

Capstone Project Document

COMMUNICATION CAMPAIGN

Promotion of Physical Activities during Covid 19 Pandemic with Vietnam Sports Administration



CODE:

GRA497

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1. INTRODUCTION

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In this part, we will explain the origins of our project and the reasons why we think it is important for society. We all know that physical activity is healthy, but the societal and financial impact of physical activity on a nation-wide scale may not be visible to many. We want our final capstone communication campaign to at least leave a positive impact on society, and as such we were very grateful when given the opportunity to work with a government organization in this project.

This section will also briefly introduce the many stakeholders directly involved in this project. These include the Vietnam Sports Administration, the key sponsor Herbalife Nutrition as well as the two agencies participating in the execution including Dentsu Redder and Studio68.



Project owner



Sponsor



Our group



Agencies

1.1: SITUATION ANALYSIS: The state of Physical Activity in Vietnam

The Social Climate

For the past 30 years, Vietnam has been in a state of rapid social and economical development. Ever since the total reforms under Đổi Mới which allowed Vietnam to become more integrated with global culture and economy, the country has been experiencing a total transformation from a poor war-torn country into a thriving developing nation. Economically speaking, Vietnam's Gross Domestic Product per capita has almost tripled between 2002 and 2018, and the poverty rate has decreased from over 70% to only 6% (1). Socially speaking, Vietnam has also seen major developments in the population's overall wellbeing thanks to improved education, life expectancy and quality of life (2). However, such rapid growth is not without its problems. **Vietnam's rising economy has introduced changing lifestyle habits that can have detrimental long-term effects on its public health and, ultimately, its economy. One such worrying change is the increase in physical inactivity.**

Physical Inactivity in Vietnam

Even though Vietnam has a relatively low rate of obesity, our nation had the highest increase rate in the number of obese people in ASEAN between 2010 and 2014 (3). This could result from multiple factors, such as the nutrition transition to a more high-calorie diet, a trend towards less physically demanding employment or an overall lack of concern for obesity. However, physical inactivity remains one of the most worrying factors contributing to this problem. A global survey conducted by a group of Stanford researchers suggested that Vietnamese people are among the most sedentary in the world (4). One study in 2015 estimated that around 20% of Vietnamese people have no physical activity of at least moderate intensity for at least 10 minutes at a time (5). In a survey done in 2018, 65% of the Vietnamese population self-reported that they did trivial or little amounts of physical activity, while those who felt they did complete sufficient amounts only accounted for 6% (6). A national survey conducted by The Ministry of Culture, Sports and Tourism stated that only 31% of the population engaged in physical exercises regularly (7). **These figures show that Vietnam is a relatively physically inactive country, and this trend can have many negative effects.**

The costs of Physical Inactivity

According to the World Health Organization (WHO), physical inactivity is one of the four leading causes of noncommunicable diseases (NCD), which accounts for 71% of all deaths globally (8). The WHO also estimated that 1-3% of the national health care expenditures are spent on physical inactivity, and 54 billion international dollars are used in direct health costs relating to physical inactivity globally (9). **It is clear that physical inactivity can become a widespread problem affecting not only the population's health, but also its economy.**

Therefore, the Vietnamese government aims to increase rates of physical activity throughout the country to prevent further potential damages during the country's ever-changing industrialization period. This mission was assigned to the Vietnam Sports Administration - the organization which we would work with throughout this project

1.2: THE PROJECT OWNER: Vietnam Sports Administration

About the Vietnam Sports Administration

Vietnam Sports Administration (abbreviation: VSA) is a governmental organization working under the Ministry of Culture, Sports and Tourism.

VSA's function is to advise and assist the Ministry of Culture, Sports and Tourism in matters related to the management and regulation of both public sports services and national sports. Some of VSA's responsibilities are: planning and implementation of nationwide strategies to promote sports; negotiation, signing and accession of international treaties on physical training and sports; organization of national sports events, etc...

Vietnam Sports Administration's long-term goal

The Ministry of Culture, Sport and Tourism's goal as stated in its "Plan on physical training and sports development till 2020, with directions for 2030" is:

"To strive to build a continentally developed national sports field in Vietnam by 2030"

This goal is divided into two main objectives: Development of Sports for All and Development of High Performance Sports and Professional Sports. **Specifically on the development of Sports for All, the objective is to increase the percentage of people participating in physical exercises regularly to 40% by 2030. We will be focusing on this goal in particular in this plan.**

Vietnam Sports Administration's short-term goal

In order to raise the number of people exercising regularly, VSA plans to provide the population with instructions on how to exercise properly for better health and physique. During the 2021-2025 phase of this plan, one of VSA's goals is to:

"Organize communicational activities to encourage people to engage in physical exercises"

Our communication project will be a part of this short-term goal.



1.3: THE SPONSOR: Herbalife Nutrition

Herbalife Nutrition is a global electronic commerce company founded in 1980 by Mark Hughes in Los Angeles, California, United States of America. The company researches, develops, manufactures, promotes and distributes nutrition products, and is a leading pioneer in the American nutrition, health and beauty industry.

With more than 40 years in the industry, Herbalife products have gone from a leading brand in America to quickly becoming available in 94 markets across the globe with over 10.000 employees worldwide. In November of 2009, Herbalife was introduced to the Vietnamese market as Herbalife Vietnam.

Herbalife products are developed and tested by leading experts in the field of nutrition in more than 13 ISO 17025 certified laboratories globally. Direct distribution to customers is done by “educated and trained distributors who provide comprehensive and personalized solutions” to suit the needs and goals of each customer (10).

As a socially responsible organization in nutrition, Herbalife is invested in the development of national health worldwide. Because of this, they accepted VSA's invitation to sponsor the project with a desire to take part in a campaign to raise awareness about engaging in physical exercise to promote health. For this reason, Herbalife was credited as a co-organizer of the project and given the right to assert some influence over the project execution.



1.4: OUR GROUP'S ROLE IN THE PROJECT

When our group joined the project, VSA had already implemented several activities in their communicational plan. During the Covid lockdown period, VSA launched the campaign “The whole family exercises to repel Covid” (*in Vietnamese: “Cả nhà tập ngay, đánh bay Covid”*) with a series of instructional videos on groups of exercises suitable for many social groups such as teenagers, young children, office personnel, the elderly, the disabled,... However, the scope of this campaign at the time was still limited to a few national television channels, online newspapers and VSA's rather outdated website, hence its effectiveness could not be properly measured.

Knowing well the highly virality and communicational power of new media in the age of digital information, VSA plans to utilize social media to effectively communicate with the people. This is where

our group's role in this project starts: **to work with VSA to develop and execute an online communication campaign so as to bridge the gap between the Vietnam Sports Administration and the people in VSA's goal to develop a more physically active Vietnam.**

1.5: THE AGENCIES: DENTSU REDDER AND STUDIO68

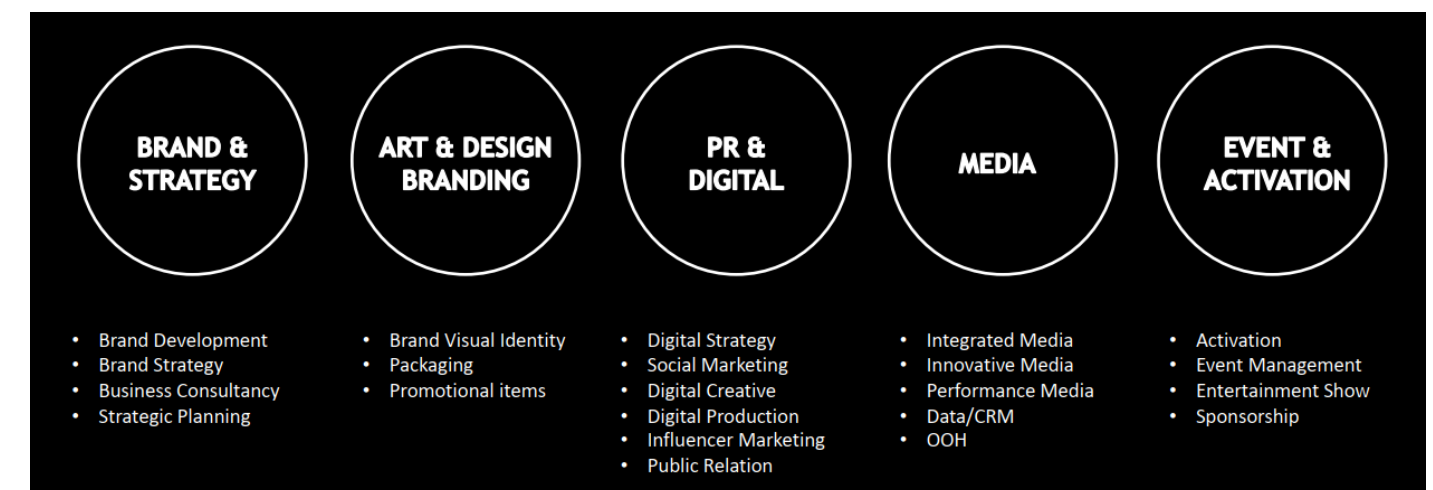
1.5.1: About Dentsu Redder

Company slogan:

THE GLOBAL AGENCY OF GREATER IMPACT

Dentsu Redder is a marketing agency under Dentsu Incorporated as part of the Dentsu Aegis Network. This network comprises international agencies including Carat, Dentsu, Dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum supported by various teams of experts and brands across the industry. Dentsu Aegis Network helps their clients develop their brand image and specializes in media services as well as digital and creative communications. Dentsu Aegis Network's headquarter is located in London, the corporation operates in 145 countries across the globe with over 40.000 communication experts providing creative and different communicational solutions for their clients.

The company's service packages are extensive, ranging from marketing communications, marketing consultation, branding, creative and digital marketing, public relations to integrated marketing solutions.

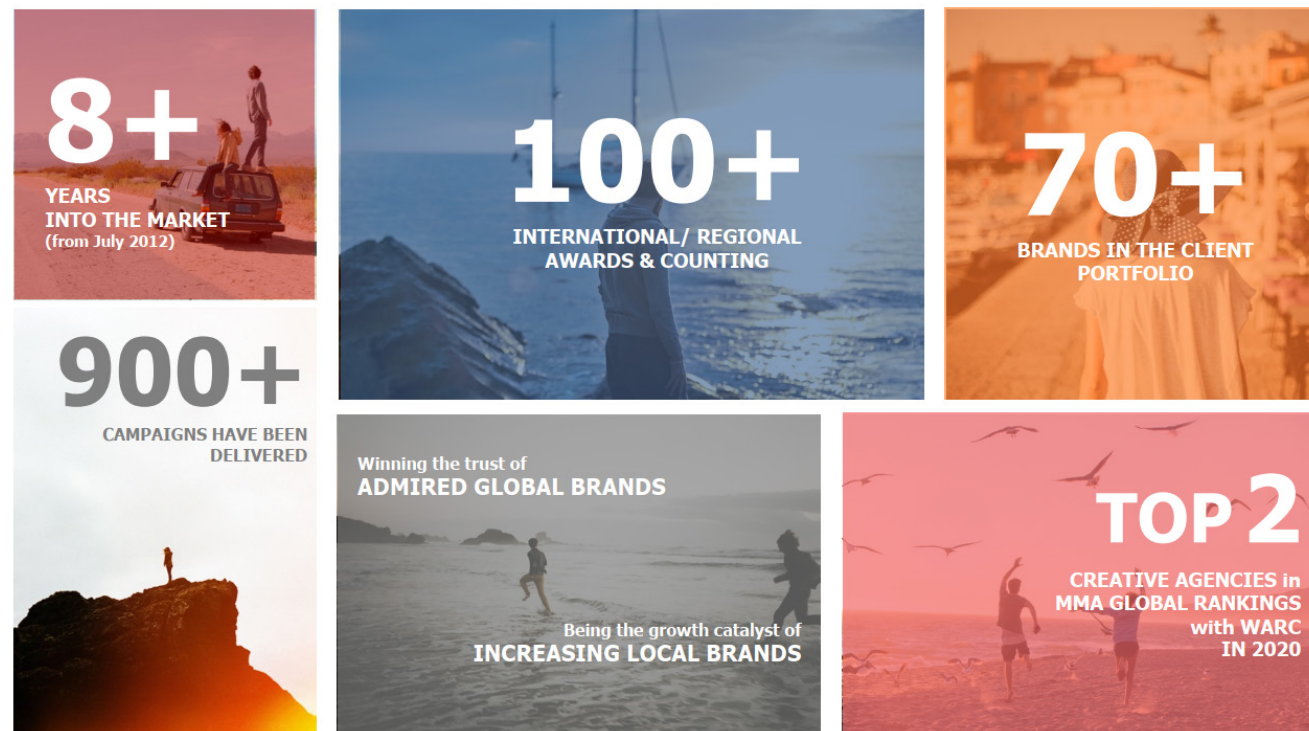


Dentsu Redder was listed as Top 4 of the most creative companies according to Mobile Marketing Association's global Ranking List with WARC in 2019. The company has also amassed over 70 international and national awards in the communication field such as AMES, Tangrams, Caples, PR Asia Awards, Asia Pacific Excellence Awards, The Smarties MMA, Youtube Ads LeaderBoard APAC and many others. Some of Dentsu Redder's notable recent projects include successful communication campaigns for major brands such as “Biti's Hunter - Đi để trở về”, “Pepsi Ngõ - Ngõ nhỏ, Có Pepsi!” and “Mirinda - Chuyện Cũ Bỏ Qua”,...



(Some of Dentsu Redder's notable campaigns)

Dentsu Redder takes great pride in their mission to collaborate with and help Vietnamese brands reach their new heights of success. As such, they are also committed to contributing to develop the Advertising industry in Vietnam and aim their campaigns towards a socially responsible direction. **Through connections with our sponsor - Herbalife, Dentsu Redder was invited to take part in this project as the producer and manager of certain parts of our project, especially areas that are related to the music video as we will clarify further in the following sections of this report.**



1.5.2: About Studio68

Studio68, formerly known as VAA, was founded in 2009 by Producer Ngo Thanh Van and is a media production company with a mission to elevate the Vietnamese film industry and spread the beauty of Vietnamese culture (11).

Studio68 is one of Vietnam's leading entertainment companies. They are among the most suc-

cessful to put Vietnamese unique cultural elements onto the big screen, and thus their movies frequently pique the interest of young audiences upon release.

Studio68's Vision

Talented Staff - Professionalism - Advanced Technology

Studio68's Mission

Pioneer - Transparency - Creation - Effectiveness - Community

Studio68's Value

Passion - Integrity - Diversity - Wow

Participating in this project, Studio68 mainly worked with Dentsu Redder to produce the music video used in the campaign. We will not go into further details about this organization further on in the report because we were not involved in working with this party during our project.



2. FORMATIVE RESEARCH

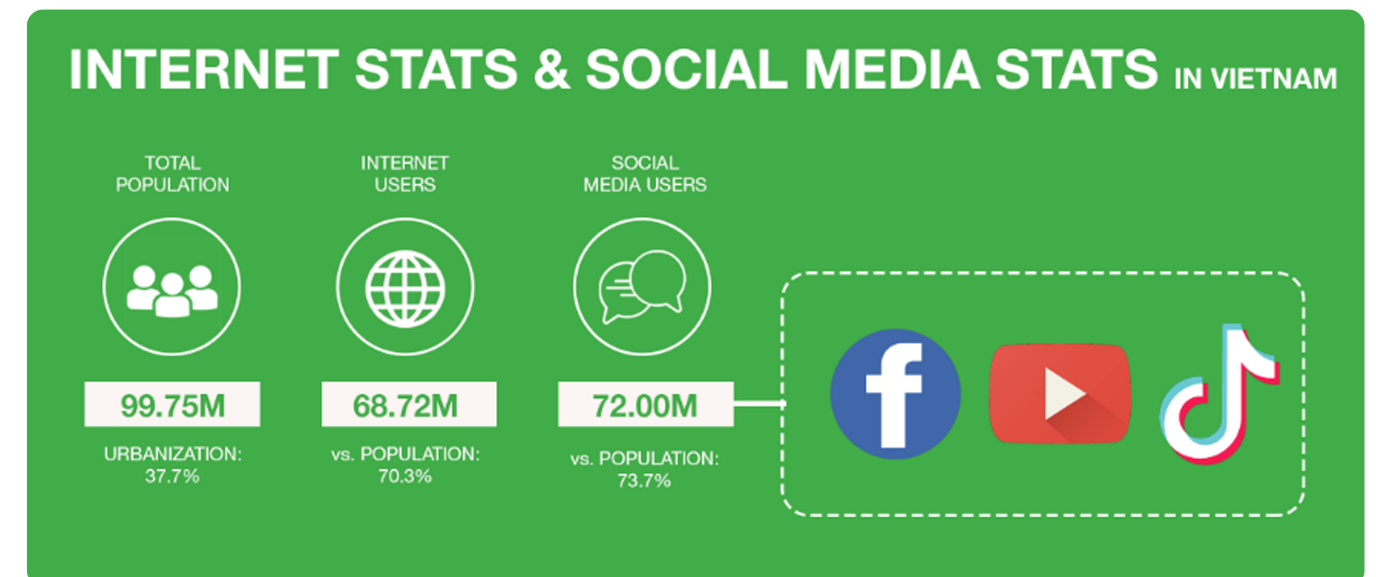
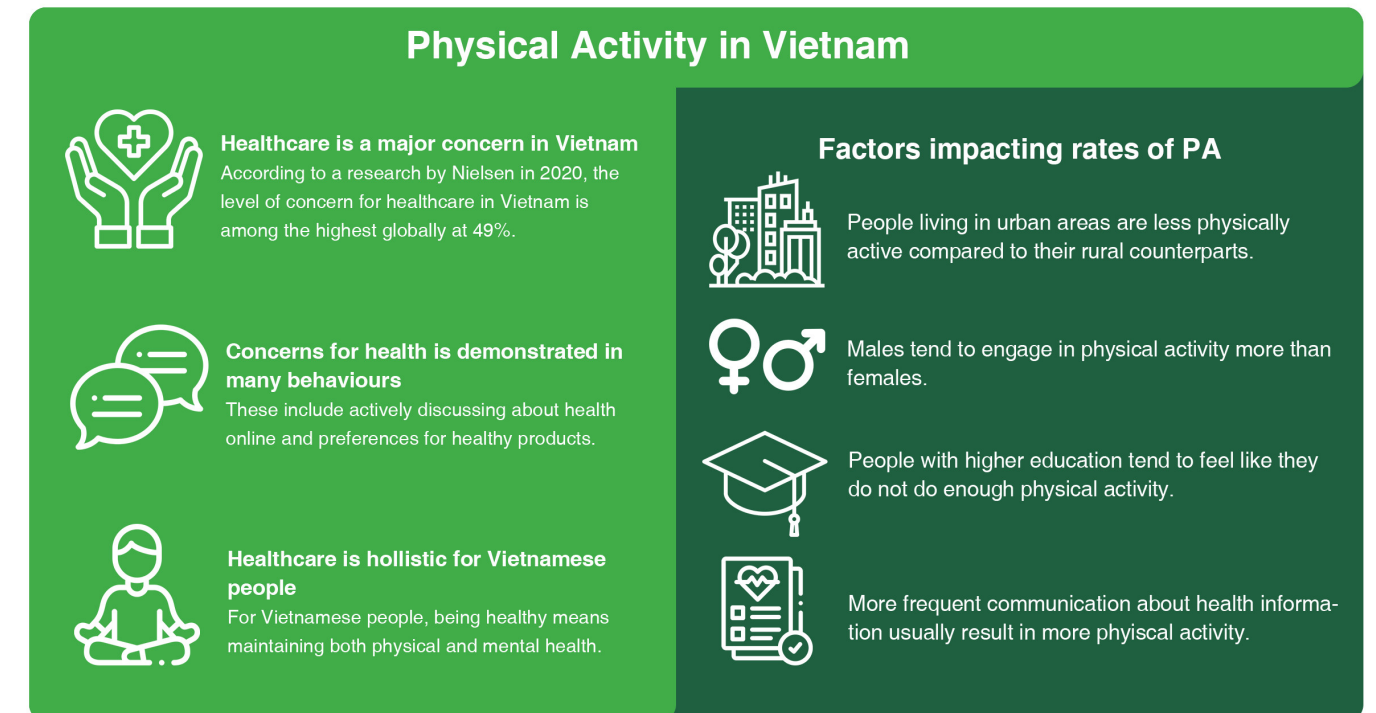
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We started our planning process with formative research to better understand the communication situation of the project as well as to better define our overall communication strategies.

With VSA's aim to utilize social media channels to communicate with Vietnamese people and encourage physical activity in mind, we did our research on the following topics:

- What are the most popular social media platforms in Vietnam?
- Who is the main target audience on these platforms and how do they use social media?
- How does this target audience approach physical activity?
- What is their attitude and behaviour concerning physical exercises?
- How do we encourage the target audience to engage more in physical activity through mass communication?

STATISTICAL ANALYSIS



RESEARCH METHODOLOGY

Because of the project nationwide scale due to VSA's nature as a governmental organization against our limited budget, we decided to use secondary research as our research method.

Secondary research (also known as desk research) is a research method in which researchers gather, analyze and summarize data that was originally collected and published by others. Secondary research is an important first step in gaining a better understanding of the existing situation (12), and is commonly used in many fields of research such as legal research, market research and even scientific research (13).

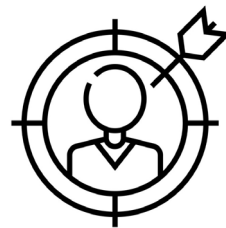
This method is more cost-effective and time-effective when compared to gathering primary data which would require a large research budget to reach an acceptable sample size. While it is true that primary research would give us information that is more relevant to our end-goal, conducting such large-scale research on our budget and timeline would be impractical. In order to provide reliable results, the research sample needs to be representative of the target population. In this particular case, this sample would need to represent Vietnam as a whole, which means a large sample size that our group simply cannot reach with primary research. Therefore, we opted to analyze research that had been done by other researchers with a significant sample size to get more accurate figures.

INFORMATION SOURCES

One downside of secondary research is that we will not be in full control of the data available, so we would have to set some standards for the information that we gathered. These standards are: Credibility, Relevance and Timeliness (14).



Credibility



Relevance



Timeliness

With these standards in mind, we gathered our data from the following sources:

- **Vietnam Sport Science Institute:** The Vietnam Sport Science Institute is a part of the Vietnam Sports Administration that conducts national scale research in the field of sports and physical activity.

- **Academic peer-reviewed journals:** These are sites where research papers are published and certified by credible research publishers. All research papers posted on these sites must abide by academic research report standards, and be reviewed by other experts in the field before publication.

- **Business and Research Reports:** Many companies practice market research frequently to better understand their target demographics, and some companies such as Nielsen or Deloitte do research as part of their main service. These companies sometimes publish their research or business reports online that can be easily accessed through their websites.

- **Textbooks:** In this project, we also utilized knowledge from our course's textbooks as they provide some baseline information and theories on communication.

2.1: STATISTICAL ANALYSIS

2.1.1: OUR APPROACH TO STATISTICAL ANALYSIS

Statistical Analysis (or Data Analysis) is the scientific method involving the collection, interpretation and analysis of numerical data to identify key trends, patterns and relationships about a certain phenomenon (15). **Information from statistical analysis gives the researcher a general view of a situation, thus providing them with a theoretical basis to apply this knowledge to real-life situations.**

When we were given this assignment by the VSA, our team had little knowledge about how Vietnamese people approach the issue of physical inactivity. Therefore, **we started doing research on this topic in order to gain a better understanding of Vietnam's current trends towards health and physical exercise.** Furthermore, since this communication project was determined from the beginning to utilize social media and online channels, **we also conducted research on the use of social media and other online forms of communication in Vietnam.** This knowledge would then serve as the basis for our communication plan, assuring that the plan would be suitable with current social trends and applicable on a larger scale

2.1.2: SOCIAL MEDIA USE IN VIETNAM

Online Communication Trends

In the last decade alone, the number of Internet users in Vietnam has tripled to 49 million (just over half of the total population). Thanks to a booming economy and young population, 74% of Vietnamese surf the Internet every day, mainly for socializing, shopping, watching videos and social media. Vietnam has 68 million Internet users in 2020 and is expected to grow to 75.7 million by 2023 (16).

In Vietnam, like many Southeast Asian countries, the use of desktop computers was skipped and went straight to mobile as around 72% of Vietnamese adults now have a smartphone. Vietnam has a large number of internet users who rely primarily on their mobile phones to connect to the Internet (90%).

Digital service has dramatically increased due to the availability of affordable internet. Services that were once limited to a few people are now nearly universally accessible. Consumers are also learning to stay informed and updated with the latest trends, thanks to the Internet. Information that was once difficult to find is now available through a website. They are researching more and more online and increasingly turning to the Internet to make informed decisions on what brands and products to buy.

Internet Use in 2018 (17):

- Number of internet users in 2018: 4.021 billion (7% increase from last year).
- Number of social media users in 2018: 3.196 billion (13% increase from last year).
- Number of mobile phone users in 2018: 5.135 billion, (4% increase from last year)

Internet Use in 2021 (18):

- The world's population stood at 7.83 billion at the start of 2021. The United Nations predicts that this figure will be more than 80 million by 2020.

- People use mobile phones today, making 66.6 percent of the world's population. Unique mobile users grew by 1.8% (93 million) since January 2020, while the total number of mobile phone connections increased by 72 million (0.9%) to reach a total of 8.02 billion at the beginning of 2021
- In January 2021, the number of people who use the internet was 4.66 billion, up by 316 million since this time last year. Global internet penetration now stands at 59.5 percent, a gain of 3.5 percent in the last year.

The Internet becomes popular, smartphones thrive, creating opportunities and motivation for the number of users on digital platforms to increase. As a result, digital communication has become a trend that all businesses are interested in, learn about and apply.

87% Người Việt sử dụng Internet hàng ngày cho mục đích cá nhân

How often do people go online (for personal Internet usage)?

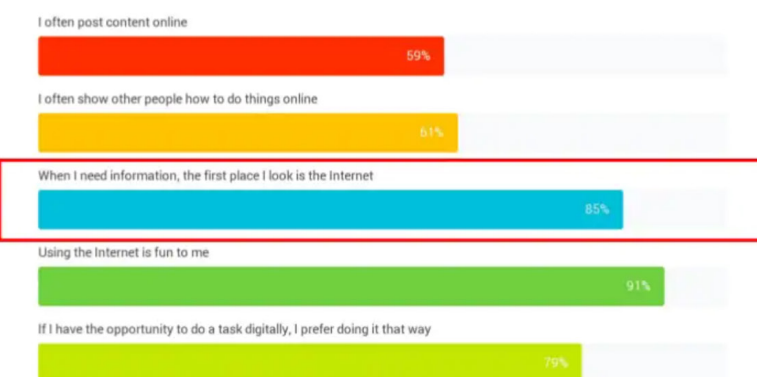


Source: Consumer Barometer

(Figure 2.1.2.a: Vietnamese people's internet usage frequency, Consumer Barometer)

85% Người Việt Tìm Đến Internet Đầu Tiên Khi Tìm Kiếm Thông Tin

How digitally-savvy are people?



Source: Consumer Barometer

(Figure 2.1.2.b: Vietnamese people internet usage reason, Consumer Barometer)

As statistics have shown, Vietnamese people use the internet every day with the main purpose being to search for new information and useful content.

