

FPT UNIVERSITY

Capstone Project Document

"GOLDEN MOMENT WITH YOUR CHILD" COMMUNICATION CAMPAIGN

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ABSTRACT

The global pandemic COVID-19 broke out for 2 years, causing severe consequences for humanity. In this context, children are not allowed to go to schools or kindergartens and have to stay at home and learn online. This has caused many difficulties for parents in taking care of and educating their children. For that reason, the United Nations Children's Fund in Vietnam (UNICEF Viet Nam) came up with the idea of a campaign that provides helpful resources on children's issues for parents with weekly bulletin emails.

In cooperation with CREATIO, a reliable media agency, the campaign called "Golden Moment with your child" is going to be launched over a period of 20 weeks (September 2021 - February 2022). During the phase 1 period (September 2021 - December 2021), our team had planned and implemented this communication campaign as CREATIO's interns.

With the purpose of spreading the message: "Make every minute with your child a golden moment", the campaign targets parents who are officers having children in primary and secondary school in big cities in Viet Nam: Ha Noi, Ho Chi Minh, Da Nang.

The project mainly focuses on building email bulletins and podcast series about parenting activities, help parents have more information sources about the topic, and decrease difficulties in social distancing. With a total budget of 607,860,000 VND, the project has got the attention of more than 13,000 parents after more than 10 weeks of running.

REPORT 1: INTRODUCTION

I. PROJECT INTRODUCTION

1. Name of the capstone project

English name: Communication Campaign: “Golden Moment with your child”

Vietnamese name: Chiến dịch truyền thông “Khoảnh khắc vàng bên con”

2. Project introduction

2.1. About the project

Since the beginning of the pandemic, UNICEF Viet Nam has joined efforts with partners, UN Agencies and the Government to keep children safe and protected during COVID-19. COVID-19 has put families and children in even greater need for support, including in the areas of mental health and responsive caregiving, support for children's learning, and children's safety and security. Findings are documented with some issues of concern, including mental health difficulties and less responsive parent-child relationships, increased screen time among children and limited opportunities for outdoor play.

UNICEF will offer a value exchange bulletin, where people can sign up to receive weekly helpful resources on children's issues, such as nutrition, safe environment, learning and development for children during COVID-19, and parenting/care-giver skills. Available content from UNICEF will be repurposed and broken down to small pieces, in multi-media assets presented weekly to subscribers, through email.

Bringing together digital marketing and communication for development, approaches, this initiative will ensure the rights of every child through strengthening awareness and knowledge of parents and caregivers on parental care, protection, nutrition and nurturing family environments for children. It will also generate leads for UNICEF Viet Nam so that the target audience are motivated to donate to UNICEF afterwards.

2.2. About the agency: CREATIO

Creative Solution Consultancy - CREATIO was founded in 2011 with the backbone of veteran public relations practitioners, marketers, event managers, and go-getters. Every year, the company grows steadily thanks to the belief that there is always a path forward, one foot out of the box, and a solution. CREATIO has been a trusted service provider of over 120 domestic and international clients in various industries, such as: energy, financial services, banking, healthcare, biotech, defense technology, FMCG, F&B, education, hospitality, NGO, government affairs, and so on.



Figure 1 - Creatio logo

Mission

“Be a fixer for sustainability, always find a way, inspire knowledge sharing”

Vision

“We work for a business ecosystem of common growth, of social responsibility, and of inclusivity.”

Partners

CREATIO has been working with many partners around the world.

No	Client name	Project name
1	United Nations Development Program (UNDP)	Strengthening capacity and institutional reform for green growth and sustainable development in Vietnam (CIGG)
2	Ministry of Planning and Investment	
3	Embassy of the Kingdom of the Netherlands	Walk the Talk! Sustainable fashion show
4	World Vision Vietnam	Building “Hope in class” to end violence against children at school - 2021

Table 1 - Some feature clients and projects of CREATIO

3. Project choosing reasons

Purpose of the team when participating in the project:

- Completion of Graduation Project
- Accumulate experience from reality

Strengths of the team:

- Have strengths in content writing
- Learned how to build a media campaign.
- Capable of producing many types of content such as content, video, graphics...

Purpose of the client when selecting the project:

- Demonstrate that the organization's vision, mission, and core values are on track.
- Show social responsibility.
- Attract potential supporters.

4. Project overview

4.1. The current project

To ensure children's rights through increasing parents' awareness and knowledge of different aspects of their children's lives, UNICEF will provide a value exchange bulletin where anyone can sign up to receive helpful weekly resources on children's issues, such as nutrition, safe environments, learning and development for children during COVID-19 and parenting/caregiving skills.

The project is divided into 2 phases:

- Phase 1: 10 weeks (September 2021 - December 2021): Caring for children and parenting during the COVID-19 pandemic.
- Phase 2: 10 weeks (December 2021 - January 2022): Caring for children and parenting after the COVID-19 pandemic.

Our campaign is on phase 1: 10 week (September 2021 - December 2021): Caring for children and parenting during the COVID-19 pandemic. Purpose of

the campaign is to provide information for parents during the pandemic and motivate the target audience to donate to UNICEF afterwards.

4.2. The proposed project

The proposed project focuses on developing a communication plan to increase parents and supporters knowledge of parenting with a combination of email bulletin, video and podcast. Target audience will be officers living in Ha Noi, Ho Chi Minh and Da Nang.

4.3. Boundaries of the project

Due to the fact that social distancing ended earlier than expected, we had to change content to parenting after the pandemic and general parenting techniques.

Key activities include email bulletins, podcasts and videos posted on YouTube, 2 Facebook videos, Facebook posts and ads.

II. THEORIES

Use the theories from different subjects: Integrated Marketing Communications, Public Relations Principles and Strategies, Media Writing, New Media Technology, etc.

Some focused theories:

1. Communication campaign definition

Ronald and Charles (2011) stated that public communication campaigns can be broadly defined as purposive attempts to inform, persuade, or motivate behavior changes in a relatively well-defined and large audience, generally for noncommercial benefits to the individuals and/or society at large, typically within a given time period, by means of organized communication activities involving mass and online/interactive media, and often complemented by interpersonal support.

2. Components of a communication plan

Larry, Donald and Kim (2015) found that there are 10 components to the communication plan. The following are brief descriptions of each element.

2.1. Executive Summary

An executive summary focuses management on the link between the marketing objectives and strategies and the communication objectives and strategies. From a management viewpoint, it is crucial to understand how communication is tied to the business goals of the brand. Management will also want to understand the strategic nature of the plan and the budget necessary to implement it. All of that information is contained in the executive summary.

2.2. Situation Analysis

The situation analysis forms the context for the plan. It should contain a marketing/brand analysis as well as a communication analysis. A marketing analysis contains a review of pricing, distribution, resources, and product differentiation compared with competing brands in the category. A brand

analysis should contain measures of brand awareness, brand usage, and perceptions of the brand. A communication analysis contains message, copy, and communication channel comparisons with competing brands in the category. All of these analyses should roll up into a strengths, weaknesses, opportunities, and threats summary, better known as a SWOT analysis.

2.3. Marketing Objectives/Strategies

All communication plans derive from a marketing strategy. It is paramount to recap the marketing objectives and strategies in your plan. These objectives and strategies should have two focal points: (1) business-related aspects, typically defined by number of customers and sales, and (2) brand-related aspects, which may be defined by specific brand attributes such as quality or value.

2.4. Role of Communication

The role of communication defines how communication is going to solve the marketing challenge or meet the objectives—in other words, how the brand will communicate with its consumers. Some typical roles of communication are to increase awareness, change perceptions, announce new “bulletins,” and associate the brand with quality perception. Within this section is the overall communication idea that leads into the creative strategy. This is the foundation for the communication plan.

2.5. Communication Objectives

The Big Four communication objectives are target segment, geography, seasonal/timing, and reach/frequency/continuity, which respectively address: (1) the target audience for your message, (2) where you are targeting, (3) when you are targeting, and (4) how much pressure you plan to apply.

2.6. Communication Strategies

Communication strategies are the methods you'll use to achieve your objectives. Each objective should have a corresponding strategy. There are two major strategies for a communication plan. The first is the communication mix—the blend of communication channels you plan to use.

This is where you address the weight given to paid, owned, and earned media. The second is scheduling—that is, when you plan on deploying each channel.

2.7. Communication Tactics

Communication tactics reflect the details of the strategies. For example, if a strategy to support a specific local market contains print and radio, then the tactics would be which print vehicles and radio formats or stations to recommend. Tactics are the specifics of the plan that include supporting rationale. They should address each vehicle recommended, the creative unit, costs, and the impressions that the vehicle will deliver.

2.8. Communication Budget

The communication budget is a recap of the dollars allocated to each communication channel and not to the specific vehicle. For example, funds would be allocated to magazines as a category—the broad communication channel, not *Vanity Fair*, *Wired*, and *GQ* individually. Communication budgets include dollars by channel and also a recap of dollars by month.

2.9. Communication Flow Chart

A communication flow chart is a schematic of the plan on a single page. It contains a weekly schedule of activity, a recap of dollars by vehicle and category, a recap of impressions by vehicle and category, and a reach/frequency analysis. The communication flow chart is a summary of all activity, scheduling, and costs.

2.10. Testing and Campaign Measurement/Evaluation

Testing is an optional aspect of a communication plan. Many communication plans have test programs. A test program may be used to see how an increase in media pressure might impact a specific market, or it may be a way to try out an emerging medium. Any test would be covered in this section. The other aspect of this section is how to evaluate the success of the plan. This may involve a recap of a research method or a recap of the measure and methods to ensure that the communication plan meets the

overall campaign objectives. A second part of the evaluation process measures whether the overall plan and each tactic reach their impression objectives.

3. Measurement

Most brands measure their overall success through some form of awareness, attitude, and usage (AA&U) research study. There are two basic ways to conduct an AA&U study. (Larry, Donald and Kim 2015)

One method is to conduct a pre-measure and post-measure study. A study is conducted prior to a campaign's launch. Then, a second study is conducted after the program has been in the marketplace. The two studies are compared to measure the differences or movement of key objectives. Brand managers can determine if the campaign did indeed increase awareness, improve perceptions of the brand, and increase brand consideration, purchase, and/or loyalty.

The second method of conducting an AA&U study: the continuous tracking method. Rather than picking a point in time to conduct research, the brand continually measures consumer sentiment on a weekly basis. Typically, the brand aggregates the weekly information into a monthly report. By always having a research measure in the market, the brand manager can analyze what may be affecting the brand in the short term and adjust the campaign accordingly.

4. Message

Dennis, Glen and Bryan (2015) stated that a number of techniques can make a message more persuasive. Writers throughout history have emphasized some information while downplaying or omitting other pieces of information. Thus, they address both the content and the structure of messages. Expert communicators continue to use a number of devices, including (1) drama, (2) statistics, (3) surveys and polls, (4) examples, (5) testimonials, (6) endorsements, and (7) emotional appeals.

Weibacher (1984) noted that in marketing communications, marketers utilize message appeals to attract customers' attention, persuade them to like the products or services and influence them to make a purchase. The appeal is the "underlying content" of the messages marketers try to communicate to its audience and it has the power to move them toward communication objectives.

Two types of message appeals are rational and emotional appeals. Rational appeal motivates the consumers through the use of reasons, facts and information which respond to the need for cognition and logic of human being. It intends to provide reasons to convince the consumers that the attributes and benefits of the products or services can satisfy their needs. Therefore, rational appeal generally includes information about prices, attributes, benefits, competitive advantage, product popularity, etc.

On the other hand, emotional appeal utilizes feelings and emotions to respond to social and psychological needs of the consumers (Cutler and Javalgi 1993). Agres (1991) contends that emotional appeal is useful when rational appeal becomes less interesting or when it is difficult for marketers to use reasons or information to differentiate the products or services. Then, emotional appeal is more favorable as it influences the feelings of the consumers. These feelings can be further classified into positive and negative ones, as both can also result in consumer response. Positive emotional appeals include humor, love, pride, joy, happiness, etc., while negative ones utilize guilt, fear, anger, embarrassment, etc. (Taute, McQuitty & Sautter 2011).

5. Paid, Owned, Earned media

5.1. Paid media

This is the history of media planning. In this case, the brand pays to leverage a media channel. It could be buying an ad on Facebook, a banner on Yahoo!, or a television schedule across a variety of networks. Regardless of the purchase, the key to paid media is that the brand is directly paying a media

company for access to their audience in the hopes of turning that audience into brand buyers. (Joep 2004)

5.2. Owned media

In this case, the brand controls the channel. Brands have become a medium in today's marketplace. Most companies and brands have their own website. This channel is totally controlled by the brand. In many cases, a brand's website becomes a consumer hub where customers can comment on a brand, get promotional discounts, and engage in contests or other promotional events. In our Facebook example, a brand can create its own Facebook page to interact with consumers. Brands have many opportunities to create their own media. Later in this textbook, we devote a complete chapter to owned media. (Joep 2004)

5.3. Earned media

This is where consumers and/or companies become a channel for the brand. Earned media has become a quest for many brands, since the benefit of earned media is a lot of brand exposure for no money. Earned media includes publicity that is initiated by the brand. The broader area of earned media also includes any activity regarding the brand stimulated by the consumer and/or other companies. In our Facebook example, the brand is developing or initiating a contest to stimulate consumer-shared stories. The goal is to seed a conversation that grows on its own. Brands have embraced this media type. Just as we devote an entire chapter to owned media, we also dedicate one to earned media for a more extensive view of how marketers are using this media type. (Joep 2004)

6. Issues management (Risk management)

Essentially, issues management is a proactive and systematic approach to (1) predict problems, (2) anticipate threats, (3) minimize surprises, (4) resolve issues, and (5) prevent crises. Martha Lauzen, a professor at San Diego State University, says that effective issues management requires two-way

communications, formal environmental scanning, and active sense-making strategies. (Dennis, Glen and Bryan 2015)

The basic idea behind issues management is proactive planning. Philip Gaunt and Jeff Ollenburger, writing in *Public Relations Review*, say, "Issues management is proactive in that it tries to identify issues and influence decisions regarding them before they have a detrimental effect on a corporation." See the Insights box on page 288 for a matrix on how to evaluate an issue's importance.

Gaunt and Ollenburger contrast this approach with crisis management, which is essentially reactive in nature. They note, "Crisis management tends to be more reactive, dealing with an issue after it becomes public knowledge and affects the company." In other words, active planning and prevention through issues management can often mean the difference between a noncrisis and a crisis, or, as one practitioner put it, the difference between little or no bulletins coverage and a page-one headline. This point is particularly relevant because studies have shown that the majority of organizational crises are self-inflicted, because management ignored early warning signs.

Public relations counselors W. Howard Chase and Barrie L. Jones were among the first practitioners to specialize in issues management. They defined the process as consisting of five basic steps: (1) issue identification, (2) issue analysis, (3) strategy options, (4) an action plan, and (5) the evaluation of results.

7. Non-profit organizations communication

The main purpose of nonprofit organizations is to serve the public interest. By definition, nonprofit organizations do not distribute monies to shareholders or owners. This is not to say that nonprofit organizations cannot generate income or hold assets, but there are a number of restrictions regulating how their income may be generated and how these funds may be used to support the organization's stated objectives. From the public

relations perspective, nonprofit organizations are often represented as fostering goodwill, and as beacons of social responsibility.

Competition among nonprofit agencies for donations is intense. For many nonprofit groups, fund-raising of necessity is their most time-consuming activity. Without generous contributions from companies and individuals, nonprofit organizations could not exist. The scope of philanthropy in the United States and the amount of money needed to keep voluntary service agencies operating are staggering.

III. COMPANY OVERVIEW

1. About UNICEF Viet Nam

UNICEF Viet Nam is one of more than 190 offices of the United Nations Children's Fund globally and part of the United Nations system in Viet Nam working in close collaboration with all UN agencies in the country. Guided by the Convention on the Rights of the Child, UNICEF has a universal mandate to promote and protect the rights of all children, everywhere – especially those hardest to serve and most at risk. (UNICEF, 2021)

2. Vision, Mission, Core value

Vision: “To create a world where the rights of every child are realized.”

Mission: “UNICEF’s mission in Viet Nam is to make sure every child in the country is healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach her or his full potential and benefit from the country’s prosperity. We believe children have a right to live in a more equitable society, where their voices are heard and needs met as a matter of priority in line with the Sustainable Development Goals. UNICEF helps build a world where the rights of every child are fully realized. It is our conviction that nurturing and caring for children are the cornerstones of human progress. UNICEF was created in 1946 to work with others to overcome the obstacles that poverty, violence, disease and discrimination place in a child’s path. It has global authority to influence decision-makers, and a wide variety of partners at grassroots level to turn the most innovative ideas into reality.”

Core value: “UNICEF is driven by five core values: care, respect, integrity, trust and accountability. A range of initiatives has been established to ensure these values form the basis of UNICEF operations and guide the world's leading organization for children and young people.”

3. Brand identity



Figure 2 - UNICEF Viet Nam logo

The UNICEF Viet Nam's logo is their most powerful symbol. It is their guarantee of quality, trust and integrity. It is the most consistent element in their communications. This symbol brings to life UNICEF's positioning as the world's leading organization for children. It also represents the organization's enormous scope, impact, and influence.

By including the tagline "Vì mọi trẻ em", the organization is ensuring that people know what they do and who they stand for.

Symbolism: UNICEF is more than a name, and their logo is more than a graphic design. In their logo and images, a parent lifting a child symbolizes the hope, security, and joy that our work brings to parents and their children.

4. Activity

Hung (2014) summarized that UNICEF has supported Viet Nam for more than 50 years and has been officially present in Viet Nam for over 30 years. Over the past time, UNICEF has actively contributed to the development of Vietnamese children by mobilizing international humanitarian organizations, benefactors and more to support Vietnam with a total of over 500 million USD for children's rights activities.

UNICEF's achievements in Viet Nam include: eradicating polio in 2000; eradication of measles and tetanus in infants by 2005; vaccination rate for

children reaches 99%; reduce the rate of malnutrition among children to one third; reduced the under-5 mortality rate by one third since 1960

UNICEF also contributes to the Government of Vietnam in making progressive policies in maternal and child health care, such as the 2012 Labor Code (amended) increasing maternity leave. of women, the Advertising Law promotes breastfeeding.

During the 5-year period (2012 - 2016), UNICEF continues to carry out many activities in Vietnam with efforts to enforce children's rights. In 2013, UNICEF launched the program "Believe in Zero" for Vietnamese children. According to UNICEF, more than 100 children die every day in Vietnam from preventable causes such as pneumonia, diarrhea, drowning, traffic accidents, etc.

Since 2010, when Vietnam became a middle-income country, achieving impressive economic achievements has also decreased the support of international organizations for Vietnam. Therefore, in order to implement the "Tin vào số 0" program most effectively, UNICEF in Vietnam has called for the mobilization of domestic resources to compensate, accompanying UNICEF's efforts to reduce the rate of child mortality to zero.

In Vietnam, UNICEF also works to help the most disadvantaged groups of children, especially children in ethnic minority areas, poor children in urban areas and children with disabilities. From 2012 to 2016, UNICEF has implemented many special programs in 8 provinces where children need the most support such as Lao Cai, Dien Bien, Gia Lai, Kon Tum, Ninh Thuan, An Giang, Dong Thap and Ho Chi Minh.

REPORT 2: IDEA DEVELOPMENT & PRE-PRODUCTION

I. IDEA DEVELOPMENT

1. Situation analysis

UNICEF (2021) compiled some noticeable information about the situation. The report highlighted that COVID-19 pandemic had become more complicated from April 2021 and led to several restrictive measures. Schools and universities have been closed at the end of April, and starting from May, a quarantine measure became necessary leading to a general closure of almost all public businesses and work activities.

The World Health Organization reported how the lockdown had negative consequences on psychological well-being, especially for children. Children and families have been deprived of their educational, work, and sport activities, but also from all their friendship and relational contacts. Suddenly parents had to manage their children at home from school 24h a day and, at the same time, most of them had to start smart-working from home, still carrying out their children's school commitments. Many parents also had to manage difficulties and pain related to having sick or dead relatives, having had wage reductions, or in some cases, having lost their work.

As a consequence, children were showing signs of mental illness. In fact, both international and domestic studies showed that, during the lockdown, children exhibited several problems, such as insecurity, having nightmares, anxiety, decreased appetite, sleep disturbance, fear of losing relatives, decreased attention span, and irritability.

When developing interventions, it should be noted that the impacts of the pandemic on children are not the same. Undernutrition, long-term absence from school can leave long-term effects – and this not only destroys the children themselves, but also the generation that will dominate Vietnam's economy in the future.

