



# A maze will amaze you



A Maze will **AMAZE** you  
By CMU



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## Executive summary

Corruption has long been a destructive and rooted problem in Thai society for a long time. The problem can reflect the lack of morality in the society. To demolish corruption out of Thai society, the social members need to have values in keeping goodness and denying every corrupt or immoral and cheating behavior. Such goodness behaviors are very essential especially to solve and prevent corruption in youth since they can build them to be good citizens in the future.

To raise a high level of corruption problem alertness among youth or teenagers, our team has come up with a project called “A maze will amaze you” (or *Kao Wong Kot Pit Sa Wong*) with a campaign about honesty. The team aims to educate how to be honest to oneself and to society to the target group, which is the students in Secondary School Year 1-6 within the city area of Chiang Mai province, Thailand.

The activity will be in a form of a huge maze consisting of a diverse route. It includes queries that reflect the integrity of each person. The participants have to make a decision of the way to walk in the maze which contains psychological questions alongside the path. After going through different paths within the maze, there will be 4 exits for the participants to choose depending on the answers made along the way. Each exit is aimed to reflect a different thought and attitude of participant towards corruption. Over all, we expect over 60 percent for the impact of this activity to the acknowledgement of the participants on the integrity and corruption after joining the maze activity. We will use a quantitative research method to evaluate a result of value and success with one year plan activity ( Note: Details of the activity are described in part of the operational plan.)



## A maze will amaze you

### Rationale

In Thailand, corruption is a problem that deeply roots in every unit of organization in the society and it is very difficult to solve. The corruption spreads from a person, a group of person to the institution including in the political system, bureaucracy and also the private sector. Therefore, it has become etiquette of many organizations. Corruption occurred from the ancient time and has been continued till the present. Getting a commission from an entrepreneur, giving a regular tribute, or making the collusion in an auction is being made tactfully in the present. There are several tricks to integrate the corruption cross agencies or projects. They usually use a bribe as a driving tool to get the business done. So that people perceive is as a common thing in Thai society.

There are several forms of corruptions in the society, in which it greatly contributes Thai society towards a full of selfishness and conflict in getting benefits for their own and lacking morality within the society. The wealthy are considered to be privileged to receive benefits which lead to the injustice in the society. These values influence children and youth who are the future of the nation to imitate such behavior. Moreover, the youth is implanted these negative attitudes as normality which are the huge obstacle to the national development because these attitudes will not change even when they grow up. Hence, we must work collaboratively to solve this problem.

Corruption in youth and that in adult are totally different. Therefore, it may require defining the behavior of the youth. With this reason, the researchers chose to research and find ways to fix the problems in youth and students in the secondary school who are continuing their lives from teenagers to the university students before stepping to be a moral citizen in the future. By this rationale, the students will need to study the grounds of corruption and the real beginning of these behaviors through the activity that allows them to use their own conscience in determining the result in order to tackle the individual corruption effectively.

### Objectives

1. To cultivate the awareness of honesty.
2. To create a campaign in promoting honesty of the target group.
3. To develop a new generation of students to have honesty in order to become a mature adults in the future.



Target group: Secondary School Year 1-6 students in Muang District, Chiang Mai, Thailand.

Since students in Secondary School Year 1-6 are the ages that are eager to start something new all the time. Hence, the creation of these activities is caused by analysis of the behavior of the target group. Furthermore, the activity is held with the principles and concepts of implanting moral and virtue conscience as well as honesty that are needed to be nurtured to the children at the very young age.

### **Activity details: Maze in School**

Activity pattern: the event will be held in the form of an exhibition in conjunction with the game participation with a purpose of implanting “honesty” in the individual, the youth society, and the nation. The activity will be arranged as a huge maze and all participants are required to answer psychological questions which relate to integrity before passing to different exists. There will be 4 exits which will reflect the honesty of each student. The paths in the maze can be referred to the problem solving that the students who participate have to go on a quest and answer questions in order to gain scores. Apart from finding the exit, the score that the students gain from answering queries will be used to analyzed to reflect the attitude and the level of integrity of themselves as well. The preparation of the event is regarded as a Promotion Strategy in a Pull Strategy Marketing, the Digital Marketing will be implemented in the form of Social media to create the Viral Marketing which is another way to create a channel of publicizing the event as well.

