

A SURVEY OF PROMOTIONAL ACTIVITIES ATTRACTING THAI AND
INTERNATIONAL PARTICIPANTS TO THE *ING THAILAND TEMPLE RUN*, 2006

A MASTER'S PROJECT
BY
MATTHANAPHAN KOMOLBUTR

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Presented in partial fulfillment of the requirements
for the Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

March 2007

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A SURVEY OF PROMOTIONAL ACTIVITIES ATTRACTING THAI AND
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AN ABSTRACT
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This study explored the most effective promotional activities undertaken to attract Thai and international runners to participate in the *ING Thailand Temple Run, 2006* held in Samut Songkram, Thailand on the 19th of March 2006. Data in the survey were derived from a questionnaire completed by 70 Thai and 20 international runners who participated in the running event.

The promotional activities undertaken by the event organizer were of four types: advertisements, publicity, sales promotions and direct marketing. The most effective promotional activity for Thai participants was the official website (37.1%) followed by distribution of printed materials (21.4%) and word of mouth (12.9%). The most effective promotional activity attracting international runners was also the official website (60.0%) followed by word of mouth (20.0%) and messages on related websites (10.0%). All of the most effective promotional activities were in the domain of publicity.

กิจกรรมส่งเสริมการตลาดเพื่อดึงดูดกลุ่มเป้าหมายชาวไทยและ
ชาวต่างชาติให้เข้าร่วมการแข่งขันไอเอ็นจีวัฒนธรรมไทยมาราธอนนานาชาติปี 2549

บทคัดย่อ
ของ
มัทนพันธ์ โกมลบุตร

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
มีนาคม 2550

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และชาวต่างชาติให้เข้าร่วมการแข่งขันไอเอ็นจีวัฒนธรรมไทยมาราธอนนานาชาติ

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มร. ลีรอย เอ ควิก

งานวิจัยนี้มีจุดประสงค์เพื่อศึกษากิจกรรมส่งเสริมการตลาดที่มีประสิทธิภาพในการดึงดูดกลุ่มเป้าหมายชาวไทยและชาวต่างชาติให้เข้าร่วมการแข่งขันไอเอ็นจีวัฒนธรรมไทยมาราธอน 2549 ข้อมูลที่ใช้ในการศึกษา ได้มาจากการสำรวจโดยใช้แบบสอบถามกับผู้เข้าร่วมแข่งขันชาวไทยจำนวน 70 คนและชาวต่างชาติจำนวน 20 คนในกิจกรรมวันที่ 19 มีนาคม 2549 การวิเคราะห์ข้อมูล ทำโดยการหาค่าร้อยละ และการพรรณนาเชิงวิเคราะห์

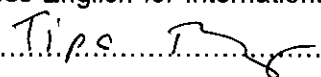
ผู้จัดการแข่งขัน ได้ทำกิจกรรมส่งเสริมการตลาดทั้งสี่ประเภท ได้แก่ การโฆษณา การประชาสัมพันธ์ การส่งเสริมการขาย และการตลาดแบบทางตรง ผลการวิจัยพบว่ากิจกรรมส่งเสริมการตลาดที่มีประสิทธิภาพสูงสุดในการดึงดูดกลุ่มเป้าหมายชาวไทยคือ เว็บไซต์ทางการของการแข่งขัน (37.1%) ตามด้วยการแจกจ่ายสิ่งพิมพ์ (21.4%) และคำบอกเล่าของเพื่อนหรือคนรู้จัก (12.9%) กิจกรรมส่งเสริมการตลาดที่มีประสิทธิภาพสูงสุดในการดึงดูดกลุ่มเป้าหมายชาวต่างชาติคือ เว็บไซต์ทางการของการแข่งขัน (60.0%) คำบอกเล่าของเพื่อนหรือคนรู้จัก (20.0%) และข้อความเผยแพร่ผ่านเว็บไซต์อื่นที่เกี่ยวข้อง (10.0%) โดยกิจกรรมทั้งหมดนี้ ถูกจัดอยู่ในประเภทของกิจกรรมส่งเสริมการตลาดด้วยการประชาสัมพันธ์

The Master's Project Advisor, Chair of the Business English for International Communication Program and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

Project Advisor

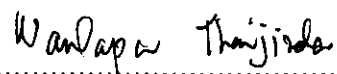

.....
(Mr. Leroy A. Quick)

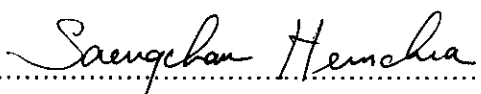
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This Master's Project has been approved as partial fulfillment of the requirements of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.


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March.....¹³ 2007

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Matthanaphan Komolbutr

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CHAPTER 1

INTRODUCTION

Background

Promotion is one of the most important activities in businesses today. It is the tool applied to make an effect on public awareness and interest and which helps achieve marketing objectives (Belch & Belch. 2004:661). Promotion is the function in the marketing mix, or the four Ps (product, price, place, and promotion), which includes the whole collection of activities the firm performs in relation to its market. Communication and promotion are the most important skills in marketing as described by Kotler (2003:18).

Promotion has been defined as communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or elicit a response (Lamb; Hair; & McDaniel. 2000:38). Promotional activities include all of the marketing communication techniques including advertising, direct marketing, interactive or internet marketing, sales promotions, publicity and public relations, and personal selling. These basic tools, used to accomplish an organization's communication objectives, are often referred to as the promotional mix (Belch & Belch. 2004:16).

Overall promotional spending in the U.S. in the year 2004 and projected for the year 2005 is reported in Table 1 on the following page.

TABLE 1 Promotional Spending

Advertising & Marketing Communications	2004 (US\$)	2005 (US\$)	Increase (%)
Advertising			
- Newspapers	46,300,000	48,198,000	4.10%
- Broadcast Networks	17,398,000	18,094,000	4.00%
- Network Cable Television	14,659,000	16,008,000	9.20%
- Broadcast Syndication	2,907,000	2,995,000	3.03%
- Local & National TV Ads	26,511,000	26,909,000	1.50%
- Local/Regional Cable TV Ads	5,120,000	5,622,000	9.80%
- Radio	20,161,000	20,565,000	2.00%
- Magazines	20,832,000	21,665,000	4.00%
- Online	7,814,000	10,158,000	30.00%
- Outdoor	5,663,000	5,890,000	4.01%
- Yellow Pages	14,117,000	14,117,000	0.00%
Total of Advertising	181,482,000	190,221,000	4.81%
Direct Marketing	177,300	186,200	5.02%
Trade Promotion	152,600	160,200	4.98%
Consumer Sales Promotions	117,700	126,000	7.05%
Event Marketing	83,500	93,500	11.98%
Public Relations	58,000	59,200	2.07%
Other	25,400	26,200	3.15%
Total of Marketing Communication	614,500	651,300	5.70%
TOTAL PROMOTIONAL SPENDING	182,096,500	190,872,300	4.82%

Source: Jack Myers; Jack Myers Report copyright 2004 Myers Publishing LLC. *Marketing Communication & Advertising Forecast in 2005 (2004: Online)*

Table 1 shows a general tendency to increase investment in promotional activities in order to influence communication effectiveness and to eventually increase sales in a competitive business environment. Table 1 also shows relatively larger amounts of money invested in advertising than in other promotional activities such as direct marketing, consumer sales promotions, event marketing, and public relations. Promotional strategies play an important role in the marketing programs of companies and where they invest their promotional budgets as they attempt to communicate with and sell their products to their customers (Belch & Belch. 2004:7). Promotion, in all its forms, is crucial for all types of businesses.

In 1988, Mason & Paul (1988:131) stated that sports events had been of public interest for decades. They also emphasized that promotions in professional and intercollegiate sports had become standard. The objective of sports promotions was to provide an additional incentive for spectators to attend games as well as to make the experience more enjoyable. The past twenty years have seen the emergence of sports and recreation as a major service industry that shapes the investment attractiveness of cities and regions. Belch & Belch (2004:16) noted that sport promotional activities included advertising, public relations and publicity, sales promotions, personal selling, interactive or internet marketing, and direct marketing.

