

THE PERSONAL BRANDING ON SOCIAL MEDIA OF
TILLY BIRDS



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จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

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การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาการสร้างตราสินค้าบุคคลบนสื่อสังคมของวงทิลลี่เบิร์ดส์ และเพื่อศึกษาพฤติกรรมการสร้างตราสินค้าบุคคลของวงทิลลี่เบิร์ดส์ โดยใช้วิธีการแบบผสมผสาน ประกอบด้วยการวิเคราะห์เนื้อหาและการสัมภาษณ์เชิงลึก วิธีการแรกเป็นการที่ผู้วิจัยได้ทำการวิเคราะห์เนื้อหาเกี่ยวกับวงทิลลี่เบิร์ดส์ บนสื่อสังคมเช่น ทวิตเตอร์ เฟสบุ๊ก และอินสตาแกรม ซึ่งผู้วิจัยได้ทำการตรวจสอบความเคลื่อนไหวบนสื่อสังคมทั้งหมดตั้งแต่เดือนกรกฎาคมจนถึงเดือนกันยายน วิธีการที่สองเป็นการสัมภาษณ์เชิงลึกเพื่อศึกษาการสร้างตราสินค้าบุคคลบนสื่อสังคมของวงทิลลี่เบิร์ดส์ โดยมีนายอนุโรจน์ เกตุเลขา นักร้องนำของวงทิลลี่เบิร์ดส์เป็นผู้ให้ข้อมูลสำคัญสำหรับการวิจัยนี้ ผลการวิจัยพบว่า วงทิลลี่เบิร์ดส์ได้ใช้สื่อสังคมอย่างเหมาะสมและมีประสิทธิภาพ พวกเขามีความเข้าใจว่าสื่อใดที่ผู้คนเคลื่อนไหวมากที่สุด การวางกลยุทธ์การเขียนข้อความเพื่อดึงดูดผู้คน และวิธีการเข้าถึงผู้ที่ติดตามพวกเขา วงทิลลี่เบิร์ดส์ตระหนักได้ถึงความแตกต่างระหว่างสื่อสังคมต่างๆ รวมถึงข้อมูลที่สมควรและไม่สมควรลงในแต่ละสื่อ การหลีกเลี่ยงคำศัพท์เฉพาะที่อาจสร้างความไม่คุ้นเคยกับผู้ติดตาม ทำให้ข้อมูลที่ส่งออกไปสู่กลุ่มเป้าหมายมีความรวดเร็วและสามารถเข้าใจได้ง่าย การรักษาภาพลักษณ์ของตราสินค้าบุคคลบนสื่อสังคมต่างๆด้วยการใช้รูปและคำอธิบายเดียวกันบนสื่อสังคมทุกช่องทางเพื่อที่วงทิลลี่เบิร์ดส์ต้องการให้ผู้ติดตามมีการตอบสนองกับพวกเขา วงทิลลี่เบิร์ดส์มีความสามารถในการรับรู้ถึงกลุ่มเป้าหมายของพวกเขา ซึ่งเป็นสาเหตุหนึ่งที่ทำให้พวกเขาเป็นที่ดึงดูดของกลุ่มเป้าหมายของพวกเขา ประโยชน์ของการวิจัยนี้ เพื่อให้ศิลปินที่มีกลุ่มเป้าหมายกลุ่มเดียวกันเกิดความเข้าใจ และใช้งานสื่อสังคมได้อย่างมีประสิทธิภาพมากขึ้น การสร้างตัวตนบนสื่อสังคมต่างๆมีความสำคัญมากเพื่อให้ผู้คนได้รับรู้ถึงตราสินค้าบุคคลศิลปินท่านอื่นสามารถเรียนรู้ได้จากการที่วงทิลลี่เบิร์ดส์มีปฏิสัมพันธ์กับกลุ่มผู้ติดตาม เนื่องจากการตอบรับส่วนมากมาจากสื่อสังคมที่ทุกคนสามารถเห็นได้ ไม่ว่าจะมาจากการที่วงทิลลี่เบิร์ดส์ตอบโต้กับกลุ่มผู้ติดตามด้วยตนเองหรือผ่านการว่าจ้างผู้ดูแลสื่อสังคม

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The objective of this study was to examine Tilly Birds' personal branding via their official social media platforms, and to study the personal branding construction strategy of Tilly Birds. A mixed method was used to carry out this research. A content analysis as well as an in-depth interview. The first method involved the researcher doing content analysis on Tilly Birds' primary social media platforms: Twitter, Facebook, and Instagram. The researcher examined all of the posts from July to September. Following the content analysis, an in-depth interview was done to acquire a better understanding of the personal branding produced for Tilly Birds on social media. Anuroth Ketlekh, the lead singer of Tilly Birds is our key informant in this study. The findings indicate that Tilly Birds uses social media effectively and appropriately. They know which platform has the most engagement, how to strategically post to maximize the engagement. The band which platform is most effective for audience engagement, how they post, and how they connect with their audience. Tilly Birds is aware of the distinctions between the various social media sites and are aware of where their content should and should not be put. Avoiding jargon that would be unfamiliar to fans and make their language simple and concise in order to reach their target audience. Maintaining a consistent brand image across all platforms, with the same profile picture and description. Allowing themselves to be easily recognized across all platforms, Tilly Birds wants their fans to follow them, to interact with them. Tilly Birds have a solid awareness of their target demographic, which is one of the reasons they are able to appeal to their target group. This study can help other artists who want to reach a similar target audience figure out how to use each social media platform better. People should be able to find your brand online. Tilly Birds' online fan interactions are public. This shows how they connect with fans. Whether bands talk to fans themselves or hire a social media manager. The artist needs to maintain a solid fan engagement.

Field of Study:	Strategic Communication Management	Student's Signature
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TABLE OF CONTENTS

	Page
.....	iii
ABSTRACT (THAI)	iii
.....	iv
ABSTRACT (ENGLISH)	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
CHAPTER 1	1
INTRODUCTION	1
1.1 Significance of the study	1
1.2 Objective of the study	5
1.3 Research questions	5
1.4 Scope of the study	5
1.5 Operational definitions of the variables	6
1.6 Expected benefits from the study	7
CHAPTER 2	8
LITERATURE REVIEW	8
2.1 Marketing/Brand Communication	8
2.1.1 Brand Communication	11
2.2 Personal Branding	17
2.3 Previous Studies	22
2.4 Conceptual framework	28
CHAPTER 3	31
METHODOLOGY	31
3.1 Content Analysis	31
3.2 Research Sample and sampling method	32

3.2.1 In-depth Interview	35
3.3 Research instrument.....	36
3.4 Data collection and data analysis.....	36
CHAPTER 4	37
FINDINGS	37
4.1 Content Analysis/ Coding sheet:	37
4.1.1 Personality	40
4.1.2 Typical topics	43
4.1.3 Tone of voice.....	46
4.1.4 Environment	50
4.1.5 Trademarks.....	54
4.1.6 Product brands.....	58
CHAPTER 5	64
Summary and Discussion.....	64
5.1 Summary.....	64
5.1.1 Personality	65
5.1.2 Typical topics	65
5.1.3 Tone of voice.....	66
5.1.4 Environment	66
5.1.5 Trademarks.....	67
5.1.6 Product brands.....	67
5.2 Discussion.....	68
5.3 Limitations.....	75
5.4 Direction For Future Research.....	75
5.5 Practical Implications	76
References.....	78
Appendix A.....	84
Appendix B	86
REFERENCES	88

VITA.....90



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CHAPTER 1

INTRODUCTION

1.1 Significance of the study

Brands are more than just a name or logo slapped on a product; they are now essentially collections of experiences. Instead, people recall the experience they had while on a brand journey. Company experience is critical since it serves as a tool for establishing relationships between a brand and its customers (Schmitt, 1999). To differentiate itself from its market competitors, a firm must create compelling brand experiences that encourage consumers to have positive thoughts, continue to buy, and remain loyal to the brand. Because of its significance, marketing strategy has shifted its attention from a brand's functional advantages to brand experiences (Schmitt, 2009).

In the marketing industry, visual identity has become and continues to become increasingly significant. From the standpoint of aesthetic representation and cultural influence, there is a link between art, global branding, and consumer habits (Vianu, 2018). The separation of art and business has grown increasingly impossible, and art appears to be of vital importance in this new setting. Incorporating aesthetics as an innovation in marketing and communication, concentrating on its potential creativity. As a result, higher creativity can lead to distinct communication, and distinct communication is desirable (Schroeder, 2006). Brands require consistency, people must be aware of what they consume, and brands must be differentiated. Consumers must understand the distinction between two brands. The same notion may be extended

to the music industry; performers are regarded as products that must be distinguishable from other artists and have a consistent image.

A musician's brand identity depends on consistency and differentiation (Vianu, 2018). Each singer or band has to have their own brand identity and uniqueness. Brands are differentiated by using two concepts, consistency and differentiation. Consistency is the consistent image of the brand, and differentiation is how different and unique a brand identity is when compared to another brand. These two elements represented the identification of origin (differentiation) and the preservation of product / service quality (consistency) (Romanuik, Sharp, & Ehrenberg, 2007).

Thai musicians are also making their way into the worldwide market (Setboonsarng, 2020). During the early 1980s, Thailand's big labels; RS Group and GMM Grammy formed (Cheng, 2021). However, the parallels end there, since the music genre that dominated Thailand in the 1990s was largely Indie (1994-1997), which witnessed the emergence of independent music labels and musicians (Cheng, 2021).

Two factors contributed to their relative success among Thailand's ASEAN neighbors. Firstly; improvements in content quality over time. Secondly; changes in communication technologies for both Thailand and ASEAN nations (Jirattikorn, 2015). Content such as the very successful live singing competitions The Star in 2003 and True

Academy Fantasia in 2004 (Cheng, 2021). Tata Young, dubbed "Asia's Queen of Pop," was among the first Thai performers to achieve international acclaim during this period, with Bird Thongchai, Golf Mike, Atom Chanagun, Da Endorphine, and Peacemaker (Proebst, 2018).

More recently, Tilly Birds is a well-known Thai band recognized for their pop, alternative rock music. They rose to popularity after releasing their first album, "*Phu Diao*," and became well known for their hit song, *Khit (Tae Mai) Thueng (Same Page?)* (The Momentum, 2022). *Third (Anuroth Ketlekha)*, *Billy (Nutdanai Chuchat)*, and *Milo (Thuwanon Tantiwatthanaworakul)* are the band's lead vocalist, guitarist, and drummer, respectively. The band was initially founded in 2010 as a result of a high school music project. Tilly Birds introduce an altogether new soundscape to the Thai music market, inspired by artists such as Arctic Monkeys, Tame Impala, Kanye West, Amy Winehouse, and Arcade Fire. This band is a great addition to the Thai music scene.

In 2020, *Khit (Tae Mai) Thueng (Same Page?)* Tilly Birds exceeded their own expectations that year and established themselves as a major force in Thailand. Since its release in March, the song "*Khit (Tae Mai) Thueng (Same Page?)*" held the top spot on Thailand's Joox, Spotify, and Apple Music charts for two months, thanks to its straightforward lyrics and appealing melody. Currently with over 172 million views on YouTube, the music video also became a viral hit (Chua, 2020).

The band's sound has evolved considerably since the publication of their debut song, titled "Heart in a Cage," in 2014. The single was issued in 2014. Over the course of the following six years, Tilly Birds played a variety of styles, ranging from acoustic to punk rock, new wave, hard rock, British pop, and soul. They presented a mixture of personal favorite musical genres (Chua, 2020). The band is highly renowned for their relatable music and lyrics, which are mostly created and based on the singers' personal experiences. An interview with the band provided additional insight into their music and how they perceive their own music. Billy; the guitarist and producer for Tilly Birds said "The three members' perspectives on relationships and musical backgrounds will be different. However, when everyone is wearing the Tilly Bird name, we are all able to go in the same direction" (The Momentum, 2022). With each person having their unique perspective on relationships, the brand Tilly Bird itself has a specific perspective on various topics.



In summary, this research aims to explore the personal branding of Tilly Birds. The research determines what factors can contribute to the Tilly Birds' brand identity. Singers must develop their own distinct brand identification and personal branding in order to be successful. The outcomes of the study may provide valuable recommendations for other Thai singers, as well as a way for other singers to establish their personal brand and promote themselves to their target audience.