### **Activity Objectives**

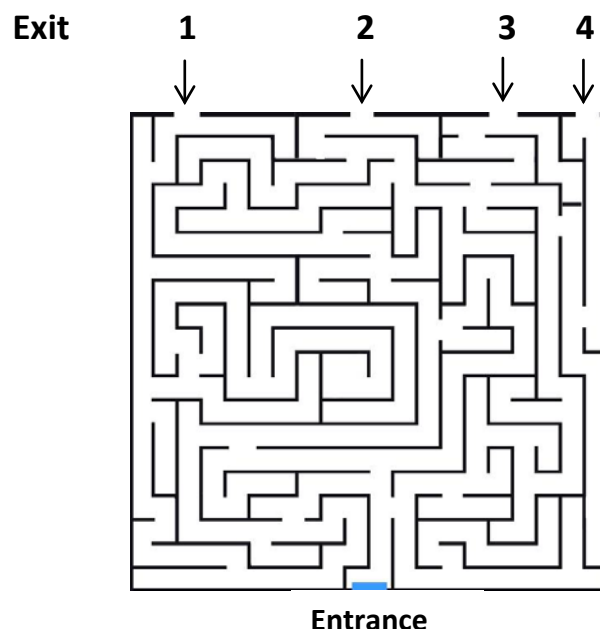
The study of the target audience found that the creation of the exhibition can attract the secondary students more than other form of public relations. Moreover, the student in this age range is a group of people that is more likely to seek for knowledge and to learn all the time. Consequently, the “A maze will amaze you” project will definitely help to build awareness both for integrity and more positive behaviors.

### **Activity details**

In deciding which way to make a turn in the maze; left or right in the maze, the participants have to answer a psychological question before passing by. The



example of the psychological question is “what will you use in order to solve the problem facing?” The two answers will be provided in every question in which each answer refers to the way they have to turn to in each intersection all along the journey to the exits. The answer of each participant of each question will be variously different depending on one’s schema and thought. The exit will reflect the level of honesty and personality of a particular participant as in the figure below.



The four different exits will reflect four different personalities as the following:

**1. The Faithful** (Level of integrity: maximum)

The participant who obtains the score of the faithful is the most taciturn person. They are very honest towards oneself or another people. He/she has a strong reliability.

**2. The Duty Fulfiller** (Level of integrity: rather most)

The participant who obtains the score of the duty fulfiller is a concentrated, taciturn, careful, trustful and responsible person. They think of the sake of others before of their own

**3. The Nurturer** (Level of integrity: moderate)

The participant who obtains the score of the nurturer is a responsible person. Nonetheless, they can be taken advantages of because of their naivety and lack of emotional acknowledgement.

**4. The Sleaze** (Level of integrity: minimum )

The participant who obtains the score of the sleaze is a tricky person.



Besides, they are a profound and complex person. They are difficult type to understand people. They are self-confidence and so hard to accept others' opinions.

When the participants get to know themselves more from their personal characteristic and level of integrity, the participants will be able to find answers and solutions through the exhibition arranged in the activity area. The participants will learn various thinking techniques in order to develop themselves appropriately and completely. For instance, if one of the participants receives the score of the protector which has the low level of integrity, the participant can ask for more suggestions from the team researchers and from the information provided in the exhibition. Therefore, this project can provide benefits not only for an individual but also the nation since it can build youth or teenagers to become a qualified adult in the future.

## Promotion Strategies

Marketing Strategies to be implemented in the Project

- Pull Strategy
- Digital Marketing
- Viral Marketing

### 1. Pull Strategy

Pull strategy focuses on marketing or marketing communication including advertising and sales promotion towards customers or end users. This strategy is used to aiming to affect customers' emotions and needs towards the product. Moreover, it can help to catch customers' attention in purchasing the product by presenting goods and service through a particular feelings and images.

The definition of "Pull Strategy in this activity is to create a strategy in order to attract target group's attention towards the activity. The strategy will create recognition of the activity, familiarity, and personal experience of the target group in the wider scale through several communicative channels. Moreover, the pull strategy can help the researcher team to present and give the detail of the activity easier since the target audiences are familiar with the activity from media which presented about the general concept of the project that the team researchers have released earlier. By the way, by making an integration of pull strategy to the activity, the team uses three video teasers of 5 to 10 minutes long in order to create continual familiarity of the target people. The videos will be launched within two months before the activity starts with the title of "Ways to reveal yourself" (or in Thai as *Sen-Tang-Su-Karn-Perd-Peoi-Tua-Ton*). The video will create and raise perception and attention towards the



activity of the target people which is also regarded as the “Video Marketing”

## 2. Digital Marketing

The reason for using online marketing strategy is that online technology is now playing a vital role in a modern society. So, we will see that the digital marketing can be a significant tool to help us connect to the target group. Digital marketing is on online marketing through the integration of internet and technology by using a social network as a channel to the target group. However, there is no fixed pattern of the digital marketing; it depends on creativity of the team to communicate to the audiences. Furthermore, the social network has now become the fastest and cheapest marketing tool to create trends among the new generation in which the team does not have to put much budget during the promoting process. By applying the digital marketing strategy, we will present the story of the “A maze will amaze you” project as video clips through Youtube.com which is considered as one of the most popular social networking in the world. Therefore, this will help to promote and publicize the activity to be known widely and increasingly.