The "Thailand Temple Run" is an annual running event composed of a 42.195 kilometer run (marathon), a 21.1 kilometer run (half marathon), and a 10.55 kilometer run (quarter marathon). The event takes place in Amphawa district, Samut Songkram province, a potential tourist attraction only 85 kilometer from Bangkok. The running course was designed to let participants run through picturesque rural scenery where paddy fields and

fruit orchards are blooming during the time of the event. Along the running course, runners pass 22 temples, and Thai traditional music bands are placed along the course.

The Thailand Temple Run is the creation of Thomas Tapken who was the General Manager of the Amari Watergate Hotel in Bangkok, and his wife. Their vision was to organize an international running event that underscored the cultural heritage and hospitality of Thailand. The Thai and English names of the event are different but were crafted to project Thai culture in some way. The Thai name is not a translation of the English name of the event as it is named to reflect the Thai cultural image by using the word 'culture'. The English name reflects Thai culture by simply using the word 'temple'. The English name was also designed to differentiate the event from other more traditionally named events such as the Pattaya Marathon, Singapore International Marathon or New York Marathon.

The idea for the Thailand Temple Run dates back to the year 2001. The inaugural Thailand Temple Run was held in March 2002 in the Province of Samut Songkram. In August 2002, Thomas Tapken decided to leave Thailand and since then his friend and co-organizer Raimund Wellenhofer, who is the Managing Director of Go Thailand Tours Co., Ltd., and Managing Director of Chip Timing Co., Ltd. has been the Race Director of the event. Go Thailand Tours became the official organizer of the Thailand Temple Run in 2004. Chip Timing Co., Ltd., a company founded in the year 2003, joined as a co-organizer and took over the event in the following years. Working as a Marketing Communication Manager and Executive Assistant to Raimund Wellenhofer, the researcher has been involved in organizing the Thailand Temple Run since the year 2003 and has gained knowledge and understanding of the event. However, any information provided by

Go Thailand Tours and Chip Timing, the official event organizers, included in this study, and not available in the public domain, will have been approved for public release by Raimund Wellenhofer. (See Appendix B: Company Research Permission Memo.)

In general, any event needs to be organized, administered, operated, promoted, and funded. All are basic responsibilities of the event organizer except funding which normally comes from sponsors. A sponsor is a corporation or an individual who invests in cash or kind, in an activity, person or event, in return for access to the exploitable commercial potential associated with that activity, person or event by the investor (Meenaghan, 1991).

In the year 2005, the Thailand Temple Run obtained a sponsorship from ING Life, a private sector insurance company and the event was renamed the "ING Thailand Temple Run". ING insurance is an international organization whose branches play active roles in sponsoring running events in many countries, for example the ING New York City Marathon in the United States and the ING Amsterdam Marathon in the Netherlands.

For the purpose of simplicity, this running event will hereinafter be referred to as the Thailand Temple Run (TTR) even though in 2005 'ING' was added to the official title.

Based on the number of participants, the TTR was not a large scale event but has become larger rapidly compared to other races. Table 2, in the following page, presents the number of participants in all major running events in Thailand from the year 2003 to 2005.

TABLE 2 Numbers of participants in all major running events in Thailand

Running Events	2003		2004		Increase (%)	2005		Increase (%)
	Thai	Int'l	Thai	Int'l		Thai	Int'l	
Chom Bueng Marathon *	-	-	1024		-	980		-4.297%
Bangkok Marathon **	1351	131	1305	189	0.809%	-	-	-
Pattaya Marathon **	-	-	1220	151	-	1318	221	12.254%
TTR **	584	92	728	137	27.959%	1059	302	57.341%
Khon Kaen Marathon **	-	-	1020	40	-	837	111	-10.566%

Source: Online; retrieved from <http://www.championchip-thailand.com> on 20 July 2005.

Note: The Laguna Phuket Triathlon is not included since a triathlon offers not only running but also swimming and cycling.

* For the Chom Bung marathon, no accurate numbers of Thai and international participants are available.

** The total numbers are based on different components of the major running events in Thailand: only the number of marathon participants is used for the Bangkok Marathon; the number of marathon and half-marathon participants is used for the Chom Bung Marathon, the Pattaya Marathon, and the Khon Kaen Marathon; and the number of marathon, half-marathon, and quarter-marathon participants is used for the TTR.

From Table 2, it can be concluded that the TTR in both years 2004 and 2005 had significantly larger growth in the number of participants compared to other races. In 2005, the increase in the total number of participants was 57.34%, and the increase in the number of international participants was even higher at 120.44%.

Promotional spending on the TTR in both 2004 and 2005 was distributed in different areas of promotion including public relations, advertising, personal selling, and

sales promotions. These activities were focused on both local and international markets.

Most of the spending was for public relations activities. The total promotional budgets remain confidential.

Figures and information on the international media which published press releases and/or articles on these two TTRs are provided by Go Thailand Tours (2004-2005) in Tables 3 and 4 below.

TABLE 3 International media coverage of the Thailand Temple Run in 2004

International Media Coverage in 2004	Readership per issue
Distance Running (magazine) – the United Kingdom	400,000
Running Attitude (magazine) – France	400,000
Living Fukuoka (newspaper) – Japan	300,0000
Asia Pacific Hash Harrier (magazine) – Asia Pacific	200,000
Running Woman (magazine) – Germany	250,000

Source: Go Thailand Tours Co., Ltd.; Public Relations Report in 2004.

TABLE 4 International media coverage of the Thailand Temple Run in 2005

International Media Coverage in 2005	Viewership / Readership
Runner's World (magazine) – Australia & New Zealand	100,000 / issue
X-Sport Germany (magazine) – Germany	50,000 / issue
Abroad (magazine) – Japan	2,000,000 / issue
Corriere (magazine) – Italy	100,000 / issue
Distance Running (magazine) – the United Kingdom	400,000 / issue
The Expat (magazine) – Singapore	50,000 / issue
Asia Pacific Hash Harrier (magazine) – Asia Pacific	200,000 / issue
Running Attitude (magazine) – France	400,000 / issue
www.thailandmarathon.org (website)	0,000 / month
www.tat.or.th (website)	1,000,000 / month
www.berlinmarathon.com (website)	100,000 / month
www.marathonguide.com (website)	3,000,000/month
Star World Asia (pay television) – Asia	18,000,000 subscribers
UBC Thailand (pay television) – Thailand	1,000,000 subscribers

Source: Go Thailand Tours Co., Ltd.; Public Relations Report in 2005.

The race director, Raimund Wellenhofer, stated that the number of international participants each year is the result of the promotional efforts from the previous year in the international media. As the event takes place in March of every year, promotional activities that are done in the same year have little effect on the participation of international participants who generally plan their trips to take part in overseas events more than three months in advance (Wellenhofer: 2004: Interview). The increase in the number of international participants between the year 2004 (137 participants) and 2005 (302

participants) is 120.44%. The increase in 2005 participation is the outcome of promotional efforts in the year 2004.

A preliminary survey was conducted to measure the effectiveness of the promotional activities that were done to attract international participants to the Thailand Temple Run in 2004. A questionnaire regarding different areas of the event evaluation was sent to 137 international runners by email on the 25th of March 2004 and 15 international runners responded completely. Data were analyzed and the results regarding promotional activities effectiveness were extracted and are presented below.

TABLE 5 Effectiveness of promotional activities for the TTR in 2004

1 = The medium that made international participants aware of the TTR 2004

2 = The medium that most successfully convinced international participants to participate in the TTR 2004

3 = The medium that was most conveniently accessible

Promotional Activities	1	2	3	Total
A. Advertisements in magazines	1	0	0	1
B. Brochures	1	1	0	2
C. Word of mouth (friends/acquaintances)	1	1	0	2
D. Press releases	0	0	0	0
E. Website www.thailand-temple-run.com	7	11	13	31
F. Comments/reviews in other related websites	5	2	2	9
Total	15	15	15	45

Source: Go Thailand Tours Co., Ltd.; Electronic mails exchanged between the organizer of the Thailand Temple Run 2004 and 15 international participants.

Table 5 demonstrates that the most effective promotional activity was the website and the second most effective was comments/reviews in other related websites. Based on Table 5, it can be said that websites, or electronic promotion, were the most effective promotional activities in attracting international participants to the TTR 2004. No similar survey was conducted with the Thai participants. No similar survey was conducted on the TTR 2005.

