

FPT UNIVERSITY

Capstone Project Document

Communication Campaign for Hanoistar School Phase of post-COVID-19 pandemic

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Capstone Project code	GRA497–G4



COMMUNICATION CAMPAIGN FOR HANOISTAR SCHOOL PHASE OF POST-COVID-19 PANDEMIC



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ABSTRACT

In April 2021, the fourth wave of COVID-19 approached Vietnam and grew rapidly in a short time at several provinces. A multitude of businesses has encountered considerable difficulties, and even some of them have been on the edge of bankruptcy. Regarding the field of education, all offline classes have been cancelled and changed to online learning. Students from primary to highschool are encouraged to stay at home to be safe since they cannot get vaccinated at the beginning. Moreover, prohibited extracurricular and outdoor activities have affected negatively their development.

Understanding the situation, Hanoistar School has decided to push communication through the period of post-COVID-19 as an attempt to connect teachers with students, students with students. Unlike the period of pre-COVID-19, the way of conveying the message will be different since all of them are delivered online. Sometimes the information can be ignored, misunderstood and does not meet the expectation in terms of interactions, but more importantly, “does it have positive effect on teachers’ and students’ spirit in teaching and studying” is what we are aiming to.

Our team, Teens Titan, joined the project from October as RoseMedia interns - Hanoistar School team. Based on the foundation of multimedia communication learned at FPT University, we have opportunities to apply the knowledge to specific jobs. The communication campaign results will be recorded in two months October and November. In this campaign, we participate in the following activities:

- Series Hanoistar TV
- Video introduces Star Innovation Center
- Video “Nhưng neo duong online” - Event “Tiep lua dam me”
- Livestream Event: Happy Vietnamese Teachers’ Day - Thay Co chap canh uoc mo.

Overall, the results turned out impressively, especially we received various positive feedback from the Board of Directors, the teachers, the students and the parents. Although there are several mistakes in the implementation process, but to us, realizing and learning from mistakes to improve ourselves is more important.

Key words: Communication campaign, Multimedia platforms, Event organization, Education, Global citizens.

The background of the slide features a photograph of a school building with a green roof and orange accents. The building has a sign that reads "TRƯỜNG NGÔI SAO HÀ NỘI". In the background, there are several tall apartment buildings under a blue sky with scattered white clouds. A large white rectangle is positioned in the upper center of the image, containing the orange number "01".

01

INTRODUCTION

I. PROJECT INTRODUCTION:

01 NAME OF THE CAPSTONE PROJECT:

English Name:

Communication Campaign for Hanoistar School
Phase of post-COVID-19 pandemic.

Tên Tiếng Việt:

Chiến dịch truyền thông cho Trường Liên cấp
Tiểu học & THCS Ngôi Sao Hà Nội
Giai đoạn hậu COVID-19.

02 PROJECT INTRODUCTION:

In the context of severe COVID-19 pandemic spreading in community from April 2021, the field of communication and education have been affected negatively and altered to some extent. According to Directive 16 issued by Vietnamese Governments, The Ministry of Education and Training has required students from primary school to university in Hanoi, so does Hanoistar School, to stop attending school from May 2021 and start online learning at home.

According to Bao Tin Tuc, online learning has affected significantly on educational quality in primary and secondary schools. For example, learning conditions are limited. The fact that not all of students have condition to purchase up-to-date devices, strong Internet connection; or even teachers themselves sometimes struggle with technology and keeping an eye on students' study process on class and at home. In addition, all outdoor activities and events for students had been postponed or canceled suddenly. Though a multitude of school has tried to conduct events online, the effectiveness does not meet the expectation in terms of communication, interaction and the level of understanding the message. Especially for private schools investing on high-quality educational programs, comprehensive developments and modern facilities are facing financial problems, and numerous schools or education systems are in the threat of bankruptcy.

Therefore, to Hanoistar School, those factors mentioned above have a huge influence on the communication process, and conversely, communication might play an essential role in maintaining the internal activities and the spirit of teachers, students and staff. Especially, the communication project is conducted through the phase of post-COVID-19, the way we choose to communicate and promote through a screen will be more challenging than the phase of pre-COVID-19. "How to transfer the message? How to involve humans of Hanoistar School in planned activities? How to make viewers emphasize with the messages transferred?", these are the questions we need to answer in order to develop an effective communication plan, especially when we cannot organize events offline and communicate face-to-face.

Through this communication campaign, impactful messages are expected to be delivered to increase brand awareness among a wider audience, and introduce the criteria that the pioneering school in digital transformation delivers.

03 REASON

FOR CHOOSING THE PROJECT:

First and foremost, in this communication campaign, we have opportunities to become interns of a communication and event agency. As senior students of FPT University, we want to take advantage of the knowledge acquired from studying at school to apply to specific jobs. Especially, our team contains four passionate members, and each individual has their own strengths such as creating content and designing which might be useful for the project. Through this campaign, we feel honored and have high expectations of increasing personal multimedia communication skills and accumulating experience from working with experienced people in the industry of communication and events.

Secondly, the fact is that Hanoistar School was unfamiliar to our team at first, and we thought that Hanoistar School had no difference compared to other schools in Hanoi. However, after the first time visiting the school, especially Star Innovation Center which is the experience area for Hanoistar School students, we were so impressed with the modern facilities and the diverse subjects that Hanoistar School provides. Through that, we could see the effort and devotion of the school's Board of Directors in terms of developing educational quality.

Last but not least, the field that we choose is education, which is one of the most drawn-attention fields of society during the COVID-19 pandemic. There is empathy here between us and teachers, students, and staff of Hanoistar School. Since we are also students, we have witnessed and deeply understand the disadvantages of learning online through a laptop screen. It actually physically and mentally affects all students generally and our members in specific, hence, the educational quality decreases. The situation is even more challenging for primary and secondary students because they are young and need a healthy learning environment to develop themselves. In addition, the parents are also stressed as they suddenly become temporary teachers of their children.

Becoming insiders and understanding the situation, we desire to develop an effective communication campaign for Hanoistar School to provide valuable information, maintain all the activities through online platforms along with encouraging teaching and studying spirit of teachers, parents and students.

04 PROJECT OVERVIEW:

4.1. THE CURRENT PROJECT:

Background:

Vietnam is in the period of being affected as well as recovering from the epidemic. All industries are affected, though education is extra important. Outdoor activities and events have frequently been postponed or cancelled at international schools, particularly at private schools. As a result, the school's communication is poor, and it is unable to reach clients. Therefore, Hanoistar School has partnered with RoseMedia to create a media campaign aimed at raising the school's visibility and bringing the school's reputation to the attention of the target audience.

Our team joined the campaign in October. Media plan will be prepared every month to summarize and orientate all the activities over the month:

- *Period 1 (1st October 2021 - 31st October 2021)*
- *Period 2 (1st November 2021- 30th November 2021)*

Customer's requirement:

Consultation and assistance for social media events and online promotion to introduce Hanoistar School facilities, teachers, advantages that Hanoistar School brings. Advice and assistance on posts on social media by famous individuals (KOLs) to deliver the message of skills to the group of children selected to participate in the campaign. Video recording of the complete program and the associated filming script before implementation.

4.2 THE PROPOSED PROJECT:

The communication plan for Hanoistar School contains a series of following activities:

- Series Hanoistar TV
- Video introduces Star Innovation Center
- Video "Nhưng neo duong online" - Event "Tiep lua dam me"
- Livestream Event: Happy Vietnamese Teachers' Day - Thay Co chap canh uoc mo.

4.3. BOUNDARIES OF THE PROJECT:

Due to the COVID-19 pandemic, all offline events are postponed, and workshops are unable to organize. Therefore, the project's boundaries concentrate on the communication segment via social media platforms combined with media visual products to increase parents' awareness about Hanoistar School learning programs and environments with off course activity to increase their children's social and artistic skills.

In terms of geography, we will focus on Hanoi since the majority of Hanoistar School clients are Hanoian. As about the time, our team joined the campaign in the middle of execution, so the results will be recorded and evaluated from 1st October 2021 to 30th November 2021.

II. THEORIES:

1. SWOT Analysis:

SWOT analysis is a strategic planning technique for identifying strengths, weaknesses, opportunities, and threats in company competition or project planning.

Strengths

Strengths are the factors that help companies or organizations differ from others competitors: content quality, idea inventiveness, or implementation speed and professionalism.

Weaknesses

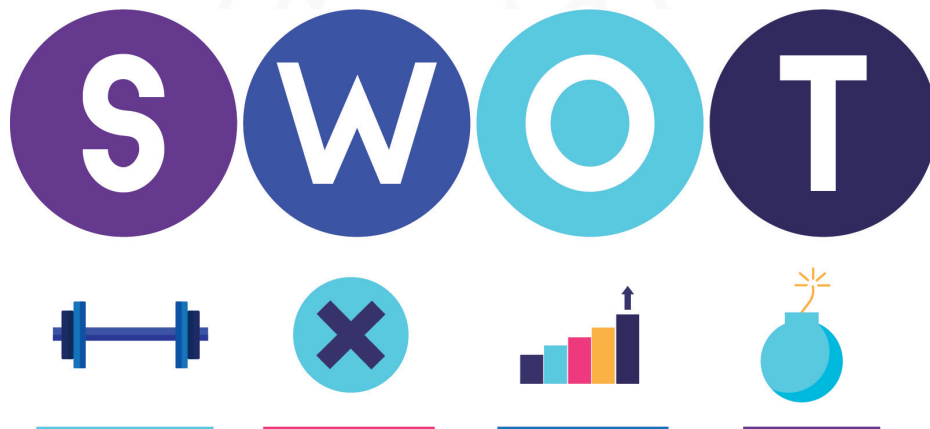
Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive.

Opportunities

Opportunities refer to favorable external factors that could give an organization a competitive advantage.

Threats

Threats refer to factors that have the potential to harm an organization.



2. S.M.A.R.T Objective:

SMART objectives (also known as SMART goals) are a type of goal-setting. Setting smart goals will help you clarify your ideas, focus your efforts, use your time and resources more productively and increase your chances of achieving what is proposed.

A large, bold, hand-drawn style letter 'S' in a dark blue-grey color, positioned to the left of the 'S' objective text box.

Setting a smart goal should not be ambiguous. Rather, it must have a clear and concise objective to which it can be set. When setting a goal, be specific about what you want to achieve. The more specific your description, the greater the possibility of complying with it.

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Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to the continued effort required to reach your goal.

A large, bold, hand-drawn style letter 'A' in a dark blue-grey color, positioned to the left of the 'A' objective text box.

To be successful, you must select a goal that is both reasonable and attainable. To put it another way, it can push your abilities to the limit, but it's still doable. When you select an attainable goal, you'll be able to see chances or resources that will help you reach that goal.

A large, bold, hand-drawn style letter 'R' in a dark blue-grey color, positioned to the left of the 'R' objective text box.

This step ensures that you care about your goal and that it is compatible with other objectives. We all need help and support to achieve our goals, but it's critical to maintain control over them. As a result, make sure that your plans motivate everyone, but that you are always accountable for meeting your own goals.

A large, bold, hand-drawn style letter 'T' in a dark blue-grey color, positioned to the left of the 'T' objective text box.

Every goal requires the setting of a deadline so that you may focus on and work toward it. This feature of the SMART goal criteria prevents daily tasks from taking priority over long-term objectives.

3. TTM Analysis:

TTM stands for Truth, Tension, Motivation. The Truth, Tension, and Motivation model is a tool for communicating consumer insight. All three factors listed above, namely Truth, Tension, and Motivation, will be present in a good consumer insight.

An insight that has all 3 elements of truth, tension, and motivation will usually be a good insight. It has to do with the fact that the brand people understand customers, there are hidden conflicts that cause them problems, and what their motivations are for the brand to know the hit points that affect them the most.

4. Qualitative Research:

Qualitative research is the process of collecting, analyzing, and interpreting non-numerical data, such as language. Qualitative research can be used to understand how an individual subjectively perceives and gives meaning to their social reality.

Qualitative data is defined as non-numerical data, such as text, video, photographs or audio recordings. This type of data can be collected using diary accounts or in-depth interviews, and analyzed using grounded theory or thematic analysis.

5. Quantitative Research:

Quantitative research is described as a systematic analysis of phenomena through the collection of measurable data and the application of statistical, mathematical, or computational methods. Quantitative research gathers data from current and potential consumers by employing sampling methods and sending out online surveys, polls, questionnaires, and other forms of data collection, the results of which can be represented numerically. After gaining a thorough understanding of these figures, you may forecast the future of a product or service and make modifications as needed.

6. PESO Model:

PESO stands for “paid, earned, shared, owned” and serves as a means of segmenting all of the marketing channels at a brand’s disposal into discrete groups. It allows us to look at our efforts through any one of these four lenses (paid, earned, shared, owned), to see if there are opportunities to integrate additional channels into our new or existing programs. The model also allows us to make sense of and to organize the channels in which we are currently investing.

- Paid: Exchanging money for distribution, whether an ad or content
- Earned: Trading valuable content for an established authority’s audience
- Shared: Amplifying content through your own audience
- Owned: Aggregating an audience that seeks you out for content and then distributing your content to that audience

7. Event definition:

Special events are defined as non-routine occasions with leisure, cultural, personal, or organizational objectives set apart from the normal activity of daily life, and whose purpose is to enlighten, celebrate, entertain, or challenge the experience of a group of people.

7.1. Types of events:

Leisure Events (leisure, sport, recreation)

Personal Events (weddings, birthdays, anniversaries)

Cultural Events (ceremonial, sacred, heritage, art, folklore)

Organisational Events (commercial, political, charitable, sales)

7.2. Characteristics of events:

Events have many other characteristics in common with all types of services, and in particular with hospitality and leisure services of many kinds. These characteristics can be grouped together as being uniqueness; perishability; labor-intensiveness; fixed timescales; intangibility; personal interaction; ambience; and ritual or ceremony.

III. COMPANY & CLIENTS OVERVIEW:

1. About RoseMedia:



Figure 1. Logo of RoseMedia

RoseMedia was founded in 2020 by Mrs. Nguyen Thi Hong Nhung who has 15-year experience in the fields of event organization, performing art and corporate culture. RoseMedia provides services in the fields of Event organization, Multimedia production, Brand consulting, Marketing and Corporate culture. Not only does the company focus on content quality, idea inventiveness, but also implementation speed and professionalism. RoseMedia believes that these are the most important components to bring to clients high-quality products, and the quality that clients receive will prove RoseMedia brand's worth.

With the slogan “***We are not a partner, we are insiders***”, RoseMedia does not desire to be a customer’s partner, but rather strives to be an insightful professional who offers empathy to understand customers’ needs and stands in the organization’s internal position to provide media products and services that best meet the needs of customers.

Humans of RoseMedia are skilled, experienced and passionate individuals in the fields of multimedia communication, event organization and performing art. By consistently seeking out new experience and challenges, not only does the company maintain their reputation and credibility, but also create unique and innovative elements in every project.

RoseMedia is also proud of their accomplishments in organizing the following events: Golf Awards Ceremony - Coi Nguon Club, Cultural week - Ruc ro sac mau Lai Chau, Launching Ceremony: FPT Telecom - FPT Play Box S, 28th birthday of CMC Group, FCE Vietnam, 15th anniversary of Vinpearl, etc. In particular, in 2020, after successfully cooperating with Hanoistar School in the chain of events celebrating the 10th anniversary of establishment organized at Imperial Citadel of Thang Long, RoseMedia has become Hanoistar School’s partner in terms of communication. By offering extensive communication ideas and producing high-quality media products, RoseMedia is expected to bring Hanoistar School closer to the community.



Figure 2. Production Team of RoseMedia

2. About Hanoistar School:

2.1. Overview:

Hanoistar School was established in 2010 by Mrs. Pham Bich Nga. The school is located at Nhan Chinh, Thanh Xuan, Hanoi. In 2020, Hanoistar School celebrated its 10-year anniversary of establishment, which was an important milestone marking the maturity and innovation in the educational journey of the School.

Until now, Hanoistar School has been known as one of the most outstanding inter-school in Hanoi. Not only does the school focus on developing an excellent educational system but also recruiting employees, teachers with advanced skills and appropriate attitude. Over a period of 10 years, the school has accomplished a multitude of achievements:

- The number of students attending Hanoistar School in the year 2021 - 2022 is 2400.
- There are a total of 13.000 domestic and international academic awards.
- Hanoistar School has been in the Top 5 Hanoi schools having the most outstanding results in high school entrance exams three years in a row since 2019.

Humans of Hanoistar School including teachers, students and employees are called HANSERS. There are 6 main features of HANSERS:

- Honesty: Always be respectful towards the truth, be honest and brave and admit mistakes when you make mistakes.
- Studious: Hard working self-study, self-research, proactive in self-training to improve academic and professional results.
- Creative: Proactive in creating anything new and convenient.
- Passionate: Truly into the job and pursue it eventually even if it has to accept many sacrifices in life.
- Compassion: Compassion means caring, forgiving and respect for human rights, creating conditions to promote personal capacity.
- Optimistic: Be positive towards any complicated situation and try to find solutions to solve the problem.



Figure 3. Hanoistar School

2.2. Vision, Mission & Core Value:

2.2.1. Vision:

The Hanoistar School is the pioneer of the educational environment, being creative proactively, adapting to changes, treasuring the Vietnamese signature identity. Every Hanoistar continually discovers and experiences to become a valuable person for the community, also to be successful, happy to serve the nation.

2.2.2. Mission:

- Building The Hanoistar School to become a fundamental education system, focus on developing personal effectiveness, and aim at educating the almighty Vietnamese new generation.
- Using modern integrated methods and education programs, treasure the traditional values of the nation, nourish the morality and personalities of the teachers, students and employees.
- Bringing to each member of Hanoistar School opportunities to develop themselves in a transparent, equal education environment.
- Educating students to develop self-study abilities and high consciousness in learning, so do the personal potentials and adapting abilities with global continual changes.
- Investing in facilities to be in sync and always improve the service quality.

2.2.3. Core values:



Figure 4. Core values of Hanoistar School

HONESTY - We believe that to be successful, each member of Hanoistar School needs to be honest in both work and daily life, be honest with ourselves and everybody.

PROACTIVENESS - We believe that to develop, every individual and collective need to continuously explore, learn, innovate and be creative to establish new values and new benefits.

EXCELLENCE - Have extensive knowledge, good skills and positive attitude; always strive to achieve outstanding achievements in all fields, whether with the participation of individuals or groups.

RESPECT - We believe that working and learning together in the spirit of cooperation, respect, fairness, empathy, honesty in actions and words is the primary factor for success.

COMPASSION - We have compassion and empathy, sincerely care for family, friends and surrounding people. Also, we always take action to create positive change in your life and the community.

2.3. BRAND IDENTITY:

2.3.1. The meaning of “Hanoistar School”:

Star: Star is the name and the image evoking the convergence and shiness at the sky. Also, the symbol of Star means the development of balance and stability in the struction.

Hanoi: Hanoi is the capital city of Vietnam where Vietnamese cultural quintessence and talents span over a thousand years.



At Hanoistar School, every individual has opportunities to discover their own potential and develop them ultimately. The environment attracts the people with the hope of “self-improvement” and “shining”.

2.3.2. The meaning of the logo:



Figure 5: Logo of Hanoistar School

- The circle: The Hanoistar School wants to develop comprehensively.
- The Earth: The Hanoistar School wants to educate students to become a global citizen.
- The chit grown from the center: The Hanoistar School wants to develop the education system with all teachers' hearts. Every student of Hanoistar School is a chit, with compassion and sincerity, the teacher will be responsible for nurturing them to grow and reach to the light of the stars, and they will shine in their own way.

#ef7d01

The orange is the color of soil.

#019541

The green is the color of growth and development.



02

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PRE-EXECUTION

I. Research:

1. Current situation analysis:

1.1. Student status under post-COVID-19 time:

In recent years, the COVID-19 pandemic has changed the way of how communications work, for example, many social activities or events have been placed by online meeting through multi-channels media. Due to the pandemic, Hanoi's Ministry of Education and Training encourages students and parents to follow Directive No.16 and lower the pressure in school, many educational programs such as schools and colleges have to provide online courses for all attendees. Which leads to alarming statistics: more than 50% children studied less than required or did not study when having to do online learning during the COVID-19 pandemic (Statista, 2021), 38% of children during online learning faced technical problems (Statista, 2021).

In the present situation, Hanoistar School has developed many courses and programs to help their children endure the situation. All events of Hanoistar school had been placed in online platforms such as Zoom and Meet. In order to make sure all students can follow its activities, the school also promotes their Facebook fanpage and produces other social media channels.

Study from Decision Lab has shown that, in the second quarter of 2021, Facebook was considered the primary social media platform for GenZ with more than 50% responses (Primary social media platforms among Generation Z in Vietnam in 2021). Likewise, Youtube and Tik Tok also perform greatly as the top 2 and 3 social channels which are mostly used by Vietnamese GenZ in 2021 (Leading active social media apps among internet users in Vietnam as of 2nd quarter of 2021, by generation).

From the subjective impacts (social media trends, GenZ interests) and objective impacts (COVID-19 pandemic), Hanoistar School has decided to use an outsourcing media team from its partner, Rosemedia. Distigously, the team has taken advantage of both impacts and produced plenty of content for Hanoistar in multi-channel media and achieved attention from the school as well as school's attendees.

