



ภาคผนวก

สำนักหอสมุด

# **This is DIK Thailand**

Dai-Ichi Kikaku (Thailand) Co., Ltd.

26th Fl. Sermmmit Tower

159 Sukhumvit 21 Road

Bangkok 10110 Thailand

Tel: 66-2-261-7780

Fax: 66-2-261-7790

## We'd Choose Us

If we were looking for an advertising agency in Thailand, we would look for a lot of things. We'd look for an agency with a record of dynamic growth, an agency that was strong in marketing and creativity, an agency that was committed to innovation, and an agency that was on top of today's situation and looking forward to tomorrow's. We'd also be looking for a company that had the traditional strengths of both the Thai and international enterprise system combined with flexibility and imagination.

And, finally, we'd be looking for success. Proven success - our choice would be Dai-Ichi Kikaku (Thailand).

In the following pages we want to tell you about our company and the vast number of things we do for our clients, and more importantly, how we do them. We want you to know, so that when it comes time to choose an advertising agency in Thailand, Dai-Ichi Kikaku (Thailand) will be your logical first choice.

# Offering A Full Range of Services

*Dai-Ichi Kikaku is International Advertising Agency*

*Dai-Ichi Kikaku is Japan's 8th  
and the Thailand's 20th largest Advertising Agency.*

Established:	July 3, 1986		
Chairman CEO.	Makoto Kawamura		
President C.O.O.	Ritsuo Fukazawa		
Director of Board	Hiroaki Tanaka		
Director of Board	Hideaki Nakamura		
Director of Board	Yasuo Miyamori		
Director of Board	Udomsak Vongprasert		
Director of Board	Pranee Thampeera		
Auditor:	Yukichi Kashiwagi		
Capital:	Baht 7,000,000.-		
Number of Employees:			
Total:	140	Account Service:	16
Media:	7	Marketing:	2
Creative:	26	Sales Promotion:	8
Video:	4	Public Relations:	5
Art:	8	Display & Consulting:	28
Administration:	18	Accounting:	8
Production	2	Planning & Development	1
Board of Directors & Counselors:			5
Billings in 1995:	441 Million Baht		
Audit Office:	Peat Marwick Suthee		
Law Office:	Nopadol & Khaisri Law Office Ltd.		

# DIK Communication Group

Dai-Ichi Kikaku Co., Ltd.

Tokyo, Japan

International Network	Japanese Branch Offices
Publicis Bloom, Inc. (New York)	Tokyo
Kresser Stein Robaire Inc. (Los Angeles)	Osaka
FCA! BMZ (France)	Nagoya
DIK Ocean Advertising (Taipei)	Sapporo
DIK (Thailand) (Bangkok)	Sendai
DIK (Malaysia) Sdn. Bhd. (Kuala Lumpur)	Fukuoka
Dai-Ichi Kikaku (Beijing/Shanghai)	Niigata
P. T. Masasarana Graha Advertising (Jakarta)	Shizuoka
DDB Needham DIK Korea Inc. (Seoul)	Asahikawa
DIK Campaign Advertising Ltd. (Hong Kong)	Partners:
DDB Needham Worldwide DIK (Hong Kong)	20 Companies
Great Wal. Advertising Philippines Inc. (Manila)	50 Account Locations

## Scope of DIK Activities

Planning and administration of advertising projects (including various events and publicity related to sales promotion activities).

Total marketing services including market research, media research and efficiency evaluation/measurement, planning, execution and analysis of product research and various other research areas.

Agency business of television, radio, newspaper, magazine, outdoor, transit, POP, display and various other types of advertising and their planning and creative execution.

Planning and production of commercial films, commercial songs, and PR films.

Editing and publication of house organs, PR magazines, catalogs, pamphlets, posters, etc.

