

CAPSTONE THESIS

MULTIMEDIA COMMUNICATION



OUR TEAM



SUPERVISOR: TRAN THUY DUONG



01

BUI QUANG DUY



03

PHAM THANH DAT



NINH DUC ANH

02

LE DUC HUY

04



TOPIC

**Increasing brand awareness using native content
and influencer marketing for
Buddy Review**

July 10 - August 20



TABLE OF CONTENTS

01

**COMPANY
INTRODUCTION**

02

**CAMPAIGN
OVERVIEW**

03

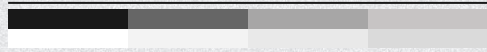
**PRE-CAMPAIGN
PLANNING**

04

**CAMPAIGN
EXECUTION**

05

**POST-LAUNCH
CAMPAIGN**





01

COMPANY INTRODUCTION

- IMC s A Parent Brand To Buddy Review
- Buddy Review As Our Client
- Prospects And Opportunities Gained From The Project

IMC AS A PARENT BRAND TO BUDDY REVIEW

01

IMC Corporation was established on 19/07/2008, is one of the leading units in the multimedia communication industry.

02

After nearly 7 years of establishment and development, IMC has launched high-quality television channels.

03

On September 28, 2015, IMC Corporation cooperated with Saigon Cultural Corporation SCPC to start construction of the IMC/SCPC Multi-Purpose Cultural Center.

IMC AS A PARENT BRAND TO BUDDY REVIEW

The Management System Media Strengths

1

The influencer management team is incredible

2

IMC's achievements have been strongly oriented for communication

3

After more than 10 years of development, IMC has widely covered television



IMC AS A PARENT BRAND TO BUDDY REVIEW

Their Services and Products



Paramount Channel Vietnam
A Channel Of Classic Movie Channel

Movie World Magazine



Anh Minh Communication Advertising
Joint Stock Company (Ami)

IMC AS A PARENT BRAND TO BUDDY REVIEW

Their Services and Products

Today TV – Your world



Green Star Award
“Today's Face Of Movie & TV”



MTV Vietnam
TV Channel Music & Entertainment



With a strong media foundation IMC promised to let Buddy Review use 2 of their largest TV channels, TodayTV and MTV Viet Nam, these two channel viewers are closest to Buddy Review target audience.

BUDDY REVIEW IS OUR CLIENT



1

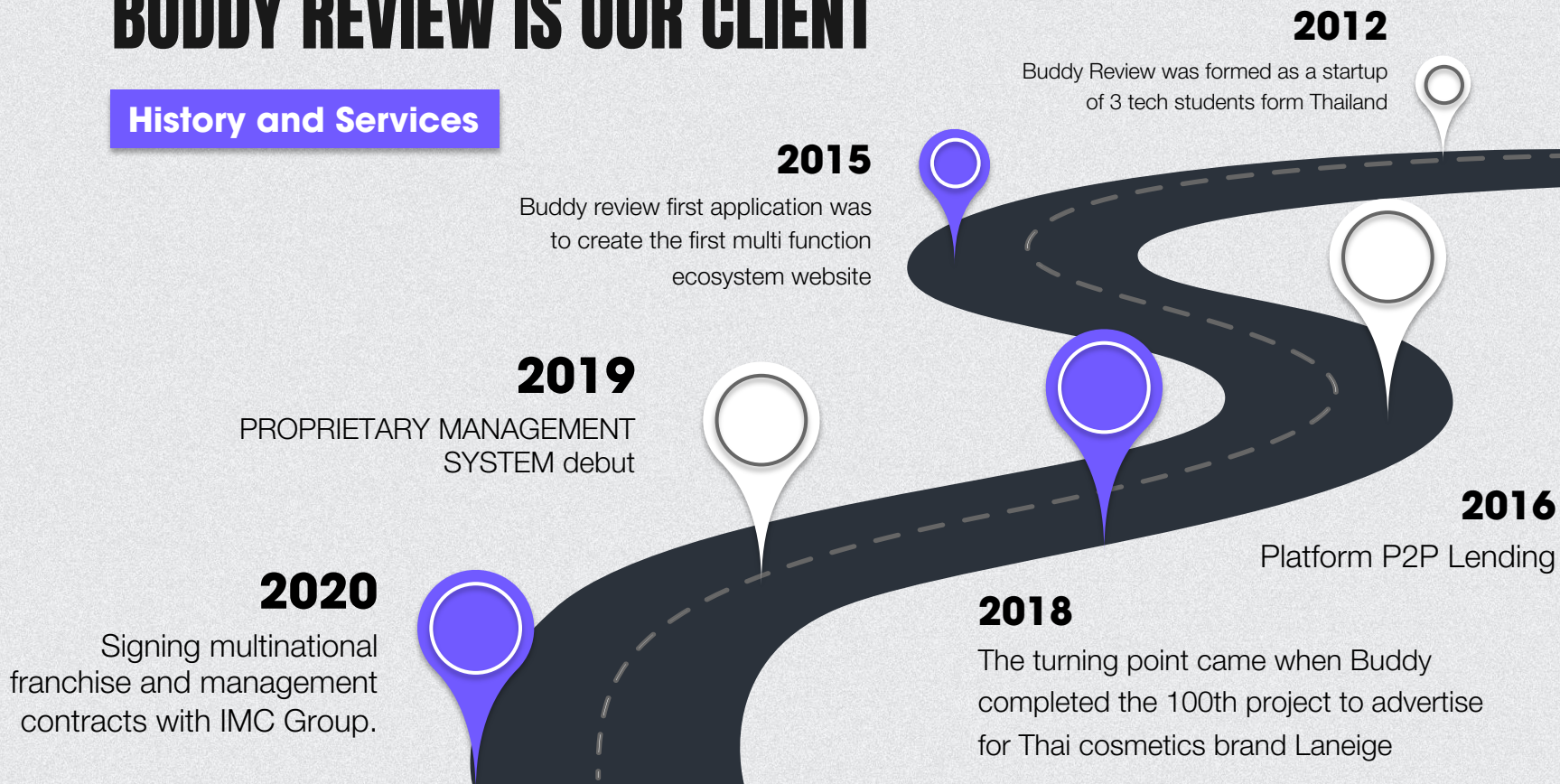
Buddy Review is the best integrated solution for influencer marketing, combining management, guidance and evaluation tools

2

Buddy Review is a data-driven solution with the help of AI and Big Data, focused on generating reliable information

BUDDY REVIEW IS OUR CLIENT

History and Services



BUDDY REVIEW IS OUR CLIENT

Company Situation Analysis



Ignoring Influencer Marketing will be a big loss for brands in the process of brand promotion

Today one website is no longer enough, brands want Influencers to interact and perform activities that help brands promote campaigns

Influencer marketing has grown on all platforms, and up to 70% of businesses invest

BUDDY REVIEW IS OUR CLIENT



Analyze Potential Customers

- 1** Most of the business problems are always want quality Influencer but cheap price
- 2** Once you have found the right influencer, accessing micro-influencers can also be difficult
- 3** At this time, finding a professional platform is the easiest way
- 4** Buddy Review brings a system of many KOLs, Influencers
- 5** Helping brands to verify the quality of Influencers and content

BUDDY REVIEW IS OUR CLIENT

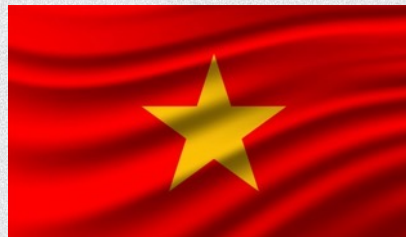


Analysis Of The Strengths

THAILAND



VIETNAM



Buddy Review (Buddy Review.co)
has become TOP **1** platform for
Influencer Marketing