2. SWOT of the project

2.1. Strength

- UNICEF is the global leader on promoting and protecting children's rights (UNICEF 2021)
- UNICEF has a worldwide reputation: trusted, strong, world-wide brand image, high popularity among parents and supporters.
- Cooperated, influenced and have close working relations with governments, NGOs and civil society.
- Effective fundraising, with a growing total income from multiple sources of different types (UNICEF 2004)
- Experienced professionals and experts in the field of children development and children's rights protection.

2.2. Weakness

- Since UNICEF is a reputable international organization, every information given has to be approved in many steps, leading to a potential delay in the timeline.
- Staff resources (time and skill) have been wasted on overly complex internal processes.

2.3. Opportunities

- Due to the COVID-19 pandemic, parents have to manage with their children staying at home. Therefore, content about raising children is preferred.
- Besides traditional education, other aspects related to children raising such as healthcare, nutrition, soft skills,... are also increasingly concerned.

2.4. Threats

- Many organizations and brands are also creating similar contents during the pandemic
- Contents about children require in-depth researches, otherwise it will easily be criticized and even create a crisis

3. Research

3.1. Target audiences

3.1.1. Information from UNICEF research and other resources

Mental health

UNICEF (2021) reported that the COVID-19 pandemic that the COVID-19 pandemic has raised significant concerns over the mental health of an entire generation of children and young people as well as parents and caregivers. The report shows that interventions in areas such as health, education and social protection have been shown to be effective, such as parenting programs and those in schools.

According to the latest estimates, more than 1 in 7 adolescents aged 10-19 globally has been diagnosed with a mental disorder. Each year, nearly 46,000 adolescents commit suicide, making it one of the top five causes of death in this age group. Meanwhile, there is still a big gap between mental health needs and mental health support funding. The report shows that around 2% of government health budgets are allocated to mental health spending globally.

UNICEF also highlighted that at least 1 out of every 7 children globally is directly affected by the blockades. More than 1.6 billion children suffer certain losses in education. Disruptions in activities, education, entertainment as well as concerns about family income and health are leaving many young people in a state of fear, anger and uncertainty about the future.

Lê Anh Tú (2021) noted that around the world, many pediatric hospitals have reported a 100% increase in hospitalizations for mental health problems, a 200% increase in hospitalizations for substance use and suicide attempts. A global study of 80,879 children and adolescents (published in August 2021 in JAMA Pediatrics) found that 25.2% and 20.5% of children experienced symptoms of depression and anxiety. This rate has doubled since the pandemic began.

Employment and income

UNICEF (2020) reported that as of the end of June 2020, an estimated 30.8 million Vietnamese people have been negatively impacted by the COVID-19 pandemic, and 53.7% of workers face reduced income. This poses a real challenge for groups of people with financial instability, excessive housing costs, high demand for health care services, low-income workers and people with jobs. Informally. Also due to the pandemic, more than half of respondents (57%) are out of work and a quarter (25.7%) got paid less. Less than half (44%) of the respondents said they had no income and 40% had a lower income during the period of social distancing. About a third (30%) of the participants made early withdrawals from a savings account and half had to borrow from relatives and/or banks to cover living expenses. Some interviewees also took out bank loans to invest in the recovery of agricultural activities after social distancing. Therefore, the spending on raising children also got limited.

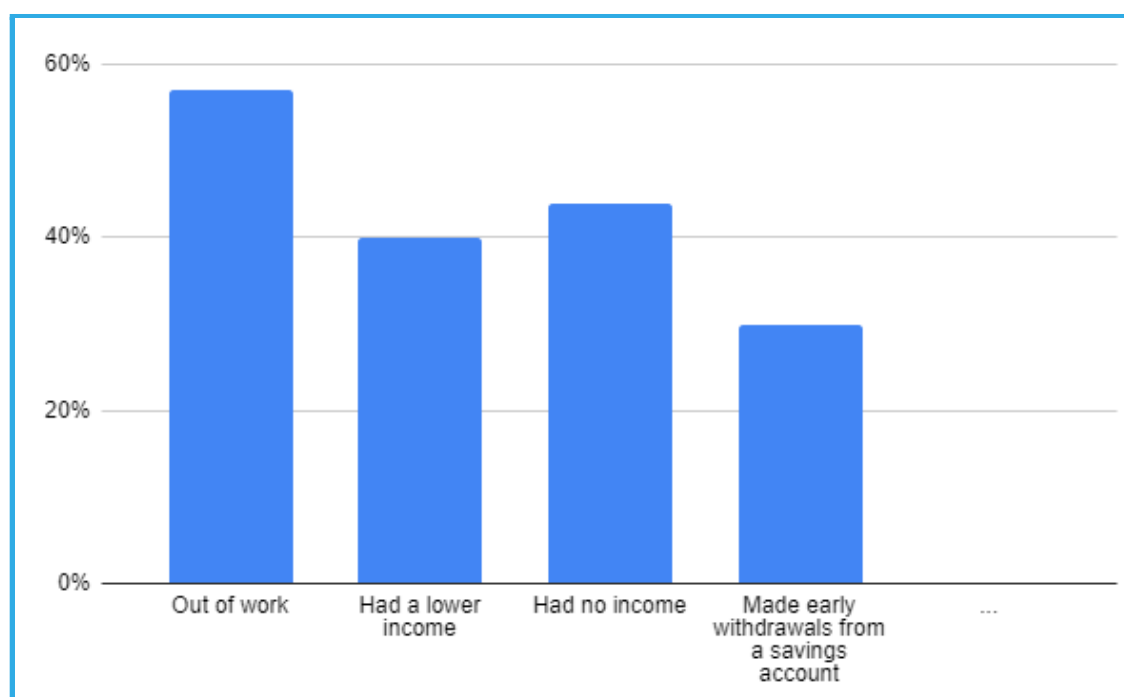


Chart 1 - The data of work and income during the pandemic

Access to nutrition services

The nutritional security of many households was seriously affected and the nutritional quality of each family also declined. Many mothers in the

qualitative study shared about the reduction in the frequency of their children's meals compared to before the school was closed. About 70.4% of study participants living in urban areas said that their children eat fewer meals a day, while this proportion in rural areas is 29.6%. Besides, about 34.5% of interviewees also said that the quality of food has decreased significantly and they have to buy food at higher prices than usual while many parents have lost their jobs or reduced their income which is already at the living wage. (UNICEF 2020)

Care and protection of children

More than half of the Vietnamese population spends a lot of time online. 82% of parents said they spend more time with their children with their new routine. Parents and carers have tried to use information, guidance and care to protect their children from the risks of COVID-19. However, parents (mostly mothers) are forced to take time off work, have their pay cut or even quit their jobs to take care of their children. Some parents have asked grandparents, relatives or older children to look after their young children at home or even send them back to their hometown to reduce care costs. (UNICEF 2020)

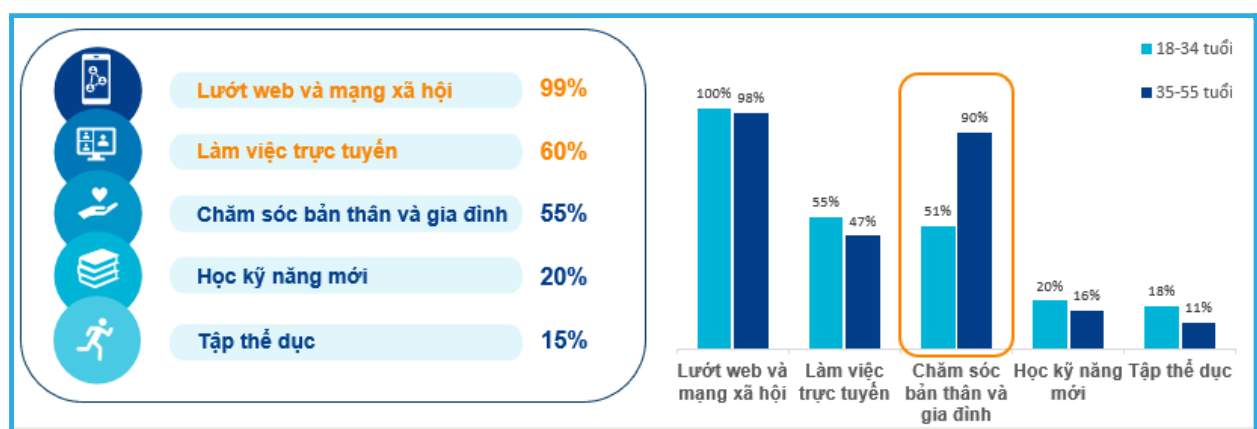


Figure 3 - CI Research survey on consumer behaviour (6th – 9th/2021)

A study by CI Research (2021) shows that the activity “Take care of yourself and your family” has a significant difference with 51% in the 18-34 year old group and 90% in the 35-55 year old group.

Education

51.4% Children spend less time studying or do not study at all. 9% Children do not have information technology (IT) equipment or poor IT infrastructure 37.9% Children experience problems with technology when learning online (no video, no audio, internet interruption, etc.) 22.7% Children have some problems with their school habits (such as blurred vision, health problems) related to changing study habits, hearing problems, back and neck problems, etc.)

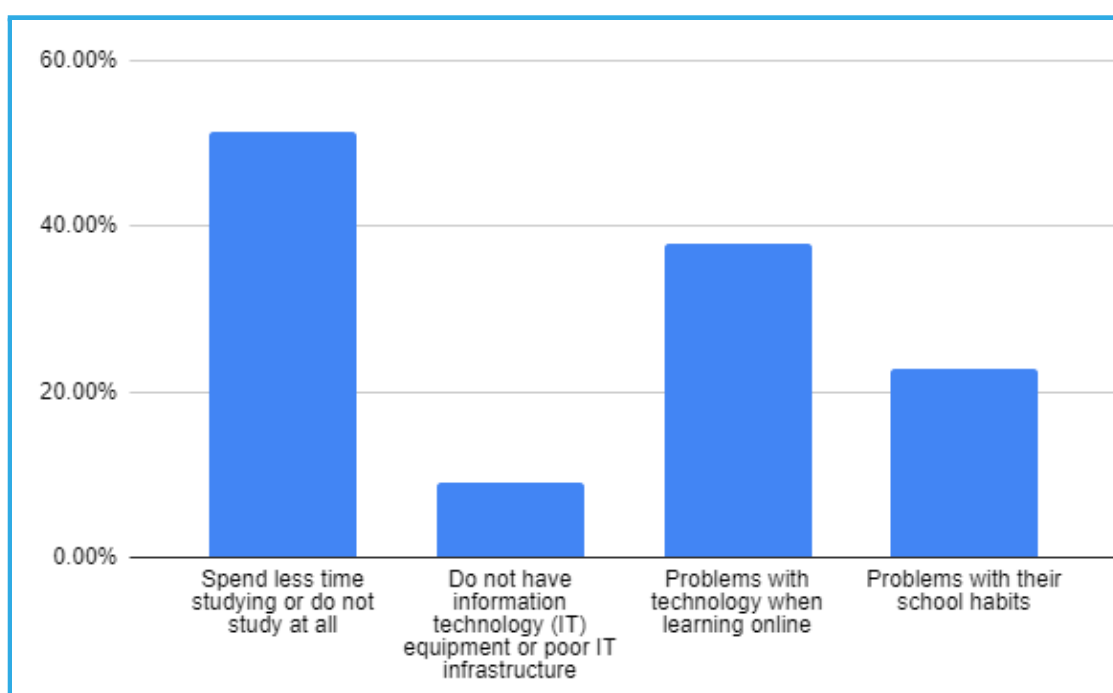


Chart 2 - Difficulties in online learning for students

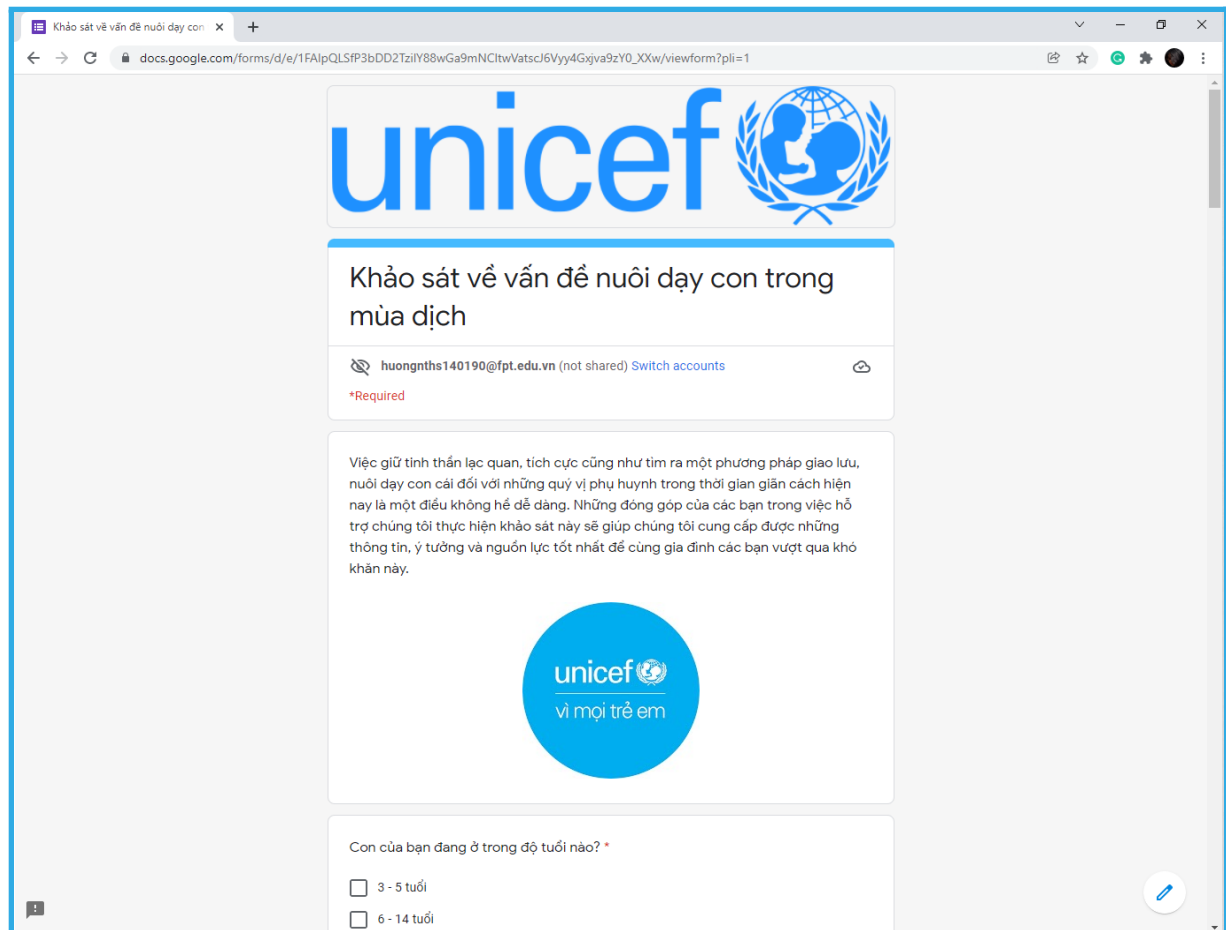
In October 2021, World Vision published research on the enormous impact of the pandemic on children's mental health. The study was conducted from April to June 2021, with the participation of 5,500 children from eight Asian countries, including Vietnam.

The report shows that 55% of children do not have access to distance learning after school has closed; 1 in 5 children between the ages of 5-15 cannot continue their education in any way. Moreover, 13% of adults have reported cases of violence against children in the family; 26% reported some form of emotional violence.

3.1.2. Research via quantitative survey

After completing the survey form, we sent the form back to UNICEF for review and then UNICEF distributed the questionnaire to get the results in Ha Noi, Ho Chi Minh and Da Nang.

Form: <https://forms.gle/AYay4MVJ8518npQm8>



The screenshot shows a Google Forms interface in Vietnamese. At the top, the title is "Khảo sát về vấn đề nuôi dạy con" (Survey on parenting issues). Below it, the main title of the survey is "Khảo sát về vấn đề nuôi dạy con trong mùa dịch" (Survey on parenting issues during the pandemic). The form is created by "huongnth140190@fpt.edu.vn (not shared)". A paragraph explains the purpose: "Việc giữ tinh thần lạc quan, tích cực cũng như tìm ra một phương pháp giao lưu, nuôi dạy con cái đối với những quý vị phụ huynh trong thời gian giãn cách hiện nay là một điều không hề dễ dàng. Những đóng góp của các bạn trong việc hỗ trợ chúng tôi thực hiện khảo sát này sẽ giúp chúng tôi cung cấp được những thông tin, ý tưởng và nguồn lực tốt nhất để cùng gia đình các bạn vượt qua khó khăn này." (Maintaining a positive and optimistic spirit, as well as finding a communication method, raising children for parents during the current isolation period is not an easy task. Your contributions in supporting our survey will help us provide the best information, ideas, and resources to help your family overcome this difficulty.) Below this is a UNICEF logo with the tagline "vì mọi trẻ em" (for every child). The first question is "Con của bạn đang ở trong độ tuổi nào? *" (What is your child's age?). It has two radio button options: "3 - 5 tuổi" (3 - 5 years old) and "6 - 14 tuổi" (6 - 14 years old).

Figure 4 - Survey form about parenting during pandemic

Result: The survey received 310 responses

Question 1: How old are your children?

The most popular age of respondents children was 6 to 14 years old accounting for 49%. More than two-fifths of respondents were having 3 to 5 years old children. Occupy the least percentage, the proportions of respondents having 15 to 18 years old children was 30,6%.

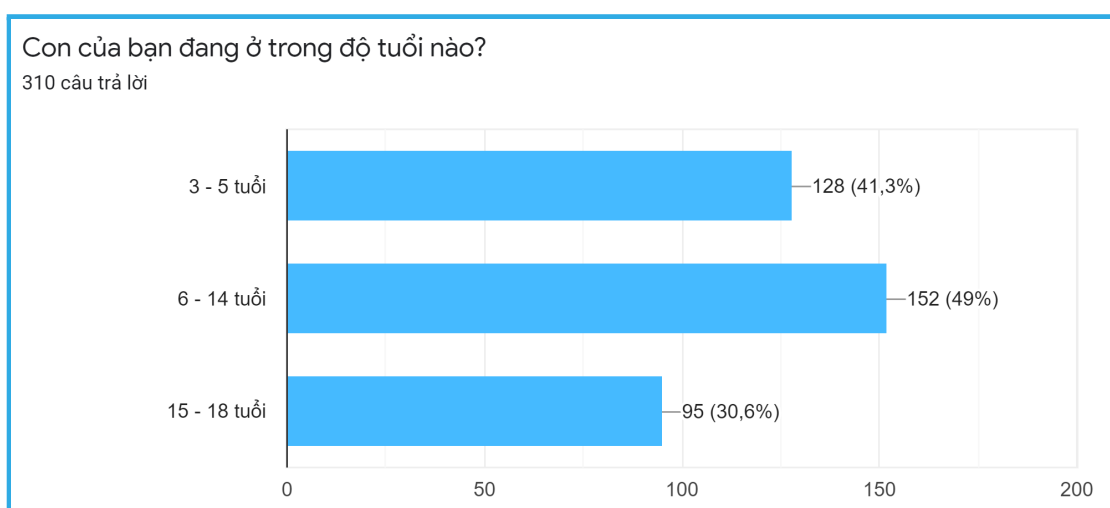


Chart 3 - The age of survey participants' children

Question 2: What parenting topics are you usually interested in?

Learning is the most concerned topic with 79% of respondents interested. The percentage of respondents interested in the health issue is 73.5%, making this topic the 2nd most concerning. Soft skills, communication with children, art and entertainment are the topics that receive less attention, respectively accounting for 49.4%, 48.4%, 38.7% and 37.7%.

