**An Innovative Promotional Item for Master Student**

**1. Concepts of Traditional Promotional Item**

Promotion item refers to various marketing activities other than advertising such as public relations and sales by salesperson or sale promotion. It is an activity that has the same purpose to increase sales as an incentive to offer special conditions or incentivizing products to consumers, agencies, distributors or sellers. They are different from the normal period in which it operates to increase the efficiency of the middleman in the distribution of goods - services.Promotional item helps build brand awareness. It provides information, facts and news to the target customers. In order to be aware of information about products – services. This can be used to make purchasing decisions and persuade the target group to have a desire to buy products or services of the company. They are generally used in conjunction with advertisements, direct marketing or selling by using salesperson. The promotion includes the 3 elements: consumer-focused promotion; promotion by using middlemen; sales promotion by salesperson. The purpose of the promotion starts by defining the objectives for what you want to promote: through which channels of promotion or through focusing on consumers, middlemen or salespeople. The most efficient activities consists of consumer-focused sales promotions, sales promotions by using middlemen, and sales promotions by salesperson

**2. Concepts of Innovative Promotional Item**

The pressure from the world's changing trend affects everything connected by technology. The technology transformation from analog to digital completely affects the external environment of the economy and society to change in a dynamic manner. This rapid change can affect business organizations if all sectors cannot adapt to the wider changes that may result in the destruction of digital disruption (Gartner, 2017). Giant digital technology wave is causing revolution of the business world in the 21st century (Ongragatrakul, 2016). With technology startup, the business model has completely changed from the past. Everything is driven to the Internet. The internet is, thus, the most powerful and attractive online marketing tool of the 21st century. There is little difference between products in form, features and quality, thus, **customer relationship management** is becoming increasingly important to keep customers in the organization (Rouse, 2016). Business processes have changed. There is **a combination of innovation and technology**. In addition, cutting-edge artificial intelligence (AI) and robotics technologies are being used to replace human work (Chang, 2017; Meola, 2016).

The knowledge that has been used successfully in the past has started to lag behind. It cannot be used to adapt to the changing environment of the 21st century. If the organization remains confident and makes decisions based on prior knowledge, ignoring or taking into account changes in the environment that is happening, it will cause damage causing by wrong decisions and affect the organization in the long run (Chitwirat, 2008) Causing many occupations, many businesses must disappear, such as the publishing business. Previous research indicated that nowadays people rarely watch TV and read much less but turned to play with smartphones instead. People will buy products online that are 20-30% cheaper, which has a definite impact on organizations that do not adapt (Chitwirat, 2016; Ongragatrakul, 2016). From the impact of digital technology on a large scale, this makes every organization need to adapt to the changing trends that are taking place. By transforming Thailand into a digital economy (Digital Thailand), it requires new knowledge through in-depth systematic study and research as a guideline for applying it in a timely manner to the changes of business organizations and adjusts accordingly with sustainable change knowingly to the changes in the 21st century. This is in the same direction of Thailand 4.0 policy in transforming Thailand into a digital economy.

**2.1 The Exploration**

The government policy of Thailand 4.0 in transforming Thailand into a digital economy is driven by technology and innovation. The digital economy is not about using information technology to improve business but using digital technology to create innovative products and services including innovation new business model and process innovation (Ministry of Information and Communication Technology, 2016; Oradidolchet, 2014). The wave of digital transformation in the 21st century in all industries, including the service business, is driving our world to use robots in abundance. It is expected that the trend in 2018 will be the year that the number of robots that have been unprecedented used by leaps and bounds (Malisuwan, 2017). The Guardian.com website “Eight Key Themes for the World Economic Forum 2016” concluded that in the next 5 years, approximately 50% of the existing events currently being replaced by automation. It is estimated that 7 million workers in the world's leading economies are at risk of being replaced by automation. It is in line with the Internet of Things: IoT, changing business processes. IoT must be integrated with innovations such as nanotechnology, biotechnology, 3D printing, including the introduction of artificial intelligence and robotics replace human work, etc. (Matichon Online, 2016).