Buddy Review also offers:

- Professional Booking KOLs/Influencers support platform, strong team of KOL/Influencer.
- Owning a "tracking" system (searching, managing, working and synchronizing content)
- Campaigns management for the most effective results.
- Support multiple review channels: Facebook, Fanpage, Instagram, Youtube, Tiktok.
- Support the most optimal cost

BUDDY REVIEW IS OUR CLIENT

Mission - Vision - Core Values

A center of all influencer marketing capabilities with tools that allows for campaign creation and collaboration in efficacy



VISION

Through our proprietary tools and our team of experts, all our campaigns are delivered at a premium level



MISSION

Create the best-in-class influencer campaign that is tailored to the client's needs with the most efficient and effective solution



VALUE



BUDDY REVIEW IS OUR CLIENT

SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">▪ Have high-tech management systems that helps the brand identify the influencers and their contents▪ Operated by IMC Group, one of the biggest media groups.▪ Good Reputation in ThaiLand market create a strong Buddy Review platform	<ul style="list-style-type: none">▪ Join the Vietnam influencer market a bit late compare to the other competitors▪ Still a new platform in Vietnam▪ Still not have a base loyal customer in Vietnam▪ Owned media platforms are still incomplete
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">▪ The demand of using nano and micro influencers is rising in Vietnam▪ The number of micro and nano influencers in Vietnam has been increasing rapidly these years.▪ The Covid-19 pandemic - people have to stay at home according to the directives of the Nation. So the need to use social media is also increasing.	<ul style="list-style-type: none">▪ Many competitors like Hiip Asia, Revu, Seven Saturday and they already have a solid customer base in Vietnam market▪ Low brand awareness compare to other competitors▪ Covid-19 may affect customers buying behavior

PROSPECTS AND OPPORTUNITIES GAINED FROM THE PROJECT



We will have more experience on how to schedule actual campaigns

Create a new marketing platform for IMC that is much more suitable for the time of crisis





02

CAMPAIGN OVERVIEW

- | | |
|-----------------------|---------------------------|
| ■ The Main Goals | ■ Target Audience Insight |
| ■ Campaign Objectives | ■ Message Overall |
| ■ Market Research | ■ Message Strategies |

THE MAIN GOALS



01

Raise awareness
to Buddy Review



02

Targets the core value
of native contents to
push brand awareness
using TikTok, Facebook
and Instagram



03

The challenge “Buddy
Review Everything”. This
trend will challenge
viewers on TikTok to test
their talents and review
something random
around them.

CAMPAIGN OBJECTIVES

1

Awareness

- Increase people's awareness of the brand Buddy Review
- Increase people's awareness of the benefits of Influencer Marketing

**2**

BRAND POSITIONING

- Position Buddy Review as a platform for influencer marketing aimed at native content and high conversion rates. Stable and long-term relationship between Brands, Influencers and Buddy Review

CAMPAIGN OBJECTIVES

**01**

Update visual and contents on social media, including Facebook, Instagram and TikTok

**02**

Attract followers by create contents on social media

**03**

Show brands how Influencer Marketing works with the benefits of using Micro/Nano Influencers

**04**

Launch “Buddy Review Everything” Challenge on TikTok, with native and funny review videos made by Micro/Nano Influencers and users. Review everything they want around them.

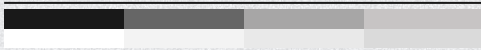
**05**

Attract more brands and influencers to join Buddy Review

CAMPAIGN OBJECTIVES

S.M.A.R.T OBJECTIVE

Categories		KPI
Fanpage	Like	2000
	Reach	800
	Engagement	500
TikTok	View	1,500,000
	Like	700,000



MARKET RESEARCH

Businesss



According to Vietnam investing newspaper - Vietnam belongs in the Top 3 countries in South East Asia and has the largest number of Startups

01



According to Autrade - the number of start up company in Viet Nam from 400 in 2012 has increase to almost 1800 in the year 2015

02



In the time from 2016 - 2019 there were 3000 new startups.

03

MARKET RESEARCH

Influencers

51%



Advertisers choose
influencer marketing

25%



FACEBOOK is still the biggest
platform for influencers to
thrive

21,800



Profile qualified
influencers on Facebook

\$13.8



Influencer Marketing has
recorded a huge leap **\$9.7**
billion in 2020 and increase to
\$13.8 billion by the end of 2021.

MARKET RESEARCH

Influencers



Micro and nano influencers have more interactive with the customers than the Celebrities

01

COMPETITORS

REVV VIETNAM



HIIP ASIA



REVV & HIIP ASIA are two direct competitors of Buddy Review.

01

TARGET AUDIENCE INSIGHT



Campaign Target Audience

	Business People	Influencers	Internet users
Age	25 - 40	16-30	
Location	Mainly in Hanoi and HCMC	Mainly in Hanoi, Danang and HCMC	Across Vietnam
Occupation	<ul style="list-style-type: none"> Businessmen Marketers Startups Brands SMBs 	<ul style="list-style-type: none"> Various occupations Reviewers Bloggers Vloggers TikTokers 	<ul style="list-style-type: none"> Various occupations Including Business People and Influencers Categories
Behaviors & Habits	<ul style="list-style-type: none"> Find effective marketing methods Optimize marketing extra costs Increase product/ service sales Find new methods for marketing Looking for stable long-term partners 	<ul style="list-style-type: none"> Influential activities on social media Looking for brands to cooperate with Developing their strengths Try to have bigger influence Looking for stable long-term partners Make / follow online trends 	<ul style="list-style-type: none"> Use Internet and Social Media frequently Looking for news, knowledge, entertainment Learning something new Follow online trends
Touchpoints	<ul style="list-style-type: none"> Social Media Photos & Videos KOLs & Influencers 	<ul style="list-style-type: none"> Social Media Photos & Videos KOLs & Influencers 	<ul style="list-style-type: none"> Social Media Photos & Videos KOLs & Influencers

TARGET AUDIENCE INSIGHT

Audience Persona



Businessman	
Sex	Male
Age	25 - 35
Location	Hanoi, Ho Chi Minh City
Features	<ul style="list-style-type: none">• Ready to have new experience• Active on Social Media• Search information on the Internet• Risk taker
Pain Points	<ul style="list-style-type: none">• No or little experience with Influencer Marketing• Finding marketing solutions• The price of hiring KOLs and Mega Influencers is too high• Need more marketing costs optimization

Influencers	
Sex	Female
Age	18 - 25
Location	Hanoi, Ho Chi Minh City
Features	<ul style="list-style-type: none">• Active on Social Media• Come up with creative ideas• Dynamic and creative• Search information on the Internet• Make / follow trends online
Pain Points	<ul style="list-style-type: none">• Mostly have lack of working experience• Struggle to develop strengths• Being scammed• Need skilled management team

TARGET AUDIENCE INSIGHT



The number of influencers in Vietnam has increased a lot in recent years. Many of them do not know how to develop their strengths and potentials. Or they may need a skilled management team.

INSIGHT



Using KOLs or Mega Influencers has been a familiar and effective method for many brands to advertise their products or services. But the costs to hire KOLs and Mega Influencers are very high. And at the moment, so many people ignore these advertisements because they are too “scripted”. Brands find out Micro Influencers have a better approach nowadays.

MESSAGE OVERALL

BIG IDEA

When mentioning Buddy Review, brands and influencers will pop up in their mind a meaning: a best buddy of a brand, like two really close buddies in life.

