



CAPSTONE PROJECT

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

TEAM TEENS TITAN

MENTOR: DAO THI THANH HA

SUBJECT: GRA497



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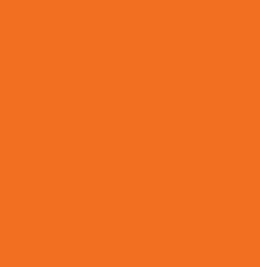


EXECUTION

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



POST - EXECUTION



I - PROJECT INTRODUCTION

- 1. PROJECT OVERVIEW
- 2. REASON FOR CHOOSING PROJECT
- 3. ABOUT HANOISTAR SCHOOL
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1. PROJECT OVERVIEW

Name of 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.

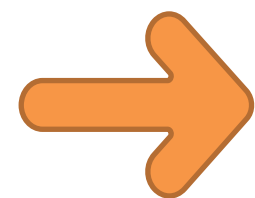


1. PROJECT OVERVIEW

Background:

In April 2021, the fourth wave of COVID-19 approached Vietnam and grew rapidly in a short time in several provinces.

In the field of education, all offline classes have been canceled and changed to online learning. All extracurricular and outdoor activities are prohibited.



Have negative effect on school's operation, teachers' teaching and students' studying.

1. PROJECT OVERVIEW



Building communication campaign for Hanoistar School in two months: October and November during the phase of post-COVID-19 pandemic.

2. REASONS FOR CHOOSING THE PROJECT

01

Improve personal skills and accumulate experience.

02

Hanoistar School's devotion in developing education.

03

Education during COVID-19 is a drawn-attention issue.

04

The empathy in online learning.



3. ABOUT HANOISTAR SCHOOL

Hanoistar School is a private school established in 2010. The school is located at Cau Giay, Hanoi.





3. ABOUT HANOISTAR SCHOOL

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.



3. ABOUT HANOISTAR SCHOOL

MISSION

Building The Hanoistar School to become a fundamental education system.

Using modern integrated methods and education programs, treasure the traditional values of the nation.

Bringing to each member of Hanoistar School opportunities to develop themselves.

Educating students to develop self-study abilities and high consciousness in learning.

Investing in facilities to be in sync and always improve the service quality.

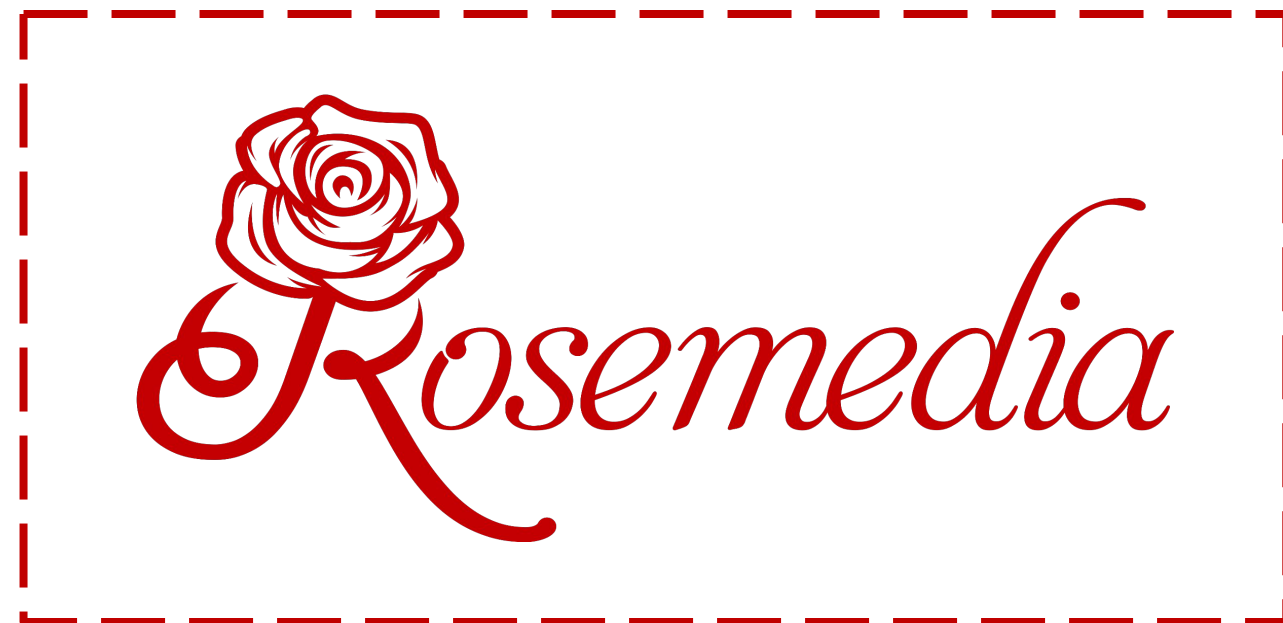


3. ABOUT HANOISTAR SCHOOL



HONESTY - PROACTIVENESS - EXCELLENCE - RESPECT - COMPASSION

4. ABOUT ROSEMEDIA



Event organization

Corporate culture

Marketing

Brand consulting

Multimedia production

4. ABOUT ROSEMEDIA

“We are not a partner, we are insiders”



Golf Awards Ceremony
TRAI TIM MUA THU



Cultural week
RUC RO SAC MAU LAI CHAU

4. ABOUT ROSEMEDIA

“We are not a partner, we are insiders”



Hanoistar School 10th anniversary of establishment



× ×
× ×
× ×
× ×

II - PRE-EXECUTION

1. RESEARCH & ANALYSIS

2. PROJECT PLANNING





1. RESEARCH & ANALYSIS

The current situation

SWOT Analysis

Competitors

Customers' insight

THE CURRENT SITUATION

The COVID-19 pandemic cause some major issues in educational aspect:

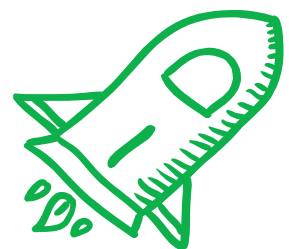
>50% children studied less than required

38% of children during online learning faced technical problems

Following with others issues among teacher:

Technical issue made teaching more difficult

Teacher suffer lots of pressure during online classes



SWOT ANALYSIS - STRENGTHS

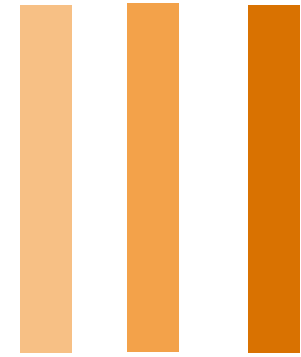
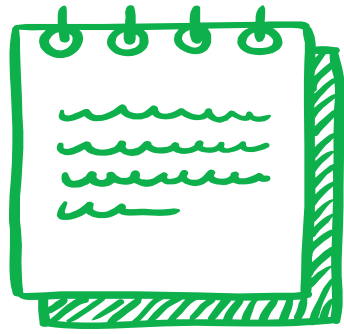


Pioneering in digital transformation

Fascinating extracurricular activities

High-tech facilities

Outsourcing media team



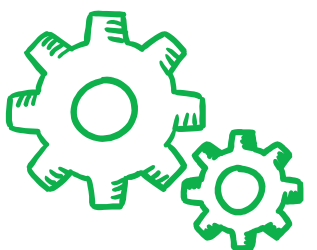
SWOT ANALYSIS - WEAKNESSES

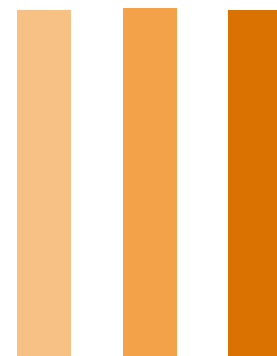
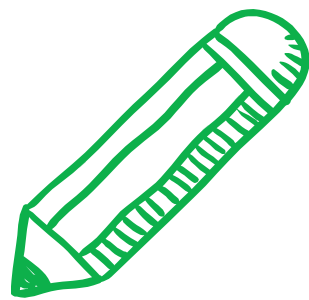


Communication channels

Poor online events

Misinformation contents





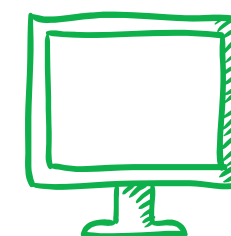
SWOT ANALYSIS - OPPORTUNITIES

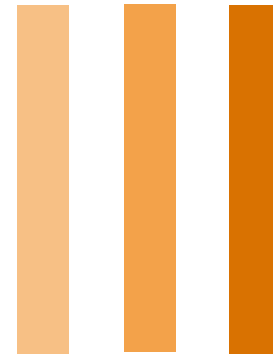


Internet environment

Online event

Social media trend





SWOT ANALYSIS - THREATS



Communication crises

Tough audience

COVID-19 pandemic reduced customer experience

Competitors

COMPETITORS



**The
Olympia
Schools**



WHY?

Both schools
develop
post-COVID-19
communication
campaign.

Both schools are
private school.

COMPETITORS - Olympia School

Website:

Positive point: Attractive title

Negative point: Lack of image and infographic, interesting content.



TRANG CHỦ · GÓC NHÌN CHUYÊN GIA · NHỮNG HOẠT ĐỘNG HỖ TRỢ HỌC SINH GIẢM STRESS TRONG THỜI GIAN HỌC TẬP TRỰC TUYẾN TẠI OLYMPIA

Những hoạt động hỗ trợ học sinh giảm stress trong thời gian học tập trực tuyến tại Olympia

23 Tháng 9, 2021

Những biểu hiện dấu hiệu trầm cảm hay căng thẳng về tinh thần của học sinh trong thời gian học tập trực tuyến

Ths. Tô Thị Hoan, chuyên viên tâm lý trường Olympia chia sẻ

Cuộc khủng hoảng COVID-19 đã ảnh hưởng đến tất cả mọi người, đặc biệt là trẻ em ở độ tuổi Tiểu học, khi các em còn quá nhỏ để hiểu hết những thay đổi đột ngột trong các chuẩn mực xã hội quen thuộc. Một bài viết tổng hợp về tác động của Covid-19 lên gia đình và trẻ em đăng trên tạp chí Pediatric Psychology vào tháng 12/2020 chỉ ra rằng cách ly xã hội có tác động tiêu cực đáng kể đến sự lành mạnh về mặt cảm xúc của trẻ và gia đình.