Sports events depend highly on the number of participants and sports promotions play very important roles in attracting participants, therefore promotions are crucial for the organizers (Shilbury; Quick; & Westerbeek. 2003:148). Further, the event industry is being used as a new tool to encourage Thailand tourism (Travel Trade Report Weekly: 2005). Both as an organizer of the TTR 2006 and as a Thai citizen concerned with the development of the tourism industry, the researcher is interested to find out which promotional activity was the most effective in attracting Thai and international participants to participate in the TTR 2006.

Research Questions

The above mentioned interest in developing sports events in Thailand leads directly to the following research questions.

1. Which promotional activity was the most effective in attracting Thai participants to the ING Thailand Temple Run 2006?
2. Which promotional activity was the most effective in attracting international participants to the ING Thailand Temple Run 2006?

Significance of the Study

This study identifies the most effective promotional activities that attracted Thai and international participants to the ING Thailand Temple Run 2006. The findings can be used to help other sports event organizers determine in which type of promotional activity they should invest to reach the highest number of participants and which ultimately will help them achieve their objectives. Sports event sponsors can also see the relative effectiveness of promotional activities, and can use this information in determining with which sports event organizers they should make their sponsorship investment(s). The Tourism Authority of Thailand can observe sports promotional effectiveness and thereafter make an effort to cover the market of international athletics in its promotion plan(s). Businesses in the tourism industry, including hotels and tour operators, may also find a new type of product to offer targeted inbound tourists. New sports event organizers can directly benefit from the findings of this study. Finally, general readers can gain a better understanding of how event organizers use promotions to approach their targeted audiences.

Definitions of Terms

Specific terms used in this study are defined below.

Running event	An event where participants run in different distance races: 42.195 km. (marathon), 21.100 km. (half marathon), 10.550 km. (quarter marathon), and 3-5 km. (walk-run)
Promotional mix	A mix of promotional activities used to accomplish an organization's communication objectives including to communicate the desired image, to educate, to inform and to persuade the target audiences to purchase the products
Promotional activities	All local and international promotional activities employed for the Thailand Temple Run 2006 including public relations, advertising, personal selling, and sales promotions
Public relations activities	Activities including press conferences, printed and electronic materials for distribution, editorial write-ups in magazines, arrangements for the local and overseas press, and website development
Advertising	Advertising in local and international running magazines and related websites

Personal selling	Promotional tours to other races held in Thailand to sell the TTR 2006 race entries to local runners
Sales promotions	Commissionable entry fees and travel packages for sport tour operators in other countries
Organizer	An organization or a group of people who organize an event
Sponsor	A corporation or an individual who invests in cash or kind, in an activity, person or event, in return for access to the exploitable commercial potential associated with that activity, person or event

CHAPTER 2

RELATED LITERATURE REVIEW

Related literature has been reviewed in order to identify and apply theories and concepts to this study. This has been divided into 5 sections.

1. Sports Promotion
2. The Promotional Mix
3. The Advantages and Disadvantages of the Promotional Mix
4. The AIDA Concept and the Promotional Mix
5. Related Study

1. Sports Promotion

Creedon (1994:89) stated that promoting sports in America is big business.

Sports ranks in the top 25 largest U.S. industries, ahead of the auto, lumber and airline industries with a revenue in excess of 63 billion U.S. dollars per year (Helitzer, 1991).

Because sports, of all types, are interesting and attractive to consumers, young and old, male and female, there is a natural desire to participate in them directly, or if that is not possible, to observe sports as an on-site spectator, or if that is not possible, to follow sports in various media such as television, radio, newspapers, magazines.... For this reason, sports have not been forced to emphasize costly marketing and promotional activities to the same degree as have other industries; rather, sports have been able to rely upon publicity as its major promotional tool (Mullin; Hardy; & Sutton. 1993:20). And virtually all media are

more than willing to provide publicity, even at their own expense, to sports events, especially major events such as the Olympics, The World Cup (soccer) and The Super Bowl (American football).

Briefly, sports is a real industry because of its economic size, but because of its attractiveness to consumers, the promotion of sports events requires a lower marketing spend than other industries. Publicity has traditionally been a more than satisfactory promotional tool.

2. The Promotional Mix

Parks & Quarterman (2003:259) state that promoting sports products involves implementing a mix of activities that will best:

- 1) Communicate the desired image of the product to the target audiences,
- 2) Educate and inform the target audiences about the products and their benefits,
and
- 3) Persuade the target audiences to purchase the products.

Basic elements that compose the promotional mix (Allen; O'Toole; McDonnell; & Harris. 2002:183) include: advertising, publicity, sales promotions and direct marketing.

These are described briefly below.

Advertising is any form of non-personal promotion paid for by the event organization. Radio, television, newspapers, magazines, the Internet, billboards or mobile platforms such as busses or taxis can be used for advertising. The mainstream media such as television, newspapers and radio can be very expensive to use. The creative process of

producing the messages can also be expensive, especially if it is done by an advertising agency.

Publicity includes all those activities not directly paid for, which communicate with the event's target market. An advantage that event directors have is that people generally enjoy reading about the leisure experiences of sports, the arts and entertainment that an event produces. It is therefore somewhat easier to get publicity for an event than for a more mundane activity. However, the event director must be aware that for a story to be used by the media, it must have some news value (that is, it must be new and of interest to the reader, viewer or listener), be well-written and come from a reliable source. It is therefore important that all such publicity has the imprimatur of the event director.

Sales Promotion is sometimes called below-the-line promotion by advertising agencies because they do not receive commission on these activities. Sales promotions include activities that use incentives or discounts to increase sales. An example of sales promotions is a family day at an event where families receive a group discount or a free sample of a product. These promotions seek to gain extra sales in particular target market sub-segments.

Direct Marketing is communicating directly with potential customers in the target market group by the use of a mailing list, the telephone or the Internet. An existing event should have a list of people who have previously attended the event. These data can be gathered quite simply by, for example, conducting a free raffle that requires attendees to supply their names and addresses. Other events may sell their mailing lists. This may well be the most cost-effective form of promotion for an ongoing event that appeals to a tightly defined target market.

All activities mentioned above including advertising, publicity, sales promotions and direct marketing are a mix of promotional activities which help communicate the desired image, educate, inform and persuade the target audiences to purchase the products (Allen; O'Toole; McDonnell; & Harris. 2002:187).

3. The Advantages and Disadvantages of the Promotional Mix

Activities in the promotional mix have different effects on the target audiences and therefore have to be selected appropriately to best suit different types of events. As Getz (1997:305) points out, the role of the promotional mix is to:

- Create or increase awareness of an event
- Create or enhance a positive image
- Position the event relative to its competition
- Inform target markets of pertinent details of the event
- Generate demand for the event
- Remind target markets of the event's details

Decisions about which elements in the promotional mix to use must be made based on the target market (Allen; O'Toole; McDonnell; & Harris. 2002:184). For example, an event with a large, mass market such as an agricultural show can use television advertising as a promotional device, whereas a small community festival's promotional mix might be limited to publicity and advertising in the local paper. Each of the promotional techniques and their advantages and disadvantages are shown in Table 6.

