



Cha (Thai Low Sugar) Lenger



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EXECUTIVE SUMMARY

With Lay'sMAX's aim to become the number 1 snack for Thai teens, the brand wants to increase and apply creativity to create the sense of uniqueness and differentiate itself from other competing snack brands.

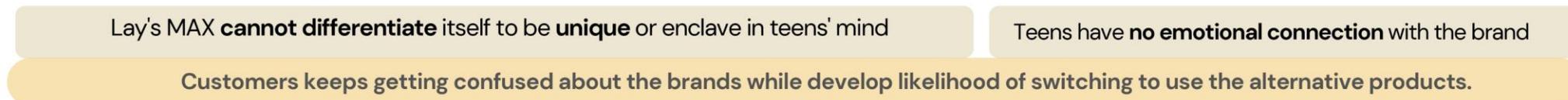


To be No.1 snack for teens in Thailand. (15-29)

Analysis of the Issues



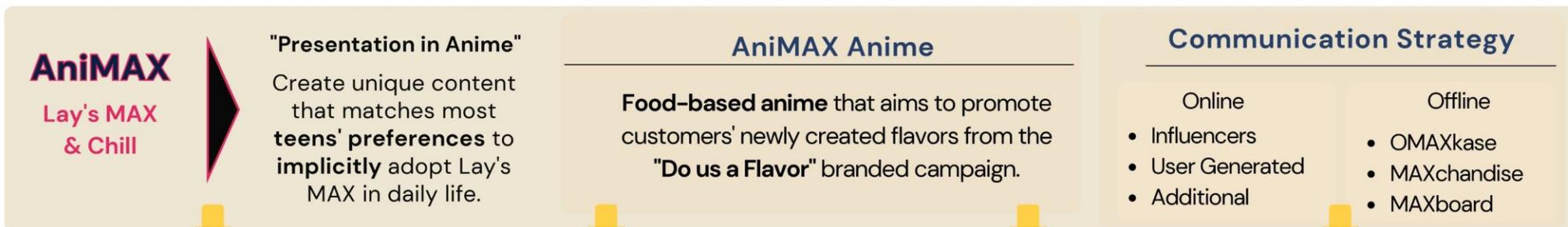
Consequences



Challenge



Solution



Impacts



Empathize the Target Market

Customers aged 15-29 are the critical target of Lay's MAX because they influence the most number of snack meals. Their receptiveness to different snacks presents a great **opportunity** for Lay's MAX to establish a **strong presence** in the market.

KEY TARGET

Teenagers
(18-25)

Early Adult
(25-29)

Pre-Teens
(15-18)

Additional Buyers

Child
(9-15)

Parents
(45-54)

Target Attractiveness

Snack consumption rate (per day) <small>(Statistica.com)</small>	Prioritize Value (What they value the most) <small>(Statistica.com)</small>
58%	Freedom (78%)
52%	Worthwhile Experience (75%)
42.9	Family & Fun (75%)
46.2%	Family & Fun (88%)
42%	Quality & Family time (74%)

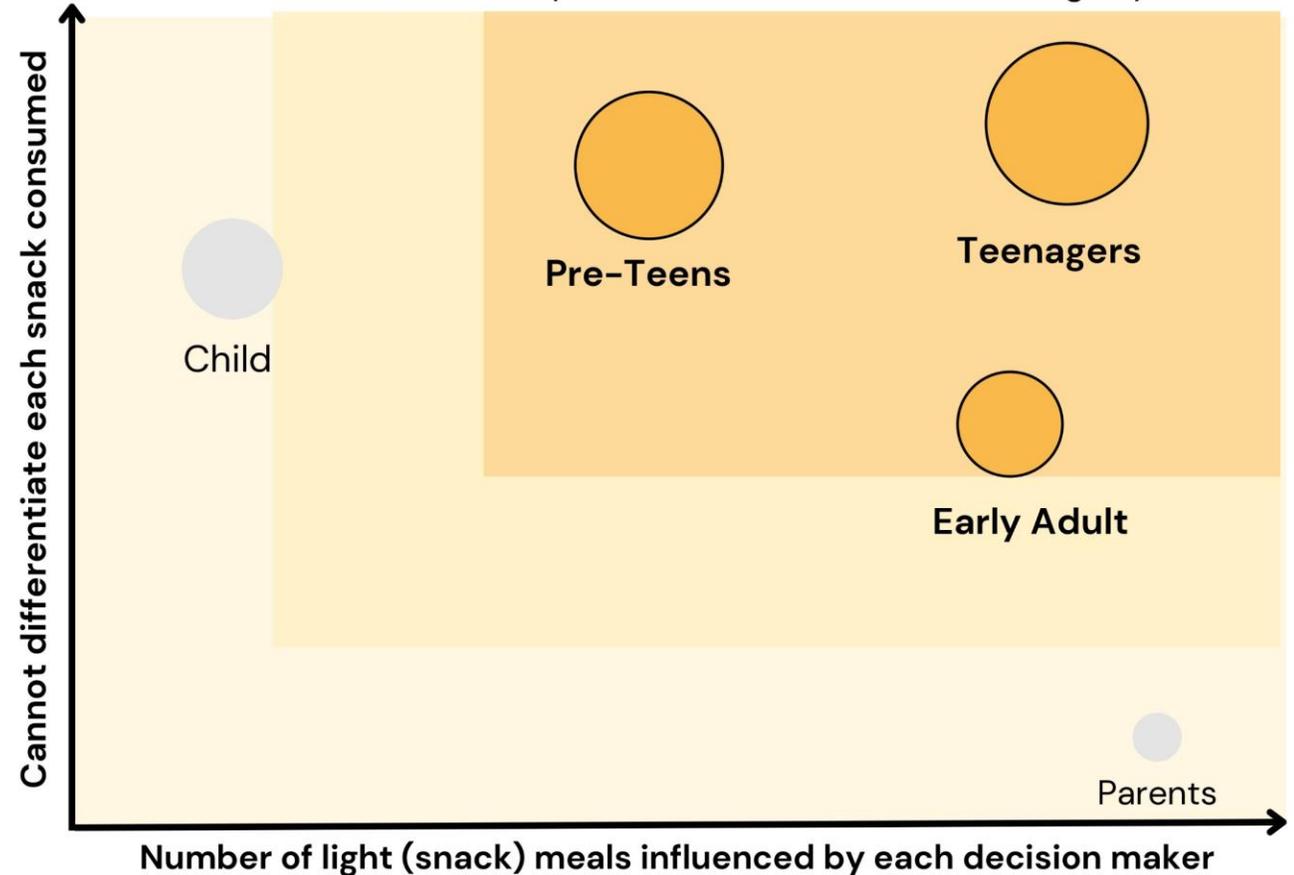


Unchasa (20)

Teen's trend
(Theirath.com)

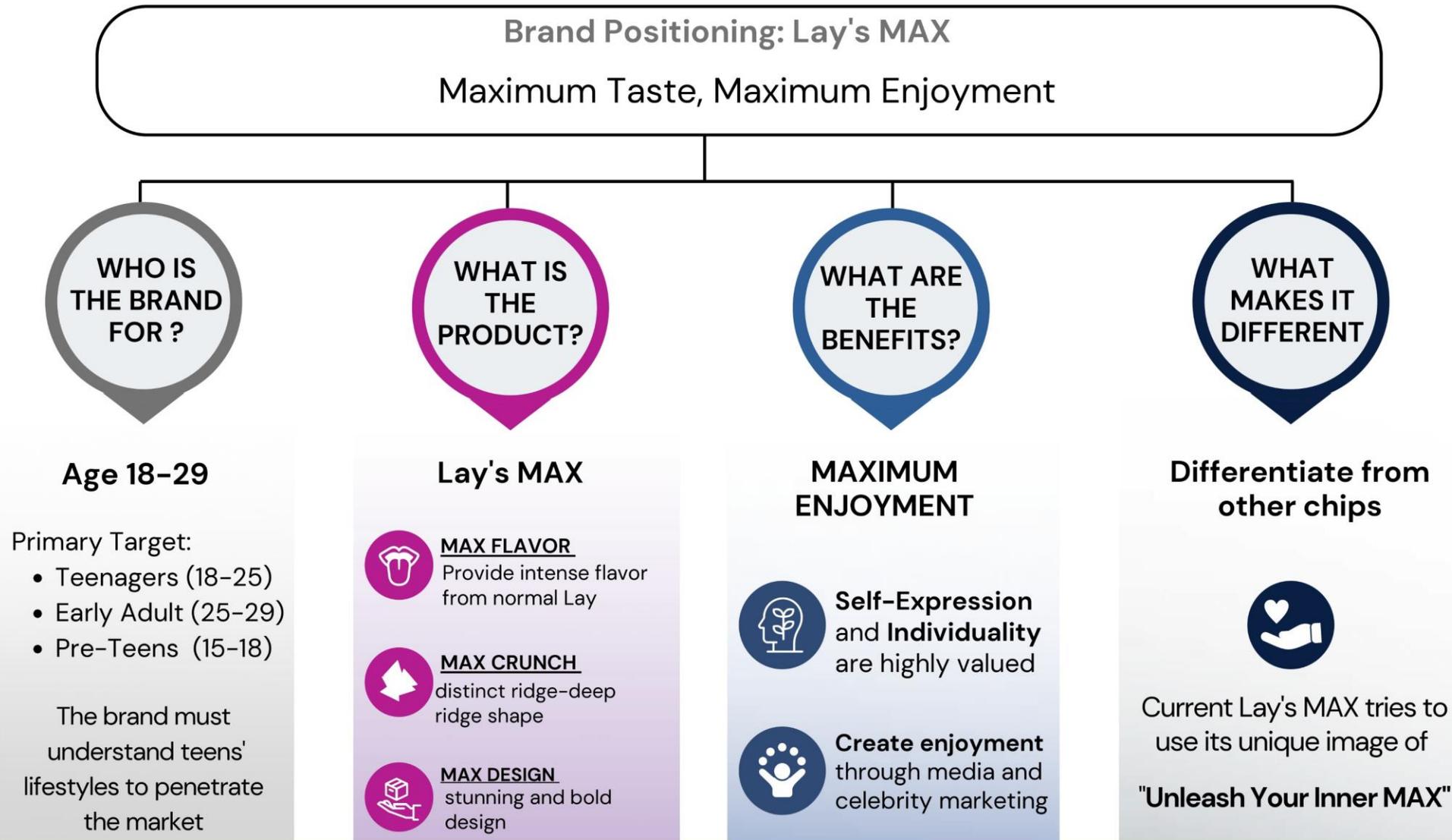
70% of Thai teens eat snack for **emotional support**, yet **no snack has utilized** this opportunity

