การสร้างภาพลักษณ์แบรนด์สู่การเติบโตอย่างยั่งยืน
BRAND = PURPOSE
BRAND BUILDING

= 

PROCESS TO MAKE PURPOSE ALIVE
PURPOSE holds POWER
Beyond PROFIT but to PEOPLE & PLANET
Power to...

**Build** deeper and more meaningful relationships with customers
Cultivate an understanding culture that drives towards a shared vision and goal
Power to...

Stand apart from the competition
Brand loyalty / love
Customer engagement
Sales generation
Cost / expenses mgnt.
ESG scores

The alignment of
• CEO values
• Customers’ voices
• Business objectives
• Short/long term goal

BRAND DELIVERY

BRAND BUILDING PROCESS

BUSINESS GOALS

BRAND

STRATEGIC EXECUTIONS

• Customers
• Stakeholders

• Brand concept
• Brand proposition
• Brand value

Product / service design
Internal processes
MarCom
Vendor managements
Etc.

Internal Alignment
• Company culture
• Internal communication
• Work/Life implementation

• HR
• MKT
• Supply chain

• PD/BD
• Engineer
• Etc.
Space expert for living satisfaction
Personalized Offerings
Elevated Experiences

Personalized Offerings
Elevated Experiences

Personalized Offerings

Continuous Innovation
AP Thailand Purpose

Create and provide the support that enables people to...live and enjoy life on their terms
AP Thailand Purpose

Create and provide the support that enables people to...live and enjoy life on their terms
ชีวิตดี-
ที่เลือกเองได้
Not only a new design but a choice for new layout of life
Not only a new design but a choice for new layout of life
HOME NESTING
FUNCTIONAL IS BEAUTIFUL
16 PRODUCT BRAND

7 LIVING SERVICE BRAND
Brand loyalty / love
Customer engagement
Sales generation
Cost / expenses mgnt.
ESG scores

- Customers
- Stakeholders

Product / service design
Internal processes
MarCom
Vendor managements
Etc.

The alignment of
- CEO values
- Customers’ voices
- Business objectives
- Short/long term goal

- Brand concept
- Brand proposition
- Brand value

Internal Alignment
- Company culture
- Internal communication
- Work/Life implementation

BUSINESS GOALS

BRAND DELIVERY

BRAND BUILDING PROCESS

STRATEGIC EXECUTIONS

- HR
- MKT
- Supply chain
- PD/BD
- Engineer
- Etc.

BRAND
ชีวิตดี เที่ยวโลกเองได้