Social Media Use

Social media use continues to grow, and the number of people using the top platform in each country has increased by almost 1 million new users every day during the past 12 months. Nowadays, more than 3 billion people around the world use social media each month, with 9 out of 10 of those people accessing their chosen platforms via mobile devices. Key takeaways from this year's reports can be found in my more detailed analysis below, but here are the top digital headings in 2018 (19):

- The number of internet users in 2018 is 4.021 billion, up 7 percent year-on-year
- The number of social media users in 2018 is 3.196 billion, up 13 percent year-on-year
- The number of mobile phone users in 2018 is 5.135 billion, up 4 percent year-on-year

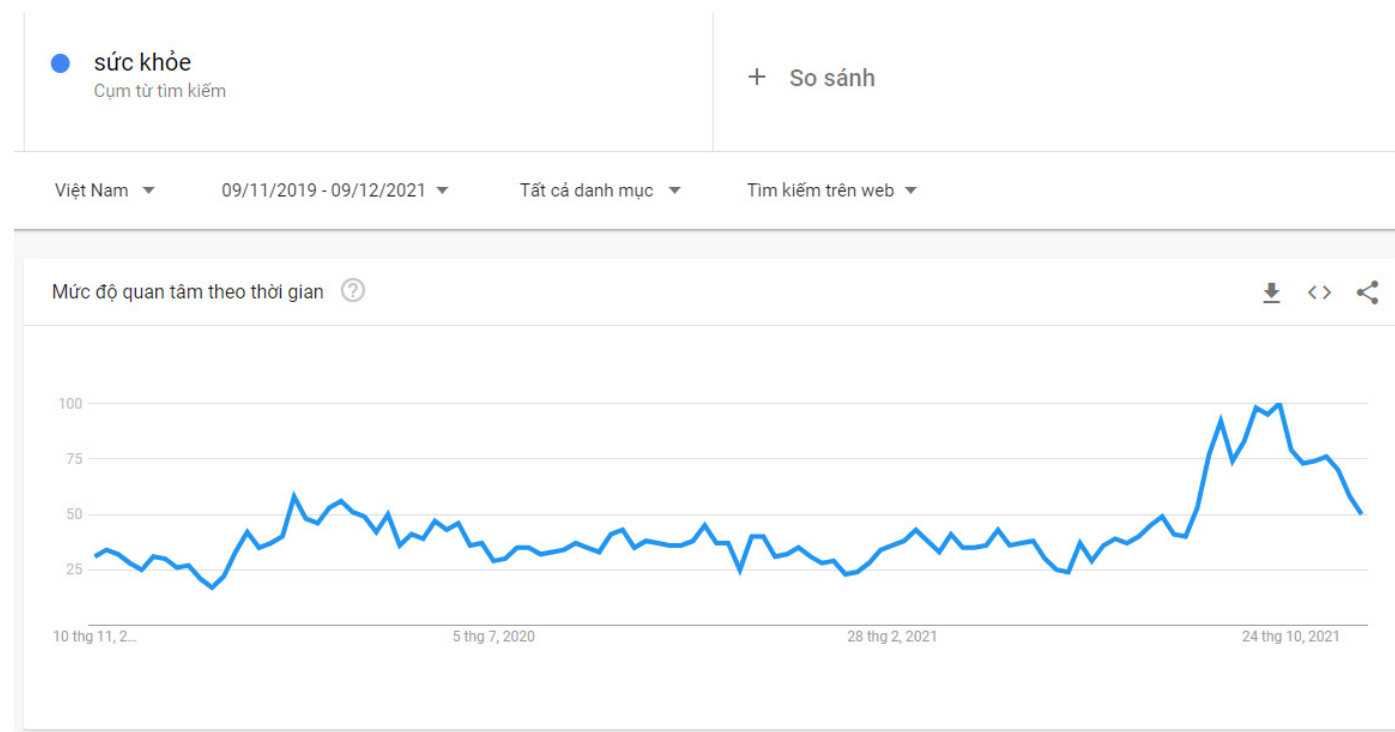


(Figure 2.1.2.c: Social Media Behaviours in Vietnam, Data Reportal, 2021)

The number of social media users has increased by more than 13 percent over the past year, and by early 2021, their total has grown to nearly half a billion new users. More than 1.3 million people joined social media every day during 2020, meaning that there were 15.5 people joining every second. **Using social networks is one of the most regular and frequent activities of Vietnamese people when using the Internet.**

Top Topics on Social Media

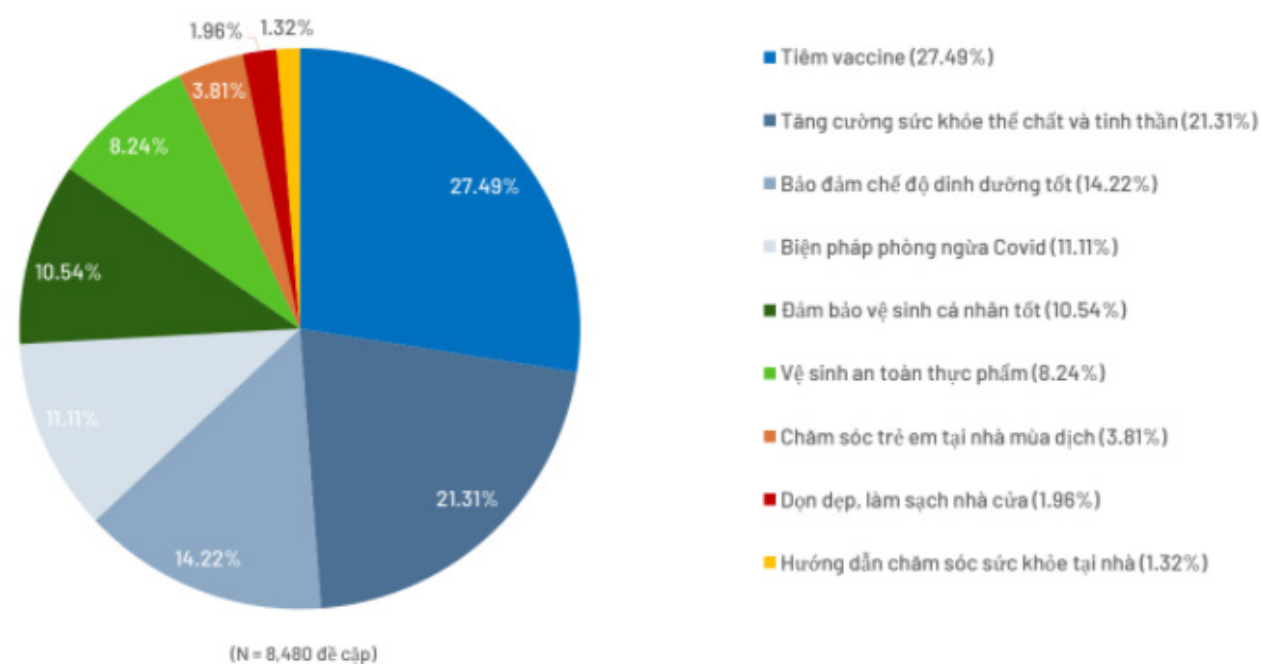
According to Google, the topic "Healthcare" is one of the most highly-interested topics (20). This fact was further supported by a rising trend in search rate for keyword "health" as clearly indicated by Google Trends between November 2019 and December 2021 in Vietnam. According to this graph, the number in 2021 is up to 2-3 times higher than the same period last year:



(Figure 2.1.2.d: Searching Trends for keyword “health”, Google Trends, 2019 - 2021)

Furthermore, Admicro’s social listening study in 2021 indicated a boost in online discussions within the health topic:

CHỦ ĐỀ THẢO LUẬN VỀ CHĂM SÓC SỨC KHỎE ĐƯỢC QUAN TÂM



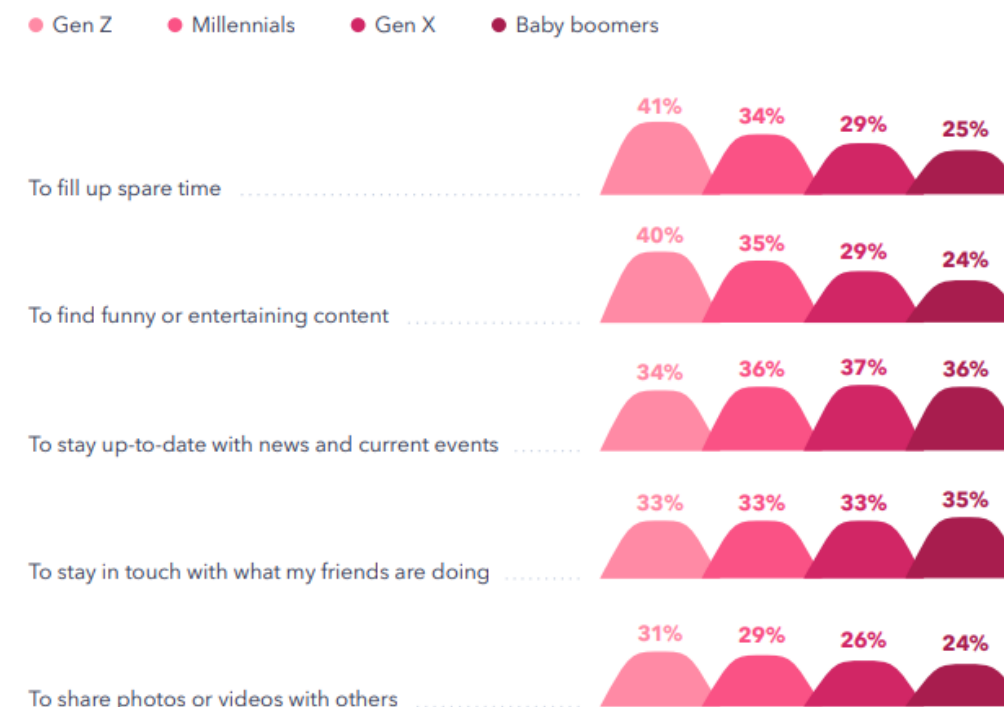
(Figure 2.1.2.e: Online discussions within health topics in Vietnam, AdMicro, 2021)

In recent years, especially in 2021, social media users in particular and Internet users in general tend to be more interested in health topics, including physical health and mental health.

User behaviour on social media

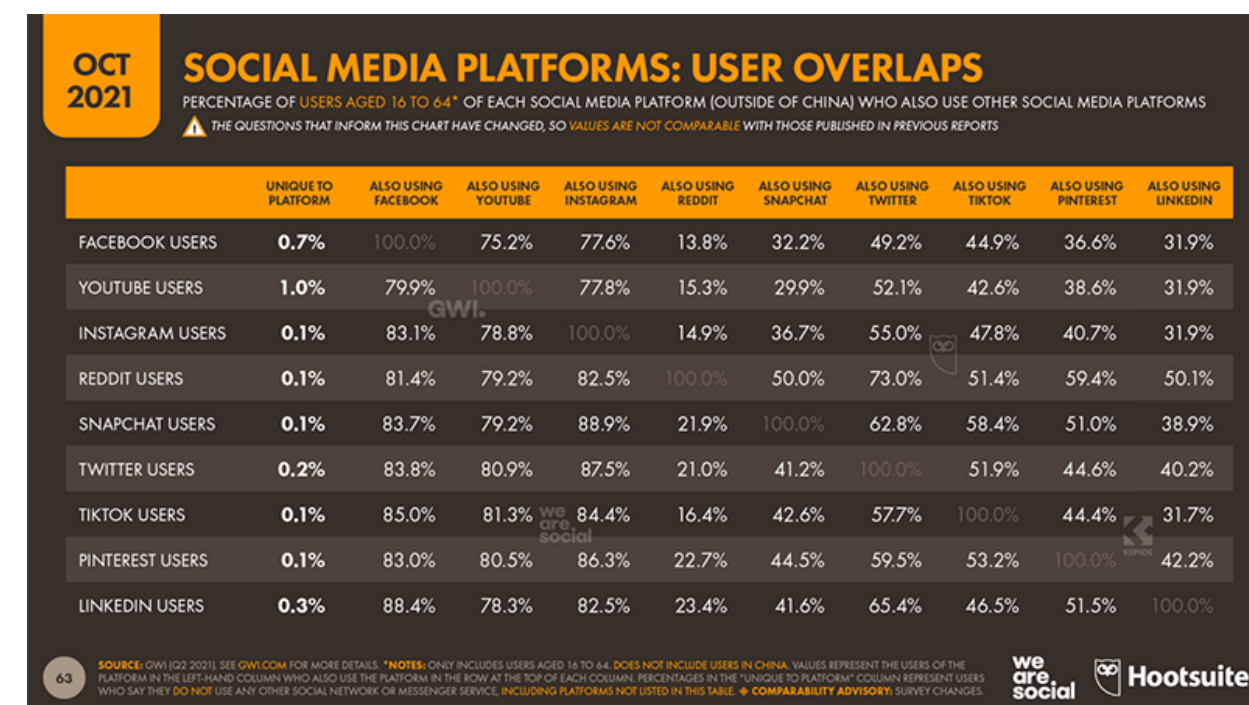
SOCIAL MEDIA AND ENTERTAINMENT

% of global internet users in each generation who say the following are their main reasons for using social media



(Figure 2.1.2.f: Global Social Media Use by Generation and Reason, GlobalWebIndex, 2020)

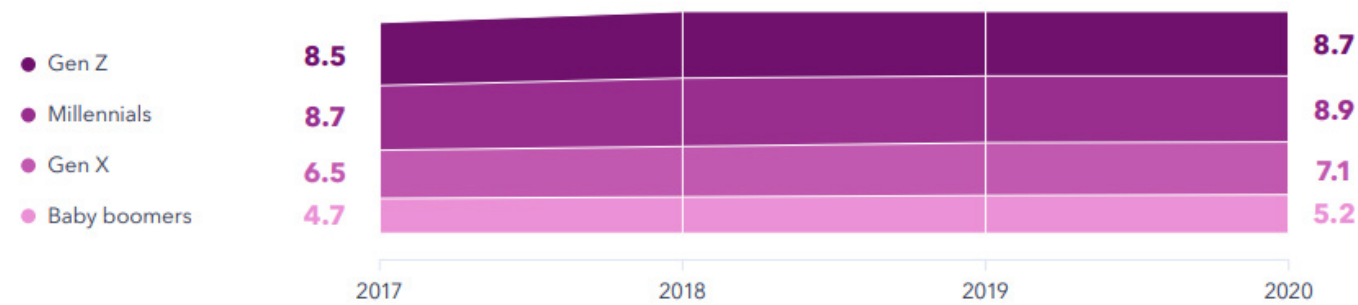
When the COVID-19 pandemic struck, social media quickly became the primary means of communication and socialization for many individuals around the world. There’s lots of opportunity for humor – according to our data, hilarious content is currently one of the most shared categories.



(Figure 2.1.2.g: Social Media Platforms Overlaps, Data Reportal, 2021)

MULTI-NETWORKING BY AGE

Average number of social media accounts held by internet users in each generation



(Figure 2.1.2.h: Average number of social media accounts held by internet users in each generation, Global Web Index, 2020)

Multi-networking as a phenomenon has reached a stalemate. Consumers certainly enjoy having multiple accounts, but it's possible that any extra time set aside for social media in recent months has been invested in their favorite apps rather than making room for new ones. Fresh players may find it tough to grab time compared to more established competitors, but examples of newer apps like TikTok making a stunning entry into the social stage indicate that this space was still dynamic and evolving.

FACEBOOK



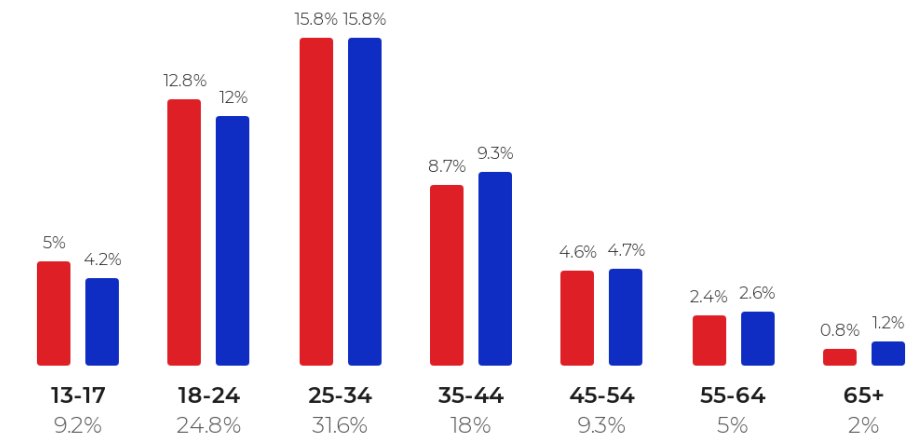
Facebook users in Viet Nam

June 2021



75 940 000

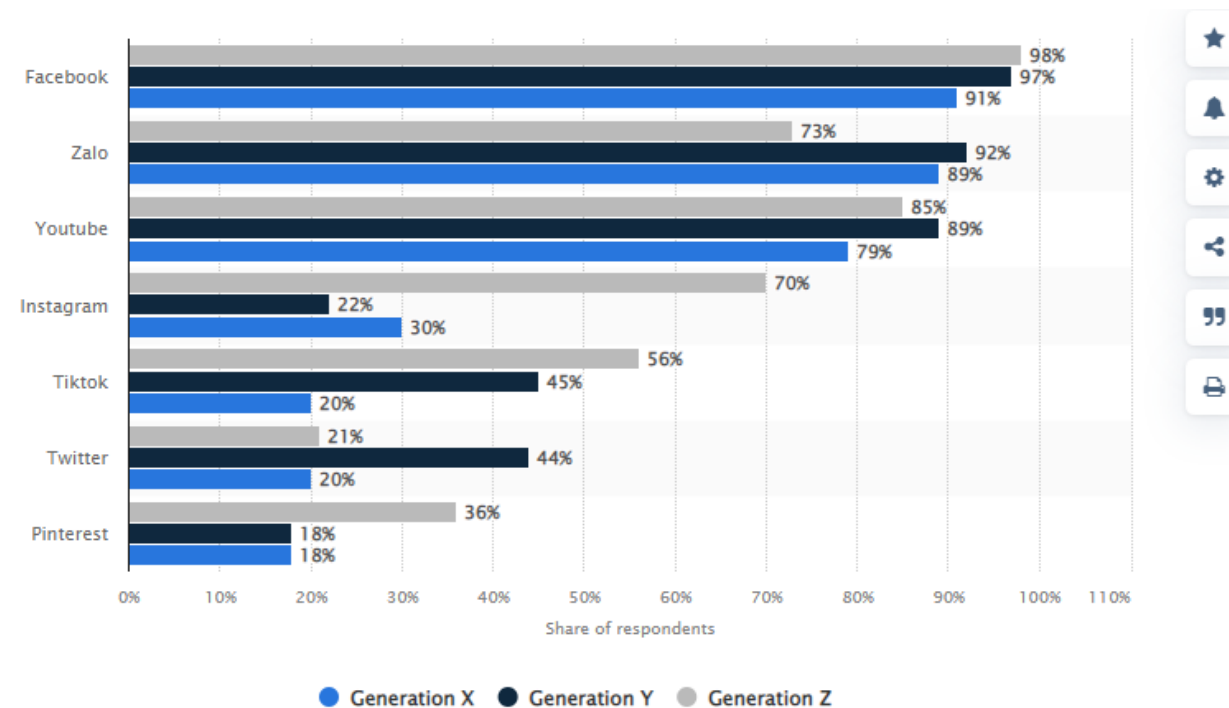
50.1% women
49.9% men



Source: NapoleonCat.com

(Figure 2.1.2.j: Vietnamese Facebook Users Demographics, NapoleonCat, 2021)

According to figures from NapoleonCat (a tool for measuring social network metrics): as of June 2021, there are about 76 million Facebook members in Vietnam, accounting for more than 70% of the country's population. In comparison to 2019, it has grown by 31 million users and continues to be the most popular social network in Vietnam. The most popular age group (approximately 32 percent of total users) was between 25 and 34, and there was no notable gender difference (49.9 percent of male users & 50.1 percent of female users).

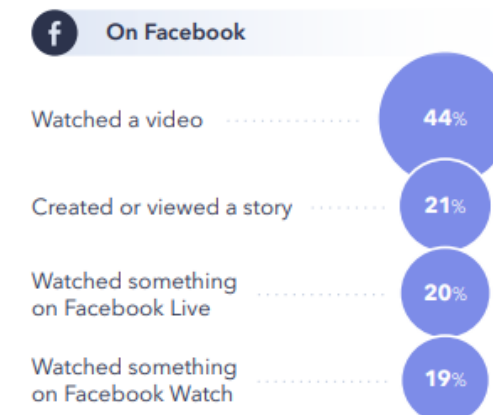


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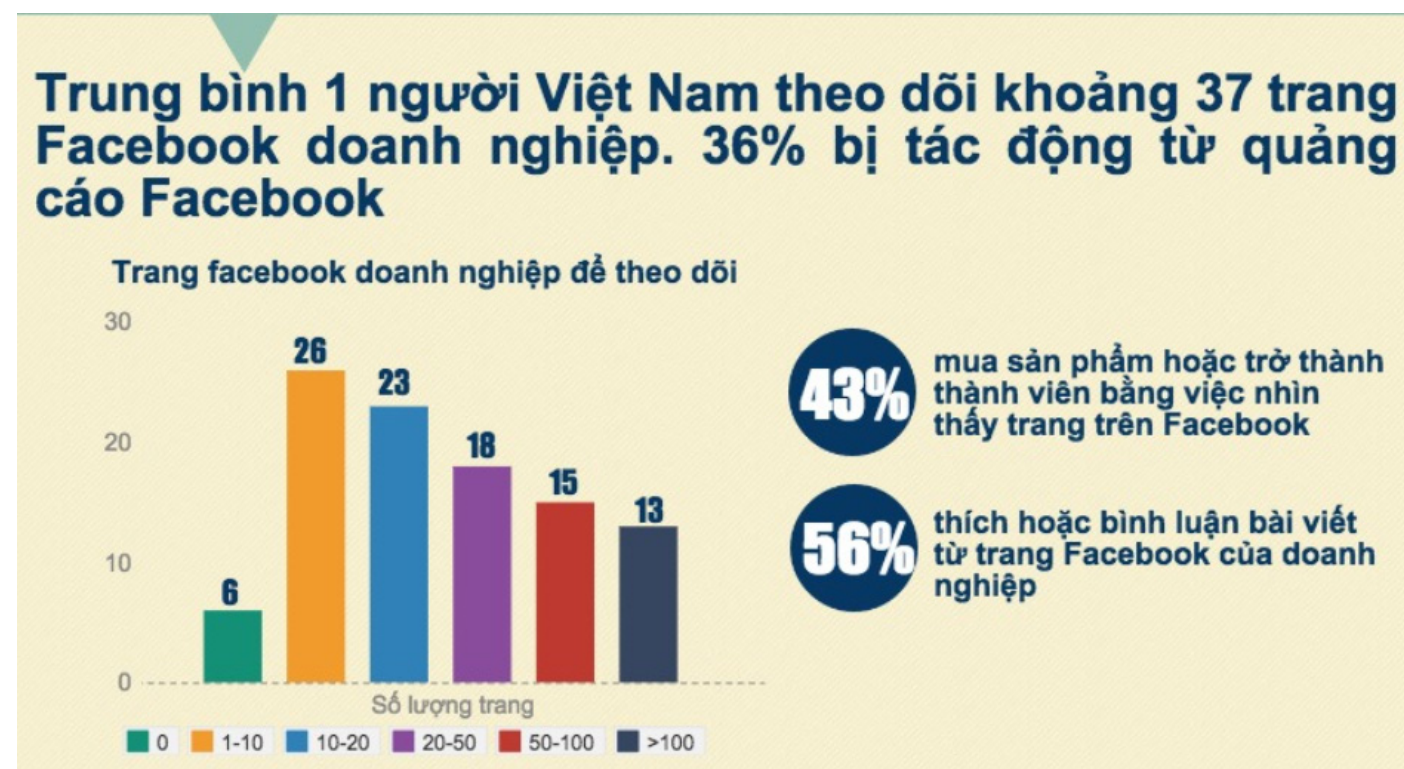
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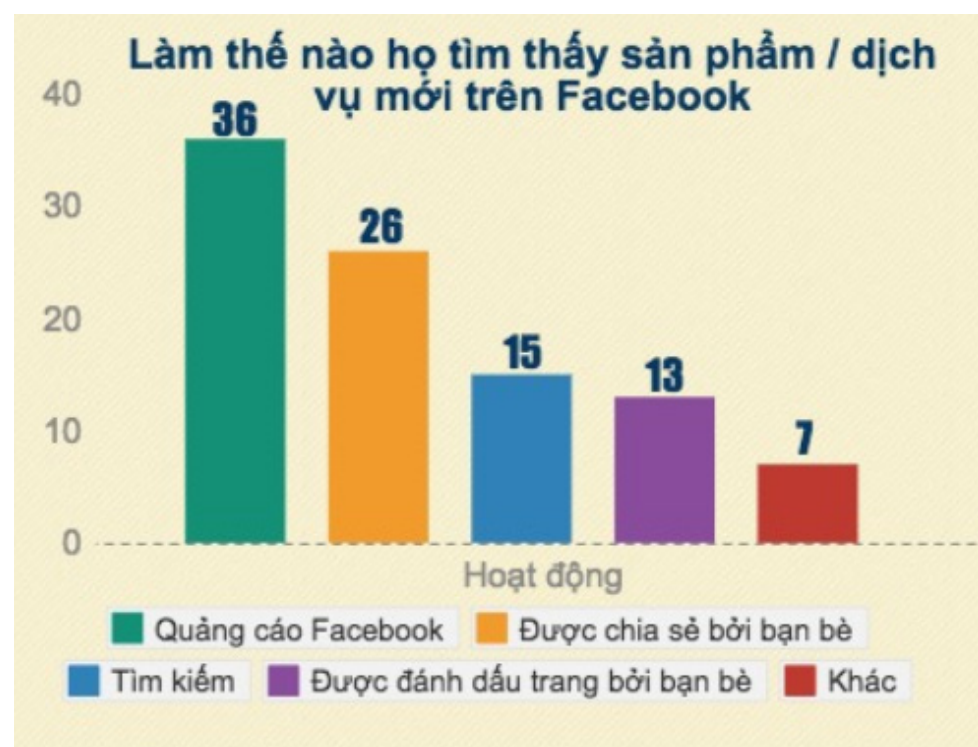
(Figure 2.1.2.i: Leading active social media apps among internet users in Vietnam by generation, Statista, 2021)



(Figure 2.1.2.k: Facebook Usage, GlobalWebIndex, 2020)



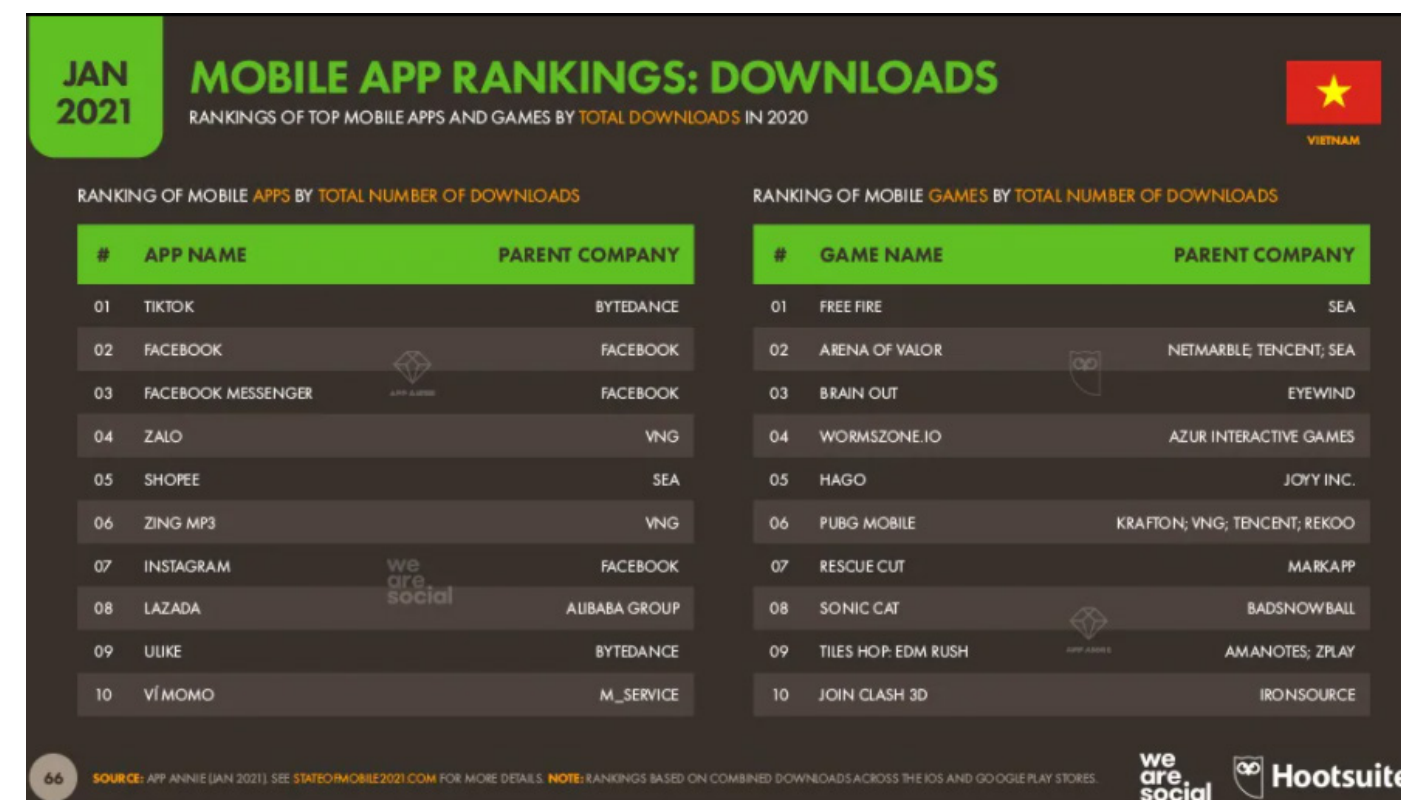
(Figure 2.1.2.l: Average number of business Fanpages liked/followed by each Facebook account, Q&Me, 2014)



(Figure 2.1.2.m: Facebook Users' methods of finding new product or service, Q&Me, 2014)

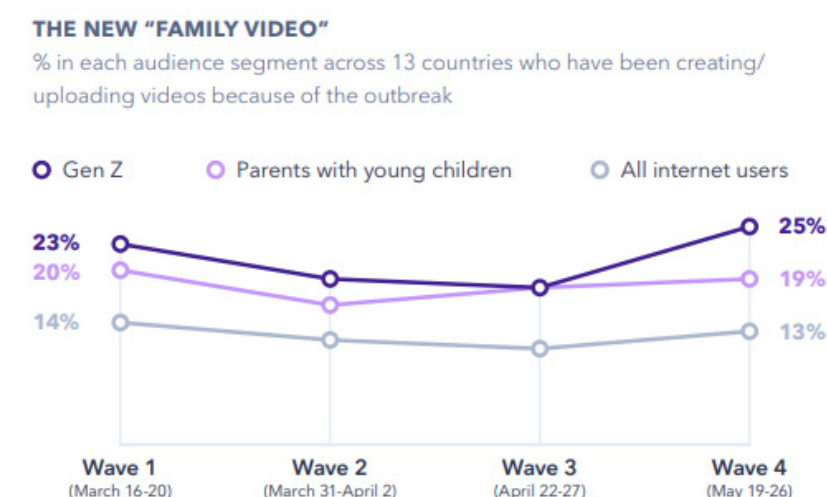
In conclusion, Facebook is the most popular social network in Vietnam, and also functions as a channel for businesses to touch with targeted users through Fanpages. Video content on Facebook is currently receiving a lot more attention, while Facebook Ads are key for a new Fanpage to boost the number of target audience.