Hiện tại, ở Việt Nam chưa có những công bố đầy đủ về các nghiên cứu liên quan đến ảnh hưởng của đại dịch covid-19 lên sức khỏe tâm thần của học sinh nói chung và trẻ độ tuổi tiểu học nói riêng. Tuy nhiên, từ những câu chuyện thực tế được chia sẻ trong đời thực hay trên các phương tiện truyền thông chúng ta cũng có thể thấy có lẽ trẻ em Việt Nam cũng không nằm ngoài guồng xoáy ấy.

Nhiều bậc phụ huynh chia sẻ rằng con họ than vãn rằng chúng cảm thấy chán khi suốt ngày phải ở trong nhà, một số thì tỏ ra lo lắng và ủ rũ vì không biết khi nào mới được quay trở lại trường học. Một vài phụ huynh đã tìm đến sự tư vấn của chuyên viên tâm lý học đường vì thấy các vấn đề của con em họ vượt quá khả năng xử lý của gia đình.

TIN TỨC NỔI BẬT

Cả thế giới nằm gọn trong môn học đặc biệt Humanities của Olympians: Hành trang của những công dân toàn cầu	13.10
Kết quả cuộc thi MOS và ACA World Cup - Vòng loại quốc gia 2021	02.10
Tính lượng calo trong bữa ăn: Khi toán học mang "hơi thở" của cuộc sống	29.09
[Griffin Junior Scholars 2021] Những gương mặt	23.09


COMPETITORS - Olympia School

The Olympia Schools ✓
October 5 · 🌐

[HỌC ONLINE VỚI CON BẠN ĐANG DIỄN RA NHƯ THẾ NÀO?]

🤔 Con mất tập trung, con ngủ gật, uể oải, bật khóc vì không được cô gọi tên,... đó là “trải nghiệm” của nhiều gia đình trong các buổi học online của con. Hiện tượng học sinh buồn ngủ, ngủ gật hay mất tập trung trong giờ học không phải là một điều xa lạ mà vẫn thường xảy ra kể cả khi các con học trực tiếp ở trên lớp học.

🎬 Vậy để khắc phục tình trạng này bố mẹ nên làm thế nào để giúp các con luôn tỉnh táo trước mỗi giờ học?... [See more](#)



36

The Olympia Schools ✓
November 2 · 🌐

🎯 [Hưởng nghiệp tại Olympia] Định hướng nghề cho học sinh Olympia cùng Career Talk 2: Khi cuộc sống là những dữ liệu 🎯

🌟 Khoa học dữ liệu được đánh giá là một nghề “hot” trong thời buổi công nghệ lên ngôi. Để học sinh có những cái nhìn chân thật, cụ thể hơn về nghề nghiệp này, Career Talk 2 với chủ đề “Khi cuộc sống là những dữ liệu” đã được tổ chức vào ngày 22/10/2021 tại trường PTLC Olympia.

👉 Trang bị kiến thức về nghề nghiệp trong tương lai là một trong những yêu cầu bắt... [See more](#)

📺 *Online*

CAREER TALK 2 RECAP

TOPIC

KHI CUỘC SỐNG LÀ NHỮNG DỮ LIỆU

- Anh Trịnh Thế Thành: Giám đốc phát triển ứng dụng nền tảng của Công ty Cổ phần Chứng khoán Kỹ thương (TCBS), quản lý nhóm iData Engineer
- Anh Sheikh Nassir, hiện đang theo học tại đại học Harvard về khoa học dữ liệu.



ANH TRỊNH THẾ THÀNH
OLYMPIA'S GUEST

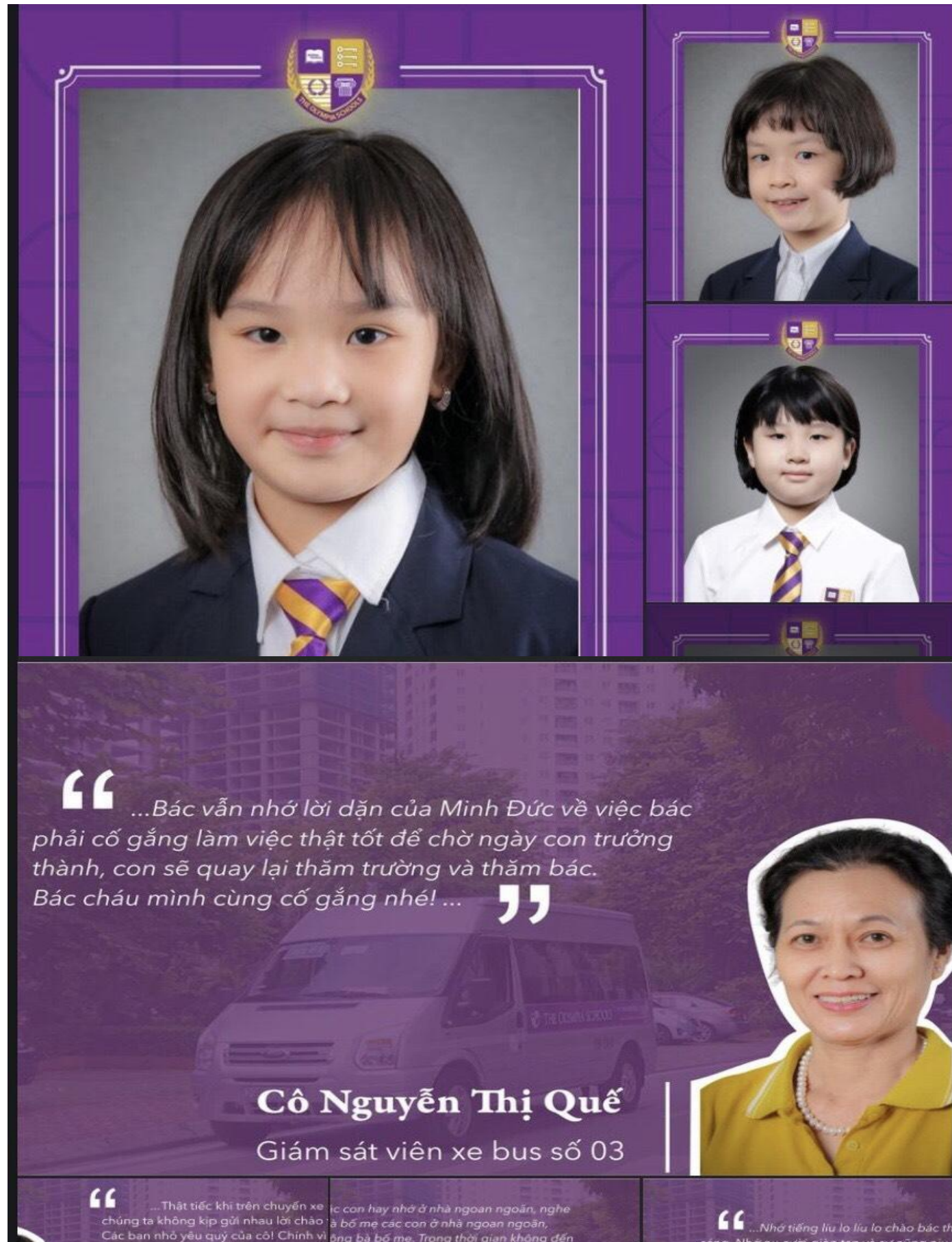
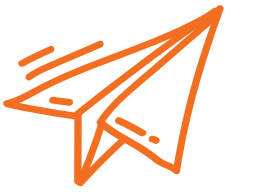


ANH SHEIKH NASSIR
OLYMPIA'S GUEST

11

2 Shares

COMPETITORS - Olympia School



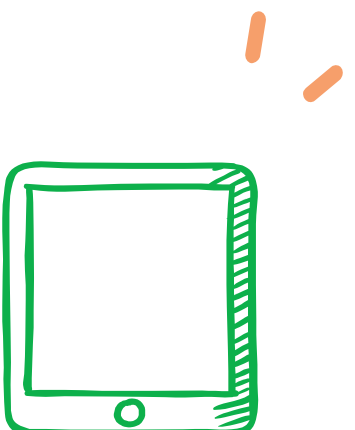
Facebook fanpage:

■ Positive points:

- Diverse content, great designing
- Olympia human-focused
- COVID-19-related content

■ Negative points:

- Lack of hilarity.
- Low engagement.



COMPETITORS - Archimedes School

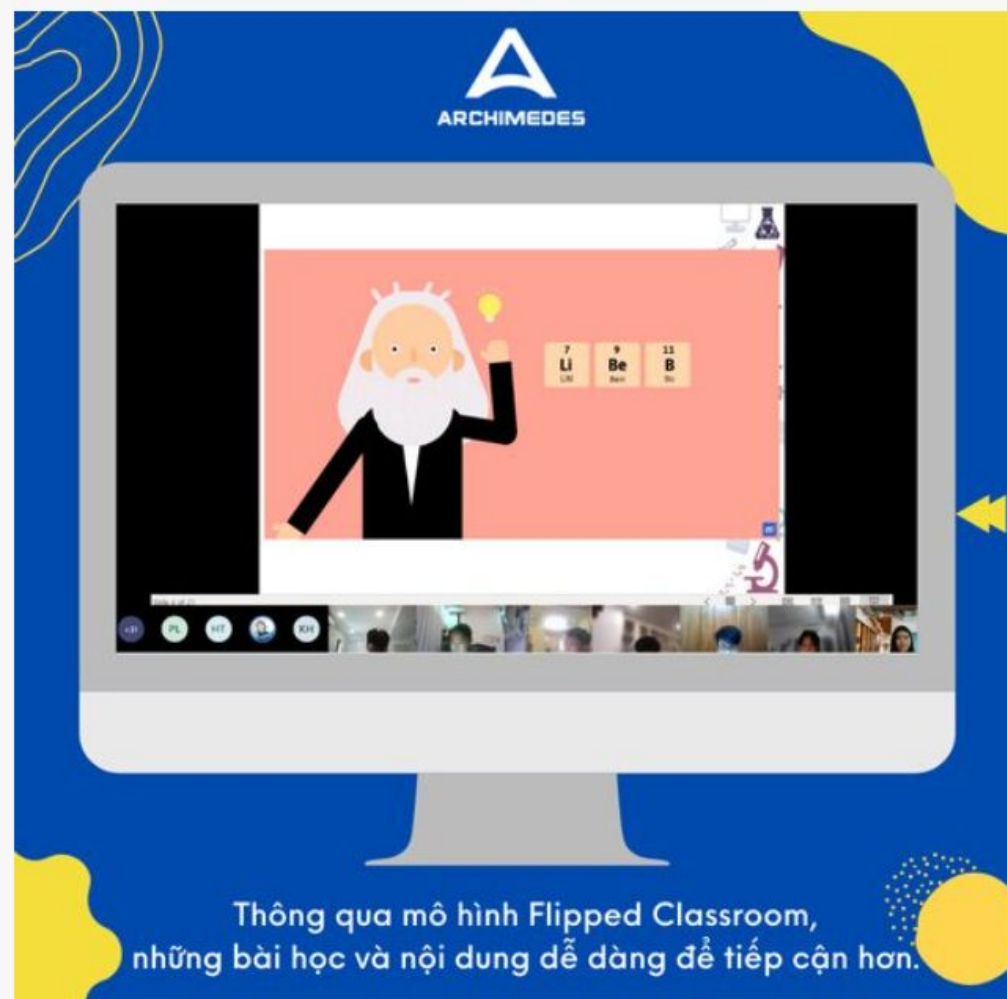


High-quality contents materials, prioritize image and infographic in order to make the audiences understand easily.