1.2 Objective of the study

1. To examine Tilly Birds' personal branding via their official social media platforms
2. To study personal branding construction strategy of Tilly Birds

1.3 Research questions

1. What is Tilly Birds' personal branding on their main social media platform?
2. What strategies does Tilly Bird use to construct their personal brand on social media?

1.4 Scope of the study

This research is based on a mixed method research technique with the aim to explore the personal branding of Tilly Birds. This study conducts an in-depth interview with Anuroth Ketlekha, the lead singer of Tilly Birds to gain insight into how they established their own personal brand. A content analysis is also used in this study. For this type of research, it was important to do both a content analysis as well as an in-depth interview. Going through their social media platforms to analyze each post made, seeing how they develop their personal brand. For the content analysis the researcher has gone through Tilly Birds' top 3 most used social media platforms; Twitter, Facebook, and Instagram. Going through all the posts they have made across all platforms from July 1st up until September 30th.

The in-depth interview is crucial to the study because the researcher is able to ask particular questions and follow up on some topics based on the responses of the respondents' precise responses. Artists and people alike are constantly creating content in the current social media age, content analysis is also crucial to this research. This study looks into how Tilly Birds use various social media platforms to promote themselves and develop their personal brand.

1.5 Operational definitions of the variables

To understand personal branding, we need to see how Tilly Birds brand themselves, we also need to analyze the content that they are producing and releasing on social media.

Social Media: In this study social media is considered as any of the social media platforms that Tilly Bird uses to promote and post content i.e., Facebook, Twitter, and Instagram. Their official social media accounts being; “*TILLYBIRDS*” on Instagram, “*TillyBirds*” on Twitter, and “*Tilly Birds*” on Facebook

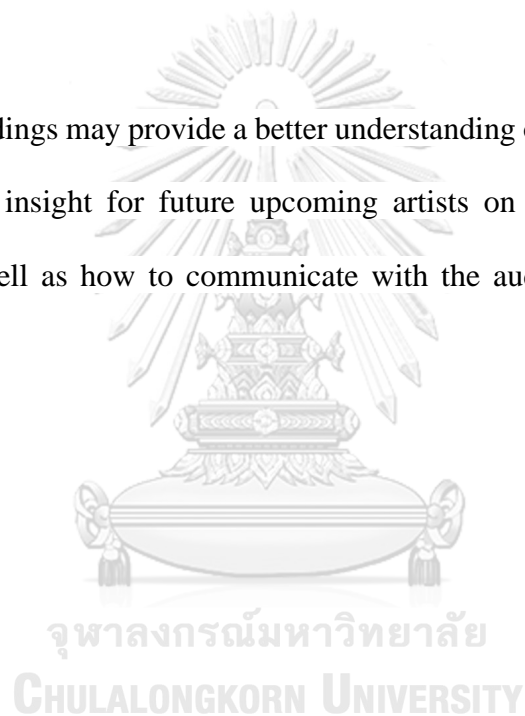
Personal Branding: Personal branding is the process of determining what you stand for as an individual and letting other people know about it. Your personal brand is made up of the things that make you unique, like your experiences, skills, and values.

1.6 Expected benefits from the study

1. Academically, the findings of this study should contribute to a better understanding of Tilly Birds' personal branding.

2. The findings could have a real effect on the Thai music industry. This could help independent bands come up with their own brand identities and learn how to manage them on social media.

3. The findings may provide a better understanding of the Thai music business, this may provide insight for future upcoming artists on how to brand themselves accordingly, as well as how to communicate with the audience in a more efficient manner.



CHAPTER 2

LITERATURE REVIEW

It is necessary for us to have a clear understanding of the concepts of personal branding as well as brand identity before we can truly understand Tilly Birds' personal branding. In this chapter, we discuss three different notions in addition to the conceptual framework.

1. Marketing/ Brand Communication
2. Personal Branding
3. Previous Studies

2.1 Marketing/Brand Communication

“A way of looking at the whole marketing process from the viewpoint of the customer” (Kotler, 2003). Fundamentally, marketing communication is the process of conveying a message between companies and consumers in order to build trust in the brand and marketer (UK Essays, 2017). Marketing communication is an essential and intricate component of a company's marketing strategy. Marketing communication is loosely defined as all of the communications and mediums you use to communicate with the market. Marketing communication includes advertising, direct marketing,

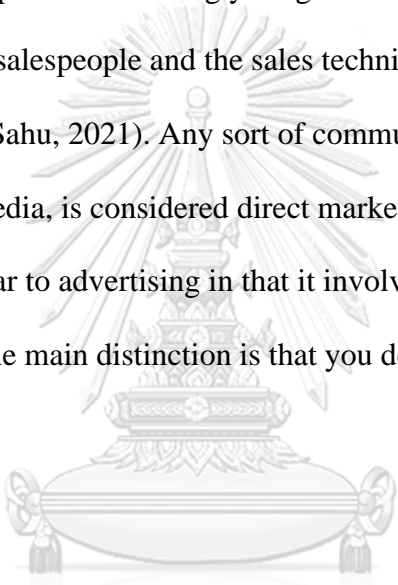
branding, packaging, your web presence, printed materials, public relations activities, sales presentations, sponsorships, and trade show appearances (Mars, 2022).

Marketing communication is concerned with successfully and efficiently presenting information about the company and its products to certain client groups. Deciding what to say and to whom can be nothing more than a risky guess about other people's interests and affiliations. As a result, striving to comprehend comes before seeking to be understood (Coursera, 2022). Another component is learning from others about their interests and values and connecting this to the interests of the individuals who work in the firm. This action should logically come before promoting a point of view on the desirability of a product and related consumer happiness (Coursera, 2022).

The goal is to create an invisible link between the company and its clients. The first stage is to guarantee that the message is correctly received by the audience. Consumers can learn about firms, goods, and brands by employing marketing communication (Kotler, 2006). Advertising is the most important component of the marketing communication mix. It is usual to discover that the majority of audiences equate advertising with promotion (UK Essays, 2017). Rebates, discounts, paybacks, Buy-one-get-one-free plans, coupons, and other sales promotion methods are available. According to the business, there are numerous ways to run sales

promotions, as well as numerous ideas and tactics (Sahu, 2021). It also entails providing a motivation for the buyer to purchase the goods in the form of a discount.

Offering incentives to dealers and distributors to help them move the product. Because it moves the goods, selling promotion has lower expenses and requires less cash (Sahu, 2021). The process of selling your goods or services is referred to as sales. This covers your salespeople and the sales techniques they would use to market your goods or service (Sahu, 2021). Any sort of communication aimed toward a person, regardless of media, is considered direct marketing (Sahu, 2021). Much of public relations is similar to advertising in that it involves messages transmitted through mass media. The main distinction is that you do not pay for the message's time or space.



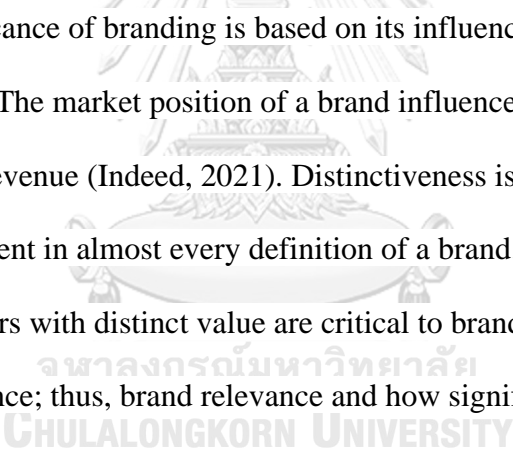
A television or newspaper feature piece about a company, for example, is not paid for and might generate brand exposure (Kokemuller, 2019). Direct marketing combines elements of sales promotion and personal selling. It is consumer interaction in which the company's message seeks or implores a response from targeted customers. E-mail and direct mail are both popular formats. Customers receive these communications with special offers or calls to action, which frequently promote limited-time specials or new product launches. Direct marketing communication also includes mail-order clubs, online or print surveys, and infomercials (Kokemuller, 2019).

One of the most effective frameworks for defining the marketing communication process is provided by Kotler: The first two parts are sender and receiver.' The second and third components are message and media.' This approach also includes 'encoding,' 'decoding,' 'response,' and 'feedback.' The last feature is 'noise.' Noise is made up of random messages that frequently interfere with communication. This model focuses on the fundamental key components that contribute to effective communication. Before sending any message, it is critical to understand the market response and your target audience (Gartner, 2022).

2.1.1 Brand Communication

In order to promote a brand to the outside world, it must be clear what it stands for in terms of motivation, target markets, product/company differentiation from competitors, what services it can provide for internal and external stakeholders, the values that it represents, its mission, vision, and goals, and the company's market priced strategies (Sy, 2021). Branding is the process of creating in the minds of customers a strong, favorable perception of a company, its products, or services by the use of features such as a logo, design, mission statement, and a consistent theme throughout all marketing communications (Markus,2022). Branding is also defined as the notion or image that people have in mind when they think about a company's specific products, services, and activities, both practically and emotionally. As a result, it is not just the physical characteristics of a company or its product that

establish a brand, but also the feelings that consumers acquire towards the company or its product. When exposed to the name, logo, visual identity, or even the message expressed, this combination of physical and emotional stimuli is triggered (Marion, 2022). In other words, it is what leaves a lasting impression on consumers, but it also informs your customers and clients about what to expect from your firm. It is a method of distinguishing a firm from its competitors and explaining why it is the better choice. The brand is created to be an accurate picture of what the firm is and how it wishes to be perceived (Dandu, 2015).



The significance of branding is based on its influence over consumer decision-making processes. The market position of a brand influences customer purchases and overall corporate revenue (Indeed, 2021). Distinctiveness is at the heart of branding and a vital component in almost every definition of a brand. Differentiation and providing consumers with distinct value are critical to brand success. Unique value necessitates relevance; thus, brand relevance and how significant a brand is to consumers is another basic branding notion. Ensuring brand relevance and differentiation (Keller, 2019).

Branding communication is a collection of activities used to communicate with customers, such as advertising, social media, and reviews. It also involves in-person encounters between customers and businesses. Direct communication with a

corporate employee over the phone, in the store, or at a tradeshow is also considered brand communication (Clickworker, 2022).

Here are the reasons branding is vital for business:

1. The only way for a brand to become recognizable in the minds of customers is to earn their recognition. Branding, which involves the use of elements such as a logo and color scheme, helps to build an identity that is distinct from other similar products and services on the market. This makes it possible for a brand to become successful and preferred over its rivals.
2. Customers who are looking for something they can trust in will be drawn to a positive impression that also conveys a sense of consistency and dependability in the product. A strong brand will naturally result in increased quantities of word-of-mouth advertising, which is a form of marketing that not only does not cost a company anything to implement but also leads to increased numbers of new customer generation.
3. Keep existing customers by providing consistent quality consumers come to expect.
4. Adds value to the company by giving it more leverage in the market.

5. Branding enables you to connect with the target audience through marketing research and data collection, and establishes you as an expert in the field through consistency and presence. Branding helps you do both of these things. Making yourself immediately identified not only promotes a more meaningful connection with customers, but it also allows your business to express its beliefs and values (Indeed, 2021).

A branding strategy is a long-term plan for achieving a series of long-term goals that result in consumer identification and preference for your brand. An effective branding strategy includes the brand's objective, customer promises, and how these are presented. Brand strategy is built on a differentiation platform, where a firm may use its value proposition to build competitive advantages and meet customer demands. The key to long-term success is to define your market position through brand strategy in order to increase market share and revenue (Martinez, 2022).

A brand identity is how the brand owner describes their brand, whereas a brand image is how the final consumer perceives the brand (Surbhi, 2018). It is how a firm displays itself to customers and how the public perceives it. In other words, it is the company's face that portrays the company's values, personality, and ideas. Its features, traits, quality, performance, services, and support facilities are all included (Surbhi, 2018). In many ways, a brand's visual element. For example, Nike's Swoosh' or Apple's apple. Two examples of a brand's identity being linked to a symbol or visual feature (Tarver, 2022).

As the embodiment of almost everything in a business is and does, a brand identity can inspire customers and increase brand loyalty (Wheeler, 2022). There are six components of a well-developed brand identity:

- Logo: The role of a logo in a brand's identity is also associative. It tells the consumers that this image represents your brand.
- Consistency and trust: When a brand create a face and keeps it consistent over time, it gains credibility among its competitors and trust from its customers.
- Impressions: A brand identity is a template for everything that you would put on a business commercial. A brand that has a face and a good reputation in the industry is ready to market itself and make an impression on potential buyers.
- Mission: Gives the company a purpose that the public and potential customers can identify with.
- Increase the number of customers and even loyal advocates -one with a face, trust, and a mission – draws people who share your brand's values. However, once these individuals become consumers, the same brand identity provides them with a sense of belonging. (Wheeler, 2022).