TABLE 6 The Advantages and disadvantages of different types of promotion

Promotional Type	Medium	Advantages	Disadvantages	Use For
Advertising	Television	Wide reach, conveys excitement and colour, can lend credibility	Expensive to produce and transmit	Large, mass market events
	Radio	Can be targeted by music tastes, quick to produce, cheaper	Difficult to cut through the clutter of other radio advertisements and programs	Musical events
	Newspapers	Wide reach, short lead time; suburban newspapers tightly target a community	Can be expensive; widely distributed papers may not tightly target the audience	Community festivals
	Magazines or newsletters	Tightly targeted	Long lead times for events	Special interest events
	Posters or outdoor	Cheap, can be displayed where target market congregates	Can deface buildings, can be ripped down	Youth, community, special interest events
	Flyers	Cheap, effective if well designed, tightly targeted	Need volunteers to distribute	Youth, special interest

TABLE 6 (continued)

Promotional Type	Medium	Advantages	Disadvantages	Use For
Publicity	Television	Adds credibility, large audience	Must have a televisual angle	All events
	Press	Gives credibility; can be a large or targeted audience	Must be of interest to the general reader	All events
	Speciality magazine or paper	Audience is tightly targeted	Has a long lead time	Special interest events
Sales Promotions	Price discounts for particular types of customers	Generates revenue	Can dilute revenue if groups are not carefully chosen	Large, mass market events
	Cross-promotion with a sponsor	Generates sales for the sponsor, can result in additional sales	Sponsor's image may overtake the events	Most events
Direct marketing	Mail, phone or e-mail	Little waste, can be very cost effective	Results depend on quality of mailing list	Special interest events
	Internet	Cheap to produce and can usually be done by a volunteer, easy to change messages, can be used to sell tickets directly	Penetration is currently quite small, many people wary of giving credit card information through the Internet	A target market that is technologically advanced

Source: Allen, Johny; William O'Toole; Ian McDonnell; & Robert Harris. (2002). *Festival and Special Event Management*: pp. 185-186

Each element of the promotional mix has different advantages and disadvantages. In order to apply these techniques most effectively, organizers have to carefully consider the most appropriate timing and resources for their events (Allen; O'Toole; McDonnell; & Harris. 2002:188)

4. The AIDA Concept and the Promotional Mix

This study aims to determine the most effective promotional activity(s) in influencing participants to participate in the ING Thailand Temple Run 2006. Promotional activities are available for organizers to select, however, they produce results differently in different stages of audience perception (Getz. 1997:307).

Lamb, Hair & McDaniel (2000:387-398) noted that the ultimate goal of any promotion is to get someone to buy a good or service. A classic model for reaching promotional goals is called the **AIDA concept**. The acronym stands for **Attention, Interest, Desire, and Action**—the stages of consumer involvement with a promotional message.

This model proposes that consumers respond to marketing messages in a sequence of thinking, feeling, and doing. First, the promotion manager attracts a person's *attention* by (in personal selling) a greeting and approach or (in advertising and sales promotions) volume, unusual contrasts, bold headlines, movement or bright colors. Next, a good sales presentation, demonstration, or advertisement creates *interest* in the product and then, by illustrating how the product's features will satisfy the consumer's needs, *desire*. Finally, a special offer or a strong closing sales pitch may be used to obtain purchase *action*.

The AIDA concept assumes that promotion propels consumers along the following four steps in the purchase-decision process:

Awareness – the advertiser must first achieve awareness with the target market.

A firm cannot sell something if the market does not know that the good or service exists.

Interest – simple awareness of a brand seldom leads to a sale. The next step is to create interest in the product.

Desire – a firm has to create brand preference by explaining the product's differential advantage over the competitors.

Action – some members of the target market may now be convinced to buy a product but have yet to make the purchase. Displays in grocery stores, coupons, premiums, and trial-size packages can often push the complacent shopper into a purchase.

Most buyers involved in high-involvement purchase situations pass through the four stages of the AIDA model on the way to making a purchase. The promoter's task is to determine where on the purchase ladder most of the target consumers are located and design a promotion plan to meet their needs.

The AIDA concept does not explain how all promotions influence purchase decisions. The model suggests that promotional effectiveness can be measured in terms of consumers progressing from one stage to the next. However, the order of stages in the model as well as whether consumers go through all steps has been much debated. For example, a purchase can occur without interest or desire, perhaps when a low-involvement

product is bought on impulse. Regardless of the order of the stages or consumers' progression through these stages, the AIDA concept helps marketers by suggesting which promotional strategy will be most effective.

TABLE 7 AIDA and the Promotional Mix

Promotional Mix	Awareness	Interest	Desire	Action
Advertising	Very effective	Very effective	Somewhat effective	Not effective
Publicity	Very effective	Very effective	Very effective	Not effective
Sales Promotions	Somewhat effective	Somewhat effective	Very effective	Very effective
Direct Marketing	Somewhat effective	Very effective	Very effective	Somewhat effective

Source: Lamb, Charles W.; Joseph F. Hair; Carl McDaniel. *Marketing*. (2000). p. 284.

Table 7 depicts the relationship between the promotional mix and the AIDA model. It shows that, although advertising does have an impact in the later stages, it is most useful in creating awareness about goods or services. In contrast, personal selling reaches fewer people at first. Salespeople are more effective at creating customer interest for merchandise or a service and at gaining desire.

Sales promotion's greatest strength is in creating strong desire and purchase intent. Coupons and other price-off promotions are techniques used to persuade customers to buy new products. Frequent-buyer sales promotion programs, popular among retailers,

allow consumers to accumulate points, or dollars, that can later be redeemed for goods.

Frequent-buyer programs tend to increase purchase intent and loyalty and encourage repeat purchases.

Public relations has its greatest impact in building awareness about a company, good, or service. Many companies can attract attention and build goodwill by sponsoring community events that benefit a worthy cause such as anti-drug and anti-gang programs. Such sponsorships project a positive image of the firm and its products into the minds of consumers and potential consumers. Good publicity can also help develop consumer desire for a product.

Below, the promotional activities employed for the ING Thailand Temple Run 2006 are categorized into the four elements of the promotional mix as defined by Allen; O'Toole; McDonnell; & Harris (2002:183): (1) advertising, (2) publicity, (3) sales promotions, and (4) direct marketing. Promotional activities for the TTR 2006 started on the 1st of May 2005 and will end on the day before the event, Saturday, the 18th of March 2006. The researcher has collected information on all the promotional activities that were done by the organizers. Different promotional activities were undertaken to attract Thai and international runners to participate in the TTR 2006. The activities are listed separately for local and international promotions in Table 8 and Table 9 respectively.

TABLE 8 Local Promotions for the ING Thailand Temple Run 2006

Local Promotions for the ING Thailand Temple Run 2006	Start Date	Duration
Advertising		
- Sportsvision (Magazine)	Feb 06	1 month
- www.thairunning.com	Feb 06	1.5 months
Publicity		
- Press conference	15 Feb 06	1 day
- News releases	Feb 06	2.5 months
- Official website (www.thailand-templerun.com)	May 05	10.5 months
- Messages on related websites	Jan 06	2.5 months
- Distribution of printed materials	Nov 06	5.5 months
Sales Promotions		
- Discounted entries for runners participating the TTR 2006 Running Clinic at Lumpini Park	18 Feb 06	1 time
- Free entries for runners participating on a web board giving useful evaluation about the TTR 2005	24 Feb 06	15 days
Direct Marketing		
- Road show at local running events and their expo		
▪ Bangkok International Marathon	27 Nov 05	4 days
▪ Thai Airways International Laguna Phuket Triathlon	4 Dec 05	2 days
▪ Chom Bueng Marathon	15 Jan 06	2 days
▪ Khon Kaen International Marathon	22 Jan 06	3 days
- Direct mail to TTR 2005 participant list	Mar 06	1 time

Source: Chip Timing Co., Ltd.; ING Thailand Temple Run Marketing Report 2006.

Table 8 describes promotional activities undertaken in Thailand including advertising, publicity, sales promotions and direct marketing between November 2005 and March 2006.

TABLE 9 International Promotions for the ING Thailand Temple Run 2006

International Promotions for the ING Thailand Temple Run 2006	Start Date	Duration
Advertising		
- Magazines		
▪ Asia-Pacific Hash House Harrier	Jul 05	6 months
▪ Hong Kong Runner	Oct 05	3 months
▪ Distance Running	Oct 05	3 months
▪ Runner's World	Jul 05	3 months
- Outdoor	Dec 05	1 month
Publicity		
- Official website (www.thailand-temple-run.com)	May 05	10.5 months
- Messages on related websites	May 05	10.5 months
- Press releases	Dec 05	3.5 months
Sales Promotions		
- Trade promotion through tour operators in 17 countries	Nov 05	5 months
Direct Marketing		
- Road show at running event expos:		
▪ Singapore International Marathon	2 Dec 05	2 days
▪ Honolulu Marathon	7 Dec 05	2 days
- E-news to the TTR 2005 participant list	27 Feb 06	1 time

Source: Chip Timing Co., Ltd.; ING Thailand Temple Run Marketing Report 2006.

Table 9 describes promotional activities undertaken internationally including advertising, publicity, sales promotions and direct marketing from May 2005 to February 2006.