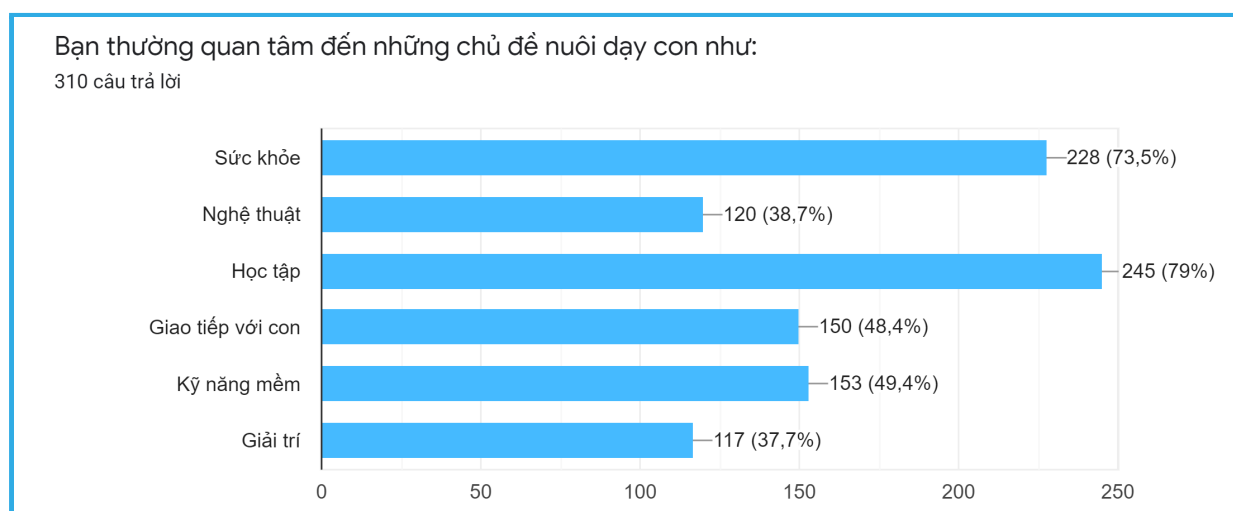


Chart 4 - Parenting topics that parents are interested in

Question 3: Please rate how difficult it is to raise children during the time of separation compared to normal.

1 is the least difficult and level 5 is the hardest.

In the 310 survey participants, the majority of parents feel that parenting during the pandemic has become much more difficult than in pre-pandemic times. Level 4 with 35.2%.

In which, the highest rate of assessment of extreme difficulty belongs to parents with children aged 6-14 years old (25.7%) and followed by 3-5 years old (24.2%). Up to 46,9% of parents with children from 3 to 5 years old feel many difficulties and 30.3% of parents with children aged 6-14. Only 2.3% of parents with children aged 3 - 5 feel there is little difficulty and 3.2% of parents with children aged 6 - 14 feel the same.

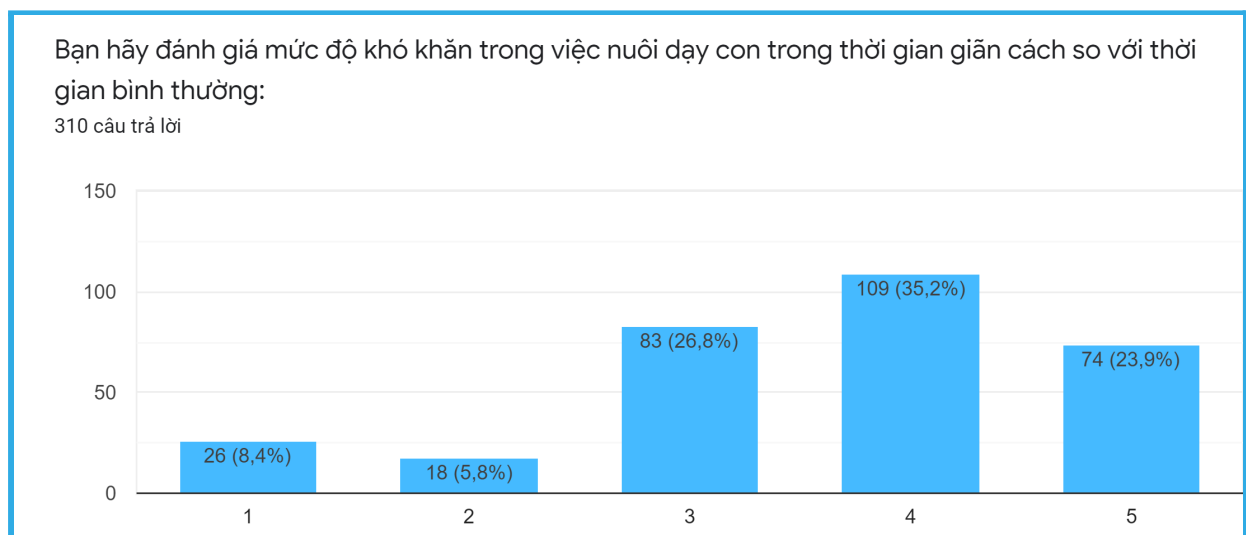
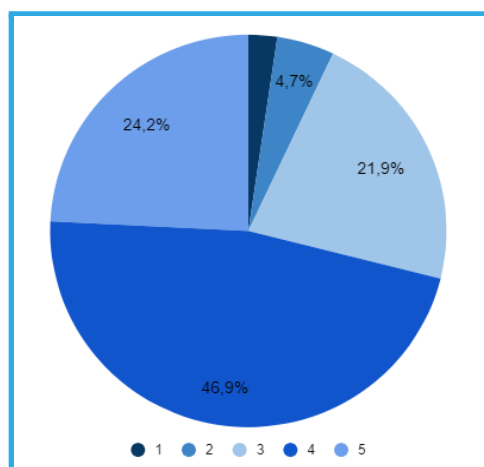
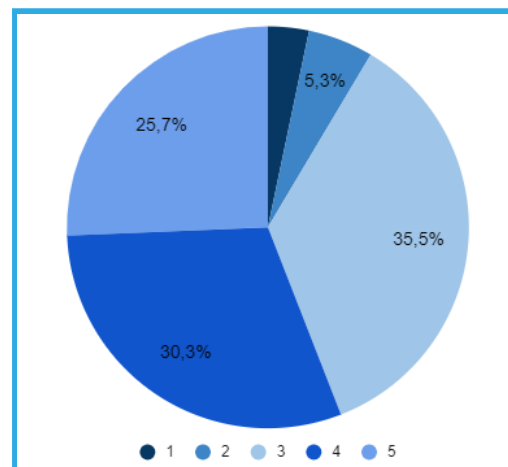


Chart 5 - Parenting's difficult rate during distancing compared to normal



Parents with children aged 3-5



Parents with children aged 6-14

Question 4: During the time of separation with your children, what difficulties do you have?

Most people had a hard time raising children during the lockdown. Only 1.3% stated that they had no problems. The two most cited difficulties are the excessive time spent on electronic devices of children and the difficulty in controlling emotions with the chosen of nearly 70% of respondents. Issues of time management and family conflict were also raised by many people, accounting for around two-third of responses. The least cited difficulties are the disturbance by children while parents are working and children's difficulties in online learning with the citation of over a half respondents.

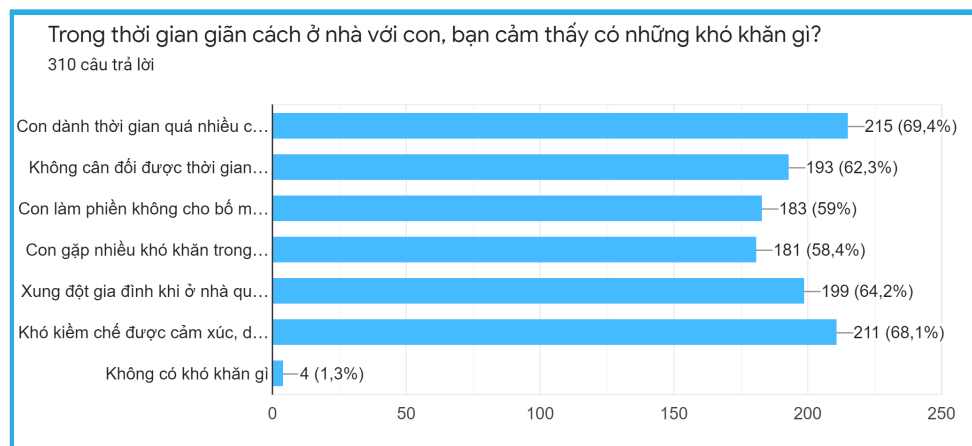


Chart 6 - Parents' difficulties in the pandemic distance

Question 5: You are often attracted to content conveyed by

The most attractive form of media chosen by the survey respondents is illustration with the rate of 83.5%. Video was the choice of 66.5% of respondents. The percentage of respondents attracted by sound and text are 59.7% and 56.5%.

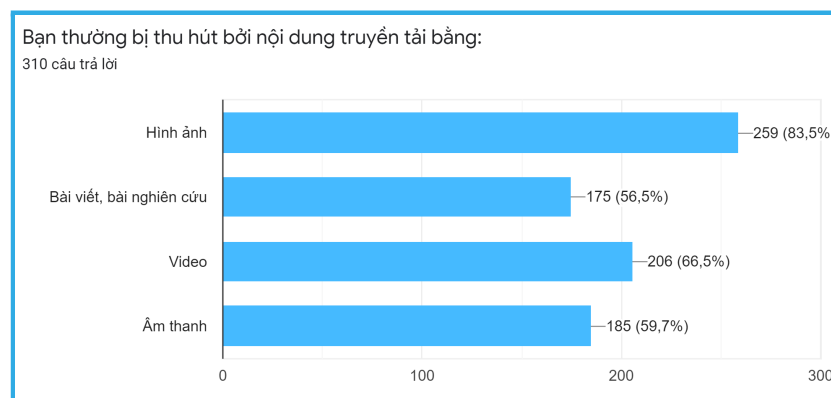


Chart 7 - Media forms that attract parents

Question 6: How often do you check your email?

Over a quarter of respondents check their email every day and 61% stated that they check on a regular basis. The percentage of respondents rarely use email is 11.6% and just a small minority do not use email.

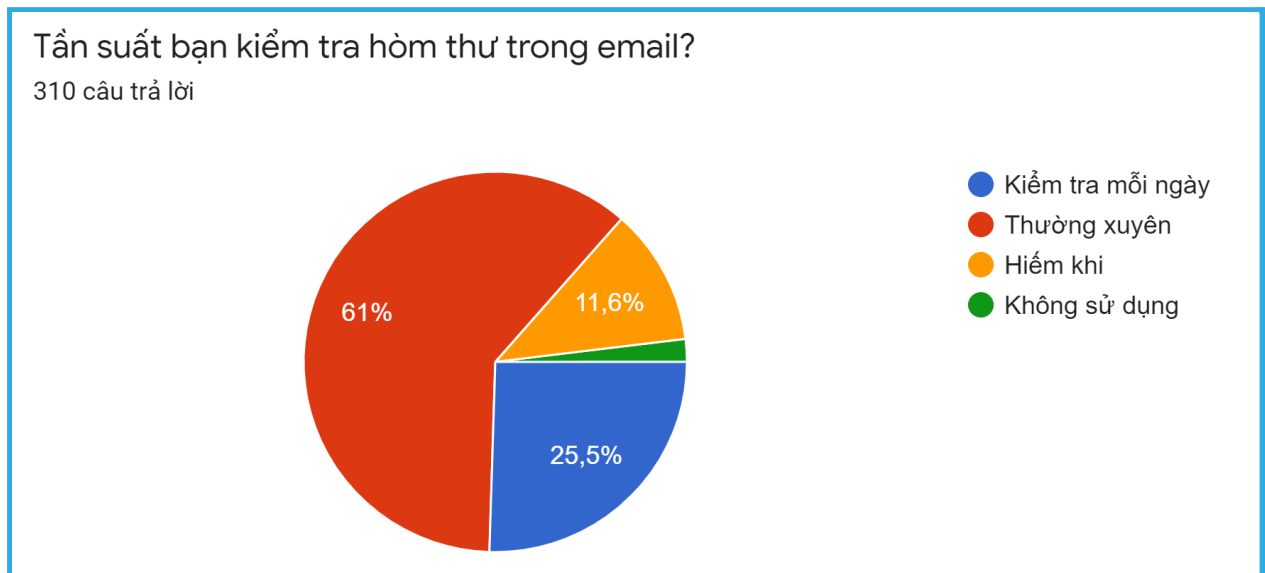


Chart 8 - Pie chart of the email checking frequency survey result

Question 7: What time do you usually check your email?

84.7% of respondents claimed that they check their email in the morning, 79.4% check in the afternoon. Half of respondents check email in the evening and just under a fifth check at lunch time.

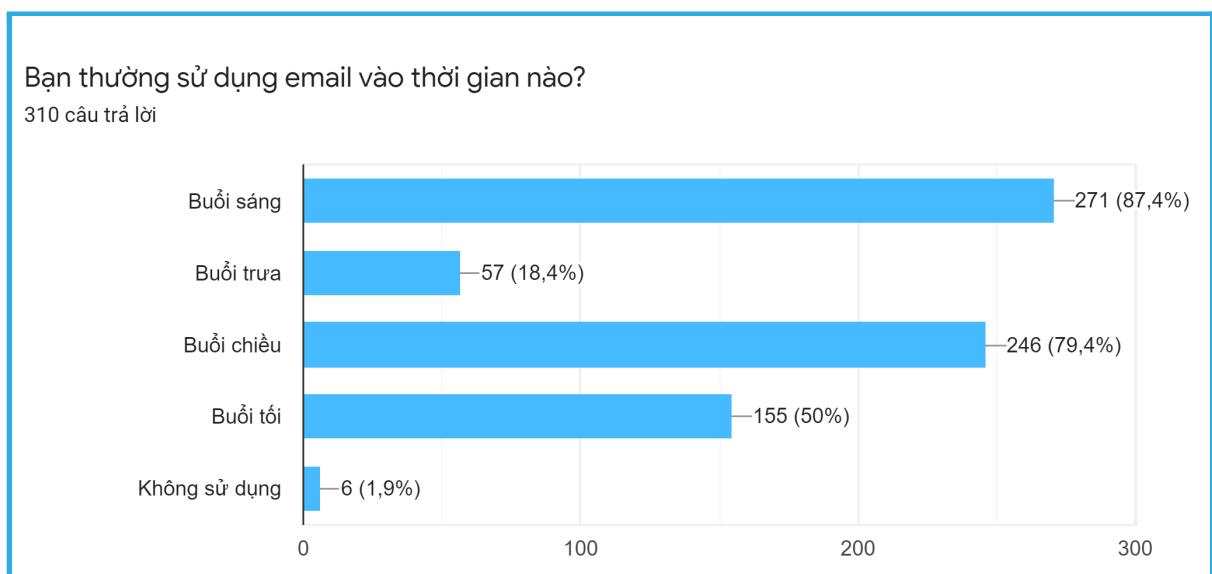


Chart 9 - Email-using schedule graph

3.1.3. Conclusion

According to statistics and surveys, we can determine that the COVID-19 pandemic has led to many difficulties in the lives of children and parents, especially family conflicts that could easily be occurred during this time.

There are many difficulties in online learning such as infrastructure, equipment, changes in habits, etc. Changing study habits and staying at home for a long time and the fact that children use electronic devices for too long have become one of the top concerns of parents during this time.

While social distancing makes parents stay at home and spend more time with their children, parents get a reduction in income, leading to a limited child care budget as well as meeting their children's needs becomes more difficult than ever before.

Especially, this long period of distancing makes the rate of children suffering from mental health problems increase rapidly. This will lead to serious consequences like depression and suicide at children. However, this is a problem that has not really been noticed by many people

For most parents this is not an easy period. They also face many difficulties with work pressure and childcare. These pressures cause difficulties in controlling emotions and lead to conflicts between them and their children. During this time, soft skills, entertainment for children were also noticed more by parents besides searching for children's studying and healthcare resources.

3.2. Competition

In this competitor research, we divided into 3 main groups to conduct research: Organizations, projects and general online resources.

3.2.1. Organizations

These are some non-profit organizations that are always in competition with UNICEF in fundraising and implementing works for children. Although they may not run any project that competes directly with UNICEF currently, we should still be aware of them since their contents usually provide raising children knowledge.

World Vision Vietnam

World Vision is a religious non-profit organization founded in 1950, by American Christians. In 1977, World Vision was restructured to be an international organization focused on children and launched in Vietnam in 1988. Since then, World Vision has worked alongside supporters, governments, stakeholders, families and communities to positively impact the lives of 200,000 vulnerable children in Vietnam.



Figure 5 - World Vision Viet Nam logo

Save the Children in Vietnam

Founded in 1919, Save the Children is an independent global organization for children with a network of activities in 120 countries around the world. In 1990, Save the Children started their work in Vietnam, focusing on six key program areas: Education, Health and Nutrition, Child Protection, Child Rights Governance, Child Poverty, Disaster Risk Reduction and Emergency Response.



Figure 6 - Save the Children logo

MSD Vietnam

The Research Institute of Management for Sustainable Development (MSD) is a member of the Association for Scientific Research on Southeast Asia - Vietnam. As a local NGO, MSD strives to promote a favorable development environment for the development of social organizations and promote the realization of rights of marginalized and vulnerable community groups, especially children, young people, women and people with disabilities in Vietnam.



Figure 7 - MSD logo

3.2.2. Projects

At our launching moment, some projects providing similar content with UNICEF's expected works have also been implemented.

Lan tỏa yêu thương (MSD x Save the Children)

"Lan tỏa yêu thương" is an annual campaign since 2017, chaired by the Research Institute for Sustainable Development Management and Save the Children International in Vietnam.



Figure 8 - Lan tỏa yêu thương (MSD x Save the Children)

In 2021, “Lan tỏa yêu thương” has been implemented with the theme “Love repels violence” to spread the message "Join hands to ensure the implementation of children's rights, protect children in the context of the COVID-19 epidemic; end forms of physical and mental punishment of children and create a healthy and favorable environment for the holistic development of children".

The campaign has launched on Facebook from the middle of October to November 2021, providing contents about positive education in forms of graphic post, webinar, minigame, challenge and animated video.

Mental health care project for children affected by COVID-19 (Healthy Mind x Bitis)

The project implemented by Healthy Mind and Bitis launched in November 2021, with the purpose of promoting mental health care for children since they were affected by COVID-19.

Main activity of this project was conducting a series of free webinars on how to take care of children's mental health in the COVID-19 pandemic situation. The first webinar on helping children to have an efficient learning habit at home attracted 10,000 views on Facebook.



Figure 9 - Mental health care project for children affected by COVID-19 webinar

At the same time, Healthy mind also conducted a series of Facebook posts sharing helpful information on children's issues. The first 5 posts attracted about 70 reactions in total.

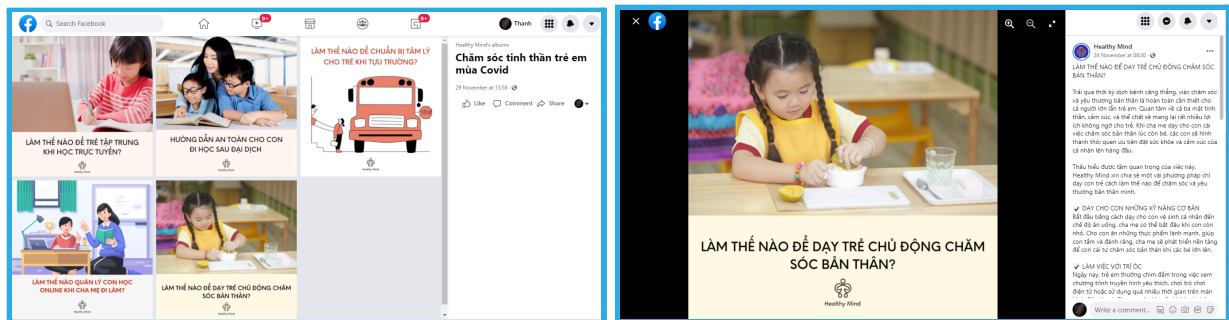


Figure 10 - Post series provide parenting information in Healthy Mind Page

3.2.3. General online resources

In addition to the specific organizations and projects mentioned above, the limitless resources on children's issues that can be found online should also be concerned.

One of the feature resources comes from online newspapers, magazines or blogs. There are uncountable articles on parenting topics published individually on the internet including articles relevant to the pandemic context. These resources are often turned to when parents have a specific problem with their children or may be read by the newspaper or magazine followers.

Modern parents also join Facebook groups to share and learn parenting experiences from others. There are two main types of groups they usually join: spontaneous groups and groups conducted by enterprises. These groups can be classified by children's age, topic (education, nutrition) or geography.

3.2.4. Conclusion

Due to the specificity of the social work industry, the above organizations, projects and resources can be both competitors and potential partners in conducting community service projects. Moreover, despite the similarities in the nature of the projects, there is no other organization or project that can

directly compete with UNICEF in terms of reputation, credibility and followers. Newspapers or parenting groups that parents trust quite a lot. If the evaluation of the campaign on these groups is good, UNICEF can attract a large number of interested people. However, if there are bad comments, we will also have to pay close attention.