In order to create the most effective brand identity, there are five steps in achieving a brand identity that would be able to meet the six components:

- Being able to differentiate from competitors - Researching and identifying the competitor's message, brand colors, typography, shapes and imagery can provide insight

- Target audience - Demographics, data on their acquisition of information, their activities and opinions, identifying their challenges, and what they prioritize in their lives
- Understanding the purpose for the company/brand - To have a strong brand identity, this needs to be reflected in every part of the branding.
- Business name - It's important to find a name that fits your brand because it's how people will recognize it.
- Slogan/tagline - The slogan should be short and catchy so that it stands out and is easy to remember.

There are other additional components that can enhance the brand identity such as photography, illustration, iconography, and data visualization (Butler, 2016).

Marketing and Branding communication is incredibly significant since it helps to create a consistent brand identity in the minds of consumers. This is why each brand has a distinct brand identity; the same holds true for the music industry. Sales can be influenced by a singer's brand image and consumer perception. This notion will be applied to the current study since it is critical to understand how individuals in the Thai music industry see their current products and how they can produce better branding communication in order to penetrate the global market. It's essential that the Thai music industry understands who their target market is, simply choosing what to say and to whom can be as simple as making a wild guess about other people's interests. As a result, wanting to comprehend takes priority over seeking to be understood (Varey, 2002).

2.2 Personal Branding

As mentioned in the previous chapter, a brand is a collection of experiences consumers have with a particular brand. They associate the brand with a positive or negative experience. The concept of a brand has expanded beyond items, a brand can include images, organizations, and other forms such as tangible products, services, retail stores, online businesses, people, places, and ideas (Roper & Parker, 2006).

Although branding has traditionally been associated with businesses, nearly everyone in today's society can legitimately claim that they have a personal brand, even if only a select few of us have deliberately created it (Petruca, 2016). Personal branding is not a luxury that should be reserved solely for enterprises or celebrities; instead, it should be regarded as a requirement for everyone who wants other people to recognize them for the things that they are particularly good at doing. Personal branding is the act of defining what you, as an individual, stand for and making that knowledge known to other people (Peters, 1997; Shepherd, 2005). Your personal brand consists of things that set you apart from other people. The fundamental idea behind personal branding is that each individual has the ability and potential to act as the marketer for himself or herself. Since then, the concept that a person is a brand has gained widespread acceptance, and most people in the labor market regard it to be the responsibilities of specialists in certain fields (Shepherd, 2005). Personal branding is important because it's how people remember your brand. A nameless brand is impossible to recall;

therefore, the most important question to pose to any brand is, "What do you want to be known for?" This is because the answer to this question will serve as the foundation of your personal brand (Dalla-Camina, 2016). Personal branding includes not just the activities we engage in but also the people we do them for and the reasons we do them.

Having a solid personal brand provides us with a substantial advantage over the other candidates in the job market and enables us to stand out from the crowd in terms of how we present ourselves to potential employers. As a consequence of this, it is essential for a person to have a certain level of self-awareness as well as the ability to organize their thoughts in order to construct a vision of a distinct personality within the context of a personal brand when they are entering the job market for the first time. This is because the job market is becoming increasingly competitive. The reason behind this is that competition in the employment market is getting stronger all the time. One way to think about it is in terms of how we would like to be regarded by other people, as well as how our personal and, to some extent, professional life should be portrayed to the outside world. One way to think about it is in terms of how we would like to be perceived by other people (Zabojnik, 2018).

Managing a personal brand, just like managing any other brand, requires active participation. It can only be continually developed and made available to the public if it is presented in this manner. The social media platforms available nowadays are not only highly helpful for advertising something, but they are also very easy to work with

and quite affordable. It is not our job title that determines our personal brand; rather, it is the impact that we have on others as a result of the work that we do and the ability of others to convince us that we are doing a good job at it, as demonstrated by the feedback that we receive (Urbanová, Slind, 2017). Personal branding through social media is an option that is basically open to anyone who possesses some fundamental skills, Internet access, and the desire to be recognized by others for the things that they excel at. It is possible that social media may help advertise it, create new career opportunities, and provide new chances for personal growth and professional advancement. Even though it is difficult to predict how social media will look in the future and how personal branding will benefit from it, the most likely scenario is that, with newer advanced technology, social media will develop and improve, opening up new opportunities for anyone concerned about their online image and identity. In spite of the fact that it is difficult to predict how social media will look in the future and how personal branding will benefit from it, the most likely scenario is that with newer advanced technology, social media (Labreque et al., 2011).



If a company wants to be successful with its own personal branding, the company's appearance must be consistent across all channels. The use of a certain name, color, style, and tone are all examples of characteristics of branding that have to be consistent across all accounts and all platforms. Because of this, the personal brand will stand out in people's minds, and they will have an easier time recalling it (Urbanová, Slind, 2017). If you want to be easily found, you should publish new content on the most valuable social networks every day and make sure that the marketing message is

identical across all of them. It is also helpful if the profile image is consistent across numerous social profiles. Because maintaining an active presence on social media is necessary to build both influence and a following, this aspect must be taken into account. As a result of this, maintaining a consistent publishing schedule is one of the most significant factors in growth (Petruca, 2016).

The corporate world has started to place an increased emphasis on managing personal brands and provides strategic advice on how to establish a desired personal brand identity through the use of social media. This trend is a reflection of the fact that the business world has begun to place an increasing emphasis on managing personal brands. There are several aspects to think about while building a personal brand through the use of social media, including the following: It is encouraged to have numerous profiles across a variety of social media platforms because this increases the likelihood of connecting with more people; however, this is only effective if the profiles are continually updated (Dalla-Camina, 2016). Developing a strong positioning statement is essential because it gives a clear and concise summary of who the individual is and what he or she does; when doing so, keep in mind that even if the statement is about the brand, it is for the people with whom the individual wants to interact with the brand, so the audience should be kept in mind at all times (Petruca, 2016).

The process of building an identification for a business as well as one's own personal brand relies heavily on the utilization of various social media platforms.

Developing a unique brand for oneself, putting oneself on the map in a certain industry, and achieving recognition within that industry are all goals that may be realized in the quickest, and easiest, way possible by utilizing social media (Petruca, 2016). People will look for information about a person and the things they do on the internet since that is where they will go to find out more about that person. Because practically everyone is now online, people will look for information about a person and the things they do on the internet. As a consequence of this, the utilization of this sort of platform is fantastic for the accomplishment of personal branding. Anyone may create an account and promote their activities in order to gain more followers and change the way they are regarded online with very little effort. This can be done in order to change the way someone is perceived when they are searching for them online. It just takes a little bit of time, that's all it takes (Dalla-Camina, 2016).

Another advantage of developing one's personal brand through the use of social media is the ability to reach out to the individuals with whom one would like to communicate while expending less effort than would be required by more conventional methods. In addition, unlike other branding initiatives, which require major financial help for advertising, social media enables a person to promote himself as a brand on a lower budget. This is in contrast to other branding efforts, which require significant financial assistance (Kaplan & Haenlein, 2010). Furthermore, virtually every firm conducts a search on social media for the profile of potential employees, often known as their personal brand. A Facebook or other social network account might even be required for some jobs, but this varies widely by industry. Keeping up the positive

image and identity of the firm on the internet is important for a number of reasons, including the possibility of gaining new business possibilities or forming new alliances (Petruca, 2016).

It has been discovered that the components of a personal brand include things like the personalities of the celebrities, typical topics, the tone of voice, the surroundings (setting), and product brands. It is uncomplicated, it keeps its coherence throughout the course of time, and it is authentic; these are some of its primary features, which are comparable to those of a product or service brand.

2.3 Previous Studies

When examining the music industry as a whole, it is essential that each band and individual artist have their own distinctive personal brand; otherwise, they will not be recognized or will not be able to distinguish themselves from the competition. When compared to the Thai music industry, for instance, the K-pop sector is quite distinguishable from the Thai music industry. K-pop idols are created and marketed like a product, because K-pop idols aren't found, they are created for many years in a factory system (PolyMatter, 2019). K-pop content is also heavily promoted by the Korean government as a way to export Korean culture, the role of promotion plays an important role in visual and verbal culture (ZhiYan & Borgerson, 2008). Whereas some Thai singers still lack a unique brand identity and aren't specifically branded or differentiated from others.

K-pop idols are sold as a product with a distinct, recognizable appearance and voice. Some Thai singers draw inspiration from K-pop, however the result is often just another K-pop clone that lacks the distinctiveness and brand identification of Thai culture. K-Pop, BTS in particular have broken into the mainstream media in an unprecedented way, BTS was on The Late Late Show, The Tonight show, The Ellen DeGenres Show, multiple mainstream audiences are exposed to K-pop (Kim, 2022). K-pop saw massive success due to the dedicated fanbase K-pop fans always buy the collectible albums. Often with different covers to encourage fans to buy several of them (PolyMatter, 2019). The K-Pop industry is a major source of income for the South Korean economy. The foreign market for South Korean music and pop culture went from \$5.7 billion in 2015 to \$10 billion in 2019. (Bartlett, 2022). K-pop adds value to the economy because it is such a great cultural product. K-pop has had a huge effect on Thailand's culture and economy, and Thai musicians are also making their way onto the world market (Setboonsarng, 2020). The US military's involvement in the Korean War and the Vietnam War brought Western music to these countries. This is how K-pop and Thai pop got their roots.

Thai artists were less concerned with aesthetics than with the music, which wasn't as concentrated as K-pop (Cheng, 2021). Since 2000, Thailand has been a global cultural exporter, coining the name 'T-Wind' (Thai Wind) to represent Thai pop culture globally. Contrasts the Korean Wave (Jirattikorn, 2015).

In Thailand, there is still a small, yet successful Idol culture. Originally from Japan, they have spread their franchise to other Asian markets. BNK48 is a Thai idol girl group managed by the BNK48 office, which is a collaboration between Rose Artist Management, Plan B Media, and the Japanese agency 'AKS.' AKB48, a Japanese girl group that began in 2005, is the sister group of BNK48. Instead of sending over a product, AKS sent Thailand a brand/franchise. As a result, BNK48 uses AKB48's marketing communications strategy. BNK48 does not only offer music concepts, but also how to manage their artists so that BNK48 can maintain engagement with the fanbase (Anglanon, 2018).

The popularity of BNK48 and the fans who support them are both examples of sociological phenomena. Because of the tremendous devotion of its fans, BNK48 has established themselves as a formidable competitor in the Thai music industry. The other girl groups who are a part of AKB48 are, in essence, being introduced to a wider audience in international markets. Starting off in Japan and has since spread to many other countries, including Thailand, India, Taiwan, China, Indonesia, Vietnam, and the Philippines. They started to grow in Japan and then moved on to other Asian countries. This could also be seen as entering a market outside of their home country. They were able to bring the hugely influential idol culture to other Asian countries, which was important for the growth of the brand and franchise.

Even though their share of the overall market is rather low, these customers are willing to pay for BNK48 products (Chalayonnavin, 2018). For instance, BNK fans don't only purchase albums or singles by BNK48, but they also purchase other official BNK48 merchandise and participate in BNK48-related activities. They host a variety of live events where they sell collectibles, autographed pictures, and randomized photo sets. This encourages fans to purchase multiple photo sets in the hopes of receiving an idol that they particularly like or the complete set, and these girls are constantly active on social media. Through activities such as holding live conversations with the fanbase on Facebook or Instagram, they consistently communicate with their followers on social media in an effort to maintain their engagement (Marumura, 2018). This advertising strategy is quite similar to the one that K-pop idols use to promote their own products. They urge fans to consume more content related to K-pop, and K-pop idols are giving a variety of album covers. The same holds true for BNK48.



In order for K-pop to achieve commercial success, it was required to take into consideration the following four factors: producers, casting, producers/promoters, and content (Kim, 2022). As a result of digitalization, many fields, including the music industry's producers and consumers, saw opportunities to expand their markets and their shared interests in the industry as a whole (Kim, 2022). From a macro perspective, the music industry has transitioned from analog to digital, offline to online, albums to singles, division of labor to corporate integration, local distribution

to worldwide distribution, and music to imagery. In addition, the focus of the industry has shifted from musical performance to visual representation (Kim, 2022).