Bubble size depicts the likelihood of consuming Lay's MAX



Lay's MAX: Brand Positioning

Lay's MAX aims to provide **Unique Experiences** and **Emotional Connections** penetrating the Thai teen's segment. Thus, it must find a **unique position** to **differentiate** itself from other potato chips brand.



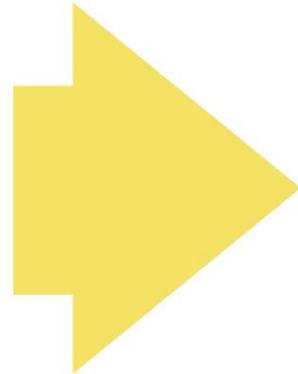
Past Target Approach

- To the MAX**
Song by Lay's Max to enhance teens' engagement and self-expression
- Celebrity Endorsement & Collabs**
Collaboration with famous artist or brands to create exposure
- Digital Channels**
Have content on youtube and tiktok exposed to teens

Consequences of Lacking Differentiation

Due to teenagers' **difficulty in distinguishing** between different potato chip brands and their prioritized value of fun-freedom, they **tend to choose** snack brands casually **without** emotional or loyal attachments causing **plummet** in Lay's MAX popularity

Loss of identity in products can get customers mixed up between brands.



Product is too General

Target Misopportunity

20%

of total **target group** can be increased from unique brand identity (McKinsey & Company)

Lay's MAX current identity is **hard** to reach its major target segment

"the Teens"

Identity Confusion

63%

consumers prefer brands with **clear identity & message** (Clutch survey, 2019)

Lay's MAX clients cannot access to it's core message of

"**Unleash your InnerMAX**"

Loss of Loyalty

52%

consumers tend to **switch** brands if it doesn't **personalize**. (Accenture)

Lay's MAX clients can **switch** to other alternatives if the product becomes **similar**

" Lay's MAX still gets mixed up with normal Lay's. Moreover, there are other similar competitors in the market. "

>10

1 in 12

Potato chips brands being sold in Thailand

Thais experience difficulties in differentiating between similar objects/food

Challenge for Lay's MAX to create a unique & memorable identity, separating it from competitors while developing an emotional attachment with consumers

Situational Analysis

AniMAX

Communication

Finance & Impact

Competitor Analysis



Lay's MAX must understand the environment and **competitors** before penetrating the Thai teens market in which **Kara-mujo** is a direct competitor due to its similarity in taste, target, and price.

Left-to-right brands depicts the likelihood of Lay's MAX competitors

Thailand Potato Chips Choice					
Value	EXPRESSION 	SPICINESS 	NEW-GEN 	CLASSIC 	LUXURIOUS 
Strong Flavor	★★★★★	★★★★★	★★★	★★	★
Target Segment	15-29 Teens who value expression & enjoyment	15-29 Teens who value expression & enjoyment	25-35 Young Adult (New-Gen) who want unique flavors	Vary Target Covering all genders and all ages. MIXED UP with LAY'S MAX	Vary Target Covering all genders and all ages
Pricing	32 THB / PACK	24 THB	32THB	20THB	58THB
Accessibility & PR	3,314+ urban stores Teens influencers and artists with songs	5% Market Share 3,314+ urban stores PR using the "Spice Testing Campagin"	4.8% Market Share 13,433 + stores Using Young Adult Celebrities PR	18.1% Market Share 13,433 + stores Using influencers and celebrities with song	Most sale from Supermarket (TOPS, BIG-C, etc.)

Situational Analysis

AniMAX

Communication

Finance & Impact

Situational Analysis

Therefore, Lay's MAX must create a unique and engaging communication to distinguish itself from existing potato chips. The MAX identity can be portrayed by a stunning presentation that delivers the core message "Unleash your Inner MAX".

Past Approaches

Song: 'To the MAX'



The hook is **too short** to create impact and **cannot** convey message

Celebrity Endorsment & Collabs



It creates awareness among the fanbase, but **other competitors** also used celebrities endorsement

Digital Channels



There is no **unique content** post on channels and media that differentiate from other brands

Let's leave it to the past and embrace a creative future

Differentiation

Presentation



An integration of real-life and animation

creates an **impactful-unique brand presentation**

Requirement

Must give a **unique deliverable** of the brand image that no other snacks had done before.

Unleash Your INNER MAX



Awareness

Core Message



A comfort space

allows people to enjoy & express themselves (**Utopia world**)

Requirement

Must have deliverables that can be **implicitly accessed** by teens without "a cringe"

AniMAX



"LAY'S MAX & CHILL"

日清食品

Situational Analysis

AniMAX

Communication

Finance & Impact

AniMAX^(n.)

AniMAX is a weekly-released, 12-minute, **food-based anime series** that aims to **promote newly-created flavors** from the "Do us a Flavor" campaign together with celebrities who already **represent the 4 permanent core-flavors**. It will tackle Lay's MAX's problem of brand differentiation and loyalty.

WHY ANIME?

Lay's MAX would be **the first snack** that uses anime to advertise in Thailand becoming a **unique market leader** + it allows the audience & participants to **express and enjoy** the journey in the fantasy world.

OBJECTIVE

1) TREND of Anime Food



Anime's **Soft Power** toward Thai youth drives **consumptions of anime food**.

70%

Anime can influence up to 70% of audience's eating habits

2) Anime & Thai Teens



Anime is **immensely popular** among Thai teens due to its characters, engaging stories, and unique art styles.

36%

of the world's population are anime fans

It inspires **creativity**, fuels **imagination**, and fosters a thriving **fan community**.

3) Short Episodes



Fast-paced short episodes keep **audience engaged** throughout the episode and make **storyline** more **easily digestible** and **memorable**.

12 min

Teens' average attention span is 12 minutes.

4) EMOTIONAL Attachment



Through **engaging fantasy-based storytelling** of each **flavor**,

84%

of consumers buy from brands they emotionally connect with

Thai youth will foster **strong emotional connections** with Lay's MAX.

DIFFERENTIATE

1

Using anime to **highlight** Lay's MAX's **distinctiveness** from Lay's Core products and competitors

IMA(X)GINATION

2

To **empower** Thai youth's **self-expression** and **imagination** under the brand concept of "Unleash Your Inner MAX"

EMA(X)TIONAL

3

Emotional attachment with Lay's MAX new flavors through AniMAX that drives **long-term loyalty** and **repeated purchase** of Lay's MAX products



AniMAX: Characters – Application with "Do us a Flavor"

In each episode of AniMAX, there are **two main characters**: the **Protagonist** (performed by a chosen celebrity) and the **Avatar** (performed by the actual flavor-creator him/herself) allowing the audience to share connection in the fantasy journey.

Protagonist (4):

Celebrities who also represents of the 4 permanent core-flavors

Why use Celebrities?

Attention-Grabbing:



Celebrities in Anime style create a buzz for AniMAX, setting it apart from competitors.

Emotional Connection:



Fans develop a personal connection with AniMAX through their favorite celebrity.

Brand Recall:



Celebrities boost LAY's MAX's recognition and retention.