3.3. Channels and tools

3.3.1. Channels

Facebook

According to Tongluc.com (2021), every minute, in Viet Nam, there are 400 new people joining Facebook. There are 2/3 of internet users (60.6%) have a Facebook account. One typical user spends 58.5 minutes per day on Facebook. On Facebook, when uploading videos instead of text or photos, engagement increases by 600 percent.

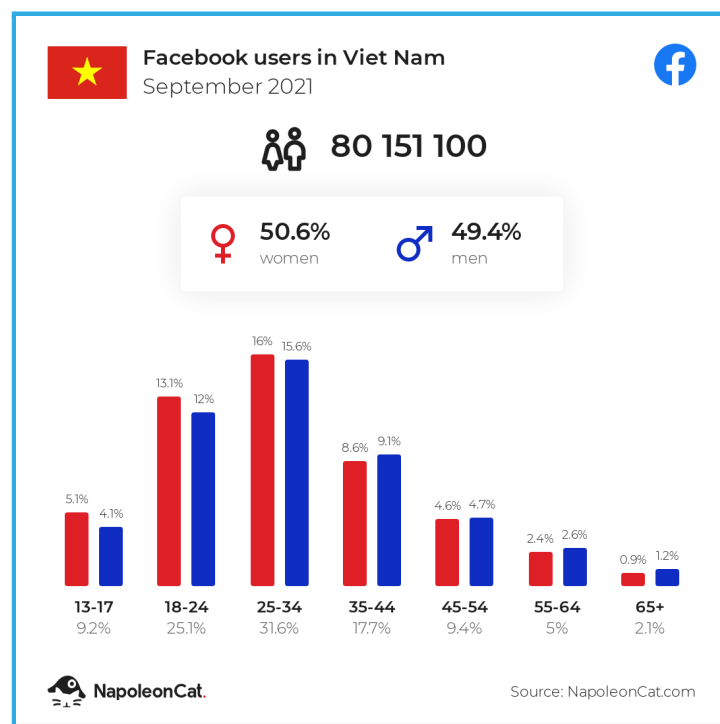


Figure 11 - Statistic of Facebook users in VietNam by age group and gender

NapoleonCat (2021) reported that the most common age group of Facebook users in Viet Nam is between 25 - 34 (about 32% of total users) and the gender difference is negligible (49.4% of male users and 50.6% of female users).

YouTube

There are more than 1 billion hours of videos watched every day on YouTube. Also, Youtube has more than 1.9 billion monthly active and logged in users. (Gem Digital 2019)

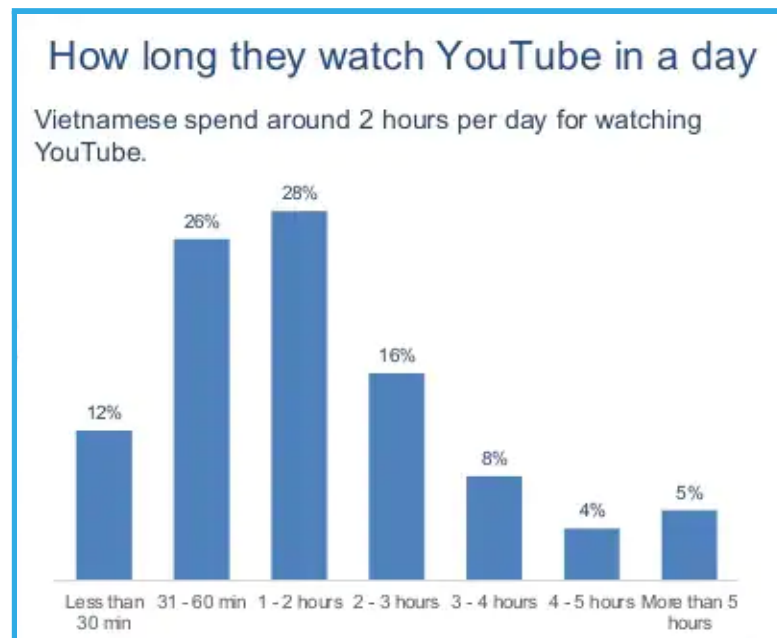


Figure 12 - Time that Vietnamese people spend on Youtube in a day

According to Q&Me (2021), Vietnamese spend around 2 hours per day watching YouTube. In which, the most popular amount of time that is spent on YouTube per day is 1 to 2 hours, accounting for 28% of responses.

Email

Email marketing is still one of the most effective solutions to promote businesses, especially in the pandemic context. GetResponse (2021) reported that the average open rate of emails from July 2019 to June 2020 in VietNam is 22% and CTR is 0.77%. The report also shows that in all industries, Non-profits get the highest open rate at 30.85%, and also highest CTR at 3.60%.

Regarding pandemic context, Campaign Monitor (2021) reported that in the dawn of the COVID-19 outbreak, there was a 16% increase in email opens. Between March and April, there was a 32% year-on-year increase in the open rates.

3.3.2. Tools

Facebook advertising

Radd Interactive (2021) highlighted that the audiences can be micro-targeted that are best for business. Ads can be created to narrow down the target audiences for segments under: Gender, age, location, spoken languages, interests, education level or history, job title, income, etc. Facebook's ads allow for extremely precisely targeted options. There are multiple types of ads to choose from for Facebook business advertising: Photo, video, stories, messenger, carousel, slideshow, collection. Facebook's Ads Manager gives businesses a wide range of performance insights and aggregate data. Each ad created can be measured through their ad tools.

Moosend

Rebekah (2021) reviewed that Moosend offers a wide range of support services. It has marketing and lead generation integrations. Furthermore, it offers a flexible choice of price plans that are far less expensive than some alternatives, as well as excellent delivery rates and a large number of template options. In addition, Moosend provides a free plan for newcomers.

3.3.3. Conclusion

Based on the information above, we can combine many channels together in order to increase the effectiveness of the campaign. Facebook will be the main media channel to run ads for the campaign while detailed contents will be sent by email to update the latest information for subscribers. Based on the email-checking habits of subscribers, email will be the most focused channel in this campaign. And in order to maximize all the uses of email, Moosend is the perfect tool for it.

II. PROJECT PLANNING

1. Goals and objectives

1.1. Goals

UNICEF will work closely with CREATIO to ensure the technical content is accurate and engaging to convey the right messages, with an aim to:

- Strengthen the brand image of UNICEF as a trustworthy NGO that always cares about children's lives.
- Reach and meet families' needs during this difficult time and support them with knowledge and skills to overcome the challenges.
- Generate new subscribers, supporters to earn donate

1.2. SMART Objectives

For 10 weeks:

- Generate 10,000 leads to UNICEF base of supporters
- Increase by 30,000 the number of UNICEF base of supporters, friends, advocates and followers on social media
- 80% asked leads think the campaign was helpful and can be applied

2. Targeting

	Primary	Secondary	
	Parents/ Caregivers	Parents/ Caregivers	General supporters
Age	30 - 40	25 - 30	N/A
Children's age	6 - 14	3 - 5	N/A
Job	Office worker		N/A
Geography	Ha Noi, Ho Chi Minh, Da Nang		
Habit	<ul style="list-style-type: none"> • Usually check email for bulletins • Often update information through local news sites, online newspapers. • Their major concerns when using social networks are education, economy, politic and pandemic situation. • Having trust in the information from official sources or experts, then their friends and family. • Love to read short articles that are straight to the point with accurate information, accompanied by pictorial or video with specific descriptions. 		<ul style="list-style-type: none"> • May have a basic interest and understanding of issues that affect children's life. • Interested in contents about supporting and helping children, especially during the COVID-19 pandemic. • Often notice or interact with UNICEF's social media activities.

Paint point	<ul style="list-style-type: none"> • They do not know how to teach their children to study at home. • Limited time. Difficult to balance between taking care of children and working from home. They have to work from home and also take care of their children so they easily get tired and become stressed. • Don't really know how to become closer to their children because of their busy work schedule, so when social distancing happens, they get confused and have difficulty improving the relationship between themselves and their children. • With no income, parents have to struggle to provide nutritious meals for their children, ensuring that their children's health develops in both mind and body. This difficulty will adversely affect children's ability to study, earn and become effective citizens in the future. 	<ul style="list-style-type: none"> • Worrying about children's life during the pandemic.
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Table 2 - Target audiences analysis

3. Strategy and tactics

3.1. Communication strategy

- **Multimedia Communication:** Using various form of media such as text, graphics, animation, podcast and video to transmit information
- Using both rational and emotional appeals in producing products.

3.2. Communication tactics

Various topics

Content on different topics will be provided by UNICEF for adaptation into the bulletin, dividing into topics: Home entertainment, nutrition, exercises, mental health, learning & development and other UNICEF works related topics

Multimedia Communication

- **Visual:** Create distinctive key visual assets for the weekly bulletins and visual identity for promotion on social media.
- **Sound:** Besides information conveyed by text and graphic in email bulletins, weekly podcasts are produced to attract audiences by sound.

Message appeals

- **Rational appeal:** The bulletins are compiled from information of UNICEF experts and written in informational style.
- **Emotional appeals:** Emotional appeals are also applied in production.
The most directed emotions are fear, pain and love

The communication products are made in the combination of both kinds of appeals above. For example, we use statistics to highlight problems, create fear or point out target audiences' pain points. After that, we give instructions to solve the problems in a professional but friendly voice. Another method is leading them to an imagination full of family love to increase their desires, motivating them to follow our instructions.

4. Big Idea

Create value exchange bulletins providing helpful resources on children's issues, such as nutrition, safe environment, learning and development for children during COVID-19, and parenting/care-giver skills.

4.1. Campaign message

“Để biến những giây phút bên con trở nên những khoảnh khắc vàng”

“Make every minute with your child a golden moment”

4.2. Hashtag

#KKVBC #Khoảnh_Khắc_Vàng_Bên_Con #GoldenMomentwithyourchild

4.3. Key visual



Figure 13 - Key visual 1



Figure 14 - Key visual 2

5. Media channel

5.1. Owned media

Official Facebook page:

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

Posting introduction posts, publishing promotion videos and running ads. Using Facebook ads as a subscription form to target audience. Posts must include captions with videos, pictures or links.

YouTube channel:

Link: <https://www.youtube.com/user/unicefvietnam>

Posting videos and informative podcasts. Podcasts will have educational contents narrated by MC or stories shared by influencers as guests. Contents will relate to the topic of bulletin emails.

Official website UNICEF Viet Nam:

Link: <https://www.unicef.org/vietnam/vi>

Posting campaign introduction post and bulletins subscription form for users.

5.2. Earned media

5.2.1. Influencers

We will invite influencers to participate in videos, podcasts and share campaign posts on social media. They will share information about both their experiences as well as sharing about the project to the community to help the project go viral.

Influencers engagement plan: as per policy, UNICEF does not pay for influencer's engagement. UNICEF has had a pool of influencers to work on these topics, including food bloggers, celebrity parents, singers etc. For this type of engagement, we target to have the participation from influencers on how to turn home into a playground, with entertainment activities and artworks using available resources and household, as tips for families to organize and spend time together.

We select influencers with the following criteria:

- Family influencers
- Experienced in taking care of and teaching children
- Agree to collaborate for free with UNICEF
- Not violate UNICEF's influencers regulations: bad reputation and advertising supplements or infant formula

5.2.2. Supportive partners

We will cooperate with a number of academies, organizations experienced in training children to provide useful information for followers.

5.2.3. Group Facebook share:

We will ask Facebook groups admins to share about the campaign.

We select Facebook groups with the following criteria:

- Groups for parents to share about raising children
- Significant number of members
- High level of community engagement

5.2.4. Word of mouth:

We encourage people to share their experiences with the project to their friends and relatives. The call to action is mentioned in the podcast.

6. Risk management

We divided risks into 5 main types: Force majeure, Influencers, Content, Work procedure and Technical. Details of each risk and their solutions are listed in the table below:

Type of risk	Possibility	Level	Problem	Prevent (before it happens)	Solution (after it happens)
Force majeure	High	Low	Distancing policy changing	<ul style="list-style-type: none">N/A	<ul style="list-style-type: none">Adjust the content appropriately and timely
Influencers	Low	High	Scandals	<ul style="list-style-type: none">Replace other influencer	<ul style="list-style-type: none">Remove posts that feature the influencerFollow up and make a statement if it affects the client
	Medium	Low	Overlapping schedules	<ul style="list-style-type: none">Meet and schedule in advance with influencersAsk the influencer to confirm the schedule 3 days before the shooting session	<ul style="list-style-type: none">Have an alternative plan
Content	Medium	Low	Controversial	<ul style="list-style-type: none">Write and review content by	<ul style="list-style-type: none">Seeding good opinion

			information	specialist <ul style="list-style-type: none"> Keep track of the recipient's reaction and take action when new controversy arises 	<ul style="list-style-type: none"> Remove controversial posts Prepare posts with corrected informations
	Low	High	Copyright	<ul style="list-style-type: none"> Hiring copyright specialists to solve the problem Cite source and contact for permission (if any) Using UNICEF's own source as the main source 	<ul style="list-style-type: none"> Immediately contact the author to solve the issue Remove related posts and post apologies (if not resolved with the author)
	High	Medium	Unsubscribing number increases	<ul style="list-style-type: none"> Make a survey for subscribers about the project to have well-timed changes 	
Work procedure	Medium	High	Misunderstanding between agency and client	<ul style="list-style-type: none"> All meetings must have all meeting documents Assign someone in charge to work directly and report the progress between the two parties regularly Products must comply with the meeting documents 	
	High	High	Low progress due to client's long review process	<ul style="list-style-type: none"> Finish products early for client to review 	<ul style="list-style-type: none"> Delay posting schedule

	Medium	Medium	Lacks of communication	<ul style="list-style-type: none"> • Assign someone in charge to work directly and report the progress between the two parties regularly • Schedule a regular meeting 	
Technical	High	Medium	Emails got misdirected into promotions box	<ul style="list-style-type: none"> • Change email structure, images and subject lines • Tutorial on how to change email destination into the main folder 	
	Low	Low	Some may miss one or more emails	<ul style="list-style-type: none"> • List and split email lists then send 	<ul style="list-style-type: none"> • Create a bulletin bank • Resend a second time to subscribers who didn't receive the first email
	Low	Medium	Links error	<ul style="list-style-type: none"> • Check the registration link regularly 	<ul style="list-style-type: none"> • Contact to reopen the link • Renew, replace the old link
	Low	High	Raw Video lost	<ul style="list-style-type: none"> • Save the recording file in the backup memory card 	<ul style="list-style-type: none"> • Recontact the Influencer to remake the TVC

Table 3 - Risk management

7. Estimated cost

UNICEF is a nonprofit organization dedicated to the community, especially children, so that UNICEF hopes that influencers will voluntarily cooperate without being paid. The expected budget included running Facebook ads and media projects: graphic design, influencer video and animation video is 720 million VND (tax included).

Description	Amount (VND)
I. PROMOTION	
Facebook ads	500,000,000
Coordinate with influencers	0
II. CREATIVE CONCEPTION AND EXECUTION	
Graphic design (key visual + bulletins design)	30,000,000
Influencer video	50,000,000
Animation video	30,000,000
INCURRED COST (10%TOTAL)	60,000,000
VAT (10% TOTAL)	60,000,000
GRAND TOTAL	720,000,000

Table 4 - Estimated budget

8. Distribution

LEADER			
Team Planning	Team Digital	Team Design	Team Production
Receiving requests from customers and build communication plan	Develop timeline and content for Social media channels	Build concept and design	Produce bullteins, videos & podcasts

Table 5 - Organizational structure of team

III. PRE-LAUNCH/ PRE-PRODUCTION

1. Timeline

According to the original schedule, the preparation progress will begin from early September and finish in mid-September and videos will be finished mid-October. However, due to the delay of the review process, the time to finish the products took longer than expected. Design products were finished in the 3rd week of September while 2 videos were finished in the 4th week of October and the 3rd week of November.

[illegible]

Video 2 - KOLs endorse video															
Script	01/09/2021	08/10/2021													
Contact KOL (MC Trang Moon)	11/10/2021	15/10/2021													
Contact Supplier	11/10/2021	15/10/2021													
Shooting	16/10/2021	16/10/2021													
Demo	18/10/2021	14/11/2021													
Finalize	15/11/2021	26/11/2021													
Key visual															
Conceptualize and design key visual	01/09/2021	10/09/2021													
Feedback	11/09/2021	15/09/2021													
Finalize	16/09/2021	17/09/2021													
4 Facebook ads images															
Design	01/09/2021	10/09/2021													
Feedback	11/09/2021	15/09/2021													
Finalize	16/09/2021	17/09/2021													

Table 6 - Preparation timeline

2. Communication designs

2.1. Key visual

This is the main key visual of the campaign with the image of a happy family in the context of the pandemic. Key visual will be used in all the posts in the campaign. Campaign has 2 key visuals because after a while of running and email got sent into the promotion box, we had to fix the issue so that emails will not be marked as “advertisement” and sent directly into the main inbox. One of the ways to do it is changing the picture at the opening of the mail which is the key visual.



Key visual 1



Key visual 2

2.2. Facebook advertising designs

The 4 advertising designs below will be advertised on Facebook with a subscribe link for the target audiences.



Figure 15 - Facebook ads design

3. Animated TVC:

3.1. Script

Video began with the context of a family: a father is working at home with his son playing next to him. The son bothered the father and made him angry so he shouted at the kid and told him to go away. This action of the father makes the son very sad. The father continues working then receives a bulletin email of the “Khoảnh khắc Vàng bên con” campaign. While reading the bulletin, he imagined a scenario in which parents together with their children learn and play. Suddenly the son breaks the flower pot causing a loud noise, bringing the father back to reality. The TVC ends with the scene: Mother and father appeasing the crying son, and say: "Do not worry son, we will clean this with you" and then the outro with the logo of UNICEF and the key visual of the campaign appear.

Link:

<https://docs.google.com/document/d/1IXqJM6fwNbjiMZM01bMuaGU-5QA-6z9s/edit?usp=sharing&ouid=112786630744162511163&rtpof=true&sd=true>



<ul style="list-style-type: none"> - Video: Giới thiệu cảm nang Khoảnh khắc vàng - Thời lượng: ~30s 						
	Cảnh	Thời lượng	Hình ảnh mô tả			Lưu ý phân cảnh
			Nội dung	Text	Hình ảnh	
1	1.1		Toàn cảnh người bố đang ngồi sử dụng máy tính trên bàn làm việc, và đứa con thì đang chơi một mình.			
	1.2		Đứa trẻ trở nên chán nản và chạy lại chỗ bố ngồi, tỏ ý muốn bố cùng chơi với mình.			

Figure 16 - Script of Animated TVC

3.2. Storyboard

Link:

<https://drive.google.com/file/d/1K9LiyRVfOM3hi4Bppf1LrJFL6Rz8eVLq/view?usp=sharing>

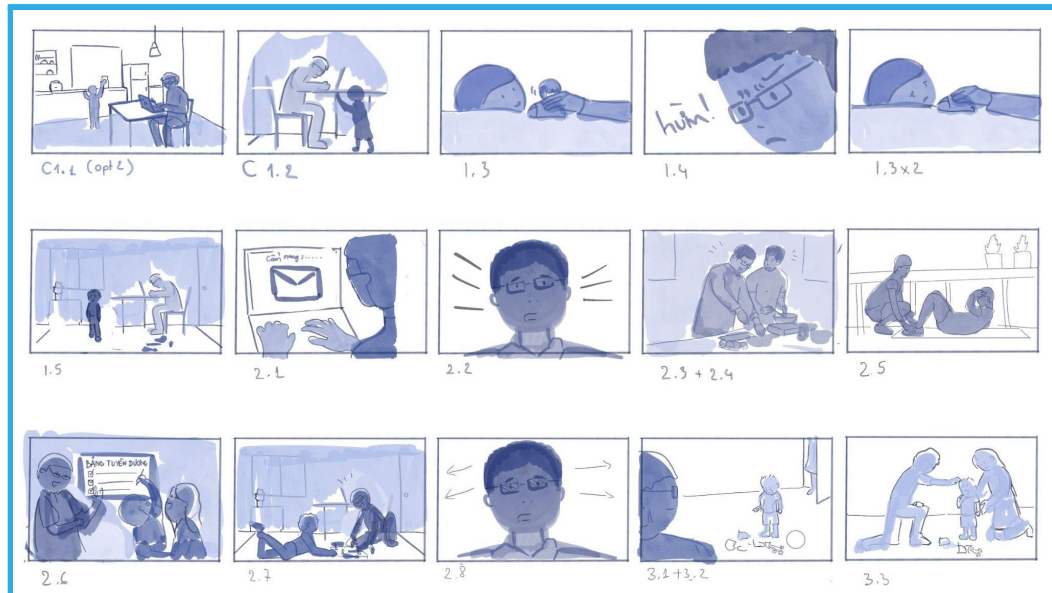


Figure 17 - Storyboard of Animated TVC

3.3. Video

Link:

<https://drive.google.com/file/d/1iBjVJcegOszyFvT8H9CdSssLDu2ssPMQ/view?usp=sharing>



Figure 18 - Final video product of Animated TVC

4. Influencer TVC

4.1. Script

The Influencer TVC mainly focuses on the influencer's family playing together scene, combined with the soft music with the influencer's introduction about the campaign. Outro has the logo of UNICEF and the key visual of the campaign.

