



PRIn•CI•PLE

STORYTELLERS THROUGH DESIGNS

CREATED BY PRIN ACKARAPOLPANICH

About Prin Ackarapolpanich

Experiences

2017-2019: Junior Art Director: Nielsen (Thailand) Co., Ltd.

- Created information graphic posters and new icons with Nielsen Global Creative Team
- Created motion graphics storyboards for Nielsen offices from various regions
 - Nielsen Connect Express (United States)
 - Launch OXXO Loyalty Video (Mexico)
 - Nielsen LatinX Insight (United States)
- Designed the media materials for “What’s Next in Global Sports 2018” event at Marina Bay Sands, Singapore, which held by Nielsen Singapore, Nielsen Sports, and ONE Championship
- Co-designed the event printing materials for Nielsen Thailand’s “Second-tier Cities”
- Illustrated Islamic holidays e-Greeting cards for Nielsen AME (Africa and the Middle East) and Nielsen Malaysia

2013-2017: Creative Designer: M.A.M Heart Co., Ltd.

- Improve digital media templates for 7-Eleven Thailand's social media including LINE Official Account, Facebook Official Page, and 7 Application
- Co-screenwriting annual TVC for annual National Teacher's Day, “Everlasting Teacher”
- Co-created marketing materials for 7-Eleven Thailand's annual Stamp collection campaigns
 - 2018: Stamp Sanrio Love Thailand (Created Sanrio characters with Thai clothing and Thailand's local products and cultures)
 - 2014: Stamp AEC (co-designed stamp patterns of AEC's foods, landmarks, and typography)
 - 2013: Stamp Rak Muaengthai (Led designed 77 Patterns of Thailand provinces' geological products and cultural heritages)

About Prin Ackarapolpanich

Certificates



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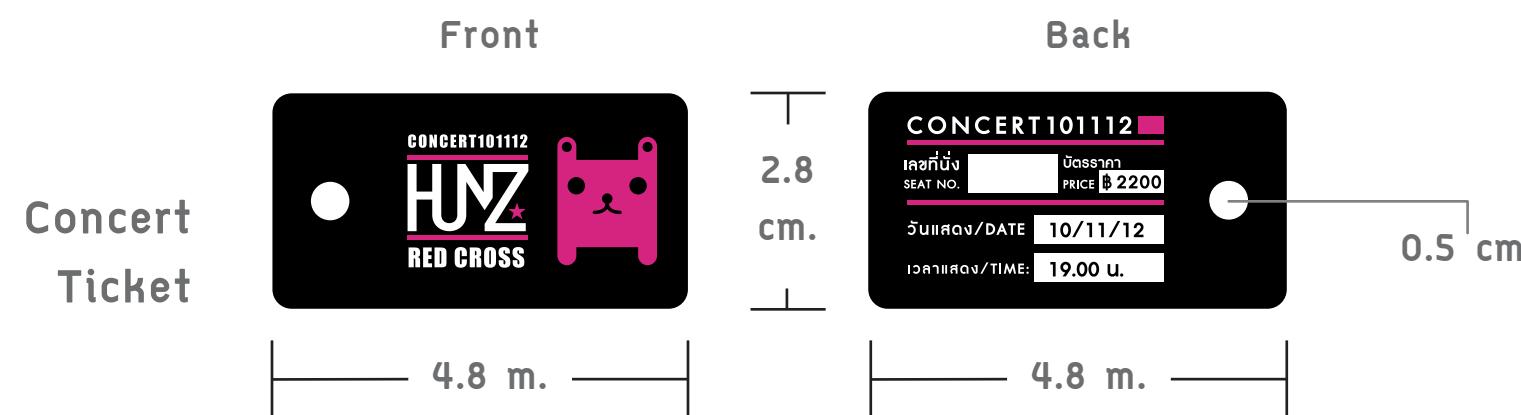
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Event Media



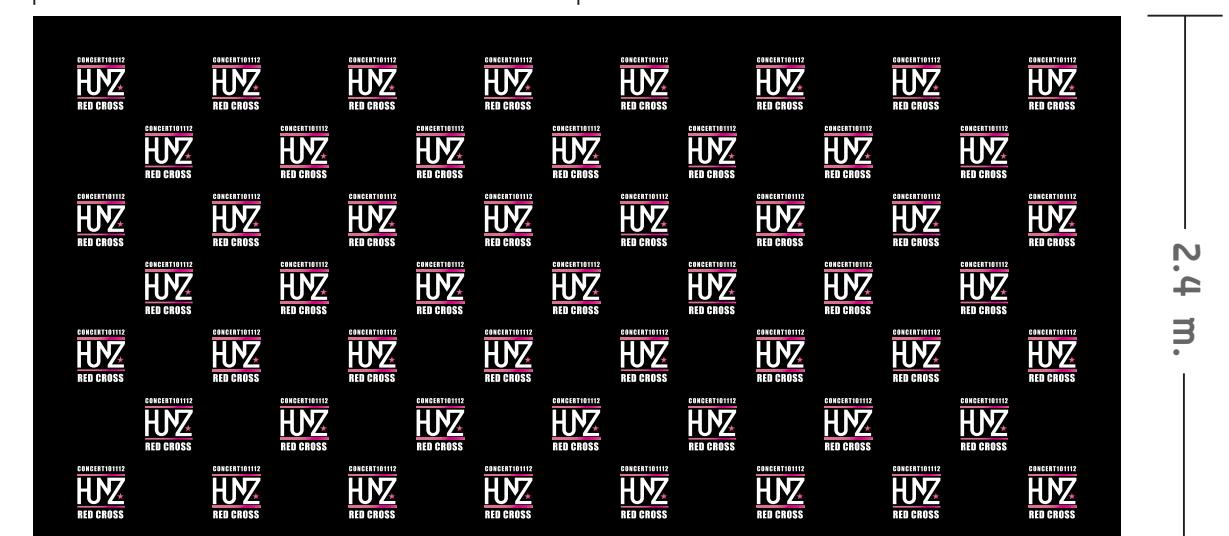
-Promotional Poster and on-stage usage



-Normal Backdrop-



-VIP Backdrop-



4.8 m.



Concert 101112 Hunz Red Cross: Print Media and backdrop for the concert

Medium: Adobe Illustrator

My print media design for Red cross charity concert, featuring a singer name Hunz-Issariya Phattaramanop (AKA: Hunz the Star 8)

Hunz has an alias as “Mee”, a bear in Thai language due to his muscular figure and his favorite color is pink, so I created his identity via this event media like posters and concert ticket.

Besides the print media, I also created backdrops for an event. There are 2 sizes of them; small one in front of the stage, and the long size for VIP, who have a chance to take a photo with Hunz The Star.

Information Graphics



Back to the Ordinary: Promotional Design for Buddhist monk ordination

Medium: Adobe Illustrator + Adobe Photoshop

The Art Thesis to promote Buddhist monk ordination, which is the sacred ceremony for Buddhist in Thailand.

This project was made to encourage audiences to learn and understand the right way of an ordination, so they can participate the ordination appropriately via minimalistic book set.

Inside the package, there're ordination manual, foldable bilingual information graphic posters, and notebook with pencil and eraser attached.

Information Graphics

-Infographics in Thai-

อัญชลิบาริขาร : เครื่องใช้ของพระภิกษุสูงชั้น

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อัญชลิบาริขารคืออะไร?

อัญชลิบาริขารเป็นเครื่องของที่ใช้สำหรับ
สงฆ์และภิกษุ ที่เป็นบ้านอยู่อาศัย
และภิกษุจะรักษาและดูแลอย่างดี
และบันทึกไว้เพื่อเป็นหลักฐาน
และภิกษุจะพึ่งพาอยู่ในห้องนอน

มีรายการบันทึกมาจากคำ 2 คำ:

8	อัญชลิ	เศษเปลา	อัญชลิบาริขาร
	บาริขาร	เครื่องมือ ที่จำเป็น	

เครื่องใช้ที่จำเป็น
ทั้ง 8 ประการ

อัญชลิบาริขารประกอบด้วย “ผ้า 5 เหล็ก 3”

1 อุดชาสก

ผ้าอุดเชิงแบบที่ 2
ผืนเดียวและยาว
ใช้บันดาภูมิทำจาก
ต้นไผ่และผ้าใบทำจากผ้า
ผืนเดียวที่ไม่ต้องเย็บต่อ

2 อันดรอวาก

ผ้าอันดรอวากที่ยาว
บันดาภูมิทำจากผ้า
ผืนเดียวที่ไม่ต้องเย็บต่อ^{*}
และบันดาภูมิทำจากผ้าใบ

3 ศีกนาติ

ผ้าศีกนาติผืนเดียว บันดาภูมิ
บันดาภูมิและบันดาภูมิที่ไม่ต้องเย็บต่อ^{*}
และบันดาภูมิทำจากผ้าใบ
และบันดาภูมิที่ไม่ต้องเย็บต่อ

4 กานพันธ

ผ้ากานพันธ์ผืนเดียว บันดาภูมิ
บันดาภูมิและบันดาภูมิ
ที่ไม่ต้องเย็บต่อ^{*} และบันดาภูมิ
และบันดาภูมิทำจากผ้าใบ

5 นาตรธ

ผ้านาตรธที่ยาว
ทำจากผ้าใบและผ้าใบ
หรือ 1 ผืนเดียวและเย็บต่อ^{*}
และบันดาภูมิทำจากผ้าใบ
และบันดาภูมิที่ไม่ต้องเย็บต่อ

6 ชุดมีตอก

ผ้าชุดมีตอกที่ยาว
และมีตอกที่ยาว
และบันดาภูมิและบันดาภูมิ
และบันดาภูมิและบันดาภูมิ
และบันดาภูมิและบันดาภูมิ

7 อุดเข็มเข็บผ้า

ผ้าอุดเข็มเข็บผ้า บันดาภูมิที่ยาว
บันดาภูมิและบันดาภูมิ
และบันดาภูมิและบันดาภูมิ
และบันดาภูมิและบันดาภูมิ

8 ลงอก (กะ-ນะ-ลง)

ผ้าลงอกที่ยาวและตื้น
และบันดาภูมิทำจากผ้าใบ
และบันดาภูมิและบันดาภูมิ
และบันดาภูมิและบันดาภูมิ

อัญชลิบาริขารและสิ่งของจำเป็นที่ใช้ในภารกิจประจำวัน

1 ไดรคร่อง (ผ้าไดรชุดหลัก)

ผ้า ผ้าห่ม
ผ้ามีตอก
(บังคอก) ผ้าอุดตอก
(บังบุปผา) ผ้ากระซิบ

3 นาดร

นาดร + ผ้า นาดรอก ร้อยมหาย

5 สิ่งของจำเป็นอื่นๆ

* จัดเตรียมตามความต้องการ

2 ไดรอาภัย (ผ้าไดรชุดสำรอง)

สูญเสียของเสื้อผ้า

ผ้าห่ม
ผ้ากระล้อไว

4 ชุดมีตอก + เสื้อเหลือง

ก่อจ่อง

6 ถุงเก็บเศษอาหาร

2 ชุดขี้ปีป

- 1 ชุดเครื่องใช้ในห้องน้ำ
- 1 ชุดเครื่องใช้ในห้องน้ำ

สิ่งของที่ต้องมีติดตัว

สิ่งของที่ต้องมีติดตัว

ไฟฟังชั่วคราวดังนี้

- แสงสว่างแบบไฟฟ้า ขนาด 1 วัตต์ ไฟฟ้าแบบไฟฟ้า ขนาด 1 วัตต์
- ไฟฟ้าแบบไฟฟ้า ขนาด 1 วัตต์ ไฟฟ้าแบบไฟฟ้า ขนาด 1 วัตต์

Information Graphics

-Infographics in English-

Monk Ordination Procedures

What is an ordination?
Ordination is the change of one's status from layperson to monk (Bhikkhu) in order to study Dhamma. Therefore, monks will teach the Buddhism towards the believers and inherit Buddhism to the next generations.

Related vocabulary

Banpachai	is owned	Samana	The peaceful
Banpachit	the owned (monk clothes)	Samana	one of Bhikkhu
Kharawa	Cypress Cluster	Bhiksu	The number of ascetics

Ordinand's conditions

- 20 years old upward
- No dermatological diseases, scabies, etc. or infectious disease such as leprosy, etc.
- No severe disabilities, blind, deaf, or crippled people, or having crooked teeth or teeth.
- Not too old or lack of asceticism. They can't move more effectively.
- His government duties (if military) or having financial debt.
- A monk (20 yrs old upward)
- Have been permitted from their parents to ordain leaving them alone.
- Have not committed any crime or being held on court, avoid police officers or military service avoidance, etc.
- Not forbidden from Buddhists. He must be converted the power interpreters, inseparables, etc.
- Reasons for this condition
 - Juvenile Delinquency (Delinquent)
 - Private: Bhikkus (female monk)

Monk ordination procedures

- Choose the temple
- Arrange the date
- Practice before the ceremony
- Prepare Atthaborikan and other necessities
- Head shaving ceremony
- Rak Kwan Nak
- Ordinand parade
- Ordination (Phase 1)
 - 1. Shaving
 - 2. Bathing
- Wear Jeeworn and complete the ceremony

References

- Phra Arunheerasaeng, Monk gift for the ordinands and buddhist, Bangkok, Akarernnart Publishing, 1999
- Somsak Phraoachao Kromphayudh Wittayayosawas, Novakorn: Bachelor of Theology, Bangkok, Mahanugkha Rajabhatyai Publishing

Atthaborikan: Monks' necessities

What is Atthaborikan?
Atthaborikan, a monk's necessities. During the Buddha's life, monks have to make their items by their own, unlike nowadays when everyone can purchase the necessities for the monks from the department store and Sandhiphan (monks' items shop).