Potential Celebrities

Sample
BAM
BAM



(BamBam) Kunpimook Bhuwakul
Nori-Seaweed



(Win) Metawin Opas-iamkajorn
Sour cream



(Ally) Achiraya Nitibhon
Barbeque



Jackson Wang
Ghost Pepper

Criteria:

1.

Follower's Demographic

(popular amongst Thai teens)

2.

Characteristic alignment with Lay's MAX

(self-expressiveness)

3.

Comical / Anime image suitability

(Unique Character to fit in an episode)

Avatar (4):

Flavor-creator Characters (Do us a Flavor selected) represent 4 new limited flavors

How can participants become the 'Avatar'?

Participate in "Do us a Flavor"

Submit new, unique flavors along with your flavor creation story

Announcement of the four flavor winners

Wait for winners' announcements from Lay's MAX

Design your own AniMAX character

The four winners will be personally-contacted to design their own anime characters to express themselves in AniMAX

Wait to watch your AniMAX episode

Flavor creator creating their own avatar allow them to **express** themselves **freely** and be a part of this **fantasy world**.

Sample

Philip (20) submit Thai curry flavor want to express himself as a magical street-savviness man

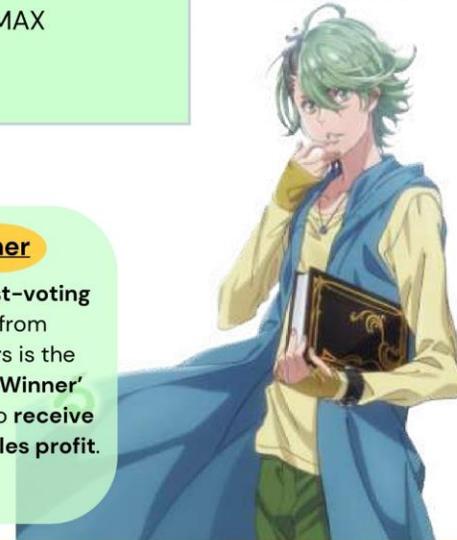
Reward:

Cash Prize + Real-Life Selling

Four winners get cash prizes from Lay's MAX, and their flavors will be **aired and sold** as **limited-time offerings**.

Ultimate Winner

The **highest-voting flavor** from customers is the **'Ultimate Winner'** and will also receive **1% of the sales profit**.





AniMAX: Plot

Animax unravels the **tales behind Lay's MAX flavor creations** by passionate individuals. In a unique narrative, each flavor creator becomes a central character, guiding the protagonist through a thrilling adventure, and unveiling the **creator's expression** and **identity**, unleashing their "InnerMAX" in this fantasy world.

8 Episodes per 1 Season

4 Flavors from "Do us a Flavor" → 2 Episodes per flavor



Main Plot for each of the 4 stories

- 1 of 4 original flavor presenters (celeb) gets caught in the fantasy world
- Meet one of the "Do us a Flavor" avatar.
- Solve mission together (create a new flavor from Do us a Flavor)

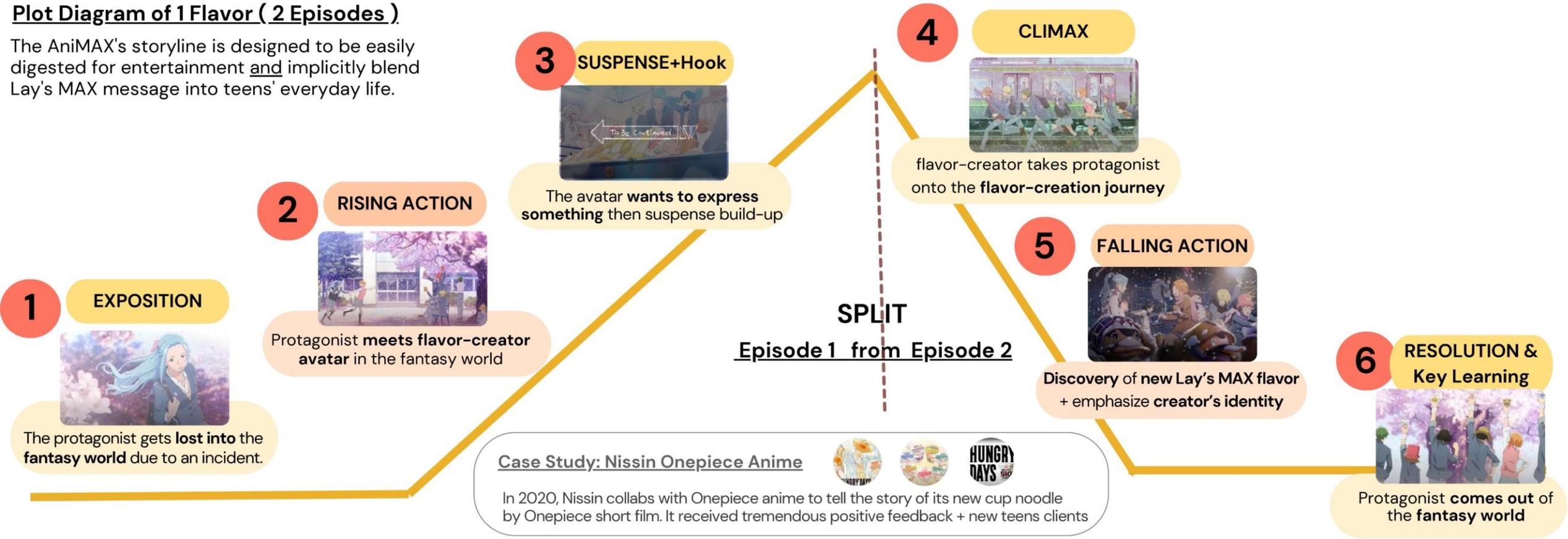


Time (15 minutes per episode)

- 1.5 Minute = Opening music
- 12 minute = Show
- 1.5 Minute = Next Episode Teaser + outro

Plot Diagram of 1 Flavor (2 Episodes)

The AniMAX's storyline is designed to be easily digested for entertainment and implicitly blend Lay's MAX message into teens' everyday life.



Situational Analysis

AniMAX

Communication

Finance & Impact

AniMAX: Detail + Case Study

AniMAX has simple, engaging stories in each episode. It turns **real celebrities** into **anime characters**, making it unique & attractive to **new & current** customers. It allows Thai teens connect with Lay's MAX, and express themselves in a fantasy world together with their beloved celebs.

Plot Episode 1: Case study *OST stands for original soundtrack*

INTRO + OST



Case study: Demonslayer & Code Geass

Opening song can catch **new audiences** and **boost the hype** transforming unknown animes to be one of the world-famous

1

Exposition

The protagonist gets **lost** into the **fantasy world**



Case study:

Since 2010, the trend of "Isekai" anime (characters transported from their world into a new one) increased as **everybody wants to escape the reality + it allows us to express our full selves**

2

Rising Action

Protagonist **meets flavor-creator avatar**



The avatar will **resemble** the ways and things that the flavor-creator wants to **express in real life** which creates a sense of connection.

3

Suspense

Avatar express message+ **Suspense build-up**



After knowing the avatar and main challenge a bit, the episode will cut. The **cliffhanger** in the ending could create up to **80% retention rate**.

(University of Lucerne)

-

Teaser of next episode + OST: original outro music



End Credit

Showing a fusion menu by Lay's MAX's permanent core flavor, expressing the creativity of combining the snack with any main course

Plot Episode 2: Case Study

INTRO + OST



Case study: Saint Seiya OP (1987)

Repeating the same opening creates an **earworm** and increases audience **retention**

4

Climax

flavor-creation journey



The protagonist (celeb) going on a journey with the avatar **fulfills the Fans service** as if the audience is having an adventure together with their favorite idol

5

Falling Action

Discover New Flavor & Understand avatar identity



This part shows the avatar's **voice & expression** being understood by others, together with **revealing new Lay's MAX limited flavor**

6

Resolution & Key Learning

Return to normal world



Summarizes the memorable moments throughout the journey, especially the **avatar's expression** so that the audience can easily understand **Lay's MAX core value**

