



MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY
CAPSTONE PROJECT DOCUMENT - FINAL REPORT

Communication Campaign

**SUN GROUP SOCIAL NETWORK
CAMPAIGN “MISS YOU”**

GRA497_G1	
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ABSTRACT

Global COVID epidemic has had a profound impact on many aspects of life. Tourism, with its salient characteristics, is one of the economic sectors that suffer the most from it. According to the General Statistics Office's report, international visitors to Vietnam in the third quarter of 2021 were estimated at 26.3 thousand arrivals, down 40.3% over the same period last year. As Vietnam has continued to implement strict lockdown measures, it is forecasted that the numbers will continue to decrease even more, as Vietnam tourism in general and Sun Group (who has many projects in the field) in particular will take a serious hit.

Understanding the urgency of the situation, Sun Group has developed a social network media plan - “SUN GROUP MISS YOU” to reheat customers’ interest in tourism and their destinations and affirming their pioneering role in the market, proven by how they constantly elevate and transform the destinations even in this trying time. The plan was implemented in a 3-month period (1/9/2021 - 30/11/2021). During this time, our team has cooperated with Sun Group to plan, implement and evaluate this campaign.

This report will guide you through 4 mini reports, corresponding to 4 periods of work which are: introduction, development & pre-production, production execution and post-production. First we give you an introduction about our partner Sun Group and the plan, as well as the theories we applied in our work. Then we begin the development & pre-production stage with thorough research about the situation and target audience’s insight, S.W.O.T analysis and detailed campaign planning, reports on how we got things done in the production execution stage, and closing in with KPI and budget evaluation in the post-production stage.

After three months of implementation, Sun Group's social network campaign “Miss you” achieved certain success with a total budget of 368,940,000 VND.

REPORT NO.1: INTRODUCTION

I. PROJECT INTRODUCTION

1. NAME OF THE CAPSTONE PROJECT

Our capstone project is Communications Campaign: SUN GROUP SOCIAL NETWORK CAMPAIGN "MISS YOU"

Vietnamese name: Miss you - Chiến dịch gọi nhắc các điểm đến du lịch cùng Sun Group

English name: SUN GROUP SOCIAL NETWORK CAMPAIGN "MISS YOU"

2. PROJECT INTRODUCTION

Sun group is a dynamic and extremely creative enterprise with great potential to exploit many areas in the tourism industry. After many years in the market, Sun Group has become one of the leading private economic groups in Vietnam with world-class projects.

According to the General Statistics Office, in just the past 8 months, over 85,000 businesses have withdrawn from the market. The number of businesses shutting down every month increased by more than 24% over the same period in 2020. This does not only reflect the devastating consequences of the pandemic, but also shows the extraordinary efforts of businesses that are standing firm during the pandemic. And Sun Group is proud to be one of them.

The entire ecosystem of Sun Group in all regions, including Sun World amusement parks, Sun Hospitality's hotel and resort system, and high-end real estate projects under the Sun Property brand, has also been completely renewed. proactively prepare for the post-epidemic recovery period. At a time when the Covid-19 epidemic is still spreading in many regions of the country, the service industry is facing many difficulties and obstacles. A media campaign reminding Sun Group's destinations is essential to make customers always remember Sun Group in general and resorts in particular.

This plan was implemented when the epidemic centers in our country were showing positive signs of control of the epidemic and were forecasted to reopen in near future, therefore it was timely and reasonable to remind our customers about tourism activities in general, and Sun Group tourism ecosystem in particular. The plan is going

to start from the beginning of September to the end of November 2021 (1/9/2021 - 30/11/2021). The project purpose is to reheat customers’ interest in traveling and from that, help Sun Group’s profit grow. To achieve that, the plan is designed to (1) clearly portray the Sun Group Ecosystem in the community and in the market, (2) reminding customers of the image of the Sun Group ecosystem in all regions.

The plan is divided into 3 phases:

- Phase 1: HỆ SINH THÁI SUN GROUP - TIỀN PHONG KIẾN TẠO, KHÔNG NGỪNG ĐỔI MỚI (1/9/2021 - 30/9/2021): Positioning Sun Group as the pioneer in the field, and Sun Group Ecosystem as a synchronous, methodical, professional and sustainable ecosystem.

- Phase 2: HỆ SINH THÁI SUN GROUP VÀ CUỘC CHUYỂN MÌNH TRONG ĐẠI DỊCH (1/10/2021 - 20/11/2021): Reminding customers about the Sun Group Ecosystem, reheat their interest in traveling and Sun Group Ecosystem by contents focused on bringing out their eager and nostalgic feelings, as well as updating on how Sun Group Ecosystem is still constantly changing, “evolving” even in this trying time.

- Phase 3: CÂU CHUYỆN HỆ SINH THÁI SUN GROUP - LỜI GIẢI CHO GIAI ĐOẠN BÌNH THƯỜNG MỚI (20/11/2021 - 30/11/2021): Affirming Sun Group’s efforts to build a sustainable ecosystem, setting a new standard for other destinations in the new normal.

3. PROJECT SELECTION REASONS

3.1. TEAM’S PURPOSE

- To complete the Capstone project, hence graduate from FPT University.
- Seizing the opportunity to put what we have studied into practice by participating in a real communication campaign.
- Being responsible for what we create, experiencing the pressure of a real communication project.
- Accumulate experience and learn from every mistake we make.
- Experience the working atmosphere at one of the biggest corporations in Vietnam, thereby learning from the best.

- Stepping the first steps to build a relationship network for our future careers.

3.2. TEAM'S RELEVANCE TO THE PROJECT

- We are all passionate about tourism, and have decent knowledge about Sun Group and their projects.
- The members all want to experience working a big campaign with a big corporation.
- Social networking is the strength of our generation, so through a project like this, the whole team wants to gain a deeper understanding of how Facebook works, how to calculate budgets, and know how to plan in detail for a big communication campaign.
- We all have useful skills to contribute to the campaign, along with professionalism.

The meaning of the project to the organization and team

- For the Corporation:
 - Kick-start a series of actions to “reactivate” Vietnam tourism post-pandemic.
 - Position the corporation and its products as the pioneer, game-changer, innovator in the field.
 - Increase profit.
- For team:
 - Prove our ability, gain confidence and experience.
 - Improve our profile.
 - Start building our relationship network.

4. PROJECT OVERVIEW

The plan is divided into 3 phases:

- Phase 1: HỆ SINH THÁI SUN GROUP - TIỀN PHONG KIẾN TẠO, KHÔNG NGỪNG ĐỔI MỚI (1/9/2021 - 9/9/2021):

- Positioning Sun Group as the pioneer in the field, and Sun Group Ecosystem as a synchronous, methodical, professional and sustainable ecosystem.

- Phase 2: HỆ SINH THÁI SUN GROUP VÀ CUỘC CHUYỂN MÌNH TRONG ĐẠI DỊCH (1/10/2021 - 20/11/2021):

- Reminding customers about the Sun Group Ecosystem, reheat their interest in traveling and Sun Group Ecosystem by contents focused on bringing out their eager and nostalgic feelings, as well as updating on how Sun Group Ecosystem is still constantly changing, “evolving” even in this trying time.

- Phase 3: CÂU CHUYỆN HỆ SINH THÁI SUN GROUP - LỜI GIẢI CHO GIAI ĐOẠN BÌNH THƯỜNG MỚI (20/11/2021 - 30/11/2021):

- Affirming Sun Group’s efforts to build a sustainable ecosystem, setting a new standard for other destinations in the new normal.

II. THEORIES

After selecting from all the theories and practices we have learned from the following majors’ subjects: Integrated Marketing Communications, Communications and advertising, Media Writing, Video-Audio Production, Marketing Principles, Strategic Media Planning, Communication Crisis Management, Public Relations Principles and Strategies and New Media Technology, the theories we chose to work on are as follows.

1. COMMUNICATION CAMPAIGN

Social media strategy helps your products and services reach tens of millions of potential customers who are using social networking platforms, so you must have a strategy to use them effectively, ensuring a successful media translation leaves a good impression on customers.

1.1. DEFINE SOCIAL MEDIA GOALS

The first step in developing a social media strategy is to define what your goals are. Perhaps you want to increase brand awareness. Or perhaps you want to build customer relationships, drive traffic to your company's website, market your products, or share special offers.

Pick two or three of your top priorities and focus on how you can use social media to get there.

Whatever your goal is, follow the rule of smart goal setting: specific, measurable, achievable, realistic, and time bound. Decide how you will measure success. For example, if you want to attract more leads, set a goal to increase customers by 25 percent. If you want to build awareness of your organization or brand, set a goal of posts per day or per week and determine how many likes, shares, or comments you want to receive.

1.2. ASSESS YOUR ORGANIZATION'S CURRENT STATE OF SOCIAL MEDIA USAGE

If your business used to be on social media, use the goals and metrics you identified in Step 1 to analyze current performance. Did you achieve your goal? If so, you may want to rethink the setup. If not, now is the time to address why.

Think about the forums you are using. You don't necessarily have to pay attention to too much media at once, especially if you have time to engage in social media, figure out where you get the best results and focus. put effort into it.

Next, consider whether your articles are meeting your goals. Are you connecting with your target audience or are they ignoring your posts? Use analytics to review the traffic of each post and site and determine what types of content get the most traffic and the least.

1.3. UNDERSTAND CUSTOMERS

To connect with your customers, you need to build a clear image of who they are, their interests, and the activities they want to do.

Start by identifying your ideal customer. Who are you trying to reach through social media? What is their demographic (age, interests, occupation, income and motivation)?

Once you've identified the right ideal customer, your strategy will be better targeted and the results will be better. You can also use this information to identify your social media platforms, which platforms to use and what types of content and activities to invest in.

1.4. CHOOSE THE RIGHT CHANNEL

Facebook will give you the widest reach. However, if you provide services to business professionals, it is more appropriate to grow on LinkedIn while Pinterest or Instagram may hold more promise if you are in interior design, fashion.

1.5. PLAN TO WRITE CONTENT

Almost 20 years ago, Bill Gates wrote "Content is King". It turns out that without great content, you won't keep your audience's interest.

Content should reflect your company's overall voice and market, but should also be relevant to the platform you're using. From online culture to the number of characters in a post, each type of social media has its own requirements.

Your target customers may be getting too much content from competitors and other companies. Make sure you add value and reward them for taking the time to read it. Always aim to create content that is relevant, engaging, and worthy of their attention.

And no matter what type of content you choose, remember that when using social media, customers must interact with you. Remember what made Ford what it is today – if you have the right social media strategy in place, it's your customers who will help you create content that makes it even more appealing to others.

1.6. DECIDE WHEN AND HOW TO POST

Deciding when to post is often highly subjective: there is no perfect time that works for every organization. Observe your customers' online habits and find out when they are most active and most likely interested in engaging with you. If your audience is global, you can schedule posts during the day to reach relevant time zones.

You also need to decide how often to post. If you post too often, you run the risk of "spamming" your followers and pushing them away.

If you don't post often, someone has already caught their attention and you could lose business.

The best way to determine the right frequency is to experiment and learn from experience. If you post 15 times a day and lose followers, reduce the number of posts. On the contrary, if you only post once per day and no one is following, then increase

the number of posts. The key here is consistency: posting randomly can make you untrustworthy.

One way to organize posts effectively is with a scheduler, which you can use to schedule posts and track details, such as deadlines, networks, content types, keywords, titles, and statuses. . When you have a detailed schedule, your social media strategy will be more closely aligned.

1.7. CREATE PLANS

Executing a social media strategy takes time and effort, so unless you have a lot of time to spare, ask someone else for help.

The task of implementing and maintaining a social media presence can be the responsibility of a media manager or a team effort. But whoever is related to you, make sure they understand how you are establishing your online presence and train them to understand how to create posts and update the status of posts.

Make sure your articles are professionally written and edited – otherwise you risk pushing your brand down.

Maintaining an online presence isn't simply about scheduling posts, it's about building relationships – so make sure you leave enough time to check in and respond to people's comments.

1.8. EVALUATE PROGRESS AND ADJUST STRATEGY

Social media is a fast-paced playground. Trends today may be old tomorrow, so it's important that you always reevaluate your operating strategy.

Measure progress toward goals using analytics on sites like Facebook Insights to determine how individual posts are performing, and avoid the temptation to focus all your efforts on The pursuit of followers, likes and shares. High engagement is good, but keep your strategy focused on activity related to business goals.

Engagement will tell how well a post's content resonates with your audience, but it's not enough. Look for ways to measure the number of potential customers that visit social media, such as the number of customers who viewed Facebook ads and clicked links to your company's website.

Also, consider how to measure the benefit from this. This is quite a daunting task, as the benefits of social media are often invisible. Instead, focus on more quality metrics

related to the overall goal. For example, if you want to build your brand, monitor different types of engagement, such as people downloading your content or signing up for your newsletter.

Rapid changes in the market, and within social media itself, mean your strategy needs to be flexible. If you find that something isn't working, change it. If a new trend emerges, investigate whether it is useful to you. Be ready to adapt and adjust your approach by checking regularly to see what's trending and what's not, and then adjust your strategy accordingly.

2. CURRENT SITUATION ANALYSIS

2.1. S.W.O.T ANALYSIS

SWOT is a famous model in business analysis of enterprises and stands for 4 words: Strengths, Weaknesses, Opportunities and Threats. Through the SWOT analysis, it will help businesses see clearly the set goals as well as the positive and negative factors from inside and outside to build a more correct strategy.

To make a decision, the first thing you need to do is determine where you are on the market map and understand the company's capacity as well as external factors affecting it. A SWOT analysis helps you better understand the company's position and see potential business growth opportunities.

The advantage of SWOT is to help you analyze in detail each corresponding "letter" and compare it with each other. From there you will discover the relationship between strengths and weaknesses and take advantage of opportunities and threats. While SWOT is a good starting point for evaluation, the downside of SWOT is that it doesn't produce actionable results – instead it helps you get started on growing your business or product. A good SWOT analysis should always be followed by further planning and development.



Figure 1 - S.W.O.T Matrix (Wikipedia)

- **Strengths**

Strength is the biggest advantage of a business or a project. These are the highlights, the advantages that the business has a competitive advantage over other competitors. Those strengths must include factors such as resources, assets, people, experience, finance, Marketing,...

- **Weaknesses**

In addition to the strengths, the weaknesses are the disadvantages that the business has. Enterprises need to overcome weaknesses such as resources, assets, people, etc. to help them develop stronger if they want to compete with other competitors in the market. In addition, businesses need to do their own research to find out which step they are doing wrong, and how they need to fix the problem.

- **Opportunities**

In this section you should list out positive external influences that will help support your business in a more favorable way. These agents can be:

- The development and blooming of the market
- The opponent is showing slowness, weakness, bad reputation

- Changing technology trends
 - Global trends
 - Contracts, partners, investors
 - Policy, law
-
- **Threats**

Challenges are one of the obstacles that prevent the development of enterprises from achieving the desired results. After identifying the risk, what you need to do is come up with a solution, and this option is often to improve management skills so that the risks are not completely engulfed. You need to have a plan to implement possible solutions to reduce the severity while avoiding these risks.

2.3. SMART OBJECTIVE



Figure 2 - S.M.A.R.T objective

SMART objectives are essentially established principles to shape and achieve future goals. We will know what our abilities can do and build specific plans for them.

- **S - Specific:** Specific, easy to understand

A smart goal must first be planned in a specific, clear way. The more specific and clear the goal, the clearer the determination and effort to implement.

One of the ways people often define a specific goal is to imagine them.

For example, your goal in the next 10 years is to buy a nice house, but this house isn't specific enough. Close your eyes, imagine how big the house I live in will be? What is the paint color? How many rooms are there? What are the decorative items in the

room? Will the house be designed like this? The more clearly you visualize your goal, the more you will know exactly what you need to do to achieve it.

- **M - Measurable:** Can be measured

This principle implies that goals must be tied to numbers. The SMART principle ensures that your goals have weight, namely that they can be weighed, measured, measured, counted.

For example, if you want to have a stable source of income, what does "stable" mean to you? Maybe an income of 20 million VND/month or more?

The specific numbers that you set for yourself are like levers to boost your morale and motivation to work hard to achieve what you want. Otherwise, not only will you not create a burning desire to stay focused on your goals, but you will also feel discouraged, unmotivated and easily give up.

- **A - Attainable:** Feasibility

Feasibility is also a very important factor when we come up with a goal. That is, we have to think about our own ability before setting a goal that is too far away if we do not want to give up halfway.

But that doesn't mean that you just set yourself an easy, simple, fleeting goal that ignores the opportunity to be challenged with bigger things.

- **R - Realistic:** Practicality

The goal you design for yourself should not be too far from reality. You can leverage your resources to make sure they go where they need to go.

- **T - Time-bound:** set the time

Like an appointment, any goal big or small needs to be determined by a specific time to accomplish. This principle gives you a milestone that determines when you reach the top of victory. In the process, you know where you are going in the journey and make timely adjustments when necessary.

III. COMPANY OVERVIEW

1. ABOUT SUN GROUP

Sun Group's full name is Sun Group Joint Stock Company, established in 2007 by Mr. Le Viet Lam. After more than 10 years of establishment, Sun Group has become one of the largest and leading private economic groups in Vietnam with world-class projects.

Talking about Sun Group, it is impossible not to mention the chairman of the group, Mr. Le Viet Lam - the soul of Sun Group. One of the most secretive USD billionaires in Vietnam.

