

Abstract

The study titled “Content Analysis of advertisement in ambient media from the Adman Awards & Symposium” has aimed to identify the categories of product and service, characteristics and advertising techniques including the advertising appeals that being used in the ambient media advertisement in Thailand. This research has been studying on the samples of ambient media in Thailand from 2004-2011 in the number of 62 entries in total which passed the initial round of judging in the Adman Awards& Symposium, Outdoor & Ambience category in particular. Content analysis approach has been adopted to the project of study also “Coding” and “Coding Sheets” are being applied for the data analysis. The results show that there are 14 significant categories of product and service employed ambient media, the majority of ambient media samples that passed the competition have been demonstrated in public service advertising strategy. Besides, the study also shows that “intrusion” is notified as the most used technique which focus on the using of environments and objects for the advertising execution. Lastly, Informational/Rational appeals is the advertising appeal that being applied the most according to the entire 62 pieces of work.