Create contents professionally, review a variety of products with the closest and most natural contents.



MESSAGE OVERALL

**NO MATTER WHAT YOUR BRANDS,
SERVICES OR PRODUCTS ARE,**

KEY MESSAGE

Join



- ✓ We have a team of professional influencers, ready to review everything.
- ✓ Bring the most reliable experience and maximize customer conversion rate.
- ✓ Buddy Review aims to build a professional ecosystem of influencer marketing, thereby helping influencers successfully optimize advertising content and have a strong network of influencers. Together develop strengths and long-term relationships.

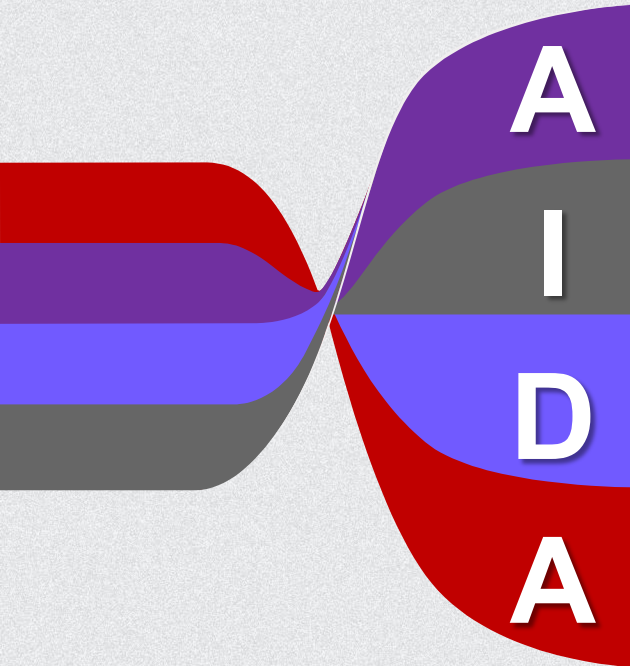
MESSAGE OVERALL

Vietnamese: “Bạn hữu nhãn hàng, sẵn sàng đánh giá”
English: “Best Buddy - Review Ready”

SLOGAN



MESSAGE STRATEGIES



ATTENTION (AWARENESS)

Make the audience know about Influencer Marketing and our new platform Buddy Review just arrived in Vietnam.



INTEREST OF THE CUSTOMER

Launch “Buddy Review Everything Challenge”, let the audience, viewers, influencers take part in the challenge. Who posts the best video contents of the challenge may join the Buddy Review team.



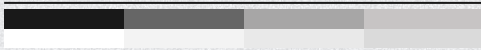
DESIRE

Show the audience the benefits when they join Buddy Review.



ACTION

Encourage the audience to join Buddy Review.



03

PRE-CAMPAIGN PLANNING

- The process of finding a client
- Proposal making process
- Idea development
- Contingency plan



THE PROCESS OF FINDING A CLIENT

1

The first problem at the beginning of our project which is finding customers

**2**

After quarantine so there is not a chance that any brand would accept and create a budget for some college student to finish their graduation thesis

**3**

Our supervisor introduced us to Vietcup, but there was already a group working with Vietcup for their final project so this would be very difficult for us to develop a new idea

THE PROCESS OF FINDING A CLIENT

4

Luckily, Thanh Dat remembered that when he was in Ho Chi Minh he used to work for an agency brand called IMC
So immediately we contact them and take the time to research about the brand on the same day



5

We are already kind of late we accept the risk and prepare to put in 200% effort for this project if we accept the job



6

We decided to take the risk and join the Buddy Review marketing team on June 20.

IDEA DEVELOPMENT



First, we planned to run a Media Production and events for Buddy Review. But due to the Covid-19 pandemic situation, we are not able to have activities outdoors



We planned a Buddy Review media campaign to increase brand awareness, attract more brands and influencers to cooperate with



The main social media platforms we use are Facebook, Instagram and TikTok

PROPOSAL MAKING PROCESS

01

In our first plan, we were about to run a Media Production, including photo shooting, making TVC and editing videos and do event works



02

Our original proposal comes with the support of two other mainstream media channels with a TVC



03

At the start of July 2021, Buddy Review Thailand and Buddy Review Vietnam had an internal disagreement and it led to our campaign having to delay till June for IMC to settle the disagreement between two agencies



PROPOSAL MAKING PROCESS

04

Unfortunately the pandemic has come to Vietnam again, and this time, the number of cases is very large and continuously increasing



05

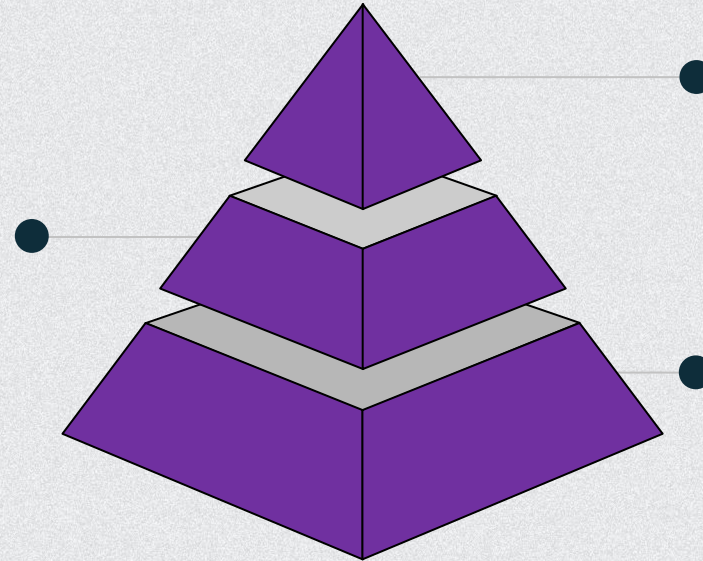
This final problem has put an end to our original proposal to the company our budget for us got cut from 30.000.000 VND to 10.000.000 VND we can't even use other platform like Joylada, MTV and TodayTV anymore



CONTINGENCY PLAN

01.

We decided to stay with Buddy Review because it was too late to find another client for us.

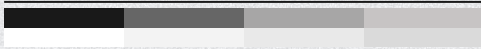


02.

We have to come up with another plan which is Buddy Review Everything, a campaign target to expand and create an influencer file for Buddy Review

03.

After a while, they allowed us to do it, especially with the help of IMC Group we are able to use most of their media resources.



04

CAMPAIGN EXECUTION



- | | |
|--------------------------------------|--------------------------------------|
| Key activities | Owned social media content direction |
| “Review Everything” TikTok challenge | Official Timeline |