Consistently following the chosen path of investment in Tourism, Recreation, Real Estate and Infrastructure Investment, taking "Quality - Difference - Class" as the core value, after 13 years of operation in Vietnam, Sun Group has become one of the leading corporations in the country, creating international-class tourism projects, services and products, making a significant contribution to the development of Vietnam. of the tourism industry in the country. The main areas of the Group:

- 1. Tourism*
- 2. Entertainment*
- 3. Real Estate*
- 4. Infrastructure*

Starting from Da Nang in 2007, Sun Group is growing stronger with many resort projects registering Vietnam on the international high-class tourism map. That is InterContinental Danang Sun Peninsula Resort – 4 times in a row honored by World Travel Awards as the most luxurious resort in the world (2014-2017). It is also JW Marriott Phu Quoc Emerald Bay - The world's leading luxury island resort and villa in 2018, the world's leading luxury wedding resort in 2019 awarded by World Travel Awards.

In addition, the Sun World branded tourist and entertainment areas of Sun Group throughout the three regions, from Sun World Ba Na Hills, Sun World Danang Wonders in Da Nang, Sun World Fansipan Legend in Lao Cai, Sun World Hon Thom Nature Park in Phu Quoc to Sun World Halong Complex in Quang Ninh, Sun World BaDen Mountain in Tay Ninh have not only contributed to increasing the visitor experience but also changed the appearance of the destination and created jobs. jobs, increase income for local people and promote many other industries to develop.

In the field of infrastructure, Sun Group has created new milestones with three key transport infrastructure projects, contributing to creating momentum for Quang Ninh tourism in particular and Vietnam in general to develop breakthroughs such as: Van Don International Airport, Ha Long-Van Don Expressway, Ha Long International Passenger Port... In 2019, Van Don International Airport was honored as the World's Leading New Airport by World Travel Awards.

Sun Group also contributes to making the Vietnamese tourism picture more vivid and colorful with many high-class tourism products and services, from the Da Nang International Fireworks Festival to the street Carnival chain throughout the provinces. Hanoi, Ha Long, Sam Son, Da Nang... Besides, there are a series of elaborately invested art shows such as "Dance of Sunshine" at Sun World Ba Na Hills, "Dance in the clouds" at Sun World Fansipan Legend... The tireless contributions of Sun Group not only improve people's quality of life, beautify and enrich the country, but also contribute to enhancing the position of Vietnam in the eyes of international friends.

2. VISION, MISION, CORE VALUE

2.1. VISION

Carrying on the mission of the Opener, Sun Group is consistent with the following goals:

- Seek out lands with rich potential but have not been properly exploited, change those lands, create and contribute to society with works, products/services of outstanding quality and market. survive over time.
- Contributing to raising the country's position, improving the people's quality of life, beautifying and enriching the country and making Vietnam an attractive destination of the world.
- Contributing to building a new Vietnamese with quality, ability and health that keeps up with the times.

2.2. MISSION

With the principle of sustainable development, Sun Group strives to achieve the following visions:

- To become one of Vietnam's private economic groups with international scale and class; taking the field of Tourism, Entertainment, Real Estate and Infrastructure Investment as strategic investment fields.
- Always in the group of leading companies in the field of investment that Sun Group participates in.
- Pioneering in building tourism culture: methodical, civilized, professional and humane in Vietnam.

2.3. CORE VALUE

- **QUALITY**
- **CLASS**
- **DIFFERENCE**

These are the core values that Sun Group has put on the top during the journey of formation and development. These are also important value systems that guide many generations of Sun Group on the way to creating "Timeless Imprints".

2.4. PRODUCTS

2.4.1. LEISURE TRAVEL

Sun Group possesses many well-known leisure travel destinations around Vietnam, such as Intercontinental Da Nang Peninsula Resort, JW Marriott Phu Quoc Emerald Bay, Premier Village Phu Quoc Resort, Premier Residences Phu Quoc Emerald Bay, Premier Village Da Nang Resort, Novotel Da Nang Premier Han River, Mercury Da Nang French Village Ba Na Hills, Hotel de la Coupole - MGallery Sa Pa, MGallery Ba Na Hills, St. Regis Cham Island Resort, Cat Ba Island Resort.

All of those were A-class destinations in Vietnam that Sun Group invested in, and they all possess high development potential in the future.

2.4.2. RECREATION & ENTERTAINMENT

Sun Group possesses many well-known recreation & entertainment venues around Viet Nam, such as the Sun World system in Đà Nẵng (Bà Nà Hills), Sa Pa, Hạ Long, Hòn Thơm (Phú Quốc), Hà Nội, Asia Park in Đà Nẵng, ... and even the annual Da Nang International Fireworks Festival.

2.4.3. REAL ESTATE

Sun Group’s real estate projects are built around Vietnam, such as: Sun Grand City Thuy Khue Residence, Sun Grand City Ancora Residence, Premier Village Ha Long Bay Resort, ...

2.4.4. INFRASTRUCTURE INVESTMENT

Sun Group invested in two infrastructure projects in Quảng Ninh, which are Ha Long International Port and Van Don International Port.

3. BRAND IDENTITY

3.1 LOGO



Figure 3 - Sun Group's logo

Yellow is the color of prosperity, fortune, luck and wealth. It is also a warm color that represents light and the sun. Sun Group's logo with striking yellow color on a white background also represents the name "Sun Group", but is very polite and carries the group's desire for prosperity. The S-shaped symbol is the first letter of Sun Group, the line in the middle is easy to recognize, making it easy for people to remember immediately. This logo looks simple at first glance, but it contains many messages and is very eye-catching, easy to impress the viewer.

3.2 SLOGAN

“Dấu ấn vượt thời gian”



Figure 4 - Sun Group's slogan

3.3. USP

Strong financial potential: As a corporation with the largest scale and financial potential in Vietnam, Sun Group has not yet listed on the stock exchange to raise capital. But with assets in dozens of projects with capital up to hundreds of trillions, it can be seen that the financial potential of Sun Group is very strong.

Developing with giants: Sun Group's strategic direction is always developing, along with large corporations. Currently, the group is cooperating with 43 large domestic and international corporations from construction, furniture to management units.

Instead of self-development, they choose leading units such as InterContinental Hotels Group, Marriott International, Accor Hotels, St.Regis, Contecons, Hoa Binh ... to accompany the projects of Condotel Danang, Condotel Phu Quoc , Phu Quoc resort villa Going with big brands will guarantee the quality and prestige of Sun Group's projects.

With the three brands of Sun World, Sun Hospitality Group and Sun Property Group, they operate synchronously in three areas of Entertainment - Tourism - Resort - High-class real estate, which are well built, in all 3 regions of the country. , Sun Group has brought customers a high-class, quality and different "all-in-one" experience. The synchronicity in quality and operational standards fostered by all three "legs" have maximized the value of the entire ecosystem, bringing optimal and long-term value to customers using the service.

Colorful ecosystems with international standards have "awakened" lands rich in potential but not yet fully exploited, with the richness of experiences, the fullness of life, and the diversity of life. Prosperity is more clearly present every day in Sa Pa, Quang Ninh, Thanh Hoa, Da Nang or Phu Quoc..

REPORT NO.2: DEVELOPMENT & PRE-PRODUCTION

I. DEVELOPMENT

1. CURRENT SITUATION ANALYSIS

According to the General Statistics Office's report, international visitors to Vietnam in the third quarter of 2021 were estimated at 26.3 thousand arrivals, down 40.3% over the same period last year. Because Vietnam continues to implement measures to prevent and control the COVID-19 epidemic, it has not yet opened to international tourism, so the number of visitors is mainly foreign experts and technical workers working on projects in Vietnam.

The General Department of Tourism (Ministry of Culture, Sports and Tourism) said that from the beginning of September 2021, in the context of the domestic epidemic gradually being controlled, the Government's Resolution 63/NQ-CP was implemented. The General Department of Tourism has urgently advised the Ministry of Culture, Sports and Tourism to issue Plan 3228/KH-BVHTTDL to deploy policies to stimulate demand and restore tourism and travel activities.

Along with that, the Vietnam Tourism Association officially announced the "National program to restore domestic tourism to overcome the consequences of the 4th phase of the COVID-19 pandemic". The program has set out safe tourism criteria for localities to implement. Accordingly, for tourists aged 18 years or older, they must receive a full dose of COVID-19 vaccine or have recovered after being infected with the SARS-CoV-2 virus. Travelers under 18 years of age must test negative for SARS-CoV-2 virus by RT-PCR method. Tourism businesses (including: travel, accommodation, transportation, destinations) must provide COVID-19 vaccination for employees; building tourist routes and transportation methods according to safe routes...

Understanding the situation, Sun Group developed and implemented the “Miss You” campaign, which is created to remind the image of the sun group ecosystem in all regions with images & emotions, and promote the feeling of wanting to travel again after COVID-19 of tourists. The project runs for 3 months (1/9/2021 - 30/11/2021), and is divided into 3 phases:

Phase 1: Hệ sinh thái Sun Group - Tiên phong kiến tạo, không ngừng đổi mới (1/9/2021 - 30/9/2021)

This phase is focused on positioning Sun Group as the pioneer in Vietnam tourism & real estate, and affirming Sun Group Ecosystem is synchronized, methodical, professional and sustainable in 3 areas: Entertainment - Tourism - High-class real estate. To serve this purpose, the contents of this phase are focused on showing off Sun Group’s proudest, finest projects, such as photo albums & videos about the destinations, as well as seeding suitable press products about Sun Group Ecosystem on the fanpages.

Phase 2: Hệ sinh thái Sun Group và cuộc chuyển mình trong đại dịch (1/10/2021 - 20/11/2021)

This phase is focused on reminding customers about Sun Group’s destinations, emphasizing on how Sun Group is still constantly upgrading its products even in this trying time. In this phase, there will be 2 mini campaigns: “Miss you” - focusing on bringing out the nostalgic feelings from customers, showing how the destinations are “missing” their tourists, and “Brand new ME” - focusing on showing how the destinations have changed during lockdown, in order to excite the customers.

Phase 3: Câu chuyện Hệ sinh thái Sun Group - Lời giải cho giai đoạn bình thường mới (20/11/2021 - 30/11/2021)

This phase is focused on affirming that Sun Group’s changes during the lockdown is a flexible and wise move in order to turn risks into opportunities, as well as setting a new standard for other destinations in the new normal.

Our team cooperated with Sun Group’s communication department to develop this plan deeper, further and more specific, add new ideas as well as to provide assistance during the execution phase of the campaign.

2. SWOT OF THE PROJECT

2.1. STRENGTHS

- Sun Group’s destinations are all top-class tourist destinations in Vietnam (Sapa, Quang Ninh, Da Nang, Tay Ninh, Phu Quoc), which already had great publicity and tourist attractions of their own.
- This plan is implemented by Sun Group’s communication department, which:

- Is very experienced in developing and executing Vietnamese tourism campaigns.
 - Has a strong communication system: a huge system of Facebook pages and community groups with a lot of likes & members and also has a good engagement rate.
 - Good relationships with the authorities in order to get information quickly.
- The plan is implemented entirely online, so the risks of COVID-related troubles are minimized.

2.2. WEAKNESSES

- The Vietnamese customers have stayed at home for almost 6 months, so it is understandable that they feel stagnant and do not want to go on a trip.
- The threat of catching COVID-19 makes most Vietnamese hesitate to plan trips.
- The campaign is being run simultaneously in all regions in Vietnam, which is really hard to handle.

2.3. OPPORTUNITIES

- The Government, the Ministry of Culture, Sports and Tourism and localities are working hard to deploy solutions to restore tourism in the direction of safe adaptation, in accordance with new normal conditions.
- Tourism is one of the key industries that the Government is focusing resources on to develop, and Phú Quốc is considered as the key destination they are eyeing on.

2.4. THREATS

- Many competitors: With the potential of Vietnam's tourism industry, there are many domestic and foreign tourism businesses that have been promoting investment to share this piece of cake. In this tourism come back period, there will be many campaigns from them to attract tourists too.

- COVID-19’s situation gets more serious: A outbreak of COVID-19 could make destinations harder to reopen, maybe even cause another period of lockdown, which can prolong our campaign or even waste some parts of it.

3. TARGET AUDIENCES & INSIGHT

According to Sun Group’s customers database and their experiences collected from previous campaigns, we have drawn important conclusions about our two major target audiences and their insight as follows.

Target audience 1: The married

Demographic	Mentality
<ul style="list-style-type: none"> Age: 25 - 40 Gender: Both male & female Occupation: Diverse Living place: Nationwide, focused on big urbans 	<ul style="list-style-type: none"> Needs: Plan a safe trip (COVID-free) to reduce stress after a long lockdown. Trends: Follow informations about epidemic prevention regulations & interesting destinations around Vietnam

Table 1 - Target audience 1

Personal background	
Age	25 - 40
Gender	Both male and female
Marital status	Married
Living place	Nationwide, mainly big urbans
Occupation	Diverse
Income	10 millions VND/month minimum
Behavior	
Hobby	<ul style="list-style-type: none"> Going on trips alone or with friends. Exploring new experiences to widen their worldviews. Social network surfing.

Pain point	<ul style="list-style-type: none">● Needs to find safe and interesting destinations for family trips in this COVID time.● Needs to find destinations that are suitable for all ages from kids to adults.● Hesitate to go on a trip because of COVID-19 and/or being stagnant because of staying home for too long
Touch point	<ul style="list-style-type: none">● Social media activities● Idols, KOLs● Friends/acquaintances recommendations
Behavior on Facebook	<ul style="list-style-type: none">● Follows fanpage, join and actively participate in community groups about tourism.● Update news about destinations' pandemic situation.● Search for promotion deals, or giveaway minigames.● Tag friends/acquaintances in posts that they feel interested in.
People/things that have influence on their opinions	<ul style="list-style-type: none">● Family● Friends● Online newspapers

Table 2 - Target audience 1

Target audience 2: The young

Demographic	Mentality
<ul style="list-style-type: none"> ● Age: 20 - 25 ● Gender: Both male & female ● Occupation: Diverse ● Living place: Nationwide, focused on big urbans 	<ul style="list-style-type: none"> - Needs: <ul style="list-style-type: none"> ● Plan a safe trip (COVID-free) to reduce stress after staying at home for too long ● Experience new things to widen their worldviews - Trends: Follow informations about epidemic prevention regulations & interesting destinations around Vietnam

Table 3 - Target audience 2

Personal background	
Age	20 - 25
Gender	Both male and female
Marital status	Single/in a relationship
Living place	Nationwide, mainly big urbans
Occupation	Diverse
Income	10 millions VND/month minimum
Behavior	
Hobby	<ul style="list-style-type: none"> ● Going on trips with their friends or boyfriend/girlfriend. ● Explore new things to widen their worldviews ● Social network surfing.
Pain point	<ul style="list-style-type: none"> ● Needs to find safe destinations to let off steam after a long lockdown. ● Needs to find the desired destination which is interesting, new and unique enough in terms of culture, people, scenery or entertainment, ... ● Hesitate to go on a trip because of COVID-19 and/or being stagnant because of staying home for too long.

Behavior	<ul style="list-style-type: none">● Follows fanpage, join and actively participate in community groups about tourism.● Update news about destinations' pandemic situation.● Search for promotion deals, or giveaway minigames.● Tag friends/acquaintances in posts that they feel interested in.● Follow online newspapers: Vnexpress, Zing MP3, ...
Touch point	<ul style="list-style-type: none">● Social media activities● Idols, KOLs● Friends/acquaintances recommendations● Online articles, E-magazines
People/things that have influence on their opinions	<ul style="list-style-type: none">● Family● Friends● Idols, KOLs● Trustworthy articles

Table 4 - Target audience 2

Conclusion:

- They are both strongly connected to Facebook, especially Facebook fanpages & community groups about tourism in particular.
- Their two important factors when it comes to choosing a destination is: safe (COVID-wise) and interesting, attractive, new.
- They are both interested in promotion deals, and are not hesitant to tag their friends/acquaintances whenever they find something interesting.

Proposal:

- Communication channel chosen: Facebook & E-Magazines
- Giveaway minigames with the prize being entrance tickets to Sun Group's destinations.
- The content must assure them that they are safe as long as they follow the rules thoroughly, on the other hand show them the attraction spots of Sun Group's projects.
- E-magazines with interactive effects.

II. PROJECT PLANNING

1. THE PROPOSED PROJECT

1.1. IMC OBJECTIVE – GOALS

1.1.1. GOALS

The campaign is designed to clearly portray and position the Sun Group Ecosystem as a top-class tourism ecosystem in the market, to remind and reheat customers’ interests in tourism and ultimately attract them into visiting Sun Group’s destinations.

1.1.2. S.M.A.R.T OBJECTIVE

Sun Group social network campaign “Miss you” has set the following objectives in order to measure achievements and consider levels of success in the post-production phase:

a. Official fanpage likes

- The amount of likes on the official fanpage “Sun Group” increases by 7,000 by the end of the campaign (1/9/2021 - 30/11/2021).

b. Minigames

- Our 6 minigames attract at least 100 players for each of them during their duration (1 week each).
- Minigame posts reach a total amount of 10,000 likes, 700 comments and 400 shares (1 week span).

c. E-Magazines

- 5 E-Magazine articles achieve total 10,000 likes and 500 shares by the end of the campaign (1/9/2021 - 30/11/2021)
- Their total page views reach 50,000.

d. Posts’ interactions

- Our campaign’s total posts interactions objectives:

- + Likes: 270,000
- + Comments: 50,000
- + Shares: 10,000
- + Video views: 4,000,000

e. #Missyou & #Comeback posts from the community

- The campaign achieves 2,000 posts from the community with hashtag #missyou and #comeback by the end of the campaign (1/9/2021 - 30/11/2021).

1.2. CAMPAIGN MESSAGE

- The Sun Group ecosystem including Sun World, Sun Property Group, and Sun Hospitality Group, with the pioneering role in creating quality, classy and different works, has been creating international standards in different regions, improving the quality of life. high value and destination status. At the same time, the Sun Group ecosystem is constantly innovating even during the anti-epidemic period in a synchronous and methodical manner, building trust and new things for tourists and investors.

