



**THE EFFECTIVENESS OF MARKETING COMMUNICATIONS STRATEGY IN LUXURY
HOTEL IN BANGKOK; CASE STUDY: THE ST. REGIS BANGKOK**

สำนักหอสมุดกลาง



By

Miss Pornsiri Thunyanooraksa

**An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree
Master of Business Administration Program in Hotel and Tourism Management**

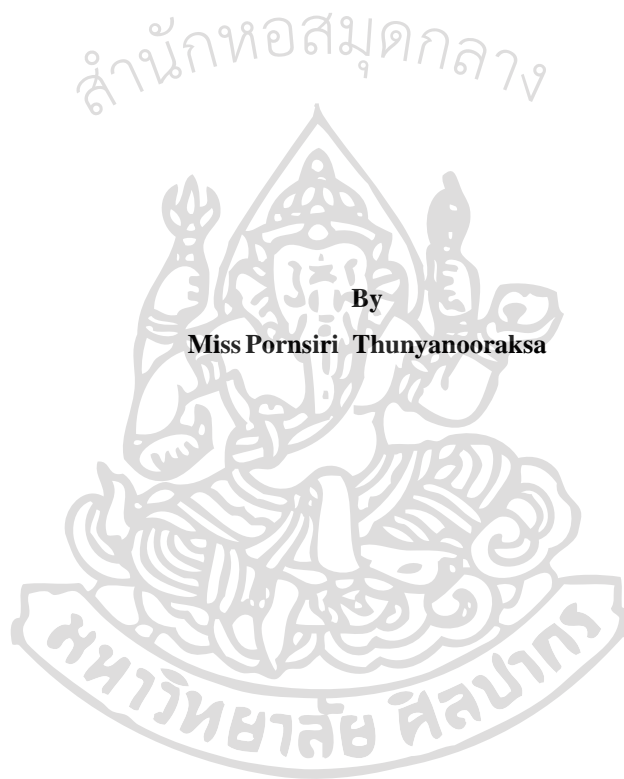
International Program

Graduate School, Silpakorn University

Academic Year 2012

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The Graduate School, Silpakorn University has approved and accredited the independent study title of “The Effectiveness of Marketing Communications Strategy in luxury hotel in Bangkok - A Case Study of The St. Regis Bangkok” submitted by Miss Pornsiri Thunyanooraksa as a partial fulfillment of the requirements for the degree of Master of Business Administration in Hotel and Tourism Management

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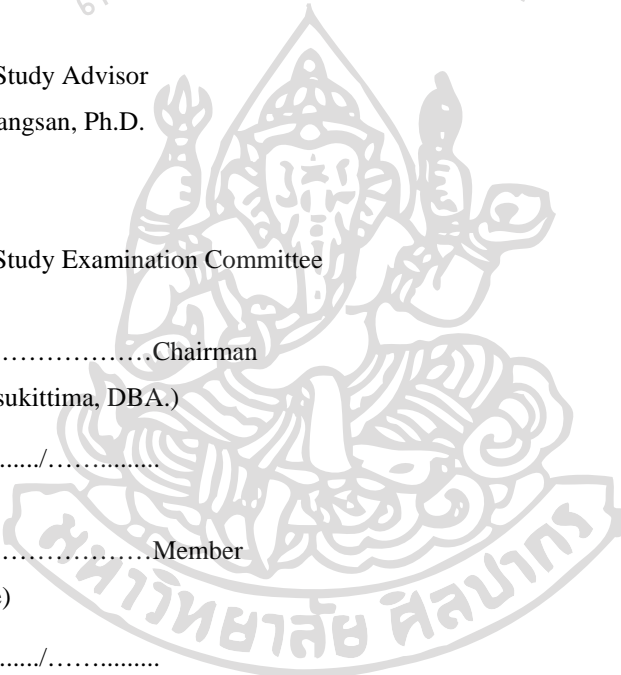
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PORNSIRI THUNYANOORAKSA: THE EFFECTIVENESS OF MARKETING COMMUNICATIONS STRATEGY IN LUXURY HOTEL IN BANGKOK; CASE STUDY : THE ST. REGIS BANGKOK. INDEPENDENT STUDY ADVISOR: ARDIPORN KHEMRANGSAN, Ph.D. 82 pp.

This paper reviews the literature on the communication process, how does this process works, type of advertising and the effectiveness of each marketing tools. Including analysis of advertising at The St. Regis Bangkok. The purpose of this study aims to study the overall of marketing tools that luxury hotel used, find out marketing tools which are the most effective and how to improve the tools to get better, examine the best way of marketing communication process that suit with luxury hotel and study in different revenue come from different media channels. This paper will be benefited with sale and marketing department in marketing communication sector of the luxury hotel. Moreover, to make the guideline in choosing the best way to promote the hotel and help to plan in strategy, which is suitable with the targeted audience.

Data was collected by interview question which using AIDA model as the main to tool analysis in the questions. The question included a two-page with the Attention, Interest, Desire and Action as the sub-part. For the interview question regarding; Attention are about the material of marketing tool that hotel used and the way to get attention from reader such as visual appearance and image. Interest is the reasons that customers read the whole of promotional material and which are the benefits or advantages for them. Desire is persuade the customers that satisfy their needs such as competitive pricing and limited supply. Action is the purchasing of the products by sale channel. There were 3 respondents who were work in sale and marketing department at The St. Regis Bangkok due to they are the persons who create the advertising and connect with the customers.

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Student's signature

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Independent Study Advisor's signature

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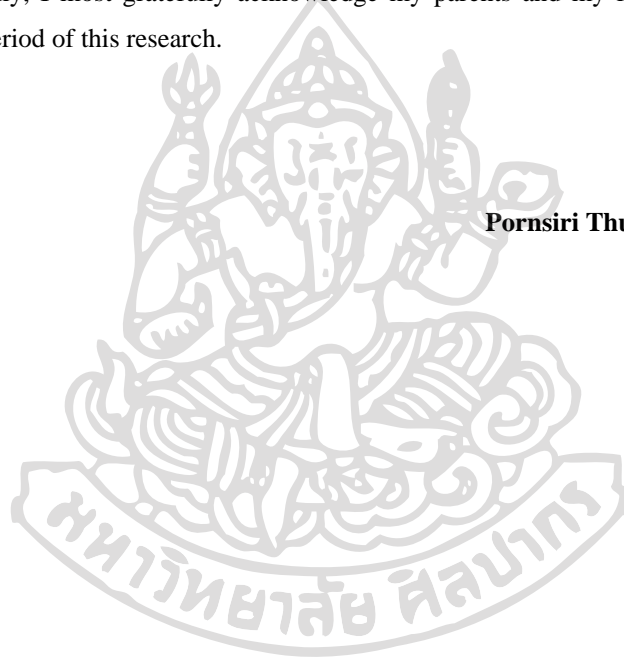


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Chapter 1

Introduction

Company Profile



Starwood Hotels & Resorts Worldwide, Inc. today announces the debut of the first St. Regis hotel in Thailand: The St. Regis Bangkok. The new hotel, developed by Rajadamri Lodging Limited, an affiliate of Minor International Public Company Limited, will set a new standard of refined service and timeless sophistication for the region.

The St. Regis Bangkok is ideally situated on the prestigious Rajadamri Road in the heart of the city and, at 47 stories, it is destined to become one of the defining silhouettes on the city's dynamic skyline. Designed by world-renowned Brennan Beer Gorman Architects, The St. Regis Bangkok features 227 guestrooms including 51 suites, and 53 residences with luxury amenities, services and incomparable dining options that will undoubtedly set a new standard in hospitality in the region while becoming the best address for international travelers and influential local residents. The hotel will also be the first hotel in Bangkok to introduce butler service to all its guests in addition to the first Elemis Spa and ZUMA restaurant in Thailand.

The St. Regis Bangkok combines timeless elegance with the cosmopolitan energy of Bangkok. The guest rooms and suites at the St. Regis are Bangkok's most spacious and luxurious. Ranging in size from 45 to 250 square meters, each room is exquisitely styled and lavishly appointed, providing travellers with a unique luxurious respite from the hectic urban pace. Floor-to-ceiling windows offer unobstructed views of the city skyline and the greenery of the local parks and golf course. The rooms are meticulously designed, blending ornate artistry and local materials inspired by the region's culture with dramatic contemporary décor and modern touches. The natural wooden floors are accented with lush carpets and plush upholstery, and the guest rooms feature luxurious beds with sumptuous 300-count Egyptian linens, lush bath towels and robes, flat screen cable televisions and wireless internet access. The larger signature suites feature generously appointed pantries that are ideal for extended stays.

Following in the tradition of the legendary St. Regis New York, The St. Regis Bangkok will feature the famed hallmark of St. Regis hotels – signature St. Regis Butler Service – which offers unparalleled round-the-clock personal attention to every guest. Trained in the English tradition, the butlers provide ever-present yet unobtrusive service while anticipating residents' needs.

The St. Regis Concept

1. Uncompromising; St. Regis is uncompromising in its pursuit to create the best experiences – no detail is overlooked and no length is too extraordinary
2. Bespoke; Every stay at St. Regis is effectively commissioned to be a memorable experience
3. Seductive; Creating a world for our guests that they never want to leave.
4. Address; The ultimate locations within the world's most desired destinations.

Target Customer

1. Corporate Account
2. Leisure (Hi-End Group)
3. Website online for travel booking

4. Embassy

5. Agencies

Product and Service

The St. Regis Butler Service

St. Regis Butler Service has been the signature of the St. Regis experience for over one hundred years. From a forgotten travel item, to a perfectly pressed suit ready for an important meeting, to a favorite book at hand for an evening read, or a thoughtful, last minute gift for a loved one, no request is too small or unattainable no matter the hour of the day. Subtle details, tailored gestures, genuine warmth.

The essence of St. Regis Butler Service is discreet, personalized, anticipatory attention that begins before your stay and extends after you leave. Savor the rarest of all luxuries—Time.

Service of St. Regis Butler

St. Regis Butler Service provides a wide range of services to guests – essentially, anything a guest would ask for. However, there are 5 key signature services that are offered with our compliments at every St. Regis hotel and resort around the world.

Explore the Signature Services:

1. Unpacking & Packing

Allow a St. Regis Butler to take care of the unpacking and storage of your luggage so you may simply relax and enjoy your time. Before you depart, contact the Butler Service Desk to assist with gathering and folding your garments for the journey home.

2. Beverage Service

Complimentary in-room beverage service is available at any point during your stay. Upon arrival, allow a St. Regis Butler to arrange coffee or tea service in your room. If you wish, a St. Regis Butler will arrive after your morning

wake-up call to draw your shades, deliver your coffee or tea, and provide the day's newspaper and weather forecast.

3. Garment Pressing

Once unpacked, let your St. Regis Butler know which garments require pressing and they will be pleased to assist, returning the garments to your wardrobe promptly. Generally, two garments may be pressed complimentary.

4. Service Desk

Honored to carry on a century of tradition of making guests feel at home, the St. Regis Butler Service Desk is available at every St. Regis hotel around the world. Should you need anything, at any time, please use the guest room phone to dial the St. Regis Butler Service Desk for prompt assistance.

eButler

During your stay, whether you are inside or outside the hotel, St. Regis Butler Service is accessible at any hour via email. Simply send your request and allow the St. Regis Butler Service Desk to assist.

Restaurant and Lounges

The St. Regis Bangkok offers a wide range of dining venues featuring international and local cuisines guaranteed to please the most discerning and diverse of palettes – all accompanied by sweeping, panoramic views of the surrounding vibrant city.

1. Viu Restaurant; the international grill restaurant located on the 12th floor next to the Sky Lounge, guests will enjoy an elegant dining experience that includes lavish menus featuring the freshest ingredients. Open 6.00 a.m. – 11.00 a.m., 12.00 p.m. - 4.00 p.m. and 6.00 p.m. – 11.00 p.m.

2. Jojo; an exceptional Italian dining venue offers diners a taste of authentic Italian cuisine and fine wines in a distinctly elegant and modern setting, including high tables and a 20-seat bar. Through the artistic use of sliding panels and ambient lighting, the visually compelling venue's mood transforms from day to night and is a perfect place to enjoy breakfast, lunch or dinner. For wine enthusiasts and connoisseurs. Open 12.00 p.m. – 3.00 p.m. and 6.00 p.m. – 11.00 p.m.

3. Decanter; features an extensive wine cellar from the world's most celebrated vineyards with private rooms for exclusive tastings and wine dinners. Open 5.00 p.m. – 1.30 a.m.

4. The Drawing Room; a rare haven of refined luxury in which guests are welcome to enjoy the enduring tradition of Afternoon Tea. Open 9.00 a.m. - 1.00 a.m.

5. The St. Regis Bar; where guests and locals can enjoy The Champagne Menu and The Bloody Mary Menu, featuring the new 'Siam Mary,' The St. Regis Bangkok's signature twist on the original Bloody Mary cocktail created at The King Cole Bar at The St. Regis New York over 75 years ago. Served in a 14-ounce Thai silver goblet, the Siam Mary balances the spice of Thai chili with the zest of lemon, coriander and tomato and emerges as a perfectly refreshing cocktail that is both familiar and new. Open Sunday-Thursday at 12.00 p.m. – 1.00 a.m. and Friday-Saturday 12.00 p.m. – 2.00 a.m.

6. Pool Bar; a more casual setting, enjoy delectable cuisine and drinks poolside in an alfresco setting and an oasis of serenity with breathtaking city views. Open 8.00 a.m. – 8.00 p.m.

The St. Regis Bangkok also features the first **ZUMA** restaurant in Thailand. ZUMA Bangkok emulates the original London restaurant with its Lounge Bar, Sushi Counter and an extensive terrace with a dramatic restaurant bar.

Elemis Spa

The St. Regis Bangkok is home to the first Elemis Spa in South East Asia and one of only four Elemis Signature Spas worldwide. With its unique and powerful treatments developed from nature's most potent ingredients, the Elemis brand has emerged as one of the world's most sought-after spas and skincare lines. At the St. Regis, the Elemis Spa is a luxurious haven of rejuvenation from the urban tempo of the city, with lavishly appointed amenities, thoughtfully designed treatment rooms and soothing signature water features. Beyond pampering, guests of the Elemis Spa will have their beauty and wellness concerns lavishly addressed with expertise tailored to meet their individual needs.

Treatments are provided in fifteen therapy suites designed as private sanctuaries in soothing sand and cream tones with accents of soft white leather and

silvery Thai silk. Treatment rooms include state-of-the-art skin and body care equipment, a marble and mosaic wet room, single and double Thai massage rooms with traditional platforms and couple's suites with glass showers and soaking baths that provide breathtaking views of the city. Special relaxation zones are designed to help guests decompress before and after treatments including men's and women's steam rooms, Jacuzzis, cold plunge pools and experience showers that allow for a personalized selection of water pressure, lighting and music.

The St. Regis's Brand Rituals

1. The champagne Ritual

At The St. Regis Bangkok, cherished traditions are carried out as flawlessly today as they were a century ago under the discerning eye of John Jacob Astor, the founder of the first St. Regis hotel, The St. Regis New York. A ritual that continues on since the days of the Astor family, champagne sabering remains The St. Regis' way of welcoming the evening. The St. Regis Bangkok will employ the use of a saber from the Royal Thai Army in the Head Butler's nightly revival of this traditional art.

The traditional art of champagne sabering is revived every night at 6:30 pm against the backdrop of sun setting in The St. Regis Bar. The St. Regis Bangkok's Head Butler sabers bottles of champagne each night at the St. Regis bar, allowing guests to experience the thrill of the skill and partake in the overflow of bubbly champagne. Revisit the bygone era and enjoy The St. Regis Bangkok house champagne, Moët & Chandon Grand Vintage 2002

2. The Bloody Mary Manu

The St. Regis cocktail Signature

In 1934, FernandPetiot, the bartender at The St. Regis New York's King Cole Bar, perfected the recipe for a vodka-and-tomato juice cocktail he dubbed the Bloody Mary. Deemed too racy a name for the hotel's clientele, it was rechristened the Red Snapper. While the latter moniker may not have stood the test of time, Fernand's spicy concoction certainly has.

Legacy is our Future

Today, the Bloody Mary remains the signature cocktail of the St. Regis brand, with each hotel crafting its own interpretation of the libation. We invite you to sample from our collection of Bloody Mary cocktails whenever you stay with us, or enjoy this privilege at home with the recipes you'll find below. Cheers!

For The St. Regis Bangkok was called "Siam Marry"

The signature cocktail which is mix of vodka, lemon juice, tomato juice, salt, Thai chili, ground black pepper, cherry tomatoes, Thai basil stem, Lemongrass stalk, lemon wedge, lime wedge, stem of coriander, wasabi paste.

3. Afternoon Tea

The St. Regis Bangkok has redefined the region's high standards for luxury hospitality. Similarly, Afternoon Tea at The St. Regis Bangkok continues the rich tradition established by the Astors. Guests can choose which venue best suits their tastes for the day. The elegant Drawing Room harkens back to the era of the Astors, where guests can enjoy tea in a lounge-style setting. For a more casual setting, The St. Regis Bangkok also offers views of the beautiful Royal Bangkok Sports Club and Bangkok beyond. Alternatively, guests can take have their tea al fresco-style on the beautiful sky lounge terrace.