In the digital era, it is a competition with a customer experience approach (Oradidolchet, 2014) make use of customer relationship management (CRM) which is no longer enough to hold customers in the organization. Therefore, marketers have developed a tool called Customer Experiential Management (CEM) to be used in conjunction with or instead of CRM, which is an extension of CRM creating a good experience together with customers when they come in service (Kamnoonwat, 2012). It is consistent with the research paper “Brand Experience: What Is It? How Is It Measured?” in 2009 pointed out that creating a good customer experience and resulting in loyalty of the customers. The customer must consist of four parts: Feel, Act, Relate, and Think. Everything is connected by digital technology, known as the Internet of Things making business process change completely. So the future of business may not need a storefront but can reach customers trading through a smartphone application which will take its place (Matichon Online, 2016).

2.1.1 Concepts and principles of customer relationship management (CRM)

CRM is a business strategy to build long-term relationships with customers aiming to learn the different needs of customers and meet the needs of customers with products or services that are most suitable for each customer to increase customer satisfaction. This will lead to increase sales and build long-term relationships as well (Chaiwchan, 2021).

**Figure 1 The Changed Role of CRM**



Source: Chaiwchan (2021)

Figure 1 shows technology required necessary for customer relationship management. Electronic commerce (e-Commerce) is a transaction via the Internet from the product information transaction and the payment systems to the security. Data warehouse (Data Warehousing) is a combination of multiple databases from operating systems such as sales, production, and accounting systems to create new summaries or reorganize according to various topics. For this reason, users can easily access information. The information is collected in a summary of transaction history and trends. Data mining and OLAP are tools or software that extract and analyze data. They start from operational data and the database for statistical analysis customer behavior to be able to meet the needs of customers more as well as to divide the market to create added value for the business. The use of Internet technology is the use of technology to improve customer interactions, such as using web technology, E-mail, instant messaging, and social media. Customer Service Center (Call-center) is the use of PC telephony systems, including Internet telephony, which is the integration of the telephone system with various work systems such as customer databases, sales, finance and products to quickly respond to customer needs. Mobile phone system with the enhanced capabilities of mobile phones can transmit data in the form of images, sounds, data, and animations. Due to the number of mobile phone users, both existing and the rapid growth rate, mobile phones play an important role in customer relationship management.

2.1.2 Concept of customer experience management (CEM)

Customer experience management (CEM) is an important tool of marketing communications that helps making consumers awareness, good attitude or behavior towards the product, good experience for loyal impression and determining the strength of customer's bond with the company as well as resisting the attraction of competitors (Danthamrongkul and Udon, 2004) Chaengjanakit (2006) has provided two guidelines for creating a customer experience: both physical and emotional component. Shaws and Ivens (2002) has divided the physical characteristics of the experience into 11 groups: product; quality; price; location set; delivery; organized marketing activities; choice in purchasing decisions; difficulty in purchasing (accessibility), service; purchasing environment; and product sufficiency (availability). A business feeling can create with a customer in the pre-purchase period during purchase and after purchase to make customers remember as a memorable event. There are three main groups: enjoyment; love; and surprise.

In addition, a good experience of customers can be easily created and built customers’ loyalty. It can create a feeling that the consumers acquire a reason to stay with the brand and create marketing in customer experience must consist of 5 principles: Feel, Act, Relate, Think and Sense. Feel is the ability to create emotions that affect consumers. Creating a brand's mood for consumers can create their memories and connections to old memories until feeling like to use or have a good feeling about the brand. Act is the brand's action that the brand is comfortable with for the consumer or how well it helps to solve consumer problems. Relate is to create a relationship with customers in order to make customers feel that they have this brand as a friend all the time. It brings that customer back to use the brand. Think is to create a process that consumers or customers can understand or be able to recognize the purpose of the brand. This is the brand's ability to communicate to consumers what the brand is built for. Sense is the ability to experience the consumer through the five senses at different points of contact, giving the consumer the best experience a brand provides and making it feel fulfilled with the experience of this brand.

**2.2 The Ideation**

From the concepts mentioned above, the ideation process will conduct through 4 I-Tool techniques: SOLO BRAINWRITING; WORD ASSSOCIATION CHAIN; OTHER WORLD; and REVERSAL.