Hashtag: #SunGroup #Tập_đoàn_Mặt_Trời #SunWorld #Sun_Property
#Nghỉ_dưỡng_cao_cấp #Missyou #Comeback

1.3. STRATEGY AND TACTICS

1.3.1. COMMUNICATION STRATEGY

Proposed communication strategies:

- Social media communication (Facebook)
- Online event (giveaway minigame)
- E-Magazines: Interactive Magazines

1.3.2. COMMUNICATION TACTICS

This is a social network media campaign: Using Facebook contents to spread campaign, deliver messages and attract target audience.

The proposed content is diverse: photos and videos to remind customers about the destinations, regular updates on the transformation of the destinations during quarantine time, customers’ reviews on Facebook groups to spread awareness & raise target’s audience attention on tourism, thorough instructions on how to qualify for epidemic prevention regulations at each destination, and minigames to attract followers & raise coverage.

The contents are intended to bring out nostalgic feelings from customers, attract them, get them excited about the destinations, provide them with enough information to plan a trip and on the other hand assure them that the situation is safe enough to travel and once they follow the regulations, their health will be guaranteed.

The campaign is divided into three phases:

- Phase 1: Hệ sinh thái Sun Group - Tiên phong kiến tạo, không ngừng đổi mới
- Phase 2: Hệ sinh thái Sun Group và cuộc chuyển mình trong đại dịch
- Phase 3: Câu chuyện Hệ sinh thái Sun Group - Lời giải cho giai đoạn bình thường mới

1.3.2.1. PHASE 1: HỆ SINH THÁI SUN GROUP - TIÊN PHONG KIẾN TẠO, KHÔNG NGỪNG ĐỔI MỚI

Goals:

- Positioning Sun Group Ecosystem including Sun World, Sun Hospitality, Sun Property brands, creating a synchronous, methodical, professional and sustainable tripod posture in three areas: Entertainment - Leisure Travel - High class real estate.
- Affirming the pioneering role in the Vietnamese market of Sun Group Ecosystem, making positive and strong changes to destinations, at the same time increasing the value of real estate, creating sustainable profit opportunities for investors.

Content lines and key communication products are as follows:

Content line	Description	Communication products
Identifying and reminding customers about the Sun Group Ecosystem	- Message: “Sun Group provides a full tourism service supply chain. Sun World, Sun Hospitality, and Sun Property brands create a synchronous, methodical, professional, classy and sustainable tripod posture.”	- Photos, videos from each of the 3 brands’ best projects. - Selects typical & symbolic works and projects from each brand => Reminds visitors and partners of a high-class, quality, and different ecosystem.
Sun Group elevates Vietnam tourism	- Message: “Sun Group elevates Vietnam tourism.” - Take a look at how Sun Group transformed every travel destination they invested in.	Photo albums & 4 video clips about Sun Group in different destinations. Select highlight projects & iconic destinations, such as: Cầu Vàng Bà Nà Hills, Fansipan Legend complex, ...

Table 5 - Content lines & Communication products: Phase 1

1.3.2.2. PHASE 2: SUN GROUP ECOSYSTEM AND TRANSFORMATION DURING THE PANDEMIC

Goals:

- Supporting business activities of Sun Property; reminding tourists and partners about the SGR ecosystem in all regions of the country through emotional images and stories.
- Affirm that SGR is constantly renewing itself in every stage of the economy, enhancing the value of destinations, projects and customer experiences. Even in the current period of fighting against the Covid-19 epidemic, SGR is constantly moving to create innovation in a synchronous, methodical, quality and classy manner every day, building up ready day-to-day values. return to welcome tourists and investors with a new, complete and enhanced look and experience.

1.3.2.2.1. Sun Group MISS YOU

We developed 2 content lines for this period, which are:

- Remind customers about the Sun Group Ecosystem

- How the destinations are constantly changing to serve tourists better

Content line 1: Remind customers about the Sun Group Ecosystem

Initialize social network trend: MISS YOU. Details at each destination are as follows:

Destination	Description	Communication products
SaPa miss you	<ul style="list-style-type: none"> - Reminds visitors about SaPa and updates the image of SaPa, which is now in the cloud hunting season. - SaPa scene without tourists, short self-narrative/livestream clips of SaPa people posted on tourism groups (confessions about how they miss their jobs, their tourists - from Fansipan Legend complex's staff). - Create a trend with the giveaway minigame "Miss you" for visitors to post their beautiful pictures with Sapa on travel groups about Sapa in order to win prizes. 	
Quảng Ninh miss you	<ul style="list-style-type: none"> - Reminds customers of the reasons why Quang Ninh is always a memorable destination. - Update photos of Ha Long and Sun Group Ecosystem during the time when Ha Long is closed. - Organize a minigame following the trend of "Miss you" on the fanpage “Ha Long tha gio” with the prize being a voucher to experience Sun Group Ha Long Ecosystem: Spreading the beautiful images tourists had with Ha Long. 	<p>In addition of each destination’s communication products, there is also a shared product: Photo album “Vietnam’s top destination during lockdown”</p> <p>=> Update the quiet images of the present, thereby recalling the bustling images of the destination before the epidemic.</p>

<p><i>Đà Nẵng miss you</i></p>	<ul style="list-style-type: none"> - Reminds memories with Đà Nẵng (videos & photos). - Update photos of hot tourist spots in Da Nang and Sun Group Ecosystem during the lockdown. - Create a Miss you trend for visitors to post their beautiful pictures with Da Nang through seeding packages on Vietnam Oi, Check in Vietnam, and Da Nang travel groups to win prizes. 	
<p><i>Phú Quốc miss you</i></p>	<ul style="list-style-type: none"> - Reminds Phu Quoc with the image of a poetic Mediterranean village (Sun Premier Village Primavera) and Sun Group Ecosystem which tourists have had many memorable memories with. - Updates the current image of Phu Quoc and Sun Group Ecosystem during lockdown. - Focus on "sharing" posts (photos, clips, reviews) on how tourists miss Phú Quốc, and how Phú Quốc misses tourists. - Create a trend with the minigame Miss you on Phu Quoc Tat Tan Tat group for visitors to post their commemorative photos in Phu Quoc. The prize is a voucher to experience the Sun Group Phu Quoc Ecosystem. 	
<p><i>Tây Ninh miss you</i></p>	<ul style="list-style-type: none"> - Reminds customers of “The Southern Roof” with interesting stories, legends and impressive natural scenery. - Update photos and activities of Sun World BaDen Mountain during the social distancing time. 	

	- Create a minigame Miss you on the fanpage of Nui Ba Tay Ninh for visitors to post and spread beautiful pictures taken of Tay Ninh on social networks. The prize is a voucher for the Sun World BaDen cable car.	
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Table 6 - Content lines & Communication products: Sun Group Miss you

Content line 2: How the destinations are constantly changing to serve tourists better

Description: How destinations refresh themselves, waiting for tourists to come back.

Highlighted message:

- Famous destinations such as Sa Pa, Ha Long, Da Nang, Phu Quoc are trying to refresh products and improve service quality to welcome customers in the post-pandemic period. Not only tourist resorts actively beautify the landscape, hotels improve services, but destinations are also making efforts to add new high-class real estate projects to create a synchronous ecological complex ready to serve tourists better after the pandemic.
- Reveal information about upcoming projects: Phu Quoc’s mural project, new statues at Asia Park (Da nang), ... (update according to actual progress). Emphasize the content line revealing the mural project in the Mediterranean village (Sun Premier Village Primavera) with many unique creations, waiting for visitors to check-in and experience.

Communication products:

- Creative photo album (10 pictures) based on impressive images of prominent projects in different destinations, showing cheerful and optimistic shades; Besides creating a trend on social networks, it can be used to print postcards with the message "Miss you".
- Photo albums on how destinations are quietly transforming themselves, “putting on new clothes”, waiting for tourists to return.
- Short clips (under 30 seconds) about the destinations: select impressive scenery, views or projects’ updates.

- Calling for the participation of employees, mobilizing resources and internal channels to spread information, images and clips in order to create mass effects and spreading awareness on social networks.

1.3.2.2.2. BRAND NEW ME

Content lines & key communication products are demonstrated as follows.

Content line	Description	Communication products
Destinations are “blooming” after the pandemic with numerous new attractions	<ul style="list-style-type: none"> - The tourist paradises are "throwing a party" to welcome tourists back. - Spread information and update images about SGR's projects and works in different destinations to attract tourists, get them excited and make them want to come back after the pandemic. - Update information on destinations that are ready to welcome guests. - Update photos & videos about the destinations being jubilant & stacked with tourists again. <p>=> Emphasizing "class, quality, difference" through reinvesting in times of difficulty, affirming commitment to core values and brand reputation, quality of products and services</p>	<ul style="list-style-type: none"> - Photo album: Sun Group's most famous check-in spots in a new look, from Phú Quốc, Đà Nẵng to Quảng Ninh, SaPa. - Video about the mural project in Sun Premier Village Primavera, Phú Quốc. - Viral boost hashtag #COMEBACK in large Facebook community groups about tourism to encourage tourists to share their own memories, photos, clips, reviews about their favorite destinations, and emphasize on Sun Group Ecosystem's destinations.

<p>Sun Group is constantly trying to provide customers with better services & experience</p>	<p>Sun Group is constantly trying to add more value to customers' experience, perfect and constantly innovate, improve service quality, emphasize on:</p> <ul style="list-style-type: none"> • No-touch experience: Improve services to digitize daily customer interactions • Dedicated service • "One-of-a-kind" experiences: Bring Bà Nà Hills & Fansipan Legend's flowers to you. <p>=> Try to include information about attractive promotion programs for visitors when reopening.</p>	<p>- Call for the participation of employees, mobilizing resources and internal channels to spread information, images and clips in order to create mass effects and spreading awareness on social networks.</p>
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Table 7 - Content lines & Communication products: Brand new ME

1.3.2.3. PHASE 3: CÂU CHUYỆN HỆ SINH THÁI SUN GROUP - LỜI GIẢI CHO GIAI ĐOẠN BÌNH THƯỜNG MỚI

Goals:

- Affirming the efforts of the Sun Group ecosystem in turning risks into opportunities, flexibly improvising during the pandemic to create a sustainable ecosystem in destinations.
- Affirming the role of the Sun Group ecosystem in the journey to elevate the destination, especially the shaping role for the development of destinations in the upcoming new normal period.

Content line & key communication products are demonstrated as follows:

Content line	Description	Communication products
Press articles introducing Sun Group Ecosystem	<ul style="list-style-type: none"> - Seeding PR articles about Sun Group Ecosystem on the fanpage system, tourism community groups/forums, ... - Article type: Interactive E-magazine, interactive scroll. - Seeding posts' content: Emphasize "Sun Group Ecosystem - Pioneering sustainable growth trend" - Affirming the trend-leading role in sustainable development for destinations, especially in the post-pandemic period, shaping development and elevating the position of Vietnamese lands not only in domestically but also internationally. 	- Interactive E-magazine, interactive scroll

Table 8 - Content lines & Communication products: Phase 3

1.4. MEDIA CHANNEL

1.4.1. OWNED MEDIA

Facebook fanpage:

The official Sun Group Facebook fanpage is used to update & introduce viewers to daily changes of the destinations, provide tourists with information about epidemic prevention regulations at each destination, and remind tourists of the destinations with photos & videos of Sun Group’s projects. The content tone is professional.

Link: <https://www.facebook.com/tapdoanmattrooi/>

Other regional satellite fanpages are used to upload daily photos & videos of their destination, organize giveaway minigames & update about the destination’s transformation. The content tone can be flexible: it can be fun and eager to excite the customers, or it can also be deep to make them feel nostalgic.

Links:

- Vivu Phu Quoc: <https://www.facebook.com/VivuPhuQuoc/>
- Vivu Ha Long: <https://www.facebook.com/vivuhalong1/>
- Vivu Lào Cai: <https://www.facebook.com/VivuLaoCai/>
- NÚI BÀ TÂY NINH: <https://www.facebook.com/TayNinhNuiBaDen/>
- Phu Quoc Travel: <https://www.facebook.com/AroundOfPhuQuoc/>
- Đà Nẵng Tôi Yêu: <https://www.facebook.com/ILoveDanangNow/>
- Hạ Long Thả Gió: <https://www.facebook.com/fanpagehalongthagi0/>
- Where in Da Nang: <https://www.facebook.com/whereindanang>

Facebook groups:

Facebook groups are where our campaign touches the customers most. They are where we share the memories, photos & clips, reviews and even news as experienced tourists, so that customers feel close and trustworthy, and encourage them to post their own memories with the hashtags #missyou and #comeback. These are also places for seeding and giveaway minigames.

Links:

- Phú Quốc Tất Tàn Tật: <https://www.facebook.com/groups/2267804506780203>
- SAPA Tất Tàn Tật: <https://www.facebook.com/groups/333731763722030>

- Hạ Long Review Tất Tần Tật: <https://www.facebook.com/groups/nhomreviewhalong/about>
- Đà Nẵng Review Tất Tần Tật: <https://www.facebook.com/groups/DaNangRevieww>

1.4.2. PAID MEDIA

Facebook Fanpage:

Where we paid to get our content uploaded or seeded. The contents are: photos & videos of the destinations, questions to remind tourists about the destinations.

Links:

- Hello Vietnam: <https://www.facebook.com/tosayhellovietnam/>
- Đô thị Quảng Ninh: <https://www.facebook.com/ReviewQuangNinh/>
- Tỉnh Tâm: <https://www.facebook.com/pagetinhTam/>
- Ifact: <https://www.facebook.com/IQFact>
- Nhà cấp 4: <https://www.facebook.com/nhacap4.appota>
- Vietnam Projects Construction: <https://www.facebook.com/VnProCo>
- Tây Bắc 24h: <https://www.facebook.com/taybac24h/>
- Otofun: <https://www.facebook.com/Otofun.Community>
- Tô Đi Đâu: <https://www.facebook.com/todidau>
- Amazing Things in Vietnam: <https://www.facebook.com/AmazingThingsInVietnam>
- Đà Nẵng Page: <https://www.facebook.com/danang.page>

Facebook groups:

Facebook groups are where our campaign touches the customers most. They are where we share the memories, photos & clips, reviews and even news as experienced tourists, so that customers feel close and trustworthy. These are also places for seeding.

Links:

- Check in Vietnam: <https://www.facebook.com/groups/vietnamlovers/about>
- Việt Nam Oi!: <https://www.facebook.com/groups/YAN.VietNamOi/about>
- Review Hạ Long: <https://www.facebook.com/groups/tuyendungvieclamhanam>

- Amazing Phú Quốc - Review Chất:
<https://www.facebook.com/groups/VietNamDuKyTravel/about>
- Hiệp hội du lịch Đà Nẵng:
<https://www.facebook.com/groups/hiephoidulichdanangvn/about>
- Ồ! Phượt đi!: <https://www.facebook.com/groups/ophuotdi/about>
- Diễn đàn Đô Thị - Kinh Tế - Xã hội Việt Nam (VPC):
<https://www.facebook.com/groups/VietnamProjectsConstructionGROUP/about>
- Lang thang Đà Nẵng group:
<https://www.facebook.com/groups/1108909309534750/>

1.4.3. EARNED MEDIA

Personal Facebook share

Call for the participation of employees, mobilizing resources and internal channels to spread information, images and clips in order to create mass effects and spreading awareness on social networks.

Focus on contents that encourage viewers to tag their friends and share, such as minigames and other interactive posts to utilize this source of earned media.

Word of mouth

Using word of mouth to reach the target audience directly will be a wise move in this plan. Focus on contents that encourage viewers to tag their friends, make them want to invite their friends and families to go on a trip, such as: giveaway minigames, reminder posts, ...

This form of media also has a certain level of reliability, because people tend to believe what their acquaintances tell them.

Customers’ “sharing” posts

Our ultimate goal is to encourage our customers with our content enough that they share their own memories, photos & clips, reviews on community groups. That will show that they are involved in our campaign enough to share their own experiences, and that our campaign reached a certain level of success.

1.5. ESTIMATED BUDGET

Item	Content	Price (VND)
I	Phase 1	110.000.000
1	Video production	50.000.000
2	Facebook Ads	50.000.000
3	Paid media booking (Facebook fanpage & groups)	10.000.000
II	Phase 2	250.500.000
1	Minigame prizes	25.500.000
2	Video production	95.000.000
3	Facebook Ads	100.000.00
4	Paid media booking (Facebook fanpage & groups)	30.000.000
III	Phase 3	39.500.000
1	Paid media booking (Facebook fanpage & groups)	4.500.000
2	Facebook Ads	15.000.000
3	E-Magazine production	15.000.000
IV	Incurred cost	10%
1	Incurred cost	40.000.000
V	Total	440.000.000

Table 9 - Estimated budget

2. RISK MANAGEMENT

Type of risk	Describe	Level	Solution
Pandemic	The epidemic situation is complicated, the pandemic can re-emerge at any time. Another lockdown period is possible if the situation is serious enough, and that could make the plan corrupt.	High	<ul style="list-style-type: none"> - Strictly follow the epidemic prevention regulations and 5K. - The campaign is executed entirely online in order to prevent any cancellation due to the pandemic situation.