Link:

https://docs.google.com/document/d/13vJOgV0VtI2VLIE_AHcK_7_4VU-PPnmg/edit?usp=sharing&oid=112786630744162511163&rtpof=true&sd=true

- Video: Giới thiệu cẩm nang Khoảnh khắc vàng - Thời lượng:			
Cảnh	Nội dung	Thoại	Lưu ý phản cảnh
1	Lần lượt trình chiếu những hình ảnh cả gia đình cùng chơi đùa vui vẻ với nhau tại nhà: cùng nấu ăn, tập thể dục, chơi trò chơi...	Ngắm nhìn con trẻ lớn lên là 1 trải nghiệm tuyệt vời. Là cha mẹ, bạn có thể làm được rất nhiều điều để hỗ trợ con mình	
2	Chuyển cảnh cả gia đình ngồi trước camera, người bố và người mẹ lần lượt chia sẻ những khó khăn mà hai người gặp phải trong quá trình chăm sóc con con mùa giãn cách Covid.	Và tăng cường sự gắn kết, khả năng học tập và sự phát triển toàn diện của con trẻ	
3	Người bố người mẹ chia sẻ về việc được giới thiệu về Cẩm nang: Khoảnh khắc vàng bên con của UNICEF cũng như trải nghiệm khi áp dụng những tips từ các bản tin vào cuộc sống thường ngày.	UNICEF biết rõ con bạn cần gì để phát triển khỏe mạnh và hạnh phúc. UNICEF cũng hiểu rằng làm cha mẹ đôi khi là công việc khó khăn nhất trên đời.	
4	Cả gia đình kể về những thay đổi tích cực đã đạt được sau khi áp dụng các bài học từ Cẩm nang của UNICEF.	Vì vậy tôi đã tham gia cùng UNICEF và nhiều cha mẹ khác để học hỏi kinh nghiệm từ các chuyên gia hàng đầu về nuôi dạy con cái, và nhiều kiến thức khác.	
5	Gia đình cũng kêu gọi mọi người tham gia đăng ký nhận tin bài từ Cẩm nang: Khoảnh khắc vàng bên con của UNICEF. Đưa trẻ đọc to key message của chiến dịch với giọng điệu hào hứng và thích thú, cả gia đình cùng cười vui và vỗ tay tạm biệt.	Còn bạn thì sao? Để biến mỗi phút giây bên con trở thành những khoảnh khắc vàng, bạn hãy đăng ký nhận bản tin từ UNICEF ngay nhé!	

Figure 19 - Script of Influencer TVC

4.2. Video

Link:

<https://drive.google.com/file/d/1-I2iGJhQZeMhRerCXLDGRnMN5czSD7b/view?usp=sharing>



Figure 20 - Final video product of Influencer TVC

5. Influencers

5.1. List of influencers

We chose to cooperate with 7 influencers meet the [Influencer criteria](#):

No.	Name	Information	SOW
1	MC Trang Moon	MC VTV, hot mom on Facebook, has 4 daughters	Join TVC, share campaign information
2	Hana Giang Anh	Hot vlogger about fitness and lifestyle, posting videos of taking care of her son is of great interest to many people	Join podcast/bulletin, share information about campaign information
3	Hà Ánh Phượng	Teacher in the top 50 excellent teachers globally in 2020, teacher at Huong Can High School, Phu Tho	
4	Nguyễn Diệp Chi	Single mom, MC of the educational program Road to Olympia Regularly share tips for taking care of and educating young children and everyday moments with Sumo's daughter (cooking, beauty, studying,...).	
5	Thanh Bùi	Singer, principal of Soul Music & Performing Arts Academy	
6	Duy Khoa	Singer, has a son	
7	Bảo Thanh	Famous actor, has 2 children	

Table 7 - List of suggested influencers

5.2. Invitation letter from UNICEF

After having a list of influencers and getting approved by UNICEF, letters will be sent to influencers. We will send these letters using Email and Facebook. The letters will describe the project, the purpose of the letter as well as hope for the willingness to cooperate with influencers.

Link:

<https://drive.google.com/file/d/13eXGOhdCv-AqPycLP4QbTVYtVrmXBorj/view>

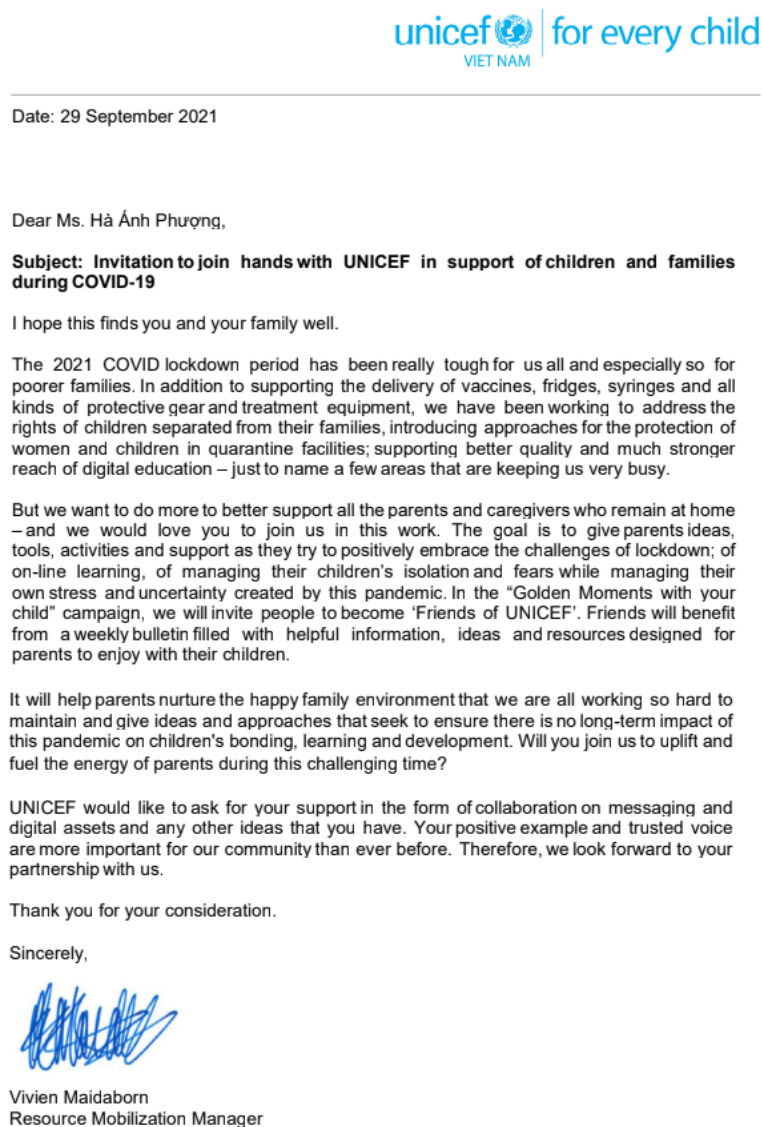


Figure 21 - Invitation letter from UNICEF

6. Supportive partners

The 2 partners working with UNICEF are STEAM for VIETNAM and Soul Music & Performing Arts Academy:

No.	Name	Information	SOW	Link
1	STEAM for VIETNAM	STEAM for Vietnam is a U.S. non profit organization founded and operated by Vietnamese professionals and students all over the world.	<ul style="list-style-type: none"> Join a podcast and bulletin in the bulletin series Course provides in bulletin 	https://www.steamforvietnam.org/en
2	Soul Music & Performing Arts Academy	Soul Music & Performing Arts Academy (SMPAA) is focused on raising music and performing arts education in Vietnam to a new level.	Join a podcast and bulletin in the bulletin series	https://smpaa.edu.vn/a-word-from-our-founder/

Table 8 - Supportive partners

IV. MEETING MINUTES

In the early stages of project planning, we conducted internal meetings constantly to complete the plan and prepare the media kit for the projects. The meetings with client representatives were in charge of the team leader, which is scheduled twice a week in the planning month. In this period, the meetings with suppliers were also conducted to follow and join media production.

Họp tiến độ dự án	STT	Nội dung	Chi tiết	Tổng hợp	Kết luận	Reference
2	Họp với UNICEF lần 1	5 nội dung chính:			Gửi lại bản proposal đã chỉnh sửa cho UNICEF Gửi bản đề xuất chi tiết tháng 9	
		Topic cho 5 tháng	Bổ sung chủ đề: bản tin của UNICEF, cyber-safety			
		Thiết kế layout cho từng tuần	- Thiết kế 01 graphic design chạy ads trong tuần đầu - Các design nhỏ để giới thiệu KV	Tham khảo sách "Nói sao cho trẻ chịu nghe, nghe sao cho trẻ chịu nói"	Podcast - Cần nhắc và đề xuất: - Lịch podcast - Cách thức sản xuất - Cân đối chi phí	Sách: Nói sao cho trẻ chịu nghe, nghe sao cho trẻ chịu nói Video tham khảo 1
		Concept của KV và video	KV (KH lựa chọn Option3): - Sửa lại key message cho phù hợp với tình trạng chung (trường hợp hết lockdown) - Sử dụng hình ảnh đồ ăn VN + các đôi lứa - Đợi chỉ Văn gửi UNICEF's brand guideline	Video: - Video 1: Animation (có mẫu của UNICEF) - Video 2: UNICEF sẽ gửi danh sách KOLs + thư giới thiệu	- Các sản phẩm về KV đều phải thông qua anh Linh duyệt - Gửi lại thiết kế KV và key message đã sửa - Storyboard, kịch bản cho 02 video	UNICEF Brand guideline Video tham khảo 2
		Distribution plan	Bổ sung: - CREATIO sẽ thiết kế graphic cho landing page trên các nền tảng bao gồm: Facebook, website... - Bổ sung cách thức làm landing page (tư vấn hướng dẫn KH)	collect leads database (names & emails) via ads & landing pages	Deadline sửa proposal: 03/09	Video tham khảo 3
		Process for production, approval, distribution and management of the data collected	Submit & approvals from 20th - 31st every month		- Tất cả các bản đề xuất đều phải thực hiện song ngữ	Quy trình làm việc và báo giá của Sup thiết kế

Figure 22 - A meeting minute in Pre-launch period

REPORT 3: PROJECT EXECUTION

I. OVERVIEW

1. Timeline

Phase 1 of the campaign “Khoảnh khắc Vàng bên con” will start from the first week of September to the end of the first week of December (include preparation and running time of the campaign)

Pre-production time has been mentioned in detail at [Timeline](#). During the running of the campaign, bulletins will be sent by email while podcasts will be uploaded on YouTube weekly on Thursday from the end of September to the first week of December. During this time, in order to increase the approaching number of people to subscribe, the third week and the fourth week of September will focus on running ads on Facebook toward target audiences. The following weeks will post information on the official page of UNICEF and influencers' posts.

After the first week of December, phase 1 of the campaign will end, the second week will be the time for finishing all the reports.

Month		September				October				November				December			
Week		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
I	Before the campaign																
1	Pre-production																
II	In the campaign																
3	Weekly bulletins & podcasts																
4	Communication on Facebook																
III	After the campaign																
5	Phase 1 report																

Table 9 - Overview timeline

2. Budget

While the expense on Facebook ads is permanent, the expense on creative conception and execution has had some adjustments. In fact, the actual budget had a light reduction compared to the expected budget. The total expense is 607,860,000VNĐ (included 10% tax)

Description	Amount (VND)
I. PROMOTION	
Facebook ads	440,000,000
Coordinate with influencers	0
II. CREATIVE CONCEPTION AND EXECUTION	
Graphic design (key visual + bulletins design)	35,000,000
Influencer video	42,000,000
Animation video	35,600,000
TOTAL	552,600,000
VAT (10% TOTAL)	55,260,000
GRAND TOTAL	607,860,000

Table 10 - Actual budget

II. COMMUNICATION REPORT

1. Overview

Project: Golden Moment with your child

Duration: 30/09/2021 - 02/12/2021

Objectives: Generate 10,000 leads to UNICEF base of supporters

2. Timeline

2.1. Communication journey

For the posts on Facebook, the 3rd and 4th week of September will focus on running ads. In October and November, posts introducing the campaign and podcast will be posted on UNICEF Viet Nam Page and influencer's personal profile.

Due to the delay in the producing and approving progress, the posting date of the 2 videos will be delayed from late October to late November and to the 2nd week of December for the KOLs endorsement videos.

Month	September				October				November				December			
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Publish animation																
Publish KOLs endorse video																
Facebook post																
Facebook ads for registration																

Table 11 - Communication journey

2.2. Influencers sharing journey

Influencers partnered with UNICEF have posted information about the project on their profile page, the details about the time and contents are listed in the table below.

Influencer	Date	Links
Bảo Thanh	05/11/2021	https://www.facebook.com/baothanhofficial90/posts/411402243674117
MC Trang Moon	05/11/2021	https://www.facebook.com/trangmnguyen132/posts/4621153927936619
	21/11/2021	https://www.facebook.com/trangmnguyen132/posts/4773006452751365
	09/12/2021	https://www.facebook.com/trangmnguyen132/posts/4831862256865784
Duy Khoa	08/12/2021	https://www.facebook.com/duykhoacasi/posts/434965204750257

Table 12 - Influencers sharing journey

3. Influencers

5 influencers participated in project:

Golden Moment with your child - Phase 1

No.	Name	SOW	Link
1	MC Trang Moon	Join TVC, share information about campaign on personal Facebook page	https://www.facebook.com/trangmnguyen132
2	Hana Giang Anh	Join a video in the bulletin series	https://www.facebook.com/hanagianganh
3	Thanh Bùi	Join a podcast in the bulletin series	
4	Duy Khoa	Join a podcast in the bulletin series, share information about campaign on personal Facebook page	https://www.facebook.com/casiduykhoa
5	Bảo Thanh	Share information about campaign on personal Facebook page	https://www.facebook.com/baothanhofficial90

Table 13 - Five influencers participated in the first phase of campaign

4. Supportive partners

No.	Name	SOW	Link
1	STEAM for VIETNAM	<ul style="list-style-type: none"> Join a podcast and bulletin in the bulletin series Course provides in bulletin 	https://www.steamforvietnam.org/en
2	Soul Music & Performing Arts Academy	Join a podcast and bulletin in the bulletin series	https://smpaa.edu.vn/a-word-from-our-founder/

Table 14 - Partners participated in the first phase of campaign

5. Results

5.1. Facebook Ads

Ads are advertised toward the target audience and followers of UNICEF. Facebook ads have approached 5,2 million people in 16 days with a total 11,864 leads.

UNICEF Viet Nam - Quỹ Nhi Đồng Liên Hợp Quốc

Sponsored ·

Đăng ký nhận bản tin "Khoảnh Khắc Vàng Bên con" hàng tuần từ UNICEF!

unicef
vì mọi trẻ em

Khoảnh khắc Vàng bên con

FORM ON FACEBOOK

UNICEF sẽ hỗ trợ bạn chăm sóc con yêu, với các bí quyết hàng tuần khi bạn đăng ký nhận bản tin ngay hôm nay!

Sign Up

Nguyễn Hoàng, Thanh Hương and 140 others

3 Shares

Like Comment Share

Figure 23 - Facebook Ads

5.2. Facebook Post

5.2.1. Types of Facebook Post

Introduction post

Introduction post is published on 2nd October 2021, attached the link to a detailed introduction post from the website. The website post will be described in the [Website post](#) section.



Figure 24 - Introduction post

Podcast sharing posts

4 posts sharing YouTube podcasts from episode 1 to 4. Podcasts will be discussed in the [Podcast report](#) section.



Figure 25 - Podcast sharing posts on Facebook

TVCs Publishment

2 video posts for publishing TVCs. TVCs will be analyzed in the [Animated TVC Report](#) and [Influencer TVC Report](#) sections

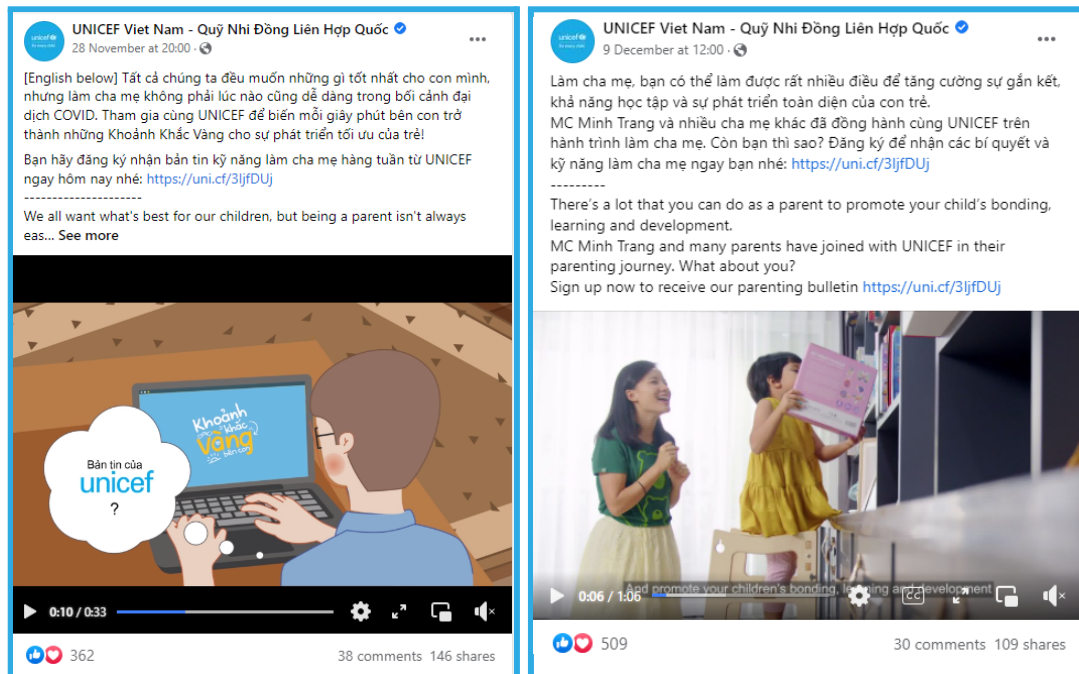


Figure 26 - TVCs Publishment

5.2.2. Engagement results

The TVCs publication posts got the highest engagement. The Animated TVC attracted 546 engagements in total and the Influencer TVC got 648 engagements. Other posts attract about 50-150 reactions and small amounts of comments and shares. Average engagement of Facebook posts is about 244 per post.

5.3. Earned media

5.3.1. Influencer's sharing post

According to contents agreed with Influencers, Influencers will share posts about the campaign as well as call people to subscribe based on the time and schedule of [Influencers sharing journey](#).

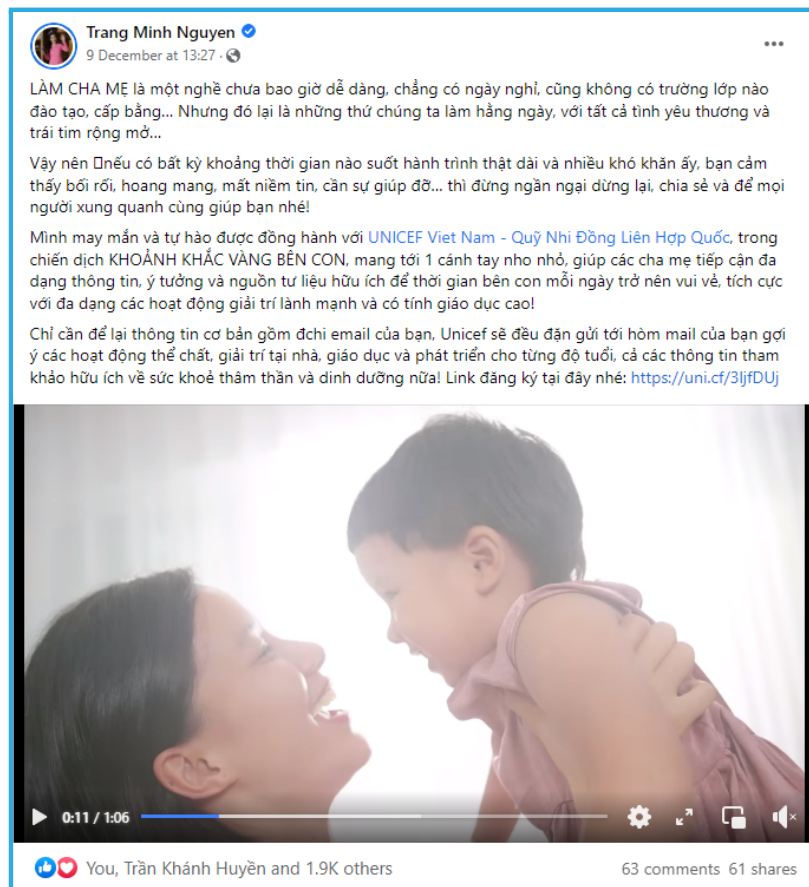


Figure 27 - Earned attention from Influencer post

5.3.2. Facebook Pages, Groups and Website

Facebook pages, groups and websites that shared information about the projects mainly belonged to schools and education centres or parenting groups.