The purpose of this study is to determine the most effective promotional activity(s) in influencing Thai and international runners to participate in the TTR 2006. The method used is discussed in the following chapter.

5. Related Study

Few studies on the effectiveness of promotional activities for sports events could be found. However, one important study in this domain and related to the Olympics is presented below. The Research Team Olympia of the University of Mainz (United States Sports Academy: 2006) investigated the interest in the Olympic biathlon, the reasons for visiting the Olympic Games and the biathlon, the future of the Olympic Games and the cultural Olympiad in the 19th Winter Olympic Games in Salt Lake City, 2002. A survey of 1130 spectators at the biathlon competitions was conducted by means of a questionnaire before and during the competitions.

Table 10 shows that mass media provided information well, but the publicity of travel agencies, even at the local tourist sites (posters e.g.), could have been more effective.

TABLE 10 Sources of Information and Promotional Material about the Cultural Program

Sources of Information and Promotional Materials	Responses	%
<u>Before the Olympic Games</u>		
Magazines and newspapers	472	41.8%
Television and radio reports	498	44.1%
Travel agency	24	2.1%
No information at all	151	13.4%
<u>In Salt Lake City</u>		
Newspapers	463	41.0%
Program guide	394	34.9%
Poster and placard (e.g. in hotel)	138	12.2%
Travel guide	112	9.9%
No information at all	167	14.8%

Source: Online; retrieved from <http://www.thesportjournal.org/2006Journal/Vol9-No1/Mueller>

[EtAl.asp](#) on 15 February 2007.

The empirical results show that most of the spectators were aware of the cultural program of the Olympic Games from television and radio reports (44.1%). Within Salt Lake City, spectators became aware of the program from newspapers (41.0%). Before the Olympic Games, publicity (magazines and newspapers) reached the majority of spectators almost as well as advertisements in television and radio reports. In Salt Lake City (during the Olympic Games), all activities employed were in the domain of publicity, and newspapers were the most effective channel of event promotions.

CHAPTER 3

METHODOLOGY

The research methodology used to determine the most effective promotional activity(s) in attracting Thai and international runners to participate in the ING Thailand Temple Run 2006 was divided into 4 steps:

1. All promotional activities locally and internationally employed for the ING Thailand Temple Run, 2006 were listed. (See Chapter 2, Tables 8 and 9.)
2. A questionnaire, with one version for Thai participants and one version for international participants, was prepared. After finishing long races, the respondents would not be disposed to complete a long and complicated questionnaire, therefore, a short and simple questionnaire was designed. The questionnaire listed all promotional activities employed for the TTR 2006. One version of the questionnaire, with the list of all local promotions, was used with Thai participants. This version was prepared in English and translated into Thai. Another version of the questionnaire, with the list of all international promotions, was prepared in English only and used with international participants. (See Appendix A.)

3. Data were collected by surveying 70 randomly selected Thai participants and 20 randomly selected international participants on the race day, 19 March 2006 in Samut Songkram. Seventy Thai and 20 international runners closely represent the ratio of 3.5:1 Thai to international runners experienced at the TTR 2005. As noted on Table 2, 1059 Thais and 302 international runners participated in that event. The survey was conducted orally and the respondents' responses were marked on the appropriate version of the questionnaire (Thai or English) by the researcher.
4. The data were analyzed by calculating numbers and percentages of the 90 participants confirming the type(s) of promotional activity(s) that most influenced them to participate in the TTR 2006.

The findings of the study are reported in Chapter 4. Conclusions, discussion, limitations and recommendations for further studies follow in Chapter 5.

CHAPTER 4

FINDINGS

This study investigated the most effective promotional activities in attracting Thai and international participants to the ING Thailand Temple Run 2006. The promotional activities covered 4 areas: advertisements, publicity, sales promotions and direct marketing. The questionnaire was designed to be short and simple so that it could be completed by 70 Thai and 20 international runners on the day of the ING Thailand Temple Run 2006, the 19th of March 2006.

The research findings are presented in this chapter. Tables illustrate the number of Thai and international participants who had seen particular types of promotional activities and the activities that most influenced them to participate in the ING Thailand Temple Run 2006.

In reference to the questionnaire, 2 questions were asked to identify the answers to the research questions of this study, they were:

- A. Which promotional activities have you seen for the ING Thailand Temple Run 2006? (*You may select more than 1 answer.*)
- B. Which promotional activity most influenced you to participate in the ING Thailand Temple Run 2006? (*Select only 1 answer.*)

Both questions were asked to 70 Thai and 20 international participants and the answers were analyzed. The findings are presented below in terms of the total number of responses to each question and as percentages in Tables 11-14.

1. Promotional activities that Thai participants had seen for the ING

Thailand Temple Run 2006

Table 11 shows the promotional activities undertaken to attract Thai participants to the ING Thailand Temple Run 2006. These activities were divided into the following areas: advertisements, publicity, sales promotions and direct marketing. The 70 Thai respondents identified which of the promotional activities they had seen and/or heard. The total number of responses offered by the Thai respondents is shown in the second column. (The respondents were allowed to select more than one answer.) The percentage of the total number of responses (202) is shown in the third column.

TABLE 11 Promotional Activities that Thai Participants Had Seen for The ING Thailand

Temple Run 2006

Promotional Activities	Total Responses	% of Total Responses
<u>Advertisements</u>		
Sportsvision (magazine)	18	8.9
www.thairunning.com	12	5.9
Total Responses to Advertisements	30	14.9
<u>Publicity</u>		
Press conference	6	3.0
News Releases	10	5.0
Official website www.thailand-temple-run.com	30	14.9
Messages on related websites	20	9.9
Distribution of printed materials (brochures/flyers)	26	12.9
Word of mouth (friends/acquaintances)	16	7.9
Total Responses to Publicity	108	53.5
<u>Sales Promotions</u>		
Running clinic at Lumpini Park	8	4.0
Free entries given-out on web board activities	12	5.9
Total Responses to Sales Promotions	20	9.9
<u>Direct Marketing</u>		
Road shows at local running events expos	32	15.8
Direct mail/E-newsletters	12	5.9
Total Responses to Direct Marketing	44	21.8
Grand Total	202	100

The 70 Thai respondents reported that they had seen or heard all of the promotional activities. Overall, publicity activities were most seen or heard with 108 of the 202 responses (53.5%). This was followed by direct marketing activities with 44 responses (21.8%) and advertisements with 30 (14.9%) of all responses. The specific promotional

activities that were most identified as seen or heard were; the road shows at local running events, 32 responses (15.8%); followed by the official website, 30 (14.9%) and distribution of printed materials, 26 (12.9%).

2. Promotional activities that most effectively attracted Thai participants to participate in the ING Thailand Temple Run 2006

Table 12 is displayed in the same way as Table 9. It shows the promotional activities for the ING Thailand Temple Run 2006, the total number of responses from the 70 Thai respondents and then the percentage of each activity. Each respondent identified the one promotional activity that most attracted him/her to participate in the ING Thailand Temple Run 2006. (Only one answer was allowed.)

TABLE 12 Promotional Activities that Most Effectively Attracted Thai Participants to

The ING Thailand Temple Run 2006

Promotional Activities	Total Responses	% of Total Responses
<u>Advertisements</u>		
Sportsvision (magazine)	0	0
www.thairunning.com	2	2.9
Total Responses to Advertisements	2	2.9
<u>Publicity</u>		
Press conference	2	2.9
News Releases	0	0.0
Official website www.thailand-temple-run.com	26	37.1
Messages on related websites	2	2.9
Distribution of printed materials (brochures/flyers)	14	21.4
Word of mouth (friends/acquaintances)	9	12.9
Total Responses to Publicity	54	77.1
<u>Sales Promotions</u>		
Running clinic at Lumpini Park	2	2.9
Free entries given-out on web board activities	7	10.0
Total Responses to Sales Promotions	9	12.9
<u>Direct Marketing</u>		
Road shows at local running events expos	5	7.1
Direct mail/E-newsletters	0	0.0
Total Responses to Direct Marketing	5	7.1
Grand Total	70	100

The 70 Thai respondents said the most effective promotional activities were publicity activities which gained a total of 54 of 70 responses (77.1%). This was followed by sales promotion activities, 9 (12.9%); and direct marketing activities, 5 (7.1%). The three specific promotional activities that most attracted runners to participate in the event were all

within the publicity area. The promotional activity which was the most effective in attracting Thai participants to the ING Thailand Temple Run 2006 was the official website with 26 (37.1%) of all responses. This was followed by the distribution of printed materials, 14 (21.4%); and word of mouth, 9 (12.9%).