			<ul style="list-style-type: none"> - The campaign’s content is flexible to stretch if there is any postponement.
Weather	It is not exactly “beach weather” in Quảng Ninh..	Medium	<ul style="list-style-type: none"> - Focus on other destinations in Quảng Ninh (that are in Sun Group Ecosystem) that tourists can still enjoy other than Hạ Long Beach, such as Yoko Onsen Quang Hanh (hot spring hotel) or Sun World Hạ Long Park and other real estate projects.
Customer’s psychology	Customers are afraid of being infected with COVID-19	High	<ul style="list-style-type: none"> - Content must be highly focused on how strict Sun Group’s destinations are following the epidemic prevention regulations, especially 5K. - On the other hand, attract their attention by showing the impressive scenery & views of the destinations.
Customer’s bad “sharing” posts	There are bad reviews & opinions on community groups about Sun Group’s destinations, which damaged the image of a field leader we are trying to establish & can affect negatively on the campaign	High	<ul style="list-style-type: none"> - First contact the customer to apologize and negotiate so they will delete the post (or comment) as soon as possible. - At the same time, investigate if what they

			experienced is true, and if it is, correct the mistake(s) and make sure not to repeat them in the future.
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Table 10 - Risk Management

III. PRE-PRODUCTION

1. PREPARATION

- Brainstorming & planning the campaign.
- Double check the plan to find loopholes & fix them.
- Selecting paid media partners (finding contacts, price negotiations and seal the deal).
- Selecting production partners (finding contacts, price negotiation and seal the deal).

2. COMMUNICATIONS DESIGNS

2.1. GENERAL REQUIREMENTS

All products (Photos, video clips) must include the Sun Group logo to enhance brand recognition.

2.2.. REQUIREMENTS FOR PRODUCTS RELATED TO SUN GROUP'S PROJECTS AND WORKS

- For depicting the ecosystem of Sun Group in regions: select typical images of projects in all investment fields to clearly and fully represent Sun Group's ecosystem in the following regions: Northwest, Capital, Northeast, Central, South.
- For specific projects and works: select typical images, symbolic items/details, which are the project's identity mark.
- Key visual aims at evoking customers' emotions, reminding destinations and visitors' experiences.



Figure 5 - Communication designs example

REPORT NO.3: PRODUCTION EXECUTION

I. OVERVIEW

1. TIMELINE

The campaign is implemented from 1/9/2021 to 30/11/2021 is divided into three phrases:

- Phase 1: Hệ sinh thái Sun Group - Tiên phong kiến tạo, không ngừng đổi mới (1/9/2021 - 30/9/2021)
- Phase 2: Hệ sinh thái Sun Group và cuộc chuyển mình trong đại dịch (1/10/2021 - 20/11/2021)
- Phase 3: Câu chuyện Hệ sinh thái Sun Group - Lời giải cho giai đoạn bình thường mới (20/11/2021 - 30/11/2021)

The specific timeline is shown in the Gantt chart below:

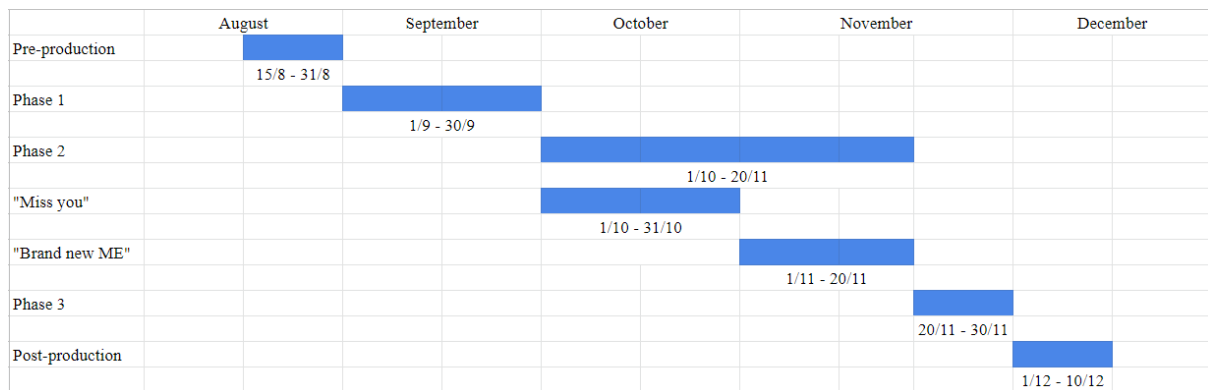


Figure 6 - Campaign timeline

2. BUDGET

Item	Content	Price (VND)
I	Phase 1	98.400.000
1	Video production	35.000.000
2	Facebook Ads	50.000.000
3	Paid media booking (Facebook fanpage & groups)	13.400.000
II	Phase 2	205.000.000

1	Minigame prizes	25.500.000
2	Video production (4 videos)	80.000.000
3	Facebook Ads	85.000.000
4	Paid media booking (Facebook fanpage & groups)	15.000.000
III	Phase 3	32.000.000
1	Paid media booking (Facebook fanpage & groups)	7.000.000
2	Facebook Ads	10.000.000
3	E-Magazines production	15.000.000
IV	VAT	10%
1	Value-added tax	33.540.000
V	Total	368,940,000

Table 11 - Budget

II. CAMPAIGN REPORT

1. COMMUNICATION REPORT

1.1. PHASE 1 COMMUNICATION REPORT

FACEBOOK COMMUNICATION REPORT: PHASE 1			
September			
1/9	2/9	3/9	4/9
Fanpages: - Implying tourism comeback posts	Fanpages: - Independence Day celebration posts.	Fanpages: - Project introduction post: Yoko Onsen Quang Hanh	Fanpages: - Project introduction post: Sun World Ba Na Hills
5/9	6/9	7/9	8/9

Fanpages: - Project introduction post: Asia Park - Sun World Da Nang Wonders	Fanpages: - Project introduction post: Sun World Hon Thom Nature Park	Fanpages: - 1st lunar calendar: Introduce spiritual tourism complex Fansipan Legend	Fanpages: - Project introduction post: Sun Premier Village Primavera
9/9	10/9	11/9	12/9
Fanpages: - Seeding articles introducing Sun Group Ecosystem posts	Fanpages: - Project introduction post: Sun World Ha Long Complex	Fanpages: - Fansipan transformation: Top of Fansipan & Fansipan Legend flower hills	Fanpages: - Project introduction post: Sun World BaDen Mountain
13/9	14/9	15/9	16/9
Fanpages: - Reminder about Ha Long	Fanpages: - Top things to do after lockdown in Tay Ninh - Reminder about Phu Quoc's destinations	Fanpages: - Reminder about Sun World BaNa Hills	Fanpages: - Reminder about coming back to Da Nang and Ha Long after lockdown - Memories about "cloud hunting" season in Tay Ninh and SaPa - Memories sharing about Phu Quoc
17/9	18/9	19/9	20/9
Groups: - Memories sharing about Phu Quoc & desire to come back after lockdown.	Groups: - Phu Quoc's nostalgia & memories	Groups: - Calling visitors to share photos and memories at Fansipan with the message #missyou & hope to return to Sapa soon.	Groups: - Reminder about SaPa "cloud hunting" season - Reminder about Phu Quoc top check-in spots
21/9	22/9	23/9	24/9

<p>Groups:</p> <ul style="list-style-type: none"> - Reminder about Phu Quoc & hope to come back soon 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Reminder & reviews about Sun Group Ecosystem in Quang Ninh <p>Groups:</p> <ul style="list-style-type: none"> - Reminder about Sun Plaza - a SaPa not to miss spot - Memories sharing about Fansipan sunset 	<p>Groups:</p> <ul style="list-style-type: none"> - Phu Quoc unique experiences & reminder & desire to come back - Reasons why tourists love Phu Quoc - Top memorable tourists spot in Vietnam <p>Staff's FB post:</p> <ul style="list-style-type: none"> - Memories with Ha Long 	<p>Groups:</p> <ul style="list-style-type: none"> - Sun Premier Village Primavera - "Mediterranean Town" photo album - Reminders about Sun Group's destinations all around Vietnam
25/9	26/9	27/9	28/9
<p>Groups:</p> <ul style="list-style-type: none"> - "Cloud hunting" in SaPa season memories, experiences & reviews - Phu Quoc immense view from Hon Thom cable cars - Sun World Fansipan Legend reviews & memories - Tay Ninh not to miss spots - Fansipan nostalgia & desire to come back - Memories about Fansipan Mgallery with friends - Fansipan Legend complex during lockdown photo updates - Memories about Sun World Ha Long Complex - Full moon day post about BaDen Mountain, Tay Ninh 	<p>Groups:</p> <ul style="list-style-type: none"> - Sun Premier Village Primavera check-in spots - BaNa Hills nostalgia & desire to come back - Memories sharing about Sun Worlds around Vietnam 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Must-go destinations after lockdown <p>Groups:</p> <ul style="list-style-type: none"> - Top destinations around Vietnam - Tay Ninh not to miss spots - Fansipan Legend flower hills memories - Phu Quoc not to miss spots - Reminder about Yoko Onsen Quang Hanh - "Japanese Village" <p>Staff's FB posts:</p> <ul style="list-style-type: none"> - BaNa Hills sunset - Memories with Fansipan & desire to come back 	<p>Groups:</p> <ul style="list-style-type: none"> - Place I have been to & memories I had there - SaPa memories: "Cloud hunting" season, Fansipan Legend Complex & desire to come back
29/9	30/9		

	Groups: - Memories with Sun Premier Village Primavera - "Mediterranean Town"	
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Table 12 - Facebook Communication report: Phase 1

1.2. PHASE 2 COMMUNICATION REPORT

FACEBOOK COMMUNICATION REPORT: PHASE 2			
October			
1/10	2/10	3/10	4/10
Groups: - Remind check-in zone posts in Phu Quoc Fanpages: - Place not to be missed in SaPa	Fanpages: - Remind SGR's projects around Vietnam (3 posts) - Travel blogger shares Sun World Fansipan Legend photo album Groups: - Review Phu Quoc experiences (2 posts) - Review Sapa experiences (1 post)	Groups: - Memories with SaPa "snow hunt" - Memories with Phu Quoc	Groups: - Serenity in Phu Quoc village (clip) - Ha Long photo album
5/10	6/10	7/10	8/10

<p>Groups:</p> <ul style="list-style-type: none"> - Check-in spots not to be missed in Sa Pa - Memories at Sun Premier Village Primavera 	<p>Groups:</p> <ul style="list-style-type: none"> - Phu Quoc's minigame information reveal 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Reminders, suggestions about Phu Quoc, Quang Ninh, Tay Ninh, SaPa, Da Nang destinations <p>Groups:</p> <ul style="list-style-type: none"> - SaPa not to miss spots - SaPa miss you minigame announcement <p>Staff's FB post:</p> <ul style="list-style-type: none"> - Memories about Phu Quoc - Reminder about Phu Quoc 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Da Nang & SaPa not to miss experiences <p>Groups:</p> <ul style="list-style-type: none"> - Sun Premier Village Primavera spotlights - Phu Quoc miss you minigame information sharing - Phu Quoc, SaPa experience sharing & promise to come back - SaPa reminder
9/10	10/10	11/10	12/10
<p>Fanpages:</p> <ul style="list-style-type: none"> - Update photos of Ba Den mountain at the moment <p>Groups:</p> <ul style="list-style-type: none"> - SaPa experiences sharing - Sun World Halong Complex memories sharing 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Da Nang miss you minigame <p>Staff's FB post:</p> <ul style="list-style-type: none"> - Sun Premier Village Primavera photos sharing 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Flower springs on "The Southern roof" - Miss you minigame: Sun World Hon Thom Nature Park, Sun World BaNa Hills, Sun World Halong Complex, Sun World Fansipan Legend <p>Groups:</p> <ul style="list-style-type: none"> - Reminders about Da Nang, & experiences not to miss there - Phu Quoc memories & experiences sharing 	<p>Fanpages:</p> <ul style="list-style-type: none"> - 43 golden statues at Sun Tower, Sun World BaNa Hills <p>Groups:</p> <ul style="list-style-type: none"> - Phu Quoc #missyou sharing posts - Fansipan scenery, informations about SaPa love market expected dates and Sun World Fansipan Legend - Fansipan photo updates & reminders about "cloud hunting" season - Phu Quoc tourism reviews <p>Staff's FB posts:</p> <ul style="list-style-type: none"> - Photo album: Serenity in Southern Phu Quoc - SaPa #missyou sharing posts
13/10	14/10	15/10	16/10

<p>Fanpages:</p> <ul style="list-style-type: none"> - BaDen Mountain #missyou minigame post - Golden statues in Sun World BaNa Hills <p>Groups:</p> <ul style="list-style-type: none"> - Phu Quoc changes with Sun Group's impressive projects - Sharing post about Phu Quoc first trip and desire to come back - Memories about Fansipan & cafe on clouds at the top of Fansipan 	<p>Groups:</p> <ul style="list-style-type: none"> - Fansipan photos update & desire to come back - Sharing memories at Fansipan Legend Photos about Catamaran cruise ship in the sunset (Phu Quoc) 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Photos update & pandemic situation update at BaDen Mountain - Ha Long & SaPa photos update & tourism suggestions - Phu Quoc's mural project introduction 	<p>Groups:</p> <ul style="list-style-type: none"> - SaPa photos update & desire to comeback - Tourism suggestions for Da Nang - Information update about SaPa expected return - Sun Premier Village Primavera video & Phu Quoc situation update
17/10	18/10	19/10	20/10
<p>Groups:</p> <ul style="list-style-type: none"> - Thorough guides on how to reach SaPa & health requirements - Information updates about BaDen Mountain test return 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Photos update about the first tourists to come back (in the test return program) <p>Groups:</p> <ul style="list-style-type: none"> - Top SaPa check-in spots & desire to come back 	<p>Groups:</p> <ul style="list-style-type: none"> - Fansipan photos update & desire to come back - Fansipan Legend flower hills review - Things that are waiting for you at SaPa & Phu Quoc 	<p>Fanpages:</p> <ul style="list-style-type: none"> - SaPa's comeback: What's special? - Photos update: First tourists to return to BaDen Mountain - Fansipan flowers - Fansipan Legend complex <p>Groups:</p> <ul style="list-style-type: none"> - Sun World Hon Thom Nature Park reviews
21/10	22/10	23/10	24/10

<p>Fanpages:</p> <ul style="list-style-type: none"> - Top tourism destinations in Vietnam Phu Quoc - a not to miss destination <p>Groups:</p> <ul style="list-style-type: none"> - Sun Group's Phu Quoc projects photo album - Top impressive views at Sun Premier Village Primavera - Minigame results announcement 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Ha Long's panoramic view from the Sun Wheel - Hot facebooker sharing photo album with Fansipan & desire to come back <p>Groups:</p> <ul style="list-style-type: none"> - SaPa situation updates Fansipan "snow hunting" reviews - Sun Group's top-class resort & hotel in Da Nang 	<p>Groups:</p> <ul style="list-style-type: none"> - SaPa "snow hunting" experiences & reviews 	<p>Groups:</p> <ul style="list-style-type: none"> - "Cầu Hôn" project introduction (Phu Quoc)
25/10	26/10	27/10	28/10
<p>Groups:</p> <ul style="list-style-type: none"> - Fansipan flower hills & "snow hunting" experience - Southern Phu Quoc "Colosseum" - Information update: Phu Quoc tourism return, Sun Premier Village Primavera 	<p>Groups:</p> <ul style="list-style-type: none"> - Fansipan cable cars & Fansipan flower hills scenery 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Da Nang top tourism spots - Reminder about Yoko Onsen Quang Hanh and Sun World BaDen Mountain <p>Groups:</p> <ul style="list-style-type: none"> - Sun World Ba Na Hills reviews & desire to come back 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Tây Ninh miss you minigame result announcement
28/10	29/10	30/10	31/10
<p>Fanpages:</p> <ul style="list-style-type: none"> - Tây Ninh miss you minigame result announcement 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Reminder about SaPa and MGallery Hotel Ha Long Zero waste Sculpture Exhibition 		<p>Fanpages:</p> <ul style="list-style-type: none"> - Photo album: Southern Phu Quoc BaDen Mountain situation update <p>Groups:</p> <ul style="list-style-type: none"> - "Fansipan Legend at night" photo album Sun Plaza - a SaPa not to miss spot - Sun Premier Village Primavera overview Sun Group Da Nang tourism reviews

Table 13 - Facebook Communication report: Phase 2 (October)

November			
1/11	2/11	3/11	4/11
<p>Fanpages:</p> <ul style="list-style-type: none"> - Information update: Ho Chi Minh City - BaDen Mountain Tour - Love garden "Le Jardin D'amour" - BaNa Hills story 	<p>Groups:</p> <ul style="list-style-type: none"> - Top of Fansipan photos & desire to come back - Sun World Halong Complex - Must-go destination - Sun World Hon Thom Nature Park information update - Check-in spots at Sun Premier Village Primavera 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Sun World Halong Complex - promise to come back <p>Groups:</p> <ul style="list-style-type: none"> - Asia Park memories & desire to come back - Sun World Fansipan Legend situation update - Mediterranean Town (Sun Premier Village Primavera) reviews 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Sun World BaDen Mountain situation update <p>Groups:</p> <ul style="list-style-type: none"> - Sun World BaNa Hills memories & desire to come back
5/11	6/11	7/11	8/11
<p>Fanpages:</p> <ul style="list-style-type: none"> - Discover Sun World BaDen Mountain - Pray for a peaceful life - The journey of creating a high-class "Made in Vietnam" ecosystem of Sun Group - The appearance of South Phu Quoc with Sun Group's high-class projects 	<p>Groups:</p> <ul style="list-style-type: none"> - Mediterranean Town (Sun Premier Village Primavera) photo album - Sun Plaza - a not to miss check-in spot in SaPa 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Intercontinental Da Nang Peninsula Resort introduction (video) <p>Groups:</p> <ul style="list-style-type: none"> - Fansipan "cloud hunting" season scenery - Sun Group's projects in SaPa photo album - Phu Quoc - a journey from a poor fishing village to a high-class destination with Sun Group 	<p>Fanpages:</p> <ul style="list-style-type: none"> - Sun World Ha Long Complex introduction (video) - Tay Ninh tourism introduction <p>Groups:</p> <ul style="list-style-type: none"> - Fansipan photo album & desire to come back - Fansipan mountain train photo album & reviews - Check-in photo album at Sun Premier Village Primavera
9/11	10/11	11/11	12/11