## **Your Success is Our Success**

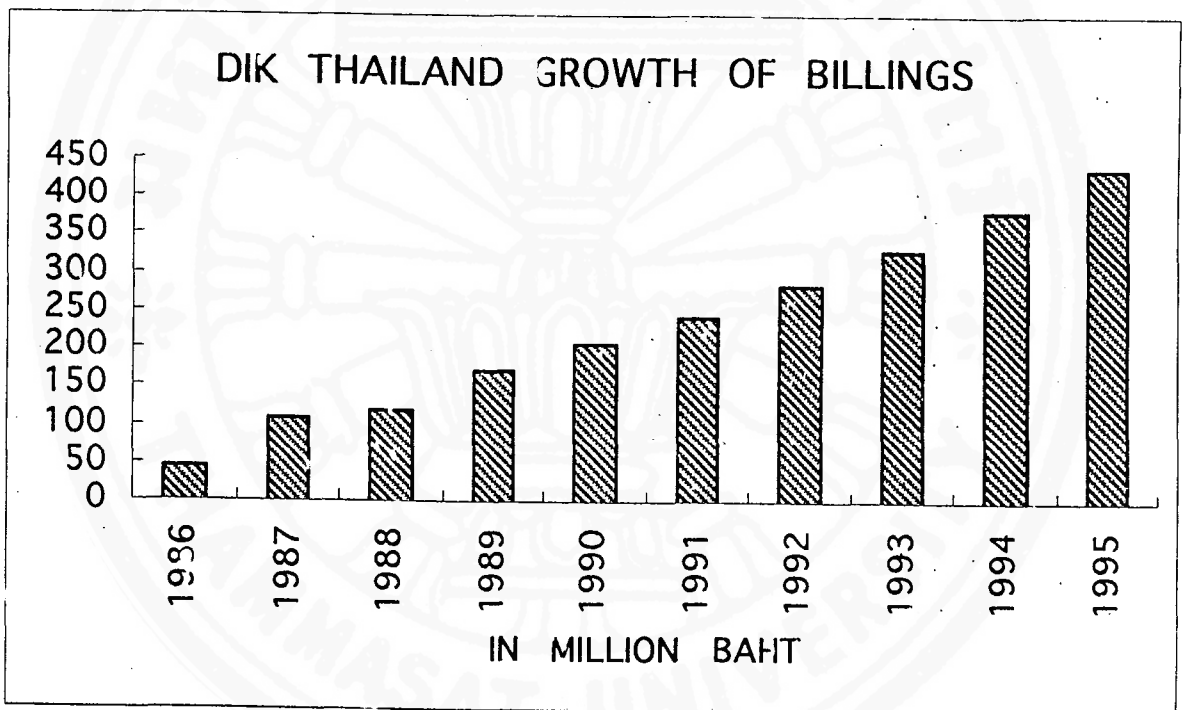
We believe that our client's success is our success. Success will create deep trust, and this trust, in turn will provide the basis for further growth.

We strive to be an outstanding and reliable marketing partner to our clients so that we may mutually share the benefits of success through longstanding inter-company relationships.

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## Consistent Growth

Since its Founding , Dai-Ichi Kikaku (Thailand) achieved dynamic growth consistently.



DIK Thailand Billings in 1995: 441 Million Baht



# Key To Our Success

From the Average Employee to the Chairman himself - the Key to Our Success is the Rare Combination of Hard Work and Imagination.

Chairman C.E.O.	Makoto Kawamura
President C.O.O.	Ritsuo Fukazawa
Director of Board	Hiroaki Tanaka
Director of Board	Hiroshi Yamaguchi
Director of Board	Yoji Hashimoto
Director of Board	Udomsak Vongprasert
Director of Board	Pranee Thampeera
Business Control Director	Ronachai Pongtepin
Client Service Director	Nitisak Prasitsilp
Account Director	Preecha Apiwanworarat
Account Director	Naoya Abe
Account Director	Yoko Sekiguchi
Creative Director	Vichian Adulsuthanont
Creative Director	Twich Supamitr
Creative Director	Archava Sirikit
Media Manager	Mantala Na Ranong
Display & Consulting Manager	Veera Taveebhol
Studio Manager	Songsak Pornprachayapong
Video Center Manager	Sompoch Sumpochanont
Assistant PR Manager	Dolhathai Harnphattarachaikul
Assistant Marketing Manager	Pichit Nakayuenyongsuk
Assistant Production Manager	Somboon Tadasiraroum

# International Network

Dai-Ichi Kikaku Co., Ltd.  
(Head Office)

9/11th Fl. Hibiya Kokusai Bldg.  
2-3 Uchisaiwai-cho 2-chome  
Chiyoda-ku Tokyo 100 Japan  
Tel: 81-3-3595-1311  
Fax: 81-3-3595-0849  
President & CEO: Hiroaki Tanaka  
Senior Managing Director:  
Hiroshi Yamaguchi

