launch	EVENT 2 Sang Suk Market	EVENT 3 Phuket Tourism Festival	EVENT 4 Miss Thin Thai Ngarm Contest	BodySlam X Free Fire	BodySlam X Free Fire	EVENT 6 Nong Chat Sports day	EVENT 7 Short Films Storyboard Contest by Umay Plus	EVENT 8 Pakoama Tor Jai fair 2020
10. Source of products	✓						✓		✓
11. Celebrities or mascots	✓	✓	✓	✓	✓	✓	✓	✓	
12. Brand's name	✓	✓	✓	✓	✓	✓	✓	✓	
13. The presentation of contrasting news against products or services							✓		

Conclusion and Discussion

The study result concluded as follows:

1. Patterns of event marketing

- 1) Entertainment and Contests events
- 2) Sponsored social service event
- 3) Corporate events in a form of cultural or sports event
- 4) News event for product launching and press conference.

2. Functional management the function of event marketing are: 1) Create a product experience. 2) Deliver messages. 3) Attract or interest target group. 4) Lead, support, or amplify IMC tools.

3. Creative ideas of event marketing

Event marketing utilizes difference, excitement, and fame to organize

4. Components of creative sources of event marketing in Bangkok of 7 marketing events are found to utilize the

aforementioned components and their usage frequency from highest to lowest can be described in order as follows:

1) 2 components are found to be employed the most: 1) Celebrities or mascots which were found in 7 events where celebrities were invited, 2) Brands' name which was notably found that the name or the brand or the organization of an event appeared in the event to communicate brands. In addition, signs, backdrop, and product mockups are presented to communicate with participants. Participants may also be informed of the brand by audio mediums.

2) 1 component was employed: Opportune moment. The creative element of the event is produced by the appropriate timing of event marketing. A great example was during the Covid-19 pandemic where



people must resort to self-quarantine and were prohibited from traveling. Organizations must invent creative marketing ideas to aid their target market from such pandemic.

3) 1 component was employed: Proper context of brands. Events that are organized with the proper context of their brand in mind will be organized in shopping malls where there is a high density of the target market, or in an auditorium. Additionally, organizing an event during the graduation ceremony of Chulalongkorn University lead to a high number of adolescent target groups.

4) 2 components were employed: 1) Imagination which is the main creative idea for the location design of the event, attempting to immerse participants with products or services by means such as stag setting and projecting images of flowers, grass field, butterflies, or bubbles to simulate nature. Such a method was used by D-nee products which advertised to be produced with natural ingredients and no chemical. Bodyslam X Free fire used the same technique where the event was organized in a location decorated as a hanger, reflecting a scene from the video game. 2) Origin of products which refers to the way organizers attempt to show a theme to participants by decorating a scene such as projecting images of flowers, trees, and bubbles for a natural product.

5) 3 components were employed: 1) Locations of the presentation which is an attempt to organize an event with a location based on the product that is being presented. The studied event using this component was Bodyslam X Free fire which was organized in a hangar-decorated scene and events which

were organized in an auditorium. 2) Current news presents the initial purpose or the origin of event marketing. The event related to this component is Phuket Tourism Festival that was organized due to the lockdown lift which allows tourism in Phuket once again. The other event is Short Films Storyboard Contest by Umay Plus which was organized due to robbery and assault cases caused by financial problems. 3) Popular trend among consumers which is making use of consumers' interest to organize an event. The studied example was inviting Pok and Marky family to attract teens with gaming interest during the current digital age.

6) 3 least employed components were 1) History which is using the history as a part of the event. The studied event employing this component was Miss Thin Thai Ngarm Contest which has been organized annually for 70 years. 2) Negative product news is organizing an event due to negative news on a product or a service in order to address such news. The studied example was Phuket Tourism Festival that was organized due to the public acknowledgment of costly tourism in Phuket. Thus, the event was organized to promote tourism products, along with sales. 3) Presentation of contrasting news against products or services which was employed for Short Films Storyboard Contest by Umay Plus which is a cash card product that may create debt. Umay Plus expresses responsibility by presenting good financial habit practice to their target consumers who are university students.