KEY ACTIVITIES



PHASE 1

Increase Awareness



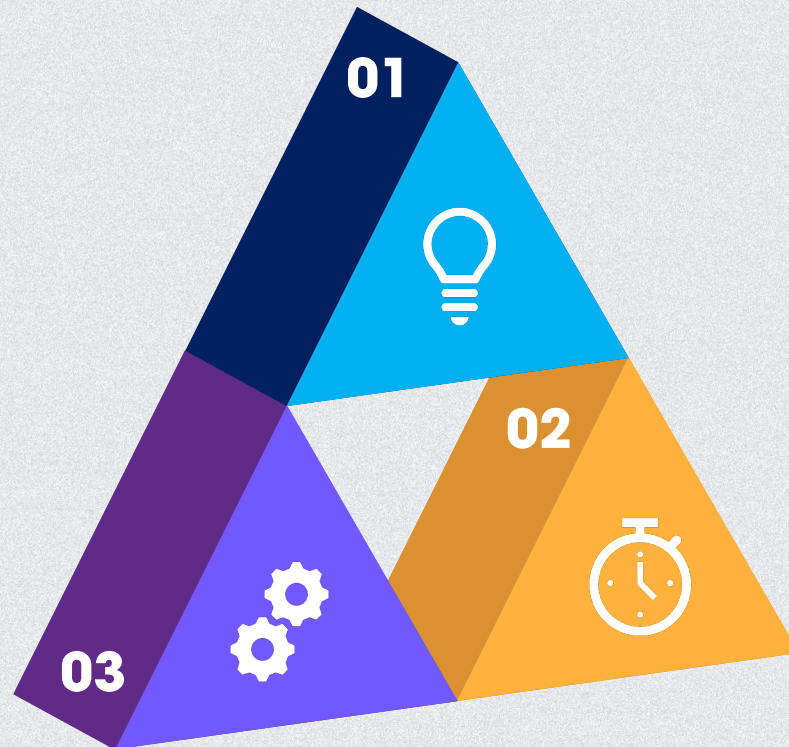
PHASE 2

Increase Awareness and
Position the Brand

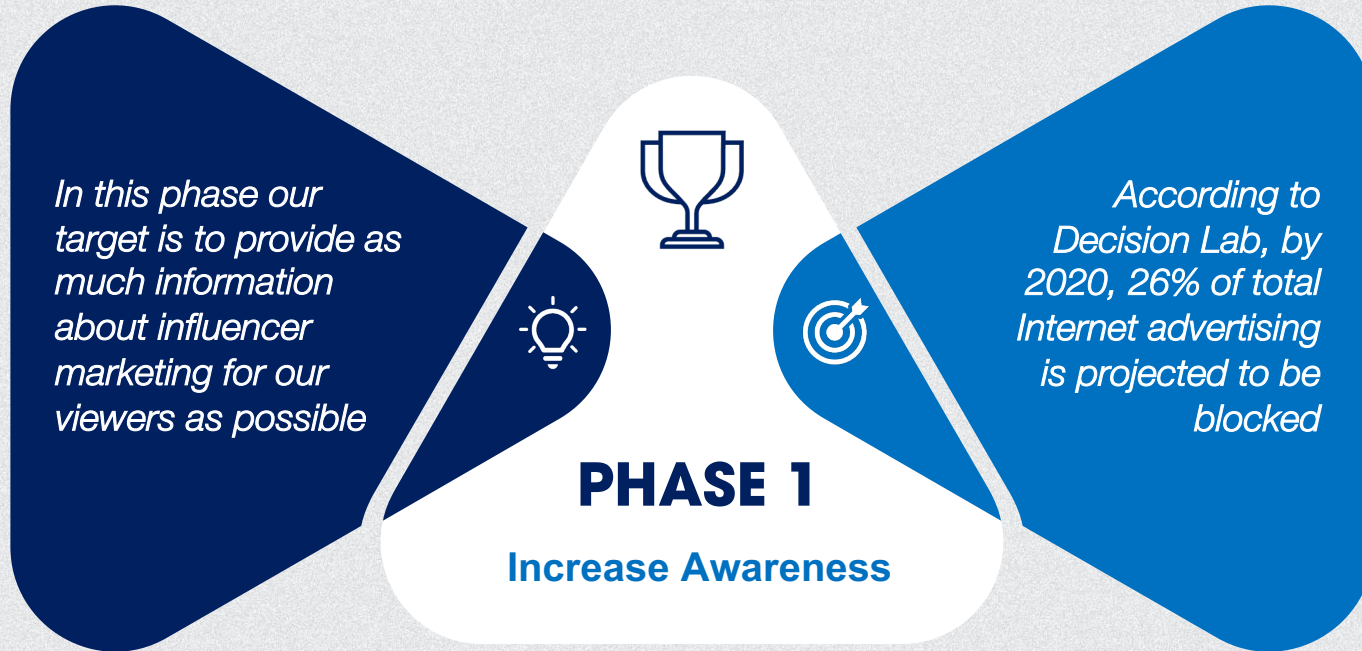


PHASE 3

Create and Develop
Influencer Network



KEY ACTIVITIES



KEY ACTIVITIES

Deliver academic posts on marketing knowledge to an audience, especially influencer marketing

PHASE 2

Increase Awareness
& Brand Position

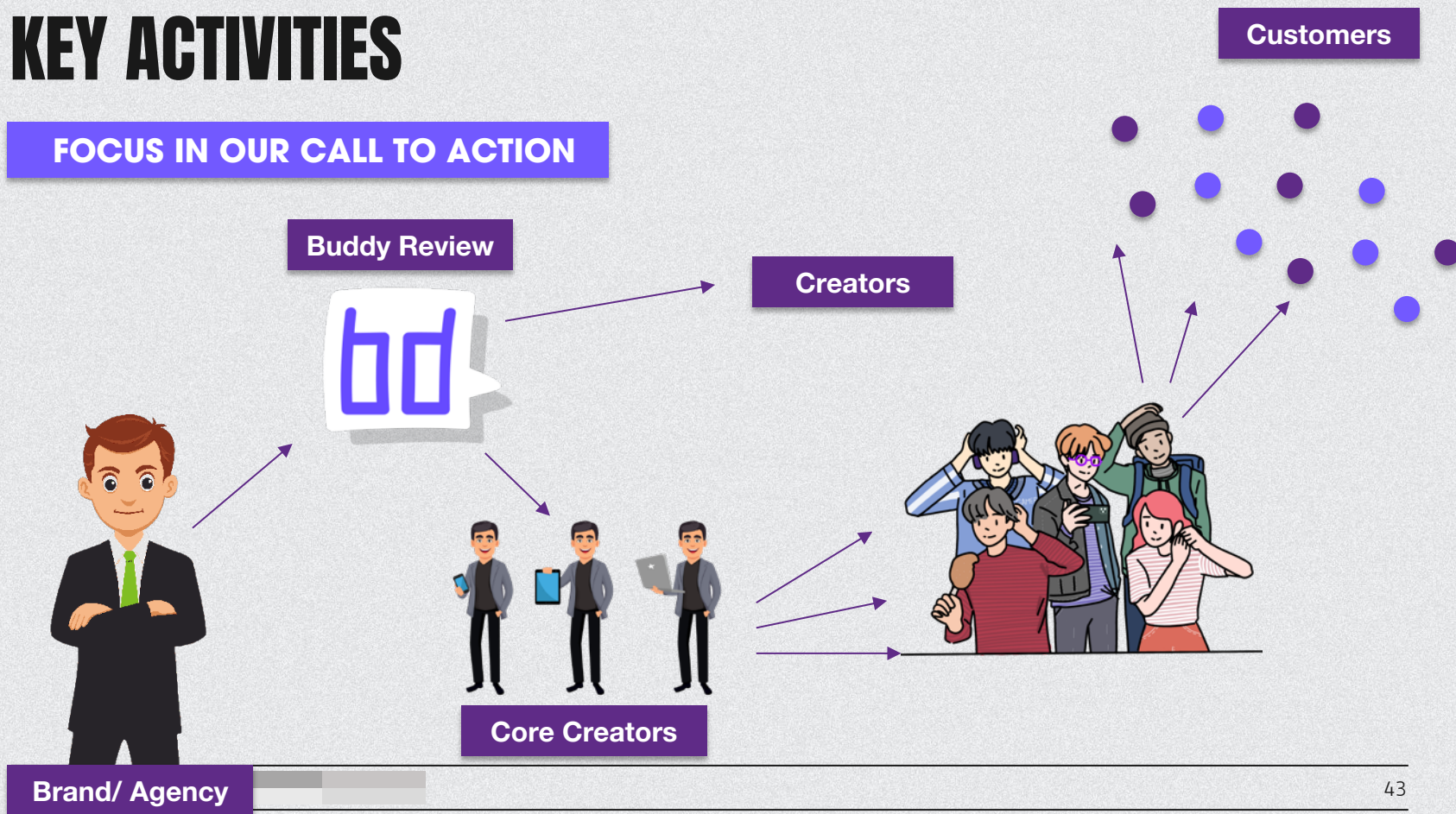
Through articles on Influencer will begin to spread the brand image of Buddy Review.