TIKTOK



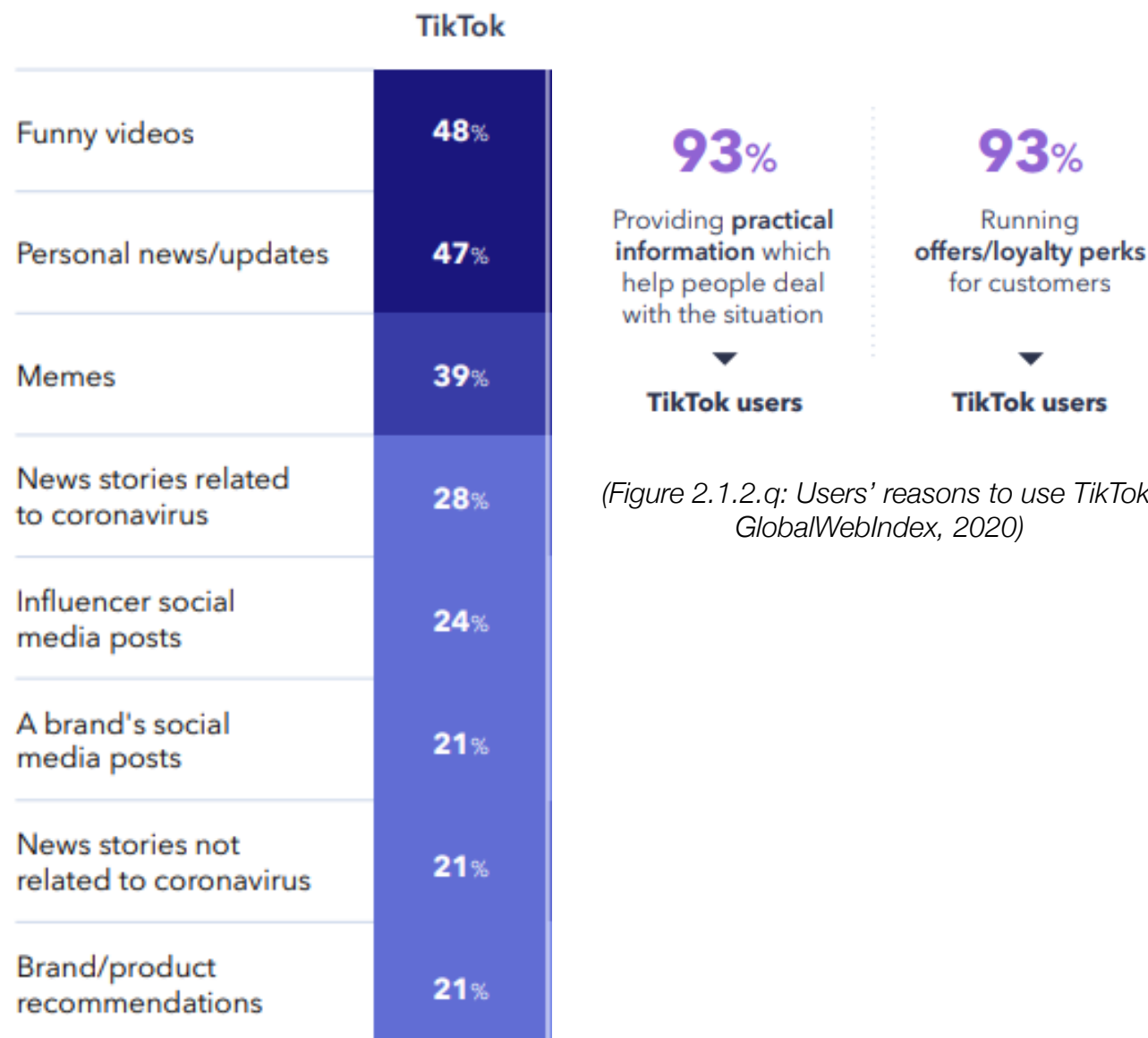
(Figure 2.1.2.n: Mobile App Rankings by Downloads in Vietnam, Data Reportal, 2021)

TikTok has nearly 13 million monthly active users in Vietnam. Currently, Vietnam is the country with the highest number of TikTok users in Southeast Asia.



(Figure 2.1.2.o: Global TikTok Demographics, GlobalWebIndex, 2020)

Furthermore, TikTok is used by 18% of global internet users aged 16 to 64: 38% of which are aged 18-24 years old, 33% are 25-34 years old. Gender-wise, 49% of users are male, while 51% of users are female.

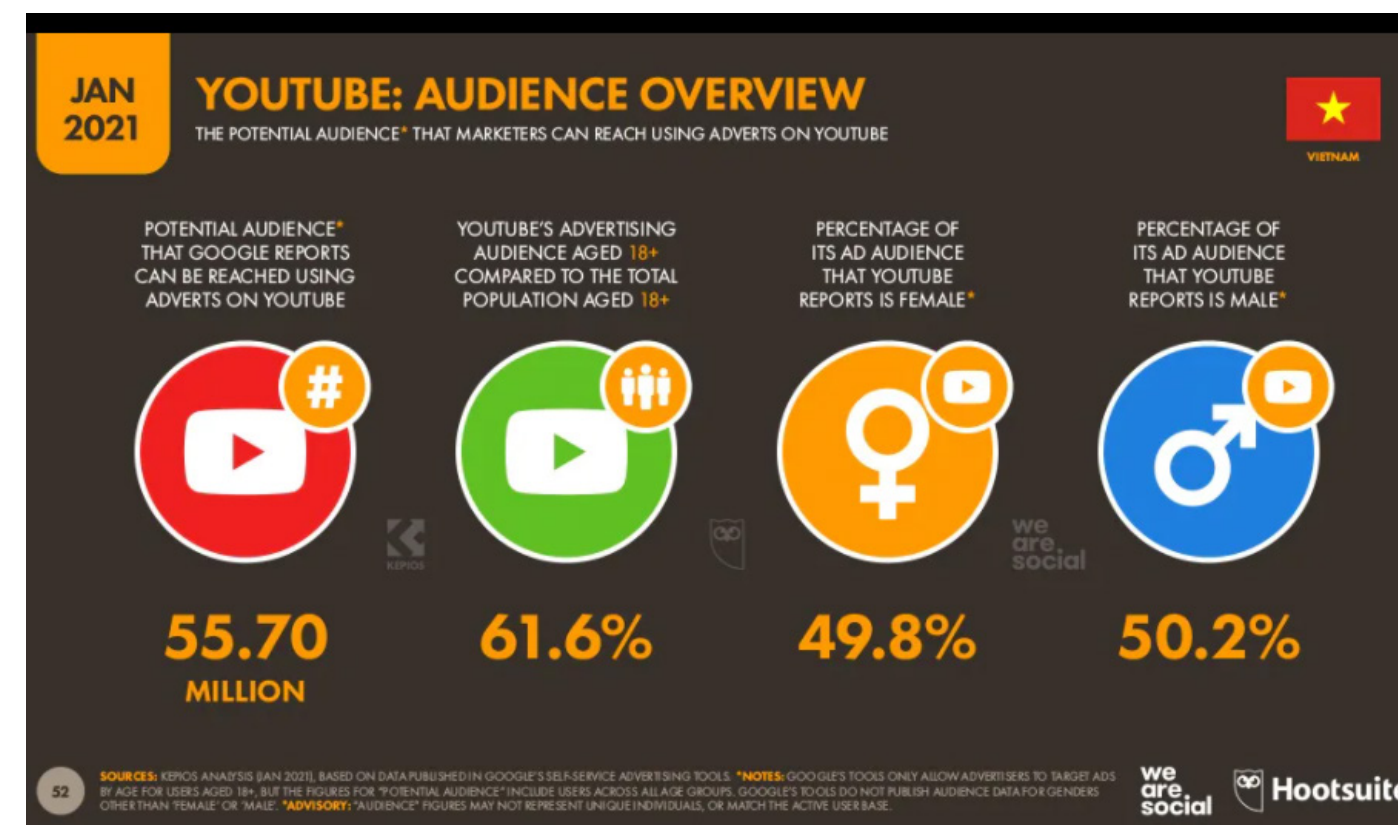


(Figure 2.1.2.q: Users' reasons to use TikTok, GlobalWebIndex, 2020)

(Figure 2.1.2.p: Most Shared Content on TikTok, GlobalWebIndex, 2020)

TikTok is the new video platform for Generation Z. With TikTok, brands can easily re-fresh their images. Fun music and easy-to-follow dance moves are frequently associated with the most viral content on TikTok, along with its high virality nature, TikTok can be the place to hold challenges and gather user-generated content.

YOUTUBE



(Figure 2.1.2.r: Youtube Audience Overview in Vietnam, Data Reportal, 2021)

YouTube comes as 2nd among SNS, after Facebook. On average, each viewer spent 70 minutes per day watching YouTube in May. By May, Vietnam had over 950 channels with over one million subscribers, which was a 35-percent increase over the same period last year (21).

Pew Research surveyed nearly 44,000 channels with more than 250,000 subscribers and concluded that only a small number of low-quality but high-follower videos were created. The more subscribers you have, the higher the quality of your content. This is a video marketing platform created for people unfamiliar with your product or service, which means it's a great opportunity to start attracting new customers to your niche. 81% of users watch videos based on platform recommended content from YouTube's recommendations on the toolbar (22). This means that businesses need to optimize their content so that the platform is more likely to recognize the content of your video and recommend it to others.

2020 is a year of prolonged social distancing. As a result, many are looking for new hobbies to catch up in their free time. This became even more apparent when YouTube checked the number of views of videos for beginners and increased by 50% the first time they learned something new (23). YouTube's data from July 2019 to July 2020 shows a 215% increase in daily uploads for content titled "self-care". At the same time, total watch time has increased by more than 180% for health-related videos, such as fitness, meditation, and yoga.

Viewers on Youtube also prefer the traditional long-form approach, even though short videos may seem to dominate on other platforms. In a survey by HubSpot in June 2020, 46% of respondents said they were more likely to watch a 20-minute video than they were six months ago. One survey by Pixability in 2019 also concluded that branded videos longer than 10 minutes were more engaging than short videos.

Factors that affect YouTube users include channel reputation, content quality, and video length. The fact that there are too few subscribers has a big impact on the user's first impression when the user sees their videos for the first time. However, if the video is of high quality, the percentage of users who watch the video is very high, even for longer videos. Building a YouTube channel with many videos of different short lengths will improve delivery to users. Also, the production of trending content, especially fitness and health videos, is an important point in helping channels attract interaction as this is a very important topic during this period.

Conclusion:

Increasing life standards, accessibility to technology and society's quick evolution towards the Information Age have all contributed to the massive growth of online communication in past decades. Across all online communication methods, social media is proving to be the most powerful as a large majority of the population are using these platforms for various purposes. Due to the prolonged Covid-19 pandemic, people are utilizing these channels more than ever to discuss issues relating to health and wellbeing.

In Vietnam, three of the most popular social media networks are Facebook, TikTok and Youtube.

- Facebook is the most popular site, not just in Vietnam but also the world. Any new brand can use Facebook to reach its target audience with the help of its advanced Advertising engine and focus on video content formats.
- TikTok, despite being relatively new, is experiencing an unprecedented surge in popularity. One notable characteristic of TikTok is its virality, and as such can be used to quickly gain the attention of a large group of people.
- Youtube is also a household name in Vietnam as the second most popular social network tailored to video content. Viewers on Youtube are more interested in high-quality content with useful information, which is useful for brands that want to maintain a beneficial relationship with their audience.

2.1.3: PEOPLE'S ATTITUDES AND BEHAVIOURS TOWARDS HEALTH

Healthcare is a major concern in Vietnam

We all know that physical exercise is commonly associated with a healthy lifestyle. From just personal observations, we can see that young people exercise to become more physically attractive and live a more healthy life, while the elderly try their best to keep themselves in good health and in high spirits. Therefore, we first did our research on the topic of health in Vietnam to find out more about the importance of this concern to Vietnamese people.

Multiple studies have shown that Vietnamese people put a lot of importance on health-related issues. A survey done by The Conference Board Global Consumer Confidence in collaboration with Nielsen in Q1 of 2020 showed that health was a major concern for 49% of the Vietnamese population during the Covid pandemic. This level of concern was deemed to be of the highest level globally, but despite all of this Vietnam still remained in the top 4 most optimistic countries in the world. This has some correlations with previous research done by Indochina Research in 2019 on a Vietnamese sample size of 501. In this survey, 73% of the Vietnamese respondents claimed to be concerned about healthy living a lot, very often, moderately or fairly often.

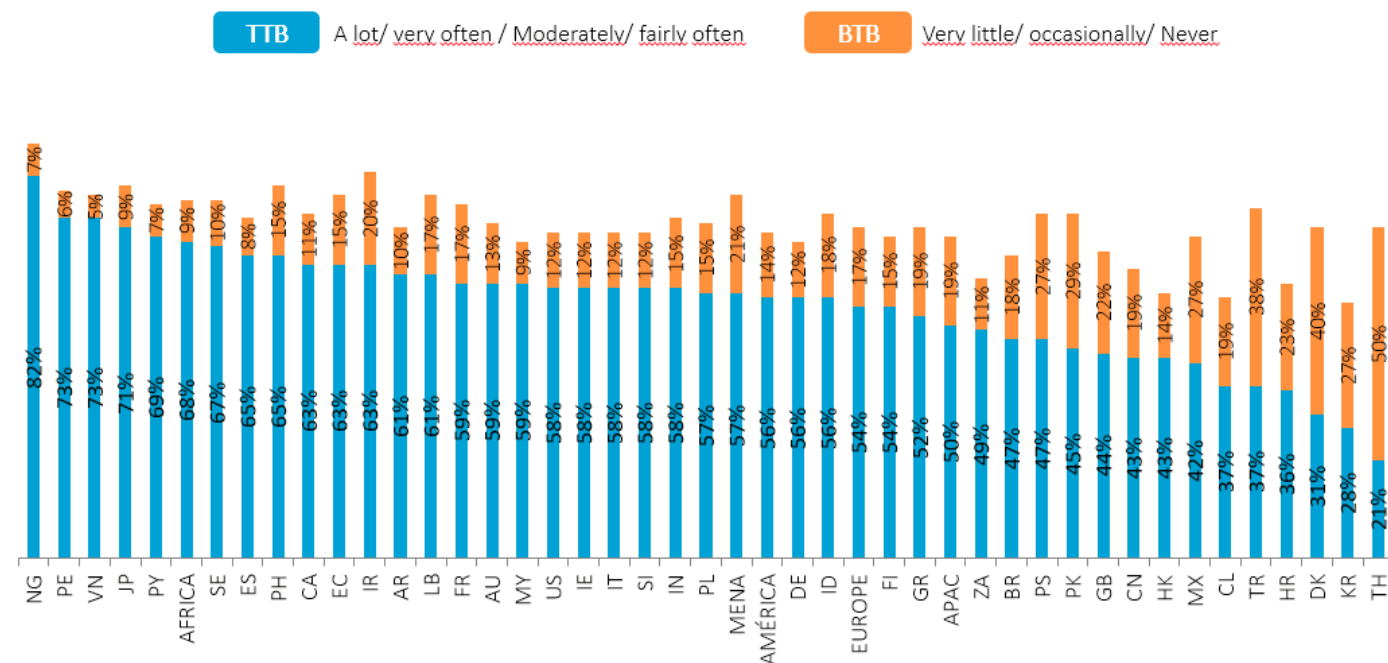
CHART 3. MAJOR CONCERNS OF VIETNAMESE CONSUMERS Q1 2020



Source: The Conference Board® Global Consumer Confidence™ Survey in collaboration with Nielsen

(Figure 2.1.3.a: Major concerns of Vietnamese consumers, The Conference Board Global Consumer Confidence Survey, Q1 2020)

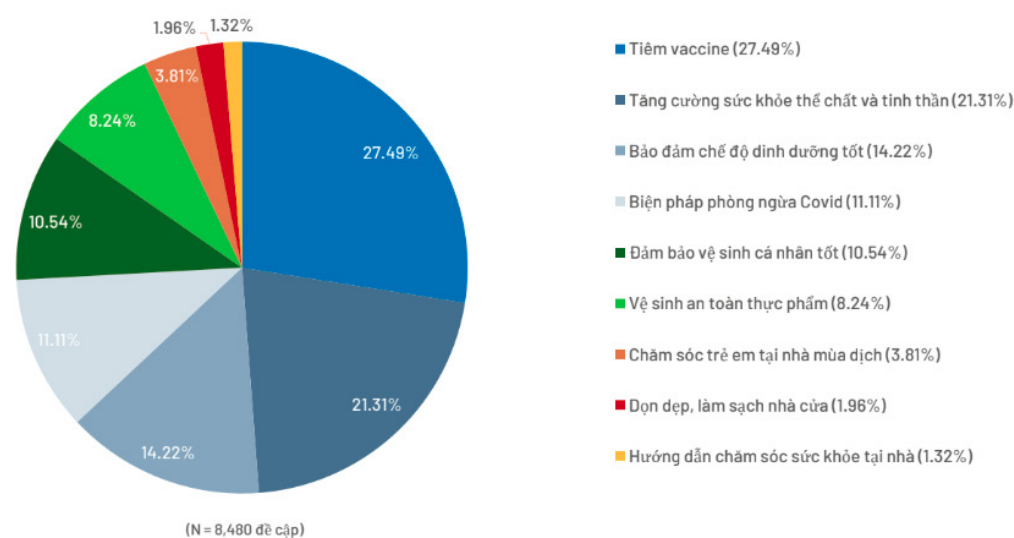
HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?



(Figure 2.1.3.b: Health concern frequency worldwide, Global Health Index, Indochina Research, 2019)

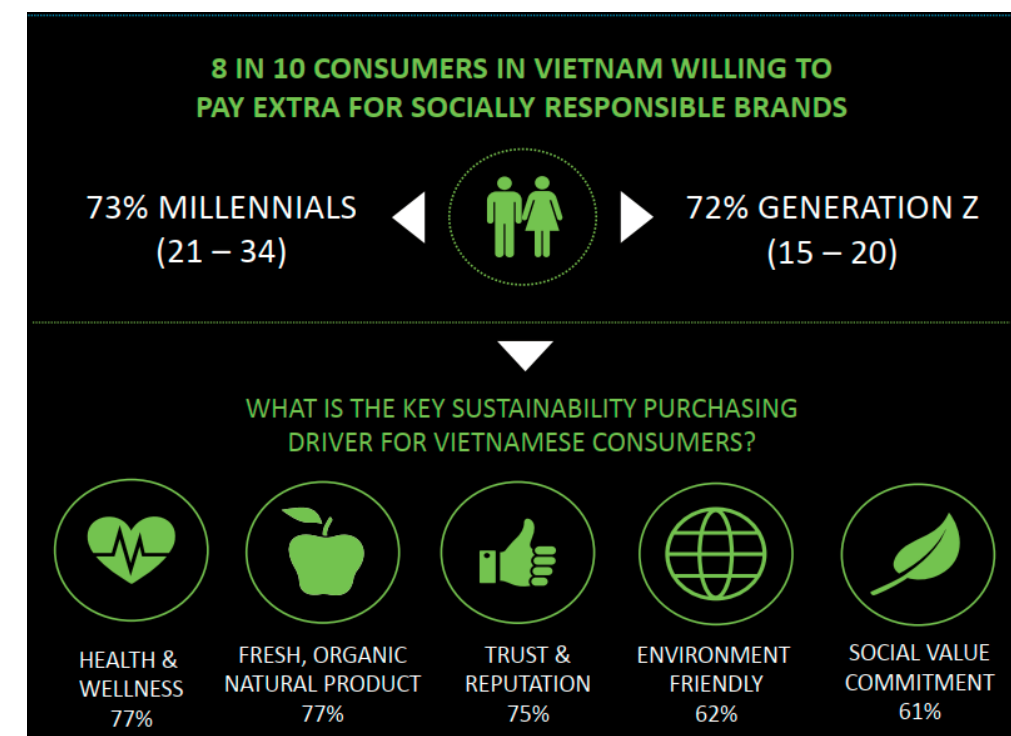
Moreover, Vietnamese people are not just concerned about health, they are also actively discussing it. A social listening report done by Admicro between April 2021 and July 2021 indicated that health was the most viral topic on online platforms such as social media networks, news sites and online forums. Within the health topic, concerns about vaccination took top priority (27,49%), followed by discussions on the improvement of physical and mental health (21,31%) and maintenance of nutritional diets (14,22%).

CHỦ ĐỀ THẢO LUẬN VỀ CHĂM SÓC SỨC KHỎE ĐƯỢC QUAN TÂM



(Figure 2.1.3.c: Social Listening: the pharmacy industry during Covid, Admicro, 2021)

Vietnamese people also show care about health-related issues in their consumerist behaviour, especially among the younger audiences. Results from a survey conducted by Nielsen in 2019 on Sustainability in consumerism indicated that 8 in 10 Millennials and Generation Z consumers in Vietnam were willing to pay extra for socially responsible brands. “Health and Wellness” was the key purchasing driver for 77% of the respondents, showing that people not only bought from these brands because they were more environmentally friendly but also because they thought these products were better for them. This fact is again confirmed by Kantar Worldpanel’s Lifestyle survey for Vietnamese millennials under 40 in 2017 in which statistics indicated that 4 out of 5 Vietnamese millennials were willing to pay more for healthy foods (24).



(Figure 2.1.3.d: Sustainability Infographic, Nielsen, 2019)

In conclusion, it is clear that Vietnamese people have high concerns about health in general as shown in their mentality, online discussions and buying patterns. Healthy living as a lifestyle encompassing several aspects of daily life is even more apparent with the younger generation which strives to be healthy even in the products that they buy. From this research, we concluded that health can be a major reason that we can utilize to encourage people to exercise more.

Associations with a healthy lifestyle

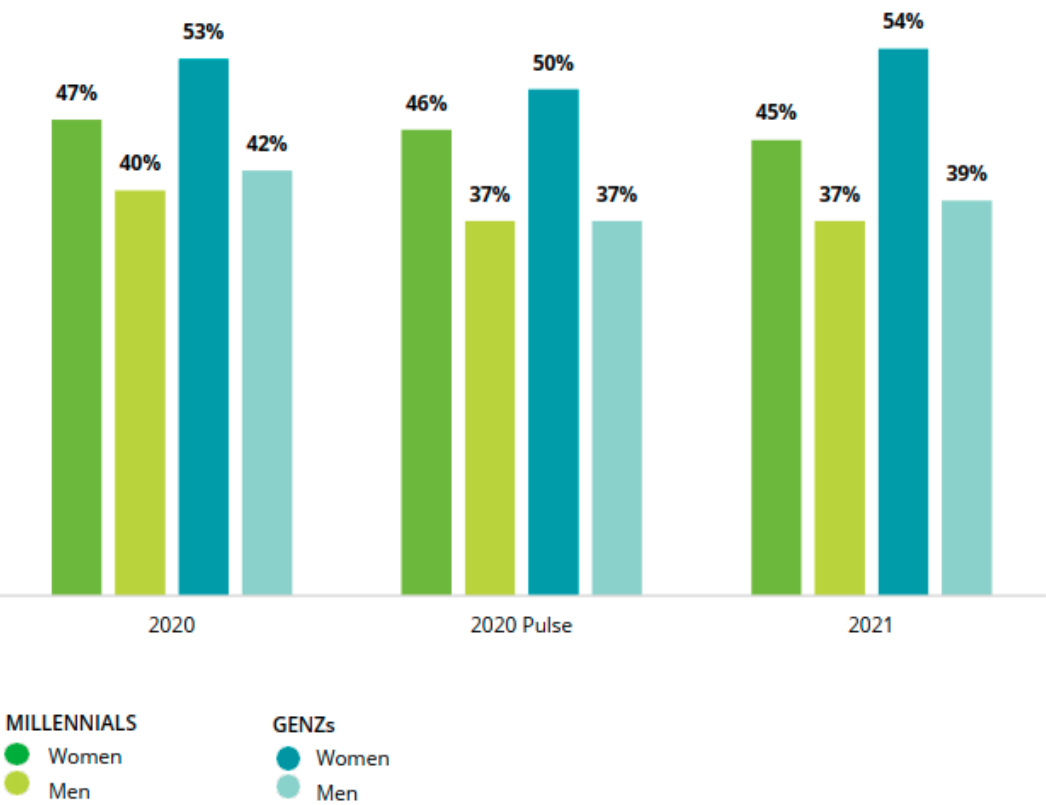
So we know that Vietnamese people put a lot of importance on maintaining their health, now we move on to research on what people associate with a healthy lifestyle. This will help us understand people’s motivations for staying healthy better, and develop a message that is more relatable.

In their “Be Your Best” research in 2019, Sanofi Consumer Healthcare reported that 53% of the global net generation associate the phrase “self-care” with leading an active lifestyle, 60% with eating clean, 27% with health tracking, 28% with a good work-life balance and 32% with mitigating health risks. The “net generation”, also known as millennials, is defined as the group

of people that grew up with modern information and communication technologies (25). Sanofi's report also stated that millennials worldwide want to keep fit, feel good and manage stress better in the future.

Stress seems to be a major factor that is affecting people's wellbeing, especially among the younger generations. Deloitte's Global Millennials Survey in 2021 also shows that millennials' key concerns are physical health, employment, mental health and stress. According to this survey, 44% of Generation Z and 44% of millennials felt stressed all the time, around 34% of which found that concerns about physical and mental health are their top stress drivers.