According to the interviewers, creative ideas of event marketing must rely on the demand of a product or service, which is

then digested into the main concept of many elements in the event: storytelling, location design, script, etc. (Pakkadet, interviewer, 5th August 2020)

Discussion

According to the data collection, analysis, and conclusion of event marketing in Bangkok, the results can be discussed as follows:

1. The patterns of marketing events in Bangkok, Thailand Event marketing can be categorized into 4 groups: Entertainment and Contests event, Social service event, Corporate event, and News event. Each group organized their events to achieved their results on the target group in order to inform them of their products or services. Event marketing is one of the marketing communication tools that can induce interests, perception, participation, positive attitude, and brand trust. All of which leads to both short-term and future purchases. The article by Nimitphanj (2018, p. 66) explained that if the usage of media and the interestingness of the event is planned carefully, a special event can equally create as much product or service perception as presentations on main media. This idea is conforming with the concept by Knapp (2000) which stated that brand building is esteem building. In other words, it is the process of building confidence and acceptance in a brand to create an impression of value and pride in consuming or using a product or service. Furthermore, it creates brand awareness, allowing consumers to learn various elements of the brand. It also created an impression and engagement as a brand. The notable characteristic of event marketing

can subtlety bury a brand into consumers' hearts since this form of communication does not center around selling. This allows a brand to gradually grow their loyalty more effectively than other means. Moreover, Lenderman (2006, p. 10) explained that experiential marketing can provide the energetic feeling of a brand in consumers' perception before and after purchase, and even at all touchpoints consumers will possibly come into contact with. This idea conforms with the idea of Giannini (2010, p. 175 as cited in Chatratichart, 2003, p. 165) which stated that a special event is a tool that focuses on a direct experience to the target group at touchpoints in order to emphasize brands' awareness. The patterns of event marketing in Bangkok can be discussed as follows:

1.1 Entertainment and Contests event

This pattern of event marketing displays the characteristics of fun, excitement, interest, prize winning, and providing entertainment with mini events within the main event. This idea corresponds with the study of Panan (2015, p. 147) which presented that a special event is a communication medium that gives dancing and musical experiences, along with other entertainment directly to the target group.

The study also found that Entertainment and Contests event pattern utilized short film storyboard contest by university students. The organizer of this event is a financial company providing cash service. The purpose of the event was to promote good financial practices through the view of students. This allows the company to project a good company image to their target group.



Similarly, the study by Roankasem (2013) which investigated the marketing strategy of the alcohol industry in Thailand. The result revealed that the industry projects positive images of alcohol by organizing event marketing, especially sports and music event marketing. The objectives were to promote positive images between alcohol and health and to market their products to the youth to further project the positive images of the alcohol industry.

1.2 Social service event This pattern of event marketing is organized by a company's sponsor with the aim to benefit society during trying times. The study revealed that the target market of the event organizer were all affected by the Covid-19 pandemic. Thus, the organizer expresses their empathy to their consumers or stakeholders by sponsoring the campaign to solve the problem. This concept conforms with the explanation of Kotler and Lee (2005 as cited in Bunsiri, 2010, p. 13) which presented that the social service event is a responsibility of the organization to improve, promote, support, and aid the society the organization thrives in voluntarily.

1.3 Corporate event This pattern of event marketing is organized in a form of a sports event, allowing personnel to interact, compete, and playing games together for fun and to promote unity in an organization. Arvakul (1998) has explained that, in terms of internal public relations, the effectiveness of any organization's operation depends on the relationship among several groups in the organization. Good relationships within an organization will result in an effective operation. In contrast, poor relationships will result in unnecessary obstacles in the operation and

affect the relation towards the public too. The study by Chairat (2009, p. 66) suggested that team-building activities in an organization are as crucial as activities organized for the public. The purpose of these activities is not only to strengthen the relationship within an organization but also to communicate organizational loyalty. Sports events are the most popular since they can reach the target group of all ages, especially children. They also project positive images of the organization due to their benefits. In the same way, cultural events where an organization supports the cultural arts community with the aim to preserve the arts for future generations is conformed with the study by Loksutthi (2008, p. 139) which found that Singha Corporation Co., Ltd. provide support to the publicizing of the culture of numerous kinds, especially Thai culture of many forms (e.g., arts, music, and folk festivals) to produce awareness and preserve national pride.