Trải nghiệm đầy cuốn hút khi Học Hóa với mô hình lớp học đảo ngược - Flipped Classroom

16/10/2021

Lớp học đảo ngược không còn là một khái niệm xa lạ với giáo dục hiện đại. Đây là mô hình học tập chủ động khi học sinh sẽ phải tự làm việc với bài giảng trước thông qua hướng dẫn của giáo viên và đọc tài liệu, tóm tắt tài liệu, nghe giảng và khai thác tài liệu trên mạng. Toàn bộ thời gian trên lớp sẽ dành cho các hoạt động thảo luận, tranh biện chuyên sâu hơn cùng giáo viên.



Phòng, chống dịch COVID-19: Hướng dẫn lựa chọn khẩu trang tại cộng đồng

04/10/2021

Khẩu trang có thể giúp giảm nguy cơ lây lan của dịch bệnh COVID-19 khi mọi người sử dụng rộng rãi tại các địa điểm cộng đồng. Vì vậy, đeo khẩu trang là một biện pháp hiệu quả giúp phòng ngừa dịch bệnh COVID-19.

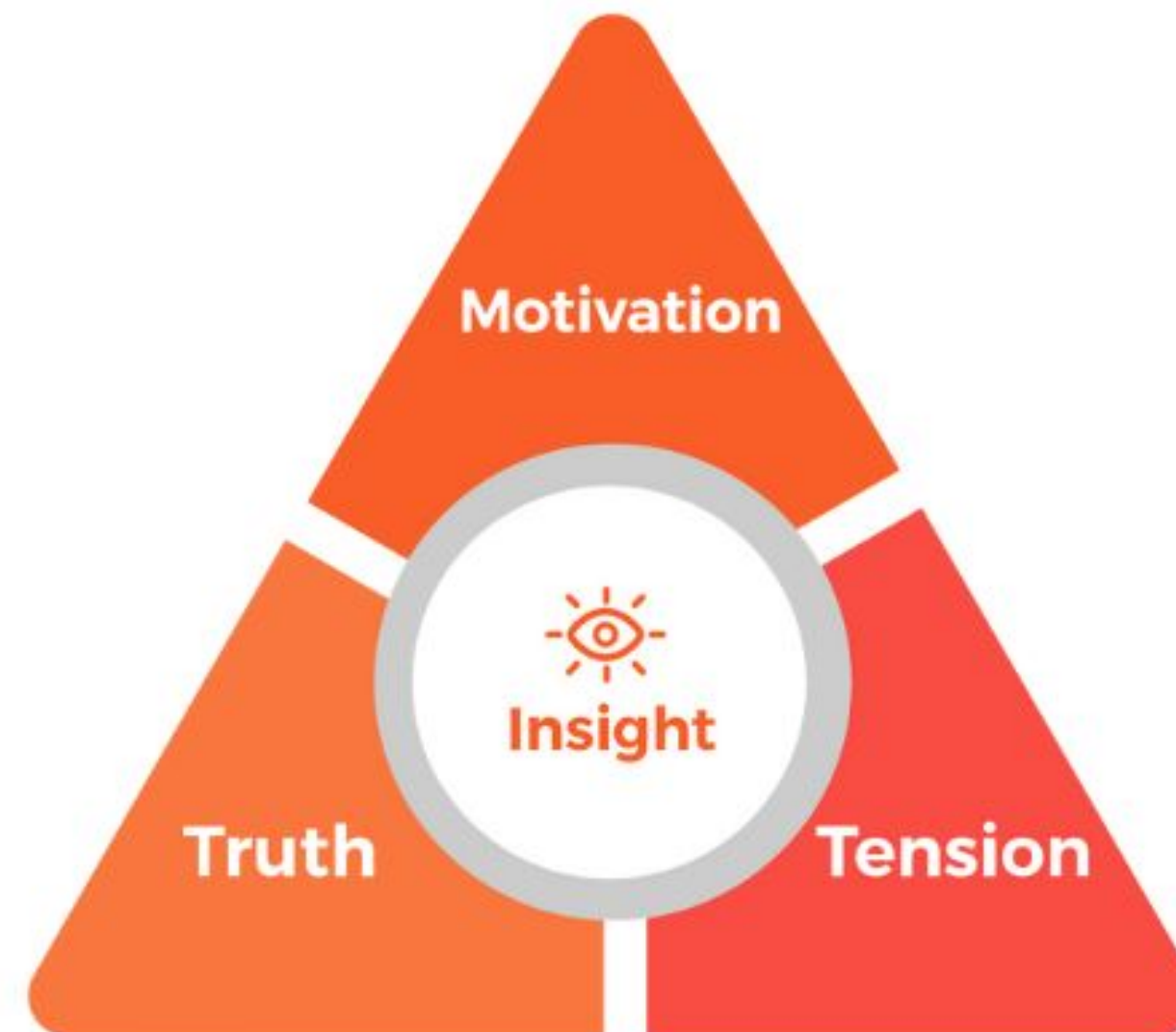


CUSTOMER INSIGHT - TTM Analysis

Improve children learning skill with the help of school and teacher



COVID-19 pandemic
changed parents
mindset



Worried about
the extending of
online learning



QUALITATIVE RESEARCH

68,9% of 115 parents agreed that the extracurricular activities is the reason for their choice.

While the school fees has been a distinguishing issue to be discussed



Hoàng Hoàng

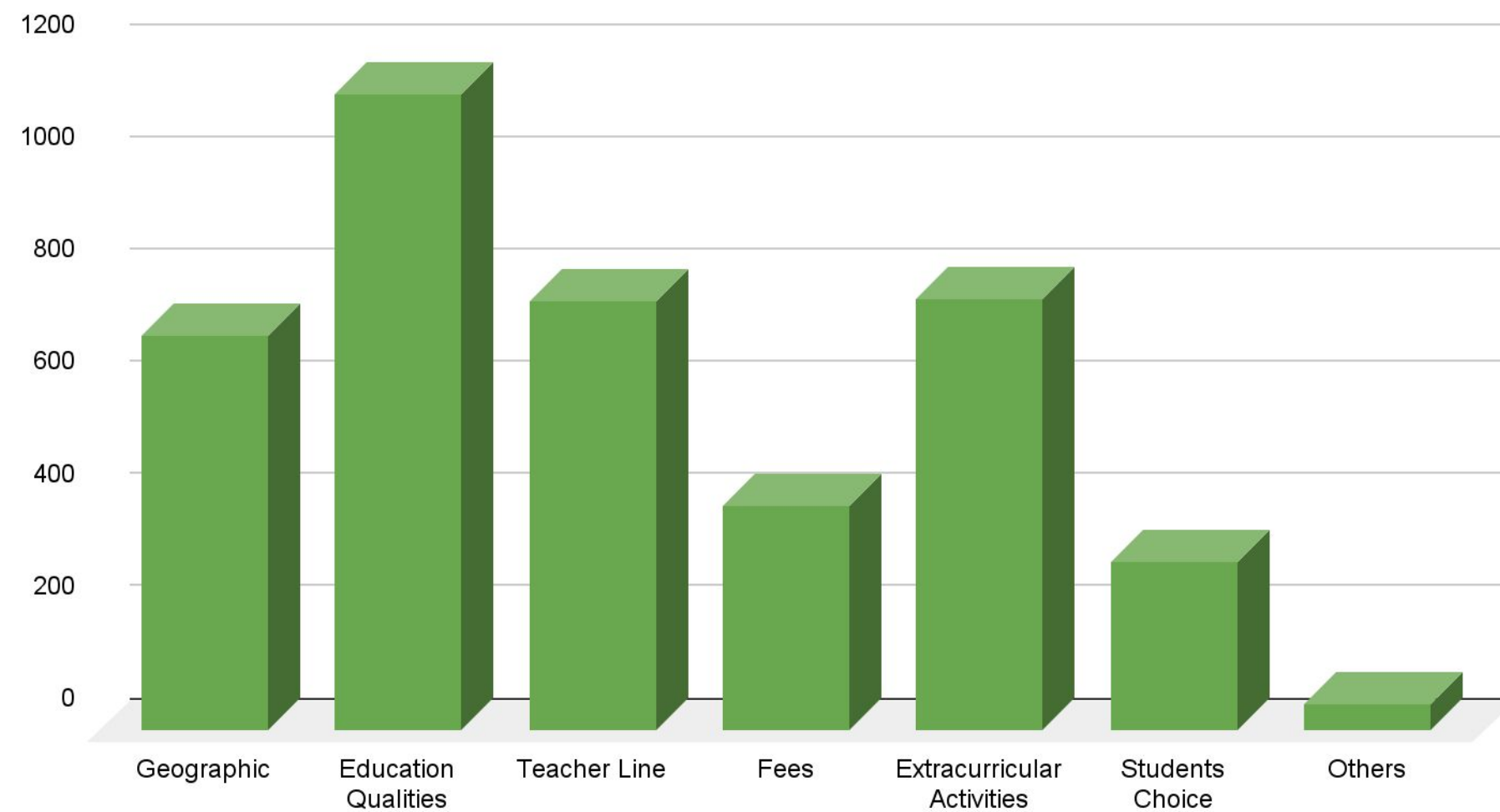
Mọi thứ cũng như các trường tư thực khác. Học phí hơi cao, nhiều phụ huynh còn đang kiện về thu phí học online đợt dịch covid19 quá cao và không minh bạch. Trông không long lanh như ảnh đâu, đám cây xanh kia là ngoài đường thôi