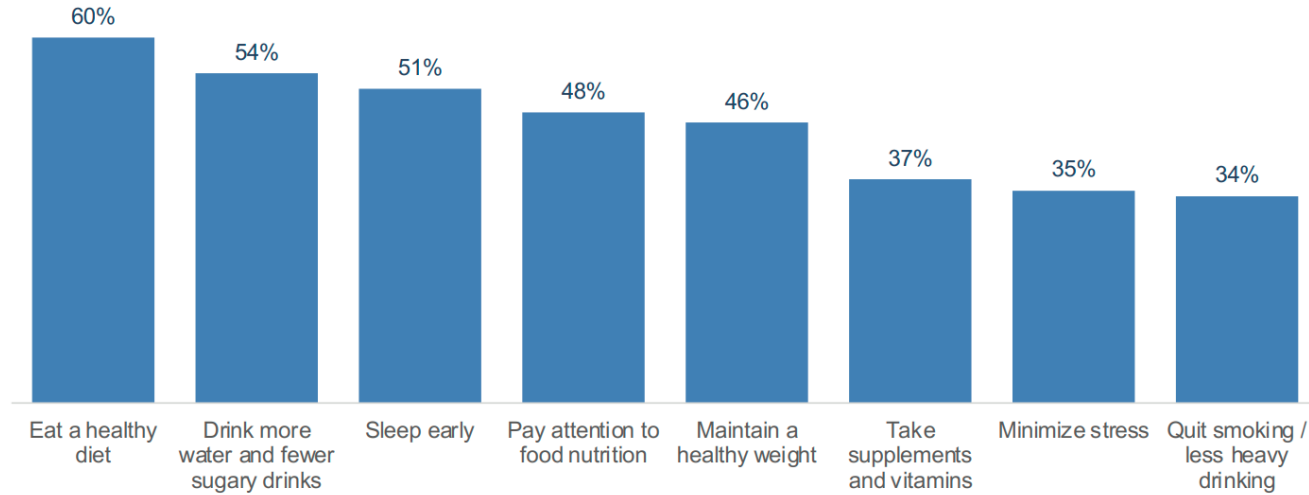
LEVELS OF STRESS HAVE REMAINED HIGH THROUGHOUT THE PANDEMIC, PARTICULARLY FOR WOMEN
Proportion who say they are stressed "all" or "most" of the time (%)



(Figure 2.1.3.e: Global Millennials Survey Report, Deloitte, 2021)

We found a similar trend in Q&Me's research on Exercise behaviours among Vietnamese conducted in May 2021. **The sample group for this survey consists of 1406 respondents, 26% of which lived in Hanoi, 29% lived in Ho Chi Minh City and the rest was scattered across other regions of the country. The majority of this sample group is aged 29 and below at 66%. The results indicate that people not only exercise to improve their physical conditions, they also try to eat a healthy diet (60%), drink more water and less sugary drinks (54%), sleep early (51%), pay attention to food nutrition (48%), maintain a healthy weight (46%), take supplements and vitamins (37%) and minimize stress (35%).**

Actions to improve physical conditions

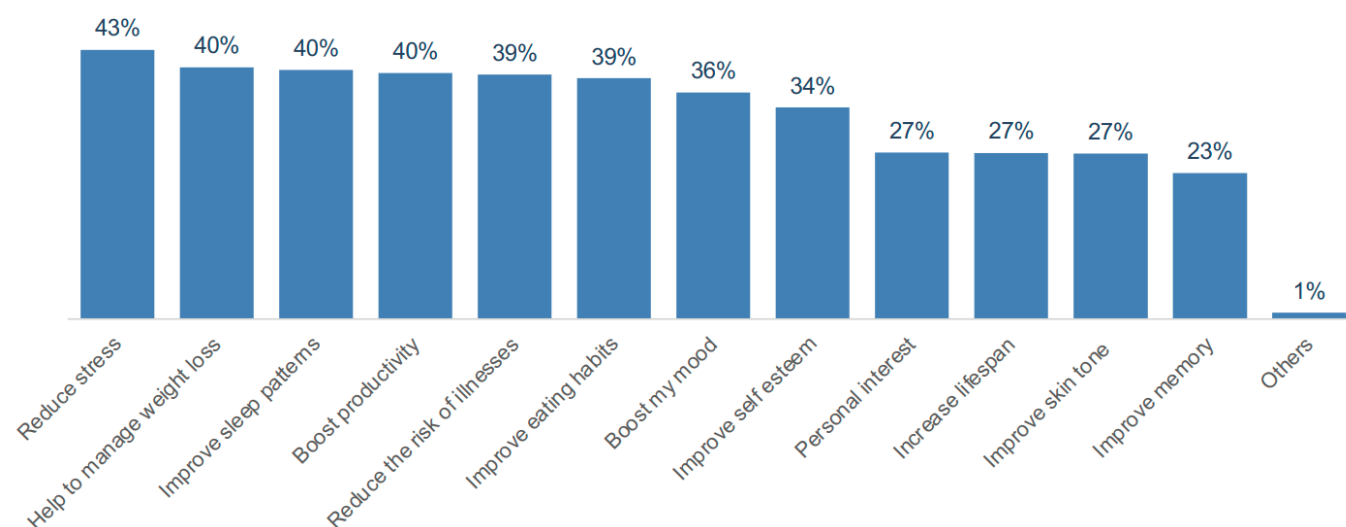


(Figure 2.1.3.f: Actions to improve physical conditions in Vietnam, Q&Me, 2021)

To sum it up, people seem to have a holistic approach to keeping a healthy lifestyle. Both Vietnamese and global citizens keep multiple factors in mind when it comes to their wellbeing, these range from physical exercise, careful dieting, sleeping well to minimizing stress and improving mental health. This means that our approach to health in this project should also target multiple aspects of health, both physical and mental, in order to best communicate the effectiveness of physical activities in healthcare.

- Physical Activity behaviour in Vietnam**
 - Main reasons to exercise**

Statistics show that the most common reasons for engaging in physical activities in Vietnam are to strengthen bones, reduce stress, manage weight loss, improve sleep patterns, boost productivity, reduce the risk of illnesses, boost mood and improve self-esteem. We see the pattern of caring both about physical and mental health again with these statistics, but this time it is in direct relation with doing exercise. **It shows us that aside from the obvious physical health benefits of physical exercises, Vietnamese people are already aware of the mental health benefits as well.** Indeed, the positive mental benefits of physical activities have been researched extensively for a long time, and there is statistical evidence proving that frequent physical activity can promote mental health and even be used to prevent and alleviate mental disorders (26).

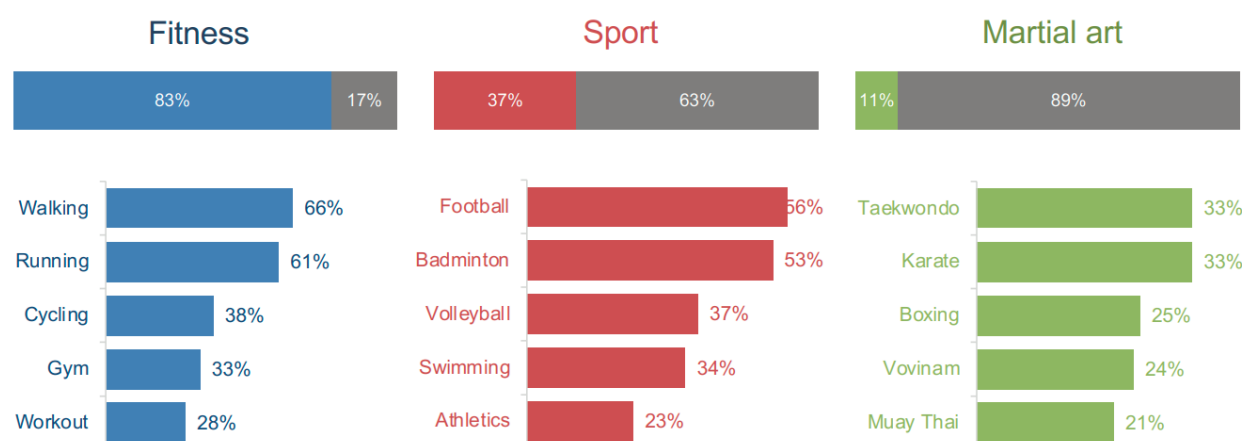


(Figure 2.1.3.g: Vietnamese reasons to exercise, Q&Me 2021)

• Popular forms of exercise

Q&Me's report also indicated that **"Fitness" exercises are the most popular among Vietnamese**, these include exercises like walking, running, cycling, going to the gym and working out. This behaviour is supported by the abundance of public training locations in major cities across Vietnam as well as the relatively small amount of money people spend on physical activity. People also favour convenience when doing exercise, as their choice of fitness location is usually dependent on the place's atmosphere, locality and time flexibility.

Exercise popularity



(Figure 2.1.3.h: Popular exercises among Vietnamese, Q&Me 2021)

• Factors associated with rates of physical activity

Demographically speaking, Vietnamese people living in urban areas have lower rates of physical activity when compared with their rural counterparts. The percentage of people meeting the 75/100 WHO recommendations for physical activity ranges from around 90% in less urbanized areas to only around 50% in urban areas, according to a national survey done in 2015 with approval from the Ethics Committee of the Vietnam Ministry of Health in accordance with the WHO STEPS methodology (27). This study also points out that for most people, the main source of physical activity is work-related activities and transport activity. However, these two factors were negatively correlated with Body Mass Index (a popular index used to define weight level through dividing body weight by body height), which means people who depend on transport and work for physical activities are more likely to be overweight or underweight. On the contrary, leisure-time activity was positively correlated with Body Mass Index. This is especially crucial during the Covid pandemic, as people are working from home which means some urban citizens would get no physical activity from neither work nor transport activities. **This research, therefore, suggests that we should encourage physical activity as a hobby mainly for people living in urban areas of Vietnam.** Urban citizens may be less likely to exercise because their employment is more sedentary, which can lead to long-term illnesses if left unchecked.

One research on the factors associated with the regularity of physical activity in Hanoi in 2018 provides more details on this topic (28). This research concluded that **males tend to be more physically active than females**, the reason for which can be the social perception of men as the stronger gender or the lack of self-care time for women because of their employment and housework.

Other factors include level of education, assessment of health communication quality and regular health examinations. **People with higher education tend to feel they spend relatively sufficient or little time doing physical exercises, while those with a low level of education tend to either report a high level or low level of exercise.** More importantly, **people who regard health communication quality as good and examine their health frequently usually exercise more.** This means that if we increase the quality and quantity of content on health-related issues, people may become more aware of engaging in physical activity.

Conclusion

- **Vietnamese people pay a lot of attention to their physical and mental health.** Therefore, communications on physical activity should take a holistic approach to health care and target multiple aspects of wellbeing such as sleep quality, diets, stress management,... to provide the most useful information.
- **The key target audience is young people living in urban areas of Vietnam.** This group puts a lot of emphasis on leading a healthy lifestyle, but their current situations are hindering them from fully achieving it. Another notable subgroup is Vietnamese young women, who also care about health but find it hard to exercise within their typical routine.
- **Awareness of health-related problems can encourage people to become more physically active.** If people are more aware of the benefits of physical activity and the long-term negative effects of physical inactivity, they can become more likely to exercise frequently.

2.2: THEORETICAL MODELS

THREE LEVELS OF INFLUENCE

3 sources of influences that can affect one's decision to change a health-related behaviour include:



Intrapersonal level



Interpersonal level

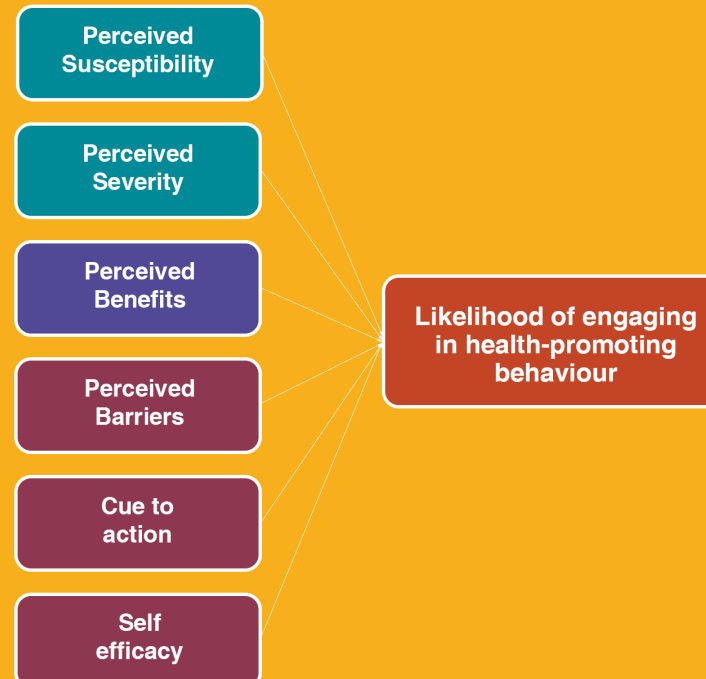


Community level

HEALTH BELIEF MODEL

In order to maximize the audience's likelihood of engaging in physical activity, the communication campaign should:

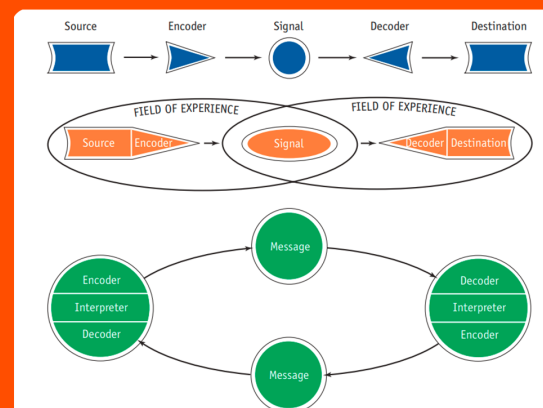
- Maximize the perceived susceptibility and severity of being physically inactive
- Maximize the perceived physical and mental benefits of exercising regularly
- Minimize the perceived barriers to exercising and provide cues to start exercising
- Maximize people's confidence in their abilities to pick up the habit of frequent physical exercise.



INTERACTIVE MODEL OF COMMUNICATION

This model of communication focuses on interaction between the two parties with emphasis on feedback loop and collision of fields of experience.

For this project, we applied Wilbur Schramm's three models of communication.



2.2.1: OUR APPROACH TO THEORETICAL RESEARCH

Now that we have done our background research and got a clearer understanding of our audience, we move on to find theoretical models from which we would build our communication strategy.

Theoretical models are essential when developing any communication strategy because they provide a systematic way of understanding any situation or problem. Communication theories are constructed from clear frameworks and supported by empirical evidence to show fact-based correlations between variables. When applied to practical situations, theories help to make sure that the strategy is logical, based on actual evidence and proven methods, not just based on pure guesswork or intuition alone. This, in turn, makes the plan have a higher chance of achieving its desired objectives.

With this project, our end goal is to encourage physical activity within the Vietnamese population, which is a behavioural change. Hence, we decided to base our theoretical research on a group of theories commonly used by practitioners of Social and Behaviour Change Communication (SBCC). SBCC uses communication strategies that are based on behaviour science to positively influence knowledge, attitudes and social norms among individual members of society, institutions and communities (29). This field of communication is typically involved with communication in public health issues such as the prevention of AIDS, reduction of smoking or raising awareness about cancer. Therefore, we found studies related to this field highly applicable to our project, and decided to do more research on them.

2.2.2: COGNITIVE - BEHAVIOURAL THEORIES

Cognitive Science is an interdisciplinary branch of research that focuses on the mind and intelligence (30). Cognitive - Behavioral theories, therefore, explore how people's mental processes can affect their behaviour patterns and vice versa. Research in this field is commonly applied in communication because it can provide communication practitioners with a deeper insight behind human behaviour and motivation so as to better understand the gap between intention and action, thus resulting in more predictive outcomes of a communication project (31).

THREE LEVELS OF INFLUENCE

Theory explanation

SBCC projects usually approach a health problem from an "ecological perspective" in which they emphasize the interdependence of multiple levels of influence that can impact a person's health-related behaviours (32). This approach suggests that people are not only affected by their own mental processes in everyday life, but also by a multitude of other influences from their social environment. **This theory assumes that merely being aware of a problem does not necessarily motivate actions, but other internal and external factors are also required to effectively impact behaviour.**

The three levels of influence according to the ecological perspective are: (1) Intrapersonal influence, (2) Interpersonal Influence and (3) Community Level influence.

Level of influenc	Explanation
Intrapersonal Influence	Individual characteristics such as knowledge, attitudes, beliefs, personality, perceptions,...
Interpersonal Influence	Interpersonal processes including interactions with primary groups such as friends, family and peers that consolidate a person's social identity, sources of support and role definition.
Community Level	Institutional and public policy factors, as well as community factors such as social networks, social norms and standards that exist within that community.

(Table 2.2.2.a: The three levels of influence according to the ecological perspective)

Implications for our project

This theory suggests that we should direct our communication messages at both internal and external factors to bring about the most changes in the audience's behaviour. This means that our communication strategies should not only target internal psychological motivations, but should also build a community of people that can influence one another positively. Interpersonal relationships should also be put into consideration in the plan to utilize the massive influence from people's close relationships in changing their behaviour.

- Intrapersonal level: provide motivations, reasons to exercise
- Interpersonal level: utilize close relationships in message delivery to evoke emotional responses
- Community level: build a health-conscious community that can support and encourage one another to exercise

HEALTH BELIEF MODEL

Theory explanation

The Health Belief Model (HBM) looks at perceptual constructs that can determine their health-related behaviours (33). This theory was first developed in the 1950s but is still commonly used nowadays in various areas of public health. **According to HBM, the six key internal factors that impact people's willingness to take actions that can impact their health are:**

Belief	Explanation
Perceived Susceptibility	A person's beliefs about their chances of being afflicted by a health problem
Perceived Severity	How a person evaluates the danger of a health problem
Perceived Benefits	A person's beliefs about the benefits of changing their behaviour
Perceived Barriers	A person's beliefs about the material and psychological costs of changing their behaviour
Cues to Action	Exposure to information that can help to change one's behaviour
Self-efficacy	A person's beliefs about their own abilities to make the behaviour change

(Table 2.2.2.b: The six key internal factors that impact people's willingness to take actions that can impact their health)

Implications for our project

The HBM provided us with some directions for our communication content direction. In order to best facilitate people's behaviour change, we would need to minimize hindering beliefs and maximize encouraging beliefs.

- Maximize Perceived Susceptibility: Target groups that are more susceptible to health problems related to physical inactivity
- Maximize Perceived Severity: Communicate the potential dangers of being physically inactive
- Maximize Perceived Benefits: Communicate the long-term benefits of engaging in regular physical activity
- Minimize Perceived Barriers and provide Cues to action: Provide the audience with accessible exercise instructions to prove that exercising can be easy and effortless
- Maximize Self-efficacy: Motivate people to increase their confidence

2.2.3: INTERACTIVE MODEL OF COMMUNICATION

Communication studies is the discipline that focuses on all forms, modes, media and consequences of communication with a humanistic, social scientific and aesthetic approach (34). A lot of research has been done in this field to decipher the many mysteries of human communication and try to find the universal rules that govern all communications. Considering this project is a communication campaign, these theories will surely be helpful. In this step of our research, we wanted to utilize some of the countless theories that had been developed by communication theorists to form some directions for our project.

INTRODUCTION ON MODELS OF COMMUNICATION

Communication models are systematic representations of the communication process that help form general perspectives on how we communicate (35). These models are usually formed by simplifying the process into several key components and conceptualizing the relationships between these components through rigorous scientific inquiry. As human society and technology develop, human communication also inevitably changes and becomes increasingly complex. In order to adapt to this constantly changing communication environment, researchers and philosophers in the field of communication studies also have to continuously adapt their work to reach a fuller understanding of human communication. Theories on models of communication, therefore, also gradually developed throughout the years, with each different one focusing on some particular aspects of the sophisticated process of human communication. These range from the early linear model of communication to more advanced models such as the interactive model of communication and transactional model of communication.

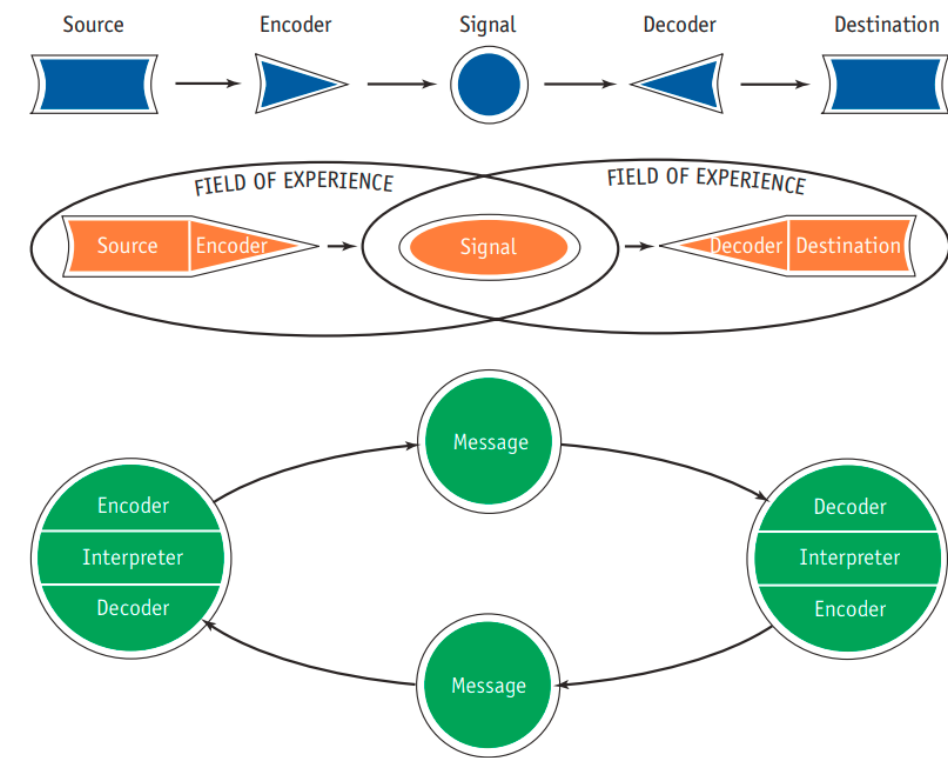
OUR REASONS TO CHOOSE THE INTERACTIVE MODEL OF COMMUNICATION

Because VSA wanted to use online communication platforms to send their message to the audience, we found the interactive model of communication to best suit our purposes with this project. This model highlights the importance of two-way communication that is especially essential for online mass media channels that allow for multiple forms of interaction between not just the information source and its recipients but also between the information recipients themselves. As we all know, the comment sections on social media platforms such as Facebook, TikTok and Youtube can be both places for the audience to reply to the owner of the channel and places for the audience to discuss with one another. The transactional model of communication is also two-way, but it consists of components that are non-relevant in cyber communication such as nonverbal interactions, conversational contexts the continuous nature of communication. Therefore, we opted for the interactive communication model to achieve the balance between simplicity and thoroughness in our view of communication within this project.

Schramm's models of communication:

Our interactive model of communication will be based upon Wilbur Schramm's theories

of communication model. Wilbur Schramm (1907-1987) was an American scholar who had a significant influence on the foundation of communication studies when the discipline was first introduced (36). Like many other scholars in the field, Schramm contributed his own theories into the development of communication models, and his view of the communication process also developed overtime as can be seen from his three models sorted in chronological order from top to bottom in the picture below.



(Figure 2.2.3.a: Wilbur Schramm's models of communication, *Public Relations: Strategy and Tactics 11th Edition*)

THEORY EXPLANATION:

The most basic components of any communication model are: the Source, the Message (or Signal), the Channel and the Receiver.

- **The source (or sender)** is the entity that has information to share with another entity. This entity can be a person, an organization or any group of people that has a message that they want to communicate with a specified target.
- **The message** is the information that the source wants to share with the receiver. In order for effective delivery of this message, **the source will encode the message into a symbolic form** such as texts, images or videos,...
- **The message after being encoded will be transferred to the receiver through a channel.** At the broadest level, these channels can be personal channels involving direct contact with the receiver or nonpersonal channels that direct the message towards a large audience (37).
- **The receiver** is the entity to whom the message is directed from the source. In order to understand the message, the receiver will have to decode the message from its symbolic form into information that is meaningful to themselves.

Another important addition to the process as proposed by Schramm is the concept of **fields of experience**. Fields of experience can be generally defined as the sender and receiver's social, personal and psychological backgrounds. Fields of experience can include one's social status, career, educational level, prior knowledge, religions, personal beliefs and attitudes. One's background and perceptions can heavily impact how they attend to, interpret, perceive and retain any information received. According to Schramm, communication is most effective when there are similarities in fields of experience between the sender and the receiver, and how the receiver decodes any message is also reliant on their own field of experience.

Feedback is the central component in Wilbur's interactive model of communication. The third model portrays communication as a circular process, with both ends of the process becoming interpreters that constantly encode and decode information. Feedback happens when the initial receiver receives the original message from the sender and decides to send back a message of their own. This feedback can come in the form of an online message, a comment or even a physical response. Upon receiving the feedback message from the receiver, the original sender will also have to go through the decoding process in order to interpret the message, and encode a different message in response. If communication persists, there will be constant interactions between the two entities, resulting in a continual loop of message exchanges and creating interactivity in communication.

Implications for our project

According to this model, in order to maximize the effectiveness of our communication efforts, we will have to optimize each of the components of the communication process to best fit our situation. This means that we will have to consider several factors regarding our information sources, channels, receivers, contexts, messages and potential feedback so as to facilitate the most positive interactions between VSA and its audience.

- In this case, VSA is the original sender that wants to engage with a certain group of people. The project is sponsored by the Vietnam Sport Administration, so we will have to put in mind what characteristics people associate with VSA. Another important group of sources in our case are the key opinion leaders (KOLs) and communication partners, as they also represent VSA to spread VSA's message. What we need to do is **maintain a sense of consistency in brand image throughout all of VSA's information senders, and this image must also be compatible with the Vietnam Sports Administration image as a government organization.**
- **Media channels are an integral part of all mass communication, and each channel also carries its own functionalities and characteristics that can influence how the audience perceives a message.** For social media sites, we would have to understand which functions each site has, how people in Vietnam use these sites and what types of content are usually popular on each site. For online news publications, we would have to look at the page's brand image, popular subjects, reachability, post requirements and target audience. This step will make sure that our message will be delivered to the audience through the right channels and in the most effective way.
- The receivers who will receive and interpret our message must also be put into consideration. **Any communication efforts must be aimed at a specific target audience so as to achieve**

the highest communication efficiency within that group, as most budgets are not capable of reaching everyone. This requires audience segmentation which is the process of dividing the total audience into homogenous groups that share the same demographic, behavioural, psychological, attitudinal and geographical characteristics. After segmentation, we would pick out target audiences that align best with our image and project message to focus our communication efforts on. Understanding the target audience would also help us in developing messages that are most engaging to this audience, and give us some clues on how to interact with them in an effective way.

- **Communication is a process that occurs in a social environment, not just in a vacuum between the sender and the receiver.** The social contexts surrounding our communication with our audience will also affect how our audience perceives our message. **This means that during our planning and execution of the project, we would have to be able to anticipate and keep up with social climate, trends and popular beliefs.** Adjusting in accordance with popular culture will not only allow us to participate in trends that can boost our recognition, but also help us avoid sensitive subjects that might offend some people.
- **Our message must also be encoded in a way that minimizes distortion of meaning when it reaches our audience.** With online media platforms, there are many ways through which a message can be encoded such as through texts, images, video or animation. Our job in this sense is to make sure that our intended message is communicated loud and clear to the recipients and is not misunderstood through whatever media we choose to go with. It is also important to package the message in an engaging way to the audience using new media technologies so as to draw their attention to the message more easily.
- **Lastly, we would have to encourage feedback from the audience, maintain interactivity, anticipate potential situations and deal with negative feedback properly when necessary.** Feedback can be a double-edged sword: it can make communication more engaging and effective, but it can also allow for negative interactions to happen. Interactivity is at the core of online communication, so we should encourage interactivity to spread our message further and create a dialogue with the audience. However, we should also anticipate potential communication crises, especially as a representative of a government organization, and prepare crisis prevention and resolution plans.

3. COMMUNICATION PLAN

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After having done initial research, we utilized insights and knowledge from our research to develop a plan upon which our communication campaign would be based. The planning and research phase combined took us around 1 month to complete starting from August 2021 and the plan itself had received multiple modifications throughout this process. The plan presented in this report will list out all essential information for the project and all necessary steps that the project would go through.