The elegant ritual, cultivated by the Astor family over 100 years at the flagship St. Regis in New York City, is brought to life each day at St. Regis hotels around the world. Afternoon tea at the St. Regis Bangkok – Thailand's first St. Regis hotel – infuses the century-old tradition to create an unforgettable and delightful experience for guests and locals alike.

Guests can choose from three different menus offering a selection of Dammann Frères fine teas along with a substantial menu of sweet and savory items such as smoked salmon, pan-fried Foie Gras, fresh oysters, and Wagyu beef burgers. In addition, the menu includes traditional British tea favorites, such as scones with clotted cream and jam, sausage rolls, shortbread and cucumber finger sandwiches.

Outdoor Swimming Pool

Surrounded by lush tropical plants, the pool area overlooks the cityscape and the Royal Bangkok Sports Club's golf course. Our outdoor Pool Bar features an

all-day menu and full beverage service with poolside service. Comfortable chaise lounges offer the perfect setting for breathing deep and enjoying poolside pleasures.

The hotel is pleased to extend the use of our pool exclusively to hotel guests. Also, children of age 16 and under are not permitted to use the pool facilities without adult supervision.

No diving and jumping is allowed. There is a pool attendant but the hotel does not provide lifeguards. The hotel pool contains chlorinated water.

Exercise Room

Fully equipped with TechnoGym® machines, from elliptical machines and treadmills to stationary bikes, each machine in our Exercise Room is integrated with individual TV sets and advanced cardiovascular monitors so you can enjoy your workout as well as track your activity levels. Whether you're looking to work up a sweat or concentrate on strength training, you can create your own customized workout on our range of wellness systems. If you need assistance, we will be happy to arrange for a personal trainer for you.

Meeting and Event Service

Natural daylight and a captivating view of the Bangkok skyline from level 14; the timeless tradition of white glove service; exquisite cuisine and the latest technologies—every element of a social occasion or business gathering at The St. Regis Bangkok leaves a lasting impression. From formal social occasions and exquisite weddings to intimate business gatherings, The St. Regis Bangkok staff treats every event with the same meticulous attention to detail and personalized service.

The ballroom and four meeting rooms that can be divided into 8 separate function spaces span 1,515 square meters (16,305 square feet) of meeting space equipped with the latest technology. Large and small business or social groups can be graciously accommodated at any given time. Each venue can be transformed with unique themes for every occasion. The hotel offers ample parking space as well as a valet parking service.

Located on the 14th floor and accessed by a sweeping staircase, the 514 square-meter Astor Ballroom provides the perfect setting for an elegant wedding or

memorable society gathering. A versatile venue decorated in shades of purple, black, and grey with silk embroidered fabric walls and crystal chandeliers, the ballroom also makes an excellent setting for high-profile product launches and business conferences.

The Astor Ballroom may be divided into three separate sections, each featuring natural daylight with views of the Royal Bangkok Sports Club and its golf course as well as the Bangkok skyline. Pre-Function space in front of the Astor Ballroom is a generous 322 square meters. With an open kitchen in the foyer and the timeless tradition of white glove service, every detail is designed to leave a lasting impression on discerning individuals.

Additionally The St. Regis Bangkok offers four smaller meeting rooms, Rajadamri I-IV, named for the hotel's legendary location on Rajadamri Road. Two spaces, rooms I and II measure 102 and 105 square meters respectively and face the Royal Bangkok Sports Club. Each offers a contemporary, elegant space and may include a pre-function space of 282 square meters. The smaller boardroom style meeting rooms III and IV measure 63 and 58 square feet and look out on the vibrant city center.

In each meeting and event space guests may expect the latest technologies and an IT team ready to make each event run seamlessly, with every detail attended to.

Cuisine prepared by a passionate and gifted culinary team includes exquisite Chinese or Western gourmet buffets, each presented with the flawless St. Regis touch. Events also benefit from a personal Banquet Butler to ensure attentive service from start to finish.

The St. Regis Bangkok Guest Room

The St. Regis Bangkok combines timeless elegance with the cosmopolitan energy of Bangkok. The guest rooms and suites at the St. Regis are Bangkok's most spacious and luxurious. Ranging in size from 45 to 250 square meters, each room is exquisitely styled and lavishly appointed, providing travellers with a unique luxurious respite from the hectic urban pace. Floor-to-ceiling windows offer unobstructed views of the city skyline and the greenery of the local parks and golf course. The rooms are

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Following in the tradition of the legendary St. Regis New York, The St. Regis Bangkok will feature the famed hallmark of St. Regis hotels – signature St. Regis Butler Service – which offers unparalleled round-the-clock personal attention to every guest. Trained in the English tradition, the butlers provide ever-present yet unobtrusive service while anticipating residents' needs.

Guest Rooms

1. Deluxe Rooms (55)
2. Grand Deluxe (121)
3. Disable Access Room (1)

Suites

1. Metropolitan Suite (18)- 80-90 square meters
2. St. Regis Suite (4)- 102 square meters
3. Caroline Astor Suite (15)- 90-115 square meters
4. John Jacob Astor Suite (13)- 140-170 square meters
5. Royal Suite (1)- 250 square meters

Total 227 Rooms

Price

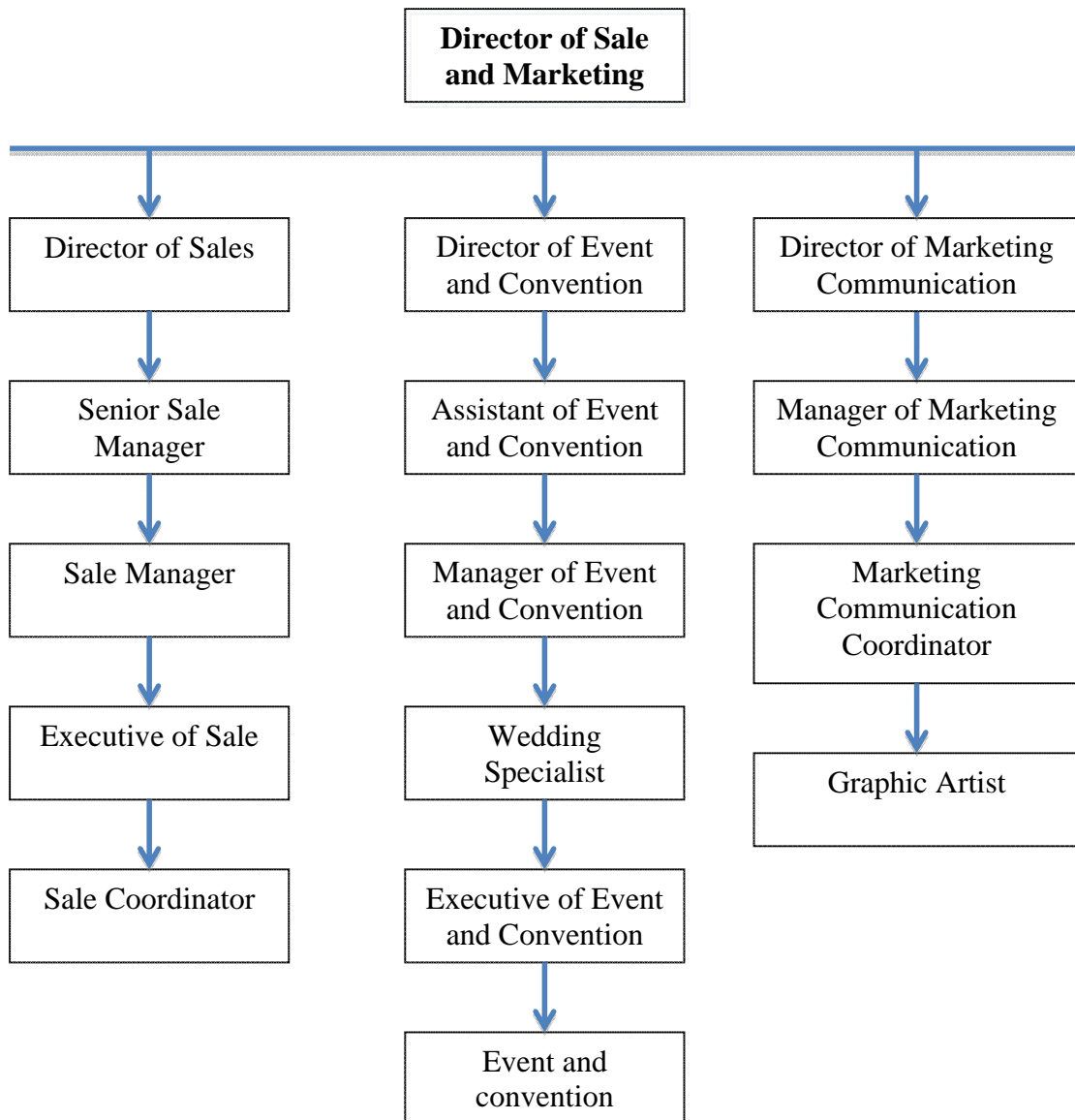
Rack Rate between 14,000++ - 200,000++ THB

Corporate Rate between 5,300++ - 62,000++THB

Place

With a prestigious location along Rajadamri Road, Bangkok's key commercial corridor and prime shopping precinct, with BTS sky train connection link to the station, The St. Regis Bangkok offers unprecedented excellence in standards of hospitality and elegance. Timeless traditions and faultless service are the hallmarks of the St. Regis experience, now residing in one of the world's most vibrant cities.

Organization Chart of Sales and Marketing Department



SWOT Analysis

Strengths

1. Strong Image Brand
2. Strong Financial
3. Good Location (connect with Sky Train)
4. High Standard in Quality of Service
5. Every staffs are very professional

Weaknesses

1. Less promotion for local people
2. Too many steps in making decision “ last minute making decision”
3. The hotel has less staffs (2 persons) to work in marketing communication.
4. The entrance of hotel is very small so it leads to traffic jam around that area.
5. When heavy rain, there are flooding in beside of hotel so it hard to walk and create bad image of hotel.

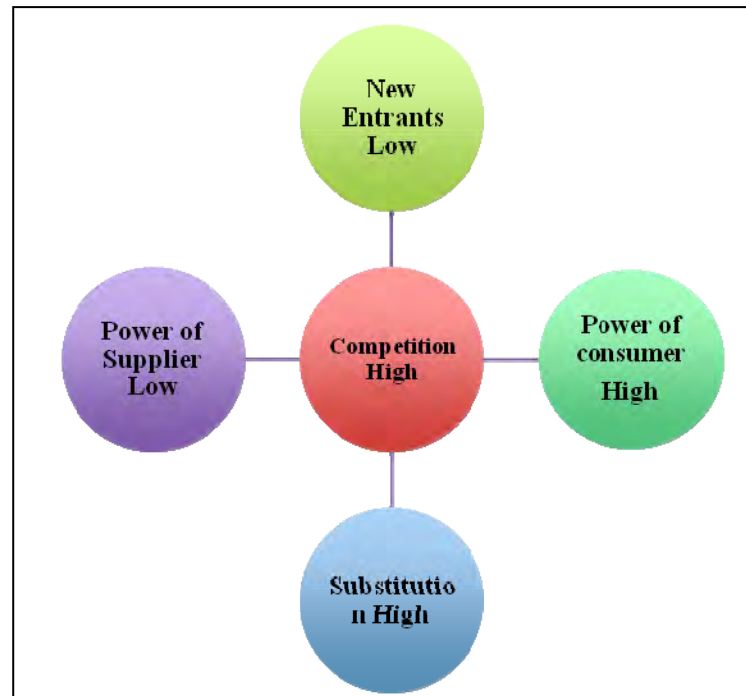
Opportunities

1. In 2014, Thailand will attend in Asean Economic Community so it will be a good chance for the hotel to get more customers from this issue.
2. The increasing of investment of South Asia i.e. India, Pakistan and Nepal so it is a good chance for the hotel to get more customers.

Threats

1. Many Competitors in Ratchadumri Area such as Four Seasons hotel and Grand Hyatt.
2. Political Factor e.g. red shirt around Ratchaphasong area.
3. Natural disaster e.g. flooding

Porter's 5 Forces



High Power of Consumer

= Customers have many choices to choose in term of high service of five star hotels. For Example, Four Seasons, Grand Hyatt Erawan, Centara Grand, intercontinental, and Siam Kempinski.

Low power of Supplier

= The hotel can choose many types of media channels such as newspaper, magazine and online marketing.

Low New Entrants

= The cost of construction the hotel is quite high so there have less invertors to have more money to building hotel like The St. Regis.

High substitution

= People can choose other kind of accommodation such as boutique hotel, residence, motel, guesthouse and hostel.

High competitor

= At Rajadamri district, there are many hotels and residences such as Four Seasons Hotel, Intercontinental, Grand Hyatt, Grand Centara and Siam Kempenski.

Conclusion

As aforementioned, The St. Regis Bangkok able to complete in hospitality industry market with the location, great of standard service and strong image brand factors. The hotel has got a high reputation from the New York and continue famous around the world also having unique selling points for example; the first of hotel to introduce the butler service and the champagne Ritual. However, the room rate quite expensive for local people if compare with competitive hotels. Therefore, the hotel must concern about the way to promote in the right way for get the right potential guests. In term of marketing communication, they promote the hotel through many ways but they will concern in personalize of customers and not participate in mass campaigns. For the distribution channels, they focus on print media, which are newspaper and magazine for business and hi-end of leisure target group. Moreover online marketing is other way that is famous from now on so the hotel also uses Facebook and Electronic Direct Mail to promote the up-coming promotion of the hotel and notice some hotel activities to repeat guests or member of Starwood Chain (SPG), this way can attract many customers in once time and get varieties of target audience.

From the existing of overview marketing communication strategy, it suitable for their target audience which are corporate and leisure (hi-end). On the other hand, they should promote more for local people who are the large section of target by creating motivation to attract them. On the other hand, there is limitation of Starwood chain in every publishing need match with image of the St. Regis brand so there have less creative in some advertising and varieties of channel.

Chapter 2

Literature Review

In their 2005 study, William Chitty, Nigel Barker, Terence A. Shimp stated that “Marketing Communications refers to the collection of advertising, sale promotions, public relation, event marketing and other forms of communication, while promotion is used only as a shorthand reference to sale promotions” (p.3)

The communication process

George E. Belch et al, (2004) proposed, “The communication process is very complex and the success depend on the nature of the message, the audience’s interpretation of it, and the environment in which it is received. The receiver’s perception of the source and the medium used to transmit the message may also affect the ability to communication as many factors. Word, picture sound, and color may different meaning to different audiences, and people perceptions and interpretations of them. (p. 139) consists of 7 steps, which composes of:

1. Source or Sender - “The communication process begins with Sender or Source of communication, which may be the person, or organization that would like to share information to another person or group of people”.

2. Encoding - “Encoding the message is the second step in communication, which mean when the sources choose the creative idea or information put through the words, symbols and picture to represent the message that delivered to the receivers.” (p. 141)

3. A Channel of Message - “A Channel of Message is the way of communication travels to receivers. There are two types of channel, which are personal channels and nonpersonal channels.” (p. 143)

3.1 “Personal channels of communication are direct to personal means face-to-face contact with target group directly. It also includes social channel

communication such as friends, neighbors and associates. They will present as Word-of-mouth; it was powerful source information for customer. (p. 143)

3.2 Nonpersonal Channels of communication are Mass media, it is those that carry message without contact between sender and receiver and when the message is sent in one time, there are many individuals get it in once such as TV commercial broadcast.” (p. 143)

4. Decoding - “Decoding is happening when the message reach the receivers. Field of experience, perception and attitude are influenced in this process.” (p.143)

5. Receiver- “Receiver is the person with whom the sender shares thoughts or information. Normally, receivers are the customers in the target market or audience who read, hear, and see the marketer’s message back and decode it.” (p. 143)

6. Response - “When receivers get the message by seeing, watching, hearing and reading was called response. (p. 145)

7. Feedback- “The communication back to sender as called receiver’s respond is very important for marketers because they can know the feedback from message that already sent.”(p. 145)

In each steps of communication process always have the barrier called “noise” according to (www.Wikipedia) wrote “while communication happens there may have barrier such as noise that lead to disrupts a message.