After viewer understand and know what is influencer and how influencer marketing work, this is the perfect opportunity to strike right at what they are interested in

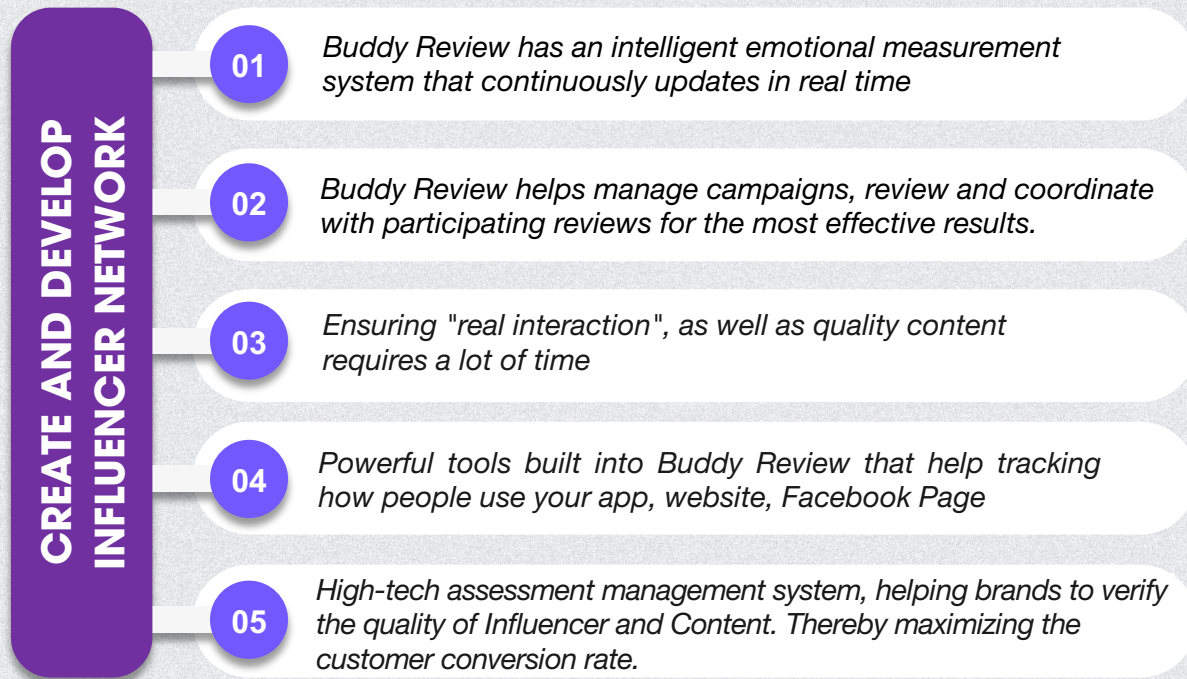
And to achieve this target the content will keep the attention to the influencer but it will be the case study of an already successful influencer marketing campaign

KEY ACTIVITIES

FOCUS IN OUR CALL TO ACTION



KEY ACTIVITIES



“REVIEW EVERYTHING” TIKTOK CHALLENGE

Why is the “Buddy Review Everything” challenge on Tiktok?



Like we have mentioned before in the market research segment TikTok as a social media platform



But Gen Z are not our only target audience, the top 5 best videos that successfully create a review video with native content and can be differentiated with the other solely for the purpose of marketing only review video will get to choose and compare to other marketing only video for the brand to see the difference between them



Final objective is to spread brand awareness

“REVIEW EVERYTHING” TIKTOK CHALLENGE

Rules And Management Methods

01

Like, Share, Facebook post, Instagram... by Buddy Review

02

*Register as a member of Buddy Review:
www.buddyreview.vn*

RULES

Make a Tik Tok clip with a length of 1-3 minutes

03

*Hashtag include:
#BuddyReview, #challenge
#BuddyReviewEverything*

04

“REVIEW EVERYTHING” TIKTOK CHALLENGE

Rules And Management Methods

05

The product reviewed must be a product authorized by a third party and approved by Buddy Review

*When the air clip is required to have the exact hashtag:
#BuddyReview,
#BuddyReviewEverything*

07

RULES

06

The Buddy Review logo appearing in the clip must be clear, not inverted, distorted or wrong color

All images of influencers in the clip are fully used by Buddy Review for advertising purposes

08

“REVIEW EVERYTHING” TIKTOK CHALLENGE

Rules And Management Methods

Management Methods



We will use those # to keep updates on the number of participants and interaction rate of the challenge.

Contact, send job JD, detailed job description, edit clip, take over, air clip and negotiate the benefits of the parties



Check subscription status on Buddy Review. Request clip repair if needed. Schedule the influencer air clip. Collect clip links through Buddy Review's management tool

Check KPIs with a tracking data tool. Talk to influencers about benefits



“REVIEW EVERYTHING” TIKTOK CHALLENGE

Challenge Objectives



The challenge objectives target the young people who want to be an influencer

01



Create a file of micro and nano influencers for future use for brands.

02



“REVIEW EVERYTHING” TIKTOK CHALLENGE

Challenge Objectives

ADULT

Job

BRAND OWNER

Decision Making Unit

USER

TARGET AUDIENCE



25 - 40



17-24

GENERATION Z

Job

STUDENT, INFLUENCER

Decision Making Unit

INFLUENCERS

Our target audience will be all social media users
and focus specifically on TikTok users.

“REVIEW EVERYTHING” TIKTOK CHALLENGE

Challenge Objectives



Surveys look for the right influencers. Collect data assesses current and future influencer marketing content trends.

01

BENEFITS



Increasing brand awareness is our 2nd priority and the TikTok challenge will be the solution

02

OWNED SOCIAL MEDIA CONTENT DIRECTION



The videos released by Buddy will be censored to bring 3 characteristics:

FRIENDLY

1



POSITIVE

2



HELPFUL

3



OWNED SOCIAL MEDIA CONTENT DIRECTION

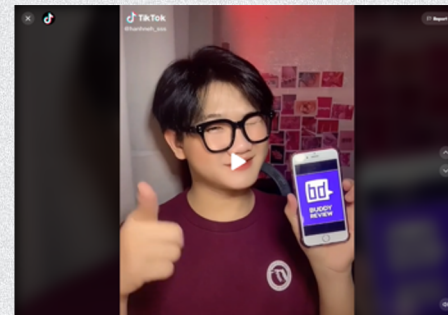
Tone of voice	Describe	Should	Shouldn't
Funny	Product review videos are humorous to create a feeling of closeness to viewers.	Use funny, playful words that are suitable for the audience.. Funny songs, skits, quotes, etc.	Using jokes about body shaming, racism, LGBT, feminism, religions.
Positive	Each Buddy video is a unique product with each influencer's own quality	Each influencer always has its own quality and the influencers' videos must not lose their own substance	Hate speech, war speech, negative contents
Helpful	Buddy Review's product review videos do not focus too much on advertising the product, instead it is a natural normal content to avoid the situation that viewers feel disgusted with ads.	Come up with interesting unique contents. Provide information about products through indirect forms, sentences.	Pure promotional video only reviews the product as it was programmed.