## 3. Viral Marketing

The video teasers presenting to the target group about the activity is also regarded as “Viral Marketing” since it can increase familiarity and attention of the “A maze will amaze you” project to the target people. The team aims to use viral marketing in promoting the campaign only for students of Secondary School Year 1 to 6 as they are the real target group of this activity. Nevertheless, to make the public relation most effective, we apply “Big Seed Marketing” to the project which refers to the integration of viral marketing to the normal marketing media i.e. radios, televisions, billboards, and brochures. This strategy integration will raise the transmission of the information to the target people that will also increase the transfer of news and information more than the mouth-to-mouth marketing strategy. When the news of the activity is widely spread to the public, people will know more and would like to participate in the project. More participants will pay attention to the activity since they will receive news from people surrounding them. Consequently, the project will be known widely in the public without having to put much budget in promoting the campaign



## Operational Plan

Detail	Time Period	Budget (Thai Baht)
<i>Surveying and planning process</i>		
1.Design the activity plan	3 months	-
2.Survey the knowledge level before operating the activity	2 months	5,000
<i>Operational process</i>		
1.Raise attention of the target group - Launch video clips on YouTube (Pull Strategy)	2 months	10,000
2.Perform the activity	4 months	50,000
<i>Evaluation process</i>		
1.Survey the knowledge level after activity	1 month	5,000
2.Report the result	1 month	-
Total		<b>70,000</b>

Note: The budget above is only the estimation; change may be appropriate made. One US dollar equals to 30 baht



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## Cost effectiveness and evaluation methods

From an initial survey, there are 22 secondary schools in the city area of Chiang Mai province with the total number of students from Secondary School Year 1 to 6 of 130,000 students.

### 1. A Basic Cost Benefit Evaluation Process

At the beginning of the project, the team members will initiate the activity at Montfort College School, Muang, Chiang Mai as it is the most famous secondary school in Chiang Mai. Montfort College School consists of 3,300 students in Secondary School Year 1 to 6. Therefore, if we estimate the worthiness of an investment by using the basic cost benefit evaluation, the average cost per student is only 21.36 Baht. According to the basic cost benefit evaluation, we could see that the cost is worth spending since the results of the activity do not impact only the students but also benefits to the nation as a whole. The students will be implanted morality towards themselves, the society and the nation. Moreover, the social benefits from the project are both tangible results such as the economic advantage and intangible results as the advantage to people surrounding the target group.

### 2. Evaluation of a quantitative research

Quantitative research aims to find the facts and quantitative conclusion with the emphasis on using the numerical data as evidence to validity of the finding and results. Several objective tools are used to collect data such as interviewing test, observation, interview, and experiment. In other words, the quantitative research is a process of finding knowledge and fact with the focus on numerical data. This pattern of the research is designed to control the variables of the study that tools for gathering the data must be in good quality, the setting must meet the standard, and the statistical analysis methods must be used to analyze and process to prevent error of the information.

Nevertheless, the activity will be evaluated in terms of value and success by using the quantitative research methods including survey and test at the start of planning and before the operational period. To notice the level of recognition and attitude of the target audience towards corruption and disloyalty, the team will use the interview test which every query can reflect the level of understanding and individual's attitudes relating to the purpose of the activity.

After the activity, the survey and test will be used to measure the level of



recognition again. It is also utilized to compare the different of the data before and after participating in the activity. The team has set the goal to measure the change in recognition and realization of the corruption in the target group after the activity ended to over 60. The data can be analyzed by finding frequency, percentage, and median orderly which can allow us to know the worthiness of this activity.



## Conclusion

The “A maze will amaze you” project is created on the purpose to raise the level of acknowledgement and realization of the honesty towards oneself, society, and the nation so that the youth who participate in this activity can grow up to be good citizens of the society in the future. As youth is considered as the most essential source of society, it is also an urgent need for society to pay attention to the youth integrity. The project activity can help us see a level of youth integrity and to help raise the youth’s awareness toward the integrity and corruption. As a result, corruption can possibly be prevented with the high level of youth integrity.

Thus, we strongly believe that this activity should be further promoted since it can be very beneficial to teenagers or youth both in terms of the quality and the quantity. In addition, we can develop this project further, including expanding the target group into the university level in the future.

(Total words: 2817)



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