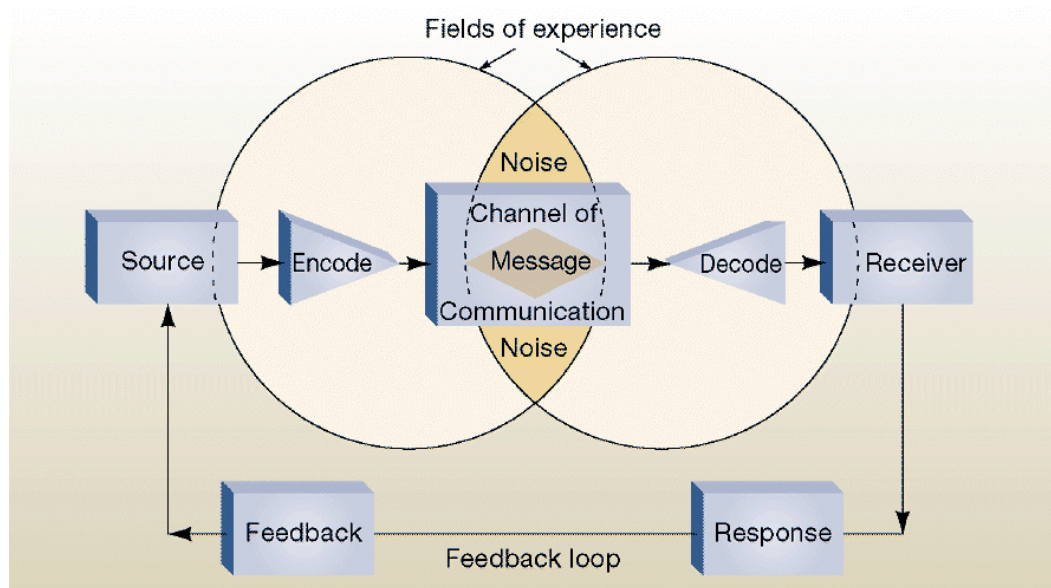


Figure 1. A Model of the communication process

Source: <http://www-rohan.sdsu.edu/~renglish/370/notes/chapt18/>

From the communication process, it means that companies have to send out the message to the customers or the target audiences so they have to consider on many factors and situations for sending the precise message to customers as much as possible. There are many channels that effective to sent out the message by company need concern about target market and choose the right channel media through Advertising. Moreover, some company may hire the agency to create the branding. According to Philip Kotler et al (2006), explored that “today there are many companies hire the advertising agencies to develop effective ads and sale promotion including pubic relation firm to develop corporate image.” Also every salespeople are trained to be friendly, helpful and persuasive. However, technologies help us to easily to communicate through traditional media, which are newspapers. Radio, telephone and television as well as

through the advance media forms, which are computer, fax machine, cellular phone. These ways can reduce communication cost and the new technology also helps company to attach more targets.” (p. 541)

How marketing communication work?

When the company decided to do an advertising, they also have to concern about advertisement that were effective or not and AIDA model is one of the thing that can measure its. St. Elmo Lewis was created the AIDA Model in 1898 and Levidge and Steiner developed in each step in 1961 which were Attention, Interest, Desire and Action.

In a subsequence paragraph SaharGharibi, Dr. Seyed Y. et al, (2012), explain about AIDA Model

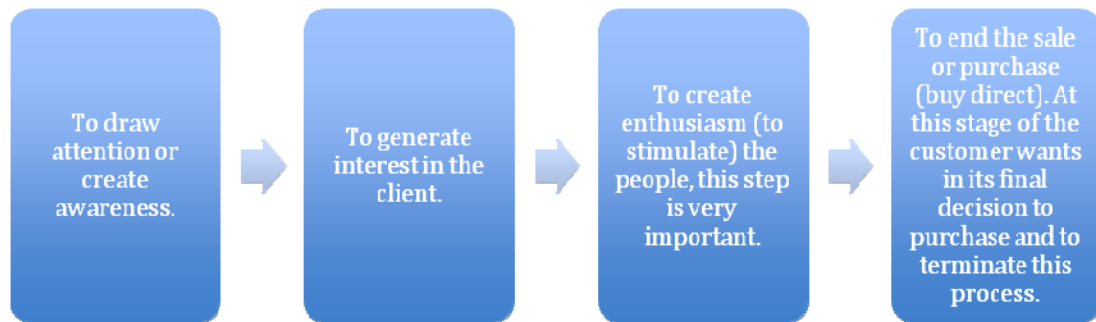
“The AIDA: A model is presented for measuring the effectiveness of advertising. This model includes four stages:

Stage one: to attract attention (and awareness) to mean that before you sell something you need to attract his attention. For the attention of people, there are many ways. As for big title, controversial or shocking content can be ways to attract visits to our promotional message. (Barry and Harward ,1990,p.119)

Second step: generate interest in the client: This means that demonstrating product features and benefits, people get interested in their product. Music and promoted language should be fit as well with experience and attitudes of customers. In addition to promoting the client's target language, to speak, Layout and content of the customer must also be correct and acceptable. (Barry and Harward ,1990,pp.120-122)

Third step: to create enthusiasm in the people that is very important Advertiser must know how to target customers think the advertising message must be able to convince customers that the intention is to introduce and supply of goods, Customer needs will be fulfilled. (Barry and Harward ,1990,pp.121-122)

Step Four: The last step is to end the purchase or sale at this stage of the customer you want to know about buying, and to take its final decision to end the process.”



What is a marketing communication mix and promotion mix?

The way of company or organization to send out the information to customers for increasing awareness was called “promotion”. And there are many ways to communicate with customers through any medium or marketing communication for booting sale volume.

In a subsequence paragraph, Cathy H.C. et al, (2002) giving definitions:

“The definition of communication mix consists of advertising, sale promotion, public relation and publicity and personal selling which focus on mass audience.” (p.268)

Advertising means any mass media that employ have to pay for communicate with potential buyer. Mass media communication includes newspaper advertising, radio, television commercial, sign, billboards and direct e-mail. This way can communicate with a lot of people in one time without any personal contact. Cathy H.C. et al, (2002), p. 268

Sale promotion uses for short term to motivate sell in the first or repeat purchase. Financial incentive is famous and effective for increasing customer demand such as family package and seasonal promotions in hospitality industry. Cathy H.C. et al, (2002), p. 268

Personal selling is a company representative make a sale call to prospective or existing customers. Normally, hotels used telephone to initiate personal selling including selling up by server and front office agent. Cathy H.C. et al, (2002), p. 268

Public Relation one of communication way used to influence from feelings, opinion and belief about company to public for developing a good corporate image. Cathy H.C. et al, (2002), p. 268

How was the important of Advertising?

As the present time, advertising is becoming the important part of marketing activity and Dr. R. R. Khan et al, (2011) identified it performs the following functions:

1. "Promotion of Sales: It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets. (p.4)

2. Introduction of New Product: It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market. (p.4)

3. Creation of Good Public Image: It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm, which is necessary to fight against competition in the market. (p.4)

4. Mass Production: Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production. (p. 4)

5. Research: Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future. (p.4)

6. Education of People: Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in

adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society. (p.5)

7. Support to Press: Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. (p.5)”

Type of Advertising

1. Print Media Advertising: Print media includes newspaper, magazine and directories. Print media are the form of message delivery that printed on paper or some material. The advantage of this type is the message can be access in any time and can keep for a long time in form of

accumulated copies (Weaver & Oppermann, 2000). Also print media like newspaper and magazine easy to understand and remember by visuals.

Dhanshri M. Patil, (2011), wrote in his journal on “development communication is using communication to change or improve something and the message which are designed for improving quality of life and also change socio-economic condition of people. Therefore media like print media and electronic media play as significant role in development country. Print media has the advantage for making a long impact on the mind of leader with more in depth reporting” (p.2)

1.1 Newspaper

Newspapers are the main media major of local advertising (Duncan, 2002). Normally the newspaper into many parts to clear topic and easy for reader for example; political, education, business and finance, sport, entertainment and social. There are some parts for advertising in newspaper placed in different section so that is a good opportunity for hospitality to promote or make a public relation because this kind of media quite more famous for local audience (Duncan, 2002) due to the price of them is not expensive. Many customer actually purchase a newspaper because of the advertising it contains (Belch & Belch, 2001). Some of customer use advertisement in newspaper as a retail advertisement to determine the product price and availability and to see who is having a sale.

The advantage of newspaper is distributed in daily, which means that frequency can be quickly build among those who regular read the newspaper. Another strength is reader involvement and acceptance.

The disadvantage of newspaper was found that they are only read in once time and keep less than one day as a short life span (Belch & Belch, 2001). The quality of print, color and paper quite poor.

1.2 Magazine

Magazine can be classified according to their frequency of publication namely, weekly, monthly, quarterly or type of audience such as customer, business, trade and professional. Magazines are the excellent advertisement option since many consumer and trade magazine target a specific readership. (Jame R. Abbey, 2008)

According to Magazine Publisher of Australia advertising research that “Magazines can successfully contribute to the campaign effectiveness by improving awareness of the overall brand communication.”

Advantage of Magazine

Scott Cooper et al ,(2008)wrote about advantage of Magazine:

“Production quality means magazine use high technology in production with full color advertisement, multipage spreads and special affects e.g. pop-up, fold-out section more than newspaper. Strong fashion and brand-building vehicle. Ability to target segments and niches based on lifestyle and interests. Strong pass along mean magazine can read by many people and many times. Business to business magazines are used for in depth learning and highly read.” (p.122)

Wider scope is other advantage means there are national in scope which allow advertisement to seen by more people.

Disadvantage of Magazine

Longer lead time necessary (precludes promoting last-minute special and short-term package). Lower reach than other mass media. Higher production cost.

From now on, there are some Media group company publish city living magazine in concept free-distribution publications in region as a free- magazine that are famous in our society. These free magazines always placed at coffee shop, restaurant and bakery.

Most of people interested in because they are for free and provide a premium media content and service. In hospitality industry now support on this media more by putting advertisement within this kind of magazine.

2. Broadcast Advertising: Broadcast is a high technology in advertising media, they have a potential to reach a large of target group at the one time. There are the new options for television advertising and many hospitality are using is video because they can use it for selling and inform guest. (James R. Abbey, 2008)

Advertisement placed on radio and television tends to be 15, 30 or 60 seconds in length (Burnett & Moriarty, 1998). This short amount of time means that the message needs to be clear and simple enough for customer to grasp and enough to keep their attention. (Michelle Caroline Van Der Merwe, 2003)

Radio

Rajagopal, (2010) stated, “radio is one of the main media that can gain market share from media categories such as television and newspaper. Beside radio is important and useful medium in large cities and metropolitans. The broadcast of commercial as radio needs real feeling orientation and voice is the single major determinant that draws the attention of listeners” (p.3)

According to Peter C. Verhoef, et al, (1998) wrote “In the few years ago radio still not popular direct respond but as the present time, there is a growing awareness of powerful role radio can play in direct market. Due to the characteristic of radio style such as selective in reaching target groups and high reach can be built in a short period of time.” (p. 144)

From the research Peter C. Verhoef, et al, (1998) shows the Direct Response Radio (DRR):

Monday, Tuesday and Wednesday are found the most effective and efficient days for broadcasting DRR commercials. Commercials that are broadcast between 2.00 p.m. and 4.00 p.m. are most effective and most efficient. As table following:

Factors that influence the effectiveness of DRR advertisements

Factor	Effectiveness measure	
	Responses per rating point	Responses per cost
Days of the week	Monday, Tuesday and Wednesdays are most effective	Monday, Tuesday and Wednesday are most effective
Time of day	7.00 a.m.-9.00 a.m. and 4.00 p.m.-6.00 p.m. less effective, 2.00 p.m.-4.00 p.m. most effective	7.00 a.m.-9.00 a.m. and 4.00 p.m.-6.00 p.m. less effective, 2.00 p.m.-4.00 p.m. most effective
Position in commercial break	No effect	No effect
Length of	No effect	No effect

Source: The effectiveness of direct response radio commercials Results of a field experiment in The Netherlands by Peter C. Verhoef, Janny C. Hoekstra, Marcel van Aalst, 1998

Advantage of Radio

Cathy H.C. HSU and Tom Power, (2002) wrote that:

1. Less expensive in term of production cost if compare with other medium.
2. Ability to target because most stations are target market specific such as easy listening, offer talk/news and country/western, with a highly differentiated listenership.
3. Good reach for traveler means radio is available to most people at any places and any time especially during the daily “drive time”.

Disadvantage of Radio

Limited attention of the listeners, means most of them listen the radio when they doing something else such as driving, housekeeping, working or studying as Rossiter and Percy, 1996 told “ radio is mainly used as a background medium, radio listeners have more difficulty in writing down a telephone number or address for direct response commercial.”

Television

George E. Belch et al, 2004 stated “ Television is the ideal advertising medium, that can combine visual, image, sound, motion and color present the advertiser to create the imagination appear on the medium. (p. 351)

Mohammad Esmail Ansari and Seyyed Yaser Ebrahimian Joloudar, (2011) analyzed “TV advertisement was effective in taking attention of customers, creating interest, desire and action of purchasing. Also, the study revealed that the customers were satisfied.” According to the most study in different countries revealed that TV has the biggest effects on audiences and persuade them to start purchasing process.

Advantage of Television

Creative and Impact; it is a good chance to provide presenting the advertising message by using interaction of sight and sound offers creative flexible and make possible dramatic. Life like representations of products and services. TV commercial can also develop emotional or entertaining appeals that help products appear interesting. (p.352)

Coverage and Cost Effectiveness; TV can make to reach a lot of audience in once time. Easy to target in every age, sex, income and education level. Because of ability to reach large audiences in a cost-efficient manner; TV is a popular medium among companies selling mass-consumption products. (p.352)

Selectivity and flexibility; Television is being nonselective medium sue to it hard to find out the market segment. But some selectivity is possible because of variations audiences as result of program content. (p 352)

Disadvantage of Television

Edmond A. Bruneau and Spokane, Washington, (n.d).note that “High total cost, the stations can charge more for commercials based on the larger number of viewers reached. The cost of television commercial time is based on two variables:

1. The number of viewers who watch the program.
2. The time during the day the program airs.

One 30-second television commercial during prime time viewing (8 p.m. to 11 p.m.) can cost 10 to 30 times more than one radio spot during drive time (which is considered prime listening time)

Lack of selectivity, limited ability to specific target by lifestyle against niche target markets (Scott Cooper et al, 2008)

Fleeting message, TV commercial usually last only 30 seconds for viewer to see and examine the advertising due to commercials have a limit in broadcast time.(p.355)

3. Outdoor advertising

Robert D. R & David C. B. , (2006) state that “ Outdoor advertising has widespread use among those hospitality operations located near interstate highway, but it can effective in other location as well” (p. 444) However, this kind of medium hard to identify exactly of target audience according to J. David Lichtenthal et a.l., (2004) stated “One of the biggest challenges facing outdoor advertising as a viable medium stems from the difficulty of measuring of audience reach / frequency (especially as it pertains to specific customer segments / profile) in verifiable, quantitative terms.”

As Urvashi P., 2012 wrote about advantage and disadvantage of outdoors advertising:

Advantage of outdoor advertising

1. Huge and eye-catching
2. Targets a large and diverse market
3. Easily registered information
4. Increased frequency of consumer exposure
5. Effective medium of awareness advertising
6. Target middle and upper classes
7. Photographic information (strong visual effect)
8. Build company reputation and product image
9. Quick rise in sales

Disadvantage of outdoor advertising

1. High Cost for brief exposure
2. Risk for vandalism, weather conditions
3. Visibility issue
4. Stationary mode of advertising
5. Time insensitive

6. No feedback
7. No advantage of space
8. Does not target a specific market
9. Short term advertising tool
10. Limited information

4. Online Advertising

Social media

In its current form, Internet is primarily a source of communication, information and entertainment. In addition, Internet is also being a vehicle for commercial transactions. When web was introduced as business medium then it is one of primary uses for marketing. Soon, the web could become a distribution channel for a majority of successful enterprise. (P. Sri Jothi et al, 2011). One among them is marketing and spreading brand communication through Social Network sites (Thompson, 2002)

The definition of social Media by Kaplan and Haenlein (2009), who propose that social media describes “Internet-based applications that help consumers share opinions, insights, experiences, and perspectives” (p.565). According to these authors, social media can include: collaborative projects (i.e. Wikipedia), blogs, content communities (i.e. YouTube), social networking sites (i.e. Facebook), virtual social worlds (i.e. Second Life) and virtual game worlds (i.e. World of Warcraft) (Kaplan and Haenlein, 2010).

P. Sri Jothi et al, (2011) find that the Benefit of Social Network Advertising consists of:

1. Popularizing your brand, idea or service to the target group.
2. Informing target audience about your brand or service’s presence in the market.
3. Encouraging healthy competition in the market.
4. Provide social benefits for the brand.
5. Making the audience to interact and keep them intact with the brand.

Facebook

Facebook is the most popular social media website on the Internet according to a number of user on September 2012 Facebook has over one billion

active users, more than half of them using Facebook on a mobile device. (www.wikipedia)

Thirushen Naidoo, (2011) analyzed “the reason why Facebook has gained such popularity, is simply because it opens people to free lines of communication between genders across the world or across the street in a real time and asynchronous way blending marketing, opinions and suggestions and games perfectly for several minutes of relaxation away from the problems of the world”.

Moreover the organization can get benefits from advertising on Facebook such as:

Engaging consumers – Customer engagement is the most important benefit of Facebook marketing and helps to retain existing customers and also increase brand credibility. During the recent economic downfall, several companies succeeded in retaining their customers with the help of customer engagement through Facebook.

Enhancing brand reputation and image – Company can use Facebook to increase trustworthiness, which may eventually in better branding. Beside that company can have conversation with their customers through Facebook, which may result in a great amount of credibility among their customers.