PLAN OVERVIEW

GOALS

1

Build Vietnamese Sports Administration's official online sports and physical activity channels

2

Raise awareness on the physical and mental benefits of regular exercise and inspire the audience to pick up the habit of frequent physical activities

CAMPAIGN

Let us exercise! For a healthy and happy Vietnam

Project Owner: Vietnam Sports Administration
Duration: 8/2021 - 11/2021

S

- Official governmental source
- Easy access to influencers in sports industry
- Readily available instructional content source

W

- Under-developed existing channels
- Limited budget for this project

O

- Vietnamese people have high interest in health
- Potentials to easily gather external sponsors

T

- Ongoing national pandemic can cause difficulties
- Content can be highly scrutinized by the public

TARGET AUDIENCE

Urban Vietnamese Gen Y & Z

- Age: 18 - 35
- Gender: Not limited
- Location: Urban cities
- Motivations:
 - Career-orientated
 - Personal wellbeing
 - Keeping appearance

BUDGET

279.5 million

Social media

Music video, dance challenge

Support media

TIMELINE

8/2021 - 9/2021
Planning

1/10/2021 - 31/10/2021
Page Creation and Branding

1/11/2021 - 31/11/2021
Music video and Dance challenge

15/11/2021 - 31/11/2021
Educate and Motivate

43

3.1: COMMUNICATION SITUATION ANALYSIS

We started our planning phase with a communication situation analysis in which we assessed the external and internal factors that would have an impact on our communication project. This is a key step because it will inform us on the communication environment of the project as well as our position in that environment, and provides the baselines for the following communication strategies.

A tool commonly used to perform situation analysis in marketing communication is the SWOT analysis. **SWOT Analysis is a framework used to evaluate a company's competitive position, focusing on both internal and external factors of the marketing environment and its future potentials** (38). SWOT Analysis in this case is the acronym for Strength (S), Weakness (W), Opportunity (O) and Threat (T) Analysis.

Strengths and Weaknesses are the relative advantages and disadvantages of the company compared to competitors in the same field. Opportunities are potential development chances existing within that field, while Threats are potential hindrances in the market. Strength and Weakness are internal factors regulating the development of the company, while Opportunity and Threat are external factors that can affect anyone within the market.

In our case, we performed a SWOT analysis on the Vietnamese Sports Administration within the context of the sports industry. The purpose is not to evaluate the financial competitive situation of VSA, but rather to assess VSA's potential abilities to differentiate itself as an information source compared to other online sports channels.

STRENGTHS:

- **VSA is an official governmental information source**

Thanks to its nature as a governmentally funded source, VSA can gain the people's trust and interest more easily. Results from the World Values Survey in 2020 have shown that 35.4% of the Vietnamese population have a great deal of confidence and 57.5% have a lot of confidence in the government. Our project can use this leverage to gain a distinct position in the audience's mind as an official governmental information source.

VSA's position as a governmental source can also be beneficial when working with partners such as major media companies or agencies.

- **VSA has easy access to key influencers in the sports industry**

As we have stated in the Introduction, VSA is a governmental organization that deals with matters related to national sports. Therefore, VSA also has deep connections with key influencers in the sports industry such as national athletes and sports experts. We can utilize these key figures to increase the credibility of our information as well as attract more attention to the project.

- **VSA has readily available content resources**

When we joined the project, VSA had already built a wealth of instructional content on proper physical exercises for multiple audiences. These instructional videos have been edited and broadcast on national television. Therefore, our project can utilize this resource as a part of our communication strategy.

WEAKNESSES

- **VSA's existing communication channels are under-developed**

VSA already has some communication channels such as an official Facebook Page, Youtube Channel and a website. However, we found these channels to be lacking in content direction and following. The official page "Tổng cục Thể dục Thể thao" on Facebook only has 823 followers, and its content is more directed towards national sports news than physical activity encouragement. The website is also quite dated, hard to navigate and more suitable for looking up official governmental information. The Youtube Channel has some instructional videos but only has 176 subscribers and few engagements. As such, our project would have to garner more attention to VSA's sites and create a cohesive content direction for all of the sites.

- **VSA has a limited budget for this project**

Government procedures, especially ones relating to money flow, can be quite time-consuming and complicated. Therefore, our budget for this project is limited and depends a lot on sponsorship. This means we will need to evaluate communication efficiency constantly, and find the most cost-effective ways to engage with the audience.

OPPORTUNITIES

- **Vietnamese people are highly interested in health-related problems**

As we have shown in our Formative Research, Vietnamese people put a lot of importance on maintaining their health. Especially during the Covid 19 pandemic and prolonged quarantine period, health issues are more talked about than ever and indoor exercising is gathering people's interest as it is the only way for some to do physical activity. This gave us the opportunity to use health as a key factor to encourage people to exercise.

- **The project has potentials to gather sponsorship**

Due to its highly humane goal and nature as a governmentally funded project, the project can attract sponsorships from companies wanting to boost their image and credibility.

THREATS

- **National pandemic and quarantine can cause difficulty**

The prolonged quarantine period during the time of this project can hinder our team's management and content production schedule. It also makes it hard to meet key figures in person and offline activities such as events are impossible to conduct.

- **Communication content can be highly scrutinized**

Due to VSA's governmental nature, all content posted on all channels are at risk of being highly scrutinized by viewers. Any misinformation can pose a crisis risk if the project is to gather a lot of mainstream attention. Therefore, all of our information must be from highly credible sources and must go through a heavy editorial phase. Moreover, we must be ready for any possibility of a communication crisis, and must prepare a response plan to reduce the damage of these crises.

3.2: COMMUNICATION GOALS AND OBJECTIVES

3.2.1: Communication Goals

From all of our research and analysis, we defined 2 goals for this communication project as follows:

- To build Vietnamese Sports Administration’s image on social media platforms as official channels for matters related to sports and physical activity
- To raise awareness on the physical and mental benefits of regular physical exercise and inspire the audience to pick up the habit of frequent physical activities

These goals are highly interdependent and sorted in chronological order: the achievement of one goal can lead to the achievement of another. As explained above, VSA’s social media activities are lacking and their online presence is small. For this reason, we first started with creating a brand image for VSA on these online platforms. Once we had a voice on social media, we would use that voice to communicate on matters related to sports and promote physical activity.

3.2.2: Smart Objective

Key definitions:

- Reach: The number of individual people who saw any content from the page or about the page, either from their own account’s feed or from other people who interacted with the page.
- Organic Reach: Reach that occurs naturally though unpaid distribution.
- Paid Reach: Reach that occurs through paid distribution (advertising).
- Interaction/Engagement:
 - On Facebook, an interaction or engagement with a post is defined as either a click, reaction, share or comment a person made on that post.
 - On Youtube, engagement comes in the form of watching the video, liking or commenting on the video.
 - On TikTok, engagement constitutes liking, commenting or sharing the video.
- Page Visit: The number of times the page was visited by people.
- View:
 - On Youtube, a view for a video is counted when a real user intentionally initiates to watch a video for at least 30 seconds.
 - On Facebook, a view is counted when a video has been played for at least 3 seconds.
 - On TikTok, a view is counted as soon as the video starts or replays itself.
- Unique Viewers (Youtube): The number of individual viewers watching the content posted.
- Subscription (Youtube): Users who subscribe to a channel are more likely to see every content posted on that channel in their Home page, and videos from a subscribed channel will show up on their Subscriptions page.
- New Page Likes: The number of people who liked the page. This number may not represent the final number shown on the page’s public like counter because it does not account for the number of people who removed their likes from the page.

Category	Time	Unit	KPI
A. Social media			
1. Facebook			
Like/follow fanpage	1/10 – 1/12	Like/follow	400
Total Reach	1/10 – 1/12	Reach	1.200.000
Total Engagement	1/10 – 1/12	Engagement	120.000
2. Youtube			
Trailer & Video official	1/10 – 1/12	View	4.000.000
Subscriber Gain	1/10 – 1/12	Subscriber	300
3. Tiktok			
TikTok followers	1/10 – 1/12	Follower	560
Total View	1/10 – 1/12	View	800.000
B. Campaign Effectiveness			
1. Social Media Channels			
Total impression	1/10 – 1/12	Impression	7.600.000
2. MV			
Official MV	1/10 – 1/12	View	3.000.000
Dance version	1/10 – 1/12	View	1.500.000
3. PR			
Online Newspaper site	1/10 – 1/12	Article	24
Television appearances	1/10 – 1/12	Appearances	4
4. Dance challenge			
#naocungtapngay Total Views	11/11 – 30/11	View	100.000.000
Influencer Participants Total Views	11/11 – 30/11	View	1.000.000
Challenge Participants	11/11 – 30/11	Participants	100

(Table 3.2.2.a: Project Objectives)

Our definition of “objective” is campaign results that are measurable in numeric terms. For this reason, we used the S.M.A.R.T objective setting method to define clear objectives for this campaign. S.M.A.R.T in this sense is an acronym for the following:

- S - Specific:** The objective is clearly defined so that anyone can understand what the campaign is aiming to achieve.
- M - Measurable:** The objective can be measured and evaluated in an accurate way to keep track of the campaign’s progress and effectiveness.
- A - Achievable:** The objective can be realistically achieved with the resources available to the team.
- R - Relevant:** The objective represents results that are relevant to the project original goals.
- T - Time-bound:** Achievement of the objective is set within a specific time frame.

3.3: TARGET AUDIENCE

3.3.1: Demographics

Age: Vietnamese Millennials and Generation Z aged 18-35

Millennials (or generation Y) consists of people born between 1980 and 1994. This generation was introduced to technology when they were young and have witnessed the rapid development of technology throughout the years, from when technology was still a new concept to the mass to when technology was widely integrated into every aspect of daily life. Millennials are adaptive to changes and have a vastly different mindset and lifestyle from the previous generation.

Generation Z is the generation of people born between 1995 and 2012, right after Generation Y. They were born in the age of the Internet and were exposed to communication technology even earlier than Generation Y. Therefore, they are very comfortable with new technologies, the Internet and social media platforms. For Generation Z, new information is always within the click of a button, and they are always up to date with the latest online trends and stories.

We chose this demographic group because they are the most reachable with online media platforms. Moreover, their high online activity also means that they are willing to share their own stories and help create an interactive community.

Gender: Not limited

We do not target any specific gender with this project, because the promotion of physical activity is a message that is beneficial to all genders.

Location: Urban areas of Vietnam

As Vietnam is rapidly developing, many problems regarding physical health, mental health, appearance and nutrition suddenly arise as a part of the modern hectic lifestyle. Urban young people are at the forefront of this development as they live in the most developed parts of the country, and they are facing increasing anxiety from maintaining a healthy balance in their life. The Covid 19 pandemic also worsened some of their anxiety as apparent in the increasing amount of stress, possibly from inability to find a balance between personal and professional life, a lack of social interaction and physical activity. For this reason, we wanted to target this demographic area to encourage a healthier lifestyle.

3.3.2: Motivations

Career-orientated: Gen Y and Gen Z are at a transitional point in their life where they either are starting their adult life or are starting to build their careers. Because of this, people from these groups are concerned about subjects related to their professions and always look for new opportunities to improve their work.

Wellbeing: Despite caring deeply about their careers, our target audience are also concerned with keeping a healthy work-life balance and self-improvement. This usually comes in the form of trying to lead a healthy and active lifestyle, monitoring and improving mental health and finding more areas to expand themselves such as new hobbies.

Keeping appearance: Perhaps due to the constant connectedness of the information age, young people pay special attention to their appearance. This is demonstrated in both their online presence and physical appearance as looking good is a main reason to exercise for a lot of young people.

3.4: CREATIVE PLAN

3.4.1: Brand Identity

Because our first goal was to build VSA's image on social media platforms, we first started with constructing a brand identity for our channels.

In marketing, a brand is defined as a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition” (39). A brand is a symbolic device that can create a bond with consumers, it helps consumers identify the source of the product and assign certain attributes to that source (40). In our case, our brand would not be selling any products to viewers, what we need is a brand that can convey trust that people can relate to and feel more encouraged to follow our message.

A brand is made up of multiple elements that identify and differentiate it from others. In this section, we will be going through some of our key brand elements.

Brand Characteristics

In our brand meaning, we want to convey to the audience the following characteristics:

- **Officiality and Nationalism:** We want viewers to feel like VSA is an official and governmentally funded project, we also want the image to represent the culture of Vietnam in order to provoke a sense of nationalism in our audience.
- **Physical Strength:** We want our brand identity to represent physical strength from physical exercise.
- **Communal Spirits:** VSA is not just about personal development, it must also be about a community working together for shared development.

Name

Our brand name is:

“VSA - Thể thao cho mọi người”

(in English: “VSA - Sports for All”)

This name consists of two components:

- **“VSA” is the acronym for Vietnam Sports Administration, which is the English name of the project owner.** We want to use the name of a government organization in our brand name to convey the expression of trust and officiality. Shortened acronyms are commonly used to identify organizations with long names, as they can be more easily remembered by the audience.
- **“Sports for All” is the official term to signify the field of sports for the mass population**

to differentiate from professional sports. Through the “Sports for All” name, we want to convey the message that **sports should be for everyone, not limited to any gender or age.**

Visual identity

• Logo

A logo is a graphic element consisting of any combination of symbol, text, icon or shape that represents a brand or trademark. A logo can make it easier for the viewer to recognize a brand, and it works with other brand elements to build a brand image. In communications, a well-designed logo can also attract the viewer’s attention better through impressive imagery and create trust in the audience through perceived professionalism.

Aside from representing a brand, a logo in itself can also be a catalyst for brand meanings. Every color, shape and line in the logo can convey a certain meaning if done right, and this meaning can leave an impression and become ingrained in the viewer’s mind through time.



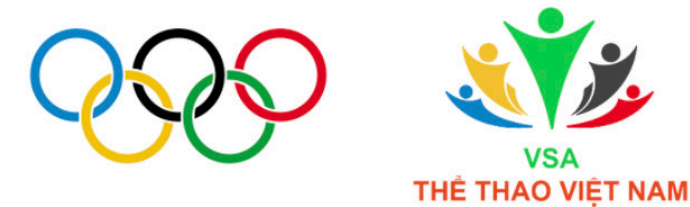
(Figure 3.4.1.a: Logo and Idea)







We drew inspiration for our logo from the lotus flower, also known as Vietnam’s national flower. The humanoid shapes were rounded to resemble the flower’s smooth petals and used symmetry to resemble the flower’s balanced visual identity. **We used multiple humanoid elements to convey communal spirits**, the humans are also soaring above to signify a desire of the Vietnamese people to reach new heights and move towards the future of a healthier Vietnam together. Overall, we found this logo to be a fine mixture of our nationality and VSA’s goal to develop a healthier and happier Vietnam.

• Color Choices

Originally, we were going to use only 2 colors for our logo: Light Orange and Green. However, after the editorial process, the logo’s colors now comprise the 5 colors of the Olympic rings: blue, yellow, green, black and red. We found the five colors to be more eye-catching and also represent sports as a whole better.

Another reason for this color change is that the Vietnam Sports Administration’s current logo already utilized these 5 colors. Therefore, our project’s logo should also have the same visual identity to maintain visual consistency throughout VSA’s image.



	Hex: 0784c7 RGB Color: 7 - 132 - 199		Hex: 444443 RGB Color: 68 - 68 - 67
	Hex: F2C32F RGB Color: 242 - 195 - 47		Hex: E60121 RGB Color: 230 - 1 - 33
	Hex: 05CE4D RGB Color: 5 - 206 - 77		Hex: EA461F RGB Color: 234 - 70 - 31

(Figure 3.4.1.b: Color Choices)

3.4.2: Key Message

“**Nào cùng tập ngay! Vì một Việt Nam khỏe mạnh, hạnh phúc**”
(Vietnamese: “**Let us exercise! For a healthy and happy Vietnam**”)

Humans are a combination of the physical and the mental. In our constant strive to become a better version of ourselves, we must pay equal attention to training our body and cultivating our mind.

Physical exercise not only improves our physique and physical health, it can also be a source of positive energy that can aid us greatly when facing the many turbulences of daily life.

This positive energy does not just belong to any individual. When spread to others surrounding us, it can become a shared power that represents the strength of a nation.

3.5: PROJECT OVERVIEW

Utilizing cognitive - behavioral theoretical models, we divided our project into 4 phases. Each phase performs a different function in chronological order to achieve the project’s overall communication goals.

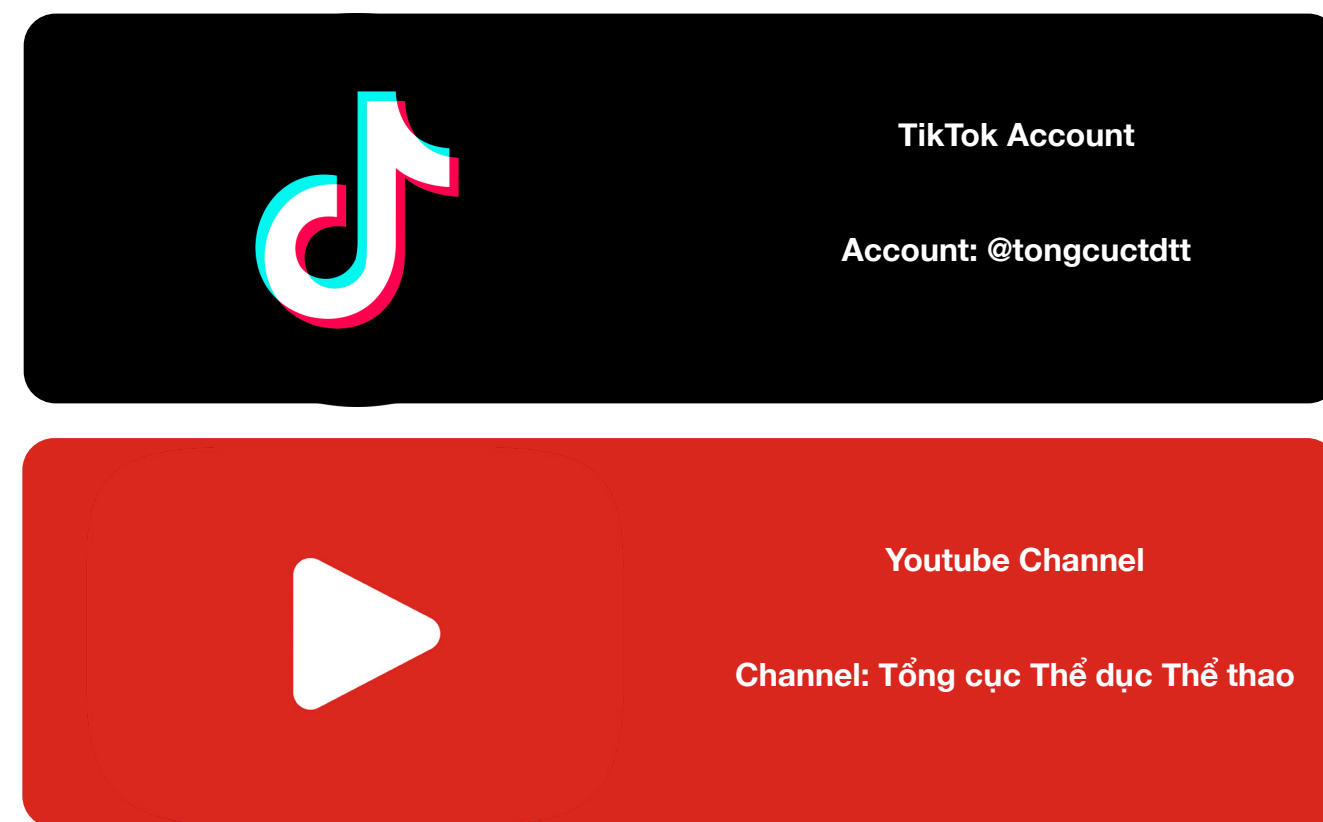
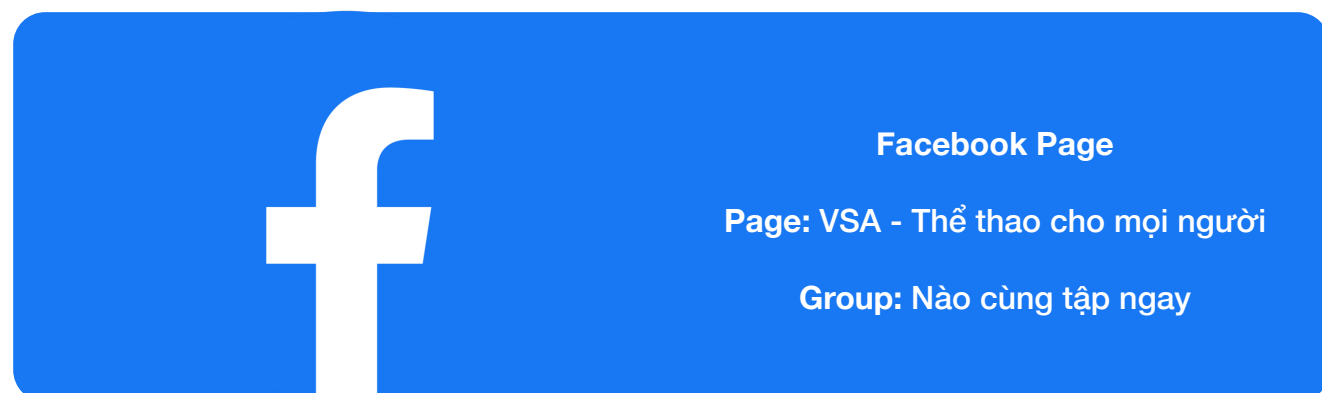
Phase	Explanation
Page Creation and Branding (1/10 - 31/10)	Raise awareness and communicate brand identity of Facebook page to create foundation for the following activities
Music Video and Dance Challenge (1/11 - 30/11)	Maximise awareness to the campaign message and engagement with exciting activities
Educate and Motivate (15/11 - 30/11)	Provide instructional and informative content to educate the target audience on the why and how of being physically active

(Table 3.5.a: Project Timeline Overview)

3.6: COMMUNICATION CHANNELS

With this project, we will mainly utilize social media channels to spread our message. In order to do this, we will use social media platforms that are popular in Vietnam, as well as some other supportive media to boost traffic into our main channels.

3.6.1: Social media channels



3.6.2: Support Media

Online News Sites & Television

Statistics from Data Reportal 2021 indicated that despite social media's growing presence, people still spent more time watching television for on average 2 hours 40 minutes everyday, while daily time spent reading both online and physical print took 4th place at 1 hour 57 minutes. This means that in order to maximize reach, our campaign must also utilize these channels.

Online news sites usually have a distinct target audience, and can reach a large group of people. People also share posts from online new sites on their social media accounts, giving us another opportunity to engage with the audience on our main platforms. Meanwhile, information shown on television is usually regarded as being highly trustworthy and official, which is suitable for this project's national scope.

VSA's position as a government organization and the project's meaningful message also mean that the campaign is more likely to receive support from the press, as many media companies also want to maintain good relations with the government.

Facebook Advertising

Another method to reach a wide audience on social media platforms is to boost our posts through Facebook's Advertising engine. Facebook's algorithm is capable of segmenting the audience into highly specific groups, divided by their location, age, gender, income level and even interests. With Facebook Advertising, we can reach our target audience on a large scale at a relatively low cost.

Youtube Advertising

The popular video-sharing site Youtube also allows users to run advertisements on their video to reach a wider audience. Just like Facebook Advertising, Youtube Advertising can also target specific demographics using Google’s highly advanced user database.

Influencers

Another important touchpoint that we used to reach our target audience is influencers. Influencers are usually people with large followings on social media platforms whose opinions are valued by their audience and thus can have a greater influence on changing their audience’s mindset or behaviours. With the help of influencers, we could bring our campaign’s message to a wider audience and use their influence to encourage more people to participate in our activities.

Since we had already decided to target urban Vietnamese millennials in this campaign, we enlisted mainly lifestyle influencers who are appealing to young people. With these factors in mind and through the help of Dentsu Redder, we divided influencers in this project into the following subgroups:

Group	Name/Description	Following on chosen platforms	
		Facebook	TikTok
Key opinion leaders	Gia Đình Xoài / Xoài Fam Xoai Fam is an influential social media entity surrounding the life of a young Vietnamese couple and their two young children. They are influencers in the fields of lifestyle and family life. Besides Facebook, TikTok and Instagram, they also have a Youtube channel where they post family-style vlogs.	660.000 followers	520.400 followers 6.1M likes
	Quang Đăng Quang Dang is a dancer and choreographer who rose to popularity after his video depicting the “hand-washing dance” during the Covid 19 pandemic. For this campaign, we worked with Dang to develop the choreography for our dance challenge, as well as the Dance version of the music video.	955K followers	1.1MFollowers 10.6M Likes
	Phạm Đình Thái Ngân Pham Dinh Thai Ngan is usually recognized as one of the competitors of Xfactor Vietnam’s first season in 2014. He was praised for his moving voice, was loved by the audience and made it to the Top 7 of the competition.	555K followers	236.3K Followers 2.3M Likes

TikTok influencers	Lê Nguyễn https://www.tiktok.com/@lifedance_lenguyen?	72.8KFollowers 706.9K Likes
	Duyên Hữu https://www.tiktok.com/@my-ca2693?lang=vi-VN	17.3KFollowers 210.5K Likes
	Wonbi https://www.tiktok.com/@lifedance_won-bi?lang=vi-VN	32.9KFollowers 403.1K Likes
	Trịnh Thảo https://www.tiktok.com/@trinhthao.official?lang=vi-VN	404.9K Followers 2M Likes
	Jenna Anh Phương https://www.tiktok.com/@jenna.aphng?	286.2K Followers 2.8M Likes
	Choco Trúc Phương https://www.tiktok.com/@letruc-phuong1003?lang=vi-VN	971.8K Followers 32.7M Likes
	Võ Huy https://www.tiktok.com/@vo-heee0710?lang=vi-VN	375.2K Followers 9.6M Likes
	Khắc Vĩnh https://www.tiktok.com/@vinhthichann-gon?lang=vi-VN	260.5K Followers 5M Likes

(Table 3.6.2.a: Influencers Listing)

3.7: COMMUNICATION STRATEGIES AND TACTICS

3.7.1: Communication Strategies

Overall, “Let us exercise! For a healthy and happy Vietnam” is a communication campaign aiming to encourage physical activity through an integrated network of communication channels. Our main strategies are devised from our communication goals as follows:

- **Develop multi-channel brand identity:** Our team conceptualized and created the visual identity and key visuals that would be used throughout the campaign based on the Vietnam Sports Administration’s image and the campaign’s key message.

- **Combine Offline and Online communication methods with emphasis on Online channels:** We built and maintained a new Facebook Page for the campaign under VSA, while also utilizing VSA’s existing channels (Youtube, TikTok, planned events), Herbalife’s channels and KOLs’ channels to maximize reach to the target audience.

- **Raise awareness about the physical and mental importance of being active with motivational and educational content around the topic of physical exercise:** We simplified scientific and academic information into digestible content in accessible formats such as videos, images and short texts.
- **Create a wave of positive energy and press through earned media:** We heavily focused on working with affiliated organizations to create earned media without having to pay too much on paid media. We organized activities with engaging minigames and challenges aimed towards a wide audience to encourage the spirits of sports within participants and create a wave of positive energy within the community.

Timeline	Phase 1	Phase 2	Phase 3
	Brand Building	Spread Campaign	Educate & Motivate
	01/10 - 31/10	01/11 - 30/11	15/11 - 30/11
Key asset	Key Visuals	Music Video	Instructional Videos
		Dance challenge	
Public Relations		Online Talkshow: "Nào cùng tập ngay! Vì một Việt Nam khỏe mạnh, hạnh phúc"	Event: "Women and Sports"
	Television Appearances		
	Online Newspapers		
Social media content	VSA and Campaign Introduction Sports and Health Positioning Content	Promotion of Music Video and Dance Challenge	In-depth instructional content Motivational content
Support Media	Like, Follow Ads	KOLs, influencers	
	Reach Ads		
		EGM Ads	

(Table 3.7.1.a: Project overall strategy)

3.7.2: Communication Tactics

- **Content direction was similar for all social media platforms, however the format had been adjusted to suit the nature of each platform:**
 - TikTok: We optimized video for vertical aspect ratio viewing and short length; caption is simplified and succinct.
 - Facebook: We put heavy focus on single image, multi-image and square video formats.