Compounded from 2 words:

8	Attha	No. Eight	Atthaborikan
	Borikan	Necessary Tools	

Atthaborikan has "5 fabrics + 3 metals"

- Uttasong
- Antaravasaka
- Sankhati
- Kayapanth
- Alm's bowl
- Shaver set
- Sewing Set
- Thamalotuk

Atthaborikan & necessities for ordination

- Trikrong (Primary trijeeworn set)
- Triarsai (Spare jeeworn set)
- Utas
- Miscellaneous
 - *Depend on badge
- Praying candle set
 - At least 2 sets
 - 1 for praying Rattanakal
 - 1 for praying Uppachaya (Ceremony monk)

Monks' white apparel

Tripitaka apparel

References

- Phra Arunheerasaeng, Monk gift for the ordinands and buddhist, Bangkok, Akarernnart Publishing, 1999
- Somsak Phraoachao Kromphayudh Wittayayosawas, Novakorn: Bachelor of Theology, Bangkok, Mahanugkha Rajabhatyai Publishing

How to wear jeeworn (Saffron Robe)

About jeeworn
jeeworn is one of the monk's Atthaborikan (Eight necessities). During Buddha's life, it was originally made from cotton-clothed, dyed with wood dye or shredded red atom color. Phra Anor has polluted jeeworn for the monks. However, nowadays, jeeworn was made from kasya or silk.

Jeeworn preparation (Hom Dong)

jeeworn wearing patterns in Thailand

- 1 Hom Klum**
Monk's saffron robe, which cover both shoulders. There's a cloth part on previous called "Luk Nook". There are 2 ways of using Luk Nook.
 - Close Klum: Turn back
 - Open Klum: Turn front
- 2 Hom Lod Lai**
All of (Theravada) monks will wear the saffron (yellow) in Hom Lod Lai with an influence from Mon Monks. Hom Lod is similar to Hom Klum, but cover only the left shoulder.
 - Wear jeeworn around, hold both ends of the robe, and pull the robe.
 - Put the robe on right side, then pull the left side.
 - Put Luk Nook to the left shoulder.
 - Then Luk Nook on the back.
- 3 Hom Mungkorn/ Hom Neeb**
Mahayana monk's saffron robe. Luk Nook is rolled on the left arm like a umbrella (Draped), hence the name. Theravada monk will hold Luk Nook on their left arm pit, which never the another name than Neeb.
 - Wear jeeworn around, hold both ends of the robe, and pull the robe.
 - Put the robe on right side, then Luk Nook to the left shoulder.
 - Put Luk Nook around the left arm pit (Draped).
 - Wear Luk Nook around the left arm pit, hold it at the left temple.
 - If Luk Nook wants to cover both sides, then rolling Luk Nook along the left arm.
- 4 Hom Dong**
Mahayana monk's another version, which is also worn by novices (Novice under 20 yrs old).
 - Yoga
 - Dhing
 - Put the Luk Nook on the front of walking side, then the left side.
 - Wear jeeworn around, hold both ends of the robe, and pull the robe.
 - Put the Luk Nook behind the back.
 - Put the Luk Nook on the front of walking side, then the left side.
 - Wear the Luk Nook on the chest.

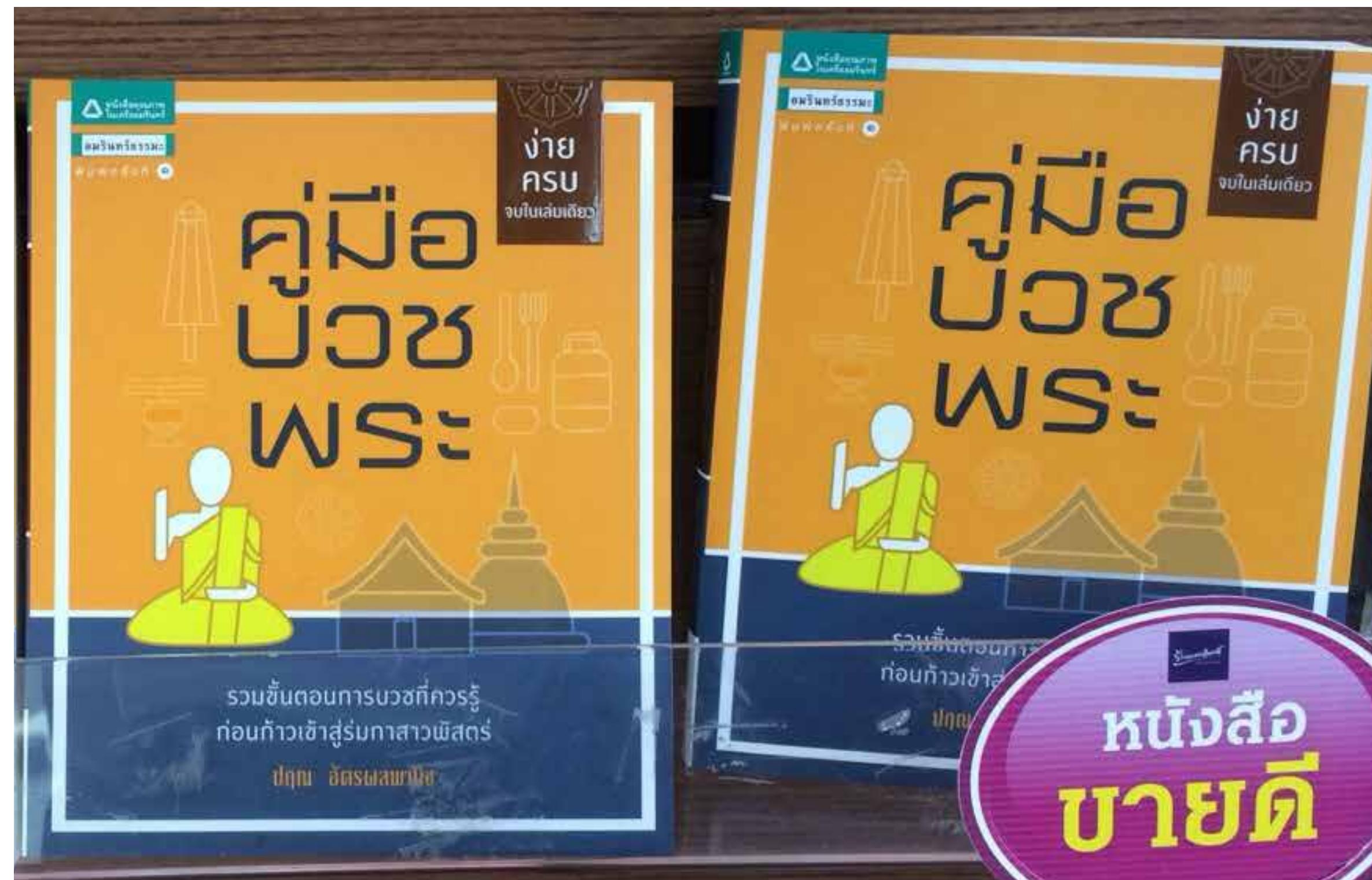
How to wear Sabong and Angsa

This poster teaches how to wear jeeworn by yourself!

References

- <http://www.gambhara.com/article/130-480designationalmethodofwearingjeeworn.html>
- <http://www.tpaac.com/>

Information Graphics



-Published version of my thesis-

Published version of Buddhist Ordination Manual with Amarin Publishing

**Medium: Adobe Illustrator
+ Adobe Photoshop**

A year after my graduation, I have been contacted by my project advisor in iCare Foundation. He told me that Amarin Publishing would like to publish my Art Thesis.

I was so excited because my project will now a part of Buddhism support. Furthermore, it's the proof that religion can be more understandable for many people with media and designs.

Beside an ordination process, this book also contains interviews with Buddhism-related people including Natee Aekvijitr (Oui Buddhabless), famous rapper from Gancore Club and Phra Dr. Anil Sakya, Assistant Secretary of Thailand's Supreme Patriarch and also the direct descendant of Gautama Buddha.



Information Graphics

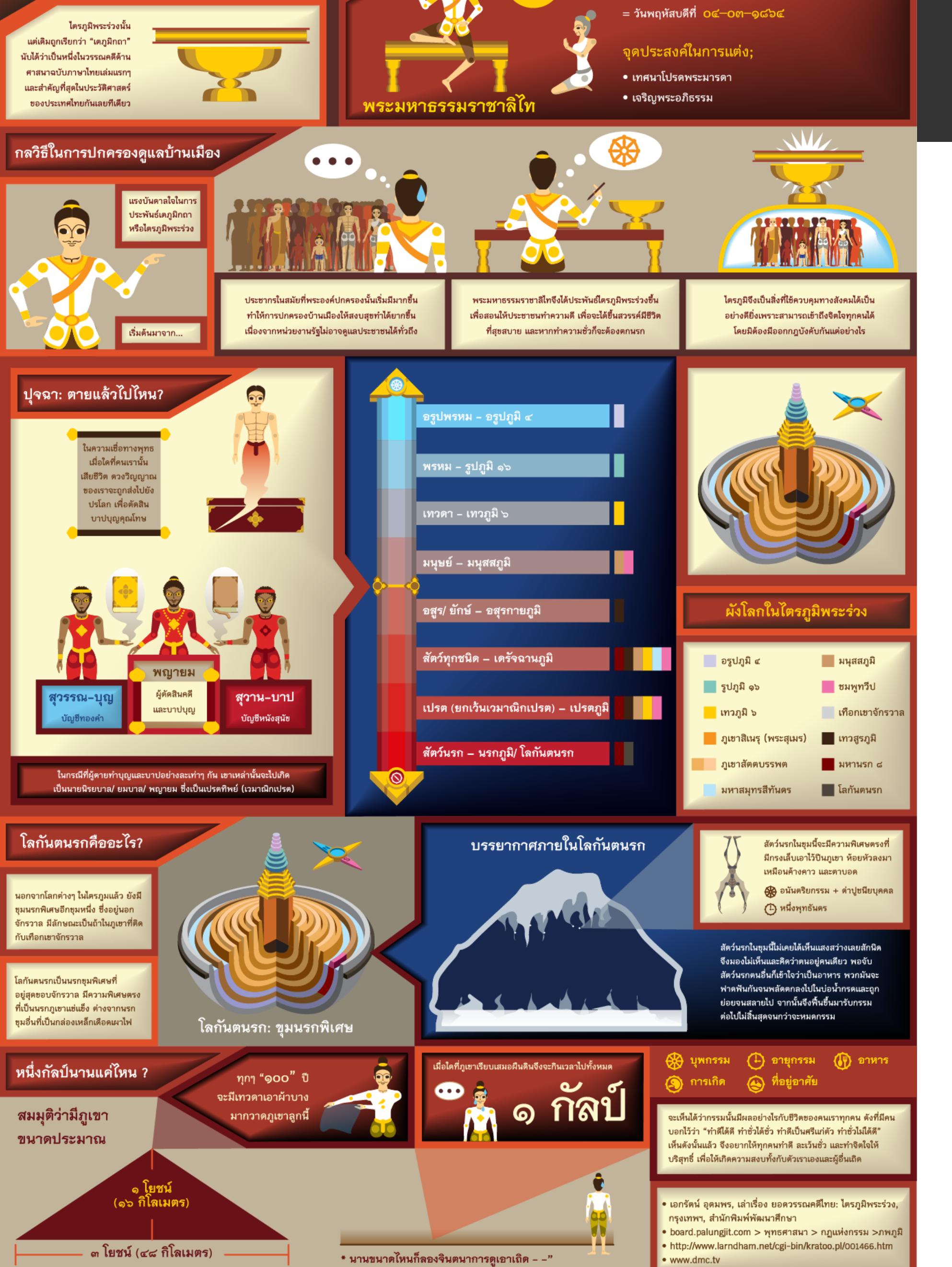
Liver Cancer: Art for Cancer infographic Brochure Medium: Adobe Illustrator

I joined the workshop with CreativeMove, the social enterprise dedicated to improve our society via design skills, and Art for Cancer, the foundation that support cancer patients, to create information brochure about different kinds of cancers.

Me and my copywriter partner from Ogilvy & Mathers created a brochure about liver cancer. This brochure was created with a concept of preventing the cancer from aiming and harm the liver. We intended to use a pun since in Thailand, we call cancer “Ma-Reng”, which sound like “Ma-Leng” or “to aim a target”.

This brochure, as well as other brochure, will be printed and send to National Cancer Institute of Thailand in order to provide informations about cancer to both the patients and their families.