Build positive brand attitudes – There are a many factors that influence Facebook advertising, including the mood of the consumer when influenced by advertisement, their history with the company or brand, and whether the information they have entered into their profile is really accurate. These factors can be boiled down to simply the brand attitudes consumers have towards the marketer. By using Facebook, companies will be able to foster and build a positive brand attitude towards products of the advertiser.

Enhance customer relationship management – Customer relationship is one of the important parts to make a growth of company, it means that customer relationship fail lead to company and its operations are also bound to fail. Facebook channels assists in making strong bonds between the customer and the company and allows you to know more about the trends and preferences of the customers and act accordingly. Knowing the preferences of your customers makes it easier for you to enhance your product and plan your online marketing campaigns in a much more

effective way.

Announcing

Announcing new products or services – There is no other better and cheaper media than Facebook to inform the customers about the arrival or release of new products and services. Facebook creates a platform that allows for easier spread of new product and service arrivals to a targeted audience.

Banner

MINISTRY OF ECONOMIC DEVELOPMENT AND TRADE, (2011) studied “Banner Ads. A graphic image that announces the name and identity of a website, along with a brief description. Banner Ads may also include audio/video content. An ad that is displayed on websites usually contains a graphic image and some text. Banners are the most common format used for display advertising. These ads are most effective when targeted to the right audience. The ads can be used to generate leads, sales and build brand awareness.”

Email Marketing

E-mail is one of the most interesting new channels enabling interactive marketing.

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either cold lists or current customer database. Broadly, the term is usually used to refer to:

1. Sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business,
2. Sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately,
3. Adding advertisements to email messages sent by other companies to their customers

Researchers estimate that United States firms alone spent US \$1.51 billion on email marketing in 2011 and will grow to \$2.468 billion by 2016. (Www. wikipedia)

According to Kinnard, (2000) defines “e-mail marketing as the act of sending marketing communications to recipients who first request it”. This definition makes a clear distinction between permission based, targeted e-mail marketing and unsolicited, untargeted mass mailings often referred to as spam, which has to some extent given email a bad reputation as a contact medium in commercial relationships.” Abdel Baset I. Hasouneh, (2010) analyzed the key advantages of e-mail compared to traditional direct media are the following:

1. Cost-effective contacts
2. Preferred method of communication for many people
3. Seen as a personal medium
4. Can be customized for each recipient
5. Allows easy interaction
6. Interaction can be tracked and the effects measured.

5. Word Of Mouth (WOM)

WOM is one of the popular marketing communications and one calls it the world’s most effective (Misner 1999). Arndt (1967, p. 291) defines it as ‘face-to-face communication about a brand, product or service between people who are perceived as not having connections to a commercial entity’ or word of mouth (WOM) very generally as ‘the act of consumers providing information to other consumers’ (WOMMA, 2008).

Due to the WOM communication strategies are appealing because of lower costs and fast delivery—especially through technology, such as the Internet. (Michael Trusov et al, 2009).

Internet is attractive and efficient for consumers, and consequently a vehicle for word of mouth, lies in the concept of the Internet itself. (Norbert H. Meiners et a.l, 2010). The Internet is characterized not only by a high degree of multimodality, but also by a high degree of interactivity, which especially in traditional marketing communication often exists to only a limited extent (Esch, Langner and Ullrich, 2009).

Comparison of Empirical Studies on the Effectiveness of WOM

	WOM Inference	Effect of WOM on Customer Acquisition	Comparison with Traditional Marketing	Indirect Effects of WOM and/or Traditional Marketing
Initial (Katz and Lazarsfeld 1955) and most studies	Self-report from surveys	Inferred from self-reports on relative influence	WOM two times more effective than radio advertisements, four times more than personal selling, seven times more than print advertisements	Not analyzed
Customer lifetime value (Villanueva, Yoo, and Hanssens 2008)	Inferred from new customer's self-report	Not analyzed	Customers acquired through WOM add two times the lifetime value of customers acquired through traditional marketing	Customers acquired through WOM spread more WOM and bring in twice as many new customers
Social contagion (Coleman, Katz, and Menzel 1966; Van den Bulte and Lilien 2001)	Inferred from adoption	Difficult to attribute observed contagion to WOM versus traditional marketing	Contagion effects disappear when traditional marketing effects are included in the model	Not analyzed
Determinants of WOM transmissions (Stephen and Lehmann 2008)	Directly: person's decision to transmit WOM in experimental setting	Expected responsiveness of WOM recipient drives transmitter's decision to pass WOM	None	Not analyzed
Valence of online WOM (Chevalier and Mayzlin 2006; Liu 2006)	Inferred from Web site posts and reviews	Higher number of reviews leads to higher relative sales	None	Not analyzed
Impact of social ties on WOM effect (De Bruyn and Lilien 2008)	Directly: through e-mails sent	Social tie effects depend on stage of decision making	None	Not analyzed
This article	Directly: through referrals sent	Quantify direct and indirect effects of WOM and marketing	Compare immediate and carryover effects of WOM and traditional marketing	Demonstrate indirect effects and quantify total monetary value of WOM activity

Source: Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site by Michael Trusov, Randolph E. Bucklin, & Koen Pauwels, 2010.

As the table shows, researchers have used a variety of means to capture, infer, or measure WOM. The table also outlines findings for the effect of WOM on customer acquisition, comparisons with traditional marketing, and incorporation of indirect effects.

Marketers have to analysis the target market before choose the media for get more effective

Table 1: Guideline for target your media

Media	Target Ability
Television	Demographic matching primarily by age. Lifestyle segmentation.
Newspapers	Matching newspaper delivery zones to zip code characteristics using newspaper data.
Magazine	Highly targeted in term of lifestyle segmentation. Regional geographic targeting also available in some publication.
Outdoor	Matching location outdoor to traffic patterns, specific neighborhoods and location.
Radio	Targeting through buying according to demographics and matching programs to lifestyle characteristic. Also strong local geographic targeting medium.
Direct Mail	Target business, household and people. Can purchase lists that target business (industry type), business titles at specific location or zip code that match consumer demographics and lifestyle

The effectiveness of each marketing tools

From the relationship between media and target ability can identify that in each media tools have different target market, therefore to create the effective of marketing communication strategy, hotel should use a multi-channels marketing communication strategy, to reach consumer via multiple touchpoints Camilla Bond et al, (2010)

Chris Fill and Barbara Jamieson, (2011) analyzed “in each media tools have different in communicate and achieve in different objectives. The effectiveness of each tool can be tracked against the purchase decision process. Advertising is better for creating aware- ness; personal selling is more effective at promoting action and purchase behavior. Readers are encouraged to see the elements of the mix as a set of complementary ingredients, each drawing on the potential of the others. The tools are,

to a limited extent, partially interchangeable, and in different circumstances different tools are used to meet different objectives” (p.37)

Table 2: The 4Cs framework: a summary of the key characteristics of the tools of marketing communications

Table I.3 The 4Cs framework: a summary of the key characteristics of the tools of marketing communications

	Advertising	Sales promotion	Public relations	Personal selling	Direct marketing
Communications					
Ability to deliver a personal message	Low	Low	Low	High	High
Ability to reach a large audience	High	Medium	Medium	Low	Medium
Level of interaction	Low	Low	Low	High	High
Credibility					
Given by the target audience	Low	Medium	High	Medium	Medium
Costs					
Absolute costs	High	Medium	Low	High	Medium
Cost per contact	Low	Medium	Low	High	High
Wastage	High	Medium	High	Low	Low
Size of investment	High	Medium	Low	High	Medium
Control					
Ability to target particular audiences	Medium	High	Low	Medium	High
Management's ability to adjust the deployment of the tool as circumstances change	Medium	High	Low	Medium	High

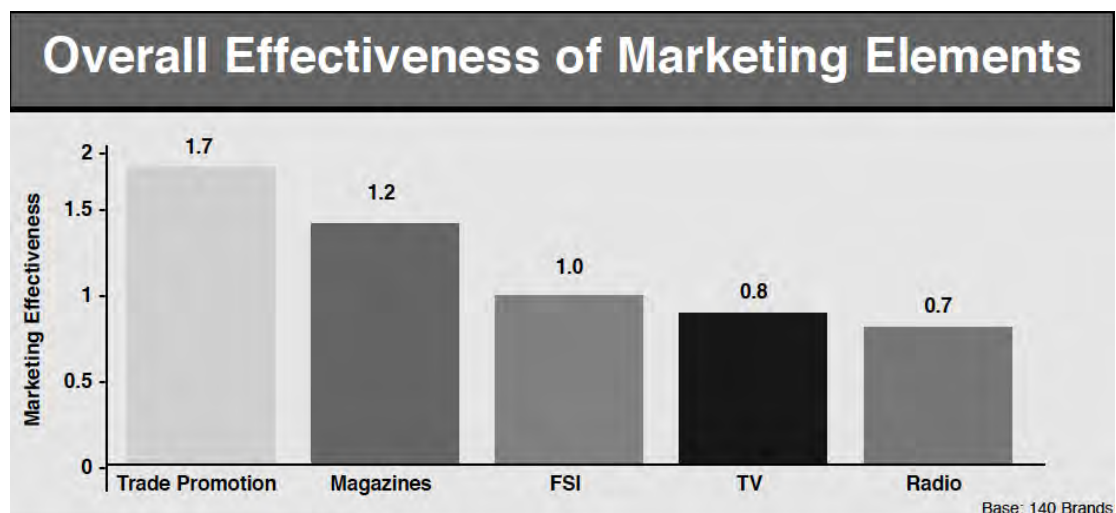
Source: Marketing Communication of Edinburge Business School Heriot-Watt University by Chris Fill and Barbara Jamieson, 2011

Other than these 5 of promotion mix, **word-of-mouth** recommendation. As we shall see later, word-of-mouth recommendation is one of the most powerful marketing communication tools, and the more effectively an organization can develop a programme to harness and accelerate the use of personal recommendation, the more likely it is that the marketing programme will be successful. (Chris F. & Barbara J.,

2011)

According to Magazine Publishers of America teamed with Marketing Management Analytics (MMA), a leader in the field of predictive sales modeling, to quantify the incremental sales impact of overall advertising and magazine advertising in relation to other elements in the marketing mix.

Behind trade promotion, magazine advertising was more effective than any other element in the marketing mix. Among media, magazines were approximately 40% more effective than TV, and 60% more effective than radio.



Analysis of Advertisement at The St. Regis Bangkok

The St. Regis Bangkok is a luxury hotel so the way to promote product and service may differ from other hotels. The hotel will not promote in the campaign or event that is mass for people such as Thai Taew Thai event by Tourism Authority Thailand due to St. Regis would like the customers to feel more personalized. The marketing tool of the hotel separates advertisement into two categories:

Local Media

- **Newspaper;** The hotel does not use mass newspapers like Thairath or Dailynews; they mainly use in specific targets such as Bangkok Post, The Nation, Krungthepturakij and Post Today. They always use this kind of media to promote promotion of the hotel especially in food and beverage sections.

- From the type of newspapers show that The St. Regis Bangkok focus on the educated group, Business and corporate group.



- **Magazine and free magazine;** the hotel usually use this kind of medium. They think about the objective of the advertising and choose the specific magazine to promote.
 - 1. Function:** The hotel hold Wedding Fair twice times per year so they use a magazine that match with their objective such as I Do Magazine, WE Magazine, Wedding Magazine, Wedding Guru, Wedding Creation & Honeymoon and Honeymoon Travel.

Target: - Couples who are planning to get married.
- Company who seek a place for meeting and conference.
 - 2. Food and Beverage:** They choose Gourmet & Cuisine Magazine, Food Stylist, Big Chilli and Bangkok101, BK Magazine, WOM,

GURU and etc.

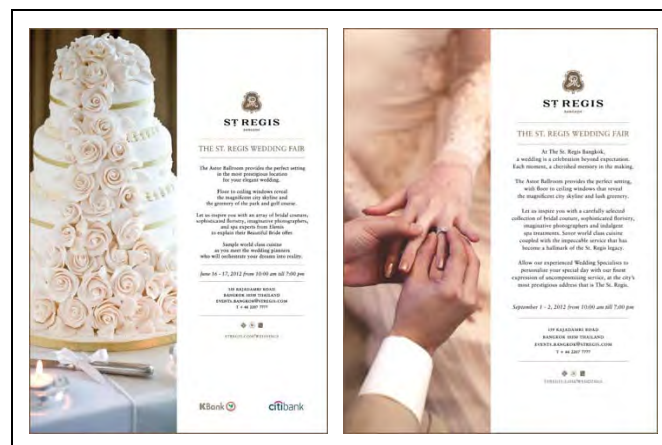
Target: Locals people who love eating and dining out, Japanese housewife and foreigners.

3. Hotel & Room: They selected the life style and fashion magazine type such as 2 magazine, L'official, Look East, Prestige, Thailand Tatler, Expression, Expat Ladies, Travel Daily Thailand and etc.

Target: General people but mostly are lady age around 25-40 year.

Example of Advertising rate:

- Full page in Inspire Travel Magazine of The St. Regis in 3 issues from October-December 2012, January-March 2013 and April-June 2013 equal 328,853 Baht



- Bangkok Best Dining & Entertainment 1,200 Baht per each dining room
- Wedding Magazine 40,000 Baht
- We Magazine 44,200 Baht
- Rate for a local website = 5,000 Baht and International Website 6,500 Baht

Moreover, Free Magazine is other main tool of the hotel to promote their promotion due to this kind of magazine now is popular in local people and this magazine will place in the restaurant, coffee shop, bakery shop that can lead to

specific market. The St. Regis uses BK Magazine to promote.

Here the rate for the BK magazine.

1. 40,000 Baht for whole page
2. 27,000 Baht for half page
3. 16,000 Baht for ¼ page.

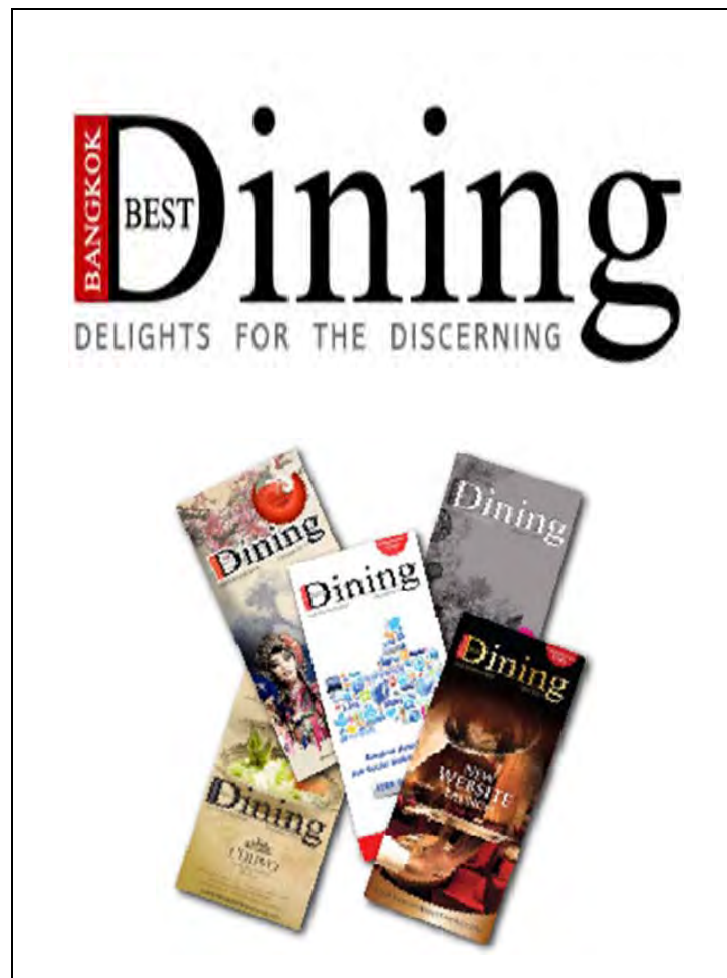
WOM is another type free magazine that St. Regis chooses. WOM Magazine is a Japanese language that target for Japanese people. Advertising's cost 15,000 Baht per page.