These posts can be divided into 2 types: introduction posts and bulletin reupload posts. Bulletin reupload posts are posts uploaded with the exact contents copied from UNICEF's bulletins. These posts have potential bringing both benefits as well as threads for the campaign.

5.4. Communication metrics

After the first phase campaign, the number of page likes has increased by 54,299 (from 451,824 to 506,123).

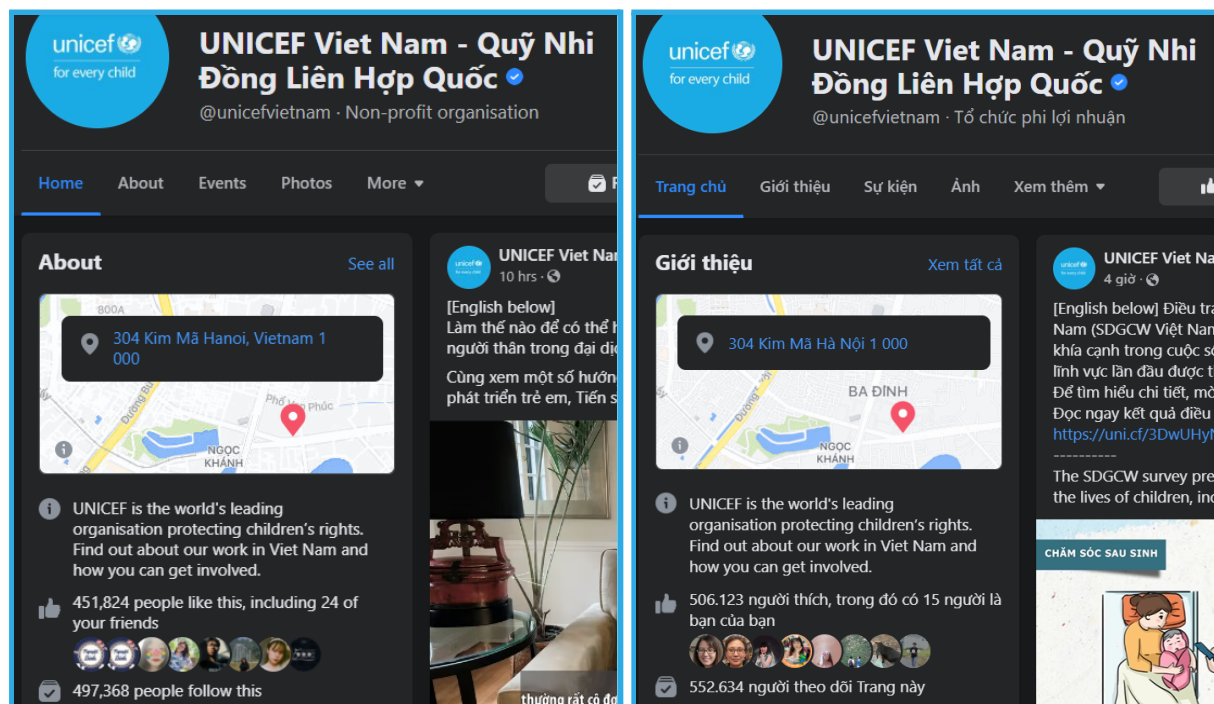


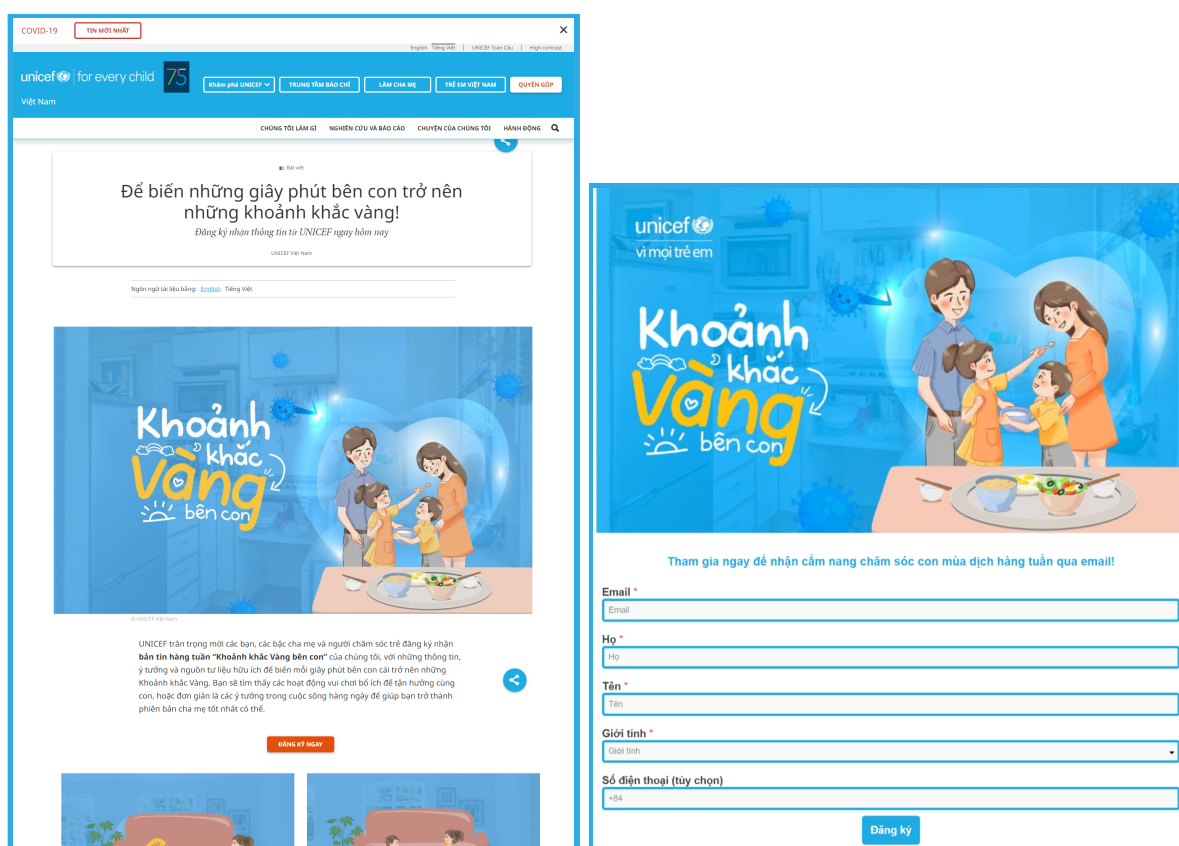
Figure 29 - Communication metrics

III. WEBSITE POST

Publish an article detailing the project with a registration link on the official website of UNICEF Viet Nam. The posts mention the background, introduction and contents that UNICEF provides and the call for subscribing. Posts are written in both English and Vietnamese.

Link:

<https://www.unicef.org/vietnam/vi/kho%E1%BA%A3nh-kh%E1%BA%AFc-v%C3%A0ng-b%C3%AAn-con>



COVID-19 TÊN MỚI NHẤT

unicef for every child 75

Viet Nam

CHƯƠNG TRÌNH LÀM GIỚI NGHIÊN CỨU VÀ BẢO CẤP CHUYÊN CỦA CHÚNG TÔI HÀNH ĐỘNG

Để biến những giây phút bên con trở nên những khoảnh khắc vàng!
Đăng ký nhận thông tin từ UNICEF ngay hôm nay

UNICEF Việt Nam

Nguồn ngữ và tiêu bản: English: Tiếng Việt

Khoảnh khắc vàng bên con

UNICEF trân trọng mời các bạn, các bậc cha mẹ và người chăm sóc trẻ đăng ký nhận bản tin hàng tuần "Khoảnh khắc Vàng bên con" của chúng tôi, với những thông tin, ý tưởng và nguồn tư liệu hữu ích để biến mỗi giây phút bên con cái trở nên những khoảnh khắc Vàng. Bạn sẽ tìm thấy các hoạt động vui chơi bổ ích để tận hưởng cùng con, hoặc đơn giản là các ý tưởng trong cuộc sống hàng ngày để giúp bạn trở thành phiên bản cha mẹ tốt nhất có thể.

Đăng ký ngay

Tham gia ngay để nhận cẩm nang chăm sóc con mùa dịch hàng tuần qua email!

Email *
Email

Họ *
Họ

Tên *
Tên

Giới tính *
Giới tính

Số điện thoại (tùy chọn)
+84

Đăng ký

Figure 30 - Website post

IV. EMAIL BULLETIN REPORT

1. Content plan

Project: Golden Moment with your child Phase 1 runs from week 1 to week 10.

Contents are divided into 5 main topics: Learning & Development (5 posts), Mental Health (2 posts), Nutrition (1 posts), Exercise (1 post) and UNICEF works (1 post). We had focused on providing more contents about Learning & Development và Mental Health which are the problems that many people are struggling in and after the pandemic.

September				Week 1 (30/9)
				Online learning support from parents and online safety.
October	Week 2 (7/10)	Week 3 (14/10)	Week 4 (21/10)	Week 5 (28/10)
	How to control your stress in parenting during the pandemic?	Healthy Eating Habits.	Dealing with children's inappropriate behavior.	Physical activities and exercise for different ages of children.
November	Week 6 (4/11)	Week 7 (11/11)	Week 8 (18/11)	Week 9 (25/11)
	How to talk appropriately with your child on COVID news?	STEAM for every child	World Children's Day (20/11)	Integrated Early Childhood Development.
December	Week 10 (2/12)			
	Role of the father in raising happy children			

Colour code	Learning & Development	Exercise	Nutrition	Mental Health	UNICEF works
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Table 15 - Bulletin content plan

2. Products

2.1. Welcome email

After a recipient fills a subscribe form successfully, we will send a welcome email to their mailbox. All emails from UNICEF will be personalised by adjusting the recipient's name with a key visual at the heading.

Template link:

<https://docs.google.com/document/d/1ACkwNtCbPS3Gj27g298tHPiGXe1bEISo/edit>

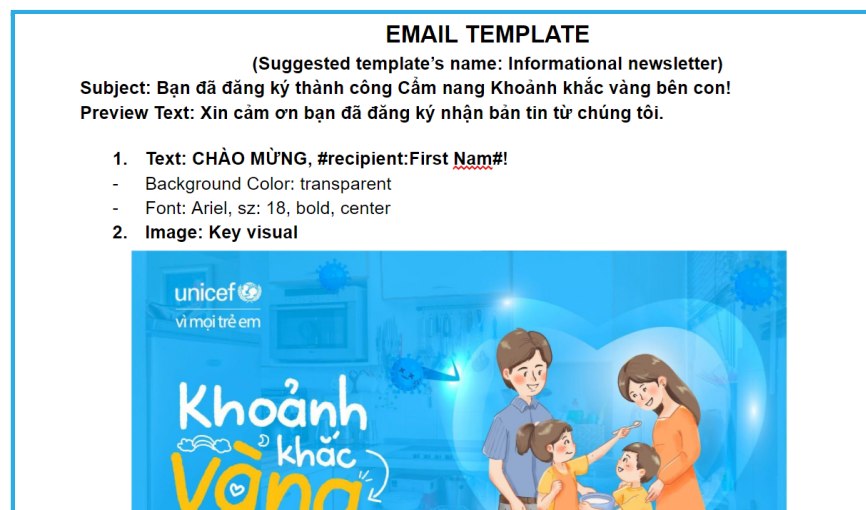


Figure 31 - Welcome email template

Sample email:

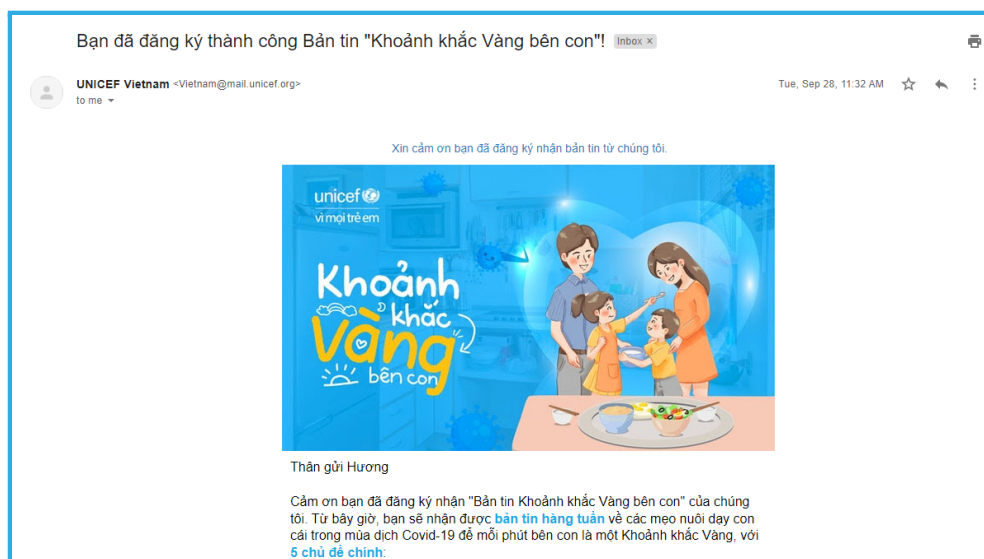


Figure 32 - Welcome email

2.2. Bulletins

2.2.1. Weekly Bulletins

Weekly Bulletins provide helpful resources on children's issues. Bulletins contents will follow the content plan above and add some images to illustrate the contents. Bulletins always include key visual on top and a podcast link at the end.

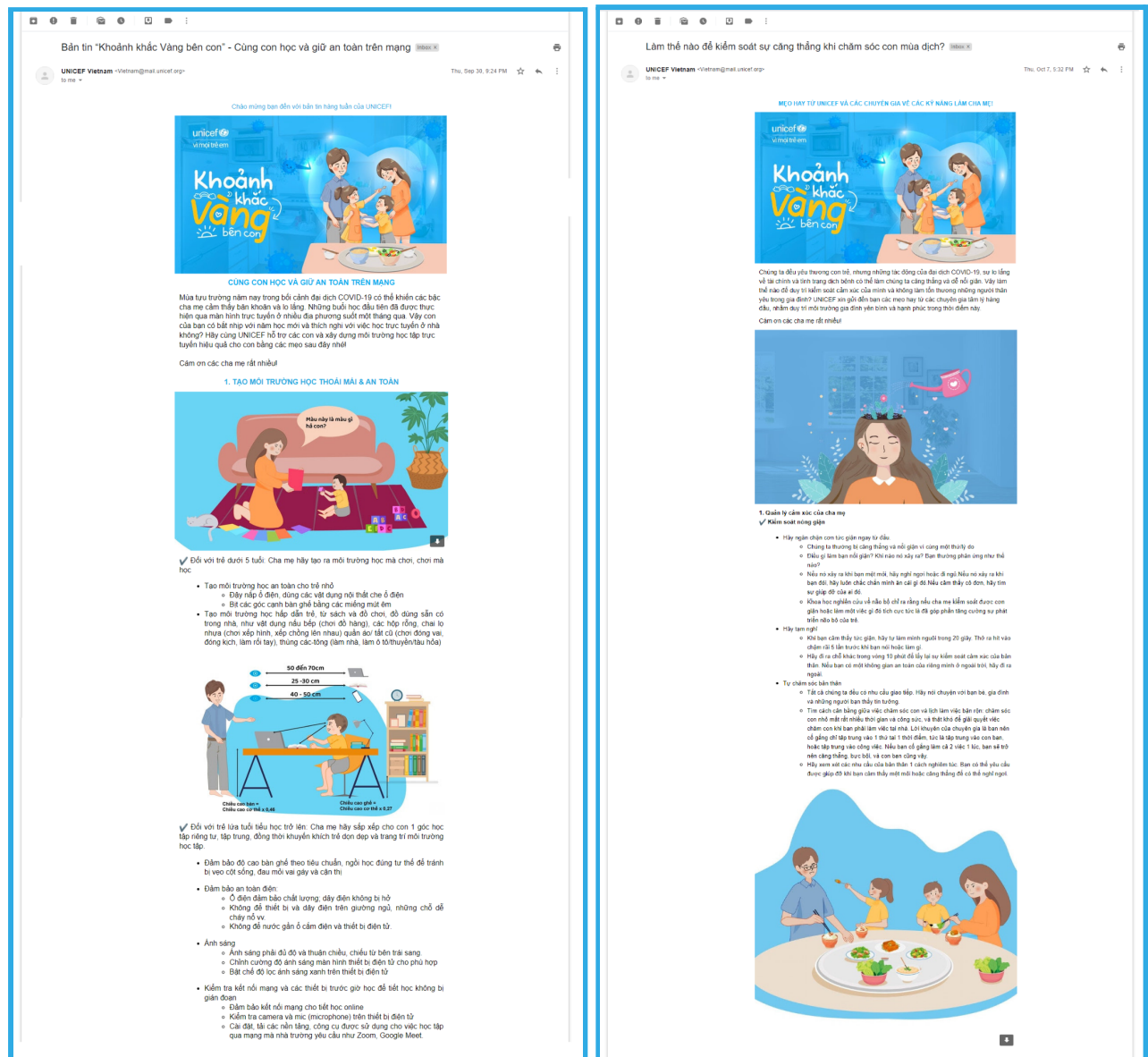


Figure 33 - Bulletin week 1 and week 2

2.2.2. Bulletin Library

Bulletin Library is a drive folder share with subscribers for new subscribers and those who want to re-read past week bulletins:

Link:

<https://drive.google.com/drive/folders/1u362goxPpLjaJm0qKpUCnyl1pa-17Bee>

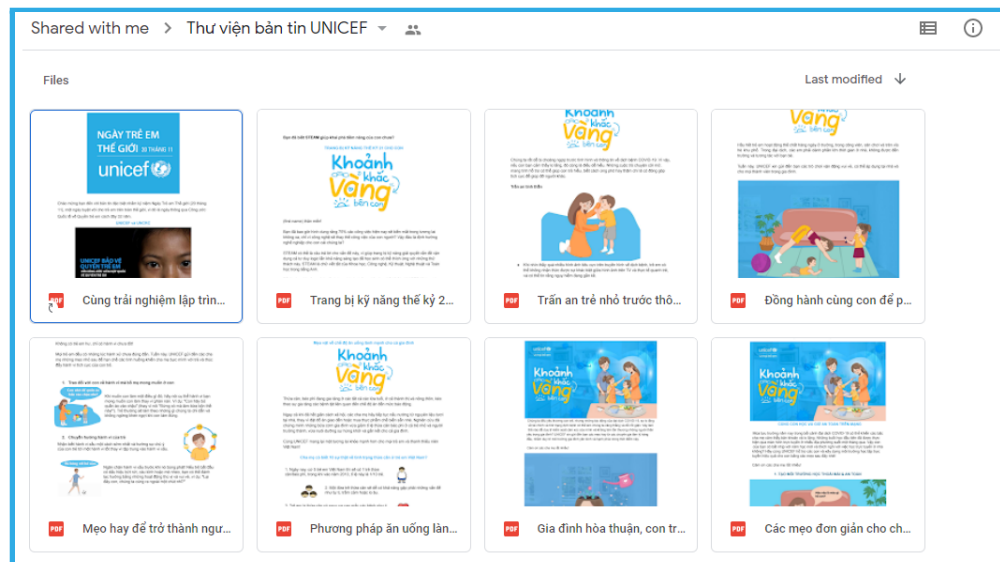


Figure 34 - Bulletin Library

2.3. Feedback

At the 5th week of the campaign, we will send email for feedback of subscribers about the bulletins they received so that there will be appropriate improvements for the following bulletins

Link: <https://forms.gle/a4Tm7nU1aNdWnKwe7>

A screenshot of a Google Forms survey. The title is "Đánh giá Bản tin Khoảnh khắc Vàng bên con!". The text below the title says: "Chúng tôi trân trọng mọi ý kiến của bạn và luôn nỗ lực hành động vì mọi trẻ em Việt Nam. Hãy giúp chúng tôi cải thiện để đem lại trải nghiệm tuyệt vời hơn cho bạn và gia đình nhé!". The form is for the email address "giangngocanh278@gmail.com (not shared)". There is a "Required" label. The first question is "1. Trải nghiệm vừa qua của bạn với chúng tôi như thế nào? *". It has three radio button options: "Như tôi kỳ vọng", "Hơn cả tôi kỳ vọng", and "Không được như tôi kỳ vọng".