- Youtube: We optimized for horizontal aspect ratio videos with detailed video descriptions.
- **Visual tone and mood:** We utilized symbols and colors that are frequently associated with sports (Olympian symbols, rising humanoid figures,...) to build identity and key visuals. Light green was chosen as the main color for the whole campaign, as well as use of other bright vibrant colors to create a strong and energetic mood.
- **Text content was written in a clear, succinct, informative manner with friendly and positive tones.** We avoided use of words with negative connotations such as illnesses or death to focus more on encouraging healthy behaviours rather than causing fear in the audience. Scientific or instructional content must have been sourced from reliable and official sources.
- **Selective use of paid media, with focus on high reach:**

Channel	Media utilization
Facebook	<ul style="list-style-type: none"> • Focus on “Reach Ads” format to spread the message to a wide audience • Use “View Ads”, “EGM Ads” and “Like Page Ads” formats to build a reasonable amount of following for the page
TikTok	Thanks to Dentsu Redder’s relationship with TikTok Vietnam, the campaign received in-depth media support from TikTok: <ul style="list-style-type: none"> • Logo of VSA on Discovery Banner #NaoCungTapNgay. • The name of VSA is mentioned in the Hashtag Challenge Description. • In-app notification to all TikTok users, leading to Hashtag Challenge. • Pin on top high-quality videos. • Facebook post on TikTok’s official page with 23 million followers.
Youtube	<ul style="list-style-type: none"> • Combine Targeted and Retargeted advertising formats
Online Newspapers	<ul style="list-style-type: none"> • Select news sites with high trustworthiness and general news sections. • Choose medium spots with accessible hyperlinks directed towards the Facebook page and TikTok account

(Table 3.7.2.a: Selected Media)

- **TikTok Dance Challenge**
 - We maximized usage of the music video by sourcing from a popular song (“Bong Bong Bang Bang”) with multiple versions (Official music video and Dance Version) and re-airing on multiple channels.
 - Prizes with monetary values were given for competitive challenges to motivate participation.
 - We further increased campaign touchpoints with the audience by inviting selective KOLs to participate in the challenge.

3.9: RISK MANAGEMENT

3.9.1: The importance of risk management

All projects have a certain probability of being exposed to negative events that can then lead to damaging consequences. This probability can be generally defined as a project risk or the chance of certain occurrences adversely affecting the achievement of the project objectives (41). **These risks, if left unchecked, can develop into crises which are systematic breakdowns that create shared stress within an organization** (42).

Crises are perceptual as they can violate expectations that stakeholders hold about an organization's behaviours and degrade its reputation (43). **This is even more important because of our project's national and governmental scale.** The larger the scale of the project and the more stakeholders it concerns, the higher the chance for errors to occur. Furthermore, any serious mishaps in the project execution can seriously affect people's perceptions of the Vietnamese Sports Administration. Therefore, potential communication crises must be thoroughly supervised and prevented if necessary to avoid reputational damages to our key stakeholders.

Another reason to perform careful risk management is that risk can be highly disruptive to the project execution. A crisis differs from an incident in the seriousness of its impact: in that while an incident is a minor and localized disruption, a crisis has the potential to disrupt or affect the entire organization. This means that an error made by any of the parties involved in this project whether it be from content production, content publication or content monitoring can potentially affect the whole project execution, therefore hindering the project from achieving its goals within the set timeline. These procedural risks must, therefore, also be put into consideration for the project to proceed as smoothly as possible.

3.9.2: Risk Management Methodology

Our approach to risk management was based on the three-stage approach to crisis management from the book "Ongoing Crisis Management: Planning, Managing and Responding" by W. Timothy Coombs. This approach considers crisis management to be an on-going process that must start before the crisis erupts and continue even after the crisis has seemingly been resolved. This thorough process aims to make sure a crisis is properly prevented from happening in the first place, properly mitigated if it still happens, and its impact can be properly monitored after its resolution. The individual management steps of this approach can be summarized as follows:

Precrisis Preparation

- **Issue Detection and Classification:** In this step, we thoroughly checked all details and activities within the project to predict and analyze any elements that had the possibility of causing a crisis. These included scanning for potential risks in human resources management, production scheduling, procedures and other external factors. After that, we divided the risks into manageable groups (Content Production Risks, Personnel Risks, Communication Risks,..) and gave each a ranking of Priority from High, Medium to Low. This Priority ranking was based on the risk's probability of happening and the seriousness of its impact. The higher the risk's priority, the more attention we would give to it during the project's execution.
- **Develop Reaction Plans:** After listing out all the potential risks from issue detection and predicting their potential development into crises, we came up with individual reaction plans for each risk. These reaction plans would be applied if any of the risks listed showed signs of developing into a crisis.
- **Risks Monitoring:** All elements from the issue detection phase must be monitored closely and continually. If potential crises were detected, the team must be notified immediately to analyze the situation and apply the necessary reaction plan.
- **Develop Crisis Response System:** Team members were assigned to different areas of the project and are responsible for detection and notification of potential risk regarding their project area. The team must continually develop risk response procedures to assure timely and efficient resolution of any recurring problems.

Crisis Response

- **Crisis Recognition and Communication:** In the case of a crisis eruption, our team must be able to recognise the crisis and evaluate the seriousness of the situation. Proper communication must also be conducted to the relevant internal stakeholders to come up with an agreeable solution and course of action in response.
- **Evaluation and Application of Reaction Plan:** The team must first judge whether or not the prepared Reaction Plan could be applicable to the crisis, and if necessary come up with suitable changes. Work to apply the final Reaction Plan must then be immediately implemented to remedy the situation.

Postcrisis Evaluation

- **Crisis Resolution Evaluation:** After a crisis has seemingly passed, our team must first evaluate whether or not the crisis has truly been resolved. This can be done by checking in with impacted stakeholders to find out about their opinions after the crisis and monitor the project's current progress in achieving its goals.
- **Revision and Adjustment:** After a crisis has been confirmed as resolved, our team must then reevaluate the situation and identify the source of the crisis within our project's organization. Subsequently, work must be done to make sure the crisis risk is better monitored and the same situation does not happen again, as well as improve the team's Reaction Plan through experience learned from the crisis.

3.9.3: Project Risk Classification and Management

Risk	Priority	Relevant key stakeholders	Risk Management		
			Preparation	Resolution	Evaluation
Content Production Risks					
Content does not meet Vietnamese Sports Administration’s editorial requirements	High	VSA	Produce content 3 days in advance of the publishing date so VSA’s editor can check as early as possible.	If the content does not meet VSA’s requirements, the team will immediately work to adjust the content, produce new content or replace it with approved content.	
Content violates post guidelines or is not viable for advertisement on social media	High	Social media sites	Make sure to avoid potentially risky keywords such as “drugs”, “death”, “covid”,... in content production. Check and follow the social media site’s guidelines	Work with the social media site’s editing or counterclaim system to alleviate the problem.	
Pandemic situation prevents the team from producing content that requires face-to-face interactions	High	KOLs	Prepare other content that can be produced at home. Adjust so that the content can be produced through video calls or develop guidelines so that the KOL can produce the content themselves.	Reschedule to post prepared content. Work with KOLs to help them produce content at home.	Make sure the new content has acceptable quality and achieve the desired results.
Communication Risks					
KOL is associated with a scandal	High	KOLs	Perform background check on potential KOL. Update with news related to the KOL.	Remove or replace with a different KOL if possible. Post a public apology or help to alleviate the scandal problems depending on the situation	Update on the scandal and on people’s interaction with content related to the KOL.
Posts have comments that	Medium	Audience	Avoid controversial topics in content. Make sure information present in the post is backed up by valid information.	Hide spam and scam comments. If the situation is widespread, make a post to notify the audience to avoid being scammed.	
People encounter injuries while performing the exercises or doing the dance challenge and make a public post about the incidence.	Low	Audience	Exercise instructions presented to the public must be done by professionals. Posts about exercises must clarify the exercise’s target audience and suggest an intensity that is suitable for most people.	Reach out to afflicted individuals to provide help and treatment guidance. Notify other viewers about the way to accurately perform the exercises in the instructions.	
Personnel Risks					
Internal members are prevented from working (quarantine, health-related issues)	Medium	Dentsu Redder Group members	Maintain frequent communication between group members and with Dentsu Redder. For the group: make sure that every task can be performed by at least two people (designing, content writing, media scheduling,...).		
A member’s personal account is hacked.	Medium	Group members	Make sure all members have 2-step authentication on their personal accounts. Assign all members to be admins of the page. Use two channels of communication within the group.	Notify the group immediately of the situation. Remove the hacked account from the page’s administration.	Check for and alleviate potential damages the hacker may have done to the page.

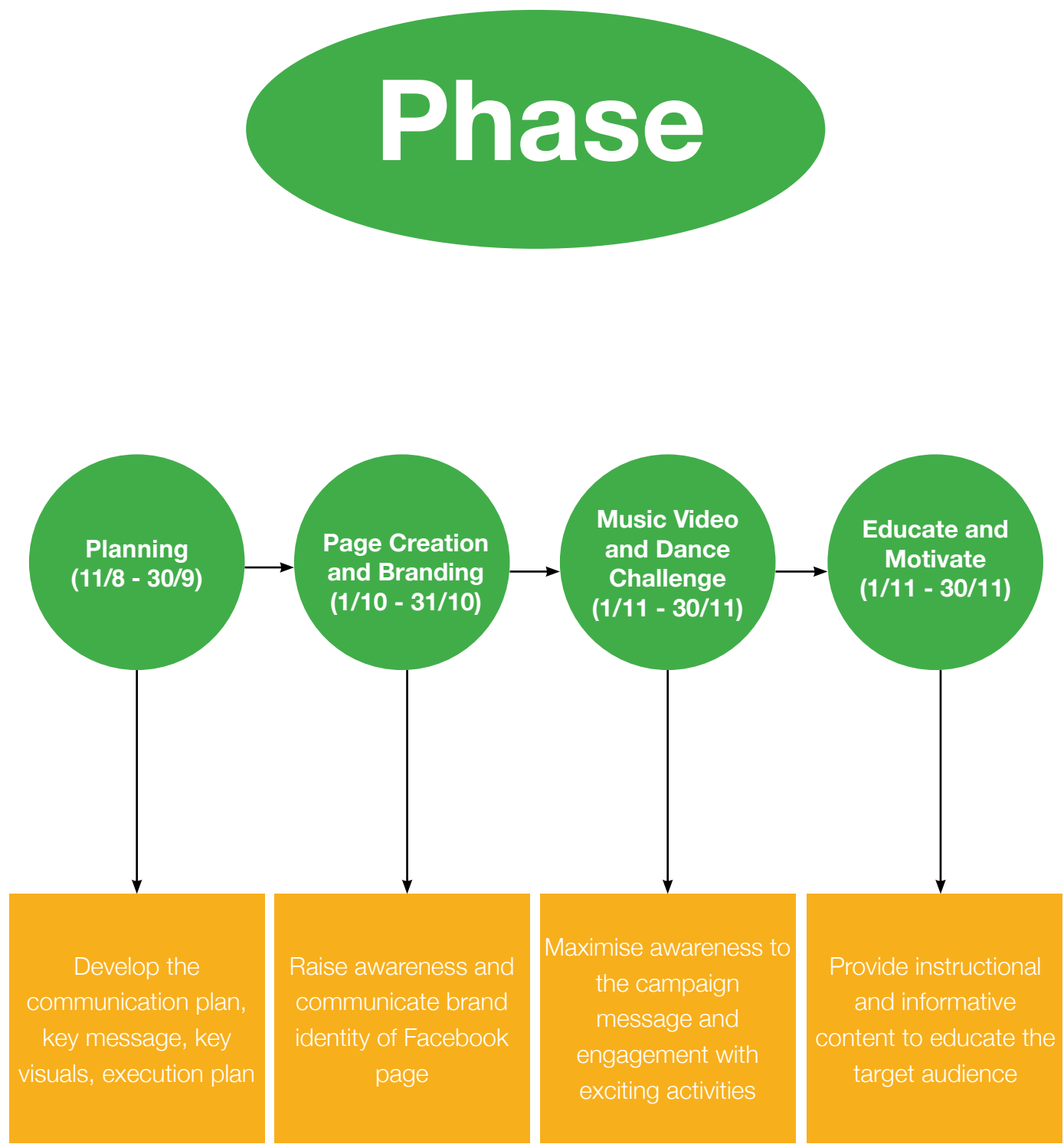
(Table 3.9.a: Risk Management Plan Overview)

4. EXECUTION

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The “Execution” phase is when we implement our communication plan into reality, for this project this phase started in October. This section of the report will go through the overall timeline for the project as well as the Production Schedule and Media Schedule throughout the Execution phase. Lastly, the remaining two sections will explain in detail about our Human Resources Management and Stakeholder Engagement processes, as they were also two key functions that our team had to perform when the project was executed.

4.1 PROJECT OVERVIEW



(Table 4.1: Campaign Execution Timeline Overview)

4.3: MEDIA SCHEDULE

No.	Area of Work	October				November			
		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
A	SOCIAL MEDIA								
Page Creation and Branding									
I	Page introduction								
	Introduction about VSA and explanation of logo		05/10						
II	Page positioning with health and VSA								
	The healthy 5T lifestyle	07/10							
	“Live healthy”: mental and physical health	08/10							
	Scientifically proven mental benefits of physical exercise		11/10						
	Easy ways to “charge” enough PA everyday			19/10					
	Vietnamese women in sports			20/10					
	Teaser Humans of VSA				27/10				
	VSA’s role in the national sports development				28/10				
	The hidden heroes of national sports				31/10				
						“Let us exercise! For a healthy and happy Vietnam”			
I	Project kick-off								
	Project announcement					1/11			
II	5T message								
	5T lifestyle					02/11			
	Remind 5T lifestyle					03/11			
III	Music Video								
	Teaser MV						08/11		
	Official MV (3m)						09/11		

	Dance challenge kick-off						10/11		
	Share DanTri post about campaign						12/11		
	Hashtag Top 1 Trending						13/11		
IV	TikTok Dance Challenge								
	#Naocungtapngay with Quang Dang							16/11	
	KOLs participate in TikTok dance challenge							21/11	
	MV Chorus Cut							23/11	
	Remind dance challenge							25/11	
	Remind dance challenge							26/11	
	Remind dance challenge							28/11	
	Remind dance challenge							29/11	
	Remind dance challenge							30/11	
						Motivate and educate about physical activity			
I	Maintain brand image								
	“Women and Sports” event announcement								25/11
	Start off your day with 5T								26/11
II	Motivational and Educational content								
	Balance life within turbulent times					01/11			
	What to eat for a healthier life?					02/11			
	Sports Memories: Childhood memories					05/11			
	Exercise with Mr.Park							16/11	
	Body Weight 1							20/11	
	Exercise with Mr.Park (P2)								26/11
	Yoga: the body and the mind								27/11
Advertising									
I	Like page, follow page								
II	Push music video's views								
III	Increase reach for posts								
IV	Increase engagement for posts								

B	INFLUENCERS									
I	Music Video									
	KOLs share MV									
II	Dance challenge									
	Dance challenge kick-off									
	Influencers participate in challenge									
C	PUBLIC RELATIONS									
I	Project Introduction press-release									
	Dân Trí (Thể Thao)		12/11							
	CafeF (Sống)		12/11							
	SaoStar (Đời sống)		13/11							
	Dân trí (Nhịp sống trẻ)		14/11							
	24H (Tin tức giải trí)		14/11							
	Thanh niên (Phóng sự)		14/11							
	Sao Star (Sao & đời sống)		14/11							
	Hoa Học Trò (Đời sống)		14/11							
	Dân Việt (Tin tức thị trường)		14/11							
	Đời sống sống văn hóa (Musik)		14/11							
	Alo tin tức (24h quanh ta)		14/11							
	Teen 360 (Kỹ năng)		14/11							
	Sàn diễn 24h (Làng nghề 24h)		14/11							
	Life24h (Mạng xã hội)		14/11							
	Phong cách đời sống (Giải trí)		14/11							
	Truyền thông sao (Sức khỏe)		14/11							
	Sân khấu điện ảnh (Điện ảnh)		14/11							
	Globalbiz (Đời sống)		14/11							
	Sao Việt Star (Sao & Đời sống)		14/11							
	Người Tiêu Dùng Online (Giải trí)		14/11							
	Phong Cách Trẻ 24/7 (360 độ)		14/11							
	Tiếp Thị Gia Đình Online (Giải Trí)		14/11							
	Thể Thao Ngày Nay (360 Độ)		14/11							

	Sài Gòn Online (Văn Hóa - Giải Trí)		14/11						
	Duyên Dáng Việt Nam (Giải Trí)		14/11						
	Doanh Nhân Thương Hiệu (Hot News)		14/11						
	Thần Tượng (Nhạc Việt)		14/11						
II						Television appearances			
	Chuyển Động 365: Cổ Động Tập Thể Dục Nâng Cao Sức Khỏe								
	Thời sự 11h VTV1								
	360 độ Thể Thao VTV6								
	Thể thao 24/7 VTV1								
D	EVENTS								
1	Talk show online: “Tọa đàm Nào cùng tập ngay! Vì một Việt Nam khỏe mạnh và hạnh phúc”						11/11		
2	Offline event: “Phụ nữ và thể thao lan tỏa tinh thần Olympic”							20/11	

(Table 4.3: Media schedule)

4.4 HUMAN RESOURCES MANAGEMENT

4.4.1: Our approach to human resources management

An effective execution of any project requires the precise management of multiple resources that is available to the project team. These resources can be time, capital, physical resources such as gear, files, space and human resources. Human resource consists of people actively involved in the execution of the project, therefore good management of human resources is mandatory for the project to proceed smoothly.

Human resources management is a very broad field that is concerned with the recruitment, hiring, deployment and management of employees, usually on a corporate scale. However, for the purpose of this project, we limited the definition of human resources management within the context of project management as: “The art and science of directing and coordinating Human Resources throughout the life of a project by using administrative and behavioral knowledge to achieve predetermined project objectives of scope, cost, time, quality, and participant satisfaction” (43). This definition points out two aspects of efficient management of human resources: **the administrative aspect** that involves formal processes to control the workflow, and **the behavioural aspect** that involves balancing the relationships between team members. The ultimate goal is to create an environment that enables the team to achieve the project’s objectives most efficiently.

Participants actively involved in this project execution included our team of 4 people, Dentsu Redder’s team, some of Vietnam Sports Administration’s personnel and representatives of Herbalife. **Our team and Dentsu Redder’s team worked together to deliver the final results for the Vietnam Sports Administration and Herbalife**, in which our team worked more closely with VSA while Dentsu Redder’s team worked directly with Herbalife. Therefore, our human resources management strategy includes managing our team’s work, collaborating with Dentsu Redder, and maintaining communication with VSA. This part of our report will go into detail about how these processes were implemented.

4.4.2: Responsibility Assignment

Responsibility assignment is the step where the team clarifies which roles each member plays in the project execution. This task should be done during the planning phase so that when the plan is implemented, each team member knows exactly what they must do and at what time. Moreover, the assignment of responsibilities can become more elaborate as the project goes on and newer tasks or roles start appearing, or it also can be changed as the team develops a more efficient way to work with one another.

A common tool used to perform responsibility assignment is a Responsibility Assignment Matrix (abbreviation: RAM). A RAM provides a more visual way for each member to know their roles and responsibilities within the project in the fastest way possible. There are many types of RAMs, but for this project we decided to use the RACI matrix for responsibilities assignment. This matrix is a popular tool among project managers as it specifies the roles of each stakeholder to ensure clear communication and smooth work progress (44).

The RACI matrix assigns 4 key roles to each participant for each task: Responsible (R), Accountable (A), Consulted (C), and Informed (I). Each role is defined as follows:

R

• Responsible

This person is responsible for completing the task or creating the deliverable.

A

• Accountable

The accountable person makes sure the task is completed on schedule and reviews the final result before delivery. Therefore, this role also requires specifying the requirements for each task and is usually given to the team leader. Each task should only have one Accountable person.

C

• Consulted

The consulted parties provide feedback for the task at hand. This role is usually given to key stakeholders who would want to give input as the task itself can affect their work. Because of this, the team must also make an effort to maintain continual communication with the Consulted parties to understand their requirements and deliver suitable solutions.

I

• Informed

The informed member needs to be updated with information regarding the project progress either to be kept in the loop or to plan their own work, but generally they do not participate in the decision making process.

After several meetings with the representative of VSA and our project proposal had been approved, we got a clearer understanding of the requirements for the project. Our responsibility assignment process started from the team’s first meeting where we shared each of our skill sets and how each of us could contribute to the project. After that, we proceeded to assign specific tasks to each member and created communication channels, file systems and management files with which we would be working with for the project. **The original RACI matrix used to manage our internal team was then developed with the tasks divided into 4 subgroups: Project Management, Communication, Content Production and Media Management.**

However, this project also received major contributions from the agency Dentsu Redder. We did not directly manage Dentsu but rather worked with them, so we also had to create a system to communicate and collaborate with them efficiently. After more meetings with VSA to find out how they can support us during the project execution, and more meetings with Dentsu Redder to define our scopes of work with one another, we extended the RACI matrix to include them as well. This inclusion assures that our team members are aware of the responsibilities of any parties involved, thus working with them more effectively.

The following RACI matrix is the final version that we used to manage team work for the project. The matrix specifies general areas of work as well as the roles of each participant. However, it is important to note that this assignment does not cover all tasks done for the project but rather categorizes them into general positions. Furthermore, during the execution of the project, the roles of each member were not rigid and could be interchangeable under special circumstances.

Tasks	Thuy	Vu	Bach	Hieu	Dentsu Redder
Content Production					
Copywrite	A/R	C	C	R	I
Graphic Design	A/C	R	R	C	I
Photographer/Videographer	A/C	C	R	R	I
Scriptwriting for interviews	C	C	C	A/R	C
Production of Music Video	C	C	C	C	A/R
Media Management					
Facebook Page Editorial	A/R	R	I	I	I
Facebook Page Moderation	A	I	R	R	I
Facebook Advertisement	A/R	I	I	I	R
Youtube Channel Administration	A	R	I	I	I
Youtube Advertisement	I	I	I	I	A/R
TikTok Account Administration	C	C	I	I	A/R
Online News Publication	C	C	I	C	A/R
Project Management					
Scheduling	A	R	C	C	C
Media Reporting	A/R	I	I	I	R
Progress Reporting	A	R	C	C	I
Files Logging and Meetings Reporting	C	A/R	I	I	(not included)
Communication					
Communication with KOLs	A/R	I	I	I	R
Communication with VSA	A/R	I	C	I	R
Communication with Herbalife	I	I	I	I	A/R
Communication with Dentsu Redder	A/R	C	C	C	(not included)
Communication with mentor	I	I	A/R	I	(not included)
Send content to VSA for approval	A	I	R	I	R

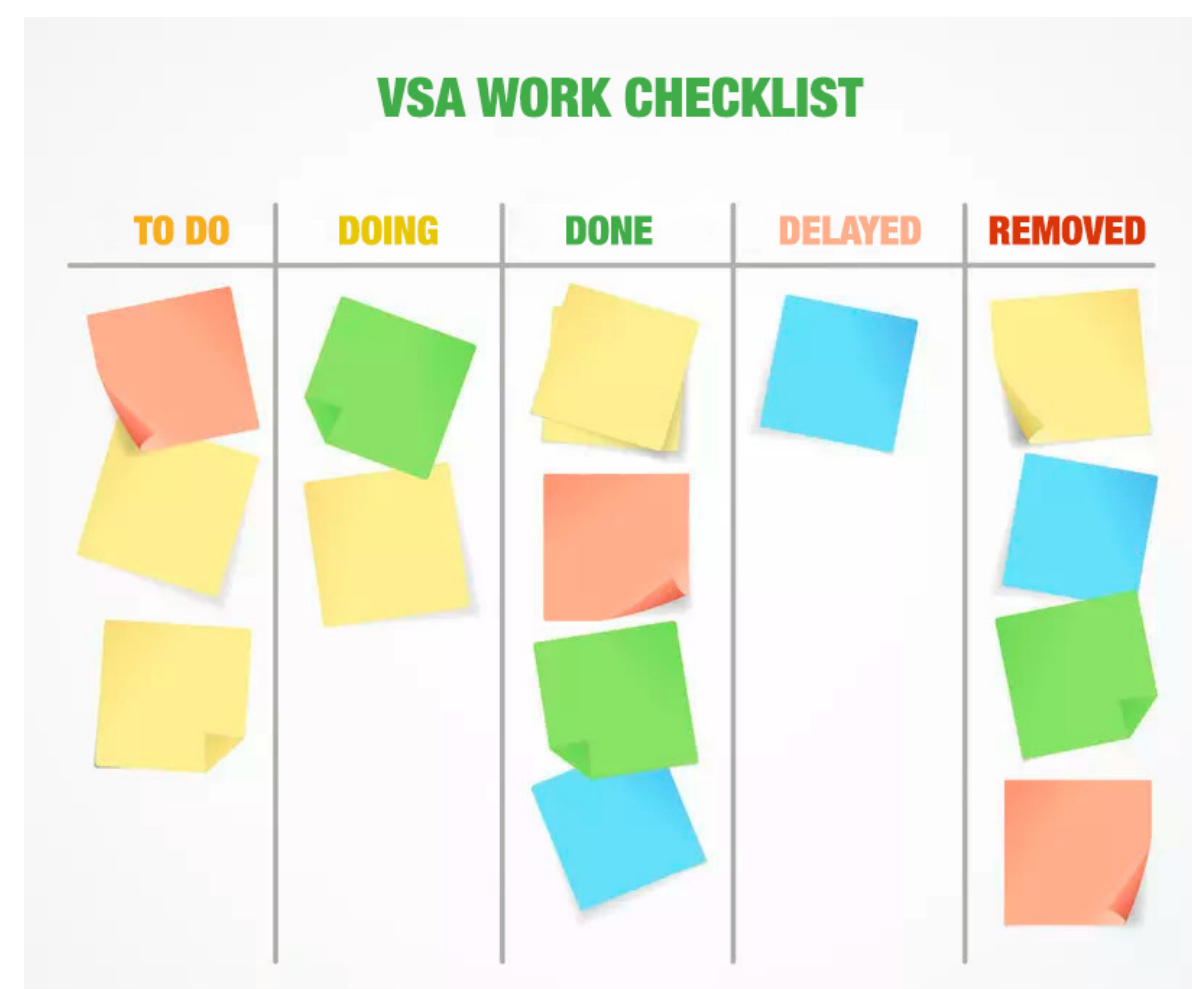
(Table 4.4.2: RACI chart)

4.4.3: Work Assignment and Scheduling

So we used The RACI matrix above to assign general roles for each member participating in the project, but we found that we still need a management system for specific tasks during the execution of the project. **These tasks are important but usually small and, therefore, are hard to be divided into subgroups like the tasks in role assignment.**

In order to manage the progress of these tasks, we used a spreadsheet called “**Work Checklist**”. This spreadsheet is organized similar to the Kanban board where each task is given a status of: “**To Do**” (tasks that were planned), “**Doing**” (the person responsible is in progress of completing the task) or “**Done**” (the task has been completed successfully). We expanded the system to also include tasks that are “**Delayed**” or “**Removed**” for tasks that could not be completed before the deadline or completely removed due to various reasons. Besides progress status, team members can also add in further information about the tasks for future referencing, such as linking another file or adding requirements.

The Work Checklist is organized in months and weeks of that month, the tasks are listed in chronological order. The file includes the members responsible for completing the task as well as the deadline for the task. The team held weekly meetings to plan activities for the following weeks and add the tasks required to the Work Checklist. During the execution of the task, the assigned team members could freely edit the Work Checklist so that other members could update on the progress of the work at any time.