The independent and creative markets were pushed to produce new content that was informal and free of copyright restrictions (Tan, 2020). The use of social media marketing opens the door to unpaid or organic advertising opportunities on social media platforms like Facebook and Instagram. Additionally, users might utilize statistics to adapt their content to each platform. This gives the user the ability to determine which aspects of their content are more successful in terms of engagement rates and click throughs. Building your brand, keeping your audience interested, and expanding your customer base are all fantastic reasons to invest in content marketing. Both those working in the K-pop industry and those who listen to its music are aware of the significance of content when it comes to marketing, brand recognition, thought leadership, audience engagement, and lead generation (Offeo, 2021). Before the advent of social media, K-pop culture made some feeble attempts to connect with Western audiences. Although these efforts were not completely unsuccessful, they did not produce large enough outcomes to be considered innovative.

In 2008, they attempted to penetrate into the US market by utilizing celebrities such as the K-pop queen *BoA*. In 2009, *Wonder Girls* went on tour across the United States with the *Jonas Brothers*. At the time, the group was somewhat unknown in the United States, and they later relocated to South Korea (Kim, 2013). Companies and

artists alike have come to fully appreciate the benefits of social media, realizing its enormous relevance and the opportunities it presents to make sales. Snippets of artists' Twitter conversations excite fans because they allow them a glimpse into their idols' seemingly private lives, and fans take to the same social media platforms to express their devotion in return. Hashtags that fans have created themselves become top trending topics overnight to recognize their favorite stars' birthdays, comebacks, or album releases on Twitter (Kim, 2013).

By 2021, the K-pop industry had been reset culturally because of Psy's "*Gangnam Style*" which had amassed 90 million views and earned over \$870,000. In 2013, K-pop fans started changing the way they express their support for their favorite artists as they realized the power of YouTube and social media. As a result, Psy received recognition from the streaming services. K-pop enthusiasts took it seriously, and goals for breaking records have been steadily set in motion; judging by the video's overall amount of views on YouTube, it appears that at least some of these fans have already reached their initial goals (Cfds, 2021). BTS is well-known for their regular social media interactions with its ARMYs. Members have access to a second Twitter account where they may post personal updates, photographs, and videos. Reading these posts is like browsing a friend's timeline; bringing the fanbase closer together (Kim, 2013).

2.4 Conceptual framework

Figure 1 provides a visual representation of the conceptual framework that was used for this research. This research will make use of the concepts depicted in the figure, which provides an outline of the idea. These six elements will serve as the lens through which an examination of personal branding will be conducted. The methodology is going to be used for the content analysis of social media platforms as well as the in-depth interview with the members of Tilly Birds, to see what elements make up Tilly Birds' Personal brand.

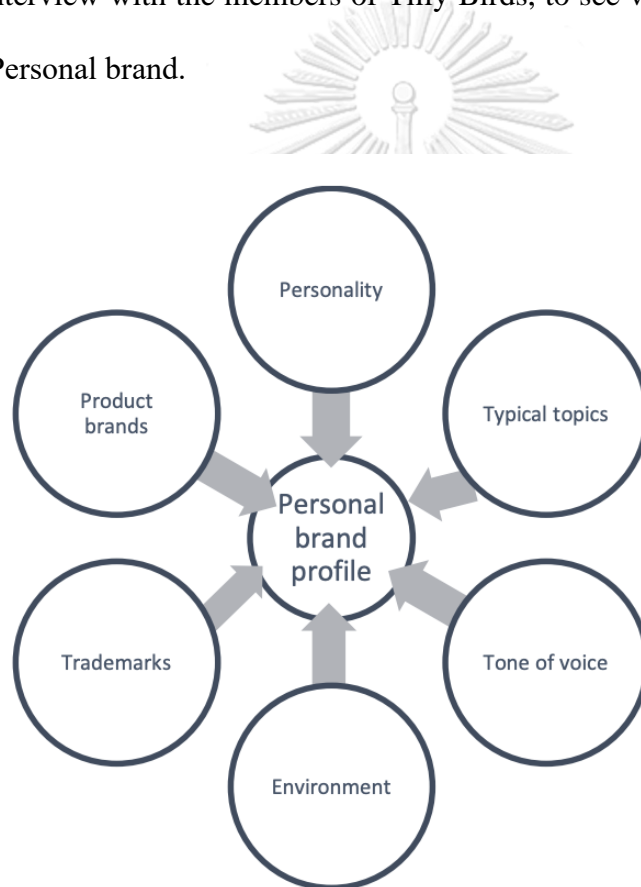


Figure 1: Conceptual framework

Personality: A personal brand is also based on how the public regards the individual's personality and how successfully they can create relationships with their target market

(Rampersad, 2008; Gandini, 2016). Personal branding involves a person's reputation, or brand image (Holloway, 2013, Gander, 2014). Personality, values, and ideas are unlikely to alter as people and enterprises mature.

Typical topics: Influencers are reliable with what they discuss, how they communicate it, how much of their personality they expose, and the views and ideals they convey. Brand profile subjects must be 'typical.' Typical subjects pertain to what an influencer discusses and how they present each topic.

Tone of voice: How a brand communicates with its target audience through message and customer interactions. It helps organizations differentiate themselves from competitors and express brand concepts to consumers. If a brand is focused and has many accounts covering different areas, they are all devoted to their respective profiles. They rarely deviate from the topic they discuss, the area they film in, or their tone of voice.



Environment: Personal brand identities are generated in computer-mediated environments via social networking accounts, blogs, and personal websites, and are dependent on self-presentation. Politicians, celebrities, LinkedIn professionals, and even YouTube kids are customizing their social network accounts to stand out. This increases their visibility. Social internet forums contribute to the growth of personal branding (Khedher, 2015; Chen, 2013). "Environment" can relate to the setting and location of creators' or influencers' content.

Trademarks: Brands have been able to establish a distinct 'brand' for themselves through their posts. Brands and influencers are able to showcase their brand personality, values, and 'trademarks' by being consistent with their brand profiles. That is, there are certain features that always appear in their content. Something that is being consistently shown in their content to make them recognizable to their audience.

Product brands: Several customers praised or criticized the artists' featured product businesses, however only three of the four directly advertised product companies in their videos. In conclusion, the empirical findings indicate that creators place a high value on actively engaging their audience by promoting co-creation, asking for feedback, and talking directly to the camera. The examples show that artists and audiences engage continuously. "Product brands" can refer to an influencer's personal brand and merchandise.

CHAPTER 3

METHODOLOGY

This research is based on a mixed method research technique with the aim to explore the personal branding of Tilly Birds. The researcher conducted a content analysis, by going through Tilly Birds' most used social media platforms; Twitter, Facebook, and Instagram, it was crucial to conduct a content analysis because it helps the researcher to determine what Tilly Birds posts, how their posts contribute to building their personal brand image, and whether or not their posts are consistent with what they say in the in-depth interview. The researcher has conducted an in-depth interview with Tilly Birds themselves to gain insight into how they established their own personal brand. For this type of research, an in-depth interview was the best option. The ability to ask particular questions and follow up on some topics based on the responses of the respondents' precise responses. Because artists and people alike are constantly creating content in the current social media age, content analysis is also crucial to this research. This study looks into how Tilly Birds use various social media platforms to promote themselves and develop their personal brand.

3.1 Content Analysis

Content analysis is a research method in which the characteristics of textual, visual, or auditory material are methodically categorized and documented so that they may be examined. This allows for the material's content to be quantitatively assessed. In addition to its widespread application in the field of communication, it also offers

value in a wide variety of other fields. The act of coding is one of the most important aspects of content analysis. Coding entails following a series of instructions for what features to look for in a text and then writing the appropriate note whenever that feature appears in the text.

The researcher went through Tilly Birds' most used social media platforms; Twitter, Facebook, and Instagram. Going through all posts from July 1st up until September 30th. Analyzing each post through the lens of the six elements that make up a personal branding profile.



Figure 2: The Official Social Media Platforms

The figure above indicates the official social media platforms that have been used for content analysis “*TILLYBIRDS*” on Instagram, “*TillyBirds*” on Twitter, and “*Tilly Birds*” on Facebook.

3.2 Research Sample and sampling method

This research is based on a mixed method research technique with the aim to explore the personal branding of Tilly Birds. The researcher interviewed Anuroth

Ketlekha to gain insight into how Tilly Birds established their own personal brand. By getting the creator's perspective we are able to determine how they perceive their own brand, and how they were able to build it.

This study includes a content analysis of Tilly Birds' most used official social media platforms; Twitter, Facebook, and Instagram. The researcher wants to see what they post, where they post it, and how their posts help their overall personal branding. As well as an in-depth, semi-structured interview to extract more detailed attitudes. This strategy allows individuals to elaborate on their feelings and opinions. The qualitative research approach focuses on relevant findings that can be used to understand the personal branding of Tilly Birds.

The interview was held on November 18th of 2022. The interview took a total of 45 minutes. The interview was conducted in person at Anuroth Ketlekha's home.

Procedures for pre interview

1. Identifying and recruiting the participant.
2. Noting down the participant information such as name, telephone number, address.
3. Contact the participant and inform them about the research project and set up an appointment for the interview.

4. Contacting the participant to confirm the appointment, one day prior to the appointment day.

5. All the questions were reviewed in order to have a clear understanding of the topic.

Appropriate equipment was prepared for the interview, including a video camera, notebook, and a pen.

Procedures during the interview

1. Informing the participant about the objective of the research and asking for permission to record the interview.

2. Making the participant feel comfortable so that he/she feels free to share their opinions.

3. Taking notes during the interview and observing the nonverbal cues such as facial expression and body language

4. Closing the interview and thank the participant.

Procedures for post interview

1. The interview statements were carefully checked and transcribed.

2. Making notes and highlighting the important sections of the interview statements and using the data for interpretation.

3.2.1 In-depth Interview

An in-depth interview is a strategy for gathering specific information on a subject from a stakeholder that is exploratory in nature and has an open-ended format. In-depth interviews are a type of qualitative research method. The purpose of these interviews is to investigate in greater detail the point of view, experiences, feelings, and viewpoints of a respondent. In the starting stages of a more extensive research project, it is common practice to conduct interviews of this type.

Our respondent for this research is Anuroth Ketlekha, professionally known as Third Tilly Birds, is our respondent for this in-depth interview. He is the vocalist and songwriter for Tilly Birds. He was born on May 14th, 1995, he is currently 27 years old. He attended Yothinburana School, Thammasat University, and later Chulalongkorn University. He was chosen for this research because out of all the members of Tilly Birds he is the most well-known. As the lead singer he is perceived as the face of Tilly Birds, appearing in most interviews instead of his other bandmates. He has the most followers across his social media platform, and the role that he plays. He is the vocalist for the band and also writes songs for them. In addition to being a screenwriter and director of films, he has also written songs for other artists. Additionally, he does a significant amount of work behind the scenes. He is the person in charge of marketing communication for Tilly Birds. It was essential to get the opinion of a person who creates content.

3.3 Research instrument

The question guidelines in this study are established based on the previously described concepts. In addition to previous studies of the music industry. Previous studies did not include any in-depth questioning; however, this study tries to dive deep into the creator's thought rather than interrogating a consumer and obtaining the consumer's perspective.

3.4 Data collection and data analysis

For the content analysis the researcher looked at Tilly Birds' most used social media platforms; Twitter, Facebook, and Instagram. The researcher looked at all the posts from July up until September, taking all posts in this 3 month period and analyzed it using the six elements of the personal branding model. The in-depth interview was conducted on the 18th of November. The researcher recorded the interview and transcribed the interview statements. The transcribed data was analyzed by the researcher using the concepts as mentioned. This allowed the researcher to begin to comprehend the opinions of the participant.

CHAPTER 4

FINDINGS

The results of the study, gathered from the content analysis from Tilly Birds' social media platforms, and the in-depth interview with the singer of Tilly Birds Anuroth Ketlekha, professionally known as Third Tilly Birds, is described in this chapter in terms of their brand image and personal branding. This chapter is divided into seven sections. The findings resulted from the content analysis and from the in-depth interview, based on general questions about the band, and the six elements mentioned in the framework in **figure 1**.

