

สมได้ช่วง

ให้โอกาส
ลงมือทำ
พัฒนาอย่างยั่งยืน





Problem
Can't reach youth target

**Social
advocate**

A

- Gift Preekamol Chantaranijakorn
- ศานนท์ Once again

- Pharadon Phonamnuai (Por)
- Sasin Chalermklarp
- Yanyong Boon-Long

B

- ทือป พัทฒน์ อภิรักษ์ ธนากร
- Wannasingh Prasertkul
- หมอลือต ภัทรวา มณีอ่อน
- นีวกลม

- โพน่ง วงศ์ทนง ชัยณรงค์สิงห์
- ทรงกลด บางยี่ขัน
- Duangrit Bunnag

- VanillaWalk
- นายมด 9mod ภูเก็ต
- Wish us luck
- Go!Graph

- อนุชิต คำน้อย (คิ้วต่ำ)
- เพื่อนนักสะพายเป้

- ไปโง่มาโง่
- เป้ อารักษ์ อมรศุภศิริ
- เต๋อ นวพล รำธงรัตนฤทธิ์

Influence
Educated, 18-30,
Aware of green

Lifestyle & Persona [Group A&B]



[Group A&B]



[Environment & Social impact]

1.ร่วมเป็นหนึ่งในเสียงในการขับเคลื่อนพัฒนาสิ่งดีๆ

2.เสนอบุคคลหรือกลุ่มคนที่มุ่งมันทำอะไรดีๆ แต่ไม่มีใครรู้จัก

3. ผลิต Solution ช่วยสังคมในแง่ใหม่ๆ



Problem : Can't reach youth target

Target: Group A&B

[illegible]

Problem : Can't reach youth target

Target: Group A&B

[illegible]

No	Project	Owner	Priority	When	Aspect
1	Trip	Glow	High	Q2 2016	Brand Awareness
2	Talk	Glow	High	Q3 2016	
3	Award	Glow	High	Q3 2016	
4	Workshop	Glow	High	Q3 2016	Sales support
5	Products	MFL	High	Q4 2016	
6	Ads campaign	Agency	High	Q4 2016	Brand xxx
7	Music Festival	Agency	Normal	Q4 2016	
8	Motion graphic & Infographic	Agency	Normal	Q2 2016	

Card: Trip

Project : Trip รู้จักประเทศไทย

Team : MFL [+ Glow]

Description: Bring youth influencer and blogger to Nan-DoiTung route to experience the living of local people and learn MFL development model in order to share the core value of MFL to youth generation

Rational (Why I am doing it)

- Youth lack of awareness about local people's problems
- MFL lack of brand engagement with youth
- Lack of youth that want to develop people's life

General approach (How will it be done)

- Curate the story and knowledge of MFL in the trip
- Invite Influencer and travel blogger to the trip
- Plan and organize the trip
- get feedback from attendees
- ask attendees to share and review

Objective

- Raise awareness about living condition of local people in Northern-Thailand
- Create relation between Youth generation and MFL brand
- Spread the core value of MFL to youth

Key risk factor

Invitation process
Management of trip

Dependencies

Invitation letter and programs

Development Consideration

???

Roadmap

Q2 2016

Card: Talk

Project : MFL Talk

Team : Glow

Description: Stage for passionate people to share the value of MFL

Rational (Why I am doing it)

- Youth has forgotten value of MFL
- MFL lack of brand engagement with youth
- Changemaker lack of support

General approach (How will it be done)

- Select Speakers and venue
- Curation process
- Production preparing
- PR
- Event organizing

Objective

- Share value of MFL through youth changemaker
- Create relation between Youth generation and MFL brand

Key risk factor

None

Dependencies

None

**Development
Consideration**

Theme & Speaker criteria

Roadmap

Q3 2016

Card: Award

Project : MFL Trip review competition

Team : Glow

Description: Trip review on Nan-ChiangRai route
in order to promote MFL value through trip

Rational (Why I am doing it)

- Most of traveller in MFL is family and middle age
- MFL lack of brand engagement with youth

General approach (How will it be done)

