



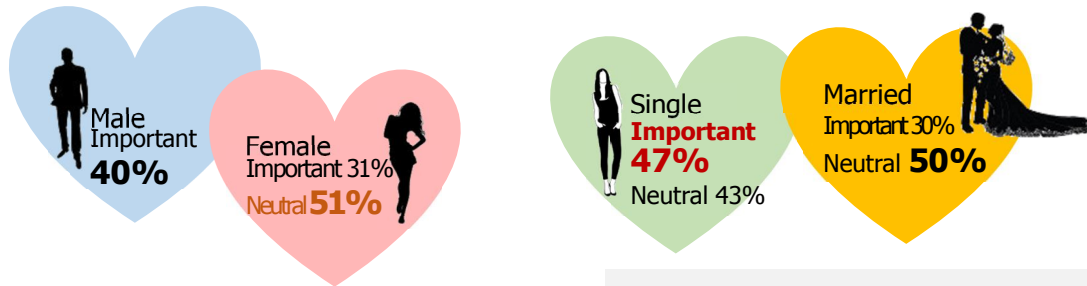
Flash is INTAGE Thailand's regular publishing to our valued clients to inspire them with insightful information about the current issues or topics of interest in the market place.

What a Lovely Date!



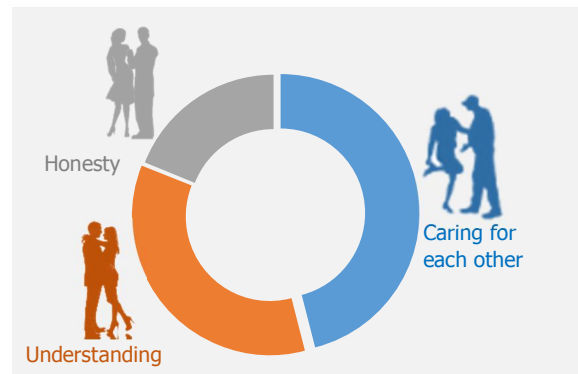
Who says men are not romantic?

The latest research by INTAGE Thailand tells that 40% of male respondents give importance to Valentine's Day while more female feel neutral. When comparing between single and married persons, nearly half of the single see this season more important than married ones.



Definition of "LOVE"

When asking for the "Definition of LOVE", the top 3 are "Caring for each other", "Understanding" and "Honesty".



Grilled restaurant: Top hit among teenagers

The top 3 gifts for this season are flowers (35%), clothes (31%) and accessories (25%) while confectionary and chocolate, which are popular in other countries, are less popular here (19%).

40% of the respondents plan to celebrate Valentine's Day at department stores while some (32%) prefer cooking or doing activities together at home.



According to the same research, senior group (aged 50-59) like to dine out at a restaurant with good atmosphere (58%); while teenagers (aged 18-24) prefer grilled restaurants (41%). It is also noted that, female teenagers tend to favour cake and ice cream shops (12%).

Source: Research by INTAGE Thailand, among 350 Thai respondents (126 male, 224 female), during 15-26 December 2014.