กำเนิดไตรภูมิพระร่วง



Information Graphics

Tribhumi 101: Information Graphics about Buddhist Heaven & Hell
Medium: Adobe Illustrator, printed on 200 gsm. Textured Art Papers

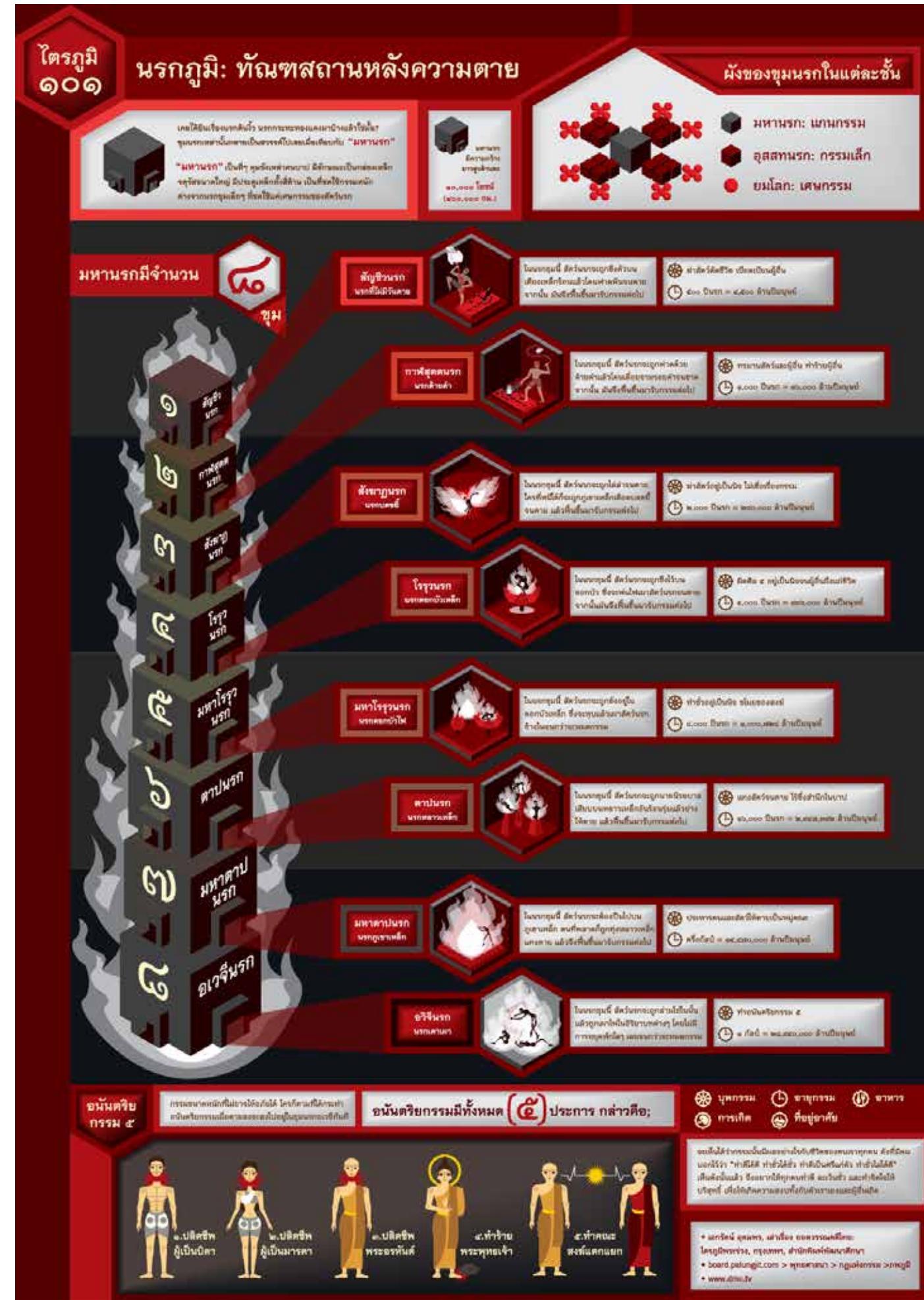
My experimental design to visualize Thailand's classic religion literature, "Tribhumi Phraruang", into information graphics. Each of the poster [represented the realms and creatures according to Buddhism mythology.

My goals for this project is to make This literatures looks more friendly and more interesting with graphic illustrations towards the audiences.

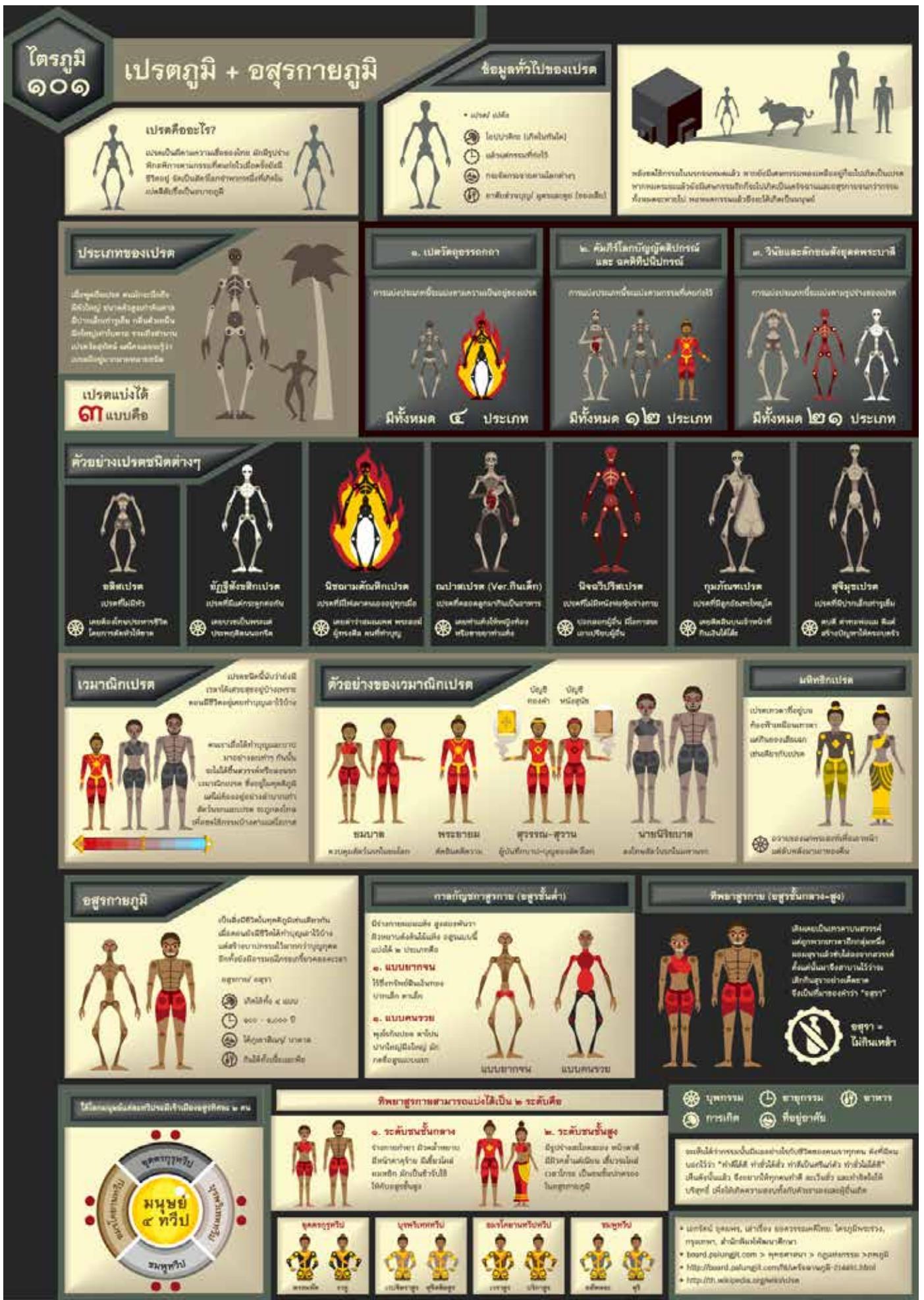
There are 7 posters in the set; Introduction, Naraka (Hell), Preta & Asura (Ogres) Realm, Animal Realm, Human Realm, Angel Realm, and Formless realm.