OWNED SOCIAL MEDIA CONTENT DIRECTION

KEY VISUAL



- ❖ *We decided to choose purple colors like the main color of Buddy Review. Challenge participants may have purple colored stuff included in their videos*
- ❖ *Participants have to show the Buddy Review logo or stick the logo to one of the corners of the videos.*
- ❖ *Participants can use TikTok default fonts, which are simple, easy to read and not too complex.*



OWNED SOCIAL MEDIA CONTENT DIRECTION

INSTAGRAM

FACEBOOK

TOPIC DIRECTION



Our team needs to focus on increasing brand identity and brand awareness of the customers.



Our Facebook & Instagram now will keep posting all types of influencer content and make it look like a marketing strategy instead of a challenge

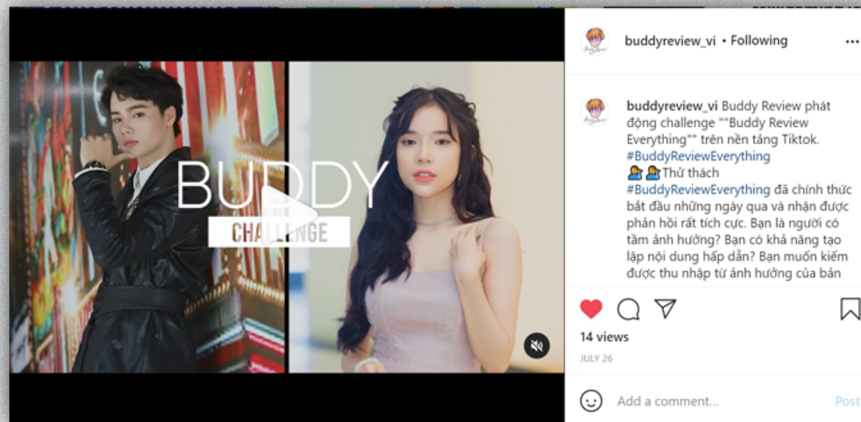


New posts will push more into the case studies of successful influencers to motivate young viewers to become influencers themselves

OWNED SOCIAL MEDIA CONTENT DIRECTION

Topics	Contents	Frequency
Knowledge	Content about Influencers, Influencers Marketing Show the benefits of choosing Influencer Marketing Tips and good modern marketing solutions	Mostly in midweek
Case Study	Case studies of some successful influencers to motivate the audience Case studies of featured successful Influencer Marketing Campaigns in Vietnam to attract brands and influencers	1 - 2 post / week
Encourage	Show the benefits of choosing Influencer Marketing Show what the audience receive when joining Buddy Review Encourage the audience to join Buddy Review	More frequently Including in the others topics
Challenge	#BuddyReviewEverything Challenge launching posts Teaser Video of the challenge Remind audience to join the challenge Compilation of featured review videos of the challenge	The challenge launching content posted at the beginning Remind the challenge once a week Compilation video is at the end

OWNED SOCIAL MEDIA CONTENT DIRECTION



OFFICIAL TIMELINE

STAGE 1

Time	Objectives	Process	Platforms
20/6 - 25/6	Buddy Review had just released in Vietnam	Join Buddy Review Plan the Campaign Project	
25/6 - 1/7	Show audience the benefits of Influencer Marketing Introduce Buddy Review	Design new concept for posts Post content with helpful knowledge Post successful case studies using Influencer Marketing Propose to the Board of Directors about the TikTok Challenge	Facebook Instagram

OFFICIAL TIMELINE

STAGE 2



Impact on customer awareness. To have better attraction for Buddy Review brand, our team planned and launched #BuddyReviewEverything challenge on TikTok.

Time	Objectives	Process	Platforms
2/7 - 9/7	Show audience the benefits of Influencer Marketing Show the advantages when joining Buddy Review	Prepare for the challenge Launch challenge #BuddyReviewEverything on TikTok Contact core influencers for the challenge Post content with helpful knowledge Post successful case studies using Influencer Marketing	Facebook Instagram TikTok
10/7 - 10/8	Encourage more audience to join Buddy Review	- Remind audience to do the challenge on Facebook and Instagram - Post teaser videos of the challenge - Post content with helpful knowledge Post successful case studies using Influencer Marketing	Facebook Instagram TikTok

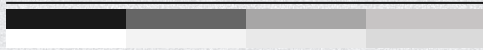
OFFICIAL TIMELINE

STAGE 3




Measure and finish the Campaign Project.

Time	Objectives	Process	Platforms
11/8 - 20/8	Measure the effectiveness of the campaign project	Close the #BuddyReviewEverything challenge Post featured review videos of the challenge Count data Finish the campaign	Facebook Instagram TikTok

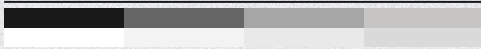


OFFICIAL TIMELINE

		TIMELINE “BUDDY REVIEW EVERYTHING” TIKTOK CAMPAIGN								
		25/6/2021 - 2/7/2021		2/7/2021 - 9/7/2021		10/7/2021 - 10/8/2021		10-19/8/2021		19-20/8/2021
TikTok	Exclusive KOLs		Make and post videos	Share and interact						
	Macro Influencers		Make and post videos	Share and interact						
	Micro influencers				Make and post videos		Share and interact			
	Freelance Influencers				Make and post videos					
Facebook	Team Buddy	Seeding, ads và count data			Count data			Measure and finish		
		Instagram	<div>✓ Propose to the board of directors</div> <div>✓ Planning</div> <div>✓ Contact with core influencers</div>	<div>✓ Post teaser videos, some featured videos of the challenge</div> <div>✓ Remind the challenge</div>			<div>✓ Compilation video</div> <div>✓ Finish the challenge</div>			

CAMPAIGN BUDGET

BUDGET				
STT	CONTENT	NUMBER	UNIT	COST
1	Marketing ads for Facebook	6	person	4,600,000 VND
2	Marketing ads for instagram	5	person	2,400,000 VND
3	Micro Influencer	20	person	16,000,000 VND
4	Nano influencer	10	Person	15,000,000 VND
TOTAL BUDGET		38,000,000 VND		