Guru Magazine:

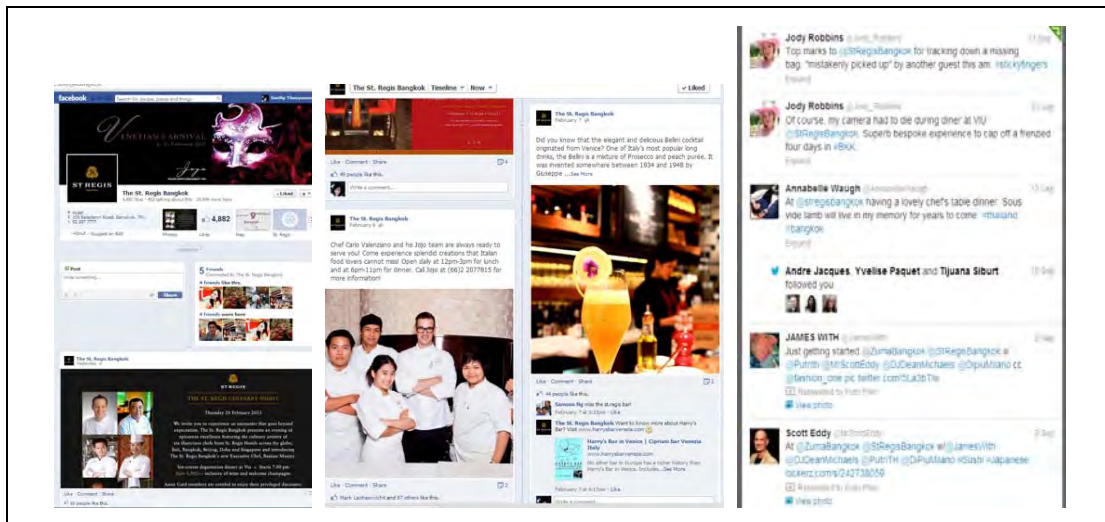
Bangkok Best Dining and Entertainment magazine is another one kind of magazine that The St. Regis selected. This magazine is reflects the lifestyle and interests of an upscale readership that attracts advertising from various sources such

as hotels, independent restaurants, beverage companies, entertainment venues to name a few. This publication targets a readership of professionals and business people (Expatriates & Thais), Senior Government Officials, Diplomatic & UN Personnel along with visiting business executives. St. Regis Bangkok advertise their dining outlet which are Viu, Decanter, St. Regis Bar, Jojo and Drawing room through this magazine for attract more visitors. Advertising's cost 1,200 Baht per one dining outlet.



- **Online Marketing**

The St. Regis Bangkok has Face book Fanpage, which is (<http://www.facebook.com/TheStRegisBangkok?fref=t>) and Tweeter as tools. The hotel try to use Facebook to communicate with customers by always post the up-coming promotion, update social event, some activities that hotel involved, the photo of hotel dish and the media visit such as celebrity and famous people.



- EDM, E-Flyer and E-Newsletter are the electronic mail that hotel often uses when promotions are coming. For example, they will send EDM out before promotion begin around a week. The hotel has database of customers around 4,500 persons.

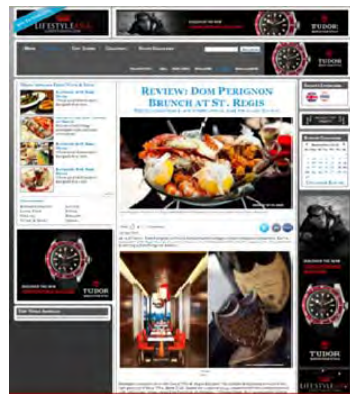


- For the E-Flyer, most of them are promotion for guest room and conference package so sales people will send these to the guests for let's them know the promotion.
- For the E-Newsletter, these media are the news of the hotel for promoting in each month. The St. Regis hires a graphic company to make this letter and sent it out to hotel database.



• Website; they use free website to promote the promotion of hotel such as thairpr, thailand4, Hiclasssociety, Weddingsquare, Weddinghitz, at-bangkok, and ryt9. The St. Regis’s website is (starwoodhotel.com/stregis), they provide general information for the guests who interested in the hotel and make online reservation through the website also.

Target: Teenagers, Middle Age and Business Group



www.lifestyleasia.com



www.tatler.com



www. at-bangkok.com

- Radio; The St. Regis broadcast with Fitz Advertising Company Limited (Radio Thailand, which are F.M.88.0, 95.5, 107.0 and A.M 918).

1. They choose 30 broadcasts of produced radio scoop in episode of 2 minutes scoop production.

2. Program: Happiness Thailand Paradise 2012 on Radio Thailand Service

3. Period of Ads: December 2012 between 7.00 am - 8.00am, 12.00 pm -1.00 pm.

4. Price: 60,000 Baht

Target: - Foreigners who work in Bangkok.

- Local people who have western life style.

International media

Magazine, which are Departure Magazine and Inspire Travel (For Western Country)

- Fine Hotel & Resort, Wedding & Celebration in Thailand 2013 (Publish in India)

- Korea Tourism News (Publish in Korea)

- Travel Daily (Focus on Middle East Group)

- Thailand Reisemagazine in 2013 (Publish in German)



Best Interiors (Russia), Aug 2012

Website

- 1. Kiwicollection
- 2. Chinese.wsj
- 3. Koreajoongangdaily
- 4. Travel.bart.la
- 5. Thestar.com.my

Target: The hotel tries to target in western countries and middle east by published in local magazine in each country and website to attract more customers. International blogger would be other channel that hotel do by giving as complementary for make them write a good review.

Beside of the advertising, The St. Regis hotel also using *advertorial* way to promoting through media tools especially magazine and newspapers. Advertorial is an advertising by using story of the product, not advertise in directly. The customers get the knowledge and understand more about product and service i.e. I Do Travel & Honeymoon magazine



Editorial is publishing in media tools such as newspaper or magazine by have no cost to pay. Media will contact to hotel for making some scope and they will publish information of hotel in media tools such as Krung thepturakij newspaper would like to make a salt column and they ask for interview with chef at hotel about salt that hotel uses then they will publish information in newspaper. This way is famous because hotel doesn't have to pay advertising cost and get advertising in media tools.

In each month, the manager of marketing communication will have a target the *PR value* by calculate from clipping that already published. PR Value is calculated from Ad Value multiplied by 3 for local media but for international Ad Value multiplied by 3.5.

PR Value can calculate only editorial so advertising cannot calculate. If the hotel gets high in PR Value it means that hotel doesn't pay for advertisement cost but can publish in media to create the awareness of customers. The St. Regis Bangkok is using the News Monitoring Company to monitor all the news that they already published or every media that publish the news for the hotel. They bought the package to monitor though magazine and newspaper and also monitor for the competitor's news such as Centara, Conrad, Four Seasons, Grand Hyatt, Intercontinental and Mandarin Oriental.



Chapter 3

Methodology

This section is about methodology used to conduct this research. The research design will be identified, follow by population and the sample of research. The data analysis will be discussed at the last of all.

Research Questions

1. To examine the effectiveness of marketing tools in luxury hotel and which media are the most effective to each target markets.
2. To find out the improvement of the marketing tools that could be make the hotel to reach more customers.

Research Design

In research, there are qualitative and quantitative methods. According to John D. Anderson, state “Quantitative Research options have been predetermined and a large number of respondents are involved. By definition, measurement must be objective, quantitative and statistically valid. Simply put, it’s about numbers, objective hard data. The sample size for a survey is calculated by statisticians using formulas to determine how large a sample size will be needed from a given population in order to achieve findings with an acceptable degree of accuracy and Qualitative Research is collecting, analyzing, and interpreting data by observing what people do and say. Whereas, quantitative research refers to counts and measures of things, qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things and this way is much more subjective than quantitative research and uses very different methods of collecting information, mainly individual, in-depth interviews and focus groups.”

The reasons of using qualitative research because there is a less of simple size due to the policy of the hotel, they are not allow to distribute the questionnaire to the customers so we have to interview with sale and marketing staff only to get to know the effective of marketing communication from the advertisement that they use. Also it is hard to collect the information of marketing tools cause the policy of hotel.

Qualitative method is the way that able to get the deep information about the media channels for promoting the luxury brand. Data was collected from Sale and Marketing Department at The St. Regis Bangkok.

For example of interview question, the hotel uses the same marketing tools to promote in different target audiences.

Population

There are 17 persons in sale and marketing department.

The head of this department is Director of Sale and marketing, he is the only one who can make a decision. In sale and marketing separate into three categories, which are sale, event and convention and marketing communication, and in each section will have a director to control.

1. In sale section consists of senior sale manager, sale manager, executive of sale and sale coordinator.

2. In event and convention section consists of assistant of event and convention, manager of event and convention, wedding specialist, executive event and convention and event and convention coordinator.

3. In marketing communication section consists of manager of marketing and communication, marketing communication coordinator and graphic artist.

Therefore, it made a few sample sizes to collect the data and the characteristics of hotel staffs quite so busy.

The Sampling Method

1. 1 Manager of marketing communication
2. 1 Marketing communication coordinator
3. 1 Executive Sale

Characteristic of Sample

1. They are the people who create the advertisements and choosing which ones are suit with hotel brand.
2. They check the effective of media tools from the occupancy from each event that they promote.
3. Sale person connects to the customers while they are selling.
4. They can observe which tools that impact with customers.



Chapter 4

Data analysis

Normally, the sources of the hotel's revenue come from rooms division, function space and dining outlets. Therefore, the important for boosting all of sale volume is marketing tools.

The marketing communication strategy in luxury hotel is different from other type of hotels. The St. Regis Bangkok chooses the media that are easy to reach the target audiences more than to get a large quantity. The messages that they use when communicating with customers are differently used depending on the event and promotion's objective. However, every promotion context for any communication with guests needs to align with the hotel's brand standard.

Findings

The target group of St. Regis Hotel

Target audiences of The St. Regis Hotel can be roughly divided into 2 groups, which are agencies and general customers.

1. The agencies will act as middlemen to provide their clients with several hotels' packages and promotion details. Their clients will take the information to consider before making decision whether they agree to use our service. Most of agencies of The St. Regis Bangkok's are travel agencies and catering company.

2. For general customers, they will come to the hotel directly with their own interest. They might be interested in food and beverage promotion, room reservation, or catering side.

2.1 The age range of the audiences starts from 20s – 60s.

2.2 Most of teenagers are interested in food and beverage promotion.

2.3 Most of the guests at the age of 30s - 40s visit the hotel for business purpose.

2.4 Guests at 50s and above usually come for leisure.

2.5 However, the hotel's audiences also can be everyone with purchasing power, whether they are guests of hotel's outlets, rooms, or conventions since most of hotel offers are quite expensive in comparison with other hotels'.

To suit for the target market of hotel, marketers have to choose the right channel of the marketing tools for matching with them to get the most effectiveness when promoting.

Types of marketing tools used

The existing marketing tools that St. Regis chooses which are printed media in term of newspaper, magazine, poster, brochure and social network. As the staff in marketing department said, "The main channels of promoting are printed materials and social network. The St. Regis promotes their special activities/offers through newspapers, magazines, posters, brochures and flyers. Some of them are paid advertisements and some are the editorials done by the publications' writers. For social network, hotel use them with the main focus on spreading short-term promotion. This includes the promotion posted on Facebook, Twitter, bloggers' sites such as Pantip, personal blogs and traveling agency websites." However, broadcast media is other tool that hotel concerns as staffs told, "hotel also present the hotel's activities through the hotel's TV screens, radio" In addition, the hotel website is one of the thing that hotel provides to people as the alternative channel to booking online and get some information about The St. Regis Bangkok such as the history of branding, the some traditional of St. Regis and promotion of month. Hotel official websites is (www.stregis.com/bangkok and www.stregisbangkok.com)

As the present time, Internet is an important tool that has an effect on the lifestyle of people so it is a good chance to promote the product and service through the Internet . According to the staffs of marketing department said "The most efficient channel is social network and electronic direct mails (eDMs). Nowadays people spend more time serving the Internet. The St.

Regis Bangkok has almost 5,000 Likers that follow the events in hotel Facebook. This is one of the effective promote hotel because most of Facebook fan page's likers are our regular customers. They follow our activities posted on the page and most of the reservations are from them. Hotel also have 6,000s addresses in our

database to distribute the news directly to their inbox and also receive many guests' reservations referring that they receive the news through Facebook and eDMs." There are only three staffs in marketing communication who able to login Facebook which are director, manager and coordinator in marketing communication. They will update information and activities when the hotel holds in special event or promote a new promotion.

Limitation of the printed material

On the other hand, there are some limits of collateral materials in term of wording and pictures that hotel presents. Due to the brand standard of The St. Regis as the staff in sale and marketing department informed, "Every Starwood Hotel and Resort has its own brand standard which limits the way to produce all collaterals. St. Regis brand is categorized as the world's "luxury" brand with the heritage dated back from the year 1904, in a "high-society" family in New York. Therefore, the rule for wording and visual appearance must be strictly applied to the standard. The hotel is allowed to use descriptive rather than normal words used in daily life, with a careful attention to details when composing the body texts. The pictures should be simple yet hinted with luxury and lavishness, never make anything in a gaudy and cheap way." However, it means that all images and texts need to be catchy and prominent from other' advertisements. This way is good to make readers recognize the St. Regis brand when they see all materials of hotel such as the font and text that always repeat in the same way into different advertisements of the hotel.

Apart from that, in each process in producing the advertisement, it takes time to get permission from the heads. Thus, there occurs a problem with supplier in producing in the limited time with the good quality and reasonable price according to the staffs in marketing communication said "We need "the right thing" to suit what we are doing. We need to wait for the heads of all concerned departments to approve the works before having them done – which consumes so much time. The problem continues to the limited time to source for the right supplier who can finish the work in time, with the best-offered price. Some time the cost goes beyond the budget since we have to amend if occurs any false".

Creating awareness by hotel

Since The St. Regis Bangkok just opened for 2 years so it is important for the hotel to create the brand awareness through many media channels such as newspaper, magazine and social network and other channels depending on the characteristic and lifestyle of target audience. When people noticed The St. Regis brand, they will come to experience at the hotel. The staffs in marketing communication said, “People can hear the hotel’s name from everywhere. For example, they might watch the news on the television or listen to the radio about the insurance company holding a press conference “at The St. Regis Bangkok”. They might hear about a hi-end clothes fashion show, closed dinner, or weddings of celebrities held at our hotel. There are several activities that mention the name “The St. Regis Bangkok”. Some people can see it from the newspapers and magazines through hotel’s advertisements, articles, and social events news. These all take part in contributing the hotel awareness.” The printed materials and social media were counting in increasing awareness of hotel.

The ways to create hotel’s awareness are different depending on different customer groups:

For foreigners, either Westerners or Asians, the best way to let them know of hotel happenings is traveling websites such as *Trip Advisor* and *Kiwi Collection*. Foreigners usually do the searching, reading the reviews of their destinations before making any decision. The experiences of the previous guests tend to make lots of influences in making ones’ decisions; therefore hotel is trying to create positive feedbacks as many as they can.

1. For teenager, the hotel uses the website to promote the brand and promotion for them.

2. Apart from websites, people may know the hotel from the printed materials, which are distributed in certain countries. For example, “Korean Tourism magazine”, with the feature of The St. Regis Bangkok, was published in October 2012 and was sold at leading bookstores in Korea; “Brisbane Time”, with the review of The St. Regis Bangkok’s suite, was published in 2012 and distributed in Australia. It shows that the hotel use English language magazines and newspaper to promote the promotion suitable for foreigners (both Asians and Westerners).

3. For local people, hotel is using lifestyle magazines and Thai language newspaper such as Post Today and Krungthep Turakij.

4. The St. Regis use English language magazines and newspapers to promote the promotions suitable for foreigners, both Asians and Westerners.

From time to time hotel also hosts local and international media from several publications. After their stays, the media will reveal their experiences at the hotel onto their media channels. These are another great ways to make the hotel's reputation better known. It means that Social network is one of the most effective one since people nowadays have more access to the Internet, which allow the information to spread quickly or it can be called as Word of Mouth Marketing (WOM).

The St. Regis brand loyalty has become an important factor to create awareness from people due to the St. Regis has a reputation and being famous at New York. Therefore, it is a good chance for people in choosing The St. Regis Bangkok as their accommodation when they are planning to stay in Bangkok. As the marketing coordinator said, "Another great reason behind the awareness of The St. Regis Bangkok is the brand loyalty. The guests who have experienced/heard of the fame from the first St. Regis hotel in New York and also the other ones around the globe would like to try another. The St. Regis Bangkok then becomes another destination on their mind."

The interest in advertisement

With the St. Regis brand standard including the promotion of the hotel, it creates interest in advertising by visual appearance of the material as staffs said "The visual appearances of the promotional materials attract their attention and they want to know more about the details. That is pretty much why they spend more time reading our advertisements and other promoting objects."

Apart from visual appearances, people are interested in promotion deal of hotel as hotel is focusing on serving the best service and product standard to customers, rather than offering the lowest price to large quantity customers like that of some other's hotel promotion. According to the staffs in sale and marketing department said "Apart from attractive visual appearances of the promotional

materials, customers are interested in the promotion deals we are offering. Our brand does not focus on the “cheapest price” that the customers will pay for, or the “large quantity” that the customers will get, but we guarantee the best quality products that the customers will experience, along with the best service from well-trained staffs. These are what we want to make the customers acknowledge and we are trying to let them perceive this through our promotional materials.”

“We always create special activities that other hotels do not have in general, making our promotions outstanding among the others. For example, we are having “Sunday Brunch” in cooperation with Dom Perignon, which is a luxury vintage champagne brand. This is different from other hotels where offer only general brunch with mundane buffet line. We also have “Fashion High Tea” where guests can watch live fashion show from world-class brand while enjoying high-quality tea. These are exclusive activities that other places do not have. Once the guests have the opportunities to experience at The St. Regis Bangkok, satisfaction is created and they want to come again”, some staffs said. The St. Regis Bangkok uses premium products that customers can’t find elsewhere as the key factor for special promotion to attract people, which is different from other hotels.