Groups: - Photo albums & positive reviews about New World Phu Quoc Resort - Cầu Vàng review & wish to come back	Fanpages: - Photo album: BaDen Mountain serenity - Tay Ninh: spiritual tourism with interesting mythic lore - Sun World BaNa Hills introduction (video)	Fanpages: - Asia Park introduction (video) - Asia Park - a Da Nang not to miss spot - Yoko Onsen Quang Hanh introduction - SaPa - Fansipan Legend flowers scenery (video)	Groups: - Fansipan Legend Complex scenery
13/11	14/11	15/11	16/11
	Fanpages: - Sun World Hon Thom Nature Park changes & guide	Groups: - Sun Premier Village Primavera guide	Fanpages: - Perfect time of the year to enjoy Yoko Onsen Quang Hanh
17/11	18/11	19/11	20/11
Fanpages: - Post-pandemic destination: Sun World BaNa Hills - Da Nang is ready to welcome tourists - Not to miss check-in spots in BaNa Hills - BaNa Hills at night - Phu Quoc mural project introduction Groups: - Must-try experiences in Da Nang	Fanpages: - Post-pandemic destination: Yoko Onsen Quang Hanh - Yoko Onsen Quang Hanh - one of a kind experience - Phu Quoc mural project video	Fanpages: - Post-pandemic destination: Sun World Hon Thom Nature Park - Phu Quoc “vaccine visa” policy - Sun World Hon Thom Nature Park - guide & changes introduction	Fanpages: - Post-pandemic destination: Sun Premier Village Primavera - Sun Premier Village Primavera - Mediterranean Town in Vietnam Groups: - Southern Phu Quoc changes with Sun Premier Village Primavera

Table 14 - Facebook Communication report: Phase 2 (November)

1.3. PHASE 3 COMMUNICATION REPORT

FACEBOOK COMMUNICATION REPORT: PHASE 3			
November			
20/11	21/11	22/11	23/11

Fanpages: - Premier Village Ha Long Bay comes back: safe and interesting destinations, strictly follows regulations	Fanpages: - Ha Long International Port story: a must-visit destination in Quang Ninh	Fanpages: - South Phu Quoc welcome back journey	Fanpages: - Phu Quoc is ready to welcome tourists again - Sun Group's destinations is ready to serve tourists the best experiences.
24/11	25/11	26/11	27/11
Fanpages: - JW Marriott Emerald Bay Phu Quoc introduction	Fanpages: - Bill Bensley art gallery in Intercontinental Da Nang Resort - Seminar "Du lịch Phú Quốc - Sức sống mới, tiềm năng và cơ hội mới" - Premier Village Ha Long Bay Resort introduction	Fanpages: - Seminar "Du lịch Phú Quốc - Sức sống mới, tiềm năng và cơ hội mới" report - Sun Group finds opportunities in threats, flexibly catch the trend and rise	Fanpages: - Capella Hanoi Hotel introduction
28/11	29/11	30/11	
Fanpages: - Seeding VnExpress' article - Seminar "Du lịch Phú Quốc - Sức sống mới, tiềm năng và cơ hội mới" highlights	Fanpages: - Sun World Halong Complex Queen cable cars journey	Fanpages: - Sun World BaDen Mountain - World's largest cable car station	

Table 15 - Facebook Communication report: Phase 3

2. CAMPAIGN REPORT

2.1. PHASE 1: HỆ SINH THÁI SUN GROUP - TIỀN PHONG KIẾN TẠO, KHÔNG NGỪNG ĐỔI MỚI (1/9/2021 - 30/9/2021)

2.1.1. GOALS

- Positioning Sun Group Ecosystem including Sun World, Sun Hospitality, Sun Property brands, creating a synchronous, methodical, professional and sustainable tripod posture in 3 areas: Entertainment - Tourism - High-class real estate.

- Affirming the pioneering role in the Vietnamese market of Sun Group Ecosystem, making positive and strong changes to destinations, at the same time increasing the value of real estate, creating sustainable profit for investors.

2.1.2. COMMUNICATION PRODUCTS

We have strict requirements about our products’ quality, especially imagery requirements since it is crucial to win customers’ attention by their first glance at our posts.

The videos are produced with flycam to exploit the most out of the destinations’ impressive scenery. The photos are also taken from high and far angles for the same reason.

Posts are scheduled around 20:00 which is when our target audiences have returned home from work. At this time they are having their dinner or just finished it, and can have some free time to surf Facebook newsfeed and find our post. Ideally they should find it interesting and share immediately with those who are around them (family/friends) at the moment.

We conducted 2 content lines in order to achieve this phase’s goals, which are:

- Identify and remind customers about the Sun Group Ecosystem.
- Sun Group elevates Vietnam tourism.

2.1.2.1. CONTENT LINE: IDENTIFY AND REMIND CUSTOMERS ABOUT THE SUN GROUP ECOSYSTEM

This content line is focused on clearly portraying the Sun Group Ecosystem as a high-class, different ecosystem which provides a full tourism supply chain. In every province Sun Group invested in, Sun Group’s mini brands support each other to form a synchronous, methodical, professional, classy and sustainable ecosystem.

Our products are videos & photos showing off Sun Group’s finest, most symbolic projects to remind our customers of a classy ecosystem.

Here are some examples of our products:

Video clips:



Figure 7 - Video posts example

Photos:



Figure 8 - Photo posts example

2.1.2.2. CONTENT LINE: SUN GROUP ELEVATES VIETNAM TOURISM.

This content line focuses on how Sun Group transformed everywhere they invested in. How Phu Quoc transformed from a small fishing village to one of Vietnam’s finest destinations, or how SaPa from a destination with potentials turned into a SaPa with various unique destinations, such as the Fansipan Legend complex, the flower valleys, the MGallery hotel, ...

Our products are mainly videos showing their transformation journeys, emphasizing on Sun Group’s importance in the process.

Here are some examples of our products:



Figure 9 - Sun Group transforms destinations - video posts example

2.2. PHASE 2: HỆ SINH THÁI SUN GROUP VÀ CUỘC CHUYẾN MÌNH TRONG ĐẠI DỊCH (1/10/2021 - 20/11/2021)

2.2.1. GOALS

- Supporting business activities of Sun Property; reminding tourists and partners about the SGR ecosystem in all regions of the country through emotional images and stories.
- Affirm that Sun Group is constantly renewing itself, enhancing the value of destinations, projects and customer experiences. Even in the current period of fighting against the Covid-19 epidemic, SGR is constantly moving to create innovation in a synchronous, methodical, quality and classy manner every day, building up ready day-to-day values. return to welcome tourists and investors with a new, complete and enhanced look and experience.

2.2.2. SUN GROUP “MISS YOU”

Sun Group “Miss you” is the highlight of the whole campaign, with the message “Nature - Culture - People of each Sun Group’s destinations, all miss you.”

In order to spread the message and attract our target audiences, we conducted 2 content lines, which are:

- Remind customers about the Sun Group Ecosystem.
- How the destinations are constantly changing to serve tourists better.

2.2.2.1. CONTENT LINE: REMIND CUSTOMERS ABOUT THE SUN GROUP ECOSYSTEM.

We initialized the social network trend Sun Group “Miss you”. Every invested area will have its own giveaway minigame and Facebook posts to serve the content line’s purpose.

The posts are divided into 3 types: Fanpage posts, community groups posts and personal Facebook posts. Their differences and characteristics are described as follows:

Fanpage posts	
Content	- Destinations' pandemic situation update - Destination's situation update: changes, scenery photos - Top spots/experiences not to miss at SaPa/Quang Ninh/Da Nang/Tay Ninh/Phu Quoc
Content tone	- Posts are written either in a fun and close tone, in order to interest the tourists or in a sad tone to express how the destinations and the people there are missing the tourists, in order to create nostalgic feelings from them
Imagery requirements	- High quality photos & videos
Posting time	- 9:00, 14:00 and 20:00

Table 16 - Fanpage posts

Example:

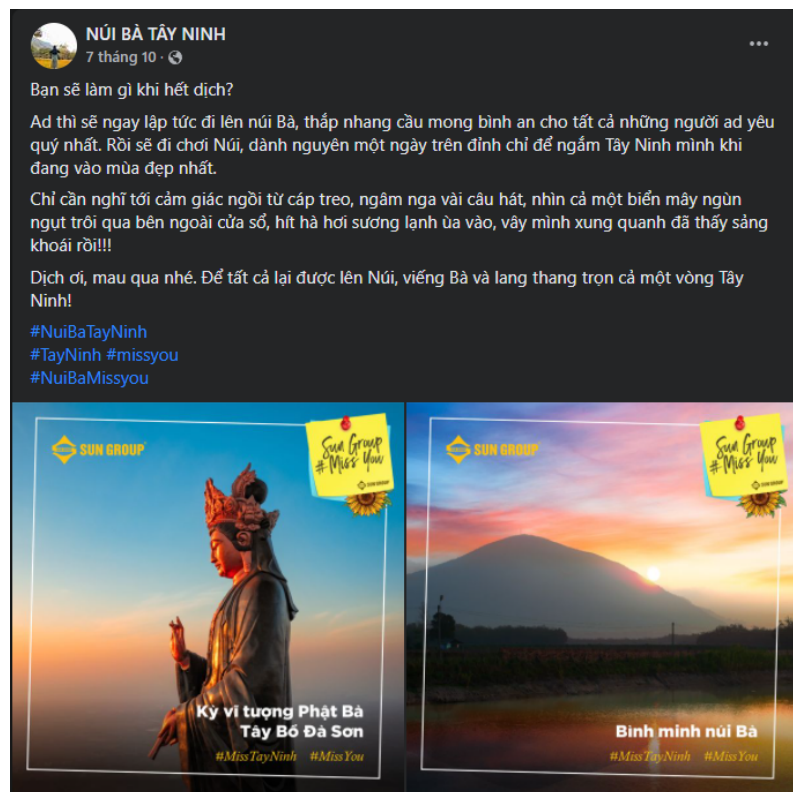


Figure 10 - Fanpage posts example

Community groups posts	
Content	<ul style="list-style-type: none"> - Destinations' pandemic situation update - Destination's situation update: changes, scenery photos - Sharing memories about their stay at the destinations - Throwback, reviews or guide about the destinations

Content tone	- Posts are written either in a fun and close tone, in order to interest the tourists or in a sad tone to express how the destinations and the people there are missing the tourists, in order to create nostalgic feelings from them. But most importantly, the posts have to sound real, like it was written by an actual customer who had a stay at the destination, a person that they could relate to, could feel for and trust, not in a professional business tone or advertising tone.
Imagery requirements	- Photos and videos should be included, and they should be amateur products (but not sloppy): selfies, self-made video clips, ...
Posting time	- Anytime in the day is fine, but it should be around meal time

Table 17 - Community groups posts

Example:

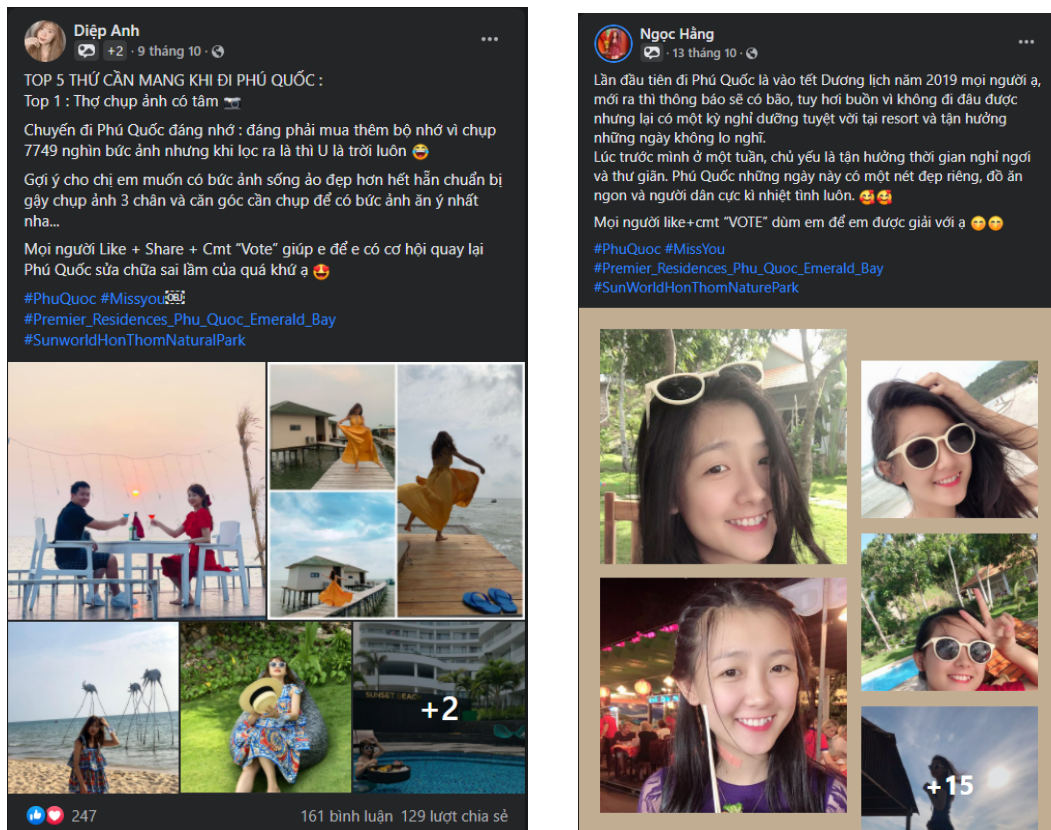


Figure 11 & 12 - Community groups posts example

Personal Facebook posts	
Content	<ul style="list-style-type: none"> - Introduce the destinations - Sharing memories about their stay at the destinations - Throwback, reviews or guide about the destinations

Content tone	- These are mostly staff’s posts to spread the message wider. - The post should sound like an intimate talk, a confession, tell a story, a memory about the destination.
Imagery requirements	- Photos and videos should be included, and they should be amateur products (but not sloppy and careless): selfies, self-made video clips, ...
Posting time	- 9:00, 14:00 and 20:00

Table 18 - Personal Facebook posts

Example:

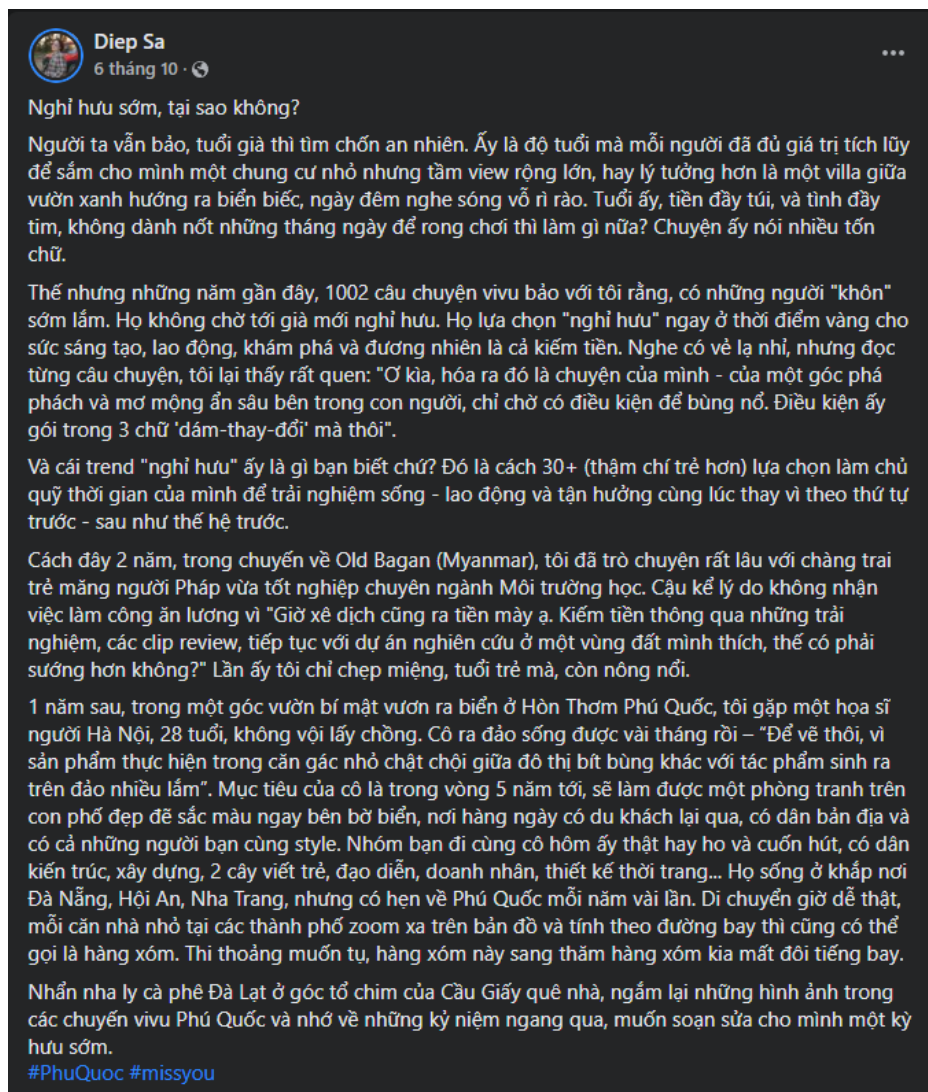


Figure 13 - Personal Facebook posts example

2.2.2.2. CONTENT LINE: HOW THE DESTINATIONS ARE CONSTANTLY CHANGING TO SERVE TOURISTS BETTER

This line is focused on how famous destinations like Sa Pa, Ha Long, Da Nang, Quang Ninh and Phu Quoc are upgrading their services & products to welcome tourists back after the pandemic.