Publicis Bloom, Inc.  
(New York)

304 East 45th Street  
New York, New York 10017 USA  
Tel: 1-212-370-1313  
Fax: 1-212-370-1159

Publicis Bloom, Inc.  
(Dallas)

3500 Maple Avenue Suite 400  
Dallas, TX 75219 USA  
Tel: 1-214-443-9900  
Fax: 1-214-443-0701

Kovel Kresser & Partners DIK Inc.  
(Los Angeles)

2501 Colorado Avenue, 2nd Floor  
Santa Monica CA 90404-3585 USA  
Tel: 1-310-315-3000  
Fax: 1-310-315-3007 (Direct), 3005 (General)  
Executive VP: Yushi Ebihara

FCA! BMZ  
(Paris)

26 Rue Salomon de Rothschild  
92150 Suresnes, France  
Tel: 33-1-4204-2575  
Fax: 33-1-4138-4166

DIK Ocean Advertising  
Co., Ltd.  
(Taipei)

8th Fl. No. 563 Chung Hsiao E Road Sec. 4  
Taipei, Taiwan R.O.C.  
Tel: 886-2-753-5618, 5628 (Ouchi) 5750  
Fax: 886-2-753-5752  
President: Fumio Ouchi  
Vice President: Tomoomi Teramae

Dai-Ichi Kikaku (Thailand)  
Co., Ltd.  
(Bangkok)

26th Fl. Sermmmit Tower  
159 Sukhumvit 21 Road  
Bangkok 10110 Thailand  
Tel: 66-2-261-7780  
Fax: 66-2-261-7790  
Chairman CEO: Makoto Kawamura  
President COO: Ritsuo Fukazawa  
Account Director: Naoya Abe  
Account Director: Yoko Sekiguchi  
Account Supervisor: Hideki Ota

DIK (Malaysia) Sdh., Bhd.  
(Kuala Lumpur)

73, Jalan SS20/11, Damansara Kim,  
47400 Petaling Jaya Selangor Malaysia  
Tel: 60-3-718-6584  
Fax: 60-3-718-8468  
President: Jun Yamamori  
Account Director: Suguru Inoue

Dai-Ichi Kikaku Manila Office  
(Manila)

c/o Great Wall Advertising Philippines Inc.  
Great Wall Bldg., 136 Yakal Street Makati 1203  
Metro Manila, Philippines  
Tel: 63-2-843-0901 (GWA)  
63-2-843-6098 (Yamanaka)  
Fax: 63-2-810-3512  
Representative: Yasutomi Yamanaka

Dai-Ichi Kikaku (Shanghai/China)

Shanghai Dai-Ichi Kikaku Co., Ltd.  
Room No. 2009  
Shanghai International Trade Center  
2200 Yanan Road West Shanghai 200335  
P. R. China  
Tel: 86-21-6219-6895  
86-21-6219-6579  
Fax: 86-21-6219-6883  
Hideki Kamiko

Shanghai Dai-Ichi Kikaku Fortune  
Advertising Co., Ltd.

Room No. 2514  
Shanghai International Trade Center  
2200 Yanan Road West Shanghai 200335  
P. R. China  
Tel: 86-21-6219-6608  
86-21-6219-1234  
86-21-6219-5678  
Fax: 86-21-6219-3456  
Account Director: Masayoshi Shimizu  
Account Director: Hiroyuki Sato

Dai-Ichi Kikaku (Beijing/China)

DIK (Beijing)  
Room 1802, Capital Mansion  
No. 6 Xin Yuan Nan Road, Chao Yang District  
Beijing China  
Tel: 86-10-5466-5191, 5122, 5176, 0088 (EX1802)  
Fax: 86-10-6466-5233  
President: Hideaki Nakamura  
Account Director: Toru Mimura  
Assistant Account Executive: Hai Li

Dai-Ichi Kikaku (Guangzhou/China)

Dai-Ichi Kikaku Guangzhou Office  
Room 609 Garden Tower Garden Hotel  
Guangzhou 510064 P.R. China  
Tel: 86-20-387-8772, 8779  
Fax: 86-20-335-9642  
Mr. Masanori Nakanishi  
Mr. Tong Li

P.T. Masasarana Graha  
Advertising  
(Jakarta/Indonesia)

Standard Chartered Bank Building  
ATRIA SQUARE Fl. 22nd Floor  
JL. Jendral Sudirman Kav. 33 A  
Jakarta 10220 Indonesia  
Tel: 62-21-573-5175-6  
62-21-573-3007  
Fax: 62-21-573-5178-9  
Creative Director: Hitoshi Ozawa  
Account Director: Akira Udagawa

DDB Needham DIK Korea Inc.