1.2. Teacher status under post-COVID-19 time:

Not only students, many teachers themselves also face many difficulties and stress when teaching during the epidemic season. Due to the ravages of the pandemic, anxiety, stress, pressure, even mental crisis are common problems for many teachers. According to the VOV news article (VOV.VN, 2021) about the stats of teachers under COVID-19 pressure, some teachers have to deal with more work in the time of online learning such as changing courses to be suitable for the time. “Each teacher is a different life situation and emotion. When teaching during the pandemic season, they are not only worried about the internet connection and students’ discipline when studying, but also are very stressed about the quality of education, how to teach online but still be effective” shared by Mrs. Lap, Principal of Hoang Cau High school.

On the other hand, another article from Vietnam Net news (Vietnamnet news, 2021) has pointed out that teachers attending the online classes started from the early morning and finished in the late afternoon. Mr Hieu, the Director of HCM city educational Department claimed that teachers have prepared a lot for their classes while dealing with negative feedback from parents.



2. SWOT Analysis:

Strengths

- Pioneering in digital transformation for educational purposes. Develop many extracurricular activities for students like summer camp abroad, charity, etc.
- High-tech facilities that support children in learning different soft skills with Cooking classes which are safe for youngsters, Virtual and Artificial Realities room with oculus rift, STEM workshop, etc.
- Although the school was only formed in the last 10 years, Hanoistar has achieved a lot of awards in the educational field. Hanoi Star's student, the Hansers are great individual with lots of talents in many majors.
- With Rosemedia as a partner, Hanoistar uses an outsourcing media team for its communication purposes.

Weaknesses

- Communication channels and owned media were not strongly developed.
- Online events do not bring up suitable content for youngsters.
- Audience still adapting with the new content which the media department provides.
- The school image was highly investment but still does not meet the reach of customer needs.

Opportunities

- Creating a better environment for both students and teachers on the internet, especially in social media channels.
- Providing new and catchy contents for online education such as minigames or holiday posts.
- Due to the social distancing activities, many events can be held online with various contents.
- The field of education always attracts society's attention, hence, in any time, communication in the education industry seems never outdated.

Threats

- Due to the social distancing, many Hanser were not able to experience to follow the school events and communication campaign.
- COVID-19 pandemic made it hard for students and their parents to experience the school activities such as events or extracurricular activities.
- The communication during the time of pandemic was poor and can lead to misinformation with both parents and children can lead to serious problems.
- Private schools such as Hanoistar have the same way of deploying media which can make parents find it hard to recognize the differences.

3. Competitors:

3.1 Olympia School:

3.1.1. Introduction:

Olympia Inter-Level School was established in 2007 as the successor and development of the Dream House education system. Olympia School is a leader in accessing and using educational information and methodologies, as well as one of the pioneers in establishing and inventing educational programs in the direction of capacity development in Vietnam, world's modern education, so that students can confidently enter into the future with all of their belongings, becoming global citizens.

Olympia School's educational program is based on the world's most successful educational programs, with a focus on preparing pupils for continued learning in educational settings, worldwide education, achieving success on various future paths while maintaining a spirit of lifelong learning.

3.1.2. Education comparison:

For students, school facilities are up to international standards. In addition, school pupils can use distinct sports function rooms in the basement area, such as a swimming pool, a martial arts room, and so on. The Olympia Theater, in particular, serves as a hub for cultural interchange and as a venue for theater activities and performances within the school.

For parents Olympia School and Hanoistar School are both ranked in the same spot in the ranking of private schools in Hanoi. Due to the similarities in education qualities and the fees, parents will be keen on choosing the school with a better communication process.



Figure 6. Logo of Olympia School

3.1.3. Communication comparison:

In the COVID-19 pandemic situation, both Hanoistar School and Olympia School developed a post-COVID-19 pandemic - Communication campaign to endure their own students and parents. In addition, the Olympia academy began the campaign in September of 2021, significantly to be pointed out in a post on their Website. The “Activities to help students reduce stress during online learning at Olympia” which were highlighted in the campaign has both positive and negative impact on viewers. As a communication post, the article succeeded in pulling attention from viewers with an interesting title, but unfortunately failed on the delivered progress. This article’s substance was rambling and does not make a good way to transfer the main content of it. On the other hand, Hanoistar School has established a much better way to bring up the school campaign to parents and their children. By making a monthly digital news series, Hanoistar School archives a more specific and interesting way to both perform and deliver to the school audience.



Figure 7. Olympia News Article

By providing posts in the Olympia School social fanpage, the school creates a great diversity in designing and content creating. Essentially, Olympia School creates monthly awards for both students and teachers which is good content to create a positive environment for social media pages. The contents of the Olympia School post in general was various although it can not take the attention from the audience.



Figure 8. Olympia Career Talk 2



Figure 9. Olympia individuals honoring in September

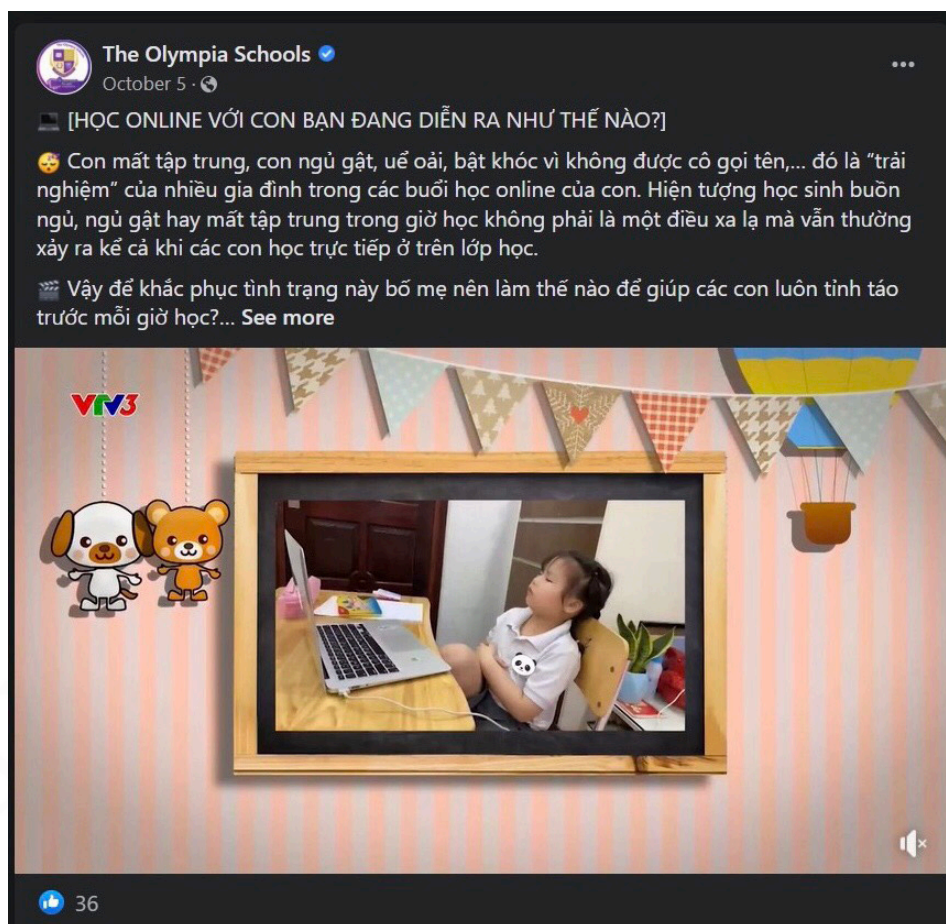


Figure 10. Olympia collaborated with VTV3 in Morning Cafe

Conversely to the website, contents of Olympia School on Fanpage are more attractive to the audiences. In terms of strengths, Olympia School develops diversity of content, and it can be seen that there is investment in image and design. Moreover, the school focuses on Olympia humans to create various content such as monthly student honoring, career talk show, etc. Olympia School had collaborated with VTV3 in a TV show to produce content related to online studying during COVID-19. This act of communication from Olympia School made the school reputation to be clearer in the parents mind. Although the school post on facebook does not have much reach due to the lack of hilarity.

Due to the addition of creating many posts, the Olympia School still has a minus point for the writing style. The content writing was still too academic and can not provide a funny, familiar way for students to follow. This had led to the result of low reach for the Olympia article. Last but not least, the school is a primary, secondary and high school therefore the content made was not specific for any level of education.

3.2. Archimedes School:

3.1.1. Introduction:

In 2012, Archimedes School opened its first school, Archimedes Secondary School, with the goal of caring for and nurturing pupils in addition to providing a comprehensive education in terms of knowledge, talents, and moral values. To become global citizens who assist society, students should improve their mathematical, language, communication, and working abilities.

3.1.2. Education comparison:

Archimedes School follows a high-quality approach, which includes developing a worldwide cultural environment for students, keeping up with academic and research advances, and working toward the objective of comprehensive education, which includes finding and nurturing learners. Adaptation, Respect, Curiosity, Excellence, and Responsibility are essential cultural characteristics that should be instilled in talented children.

The school strives to create a welcoming and compassionate learning atmosphere by emphasizing teacher-student interactions, intimate friendships, solidarity, love, and mutual assistance. Students are properly cared after, including a shuttle service to and from their residence. Pupils also engage in after-school clubs (culture, gymnastics, fine arts, and music), which are taught to develop good students and provide help when they do not achieve the school's average study standards.

3.1.3. Communication comparison:

There's a clear distinction between each school's campaign execution. Compared to Olympia School, Archimedes School has taken advantage of using infographics in delivering content. Articles from Archimedes, developed with multiple content, surround the subject of online teaching and student support in post pandemic time. For example, Flipped Classroom, Summary of legal propaganda activities on COVID-19 disease prevention and control (high school block), etc. Although the expressions were poor compared to Hanoistar TV but still hit the peak of viewer concern during this time of the pandemic. On the other hand, Archimedes School also hosts multiple online events to support attendees and their parents to follow up with the main contents of some popular contests. Similarly, Hanoistar School also endured more live streams for holiday events to compete with Archimedes School.

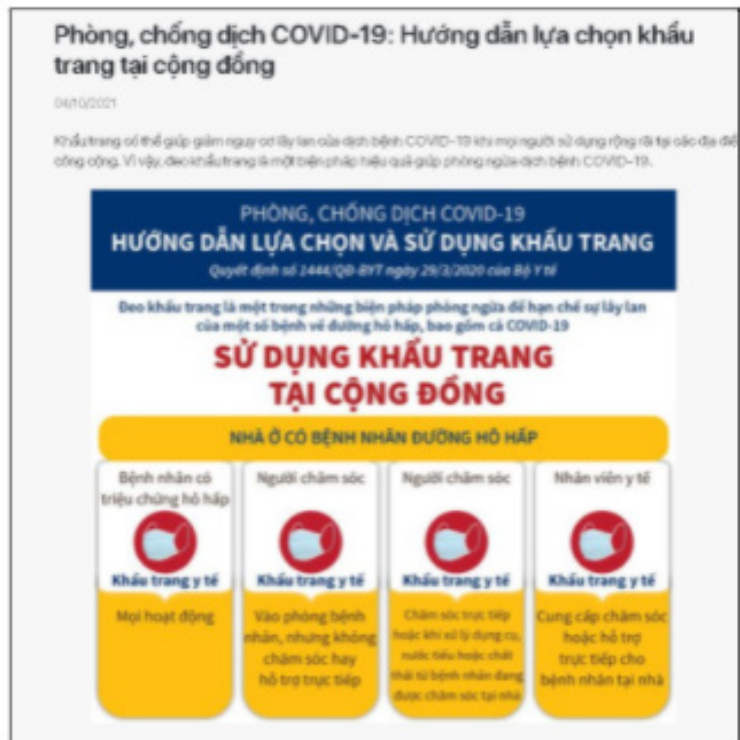


Figure 11. Archimedes School News article 1

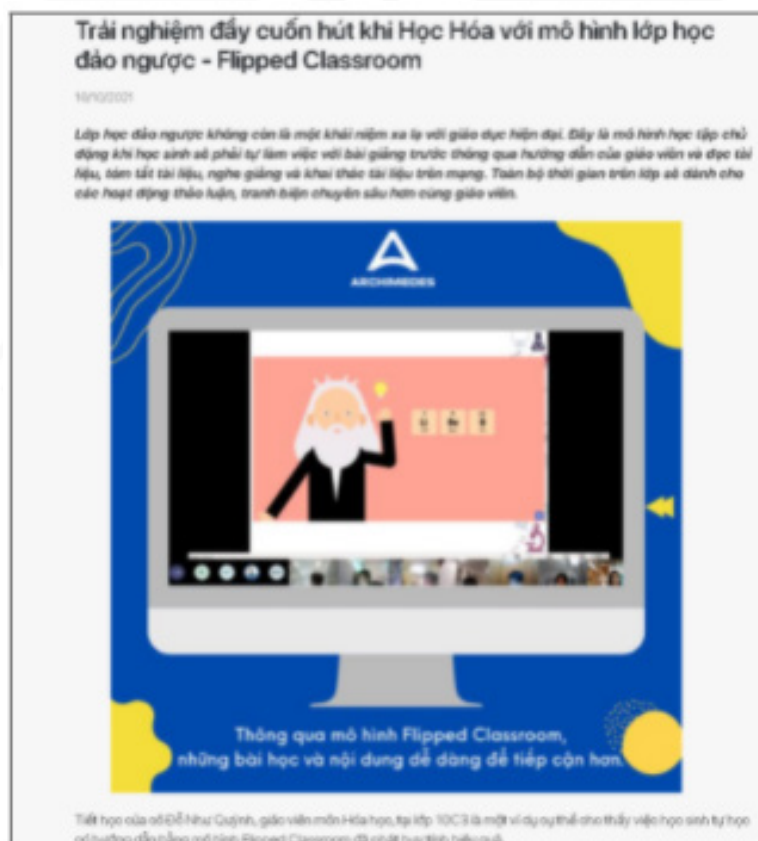


Figure 12. Archimedes School News article 2

4. Customer Insight:

4.1. TTM Analysis:

4.1.1. Truth:

In the great demands of getting the best education environment for modern day youngsters, parents tend to focus on finding a good education system which also responds to the COVID-19 pandemic situations. Indeed, education insights's status has recently been changed due to the 2020 pandemic which led to the result of the fluctuation of customer insight research in many schools. Similarly, Hanoistar School has rearranged their customer insight and got the result which showed parents with preschool child's care most about education programs and tutoring skills of teachers for online classes in primary school. On the other hand, some parents also tend to keep an eye on the instructors' team of each school. To be more specific, the Hanoistar School research team has claimed the results of 334 among 765 parents keen on sending their children to a better line of teachers. Moreover, parents also keep an interest in school activities which are planned in this pandemic time as well as bilingual language programs, soft skill and talent classes for their children. Last but not least, parents also wanted their children to have a school with suitable fees levels with the best education qualities due to the existence of COVID-19.

4.1.2. Tension:

To adore and endure the needs of modern day parents, private schools such as Hanoistar School offer a higher fee than public schools in common which led to two big questions of how to get the attention from parents due to the complicated situation of COVID-19 pandemic. To answer these questions, the Hanoistar School research team took a peek at some research articles about the care of parents in this time of epidemic. As a result, Hanoistar School concluded that online learning is one of the biggest problems which keeps the concern of most parents to this day. Due to the e-news Nguoi Lao Dong (Nguoi Lao Dong News, 2021), many parents felt that their children can not learn anything on the online classes. Especially, the primary and secondary students were not able to develop self learning skills therefore, during online classes, many were keen on playing online games (Nguoi Lao Dong, 28/9).

4.1.3. Motivation:

Collateral with the COVID-19 pandemic status, the era of digital 4.0 constantly changed the mindset of parents on educational issues which made schools frequently change and develop to meet the needs of them. Report from Dantri news (Dantri, 2021) showed that parents are alway willingly helping their childrens to have a better score in class. Due to the parents' motive, Mr. Thuong from the HOCMAI educational system suggested that parents should note that courses have the function of recording lectures, allowing their children to actively choose a reasonable review time so their children can improve their learning skills.

On the other hand, parents also have an eye on the school extracurricular activities although the social distancing is keeping the children away from interacting with each other. Therefore, many parents are seeking programs with suitable online events to help their youngsters learn more skills even if they are still sitting in front of the digital screen. Last but not least, they also wanted to acknowledge the information of their children in each track of the online course.

4.2. Qualitative Research:

First of all, the research to show why parents choose Hanoistar School, the school team has specifically pointed out in a research for the enrollment activities in the 2020-2021 course. To be more practical, the research asked 115 parents whose children are or have been attending Hanoistar School for the reason why they chose Hanoistar School as a place to foster their children. As a result, 68,9% of participants agree that the extracurricular activities of the Hanoistar School is the main reason for them to choose the school.

With the development of social media as well as blogs, the qualitative result for school's improvement purposes can be easily found. As a common concern in the COVID-19 status, school fees has been a distinguishing issue to be discussed, facebook user Hoang Hoang has pointed out in an online article about Hanoistar School quality (gia su hanoi, 2020) that "the fees under COVID-19 of plenty of schools are still rising while parents are still struggling". Moreover, this user also thought that images of Hanoistar in the article were fakes.



Hoàng Hoàng

Mọi thứ cũng như các trường tư thục khác. Học phí hơi cao, nhiều phụ huynh còn đang kiện về thu phí học online đợt dịch covid19 quá cao và không minh bạch. Trông không long lanh như ảnh đâu, đám cây xanh kia là ngoài đường thôi

Thích · Phản hồi · 1 năm

Figure 13. Negative comment about Hanoistar School

Negative comments like this are very common on the internet nowadays not only for Hanoistar School but also similar to other schools. To deal with such an issue, the school has made some changes on the school fees and also developed a lot of content to make sure that their attendees can experience not only the facilities that they had been told but also the extracurricular activities during the pandemic condition.

4.3. Quantitative Research:

By exploring and gathering data from current and potential customers, the Hanoistar School has received some distinct results for education and services developments.

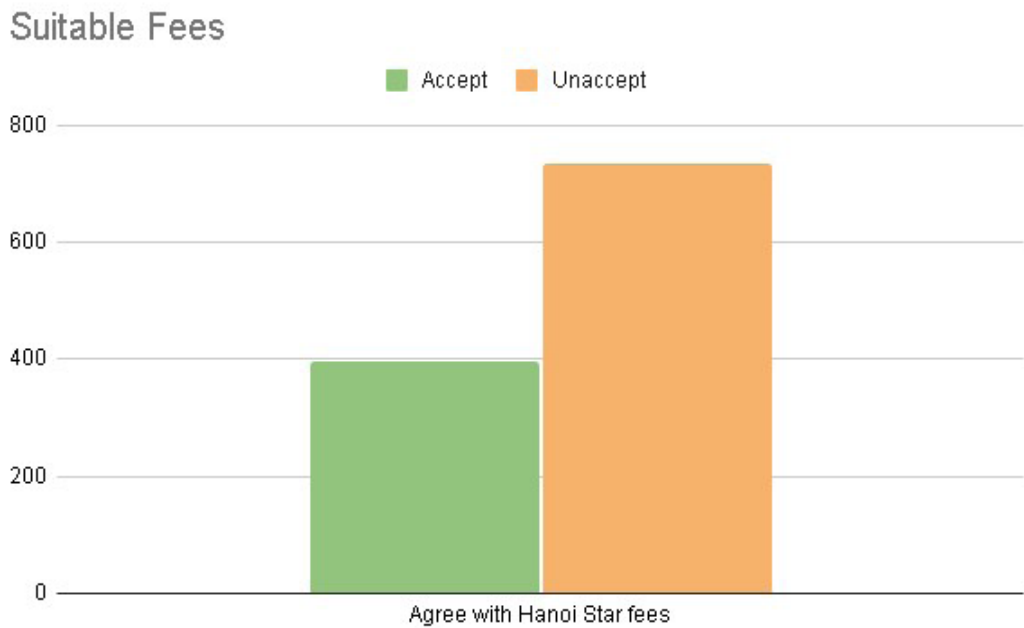


Figure 14. Hanoistar School fees acceptance

The survey took place with over a thousand candidates who are parents of primary and secondary states of education. Significantly to point out, nearly two-third of the participants choose not to pick school over their education qualities. The same amount of parents also chose that the school fees are too high and not suitable. On the other hand, most of the participants who agree with the school's fees are mostly in the surrounding area such as Thanh Xuan and Cau Giay District.