-

Teaser of next taste + End Credit



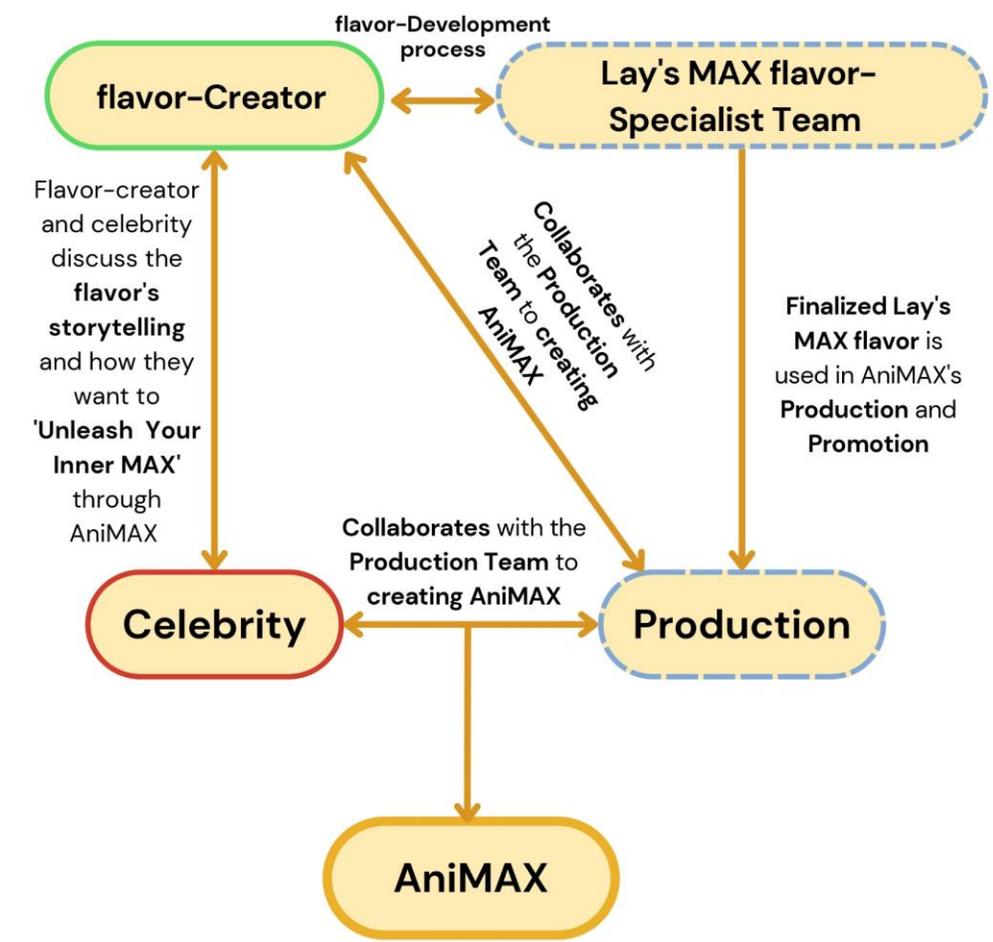
End Credit

Showing the real-life celebrity **reacting** to the new limited flavor and **hint** of the next flavor

AniMAX: Partnership

The production of a **successful AniMAX** requires the **collaboration** of several **stakeholders** including flavor-creators, celebrities, flavor-specialist team, and the production team. **Mappa** and **Rift Studio** are **potential production partners**.

Production Process



Production Partnership 1 : MAPPA Studio (Japan)

PAST ACHIEVEMENTS	STRENGTHS	
 <p>81 anime produced</p> <ul style="list-style-type: none"> Attack on Titan Jujutsu Kaisen Chainsaw Man 	 <ol style="list-style-type: none"> High Production Capacity Willing to take on unique and ambitious projects Astonishing Character Design 	
Benefits to Lay's MAX		
 Highly Experienced (Credibility)	 Large Thai Mappa Fan-Base	 High Possibility of Collaboration

Production Partnership 2 : RIFT Studio (Thailand)

PAST ACHIEVEMENTS	STRENGTHS	
 <p>>27 anime produced</p> <ul style="list-style-type: none"> Evangelion 3.0 9 Satra (9 ศาสตร์) May Who? (เมย์ไหน..ไฟแรงเฟร่อ) 	 <ol style="list-style-type: none"> Fast Production Highlights on Traditional Culture Catchy OST and Sound Effect 	
Benefits to Lay's MAX		
 Experience in Thai Market	 Efficient Work Process	 Easy communication



Communication

AniMAX>>AnyMAX

日清食品

Communication: Distribution Channels

By choosing Netflix, WeTV, and YouTube as the distribution channels, we can tap into the platform's immense popularity and active user base and targeted engagement, achieving a balance between broad accessibility and targeted engagement.

Distribution Channels of AniMAX

We will focus on Netflix, We-TV, and Youtube respectively

1 **Netflix** ranks as the **number one** streaming platform, accounting to **24%** of viewership in all platforms.

2 **WeTv** enjoys the **second highest** reach among Thai early adults. **Asia-focused**

3 **Youtube** is used by **12 million** people in Thailand. **94 % of Gen Z**

Platforms performance comparison:

	Accessibility	User Engagement	Regional presence	Competition
	Low Subscription: barriers to some teens	User-friendly: personalized recommendations	Globally: Substantial user base in Thailand, and aboard	More targeted: Offers a dedicated section for anime
	moderate Regional Focus: caters specifically to Southeast Asian	Interactive: Allows for comment, discuss, and shares	Specific: Targets Southeast Asia, catering to Thai teens' preferences	Niche content: Focuses on Asian content, including anime
	high Free Access: highly accessible to wider audience	Interactive: Facilitates discussions, likes, and shares	Widely accessible: popular among Thais	High competition: offers various types of user-generated content

TAN, SAMUEL 2022. "Generational Trends in Thailand's Social Media Use: How Gen Z Differs from Other Age Groups." YouGov,

Online Marketing : Digital marketing strategies



By utilizing influencer partnerships, user-generated media, and webcomic adaptations, we can ensure maximum engagement and reach among Thai teens, driving long-term loyalty.

How can we drive engagement through a customer-centric approach?

Influencer partnerships

Influencer partnerships

Through the use of diverse influencer's unique expertise, we can ensure maximum reach and engagement.



Result

Establish emotional connection, leading to a more impactful and credible marketing.

Cooking influencers attract eating-cooking community

Anime influencers target specific Thai teens sector

Lifestyle influencers showcase everyday life integration



Arainy 2.59M subscribers



Vips station 1.15M subs

Sample



Gladiuz kb 987k subs



Neetto V.2 812k subs



Mayy r 1.72M subscribers



Sunbeary 2.77M subs



User-Generated Media

Interactive challenge



Review



Pros:

- Active participation
- Cost-efficiency
- Enhanced reach
- Gain insights and feedbacks

Additional Media

Webcomics

comic adaptation + illustrations from aniMAX

wider reach

Webtoon



Manga Plus



Display poster: AniMAX Illustration

Recommend: Match right taste with right interest!



Offline Marketing: AnyMAX

With the implementation of pop-up store, exclusive merchandise and MAXboard, we can engage Thai teens, increasing brand awareness, product trial, and potential conversions among a broader teen audience.

How can we maintain customer engagement to foster connection & loyalty ?

OMAXkase: Pop-Up Fusion Food Restaurant

Chefs will use Lay's MAX to create unique fusion menus to serve customers

- Pros:**
- encourage immediate product trial
 - The creativity of fusion Lay's in main dish
 - social media amplification



Booth Sample



Install location could be at the community urban area to attract the passerby teens

Case Study Hunger successfully generates **immersive experiences** and social **media buzz** around dining dilemma concept.



For recipe reference using Lay's as Fusion, please see APPENDIX H

MAXchandise



Influencer cards



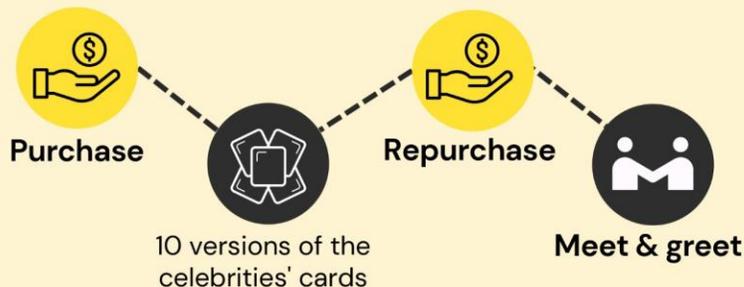
Keychains



Clothes & Cosplay

Card collection

Each Lay's MAX bag contains 1 card (of the representative influencer in an anime artwork)



The customer must redeem 10 versions of a celebrity's cards for a celebrity's meet & greet ticket, or other merch

MAXboard: moodboard+billboard

Steps

- ✓ Every Lay's MAX bag comes with a MAX post-it note
- ✓ Express thoughts, emotions, and personal experiences
- ✓ Stick it on the MAXboard, in front of convenience stores (7-11)
- ✓ Every month, brand ambassador will select 10 post-it from each store to read out on their social media