Information Graphics

-Naraka Realm-



-Preta Realm & Asura Realm-

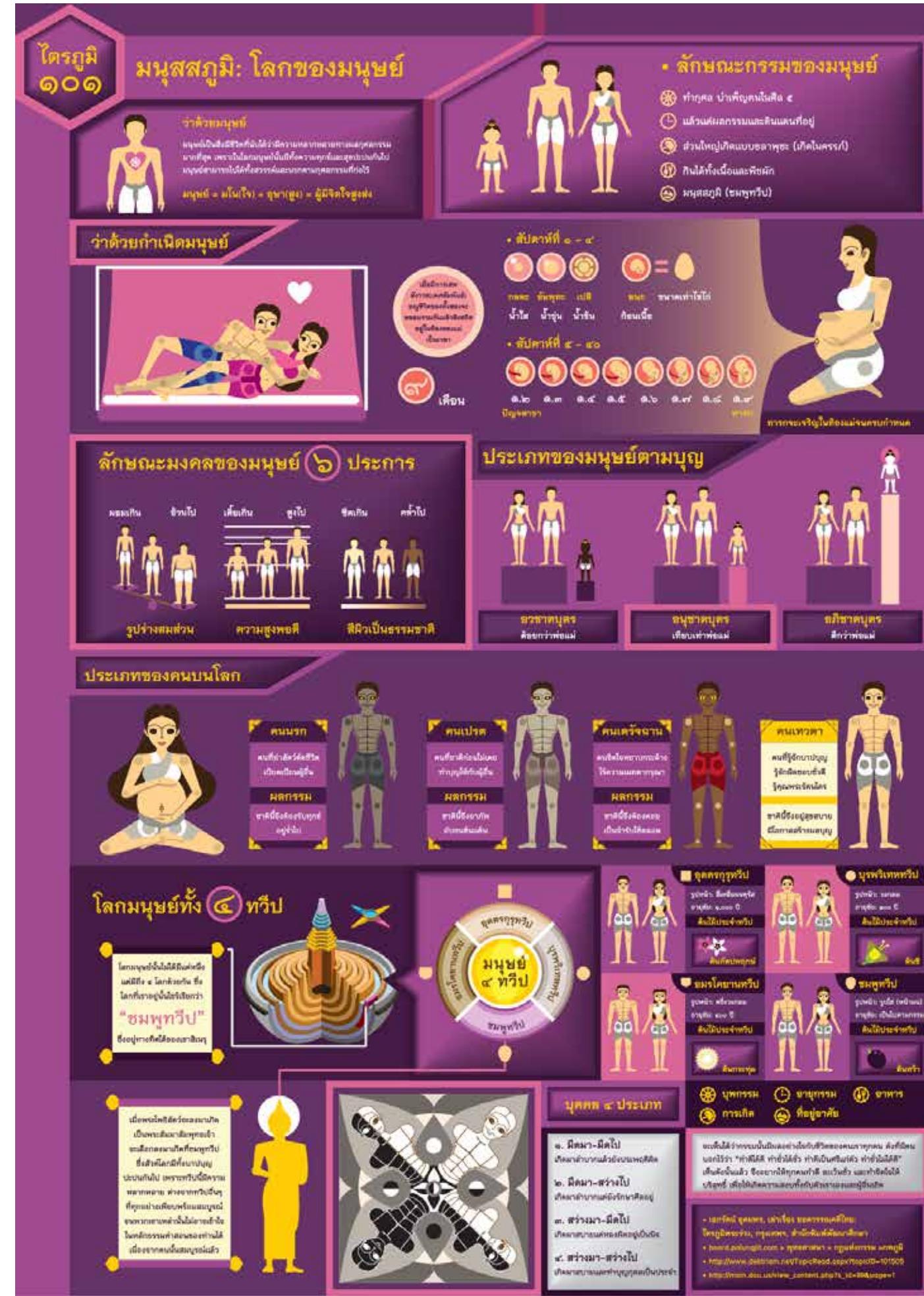


-Animal Realm-

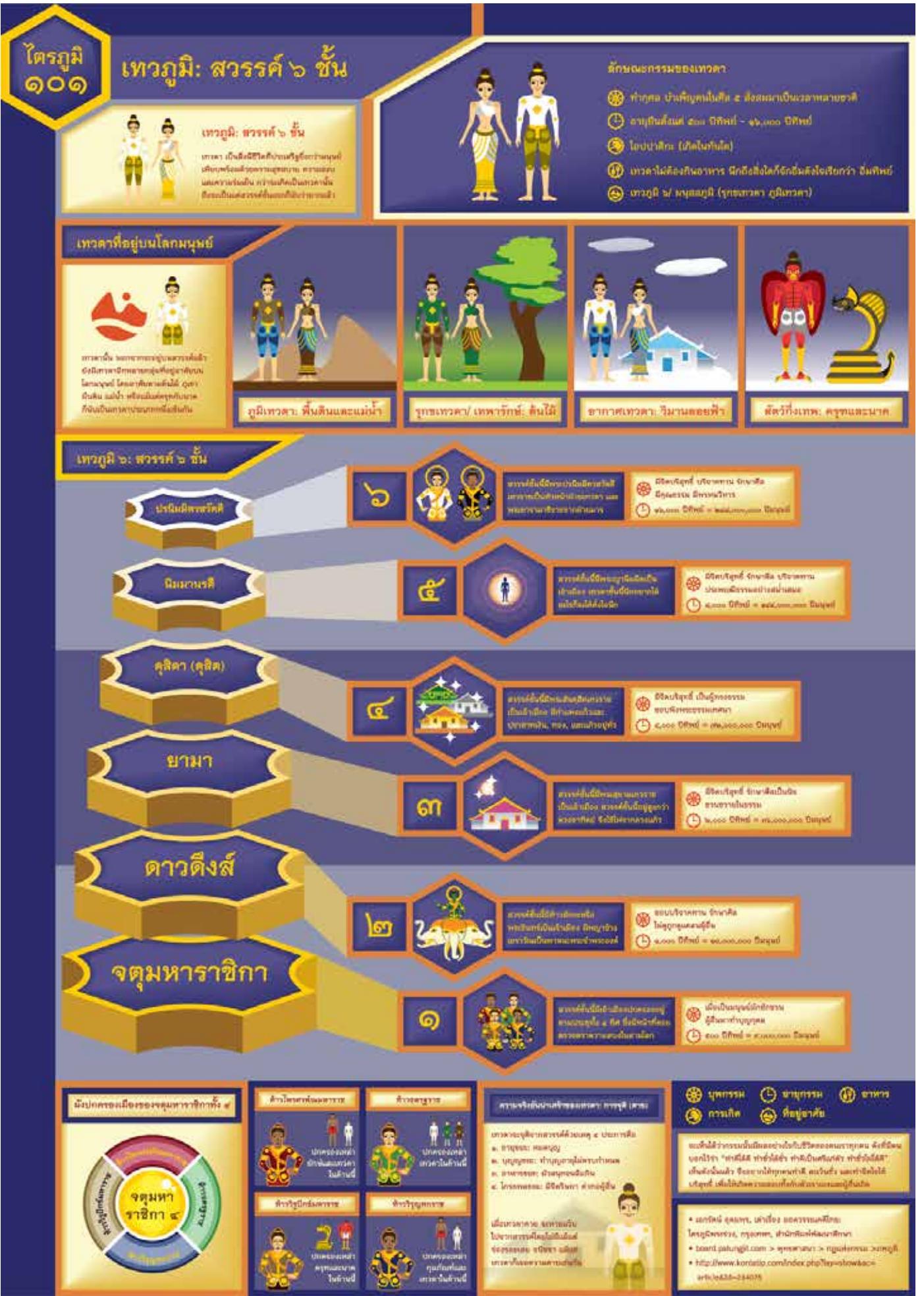


Information Graphics

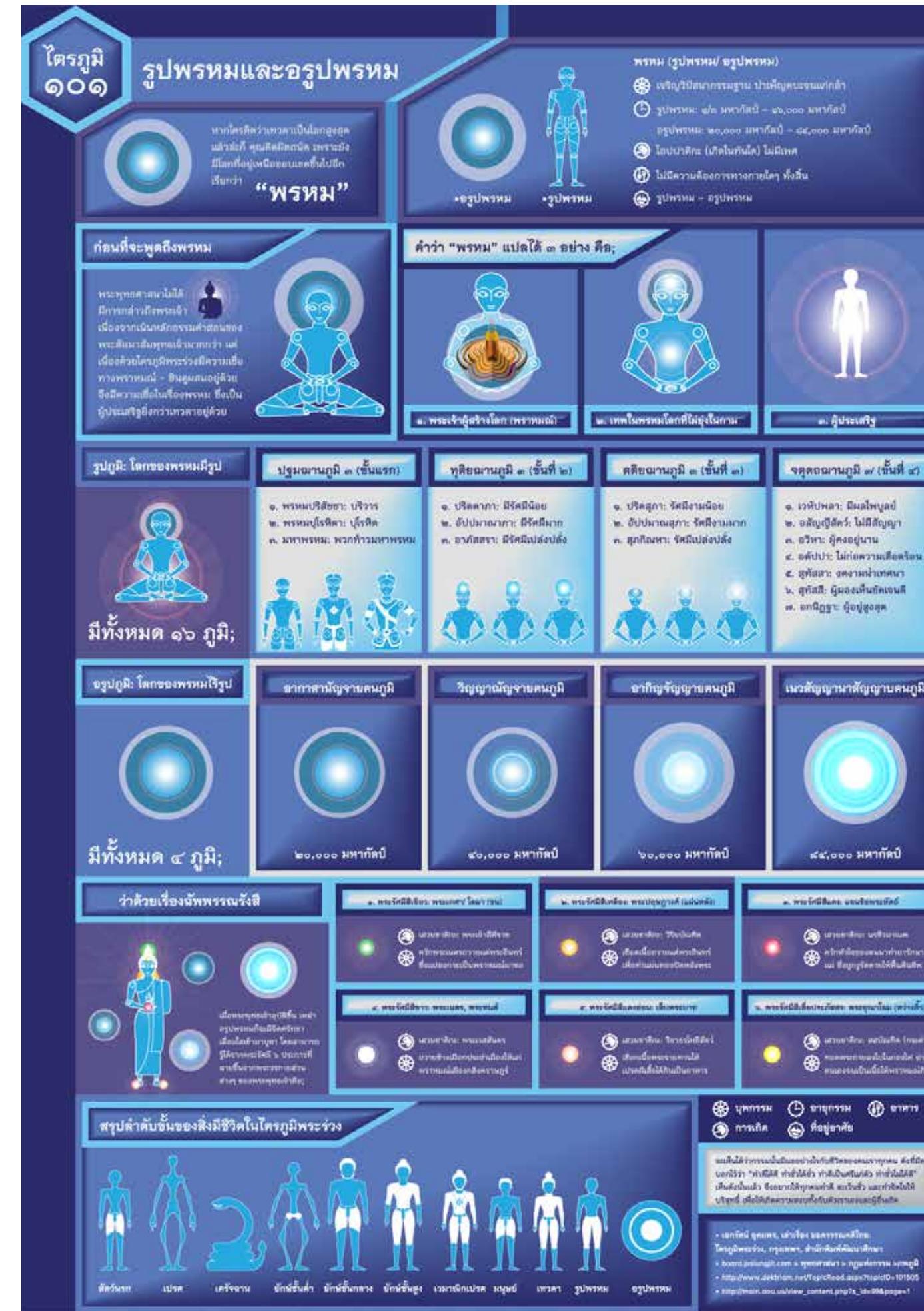
-Human Realm-



-Angel Realm-



-Formless Realm-





Information Graphics

Tribhumi 101 Display & Packaging box with foldable posters

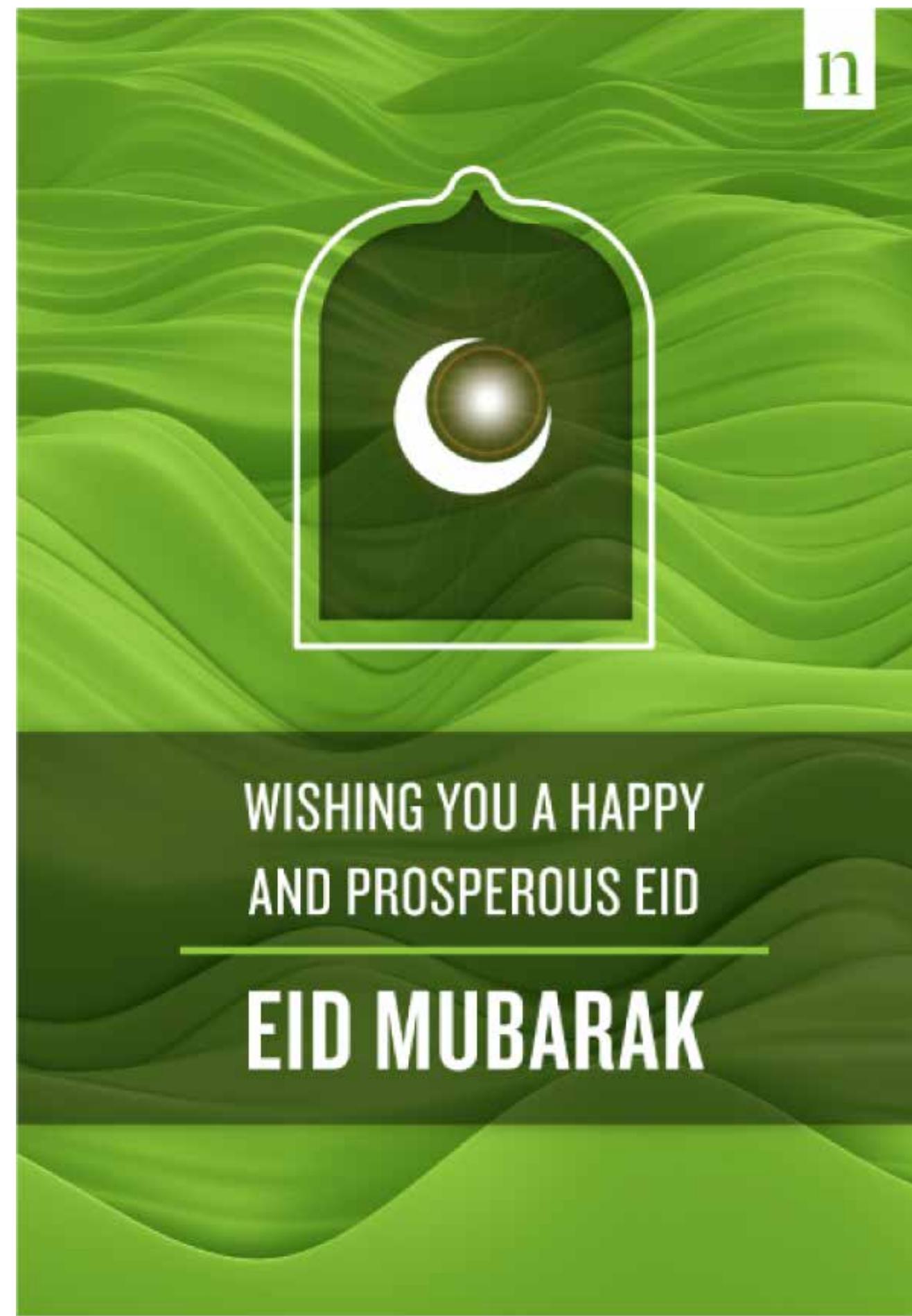
Medium: Adobe Illustrator, printed on 200 gsm. Textured Art Papers

After I've completed a set of posters, I found the new problem. Although they were printed on 200 gsm. textured paper, the posters are still too fragile to keep for a long time, so I have to find the solution.

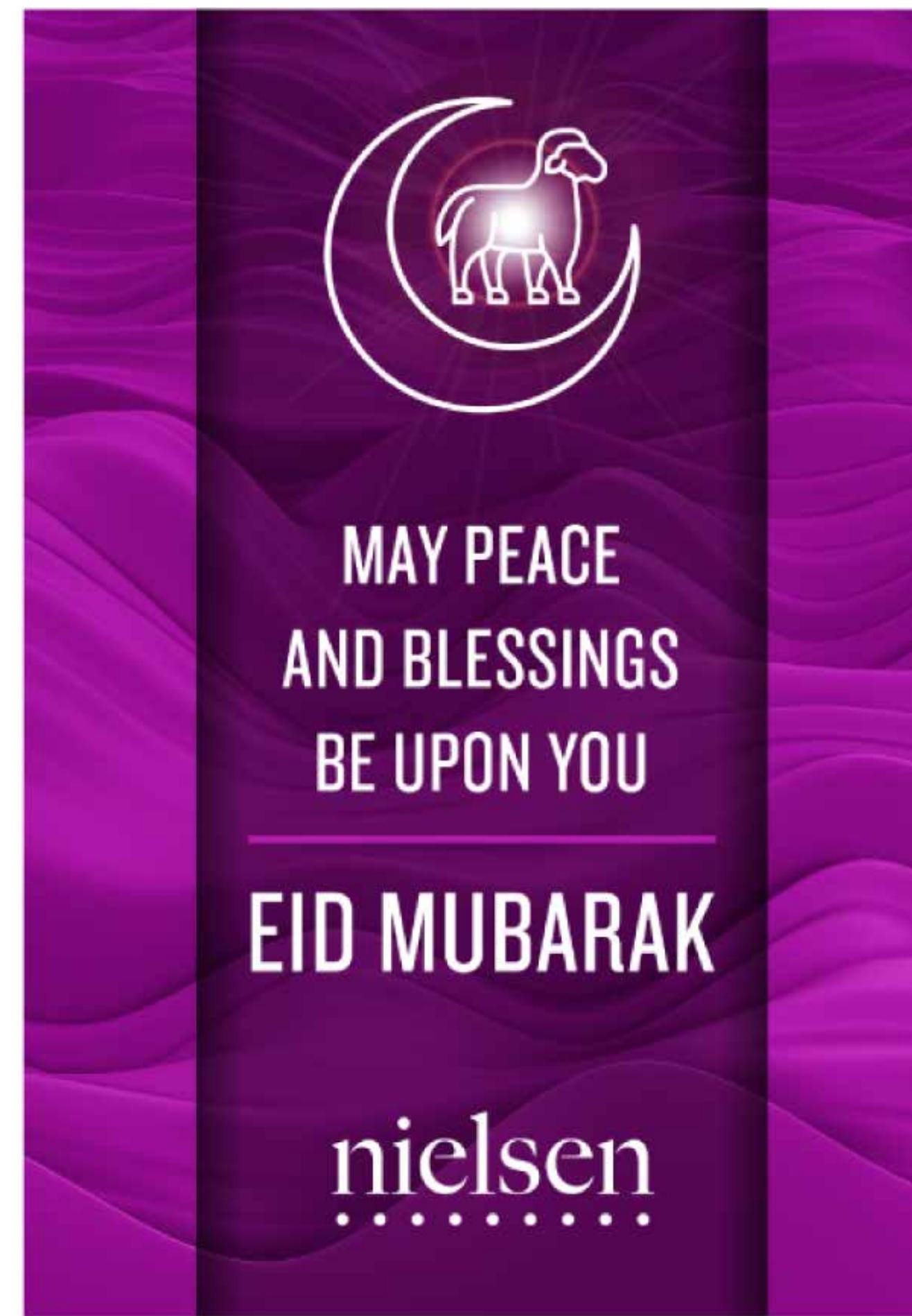
I have a research about Buddhist literature and I found out that most of them were written in Balan book, the ancient long book made from Balan leaves (hence the name). So I applied the style of Balan book with folding method for brochure, modified posters into hard-covered foldable posters.

Beside its stronger appearance, these posters are also foldable into the shape of balan book, and then keep them inside the box.

Nielsen Artworks



-Eid Al Fitr e-card-



-Eid al Adha e-Card-

**e-Greeting Cards for Nielsen AME
(Eid Al Fitr, Eid Al Adha)
Medium: Adobe Illustrator**

During Eid al Fitr and Eid al Adha, Nielsen assigned me to create e-greeting cards for Nielsen AME (Africa & Middle East) to celebrate the Islamic holidays.

