Abstract—The purpose of this research is to analyze the pattern of television commercials and how they encourage non-governmental organizations to build their image in Thailand. It realizes how public relations can impact an organization's image. It is a truth that bad public relations management can cause hurt a reputation. On the other hand, a very small amount of work in public relations helps your organization to be recognized broadly and eventually accepted even wider. The main idea in this paper is to study and analyze patterns of television commercials that could impact non-governmental organization's images in a greater way. This research uses questionnaires and content analysis to summarize results. The findings show the aspects of how patterns of television commercials that are suited to non-governmental organization work in Thailand. It will be useful for any non-governmental organization that wishes to build their image through television commercials and also for further work based on this research.

Keywords—Television Commercial (TVC), Organization Image, Non-Governmental Organization: NGO, Public Relation.

I. INTRODUCTION

PUBLIC relations are a powerful tool to builds an organization’s image. It also helps the organization to deliver messages to targets, to provide knowledge and understanding, guide, build a positive attitude towards the audience, support and strengthen the credibility of the organization and correct misinterpretation between people and organizations. It said that public relations allows for successful operation of the organization unless it is a job that requires an ingenious approach continuously, which is not easy in a short time.

In phase, if an organization provides a way to create a good image properly, it can maintain their target audience in the long run. There are many ways to deliver messages to target groups and various media such as printing, radio, television, film and Television Commercial (TVC). TVC is very well known as a tool to promote a wide variety of goods, services and ideas since the dawn of television. The main reason TVC is so effective is the size of the audience it reaches. Nearly every American household has a television. TV has become an integrated part of our lifestyle. From granddads to grandkids, every American watches at least two hours of television a day. This entire television viewing means your commercial is seen more than on any other media. Of course, not everyone viewing your commercial will buy your product. Commercial is seen more than on any other media. Of course, television a day. This entire television viewing means your

II. PURPOSES OF THE STUDY

The reason that the researchers chose to study how the public relations can recognize non-governmental organization image through TVC because one of the researchers graduated with a masters in documentary film production and has experience in working at Habitat for Humanity Thailand which is a non-governmental organization as a public relation and communications manager. The researchers are well aware of the problems and barriers to making the organization's publicity in this manner; we cannot afford commercial advertising because of where the funding comes from. We need a budget to support the release or cover the media costs because it is relatively high. As morals of foundation, we cannot use the proceeds from donations to be used in advertising, except when donors want to clearly state that the money can spend on public relations programs.

In this research, the pattern of television commercials will enhance the image of a non-governmental organization. The researchers expect that the results of this research will be particularly useful for non-governmental organizations that are interested in promotional TVC, whether funds in production will come from donations or funds of the organization itself. It is worthy enough to do some research before investment.

III. MATERIAL AND LITERATURE

Image is the combination between objective facts and personal judgment, which is a result of the perception of individuals. For example, the image of a university is based on facts about the location, reputation, teachers, students, and so on. For personal judgment, we can ask people who live nearby. We may get a positive answer or negative one, it depends on personal experiences. However, the word image has a lot of meaning, but one of the interesting and most meaningful is derived from the importance of the following words.

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I = Institution: Create a positive image of the cause reliability. Institutions or organizations must have a logo that is memorable and can be trusted in the long run.

M = Management: Administrator, director or manager needs to have intelligence. Performance and experience is recognized and accepted as the general public.

A = Action: A good service and a friendly, caring staff, who do not take advantage from consumers.

G = Goodness: The organization deals with social responsibility (Corporate Social Responsibility, CSR) such as, integrity, straightforwardness, transparency, or contributes to the society in various fields and so on.

E = Employee: Which are like ambassadors of the organization. The employee can enhance the credibility and trust in the organization by building strong relationships with clients, prospects, and to society. [1]

It helps a lot to build a reputation and give impressions of the products. The consumer can recognize the brand and products through the TVC.

2. Total Access Communication Public Co., Ltd. (DTAC); encouraging young people not to forget their hometown. After graduation should bring their own knowledge to local development.

3. Toyota Motor Thailand Co., Ltd.: Created TVC under project "White Love White Road", which is about the safety, etiquette and road manners.

4. Ministry of Public Health: “Good Health Starts Here”, the main concept is to encourage awareness of health issues and starts doing some physical activity to provide greater health and disease prevention.

5. Muang Thai Insurance Public Co., Ltd.: this TVC is based on true story, about poor women who has cancer. She only has 2 years until the end of her life, but life is valuable and precious. She spends the rest of her life to teach children and take care of them. The main idea for this TVC is every life has value in itself.

Fig. 1 Regency Thai Brandy’s TVC

Fig. 2 DTAC’s TVC

Fig. 3 Toyota Motor Thailand’s TVC

Fig. 4 Ministry of Public Health’s TVC
According to the examples of TVC above, researchers realized that without any additional products offered, consumers would build up their trust so it is called “Molding Public Opinion”. This theory often used in corporate advertising or political advertising. It plays with feelings and opinions, tries to impress by using words or phrases. It is a belief that comes from communication theory called propaganda that made a powerful impact in the World War II.

There are popular content of corporate advertising:
- Diversity - A variety of products or services.
- Technology - Researched and quality control.
- Productivity - Increases the capacity of the engine.
- Energy - Conservation of energy.
- Ecology - Natural resources, recycling and air pollution prevention.
- Corporate Social - Educational or intellectual sponsoring.
- Responsibility - Protection of consumers.
- Major Capital - Budget for various projects of the organization.
- Investment - The potential of the investment or expansion.

IV. METHODOLOGY

This research is a qualitative research which a combination of two sources are content analysis (documents, literature and relevant research work) and questionnaires that used both close and open ended by spreading out random sampling questionnaire which was made from surveymonkey.com (https://www.surveymonkey.com/s/JC2JP85) to collect data from samples, there are students from SuanSunandhaRajabhat University who study in film and media fields, staff who currently work with non-governmental organization and Thai in a total of 100. A questionnaire survey was carried out from 1-28 February 2014.

V. SURVEY RESULTS

The questionnaire is divided into 2 parts. Part A: questions about personal information. Part B: questions about the behavior of interest in watching television commercials and asking about opinions relate to the pattern of television commercials that can encourage the non-governmental organization image. The result of the questionnaire is as following;
The recognition of the organization image can affect they want to communicate with other people through TVC. Moreover, staffs that work in organizations that people who can remain as donors to donate or give a hand to because researchers would like to see how TVC can convince who behaves well and does not do any damage, because that positive image always comes from ambassador or presenter which may be a celebrity or famous person. However, a also depends on a person who represents an organization, people will recognize the image through contributions and organization image. Viewed from Fig. 8, the survey found that TVC was performance (72.63%) and followed by ambassador or presenter (20%), reputation (5.26%), CEO is equal to staff (1.05%) and worldwide (0%) was unimportant for people to recognize the organization image.

VI. CONCLUSION

The results of this study show that TVC affects the organization image. Viewed from Fig. 8, the survey found that people will recognize the image through contributions and also depends on a person who represents an organization, which may be a celebrity or famous person. However, a positive image always comes from ambassador or presenter who behaves well and does not do any damage, because that will affect the organization as well.

The reason that the researchers select a variety samples, because researchers would like to see how TVC can convince people who can remain as donors to donate or give a hand to organizations. Moreover, staffs that work in organizations that they want to communicate with other people through TVC. The recognition of the organization image can affect donations and contribution of donors. This is beneficial to the organization because if donors can remember the organization, feel familiar and trust. It can reach out and support without any doubt.

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