Case Study

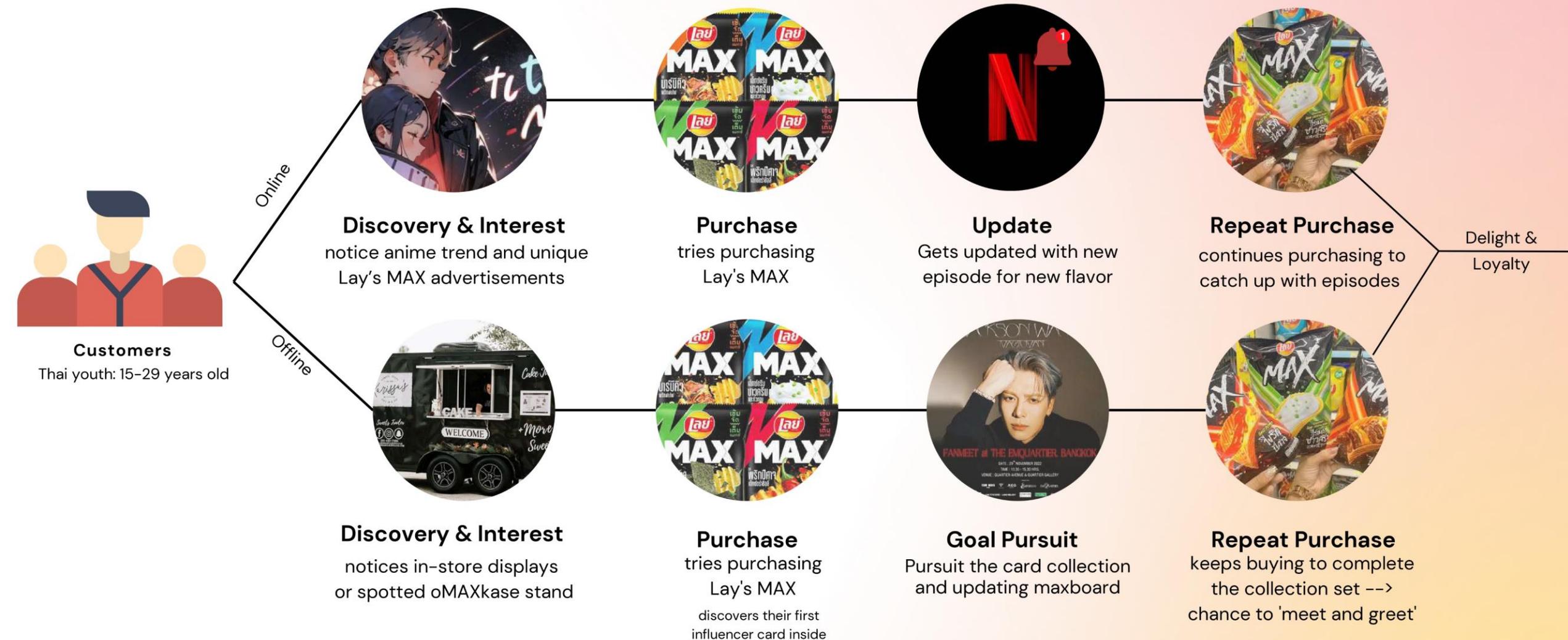
Ramenga successfully engaged with customer emotionally through the "Pun Im" board.



Prototype: "Pun Im (ปุนอิม)" board

Customer journey

By using the combination of online and offline customer-centric marketing strategies, we establish customers' motivation to become loyal and make repeat purchases.





Impact & Finance

Set the sail to the "New Era"

日清食品

Situational Analysis

AniMAX

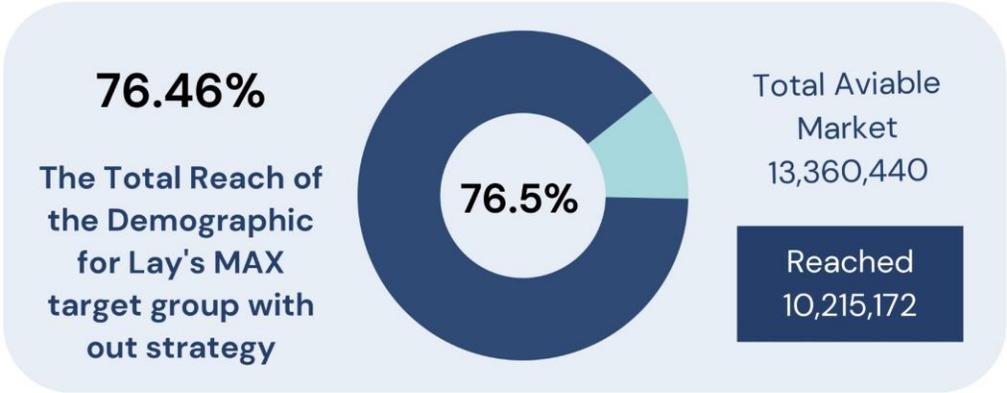
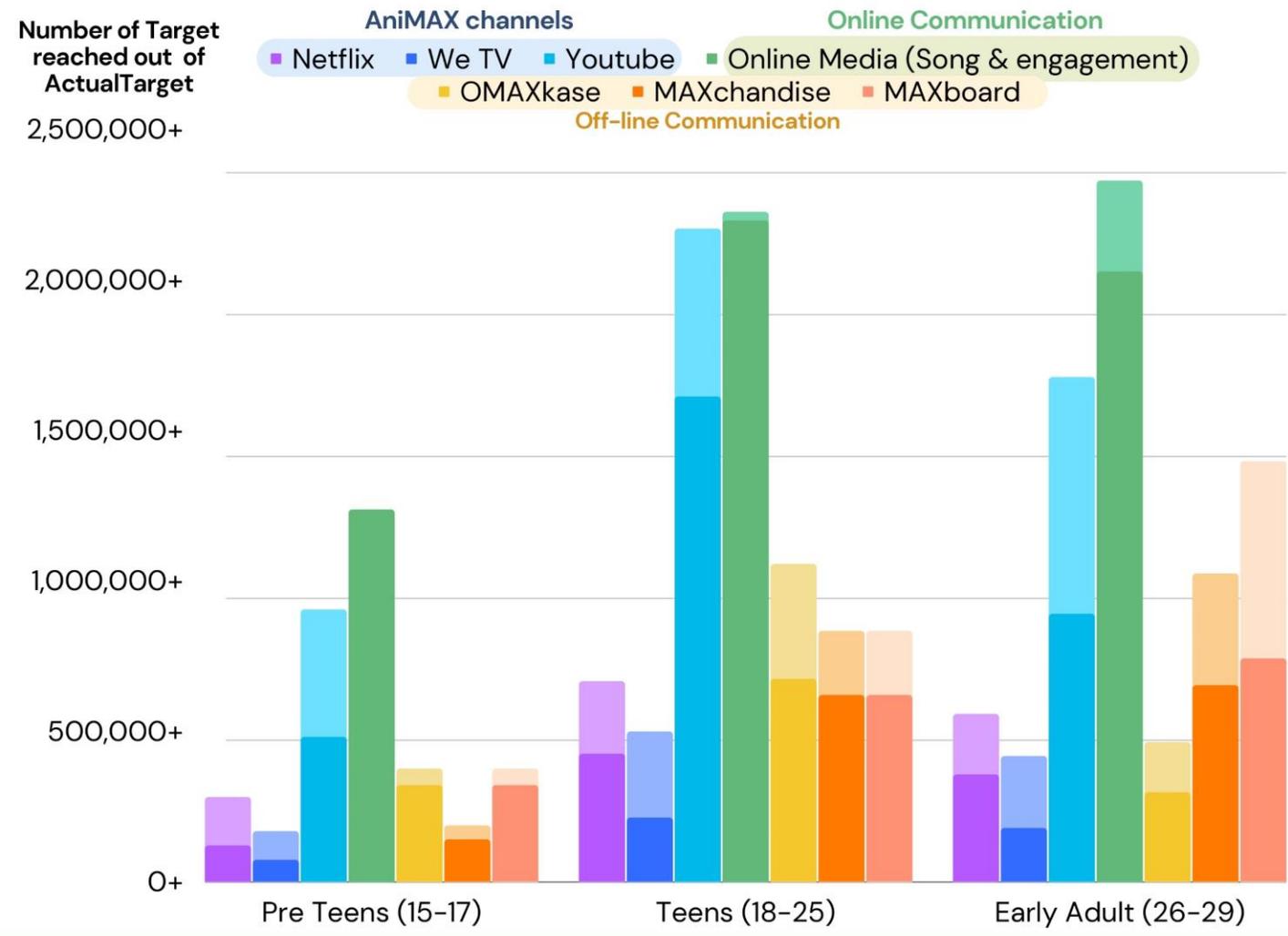
Communication

Finance & Impact

Target Reach

The implementation of AniMAX and Integrated Marketing Communication (IMC) through online and offline communication aims to reach over 76% of all target groups for Lay's MAX (15-29 year old) reached through our strategy.

Target Reached in Each Age Group in each Strategy.