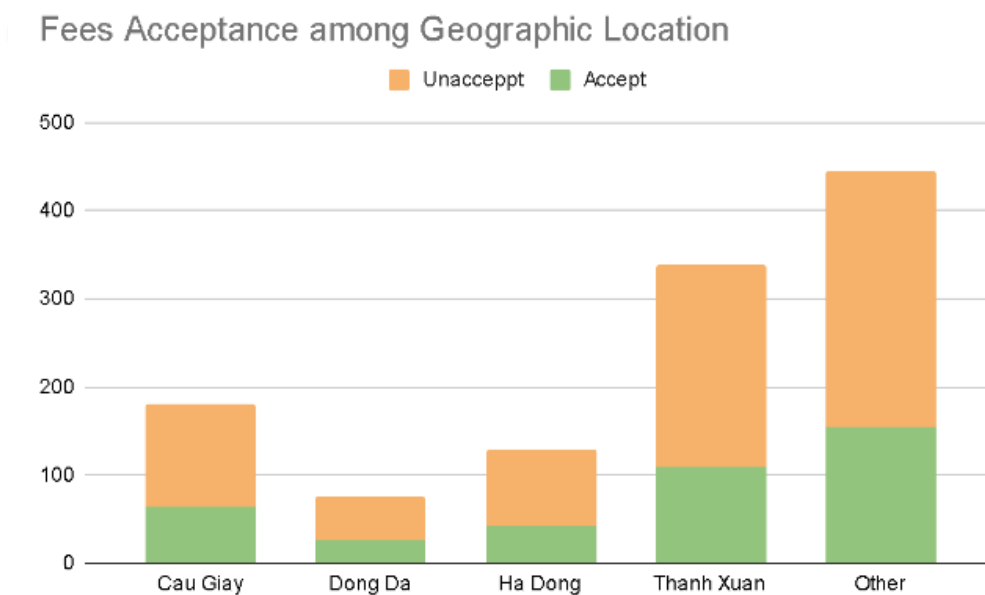


Figure 15. Tuition fee acceptance among Geographic Location

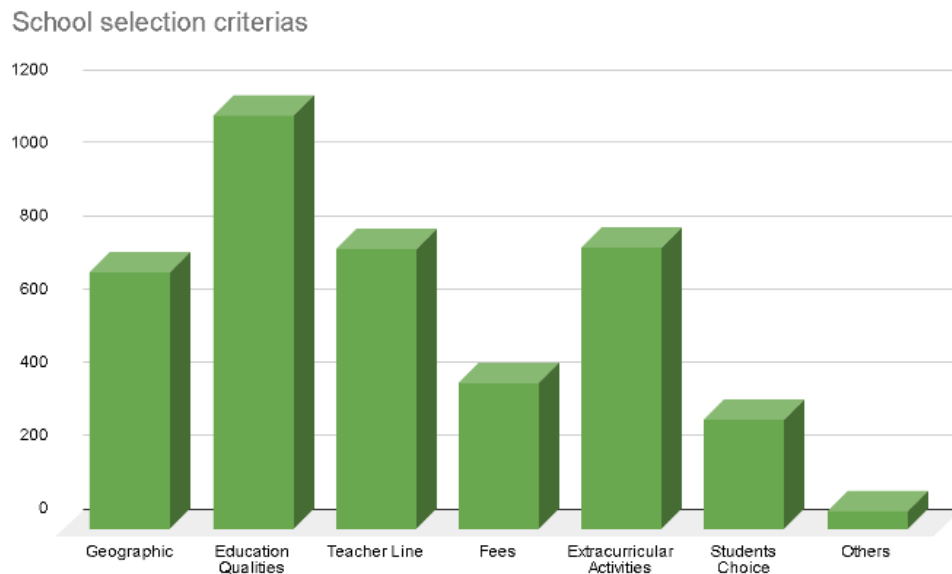


Figure 16. School selection criterias

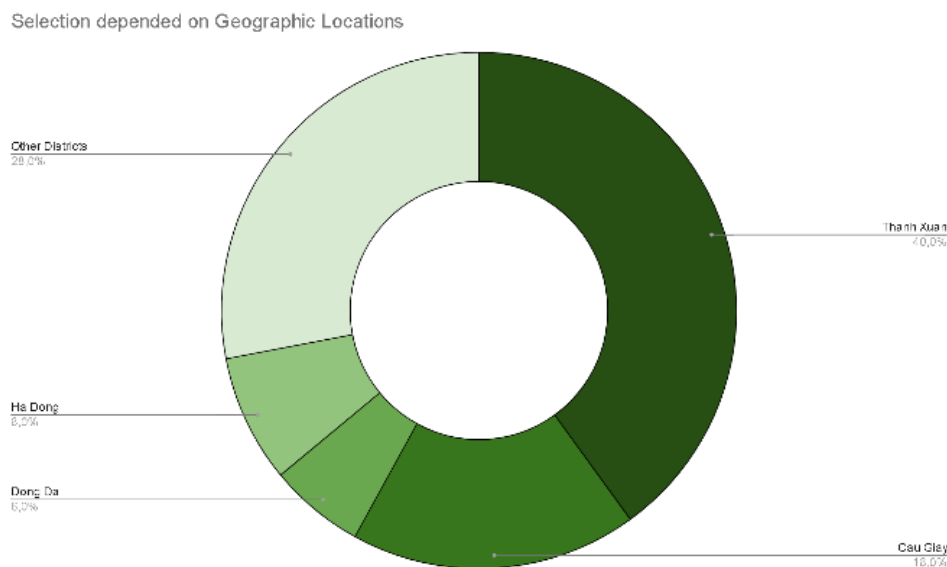


Figure 17. School selection depended on Geographic Location

Another survey that mainly focuses on preschool and primary parents gives the result with over 1100 answers. The result showed that most of the parents tend to choose school with great educational qualities, while over two-third of the attendees agreed that diverse extracurricular activities in school are good for the children. Beyond the first chart, Hanoistar also found out 40% of the parents who preferred the school to be near their home were located in Thanh Xuan District.

In the present situation, Hanoistar School has developed many courses and programs to help their children endure the situation. All events of Hanoistar had been placed in online platforms such as Zoom and Meet. In order to make sure all students can follow its activities, the school also promotes its Facebook's fanpage and produces other social media channels. Study from Decision Lab has shown that, in the second quarter of 2021, Facebook was considered the primary social media platform for GenZ with more than 50% responses.

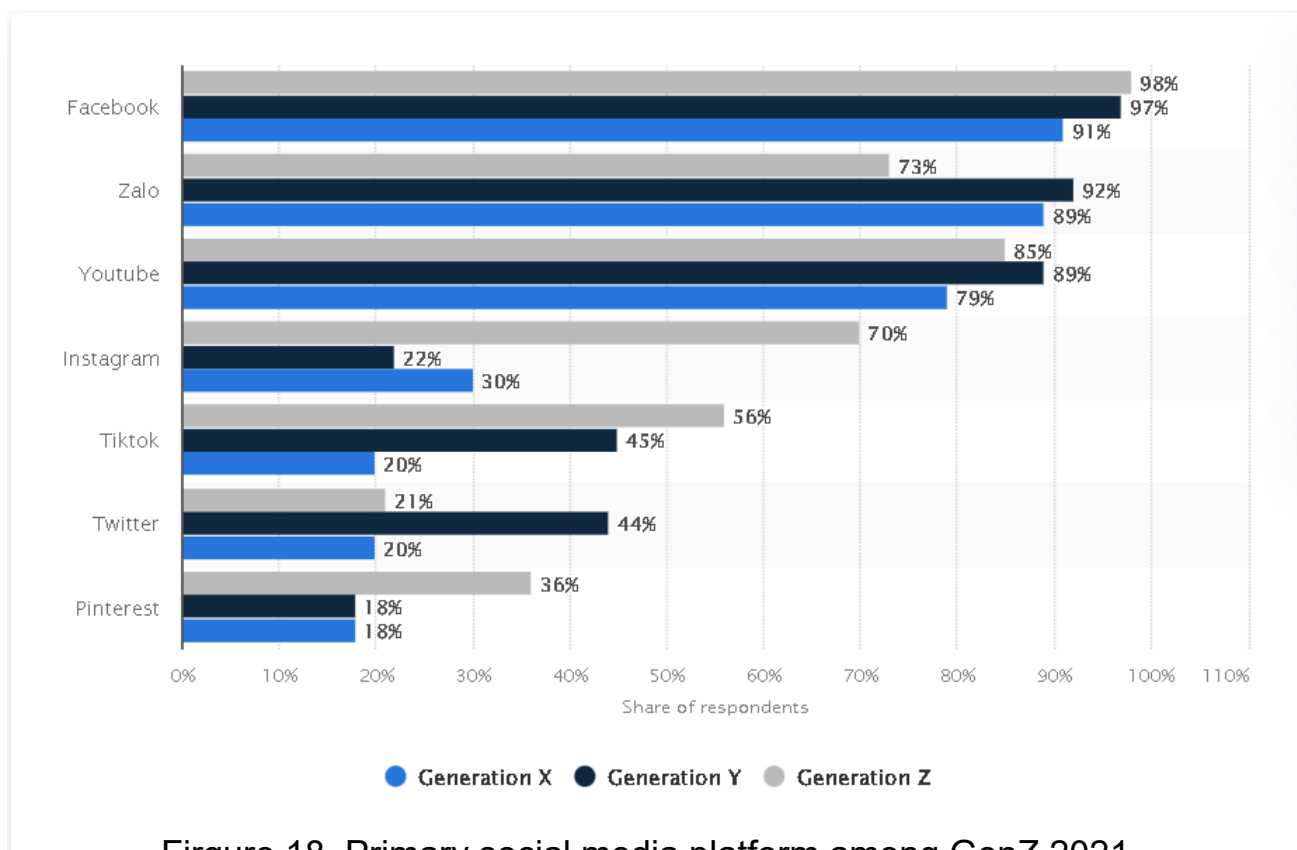


Figure 18. Primary social media platform among GenZ 2021

Likewise, Youtube and Tik Tok also perform greatly as the top 2 and 3 social channels which are mostly used by Vietnamese GenZ in 2021 (Leading active social media apps among internet users in Vietnam as of 2nd quarter of 2021, by generation) (Statista, 2021).

From the subjective impacts (social media trends, GenZ interests) and objective impacts (COVID-19 pandemic), Hanoistar School has decided to use an outsourcing media team from its partner, RoseMedia. Distigously, the team has taken advantage of both impacts and produced plenty of content for Hanoistar in multi-channel media and achieved attention from the school as well as school's attendees.

II. Project Planning:

1. GOALS - OBJECTIVES:

1.1. GOALS:

Based on the research results, there are 4 goals set to be achieved:

- Develop an effective media plan for Hanoistar School by delivering appropriate information and suitable messages aiming at target audiences. Thereby, all activities planned will help target audiences understand better the values generated by Hanoistar School and increase brand awareness of Hanoistar School.
- Motivating and enhancing the teaching and learning spirit of Hanoistar School teachers and students during COVID-19 pandemic.
- Strengthen the relationship between the school and the parents, teachers and students, students and students.
- Attract more parents and increase the credibility of Hanoistar School, as the results, the media campaign is expected to become the foundation of the 2022 - 2023 enrollment project.

1.2. S.M.A.R.T OBJECTIVE:

Duration: 2 months (October - November 2021)

1.2.1 Develop owned media platforms:

- Developing comprehensively and synchronously owned media platforms of Hanoistar School including Facebook, Youtube, Website and Landing page. The primary platform used here is Facebook, the others will be the supporting channels in terms of spreading the content to reach more target audiences and building a system of diverse communication channels.
- For Facebook, in two months, the goals in the figure for reach and fanpage like is expected to be:

Social media platform	Views	Reactions/ Likes	Comments	Shares	Engagement
Facebook	2000	150	10	5	3000

1.2.2. Series “Hanoistar TV”:

- Produce 1 episode each month and upload on owned media platforms of Hanoistar School including Facebook fanpage, Youtube channel.
- The publish date is the last day of every month.
- The results will be recorded from the publish day to 2 December. Expected media interactions

Content	Views	Reactions	Comments	Shares
Episode 1: “Happy School”	1000 views	50-100 reactions	10-20 comments	10 shares
Episode 2: “Breakthrough Energy”	1500 views	50-100 reactions	10-20 comments	10 shares
Episode 3: Truong chat thi yeu	2000 views	100-120 reactions	10-20 comments	10 shares

1.2.3. Video introduces Star Innovation Center:

- Produce a video and upload on the owned media platforms of Hanoistar School including Facebook fanpage, Youtube channel.
- Expected media interactions after 30 days (1 November - 30 November)

Social media platform	Reach	Views	Reactions/ Likes	Comments	Shares
Facebook	3,000	1,000	100	5	5

1.2.4. Video “Nhưng neo duong online” - Event “Tiep lua dam me”:

- Produce a video to air in the event “Tiep lua dam me”. Then, the video will be uploaded on the owned media platforms of Hanoistar School including Facebook fanpage.
- Expected media interactions after 24 days (6 November - 30 November)

Social media platform	Views	Reactions/ Likes	Comments	Shares	Engagement
Facebook	2000	150	10	5	3000

1.2.5. Online event “Happy Vietnamese Teacher’s day 20/11 - Thay Co chap canh uoc mo”:

- Organize a livestream event streamed on the official Facebook fanpage of Hanoistar School.
- Expected media interactions in the real-time of livestream (20 November):

Social media platform	Views	Reactions/ Likes	Comments during stream	Shares	Engagement
Facebook	3000-3500	300-350	250-300	5	5000-5500

2. Target Audiences:

Audience 1: Teachers of Hanoistar School

Teachers of Hanoistar School have to work from home due to COVID-19 break-outs. There are numerous difficulties in the teaching process since they need to manage multiple tasks including teaching, transferring the information, managing the classes and motivating the students.

The pressure sometimes comes from the expectation of the parents, hence, they are chiefly responsible for students' academic results. Overall, teachers play important roles in keeping the students on track since studying online is difficult and easily distracted. In some way, they also needed to be encouraged and motivated in terms of spirit.



Figure 19. Teachers of Hanoistar School

Audience 2: Students of Hanoistar School

Students of Hanoistar School are affected negatively by the pandemic. Instead of attending school like in the past, now they need to study at home. During online learning, to ensure studying quality, self-consciousness in study is prioritized, also, they need to be physically and mentally healthy throughout the social distance.



Figure 20. Students of Hanoistar School

Audience 3: Parents

	The parents of Hansers	The parents of non-Hansers
Demography		
Age	30-60	
Gender	Male and Female	
Occupation	Doctor, university lecturer, employer of medium to large corporation, engineer and officer.	
Income	Above the average salary in Vietnam which is approximately 4,2 million Vietnamese dong (General Statistics Office, 2020) (link) (30,000,000 - 45,000,000 VND)	
Geography		
Location	Hanoi	
Distance	Below 10 kilometers far from Hanoistar School - Cau Giay - Hanoi	
Psychology		
Status	Their children are attending Hanoistar School.	They are finding a suitable school for their children aged from 5 to 10 to enroll in.
Mindset	<ul style="list-style-type: none">Care about educational quality including school's facilities, curriculum, extracurricular activities, customer service, etc.Prioritize their children's education, follow and encourage their children to study hard.	
Pain point	<ul style="list-style-type: none">They want their children to be noticed and taken care of by teachers.They are partly responsible for encouraging their children to study at home.	<ul style="list-style-type: none">They are considering which school to choose for their children.

3. Campaign Message:

English name:

“Happy school - Pioneer in digital transformation”

Vietnamese name:

“Ngôi trường hạnh phúc - Tiên phong trong chuyển đổi số”

To Hanoistar School, the message demonstrates the desire to build a healthy, happy, and full of laughter educational environment. Along with that, the school is aiming to combine innovative education and digital transformation to make students access the latest and most modern learning methods to be adaptable to the era of technological developments. Through that, the school hopes to educate a knowledgeable and well-mannered young generation.

To the students of Hanoistar School, they are Happy Kids, and they deserve to enjoy every moment at school while studying and experiencing new things with their teachers and friends. Moreover, Hanoistar School will be an ideal educational environment for every student to study, develop comprehensively in terms of academy, skills and morals in order to become a helpful person to society.

4. Strategy and Tactics:

4.1. Strategy:

- Media platforms: take advantage of multimedia platforms, especially social media which engages the most viewers.
- Content: develop diverse, trendy and familiar contents to target audiences. Also, the contents will prioritize the form of video, infographic, images in order to transfer messages more effectively.

4.2. Tactics:

- Focus on developing contents on multiple social media platforms, especially Facebook fanpage.
- Update daily activities of Hanoistar School's students since all students are attending online classes at home. The students will be involved in a multitude of activities and media products.
- Vibe delivered: happy, hilarious, educational.
- Organize online events.

5. Media channel:

5.1. Owned media: Facebook, Youtube, Website, Landing page:

5.1.1. Facebook Fanpage:

In this communication campaign, the primary media channel is Facebook. This is a potential platform which can reach a huge number of users, since according to Statista, in 2021, Facebook users in Vietnam ranks seventh in the world with approximately 68 millions users.



Figure 21. Official Facebook Fanpage of Hanoistar School

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

5.1.2. Youtube:

In this phase, Youtube is a supporting channel to upload videos in order to diversify the way to watch videos. Although the campaign does not focus on developing Youtube compared to Facebook, but this platform will be maintained throughout the process in order to build a potential platform in the near future.

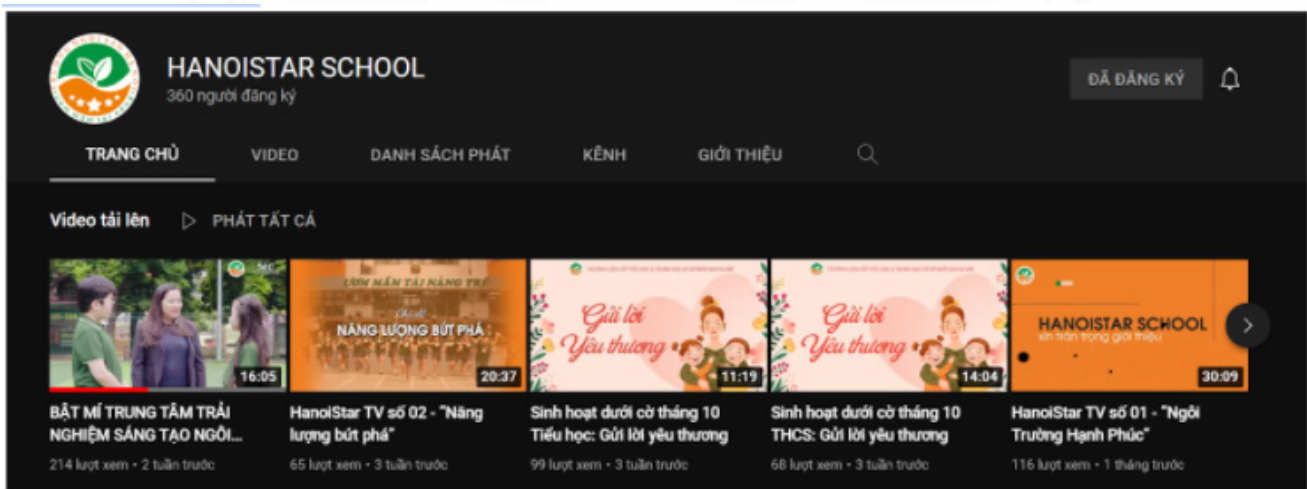


Figure 22. Youtube Channel of Hanoistar School

Link: <https://www.youtube.com/channel/UCaDyIW7fwwcV4ogtPLXFZLw>

5.1.3. Website:

Website engages the diversity of information of Hanoistar School. This is an important information channel, especially for parents. Not only does it introduce generally about the school and updating monthly school's activities, but also reflect the image of the school in terms of teaching and managing students.

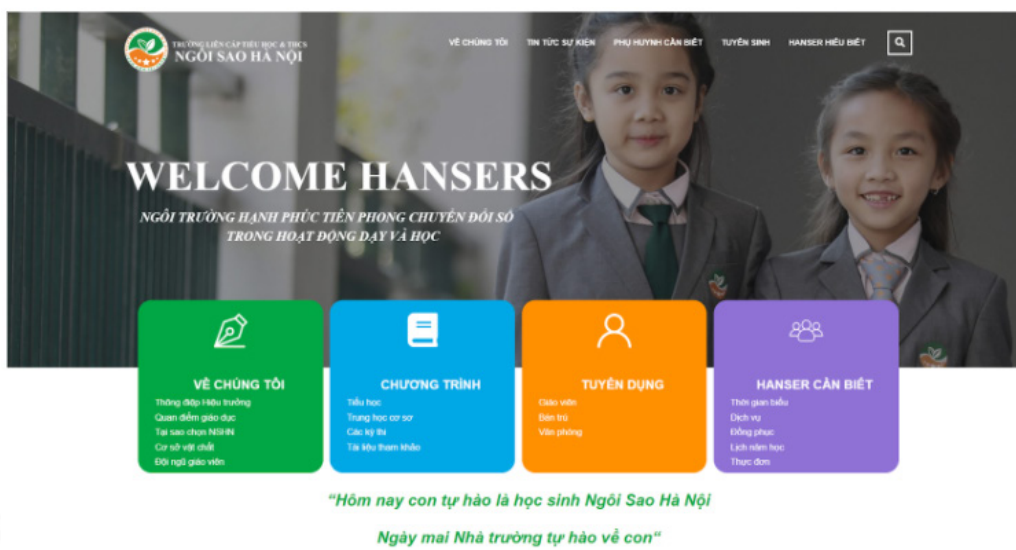


Figure 23. Website of Hanoistar School

Link: <https://www.hanoistar.edu.vn/>

5.1.4. Landing page:

Landing page was designed for the 2022-2023 enrollment project, and it will connect school to parents having children in the age of attending primary and secondary. Similar to the website, the landing page also engages general information to help parents understand more about the school. The information of the 2022-2023 enrollment project will be included.



Figure 24. Landing page of Hanoistar School

Link: <https://hanoistar.edu.vn/tuyensinh22/>

5.2. Paid media:

Since the communication campaign will focus on developing multimedia platforms of HanoiStar School. Therefore, no paid media platforms will be used for the campaign.

5.3. Earned media:

Word-of-mouth:

Word-of-mouth can be considered as a form of free advertising generated from the impressions, feelings and thoughts of the speakers. We recognize that word-of-mouth is substantially important since it can create a significant spreading effect among teachers and staff in school. Also, in this case, it can be easily seen that most parents often confide to each other about their children's study at school, hence, the campaign can be spreaded widely. Also, if the parents talk in a positive tone, it also means that the campaign has created positive impact to their children.