The reasons for choosing The St. Regis Brand

The St. Regis is the luxury brand of Starwood chain that just had its first introduction in Thailand in April 2011. With the good reputation from New York, The St. Regis Bangkok receives warm welcome from every visitor who would like to experience St. Regis tradition. For the uncompromising service is butler all 24 hour, which is the first hotel that provides this kind of service, so the hotel can guarantee for the good memory for their guests. Apart from that, the best location, which connects with Ratchadamri station of sky train that makes the guests travel in Bangkok easier, is one of other attractive thing.

The St. Regis Bangkok introduces the best experience in the dining outlets by chefs are meticulous in choosing the finest product so it can certify that guests are served with best quality of food. From these reasons can be unique selling point when they promoting the accommodation of the hotel. According to manager of marketing communication said “For rooms we are having St. Regis Butler who offers great

experiences 24-hour/day throughout the guests' stays with us. They will provide the guests with complimentary tea and coffee; packing and unpacking service upon arrival and departure; pressing service; shoe shine; and e-Butler which offer an opportunity to mention specific needs before the stay. The St. Regis Bangkok guarantees the best location with the best views in the heart of Bangkok, and all access, which can facilitate the guests coming for business and for leisure. For food and beverage, The St. Regis Bangkok has special ingredients that are rare in Thailand. It imports quality, hand-selected stuff from its origins, and also has interesting themes for F&B promotion in a certain period of time. The guests then want to experience our specialties.”

Effectiveness of the media

The main media of marketing tools at The St. Regis Bangkok.

Categories	Tools
Food and beverage	BK Magazine, Bangkok Post Newspaper, WOM Magazine, Guru Magazine and Post Today
Event and conference	Free website, Wedding Magazine and Wedding website.
Rooms	International media. Magazine and website

Remark: eDMs for the Astor card member and repeated customers.

E-Newsletters for people who are interested in St. Regis promotion.

The criteria of hotel measures the effectiveness of marketing tools are the number of guests calling the hotel for more information or joining the event and promotions. These ways we can observe who are the customer groups of each marketing material and adapt in the right way to promote in the future in case of not reach the expectation.

The St. Regis Bangkok is using many ways to promote the hotel to suit with different hotel's target audience such as teenagers; hotel chooses social media as a main tool for promoting food and beverage but for foreigners; hotels prefer to use travel website and personal bloggers who feature the hotel's stories to attract them. Therefore, the hotel must choose in multi-channels marketing communication strategy which is able to create the most effectiveness in strategy according to Camilla Bond et al, (2010) said "From the relationship between media and target ability can identify that in each media tools have different target market, therefore to create the effective of marketing communication strategy, hotel should use a multi-channels marketing communication strategy, to reach consumer via multiple touch points"

In each media tool that the hotel advertises to public, they will put the call-to-action for people who are interested in hotel's promotion and make online reservation through official website and Facebook fan page. As the staffs in sale and marketing said "In every advertisement we make, whether in printed materials or websites, we always put the "call-to-action" paragraph/clickable banner for anyone who is interested in the promotion to call or E-mail for further information or making reservations. We also allow them to make reservations online through our official website. We always update our Facebook fan page so we also accept reservations through that."

The analysis of the effectiveness in media tools of The St. Regis Bangkok by separating into 2 point of views, which are in awareness of customers through marketing tools and revenue/profit from the promotion:

1. In the view of "The marketing tools" that The St. Regis chooses for promoting is matching with their target audience, which is the hotel expected due to the hotel uses the right media channel to promote the right target audience. For example, The St. Regis Bangkok promotes Food and Beverage promotions through BK magazine and Bangkok Post as the main channels. As mentioned before, most of target audiences are foreigners so the media tools need to be in English language for the readers to understand. Therefore, BK magazine and Bangkok Post are the kinds of media that can reach foreigners and expat directly. In the point of view of expats, BK Magazine is being a guideline for finding the new restaurant as the alternative choices

for dining. Other than that, it is a free magazine that has many distribution places, for example, in coffee shops and restaurants such as Starbucks, True coffee, Au Bon Pain and The Ninth Café that are straightforward to people who love in eating and drink outside.

For the dining outlet at a hotel, there are 5 venues at The St. Regis Bangkok: VIU, the international restaurant: Jojo, Italian restaurant: The St. Regis Bar, stylish bar: The Drawing Room, tearoom; The Decanter, wine lounge. The targeted customers are different for each venue.

1.1 At VIU, most of the guests are those who spend night at the hotel since it is the venue that serves breakfast. The nationalities of the guests are varied from the in-house guests and are not limited to solely Asians or Westerners. Guests who come to dine especially at VIU are mostly Thais and businessmen from Singapore, Hong Kong, Taiwan, and others, since they come for business meal over lunch. For dinner time there are more families and partners.

1.2 This is the same as at Jojo where mostly serves cooperate guests during lunch and families in dinner time.

1.3 The St. Regis Bar and The Drawing Room are another locations for guests who do not want to have official meal to have business talks and to hang out with friends.

1.4 For The Decanter, most of the guests are SPG members, a program by Starwood that offers many privileges for its customers, where they can enjoy the discount offered from the hotel's promotion.

1.5 For SPG members always get up-coming promotion from eDMs because all data of Starwood member already put in hotel' database so they will know the promotion of hotel directly.

Here, again, there are various groups of customers with many nationalities each day. As The St. Regis Bangkok focuses on foreigners, expats and hi-end groups so they choose the media, which are in English language to suit with their target group. It is quite successful in drawing attentions from the customers that do not read in Thai. As mentioned earlier, there are several nationalities of customers, not limited only for Thais. However, it does not mean that the readers who are the target group will come to hotel and The St. Regis Bangkok's guests may come from

the other sources. From this point, it is not to judge that whether the marketing tools will be effective to the target, it depends on satisfaction and the latest experience with hotel.

2. The right media tools with the right audience are not guaranteed for the revenue and profit of the hotel. It might not be that successful in term of financial of the hotel in all departments. There are many reasons to make The St. Regis Bangkok unsuccessful in promoting.

2.1 From research to compare with other hotel's restaurants in the same level, found that The St. Regis is costly more than other places.

2.2 The person who is invited to be a guest in that promotion is not interesting. With the luxury brand of The St. Regis so most of guests are special called "Discerning Guests"; it is hard to find someone to serve the pleasant of guests.

2.3 The period of time is not appropriate. Some promotion is too short or inappropriate to match with the way of life.

2.4 Some guests were not impressed in service of staffs; below their expectation or miscommunication between staffs and guests e.g. guests would like to use promotion of Citi Bank for discount in meal but staffs said that it was expired already but actually it is still valid. This kind of problem lead to bad experience of guests.

2.5 As the present time, people have many choices of restaurants, which are same level with The St. Regis so they may go to other places to get new experience.

2.6 In each month, hotel tries to launch many promotions to attract more guests so it has a limitation of time to promote in each promotion.

In conclusion, The St. Regis selected marketing tools, which are matching with their intended target audience. The intended target are foreigners, expat and hi-end group. As mentioned, most of target audience come from aboard and hi-end of local people because the price of product and service is costly if compare with another hotel in same categories. That is why they focus on international media more than on the local media because travelers are willing to pay when they are going on holiday to get the best experience more than that of local people. However there are some of them prefer to have experience with St. Regis brand so Thai people also count as one

of target group at luxury hotel. Therefore, almost of guests are foreigners and local people who can afford the price of hotel.

Effective media of hotel is online marketing which are Facebook fan page, electronic direct mail (eDMs), E- newsletters, twitter, personal blogger (i.e Pantip) and traveling website (i.e Trip Advisor). According to marketing coordinator said “Social network is the most effective one since people nowadays have more access to the internet, which allow the information to spread quickly and also it would be continue to be more famous in next few year due to Social Network will receive more attention since people tend to care more about paper usage. We are trying to lessen the use of paper which is no longer environmental friendly.” On the other, it is still not judge which marketing tools will be the most effective in the future since every target needs different tool.

However, the promotions of the hotel become a barrier to make hotel get less of revenue. The St. Regis Bangkok uses the same distribution channel in promoting, some promotions are successful and some are not. For example, “Ladies Who lunch” promotion had been promoted in WOM magazine target on Japanese people for 3 months and hotel must pay 16,050 Baht per a month. One person cost around 825 Baht but at total hotel got only for 4 people for this kind of promotion so it shows The marketing communication of The St. Regis Bangkok is not so effective especially in term of Food and Beverage.

Remark: WOM is a free magazine for Japanese women who live in Thailand. Magazine focuses primarily on Bangkok lifestyles, which are not only women categories such as fashion, shopping and dining but also various daily lifestyles. For distribution of WOM consists of 10 places or more in main department stores, Hospitals, Restaurants, shops, Hotel and Travel Agents and 300 places or more in Japanese use a facility.

Chapter 5

Conclusion and Recommendations

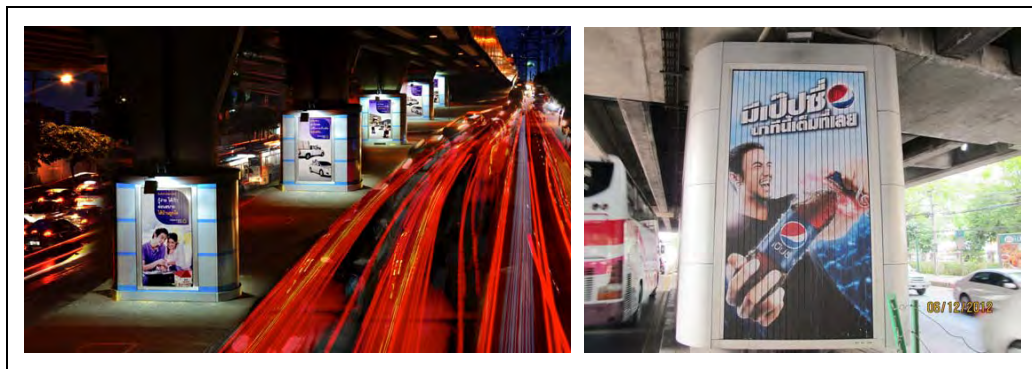
Recommendation of marketing tools for F&B of St. Regis Bangkok

As aforementioned, The St. Regis Bangkok already used in many ways of marketing tools such as brochure, magazine, social network and radio to reach their variety of target audience by concerning from their behavior such as teenager via social network and foreigners via traveling website and objective in promoting to each kind of target audience. However the revenue of Food and beverage of the hotel still lower than expectation.

As the present time, there are many media tool for promotion food and beverage such as magazine, social media, electronic mail, radio and outdoor advertising for boosting revenue of the hotel. The St. Regis already tried in many ways but it was still not that successful and still having low reputation in food and beverage section. Therefore, the hotel should try in other way in promoting outdoor advertising such as “Trivision Billboard or Furniture Street” along the Sukhumvit road and nearby the hotel in Rajadamri area to increase market around hotel for lunch, brunch and afternoon tea.

According to Master Ad Public Company Limited (MACO) where is a leading out-of-home media advertising company in Thailand with media coverage of more than 1,200 ad display units nationwide informed about furniture street outdoor advertising as “this is a small-size of advertising media that is located near pedestrian walkway or on the side of a road. The media can be observed by the pedestrian on eye contact level and by the car users. The media targets city dweller and working groups who live in the business districts.” Moreover, from Maco’s researched that “Street Furniture is installed on main streets and targets groups of people who live in business district areas or buildings that have high traffic volume because the media will be located in the middle of a road to attract car users and pedestrian on both sides of walkway (entrance and exit). This kind of media Street is being set up in a uniform

distance and continuous fashion. Thus allowing creation of series advertisement and is being distributed in "networking media" method which enable us to reach out to targeted group in a wider circle. For Trivision display is a sign can reshuffle up to 3 Ads display, increasing attractiveness of the media to viewers, mostly the media tools are being installed around BTS stanchion in 20 BTS stations. Hence, this way can attract business expat and working people who have a workplace not far from hotel and easy to have dining by sky train. The advantage of this kind of medium can impact in the subconscious mind of the pedestrians, drivers and passengers or everyone who are at location that the billboard is located.



For example of price for a furniture street Advertising

For a rent of one stanchion along Sukhumvit Road and Rajadamri area is costly 182,000 THB

For art work per 3 images are costly 45,000 THB

Total the furniture street advertising is costly 227,00 THB per month

Source: Master Ad Public Company Limited (MACO)

For one of another alternative media tools that I would like to suggest is multimedia in the digital screen in country. As for the VGI Global media Public Company (VGI), formerly called Global Technologies and Telecom Company Limited which is one of the famous in advertising service, they have their own the biggest digital screen networks in a city, with more than 4,000 screen across in variety network such as BTS and Office tower so VGI's client can communicate with a specific target through their efficiently network.

Screens in BTS is one of outdoors advertising because there are almost a million passengers spend average 25-30 minutes for one trip so it is a good chance for the hotel to create brand awareness in these places. For the message for communication, it should be short and precise to attract people in the short time.

Within office building networks, the networks consists of more than 450 screen in the best 51 office buildings such as U Chu Liang, Interchange and Exchange tower around Asoke intersection. From the recent study show that office workers spend at least 5 uninterrupted hours per month in the lifts, with these reasons make office tower network become one of the most effective media. 4 gigantic LED screen with size more than 200 square meters in the busiest intersection in town able to reach high number of people on the roads.

These kinds of outdoor advertising are of one of suitable media tools for the St. Regis Brand due to it can create digital image, color and sound in the same time, these reasons are able to contribute the imagination of the viewers easily. In addition, this kind of medium also reaches the large group of target audience.



For example of price for multimedia advertising

1. 1,000,000 – 2,000,000 THB for advertising within the area that VGI's own such as within BTS, Office building and intersection.

2. They have in many package to suit with each properties and also give the recommendation to the client who interested in these kind of advertising

3. Pay advertising per a month

Source: Global Technologies and Telecom Company Limited.

By the way, hotel has to promote afternoon tea at drawing room and lunch/dinner buffet at VIU in advertising to boost up hotel revenue because food and beverage revenue is one of important part of hotel revenue. The cherished tradition of afternoon tea, which is being an elegant ritual and cultivated by Astor family over 100 years at St. Regis in New York City can be a good product story to attract more customers to experience at Thailand's first St. Regis hotel. Moreover, the elegant of drawing room able to bring back to the era of Astors where guests can enjoy tea in lounge-style setting, and also drawing room offers the beautiful Royal Sport Club and Bangkok beyond. Afternoon tea is offered each afternoon from 2.00 p.m. – 6.00 p.m. at Drawing Room.

The St. Regis Bangkok should provide Afternoon tea as a permanent promotion to create an unforgettable and delightful experience for guests in noon period especially business expat for business meeting, working people around hotel and teenagers who would like to find out the place for reading and relaxing in afternoon. Normally, people will look for restaurant where is nearby the workplace so it is a good opportunity for St. Regis to promote and attract them by using billboard medium as I already mentioned earlier to increase in hotel' s revenue.



For current promotion at VIU; it is a seafood buffet on Friday-Saturday starts at 7.00 p.m. 1,250 ++THB and 2,400 ++ THB include wine and Sunday Brunch starts at 12.30 p.m. – 3.30 p.m. 2,950 ++ THB include 3 kinds of wines. They also corporate with Citi bank by get 50% discount for 2 people. The hotel should promote this kind of promotion by focus on working people or businessman who seek for the restaurant to chill out after working and family as target audience. The hotel should create more promotion for lunch buffet around 12.00 p.m. – 2.00 p.m. to attract more customers who are staying around the hotel such as businessman and business expat.

For a current of promotion at Jojo Italian dining venue is “Antipasti Lunch at Jojo”. It is buffet lunch, which provides guests with quick and delight lunch also add a main course and desert as optional choice. It’s available on Monday-Friday at 12.00 p.m. – 3.00 p.m. Hence, The St. Regis should promote more about Food and beverage in lunch time for increasing the revenue of the hotel by choosing the outdoor advertising nearby hotel for attract people around there.

In general, print media is an effective tool that people can access the message in anytime and keep for a long time in form of accumulated copied. (Weaver & Oppermann, 2000) Therefore, hotel should add more brand of magazine which is still be hit their target audience to promote in food and beverage because they actually advertise only in 5 sources.

Recommendation to faster the process of producing media tools through a better communication process within and between departments.

1. Process of producing media tools

Process in producing is become a barrier in hotel. As mentioned, staffs need to follow The St. Regis brand’s rule so they will get permission from the heads of all concerned departments. This process takes a long time and leads to the lateness in producing advertisement. To avoid the problem, the associates in Marketing Department have to comprehend the brand standard in order to create the most suitable artworks from the beginning. Also, they have to plan the time frame for every project very well to ensure that everything will be prepared and not go to the last minute.