Thích · Phản hồi · 1 năm



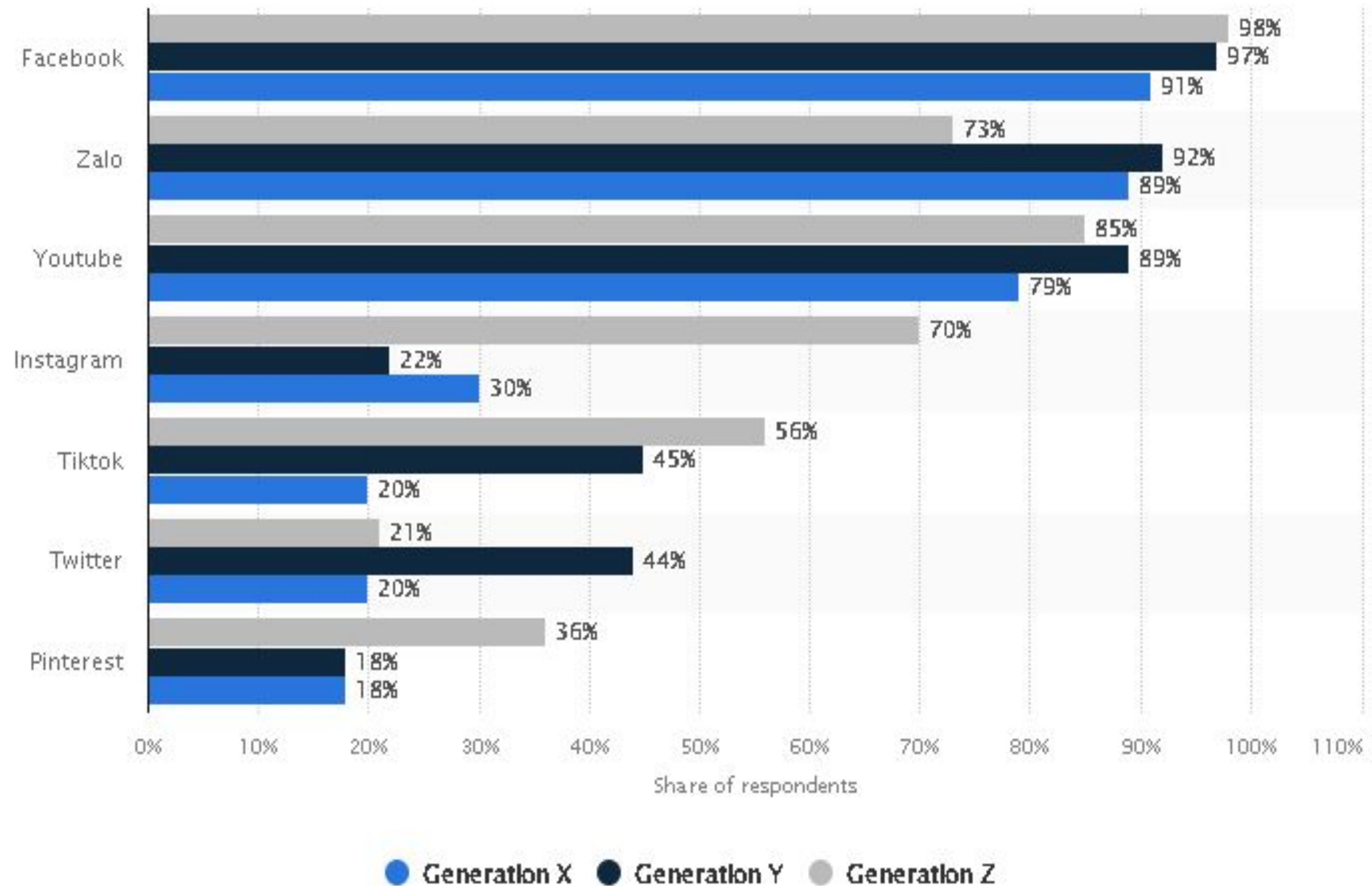
QUALITATIVE RESEARCH

School selection criterias



School selection aspect
More than 1000 parents select
the school for educational qualities

QUANTITATIVE RESEARCH



Primary social media platform
among GenZ 2021



2. PROJECT PLANNING



GOALS - OBJECTIVES

TARGET AUDIENCES

MESSAGE

STRATEGY & TACTICS

MEDIA CHANNEL

TIMELINE

HUMAN RESOURCES

RISK MANAGEMENT





GOALS - OBJECTIVE

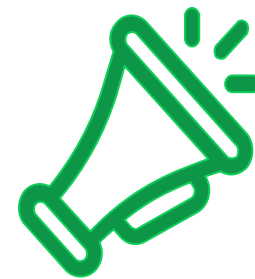


GOALS - OBJECTIVE

Develop an effective media plan make target audiences understand better about the school.

Strengthen the relationship between the school and the parents, teachers and students, students and students.

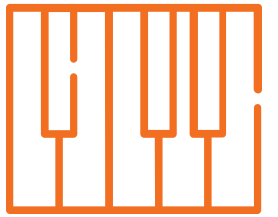
GOALS



Motivating and enhancing the teaching and learning spirit of Hanoistar School teachers and students during COVID-19 pandemic.

Become the foundation of the 2022 - 2023 enrollment project.

S.M.A.R.T OBJECTIVE



Develop owned media platforms (1 October - 30 November)	Developing owned media platforms of Hanoistar School including Facebook, Youtube, Website and Landing page. Facebook: <ul style="list-style-type: none">- Reach: increase 20-30%- Fanpage like: 300 - 400 likes
Series “Hanoistar TV” (1 October - 30 November)	<ul style="list-style-type: none">- Successfully produced and uploaded on time.- Achieve KPI in terms of reach, engagement and views in the given period.
Video introduces Star Innovation Center (1 November - 30 November)	
Video “Nhưng neo duong online” - Event “Tiep lua dam me” (6 November - 30 November)	
Online event “Happy Vietnamese Teacher’s day 20/11 - Thay Co chap canh uoc mo” (20 November)	

TARGET AUDIENCE



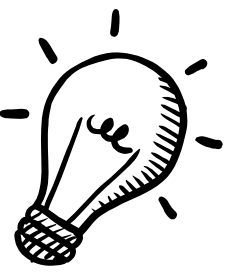
Teachers of Hanoistar School

- Work from home
- Manage multiple tasks
- Affected negatively by the pandemic in terms of spirit.



Students of Hanoistar School

- Study online
- Affected negatively by the pandemic in terms of studying and self-development.

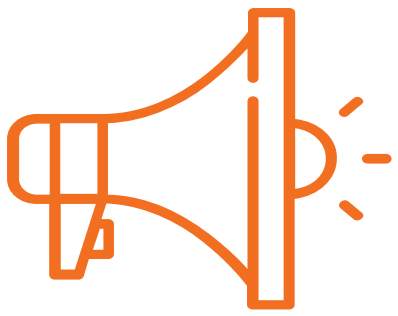


Parents



	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.	They are considering which school to choose for their children.

MESSAGE

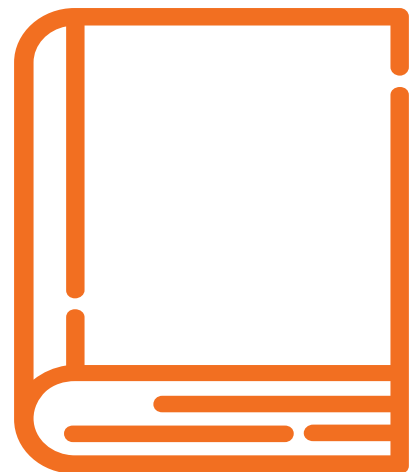


English:

Happy school - Pioneer in
digital transformation

Tiếng Việt:

Ngôi trường hạnh phúc -
Tiên phong trong chuyển
đổi số



STRATEGY & TACTICS

Strategy

- Media platforms: Social media
- Content: diverse, trendy and familiar



Tactics

- Focus on developing Facebook channel
- Word of mouth
- Update daily activities
- Vibe delivered: happy, hilarious, educational
- Organize online events

TIMELINE



MEDIA-USED TIMELINE

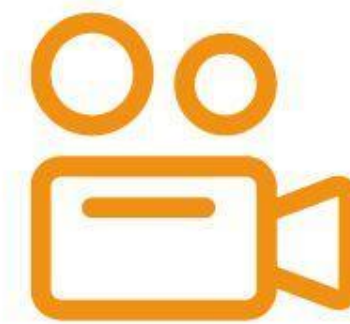
		October				November			
No.	Media channel	Week 1 (1/10 - 10/10)	Week 2 (11/10 - 17/10)	Week 3 (18/10 - 24/10)	Week 4 - 5 (25/10 - 31/10)	Week 1 (1/11 - 7/11)	Week 2 (8/11 - 14/11)	Week 3 (15/11 - 21/11)	Week 4 (22/11 - 30/1)
1	Facebook								
2	Youtube								
3	Website								
4	Landing page								

TIMELINE

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"	-
	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 "Nhưng neo duong online"	-
	Week 3	15 November	16 November	17 November	18 November	19 November	20 November	21 November
		Behind the scence 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

HUMAN RESOURCES



**ROSEMEDIA
PRODUCTION TEAM**



RISK MANAGEMENT

Production Progress	COVID-19 impeded the filming progress
	Weather issues can delay the filming progress
	Technical problems such as missing voice off or error footages
	Timeline is delayed because of heavy traffic
	Staff is ill and not healthy enough to afford workload
Communication Crisis	Does not meet the estimated reach
	Received mixed and negative comments
Event crisis management	Weak Internet connection causing errors and cut off in the middle of the event
	Received mixed and negative comments
	Copyright issues

III. EXECUTION

1. SERIES HANOISTAR TV
2. VIDEO INTRODUCES SIC
3. VIDEO “NHUNG NEO DUONG ONLINE”
4. LIVESTREAM EVENT: THAY CO CHAP CANH UOC MO

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× ×
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1. SERIES HANOISTAR TV

Brief & Proposal(s)

Goal(s)

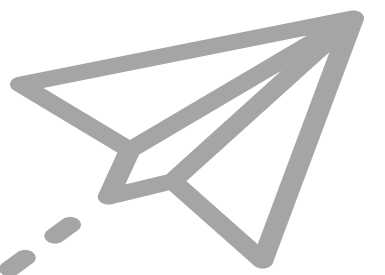
Message

Scripts

Timeline

Estimated cost

Concept Format



BRIEF & PROPOSAL(S)

Monthly series updating the school activities



GOAL(S)

Keep students and parents on track of school activities

New method beside traditional typing materials

Develop Hanser's MC talent

Provide monthly episode



MESSAGE

Happy School - “Ngoi truong Hanh Phuc”

Break through - “Nang luong but pha”

Truong chat thi yeu



CONCEPT FORMAT

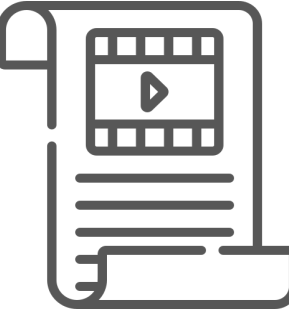
No.	Content	Time	Form of implementation	Note
PART 1: INTRO				
	- Logo + School images - Main contents sum up		Slideshow effect with low third information	
PART 2: NEWS (monthly news and activities)				
1	Highlights news of the months	1 mins	Footage, images, voice off and interview.	The numbers of contents 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	

HANOISTAR TV SEPTEMBER



No.	Main Contents
1	Hanoistar 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?