Figure 35 - Feedback

3. Result

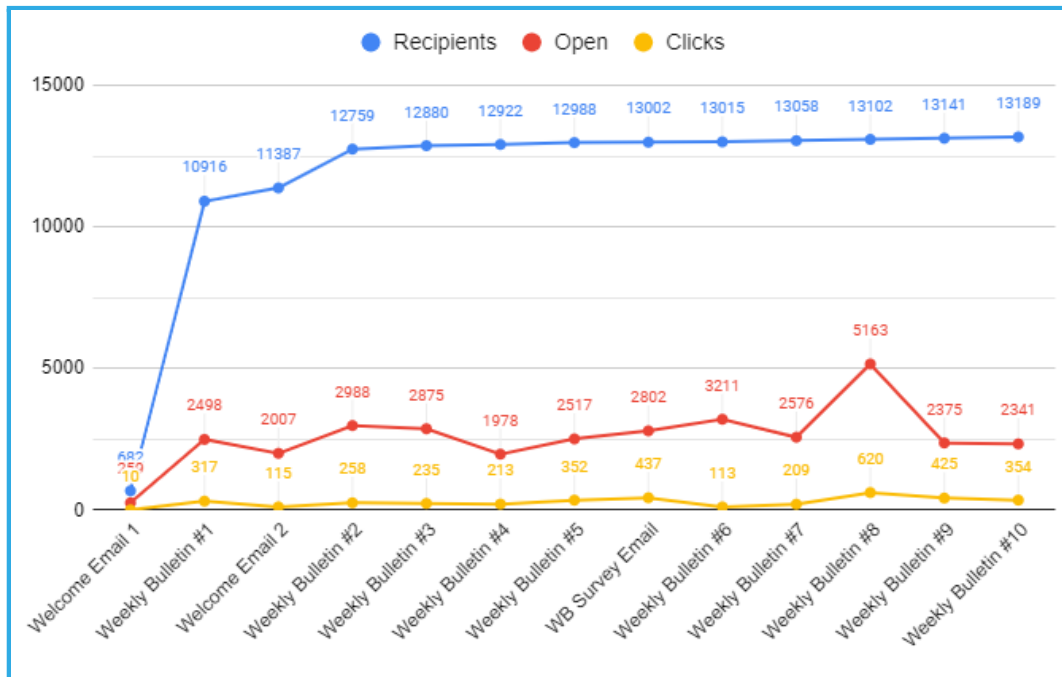


Chart 14 - Number of weekly lead, email opening and link clicking in email chart

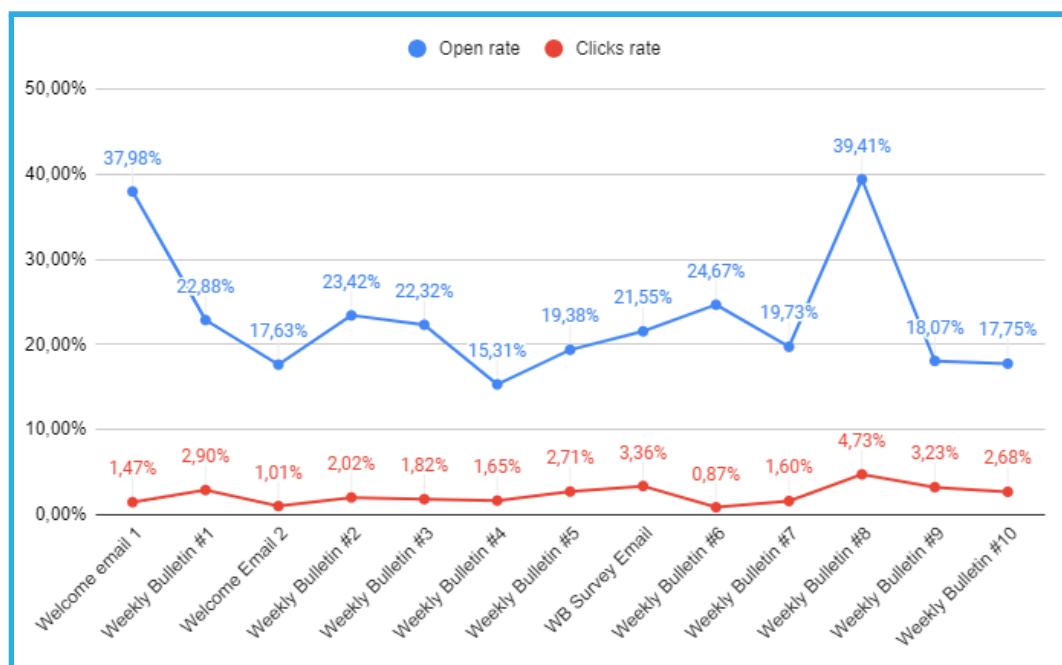


Chart 15 - Email opening and link clicking in email percentage per total lead

Through the final data sum up. We can see that the number of email lead received are mainly from the first 2 weeks of the campaign, this is the 2 weeks that Facebook ads got focused on. The number of leads in the following weeks is stable.

Average email opening percentage through each week is around 23%. Bulletins related to parenting topics during the pandemic such as the 1st, 2nd and 6th week all reach the average opening percentage. The highest rate is 40.76% which belongs to the UNICEF's work with the topic Universal Children's Day, this is also the bulletin that UNICEF partnered with STEAM for Vietnam sent to parents the course "Cùng trải nghiệm lập trình - Chào mừng Ngày Trẻ em Thế giới".

Each bulletin will have on average around 2.31% of the total lead clicked the link to the podcast, video or survey attached to it.

V. PODCAST REPORT

1. Products

As noted above, bulletins usually provide a link to podcasts or videos related to the weekly topic. In addition to related videos from UNICEF that have been previously produced, we had conducted a YouTube podcast series exclusively for the campaign.

There are 8 episodes produced in total, in which, 3 episodes featuring influencers, 1 associated with a supportive partner.

Week	Published date	Topic	Featuring	Link
1	30/09/2021	Podcast 1: Online learning safety	N/A	https://youtu.be/4ImSZfViy2M
2	07/10/2021	Podcast 2: How to care for your children's mental health	N/A	https://youtu.be/6BIAyZIV--o
3	14/10/2021	Podcast 3: How to raise healthy children to prevent overweight and obesity	N/A	https://youtu.be/o7sveHXVTlc
4	21/10/2021	Podcast 4: Positive discipline for a happy childhood of your child	N/A	https://youtu.be/hPDSI-YnzsQ
5	28/10/2021	Video: Workout with pop music	Hana Giang Anh	https://youtu.be/3WmALB6tcao
6	Previously produced video from UNICEF			
7	11/11/2021	Podcast 5: 21st century skills and career orientation for children	STEAM for Vietnam	https://youtu.be/ZAuPaXO7SLI
8	Previously produced video from UNICEF			
9	25/11/2021	Podcast 6: Creative education	Thanh Bùi	https://youtu.be/1XedmFeV4Rw
10	2/12/2021	Podcast 7: Raising children during the pandemic	Duy Khoa	https://youtu.be/2eWXiRcd0CI

Colour code	Learning & Development	Mental Health	Exercise	Nutrition	UNICEF video
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Table 16 - Podcast content

First 4 podcasts produced as an audio form of the bulletins, have an average length of about 7 to 8 minutes.

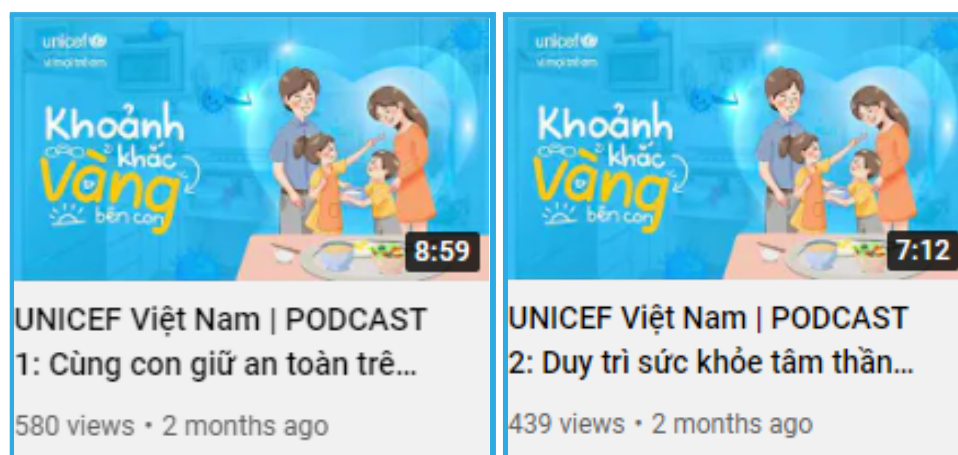


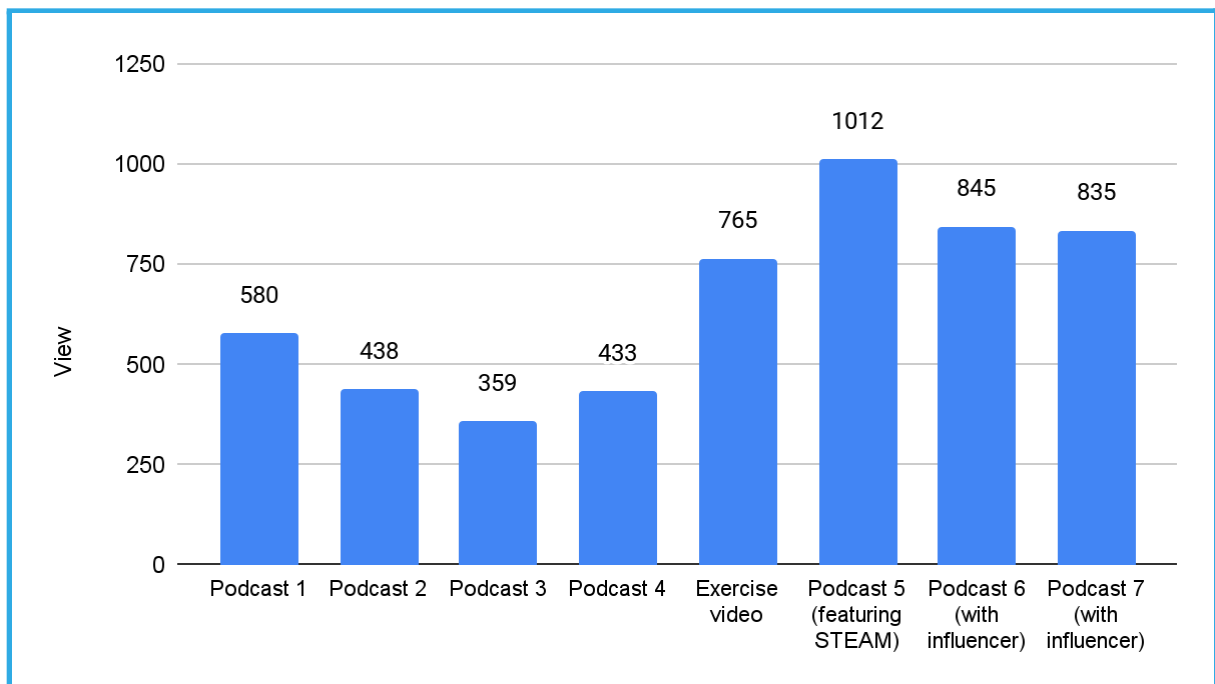
Figure 36 - Podcast

As a special treat for the exercise topic, we have retouched and uploaded a 20 minutes exercising video from a fitness influencer with permission. This video provides workout exercises with pop music. The video was published in the fifth week.

The fifth podcast is produced in the form of an interview with a representative of STEAM for Vietnam, one of our supportive partners. The podcast lasts more than 27 minutes, focuses on 21st century skills and career orientation for children.

The next two episodes are also produced as an interview podcast with the presence of an influencer and also representatives of our other supportive partner: SOUL Academy. Specifically, the guest for the sixth podcast is singer, musician Thanh Bui and the seventh podcast is singer Duy Khoa. These two podcast episodes are about 15 to 20 minutes long.

2. Result



The data is recorded on 10/12/2021

The first podcast gained 580 views up to the recorded time. Views of following podcasts decreased and bottomed out in the 3rd week with 359 views. Although there was a sign of increasing in the 4th podcast with the topic “Kỷ luật tích cực”, we realised that there need some improvements for the podcast to interest the audiences. Therefore, when it comes to the exercising topic, we have uploaded exercising videos with fitness influencer Hana Giang Anh, helps increase the views dramatically to 765 views. Next, we have produced podcasts partnered with supportive partners and influencers. The podcast video has the cooperation with STEAM for Vietnam is the most popular episode with 1012 views. The two latest podcasts with influencer Thanh Bui and Duy Khoa also got more than 800 views.

VI. ANIMATED TVC REPORT

After posting for a month, the video has reached 6,5k views with 362 reactions, 38 comments and 146 shares.

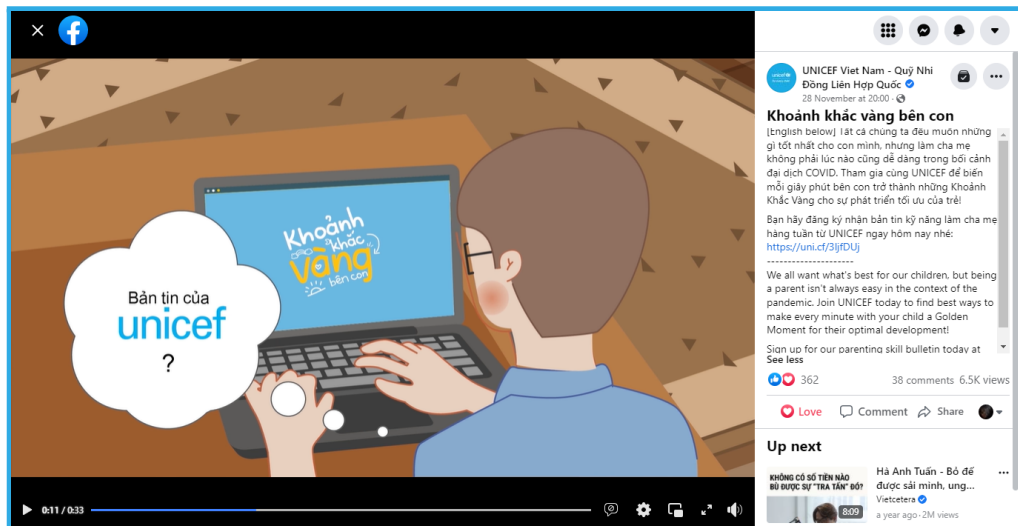


Figure 37 - Animated TVC on Page UNICEF Viet Nam

VII. INFLUENCER TVC REPORT

Few days after posting, the promotion video on UNICEF's page has gained 4.8k views with 509 reactions, 30 comments and 109 shares. Also, the same video was posted by MC Trang Moon on her own Facebook and gained 19k views with 1.9k reactions, 64 comments and 63 shares.

To sum up, the video gained a total view of 23.5k, more than 2.4k reactions, 94 comments and 172 shares.

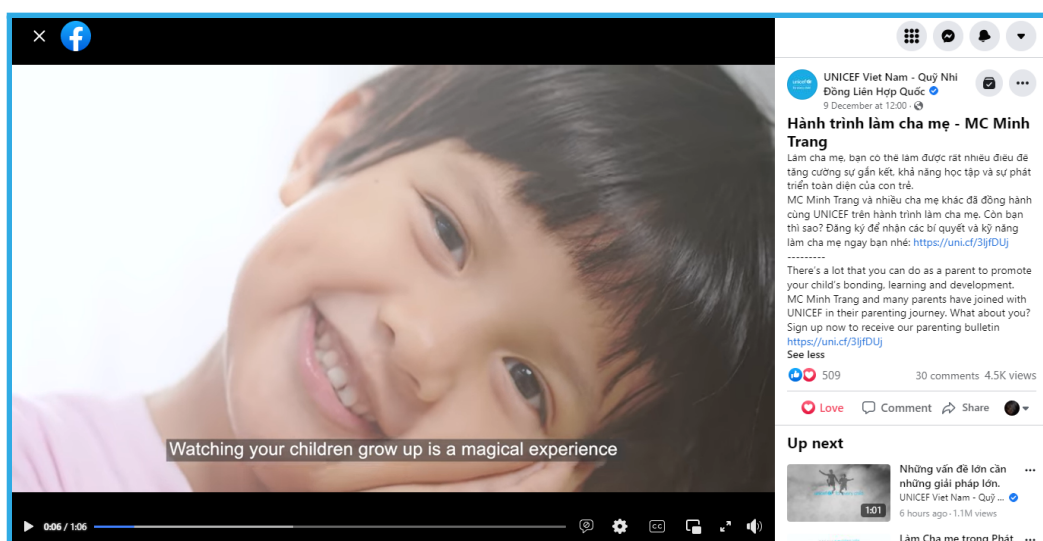


Figure 38 - Influencer TVC on Page UNICEF Viet Nam

VIII. MEETING MINUTES

In the launching period, Creatio teams conduct internal meetings once a week for progress updates. The meetings of client representatives and our team leader were scheduled once a week for new updates.

Họp tiến độ dự án	STT	Nội dung	Chi tiết	Tổng hợp		Kết luận
7	Trao đổi với chị Vân	bulletins đầu tiên	Chủ đề về học tập cùng con		Linh lên nội dung (text + graphic) trong ngày => lấy thông tin và adapt thông tin từ website của UNICEF	<ul style="list-style-type: none"> - 1 graphic về học trên mạng - 1 graphic và an toàn trên không gian mạng - CTA: đăng ký + đề nghị TA chia sẻ kinh nghiệm tại nhà - Hỏi chị Vân về quà tặng, nội dung
		podcast	bấm vào có thể nghe được ngay		<ul style="list-style-type: none"> - Finalize phương án sử dụng kênh podcast - Kịch bản podcast (phân vai, thời lượng,...) 	<ul style="list-style-type: none"> - số lượng tam tinh: 14 phiên - 30 phút/phiên - hình ảnh audio book là hình ảnh tình huống - Call to action: đề nghị TA đăng ký - để nghị TA trả lời câu hỏi tình huống
		Content cho các bulletins		Tham khảo content source trên các channel của UNICEFhub parenting, video trên fb, youtube, unicef global		
		Distribution plan	Dự kiến họp với KH ngày thứ 3 - 14/09/2021	<ul style="list-style-type: none"> - Bổ sung thêm nút share (CTA) cho TA - share đường link quảng cáo của chiến dịch 	Finalize quy trình collect data, email template	<ul style="list-style-type: none"> - 03 optional proposal for email marketing: MailChimp, GetResponse, MooSend => nêu pros and cons cho từng platform - trường hợp TA unsubscribe => gửi email với nội dung: form thăm dò lí do unsub. => follow tìm hiểu thêm thông tin nếu quan tâm - Gửi UNICEF update news, và thông tin CTA về việc TA đã quan tâm đến chương trình (khoảng từ tuần 10-12) => e.g: donate, khảo sát mức độ quan tâm,... (tăng engagement của TA) - Nguyễn: full-stream distribution plan (6 steps) @Huyền: mid-turn follow-up emails @Linh: Unsubscribe email @Liên: end-turn follow-up emails
					Communications Interns: Distribution	@Khánh: so sánh pros & cons của các email marketing tools
		Key message	KH đề xuất: Để mỗi giây phút bên con đều trở thành những khoảnh khắc Vàng			Kịch bản liên hệ Fanpage

Figure 39 - A meeting minute in project execution period

REPORT 4: POST-LAUNCH PROJECT & REFLECT

I. AUDIENCES' FEEDBACK

To check reactions and valuations of audiences, we will detect by using the survey mentioned at the [Feedback](#) section and comments on social media.

1. Survey

Link: <https://forms.gle/a4Tm7nU1aNdWnKwe7>

Result: The survey received 268 responses

75% of the respondents stated that their experiences with the projects were as good as they expected. 18.7% said that the experiences were even better than their initial expectations.