I applied some Islamic elements including crescent and stars, which are the symbol of Islam, the mosque window, and a lamb for Eid al Adha, the symbol of sacrifice.

This artwork is one of the proofs that Nielsen embraces cultural diversity within the company including religion beliefs like Muslim holidays.



Nielsen Artworks

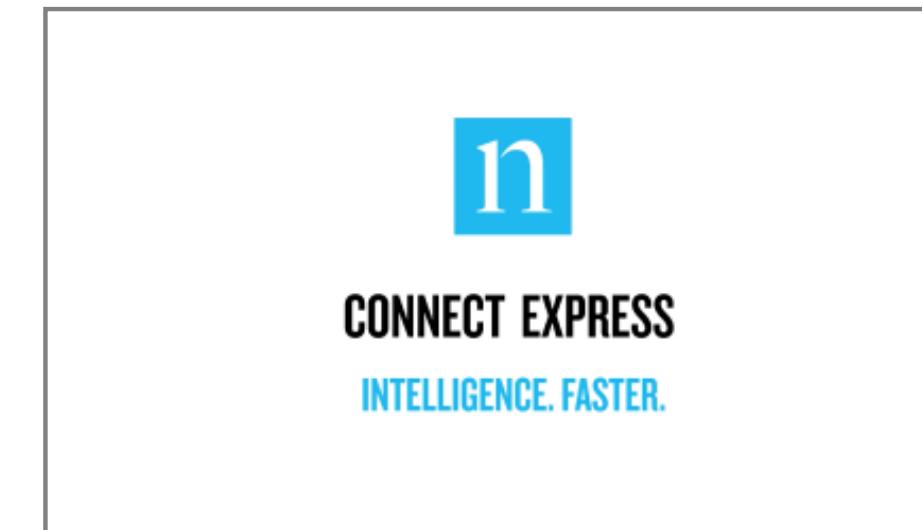
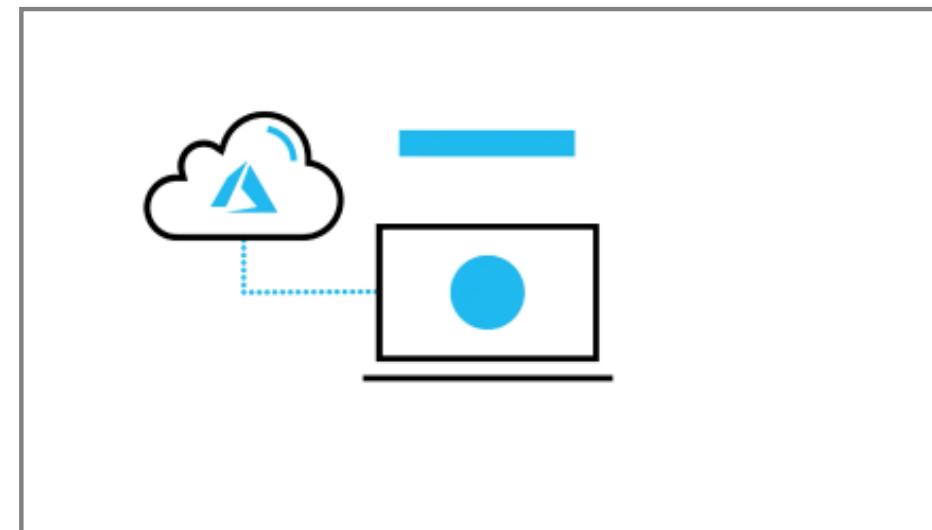
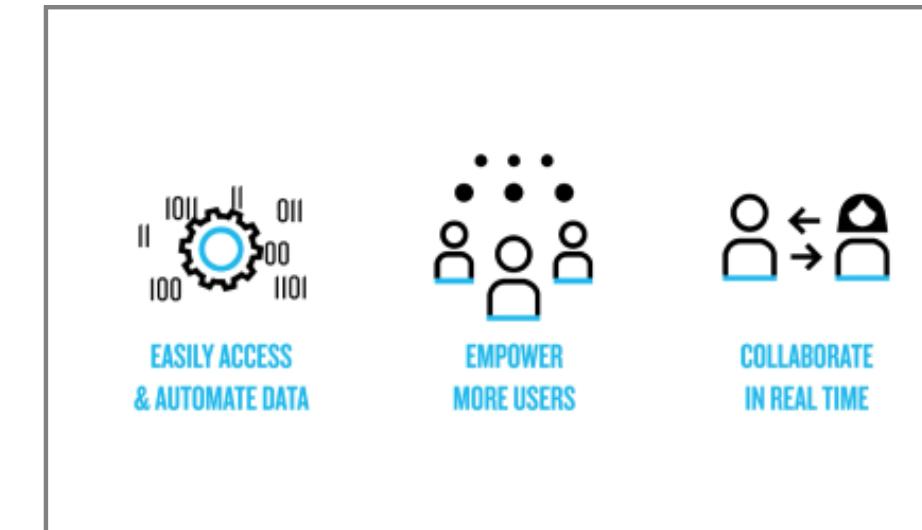
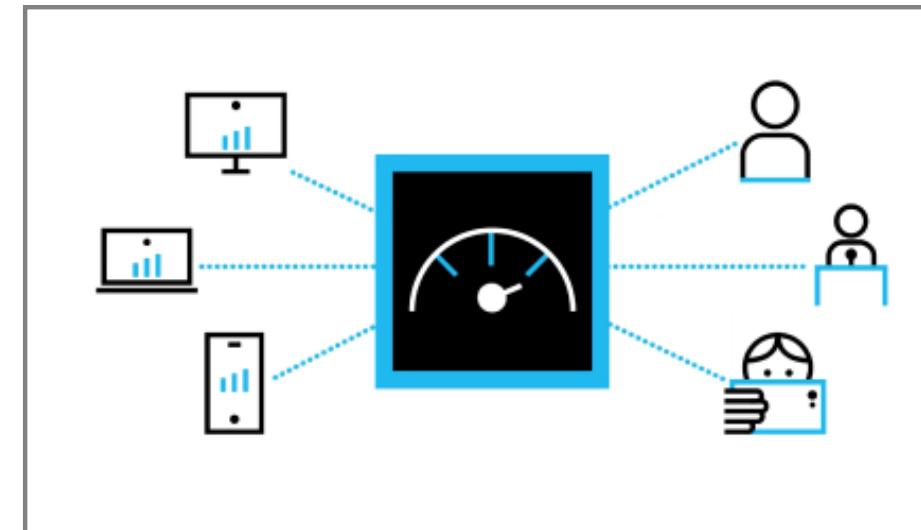
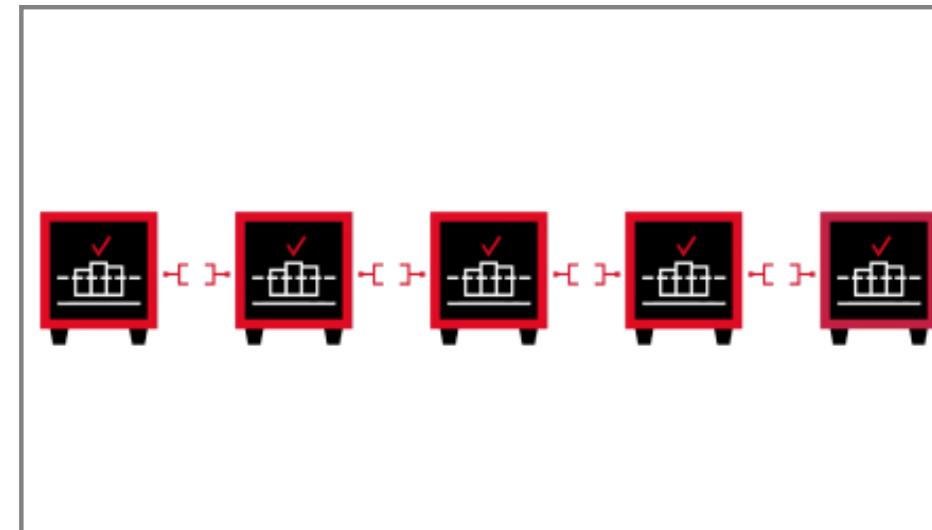
Nielsen Ambassadors Program (NAP) poster

Medium: Adobe Illustrator + Adobe Photoshop

When Nielsen Thailand plan to recruit the new employees during career weeks from universities around Thailand, the company starts the program called Nielsen Ambassadors Program (NAP), and assign a group of staffs as the ambassadors for their Universities they graduated from.

Nielsen want to invite the staffs to join this program, so I've been assigned to create an internal promotional poster to increase its awareness. Retouching the staffs is the challenging yet fun part since I have to change some of their background from bluescreen to yellow.

Nielsen Artworks



-Screenshots from Nielsen Connect Express-

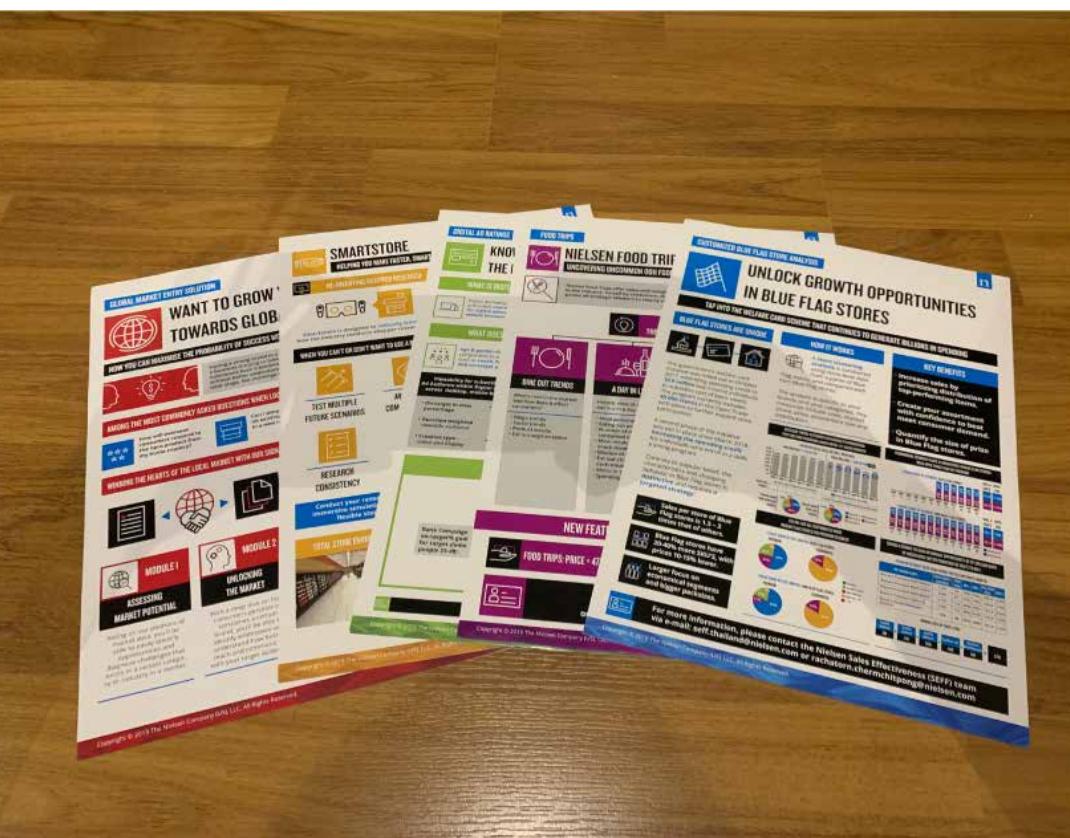
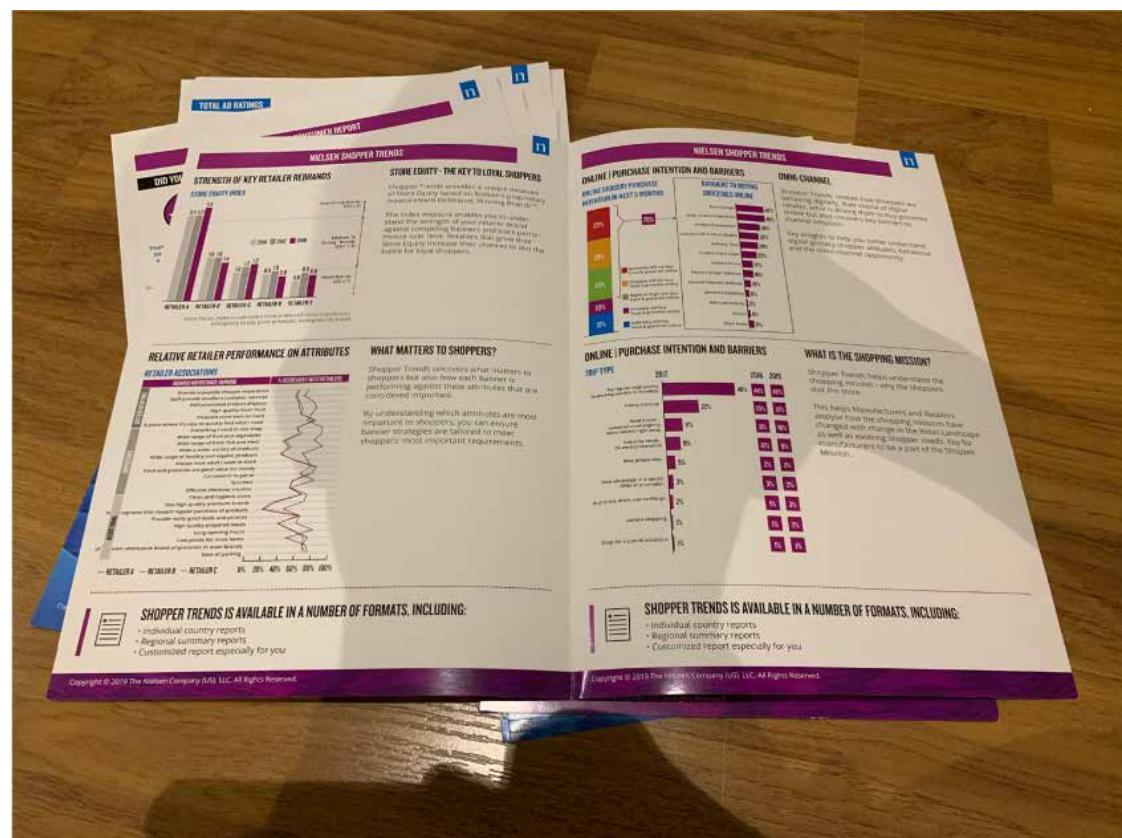
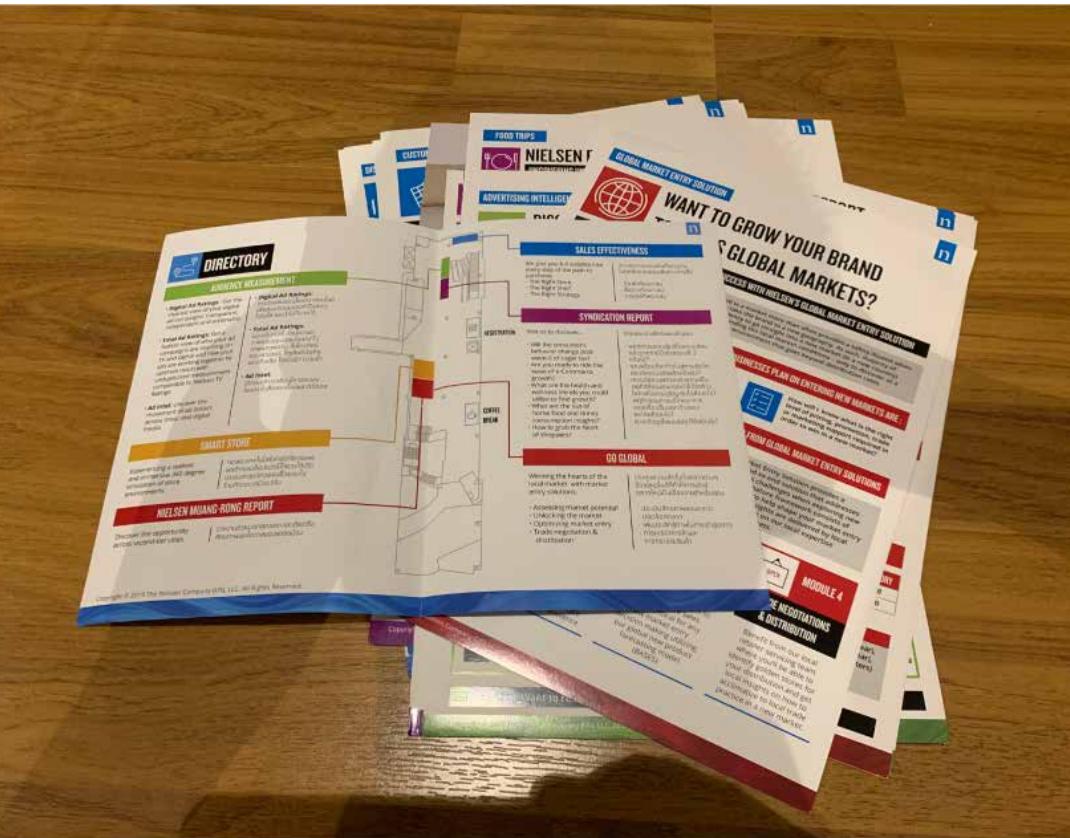
Nielsen Connect Express (storyboarding) Medium: Adobe Illustrator