HANOISTAR TV OCTOBER - Break through



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 Hansers in November.

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

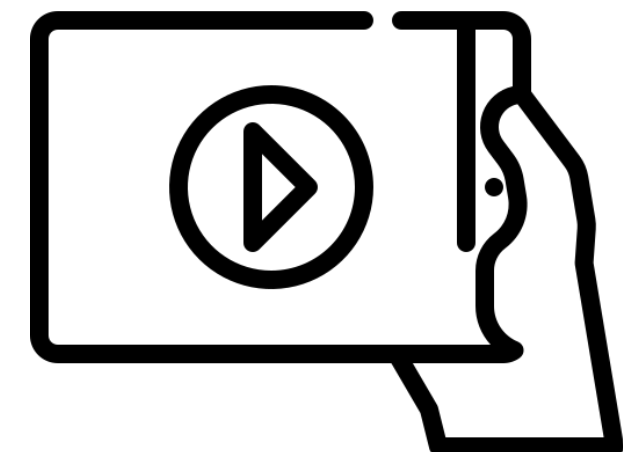
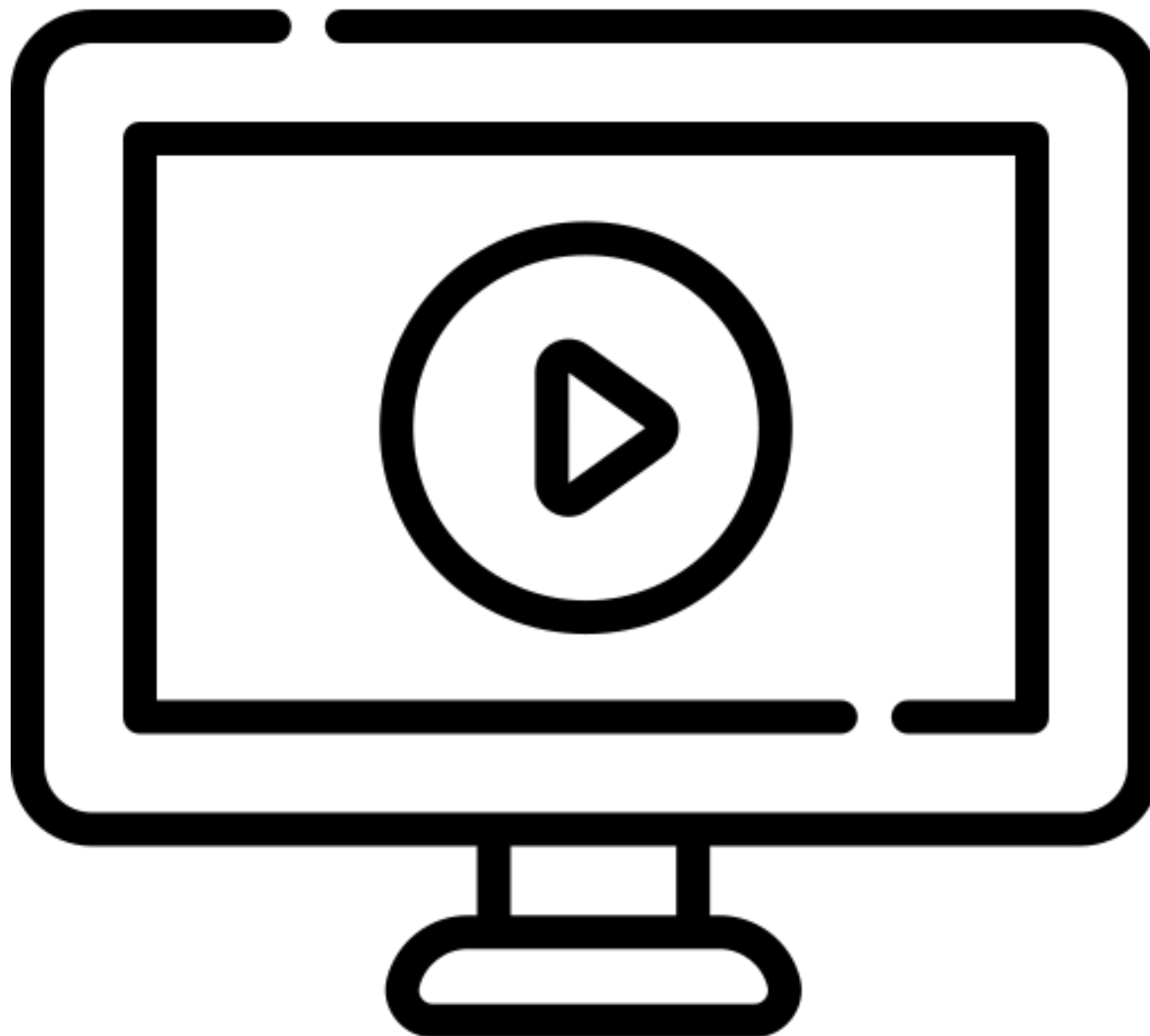
ESTIMATED COST



No	Categories	Quantity	Price per Item	Total
I	CONTENT			
1	Concept, Ideas	1	10.000.000 VND	10.000.000 VND
2	Script for clip production	3	2.000.000 VND	6.000.000 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	3	2.000.000 VND	6.000.000 VND
2	Post production and editing process	3	2.000.000 VND	6.000.000 VND
Cost		30.000.000 VND		
Costs incurred 10%		3.000.000 VND		
TOTAL		33,000,000 VND		

HANOISTAR TV

HIGHLIGHT



2. VIDEO INTRODUCES “STAR INNOVATION CENTER”

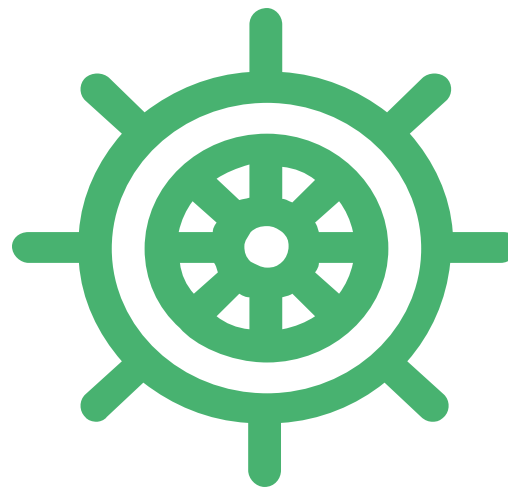
Brief & Proposal

Objective & Goal

Script

Timeline

Estimated cost



BRIEF & PROPOSAL(S)

The Star Innovation Center (SIC) was officially established in November 2021.

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

KDI Education - Innovation Space

Happy Kids - Robotics and Virtual reality

Muse Academy - Art development

Creative Garage - Carpentry experience

Kewpie Vietnam - Cooking practice



OBJECTIVE AND GOALS

Introduce an overview of SIC and all activities that HANSERS can participate in.

Help the parents and students understand more about Hanoistar School's curriculum.



SCRIPT

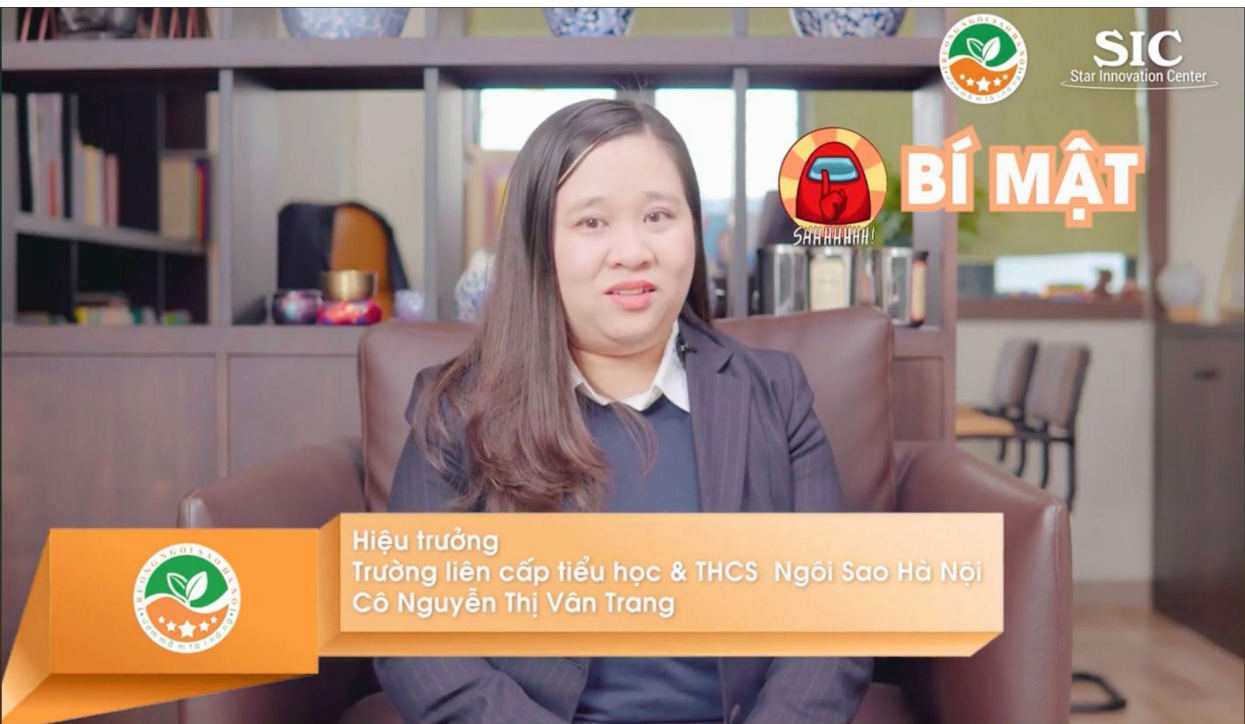
VIDEO SCRIPT: INTRODUCTION OF STAR INNOVATION CENTER