4.1 Content Analysis/ Coding sheet:

This part of the research was conducted by going through Tilly Birds' most used social media platforms; Facebook, Twitter, and Instagram. The researcher looked through each social media platform from July up until September. Analyzing each post through the lens of the six elements that make up a personal branding profile. It's seen that Tilly Birds use twitter the most, followed by Facebook, and lastly instagram. They are always updating their social media platforms, whether it's through Facebook, or Instagram stories, or replying to tweets on Twitter.

Each of their social media platforms have a consistent name as well.

"TILLYBIRDS" on Instagram, *"TillyBirds"* on Twitter, and *"Tilly Birds"* on Facebook They made 5 posts on Instagram in July, 13 posts in August, and 14 posts in

September. They made 15 posts on Facebook in July, 22 posts in August, and 26 posts in September. Last, they posted 20 times on Twitter in July, 19 times in August, and 28 times in September. This corresponds with what they've said about how they're most active on Twitter. The posts consist of photos of events, sponsorships, projects, collaborations, and other things in the posts. If we included all of their tweets and retweets, there would have been more than 40 tweets every month, so we had to restrict them to just these. There would be an overwhelming number of posts because Tilly Birds can so easily interact with their fans.



<i>POST</i>	<i>PERSONA LITY</i>	<i>TYPIC AL TOPIC S</i>	<i>TO NE OF VOI CE</i>	<i>ENVIRO NMENT</i>	<i>TRADE MARKS</i>	<i>PRODUCT BRANDS</i>
	-Fun, youthful, very colorful and inviting	- Adverti sing the Yamah a Fazzio F- Scape	- Using fun, colorful outfits to convey the product	- Posted to their official Facebook account - Photos are taken on stage during the event	- Has Tilly Bird's style of music during the event	- Advertising the Yamaha Fazzio F- Scape - Advertising the collaboration show between Tilly Birds and Milli

Figure 3: Coding sheet

The figure above is the coding sheet that was used to analyze each post, each post was examined through each of the six elements of personal branding.

4.1.1 Personality

They give off the impression of being approachable, entertaining, and inviting across all platforms. The majority of their posts are stylish and hip, reflecting the fact that they are still relatively young. When going through their social media, things like Twitter people are able to see the fan interaction, done in a very humorous way. They are consistently being fun online, which corresponds to their personality.

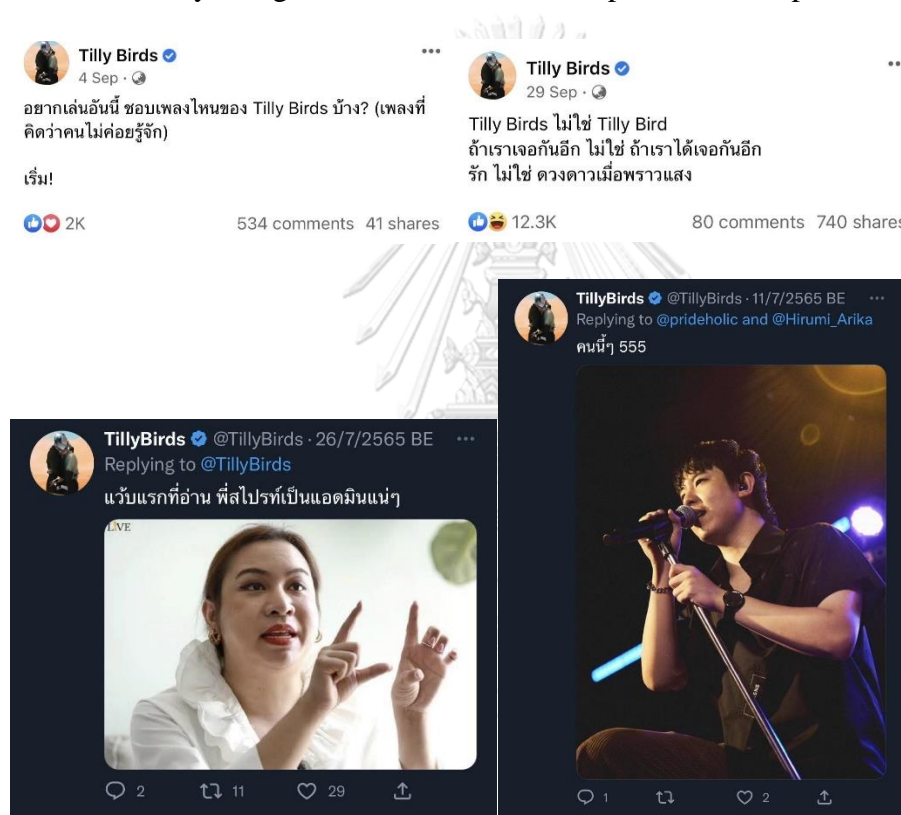


Figure 4: Taken from Twitter and Facebook

The figure that you see above is a representation of Tilly Birds' personality. There are a number of discussions that take place online regarding who is running the social media platforms, and Tilly Birds plays along with the audience to ensure that they are always interested in what they have to say. In the post that can be found on the upper left, Tilly Birds poses a question to their followers, asking as to which of

their songs is their favorite. Receiving more than five hundred responses in the comments. In the bottom left corner, Tilly Birds is seen talking about the ongoing joke in which people get the names of songs mixed up and also get the band's name wrong. Lastly on the photo of Anuroth singing, this was part of a twitter thread from a person at a bar who took a picture of a random person singing asking *“Is this Third Tilly Birds?”* instead Tilly Birds’ official Twitter came in and responded saying *“This person is Third Tilly Birds”* with the above mentioned photo with a “555” which conveys laughter. Demonstrating that they are monitoring posts and comments made about Tilly Birds and that they can still make jokes and have fun with their fan base.

As Anuroth stated they wanted to give the impression that they are on trend and culture to their audience because the majority of their fans are still in their teenage years. They are aware of how to interact with their audience, as well as how to maintain their relevance and communicate with the public. They want to maintain their interest without being boring to them.

“We want to be able to relate to the teenagers as if we're friends with them. If we can be casual, we will utilize casual language because, in my opinion, formal language is boring and unnecessary for our band.”

(Ketekha A, 2022)

They are conscious that if they become excessively formal, people would think of them as a band for people of an older generation. And in order to effectively communicate with their target demographic, not only do they want to keep informed

of current trends, but also set the trends in their industry. When it comes to their music, the band members write everything based on their own personal experiences. Because of this, they are able to come up with songs easily that are reflective of their own unique personal identity.

“We keep up with and follow some current trends. For example, our song "Yoo dai dai yoo" (neednoone) was written during a period when hip-hop was popular, and we mixed it with a hint of hip-hop.”

(Ketekha A, 2022)

They are continuously conscious of trends and the market, and they are continually changing to the trends in order to remain in the market, as well as to be in trend with the other artists. They are able to blend in with other artists, but they are also able to stand out.

“I don't think it's important to follow trends, especially with a song that conveys a story. Our hit Tha Rao Choe Kan Ik (Until Then) went viral on TikTok, inspiring songs like Bowkylion's Wat Wai (recall) and Nont Thanont's Thuk Nathi Thi Suai ngam (Always With Me) sometimes we are not the ones who follow trends, but rather the ones who create them.”

(Ketekha A, 2022)

During that time, they had their hit song *Tha Rao Choe Kan Ik (Until Then)*, this inspired many more songs from various artists, which demonstrates how

proficient Anuroth Ketlekha is at writing songs and highlighting the band's collaborative efforts throughout the songwriting process. This demonstrates that Tilly Birds not only keep up with the latest trends but also have the ability to adapt to, and continue to follow new trends. Not only that, but there are instances when they are the ones creating the trends that help define their identity, as to being the ones who started this new trend. This is something that helps shape their identity.

4.1.2 Typical topics

The majority of their posts that they share consists of big updates at work. Either through live performances, corporate sponsorships, or events, or by providing sneak peeks of upcoming music videos. They post regular updates and engage with followers on various social media platforms. They only post about their sponsorships and events on their Instagram account. People are able to watch the engagement between Tilly Birds and their fans on Twitter. When fans tag or tweet at Tilly Birds, the band tries to answer to as many of their followers as they can.



Figure 5: Taken from Twitter and Facebook

Tilly Birds is always discussing love songs, and romance, this earned them the awards as depicted above. As well as their hit song *Tha Rao Choe Kan Ik* (Until Then) that reached the milestone of over 100 million views. They're humble and grateful to the audience, the fans that have helped them achieve such an achievement. Lastly, the post on Facebook saying “*It’s August, is there a way for me to forget about that person?*” This is another instance of Tilly Birds communicating with their listeners about their thoughts and feelings. Some fans even thought that it was a hint towards a new song that was going to be released soon. People are able to see this aspect of Tilly Birds as a result of this, which makes them more relatable to the

audience. Not only does it appear as though a friend is talking to the audience, but the audience can also relate to what is being said. Lastly on the bottom right there is a post from a fan which roughly translates to *“I miss Tilly Birds, what kind of band can sing such sad songs but make me feel so happy”* The band quoted the original post, reposted it, and ended it with *“We like that”* and a hand heart emoji. This demonstrates the relationship they have with their fan base. The fan base is expressing their love towards the band, and the band is able to express their gratitude to that fan along with giving them a hand heart emoji indicating that they are grateful for the love and support the fan base gives them.

Tilly Birds illustrates that they believe in their own brand image, and that they do not get discouraged despite many people might not be familiar with their music demonstrates both their perseverance and their character.

“We believe in our songs so much that we perform a lot of them in most shows, even though we know most of them are unfamiliar to the audience. But this makes us proud because we've accomplished so much, published so many songs, and worked so hard to get here, and we'll keep fighting.”

(Ketlekha A, 2022)

The Thai market has become oversaturated with love songs; nonetheless, despite the large quantity of songs, Tilly Birds is still able to distinguish themselves from other artists with their own musical style, lyrical content, and storytelling style. They are aware of the people that make up their audience, and they are able to

communicate effectively by telling stories in a manner that is distinctive to them. Music is also up to the listeners interpretation of how they choose to interpret the meaning of each song.

“In our second album, we discuss more mature issues, such as relationships, how exhausting and tough it is to maintain a relationship, and love, and not just familial love. People can relate to Doe Baek (Baggage) since it can be understood in several contexts. People face the load of labor, duties, debt, and other obligations. It's not only about love.”

(Ketekha A, 2022)

4.1.3 Tone of voice

They are always active on social media, posting new content and connecting with their followers. They go out of their way to be friendly with fans and express gratitude for the constant support they provide. It is made clearly evident on Twitter because whenever they tweet to a fan, it is usually in a humorous manner, and this fact alone makes it abundantly clear that they appeal to their younger audience. Sometimes, when individuals are tweeting that they are feeling sad, down, or heartbroken, Tilly Birds would always tweet at them with the cover of their album, telling them to listen to their music in order to feel better. Even in their first album the main theme was, if no one loves us, we can still learn to love ourselves. There are occasions when they respond to those comments with memes or gifs.



Figure 6: Taken from Twitter and Facebook

These posts are all posts that Tilly Birds reposted, or retweeted. They are constantly replying to fans on Twitter, they post status updates on Facebook to update people, or just to tell people what's on their mind. The two posts on top in **Figure 6** indicate them promoting their music to their followers. Along with saying, "If you want to cry, cry because of our music; don't cry because of that person." They are advertising their music, but they are doing so in a way that is entertaining and keeps the audience engaged. In the post on the top right, they are responding to a fan, by posting their album cover and telling them to listen to their older album as well as their most recent one. They never stop advertising themselves while simultaneously

communicating with their audience. They are utilizing social media as a means to promote themselves and to stay connected to their audience. The use of memes and gifs are also a way that they can communicate to the audience in a youthful manner, they mentioned that they are targeting teenagers and young adults, so when they post, they are also publishing in a manner that is focused towards their target demographic.



Figure 7: Taken from Facebook

The figure above depicts them advertising the concert they are a part of, telling their audience how they are the opening act on the second day. The caption translates to “We’re the first playing band at 3 PM, prepare to pant hard, you guys won’t be crying, you’ll be asking for an inhaler instead 5555555” They are hyping up their fanbase while promoting their concert and themselves. They guarantee a great performance since they claim that audience members may faint, which is why they would require an inhaler. Additionally, they are being themselves when publishing it; they are not attempting to oversell or be too formal. The use of “5555555” is

equivalent to foreigners typing "LOL" to convey laughter. They use their humor to promote themselves and the events in which they are participating, they're able to promote an event in their own humorous way that demonstrates their character.