Good Communication is important thing within hotel because in every department are related to create the best of service especially in produce the promotion of a month. Normally promotion of hotel would be a food and beverage so all heads who are involved with that promotion should be together to have a clear in each point of information in advertisement for make less in miscommunication or misunderstand. Hold the meeting between director of food and beverage, director of marketing communication and director of sale and marketing to consult which is the best way to produce promotion by base on brand standard and promotion. It would be great to fix the date in a month for the meeting as 4 times per month for discuss about promotion. Within second of meeting, it should be get the final result for having a time in producing advertisement. After get the final decision making, head of department should tell staffs who are on duty with the promotion to make a clear understand when the guests ask for the promotion. In every of meeting, marketing coordinator should create meeting minute document to get a preserving the historical record of the meeting for future reference. For urgent meeting, it should be reminder as different color to remind all people who involve in meeting.

Sample of Meeting Minutes



Meeting called to order at 5.00 p.m. by Director of marketing communication Room

Meeting Minutes: Monthly promotion

Date: Every second of Monday of a month

Attendees: Director of food and beverage, Director of marketing communication and Director of sale and marketing

Attendees absent: -

Agenda:

1. Wording of advertisement
2. Promotion of month
3. Template of advertisement
4. Cost per Advertisement

Approval of minutes:

1. Motion: To approve Minutes of second Monday of a month Board meeting.
2. Vote: Unanimous approval.
3. Resolved: The minutes of the second Friday meeting are approved as corrected and entered into the Association records.

Prepare by: Marketing Coordinator

2. Staff daily meeting in the food and beverage department.

Regarding to the miscommunication between staff and customers for using of City Bank promotion, the hotel should make brief meeting for current exist a promotion to all staffs to make sure that they know about the current exist a promotion. This way able to make less miscommunication problem that is one of reasons that make guests feel unimpressed when they come to get service from hotel.

3. Recommendation for evaluating the effectiveness of media through questionnaire in the dining outlets.

To classify the effectiveness in marketing tools of the hotel through advertising, The St. Regis Bangkok should add more in marketing tools part of questionnaire in all dining outlet to observe the guests for getting the source of the media that bring they to the hotel and also able to identify the nationality of guest to know about the media that hotel already promoted is it effective for that country.

Sample of marketing tools part in questionnaire

1. Through, which media that you know The St. Regis Bangkok?

- | | | |
|--|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Magazine | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Face book |
| <input type="checkbox"/> Word of Month (Friend and family) | <input type="checkbox"/> eDMs | |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Other _____ | |

2. How often that you come to dine at The St. Regis dining outlet?
- 1 time per month 2-4 times per month
- more than 5 times per month
3. Which dining outlet in a hotel that you prefer? (Able to answer more than 1 outlet)
- Viu Jojo Decanter
- Drawing Room The St. Regis bar Pool Bar
4. How do you know about the promotion of dining outlets?
- Magazine Newspaper Face book
- Word of Month (Friend and family) eDMs
- Radio Other _____

Suggestion for further improvement

The implication of the research

For the marketing communication strategy in luxury hotel can apply in other industry in hospitality such as another chain in luxury hotel, hospital, dining outlets, and airline. In which industries already had a specific target group, they should find out the media to match with the target audience to get an expected of customers. This way can help organization to have an effective in marketing strategy as “right target in the right medium in the right time”. To investment in advertising in the right way can make that companies save cost in marketing expense because they will focus only the target audience and promote directly to them by the right channel to attract them.

As for the St. Regis’s marketing tool are matching with the target market groups which is foreigners, expat and hi-end of local people so they focus on media tools which are English language to easy for them in understanding. For example, face book suite with teenager, BK magazine for expat and foreigners and Electronic direct mail (eDMs) for membership.

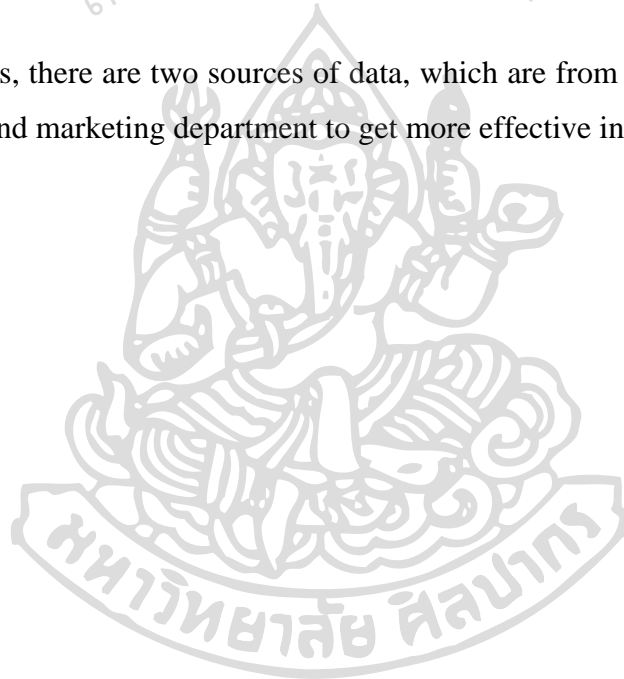
The limitation of the research

Due to the policy of The St. Regis Bangkok, it is not allow to interview the customers so information that got is not as rich as it should be. In addition, staffs in

sale and marketing department are so busy and having no free time to interview hence, the sample size is limited.

For further research, should interview the customers of the hotel about the marketing tools and collect all data to analyze for the effective of marketing communication tools. This way can get the reliable of information more than interview with staffs at the hotel only. Moreover, it should has more sample size of staffs in sale and marketing which are director of sale and marketing to get to know about strategy and marketing plan of the hotel, sale people to know about which materials that they use when present to customers and marketing communication staffs to know about which media tools that they select to suit with target market of hotel.

Thus, there are two sources of data, which are from customers of hotel and staffs in sale and marketing department to get more effective in a research.



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<http://en.wikipedia.org/wiki/Facebook>

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<http://www.starwoodhotels.com/stregis/about/index.html>

<http://www.vgi.co.th/multimedia/multimedia.php>

Appendix

INTERVIEW QUESTIONS

On behalf of Silpakorn University International College, I'm studying MBA in Hotel Tourism Management. I'm interesting in The St. Regis Bangkok, which is a category in Luxury collection level in Starwood chain. So I would like to interview you about The effectiveness of marketing communications strategy in luxury hotel in Bangkok Case Study: The St. Regis Bangkok.

There are the questions as following:

Please feel free to answer the questions

1. What messages do you use for communication?

ATTENTION

2. Who are the target audiences of the hotel?

3. What are the marketing tools that the hotel uses for promoting?

4. How can the marketing tools attract the reader? E.g. visual appearance, image and typography?

5. Why would the customers take time to read the advertisements?

6. What online marketing channels that the hotel uses? In your opinion, which online media tools are the most effective?

7. From which media do you think that your customers know the hotel?

8. In your opinion, what is the most effective tool to create hotel's awareness?

9. What are the criteria for measuring the effectiveness of the marketing tools?

10. In difference target markets, do you use the same marketing tools in promoting? If not, could you tell the suitable tools for each target?

11. What are the problems for the marketing tools that hotel uses? What is the solution?

12. In the future, do you think which marketing tools will be the most effective to your market target? What are the coming-up trends in advertising that will be influential with your hotel?

13. In comparison with your competitor hotels, do you think that The St. Regis Bangkok needs more media tools? Explain.

INTEREST

14. Why would the customers read the whole of the promotional material?

15. What makes the customers interested in the promotional materials? What benefits the customers? What are the unique selling points of the product and service?

DESIRE

16. What are the motivation to persuade your customers to buy your product and service? E.g. promotion, competitive pricing, limited supply, available only to certain guests, loyalty schemes.

17. What are the unique selling points of the product and service that the hotel put in the advertisement to make the customers buy it?

ACTION

18. What are the sources of the hotel's revenue?

19. How do customers buy your product and service from the channels that you advertise?

20. Through what kind of selling channels that you advertise? E.g. call center, online booking, direct walk-in, or agencies?

Responsibilities of trainee in sale and department at The St. Regis Bangkok

Internship in Sales & Marketing department outlet marketing communication

At The St. Regis Bangkok

From 1 August- 31 October 2012

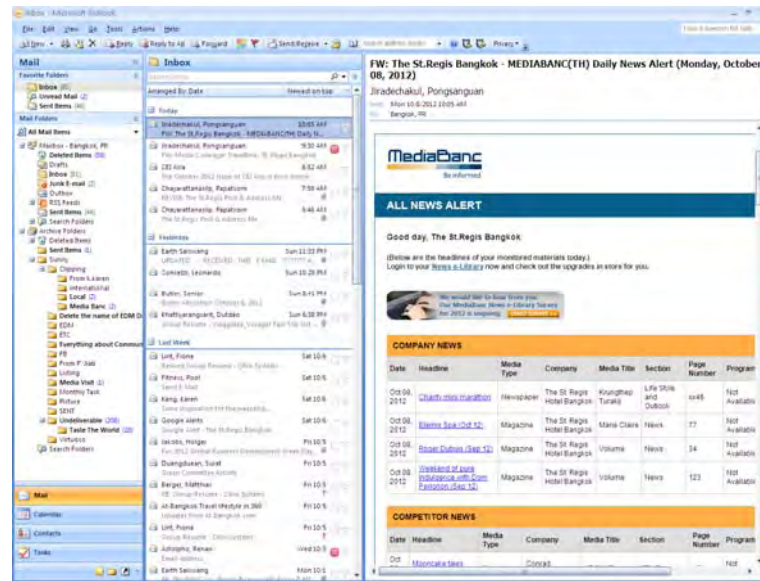
Check Daily Newspapers/Clipping;

In Everyday morning around 10.00 am. will get e-mail from P'woon or P'Jiab for Media Banc clipping and then save as in Public file- Sales&Marketing-Marcom-Marcom to share with all user-Folder name month/year and print it out. Bring that clipping to P'woon for let's her write/highlight some description in case

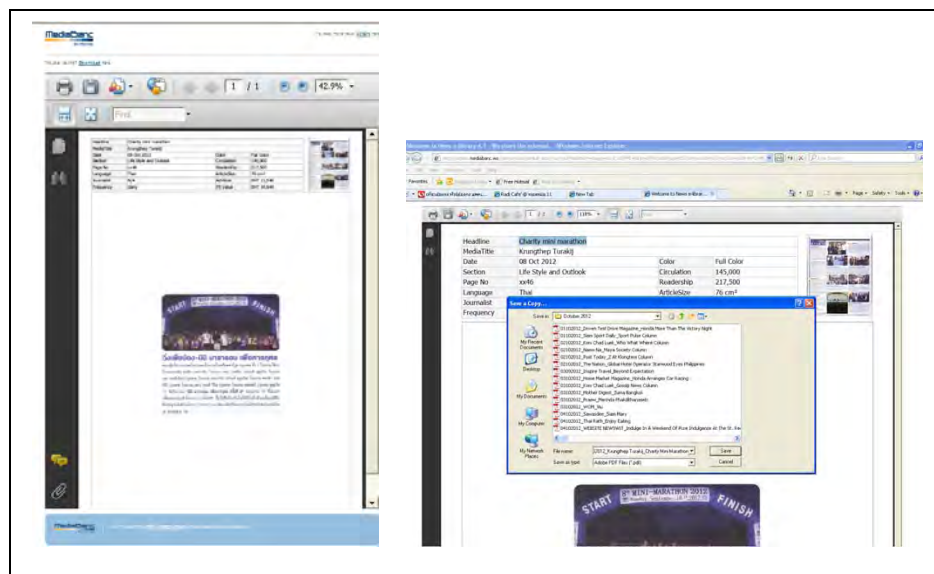
that its in thai version. Make a second copy prepare for in that end of the month for the clipping report.

How to do it!! Please see as below following:

1. The e-mail that got from Media Banc choose only Company New foe the clipping but you can write some clipping of competition news in case that you have free time for updated trend of hotels.



2. This is the example of file of chipping in PDF file and save in Marcom to share with all user in file public.



Clipping for website

Almost of clippings from website are International clipping so go through that website and copy all the text and including the logo of that website (above of the page). At the end of page put the link and date (must be real date that publish in website). Some local website are ThaiPr.net, W5 , Bangkok4 and bkkdiners.

The format of cover clipping Local & International Report

ST REGIS
BANGKOK

EDITORIAL CLIPPING REPORT

LOCAL MEDIA

October 2012

MARKETING COMMUNICATIONS DEPARTMENTS



ST REGIS
BANGKOK

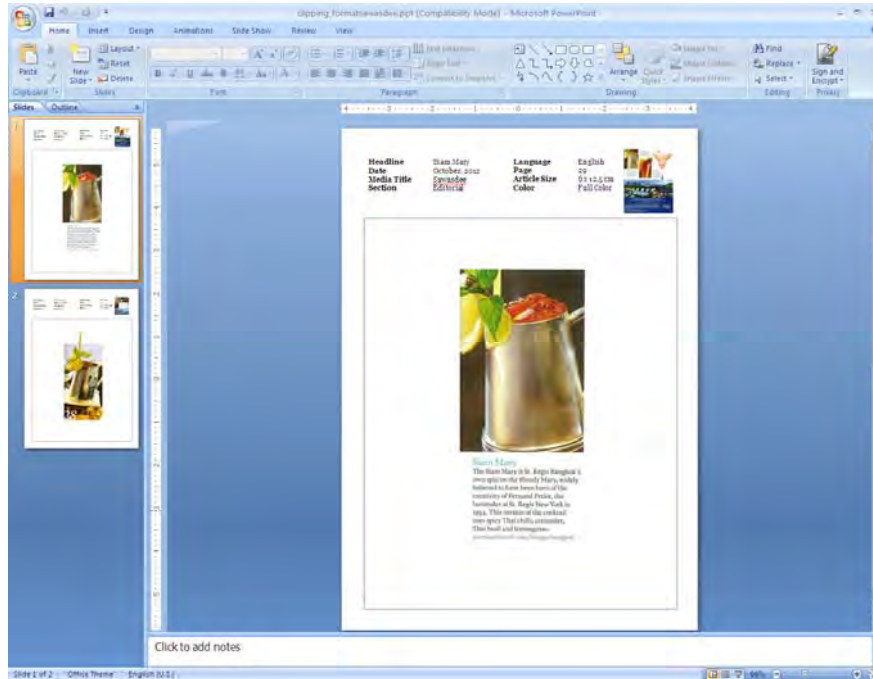
EDITORIAL CLIPPING REPORT

INTERNATIONAL MEDIA

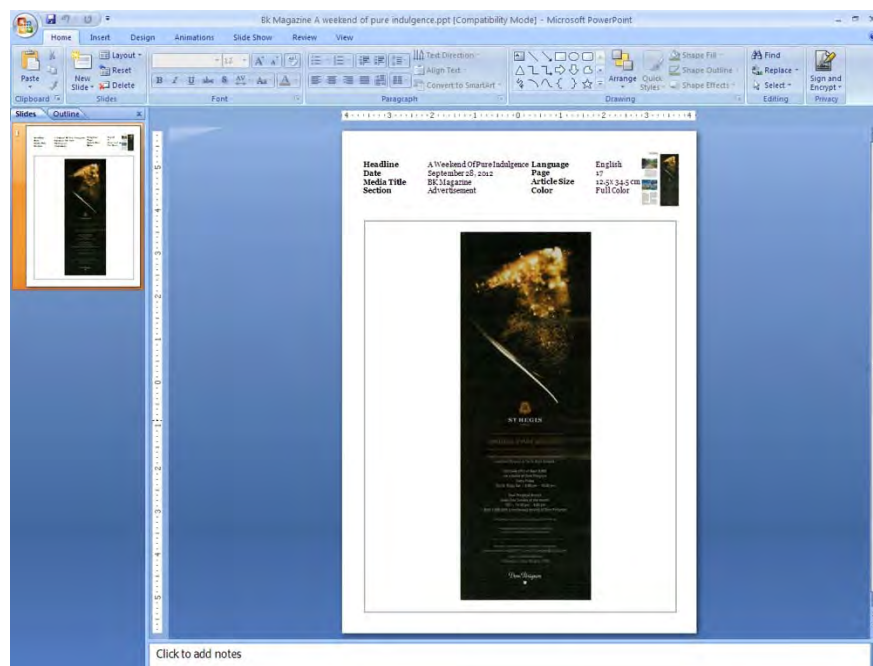
October 2012

MARKETING COMMUNICATIONS DEPARTMENTS

Clipping Format for International Magazine (before add advertisement's picture in template need to go to Microsoft office Picture Manager to made a picture get more beautiful)



Clipping Format for BK Magazine



MIS Report from Media Banc

Media Banc is media monitoring Service Company

PR Monthly Report

1. Soft File in Microsoft Excel:

The 1st Sheet is named Media Banc; collecting all of the news from media banc (MIS Report) in <http://news.mediabanc.ws/news.elibrary/MISReport.aspx>

The screenshot shows a Microsoft Excel spreadsheet with the following columns:

- Row
- Media Cat
- Category
- Brand
- Sub Cat
- Media Job
- Sub Job
- Headline
- Media Title
- Media Type
- Program
- View
- Time
- Price
- Keywords
- Keywords 2
- Keywords 3
- Editor
- Page
- Media-View/Reference
- Book Value
- Ref. Value
- PR Value

 The data rows are organized by date in August. Several rows are highlighted in yellow, corresponding to the note about hotel news. The spreadsheet interface includes the standard Excel ribbon (Home, Insert, Page Layout, Formulas, Data, Review, View) and a status bar at the bottom showing 'MediaBanc - The St. Regis Bangkok'.