3. Promotional activities that international participants had seen for the ING Thailand Temple Run 2006

In the same manner as for Thai participants, Table 13 shows the promotional activities for the ING Thailand Temple Run 2006 undertaken to attract international participants. These activities were also divided into 4 different areas including advertisements, publicity, sales promotions and direct marketing. The 20 international respondents identified which of the promotional activities that they had seen or heard for the ING Thailand Temple Run 2006. The total number of responses offered by the international respondents is shown in the second column. (The respondents were allowed to select more than one answer.) The percentage of the total number of responses (85) is shown in the third column.

TABLE 13 Promotional Activities that International Participants Had Seen for

The ING Thailand Temple Run 2006

Promotional Activities	Total Responses	% of Total Responses
<u>Advertisements</u>		
Asia Pacific Hash Harrier (magazine) - Asia Pacific	0	0.0
Hong Kong Runner (magazine) - Hong Kong	8	9.4
Distance Running (magazine) - the United Kingdom	2	2.4
Runner's World (magazine) - Australia & New Zealand	5	5.9
Total Responses to Advertisements	15	17.6
<u>Publicity</u>		
Official website www.thailand-temple-run.com	39	45.9
Messages on related websites:	10	11.8
News releases	5	5.9
Word of mouth (friends/acquaintances)	11	12.9
Total Responses to Publicity	65	76.5
<u>Sales Promotions</u>		
Tour operators' promotions	1	1.2
Total Responses to Sales Promotions	1	1.2
<u>Direct Marketing</u>		
Road shows at international running events expos	3	3.5
E-newsletters	1	1.2
Total Responses to Direct Marketing	4	4.7
Grand Total	85	100

The 20 international respondents said they had seen or heard all of the promotional activities except the Asia Pacific Hash Harrier magazine. Overall, publicity activities were most seen or heard with 65 of the 85 responses (76.5%). This was followed by advertisement activities with 15 (17.6%) responses; and direct marketing, 4 (4.7%) of all

responses. The three specific promotional activities that were most seen or heard were also all in the area of publicity activities, they were: the official website, 39 (45.9%); followed by word of mouth, 11 (12.9%); and messages on related websites, 10 (11.8%) of 85 responses.

4. Promotional activities that most effectively attracted international participants to participate in the ING Thailand Temple Run 2006

Table 14 is drawn in the same format as all above tables, and presents the promotional activities that most effectively attracted international participants to participate in the ING Thailand Temple Run 2006. The total number of responses from the 20 international respondents and the percentage of the total number of responses (20) are indicated in the table.

TABLE 14 Promotional Activities that Most Effectively Attracted International Participants to Participate in The ING Thailand Temple Run 2006

Promotional Activities	Total Responses	% of Total Responses
<u>Advertisements</u>		
Asia Pacific Hash Harrier (magazine) - Asia Pacific	0	0
Hong Kong Runner (magazine) - Hong Kong	0	0
Distance Running (magazine) - the United Kingdom	0	0
Runner's World (magazine) - Australia & New Zealand	1	5.0
Total Responses to Advertisements	1	5.0
<u>Publicity</u>		
Official website www.thailand-temple-run.com	12	60.0
Messages on related websites:	2	10.0
News releases	0	0.0
Word of mouth (friends/acquaintances)	4	20.0
Total Responses to Publicity	18	90.0
<u>Sales Promotions</u>		
Tour operators' promotions	0	0.0
Total Responses to Sales Promotions	0	0.0
<u>Direct Marketing</u>		
Road shows at international running events expos	1	5.0
E-newsletters	0	0.0
Total Responses to Direct Marketing	1	5.0
Grand Total	20	100

The 20 international respondents also stated the most effective promotional activities were publicity activities with a total of 18 of 20 responses (90.0%). This was followed by advertisements and direct marketing activities with the same number of responses, 1 (5.0%). The three promotional activities that most attracted them to

participate in the event were all publicity activities. The promotional activity which was the most effective in attracting international participants to the ING Thailand Temple Run 2006 was the official website with 12 (60.0%) of all responses. This was followed by messages on related websites, 4 (20.0%); and word of mouth, 2 (10.0%).

In summary, both Thai and international participants completing the questionnaires clearly indicated that publicity activities undertaken to promote the ING Thailand Temple Run 2006 were most visible and most effectively attracted them to participate in the event.

An in-depth analysis of the findings as well as recommendations for further study are presented in Chapter 5.

CHAPTER 5

CONCLUSIONS AND DISCUSSION

This chapter presents the answers to the 2 research questions. Conclusions and discussion of the results, comments on limitations of the study and recommendations for further study follow.

Answers to Research Questions

The answers to the two research questions are presented below.

Research Question 1

Which promotional activity was the most effective in attracting Thai participants to the ING Thailand Temple Run 2006?

The single most effective promotional activity attracting Thai participants to the ING Thailand Temple Run 2006 was the official website; 37.1% of all Thai runner respondents chose this form of publicity. Two other forms of publicity were the second and third most effective: distribution of printed materials, 21.4% of all respondents; and word of mouth, 12.9% of all respondents.

Research Question 2

Which promotional activity was the most effective in attracting international participants to the ING Thailand Temple Run 2006?

The single most effective promotional activity attracting international participants to the ING Thailand Temple Run 2006 was also the official website. However, a much higher percentage (60.0%) of international runner respondents chose this form of publicity. Two other forms of publicity were also the second and third most effective: word of mouth, 20.0% of all respondents; and messages on related websites, 10.0% of all respondents.

Conclusions and Discussion

The official Thailand Temple Run website was the most effective means of attracting both Thai and international runners to participate in the 2006 event; 37.1% and 60.0% respectively. Combined, this means that 38 of 90 runner respondents, 42.2%, felt that the official website was the most effective in attracting them to participate in the event.

If messages on related websites are added to the totals, then 28 of 70 Thai respondents and 14 of 20 international respondents, 46.7%, felt that web based promotional activities were the most effective in attracting them to run in the ING Thailand Temple Run 2006.

Paradoxically, E-newsletters had no effect on either Thai or international respondents.

A larger percentage of international runner respondents found the official website the most effective promotional activity. This is due to the fact that international participants are more dependent on complete and up to date information and on pre-race registration assistance than Thai runners who are more familiar with the race site and registration procedures.

For the Thai market, event organizers should focus more on the official website and continue promoting the event via other channels especially road shows at other running events in Thailand due to the fact that this sole activity was seen by the most Thai respondents (15.8%). Even though only 5 of 70 Thai runner respondents (7.1%) said that the road show effectively influenced them to participate in the ING Thailand Temple Run 2006, it did have a positive effect on their decision to participate.

In the questionnaires, the first question asked to all respondents was; which promotional activities did runners see for the ING Thailand Temple Run 2006. The answer to this question is related to the answer to the research question; which promotional activity most influenced runners to participate in the ING Thailand Temple Run 2006. Publicity activities were clearly indicated by Thai and international participants as the most visible and effective promotional activities in attracting them to the event. Furthermore, publicity activities that were most visible and effective were reported by Thai and international runners, in almost the same order of importance.

Table 15 is drawn to visualize the most visible and effective promotional activities in attracting Thai and international participants to participate in the ING Thailand Temple Run 2006.

TABLE 15 Most Visible and Effective Promotional Activities for Thai and International Participants in the ING Thailand Temple Run 2006

Most Visible Promotional Activities	
<u>Thai Participants</u>	<u>International Participants</u>
1. Official website (14.9%)	1. Official website (45.9%)
2. Distribution of printed materials (12.9%)	2. Word of Mouth (12.9%)
3. Messages on related websites (9.9%)	3. Messages on related websites (11.8%)
Most Effective Promotional Activities	
<u>Thai Participants</u>	<u>International Participants</u>
1. Official website (37.1%)	1. Official website (60.0%)
2. Distribution of printed materials (21.4%)	2. Word of Mouth (20.0%)
3. Word of Mouth (12.9%)	3. Messages on related websites (10.0%)

Source: Extracted from Tables 11-14, Chapter 4 (pp. 32-38).

