Brand Identity Creation for Thai Halal Brands

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Abstract : The purpose of this paper is to synthesize the research result of brand Identities of Thai Halal brands which related to the way of life for Thai Muslims. The results will be transforming to Thai Halal Brands packaging and label design. The expected benefit is an alternative of marketing strategy for brand building process for Halal products in Thailand. Four elements of marketing strategies which necessary for the brand identity creation is the research framework: consists of Attributes, Benefits, Values and Personality. The research methodology was applied using qualitative and quantitative; 19 marketing experts with dynamic roles in Thai consumer products were interviewed. In addition, a field survey of 122 Thai Muslims selected from 175 Muslim communities in Bangkok was studied. Data analysis will be according to 5 categories of Thai Halal product: 1) Meat 2) Vegetable and Fruits 3) Instant foods and Garnishing ingredient 4) Beverages, Desserts and Snacks 5) Hygienic daily products. The results will explain some suitable approach for brand Identities of Thai Halal brands as are: 1) Benefit approach as the characteristics of the product with its benefit. The brand identity created transform to the packaging design should be clear and display a fresh product 2) Value approach as the value of products that affect to consumers' perception. The brand identity created transform to the packaging design should be simply look and using a trustful image 3) Personality approach as the reflection of consumers thought. The brand identity created transform to the packaging design should be sincere, enjoyable, merry, flamboyant look and using a humoristic image.