

## Further the Future: The Exploratory Study in 3D Animation Marketing Trend and Industry in Thailand

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**Abstract :** Lately, many media organizations in Thailand have started to produce 3D animation, so the quality of personnel should be identified. As an instructor in the school of Animation and Multimedia, the researchers have to prepare the students, suitable for the need of industry. The current study used exploratory research design to establish the knowledge of about this issue, including the required qualification of employees and the potential of animation industry in Thailand. The interview sessions involved three key informants from three well-known organizations. The interview data was used to design a questionnaire for the confirmation phase. The overall results showed that the industry needed an individual with 3D animation skill, computer graphic skills, good communication skills, a high responsibility, and an ability to finish the project on time. Moreover, it is also found that there were currently various kinds of media where 3D animation has been involved, such as films, TV variety, TV advertising, online advertising, and application on mobile device.

**Keywords :** 3D animation, animation industry, marketing trend, Thailand animation

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