The type of promotional activity most seen by Thai participants in the ING Thailand Temple Run 2006 was publicity, 53.5% of all participants saw at least one of the 6 publicity activities. (See Table 11.) The three most visible publicity activities were; the official website (14.9%), distribution of printed materials (12.9%), and messages on related websites (9.9%).

However, the most visible promotional activity for Thai runners was the road shows at local running events (15.8%), but this activity influenced only 7.1% of Thai respondents to participate. (See Tables 11 and 12.)

For international participants, the type of promotional activity most seen was also publicity, 76.5% of all participants saw at least one of the 4 activities. (See Table 13.)

The three most visible activities were: the official website (45.9%), word of mouth (12.9%), and messages on related website (11.8%). Web based promotional activities (the official website and messages on related websites) were two of the three most visible activities for both Thai and international activities while distribution of printed materials and word of mouth were the second most seen activity for Thai and international participants respectively.

The following is one example of word of mouth, a quote from one international participant who participated in the ING Thailand Temple Run.

"The ING Thailand Temple Run was my most favorite marathon I've ever done. The Honolulu Marathon was my first marathon and living in Calgary I've completed two of those marathons. The Temple Run was organized extremely well, and they provided us the best aid stations, having fresh fruits was most appreciated, needless to say the entertainment along the way was an extremely nice distraction, not to mention very nice. I have recommended this run to my friends who love to run marathons. Thailand will always be my favorite vacation destination and the run will hold a very special memory for me, as I had the pleasure running among other people from other parts of the world. Thanks again for a very memorable run and a wonderful time." (Yvonne De Niese, personal communication, April 2, 2006)

The activities that were the most effective in attracting Thai and international runners to participate in the ING Thailand Temple Run 2006 were almost in an exactly same order as the most visible promotional activities. The type of promotional activity most

effective in attracting Thai participants to the event was publicity, reported by 77.1% of all respondents. For Thai runners, the three most visible activities were; the official website (37.1%), distribution of printed materials (21.4%), and word of mouth (12.9%).

For the international market, the type of promotional activities most effective in attracting them to the event was also in the area of publicity (76.5%). The three most effective activities were; the official website (60.0%), word of mouth (20.0%), and messages on related website (10.0%). Both Thai and international participants responded in the same way towards the official website as the most effective promotional activity. Word of mouth was responded by 12.9% Thai and 20% international runners as one of the three most effective activities.

The experience at the ING Thailand Temple Run 2006 confirms the statement by Mullin; Hardy; & Sutton (1993:20) that sports events are able to rely on publicity as their major promotional tool.

This survey not only revealed the most visible and effective promotional activities for the ING Thailand Temple Run 2006, it also identified the least visible and effective activities.

For Thai participants, the least visible promotional activity was the press conference. Only 3% of all respondents were aware of it. The 3 promotional activities least effective in attracting Thai runners to participate in the TTR 2006 were advertising in Sportsvision magazine, news releases, direct mail and E-newsletters. No Thai respondent reported them as effectively influencing their decision to participate.

For international runners, the least visible promotional activity was advertising in the Asia Pacific Hash Harrier magazine. No international runners reported seeing it. The

promotional activities least effective in attracting international runners to participate in the TTR 2006 were the advertisements in magazines (Asia Pacific Hash Harrier, Hong Kong Runner and Distance Running), news releases, tour operators' promotions, and E-newsletters. No international respondent reported them as effectively influencing their decision to run in the TTR 2006.

Two of the least visible and least effective promotional activities, 0% of all Thai and international respondent reports, were in the category of publicity: the press conference and news releases. This seems paradoxical because the most visible and most effective promotional activities were also in the area of publicity (the official website and messages on related websites). A closer look reveals that the print media were largely unnoticed and ineffective while electronic media were visible and effective. This is further confirmed by the low ratings on visibility and effectiveness given by all respondents to magazine advertisements and direct mail.

Selective use of promotional activities must be considered by event organizers in order to effectively attract participants to complete all steps in the AIDA concept as noted by Lamb, Hair & McDaniel (2000:284).

In the TTR 2006 case, all promotional activities (advertisements -- except in the Asia Pacific Hash House Harrier magazine --, publicity, sales promotions and direct marketing) created awareness and/or interest (AIDA) in the event for both Thai and international runners. For Thai runners, web advertisements (advertisements); press conferences/releases, websites, printed materials, word of mouth (publicity); sales promotions; and road shows (direct marketing) generated at least desire (AIDA) and in

some cases purchasing decisions (AIDA). For international runners, websites and word of mouth (publicity) created desire (AIDA) and purchasing decisions (AIDA). Overwhelmingly, the promotional activities that most effectively led to purchasing decisions, or action in the AIDA concept, were all publicity: websites, word of mouth and printed materials and fliers.

Apart from the fact that publicity activities were the most effective promotional activities, they were also among the least costly making them among the most cost effective promotional activities. Websites and printed materials are relatively inexpensive, and word of mouth is free.

Even though advertising is expensive compared to other forms of promotion, it should not be neglected in promoting running and other sports events. Advertising does contribute to potential consumer awareness and interest (AIDA). Just as importantly, it adds significantly to sponsors' visibility in the market, especially when advertisements are placed in large, well-known and respected media. It is precisely for this reason that sponsors associate themselves with running and other sports events. Event organizers should not overlook this important fact. Of course sponsors' names, logos and other messages can and should be included in websites, brochures, fliers and other promotional materials, but sponsors want to see themselves in prominent and highly visible media. Many running and other sports events would not exist without sponsors.

As has been shown, the most effective promotional activity for both Thai and international participants was the official website. This study also shows the logical relation between the most visible and the most effective promotional activities. For Thai runners, two of the three most visible and most effective promotional activities were the same (the

official website and distribution of printed materials). Messages on related websites were the 3rd most visible promotional activity, but not seen by respondents as effective. Word of mouth was not noted by Thai respondents as highly visible, but was the 3rd most effective promotional activity. For international runners, the most visible and most effective promotional activities were all the same (the official website, word of mouth, and messages on related websites). Brochures and fliers were not prepared for international runners because of their relatively small number and geographic distribution.

In conclusion, the most cost effective means of promotion (publicity) was more effective in attracting both Thai and international participants to the TTR 2006 than expensive advertisements, and sales promotions and direct marketing were more effective with local Thai runners than with international runners. Running and other sports event organizers should focus on relatively inexpensive publicity activities, especially websites, when developing their promotional mixes as to effectively attract participants. However, advertising in widely seen and respected media should not be neglected, as this promotional activity does influence potential participants, but more importantly provides the visibility that event sponsors so dearly covet. Without paying event sponsors, many sports events would not exist, or would be smaller in scale, thus limiting opportunities for potential participants.

Limitations of the Study

The study had the following limitations:

1. Only 70 Thai and 20 international participants constituted a small sample group on which to base broad conclusions.
2. The survey was done on the event day when participants were actively involved in their races, consequently the questionnaire employed was of limited scope.

Recommendations for Further Studies

The following studies should be undertaken as follow-up on the present study:

1. A future survey on the ING Thailand Temple Run could be opened for suggestions from all participants on other possible channels of promotion. The survey of international participants could be more detailed as email is an inexpensive means of communication and allows event organizers to gain more information and suggestions from participants.
2. It is possible that other factors could influence participation in events such as the event location, time, weather or the structure/organization of the event itself (water stations, medical stations, entertainment, etc.). A study should be undertaken focusing on these areas.

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Go Thailand Tours Company Limited.

Go Thailand Tours Co., Ltd.

บริษัท ไทยแลนด์ทัวร์ จำกัด

5th Floor CCT Building; 109 Surawong Road; 10500 Bangkok
Tel: 66-2-237-6910-4; 66-2-2372322-3; 66-2-2336918
Fax: 66-2-2362880; 66-2-2360114

Service Request

Date :	13/03/2007 (dd/mm/yyyy)		
To :	Royal Hotel Bangkok	From :	Srichuda
Fax # :	02 2242083	Fax # :	66-2-236-2880
Client :	Mr. Elin FORSELL		
Ref # :	SunHotels Ltd	Itin # :	9712

Please provide the following services below.