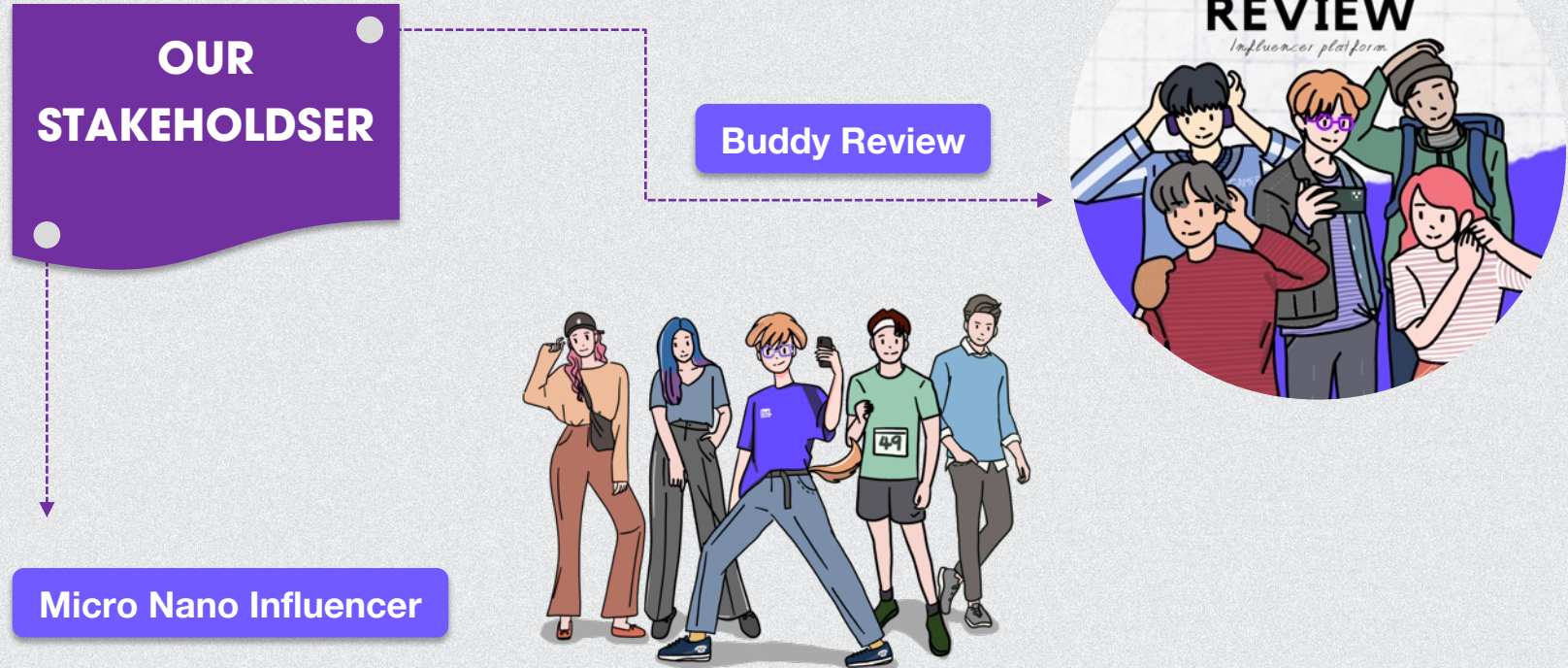


05

POST-LAUNCH CAMPAIGN STRATEGIES

- Stakeholder Engagement Plan
- Campaign Measurement
- Recommendations

STAKEHOLDER ENGAGEMENT PLAN

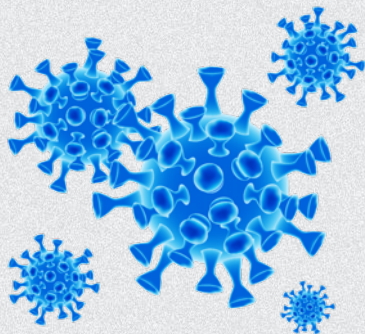


STAKEHOLDER ENGAGEMENT PLAN



STAKEHOLDER ENGAGEMENT PLAN

IMPACT OF



COVID 19



- *Caused some problems between Buddy Review Vietnam and Thailand*
- *All activities in HCMC team were suspended.*

01



*IMBee still has the right to use communications channels.
We are able to deploy*

01



CAMPAIGN MEASUREMENT



















Buddy Review fanpage is now
the top **5** pages you
should watch with content
related to influencers on
Facebook.

Trang nên xem

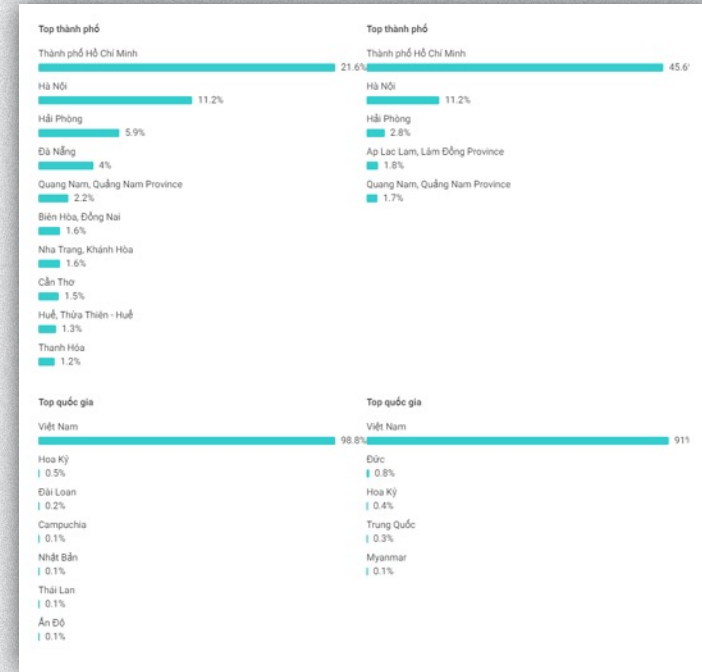
So sánh hiệu quả của Trang và bài viết của bạn với các Trang tương tự trên Facebook.

[Tạo bài viết](#)

[Thêm Trang](#) Cảm xúc, bình luận & lượt chia sẻ

Trang	Tổng lượt thích Tr:	Từ tuần trước	Bài viết tuần này	Lượt tương tác tuần này
1  The Influencer Vietnam	22K 	▲100%	18	882 
2  Revu Vietnam	12,1K 	▲100%	1	1,8K 
3  Hiip	9,7K 	▲100%	0	4 
4  Vietnam Booking Kols	5,1K 	▲100%	0	794 
BẠN 5  Buddy Review Vietnam	2,9K 	▲100%	2	3,5K 
Cập nhật với Trang bạn xem. Thu hút thêm lượt thích				
6  Onfluencer	2,6K 	▲100%	2	7,3K 

CAMPAIGN MEASUREMENT



CAMPAIGN MEASUREMENT



The major audience are from the big cities like Ho Chi Minh city, Hanoi, Haiphong and Danang.







































On the Facebook fanpage, the audience accounted for 61% female & 39% male, the age range is mostly in between 18 - 35 years old.



On the Facebook fanpage, the audience accounted for 61% female & 39% male, the age range is mostly in between 18 - 35 years old.

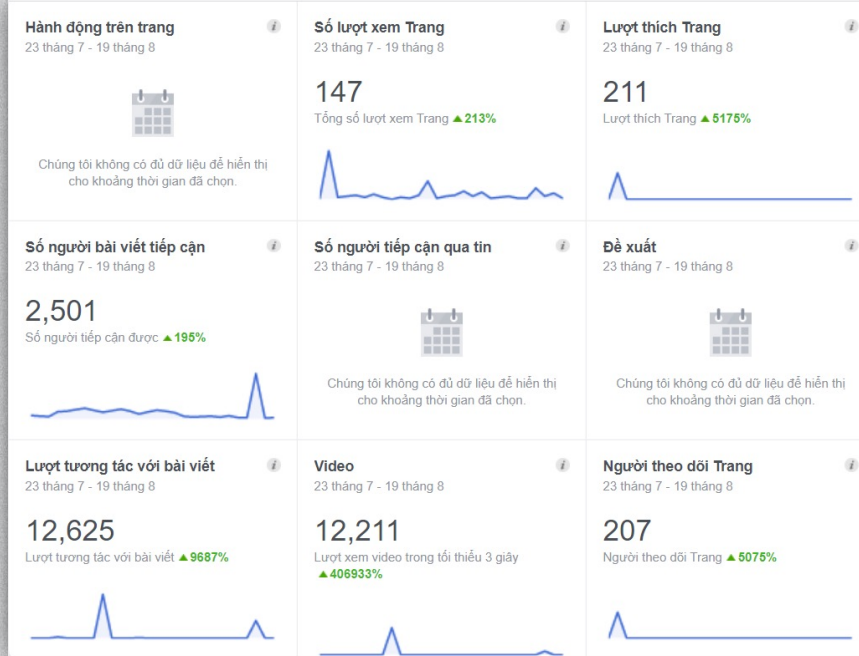
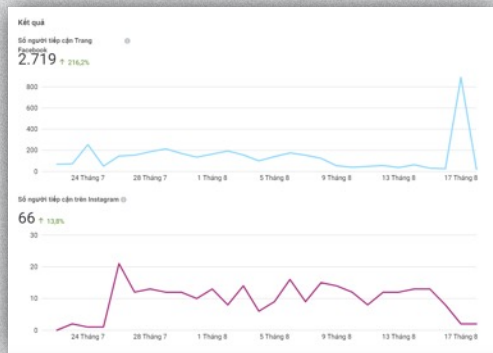
Tỉnh/Thành phố	Fan của bạn
Thành phố Hồ Chí Minh	623
Hà Nội	322
Hải Phòng	171
Đà Nẵng	116
Quang Nam, Quảng N...	58
Biên Hòa, Đồng Nai	46
Nha Trang, Khánh Hòa	46
Cần Thơ	42
Huế, Thừa Thiên - Huế	36
Buôn Ma Thuật, Đắk Lắk	33