Concept	Finding the treasures. Two emcees will transform into explorers and find 5 treasures which are 5 study locations of SIC.
Vibe	Happy, energetic, colorful and inspirational.
Duration	approximately 15 minutes

PART 1 - Introduction: SIC Overview

PART 2 - Body: Introduction of experience classrooms

PART 3 - Outro: Closing



SCRIPT



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

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	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		

3. VIDEO ‘‘NHUNG NEO DUONG ONLINE’’

Brief & Proposal

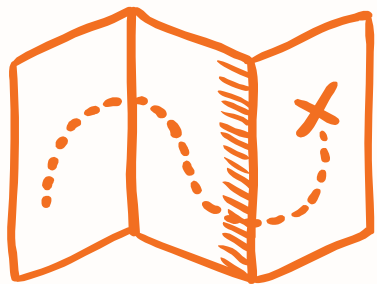
Objective & Goal

Timeline



Script

Estimated cost



BRIEF AND PROPOSAL(S)

Content from the event "Tiep lua dam me"

Funny moment to support Hansers during online classes

Based on real situation of online learning





OBJECTIVE AND GOALS

Support Hansers during online classes

Encouraging the teachers of Hanoistar school
in the stressful time of online teaching



TIMELINE



Video “Nhưng neo duong online”		
Main idea	Implementation plan	Time
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

SCRIPT

No.	Situation
1	5 minutes sleep
2	Clumsy in class
3	Attendance check
4	Cam check
5	Broken mic
6	Ending

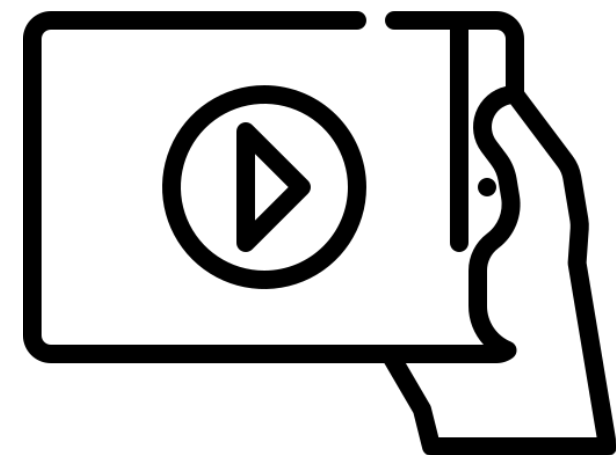
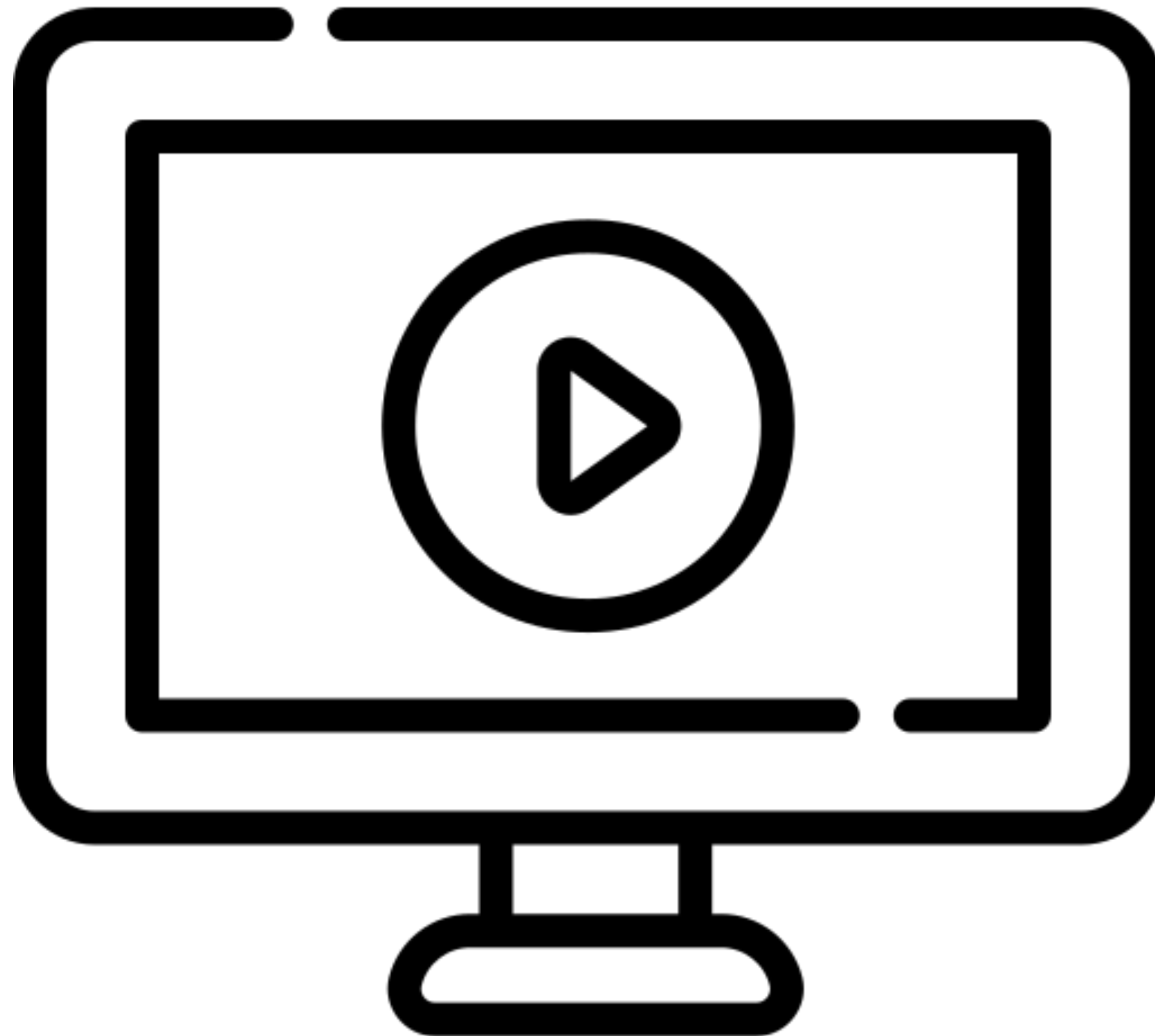
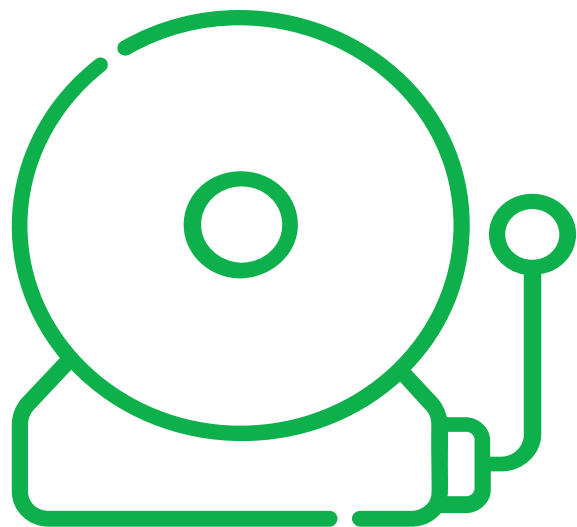




ESTIMATED COST

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		

NHUNG NEO DUONG ONLINE HIGHLIGHT



4. LIVESTREAM EVENT: HAPPY VIETNAMESE TEACHERS' DAY - THAY CO CHAP CANH UOC MO

Brief &
Proposal

Event agenda

Objective & Goals

Event checklist

Message

Event execution

Key Visual

Estimated cost



BRIEF AND PROPOSAL(S)

The Vietnamese Teacher's Day has been a special day at every school.

Due to COVID-19, all offline event cannot organized offline.

For the first time on Vietnam Teachers' Day, a special livestream event will be broadcast on the official Fanpage of Hanoistar Primary & Secondary School.



OBJECTIVE AND GOALS



Celebrating the teacher's contributions.

Strengthen 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 and raise awareness to a wider target audience.



MESSAGE



THẦY CÔ CHẤP CÁNH ƯỚC MƠ

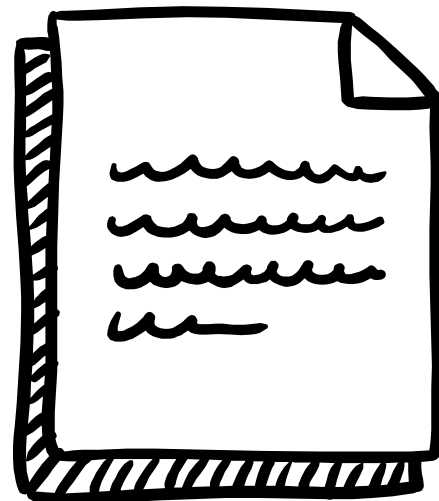


KEY VISUAL



The main color which Hanoistar has claimed shown not only the love between teachers and their students but also, its creates a background where creativity are brought to our children as well.

EVENT AGENDA



No.	Content
1	The Intro introduces the purpose and topic of the event.
2	Opening Performance “Tam ve tuoi tho” by Hanoi Star School student
3	Salute the flag - National Anthem
4	Speech of Mrs. Nguyen Thi Van Trang, the Principal of Hanoistar School, congratulates and shows gratitude towards Hanoistar School teachers.
5	Speech of Mrs. Do Thi Hien Hoa, the representative of Hanoistar School parents, congratulates and shows gratitude towards Hanoistar School teachers.
6	Video from students 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.
7	Student’s musical performance "Truong chat thi yeu"
8	Teacher’s performance “Nguoi lai do tham lang”
9	Closing speech. End credits.

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: - 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	Rose Media - Hanoistar School team

EVENT EXECUTION



TRAILER: a short trailer including 6 keywords related to the event



EVENT EXECUTION



MV FILMING - Tam ve tuoi tho

Hanoi Star School is a place to send dreams, aspirations, and a ticket to a bright future for all students.