**Yellow Highlight is Hotel's news always move into 2nd sheet (The St. Regis Bangkok)

The 2nd Sheet is named The St. Regis Bangkok; separate into 4 categories (Local Magazine& Newspapers, Local website, International magazine, newspaper, website and advertisement).

Example of MIS Report

The image displays three screenshots of an Excel spreadsheet, likely Microsoft Excel, showing data for 'The St. Regis Bangkok'. The data is organized into several sections, each with a header row and multiple rows of data. The sections are:

- International magazines, newspapers, and websites:** This section contains columns for various attributes such as Name, Issue, Period, and others, with data rows for different publications.
- Local Magazine and Newspaper:** This section follows a similar structure to the international section, listing local publications.
- Local website:** This section lists local websites with their respective details.
- Advertisement:** This section lists advertisements, including details like Name, Issue, Period, and other relevant information.

The screenshots show different parts of the spreadsheet, highlighting the structure and content of the MIS report. The data is presented in a clear, tabular format, making it easy to read and analyze.

Calculate/Sum up the total of Ad value & PR value

Ad value: Rate of advertisement for Local Magazine and local website

1. WOM magazine (Free Japanese magazine) 15,000 Baht
2. BK Magazine 16,000 Baht for ¼ page, 27,000 Baht for a half page and 40,000 for whole page
3. Bangkok Best Dining & Entertainment 1,200 Baht per each dining room
4. Wedding Magazine 40,000 Baht
5. We Magazine 44,200 Baht
6. Rate for a local website = 5,000 Baht and International Website 6,500 Baht

Pr value: ad value * 3 for local and *3.5 for international

** For advertisements don't calculate for Pr value

Monthly Report for Clipping

The monthly report was called Editorial Report.

For editorial report; we need to collect all of clippings from the first day of the month until the end of the month including local media and international media

1. For the editorial local media, we have to separate clipping into 6 categories (Advertisements & Advertorials, Editorials, Social Events, Elemis Spa, Zuma and The Residences.

2. For international Editorial, we have to include trip advisor review and the St. Regis Review from Starwood hotels website into this report.

** We have to do the report for 2 copies for sending ones to Starwood and other for keep it in the hotel.

Update Media Database & Corporate Account For Media Database

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Media	Firstname	Surname	Position	Address 1	Address 2	City	Area Co.	Phone	Fax	e-mail	Language	Frequency	Remark
1	หนังสือพิมพ์ ASTV 360	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	1021 ถนนศรีนครินทร์	สุขุมวิท	กรุงเทพฯ	10000	02 8944488 ext 1807	02 8944487	nikkatt@astv.com	Thai	Daily	
2	หนังสือพิมพ์ ASTV 360	คุณจิราภรณ์	คุณสุภาวดี	บรรณาธิการบริหาร	1021 ถนนศรีนครินทร์	สุขุมวิท	กรุงเทพฯ	10000	02 8944488 ext 1220	028947890	casalin@astv.com	Thai	Daily	
3	หนังสือพิมพ์ ASTV 360	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	1021 ถนนศรีนครินทร์	สุขุมวิท	กรุงเทพฯ	10000	02 8944488 ext 1221	02 8944488	natnata@astv.com	Thai	Daily	
4	Fish Magazine (ฉบับภาษาอังกฤษ)	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	3810-10 ถนนศรีนครินทร์	สุขุมวิท	กรุงเทพฯ	10000	02 8944488 ext 1221	02 8944488	ichhav@astv.com	Thai	Weekly	
5	Post Today Newspaper	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	Bangkok Post Building	สุขุมวิท	Bangkok	10110	02 2423700	02 8713102, 028713132	aknash@posttoday.com	Thai	Daily	
6	Post Today Newspaper	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	138 NR Rongorot Rd	คลองเตย	Bangkok	10110	02 2423700	02 8713102, 028713132	natnata@posttoday.com	Thai	Daily	
7	Traveler Leisure & Business Newspaper	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	1021 ถนนศรีนครินทร์	สุขุมวิท	Bangkok	10110	02 2547401-0 ext 322	02 2547400	natnata@traveler.com	Thai	Bi-monthly	Website: www.traveler-thailand.com
8	หนังสือพิมพ์ กรุงเทพธุรกิจ (TH)	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	184 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10000	02 2380000, 02 2380000 ext 2417	02 238 2324	natnata@astv.com	Thai	Weekly	
9	หนังสือพิมพ์ กรุงเทพธุรกิจ (Magazine OverSea)	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	184 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10000	02 2380000, 02 2380000 ext 2418	02 238 2324	natnata@astv.com	Thai	Weekly	
10	หนังสือพิมพ์ กรุงเทพธุรกิจ (Radio)	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	184 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10000	02 2380000, 02 2380000 ext 2419	02 238 2324	natnata@astv.com	Thai	Weekly	
11	หนังสือพิมพ์ ข่าวสด	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	408 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10000	02 881 2222	02 884 3888	natnata@astv.com	Thai	Daily	www.ks99.com
12	หนังสือพิมพ์ สมมติ	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	44 หมู่ 10 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10000	02 238 3337	0 2338 3840	natnata@astv.com	Thai	Daily	
13	หนังสือพิมพ์ สมมติ	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	44 หมู่ 10 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10000	02 238 3337	0 2338 3840	natnata@astv.com	Thai	Daily	
14	หนังสือพิมพ์ เดลินิวส์	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	14 หมู่ 1 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10010	0-2881-4888	02881 1701, 02881 162	N/A	Thai	Daily	
15	หนังสือพิมพ์ ข่าวสด	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	408 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10010	02873 4284-90, 02881 4282	02881 2410, 02882 3600	natnata@astv.com	Thai	Daily	8:00am-12:00am
16	หนังสือพิมพ์ เดลินิวส์	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	14 หมู่ 1 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10010	02 422 8101	02 884 8818		Thai	Daily	
17	หนังสือพิมพ์ ไทยโพสต์	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	1880-1882 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10110	02 2422 8104	02448 8810		Thai	Daily	
18	หนังสือพิมพ์ ไทยโพสต์	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	1880-1882 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10110	02 2422 8104	02448 8810		Thai	Daily	
19	หนังสือพิมพ์ ไทยโพสต์	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	1880-1882 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10110	02 272-1000, 02 272-1000	02 272-1293, 02 272-1278		Thai	Daily	
20	หนังสือพิมพ์ ข่าวสด	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	408 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10110	02 2280070	02224 4198, 02224 4882		Chinese	Daily	
21	หนังสือพิมพ์ กรุงเทพธุรกิจ	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	184 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10010	02 884 2788	02873 8284-88	natnata@astv.com	Thai	Daily	http://www.astv.com
22	หนังสือพิมพ์ กรุงเทพธุรกิจ	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	184 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10110	02 888 2401	02 888 2387	natnata@astv.com	Thai	Daily	
23	หนังสือพิมพ์ กรุงเทพธุรกิจ	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	184 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10030	02 837 0088	02838 2477-8		Thai	Daily	
24	หนังสือพิมพ์ ข่าวสด	คุณณัฐ	คุณสุภาวดี	บรรณาธิการบริหาร	408 ถนนพหลโยธิน	พญาไท	กรุงเทพฯ	10000	02 8100000 ext 212-214	02813 8102, 02813 8103		Thai	Daily	

When got some e-mail from media we have to update media's e-mail in our database for sending the promotion of each month to them.

** All media's categories are Newspaper TH, Magazine EN, Magazine TH, Magazine Oversea, Website, Website Oversea and Radio.

For Corporate Account database

1. Virtuoso Customer Contact list

The screenshot shows a Microsoft Excel spreadsheet titled "Virtuoso Customer Contact List". The spreadsheet contains a large table with columns for Name, Title, Email, and Phone. The data is organized into a grid with multiple rows and columns, typical of a corporate contact list.

2. The American Chamber of Commerce in Thailand (AMCHAM)

The screenshot shows a Microsoft Excel spreadsheet titled "AMCHAM Thailand Membership Directory 2012-2013". The spreadsheet lists various companies and their contact information, including Company Name, Contact, Title, Tel, Fax, and Email.

Company Name	Contact	Title	Tel	Fax	Email
13 Pillars House	Zulkifli Rahman	Director of Sales/Marketing	02-247-7788	02-247-7800	info@13pillarshouse.com
14 3D Interiors Co., Ltd	David Wilkinson	Director	02-342-4413	02-342-4414	info@3dinteriors.co.th
15 Accor Advantage Plus	Vutavee Charuvattana	Programme Manager	02-352-4400	02-352-4499	Thailand@advantageplus.com.au
16 AFS Freight Services Limited	Veena Upadhyaya	Managing Director	02-672-3444	02-210-0318	veena@afsi.co.th
17 Airco Limited (Trabz Thailand)	Surichai Patarakitnirum	Vice President	02-704-9999	02-704-9600	info@tranethailand.com
18 Anantara Hotels Resorts&Spa Assessments Associates	Michael Marshall	SVP Commercial Operations	02-365-7732	02-365-7796	mevans@anantara.com
19 International Asia Co. Ltd	Paroena S. Payne	Director Educational assessment	02-285-6871	02-285-6872	gigi.payne@aii-assessment.com
20 Aurecon Consulting Thailand Co., Ltd	Tony Jamez	Technical Director, BKK Professional	02-333-322	02-333-3233	bangkok@aurecongroup.com
21 Automated Packaging System Southeast Asia Co., Ltd	Villy Horraj	Managing Director	02321-1877	02321-1886	sales_sea@autobag.com
22 Beach Republic Samui Co., Ltd	Tim Dean-Smith	CEO	07745-8100	07745-8101	info@beachrepublic.com
23 Berkeley International School	Thomas Dellario	Headmaster	02-747-4788	02-747-4988	info@berkeley.ac.th
24 Bhavana Phuket	Dr. Kai Koo Koh	CEO and Consulting Psychiatrist	07620-0584	07620-0484	kai.koh@vppractice.com
25 Brand Now Limited	Pacharee Pantoomano	Director	02-662-5622		pacharee@brandnow.asia
26 Capregel Thailand Co., Ltd	Kriengsak Piyanathanrong	General Manager, South Asia	02-260-3810	02-260-3819	
27 Cardinal Health	Enrique Rios	VP Manufacturing Management	03864-0100	03865-0008	mali.pharboonbusarakarn@cardinalhealth.com
28 CDM Smith Inc	Roy Draycott	Transport Market Leader	02-655-4356	02-655-4359	vandijkm@cdmsmith.com
29 Chiva-Som International Cranes and Equipment Asia Co., Ltd	Krip Rojanatham	Chairman/CEO	03553-6536	03551-1154	enquiries@chivasom.com
30 Crown Food Packaging Thailand Pcl	Michael Farham	Business Development	03835-4019	03835-4772	sales@ceeprojects.com
31 Cypress Enterprise Co., Ltd	Patrick Lee Chin Siang	Vice President Thailand Operations	02-183-2704	02-183-2715	liraporn@crownco.ko.th
32 Diamond V Mills, Incorporated	Jesse Knight	President	02-696-1111	02-654-3314	alitta_tan@mvbkk.com
33 Edwards Lifesciences Thailand Ltd	Mark Eujava	Director, Thailand Branch Office	02-652-6390	02-652-6392	ktheerakul@diamondv.com
34 Energizer Thailand Ltd	Noppadol Tavattungvorapan	Country Head, Thailand	02-443-9200	02-443-9200	Noppadol.Tavattungvorapan@edwards.com
35 Federal-Mogul Friction Products Thailand Ltd	Alberto Ramirez-Icaza	General Manager	02-249-8342	02-249-8334	Intra.Leeleavattannasorn@energizer.com
36 Fico Corporation Co., Ltd	Jesse Carr	Managing Director	03522-6060	03522-6886	
37 Foamtec International Co., Ltd	Rodney Munro	Area General Manager	02-305-6000	02-305-6001	H7176@accor.com
38 Stephen Scibelli Jr.	Stephen Scibelli Jr.	President	02-679-6106	02-679-6107	narudeek@foamtecind.com

PR Admin Job

1. Update Media visit file; P'woon sent an e-mail of information about media visit to pr.bangkok@stregis.com then go to S&M – Marcom-Media- media report for creating month and put the name, title, publication and period of stay.

Media Visit								
No.	Name	Title	Publication	Period of Stay	Clipping Issue	Contact No.	Address	
1	MS. JENNIFER CHEN	Travel Writer	Freelance	April 2-3, 2011				
2	MS. LEISA TYLER	Travel Writer	Freelance	April 13-16, 2011				
3	MS. WING LIU	Writer	East Week Magazine	April 14-15, 2011				
4	MR. LEE YAT KAM	Photographer	East Week Magazine	April 14-15, 2011				
5	MS. JALEAN WONG	Dining Editor	I-S Magazine	April 16-17, 2011				
6	MRS. TINA ENGLER	Editor	Top Hotel Magazine	April 19-22, 2011				
7	MS. LAI DIK MAN (Vivian Lai)	Senior Reporter	Next Magazine	April 20-22, 2011				
8	MS. MA LAI YU	Vivian's partner	Next Magazine	April 20-22, 2011				
9	MR. LAM LAM	Photographer	Next Magazine	April 20-22, 2011				
10	MR. MATT LEPPARD	Editor-in-chief	Travel and Leisure	April 22-23, 2011				
11	MS. DANIEL GOH	Editor	Men's Folio Magazine (SG)	April 24-28, 2011				
May								
12	MR. PATRICK WAECHTER	Editor	A Rare World	May 1-2, 2011				
13	MR. STUART D. WILFORD	Travel Writer	FRU Travel Magazine	May 1-4, 2011				
14	MR. CAMERON BAI	Chief Editor	Hotel Wedding	May 2-4, 2011				
15	MR. CHARLES YAN	Writer	U Magazine	May 8-10, 2011				
16	MR. TA MING CHUANG		Chicasia.com	May 13-14, 2011				
17	MR. RON GLUCKMAN	Freelance Writer	DestinAsian.com	May 12-14, 2011				
18	MR. TED MARCAULEY	Director International Malaysia	The Washington Times	May 16-18, 2011				
19	MR. MAX PHUA	Executive Director	World Scientific	May 22-24, 2011				
20	MR. CHUNGHONG SONG	Writer	Lifestyle China	May 26-27, 2011				
21	MRS. MARLA LUKITO	Editor in Chief	Tatler (Indonesia)	May 27-30, 2011				
22	MS. AIDA OSMAN	Writer	Glam Deko Magazine	May 29-30, 2011				
23	MS. CYNTHIA ROSENFELD	Writer	Freelance	May 29 - June 1, 2011				
June								
24	MR. GRAHAM PEARCE	Editor in chief	Viva Asia	June 7-8, 2011				
25	MR. IKRAM SHIKOOH							
26	MR. MARK LAZELL							
27	MR. ABDULWAHED ALMADANI		TAT Dubai	June 7-10, 2011				
28	MR. YANYONG NOPPHAKHUN							
29	MR. IAN MCINTOSH	Editor	Travel Agent Update	June 10-11, 2011				
30	MR. ZHANG YAN							
31	MR. DING YUAN							
32	MR. FAN QUAN							
33	MS. LIU XIAN		TAT Beijing	June 12-13, 2011				
34	MR. FENG XIAOBO							
35	MR. LERDCHAI							
36	WANGTRAKOONDEE							
37	MS. JENNIFER RYAN	Associate Editor	Robb Report	June 16-17, 2011				
38	MS. MICHELLE JANA CHAN	Writer	Tatler UK	June 24-26, 2011				
39	MR. BILLY CLARKE	Writer	South China Morning Post	June 29-July 1, 2011				

2. Scan Advertisement from any Magazine for a clipping (in case that that magazines don't have in media banc list eg. Big chilli and WOM) and update interested article/advertorial of the hotel in Face book.

3. Scan Exclusively for BCCT Member for 150 members

4. Xerox any document as P'Woon and P'Jiab request

5. Print out label for P'jiab for sending invitation card to Media

6. Write petty cash

Support PR Team

1. Find out the result of the most popular hotels in website Google when travelers search for luxury hotel in Bangkok for Khun Holger.
2. Send out eDM (Electronic Direct Mail) from the hotel database.
3. Send out hotel brochure to Virtuoso Customers.
4. Send Voucher (A Gift Certificate) to HK by UPS
5. Going to outside for the receipt of the frame and basketball

Prepare Press Kits

When Media visits the hotel, we have to provide the press kit folder. In press kit folder will put press release, fact sheet, CD media and the name card of Khun Karen. Sent to Bulter.

Be trained to write press releases in Thai & English

Actually I have trained in translate in general things such as the promotion of the hotel and some information that was sent to media.

Preparing PR noticed board

When the hotel launches some new promotion of Food and beverage or any events, I have to update them in PR noticed board to inform all of staffs.