The specific post content is revealing information about Sun Group's up and coming projects to surprise and excite customers when they come back, such as: the new golden statues at Ba Na Hills, Phu Quoc mural project, ...

Our conducted communication products for this line are:

- Regular remind posts:

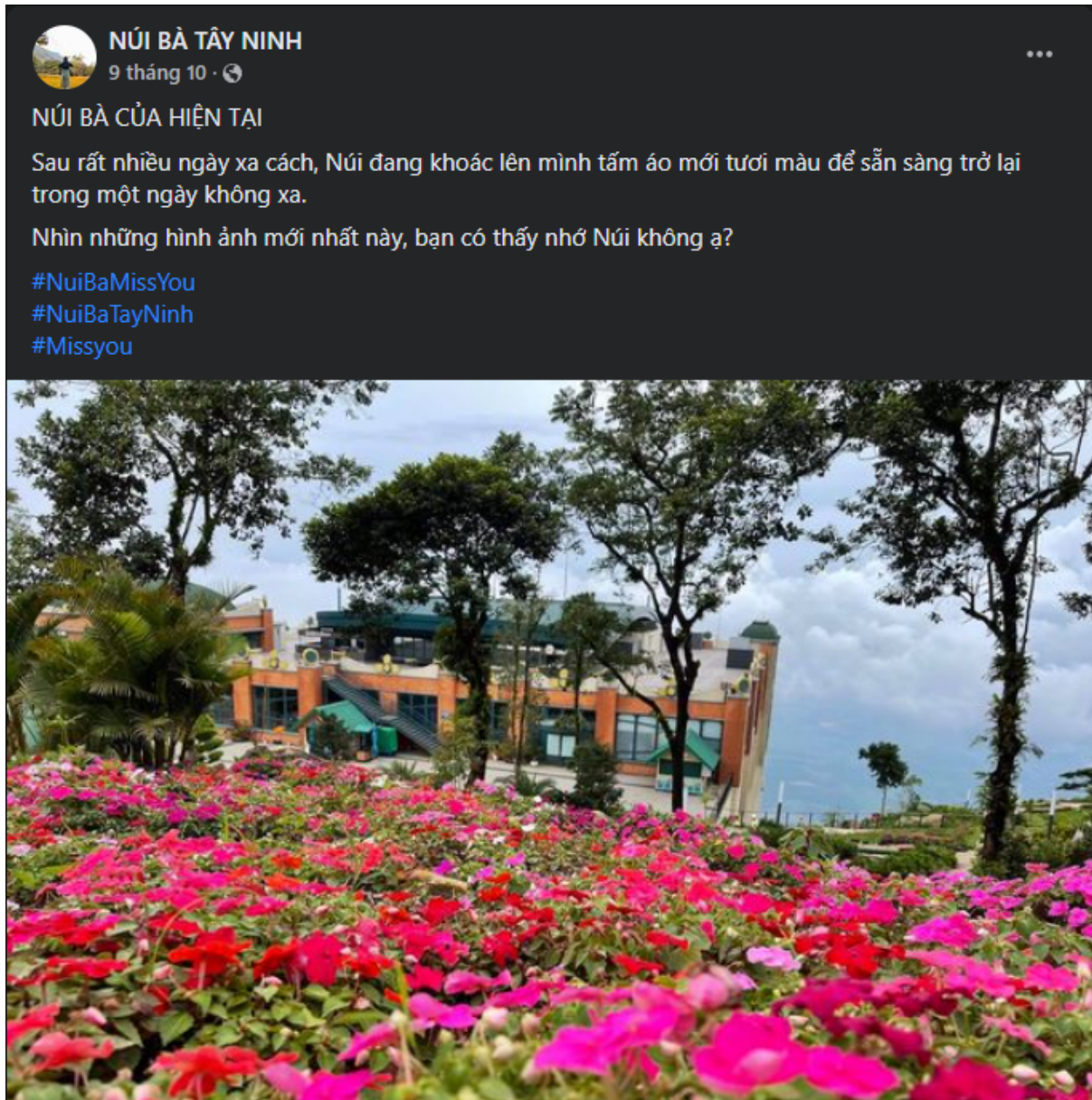


Figure 14 - Remind posts example

- Creative postcard album: Can both be used for Facebook posts and postcards

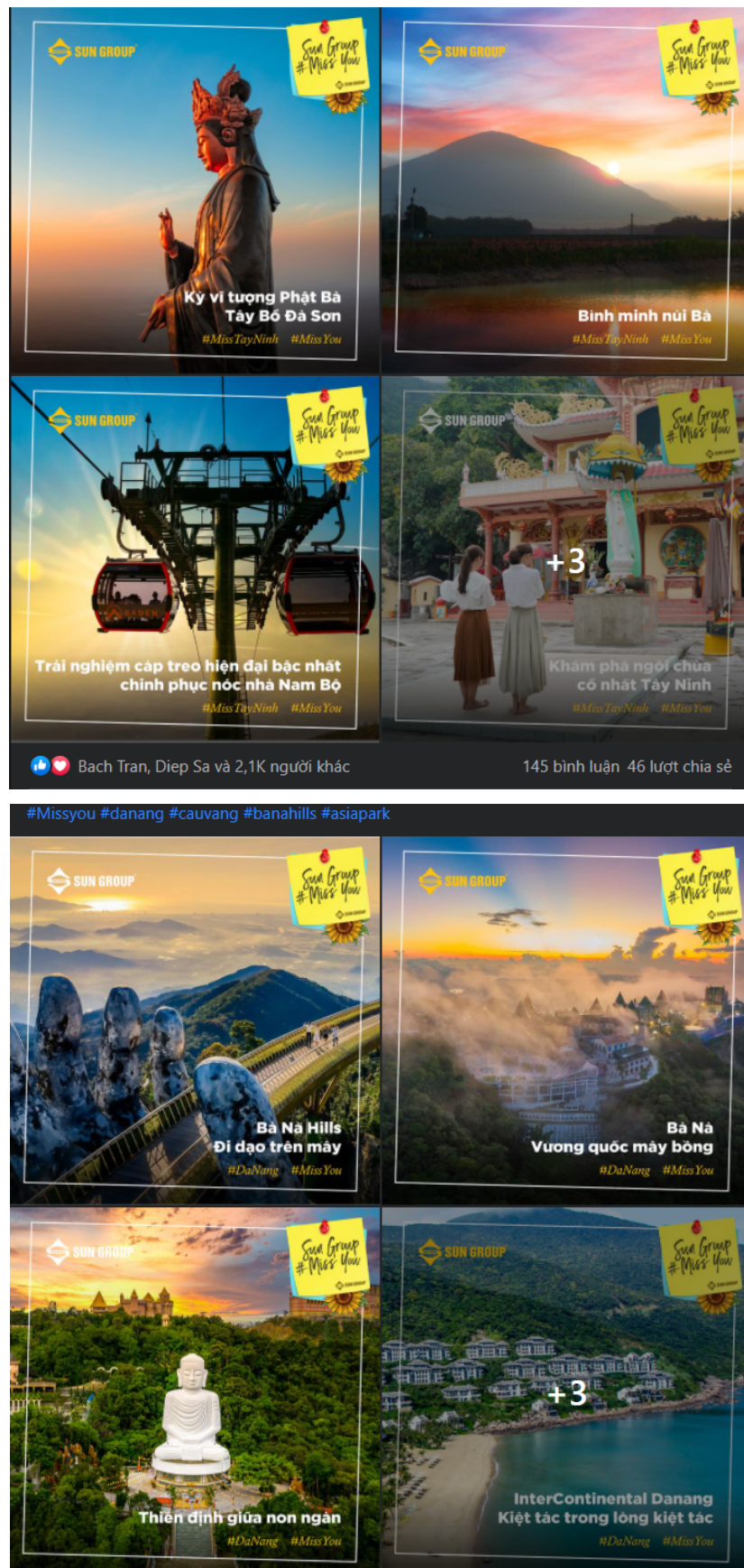


Figure 15 & 16 - Creative postcard albums example

- Project reveal post:

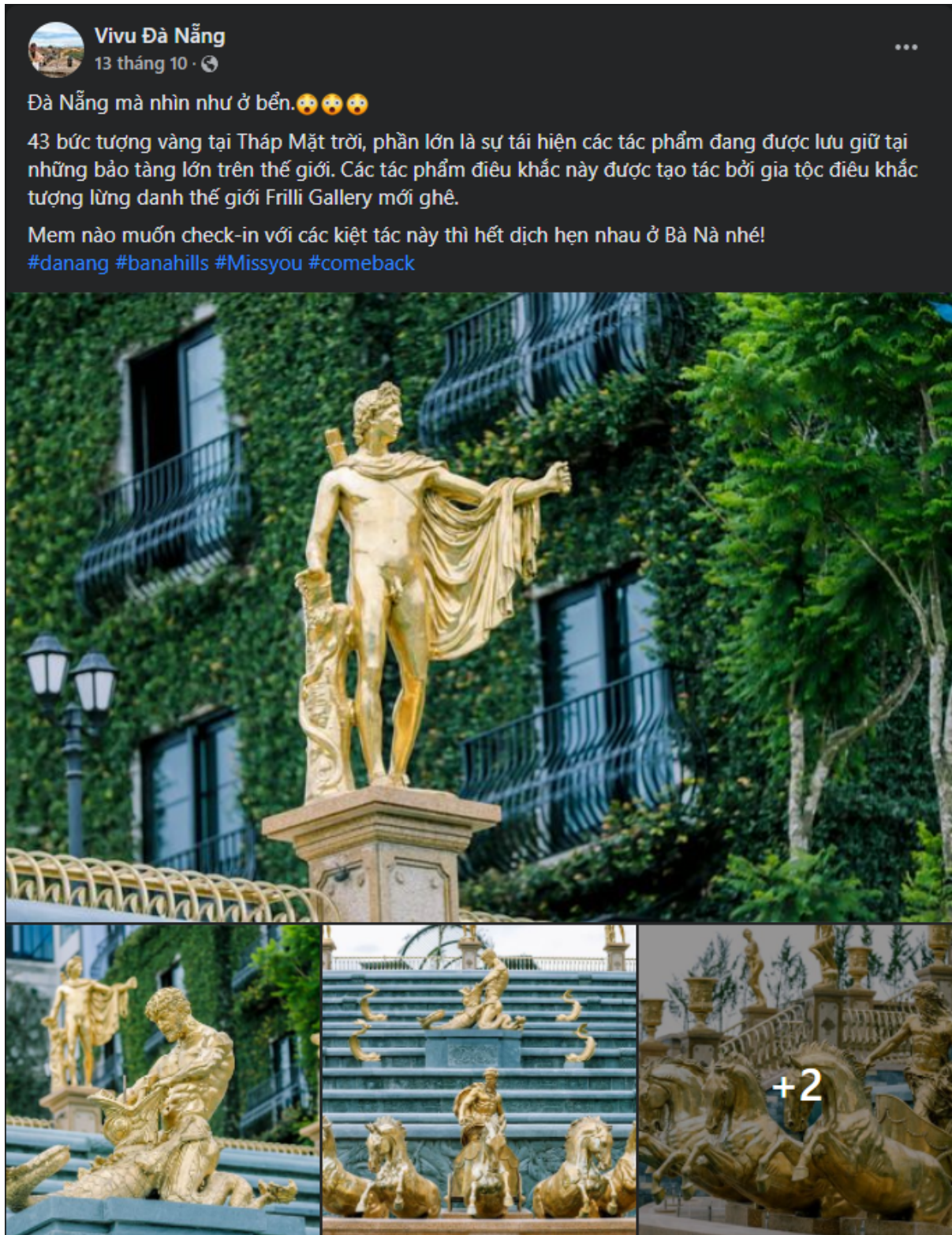


Figure 17 - Project reveal posts example

2.2.2.3. MINIGAMES

We organized 6 minigames to giveaway entrance tickets to a Sun World of the winner’s choosing, entrance tickets to Asia Park and other interesting prizes such as: 1 night at Mercure French Village BaNa Hills, cable cars ticket, ...

The minigame’s rules all require participants to like the fanpage, tag their friends and share their own memories for a chance of winning. This is a great way to spread awareness amongst our target audience group, and make them engage with our campaign on a deeper level.

2.2.2.3.1. MINIGAME 1

This minigame was organized at “Where in Danang” fanpage and received 125 participants.



Figure 18 - Minigame 1

2.2.2.3.2. MINIGAME 2

This minigame was organized at “Sun World Fansipan Legend” fanpage and received 61 participants.

The image displays a Facebook post from the 'Sun World Fansipan Legend' page and a corresponding minigame poster. The Facebook post, dated October 15, 2021, announces a contest where participants can win 5 free Sun World tickets by liking the fanpage, sharing a post, and commenting on the post. The poster, titled 'Minigame CHIA SẺ KHOẢNH KHẮC NHẬN QUÀ LIỀN TAY', features a collage of photos from Sun World Fansipan Legend, including a person holding a Vietnamese flag, a person standing next to a monument, and a group of people walking through a forest. The poster also includes the dates 15/10 - 22/10/2021 and the number of participants, 61.

Sun World Fansipan Legend 15 tháng 10 · 🌐

🔥 CHIA SẺ KHOẢNH KHẮC - NHẬN NGAY 5 VÉ SUN WORLD MIỄN PHÍ 🔥

📺 Bao lâu rồi chúng ta chưa gặp nhau? Bạn có nhớ tiết trời mát lạnh và những trải nghiệm thiên nhiên kỳ thú nơi đỉnh thiêng #Fansipan không?

Để chúng mình “không quên nhau” trong #mùa_săn_mây này, hãy chia sẻ với Sun World Fansipan Legend những khoảnh khắc đáng nhớ của bạn tại khu du lịch để rinh cơ hội nhận về 1 VÉ SUN WORLD #MIỄN_PHÍ.

📺 5 Giải thưởng: Mỗi giải 1 Vé vào cửa công viên Sun World dành cho 5 người chơi may mắn. Thể lệ vô cùng đơn giản:

- Bước 1: LIKE fanpage Sun World Fansipan Legend
- Bước 2: LIKE, Share bài về trang cá nhân kèm hashtag #missyou #sunworld #sungroup
- Bước 3: Bình luận dưới post này bức ảnh bạn tâm đắc nhất tại Sun World Fansipan Legend và tag 3 người bạn

Thời gian: 15/10/2021 - 21/10/2021

Thời gian công bố và trao giải: Ban tổ chức sẽ lựa chọn 5 bạn may mắn nhất thông qua số thứ tự bình luận trên [random.org](https://www.random.org) và công bố vào ngày 31/10/2021

📺 Còn chờ gì mà không tham gia ngay để nhận voucher, chờ ngày gặp lại!

#SUNWORLDFANSIPANLEGEND #SUNGROUP #MISSYOU

Minigame
CHIA SẺ KHOẢNH KHẮC
NHẬN QUÀ LIỀN TAY
15/10 - 22/10/2021

**BƯỚC 1: LIKE FANPAGE
SUN WORLD FANSIPAN LEGEND**

**BƯỚC 2: LIKE POST & SHARE
VỀ TRANG CÁ NHÂN**

**BƯỚC 3: COMMENT HÌNH ẢNH
VÀ TAG TÊN 3 NGƯỜI BẠN**

1K 295 bình luận 63 lượt chia sẻ

Figure 19 & 20 - Minigame 2

2.2.2.3.3. MINIGAME 3

This minigame was organized at “Sun World Halong Complex” fanpage and received 82 participants.

The image displays a Facebook post from the official page of Sun World Halong Complex, dated October 15, 2021. The post is in Vietnamese and announces a contest titled "CHIA SẺ KHOẢNH KHẮC - NHẬN QUÀ LIỀN TAY" (Share a Moment - Receive a Gift Immediately). The contest rules are as follows: 1. Like the Sun World Halong Complex fanpage. 2. Like and share the post on a public setting with the hashtags #SunWorldHalongComplex, #SunGroup, and #missyou. 3. Comment on the post with a photo of the participant at Sun World Halong Complex and tag three friends. The contest runs from October 15 to October 22, 2021, with prizes being distributed on October 31. Participants are encouraged to share their photos immediately to receive vouchers. The post has received 1K likes and 137 comments.

Sun World Halong Complex 15 tháng 10 · 🌐

🔥 CHIA SẺ KHOẢNH KHẮC - NHẬN QUÀ LIỀN TAY 🔥

☀️ Các bạn có nhớ Sun World Halong Complex không? Chúng mình đang nhớ các du khách đáng yêu cực kì luôn!!! Sớm thôi, chúng ta sẽ gặp lại nhau nhé! Và trong thời gian tạm xa này, hãy cùng ôn lại những khoảnh khắc đẹp tại Sun World cùng chúng mình nha!

☀️ 5 món quà cực đỉnh tương ứng với 5 chiếc voucher đến các công viên Sun World sẽ được dành tặng cho 5 bạn may mắn nhất.

#Thế_lệ_vô_cùng_đơn_giản:

1. L/í/k/e fanpage Sun World Halong Complex
2. L/í/k/e & s/h/a/r/e post này ở chế độ public (công khai) với hashtag [#SunWorldHalongComplex](#) [#SunGroup](#) [#missyou](#)
3. Còmment một bức ảnh kỉ niệm của bạn tại Sun World Halong Complex và t/a/g 3 người bạn vào nhé!