1.4 Media exposure event This pattern of event marketing is organized in a form of product launch events, aiming to inform consumers of their newly developed innovative products by inviting mass media to the event. The event consists of the presentation of products' brand ambassador who is an artist, actors or actress, or celebrity of this digital age with the products' target group as their followers. The invited ambassadors will participate in a talk regarding the products to further spread information. This method yields high effectiveness since the followers will act accordingly to their idols' recommendations. Kanjanapokin (2012, pp. 112-114) stated that event marketing is

a brand communication tool by delivering messages. In the case of a press conference, the organizer must prepare a good amount of information to deliver them to mass media who will then deliver the message further to the public. In short, mass media is a medium that delivers the intended message to the intended target group.

One of the influencing factors affecting consumer's decision and event marketing in a pattern of a press conference is the purpose of the event itself. The goal of press conference event marketing is to invite the mass media to the event, allowing them to further spread the information. In the event, there are usually the executives and personnel related to the products giving a speech. This accords with the work of Wongmonta (1997 as cited in Chairat, 2009, p. 69) presenting that a special communication tool may produce spin-off continuously. In other words, it produces continuous communication, starting from organizing a special event and inviting press to gain media coverage. The event will also be required to arrange exclusive interviews with executives or celebrities to gain publicity and delivering product or service information. This corresponds with the study by Chatratichart (2003, p. 82) where it is found that press conference is the clearest information delivering method, especially in the case of products launch event. This allows full freedom of speech regarding products or services by executives or stakeholders.

2. Creative ideas of event marketing in Bangkok The ideas which joined together to design event marketings consist of several associated elements as follows:

2.1 Functional management The methods event marketing strategy create brand-related experience are: 1) Producing brand experience: This method concerns the communication of products or services through senses of the participated target group using location design, lighting, sound, and atmospheric design to suit the products and the organizations. There are usually mini events in the main event to serve as entertainment (e.g., gaming competition, inventions, demonstrations) which aims to produce an experience for the target group. Teerasorn (2016, p. 220) described that experiential marketing aims to produce brand awareness experience through the senses of customers. This idea is similar to that of Chairat (2009, p. 75) where it is explained that producing experience for consumers is a strategy that utilizes lighting, sound, product demonstration, and integration of brands into the environment, aiming to not only provide pre-purchase and post-purchase experience, but also the sense of value of their part of life. In a similar manner, 2) Delivering messages is a means to deliver information regarding products or services (e.g., press conference, press kit distribution, Q&A booth, or interview with executives) with a purpose to earn trust and increase completeness of the information. Anuvitchanon and Sereerat (2012) presented that special events are the most effective communication tool that attracts and reminds the target group of the intended messages, with the goals to create a relation between the target group and the products. In short, it is an effective means of brand communication, along with other characteristics of the products. 3) Gaining more



attention from the specific target by various means such as inviting celebrities or organizing an event in a mall which produces a unique characteristic. The timing and mini events can also further attract the target group. This corresponds with the study of Chatratichart (2003, p. 86) that investigated specials events aiming to communicate brand in Thailand. The study showed that celebrities are the most effective element that can attract the target group. For instance, the charity event of Elca Thailand Limited which were joined by numerous celebrities from Channel 3 to perform scarf fashion show to raise fund for The Queen Sirikit Centre for Breast Cancer Awareness. This heavily received a lot of attention from the mass media. In addition, organizing an event in a shopping mall or crowded space has the potential to attract passerby. 4) Leading, supporting, or amplifying IMC tools. This method aims to amplify other marketing tools. This concept matched with the study of Kanjanapokin (2019, p. 123) which explained that launching, grand opening, grand ceremony events intend to focus on post public relations since the initial event was a group photographing session as brand endorsement, or in the case of government agencies, the opening ceremony usually consists of people in authority participating.

In conclusion, functional management can be assorted into Producing brand experience, Delivering messages, Gaining more attention from the specific target, and Leading, supporting, or amplifying IMC tools. These conform to the study by Chatratichart (2003, p. 94) which concluded that all the observed marketing events showed all 4 methods similarly. Each special event employs a

different strategy and format depending on the specialty of the company or the organizer.

2.2 Creative ideas of event marketing

The creative ideas of event marketing in Bangkok can be discussed as follows:

1) Different This idea concerns the event organization while attempting to insert uniqueness, conforming with the concept of creating unique and memorable events. Kanjanapokin (2019, p. 148) explained that unique events can be created by modifying the existing idea. For instance, beauty contests can be made unique by turning the event into Jumbo Queen contest where contestants are required to be overweight. 2) Excitement Kanjanapokin (2019, p. 150) also presented that excitement is attractive since it is rare. For example, the motorcycle acrobats show on a thin wire by Red Bull or the extreme pool diving from a 13-stories height. 3) Famous The presence of celebrities, actors and actresses, or artists can produce more awareness and impression. This follows the principle of organizing special events of Pipatsereetham (2008 as cited in Rojanarowan, 2010, p. 54) which described that by inviting famous celebrities, artists, or athletes, the event will gain increased interestingness.