Nielsen wants to create the motion graphics video to promote one of the company's programs called "Nielsen Connect Express"

I used Nielsen's branding assets such as logos, icons, typography, etc. to create the storyboard and guided sequences of the video. After reviewing the storyboard with my manager, the project manager will then pass the project to the studio working with Nielsen.

To watch the full video, click the following link below;
<https://www.youtube.com/watch?v=kAQJkm-ROG2k>

Nielsen Artworks



-Brochures published for an event-

The Rise of Second-Tier Cities event for Nielsen Thailand Medium: Adobe Illustrator

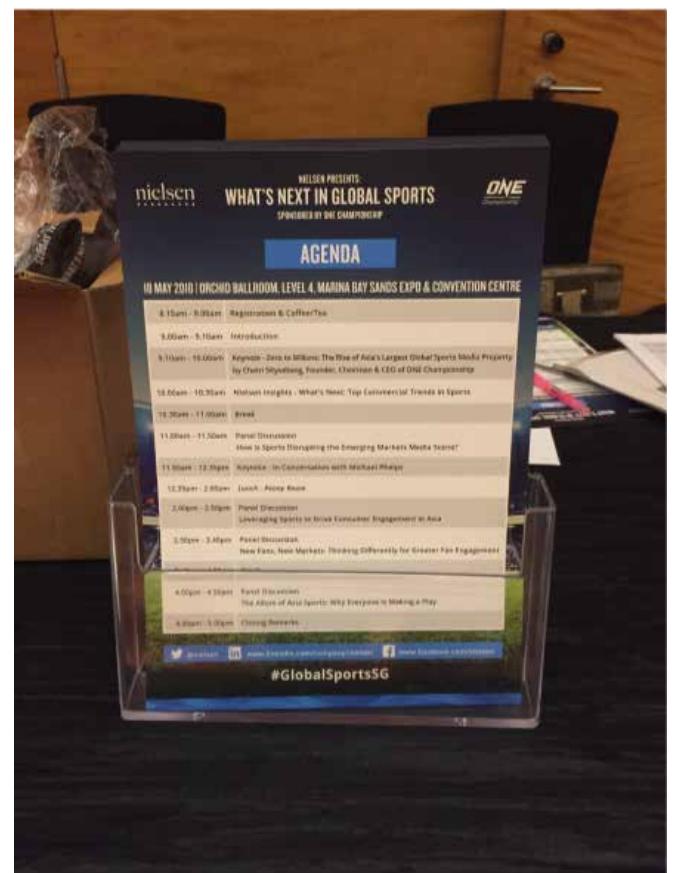
According to Nielsen Retail Index, besides Bangkok, Thailand's second-tier cities also have the potential to improve Thailand's overall economy.

Therefore, Nielsen Thailand invited setup and invited business clients to join and learn the importance of second-tier cities' economic potentials.

I designed the brochure layouts for Nielsen's following business sections;

- Go Global and Second-Tier report (Red)
- Sales Effectiveness (Blue)
- Nielsen Media (Green)
- Syndication Team (Purple)
- Nielsen Smart Store (Gold)

Nielsen Artworks



-Agenda Sheets-

-Digital Signage-

-Participant Hanging Cards-

What's Next in Global Sport 2018

at Marina Bay Sands, Singapore

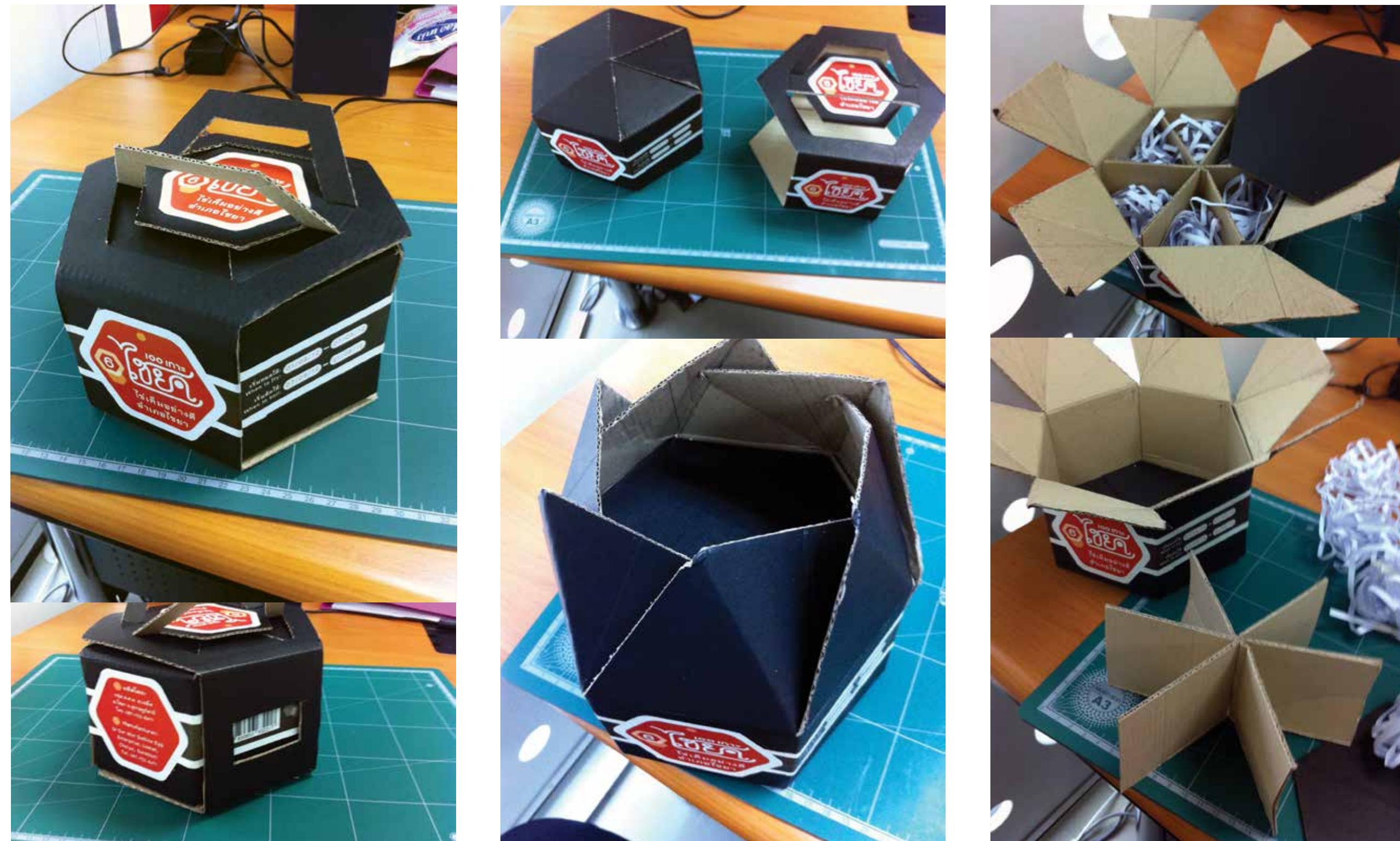
Medium: Adobe Illustrator, Adobe Photoshop

On May 2018, Global Creative Team and I provided the media materials for Nielsen Singapore's event called Thaw's Next in Global Sports, which is the collaboration between Nielsen Singapore, Nielsen Sports team from Australia, and ONE Championship, Singapore's mix martial arts promotion.

The creative team and I were assigned to create the design materials including T-stand, agenda board & sheet, backdrops, staff badges, invitation header for emails, and signages.

Also, I also the main art director who inspects and checks the design materials with the Singapore MarComm team as I'm responsible for SEA region artworks.

Packaging Designs



Roi Koh Chaiya: Saltine Egg packaging Medium: Adobe Illustrator

Saltine egg box design for “Thai Star packaging design contest 2012”

My egg packaging was made without using any glue. Since it was made of black corrugated paper, it has an ability to protect the fragile eggs. With the segmented core, it can take weights up to 70 kg.

I used an ash brown and red-orange color scheme to reflects the product; red-orange for egg yolks, and ash brown for the mixture of termite dirt, rice grain, and salt that enhance the eggs’ salinity (the unique process from Chaiya dist., Surat Thani).

Packaging Designs



-Flavor Identifications-



-Cookie Boxes-

Setsatian Cookies Box

Medium: Adobe Illustrator

Packaging design for BG2402:Ethics social support project. I and my teammates decided to create this cookie box to support Setsatian Bakery, a part of lessons held by Setsatian school for the deaf

The front of the box has a die-cut as the shape of hand sign for love.

At the backside of the box, there are several cookie icons to identify their flavors. Whenever the cookies were packaged, students can pick the right flavor on the box right away.

Sales Promotion Designs



-Collecting stamps from each region
with collecting book-



7-Eleven Collecting Stamps: Ruk MuaengThai

Medium: Adobe Illustrator

After I've finished my sophomore curriculum in university, I worked as an internship at M.A.M. Heart Co., Ltd., CP ALL's in-house agency with my cousin. During my internship, the company planned a new project to promote Thai tourism via collecting stamps, so my cousin told me to give a shot and design the stamps for 7-Eleven.

The set consists of 77 collecting stamps; each of them represents goods from each province of Thailand. Collecting book that resembles vintage briefcase, 7-Eleven member card, and the box.

This project was planned to release at the end of 2011, but the campaign was postponed to August 26, 2012, due to the critical flood.

