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Banpu Rolls Out an AI-Powered Digital Campaign Featuring FLAMO, Invites New-Gen to Discover Their Work Styles with the “Find Your Energy” Quiz



Leveraging AI technology, this digital campaign adopts an end-to-end AI journey, from the AI video series and AI chatbot to the “Find Your Energy” quiz, which helps participants discover their work styles and receive a shareable Personalized Heart Card. The campaign invites a new generation to join the fun and explore Banpu’s technology-driven work culture.

Following **Banpu Public Company Limited’s** introduction of “FLAMO,” its Energy Explorer Mascot who takes everyone on a journey into the world of energy and Banpu’s business in an accessible and relatable way, the Company is advancing its creative brand communications with a digital campaign powered by AI across every touchpoint. The campaign connects Banpu’s corporate culture, “Banpu Heart,” which reflects the mindset and way of working of Banpu people, with modern working lifestyles. As the brand’s storyteller, FLAMO invites everyone to explore their own work style through fun, easy-to-play, and shareable interactive content and activities on social media.

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Throughout the campaign, Banpu combines AI technology with creativity to deliver three engaging, interconnected digital activities:

- **AI Video Series:** A five-episode short video series in which FLAMO guides viewers through a modern office environment to see how people of different generations and diverse interests collaborate seamlessly, complete with personal development tips, before inviting audiences to click through to chat with FLAMO and take the quiz to discover their own work style.
- **AI Chatbot "Chat with FLAMO":** A chatbot on the campaign website where anyone can converse with FLAMO on a range of topics, from modern working lifestyles to the stories of Banpu and FLAMO.
- **AI Survey "Find Your Energy" Quiz and "Heart Card":** The centerpiece of the campaign, tapping into the popularity of personality quizzes on social media. Stepping into the role of an AI Vibe Matcher, FLAMO guides participants through six short questions based on hypothetical workplace scenarios, then analyzes the answers to reveal each participant's office persona. Each participant receives a vibrantly designed "Personalized Heart Card" featuring a custom title and witty tagline reflecting their work style. Participants can instantly share their results on social media to invite friends to join the fun, and the quiz is available in both Thai and English.



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Discover your work persona through the “Find Your Energy” quiz, unlock your Heart Card, and chat with FLAMO now on the campaign website at https://flamo.banpu.com/. Watch the short video series on Facebook (Banpuofficialth) and TikTok (Banpu_official). Stay tuned to see what’s next for Banpu and FLAMO as they use AI to create interactive digital content and activities that bring innovation and people closer together.

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About Banpu
Banpu Public Company Limited is a leading versatile energy company, operating across four business pillars under its Energy Symphonics Strategy: U.S. Closed-Loop Gas, Next-Gen Mining, Power+, and Future Tech – with operations across Asia Pacific and the United States. Banpu is committed to expanding the world’s energy capacity through reliable and responsible energy solutions that move the world toward a better future. For more information, visit www.banpu.com.

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