Time		Task	Person in Charge	Deadline	State
FIRST MONTH	WEEK 1 (30/8-5/9)	Design Key Visuals	Bach + Hieu	4/9	4 options logo
		Facebook Content Plan	Vu + Thuy	4/9	Done
		KOL listing	Team + VSA	5/9	Main KOL: Pham Phuoc Hung
		Update Content Resources	Vu	5/9	Done
	WEEK 2 (6/9-12/9)	Formative Research	Team	30/9	Done
	WEEK 3 (13/9-19/9)	Visual Brief for KOL	Bach	17/9	Removed
		Content Brief for KOL	Vu	17/9	Removed
		Press Release: Kick-Off	Hieu	17/9	Done
		Execution Plan: Facebook Page	Thuy	17/9	Done
		Page name confirmation	Thuy	19/9	VSA - Thể thao Việt Nam
		Key visual confirmation	Thuy	19/9	Done: Lotus Logo
	WEEK 4 (20/9-26/9)	Execution Plan: TikTok	Team	22/9	Done
		Execution Plan: Youtube	Team	22/9	Done
		Meeting with VSA	Team	23/9	Feedback: Work with Dentsu Redder to further develop execution plan
SECOND MONTH	WEEK 1 (27/9-3/10)	Meeting with Dentsu Redder	Thủy	30/9	Done
		Update Facebook Execution Plan	Thuy + Vu	1/10	Done
		Update TikTok Execution Plan	Hieu	1/10	Done
		Update Youtube Execution Plan	Bach	1/10	Done
		Create Facebook Page	Thuy	3/10	Done
	WEEK 2 (4/10-10/10)	Contact and set up meeting with KOL Pham Phuoc Hung	Thuy	7/10	Done
		Press Release for Affiliated Channels	Vu	11/10	Done

	WEEK 3 (11/10-17/10)	Set up meeting with VSA	Thuy	12/10	Done: Update on progress with Dentsu, gain access to Youtube channel	
		Write interview script with Hung	Bach	14/10	Done	
		Develop advertising content on Facebook	Team	14/10	Done	
		Meeting with KOL Pham Phuoc Hung	Team	17/10	Done	
	WEEK 4 (18/10-24/10)	Set up group chat with KOL	Thuy	19/10	Done	
		Set up meeting with VSA to acquire advertising funds	Thuy	19/10	Done	
		Complete challenge video with KOL	Team + Hung	24/10	Removed because of Covid-19	
	WEEK 5 (25/10-31/10)	Contact Next Sports	Thuy	26/10	Need official documents to publish video	
	THIRD MONTH	WEEK 1 (1/11-7/11)	Update on copyright issues for Mr.Park videos	Thuy	2/11	Allowed to publish
			Develop plans to record challenge videos with KOL	Team	4/11	Removed (Covid-19)
Record challenge videos with KOL			Team	6/11	Removed (Covid-19)	
WEEK 2 (8/11 - 14/11)						
WEEK 3 (15/11-21/11)		Gather Dentsu Redder's report	Thuy	15/11	Done	
		Summary of links to PR articles	Team	19/11	Done	
WEEK 4 (22/11-28/11)		Set up offline meeting with VSA	Team	25/11	Done	
		Conduct online Social Listening on Physical Exercises	Thủy	25/11	Done	
		Finalize Project Report	Thủy	26/11	Done	

(Table 4.4.3: Weekly Checklist)

4.4.4 Team Communication

The RACI matrix and the Work Checklist were useful tools that helped each team member keep track of their duties and tasks within the project. However, like any other working teams, our team also needed **communication channels to exchange information about the project that required immediate response, send important documents or sometimes just to chat and develop positive team spirits**. Especially during the Covid-19 pandemic and due to the far distances between team members preventing us from meeting in person regularly, these channels of communication are an essential tool for the team to work together effectively. The table below will list out all the channels of communication that our team used for the project, their purpose as well as the method in which they were utilized.

Channels	Purpose	Usage
Zalo chat group (main channel)	Share work progress, ask for opinions on work	Images, videos or texts used for posts are shared frequently so that all team members can directly give advice and opinions for improvement.
	Plan small tasks	Tasks that are small, unexpected and require immediate response are communicated within the group chat.
	Update on progress, push deadlines	Team leader or the team member assigned with progress reporting reminds others about nearing deadlines in the group chat.
	Discuss matters related to the project	The team discusses rising trends, new information or similar activities about the project.
Messenger chat group	Back-up for Zalo chat group	This Facebook's messenger chat group functions similarly to the Zalo Chat Group in case the Zalo group becomes inaccessible.
	Informal conversations	Team members can discuss any subjects in this group chat to nurture team spirits.
Google Meet meetings	Formal planning	The team holds weekly meetings to review the week's work and plan activities for the following week.
	Co-Working sessions	If a task requires collaboration from all team members, a meeting will be held where the team works together to finish the task.
Email	Files Transference	Email is only used to CC files from third parties such as VSA or Dentsu Redder, as well as to share other important files such as scientific reports or progress reports. Whenever an email is sent, the team will also be notified in the group chat.

(Table 4.4.4: Team Communication Channels)

4.5: STAKEHOLDER ENGAGEMENT

Stakeholders are usually defined as individuals or organizations actively involved or have an interest in the project, and their interests in the project may be affected by how well the project is executed (45). Key stakeholders can assert a certain amount of influence on the project as they can usually mobilize resources such as money or manpower to affect the project's outcome. Therefore, the project team must maintain an acceptable relationship with these stakeholders in order to utilize their resources, as well as understand and meet their requirements for the project.

Stakeholder Engagement is the practice of influencing the project's outcome through consultation, communication, negotiation, compromise and relationship building with the project's stakeholders (46). The main purpose is to clarify project requirements, maintain the involvement of the stakeholders in the project and utilize available resources.

Broadly speaking, there are two types of stakeholders: internal stakeholders who are part of the project owner's organization, and external stakeholders who are outside of the project owner's organization but have an interest in the project. **Within the scope of this project, we only engaged with two key internal stakeholders, namely Dentsu Redder's team and Vietnam Sports Administration's representatives.** The following section will go into more details about this process.

4.5.1 Stakeholders Identification

The planning and execution of the project received contributions from 3 major parties: The Vietnam Sports Administration, Herbalife and Dentsu Redder.

- **The Vietnam Sports Administration** is the project owner, responsible for planning, supervising and funding the project.
 - **Vice Director of Vietnam Sports Administration - Le Thi Hoang Yen:** Mrs. Yen was VSA's representative who directly oversaw the project and approved content for posting.
 - **VSA's Organizational Departments:** For major tasks such as the campaign's visual identity or approval of the overall project plan, we needed approval from VSA's departments as well as the Ministry of Culture, Sports and Tourism. However, this process was simplified for our team as Mrs. Yen handled most of the work with the higher-ups.
- **Herbalife** is the project's main sponsor, responsible for providing resources for the project.
- **Dentsu Redder** is a media agency responsible for the production and execution of parts of the project plan.

4.5.2 Stakeholders Communication Channels

Throughout the project's planning and execution phase starting from August 11th till the end of November 2021, we maintained communication with the stakeholders through both offline and online channels. These include:

Stakeholder	Communication Channel	Purpose
Vietnam Sports Administration	Offline Meetings	- Introductory activities - Brainstorm to develop project plan - Receive funding for the project
	Zalo Chat Group (main channel)	- Exchange general information about sport-related activities - Content Editorial - Share information related to the project (documents, reports, images, videos)
	Google Meet	- Have formal meetings to develop the project, discuss important issues and announce major developments to the project - Update project progress
	Email	- Exchange important files and documents
Dentsu Redder	Zalo (main channel)	- Exchange information that requires immediate response - Update progress on production of key media content
	Email	- Exchange important files and documents
Herbalife	Online Meeting	- Develop the plan and concept for the project
	Through Dentsu Redder	- Clarify sponsor's requirements

(Table 4.5.2: Stakeholder and working channel)

4.5.3 Engagement Process

As stated above, this project was mainly divided into two phases: planning and execution. Each stakeholder played a different role according to the development of the project from theory into practice.

Planning Phase (11/8/2021 - 30/9/2021)

During this phase, we mainly worked with VSA to develop a comprehensive plan for the project. Most of the work was communicated through the Zalo Group chat with the stakeholder and weekly meetings were held to report work progress, set new tasks for both parties and acquire further relevant information.

• Logo design process

Ideation:

From our research of a few other government logos and other sports organizations' logos, we made a few draft proposals for VSA to choose from. These drafts were created with the brand characteristics in mind, and they all originated from different ideas that we brainstormed together.



(Figure 4.5.3.a: Logo draft proposals)

Editorial:

We presented our draft ideas to the Vietnam Sports Administration and after the editorial process, we both decided to use the “Lotus” logo. VSA found that this logo was the most visually balanced, and its imagery styles also resonated with VSA the most.



(Figure 4.5.3.b: Original logo idea)

After we decided on the logo idea, the logo went on through some further editing. We got some feedback from a professional graphic designer who was working closely with the Vietnam Sports Administration and made some changes to the overall tone and composition of the logo.



(Figure 4.5.3.c: Final logo after editing)

• Plan Development Phase:

Week	Stakeholder engagement task
Week 1	<div>- Initial introduction about both parties and the project, define scope of work and set initial requirements for the project</div> <div>- Develop a project proposal</div>
Week 2	<div>- Evaluation of project proposal, including:</div> <div><div><div>• Development Plans for each communication channel (Facebook, TikTok, Youtube, Website)</div><div>• Budget Estimation</div></div></div> <div>- Exchange of available resources (short instructional videos, available KOLs, available media sponsors)</div>
Week 3	<div>- Development and presentation of the detailed execution plan</div> <div>- Exchange of research reports to aid the development of the plan</div>
Week 4	<div>- Finalization of KOL list and available media sponsors</div> <div>- Further development of execution plan</div> <div>- Look for sponsors</div>
Week 5	<div>- Reception of KOLs' contact information and official documents about the project</div> <div>- Confirmation of Facebook Page's name</div>
Week 6	<div>- Development of 5T</div> <div>- Development and presentation the project's visual identity</div> <div>- Development of detailed content direction</div> <div>- Confirmation of project sponsor</div> <div>- Work with Herbalife, Dentsu Redder and VSA to develop the concept and plan for the music video</div>
Week 7	<div>- Confirmation and adjustment of the project's visual identity</div> <div>- Update on progress regarding the music video's production</div> <div>- Clarify work procedures with Herbalife</div> <div>- Finalization of execution plan</div> <div>- Further development of key message and slogan</div>
Week 8	<div>- Receive funding and start the project execution</div>

(Table 4.5.3.d: Plan development phase)

Execution Phase

Engagement with the Vietnam Sports Administration:

- Content intended for publication was sent to VSA through Zalo for the editorial and confirmation process in advance to the intended publication date.
- Weekly meetings were held to report on the project progress, statistical reports, answer inquiries and define tasks for the following week.
- During this phase, other executives from VSA and The Ministry of Sports, Culture and Tourism were not actively involved in the project. Instead, most of the work was communicated with Mrs. Yen for a more efficient editorial and change management process.

Engagement with Dentsu Redder:

- Content produced by Dentsu Redder was sent to the Zalo chat group for confirmation before publication.
- Exchange of other information such as updates on work progress, deadline pushing or other requirements was also done on the Zalo chat group.

Engagement with Herbalife:

- Content was sent to Herbalife for confirmation by Dentsu Redder and updated with the group in the Zalo chat group. Our team did not directly work with Herbalife during the project execution.

5. EVALUATION


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Once the project execution had been completed, we moved on to evaluate whether or not the project had achieved its original goals and objectives. For the project owner, this step is essential for them to determine if the campaign achieved their organizational goals and if their resources had been well spent. For our group, evaluation will help us assess our efforts and find out how we can improve in future projects.


Based on our communication goals, we will evaluate this campaign’s effectiveness by two main aspects:

- Vietnamese Sports Administration’s image on social media platforms as official channels for matters related to sports and physical activity
- The campaign’s effectiveness in raising awareness about the importance of being physically active


PAGE BUILDING



Facebook Page
Like: + 478
Reach: 1M7
EGM Rate: 14.3%




TikTok Profile
Follower: +798
Like: 11.565
View: 935K




Youtube Channel
Sub: +281
View: 4M
View Duration: 70%

CAMPAIGN EFFECTIVENESS




10.906.931
SOCIAL MEDIA IMPRESSIONS




70
NEWSPAPER MENTIONS

&


4
TV MENTIONS



4.794.162
MUSIC VIDEO VIEWS



132M
HASHTAG VIEWS



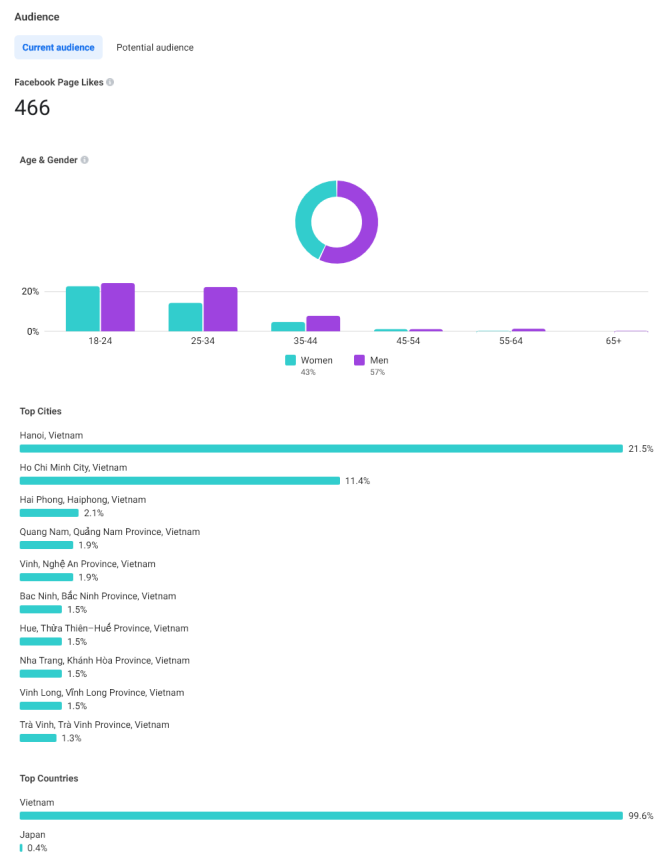
127
CHALLENGE PARTICIPANTS

85

5.1: CHANNELS EVALUATION

Firstly, we will determine whether or not our efforts to build communication channels about physical activities and sports for Vietnam Sports Administration was successful. This assessment will be based upon analysis of channel statistics from each social media platform in terms of audience growth and engagement rate. Audience growth can determine the page’s following and demographics of current fanbase, while engagement rate can assess the channel’s capabilities to interact with its audience. All in all, other than judging the campaign’s overall channel building effectiveness, these results can also provide useful insights into future development of the channels.

5.1.1: Facebook Page “VSA - Thể Thao Cho Mọi Người”



Graph 5.1.1.a: Facebook Page Insights Audience Report for “VSA - Thể Thao Cho Mọi Người”



(Graph 5.1.1.b: Facebook Page Insights Results Report for “VSA - Thể Thao Cho Mọi Người” between 1/10/2021 and 1/12/2021)

Audience

Metrics	KPI (Objective)	Result (1/10/2021 - 1/12/2021)
Total Page Reach	1.200.000	1.764.183
Total Page Visits		4.145
Total New Page Likes	400	478

(Table 5.1.1.c: Page Results Overview for “VSA - Thể Thao Cho Mọi Người”)

Age Group	Male (in %, n=466)	Female (in %, n=466)
18 - 24	24.3	22.5
25 - 34	22.3	14.5
35 - 44	7.8	4.7
45 - 54	1.1	1.1
55 - 64	1.3	0.2

(Table 5.1.1.d: Audience Analysis Report for “VSA - Thể Thao Cho Mọi Người”)

From a brand new page with zero following, we have managed to increase “VSA - Thể Thao Cho Mọi Người” following audience size to 466 people after 2 months of execution. Page statistics also indicate that our campaign has successfully reached the target audience, with over 80% of the page’s followers aged 18 - 34. Gender distribution is also quite equal with 43% of the total audience being female and 57% being male.

The Vietnam Sports Administration can continue using this channel to connect with an audience of young people in future projects. Even though the number is not significant, it was reasonable within the budget for the page building and we believe that this page can still be the foundation that will be further built upon through the years by VSA.

Engagement

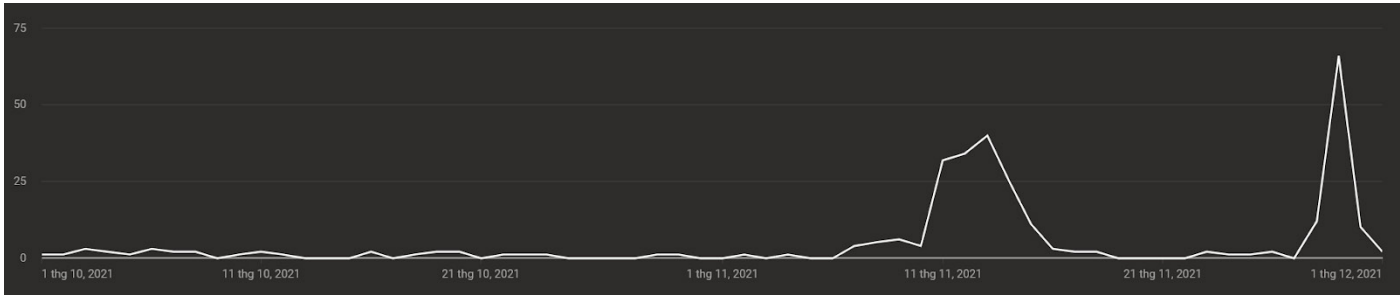
Total Reach (TR)	3.302.309
Total Paid Reach (TPR)	3.271.678
Total Organic Reach (TOR)	31.828
Total Engagements (TE)	530.166
Engagement Rate = TE/TR x 100 (%)	14.3%

(Table 5.1.1.e: Engagement Rate Analysis for “VSA- Thể Thao Cho Mọi Người” between 1/10/2021 and 1/12/2021)

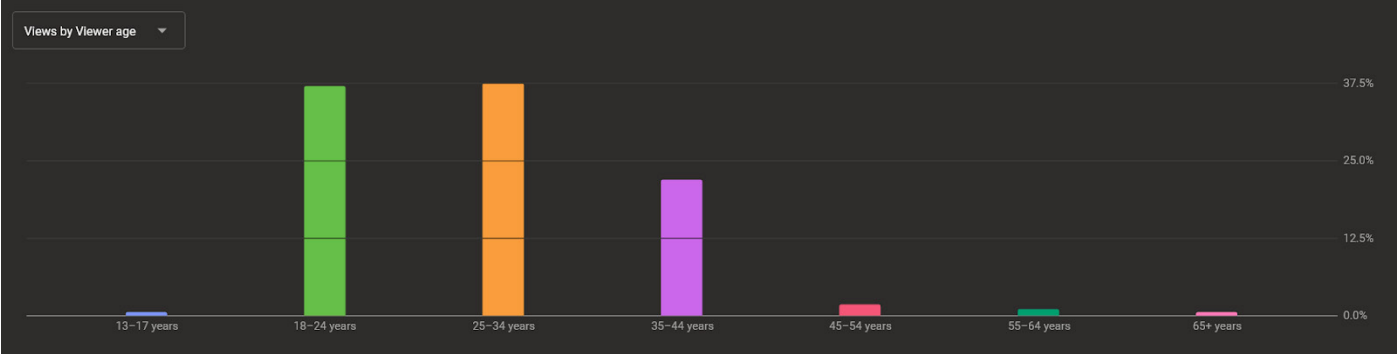
While we are satisfied with the audience engagement rate of the page at 14.3%, it is notable that most of the page reach comes from paid distribution. This means that most of the page engagements come from viewers who were shown advertisements instead of people who were actively involved in the page. While this is normal for newly created Facebook pages, in order for the page to be sustainable on its own content in the future, the page will need to gain a substantial amount of new followers and post more engaging content to that audience.

5.1.2: Youtube Channel

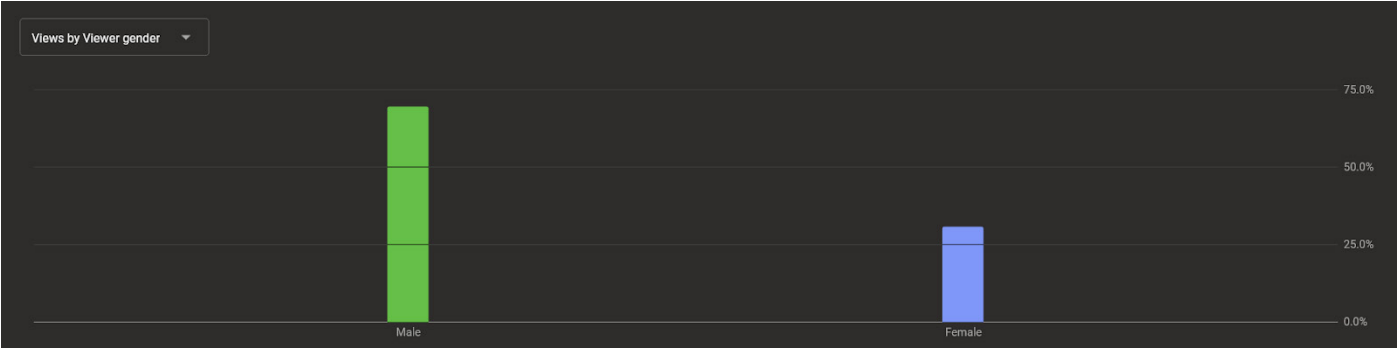
Audience



(Graph 5.1.2.a: “Tổng cục Thể dục Thể thao” Youtube Channel subscriber gain between 1/10/2021 and 1/12/2021)



(Graph 5.1.2.b: “Tổng cục Thể dục Thể thao” Youtube Channel Audience Analysis by Age)



(Graph 5.1.2.c: “Tổng cục Thể dục Thể thao” Youtube Channel Audience Analysis by Gender)

Subscriber Source	Subscriber Gain (by subscriber)	Percentage (in %, n=281)
Youtube Channel	205	73%
Youtube Watch page	55	19.6%
Youtube Search	14	5%
Youtube Shorts feed	9	3.2%
Youtube Home page	-1	-0.4%
Other	-1	-0.4%
Total Unique Viewers	3.381.103	
Total Subscriber Gain	281	
KPI for Subscriber Gain	300	

(Table 5.1.2.d: Youtube Subscriber Gain Report for “Tổng cục Thể dục Thể thao” between 1/10/2021 and 1/12/2021)

The project has gained 281 new subscribers for VSA's Youtube channel over the course of 2 months. Unlike Facebook, Youtube does not support “Subscriber gaining” advertising, and the majority of new subscribers came from the channel page and Youtube watch page, **so it is safe to assume that people saw videos related to the campaign through various means and decided to subscribe to the channel.** This indicates that the current video styles and formats have some attraction on its own that can motivate viewers to subscribe.

However, this conversion rate is still quite low, as only 0.008% of total unique viewers decided to subscribe to follow the channel's activities. Furthermore, only 5% of new subscribers came from actively searching for the channel, meaning the page itself does not have the publicity required to grow independently of advertisements. **In order for the channel to grow in the future, VSA will need to produce more frequent quality content that can meet with the audience' needs and gather up more followers potentially through VSA's other channels.**

Viewer age group	Male (in %, n=3.381.103)	Female (in %, n=3.381.103)
13 - 17	0.3	0.3
18 - 24	24.6	12.3
25 - 34	27.1	10.5
35 - 44	15.5	6.4
45 - 54	1.1	0.7
55 - 64	0.6	0.4
65+	0.3	0.2

(Table 5.1.2.e: Youtube Audience Report by Age and Gender for “Tổng cục Thể dục Thể thao” between 1/10/2021 and 1/12/2021)

Demographically speaking, the channel managed to reach the target audience that the plan aimed for similarly to the Facebook page. This further proves the effectiveness of online advertising in targeting the correct audience, and VSA can utilize this information to produce content tailored for this specific audience in future campaigns.

Engagement

Subscription Status	Views	Average View Duration	Average percentage viewed
Not subscribed	4.073.629	2:14	70.6%
Subscribed	650	1:48	43.8%
Total	4.074.279	2:14	70.5%

(Table 5.1.2.f: Youtube Audience Engagement report for “Tổng cục Thể dục Thể thao” between 1/10/2021 and 1/12/2021)

While the campaign gathered a satisfactory level of total views, it is notable that most of these views are from accounts that were not subscribed to the channel. Subscribed viewers were also not as engaged with the content compared to newer ones, viewing on average only 43.8% of the video lengths posted.

On the other hand, new viewers gained during the campaign were willing to watch 70% of the content with an average view duration of 2 minutes. **These results indicate that the current content direction has the potential to engage with the new demographic better, and the channel can follow this path to gain more followers in the future.**

5.1.3: TikTok Account

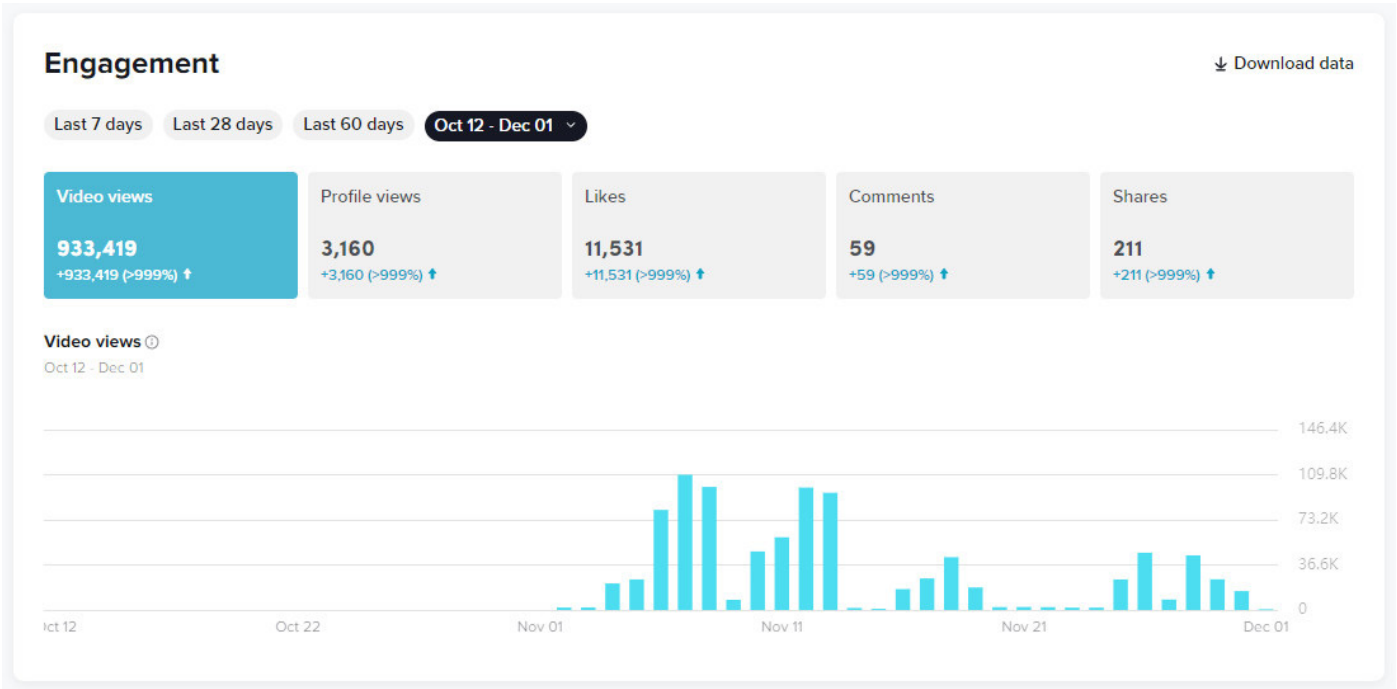


Figure 5.1.3.a: TikTok Engagement Report for “tongcuctdt” between 12/10/2021 and 1/12/2021

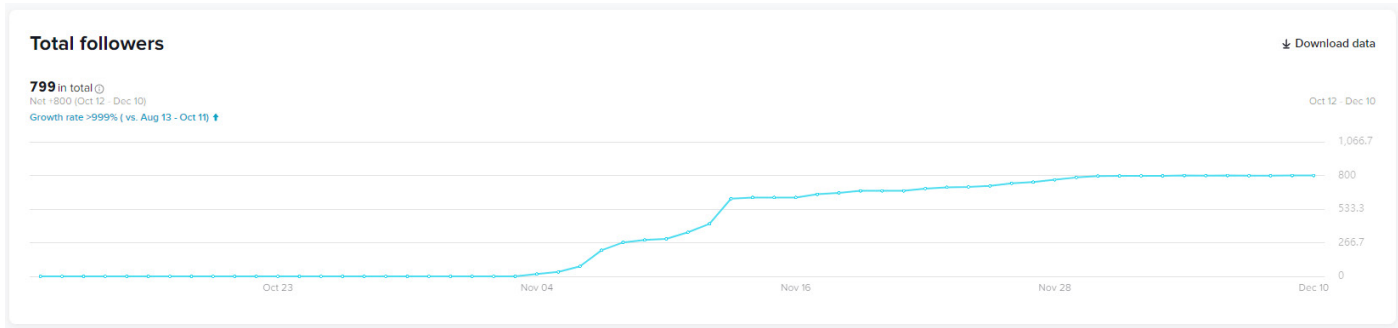


Figure 5.1.3.b: TikTok Followers Growth Report for “tongcuctdt” between 12/10/2021 and 10/12/2021

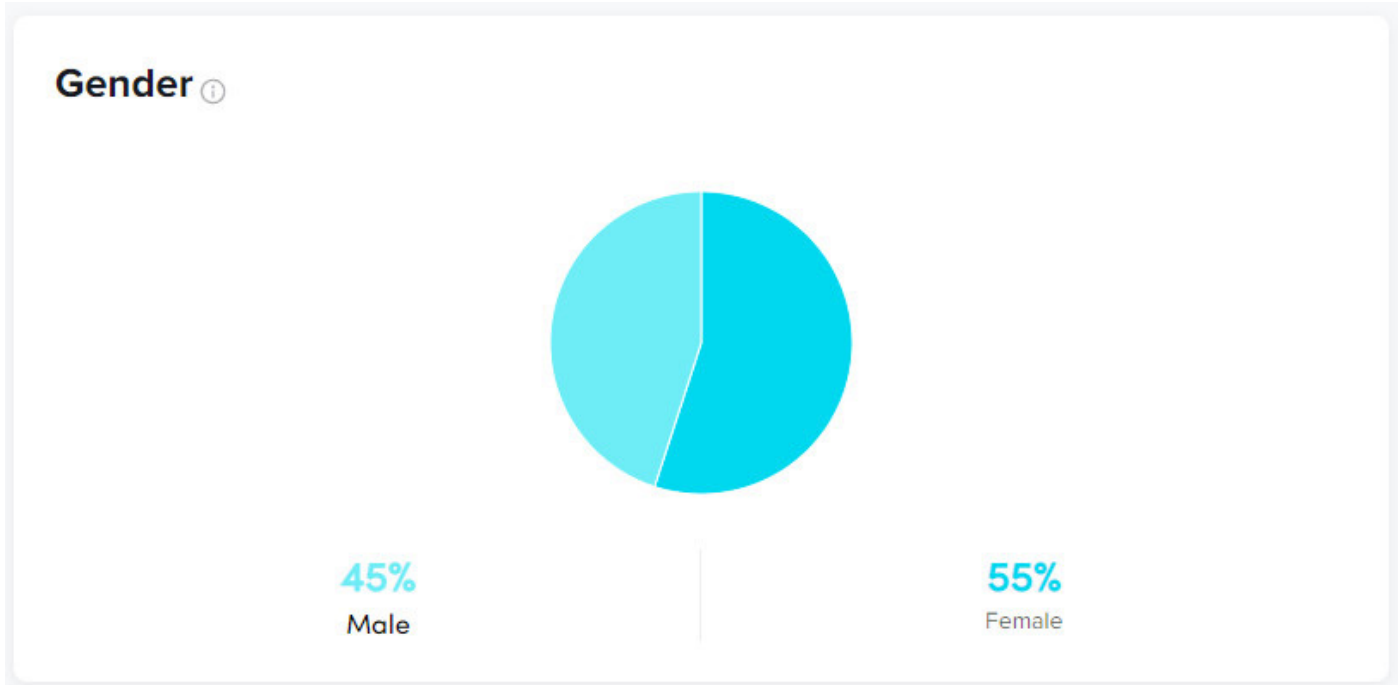


Figure 5.1.3.c: TikTok Audience Report by Gender for “tongcuctdt”

Audience

	Female Audience	Male Audience
Percentage	56%	44%
Total Follower Gain	798	
KPI for Follower Gain	400	

(Table 5.1.3.a: TikTok Audience Report by Gender for “tongcuctdt” between 8/10/2021 and 6/12/2021)

The TikTok channel turned out to have the highest growth among all the social media platforms for this project at nearly 800 follower gain after 2 months. The audience was divided quite evenly between the two genders, with a slightly higher percentage of female audience. Unfortunately, TikTok’s engine has yet to be able to categorize viewership by age, but it is safe to assume that most of the audience is young given TikTok’s relatively young user base and based on statistics from other channels.