🔥 Thời gian tham dự: 15/10/2021 - 22/10/2021
Thời gian công bố và trao giải: 31/10/2021

🎁 Các bạn ơi, còn chờ gì mà không khoe ảnh ngay để nhận voucher, chờ ngày gặp lại!
[#SunWorldHalongComplex](#) [#SunGroup](#) [#missyou](#)

Minigame
CHIA SẺ KHOẢNH KHẮC
NHẬN QUÀ LIỀN TAY
15/10 - 22/10/2021

**BƯỚC 1: LIKE FANPAGE
SUN WORLD HALONG COMPLEX**

**BƯỚC 2: LIKE POST & SHARE
VỀ TRANG CÁ NHÂN**

**BƯỚC 3: COMMENT HÌNH ẢNH
VÀ TAG TÊN 3 NGƯỜI BẠN**

1K 137 bình luận 33 lượt chia sẻ

Figure 20 & 21 - Minigame 3

2.2.2.3.4. MINIGAME 4

This minigame was organized at “Sun World Ba Na Hills” fanpage and received 122 participants.

Sun World Ba Na Hills 15 tháng 10 · 🌐

🎉 **CHIA SẺ KHOẢNH KHẮC - NHẬN NGAY 05 CẶP VÉ SUN WORLD MIỄN PHÍ** 🎉

📅 Đã bao lâu rồi chúng mình chưa được gặp nhau ? Chia sẻ với Sun World Ba Na Hills những khoảnh khắc đáng nhớ của bạn tại Sun World để nhận về 01 VÉ SUN WORLD #MIỄN_PHÍ tại các công viên của Sun World nhé.

🏆 #05Giải_thưởng_cực_đỉnh: Mỗi giải 01 vé vào cửa công viên Sun World dành cho 05 bạn nhanh nhất và may mắn nhất

Thể lệ vô cùng đơn giản:

- Bước 1: Like fanpage Sun World Ba Na Hills
- Bước 2: Like, Share bài về trang cá nhân kèm hashtag #missyou #sunworld #sungroup
- Bước 3: Bình luận bài viết bức ảnh bạn tâm đắc nhất tại Sun World Ba Na Hills và tag 3 cá nhân sẵn sàng đi cùng khi hết dịch!

Thời gian: 15/10/2021 - 22/10/2021

Thời gian công bố và trao giải: Ban tổ chức sẽ lựa chọn 05 bạn nhanh nhất và may mắn nhất thông qua số thứ tự bình luận trên random.org và công bố vào ngày 31/10/2021

👉 Còn chờ gì mà không share ngay để nhận voucher, chờ ngày gặp lại!

#SUNWORLDBANAHILLS #SUNGROUP #missyou

Figure 22 & 23 - Minigame 4

2.2.2.3.5. MINIGAME 5

This minigame was organized at “Sun World Hon Thom Nature Park” fanpage and received 127 participants.

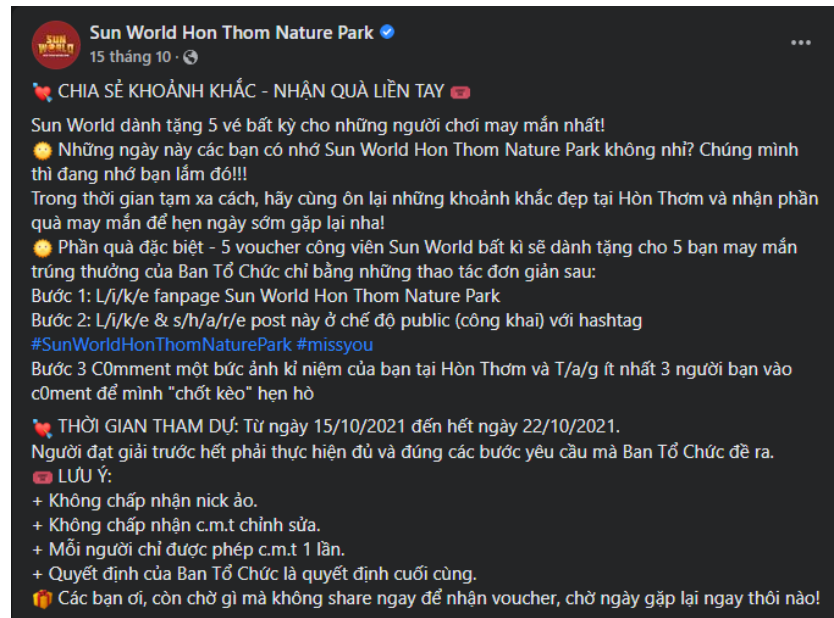


Figure 24 & 25 - Minigame 5

2.2.2.3.6. MINIGAME 6

This minigame was organized at “Núi Bà Tây Ninh” fanpage and received 120 participants.

NÚI BÀ TÂY NINH
13 tháng 10 · 🌐

[Mini game: Khoe ảnh núi Bà, nhận quà Siêu Hot]

Những tín hiệu vui về giai đoạn bình thường mới sau đợt dịch kéo dài đã khiến mọi người phấn chấn hơn chưa ạ? Để cùng hâm nóng hơn nữa và chuẩn bị sẵn sàng cho giai đoạn Núi trở lại, ad quyết định sẽ tổ chức mini game nho nhỏ với chủ đề CHÚNG TÔI NHỚ NÚI cho tất cả cùng tham gia nhé ạ!

Thể lệ tham dự:

Bước 1: L.i.k.e fanpage Núi Bà Tây Ninh.
 Bước 2: Bình luận bằng 1 bức ảnh có nội dung liên quan đến núi Bà như ảnh người, cáp treo, chùa Bà... và t.a.g 3 người bạn bất kỳ để tham gia Mini Game.
 Bước 3: Chia sẻ bài viết này ở chế độ công khai kèm hashtag [#minigameNuiBaTayNinh](#) [#NuiBaTayNinh](#) [#Missyou](#)

• Giải thưởng: Bao gồm 5 giải, trong đó:

- 01 Giải Nhất: 3 cặp voucher trải nghiệm Sun World BaDen Mountain dành cho bức ảnh đẹp nhất theo thẩm định của BTC.
- 02 Giải Nhì: Mỗi giải là 2 cặp vé cáp trải nghiệm Sun World BaDen Mountain dành cho bức ảnh nhận được nhiều tương tác (l.i.k.e, s.h.a.r.e nhất.)
- 03 Giải Ba: mỗi giải là 1 cặp vé trải nghiệm Sun World BaDen Mountain dành cho 3 bạn ngẫu nhiên được lựa chọn từ trang [random.org](#).

🍀 Thời gian tham gia: Từ ngày 13/10 đến hết ngày 20/10/2021.
 Thời gian công bố giải thưởng: 22/10/2021.
 Thời gian inbox nhận quà đến hết ngày 30/10/2021.

❗ LƯU Ý:

- Không chấp nhận c.m.t đã qua chỉnh sửa.
- Không chấp nhận nick ảo.
- Mỗi người chơi chỉ được c.m.t 1 lần.
- Phải thực hiện đầy đủ các bước tham gia theo đúng quy định.
- KẾT QUẢ CUỐI CÙNG sẽ do vào Ban tổ chức xem xét và quyết định.

Còn chần chờ gì nữa mà không nhanh tay Khoe ảnh núi Bà, rinh quà siêu Hot!!!

[#NuiBaTayNinh](#) [#MinigameNuiBaTayNinh](#) [#Missyou](#)



Figure 26 & 27 - Minigame 6

2.2.3. BRAND NEW ME

In this part of the campaign, we want to spread the message: The destinations are ready to welcome tourists once again, not only with a new appearance but also with new experiences waiting for tourists to explore. The hashtag used for this period is #Comeback

In order to achieve that goal, we conducted the following contents:

- Widespread the image update about all Sun Group’s destinations around Vietnam, in order to attract tourists to come back after the pandemic.

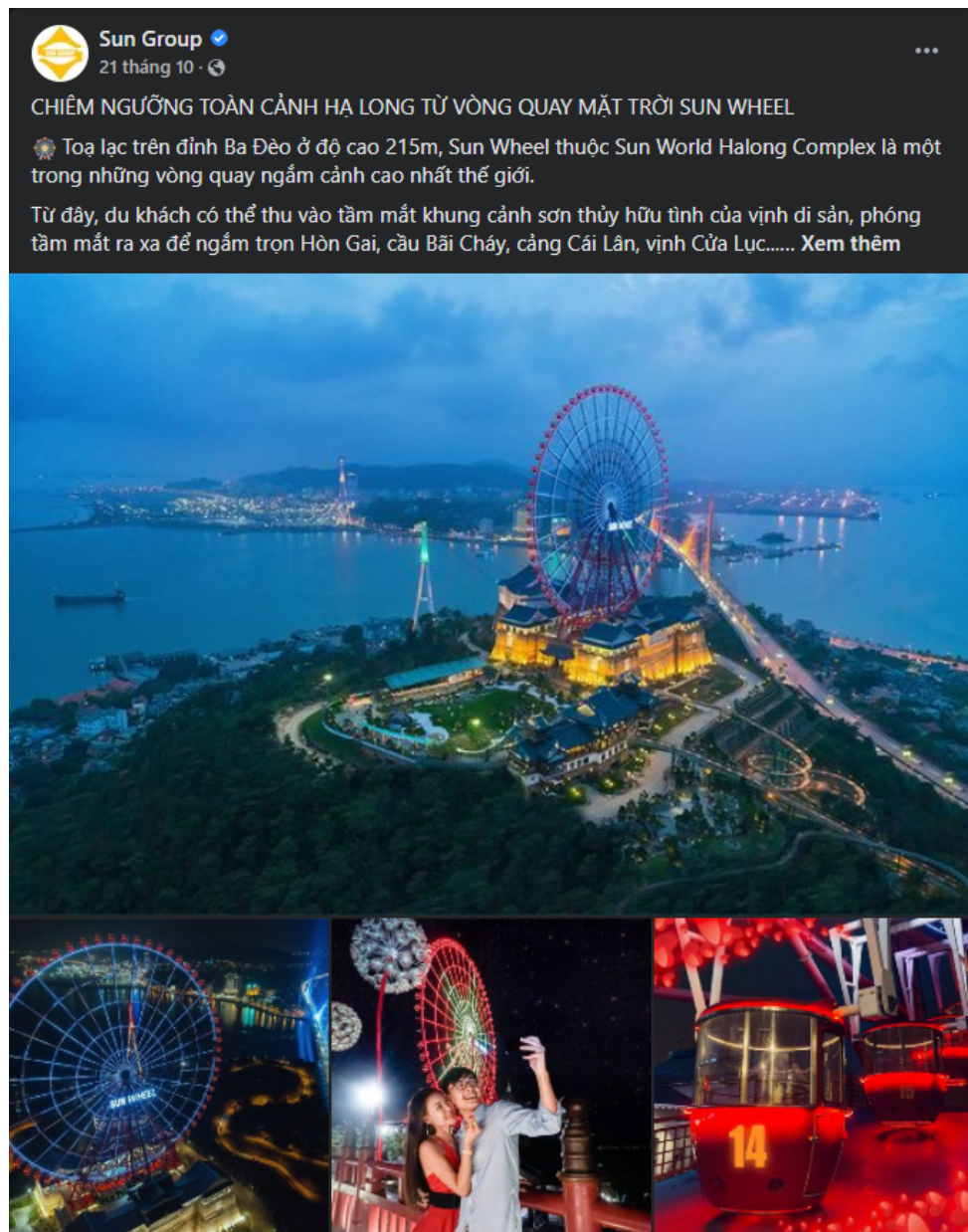



Figure 28 - Posts example

- Updates about destinations being bustling again.

 **NÚI BÀ TÂY NINH**
18 tháng 10 · 🌐

TRI ÂN TUYẾN ĐẦU CHỐNG DỊCH - TOUR DU LỊCH KHÉP KÍN ĐẦU TIÊN TỪ TP. HCM ĐẾN KDL NÚI BÀ ĐEN TÂY NINH

Đoàn khách của Chương trình Liên kết du lịch giữa TP.HCM và tỉnh Tây Ninh chính là những người đầu tiên trở lại Núi Bà sau một thời gian xa cách.

Hơn 120 vị khách bao gồm cả các tình nguyện viên trong tuyến đầu chống dịch tại TP.HCM đã có dịp nghỉ ngơi và thư giãn tại nơi đỉnh thiêng cao nhất Nam Bộ.

🍀 Mong rằng chuyến đi đặc biệt này sẽ đánh dấu sự khởi đầu cho một chặng đường mới, đón chào trạng thái “bình thường mới” của ngành du lịch Việt.

Ảnh: Sun World Baden Moutain

#NuiBaTayNinh
#SunWorldBadenMoutain
#Comeback



Figure 29 & 30 - Posts example

- Updates on when will the destinations come back

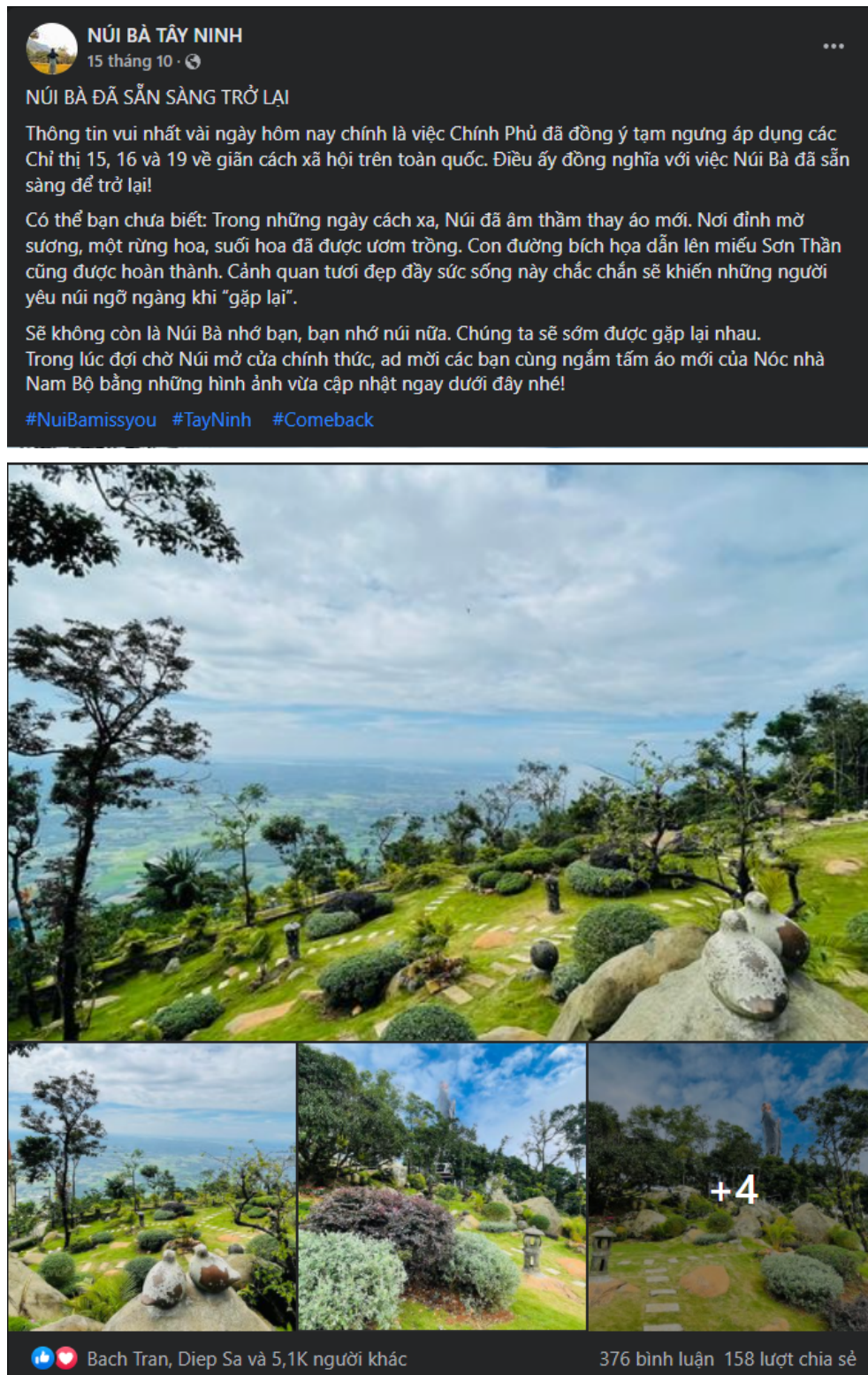


Figure 31 & 32 - Posts example

2.3. PHASE 3: CÂU CHUYỆN HỆ SINH THÁI SUN GROUP - LỜI GIẢI CHO GIAI ĐOẠN BÌNH THƯỜNG MỚI

2.3.1. GOALS

- Affirming the efforts of Sun Group's ecosystem in turning risks into opportunities, flexibly applying variables during the pandemic to create a sustainable ecosystem in all of their destinations.
- Affirming the role of the Sun Group ecosystem in the journey to elevate the destination, especially the shaping role for the development of destinations in the coming new normal period.

2.3.2. COMMUNICATION PRODUCTS

This phase's communication products are Interactive E-magazines that contain interactive effects, interactive scroll. These articles will be seeded back to our Facebook Fanpage system.

Seeding posts' content must emphasize: Sun Group Ecosystem - Leading the trend of sustainable development. We affirm Sun Group's leading role in the sustainable development trend of all the tourism destinations in the post-pandemic period, and its importance in elevating Vietnam's destinations quality and position not only domestically but also globally.