SOLO BRAINWRITING is a technique for developing creativity and innovations of new products or services. It is another form of brainstorming that aims to solve problems when everyone must be involved. In general, this technique will be used groups for problem solving or innovating. The procedures are as follow.

1. First step is to set up a team to brainstorm. Then, the group identifies the scope and objectives for the brainstorming.
2. The first member comes out with 3 ideas in the first round. Each member writes three ideas on a piece of paper and leaves their opinions or idea so that the team members can think further or connect new ideas.
3. Then, it circulates around the table 1 time and members pass their paper to their friend to write 3 ideas on this sheet of paper within 3-5 minutes per person.
4. The group repeat 5 times with this method to allow everyone to comment.

WORD ASSSOCIATION CHAIN is a general word game that involves exchanging related words. This game is based on the noun phrase association meaning connecting and producing other words in response to naturally made-to-order words is a creative technique.

When the original word is selected usually random, players will find a word associated with that word and make it known to all players. It is usually spoken aloud or written as the next item on the list. The next player must do the same with the previous word. This will continue for any amount of time. But there is often a word limit. So the game agrees to end after that, i.e. 400 words. Usually, players will write the next word using only the first word that comes into their head after hearing the previous word. Sometimes it can take weeks to finish. And in fact, it can be played with any number of players, even one example: Soda , Sprite , Fairy , Tinkerbell , Peter Pan , Frying Pan , Skillet , Kitchen , Fridge , Drinks , Soda.

OTHER WORLD is a technique that will help to spark the creativity and overcome challenges that arise in people daily life and work. It is a thought or imagination provoking suitable for tasks that require a variety of ideas and activities which can be applied in general or subjects with clear goals. It is based on the idea that new things happen by changing the existing. Thus, the organizations must specify the topic they want to solve or ideas that will be developed further. This may be common in everyday life or in business about products and services or processes that need to be improved. After identifying the challenge, the next step is to ask questions about the problem or idea. For example, the question is “How to increase sales for your business?”

REVERSAL, if part of the problem/product/process works in reverse or do it in a different order or in design back to back, left to right, turn black to white, from positive to negative, or cause the opposite effect, switch roles, change locations, change new terminal from the existing or being will help to create something new and better. Thought provoking questions for brainstorming, such as what happens if I reverse this process or rearrange the order?, what if doing the opposite of what you are trying to do now?, what components can be substituted to change the order of this product?, and what if you think it goes backwards/up instead of going down?.

**2.3 The Development**

SOLO BRAINWRITING

STEP 1: The writer was appointed as a moderator. The copy of the brainwriting template was handed out to fill in the date and the focus of the session. Objective was set to create an innovative promotional item for master student. The length of 30 minutes and number of 3 rounds were designed to give enough time to come up with their own ideas. The moderator started the timer for Round 1.

1st round: The writer wrote down three ideas in the three spaces provided with no discussion.

Idea 1: The innovative promotional item should be applied with technology such as online technology.

Idea 2: The innovative promotional item should focus on the customer engagement marketing.

Idea 3: The innovative promotional item should relate to a marketing strategy focusing to create customers engagement.

**Table 1 First round of idea generation**

|  |  |
| --- | --- |
| **Idea** | **Round 1** |
| **1st** | It should be applied with technology such as online technology. |
| **2nd** | It should focus on the customer engagement marketing. |
| **3rd** | It should relate to a marketing strategy focusing to create customers engagement. |

STEP 2: When the time was up, the moderator collected the first round brainwriting worksheet. The moderator exchanged worksheets to the second round of idea generation.

2nd round: The writer wrote down three ideas in the three spaces provided with no discussion.

Idea 1: The online technology should include social media platforms like Facebook.

Idea 2: This customer engagement marketing is real-time marketing that delivers the right messages in the right channel, the right voice at the right time to the customer.

Idea 3: The customers’ engagement marketing strategy should be delivered and personalized in timely channels that customers want the most.