2.3 Components of creative sources in event marketing The components of creative sources found in event marketing in Bangkok arranged by their usage frequency can be discussed as follows: 1) Celebrities and brands' names. 2) Opportune moments. 3) Proper context of brands. 4) Imagination and origin of products. 5) Locations of the presentation, current news, and popular trends among consumers 6) History, negative products news, and contrasting news against products or

services. The only components of creative sources left unfound during this study were metaphor.

The results indicate that the creativity of event marketing can be found in the aforementioned components. The most utilized were celebrities. Marketing personnel is able to find the popular celebrities of their target group. Dedkaew (2018, p. 115) stated that event marketing usually represents their products or services with celebrities, singers, or athletes who are liked by their customer base (brand ambassadors or idols).

Moreover, the results are matched with the study of Boonchutima and Rungvimolsin (2017, p. 86) which presented that once the marketing personnel gains the Big Idea as a marketing communication guideline, they are able to stem more ideas to design event marketing through the process of brainstorming and pitching ideas. Marketing personnel may utilize any of the 13 creative components. For instance, utilizing the proper context of brands, and take advantage of a particular context to be implemented in the event design. One notable example is the Product launch event for D-nee at Siam Paragon where there is a high density of housewives and employees. This suits the target group who are expected to have a demand for kids' products. Another example is Phuket Tourism Festival organized at Parc Paragon where there is a high density of teens and working people who are the target group of the tourism marketing campaigns.

Therefore, the creative ideas of event marketing in Bangkok are required to make use of various elements in order to design presentations via marketing tools:

1) Functional management 2) Creative ideas of event marketing 3) Components of creative sources in event marketing. These match with the study of Chatratichart (2003, p. 174) which explained that creativity is the most crucial part of designing and planning special events for marketing communication. It is the task tailored for the creative and design team of event organizers to strategize fresh and unique presentations to attract the target group and respond to brands' needs. The concept of designing fresh ideas conforms with the study of Srihirun, Pitirote, and Honnon (2018, p. 288) which investigated the design of cultural fun fair, content, theme, program, environment, entertainment design, and catering.

In addition, the creativity of event marketing must rely on several analyzed factors for the proper communication from brands to the target group. Successful event marketing must be planned cautiously by analyzing every possible affecting factor and proceed one step at a time to produce the most awareness and impression which will lead to future purchases. This conclusion is similar to the study by Rojanarowan (2010, p. 134) stating that understanding the content of the events, understanding the planning, finding inspiration and improving creativity, and special process of creativity emphasizes the relationship of creativity, daring to be unique, following the trends, and analyzing. The working steps of creativity can be divided into 2 processes: input and output, in order to complete the objectives of the event. This is also supported by Green (2005, pp. 28-54) who explained the 5 steps of the creative process: Information, Incubation, Illumination, Integration, and Illustration.



In a similar manner, Green (2005, p. 8) viewed that creativity is the combination of at least two elements that produce added value without negatively affecting brands.

Suggestions for Future Research

During the study, there were several gaps and questions left unanswered. The findings of such questions will certainly be beneficial to academicians, specialists, or any interested individuals who wish to investigate the marketing creativity process. The author would like to propose the suggestions for future research as follows:

1. Due to the Covid-19 pandemic, people were forced to live under the new normal routine. This affected the marketing communication work, especially the event marketing. While still effective, event marketing had to adapt to become mostly

online. Numerous organizations resorted to marketing event via live-streaming. The research regarding such topic could be a guideline for future research concerning digital media.

2. Event marketing is viable when organized in a crowded location. Other than Bangkok, other provinces have also been the location for event marketing unique to the region. Future research may attempt to collect data from other provinces to investigate the differences.

3. To study event marketing, it is possible to investigate the thoughts, feelings, and effects it has on consumers in order to gather useful information to design the perfect event marketing. The information regarding the interests of the target group could also be favorable to organizing process' improvement.

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