The majority of Tilly Birds' songs are songs about romantic relationships, and each one of them tells a story that is inspired by the band's personal experience. However, there are occasions when the songs are created for the audience and are not particularly based on the songwriter's own experiences. However, they have a full understanding of the needs of their fans, and they never fail to satisfy those requirements. They are always able to provide what their fans want.

"There are certain songs that aren't based on personal experiences, such as Khae Thoe Khao Ma (Worth The Wait), which is a love song, but I've never felt that way myself, so it's as if I'm writing it for the fans."

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(Ketekha A, 2022)

You can better relate to your fanbase and keep them engaged with your brand image if you make an effort to cater to their interests. Tilly Birds has stated that one of their goals is to "Make break up songs sound cool," it is crucial that they comprehend the requirements of their fan base. Even though all three members of the band came from various backgrounds, had distinct life experiences, and had different ideas. Despite the fact that they all have unique personalities; they need to find a compromise where they can all agree on some topics. The members of the band

collaborate in order to tell a single narrative that is consistent throughout. This is beneficial to the image of the Tilly Birds brand since it demonstrates that each of the band's three members brings a unique viewpoint to the table, but that when they collaborate, they are able to establish a middle ground in which everything can fit together.

“No matter how different your ideas are there has to be a middle ground where everyone can work together and agree.”

(Ketlekha A, 2022)

4.1.4 Environment

While the majority of their posts may be found on all of their platforms, there are a few that can only be found on Twitter or Facebook. The vast majority of their photographs were taken either in studios or while they were on tour, traveling, or attending events.



Figure 8: Taken from Instagram

The figure above indicates that is the only post that Tilly Birds makes on Instagram regarding their collaboration with Klear.



Figure 9: Taken from Twitter

There are a total of five posts regarding the same collaboration with Klear that have been made across both Twitter and Facebook. This demonstrates how well Tilly Birds understands each platform, including how to determine which platform to post on and which platform has the greatest reach. They are aware that the majority of their audience can be found on Twitter and Facebook, and as a result, they post more frequently on those platforms. Tilly Birds are able to make the most of their effective reach since they are aware of which platform is most suitable for each individual post.

Tilly Birds' demonstrates how well they understand the different social media platforms, as well as how well they use each one to communicate and advertise themselves. They have a strong understanding of what it is that their audience wants, they want people to be able to relate to them, and they want people to follow them and keep up with their lives.

“Twitter and Facebook each have their own language. It's critical to understand who uses each platform and how we can communicate with them effectively.”

(Ketlekha A, 2022)

Tilly Birds can see what their followers are saying about them on social media, they are able to have a two-way conversation, which is vital for the development of their personal brand. They are able to sustain communication on a consistent basis and keep followers engaged with their social media platforms.

“We want fans to think, “Wow, Tilly Birds saw my post, saved it, or retweeted it,” or that “Tilly Birds cares about their fans,” and on Instagram we try to go through every DM we get, because we want to see what fans are saying about us, and what they're saying to us, and which should be reposted, and which should we reply to.”

(Ketlekha A, 2022)

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They have a solid understanding of each social media platform, they don't abuse it, and they maintain a level of activity that is optimal for maintaining audience engagement. In addition to holding conversations with their followers on both sides of the conversation. When they make a post, they do it on all three platforms at the same time; however, there are instances when they make a post only on Twitter or Facebook. Because each platform is unique, it is necessary for them to determine which posts should be published on which platforms. Because of this, not only do they comprehend each social media platform, but also they are aware of which

platform should be used with which platform. During the time that they were advertising their collaboration with Klear on Instagram, they published just one post that teased a preview of the music video. However, on Facebook and Twitter they published two teasers for the music video as well as 3 posters for the song, making a total of five posts for Facebook and Twitter while Instagram only posted once.

“We are most active on Twitter, followed by Facebook, and finally Instagram. We like Twitter since it is the quickest platform, we can communicate with fans quickly and effectively, and it is simply more efficient communication.”

(Ketekha A, 2022)

Twitter is a platform for friends, family, and celebrities to talk to each other and stay in touch by sending short messages often. Tweets can include text, photos, videos, links, and more. Twitter is more distinctive than other social media platforms because by tagging them in tweets, and hashtagging there is a possibility of them seeing your tweet. It's possible to attract the attention of your favorite celebrity. Some respond to their fans, and some don't really interact with their followers.

“We make every effort to be thorough and communicate with our fans as much as possible. On Facebook, we can see who tags us in posts, shares our posts, or DMs us because it differs per platform. The features of each social media site also differ, for example, on Twitter we can post numerous times, favorite and retweet several tweets per day, however on Facebook we can't post as frequently, and on Instagram we can upload frequent stories, but on Facebook it's just a different platform.”

(Ketekha A, 2022)

4.1.5 Trademarks

When they make posts for promotions or sponsorships, they always use humor that they have developed over the years. They ensure that the audience has a good time while watching their content. When they interact with fans online, they maintain the idea of being a casual and youthful group. People are exposed to their music and are able to identify the distinctive style of music and lyrical content whenever they advertise their music on a social media site.

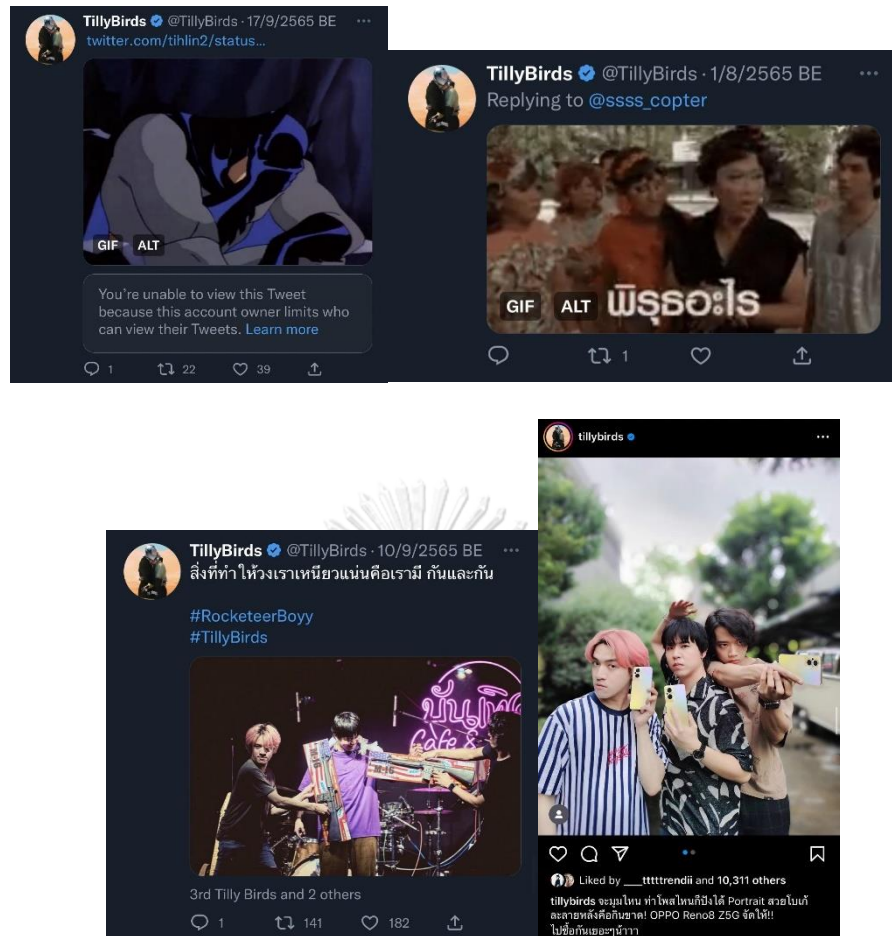


Figure 10: Taken from Twitter and Instagram

The figure above on the right depicts them engaging in playful banter with their fan base by posting memes and gifs in response to their tweets. The Batman Gif is an additional response to a fan who mistook Tilly Birds for something else. In keeping with Tilly Birds' approach, they engage in fun banter by posting a gif without any words or context. This holds true across all of the platforms since there are many posts of them that depict them behaving in a silly manner and having a good time. When they get into sponsorship deals, they do what they can to make it engaging for their audience and easy to access. As can be seen in the photo of their Oppo sponsorship up top. They never fail to entertain their followers, and companies

recognize that this provides them with an opportunity to market their products to a specific demographic. Tilly Birds is aimed at the younger audience. Because people aged 18 to 30 is Oppo's target market, Tilly Birds is a fun and youthful band, serving as the company's brand ambassadors is very appropriate.

Tilly Birds has always sought to entertain their audience. They realize how crucial it is to interact with them, but they must do so in a way that maintains their interest. They are aware that sharing memes and gifs with their audience is a fun approach to interact with them and avoid coming across as boring or old fashioned. By posting and talking to fans consistently they're able to maintain communication throughout each platform

“We want to be relatable to our followers and make them feel like their timelines aren't empty because they have Tilly Birds to entertain them”

(Ketekha A, 2022)

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Tilly Birds is well aware of their various abilities, as well as the ways in which they are distinct from other Thai bands, their many attributes, and the reasons why they have been so successful. Each member has their own distinct personality that sets them apart from the other bands. When they form together it creates that unique characteristic and trait. When people listen to Tilly Birds' music, they want the listener to recognize instantly whether it's the instruments, or the lyrics that this is a Tilly Birds' song.

“People hear us and can instantly recognize who they're listening to, as well as the instruments and song; these are elements that set us apart from other bands.”

(Ketekha A, 2022)

In addition, Tilly Birds is well aware of the reasons why they have been so successful. They are well aware of the characteristics that distinguish their kind of music from others that are musically similar to it. They are simply going to keep growing and become more advanced as time goes on. According to them, what sets them apart as artists is the manner in which they convey the stories, the manner in which they express the songs, and the arrangements. They want their followers to know that this song is by Tilly Birds even if they experiment with a different musical genre, try out new playing skills, and do something else that the fans would never expect us to do. Not only does Anuroth write music for Tilly Birds, but he has also written songs for a variety of other artists and even if listeners only listen to the lyrics and ignore everything else, some people recognize him as the writer. With his consistent writing style, people can tell that he wrote the song; they actually have a piece of him in each song, much like a signature. There is still a difference between a signature and a trademark; a trademark is marketable, but as an alternative band, they can't guarantee that all of their songs can be sold and promoted. In comparison to pop songs, where pop songs are more likely to be sold and marketed, Tilly Birds' genre of music is distinct from what Thai people are used to hearing.”

4.1.6 Product brands

Rockstar Energy Drink, Yamaha, and Oppo are three of the most prominent brands that they advertise across all of their channels and platforms. They do brand partnerships that assist in maintaining their personal brand image, and when they market those partnerships, they do it in a way that their audience can also have fun. As a band, they can be thought of as the product, and the music they make is the byproduct. They also have their own line of Tilly Birds clothing; they are able to express their image through fashion that is accessible to the fans.