EVENT EXECUTION

MV FILMING - Truong chat thi yeu



Talented kid star Piggy



Special gift contains cheerful spirit with catchy tunes

EVENT EXECUTION

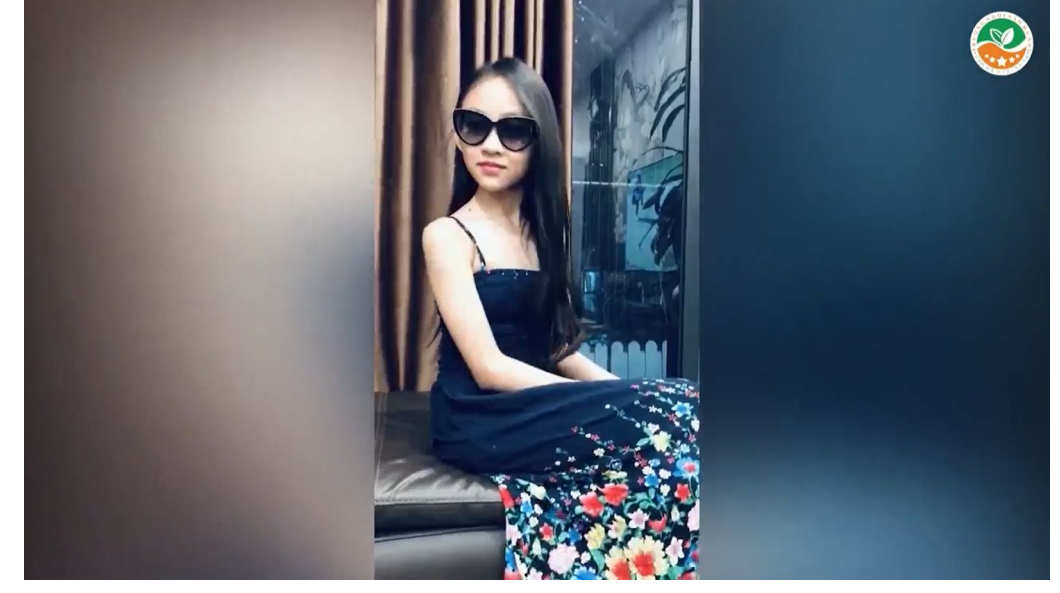
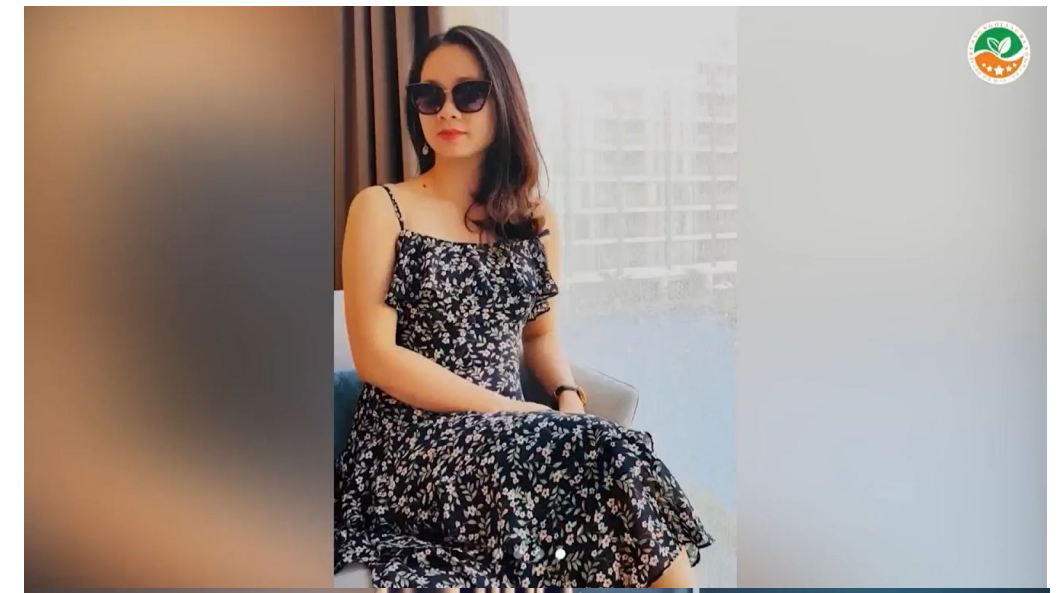
MV FILMING - Người lái đò tham lang



EVENT EXECUTION



CLIP COVER TEACHERS' POSES



I. ConTent

No.	Categories	Quantity	Price per Item	Total
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

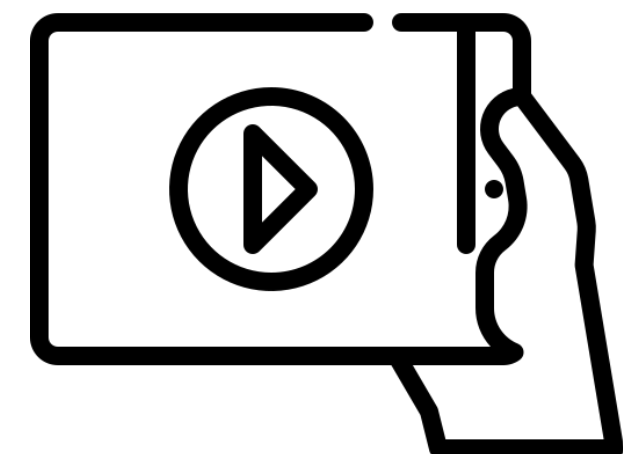
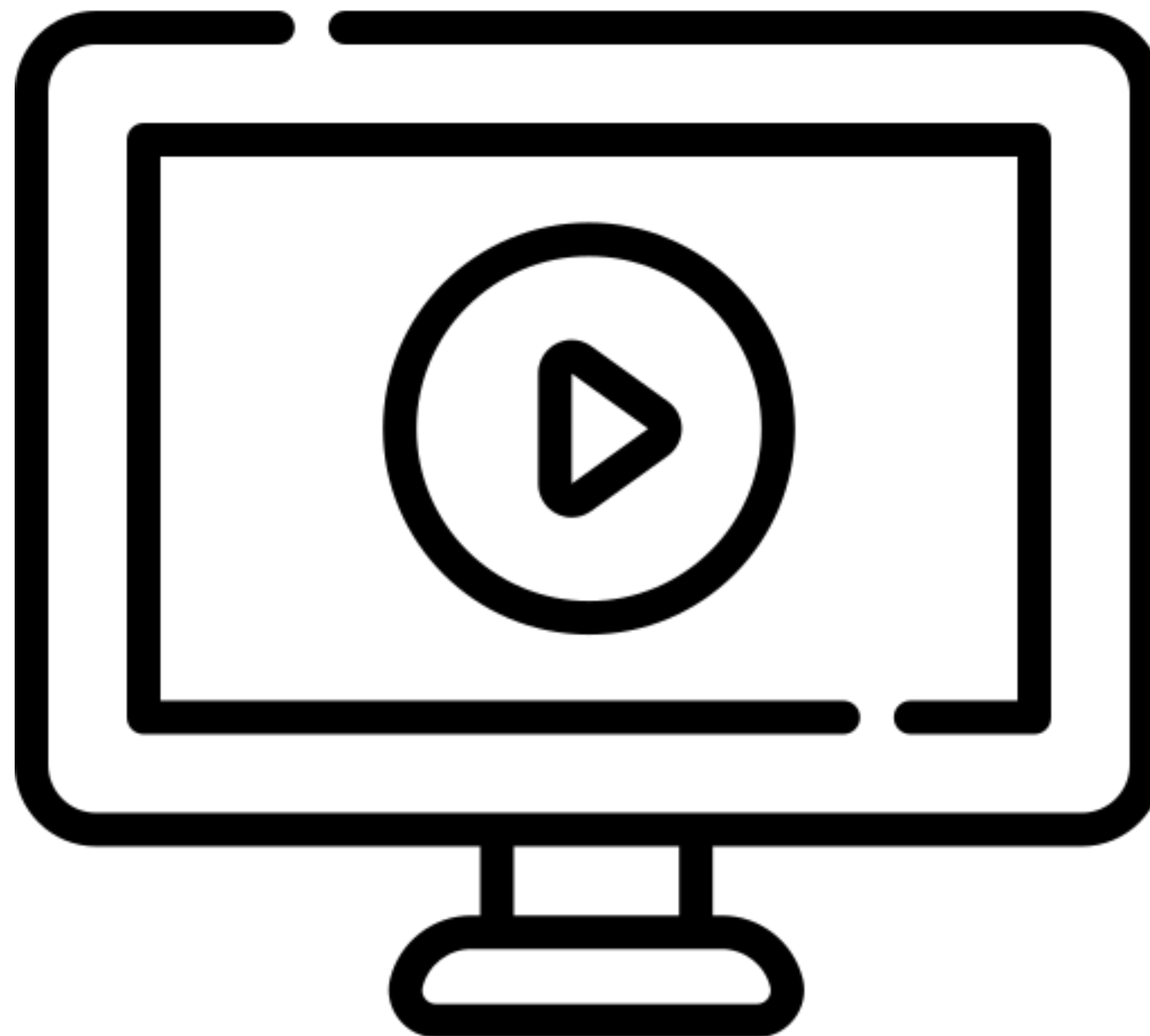
III. Post production

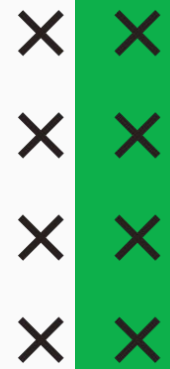
1	Voice and music record	2	1,500,000 VND	3,000,000 VND
2	Editing MV clips	3	2,500,000 VND	7,500,000 VND
3	Full event video editing	1	14,000,000 VND	14,000,000 VND
4	Music Copyright:	1	6,000,000 VND	6,000,000 VND

ESTIMATED COST

Cost	64,000,000 VND
Costs incurred 10%	6,400,000 VND
TOTAL	70,400,000 VND

LIVESTREAM EVENT - THAY CỎ CHẠP CANH UOC MO HIGHLIGHT





IV. POST-EXECUTION

1. MEASUREMENT & EVALUATION
2. FEEDBACK
3. REFLECTION & RECOMMENDATION



1. MEASUREMENT & EVALUATION

Media channel development

Series Hanoistar TV

Video introduces Star Innovation Center

Video “Nhưng neo duong online”