**Table 2 Second round of idea generation**

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| --- | --- |
| **Idea** | **Round 2** |
| **1st** | This includes social media platforms like Facebook. |
| **2nd** | This customer engagement marketing is real-time marketing that delivers the right messages in the right channel, the right voice at the right time to the customer. |
| **3rd** | It should be delivered and personalized in timely channels that customers want the most. |

STEP 3: When the time was up, the moderator collected the second round brainwriting worksheet. By repeating the process round by round, the moderator exchanged worksheets to the last round of idea generation. During each subsequent round, the moderator wrote down three more ideas. These could be brand new ideas, or could build on ideas that have already suggested on the worksheet. After each round, the worksheets were swapped around again, if possible.

3rd round: The writer wrote down three ideas in the three spaces provided with no discussion.

Idea 1: The business innovative promotional item in Education is proposed with the use of online platforms and the use of AI for communication.

Idea 2: Its channel must be in the same channel of students, such as in social media, email, mobile phone, messaging apps, live chat, and other various forms of AI.

Idea 3: This can be used to build good relationship individuality and creating a feeling of connection with customers, master students.

**Table 3 Third round of idea generation**

|  |  |
| --- | --- |
| **Idea** | **Round 3** |
| **1st** | The business innovative promotional item in Education is proposed with the use of online platforms and the use of AI for communication. |
| **2nd** | Its channel must be in the same channel of students, such as in social media, email, mobile phone, messaging apps, live chat, and other various forms of AI. |
| **3rd** | This can be used to build good relationship individuality and creating a feeling of connection with customers, master students. |

STEP 4: After the final round, the moderator collected all 3 rounds worksheets, then displayed and talked through all the suggestions that have been made. Use a whiteboard to do this or, if it was a meeting online, tried out an online collaboration tool, then discuss the ideas raised and made a decision about which ones to take forward.

The discussion was concluded that the innovative promotional item for master students should involve an online technology which is social media platforms like Facebook. It would employ the marketing strategy focusing on customer engagement. The real-time marketing channel like Facebook would be designed to deliver the right messages and the right voice at the right time to the customer. This aimed to deliver and personalize in timely channels that satisfy customers the most and to be able to create meaningful customer journeys with marketing automation campaigns that make our target audience, master students, feel engaged. The proposal of online platforms and the use of AI for communication were proposed for building good relationship individuality and creating a feeling of connection with customers, master students.

WORD ASSSOCIATION CHAIN 9: Tiger

**Figure 1 Example of word association chain**

OTHER WORLD 8: Movie

The AI movie is the answer of the question “How to increase sales for the institute educational service business?” This is to imagine each group of master students as one of the leaders of different types of animals representing different business fields. Firstly, it started with tiger, the carnivore, living in the jungle represented the students in “Sales” field. Secondly, it is Rhino, the omnivore; living in the safari represented the students in “Human resources” field. Thirdly, it is Giraffe, the herbivore; living in the zoo represented the students in “Accounting” field. And lastly, it is Lion, the same type as Tiger represented the students in “Marketing” field.

REVERSAL

In REVERSION, the groups of different types of animals representing the master students in different business field from the result of WORD ASSOCIATION CHAIN and OTHERWORLD were reversed into the institute’s AI movie. Instead of the institute to do the PR itself, the institute allow the opportunities to its current and future students to engage in its PR system. Toward the results from SOLO BRAINWRITING, the education innovative promotional item is proposed with the use of AI movie via the engagement of master students on FACEBOOK online platforms. The purpose was to promote the institute communication to public. The AI movie with the involvement of master students in different animal characters will be able to publicize the educational activities of the institutions through Facebook applying with AI systems. The institute will be able to use the AI movie for public relations, learning, training and development of master's degree students and other people in general who interested in the institute activities. It will be used as a tool to help develop potential through training to develop skills in teaching and learning process. It also includes the measurement system both in content learning community and culture building. It is conducive to learning including a system focusing on subjects matters related to digital technology for educational development, such as the study of computer programs, foreign language, or SME business. The activities will apply digital technology or AI to cultivate students thinking skills, communication skills, sales skills, and systematic calculation skills, for both Thai and international students. It can also help improve the quality of lecturers in teaching at the master's degree level based on the following key principles of students’ engagement.