Abstract *

A research of the tactic for creating the brand (logo) for Thai magazines which have the objectives for knowledge and understanding concerning the process and procedure including the tactic used for creating the brand for Thai magazine in order to reach the demand of its target and consistent with marketing situation and current magazine competition; the results from studying and researching of this research are follows:

Most magazines including Thai magazines realize and understand to create the brand because of high competition in magazine market. Magazine is an important media; it can make a good benefit if we compare with the investment and it is stable if we compare with other media. One of the tactics which have been used is to be granted a copyright from popular foreign magazine for selling

To creating the brand of magazine, it is important for started from paying attention for worker, modern content, creating simply character of brand. One thing that can make the brand of magazine to be strong is content and one the tactic that is used for magazine is the “cover”

To using the method of efficiency communication marketing which is creating special activity is a marketing activity which a publisher has an opportunity to meet its reader and exchange their idea in order to receive the information for developing the brand and magazine to consisting with the reader’s demand

Whether Thai magazine will be successful for creating the brand or not, it depends on three factors 1) Clearly understanding reader which most of magazine will do the research for this factor 2) Create content to be interesting and 3) to use a suitable method of communication marketing.

* This is research was financially supported by The University of the Thai Chamber of Commerce