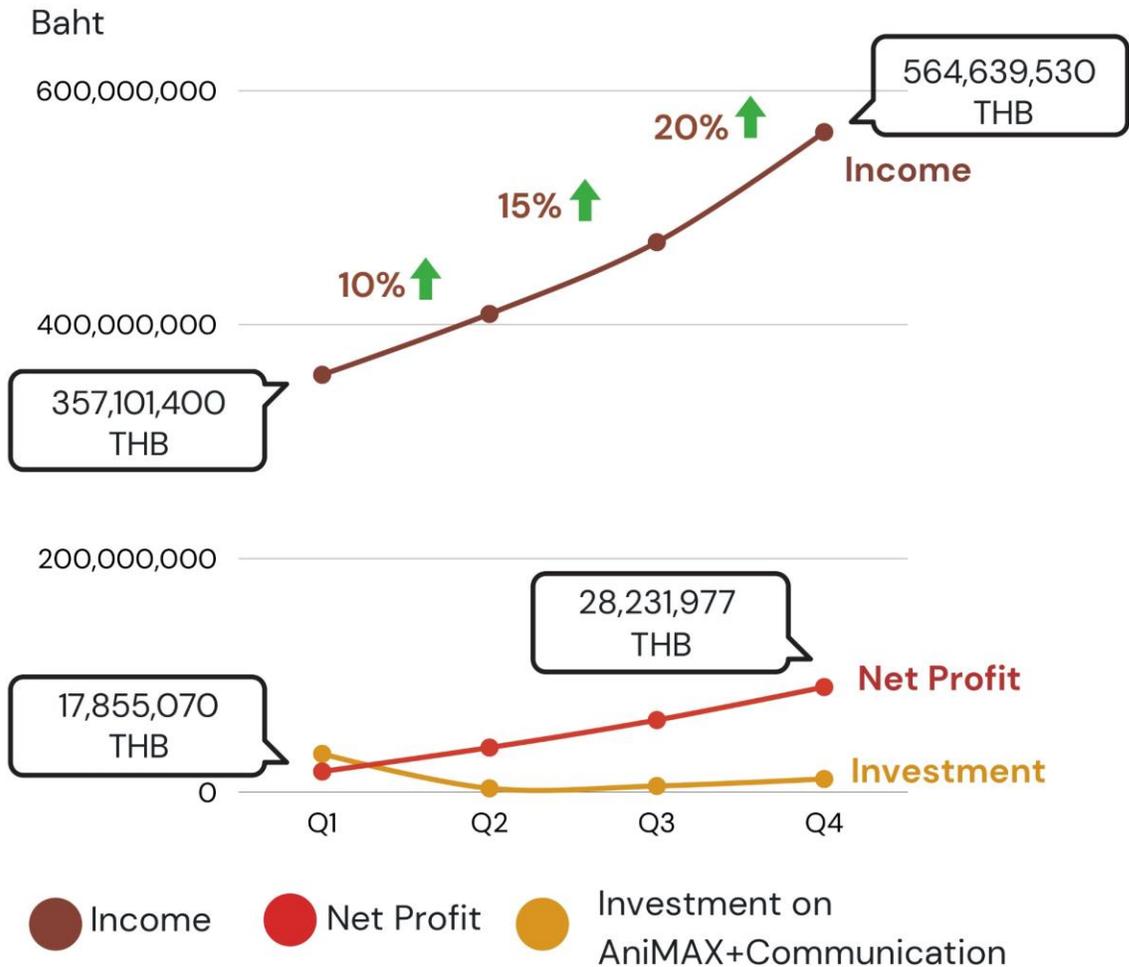


APPENDIX C for more detailed target reach

Finance

Our strategies will increase sales and revenue by 50%. Considering the funds invested in AniMAX and communication, the ROI will be around 68.99%.

Finance Forecasted for Lay's Max During Q1 2024-Q4 2024



Expenditure for AniMAX and Communication during Q1 2024-Q4 2024

AniMAX Cost		Communication Cost	
Animation Production	24,000,000	Online Marketing	1,000,000
Brand Ambrassador's Lisense	2,000,000	Offline Marketing	6,500,000
Channels Fee	2,800,000	Brand Ambrassador	7,000,000
Management	6,000,000	Management	4,000,000
Total Cost for AniMAX	34,800,000	Total Cost for Communication	18,500,000

ROI 68.99%

This ROI number indicates the ratio of net profit gained after the implementation of AniMAX and Communication

Annual Profit 90,071,648 Baht

Total Investment 53,300,000 Baht

Profit Increase from Q1 to Q4 58.12%

Timeline

The projects' timeline is well-planned out to align with Thailand's academic calendar such as summer break and holidays.



"Do us a Flavor's" Main Agenda (8 Months)

The campaign will take place from Jan to Aug 2024



August 2024 : Finalist Announcement

"Do us a Flavor" campaign ends after audience's voting and announcement of the flavor winner.

AniMAX's Main Agenda (8 Months)

The campaign will take place from Jan to Aug 2024



March 2024 : Nominees Design the Character

The character design will occur when high schools and some Universities are closed so that the teens can join without other conflicting agendas.



June: 2024 AniMAX Launch

The program aims to launch AniMAX by June to match the School & University's summer break allowing teens to watch-discuss AniMAX and make this trend go viral.

Communication Main Agenda (12 Months)

The campaign will take place from Jan to Dec 2024



July 2024 : OMAXkase

- June: AniMAX first launch & schools closed
- Dec: Align with New Year event where people come out of their houses for holidays and explore new things



April -Dec 2024 : Cards Collection

The card collection starts during summer break until the year-end, as Thai people usually spend more money during these times.

	1	2	3	4	5	6	7	8	9	10	11	12
	Jan 24	Feb 24	Mar 24	Apr 24	May 24	June 24	July 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24
Do Us A Flavor												
Campaign Announcement	█	█										
1st round Application	█	█										
Eshablish The Nominee's Flavor			█									
Production			█	█	█	█	█	█				
Nominee's participation in Amimax			█	█	█							
Voting						█	█	█				
Finalist annoucement								█	█			
Animax												
Pre-Production												
Contract the Brand Ambassador	█	█	█	█	█							
Nominees Design the Character			█	█	█							
Create Lay's Max Dishes			█	█	█							
Storyboarding			█	█								
Production												
Making The Animation				█	█	█	█					
On-Air												
Netflix						█	█	█				
WeTV							█	█	█			
YouTube							█	█	█			
Communication												
Offline Marketing												
OMAXkase								█				█
MAXchandise :												
Cards Collection					█	█	█	█	█	█	█	█
Meet & Greet												█
Cosplay Event								█	█			
Merch On-Sale												
MAXboard												
Online Markting												
Influencer Partnership	█	█	█	█	█	█	█	█	█	█	█	█
Interactive Challenge	█	█	█	█	█	█	█	█	█	█	█	█
Webcomic												

Situational Analysis

AniMAX

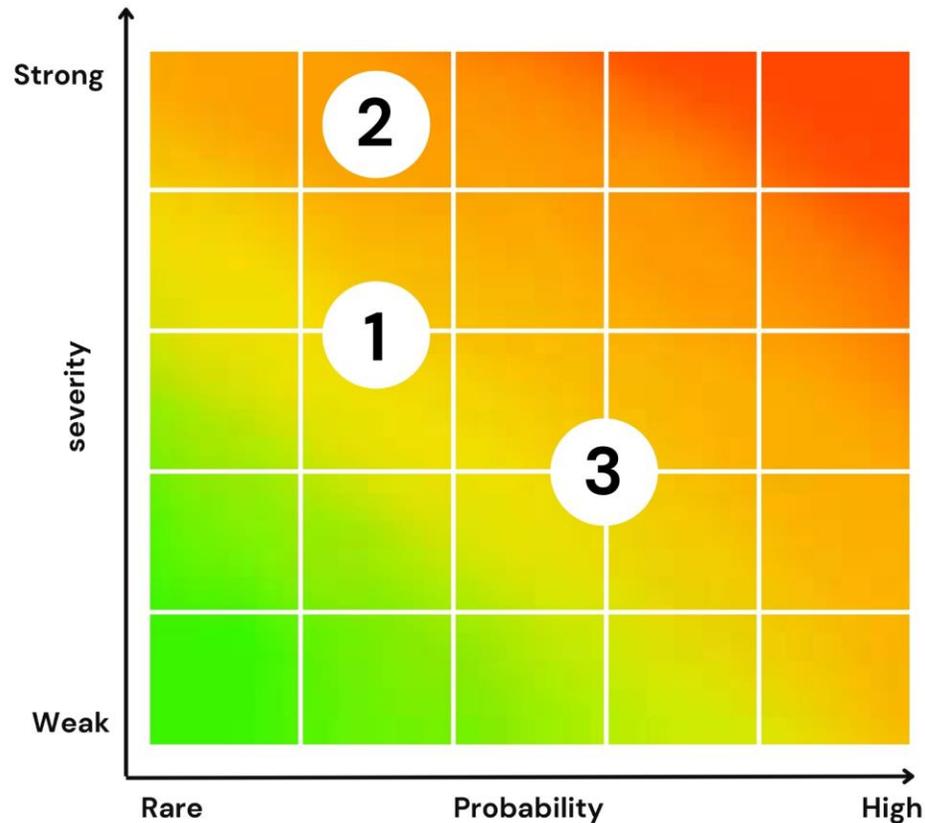
Communication

Finance & Impact

Risk and Mitigation

To increase Lay's MAX brand awareness, AniMAX and its communication strategies must formulate contingency and mitigation plans to handle the potential threats from target reach, brand images, and market competition.