Sales Promotion Designs



7-Eleven Collecting Stamps: Stamp AEC Medium: Adobe Illustrator

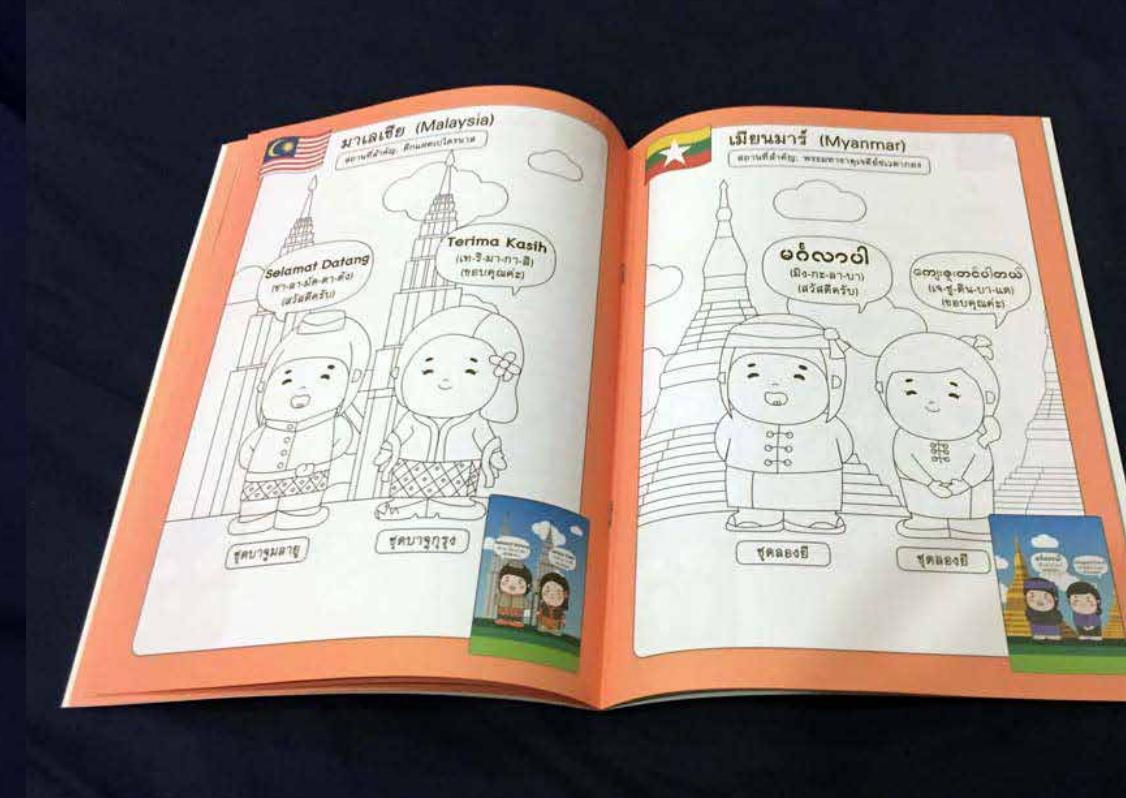
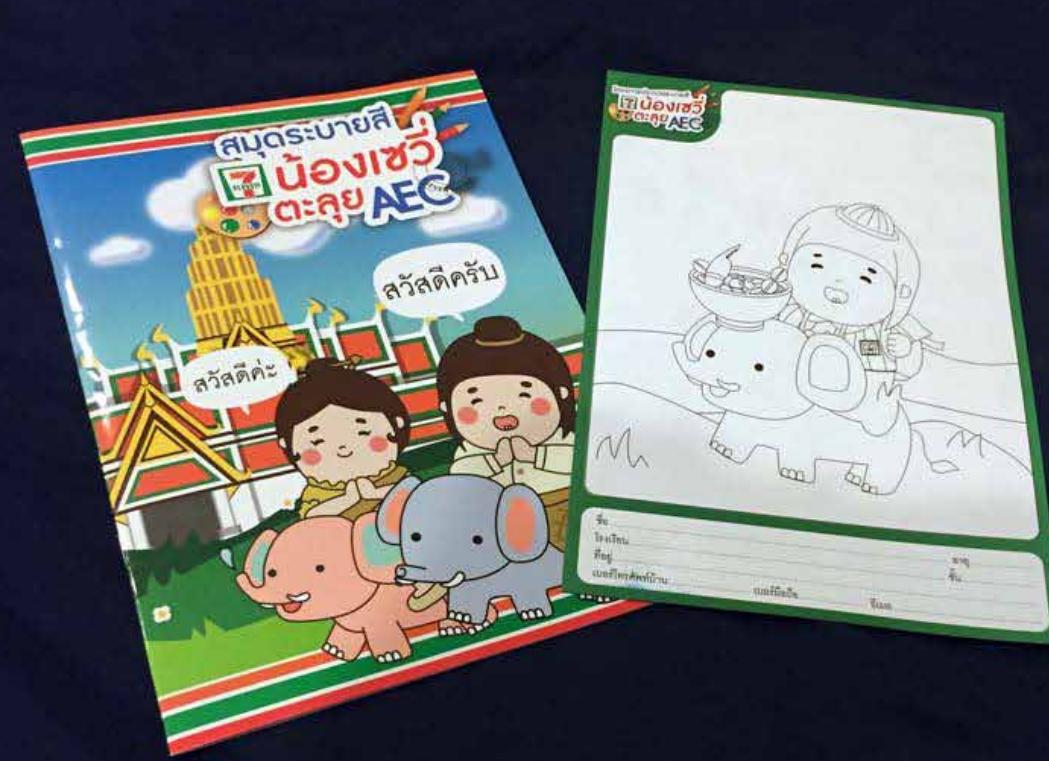
On 2014, 7-Eleven Thailand started another annual stamp collecting campaign with the concept of AEC (ASEAN Economic Community) to raise awareness of the ASEAN community.

I worked with another designer and created 80 stamp patterns. I illustrated national foods, landmarks, and national greeting words while the national clothing, animals, and flowers were created by another designer.

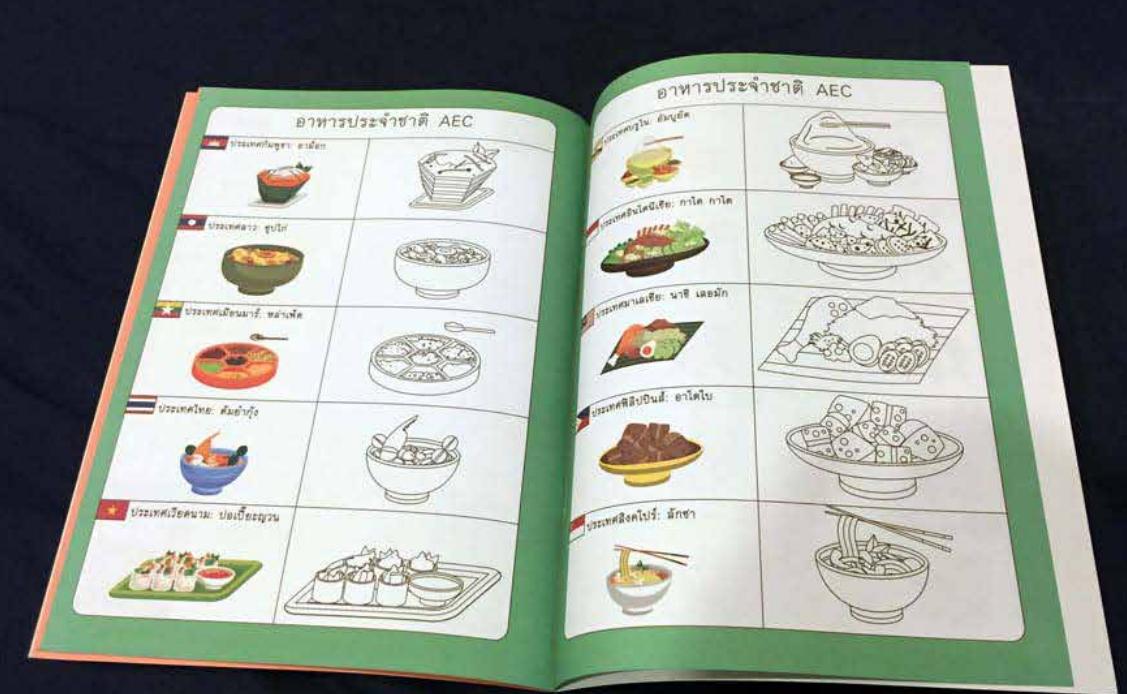
Besides the design, the team and I also need to do some research to collect the right information, especially sensitive content like cultures.

Sales Promotion Designs

-Coloring book with contest sheet-



-Contents in coloring book-



Colorbook for 7-Eleven's AEC Campaign

Medium: Adobe Illustrator

Beside collecting stamps, 7-Eleven also assigned me to create the coloring book for kids' coloring contest with production support from Bongkoch Publishing.

The book has 16 pages; introduction, ASEAN map, ASEAN members, 10 nations of ASEAN, national foods, and national animals. There's also the contest sheet that kids can paint it, send it to Bongkoch office, and have a chance to win prizes.

Sales Promotion Designs



7-Eleven Collecting Stamps: Sanrio & LINE Friends social media posts

Medium: Adobe Illustrator + Adobe Photoshop

In 2016, 7-Eleven annual stamp collecting campaign is back with the theme of Sanrio & LINE Friends. The campaign also promoted with 2 celebrities; Nadech (Barry) Kukimiya and Urussaya (Yaya) Sperbund.

As this campaign introduces a new 7App feature called M-stamp, I was assigned to promote the application features using the elements from both Licensed characters and the endorsers.

Sales Promotion Designs



- Sanrio characters with Thai clothings in the following orders -

- Bad Badz Maru: Muaythai Pants
- Pompompurin: Mo Hom (Thai Indigo Dye)
- Lala: Raja Pattern
- Hello Kitty: Chong Kraben (Traditional Pants)
- My Melody: Sabai Dress
- Kiki: Raja Pattern
- Pochacco: Pa Khao Ma + Kamar Band
- Kuromi: Phuthai Dress

7-Eleven Collecting Stamps: Sanrio Love Thailand

Medium: Adobe Illustrator

In 2017, 7-Eleven launched another annual stamp collecting campaign with the combination of Thai cultures and Sanrio characters including Helly Kitty, My Melody, Pompompurin, and more.

Besides creating stamp patterns, one of the selling points is that these Sanrio characters were dressed in various Thai traditional dresses.

I personally surprised and glad at the same time to see the Japanese characters wearing Thai clothing and promote Thai cultures via 7-Eleven media.

Social Media Designs



-7Rewards in Application-



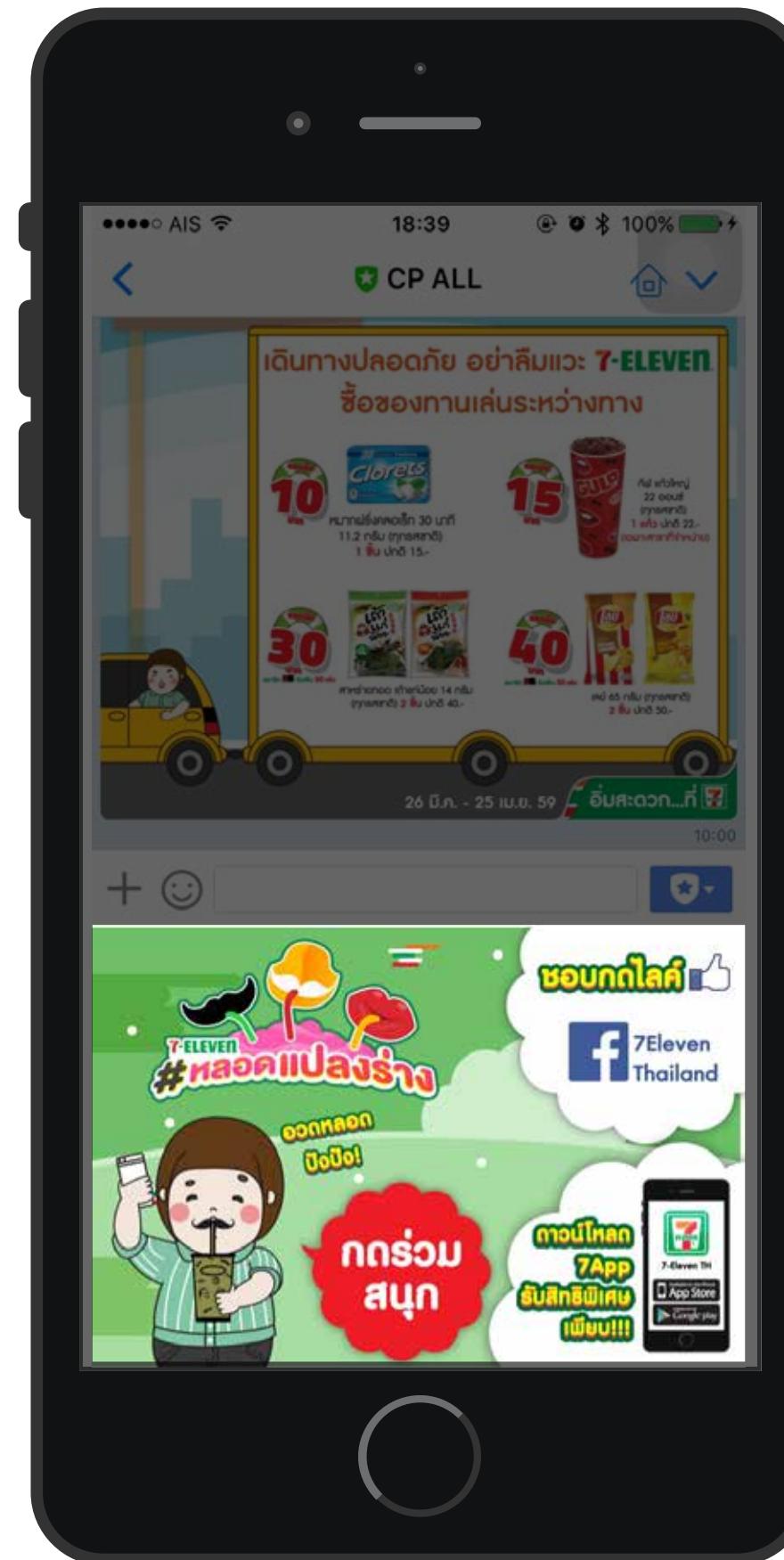
-7Rewards in LINE Official Account-

7Rewards In-Store Media and Digital Media Medium: Adobe Illustrator

7-Eleven has started digital media section with many mobile platforms including Facebook, LINE Official Account, a smartphone application, and website.