III. Timeline - Risk Management:

1. Media plan - October:

MEDIA PLAN - OCTOBER 2021 - COMMUNICATION DEPARTMENT						
CATEGORIES	NO.	ACTIVITIES	DETAILS	MEDIA CHANNEL	REQUIREMENTS/GOALS	TIMELINE
COMMUNICATION DEPARTMENT						
CORE MISSIONS	1. Objective 1: Produce HanoiStar TV - October (Episode 2)					
	2. Objective 2: Finish producing categories relating to welcoming students back to school - TVC introduces SIC					
ADMINISTRATION AND DEVELOPMENT OF COMMUNICATION CHANNEL	1	Create interesting, diverse forms of content to increase organic interaction on channels	- Production of HanoiStar TV in October: +) Borrowing Ullis studio including equipment, borrowed for 1 day - in the beginning of the 3rd week of October (Miss Van will respond to the possibility of borrowing Ullis by the end of 4/10) +) Brainstorm topic ideas, build scripts for new numbers +) Recruit new MCs; +) Production deployment, browser editing	- Fanpage - Youtube	- Release HanoiStar TV on the last day of the month.	30/10 Final version
	2	Feedback, customer services on channels	Monitor and interact, respond to customer questions and comments on channels: - Comment on fanpage - Inbox fanpage - Inbox the website - Email PTT - Youtube	Fanpage Website Youtube	Respond to customers within 2 hours.	01/10-31/10
	3	Manage communication crisis	Anticipate and prevent possible media crises in October and have plans to direct public opinion both internally & externally: - Tuition - Hygiene and safety to prevent epidemics - Salary and bonus policy for employees/teachers	Fanpage Website Youtube Hotline	Solve the problem as soon as possible	01/10-31/10
COMMUNICATION ACTIVITIES - EVENTS	1	Produce TVC introducing SIC	- Review the script (completed the previous phase) to make the production plan; filming plan - Working with Mr. Hai to connect partners + students / teachers (characters) => Report back to the Board of Directors Specific plan: 8/10; Presenting the final product on October 20			20/10

Figure 25. Media plan - October

2. Media plan - November:

MEDIA PLAN - NOVEMBER 2021 - COMMUNICATION DEPARTMENT					
CATEGORIES	NO.	ACTIVITIES	DETAILS	MEDIA CHANNEL	TIMELINE
COMMUNICATION DEPARTMENT (CD)					
CORE MISSIONS	1. Objective 1: Event organization - Happy Vietnamese Teachers' Day 20/11 "Thầy cô chấp cánh ước mơ"				
	2. Objective 2: Managing & Producing content on media channels, following the message of the month towards Vietnam Teachers' Day				
	3. Objective 3: Manage and organize event "Tiếp lửa đam mê" for 9th-grade students				
COMMUNICATION ACTIVITIES - EVENTS	1	Livestream event "Thầy cô chấp cánh ước mơ"	Cooperate with Rose Media, the Production Event Team organized the live TV program "Thầy cô chấp cánh ước mơ" 1) Make a master checklist, control progress & deadlines for items, clues 2) Coordinating the recording, recording, production and fine-tuning of the products in the program 3) Design Key Visual and related publications 4) Full communication before, during and after the program: In addition to the news and images are fully updated, there are also some creative points: Trailer, photo manipulation, minigame 5) Take group and individual photos for the teachers in the online session 20/11	- Facebook Fanpage - Website	9/11 - 20/11
	2	Event "Tiếp lửa đam mê"	Cooperate with Event Department of HanoiStar School, the Production Event Team organized manual event "Tiếp lửa đam mê" +) Make a master checklist, control progress & deadlines for items, clues +) Coordinating the recording, recording, production and fine-tuning of the products in the program +) Design Key Visual and related publications +) Produce video "Nhưng neo đang online" and publish on Facebook	- Facebook Fanpage	1/11 - 6/11
ADMINISTRATION AND DEVELOPMENT OF COMMUNICATION CHANNEL	1	Create interesting, diverse forms of content to increase organic interaction on channels	- Clip introducing HanoiStar Creative Experience Center (SIC): 1) Produced on schedule, ensuring image and content quality and released on November 1, the first of the month 2) Good material for branding on the Admissions Landing Page, shown at the Admissions Room TV - Producing HanoiStar TV No. 3: under construction 3) Innovating the content and method of implementation monthly: Every month a new MC face is the teacher combined with the students' children; change the host context. 4) Serving to attract the attention of different customers at the same time: Board of Directors, teachers, students, parents, potential customers 5) Summarizing activities in November: highlighting highlight activities, serving to propagate enrollment communication - Producing a reserve of creative content: - Augment the actual images at the school - Content and clips for the 20/11 event - Update size style, optimal design displayed on facebook for photos and videos	- Facebook Fanpage - Youtube - Website	01/11-30/11
	2	Manage communication crisis	- Conduct a review of comments, images that are not aesthetic and civilized on channels. - Monitor and handle negative comments during the enrollment period as well as the 20/11 program	Fanpage Website Youtube Hotline	01/11-30/11
DESIGN	1	Publications for events/activities	Key Visual Event 20/11 - Thầy Cô chấp cánh ước mơ Invitation of Event 20/11 - Thầy Cô chấp cánh ước mơ Post counting down 1 day to livestream Post announcing livestream Post congratulation 20/11		9/11 - 15/11

Figure 26. Media plan - November

3. Media Timeline:

3.1. Media-used Timeline:

No.	Media channel	October				November			
		Week 1 (1/10 - 10/10)	Week 2 (11/10 - 17/10)	Week 3 (18/10 - 24/10)	Week 4 - 5 (25/10 - 31/10)	Week 1 (1/11 - 7/11)	Week 2 (8/11 - 14/11)	Week 3 (15/11 - 21/11)	Week 4 (22/11 - 30/11)
1	Facebook								
2	Youtube								
3	Website								
4	Landing page								

Figure 27. Media-used Timeline

3.2. Facebook Content Plan:

FACEBOOK CONTENT PLAN								
October	Week 1	1 October	2 October	3 October	4-Oct	5 October	6 October	7 October
		Hanoistar TV #1: Happy School	-	-	-	-	Preview of Video introduces "Star Innovation Center"	-
October	Week 5	25 October	26 October	27 October	28 October	29 October	30 October	31 October
		-	-	-	-	Preview of Hanoistar TV #2: Break through	-	Hanoistar TV #2: Break through
November	Week 1	1 November	2 November	3 November	4 November	5 November	6 November	7 November
		Video introduces "Star Innovation Center"	-	-	-	-	Event "Tiep lua dam me" highlight: Video "Nhung neo duong online"	-
	Week 3	15 November	16 November	17 November	18 November	19 November	20 November	21 November
		Behind the scene of Event 20/11's MVs	-	-	- Trailer of Event 20/11 - Invitation of Event 20/11	Event 20/11: counting down 1 day	- Livestream Event - Event review - MV "Nguoi lai do tham lang"	MV "Truong chat thi yeu"
	Week 4	22 November	23 November	24 November	25 November	-	-	30 November
		MV "Tam ve tuoi tho"	-	-	-	-	-	Hanoistar TV #3: Truong chat thi yeu

Figure 28. Facebook Content Plan

4. Risk management:

Risk	Description	Level	Solution
Production Progress	COVID-19 impeded the filming progress	High	Follow the news to set a suitable timeline. In the worst case scenario, change the plan to evaluate through an online platform.
	Weather issues can delay the filming progress	High	Follow the news to set a suitable timeline.
	Technical problems such as missing voice off or error foot-ages	High	Follow the timeline of implementation to carefully check all sources and back ups

Production Process	Timeline is delayed because of heavy traffic	Low	Push the timeline faster Shorten the duration of each screen and remove unnecessary screens.
	Staff is ill and not healthy enough to afford workload	Medium	Prepare a checklist of interns to call for support
Communication Crisis	Does not meet the estimated reach	Medium	Set a reasonable release time
	Received mixed and negative comments	Low	Carefully follow and reply on negative comments
Event crisis management	Weak Internet connection causing errors and cut off in the middle of the event	High	Prepare second livestream source to backup
	Received mixed and negative comments	Medium	Carefully follow and reply on negative comments Delete if there are insults, swearing aiming at specific people.
	Copyright issues	Medium	Ask permission from the owner of the song. Check by posting on a personal page to see if it is copyrighted or not. If yes, the song needs to be changed to ensure event quality.

EXECUTION

03

A blurred background image showing two young women, likely students, looking towards the right side of the frame, possibly at a presentation or screen. The image is faded and serves as a backdrop for the text.



I. Series Hanoistar TV:

1. Brief and proposal(s):

As a result of knowing parents' demands during COVID-19 pandemic, the Hanoistar Communication department found out that new content with creativity and innovation has to be made. Indeed, the content must be provided to meet the need to keep students and parents on track of school activities such as school contests, extracurricular activities, online classes content, etc.

With the ideas of replacing old school's newspapers, Hanoistar had to ensure that the new content can be reached to all subjects with a new method beside traditional typing materials. And by delivering news and information through video footage, this new content is named the Hanoistar TV series.

The theme must be related and similar with attendees, due to which Hanoistar has confirmed the first episodes of the series to concentrate on the topic of "Happy school".

Along with the demand for updating monthly information about students' works, the Communication Department tends to provide this content as a monthly article for not only attendees and their guardians but also teachers who are guiding in the line of Hanoistar School.

2. Goals - Objective:

2.1. Goals:

Since the beginning of the operation, Hanoistar TV has produced two products belonging to the two month September and October. Due to the addition of a separate month, each episode has its own goals to achieve.

Hanoistar TV was first aiming to compile excellent information for the entire school, incorporating messages about the school's culture and educational quality. Moving on, the first episode was produced to create a high-quality communication output that is both content-rich and visually appealing. Furthermore, Hanoistar also wanted to create a safe haven for Hanoistar's young reporters to practice their writing skills during the pandemic period.

2.2. Objective:

With the subject of giving news and informing students about activities in Hanoistar, the producing team of Hanoistar TV committed to provide monthly content for this article with differ motives. Not only does it bring diverse contents, Hanoistar TV has also wanted to bring the idea of creativity and motivation to the audiences. And so, the team wanted to provide each episode with one unique concept. Furthermore, due to the up trend of social media use during COVID-19 pandemic, the Hanoistar team also set a specific number of reactions, comments, shares and views for each episode. The results will be recorded from the publish day to 2 December.

Content	Reach	Views	Reactions	Comments	Shares
Episode 1: “Happy School”	5,000 people	1000 views	50-100 likes	10-20 comments	10 shares
Episode 2: “Breakthrough Energy”	5,000 people	1500 views	50-100 likes	10-20 comments	10 shares
Episode 3: “Trường chất thì yêu”	2,000 people	1500 views	50-100 likes	10-20 comments	10 shares

As the result of media research and customer insight, the Hanoistar team also agreed on delivering the product on the Facebook media site. And according to the reach of previous posts on the school’s fanpage, Hanoistar TV has set a suitable measurable figure for the operation.

Due to the mindset of monthly summarization, Hanoistar School prefers to re-release each episode at the end of each month. But due to some technical issues and post-production problems the date for releasing could be changed and set back to be out in the first few days of the upcoming month.

2.3. Target audience:

Hanoistar TV was produced not only to inform but this is also a new way to connect the school with its customer. To be more specific, the connection between Hanoistar with its customer can be acquired as multiple connections, likewise:

- School to parents
- School to students
- School to its staff and instructors
- Students to teacher
- Students to parents

Due to the high structure of the connection network, the target audience of Hanoistar TV series can be listed as students, parents and teachers.

2.4. Messages:

Differ from each other, Hanoistar set the objective to be separated. On one hand, Hanoistar TV’s first episode wanted to deliver something familiar and closest to the school message. To meet the need above, the Communication Department along with the Hanoistar Principle agreed to deliver the “Happy School” material in their news article. “Happy School” has always been the core value which Hanoistar aimed at, and now the Hanoistar TV first episode.

On the other hand, Hanoistar TV episode 2 wants to provide to the audience another view of the participants with the theme of “Breakthrough Energy”. As the first half of the course 2020-2021 is coming to an end, Hanoistar TV episode 2 wanted to deliver this message to endure and motivate students on their learning progress for the final semester test. Significantly, this is also a call for the parents and teachers to pay more attention to the youngster’s education status as well as preparing these little soldiers for the upcoming fights.

The third episode of Hanoistar TV is placed in November which includes many events such as Vietnamese Teachers' day following with the release of 3 separate MVs from the school's media team. To ensure the theme of Hanoistar TV to be similar to the contents above, the Communication team has decided to name the episode as "Truong chat thi yeu". In another concept, it was difficult to transform such a name into a foreign language so the Hanoistar TV team kept the Vietnamese name for this episode. To be more specific about the theme of episode 3, Hanoistar TV has claimed that this episode will be mainly surrounded with the contents of November 20th especially the MV "Truong chat thi yeu" itself.

5. Concept Format:

No.	Content	Time	Form of implementation	Note
PART 1: INTRO				
	- Logo + School images - Main contents sum up		Slideshow effect with low third information	
PART 2: NEWS (monthly news and activities)				
1	Highlights news of the months	1 mins	Footage, images, voice off and interview.	The numbers of contents depended on the school's monthly news and activities
2	Highlights news of the months	1 mins	Footage, images, voice off and interview.	
3	... etc.	1 mins	Footage, images, voice off and interview.	
PART 3: Creativity programs				
	<ul style="list-style-type: none">Education programsSpecial eventsContests... etc.	5 mins	Focusing on highlighted creative contents Voice off with filmed footage or image with event's interviews	The numbers of contents depended on the school's monthly news and activities
PART 4: Culture's Stories				
	Internal Culture programs and activities	5 mins	Focusing on highlighted culture events Interview from school leader	The numbers of contents depended on the school's monthly news and activities
PART 5: Outro				
	Outro+kickoff	1 mins	Slideshow, text for credits	

6. Main Content:

6.1. Hanoistar TV September:

After carefully collecting and selecting all information of highlighted events and activities of Hanoistar in September, the production team of Hanoistar TV agreed to choose the below content for the script of the first episode.

- **Highlight activities and events:**

No.	Main Contents
1	Hanoistar's year opening ceremony with many reverberations
2	Creative learning activities, fun playgrounds, and extracurricular contests begin in September
3	Recruiting the "Hanoistar" student's band - the first generation
4	The Mid-Autumn Festival brings people together to celebrate the coming of the Year of Love: a pleasant moon season, a distance but not too far away.
5	"Living with appreciation" is the theme of the activity, which includes a variety of significant Hansers items.
6	Meet Bao Nam's classmate...with unique programming items in the creative corner
7	Cultural story: The voyage of the leader in me, filled with many teacher emotions
8	What can Hansers expect in October?

- **Script:**

No.	Content	Implement	Est.Time
PART I: INTRO			
1	Hanoistar Image + Logo	<ul style="list-style-type: none"> - Motion f(x) to highlight images and footages of November activities and combined into HanoiStarTV logo - Text: Episode 2 - October 2021 - "Breakthrough Energy". 	30 secs

PART II Overview and MC introduction:

Text + Low Third

> Theme “Breakthrough Energy”

> MC Low Third Introduction:

	MC Greetings	Greetings, MC introduced “Breakthrough energy” theme, describe overview of the theme name Image: Take the introduction, which explains the theme	90 secs
	Main Contents Overview		

Cutscene for transition - HanoiStar TV - News

PART III: HIGHLIGHT NEWS

	- Creative and interesting classes	MCs cast and introducing Creative classes: - <i>Innovative products with the theme of 10/10; October 20 & Halloween</i> - <i>Project of parents and teachers in class: Climate change, mother’s journey,....</i> - <i>Project “Truong Luong”, math class</i> - <i>Primary STEAM topic: Journey to Mars</i>	3 mins
1	- Phase 1 of the book reading storytelling challenge has come to a close. - Members of the HanoiStar Pop Band have been officially announced.	Poster + contest information Pictures of the first videos sent by students Using voice off to explain the main contents Book Reading & Storytelling Challenge Ready to break through in phase 2 with many interesting topics	1 mins

2	<ul style="list-style-type: none">- "Speaking of Love" activities- Announcement of Hanoistar team to attend APEC 2021- Members of the HanoiStar Pop Band have been officially announced.	MCs cast Weekly Activities: Theme "Speaking of love"	30 secs
		Text motions: "A product made by the Hansers"	5 secs
		Poster + pictures of the teams Team training MCs cast: <i>The Hanoistar squad has been invited to attend APEC 2021.</i> <i>The official members of the squad, the brightest faces representing Hanoistar in the international arena, are announced. The members have begun to practice in order to break through and defend their title.</i>	
		Program poster + official member video MCs Cast: Hanoistar band's final member The search for quality band members is over; now is the time for the band members to break out and practice with the professors.	
PART IV: Creative Corner			
1	The Hanoistar Creative Experience Center is being revealed.	Images and footage with slight f(x). Using voice off or MC cast to explain the main contents Theme: <i>ready to break through, explode when going back to school and study and practice at the experience area</i>	60 secs
2	Text motion	<i>On the school's Facebook page and website, we welcome you, instructors, and friends to see the whole video presenting the Hanoistar Creative Experience Center.</i>	

PART V: Cultural story			
Cutscene for transition - HanoiStar TV - Cultural Story			
1	Publication of a magazine on reading culture		30 secs
ADD On: Mini games and music products			
PART VI: OUTRO			
1	Ending Scene	Clip art : HanoiStar TV logo effect - MC MC cast - 20/11 sneak peek <i>In November, the month dedicated to festivities commemorating Vietnamese Teachers' Day, a message was sent.</i>	90 secs
2	Outro	Text motions Produce and perform by: Media Department with Hanoistar Young Reporter Club	5 secs

6.2. Hanoistar TV October:

After the success of the opening episode, Hanoistar continued to research and find other suitable content for the October product. Following the selection process, the team continued to develop a script built up on the formal format.

6.2.1. Highlight activities and events:

No.	Main Contents
1	Creative and interesting classes
2	Phase 1 of the book reading storytelling challenge has come to a close.
3	"Speaking of Love" activities
4	Announcement of Hanoistar team to attend APEC 2021
5	Members of the HanoiStar Pop Band have been officially announced.
6	The Hanoistar Creative Experience Center is being revealed.
7	Publication of a magazine on reading culture
8	And what awaits Hanoistars in November.

6.2.2. Script:

No.	Content	Implement	Est.Time
PART I: INTRO			
1	Hanoistar Image + Logo	- Motion f(x) to highlight images and footages of November activities and combined into HanoiStarTV logo - Text: Episode 2 - October 2021 - “Break-through Energy”.	30 secs
PART II Overview and MC introduction:			
Text + Low Third			
> Theme “Breakthrough Energy”			
> MC Low Third Introduction:			
	MC Greetings	Greetings, MC introduced “Breakthrough energy” theme, describe overview of the theme name	90 secs
	Main Contents Overview	Image: Take the introduction, which explains the theme	
Cutsceen for transition - HanoiStar TV - News			
PART III: HIGHLIGHT NEWS			
1	<ul style="list-style-type: none">Creative and interesting classesPhase 1 of the book reading storytelling challenge has come to a close.Members of the HanoiStar Pop Band have been officially announced.	MCs cast and introducing Creative classes: - <i>Innovative products with the theme of 10/10; October 20 & Halloween</i> - <i>Project of parents and teachers in class: Climate change, mother’s journey,....</i> - <i>Project “Truong Luong”, math class</i> - <i>Primary STEAM topic: Journey to Mars</i>	3 mins
		Poster + contest information Pictures of the first videos sent by students Using voice off to explain the main contents Book Reading & Storytelling Challenge Ready to break through in phase 2 with many interesting topics	1 mins
2		MCs cast	30 secs
		Weekly activities: Theme “Speaking of love	
		Text motions: “A product made by the Hansers”	5 secs

	<ul style="list-style-type: none"> • Speaking of Love” activities • Announcement of Hanoistar team to attend APEC 2021 • Members of the HanoiStar Pop Band have been officially announced. 	<p>Poster + pictures of the teams</p> <p>Team training</p> <p>MCs cast:</p> <p><i>The Hanoistar squad has been invited to attend APEC 2021.</i></p> <p><i>The official members of the squad, the brightest faces representing Hanoistar in the international arena, are announced. The members have begun to practice in order to break through and defend their title.</i></p>	
		<p>Program poster + official member video</p> <p>MCs Cast: Hanoistar band’s final member</p> <p>The search for quality band members is over; now is the time for the band members to break out and practice with the professors.</p>	
PART IV: Creative Corner			
1	The Hanoistar Creative Experience Center is being revealed.	<p>Images and footage with slight f(x). Using voice off or MC cast to explain the main contents</p> <p>Theme: <i>ready to break through, explode when going back to school and study and practice at the experience area</i></p>	60 secs
2	Text motion	<i>On the school’s Facebook page and website, we welcome you, instructors, and friends to see the whole video presenting the Hanoistar Creative Experience Center.</i>	
PART V: Cultural story			
Cutscene for transition - HanoiStar TV - Cultural Story			
1	Publication of a magazine on reading culture		30 secs
ADD On: Mini games and music products			
PART VI: OUTRO			
1	Ending scene	<p>Clip art : HanoiStar TV logo effect - MC</p> <p>MC cast - 20/11 sneak peek</p> <p><i>In November, the month dedicated to festivities commemorating Vietnamese Teachers’ Day, a message was sent.</i></p>	90 secs
2	Outro	<p>Text motions</p> <p>Produce and perform by:</p> <p>Media Department</p> <p>with Hanoistar Young Reporter Club</p>	5 secs

6.3. Hanoistar TV November:

Depend mostly on the production of the livestream event: Happy Teachers' day - Thay co chap canh uoc mo, the third episode of Hanoistar TV's information and highlight news is skipped to focus more on the script's making process.