Shang Ho Bldg., 5th Floor, 294-11 Chamsil-dong  
Songpa-ku, Seoul 110-160, Republic of Korea  
Tel: 82-2-724-8114  
Fax: 82-2-722-4288  
President & CEO: Hak-Jae Chung

DIK Campaign Advertising Ltd.  
(Hong Kong)

Room 2104 Westlands Center  
20 Westlands Road Quarry Bay, Hong Kong  
Tel: 852-2811-9999, 2880-5493 (Komachi)  
Fax: 852-2811-9699, 2880-5189 (Komachi)  
CEO: Peter Lam  
COO: Kiyofumi Ogura

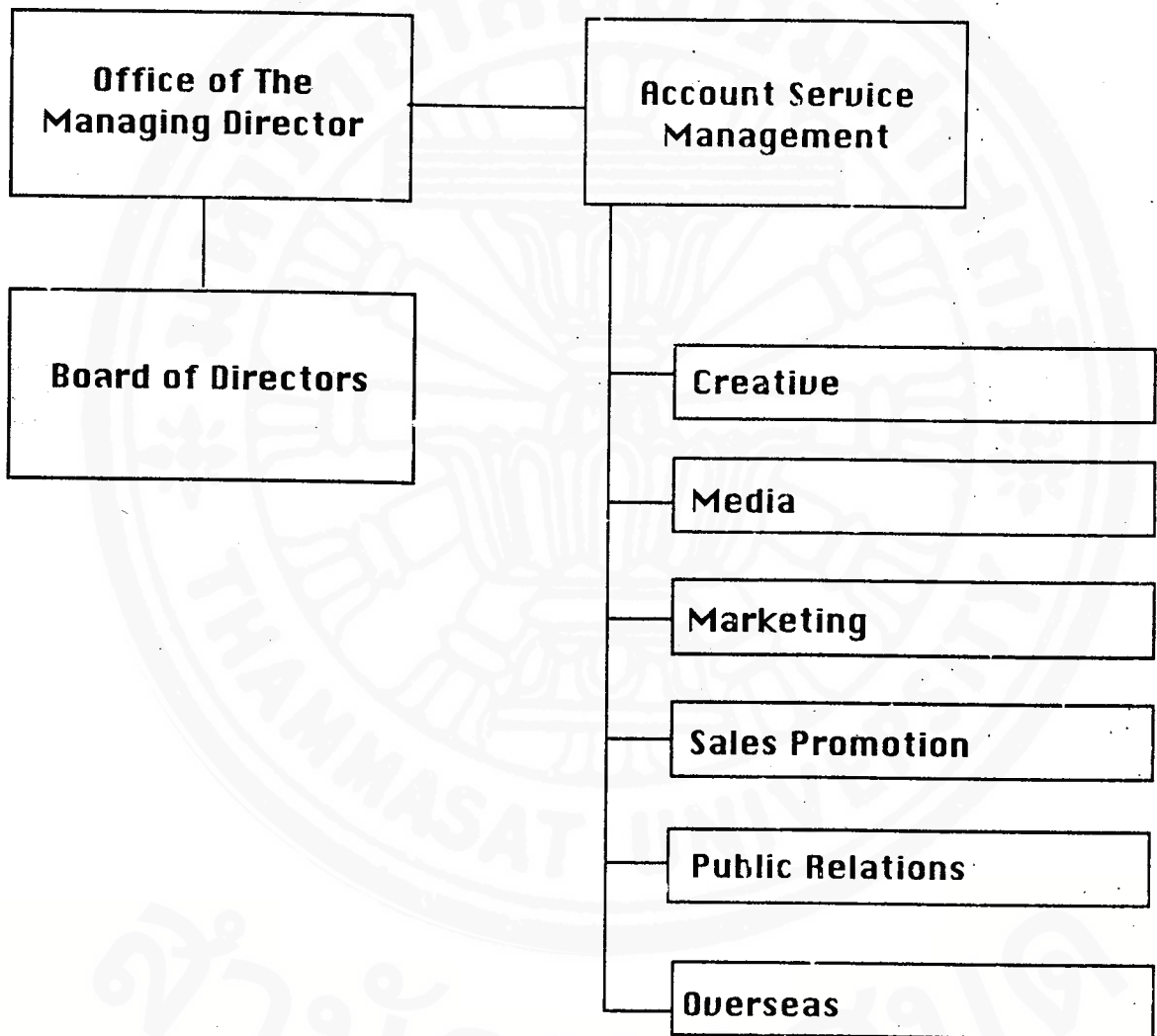
Daehong  
(Seoul/Korea)