Our Interactive E-Magazines product (examples):



Figure 33 - E-Magazines (Kênh14.vn)

Link: <https://bit.ly/31VU4lt>

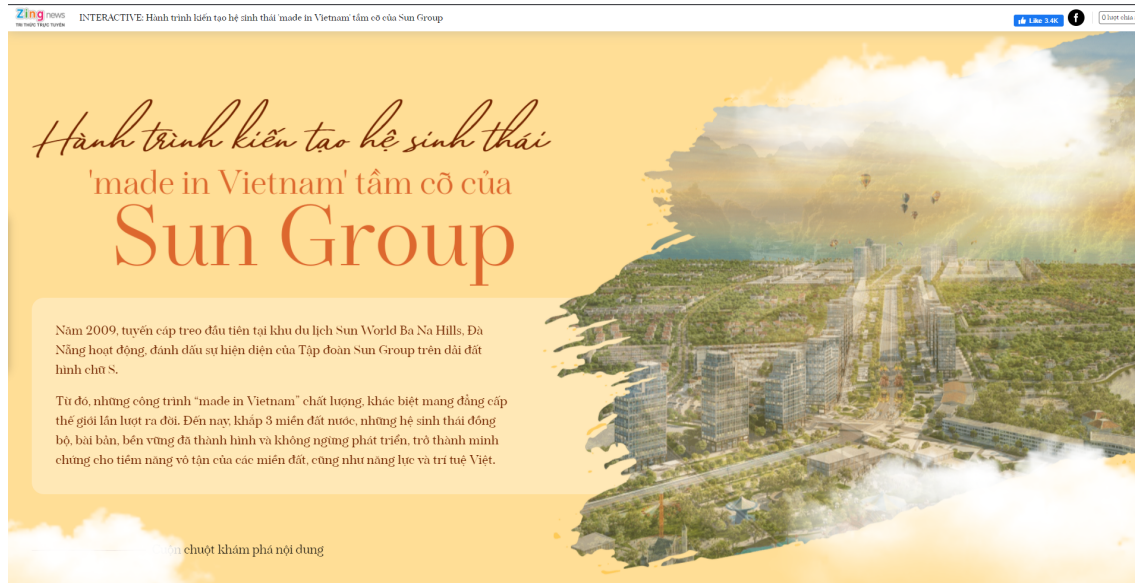


Figure 33 - E-Magazines (Zingnews.vn)

Link: <https://bit.ly/3IFUgWV>

Our seeding posts (example):



Figure 34 - Seeding posts example

2.4. PROBLEMS

The three months of implementing the campaign was not a smooth ride from start to end. We have encountered several issues which caused us plenty of hardships in order to finish the project.

Phase	Problem description	Solution
Pre-production	- Offline booking plans was disrupted because of COVID-19's complicated developments	- Implement the entire campaign online
Execution	- Negative reviews/comments about Sun Group's destinations	- First contact the poster/commenter to apologize & politely ask them to delete the post/comment. - At the same time try to confirm if the post/comment is true or not for further actions
Execution	- The number of minigame participants was too low at first.	- Post more & seed the minigame post into community groups about tourism. - Use clone accounts to participate in the minigame to encourage others to join.
Execution	- Not too many Facebookers interested in joining our #missyou at first	- Use clone accounts to join the #missyou trend, share memories & experiences to encourage other group members to join.
Post-production	- Our campaign was run on a very large amount of Facebook fanpages and community groups, which caused a lot of difficulties to measure its exact statistics and effectiveness.	- Note our posts & their links for measurement purposes - Use the numbers of posts we could calculate to estimate those that we cannot

Table 19 - Problems

2.5. GENERAL ASSESSMENT

2.5.1. RESULTS

After 3 months of implementing the plan, we have cooperated with various fanpages and community groups to publish a total amount of 275 posts & 5 E-Magazines articles and received some positive numbers:

- Our total posts' index:

- Total likes amount: 297,000 likes
- Total shares amount: 7,500 shares
- Total comments amount: 45,900 comments
- Total video views amount: 5,252,000 views

- E-magazines' index:

- Total likes amount: 9,373 likes
- Total shares amount: 285 shares
- Total page views: 67,385 views

- Our minigames received the following numbers:

- Minigame 1 (“Where in Danang” fanpage): 2000 likes, 483 comments, 127 shares, 125 valid participants.
- Minigame 2 (“Sun World Fansipan Legend” fanpage): 1,000 likes, 295 comments, 63 shares, 61 valid participants.
- Minigame 3: (“Sun World Ha Long Complex” fanpage): 1,000 likes, 137 comments, 95 shares, 82 valid participants.
- Minigame 4 (“Sun World Ba Na Hills” fanpage): 1,000 likes, 249 comments, 131 shares, 122 valid participants.
- Minigame 5 (“Sun World Hon Thom Nature Park” fanpage): 1,100 likes, 210 comments, 134 shares, 127 valid participants.
- Minigame 6 (“Núi Bà Tây Ninh” fanpage): 3,500 likes, 608 comments, 130 shares, 120 valid participants.

Total amount: 9600 likes, 1864 comments, 680 shares, 637 valid participants.

- Our hashtag #missyou received enthusiastic support from Facebookers, with more than 2,000 posts posted sharing their own memories, experiences and guide/reviews about Sun Group’s destinations.

2.5.2. EVALUATION

Although deployed in a hurry, including many items and contents, the achieved results exceeded the set KPIs.

The plan was implemented on schedule; in which, focus on Phase 2 with two highlights: “Sun Group miss you” and “Brand new me”.

Accordingly, the campaign has created #missyou and #comeback trends with an impressive explosion on social networks, strongly responded by the online community (hot fanpages, community groups, KOLs, creators, facebookers...)

Total reach is estimated at over 4 million.

The campaign received many positive feedbacks from the community; In which, most prominent are the shares expressing their desire to return to the tourist areas soon, experience the works invested by Sun Group, discover new points of the projects ...

Mini-games with the theme of Miss You were held simultaneously on hot fanpages and community groups in regions (Sa Pa, Ha Long, Da Nang, Tay Ninh, Phu Quoc...), created a very positive effect and attracted a large number of participants.

REPORT NO.4: POST - LAUNCH PROJECT AND REFLECTION

I. PROJECT EVALUATION

1. OVERVIEW

1.1. POSITIVE POINTS

- The campaign’s actual budget attrition is significantly lower than the estimated budget.
- The campaign did clearly portray and position Sun Group and the Sun Group Ecosystem not only as a high-class and professional unit in tourism and real estate, but also as the pioneers of sustainable development trends.
- The campaign did make people more aware of the Sun Group Ecosystem, proven by the growth of the official fanpage likes and interactions of the Facebook community throughout the campaign.

1.2. NEGATIVE POINTS

- The minigames did not live up to our expectations in terms of participants.
- The measurement phase met many difficulties due to the campaign was organized on too many fanpages and community groups, which made it almost impossible to calculate the exact statistics.
- The internal communication work was not very effective as not many staffs joined in spreading the message.

1.3. SUN GROUP’S EVALUATION

Although the plan was relatively complicated, contained a lot of content, requirements, products were implemented rather rushed but the achieved results even surpassed the set objectives in some categories:

- The plan was implemented on schedule; Phase 2 which was the highlight of the campaign has created significant trends on Facebook with two hashtags #missyou and #comeback. The hashtags were widely supported by the Facebook community (hot fanpages, community groups, KOLs, creators, Facebookers, ...).

- Total reach is estimated to be over 4 millions.
- The campaign received a lot of positive feedback from the community, proven by comments expressing the desire to come back to Sun Group Ecosystem in our posts' comment sections.
- Mini-games with the theme of Miss You were held simultaneously on hot fanpages and community groups in regions (Sa Pa, Ha Long, Da Nang, Tay Ninh, Phu Quoc...), created a very positive effect and attracted a large number of participants.

2. KPI

	Content	KPI	Results
Official fanpage likes			
1	Increased amount of likes on the official fanpage (1/9/2021 - 30/11/2021)	7,000	7,400
Minigame			
1	Minigames participants amount	600	637
2	Minigames' posts interactions (likes/comments/shares)	10,000/700/400	9,600/1,864/680
E-Magazines' index			
1	Likes & shares amount	10,000/500	9373/285
2	Page views	50,000	67,385
Posts' total index			
1	Likes amount	270,000	297,000
2	Comments amount	50,000	45,900
3	Shares amount	10,000	7,500
4	Video views amount	4,000,000	5,252,000
#Missyou & #Comeback posts from the community			
1	Posts amount	2,000	>2,000

Table 20 - KPI

Below are some of our posts that reached impressive interaction amount:

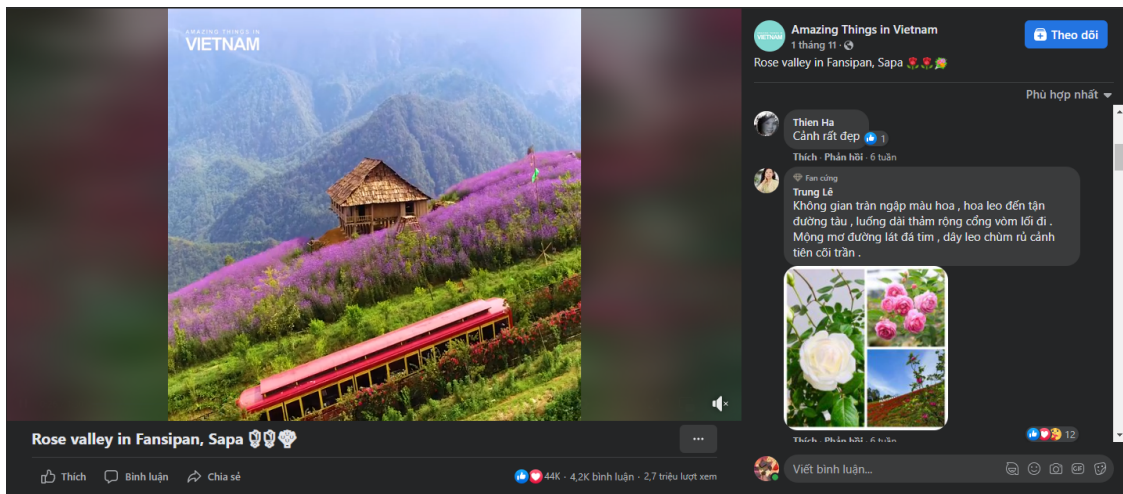


Figure 35 - Video interactions

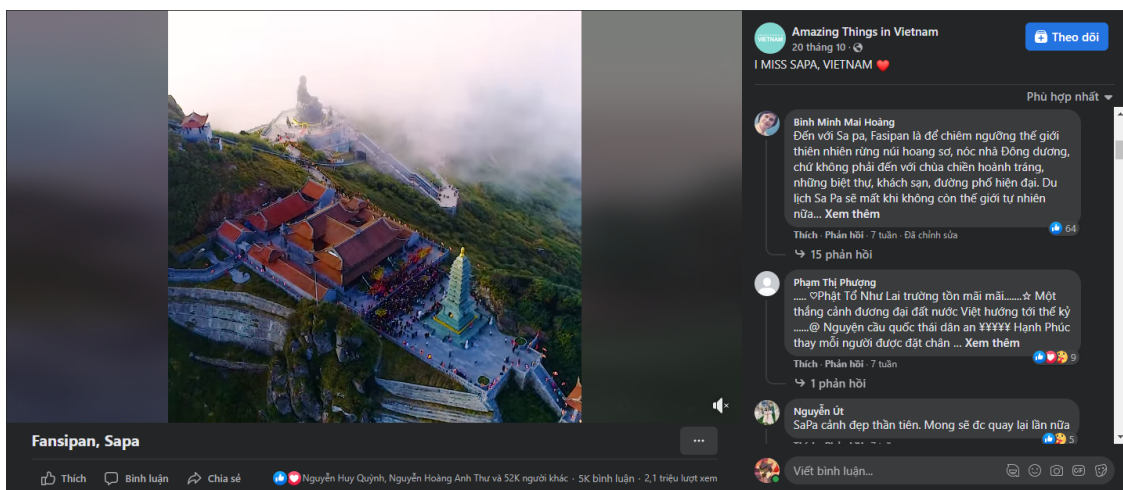


Figure 36 - Video interactions

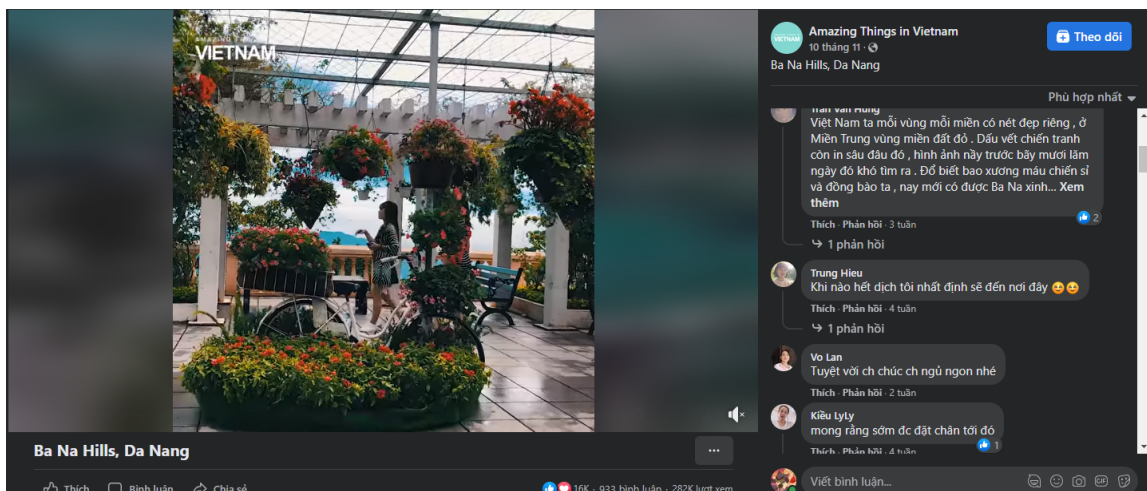


Figure 37 - Video interactions

II. CONCLUSION

1. TEAM’S CONTRIBUTION TO THE PROJECT

The four members of our team were split into four teams, each responsible for one region: Phu Quoc, Quang Ninh, SaPa and Tay Ninh. During three months, we cooperated with Sun Group’s media department to implement this campaign, and worked with tasks of many kind:

- General tasks:

- Develop the details and contribute ideas to the existing plan: One of our major work in the early days of the campaign was to develop the plan (which was basically an idea) into the plan such as it is now.
- Find appropriate paid media channels, their contacts and occasionally contact them for information (pricing, policy).
- Produce contents for each’s own region: write posts, edit photos and videos.
- Create a communication plan for each’s own region, follow it and adjust if there’s any changes.
- Like and comment on posts from the campaign to raise interactions.
- Organize minigames: sum up participants' numbers and evaluate their submissions .

- Regional tasks:

- Tay Ninh: Ba Den Mountain is a spiritual tourist spot, so we tried to develop more new content types for this destination rather than just the regular reminder posts/review posts. We tried religious text podcasts and praying posts but it did not work very well.
- SaPa: SaPa was one of the earliest to reopen for tourists to visit, so we have tried to implement a #BeforeAfter challenge on both TikTok and Facebook. This is a challenge that participants went back to SaPa and take a picture with the same pose they did at SaPa in their earlier trips. Unfortunately, we could not bring this idea into reality because the KOLs we chose did not want to travel in this sensitive time.

- Phu Quoc: Phu Quoc is the most focused destination of this campaign, with one of Sun Group’s newest & most unique projects - Sun Premier Village Primavera or also known as the Mediterranean Town, so it is important that we update its situation more regularly. We also planned a mini campaign dedicated to promote Sun Premier Village Primavera only, but because time was too urgent it was put aside.
- Quang Ninh: since it is not “beach season” at the moment in Quang Ninh, tourists rarely consider it when planning their trips because its most famous tourist attraction - Ha Long is a beach. We redirect our campaign’s focus to Yoko Onsen Quang Hanh - a hot spring and Sun World Ha Long Complex - an amusement park.

2. LESSONS LEARNED

- Take notes every time you do something: One of the major hardships we have faced during this campaign’s implementation is measuring our campaign’s statistics and success. Since the campaign is executed on a huge system with numerous fanpages and community groups, it is almost impossible for us to calculate the exact numbers. It is important to keep track and note what we do, what we posted and where we posted it (links included).

- Building connections: We have also had numerous issues with connecting with Sun Group’s media department at first, since half of the time we worked with each other from home, which is a terrible situation for newbies to get acquainted with the veterans. But with time, we learned that the only way to blend in with them is to jump in, be brave, but of course you have to be delicate because the last thing you want to do is to irritate them.

- React quickly: A part of our work is to update the pandemic situation almost every hour, to get the information to our viewers at the quickest speed possible. Once a destination extends their lockdown period, we will have to update that to the viewers, and also change our plans for the next days accordingly. The same thing happens with Sun Group’s project changes, too. It is important that we always stay ready.

- Always have a backup plan and try to predict risks: In order to react quickly, you have to be prepared. For example, we have always prepared plans for obvious risks, such as if a destination extends their lockdown, after the update posts we have already had the reminder, deep tone, “nostalgic” posts in hand ready to go. If things went the other way (a destination reopen date is confirmed, for example), some happy, excited posts are already prepared to go online.

3. SUGGESTIONS AND RECOMMENDATION

- Widen our platform: This social network campaign is entirely executed on Facebook, but we believe that we could have combined other platforms with it to get a better result. For example, TikTok could be a great platform for short videos featuring Sun Group destinations’ impressive scenery to shine. Instagram posts could also be perfect for photos of the destinations, and uploading short clips to Instagram Reel is worth a try too.
- Buzz events: This campaign is well-developed, includes many content lines, impressive communication products and ideas, but we feel like it was a bit too light, since it does not have any highlights big enough to catch the attention of the masses. Hiring KOLs should help create this buzz, featuring them in an online event such as a talk show, videos or challenge would have helped the campaign be known much more than it already is.

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