Risk Assessment Matrix



Risk

- 1 Lay's MAX's and AniMAX's awareness might be limited to only people who are interested in watching Anime
- 2 If the brand ambassador misbehaves (negative publicity), it would lead to a negative brand image
- 3 Competitors having similar campaigns and flavors

Mitigation Strategy

- Use celebrities who are favored by more than a million fans to engage in the AniMax, card collection, merch, and meet and greet events
- Check the brand ambassadors' background history before hiring them
- Diversify brand ambassadors
- Take advantage of being the **"first mover"**
- Quickly implant the differentiation of AniMAX & unique artwork in advertisement creating a **"Strong Reputation"**

Proof of Concept



KPI

To demonstrate AniMAX and our communication strategies' impact on Lay's MAX, we target customer retention, sales, social media engagement, and campaign participation with detailed steps to achieve each goal.



>4.4 Million

Customers comes back to repurchase Lay's MAX

Net Sales Of Q4 is Increased by

58.12%

Compared to Q1

Reach

80.05%

Of Teen Awareness, The Main Target Of Lay's Max

Gain

88.99%

Of Attention From Social Media

More than

4,000

Flavor Submission in Thailand

Customer Retention

customers who come back to repurchase after AniMAX's launch

Sales Volume

increase in sales during campaign

Brand Awareness

Increase in brand mentions + search volume in internet

Social Media Engagement

Likes + comments + shares + mentions

Participation Rate

Number of Do Us a flavor submissions

Action Steps

Boost Brand Awareness

Online Marketing

Influencer Partnership

User-Generated Media

Additional Media

Offline Marketing

OMAXkase

MAXchandise

MAXboard

AniMAX

Communication

Bring the Campaign on social media platform



Promote through intermediate influencer



Create interactive challenges

Release AniMAX's **teaser + advertisement** as the "Do Us a Flavor" application open



Reach out to qualified participants for information to make the avatar out of their story

Situational Analysis

AniMAX

Communication

Finance & Impact



BACK UP

日清食品

BACK UPB

Finance : Budget Breakdown



Appendix A. Back Up

			2024 Q1	2024 Q2	2024 Q3	2024 Q4
IMC BUDGET	Animax					
	Animation Production		24,000,000			
	Brand Ambrassador's Lisense		2,000,000			
	Management		1,500,000	1,500,000	1,500,000	1,500,000
	Netflix Entrance Fee		1,000,000	0	0	0
	We TV Entrance Fee		1,000,000	0	0	0
	Youtube Advertisement		200,000	200,000	200,000	200,000
	Cost for Animax per Q		29,700,000	1,700,000	1,700,000	1,700,000
	Total Cost for Animax		34,800,000			
INNER MAX BUDGET	Communication					
	Brand Embrassador					7,000,000
	Omaxkase Pop Up				1,000,000	1,000,000
	Merch			300,000	300,000	300,000
	Cards		2,000,000	200,000	200,000	200,000
	Cosplay Event				1,000,000	
	Influencer		250,000	250,000	250,000	250,000
	Management		1,000,000	1,000,000	1,000,000	1,000,000
	Cost for communication per Q		3,250,000	1,750,000	3,750,000	9,750,000
	Total Cost for Communication		18,500,000			
	Total Investment		53,300,000			

Sales (increase) Breakdown



APPENDIX B

		2024 Q1		2024 Q2		Q1-Q2 % Increase	2024 Q3		Q2 -Q3 % Increase	2024 Q4		Q3-Q4 % Increase
	Branches	Sales Per Q1 Per Branches	Q1 Total Sales (Bags)	Sales Per Q2 Per Branches	Q1 Total Sales (Bags)		Sales Per Q3 Per Branches	Q1 Total Sales (Bags)		Sales Per Q4 Per Branches	Q4 Total Sales (Bags)	
Stores												
		930		1,023		10.00%	1,176		15.00%	1,412		20.00%
7-11	13,800		12,834,000		14,117,400			16,235,010			19,482,012	
Lotus's	1,800		1,674,000		1,841,400			2,117,610			2,541,132	
Big C mini	1,300		1,209,000		1,329,900			1,529,385			1,835,262	
CJ	800		930		818,400			941,160			1,129,392	
Family Mart	1,000		930,000		1,023,000			1,176,450			1,411,740	
Lawson	260		241,800		265,980			305,877			367,052	
Tops daily	460		427,800		470,580			541,167			649,400	
Max Value	57		53,010		58,311			67,058			80,469	
Super Market	300		279,000		306,900			352,935			423,522	
Tops Super Store	140		130,200		143,220			164,703			197,644	
Villa Market	36		33,480		36,828			42,352			50,823	
Gourment Market	19		17,670		19,437			22,353			26,823	
Food Land	26		24,180		26,598			30,588			36,705	
Total Sales of Lay's Max (Bags)			17,855,070		20,457,954			23,526,647			28,231,977	
											Q1 to Q4 % Increase:	58.12%

90,071,648

Target Group in each media Breakdown

APPENDIX C

	Age Group	Target Reached	Age Group	Target Reached	Age Group	Target Reached
AniMAX Channels	Pre Teen (15-17) 2Mil		Teens(18-25) 5.9Mil		Early Adult (26-29) 4.94Mil	
Netflix	300,000	120,000	708,000	424,800	592,800	355,680
We TV	180,000	72,000	531,000	212,400	444,600	177,840
Youtube	960,000	480,000	2,301,000	1,610,700	1,778,400	889,200
Total Reach In Each Media	1,440,000	672,000	3,540,000	2,247,900	2,815,800	1,422,720
	Age Group	Target Reached	Age Group	Target Reached	Age Group	Target Reached
Online Communication	Pre Teen (15-17) 2.5Mil		Teens(18-25) 5.9Mil		Early Adult (26-29) 4.94Mil	
Online Media (Song & Engagement)	1,300,000	1,235,000	2,360,000	2,194,800	2,470,000	2,025,400
Off-line Communication						
OMAXkase	400,000	320,000	1,121,000	672,600	494,000	296,400
MAXchandise						
Merch	200,000	140,000	885,000	619,500	1,086,800	652,080
Cards	180,000	162,000	1,180,000	1,062,000	741,000	518,700
Cosplay Event	100,000	60,000	413,000	247,800	29,640	8,892
MAXboard	400,000	320,000	885,000	619,500	1,482,000	741,000
Total Reach in each communication	2,580,000	1,917,000	5,959,000	4,796,700	4,821,440	3,501,472

Demographic for Communication	13,360,440
Reach in communication	10,215,172
Percentage	76.46%

Demographic for AniMAX	7,795,800
Reach in AniMAX	4,342,620
Percentage	55.70%

Online Communication	6,130,000
Reach in Online Communication	5,455,200
Percentage	88.99%

Pre Teen User and Interest	2,580,000
Pre Teen Reach	1,917,000
Percentage	74.30%

Teens User and Interest	5,959,000
Teen Reached	4,796,700
Percentage	80.50%

Early Adult User and Interest	4,821,440
Early Adult Reached	3,501,472
Percentage	72.62%

Revenue Breakdown (1) - income



APPENDIX D

INCOME	Store	Branches	Sales Per Q1 Per Branches	Q1 Total Sales (Bags)	Sales Per Q2 Per Branches	Q2 Total Sales (Bags)	Sales Per Q3 Per Branches	Q3 Total Sales (Bags)	Sales Per Q4 Per Branches	Q4 Total Sales (Bags)
			930		1,023		1,176		1,412	
	7-11	13,800		12,834,000		14,117,400		16,235,010		19,482,012
	Lotus's	1,800		1,674,000		1,841,400		2,117,610		2,541,132
	Big C mini	1,300		1,209,000		1,329,900		1,529,385		1,835,262
	CJ	800		930		818,400		941,160		1,129,392
	Family Mart	1,000		930,000		1,023,000		1,176,450		1,411,740
	Lawson	260		241,800		265,980		305,877		367,052
	Tops daily	460		427,800		470,580		541,167		649,400
	Max Value	57		53,010		58,311		67,058		80,469
	Super Market	300		279,000		306,900		352,935		423,522
	Tops Super Store	140		130,200		143,220		164,703		197,644
	Villa Market	36		33,480		36,828		42,352		50,823
	Gourment Market	19		17,670		19,437		22,353		26,823
	Food Land	26		24,180		26,598		30,588		36,705
	Total Sales of Lay's Max (Bags)			17,855,070		20,457,954		23,526,647		28,231,977
	Prices Per Bag	20	Estimated Revenue From Lay's Max	357,101,400		409,159,080		470,532,942		564,639,530
	Cost Per Bag	19.0								
NET INCOME	Profit Per Bag	1.0	Profit From Lay's Max	17,855,070		20,457,954		23,526,647		28,231,977