Chart 10 - Subscriber's experience rating table

Almost all the participants agreed that the bulletins were helpful.



Chart 11 - Subscribers rate the usefulness of the campaign

Nearly 80 people wish to get more tips about education and development, more than 40 people want information about mental health, above 50 people would like to know more about Physical training and nutrition, almost 30 people interested about life skills and tips to be friends with children, other topics also got some attention such as sex education, entertainment, etc.

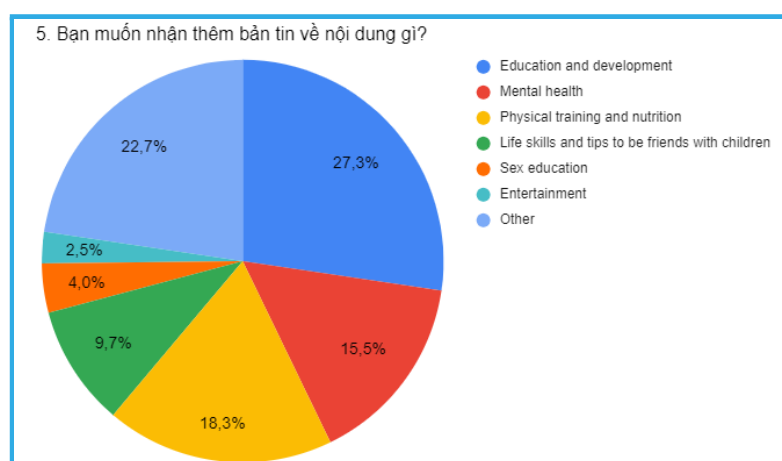


Chart 12 - Content that subscribers want to receive more

About a third of participants chose the 3rd level for the question about sharing frequency of the bulletins. 17.9% chose the lowest level and 17.9% chose the highest.

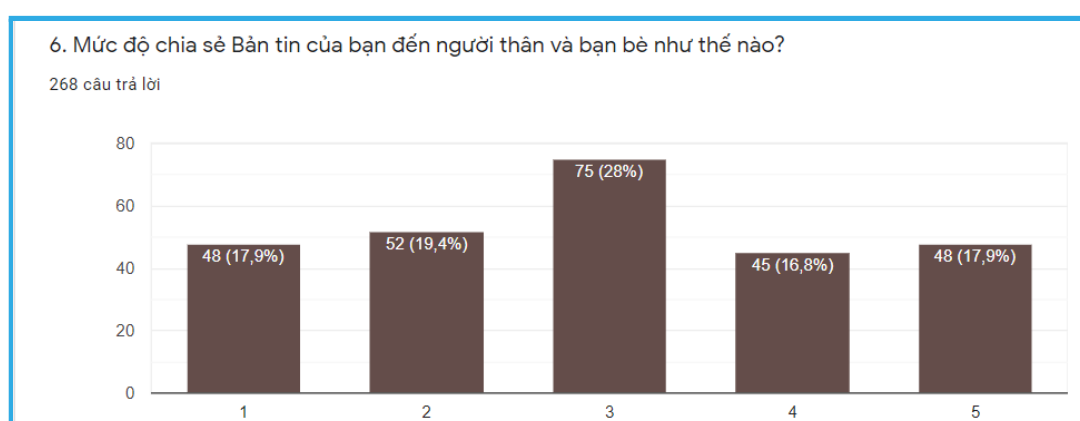


Chart 13 - Subscribers' sharing rate to other

Overall, audiences' feedback about the bulletins are all positive. Most of them said that their experience with the bulletins met their expectations. Contents of education and development got a lot of attention from parents. The frequency of parents sharing bulletins to others is at the medium level.

2. Social listening


Beside the feedbacks in the survey, we have gathered feedbacks on Facebook and Youtube as follows. Basically, comments are all positive:

2.1. Facebook




Figure 40 - Comments on Facebook

2.2. YouTube




Khatule Ella 1 month ago
chương trình hay quá admin ! Mình vừa cho Bé đi giải mã Gen để biết hàng lượng dinh dưỡng cần thiết cho Bé để có chế độ dinh dưỡng phù hợp ❤️ 🤔

👍 🗨️ REPLY




Diệp Nguyễn 11 days ago
Xin cảm ơn HLV Hana Giang Anh, xin cảm ơn Unicef đã giới thiệu bài tập hữu ích trên

👍 🗨️ REPLY




Đặng Thị Hương 1 month ago
Bài tập hay quá!

👍 🗨️ REPLY




Đặng Thị Hương 1 month ago
Cảm ơn!

👍 🗨️ REPLY




Quoc Dung Nguyen 4 weeks ago
Hay quá cô Thủy ah!

👍 1 🗨️ REPLY




TRANG ĐỖ THU 4 weeks ago
quá hay luôn cô Thủy ơi !!!!!!!!

👍 1 🗨️ REPLY




anh đang mình 2 weeks ago
Pro wá cô ơi!

👍 1 🗨️ REPLY




Đức Nguyễn Văn 3 weeks ago
Chương trình hay quá. Cho mình hỏi có thể học các chương trình STEAM ở đâu vậy? Mình cảm ơn nhiều.

👍 🗨️ REPLY




Hường Trương 4 days ago
Cảm ơn chương trình và anh Thanh Bùi. Bản thân em cũng đang rất mong muốn cải thiện bản thân và học hỏi qua sách những phương pháp để khai thác hết tài năng của con ở giai đoạn từ 0-6 tuổi ạ

👍 🗨️ REPLY



Cúc Nguyễn 8 days ago
Cảm ơn Nghệ sĩ - Nhà giáo dục Thanh Bùi đã chia sẻ thông tin hữu ích, và sự tâm huyết của anh cùng sự nghiệp giáo dục. Chúc anh và gia đình nhiều sức khỏe và thành công trong cuộc sống ạ. Cảm ơn Unicef ❤️

👍 🗨️ REPLY



Vuong Teresa 2 weeks ago
cảm ơn chương trình và nghệ sĩ Thanh Bùi

👍 🗨️ REPLY

Figure 41 - Comments on YouTube

II. PROJECT EVALUATION

1. Overview

1.1. Positive points

- After conducting the survey, we received many responses believing that the bulletins were very helpful
- The final report show a low unsubscribe rate
- The actual cost for promotion is much lower than the estimated budget

1.2. Negative points

- The plan is not optimized for cost and efficiency
- Bulletins' contents are quite common, they should be more specific
- Social media posts almost showed no efficiency leading to low engagement rate
- Email sending schedule has not been synchronized

1.3. Problems

- Social distancing ended earlier than expected, which resulted in an urgent change in content plan and content direction. Content from parenting during the pandemic has been changed to post-pandemic parenting and general parenting methods.
- The client's review process too is long, leading to the timeline being delayed
- Two promotion videos were forced to be edited many times, so they were published later than expected
- Because of concerns about copyright issues, the client has cut and edited a lot of content and changed it continuously, leading to the content plan not following a certain circuit.
- Almost mails were sent to the promotion mailbox, not to the main mailbox

2. KPI

No.	Description	KPI	Actual result	%Result/KPI
Email				
1	Total leads	10,000	13,189	131.9%
2	Average email opening rate	20%	23%	115%
3	Average clicking rate	2%	2.31%	115.5%
Facebook page: UNICEF Viet Nam - United Nations Children's Fund				
4	Number of page likes increased	30,000	54,299	181%
Podcasts				
5	Average views (views/episode)	400	658	164.5%
Animation video				
6	Total views	5,000	6,500	130%
7	Total reactions	300	362	120.7%
8	Total shares	80	146	182.5%
Influencer video (UNICEF Viet Nam - United Nations Children's Fund + Trang Minh Nguyen)				
9	Total views	20,000	23,800	119%
10	Total reactions	1,500	2,480	165.3%
11	Total shares	150	172	114.7%
Survey				
12	Percentage of people rating the bulletin "Như tôi kỳ vọng" and "Hơn cả tôi kỳ vọng"	80%	93.7%	117.3%
13	Percentage of people found the bulletins useful	80%	99.3%	124.1%
14	Average sharing level of the bulletins	3	2.98	99.3%

Table 17 - KPI

III. SUGGESTION AND RECOMMENDATIONS

1. Content

- The contents should be produced with more detail and follow one workflow
- Some suggested details:

https://docs.google.com/spreadsheets/d/13H9IajAR-O1H-c7pACtpUafUAIySR7h_iOaMKQQjYiY/edit?usp=sharing

Topics	Contents	Detail	CTA	Topics	Contents	Detail	CTA
Home Entertainment	Tổ chức sinh nhật mùa Covid	Các topic tổ chức sinh nhật tại nhà: - Công thức làm bánh gato, trái cây và nước cho bữa tiệc - Trang trí bữa tiệc - Cách gói quà - Họa mặt nạ và vẽ tổ chức trò chơi qua các nền tảng video chat	Use team sinh nhật hoặc chủ đề ảnh tiệc online với khách mời	Learning & Development	Giáo dục giới tính	- Sự khác biệt cơ bản giữa trai và gái - Đặc điểm cơ thể - Quy tắc ngôn ngữ	
	Mỹ thuật	Nhận biết màu sắc, hình khối, các con vật - Một số phong cách, phương pháp vẽ - Khám thức con và tranh thể hiện cảm xúc, suy nghĩ Làm quen với các chất liệu khác (sơn dầu, cát, vải...)	Đề nghị vẽ tranh cùng con và up hoặc tác phẩm		Quản lý thời gian	- Kỹ năng quản lý thời gian - Bảo vệ bản thân - Nhận thức về thời gian biểu, biến đổi tâm sinh lý và quan hệ - Kỹ năng chăm sóc cơ thể - Bảo vệ bản thân - Nhận thức về hệ thống phòng thủ của cơ thể - Tìm kiếm thông tin về sức khỏe tâm thần và cách chăm sóc - Sắp xếp thời gian làm việc, nghỉ ngơi và dành cho con học tập	
	Đồ chơi DIY	Các cách làm đồ chơi, đồ chơi theo từng lứa tuổi; tại cơ sở - Truyền tải kiến thức, các loại sách cho trẻ sơ sinh, sách vẽ, sách hình ảnh, sách khoa học, sách truyện tranh được giới thiệu để hiểu - Sách phát triển bản thân, các tác phẩm văn học sinh động	Quy video quá trình làm đồ chơi hoặc chụp ảnh đồ chơi		Nhận biết tình hình xã hội	- Sự khác biệt giữa các nền văn hóa và phong tục - Tự tin thời gian biểu cho bản thân và thực hiện - Chăm sóc (nếu có) - Thời gian học tập và làm việc nhà - Làm một số hoạt động cho gia đình Nói chuyện với con về một số nội dung xã hội để giải và định hướng suy nghĩ cho con, hình ảnh ảnh hưởng từ truyền thông, báo và một trường...	
	Những trò giải trí tại nhà	Một số trò chơi dân gian dễ chơi Cách chơi đồ chơi đúng, gấp hình, nặn búp bê... Một số trò chơi trí não kết hợp hoạt động: truy tìm kho báu, giải đố...	Tập 3 cuốn sách yêu thích của trẻ		Tập làm việc nhà	Nói chuyện với con về một số nội dung xã hội để giải và định hướng suy nghĩ cho con, hình ảnh ảnh hưởng từ truyền thông, báo và một trường... Không tự nhận có ảnh hưởng của và tìm kiếm xã hội, ảnh hưởng đến công việc của bố mẹ và cách cách nghĩ của con, khơi gợi khả năng tư duy và nhận nhận vấn đề của con, phát triển nhận thức	
	Hội thảo tại nhà	Tổ chức một bữa tiệc mỗi tuần gồm trò chơi sinh hoạt gia đình như picnic, giải đố, boardgame...	Chia sẻ niềm vui của trẻ khi tham gia		Giải quyết mâu thuẫn	- Bài học từ trò chơi để giải quyết mâu thuẫn, chia sẻ - Tự dọn dẹp đồ chơi của mình - Tìm kiếm thông tin về văn và sinh hoạt xã hội - Tự dọn dẹp phòng - Giúp đỡ mẹ quét nhà, lau nhà - Học nấu ăn đơn giản - Chủ động làm việc nhà - Cùng ăn uống mà không cãi - Dạy trẻ nhận lỗi và phạm sai lầm	Khuyến khích tham gia, hỗ trợ
Exercises	Tập thể dục mỗi ngày	Hình thành thói quen tập thể dục mỗi ngày cùng bố mẹ với các động tác đơn giản, như: nhảy theo nhạc - Đặt thời gian cả nhà tập chung - Cho con chọn bài tập thể dục phù hợp và con muốn - Đặt thời gian cả nhà tập chung	Chia sẻ niềm vui của trẻ khi tham gia	Nutrition	Làm chủ ngôn ngữ cơ thể	- Ý nghĩa của body language - Body language trong học tập, công việc và mối quan hệ xã hội - Nhận biết các phương pháp giúp sinh tồn trong cuộc sống hiện đại - Cách bày trí quần áo của bản thân - Học cách lắng nghe, tranh luận, giải quyết tranh chấp - Nhận thức về một số thói quen sử dụng ngôn ngữ cơ thể và hiểu ý nghĩa của chúng: vẫy tay, gật đầu, lắc đầu, khoanh tay, ngồi đúng tư thế...	
	Nhận biết dinh dưỡng	- Cách kết hợp một số thực phẩm nên và không nên ăn - Nhận biết 1 số loại thực phẩm thường gặp và tác dụng của chúng: trứng, sữa, gạo, rau, trái cây, thịt, cá, trứng... - Nhận biết 1 số loại thực phẩm thường gặp và tác dụng của chúng: trứng, sữa, gạo, rau, trái cây, thịt, cá, trứng...	Chia sẻ niềm vui của trẻ khi tham gia		Cùng học nấu ăn	- Các công thức nấu ăn đơn giản, dễ làm, cần thiết như cơm, canh, súp, mì, súp, cháo... - Các công thức nấu ăn đơn giản, dễ làm, cần thiết như cơm, canh, súp, mì, súp, cháo... - Tập làm bánh, kẹo, trái cây, sữa chua, sữa chua...	

Figure 42 - Suggested content

- Use the table of contents at the top of the bulletin so readers can follow easier
- Messages on urgent issues should be in priority: Homeschooling for children, cautions when using the internet, money management for children, making timetables during the epidemic season, health care during and after the pandemic, tips when parents go back to work but kids have not come to school yet, etc.
- The first demo for the detailed bulletins:

<https://docs.google.com/document/d/11Uzr9aOqtLSR8H0QL7aa8SSGml9-AeofNZnVjJjw5uQ/edit?usp=sharing>

2. Communication

- Regularly post information about campaigns on Facebook
- Can combine posts interacting with followers on Facebook or parent groups
- Seeding in groups, pages for parents:

<https://docs.google.com/spreadsheets/d/1q41kagr893rgoVWZubtrUm9aWljScUXS-4vujs7TyYE/edit?usp=sharing>

STT	Tên cộng đồng	Link	Số lượng thành viên	Độ tuổi trẻ tập trung			Mô tả	Nghiên cứu nhóm	Topics
				3-5	6-11	11-15			
1	Làm cha mẹ - Cộng đồng cha mẹ Việt Nam	com/groups/diend	208.2k	x	x		Group của pag	- Các bài đăng trong group có tương tác khá thất thường - Các nội dung có lượt tương tác cao (>100) thường là - Có thể nhờ quản trị viên là page Làm cha mẹ Việt Nam - Các nội dung seeding dưới dạng hội ý kiến về sản phẩm + đánh vào painpoint: "Đav con cách ứng xử khi bị bắt	#hoidap #tâm sự #giải trí #sức khỏe mẹ và bé
2	Dạy kỹ năng sống và hình thành nhân cách sớm cho con	book.com/groups/16	40.3K	x	x		Group của côn	- Các bài viết chủ yếu do quản trị viên đăng - Các bài viết trực tiếp thường có lượt tương tác cao - Các bài viết có lượt tương tác cao (>100) thường là + đánh vào painpoint: "Đav con cách ứng xử khi bị bắt	Không
3	GIÁO DỤC SỚM - Phát triển kỹ năng cho trẻ.	book.com/groups/39	132.4K	x	x		Group các phụ	- Các bài viết có lượt tương tác cao là do các thành viên - Nội dung có lượt tương tác cao (>100): + Các phương pháp dạy con khoa học được viết dưới + Những câu chuyện về tâm lý con trẻ, tin tức thực	#giaoducsom #tài liệu miễn phí cho #10phutchatluongbenco
4	CỘNG ĐỒNG GIÁO DỤC SỚM VÀ NUÔI DẠY CON THÔNG MINH	book.com/groups/q	55.5K	x	x		Nơi giao lưu, c	- Tương tác không cao nhưng lượt bình luận seeding - Lượt đăng bài: 258 trong tháng trước - Cơ chế hoạt động, các bài đăng chủ yếu: + Các phụ huynh đăng bài hỏi xin lời khuyên về vấn đề + Các giáo viên tự do mở lớp học, phụ huynh đăng các	#giaoducsom #10phutchatluongbenco
6	Dạy con trong hạnh phúc	ok.com/groups/day	87.5K	x	x		Group của một	- Các nội dung có lượt tương tác cao: + Storytelling, đánh vào painpoint hoặc kể kinh nghiệm + Các nội dung lời khuyên về nuôi dạy con trẻ: "VÌ S	#bàiviếtchiasẻ #tinhhuong3_6tuoi #coaching
7	ĐỒNG HÀNH CÙNG CON TUỔI DẠY THÌ	book.com/groups/5	36.9K			x	Group này ra đ	- Những bài viết được phê duyệt trong nhóm này đa ph - Tiêu chí phê duyệt: Không phê duyệt những dạng + Những vấn đề không liên quan đến mục tiêu của gr + Những bài viết quảng cáo	#ứngxửvôicon #enluyenthóiquencho #vaitrucuachame #treemvathietbicoingh

Figure 43 - Seeding suggestion

3. Other suggestions and recommendations

3.1. Working progress

- Agreeing with customers on the product and editing the whole product at once instead of many separated times leading to a delay in posting time
- Make sure the client has approved the content plan and writing resources to follow and will only change when absolutely necessary
- Ask customers to approve deadlines and adjust suggestions to ensure product quality and timeline
- Verify the source before making the product to avoid inaccurate information or copyright issues.

- First podcast script demo that had to be changed due to copyright reasons between UNICEF and the author:

<https://docs.google.com/document/d/16Y8BqwwqSyEFIIKqit3wg2REnUdFqznhXBHOitr0DLI/edit?usp=sharing>



Figure 44 - Podcast script demo

3.2. Email

Change email avatar when sending to increase recognition and credibility.

The time to send emails should be consistent in the morning when most people check their mailboxes.

In order to prevent email from sorting into promotion box:

- It was not an email full of images: If the email only contained images, the email will easily get marked as spam. The best ratio between text and images is 80:20
- Avoid copying directly from Microsoft Word, Excel, PowerPoint: When you paste content from these softwares. Email content HTML will contain spam symbols that you will not know. Therefore, it may be transferred into the spam box. You should write directly in the email software.

3.3. Dealing with bulletin leak posts

As said before, there are bulletin leaks on many Facebook pages and websites. After receiving information, UNICEF should contact them directly asking for the full description of the project, the register link and tell them to only upload a part of the bulletin as a teaser.

SUMMARY

Being parents is not always an easy task, especially in the pandemic. Understanding those worries, UNICEF Viet Nam has launched a campaign called “Khoảnh khắc Vàng bên con”, with the slogan “Để mỗi phút giây bên con đều trở thành những Khoảnh khắc Vàng”. The campaign will provide useful bulletins weekly to parents with many topics such as: Home entertainment, Learning & Development, Exercise, Nutrition, Mental Health and UNICEF works. In order to execute this campaign, UNICEF Viet Nam will work with CREATIO - Creative Solution Consultancy

Weekly bulletins will be distributed using email as the main channel. Besides, every bulletin will come with a podcast or a video about the main topic produced by CREATIO and UNICEF Viet Nam.

The campaign will run throughout 20 weeks, divided into 2 phases, with the main target is parents with children aged 6-14. Besides email, Facebook has been chosen to be the main channel for social media with hashtags: #KKVBC #Khoảnh_Khắc_Vàng_Bên_Con and #GoldenMomentwithyourchild.

Besides bulletins and podcasts are being produced every week, this campaign also includes 2 promotional videos - one animation and one influencer video being uploaded on Facebook

After 10 weeks of phase 1, the campaign has got 13,189 email leads with a total budget of 607,860,000 VND. 99.2% survey participants responded that the bulletin is helpful.

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