Daehong Communications Inc.  
7th Floor, Hanmi Buidling, 1 Gongpyong-Dong  
Chongro-Gu Seoul 110-160 Korea  
Tel: 82-2-724-8114  
Fax: 82-2-722-4288

Publicis Conseil  
(Paris/France)

Publicis Conseil S.A.  
133 Champs-Elysees 75008 Paris France  
Tel: 33-1-4443-7300  
Fax: 33-1-4443-7560

# DIK's Service Organization

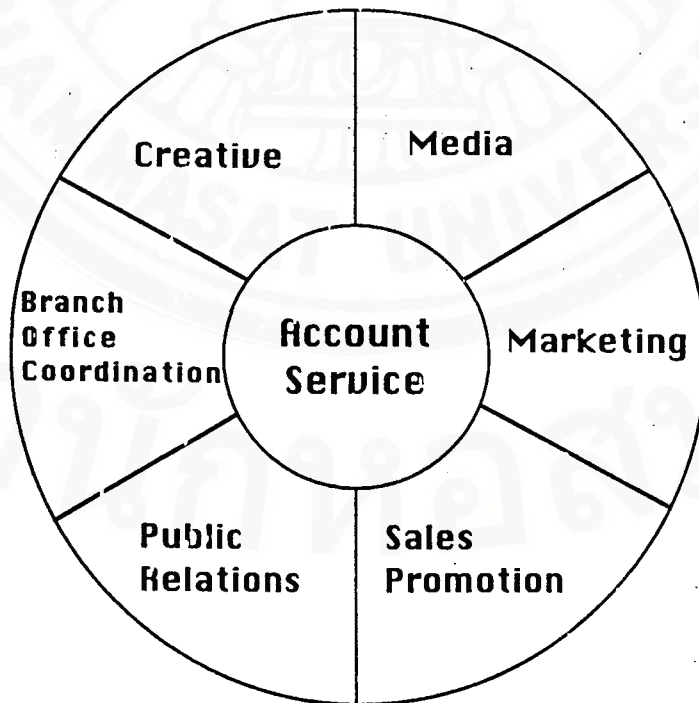


# Project Group System

The project group system employed by DIK brings specialists in Marketing, SP, Media, and Creative staff into one project team.

The purpose of this group is to draw on the combined experience of the group, and by the nature of the mix to meet the special requirements of each client.

The result is a unified effort on behalf of the client which produces fresh and effective advertising.



## Account Service

To Control and Promote the Account as  
Leader of the Project Group.

Dai-Ichi Kikaku's account service man acts as a bridge between our own project group and the client. The account service man is a marketing manager who represents the client. Control of the ad budget, quality of the creative product and consistency through total marketing mix are all his responsibility. Our client's needs vary, and it is the job of the account service man to be aware of these differences and to tailor our services to each client's special situation.

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# Marketing

From the Gathering of Market Data to  
Planning,, then to Efficiency Evaluation...

We believe that our creative approach to marketing is one of the biggest reasons for our outstanding success over the years. We use the most advanced technology and methods to collect and analyze market information. Using three computer data analyzing and retrieval systems, consumer psychology testing and group interviews, DIK marketing men form their strategy. All available information is then assessed by experienced analysts who observe, conclude, and recommend appropriate action. Hard data are available agency - wide through library services and retrieval systems.



# Marketing

## Market Planning

When planning the most effective strategy for marketing your product or service, we consider the following:

*Market Size*

*Competition*

*Price*

*Product Life Cycle*

*Current Consumer Trends*

Once we have looked at your product and answered many pivotal questions related to these points, we have the basis for a strong product concept which will be given life through marketing strategy and creative advertising.