SERVICE TYPE

HOTEL

HOTEL :	ROYAL HOTEL BANGKOK
PAX :	ADULTS - 4 CHILDREN - 0
PAX LIST :	Mr. Elin FORSELL; Mr. Malin OLSSON; Ms. Ulrika REINHOLDSSON; Ms. Carolina JOHNSON (SH 1470844);
CHECK-IN DATE (dd/mm/yyyy) :	30/3/2007
CHECK-OUT DATE (dd/mm/yyyy) :	1/4/2007
ROOM TYPE :	Standard - Scandinavian
NO. OF ROOMS :	2 - Twin;
NO. OF EXTRA BEDS :	0
ABF INCLUDED :	Yes
ADDITIONAL INFO. FROM AGENT :	INSIDE ALLOTMENT
ADDITIONAL INFO. FROM GTT :	

To acknowledge confirmation, please stamp and fax back to 0 2236 2880.

APPENDIX A

Questionnaires

Questionnaire (for Thai participants)

- A. Which promotional activities have you seen for the ING Thailand Temple Run 2006? (*You may select more than 1.*)
- B. Which promotional activity most influenced you to participate in the ING Thailand Temple Run 2006? (*Select only 1 answer*)

A.

Advertisements

- ☐ Sportsvision
- ☐ www.thairunning.com

B.

- ☐
- ☐

Publicity

- ☐ Press conference
- ☐ News releases
- ☐ Official website www.thailand-temple-run.com
- ☐ Messages on related websites
- ☐ Distribution of printed materials (brochures/flyers)
- ☐ Word of mouth (friends/acquaintances)

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

Sales Promotions

- ☐ Running clinic at Lumpini Park
- ☐ Free entries given-out on web board activities

- ☐
- ☐

Direct Marketing

- ☐ Road shows at local running event expos
- () Bangkok International Marathon
- () Thai Airways International Laguna Phuket Triathlon
- () Chom Bueng Marathon
- () Khon Kaen International Marathon
- ☐ Direct mail/E-newsletters

- ☐
- ☐

แบบสอบถาม (สำหรับผู้เข้าร่วมแข่งขันชาวไทย)

- ก. กิจกรรมส่งเสริมการตลาด “งานไอเอ็นจีวิ่งวัฒนธรรมไทยมาราธอนนานาชาติ ปี 2549” กิจกรรมใดบ้างที่คุณได้พบเห็น (สามารถเลือกตอบได้มากกว่า 1 อย่าง)
- ข. กิจกรรมส่งเสริมการตลาด “งานไอเอ็นจีวิ่งวัฒนธรรมไทยมาราธอนนานาชาติ ปี 2549” กิจกรรมใด ที่ทำให้คุณตัดสินใจเข้าร่วมการแข่งขัน (เลือกตอบได้เพียง 1 อย่าง)

ก.

โฆษณา

☐

นิตยสารสปอร์ตวิชั่น

☐

www.thairunning.com

ข.

☐
☐

การประชาสัมพันธ์

☐

งานแถลงข่าว (วันที่ 15 กุมภาพันธ์ 2549)

☐

เนื้อหาข่าวจากนิตยสารสิ่งพิมพ์ต่างๆ

☐

เว็บไซต์ www.thailand-temple-run.com

☐

ข้อความจากกระดานข่าวจากเว็บไซต์อื่นที่เกี่ยวข้อง

☐

แผ่นพับ – โบปลิว

☐

คำบอกเล่าของเพื่อนหรือคนรู้จัก

ส่งเสริมการขาย

☐

ส่วนลดค่าสมัครจากงานวันหนึ่งคลินิคที่สวนลุมพินี

☐

การร่วมเล่นเกมสัฟเพื่อรับบัตรฟรีเข้าร่วมแข่งขัน

การตลาดแบบทางตรง

☐

การโปรโมทการแข่งขันผ่านเอ็กซีโปของงานวิ่งต่างๆ

() กรุงเทพมหานคร

() ไทยแอร์เวย์อินเตอร์เนชั่นแนล ลาгуน่า ภูเก็ต ไตรกีฬา

() จอมบึงมาราธอน

() ขอนแก่นมาราธอน

☐

รายละเอียดจากการติดต่อโดยตรงจากผู้จัดถึงชมรมวิ่ง /
จดหมายข่าวอิเล็กทรอนิกส์

Questionnaire (for International participants)

- A. Which promotional activities have you seen for the ING Thailand Temple Run 2006? (*You may select more than 1.*)
- B. Which promotional activity most influenced you to participate in the ING Thailand Temple Run 2006? (*Select only 1 answer*)

A.

Advertisements

- ☐ Asia Pacific Hash Harrier (magazine) – Asia Pacific
- ☐ Hong Kong Runner (magazine) – Hong Kong
- ☐ Distance Running (magazine) – the United Kingdom
- ☐ Runner's World (magazine) – Australia & New Zealand

B.

- ☐
- ☐
- ☐
- ☐

Publicity

- ☐ Official website www.thailand-temple-run.com
- ☐ Messages on related websites
- () www.thailandmarathon.org
- () www.tat.or.th
- () www.berlinmarathon.com
- () www.marathonguide.com
- ☐ Press releases
- ☐ Word of mouth (friends/acquaintances)

- ☐
- ☐

- ☐
- ☐

Sales Promotions

- ☐ Tour operators' promotions

- ☐

Direct Marketing

- ☐ Road shows at international running event expos
- () Singapore International Marathon Expo
- () Honolulu Marathon Expo
- ☐ E-newsletters

- ☐
- ☐
- ☐

APPENDIX B

Company Research Permission Memo

Memo

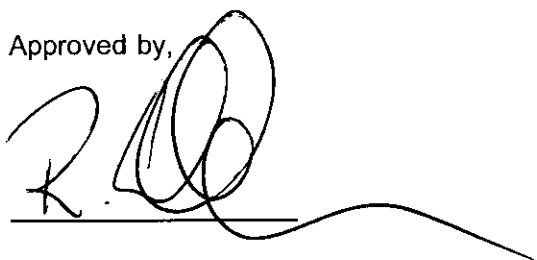
To: Raimund Wellenhofer
From: Matthanaphan Komolbutr
Date: 10 December 2005
Subject: Permission to conduct a graduate research project on 'A Study of the Most Effective Promotional Activity for the ING Thailand Temple Run 2006'

This memo is written seeking your permission to use the ING Thailand Temple Run 2006, co-organized by Go Thailand Tours Co., Ltd. and Chip Timing Co., Ltd., as the subject of study in completion of my Master's Degree in Business English for International Communication at Srinakarinwiroj University.

On-site research will be conducted at the event (Amphawa District, Samut Songkram Province) on 19 March 2006 by collecting information from 90 randomly selected participants (70 Thai and 20 international runners). An oral survey will be conducted by the researcher by use of a questionnaire in order to determine the most effective promotional activity for the ING Thailand Temple Run 2006.

It is understood that no informational regarding the Thailand Temple Run 2006 or its participants will be released without your prior review and consent.

Approved by,

A handwritten signature in black ink, appearing to be 'R. Wellenhofer', written over a horizontal line.

Mr. Raimund Wellenhofer
Managing Director, Go Thailand Tours Co., Ltd.
Managing Director, Chip Timing Co., Ltd.

VITAE

VITAE

Name: Miss Matthanaphan Komolbutr
 Date of Birth: 10 July 1978
 Place of Birth: Bangkok
 Address: 60 Soi Wachiradhamsatid 53, Sukhumvit 101/1 Road,
 Bangchak, Phrakonong, Bangkok 10260
 Position: Marketing Communication Manager
 Company: Chip Timing Co., Ltd.
 109 CCT Building 5th Floor, Surawong Road, Bangrak,
 Bangkok 10500

Educational Background:

1997	High Vocational Certificate (Language), Borpitpimuk Chakkrawadhi Campus, Rajamangala Institution of Technology
2000	Bachelor of Business Administration (Marketing), Burapha University
2007	Master of Arts (Business English for International Communication), Srinakharinwirot University