• Script of Hanoistar TV November:

No.	Content	Implement	Est. Time	Background
PART I: INTRO				
1	Hanoistar Image + Logo	<ul style="list-style-type: none">- Motion f(x) to highlight images and footages of November activities and combined into HanoiStarTV logo- Text: Episode 3 - October 2021 - “Truong chat thi yeu”.	30 secs	
PART II Overview and MC introduction:				
Text + Low Third				
> Theme “Truong chat thi yeu”				
> MC Low Third Introduction:				
1	MC Greetings	Greetings, MC introduced “Truong chat thi yeu” theme, describe over-view of the theme name	90 secs	Hanoistar’s main stage (which has a fish tank)
	Main contents overview	Image: Take the introduction, which explains the theme		
Cutsceen for transition - HanoiStar TV - News				
PART III: HIGHLIGHT NEWS				
1	Announcement of the academic year 2022-2023 enrolment plan	Footage with slight f(x). Using MCs cast to explain the main contents <ul style="list-style-type: none">- The enrollment plan for the school year 2022-2023 will be announced.- Enrollment instructions for the academic year 2022-2023- New points in the recruiting process- A new small hansers club form (Interview with admissions committee)	90 secs	The office and entered the admissions area
2	The signing of cooperation agreement with the University of Foreign Languages	Images and footage with slight f(x). Using voice off or MC cast to explain the main contents	90 secs	Back to the school Main stage

3	Activities towards Vietnam Teachers' Day 11/20	<p>Recap moments with slight f(x). Using MC's voice off to explain the main contents</p> <p>“Thầy cô chấp cánh ước mơ” Special live stream events</p>	60 secs	Hanoistar's main stage (which has a fish tank)
		<p>Images and footage with slight f(x). Using voice off or MC cast to explain the main contents</p> <p>Weekly activities with the theme of “Biết ơn thầy cô”</p>	30 secs	
		<p>Footage of MV's highlights, behind the scenes of the making process with a slight transition f(x).</p> <p>Hansers's product to celebrate the 20/11 Teacher day</p>	20 secs	
4	Featured educational project	<p>Program poster</p> <p>MCs Cast:</p> <p>Welcome products and class projects toward the November 20th:</p> <ul style="list-style-type: none"> - Project “My Future Painter” - Create teacher greeting cards and videos - Dance tune “Happy Going to School for Teachers” 	60 secs	Classroom view
5	The current status of learning	<p>Results of the first semester studying online</p> <p>Interview with Ms. Nhan (founder of Hanoi Star)</p> <p>Status, figure and comments</p>	90 secs	Classroom's pulpit

6	Passion-inspiring program	Program poster with slight f(x). Using voice off or MC cast to explain the main contents	90 secs	Classroom hallway
PART IV: Creative Corner				
1	Create Music video to commemorate Vietnamese Teachers' Day on November 20th.	<p>In class, students sit and watch the M</p> <p>- Middle scene viewing the MV</p> <p>- A close-up of a phone playing a music video</p>	90 secs	Classroom
PART V: Cultural story				
Cutscene for transition - HanoiStar TV - Cultural Story				
1	School Tour	Introduce to parents an overview of Hanoistar School's classrooms, facilities and studying environment.	90 secs	
PART VI: OUTRO				
1	Ending Scene	<p>Clip art : HanoiStar TV logo effect - MC</p> <p>MC cast - next episode sneak peek</p>	15 secs	MC back to mainstage
2	Outro	<p>Text motions</p> <p>Produce and perform by: Media Department with Hanoistar Young Reporter Club</p>	10 secs	

7. Timeline:

7.1. Production timeline:

HANOISTAR TV PRODUCTION TIMELINE		
No.	Production Process	Time
1	Gathering information	25st monthly
2	Gathering footages and images of main content	25st monthly
3	Final script	25st monthly
4	Preparing, Filming MC's sources	26st monthly
5	Post production, editing process	27-28st monthly

7.2. Communication Plan:

HANOISTAR TV COMMUNICATION PLAN			
No.	Contents	Channels	Estimated time
1	Hanoistar TV episode 1’s sneak peek/teaser	Facebook	A day before the releasing of Hanoistar TV
2	Hanoistar TV episode 1 release		30/09 - 01/10
3	Hanoistar TV episode 2’s sneak peek/teaser		A day before the releasing of Hanoistar TV
4	Hanoistar TV episode 2 release		31/10 - 01/11
5	Hanoistar TV episode 3’s sneak peek/teaser		A day before the releasing of Hanoistar TV
6	Hanoistar TV episode 3 release		30/11 - 01/12
7	Hanoistar TV episode 1 release	Website/Youtube channel	30/09 - 01/10
8	Hanoistar TV episode 2 release		31/10 - 01/11
9	Hanoistar TV episode 3 release		30/11 - 01/12

8. Human resources:

Hanoistar School is partnering with RoseMedia who are creating lots of content for the school's communication progress. Due to the partnership above, the RoseMedia team is also responsible for the production of the Hanoistar TV series.



Figure 29. Behind the scene of Hanoistar TV October

9. Estimated cost:

Based on the RoseMedia quotation, the real cost can be different due to the contract deal between RoseMedia and Hanoistar School and some categories will not be charged separately. The filming took place in the Campus of Hanoistar School and using internal resources such as student MCs therefore at no extra cost.

No	Categories	Quantity	Price per Item	Total
I	CONTENT			
1	Concept, Ideas	1	2.500.000 VND	2.500.000 VND
2	Script	1	2.000.000 VND	2.000.000 VND
3	MC	1	0 VND	0 VND
II	FILMING			
1	Camera	1	500,000 VND	500,000 VND
2	Studio	1	0 VND	0 VND
3	Logistics	1	1,500,000 VND	1,500,000 VND
III	POST PRODUCTION			
1	Voice and music record	1	3,000,000 VND	3,000,000 VND
2	Post production and editing process	1	7,000,000 VND	7,000,000 VND
Cost		16.500.000 VND		
Costs incurred 10%		1.650.000 VND		
TOTAL		18,150,000 VND		

II. Video introduces Star Innovation Center:

1. Brief and proposal(s):

Besides the traditional education program developed by the Ministry of Education and Training, Hanoistar School also aims at students' comprehensive development by making students involved in a multitude of extracurricular activities, experiential activities and STEM education.

STEM education stands for Science, Technology, Engineering, and Mathematics. According to Pearson, STEM is a philosophy that aims to establish a program that integrates the four disciplines in such a way that students are forced to solve problems using cross-disciplinary knowledge.

In order to define the academic potential, creative ability, and applicability in reality, the Star Innovation Center (SIC) was officially established in November 2021 including classes of STEM innovation, STEM carpentry, Robotics and virtual reality, Cooking, Art and Sport.

To develop a high-quality educational environment, Hanoistar School has collaborated with 5 expertised organizations. They are:



KDI Education - Innovation Space



Happy Kids - Robotics and Virtual reality



Muse Academy - Art development



Creative Garage - Carpentry experience



Kewpie Vietnam - Cooking practice

2. Objective - Goals:

To Hanoistar School, the goal is to produce a video introducing an overview of the Star Innovation Center including modern facilities, subjects and extra-curricular activities that students can experience here. The content will expose the modernity, stunning construction and above all, the devotion of Hanoistar School's Board of Directors in educational quality and students' comprehensive development. Also, the video will affirm the enthusiasm of the school in developing educational programs.

To the parents of Hanoistar School students, the video not only introduces new facilities but also is a method to make them proud of the school that their children are attending. Besides, to the parents of non-Hansers, it will help them raise awareness of school, so that they can better understand Hanoistar School in terms of humans, facilities, educational philosophy and the passion of the school in making the students be adaptable to the era of globalization.

The duration is approximately 15 minutes and the final product will be uploaded on multi-platforms.

3. Target audience:

The content primarily focuses on the students, the parents of Hansers, the parents of non-Hansers who are having children around the age of primary and secondary school.



Figure 30. Hansers' Parents

4. Script:

VIDEO SCRIPT: INTRODUCTION OF STAR INNOVATION CENTER				
Concept		Finding the treasures. Two emcees will transform into explorers and find 6 treasures which are 6 study locations of SIC.		
Vibe		Happy, energetic, colorful and inspirational.		
Duration		approximately 15 minutes		
No.	Time	Content	Details	Location
PART 1 - Introduction: SIC Overview				
1	30 seconds	Intro	Mrs. Nguyen Thi Van Trang, the principal of Hanoistar School will introduce generally and slightly reveal 6 treasures which are 6 places of SIC.	The Principal Room
2	30 seconds	General introduction of SIC	<ul style="list-style-type: none"> - As soon as two MCs arrive at SIC, they are overwhelmed by a fairy-like place with green trees covered all around. - After a short conversation introducing the first impression of SIC, 02 MCs will start their journey of finding treasures. 	In front of the SIC gate
PART 2 - Body: Introduction of experience classrooms				
3	2-3 minutes	MUSE Academy	The representatives of MUSE Academy introduce the art subjects and activities that Hanoistar School students can experience.	MUSE Academy
4	2-3 minutes	Happy Kids	The representatives of Happy Kids introduce the robotics-virtual reality subjects and activities that Hanoistar School students can experience.	Happy Kids
5	2-3 minutes	Kewpie Vietnam	The representatives of Kewpie introduce the subjects and cooking activities that Hanoistar School students can experience.	Kewpie Vietnam
6	2-3 minutes	KDI Education	The representatives of MUSE Academy introduce the subjects and activities that Hanoistar School students can experience.	KDI Education
7	2-3 minutes	Creative Garage	The representatives of MUSE Academy introduce the subjects and creative activities of carpentry that Hanoistar School students can experience.	Creative Garage
PART 3 - Outro: Closing				
8	1-2 minutes	Speech of the founder of SIC	Mrs. Pham Bich Nga - founder of Hanoistar School - shares about SIC including the purpose of development, the motivation and enthusiasm when constructing the SIC, and her hopes for developing Hansers comprehensively through studying at SIC.	Happy Kids
9	30 seconds	Ending	Mrs. Nguyen Thi Van Trang and 2 MCs meet and share about the experience.	SIC football field
10	30 seconds	End credits	<ul style="list-style-type: none"> - All representatives gather and wave hands to say goodbye. - The end credits entails information of SIC cooperators and production team. 	SIC football field

5. Human resources:

- RoseMedia will be in charge of writing scripts, directing and producing the final product.
- Participants in the video are representatives of Hanoistar School, Muse Academy, KDI Education, Kewpie Vietnam, Happy Kids, Creative Garage. To be specific:

Representatives	Emcee	Position
Main emcees/ Experience character	Tue Nhi Tuan Anh	Tue Nhi and Tuan Anh are Hanoistar School students. Both talented emcees will be in charge of exploring and introducing all classes.
Hanoistar School	Mrs. Pham Bich Nga	Founder of Hanoistar School
	Mrs. Nguyen Thi Van Trang	Principal of Hanoistar School
MUSE Academy	Mr. Vu Dinh Thang	Instructor of Muse Academy
	Ms Bui Khanh Linh	Instructor of Muse Academy
Happy Kids	Mrs. Nguyen Thi Thu Huong	Director of Happy Kids
Kewpie Vietnam	Mrs. Bui Thi Van Anh	Lecturer of Kewpie
	Mr. Do Dang Nam	Lecturer of Kewpie
KDI Education	Mrs. Nguyen Quynh Ngoc	Director of KDI Education - Hanoi branch
Creative Garage	Mr. Lam Quang Thai	Carpentry specialist



Figure 31. Star Innovation Center Representatives

6. Setting and Behind the scenes:

6.1. Practice day:



Figure 32. Video introduces SIC practice day

6.2. Filming day:



Firgure 33. Filming day at MUSE Academy



Firgure 34. Filming day at Creative Garage

7. Timeline:

Categories	Time
Script	26-30/9
Practice	16/10
Filming	18-19/10
Editing	20-26/10
Draft	27/10
Final version	30/10
Publish day	1/11

8. Estimated cost:

No	Categories	Quantity	Price per Item	Total
I	CONTENT			
1	Concept, Ideas	1	2.500.000 VND	2.500.000 VND
2	Script	1	2.000.000 VND	2.000.000 VND
3	MC	1	0 VND	0 VND
II	FILMING			
1	Camera	1	500,000 VND	500,000 VND
2	Studio	1	0 VND	0 VND
3	Logistics	1	1,500,000 VND	1,500,000 VND
III	PRODUCTION			
1	Voice and music record	1	3,000,000 VND	3,000,000 VND
2	Post-production and editing process	1	7,000,000 VND	7,000,000 VND
Cost		16.500.000 VND		
Costs incurred 10%		1.650.000 VND		
TOTAL		18,150,000 VND		

III. Video “Nhưng neo duong online”:

1. Brief and Proposal(s):

Every school year, the program “**Tiep lua dam me**” is held solely for grade 9 students, and it is led by generations of former Hansers who impart the “unique advice” that Hansers have passed down through the years. The teachers are quite pleased with a community of Hansers who share many values of connection and sharing as a result of this activity.

As the result of a traditional event for Hansers every year, the “Tiep lua dam me” has developed various contents. But due to the condition of the COVID-19 pandemic, this year’s campaign has claimed its highlight through content which was specially built to support Hansers during online classes. The content is a synthesis of funny footage of online classes including both students and their teachers during classes which is named “Nhưng neo duong online”.

At first, Hanoistar’s Media team developed this content of funny footage for students to release some stress on the upcoming exam. But due to the real situation of online learning, the team has realized that not only the students are under pressure but their institutions are also pushed with a lot of stress as well. In fact, Mrs. Hoa, a teacher from Nguyen Du secondary, shared in an interview with the VOV news that “Teaching and learning online is very hard”. Beside, Mrs Hoa claimed that most of her difficulty in online classes started from technical issues, “each day, I have to received hundreds of messages and phone calls, mainly from parents and students, related to the online learning software, which was faulty, could not be entered or the child was taking the test and was out.”. Due to the state of pandemic affection on educational issues, Hanoistar found that it is necessary to produce the article “Nhưng neo duong Online”. The content will be aimed to ease the pressure on both students and teachers of Hanoistar at this alarming time.

2. Objectives- Goals:

Due to the addition of spreading positive energy, Hanoistar TV does not make any pressure for the Communication team on the reach of the clip. Instead, the school wanted to receive good feedback for the video during the time of the events “Tiep lua dam me”. To archive this feedback, “Nhưng neo duong online” clip will be made public on the school fan page as well as released in the main event.

3. Target Audience:

The “Tiep lua dam me” article was produced to ensure that senior Hansers have the energy and spirit to keep on fighting when the first semester is coming to an end. On the other hand, the video clip of “Nhưng neo duong online” which is a part of “Tiep lua dam me” focuses more on keeping students to have a positive status during the social distancing time.

4. Message:

With the mission to deliver delightful moments for both youngsters and their intuitions, the “Nhưng neo duong online” video is created with different funny footage. These footage or clips will be surrounded with the contents of a casual situation in class to help viewers relax after a long time of teaching or learning on the digital screen.

Significantly, “Nhưng neo duong online” aims to point out major issues of online learning and teaching. But instead of making the situation more serious, the Media team tended to turn these problems into daily jokes. By gathering information from classes and carefully scripting, Hanoistar’s Communication team promise to bring laughter and enjoyment for their audience and ease the stress of online classes. Last but not least, interspersed with witty contents, “Nhưng neo duong online” will provide some tips to help the audience to find some interesting way to adapt better in.

5. Campaign timeline:

No.	Contents	Deadline
1	Brainstorming & plan making	07/10/2021
2	Plan implementation	12/10/2021 19/10/2021
3	Keyvisual: Background	11/2/2021
4	Introduction	03/11/2021
5	Contact alumnus to attend and prepare content for sharing in specialized/conditional classes	22/10/2021 11/2/2021
6	“Nhưng neo duong online” video	21/10/2021 30/10/2021 03/11/2021
7	Mentimeter Question Design	01/11/2021
8	Students words - Listen to your heart. Content shared by the representative of the 9th grade students	31/10/2021
9	Experience in 10 high school entrance exams	31/10/2021
11	Share Alumni Abroad.	30/10/2021 02/11/2021
12	Message to the Hangers of Block 9	29/10/2021 30/10/2021 03/11/2021
13	Exchange with former students according to each special class / condition	22/10/2021 31/10/2021
14	Try to run the programme	04/11/2021
15	event implementation	05/11/2021
16	Schedule with visiting teachers	11/3/2021
17	Communication Process	

6. Video “Nhưng neo duong online” implementation plan:

6.1. Ideas:

	Main Idea	Implementation plan	Time
“Nhưng neo duong online” Video	Funny footage of students and teachers	Communication team cooperates with Hanoistar staff to develop a suitable script’s content	21/10
		The Hanoistar staff deliver “Nhưng neo duong online” ideas and contents to both students and teachers for making footages	30/10
		Gathering materials from attendees and proceed editing, post production process	03/11

6.2. Script:

No.	Situation	Details
1	5 minutes sleep	<p>(.....) was sleeping, the alarm rang, sat up and looked at the alarm: “Oh, it’s only 7am, it’s okay to wake up at 7:15, sleep a little more.”</p> <p>Putting the blanket on to sleep again, the clock turned to 7:55, startled awake, panicking: “It’s too late to die! How did you get to class in time huhuhuhuhu?”</p> <p>I immediately ran to the bathroom to brush my teeth, wash my face and then go to class, I was reminded by the teacher to be late for class</p>
2	Clumsy in class	<p>While studying online, holding a snack pack in hand, munching on it. While chewing with his mouth full, (.....) was called by the teacher. Immediately chewed extremely fast, almost choked, then took a quick sip of water and turned on the mic to answer the teacher: “Teacher, this is me”; Teacher: “Why is the mic on for so long? Or are you eating snacks?”; (.....): “Where is it, teacher, I can’t open the mic until I open it”; teacher: “yes answer this question for me”; (.....): *thinks: “oh stop dying...”</p>
3	Attendance check	<p>Teacher: “Please pay attention for her to take attendance!”</p> <p>*Start attendance:</p> <ul style="list-style-type: none"> - “Friend A”: A is cooking noodles and rushes into the room to turn on the mic to answer her - “Friend B”: B is lying on the bed covered with a blanket, reaching out and turning on the microphone to answer her - “Friend C”: While brushing his teeth, he also turned on the mic to answer her - “Friend D”: Dancing in the room, playing music; also stopped the music to answer her.