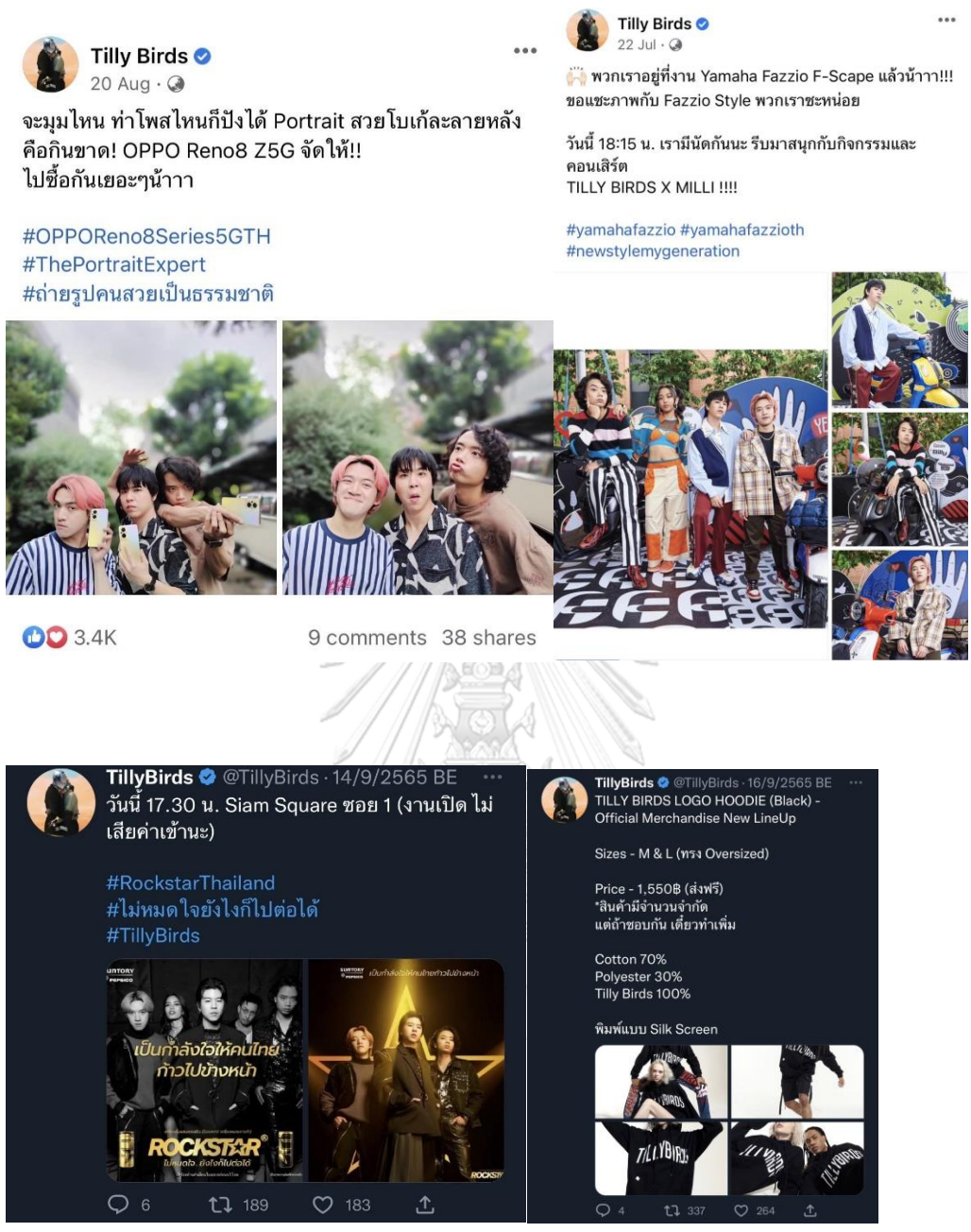


Figure 11: Taken from Twitter and Facebook

This displays the brands that they have worked with, including their own clothing line, which is also displayed here. They display their fun and youthful personality through the use of humor, as well as by the bright and colorful type of clothing that they wear, which is shown by the sponsorship from Yamaha and Oppo.

The post in the bottom left corner is their sponsorship that they received from Rockstar Energy Drink. It advertises the show at which they will be performing. Lastly, on the bottom right, there is a display of their very own line of merchandise, which they designed themselves and are now selling. This is only one of 10 different posts that they have promoting their merchandise.



Figure 12: Taken from Twitter

The figure above depicts Tilly Birds using social media to promote themselves and their music. The three images above are tour dates, indicating where and when the band will perform. At the end of each month, they update their social media with the future tour dates for the following month. People can remain informed of where they will be performing. The post on the bottom left is a collection of photographs from the nights they performed. Tilly Birds performs nearly every night, their social media accounts would become too cluttered with concert images if they posted photos from every performance. Lastly, on the bottom right are the categories nominated for their works. They consistently provide their fans with their distinctive brand of exceptional music, which has garnered them several nominations. Which eventually lead them to winning multiple prizes in the recent music awards "*The Guitar Mag Awards*" winning them the awards for "Best Producer of the Year," "Best Songwriter of the Year," "Best Band of the Year," and "Single Hits of the Year" for "*Tha Rao Choe Kan Ik (Until Then)*."

When Tilly Birds is collaborating with a brand or developing their own, we are able to observe the elements that the company takes into consideration. They mentioned that writing music for brands takes up a lot of time, and they hardly have enough of their own personal time to concentrate on their own projects because of the time commitment involved. Because of this, they place a high value on their time and strive to work effectively. Their desire to be recognized for their own music rather than as a component of a larger corporate brand is helpful to the image of their personal brand, which is why they do not want their platform to be confused with that

of another. They are more interested in developing their own music and going on tour than they are in collaborating with large corporations.

“Our music is very important to us, if we added product or commercial songs to our page, it would disturb our platform, because our songs are our songs, and we don't want products or marketing mixed in, the majority of brands who approach us all want us to write a song for them.”

(Ketekha A, 2022)

They are also extending their brand into their very own apparel line, which they designed themselves. They believe that a person's sense of style is an extension of their identity, which is why they set out to design apparel that everyone can wear in order to express who they are. In addition to being consistent with the character of Tilly Birds themselves.

“There's a little bit of everyone in the outfit, and we've tried to make it represent us as much as possible.”

(Ketekha A, 2022)

Tilly Birds constantly strives to entertain their audience, as evidenced by their demeanor on all of their social media channels and their songs. Since their main demographic is young adults in their teens and early 20s, they are constantly having fun online in an effort to avoid being perceived as a serious, out-of-date band. Because everyone uses social media and because their content can be found there,

they use it to spread their message. As Anuroth stated, their popular song *Tha Rao Choe Kan Ik (Until Then)* became a TikTok success. Instead of utilizing more conventional techniques, you may reach out to people and they can find you by using social media to develop your personal brand. In order to develop their own brand image, people can use social media to promote both their own brand and those of other brands.



CHAPTER 5

Summary and Discussion

In order to emphasize the significance of this research even further, we will go through the summary as well as the discussion that was conducted in this chapter. Firstly, a summary that is consistent with the findings will be offered. The second section of this chapter will be a discussion of the research objectives; analyzing the personal branding strategy and to examine Tilly Birds' personal branding via social media, and based on the content analysis, and in-depth interview. Following that, the limitations, directions for possible future studies, and practical implications will be discussed.

5.1 Summary

The in-depth interview was conducted on the 18th of November, 2022. The research was carried out using two methods. The first method involved the use of content analysis, during which the researcher went through Tilly Birds' most popular social media platforms: Twitter, Facebook, and Instagram. The researcher analyzed all posts from July all the way through September. In this research, there was only one respondent, and that respondent was the lead singer of Tilly Birds' Anuroth himself. After the content analysis, an in-depth interview was conducted in an effort to gain a better understanding of the personal branding that Tilly Birds have created for themselves on social media. Using the six elements of personal branding, an in-depth interview and content analysis were carried out. By going through these six elements,

we are able to discover how each one contributes to the overall identity of the personal brand.

5.1.1 Personality

Tilly Birds' primary audience is teenagers because they connect with their music's message and narrative. They maintain a consistent image across all social media platforms since they are experts at maintaining their audience's interest. They create a persona that is accessible to young adults, and they keep in touch with their audience by engaging in humorous conversation with their followers online. They adapt to new styles and stay current with the market and other artists. Tilly Birds not only follows the latest trends, but also embraces new styles. Sometimes they create trends that define them. This shapes their personalities. After reading the comments on the posts, it's evident that they not only have followers in Thailand, but also fans from other nations who want to know if they'll perform in their country. This indicates Tilly Birds' likability to foreign fans who may not even necessarily understand what they are singing about.

5.1.2 Typical topics

Tilly Birds believes in their brand image, even if many people don't know some of their music demonstrates their perseverance and character. Tilly Birds has a unique brand identity that differentiates them from other bands. Tilly Birds can differentiate themselves from other musicians through their musical style, lyrical content, and storytelling approach. Despite the Thai market being oversaturated with love songs, they can communicate clearly by telling stories in a distinctive style.

Even if other bands tell a similar story with a similar theme, they aren't able to tell the story like Tilly Birds does. On social media they are continuously promoting upcoming songs, and events that they are going to be performing at.

5.1.3 Tone of voice

The majority of Tilly Birds' songs are about romantic relationships, and each one tells a story that was inspired by the members of the band's own personal experiences. Through their unique approach to storytelling as well as their music, they convey these emotions and tell the story. Tilly Birds is constantly attentive to the needs of their supporters. They are aware that they need to maintain this strong relationship with the fans by appealing to them. They are able to provide what their fans want since they are current with the trends. It is crucial that Tilly Birds cater to their following and achieve what is expected of them since they want to *"Make break up songs sound cool"* as said by Tilly Birds.

5.1.4 Environment

Tilly Birds understands how to utilize their various different social media platforms. They know exactly what their audience wants. They want people to be able to relate to them, and they want people to follow them and know what's going on in their lives. Which helps establish their personal brand. They can engage their followers on social media. They post on all three platforms. Twitter and Facebook are the main platforms, but Instagram gets less posts because there is less engagement. Each platform is distinct, they must decide where to post. They understand each social media platform and how to use them together.

5.1.5 Trademarks

Each band member offers something different, when those personalities come together, they create a unique characteristic. People listen to Tilly Birds because they like the signature sound. Tilly Birds has stated that they want the listener to recognize instantly whether it's the instruments, or the lyrics that this is a Tilly Birds' song. The way they are able to tell the story, how they sing, and how the songs are arranged. They maintain the core of what makes them Tilly Birds. They want fans to recognize a Tilly Birds song even if it's a completely different genre. Anuroth also writes songs for other artists as well, he has his own unique trademark that is even carried onto other songs. People can hear the lyrics and can think that this song was written by Anuroth. Each song has his signature in it. Signatures and trademarks are different. While a trademark can be sold, not all of their songs can be promoted. Pop songs are more likely to be sold and marketed than Tilly Birds' music.



5.1.6 Product brands

Tilly Birds only works with brands that help them maintain their personal brand image. As many brands have approached them for Tilly Birds to write a song for their product, Tilly Birds has always turned down sponsorships that require them to write a song. Anuroth said composing music for brands takes a lot of effort and interferes with their own projects. They want to be renowned for their own music, not a brand or product. They worry about their brand image and how fans view it. They

also recently launched a clothing line. They designed everything themselves since they believe style reflects personality. They wanted to make apparel everybody can wear and still express themselves. Each band member's personality is reflected in the outfit they designed together.

5.2 Discussion

To answer the first objective *“To examine Tilly Birds’ personal branding via their official social media platforms”* The researcher conducted a content analysis across Tilly Birds’ three most used social media platforms. Then analyzed it using a model proposed in a previous study that analyzed YouTubers personal brand profile through six elements that make up a personal brand profile. The same model has been applied to Tilly Birds’ social media posts, over a period of three months. From July 1st to September 30th, the researcher looked at their posts, tweets, and anything they shared.

The researcher looked through Tilly Birds’ social media platforms analyzing each post through the use of the six-element personal branding profile model. With that the researcher was able to see how Tilly Bird operates and what they want to be perceived through the use of their social media. According to Anuroth, they understand how social media works, which platforms are required, and which are more suited to post on particular platforms. As a result, they utilize each social media site in their own unique way. They work hard to maintain a consistent brand image across all of their platforms, and they make an effort to communicate and interact

with their audience because they understand how important it is to develop a relationship with their large fan base.

Having teenagers as their primary target market, they can identify with Tilly Birds' message and narrative. They maintain a similar look across all social media channels to keep their fans engaged. They develop a young adult-friendly identity and engage in fun online dialogue with fans. They adapt to new trends, markets, and artists. Tilly Birds loves new trends and styles. They sometimes set trends. This shapes them.

Both the content analysis and the in-depth interview indicate that Tilly Birds has a good understanding of their target demographic, which is one of the reasons why they are able to appeal to that group. They don't try to pretend to be someone else when they post things online, so you can trust that what they provide is genuine and honest. The In-depth interview makes it clear that Anuroth asserts that they always find joy in interacting with their fans and that they make every effort to respond to direct messages sent by fans, which some musicians would simply ignore. They are able to retweet and post memes to share with their audience, which is especially useful on a network like Twitter where everyone can view their tweets.

They are able to maintain a consistent image across all platforms by utilizing the same name, albeit with slight modifications to accommodate the limits of each

social media platform. "*TILLYBIRDS*" on Instagram, "*TillyBirds*" on Twitter, and "*Tilly Birds*" on Facebook are all handles that belong to the same account. They maintain their constant brand image across all platforms, which includes using the same profile picture and description and always noting that they are an "Alternative band." This allows people to locate them easily and recognize them as Tilly Birds right away.

Tilly Birds utilizes social media effectively. Their audience is well-served. They want people to relate to them and follow their life. That builds their brand. They can engage online followers. Three platforms are used. Twitter and Facebook are the primary platforms, although Instagram has less engagement. They must choose which platform to use. They know how to combine social media platforms.