CAMPAIGN MEASUREMENT

<div> <div>Số người tiếp cận: Tự nhiên / Trả phí</div> <div>Số lần nhấp vào bài viết</div> <div>Cảm xúc, Bình luận & Lượt chia sẻ</div> </div>						
Ngày đăng	Bài viết	Loại	Nhắm mục tiêu	Tiếp cận	Tương tác	Quảng cáo
15/08/2021 20:16	 Đối với các doanh nghiệp vừa và nhỏ đặc			70 <div></div>	1 161	Quảng cáo bài viết
13/08/2021 20:24	 Chiến dịch "Đi để trở về" của Bit's là một			73 <div></div>	1 108	Quảng cáo bài viết
12/08/2021 20:25	 Hiện nay mạng xã hội (Facebook, Instagram,			70 <div></div>	1 109	Quảng cáo bài viết
11/08/2021 20:05	 Influencer và KOL có điểm gì khác nhau?			60 <div></div>	2 109	Quảng cáo bài viết
10/08/2021 20:20	 Vậy là thử thách #BuddyReviewEverythi			76 <div></div>	916 269	Quảng cáo bài viết
08/08/2021 20:32	 Trong vòng hơn một năm trở lại đây, thế giới			141 <div></div>	0 63	Quảng cáo bài viết
07/08/2021 20:35	 JVeermind - Vlogger đã để lại nhiều ấn			197 <div></div>	4 128	Quảng cáo bài viết
06/08/2021 21:26	 Sự phát triển của Influencer Marketing			258 <div></div>	1 137	Quảng cáo bài viết
05/08/2021 20:30	 🐼 Thử thách #BuddyReviewEverythi			184 <div></div>	3 228	Quảng cáo bài viết
03/08/2021 20:04	 Vì sao Micro-Influencer thường có tương tác			188 <div></div>	4 125	Quảng cáo bài viết
02/08/2021 20:16	 Đồ Mixi - Mixigaming là ai mà trong vài năm			258 <div></div>	5 132	Quảng cáo bài viết
01/08/2021 20:19	 Gen Y đã lớn lên trong thời điểm Internet mới			195 <div></div>	3 77	Quảng cáo bài viết

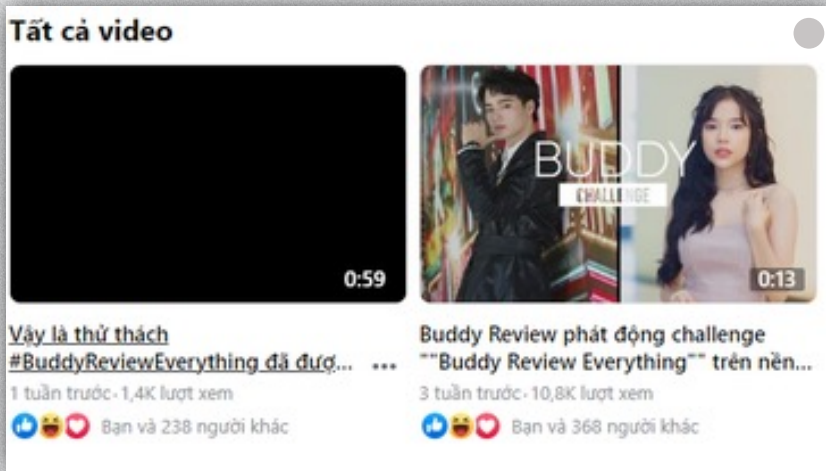


CAMPAIGN MEASUREMENT

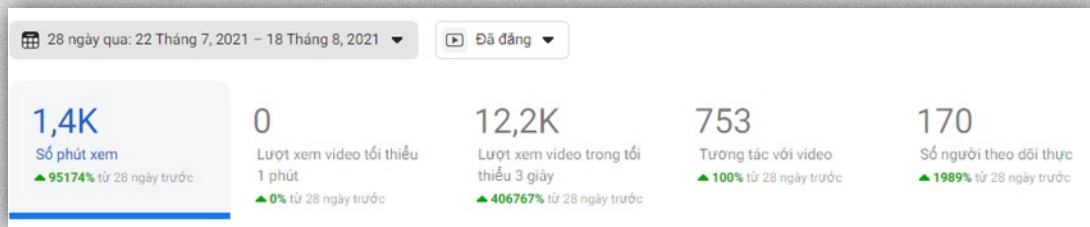


The number of reached audiences increased 216.2% on Facebook and 13.8% on Instagram

CAMPAIGN MEASUREMENT



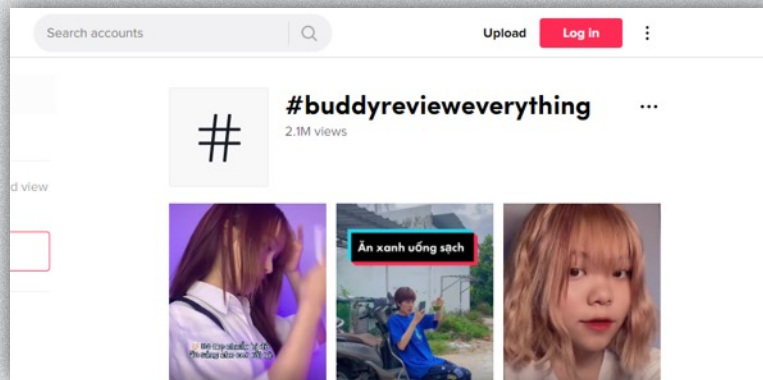
- The number of viewers reaching the teaser video and the resulting compilation video is higher.
- After the Challenge launching video was released, so many people responded with **10.800 views**. The compilation video got **1.400 views** and **238 reactions** after about a week.



CAMPAIGN MEASUREMENT

The **#BuddyReviewEverything** Challenge


Reached 2.1 million viewers and more than 60 videos and participants with creative contents.




RECOMMENDATIONS



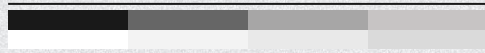
Website interface

**01**

Optimize the
language
system

**02**

Rearrange the
website interface
due to the complex
and difficult to use



RECOMMENDATIONS

Future projects and development

01

Recruit more exclusive influencers with diverse genres

02

Focus on promoting USP

03

Compete fairly with rivals in the same segment

04

Buddy Review is still new in Vietnam.
Building brand awareness is still need to push harder

THANKS

Do you have any questions?