4	Cam check	<p>Serious students: serious cam, sit well, books, notebooks, pens ready</p> <p>Background players: Turn on all the ugly pictures in the background</p> <p>Desktop cam: turn on the cam, but see every clump of hair</p> <p>Refused to open cam: (teams screen when cam is not open)</p>
5	Broken mic	<p>The teacher called to answer the question: can you (.....) answer this question for her!</p> <p>(.....): Madam, the answer is.... (answer the whole question)</p> <p>Teacher: Oh friend (....) please answer me.</p> <p>(.....): auntie, I already answered. OMG, I AM (.....) Y Y.</p> <p>Teacher: she didn't hear your response (.....). Please invite other friends.</p> <p>*message on chat: - (.....): Miss ocn replied to you, but it must be the fault of the microphone.</p> <p>Teacher: Then I lost points for this question, I'll calculate it next time.</p> <p>(....): *Oh my god, so unlucky huhuhuhuhuhu</p> <p>NOTE: (....), A, B, C, D: Enter the student's name when assigned to act</p>
6	Ending	SOME SMALL TIPS TO SURVIVE IN ONLINE CLASS

6.3. Implementation process:

Video "Nhưng neo duong online"	
Images	Sounds
<p>Hansers tell real-life events and circumstances during online learning days in the following clips:</p> <ul style="list-style-type: none"> - The problem with attendance: Students take attendance while performing a variety of tasks. - Silent lessons: Students do not respond, and teachers do not switch on the microphone. - Teachers' transmission is poor. - Students are uninterested in studying. Show a video of someone pretending to study. - Study while eating or working alone - Study and play simultaneously... <p>Conclusion: The lesson of working together to overcome obstacles is as follows: Image of a slogan from 7th grade.</p> <p>Using transition f(x) between each clip.</p> <p>Make sure the final videos length to be approximately in 5 mins</p>	<ul style="list-style-type: none"> • Using the original sound of each footage • Can add some funny background music to create meme effect

6.4. Image:

Here are a few funny situations that teachers and students of Hanoistar School re-enacted

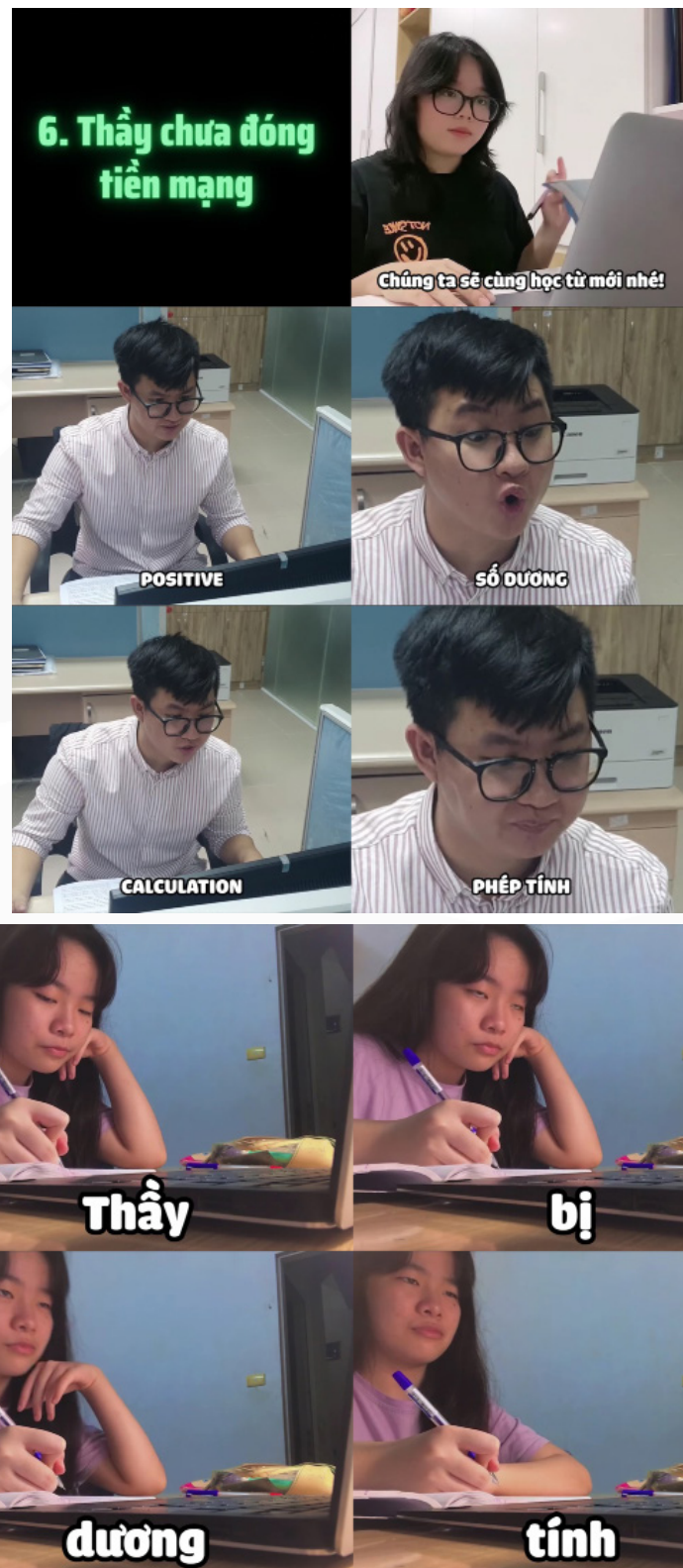


Figure 35. Situation - Teacher has not paid for Internet



Figure 36. Situation - Attendance

7. Human Resources:

Hanoistar School is partnering with RoseMedia who are creating lots of content for the school's communication progress. Due to the partnership above, the RoseMedia team is also responsible for the production of the Hanoistar TV series.

8. Estimated cost:

The “Nhưng neo duong online” clip which took place in the Campus of Hanoistar and using internal resources of student and teacher footage had made it easier to produce this special content. On the other hand, there are still minor costs for the post production process.

No	Categories	Quantity	Price per Item	Total
I. CONTENT				
1	Concept, Ideas	1	1,500,000 VND	1,500,000 VND
II. PRODUCTION				
1	Editing	1	1,000,000 VND	500,000 VND
Cost		2,500,000 VND		
Costs incurred 10%		250,000 VND		
TOTAL		2,750,000 VND		

IV. Livestream Event: Happy Vietnamese Teachers' day - Thay Co chap canh uoc mo:

1. Brief and Proposal(s):

The Vietnamese Teacher's Day has always been a special day for both student and teacher, yearly, educational systems all across Vietnam would hold magnificent events to show appreciation for teachers. Particularly, every year when the time of November started to rumble, Vietnamese scholars would prepare extracurricular activities with talent performance or some would show their skill of art to make wonderful "Báo tường" to show their appreciation to their instructors. But due to the state of COVID-19 pandemic, the holiday seems to be less sophisticated, since the social distancing events in 2020 many activities have been canceled. To deal with the caution situation, Hanoistar has come up with a suitable plan for this year 20th November to pump up the holiday spirits for their internal community.

Therefore in 2021, on the occasion of Vietnam Teachers' Day on November 20, a special livestream event will be broadcast on the official Fanpage of Hanoistar Primary & Secondary School. The special events will be provided by Hanoi Star's Media team with diverse activities to connect their internal community after a long time of social distancing and online classes or meetings. Activities such as students covering the teacher's pose, sending best wishes to their beloved teacher will be available to show appreciation for their teachers.

Especially on the 20th November, 3 special music videos will be released to highlight the main event. To avoid copyright and broadcasting mistakes, all preparations will be completed two weeks before the event. Three music videos, produced and directed by RoseMedia, will be shown at the event.

- Tam ve tuoi tho
- Truong chat thi yeu
- Nguoi lai do tham lang

To implement this content, the Media team will invite students and teachers of Hanoistar to gather up and proceed with the filming process. This act of invitation will provide a special holiday spirit to the cast of these MVs.

And as the dynamic for these chain events, the Hanoi Star's Communication team will proceed with a special live stream which will be broadcast on the Vietnamese Teacher's Day 20th November livestream will be performed with the presence of those contents which were mentioned above. On the other hand, the show will be organized as a traditional Teacher's Day with parts such as teacher appreciation or cultural activities.

Significantly, the livestream will also have the present of previous year graduated students with their share of special memory when they were a Hansers. The Media team of Hanoistar guarantees that this event will reach many audiences and spread the holiday spirits to them during this pandemic time.

2. Objectives- Goals:

The purpose of the livestream event “Thay Co chap canh uoc mo”:

- Celebrating the teacher’s contributions.
- Promote the relationship between teachers and students.
- Highlight the Hanoistar School students’ talent and dynamism.
- Excellent communication source to attract more students and parents to know about Hanoistar School, raise awareness to wider target audience.

The performances “Tam ve tuoi tho” and “Truong chat thi yeu” are expected to provoke audience admiration for the young performers, and the reminiscence is demonstrated in the song “Nguoi lai do tham lang,” in which teachers recall their teenage years as students.

3. Target Audience:

- Everyone who works at Hanoistar School, including teachers and staff.
- Students and their parents.
- Parents whose children are about to enter 1st or 6th grade.

4. Message:

The program’s theme, “Thay Co chap canh uoc mo” has many profound message; especially is spreading wings to children for a bright future is a teacher’s life. Even though they could not meet in person to give hugs and wishes, the students expressed their gratitude to their teachers with all sincerity. All of the wishes, love, and creativity that go along with the abilities of Hanoistar School students and teachers will be expressed, especially in three music videos that will be broadcast on the broadcast day. Last but not least, each part of the live stream event will hold its own unique meaning.

5. Event Timeline:

No.	Time	Duration	Content	Details
1	08:50	10:00	Waiting music	Timer counts down 10 minutes. Waiting music: Thay Co cho em mua xuan, Khi toc thay bac trang, Bai hoc dau tien.
2	09:00	03:00	Intro	The Intro introduces the purpose and topic of the event.
3	09:03	06:00	Opening Performance	“Tam ve tuoi tho” by Hanoistar School students.
4	09:09	03:00	MC	Introduction
5	09:12	01:00	Weekly activities	National Anthem
6	09:13	05:00	The speech of the principal	Speech of Mrs. Nguyen Thi Van Trang, the Principal of Hanoistar School, congratulates and shows gratitude towards Hanoistar School teachers.
7	09:18	05:00	The speech of parents representatives	Speech of Mrs. Do Thi Hien Hoa, the representative of Hanoistar School parents, congratulates and shows gratitude towards Hanoistar School teachers.
8	09:23	06:00	Video from students	The video has 2 parts: Part 1: Students cover the signature poses of their beloved teachers. Part 2: Students, former students and parents send the best wishes to teachers of Hanoistar School.
9	09:29	06:00	Student’s musical performance	“Truong chat thi yeu” by Hanoistar School students
10	09:35	06:00	Teacher’s performance	“Tam ve tuoi tho” performed by Hanoistar School teachers.
11	09:41	3: 00	End	Closing speech. End credits.

6. Event Checklist:

No.	Contents	Timeline	Coordinator
1	Brainstorming & plan making	9/11/2021	RoseMedia
2	MC Script	9/11 - 13/11/2021	Vu Dinh Thang
3	Keyvisual	9/11 - 14/11/2021	Huu Trung
4	Intro Video	9/11 - 14/11/2021	Bich Lien Ha Thanh
5	Clip cover teachers' poses	9/11 - 14/11/2021	Mai Anh
6	Trailer Video	9/11 - 17/11/2021	Mai Anh Thanh Long
7	Recording	13/11/2021	Quoc Trung
8	Filming MV: <ul style="list-style-type: none"> MV "Tam ve tuoi tho" MV "Truong chat thi yeu" MV "Nguoi lai do tham lang" 	14/11/2021	RoseMedia's production team
9	Filming MC, speech of the principal and representative of Hanoistar School parents	15/11/2021	Minh Tien
10	MV production - Final version:	18/11/2021	Thanh Long Ha Thanh
11	Counting down 1 day	19/11/2021	Mai Anh
12	Livestream event "Thay co chap canh uoc mo"	20/11/2021	RoseMedia - Hanoistar School team

7. Event production:






7.1. Trailer:

Before every premiere event or livestream, there are trailer clips to attract the attention of target customers with the purpose of arousing their curiosity. Therefore, RoseMedia has planned and scripted a short trailer including 6 keywords related to the event. This trailer will be published one day before the event.

7.1.1. Script:

SCRIPT OF TRAILER				
Content: A short introduction to the 20/11 livestream				
No.	Image	Keyword	Duration	Note
1	-	Hanoistar School INTRODUCTION	5 seconds	Text and effect bloom
2	Teachers take care of students	-	5 seconds	
3	-	A most awaited event	5 seconds	Text and effect bloom
4	Photos of 10 years' events	-	5 seconds	
5	-	Livestream on school fanpage	5 seconds	Text and effect bloom
6	-	On November 20, 2021	5 seconds	Text and effect bloom
7	Pictures of teachers and students throughout the school.	-	5 seconds	
8	-	Unique art performances	5 seconds	Text and effect bloom
9	Pictures of some MVs that have been produced	-	5 seconds	
10	-	With the participation of a large number of teachers and students	5 seconds	Text and effect bloom
11	-	Celebration of Vietnamese Teachers' Day 20/11 COMING SOON	5 seconds	Text and effect blood

7.1.2. Image:

SCRIPT OF TRAILER		
Content: A short introduction to the 20/11 livestream		
No.	Keyword	Description
1	Hanoistar School INTRODUCTION	
2	A most awaited event	
3	Livestream on school Fanpage	
4	On November 20, 2021	
5	Unique art performances	

7.2. Intro:

This is the opening clip of the program, with the goal of showing the dedication and love of the teachers and the activities of the students of Hanoistar School. The clip has been carefully scripted and made according to the customer's request.

No.	Time	Duration	Image	Est. Time	Music
PART I: Event Introduction					
1	Introduce Vietnamese Teachers' Day	<p>“Có một nghề bụi phấn bám đầy tay</p> <p>Người ta bảo là nghề trong sạch nhất</p> <p>Có một nghề không trồng cây trên đất</p> <p>Lại nở cho đời những đóa hoa thơm” etc...</p>	- Interaction between students and teachers in activities	42s	Light music
PART II: Feelings of the students all generation					
Text + Image					
1	Feelings of the student all generation	<p>For each generation of students, perhaps the school roof is the place to mark an exciting, impulsive youth filled with so much love and aspiration. The school embraces the memories of the love of teachers, the most precious friendship. The school gives wings to the dreams of the class, generations of students to fly to the intellectual horizon....</p>	<p>- The student</p> <p>- Schools</p> <p>- Teachers on the podium</p> <p>- Interaction between students and teachers in activities</p>	45s	Fun Music

PART III: Introducing teaching staff and theme of livestream”Teachers gives the wings for a dream”

1	Introducing the teaching staff at Hanoistar School	For the teachers at the Hanoistar Primary & Secondary School, the love of the profession and the love of students has penetrated deeply into each person, making each generation of students feel when it comes to the two words “Teacher”. feel so noble, sacred and worthy of respect.	<p>- Mainly images of teachers and staff at NSHN</p> <p>1. Teacher: Pham Bich Nga - Founder</p> <p>2. Teacher: Nguyen Thi Van Trang - Principal</p> <p>and other teachers and staff</p>	42s	Expressing cheerfulness, dynamism, creativity, always daring to innovate music
2	Introducing the theme “Teachers spread the wings for a dream”	Another special season of gratitude has come again, on behalf of generations of students, Hanoistar Primary & Secondary School organizes a welcome program on November 20 with the theme “Teachers take the wings of a dream” to send to the officers, teachers, staff who have been working at the school with sincere feelings, gratitude and many best wishes.	- Interaction between students and teachers in activities	45s	Fun Music
PART IV: OUTRO					
1	End music			10s	Fun Music
2	Outro		Hanoistar School Logo	4s	

7.3. MV “Tam ve tuoi tho”:

“Tam ve tuoi tho” has become a familiar song, this is a song composed by musician Truong Quy Hai, born on the occasion of the 10th anniversary of the establishment of Hanoistar School. With this song’s content RoseMedia scripted a music video. This song expresses the meaning of a teacher’s love for their beloved students while also bringing students’ dreams, desires, and supplies a ticket to a brighter future for our children.



Firgure 37. A scene of MV “Tam ve tuoi tho”

7.4. MV “Truong chat thi yeu”:

After carefully collecting information, we have discovered that a talented kid star, Piggy, is a student at Hanoistar School, with the participation of Piggy. “Truong chat thi yeu”- a music product by musicians Luu Quang Minh and Pho Quynh Anh was created for this event. It’s a lighthearted and amusing tune, sung by a young soul. This song expresses the youthful and dynamic of Hanoistar School students



Firgure 38. A scene of MV “Truong chat thi yeu”

7.5. MV “Nguoi lai do tham lang”:

Last but not least, we want an emotional moment and promote all teacher's dedication so we decided to choose the song by musician Van Sang “Nguoi lai do tham lang”. The reminiscence is demonstrated in the song “Nguoi lai do tham lang,” in which teachers recall their teenage years as students. The teachers will be back to stand in the role of students, from which they can feel the emotions and experiences when they were childlike children like blank pages and taught, guided by teachers, the one who took care of them and then revealed the importance and dedication of teachers.



Figure 39. A scene of MV “Nguoi lai do tham lang”

7.6. Clip cover teacher's pose:

Along with the wit and creativity of the HANSERS, in the livestream event, a clip covering the teachers' photo poses was re-enacted in a very lovely way by the students.

No.	Teacher	Student
1		
2		
3		
4		
5		
6		

- Part 2 of the video is the wishes sent to the teachers by the students' parents, the students who are currently studying at the Hanoistar School.



Figure 40. Hanser Khanh Minh

Hanser Khanh Minh: *“Con rất buồn vì không được đến trường để gặp thầy cô nhưng con cũng rất vui khi đang được khoác chiếc áo đồng phục Ngôi sao Hà Nội. Con xin kính chúc thầy cô 20/11 luôn mạnh khỏe vui vẻ và thành công trong công việc”.*

In addition, representatives of former Hanser and students' parents Hanoistar School also show gratitude towards teachers of Hanoistar School.

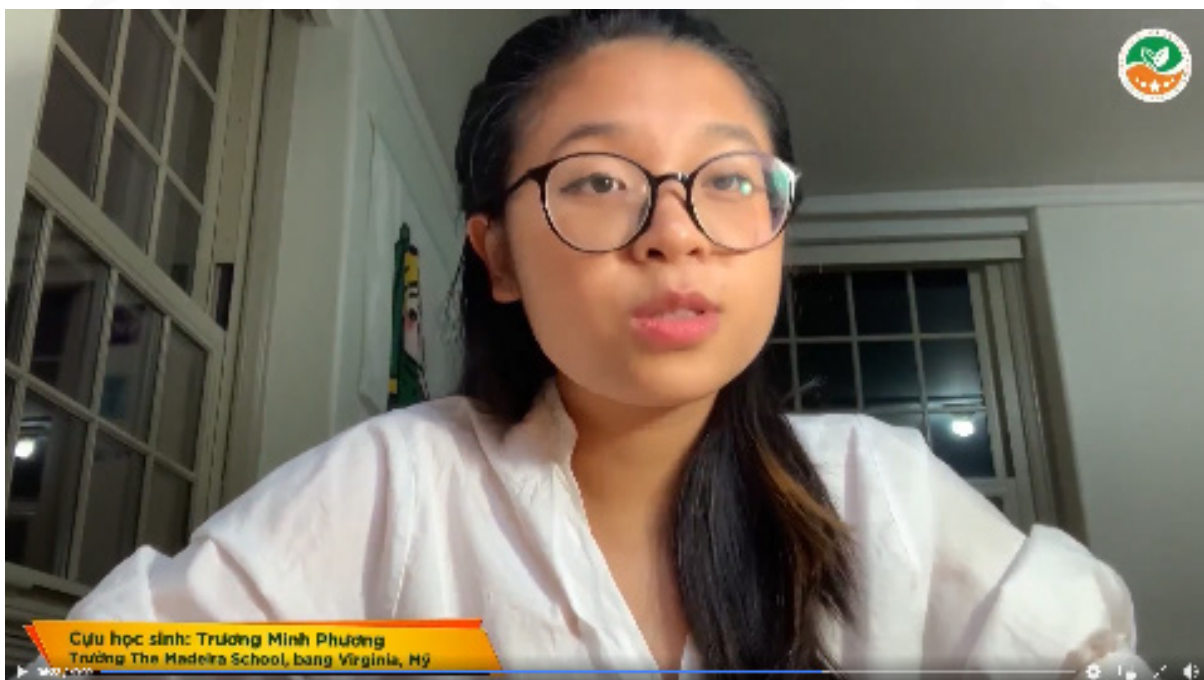


Figure 41. Former Hanser - Truong Minh Phuong



Figure 42. Hanser's parent - Mrs. Bui Thuy Ha

7.7. MC Script:

Costume Requirements

- Costume: elegant long dress, avoid green - white color
- Hair style: neat, polite
- Make up: MC
- Tone mood: gentle, friendly, affectionate



Figure 43. MC of livestream event

No.	Duration	Content	Content MC Script
1	05:00	Waiting music	- No MC
2	03:00	Intro	- No MC
3	06:00	Opening performance - MV “Tam ve tuoi tho”	- No MC
4	03:00	Following the opening musical performance	<p>- Thank you for the opening act - Music video “Tam ve tuoi tho”. This is a song composed by musician Truong Quy Hai, born on the occasion of the 10th anniversary of Hanoistar School.</p> <p>- “Tam ve tuoi tho” was recorded as a music video for the first time, with child actors from Hanoistar.</p>
		Introduction	<p>- Introduce program name, purpose and meaning</p> <p>- Broadcast channel: Fanpage: “Trường Liên cấp Tiểu học & THCS Ngôi Sao Hà Nội”</p> <p>- Calling on viewers to share, interact and spread the livestream</p>
5	01:00	Salute the flag	- MC instructs to salute the flag
6	05:00	<p>Principal’s speech:</p> <p>- Introduce the principal</p> <p>- Thanks after the speech</p>	<p>- About Ms. Nguyen Thi Van Trang - Principal of Hanoistar Middle & High School</p> <p>- Duration: 15s</p>

7	05:00	Parent representative speech	<ul style="list-style-type: none"> - Introduce parent representative - Thanks after the speech
8	06:00	<p>Clip of greetings from students</p> <ul style="list-style-type: none"> - Introducing an interesting clip that Hansers and parents gave to Hanoistar School teachers 	<ul style="list-style-type: none"> - Introduction to the clip - Content of the clip: The witty wishes of Hanoistar School students to the teachers - Duration 15 seconds
9	06:00	Students performance - “Truong chat thi yeu”	<ul style="list-style-type: none"> - Original music of the song “Em beo thi sao” by singer Tang Ngan Ha - New lyrics composed exclusively for Hanoistar - Performed by talented students of Hanoistar. Hansers students conveyed their love through the MV: “Truong chat thi yeu”. Let’s see how “chất” is the Hanoistar and how the Hansers loves school
10	06:00	<p>Teacher’s performance:</p> <ul style="list-style-type: none"> - Lead in the closing MV of the show: “Nguoi lai do tham lang” - Revealing the special thing of MV 	<ul style="list-style-type: none"> - We invite you and the children to watch a very special performance called “Nguoi lai do tham lang” - This is a performance presented by ALL teachers from the subject groups from Primary and Secondary to the teachers - colleagues at Hanoistar School.
11	09:36	<p>End</p> <ul style="list-style-type: none"> - Closing the program message - Thank you for the audience’s participation, monitoring, and interaction 	<ul style="list-style-type: none"> - “Nguoi lai do tham lang” performance ended this year’s very special November 20 program. Thank you and students for participating and sending the most sincere love to the teachers on this occasion! We wish the teachers good health and always be full of enthusiasm, creativity and joy on the educational path they have chosen! <p>Goodbye and see you again teachers and students!</p>

7.8. Key Visual:

The color RoseMedia chose to use is cobalt blue for the background and gold for the text. In which cobalt blue stands for love and passion and gold expresses creativity and luxury. Furthermore to discuss, the main color which Hanoistar has claim shown not only the love between teachers and their students but also, its create a background where creativity are brought to our childs as well.