Livestream event - Thay Co chap canh uoc mo



MEASUREMENT METHODS



MEDIA CHANNEL



OBSERVATION



INTERVIEW

MEDIA CHANNEL DEVELOPMENT



Duration: 2 months (1 October - 30 November)

Fanpage reach

+52,3%

Fanpage likes

+430

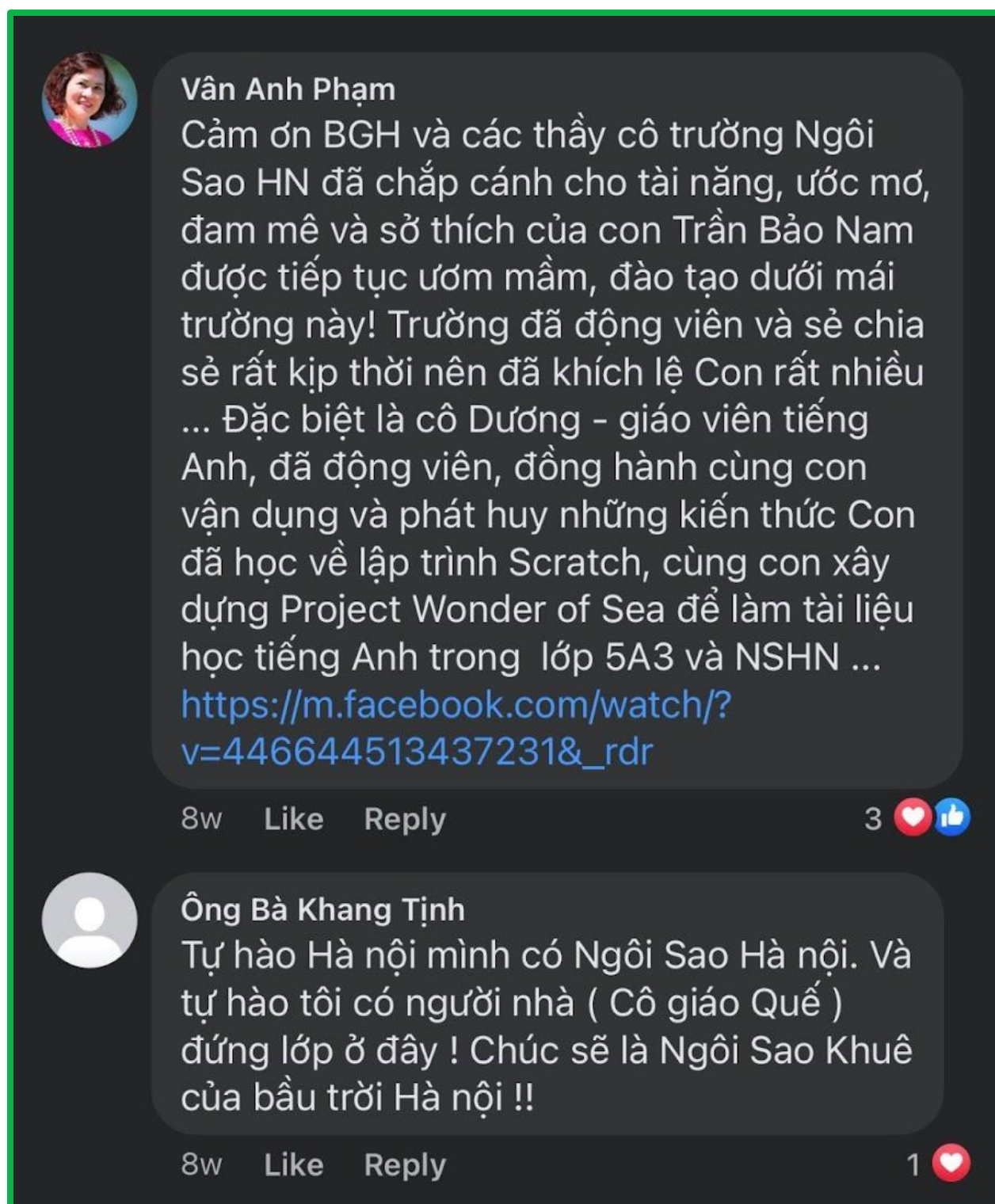
SERIES HANOISTAR TV



Successfully produced an episode every month and published on Facebook and Youtube

Content	Views	Reactions	Comments	Shares	Note
Episode 1: “Happy School”	3100 views	106 reactions	12 comments	33 shares	Recorded after 2 months
Episode 2: “Breakthrough 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

SERIES HANOISTAR TV



Positive feedback from audiences

VIDEO INTRODUCES STAR INNOVATION CENTER



Feedback from Ms. Nguyen Thi Van Trang, the Principal of Hanoistar School

VIDEO INTRODUCES STAR INNOVATION CENTER

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



VIDEO “NHUNG NEO DUONG ONLINE”

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 “Tiếp lửa đam mê”



VIDEO “NHUNG NEO DUONG ONLINE”

Video “Nhung 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



VIDEO “NHUNG NEO DUONG ONLINE”



Positive feedback on video
“Nhưng neo duong online”



LIVESTREAM EVENT - THẦY CÔ CHẤP CẢNH ƯỚC MƠ



9,676 Reach

4,859 engagement

4,200 views



447 Reactions

406 Comments

113 Shares

LIVESTREAM EVENT - THẦY CÔ CHẤP CẢNH ƯỚC MƠ

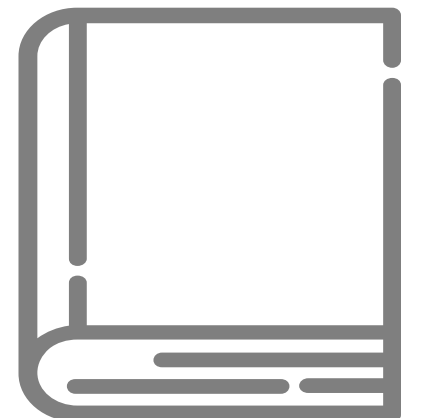


Audiences' interaction and wishes sent to Teachers of Hanoistar School

LIVESTREAM EVENT - THAY CO CHAP CANH UOC MO



“Cảm ơn tất cả mọi người trong thời gian vừa qua đã nỗ lực và dành tâm huyết để tổ chức 1 chương trình đầy ý nghĩa cho Nhà trường, phụ huynh và các bạn học sinh.”



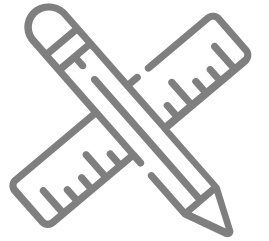
HANOISTAR SCHOOL'S CHANGES TOWARDS COMMUNICATION CAMPAIGN




Support teachers' mental health and enhance teaching spirit.

Changes in mindset and attitudes.

NON-HANSER PARENTS' FEEDBACK



**Đỗ Ban**

chị nhận xét nhé

1. về ý tưởng nội dung: tốt. đề cập đến những bất cập trong việc học online, là vấn đề hot, phụ huynh và học sinh đều quan tâm

2. ý nghĩa: chị chưa thấy toát lên lắm, chủ yếu là nêu những hạn chế của học online, nhưng nó hơi thiên về liệt kê hiện tượng, hơi mang cái nhìn tiêu cực chút

với lại nếu tiêu đề là éo le học online, thì chị hiểu là những khó khăn trong việc học online, phụ thuộc vào hình thức học nhiều hơn, còn nội dung của em thì nó lại do thái độ của học sinh nhiều hơn


đấy là vấn đề chị thấy lớn nhất. chỉ có 1 éo le do kỹ thuật là đứt mạng

3. về kỹ thuật hình ảnh làm như vậy chị thấy ổn. có các kỹ thuật bổ sung thêm hiệu ứng cảm xúc cho video ổn, tuy chưa mượt như chuyên nghiệp

độ dài thế này cũng ổn, ko quá ngắn làm người xem hụt hẫng, ko dài quá làm người xem suốt ruột

túm.lại chị thấy tổng thể là ổn

23:49 01/12/2021



Là phụ huynh có con đang học cấp 2 tôi thấy chương trình học của trường được xây dựng với nhiều trải nghiệm giúp cho các con có môi trường học tập, trải nghiệm, phát huy được hết khả năng, năng khiếu của mình. Nhà trường đã xây dựng một thời khoá biểu phù hợp với lứa tuổi học sinh cấp 1, 2 giúp các con hào hứng ham mê trong từng buổi đến trường. Rất mong hết giãn cách để các con được đến trường.

Non-Hansers parent giving feedback and suggestions for the school's media products.

EVALUATION



Diverse contents reach different audiences.

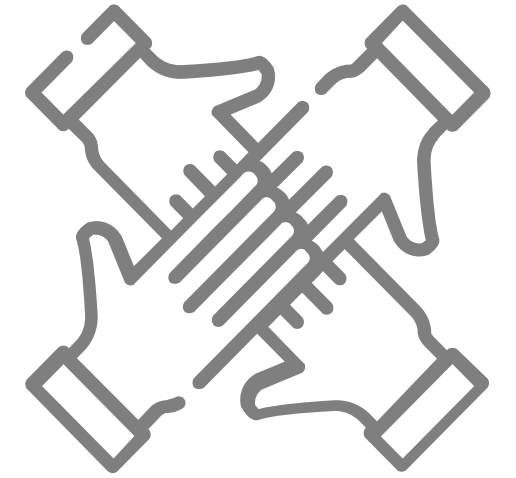
Opportunity to explore and learn more about the school's culture.

High responsibilities implement team member with specific task.

Communication posts are relevant to each content which is supported.

Positive points

EVALUATION



Negative points

Some contents focused on the internal audience than the external.

Some audiences still prefer the traditional communication.

The connection between people from different departments are still weak

REFLECTION



Teamwork, in order to accomplish a task, it is required to have a seamless combination of employees.

The deadline was not met in a timely manner.

Communication and transmission methods that are misunderstood

In terms of design, things must be easy to grasp and observe.

Brainstorming ideas, the team frequently comes up with fancy ideas but no substance.

RECOMMENDATION



Recommendation

Keep pushing material with themes of hilarious videos with instructor, student, and parent interaction

Focus more on building and developing the diversity of media platforms such as Tiktok and Youtube

Diversify the content

Use paid media

Improving job efficiency by creating friendship among coworkers

CONCLUSION



“We truly appreciate and respect teachers' efforts in teaching during the COVID-19 pandemic.”