- Theme planning
- PR for application
- Select the team
- Progress tracking
- Award annoucement

Objective

- Create sense of younger and fresher MFL
- Produce user-generate PR content by competitors
- Create relation between Youth especially in Social media

Key risk factor

Pr Partner

Dependencies

none

**Development
Consideration**

- Attractive award

Roadmap

Q3 2016

**Access &
Understanding**

Implement

**Analyze &
Review**

Audience
Key resource

Trip
Talk
Award

Data analyzing
Maintaining activities

Estimate Cost: xxx

Estimate Cost: xxx

Estimate Cost: xxx



Mae Fah Luang Trip

Card: Trip

Project : Trip รู้จักประเทศไทย

Owner : MFL [+ Glow]

Description: Bring youth influencer and blogger to Nan-DoiTung route to experience the living of local people and learn MFL development model in order to share the core value of MFL to youth generation

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Key risk factor

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Management of trip

Dependencies

Invitation letter and programs

Development Consideration

???

Roadmap

Q2 2016

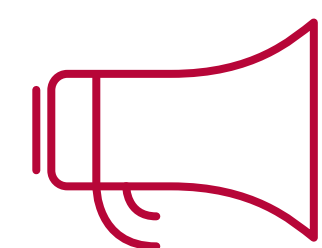
Goal



Raise awareness about
living condition of local people
in Northern-Thailand



Create relation between
Youth generation
and MFL brand



Spread the core value
of MFL to youth

Present target



Target group



ร่วมฟ้อง และผลักดันให้คนตระหนักถึงเรื่องไม่ดี
การร่วมมือเพื่อสร้างการเปลี่ยนแปลงต่อสังคม
สร้างจุดยืนจากกิจกรรมที่เข้าร่วมแล้วถ่ายทอด online