Fans are able to tag Tilly Birds and the band is able to retweet and repost their content since Twitter is user-friendly and efficient. When you browse over Tilly Birds' Twitter feed, you'll see that they frequently retweet the tweets of their supporters. Whether the fanbase wants to ask them questions or just want to post a picture they took with Tilly Birds, they are constantly retweeting them, thanking them for their constant support, or just engaging in conversations via memes or gifs. Facebook has features that are similar to those of Instagram, but it is not as effective. When compared to Twitter, their Facebook page has a larger number of followers; yet, there is a significantly lower level of interaction between the band and its

following on Facebook than on Twitter. Because Twitter is designed to be more user-friendly and efficient, it facilitates more effective two-way communication. It is also clear that Instagram has the fewest interactions and engagements of any social media platform. This accounts for the low number of posts across all social media channels.

The second objective is *“To study personal branding construction strategy of Tilly Birds”* Which is consistent with the findings of the research that was carried out. The researcher is able to see what they posted and how they intended to be portrayed through their various social media channels through the content analysis. We were able to receive answers straight from the source by doing the in-depth interview, and the majority of what our respondent said aligns with what we discovered during the content analysis. They aimed to maintain the researcher's original impression of them as a fun and youthful band, as they had intended to do so.

They portray themselves as a fun, youthful, trendy band on social media, when the in-depth interview was conducted, Anuroth confirmed it himself that this was the image that he wanted to portray to his fans, both on social media and in his music. Tilly Birds is aware of the best strategies for utilizing social media and communicating with their target audience in the most efficient way possible. During the in-depth interview Anuroth stated that *“We built this character and want to preserve it; we want to be able to relate to the teenagers as if we're friends with them”* They are conscious that, in order to appeal to their audience, they must communicate in a manner that their target audience can comprehend and post on the

appropriate platform. They are aware of the distinctions between the various social media platforms and are aware of where their content should be posted as well as where it should not be posted. Their Facebook page has more followers than their Twitter account, but there is much less interaction between the band and its followers on Facebook than on Twitter. Because Twitter is made to be easier to use and more efficient, it makes two-way communication easier. It's also clear that Instagram is the social media platform where people interact with each other the least. This is why there aren't many posts on any social media platform.

The first research question to answer is ***“What is Tilly Birds’ personal branding on their main social media platform?”*** When looking at their social media platforms we can start to see that they are portraying a consistent image online. People can ask Tilly Birds “What do they want to be known for?” as Anuroth claims *“Tilly Birds is a band that consists of 3 nerds who make break up songs sound cool”* that is automatically a part of their personal brand. People will recognize them for their break up songs, and it becomes an integral part of their personal brand. People are most likely to locate Tilly Birds’ music on their Spotify page, which also has the description of *“We're a bunch of music nerds”* which can be found at the bottom of their Spotify page. They are still relatively young, they are able to give the impression that they are cool music nerds. They enjoy the interaction with their followers whenever they post on social media or answer to fans with memes and gifs, showing that they are having fun in the process and demonstrating that they are having fun.

They don't change who they are, they are always authentic online and whenever they do sponsorships, they are seen working with brands that lend themselves to Tilly Birds' brand identity, which is the image of a fun, trendy, and youthful band. Multiple of their tweets end with "55555" which is to convey laughter, indicating that they are having a good time. They keep things extremely casual when they retweet their fans because they want to appear approachable to their target demographic. When doing sponsorships they always present the product in a light-hearted, fun, and visually appealing manner when they share it on social media, and they do so consistently. When looking at the Oppos sponsorship, they are depicted showing off the phone as if it were a gun, with goofy fun poses which demonstrates the funny and entertaining personality that they have. They never deviate from the image that they are attempting to present to the public.

Secondly, the question **“What strategies does Tilly Bird use to construct their personal brand on social media?”** Tilly Birds utilizes social media by sharing across all platforms, with Twitter, Facebook, and Instagram being their most popular. They maintain the same consistent posts across all three channels, although there are instances when some posts are limited to Twitter and Facebook only. They recognize that certain topics are trending on Twitter and Facebook, but are less popular on Instagram. Also, Twitter makes it very easy for people to communicate, as Tilly Birds can see and repost any tweets sent at them. During the interview, Anuroth mentioned that when it comes to social media platforms that may be used to interact with their customers, Twitter is the most effective. Tilly Birds is aware of how simple it is to

share their material on social media with their audience. With a total of 782.6k followers across Twitter, Facebook, and Instagram. They have an extensive reach that extends beyond Thailand. Upon further investigation, although it is not one of the three primary social media platforms, when you go to their music videos on YouTube, there are several English comments expressing how much people love Tilly Birds' music, even though the majority of the commenters do not understand the language.

During the in-depth interview Anuroth stated that when they make posts they try to post the same content across all channels however there are certain posts that belong exclusively on Twitter or Facebook, stating that *“Twitter and Facebook each have their own language. It's critical to understand who uses each platform and how we can communicate with them effectively.”* Despite having more Facebook followers, Twitter remains their primary social media platform because they understand who uses Twitter and how to engage with them effectively.

They are able to utilize each platform accordingly; they are constantly keeping the audience engaged. It is essential to keep an active presence on social media in order to create both influence and a following; therefore, this aspect needs to be taken into consideration. As a direct result of this, preserving a regular publication schedule is one of the most important things that contribute to expansion (Petruca, 2016). It is recommended to maintain many profiles across a number of different social media platforms because doing so will enhance the probability of connecting with a greater

number of individuals; however, for this strategy to be successful, the profiles must be continuously updated (Dalla-Camina, 2016).

5.3 Limitations

Throughout the course of this research, there had been a few limitations. Firstly, even though we have Anuroth as the interviewee, he doesn't necessarily represent the entire band. However, because we have not interviewed the other members of the band, we are just obtaining one person's point of view even though his opinion might account for one-third of the band's total opinion. During our interview with Anuroth, we learned that each member of the band plays a unique role in the work that takes place behind the scenes. As a result, we were unable to obtain the opinions of the band members regarding who serves as their leader, the band's direction, or the merchandise.

Secondly, due to the Covid-19 situation, there had been times where the initial interview was pushed back due to the interviewee being at risk. Since the interview was carried out in person, there was a short period of time during which there was a delay in receiving a response.

5.4 Direction For Future Research

For future researchers, if researchers in the future are going to use a content analysis the researcher should research over a longer time frame. That way they can

gather more data, for further analysis. If future researchers are going to interview a band that has more than one member, it is a good idea for them to gather the input and viewpoint of as many of those members as possible. It is critical to gather a number of different perspectives on the topic at hand because a single member cannot represent the whole band's opinion. It also might be beneficial for the future researcher to seek feedback from the fans, depending on the subject matter that they plan to investigate in the future. In the event that the band states that they make an effort to portray themselves in a particular manner, the researcher should ask the fanbase concerning whether or not they perceive the band in the manner in which they desired to be perceived.

5.5 Practical Implications

Insights regarding Tilly Birds' personal branding are provided in this study. Based on the findings Tilly Birds' personality aligns with the research objective. The content analysis aligns with the in-depth interview findings. Looking through the lens of six elements of personal branding. Future Thai artists are able to create a consistent brand image by applying what Tilly Birds have been doing on social media. Tilly Birds has consistently engaged with their audience, by interacting and talking with the audience. The engagement that takes place on social media is made to appear joyful and natural by Tilly Birds. This is accomplished without giving the impression that they are merely trying to promote their music. Thai artists should do more to interact with people on social media, not just through the events, and meet

and greets. It is possible for artists to employ a social media manager or an admin page in order to help them respond to their fan base in the event that the artists themselves are unable to engage with their fan base. In this way, fans are able to maintain a constant level of engagement with the artist, and the fanbase as a whole can feel closer to the artist



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Appendix A

Question Guideline

THE PERSONAL BRANDING ON SOCIAL MEDIA OF TILLY BIRDS

1. What is Tilly Birds/ Who are Tilly Birds?
2. What kind of mood and tone does Tilly Birds want to portray in your personality
3. Across multiple social media platforms (even your music) does Tilly Birds keep the same consistent image/identity?
4. Why do you think people like Tilly Birds in both music, and follow the official social media platforms?
5. In a previous interview, you stated that you each have a different perspective on topics such as love, yet under the name Tilly Bird, you share the same perspective. Is it essential that all three members hold the same perspective?
6. When writing a song do you always incorporate a piece of “you” in the music?
7. Do Tilly Birds think it’s important to follow trends? Or does the band consistently stick to their brand image?
8. Is it necessary to experience the emotions you sing about to sing about the topic at hand?
9. Regarding Tilly Birds' successes, what makes you feel the most proud or happy?
10. The Thai market loves breakup songs, and love songs. In your perspective, is the market too oversaturated with love songs, or is there such a thing as too much?

11. Do you have any strategies for posting on social media? Do you strategically post on each platform?
12. What do you think distinguishes/ differentiates Tilly Birds from other Thai bands/ artists?
13. What do you consider to be Tilly Bird's trademark? And as time goes on should the trademark remain consistent or evolve with the brand?
14. What type of brands do you associate with when doing sponsorship deals, and how does it help build your own personal brand identity as well?
15. How does your personal branding play a role with your merchandise?



Appendix B

แนวคำถาม

การสร้างตราสินค้าบุคคลบนสื่อสังคมของวงทิลลี่เบิร์ดส์

1. แนะนำวงทิลลี่เบิร์ด
2. เวลาที่ท่านผลิตสื่อเพื่อประชาสัมพันธ์ลงช่องทางโซเชียลมีเดียท่านต้องการถ่ายทอดอารมณ์และ น้ำเสียง (Mood and Tone) แบบไหนให้ผู้ชม เพราะอะไร
3. ภาพอารมณ์และน้ำเสียง (Image, Mood, and Tone) ที่สื่อผ่านช่องทางโซเชียลมีเดีย จำเป็นต้องมีความความสม่ำเสมอไหมเพราะอะไร
4. คุณคิดว่าเพราะอะไรผู้คนถึงชื่นชอบวงทิลลี่เบิร์ด
 - 4.1 หากชอบเพราะเพลงเพราะอะไรถึงติดตามสื่อโซเชียลมีเดียของวงและศิลปินในวง
5. จากที่วงเคยให้สัมภาษณ์มาในอดีตสมาชิกแต่ละท่านมีมุมมองความรักที่แตกต่างกันออกไปแต่พอต้องมาผลิตเพลงรักร่วมกันท่านรับมือกับปัญหานี้อย่างไร
6. ในตอนที่คุณเขียนเพลง คุณได้ใส่ความเป็นตัวคุณลงไปในเพลงหรือไม่ เพราะอะไร
7. ในมุมมองของคุณ ศิลปินหรือวงควรปรับตัวให้เข้ากับเทรนด์ใหม่ๆหรือไม่ เพราะอะไร

8. ในการสื่อความหมายของเพลงออกมาให้ผู้ชมได้ฟังจำเป็นหรือไม่ที่คุณต้องเคยผ่านประสบการณ์หรือความรู้สึกเหล่านั้นมาก่อน
9. สำหรับคุณ สิ่งที่ทำให้คุณภูมิใจมากที่สุดคืออะไร เพราะอะไร
10. คุณคิดว่าตลาดเพลงไทยมีเพลงรักและเพลงอกหักเยอะเกินไปหรือไม่ เพราะอะไร
11. คุณใช้กลยุทธ์อะไร เมื่อลงสื่อประชาสัมพันธ์ต่างๆ บนช่องทางโซเชียลมีเดีย
12. อะไรที่ทำให้วงทิลลีเบิร์ด แตกต่างจากวงอื่นๆ
13. เครื่องหมายการค้า (Trademark) ของวงทิลลีเบิร์ดคืออะไรและจะคงไว้หรือจะเปลี่ยนแปลงตามเทรนด์เพราะอะไร
14. วงทิลลีเบิร์ดมีกลยุทธ์การเลือกสปอนเซอร์อย่างไรและสปอนเซอร์มีผลต่อการสร้างแบรนด์บุคคล (Personal Branding) ของวงอย่างไร
15. แบรินด์บุคคล (Personal Branding) ของวงทิลลีเบิร์ดมีความเกี่ยวข้องกับแบรินด์เสื้อผ้าที่วงผลิตออกมาหรือไม่ อย่างไร

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