One of 7-Eleven's Flagship campaign is 7Rewards, which is a digital point collector provided on 7-Eleven TH Application. I was responsible in localizing design elements of 7Rewards, which originated from the US, for Thai Market.

Social Media Designs



-LINE Rich Menu-



CP ALL LINE Official Media Medium: Adobe Illustrator

Beside 7Rewards, I also participated in CP ALL's LINE Official Account developments; improved Nong Sevy, 7-Eleven Thailand's official mascot, created Rich Menu interface on LINE Official Account, and created Promotional Rich Messages via LINE Account.

Official Account's Rich Messages consist of marketing materials, lifestyle messages, and event including Chinese New Year, Mother's day, Songkran, etc.

Social Media Designs

-Introduction-

-Vegan Appetizers-

-Vegan Breakfasts-

-Vegan Heavy Meals-

-Vegan Snacks-

Facebook promotional Posts for 7-Eleven's Chinese Vegan Meals

Medium: Adobe Illustrator

7-Eleven has an annual Chinese Vegan (Zhei) food campaign to promote store's vegan meals. I created promotional facebook posts that resemble an Ancient Chinese Scroll where Zhei food was originated.

These 5 posts start with introduction, vegan appetizers, vegan breakfasts, vegan heavy meals, and vegan snacks

Social Media Designs



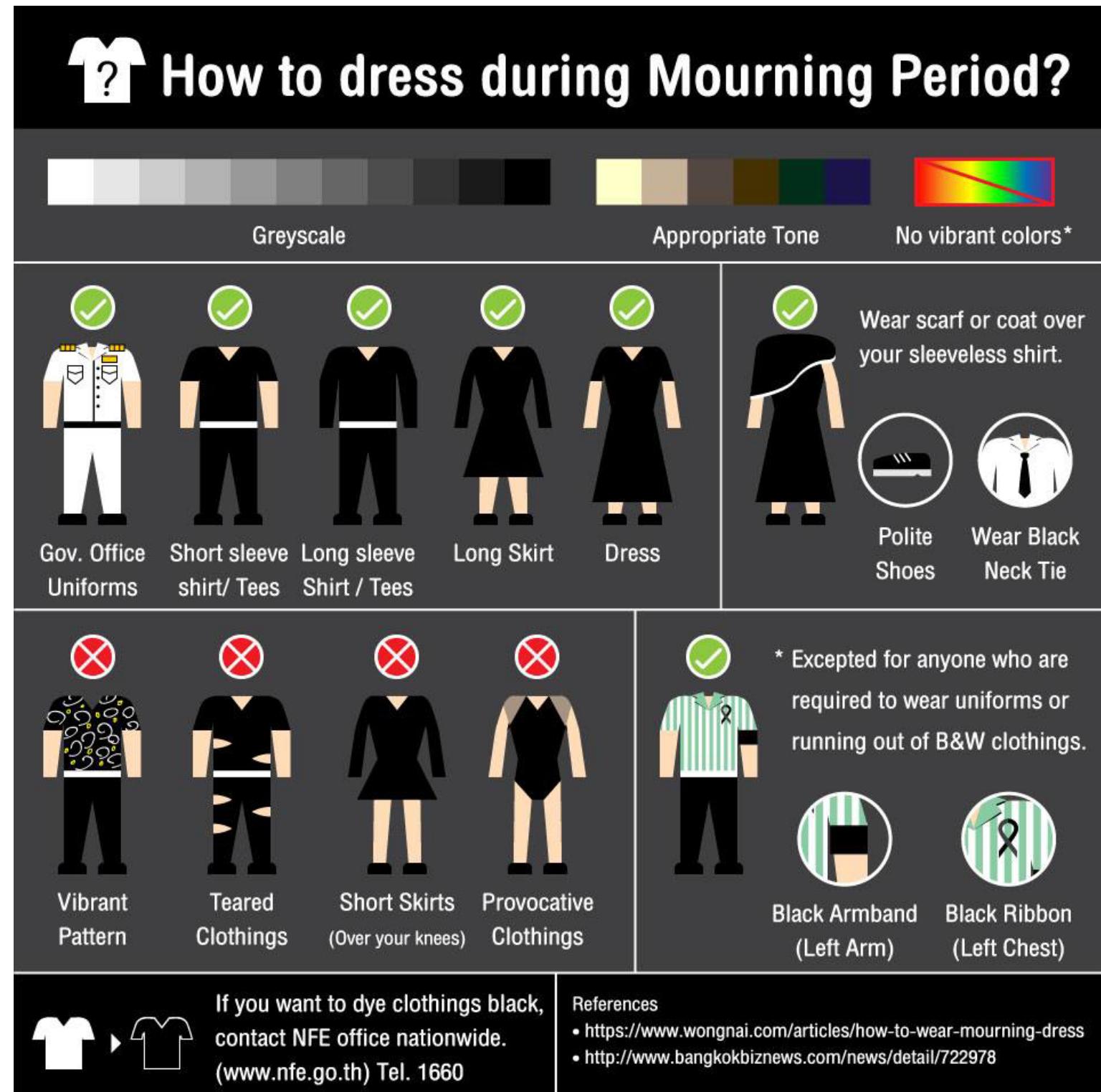
Facebook posts about schedule and Dress Code during Mourning Period

Medium: Adobe Illustrator

On October 13th, 2016, Thailand is now in the mourning period due to the passed away of HMK Bhumibol, the ninth king of Chakri Dynasty. Many government offices and private companies give a condolence for the king.

I was assigned by 7-Eleven to create info-graphic posts about the schedule and dress code during mourning periods as the Dos and Don'ts for citizen during the ceremony around the Royal Palace.

Social Media Designs



How to dress during Mourning Period?
Medium: Adobe Illustrator

During the mourning period, people are required to wear black clothing as a condolence to HMK Bhumibol. Nonetheless, not everyone wears black due to the uniform requirement and/or insufficient money to buy. Furthermore, many foreigners didn't know the dress code, so I created these Infographics to provides Dos and Don'ts of clothing in English and Thai.

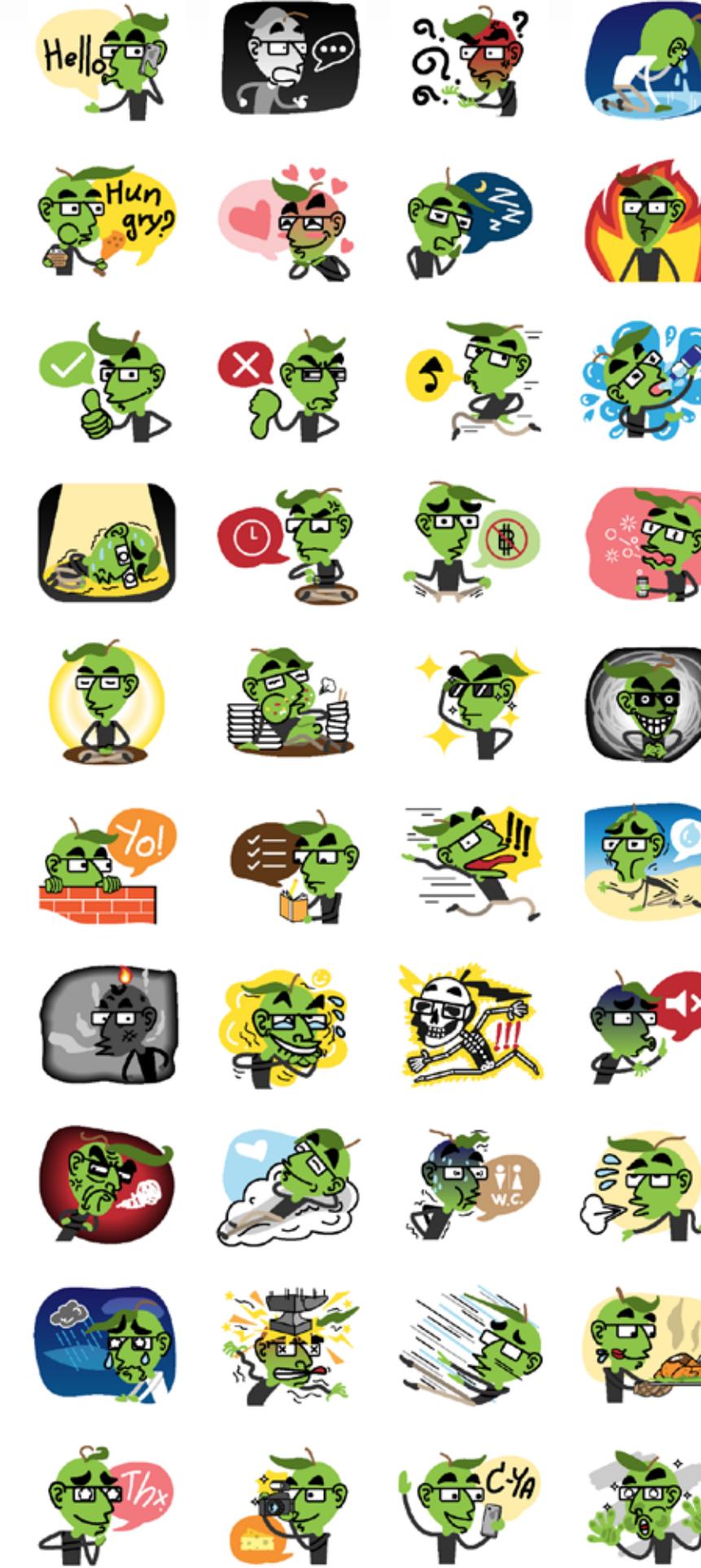
These posts have been shared on Facebook for more than 700 posts by many netizens and Facebook Pages.



The mango-head guy with a fruity characteristic.



Mango-Head guy returns with more fruity actions.



Social Media Designs

Mr. Man Guo LINE Sticker Medium: Adobe Illustrator

In Thailand, LINE is one of the most popular chat application with many features including Stickers, the comical images to express one's feelings.

I created this character since my time in high school after my friend called me “Mango” because my head look like one. Many years later, I decided to created my own LINE Sticker featuring the mango-headed version of myself called Mr. Man Guo. His name derives from a Chinese word “Mángguǒ” (芒果) that means mango.

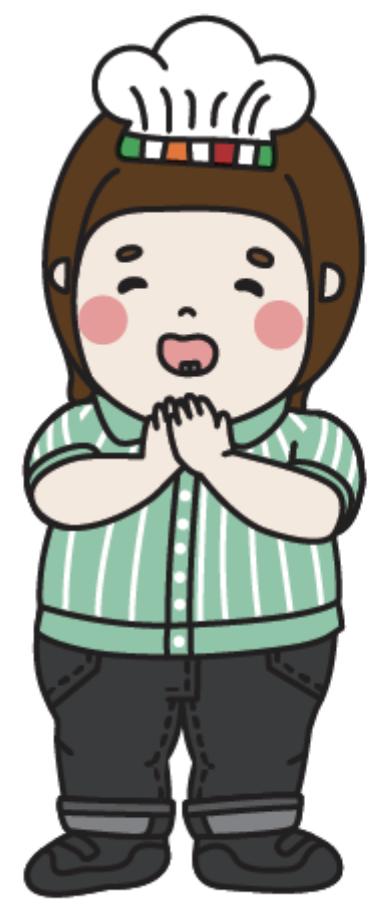
There're currently 2 sets of stickers selling in LINE sticker store and I planned to create more of it soon.

Social Media Designs

Sevy Stickers



Characters



Sevy

Nong Sevy: LINE sticker for CP ALL 7-Eleven Thailand's LINE Official Account

Medium: Adobe Illustrator

In 2014, 7-Eleven Thailand started LINE Official Account to send promotions and announcements via LINE application. To increase its follower, 7-Eleven gives free LINE stickers called Nong Sevy for anyone who followed the account.

Nong Sevy is 7-Eleven Thailand's official mascot that represents 7-Eleven staffs with good attitudes. I create this character based on Inhouse Agency owner's chubby grandson.

Television Commercials



Everlasting Teacher : National Teacher's day Promotional television commercial 2015

(Co-Screenwriting)

7-Eleven have promoted Teacher's day, which held on every 16th of January.

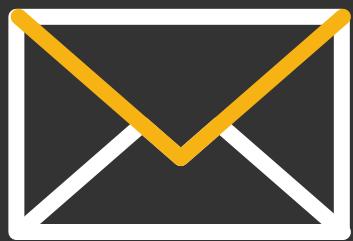
When I was assigned to write a script for Teachers' day Television Commercial, I found out that many teachers taught their students until their retirement or their death. Some of them also donated their bodies for medical education. Coincidentally, Thai medical students also called the cadavers "Grand Teacher". Furthermore, the first body donation in Thailand was also done by a teacher named Phraya Upakit Silapasan (Nim Kanchanajiva).

I decided to write the script with my boss and it was chosen to be produced as 7-Eleven's annual Teachers' day with support from Siriraj Hospital.

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