Share & Engage the urban youth

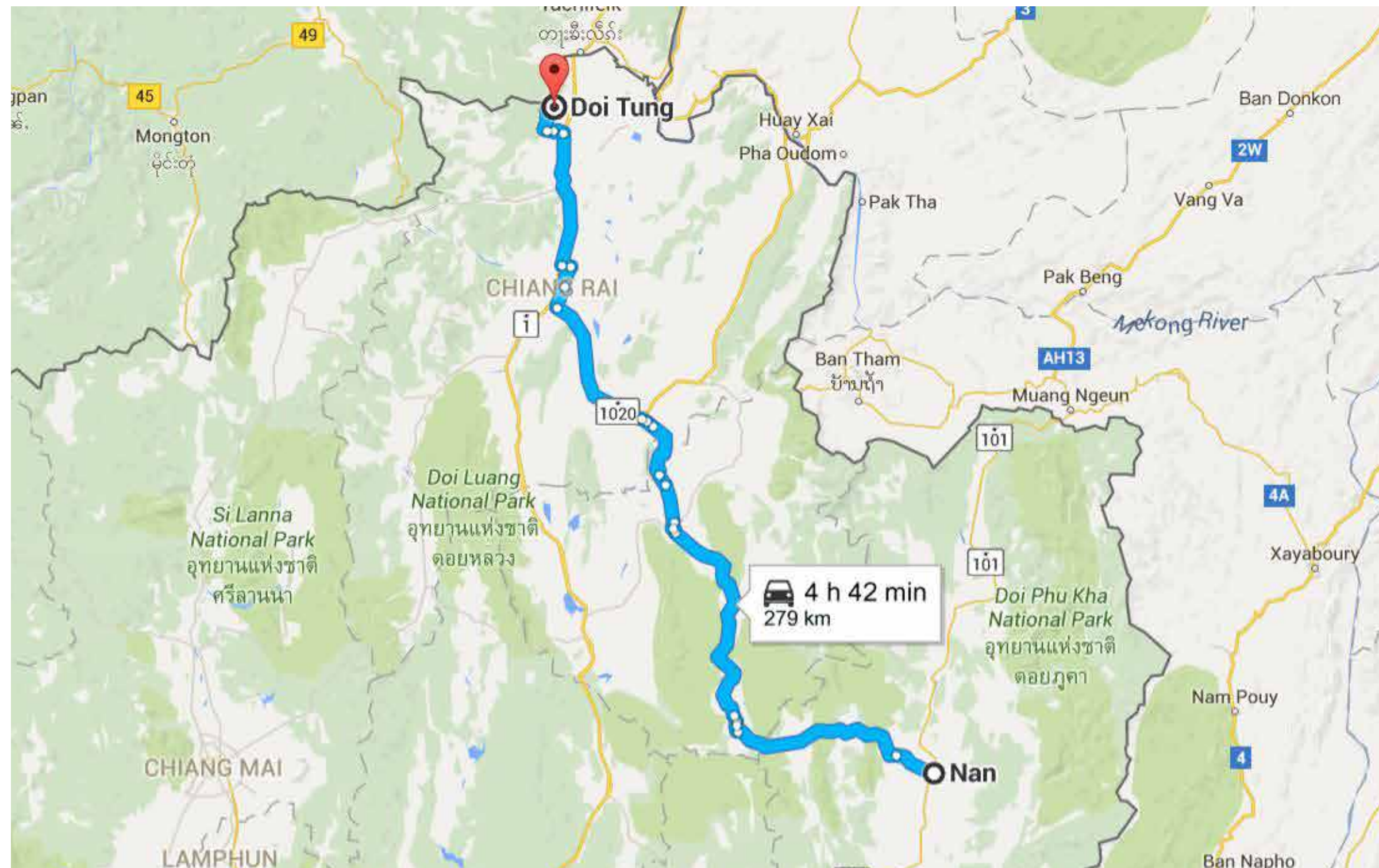
What story is interesting for youth

Cool & Shareable Exciting Adventure Social contribute

Route Planning

From Nan to Chiang Rai

Eye opening > Life's Solution



Root of Lives



Root of Problems



You are part of it
“They have no choice”



They have no choice

“But we are trying”



Miracle of DoiTung



History of DoiTung

หอแรงบันดาลใจ



You can make a difference



Benchmarking

Hivester



Local alike



F.A.C.T.



Ideas for Trip

Idea 1: The story behind DoiTung product



Idea 2: Hand made Souvenir as Inspiration reminder



Idea 3: The story behind DoiTung product



เก็บเอง ทำเอง กินเอง



Idea 4: Mom-made dishes



Idea 5: Letter to myself



Idea summarize



Idea 1: The story behind DoiTung product



Idea 2: Hand made Souvenir as Inspiration reminder



Idea 3: The story behind DoiTung product



Idea 4: Mom-made dishes



Idea 5: Letter to myself

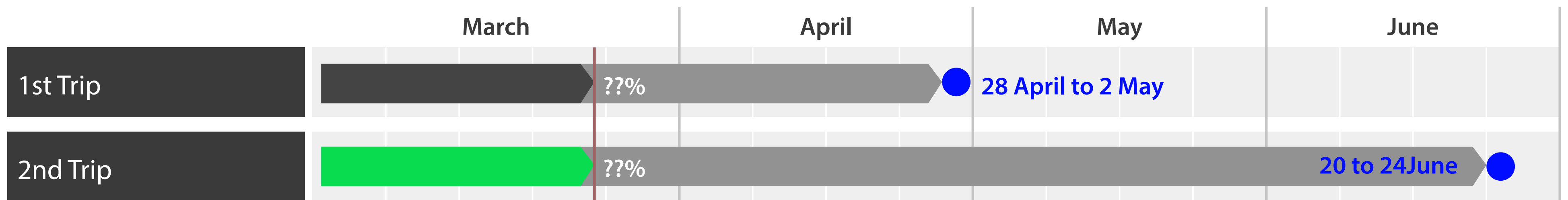
Commucation Plan

Invitation

Mood & Tone of invitation

Requirement [review, blog]

Timeline



Agreement

Target audience

Scope of work

Timeline

Next Step

Review Budget

Scope of work



THANKYOU

TCDC

Workshop



Ads campaign

Miyako Island shutdown



Music Festival

เกาะหมาก



Motion Graphic & Infographic