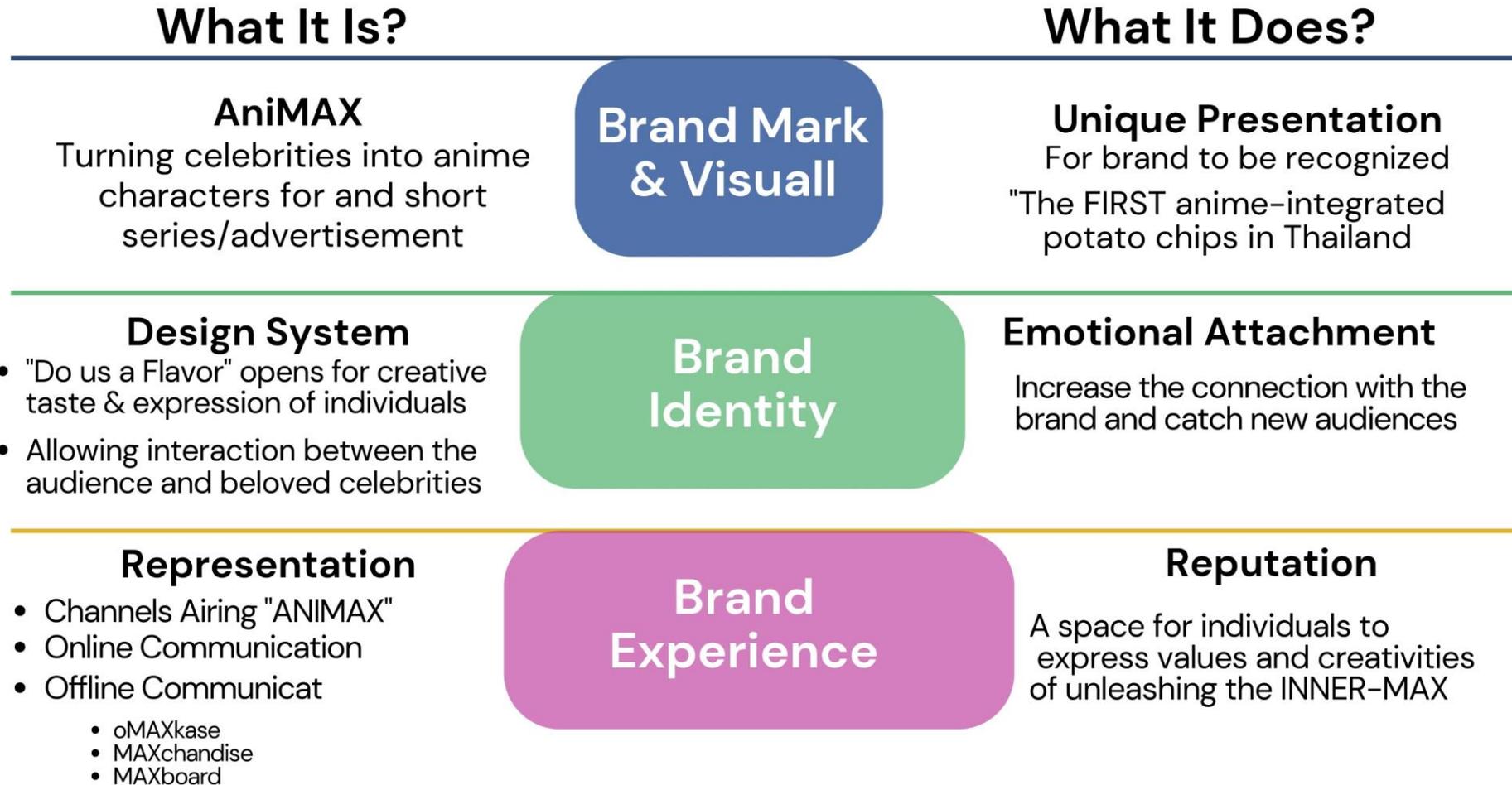
Revenue Breakdown (2) - cost & Profit



APPENDIX E

COST		Q1	Q2	Q3	Q4
	Animax				
	Animation Production	24,000,000			
	Brand Ambrassador's Lisense	2,000,000			
	Management	1,500,000	1,500,000	1,500,000	1,500,000
	Netflix Entrance Fee	1,000,000	0	0	0
	We TV Entrance Fee	1,000,000	0	0	0
	Youtube Advertisement	200,000	200,000	200,000	200,000
	Cost for Animax per Q	29,700,000	1,700,000	1,700,000	1,700,000
	Total Cost for Animax	34,800,000			
	Communication				
	Brand Embrassador				7,000,000
	Omaxkase Pop Up			1,000,000	1,000,000
	Merch		300,000	300,000	300,000
	Cards	2,000,000	200,000	200,000	200,000
	Cosplay Event			1,000,000	
	Influencer	250,000	250,000	250,000	250,000
	Management	1,000,000	1,000,000	1,000,000	1,000,000
	Cost For Communication Per Q	3,250,000	1,750,000	3,750,000	9,750,000
	Total Cost For Communication	18,500,000			
	Cost Of Animax And Communication Per Q	32,950,000	3,450,000	5,450,000	11,450,000
Total COST	Total Investment for Orientation	53,300,000			
PROFIT		17,855,070	20,457,954	23,526,647	28,231,977
Annual PROFIT		17,855,070	38,313,024	61,839,671	90,071,648

Lay's MAX Identity Design



Case Study: Anime in Advertisement's Effectiveness

APPENDIX G



Marukome

Marukome created their original characters and short stories to promote their product. The commercials put people in tears, making them feel at home and relate to the topic. It is considered one of the must-see heartwarming commercials



Kateikyoushi no Try!

Japanese private tutor company that targets teens for high school and university entrance exams. While promoting academic achievement, Kateikyoushi no Try has gained attention through its commercials, and receiving many awards.



Other Snack & Beverages

Since Anime ads are easily digested by any age group, it is often used as a medium to promote a certain brand, especially snack & beverage to increase aesthetic senses of consuming the products



International Presence

Anime Ads does not only receive tremendous positive feedback in Japan but also internationally such as **McDonald**, **Nestle**, and **Mercedes**. Recently **Hyundai** uses the animated film "Spider-Man Across the Spiderverse" as its global ads.



Case Studies: Lay's Fusion Menu "ideas for oMAXkase



APPENDIX H



LaysThailand • ติดตาม
18 กรกฎาคม 2021
ลอมเล็ดนี่ไม่ธรรมดาเพราะใส่เลย์ส์อีกครึ่งจานรึเปล่า? 😂 เข้ากันดีจริงต้องลอง เพราะ "เลย์ส์นี่อีกครึ่งจานรึเปล่า" รอมเซ่กันสุดๆ จินตนาการในทวิตเตอร์ 😂
วัตถุดิบ/ส่วนผสม : เลย์ส์เลย์ส์ครึ่งจาน, ไข่ไก่, พริกหวาน, ปูอัด, ชีสหั่นฝอย, เกล็ด, พริกไทย, นมสด, ซอสถั่วเหลือง
#LaysStayAtHome
*นร... ดูเพิ่มเติม



In 2021 "Lay's Stay Home"

A Campaign that integrates Lay's with the main dish to make a fusion menu during the lock down.

Over 7 fusion Dishes were created such as



LAY's omelette



LAY's corndog



Mash LAY's

OMAXkase: Menu Ideas

Application This creates an opportunity for OMAXkase to put these fusion dishes into their menu and promote the unique taste of Lay's MAX with meal



Booth Sample

Allow teens to access to a unique fusion menus of Lay's MAX combining with their meals

Case Study: Global-Thai Teens Trend & Anime

APPENDIX G

Thai-Teens "Anime BOOM"

Thai teens (15-29) are highly attached to Anime as the generation grows up with animation media from young such as Ben10, Doraemon, Detective Conan or PiXAR work.

(Thairath survey: Anime BOOM)

Global Anime Market size is expected to grow from

USD 18.61 billion in 2022 to USD 60.6 billion by 2030 with 9.8% CAGR

Thailand is one of the **largest market** of Uniqlo's anime merch & garments



According to Mahasarakham University's Exposure behaviors and Factors affecting Anime cartoon of youth (15-29)

Factor of Choosing Anime in Thai Teens

(1) Anime character that is cool, funny, cute, handsome, and pretty.	0.81
(2) Script or favorite quote spoken by their favorite character	0.81
(3) A unique character to the anime character. For instance an Ultraman's hand crossing gestures as a sign of power.	0.80
(4) Charming & Relatable Character	0.78
(5) Relatable environment and actions	0.76

Emotional Attachment with Anime Series in age group

Factor	ช่วงอายุ			ค่าสถิติ
	Lower than 20 yrs.old	21-25	25 yrs. or older	
	Sample size n = 106 percentage	Sample size n = 57 percentage	Sample size n = 12 percentage	
				Sig. Total
1. The designing of a unique cartoon character	0.97	0.97	0.85	0.89
2. The designing of an engaging animation storytelling	0.98	1.03	0.72	0.50

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