Figure 43. Event countdown



Figure 44. Chroma key background



Figure 45. Event invitation

8. Setting up and behind the scene:



Figure 46. Student of Hanoistar School



Figure 47. Director Vu Dinh Thang guiding Hansers



Figure 48. Camera and Light set up



Figure 49. Director Vu Dinh Thang dance instruction



Figure 50. Rapper Piggy



Figure 51. Teachers in class scene



Figure 52. Behind the camera man



Figure 53. All teachers in school yard scene



Figure 54. Teachers in school yard scene



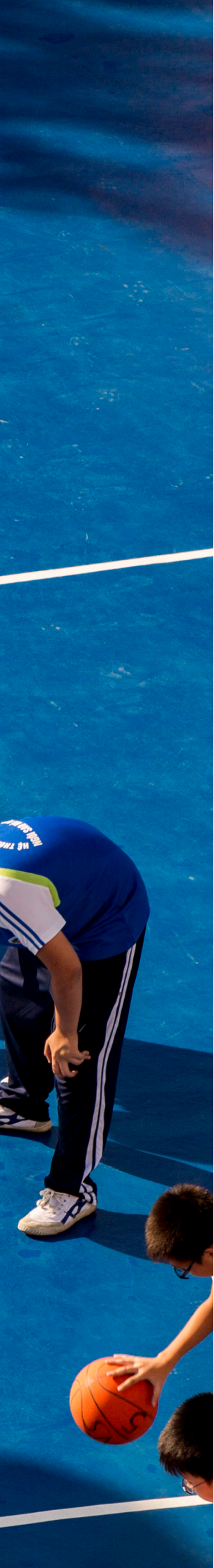
Figure 55. Filming MC at ULIS Studio

9. Estimated cost:

This price list based on RoseMedia quotation, the real price can be different due to the contract deal between RoseMedia and Hanoistar School and some categories will not be charged separately.

No	Categories	Quantity	Price per Item	Total
I	CONTENT			
1	Concept, Ideas	1	10.000.000 VND	10.000.000 VND
2	MV Script	3	2.000.000 VND	6.000.000 VND
3	Intro script	1	2.000.000 VND	2.000.000 VND
4	MC	1	10.000.000 VND	10.000.000 VND
II	FILMING			
1	Light system	1	4,000,000 VND	4,000,000 VND
2	Camera	1	500,000 VND	500,000 VND
3	Logistics	1	1,500,000 VND	1,500,000 VND
III	POST PRODUCTION			
1	Voice and music record	2	1,500,000 VND	3,000,000 VND
2	Editing MV clips	3	2,500,000 VND	7,500,000 VND
3	Full event video editing	1	14,000,000 VND	14,000,000 VND
4	Music Copyright: - Soundtrack - Music MV	1	6,000,000 VND	6,000,000 VND
Cost		64,000,000 VND		
Costs incurred 10%		6,400,000 VND		
TOTAL		70,400,000 VND		





04

POST – EXECUTION

I. MEASUREMENT & EVALUATION:

1. Campaign evaluation:

1.1. Media channel development:

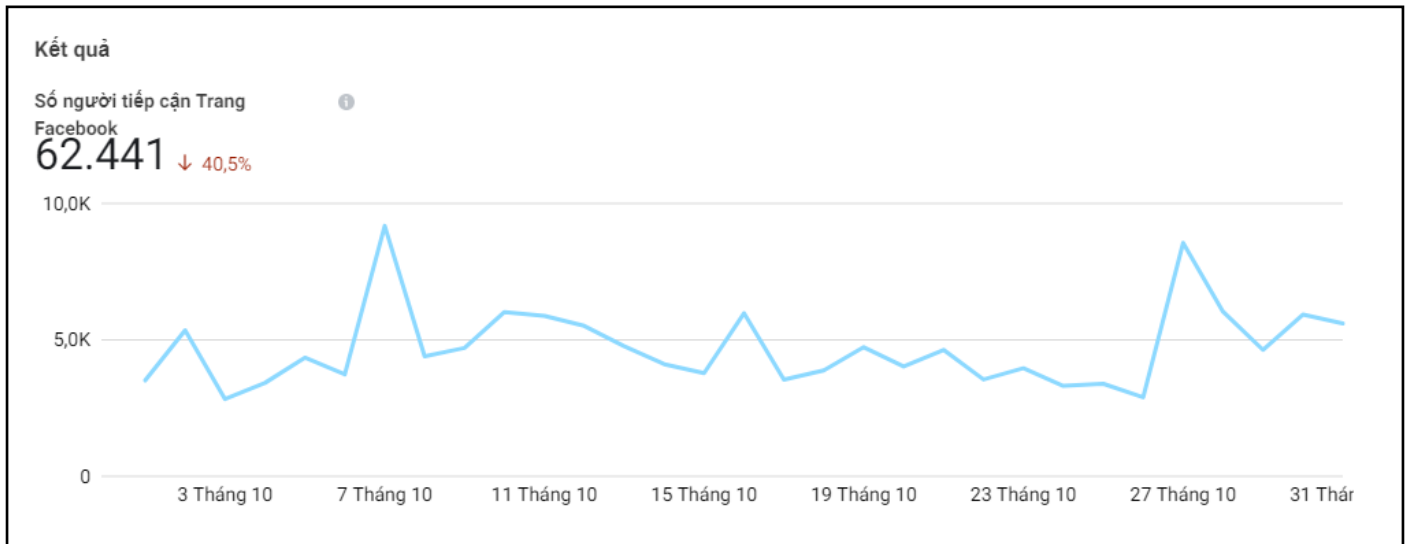


Figure 56. The amount of Fanpage reach in October

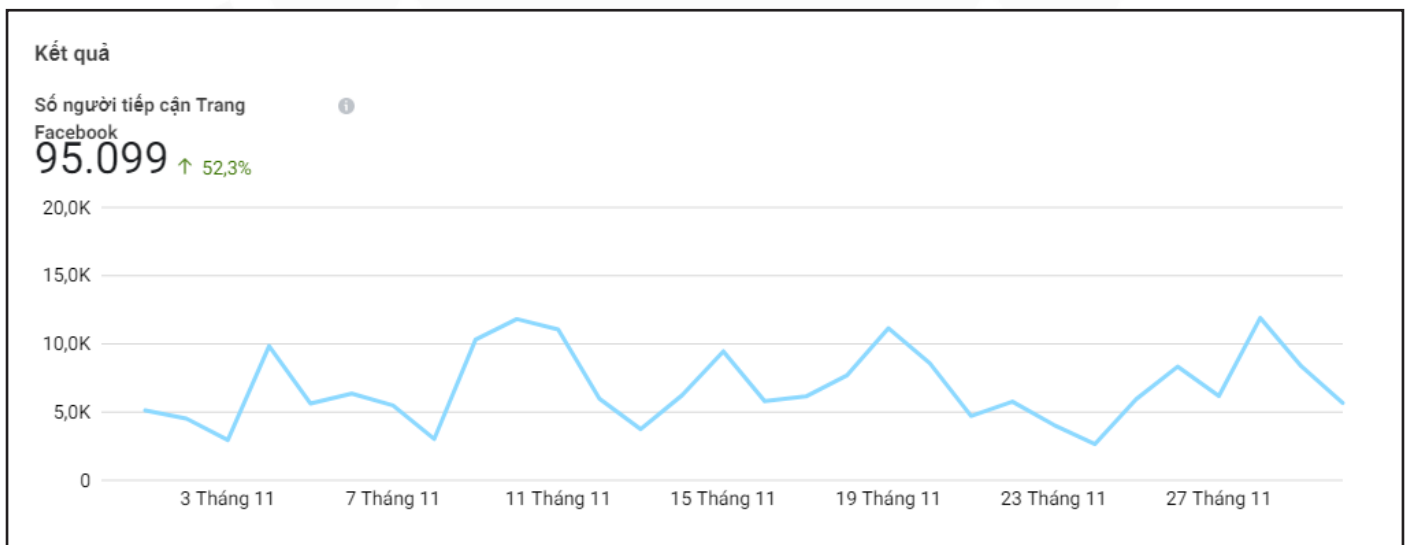


Figure 57. The amount of Fanpage reach in November

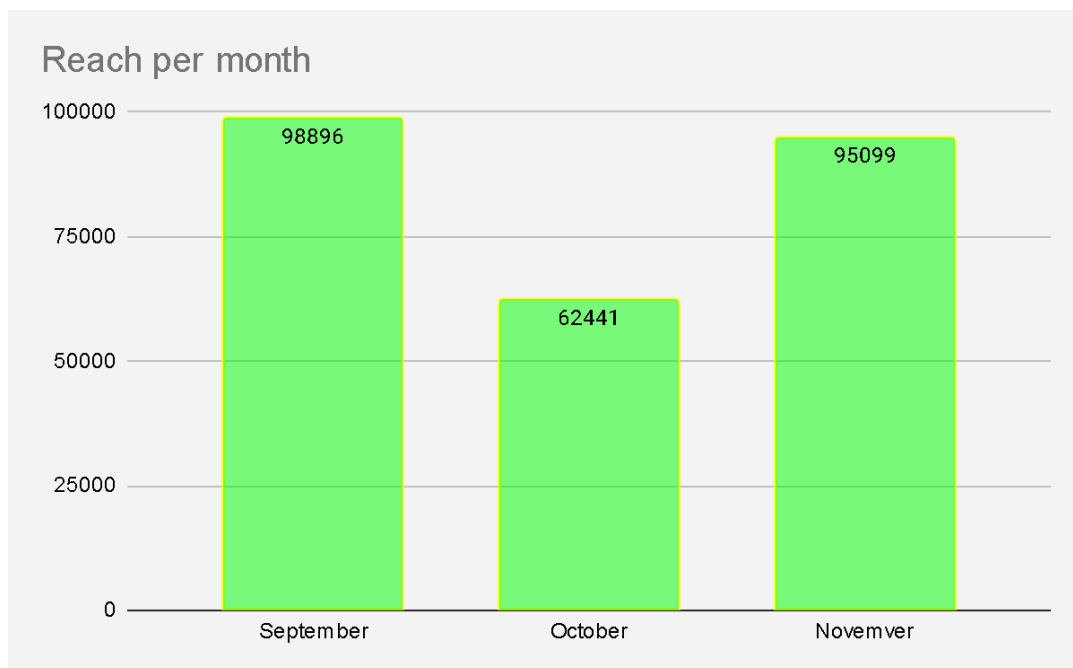


Figure 58. Compare the amount of reach from September to November

In two months, the team focuses on the number of reach throughout the time. The amount of individuals that saw any content from or about your page is referred to as reach. From the charts, the amounts of reach from September to November relatively are:

- September: 98,896
- October: 62,441
- November: 95,099

Compared to September, the number actually does not meet the expectation in terms of development. However, it can be easily seen that from October to November, there was a significant increase of approximately 30,000 reach, up more than 50% compared to October. This can be considered as a positive result showing how effective and impactful activities held in November.

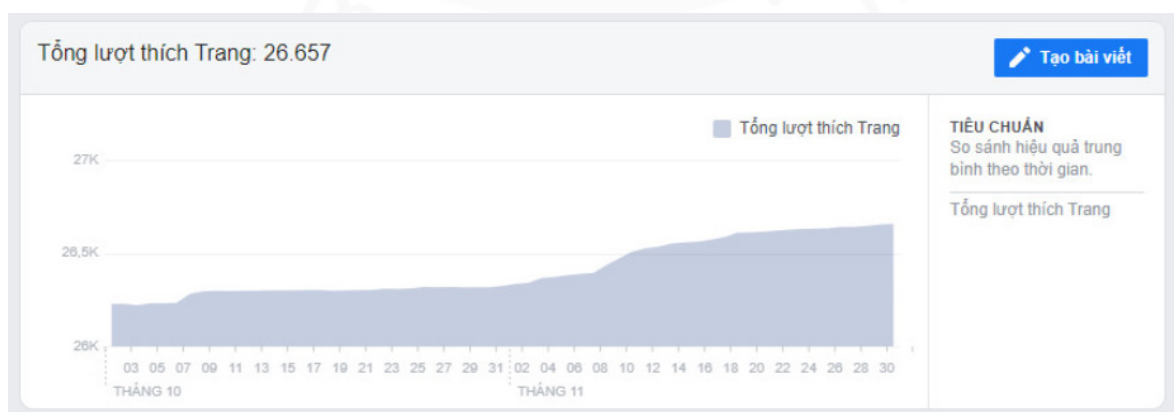


Figure 59. Fanpage Like



Figure 60. Fanpage Audience

Until 30th November, the number of fanpage likes recorded is 26,657 which increases by exactly 430 likes in two months. Fanpage successfully reaches the audiences in the age range of 25-44 and nearly 80% of reached audiences are female. Hanoi is the top city having the highest percentage of viewers with 74,8%.

1.2. Series “Hanoistar TV”:

Rosemedia has successfully produced an episode every month, until 30th November, 3 episodes have been published on Facebook and Youtube, and all of them have received positive feedback from the audiences.

The contents delivered are diverse and provide useful information for teachers, students and parents. Also, the formats of every month are different bringing senses of creative, innovative and unique perspective to each product. After 3 episodes, the series has recorded stable numbers of views and interactions, to be in detail:

Content	Views	Reactions	Comments	Shares	Note
Episode 1: “Happy School”	3100 views	106 reactions	12 comments	33 shares	Recorded after 2 months
Episode 2: “Break-through Energy”	2100 views	113 reactions	17 comments	19 shares	Recorded after 1 months
Episode 3: “Truong chat thi yeu”	1500 views	113 reactions	17 comments	30 shares	Recorded after 2 days

1.3. Video introduces Star Innovation Center:

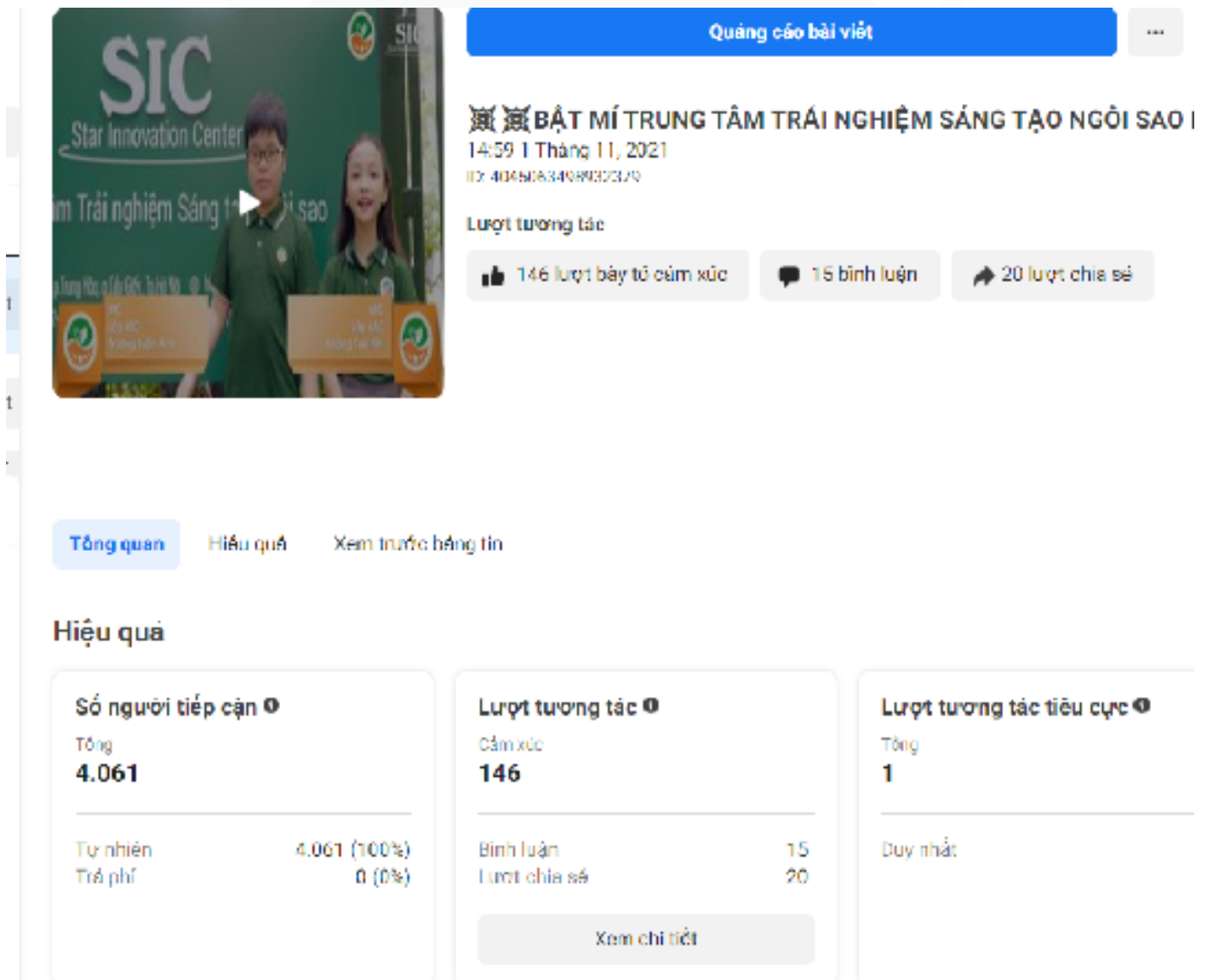


Figure 61. The result of video introducing SIC

RoseMedia has successfully produced a video introducing Star Innovation Center of Hanoistar School and published on media platforms including Facebook, Youtube, Website and Landing page. The result recorded from Facebook on 30th November is:

Video introduces Star Innovation Center						
Reach	Engagement	Views	Reactions	Comments	Shares	Note
4,061 reach	146 engagement	1600 views	142 reactions	15 comments	20 shares	Recorded after 1 month

Through the video, an overview of SIC has been shown beautifully, also, the audiences have opportunities to see and understand more about Hanoistar School curriculum as well as the educational quality through modern and diverse facilities.

1.4. Video “Nhưng neo duong online” - Event “Tiep lua dam me”:

Video has been successfully produced to air in the event “Tiep lua dam me”. With the idea influenced by FPT University of describing 50 shades of students studying online at home, the video has brought a hilarious vibe to the viewers. Video “Nhưng neo duong online” can be considered as the key moment of the event “Tiep lua dam me” organized to encourage 9th-grade students, after the event ended, the video has been filtered and published on Facebook.



Figure 62. Interactions of video “Nhưng neo duong online”

Video “Nhưng neo duong online” - Event “Tiep lua dam me”						
Reach	Engagement	Views	Reactions	Comments	Shares	Note
7187 reach	323 engagement	3100 views	202 reactions (106 “haha” reactions)	44 comments	26 shares	Recorded after 24 days

1.5. Livestream event: Happy Vietnamese Teachers’ Day - Thay Co chap canh uoc mo:

In the first time, an online event celebrating Vietnamese Teachers’ Day has been organized at Hanoistar School. With the topic “Thay Co chap canh uoc mo”, livestream event has delivered meaningful messages to the audiences. Impressively, the event has set a new record in terms of interactions on fanpage.

