

ชื่องานวิจัย	Creative Techniques of Popular YouTube advertising in Thailand in Digital Era.
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Abstract

The study "Techniques of Popular YouTube Creation in Thailand in Digital Age" is a qualitative research, collecting information using in-depth interview, textual analysis and focusgroup discussion. The sample groups of the research comprises of 5 academics and professionals from advertising field, 15 Generation Y-target audiences and 15 Generation Z-target audiences as well as 12 YouTube advertisements. Research tools in this study are structural interview question form, textual analysis form and focusgroup discussion form while the objectives of the study are 1) to study techniques of Thailand popular YouTube advertising creation in digital age, and 2) to study the future trends of Thailand popular YouTube advertising creation.

The result of techniques of Thailand popular YouTube advertising creation in digital age shows that Concept Creation - brand image building focus, Appeals and Motivation - uniqueness emphasized, Illustration - positive image applied, Sound - voiceover mostly used, and Advertising copy - realistic based principal.

According to the future trends of Thailand popular YouTube advertising creation, the results shows that regarding to Sender, there is the tendency of advertising agency downsizing, more efforts on online services as well as the rise of digital agency. However, advertisers need to adapt to digital ages while there will be more advertisers from non-advertising background. Regarding to techniques, there is no fixed advertising format but Thai

traditional belief and influencers are still used as advertising appeal and motivation, at the same time, emotion as well as the quality of illustration are used in accordance with the advancement of technology. Sound is produced by in-house with more concern on copyright. The form of advertisement is shorter, brief and either more direct in terms of message or more emotional appealing, moreover, new jargons will be defined for recalling. Regarding to advertising channel, YouTube is the powerful media while there will be the emergence of digital advertising platforms, however, in the matter of advertising audience, consumer behavior is adjusting to world context with digital natives and seniors as the main audiences.