# Marketing

## Research

The final link in the marketing chain is research. Here again we lead the field in imagination and methodology. We conduct total project research such as consumer attitude surveys, product tests, distribution research, advertising concept tests, copy tests, advertising expression tests, media tests, campaign evaluation and test marketing. We also conduct feasibility surveys for introducing new products and mount industrial research.

Our facilities include a consumer testing room where group interviews and CF tests are performed.

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# Creative Philosophy

## Our Approach to Advertising

Our creative philosophy is not to have a rigid or fixed "set of rules." Rather, we believe, each client ... and each of their products and/or services are different.

Since there are over 9,000 TV commercials shown in Bangkok in one week, one can quickly see that consumers will "tune-out" advertising that's uninteresting.

So, we strive to create advertising that "breaks the rules." Advertising that keeps the viewers' attention. Advertising that sells because it communicates.

# Creativity

Planning and Execution of Advertising of Television,  
Radio, Newspaper, Magazines, Pamphlets, Posters

## *Advertising as Science and Art*

When we speak of the creative side of advertising, we are speaking about both a science (technique) and an art (inspiration). We always try to keep one idea in mind when we move into the creative area:

The purpose of the creative effort is to serve the client by promoting his goods or services. We see creativity as the indefinable element that separates ordinary advertising from the truly outstanding. To foster creativity in support of our client's project we have initiated the product team.

Using this system it is possible to execute a total advertising campaign, from naming the product to media selection and final message presentation.

# Creativity

An experienced senior creative man is designated campaign director, and he works with an account service executive as product manager. Other members of the team include copy writers, TV producers, designers, and photographers.

From such groups emerge the ideas and campaigns that make Dai-Ichi Kikaku's advertising fresh and innovative. The true test of the creative team's efforts is the harmony of creative expression and marketing strategy. When the market changes, then our creative approach will change with it. Often we assemble teams to handle special projects, or projects on a one time basis. Flexibility in approach sets us apart from the competition.

## Media

Experience and Detailed Planning  
Produce Results

The Dai-Ichi Kikaku media staff are constantly gathering and evaluating current media data. Using this data, and considering such factors as media status, competitive standing and the supply-demand balance, we formulate a media plan which gives muscle to the total marketing plan. Our computer system is used to process the vast amount of media data during the campaign, and afterward we evaluate the effectiveness of the media employed, and to what degree we have achieved our objectives.

## **Public Relations (PR)**

In addition to advertising activities, Dai-Ichi Kikaku also offers complete service in the public relations field. At our disposal is our accumulated media experience, (both print and electronic) our media buying power, and our data banks. Using these resources our PR staff produces news releases, events, promotions and whatever else is necessary to put our client's product or service in a favorable light before the public.

Effective public relations is one more service that we perform for you.



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# Client List

<u>Client Name</u>	<u>Product/Service</u>
Ars Chemical (Thailand) Co., Ltd.	Insecticide
British Airways	Airline
Japan Embassy	
Japan Foundation	
Mitsubishi Co., (Thailand) Ltd.	Trading
Mitsubishi Oil Co., Ltd.	Lubricant oil
Nissin Foods (Thailand) Co., Ltd.	Instant Noodles
Nuboon Co., Ltd.	Fruit Juice
Qantas Airways Limited	Airline
Saha Pathanapibul Co., Ltd.	Lotte chewing gum, confectionery and beverage
Sharp Thebnakorn Co., Ltd.	Sharp audio visual equipment
Siam Daikin Sales Co., Ltd.	Air conditioner
Siam United Services Public Co., Ltd.	Petroleum products, Fuel oil
S.P. Suzuki Co., Ltd.	Motorcycle
Tai Sin Industrial Co., Ltd.	Kanebo toiletry & cosmetics
Thai Hoya Lens Ltd.	Hoya optical lens
Thai Lotte Co., Ltd.	Confectionery
Thai Realty Complex Co., Ltd.	Office building management
Thai Storage Battery Co., Ltd.	3K Battery
Thai Suzuki Motor Co., Ltd.	Motorcycle
Tri Petch Isuzu Sales Co., Ltd.	Isuzu commercial vehicle
Thai Nisshin Seifun Co., Ltd.	Spaghetti sauce