

Rebranding for Social Empowerment: A Case Study of Thai Heritage Brand, MAEPRANOM

Pimnara Nuangjamnong

Institute of Creative Industries Design (ICID), National Cheng Kung University, Taiwan

Abstract:

This research examines how a Thai heritage brand, MAEPRANOM, Thai Chili Paste, established in 1959, integrates social empowerment, specifically gender empowerment, into its rebranding strategy and how such integration influences customer perceptions. Originating from modest beginnings in Thailand, the company has grown into one of Southeast Asia's leading manufacturers of chili pastes, sauces, curry pastes, instant seasonings, ready-to-cook sets, and various complementary products, while maintaining its reputation for producing authentic Thai chili paste.

While heritage brands traditionally rely on cultural symbolism, longevity, and authenticity, contemporary market and societal shifts have pushed them to modernize and engage with purposedriven narratives. However, limited academic attention has been given to how heritage brands can adopt empowerment-based messaging while preserving their historical identity. Addressing this gap, the study investigates MAEPRANOM's rebranding as a strategic transformation that combines heritage cues with empowerment-oriented communication.

A mixed-methods, case study design is employed to explore both strategic intentions and consumer responses. The research will first conduct content analysis of brand materials to examine how empowerment values are embedded in MAEPRANOM's visual identity, brand personality signals, and narrative choices. Quantitative data will be collected through online questionnaires to assess consumers' perceptions of the empowerment-driven rebranding. These findings will be complemented by semi-structured, in-depth interviews with consumers, the brand manager, and the design director to provide contextual explanations and deeper interpretive insight.

Keywords:

Heritage brand, Rebranding, Social empowerment, Brand personality, Customer perception.