- Total views: 4,100 views
- The average number of audience watching at a same time: 350 views
- The number of audiences reached: 9,676 people
- The amount of positive interaction: 4,859
- Reactions: 447 reactions (265 “love” reactions)
- Comment: 355 comments
- Shares: 110 shares

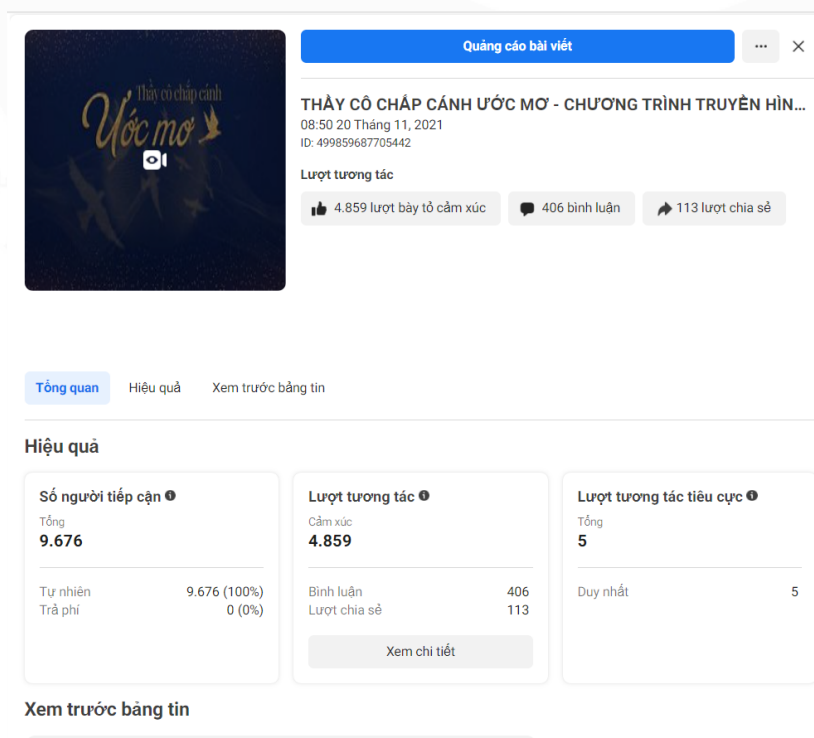


Figure 63. Result of Livestream event - Happy Vietnamese Teachers’ Day

For the first time, an online event celebrating Vietnamese Teachers' Day has been organized at Hanoistar School. With the topic "Thay Co chap canh uoc mo", the livestream event has delivered meaningful messages to the audiences. Impressively, the event has set a new record in terms of interactions on fanpage. Until 30th November, the results recorded are:

- Total views: 4,100 views
- The average number of audience watching at a same time: 350 views
- The total number of reach: 9,676 people
- The total number of engagement: 4,859
- Reactions: 447 reactions (265 "love" reactions)
- Comment: 406 comments
- Shares: 113 shares

2. KPI:

**The KPI will be evaluated based on the results recorded from the publish day to 30th November. In addition, the results must be organic.*

No.	Categories	KPI	Reality	Assessment
Facebook Fanpage Development (1 October - 30 November)				
1	Total reach	+10-20%	+52,3%	Qualified
	Fanpage Like	+300-400	+430	
Hanoistar TV Episode 1: “Happy School” (1 October - 2 December)				
2	Reach	5,000	6,372	Qualified
	Views	1,000	3,100	
	Reactions/Likes	50-100	385	
	Comments	10-20	80	
	Shares	10	30	
Hanoistar TV Episode 2: “Breakthrough Energy” (30 October - 2 December)				
3	Reach	5,000	5,146	Qualified
	Views	1,500	2,100	
	Reactions	50-100	153	
	Comments	10-20	58	
	Shares	10	20	
Hanoistar TV Episode 3: “Truong chat thi yeu” (30 November - 2 December)				

4	Reach	5,000	2,301	Qualified
	Views	2,000	6,800	
	Reactions	100-120	177	
	Comments	10-20	39	
	Shares	10	19	
Video introduces Star Innovation Center (1 November - 30 November)				
5	Reach	3,000	4,061	Qualified
	Views	1,000	1,700	
	Reactions	100	146	
	Comments	5	15	
	Shares	5	20	
Video “Nhưng neo duong online” - Event “Tiep lua dam me (6 November - 30 November)				
6	Reach	3,000	7,187	Qualified
	Views	2,000	3,500	
	Reactions	150	323	
	Comments	10	44	
	Shares	5	26	
Livestream event Happy Vietnamese Teachers’ Day “Thay Co chap canh uoc mo” (20 November)				
7	Reach	5,000-5,500	9,676	Qualified
	Views	3,000-3,500	4,200	
	Engagement	4,000-4,500	4,859	
	Comments	250-300	406	
	Shares	50-70	113	

II. Feedback:

1. Clients' Feedback:

The client's feedback here is the feedback from Hanoistar School to the Communication team which was hired from Rosemedia. Most of the feedback which the school gave was in a private meeting between the Hanoistar board of leaders and RoseMedia's Head of Communication Team. On the other hand, there are also some opinions from the school's staff as well.

As a result of making new content for the school, Hanoistar has shown plenty of contradictory opinions. Significantly, these feedbacks were mostly positive and from the school leaders including Mrs. Pham Bich Nga, the founder of Hanoistar School and Mrs. Nguyen Thi Van Trang, the Principal of Hanoistar School. Through the implementation process, we also received some positive feedback from the clients:

Mrs. Nguyen Thi Van Trang feedback on video introducing Star Innovation Center:



Figure 64. Mrs. Nguyen Thi Van Trang feedback on video introducing Star Innovation Center

On 20 November, at the meeting after the Livestream event Happy Vietnamese Teachers' Day finished, Mrs Pham Bich Nga gave feedback and complimented the communication team. According to Mrs. Pham Bich Nga, the events and MVs which were produced since October have a great impact for both students and teachers. These contents and articles have made a great impact in the ways of spreading the school's message to the parents as well. Moreover, through this event, the parents watching the livestream event can properly feel the effort and enthusiasm in preparing for the event from the organizers. Certainly, the program has brought mixed emotions to teachers, parents and students.



Figure 65. Mrs. Pham Bich Nga comment on the livestream event

According to Ms. Han Le Na, Head of Communication Department, during the COVID-19 pandemic, the online course leaves stress for all the conscientious teachers either they wanted it or not. Therefore, the biggest quest for each communication campaign of Hanoistar is to provide a great embrace for the line of teachers and release their stress of teaching in a virtual classroom through the internet. To evaluate the satisfaction for communication progress among teachers, the school leader has held brief meetings and taken comments on these issues. And the result has given a positive response from the teacher, after each event, the exciting feelings are always being captured, this very feeling is what keeps Hanoistar's teacher to have a positive energy and the spirit to be ready to get in class at any moment. Hanoistar's instructor felt honored when being mentioned in these campaigns which led to the positive mood in their lecture in online classes. Significantly to point out that, although the reach of social media was not appreciable, the effect of "word of mouth" among teachers was shown clearly when they share and complement the new media work with coworkers.

In addition, there is still a need for more improvement, because in every community there will always be people who find it difficult to change and would rather find pleasure in the old way of media, especially offline methods. However, the positive sign is that, at least, the general mindset of Hanoistar's staff started changing and wanted to adapt to modern trends. The operation might not be accurate or flexible as an enterprise company since this is a private school, and Hanoistar School still needs time to modify the internal community and change step by step so that in the near future, they can spread out their voice and wonderful image to the communities.

2. Audiences Feedback:

2.1. Series Hanoistar TV:

By delivering diverse content relating to school, teachers and students, the series receives positive feedback from the audiences in the comment section:



Figure 66. Comments on HanoistarTV Ep.3



Figure 67. Comments on HanoistarTV Ep.1

2.2. Video “Nhưng neo duong online”

By bringing a sense of humor to the video, a multitude of audiences have shown the interest and empathy towards the content, and it can be easily seen in the comment section:



Figure 68. Comments on video “Nhưng neo duong online”

2.3. Livestream event: Happy Vietnamese Teachers' Day - Thầy Cô chấp cánh ước mơ

During the event, hundreds of best wishes had been sent to teachers of Hanoistar School by Hansers, former Hansers and the parents in the comment section. "Heart rain" consistently appears during the livestream and many compliments sent by viewers. Unlike offline event which only Hansers can attend, online event has several advantages such as Hansers and the parents from anywhere can watch at the same time, as well as Hansers studying abroad.

Obviously, at any educational organization, 20th November itself is an important and grateful day for everybody. All schools will hold an event on this day as deep gratitude to the school's teachers. However, of course, in the field of event organization, the difference in each event is a very important factor to be able to bring something new and attractive to the latter event. From an objective point of view, this event has done that quite well when the organizers have combined the school's signature point in the content such as some activities of Hanoistar School or the video covering famous poses of teachers performed by Hansers.

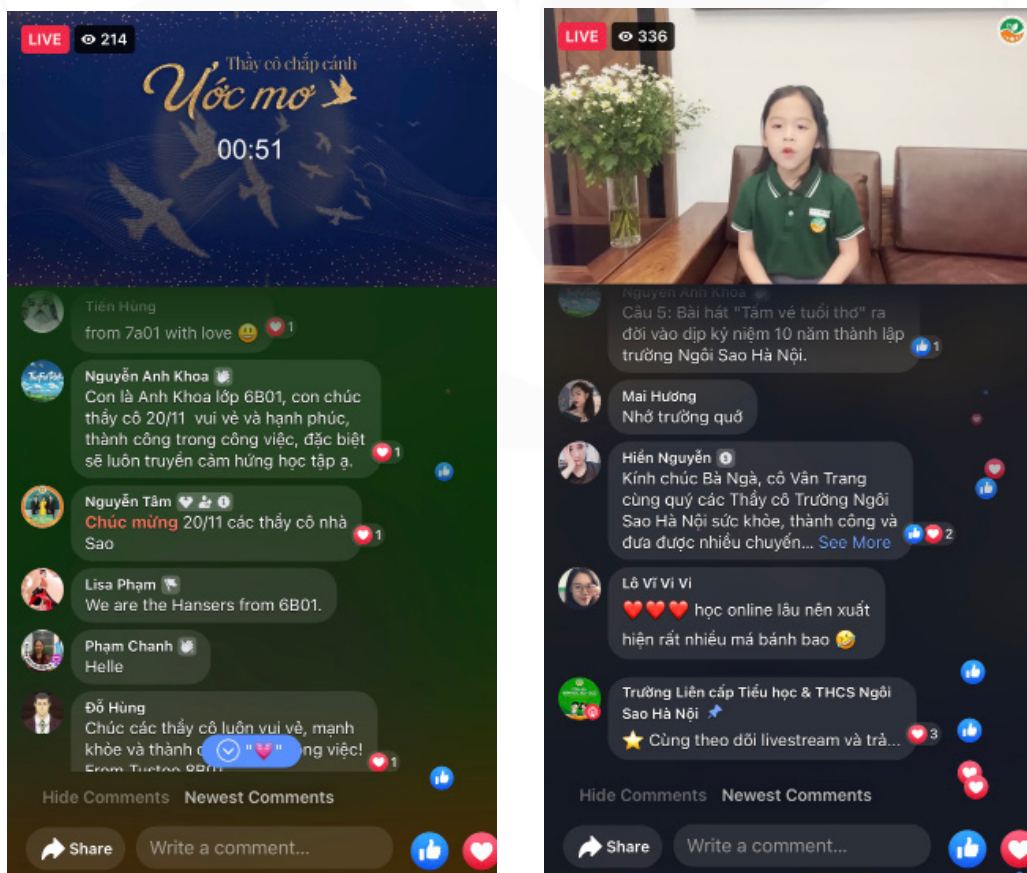


Figure 69. Best wishes to the teachers of the viewers

Art performances by teachers and students can be considered as the highlight of the event. With thorough preparation, three performances including “Tam ve tuoi tho”, “Truong chat thi yeu”, “Nguoi la do tam lang” have been successfully recorded and edited before livestream day. Each video evokes different vibes and emotion, for example, the happiness and naivety of students can be seen in MV “Tam ve tuoi tho”, the uniqueness and vivacity side of students are shown in MV “Truong chat thi yeu”, or the enthusiasm and coalition through MV “Nguoi lai do tham lang” performed by teachers of Hanoistar School.

The event also receives abundant positive feedback from teachers of Hanoistar School, this can be considered as a present supporting everybody’s spirit to get through this challenging time of COVID-19 pandemic.

2.4. Non-Hansers Parents Interview:

With the mindset of targeting parents from outside the school, the Hanoistar’s Communication team has conducted a quick interview with non-Hansers’ parents to see the effectiveness of the production.

The interview was conducted with 5 people. Here is a quick interview question we address:

- First impressions of the content and ideas of the video.
- General feelings about video content and ideas.
- How do these contents affect children’s online learning, teachers’ teaching, and parents’ care and management of children when children study at home? Do they affect positively or negatively?
- The pluses and minuses of the communication products. For example: Is the music attractive enough? Are they too short or too long in terms of length? Are the written contents easy to understand?

Mrs. Do Ban, a parent from Cau Giay District who is looking for a suitable school for her son, showed her point of view on the contents and videos of Hanoistar. She has a huge compliment on the implementation of Hanoistar School especially in the images and ideas. “Although the production of these videos were not professional but still got good technical processing with images and footage”, Mrs.Ban commented.

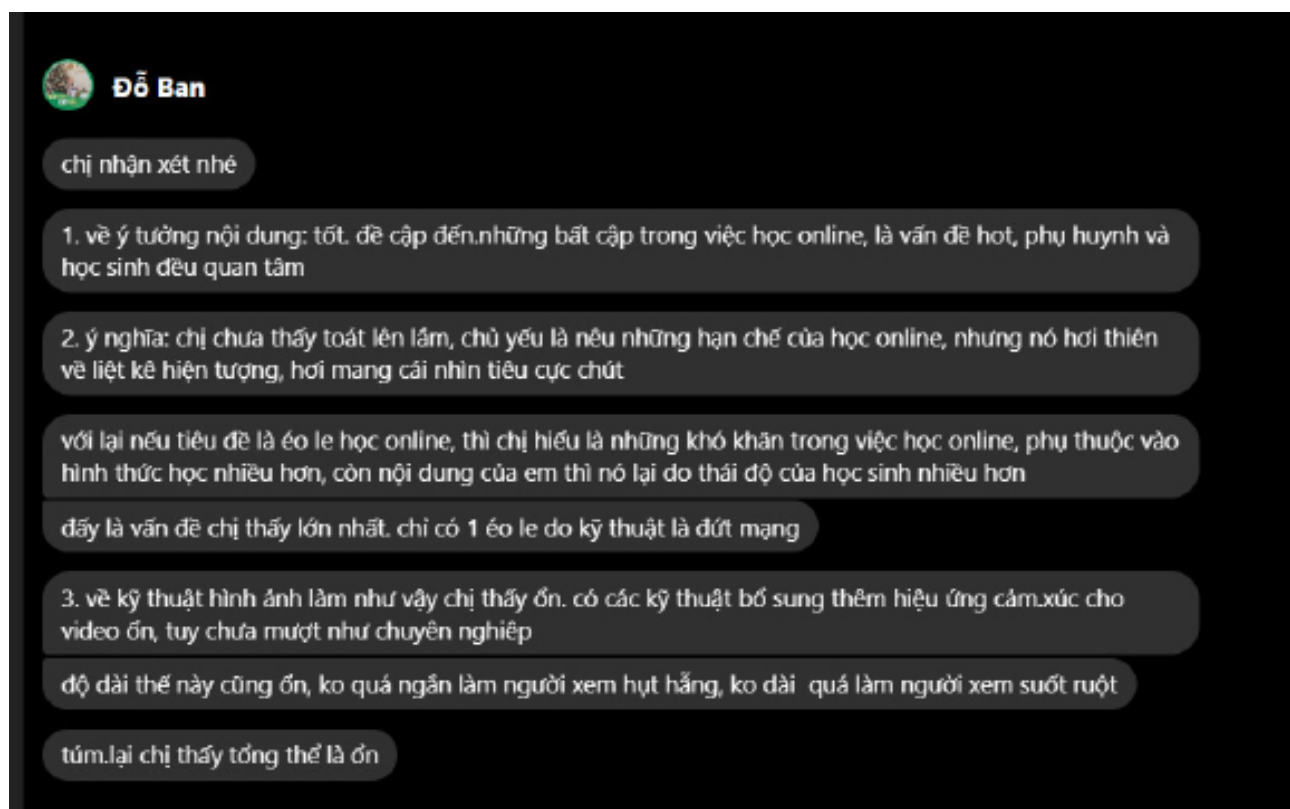


Figure 70. Feedback of Mrs Do Ban



Figure 71. Mrs Ngoc Ha's feedback

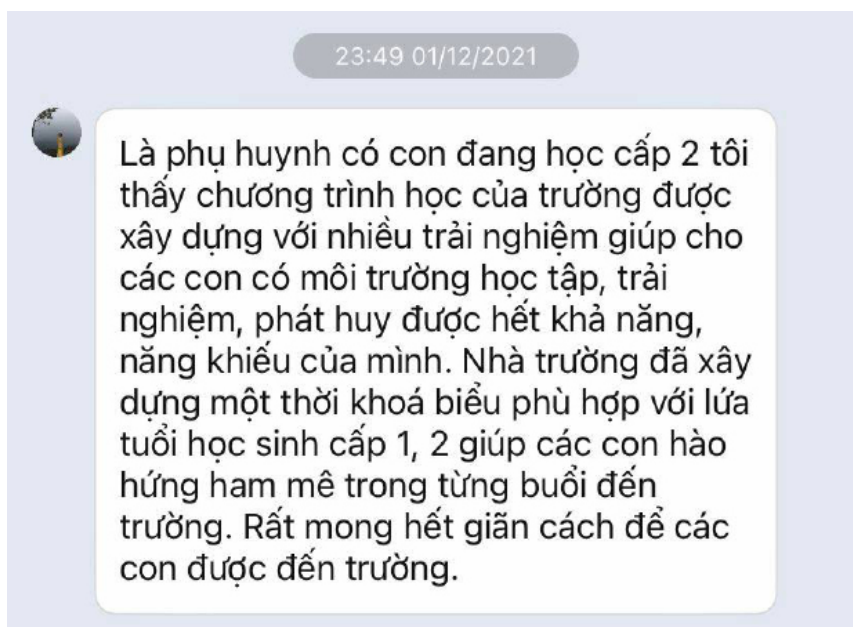


Figure 72. Mrs. N's feedback

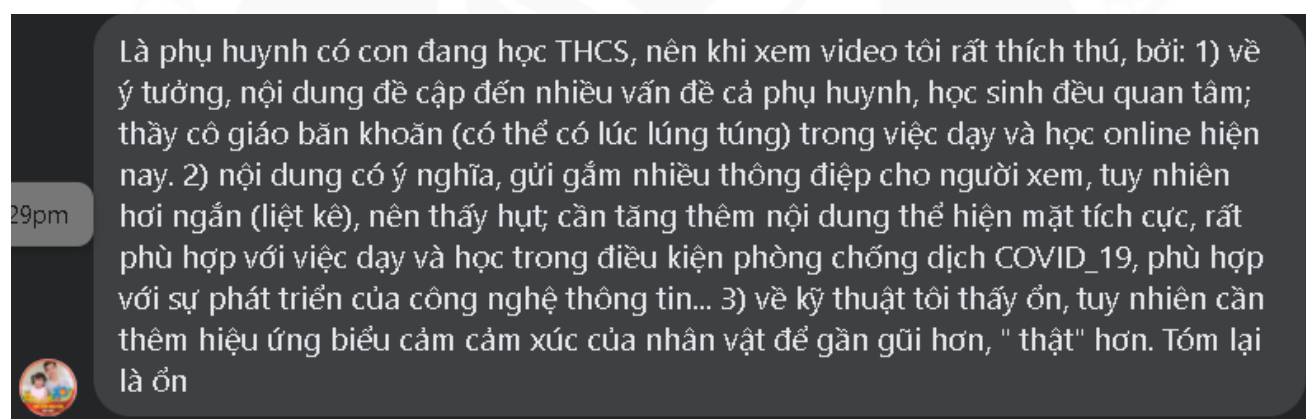


Figure 73. Mr. K's feedback

Last but not least, some non-Hanser parents have complimented the Hanoi School campaign for being creative and innovationary. Although the video was too long compared to the trend of “welax video” it still provided a decent content situation of the online classes status, Mrs Ngoc Ha said. While Mr. K, a parent from Long Bien, had some good words for the technical aspect: “It was good and the special effects were not too complicated and it made the audience feel familiar”.

Generally, the results obtained from non-Hansers' parents are above average. Many content is rated good, but the way it is delivered is still inappropriate for this group of target audiences.

III. Summary & Reflection:

1. Positive points and negative points:

1.1. Positive points:

- The diverse contents of Hanoistar has a meaningful preparation, and the ability to reach for the “taste” of different audiences.
- The members of both Hanoistar and RoseMedia have high responsibilities, each member is responsible with a certain task and are ready to support each other.
- There is a lot of creativity to bring new and interesting experiences to all the targeted audiences.
- Each content provides not only students but also teachers the opportunity to explore and learn more about the school’s culture.
- Communication posts are relevant to each content which is supported.

1.2. Negative points:

- Some contents focused mostly more for the internal audience than the external one.
- Some audiences still prefer the traditional communication of Hanoistar School.
- The internal communication activities associated with the campaign are still weak, not calling for the entire school staff, teachers and students to share, but only in some departments working directly with the media team.

2. Reflection and recommendation:

2.1 Reflection:

The communication strategy for the campaign was a success in terms of making brand new contents to encourage the audience. In particular, some content has created a new point of view for both internal and external audiences to look at Hanoistar’s activities during the time of Global pandemic.

On the other page, there are still limitations in the amount of reach. Here are some reflection in some aspect which does not meet the need of performing good media communication:

- In terms of design, we recognize that, in addition to being attractive, things must be easy to grasp and observe. Each location will have its own idea and style, which must be captured as rapidly as possible in order to maintain image quality.

- The deadline was not met in a timely manner. This is due to the fact that the talent is not fluent, has limited experience, and requires constant correction, which takes time.
- Teamwork, in order to accomplish a task, it is required to have a seamless combination of employees; nevertheless, some people do not allocate work effectively.
- Communication and transmission methods that are misunderstood, resulting in quarrels. The effectiveness of the work decreases.
- When brainstorming ideas, the team frequently comes up with fancy ideas with no substance, not considering whether the material is relevant to the audience or not.

2.2. Recommendation:

To develop other media campaign in the future, here are some recommendation:

- Viewer's reach has improved in November, therefore it's a good idea to keep pushing material with themes like the ones executed. Details include hilarious movies, videos with instructor, student, and parent interaction, and other appealing and relevant forms aimed towards all humans of Hanoistar School.
- Diversify the content such as monthly honoring for the excellent students, sitcoms, parody, short movies, etc.
- Focus more on building Youtube channels and developing the diversity of media platforms such as Tiktok which is one of the top media platforms at the moment. Particularly, there is a multitude of interesting content that can approach the age of students, conversely, students also can generate creative content on this platform.
- Use paid media to enhance the image of the school through digital newspapers, educational forums, TV shows, etc.
- When working in a team, appropriate and candid solutions must be found in the spirit of progressing together and completing the task properly. This aids in improving job efficiency and friendship among coworkers.

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