	Metrics	Engagement Rate by Total Views (in %, n=Total Views)
Total Views	935.733	
Profile Views	3.209	0.3
Total Likes	11.565	1.2
Total Comments	59	0.006
Total Shares	214	0.02
Total Engagements	15.047	1.6

(Table 5.1.3.b: TikTok Engagement Report for “tongcuctdt” between 8/10/2021 and 6/12/2021)

Despite the account’s audience growth and sizable total views, engagement rate is not high among total viewership. This may be due to the fact that the campaign utilized TikTok more as a trend machine rather than focus on building the account’s frequent viewer base, therefore the audience engagement with the campaign on TikTok was manifested in the form of making their own content. VSA can continue building on this foundation with frequent content uploads boosted through TikTok’s advanced feed engine and TikTok trends to further build this channel in the future.

In conclusion: At the end of the campaign, all of our social media communication channels for this project showed moderate growth considering that all of these channels are relatively new or were quite inactive before the campaign started. Most of the followers were also from the planned target audience, which is young urban Vietnamese. However, the engagement rates across the channels were quite low, which can improve over time if VSA decides to continue building on the foundation this project has built.

5.2: CAMPAIGN EFFECTIVENESS

5.2.1: Media Effectiveness

Metrics	Results	KPI
SOCIAL MEDIA		
VSA Facebook Reach (45 posts)	1.764.183	560.000 (~10.000/day)
VSA Facebook Impressions (45 posts)	3.746.705	2.240.000 (freq < 4)
Herbalife Facebook Impressions (3 posts)	431.000	x
VSA Youtube Views (21 videos)	4.074.279	4.000.000
Herbalife Youtube Views (2 videos)	1.719.214	x
VSA TikTok Views (52 videos)	935.733	800.000 (~16.000/video)
Total Impressions	10.906.931	
Influencer posts interactions	2.324	x
PUBLIC RELATIONS		
Online Newspapers Mentions	70	24 (~3 articles/week)
Television Appearances	4	4
MUSIC VIDEO		
Facebook: Official MV Views	499.518	x
Facebook: Dance Version Views	115	x
Youtube: Official MV Views	2.639.387	x
Youtube: Dance Version Views	1.425.953	x
TikTok: Official MV Total Views	162.989	x
TikTok: Dance Challenge Views	66.200	x
Official MV Total Views	3.301.894	3.000.000
Dance Version Total Views	1.492.268	1.500.000
DANCE CHALLENGE		
#naocungtapngay Total Views	132.200.000	100.000.000
Influencer Participants Total Views	1.269.576	1.000.000
Challenge Participants	127	100 (~10 videos/day)

(Table 5.2.1: Media Effectiveness)

Overall, we found this project to have a good amount of reach on social media as most of our KPIs had been achieved. The music videos also received a respectable amount of views across all platforms. However, this reach is still highly dependent on advertising rather than on organic distributions; and the engagement rates on all channels were still quite low as we have demonstrated in section 5.1.

On the other hand, the project received good support from external sources such as public relations channels and user-generated content from the TikTok dance challenge. Thanks to VSA's position as a governmental organization, many online news sites agreed to mention the project without much difficulty, however the real effectiveness of this spread is not measurable due to lack of data from the news sites. TikTok also proved itself to be a high-virality medium as our dance challenge got to Top 1 trending and gathered over 100 million total views.

All in all, within this project timeline and budget, our team as well as the Vietnam Sports Administration were satisfied with the campaign effectiveness.

5.2.2: Social Listening

In order to assess whether or not our campaign has raised awareness on the importance of physical activity, we used social listening tools to scan all discussions on the web within the topic of “sports” (“thể dục”, “thể thao”). By using Artificial Intelligence scanning technology, this method can assess the popularity and general opinions about a certain topic on online communication platforms.

The results are presented as shown in Graph 5.2.2.a, 5.2.2.b and 5.2.2.c. All three graphs show a rising trend in the amount of concern for sports during the project execution, however, most of this concern is still manifested in the form of passive views and likes rather than in the form of active discussions as shown in graph 5.2.2.a and 5.2.2.b. Graph 5.2.2.c indicates that most of the opinions about physical exercise are still neutral, meaning that most of the discussions within this topic are still quite passive.

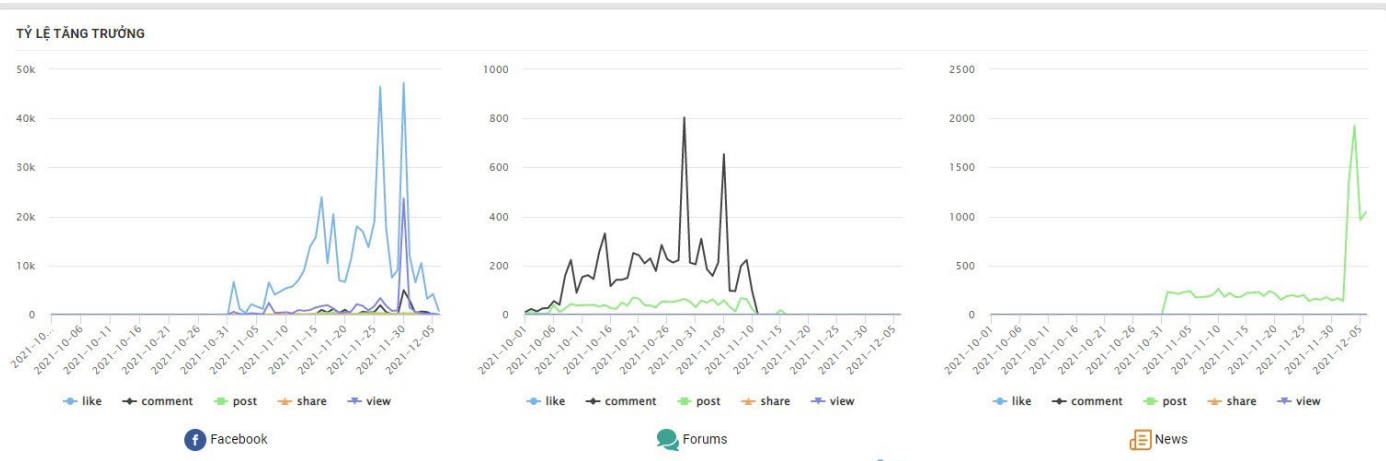
In conclusion, social listening results on online platforms show that while our campaign has raised a certain amount of awareness about the importance of physical activity, it has not managed to transfer this awareness into meaningful and measurable behaviour change. In order to achieve their long term goal of raising the amount of Vietnamese people frequently exercising, the Vietnam Sports Administration will need to conduct more both communicational and offline activities in the future.



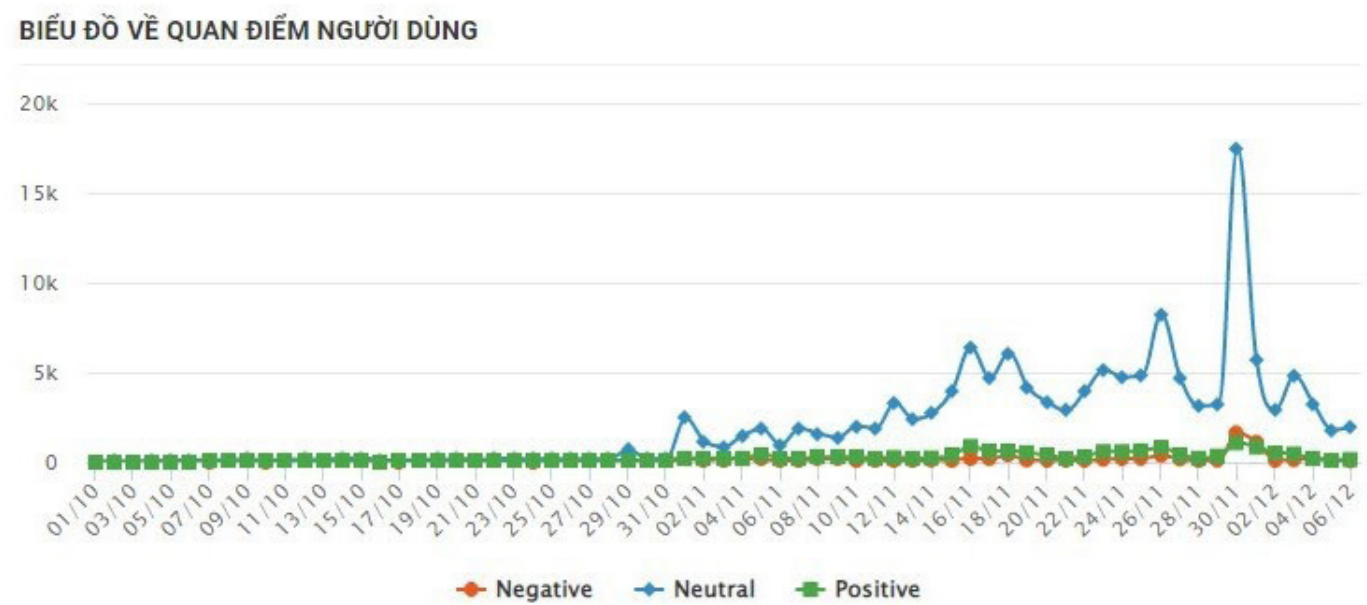
(Graph 5.2.2.a: Overview of general discussions and interactions within the topic of sports between 1/10/2021 and 6/12/2021)

6. REFLECTION

6.1: POSITIVE POINTS	97
6.2: NEGATIVE POINTS	98
6.3: RECOMMENDATIONS FOR FUTURE PROJECTS	99



(Graph 5.2.2.b: Overview of Growth rate of sports related topics between 1/10/2021 and 6/12/2021)



(Graph 5.2.2.c: Overview of Users' Opinions about sports related topics between 1/10/2021 and 6/12/2021)

In retrospect, working on this project has proved to be a valuable learning experience for our team members and has taught us unique lessons which will surely be useful when we start building our career in communications after graduation.

“Let us exercise! For a healthy and happy Vietnam” not only gave us a chance to apply what we have learned from school into practice, it also allowed us to witness the many nuances of a real communication project from the planning, execution to evaluation phases.

On the other hand, it is also undeniable that our team encountered multiple obstacles throughout the project, as is common with all fresh teams on their first project together. Careful post-project reflection illuminates many of our limitations regarding our project planning, management, communication and risk handling. Even more so than the positive evaluations, these limitations are invaluable lessons that showed us what we needed to improve moving forward.

6.1: POSITIVE POINTS

“Let us exercise! For a healthy and happy Vietnam” is a humanistic project that helped raise people’s awareness about the importance of physical activity as a way to improve physical and mental health. This message is even more crucial within the context of the Covid-19 global pandemic as concerns about healthcare and anxiety from long periods of isolation rise. Right from the beginning when we were given this assignment, our group has unanimously wanted our capstone project to be a socially responsible communication campaign that could help make a positive change to society. With support from the Vietnam Sports Administration, we felt grateful that our original goal has been reached and that our campaign has played a small part in encouraging a healthier and more meaningful lifestyle for young Vietnamese.

- **This project also gave us an opportunity to utilize knowledge learned from school in a practical situation, not just marketing knowledge but knowledge about communication as a whole.**

Theories on models of communication, risk management process and planning methods such as SWOT analysis and SMART objective-setting were applied in a real situation with a defined budget. This experience taught us that theory, while very useful, can be far from practice and that running a project requires a certain amount of flexibility in order to achieve real results. The project also taught us valuable lessons through direct experience about knowledge that could not be taught academically, such as how to communicate with stakeholders, collaborate with a different team, how to deal with project risks, etc.

In practice, every step of the ideation as well as the production process is another chance for us to revisit old lessons and get a better understanding of what we were taught in school. When we were designing VSA's visual identity, we got to utilize what we studied about graphic design. When writing text captions, we once again went back to theories like the AIDA model,... Writing news releases also proved to be a challenge as VSA's requirements for this particular task were high, and our writer had to relearn how to write in a journalistic style. The production of the music video also required usage of various areas of knowledge such as creative ideation, production management and quality control.

- **Another opportunity given to us by this project is working with the professional team from Dentsu Redder and learning from how they organize their work.**

Being one of Vietnam's top creative marketing agencies, Dentsu Redder's working procedures have been applied into and claimed success in countless communication projects. Therefore, an opportunity to work with them is one that promises great learning experiences.

Specifically for this project, we worked closely with Dentsu in the production and promotion of a music video. We got to experience firsthand how Dentsu went through the ideation, storyboarding, music writing and production, KOL booking and promotion planning process. Every task was highly interconnected and the whole operation ran smartly and smoothly.

Working with Dentsu also gave us a glimpse into the working environment of a marketing agency with tight deadlines, unexpected errors and how to make quick decisive decisions. This will help define our expectations better if we do decide to work for an agency in the future.

- **Perhaps most important of all, this project served as a test for each of our team members that helped us define our strengths and weaknesses better.**

In actuality, liking and doing are two completely different stories, but the differentiation between preference and ability is something that we as students need to decipher before starting our careers. In our group, there are people who love to write but their writing styles were not suitable for social media content, so they instead discovered the ability in visual thinking. On the other hand, there are members who have experience in planning and actual project management, so they have enhanced these strengths and also got the opportunity to hone other skills.

6.2: NEGATIVE POINTS

- **As we are an inexperienced team that had not worked extensively with each other before, we encountered many problems with our project management in this project.**

Even though we developed a quite extensive execution plan, poor time management prevented

the team from reaching all deadlines and even removing some initial plans. Proper project management and communications management were also developed slowly and not enacted with care, resulting in some delays at the beginning of the project. Furthermore, our team showed lack of experience within some areas of work such as graphic design, conducting interviews and press release writing, which made some tasks require much more time and effort than should be necessary.

- **The Covid pandemic also posed a major hindrance for the project execution.**

Some plans were removed entirely because of unstable social situations such as the plan to interview more athletes for the Humans of VSA series or production of some video content. Furthermore, working from home through online meetings proved to be ineffective at times due to the lack of direct interactions between team members and stakeholders.

- **The project itself also has several problems regarding its nature and perhaps also because of our lack of experience.**

Many governmental procedures were complicated and cumbersome, causing difficulties during both the planning and execution phase of the project. Limitations regarding the funding for the project and how these funds were divided also prevented us from fully achieving higher communicational results. True collaboration between the team and Dentsu Redder was also not achieved due to the fact that the two teams work in different cities and only communicated through online channels.

6.3: RECOMMENDATIONS FOR FUTURE PROJECTS

Our capstone project may have concluded, but the Vietnam Sports Administration plans to prolong "For a healthy and happy Vietnam" as part of their long-term goal of developing a nationally-developed sports field. Phase 1 of the project has successfully built communication channels accessible to the youth and raised awareness about the mental and physical benefits of engaging in regular physical activities. Phase 2 and 3 can continue this trend throughout 2022 and use the spirits of sport to bring people together.


Phase 2 can take place during the Lunar New Year and utilize this period of gathering to encourage people to exercise together. The project can also combine Vietnamese traditional elements and science to develop forms of exercises and dietary habits that can help shape Vietnamese people towards a more healthy and active lifestyle during the most important holiday of the year. Moving on to Phase 3, after the project and communication channels have garnered a certain following, VSA can expand the project's reach to a larger target audience and organize more social and community-driven activities to engage with people more directly and create a communal love for sports. Those are our recommendations for how this project can continue further into the future and share the positive impact of physical activity to more Vietnamese people.

We believe this project is beneficial for the development of our nation in this rapidly changing period, and we also believe in the Vietnam Sports Administration's abilities to push it even further and bring a positive change to many people's lives. As for ourselves, we will use the experience from this project when working on other projects with different teams in the future, from refining our project management skills to preparing ourselves better when working with other organizations.

This document has been checked and edited for plagiarism.

Date: 15/12/2021. Tool: Grammarly

Approved by VVN 15/12/2021



PROJECT: Let us exercise!
For a healthy and happy Vietnam.

DURATION: August 2021 - December 2021

TEAM: Heovetica

Owner



Sponsor



Partners






TOTAL BUDGET:

279.500.000 VND

COMMUNICATION CHANNELS








Social media

Support media

PROJECT GOALS

- Build Vietnamese Sports Administration's official online sports and physical activity channels
- Raise awareness on the physical and mental benefits of regular exercise and inspire the audience to pick up the habit of frequent physical activities

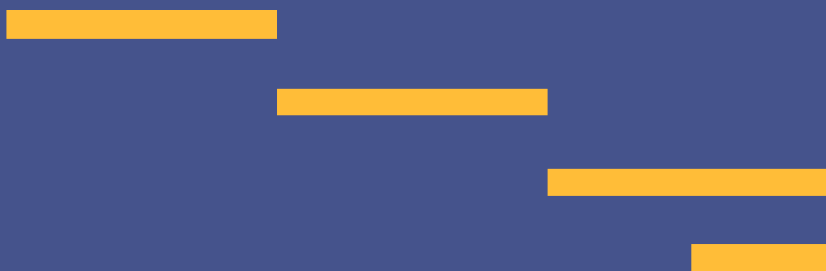
KEY MESSAGE: "Let us exercise! For a healthy and happy Vietnam."

Planning

VSA Branding

MV & Dance Challenge


Educate & Motivate




September

October

November




RESULTS



+478 Like
(120% KPI)


1M7 Reach
(140% KPI)

530K EGM
(441% KPI)




+281 Sub
(90% KPI)

4.1M View
(102% KPI)




+798 Follow
(142% KPI)

935K View
(116% KPI)




10M9 Impressions
(143% KPI)




MV: 3.3M view
(110% KPI)

Dance Ver: 1.4M view
(93% KPI)



70 News Mention
(290% KPI)

4 TV Mention
(100% KPI)



132M # View
(132% KPI)

1M2 KOL View
(120% KPI)

127 Participants
(127% KPI)

Overall:

- The campaign was successful in building the foundations for VSA's online communication. However, more work still need to be done to increase engagement on these channels.
- The campaign has raised some awareness on the importance of physical activity, but has yet to encourage behaviour.

7. APPENDIX

Letter from Mrs.Yen

BỘ VĂN HÓA, THỂ THAO VÀ DU LỊCH TỔNG CỤC THỂ DỤC THỂ THAO

Hà Nội, ngày 4 tháng 12 năm 2021

Thư cảm ơn

Tôi xin chân thành gửi lời cảm ơn tới cô Vũ Việt Nga - Giảng viên trường Đại học FPT và nhóm đồ án đã cùng tham gia dự án nhân văn liên quan đến sức khỏe và tập luyện “Nào cùng tập ngay, vì một Việt Nam khỏe mạnh và hạnh phúc”.

Chiến dịch đã được Chính Phủ, các Bộ, Ban, Ngành tuyên dương khi đưa ra báo cáo. Từ chiến dịch “Cả nhà tập ngay, đánh bay Covid”, sau đó là MV và kế hoạch truyền thông “Nào cùng tập ngay, vì một Việt Nam khỏe mạnh và hạnh phúc” có hiệu quả trong cộng đồng, tuyên truyền cho người dân tham gia tập luyện.

Dự án này được cô Vũ Việt Nga và các em sinh viên tham gia ngay từ đầu, từ lúc lên ý tưởng cho tới khi dự án đi vào hiện thực. Nhóm cũng đã hỗ trợ Tổng cục Thể dục Thể thao đưa vào hoạt động fanpage VSA Thể Thao Cho Mọi Người, đăng tin trên Youtube, Tiktok cũng như những phương tiện truyền thông khác một cách khoa học và bài bản. Những thông tin được đăng tải xuyên suốt, giúp mọi người tiếp cận và bắt đầu gửi cho chương trình các video tập luyện.

Chương trình lần này rất thành công về mặt truyền thông khi xuất hiện trên gần 100 bài báo và được đưa tin trên Đài Truyền hình Việt Nam. Thành công ban đầu này có ý nghĩa to lớn trong bối cảnh dịch bệnh vẫn có diễn biến nguy hiểm, phức tạp.

Tôi rất vui, hài lòng và đánh giá cao sự tham gia của cô Nga và nhóm đồ án của trường Đại học FPT trong dự án lần này và đã đạt được kết quả nhất định. Mặc dù đã gặp nhiều những khó khăn xong chúng ta đã cùng nhau chia sẻ, khắc phục. Hy vọng cô Nga và nhóm tiếp tục đồng hành với Tổng cục Thể dục Thể thao trong các dự án tiếp theo về vận động tuyên truyền nâng cao sức khỏe.

Chúc mọi người luôn hạnh phúc và có sức khỏe vượt qua đại dịch!

Phó tổng cục trưởng
Tổng Cục Thể Dục Thể Thao

Lê Thị Hoàng Yến

Some
of the
content
our team
produced
for this
project

FINAL: [LINK](#)

POST 2: LINK

CAPTION CONTENT:

👉 **LỖI SỐNG VUI KHỎE 5T** 👉

Dễ dàng thực hiện - Hữu ích cho cả gia đình

- ✅ Tập đều đặn - Tạo thói quen tập thể dục thường xuyên
- ✅ Tập đầy đủ - Luyện tập tối thiểu 30 phút/lần, tối đa 2 lần/ngày
- ✅ Tập khoa học - Tìm nhóm bài tập hoặc các môn thể thao phù hợp với bản thân
- ✅ Tập cùng nhau - Có vũ người thân cùng tập luyện

Còn bạn, bạn đã sẵn sàng bắt đầu "Lỗi sống vui khỏe 5T" ngay hôm nay?

"Nào cùng tập ngay! Vì một Việt Nam khỏe mạnh và hạnh phúc" là dự án được Tổng cục Thể dục Thể thao kết hợp cùng Herbalife triển khai nhằm tuyên truyền và xây dựng ý thức luyện tập thể dục thể thao đều đặn; cùng duy trì sức khỏe của cả cộng đồng.

VSA - Thể Thao Cho Mọi Người

📍 Website: [tdtt.gov.vn](#); [thethaovietnamplus.vn](#)

✉ Email: [vsa.thethaochomoingui@gmail.com](#)

#Naocungtapngay #loisong5T #vimotvietnamvuikho

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POST 7: TẬP LUYỆN

CAPTION CONTENT:

👉 **Người hùng thầm lặng của nền thể thao nước nhà**

🏆 Những năm gần đây, người hâm mộ liên tiếp đón nhận những tin vui về thành tích thể thao nước nhà. Chúng ta tự hào khi lần đầu tiên lọt vào đến trận chung kết U23 châu Á, lần đầu tiên vào đến bán kết Asian Cup, lần đầu tiên vô địch SEA Games, lần đầu tiên vào thẳng vòng bán kết Asian Cup và lần đầu tiên chúng ta được phép mơ về giấc mơ World Cup. Thêm chỉ đội tuyển Futsal cũng đã làm nên hành trình kỳ diệu tại Giải vô địch Futsal thế giới 2021. Bên cạnh đó là những thành tích đáng tự hào của những Hoàng Xuân Vinh, Nguyễn Thị Ánh Viên, Quách Thị Lan, Nguyễn Thị Oanh, vv.

Để có được những thành tích đáng tự hào như vậy yêu cầu phải có được một chiến lược thể thao toàn diện bao gồm thể thao quần chúng và thể thao thành tích cao. Trong khi thể thao thành tích cao là việc tập luyện, thì đối với mục tiêu là thành tích thì thể thao quần chúng đóng vai trò nâng cao sức khỏe thể chất và tinh thần cho người tập.

Thể thao quần chúng thúc đẩy phong trào tập thể thao toàn dân kết hợp với những hoạt động nghiên cứu; chăm sóc dinh dưỡng; phát triển thể lực; tuyên truyền, giáo dục và nâng cao nhận thức. Ngoài ra cũng đã đáp ứng được đầy đủ về cơ sở vật chất như nhà thi đấu, sân bãi phục vụ cho những hoạt động thể chất tại các địa phương và trường học. Bên cạnh đó không thể không nhắc tới những giải thi đấu được tổ chức cho học sinh, sinh viên các cấp nhằm tạo sân chơi, kích lệ tinh thần thể thao, giúp phát hiện, bồi dưỡng và tuyển chọn nhân tài cho thể thao chuyên nghiệp.

Những thành tích đáng tự hào ở đầu trường khu vực hay quốc tế của thể thao Việt Nam đó là trái ngọt sau một quãng thời gian dài đầu tư nguồn lực, quan tâm phát triển toàn diện của hệ thống thể thao. Mỗi người dân tích cực tham gia tập luyện thể thao cũng đóng vai trò như những hạt mầm cho vinh quang nước nhà. Ngay bây giờ hãy cùng đồng lòng xây dựng khu vườn thành tích vì một Việt Nam khỏe mạnh, hạnh phúc và có tiếng tăm trên đấu trường thể thao quốc tế.

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NÁP NANG LƯỢNG ĐỂ TẬP LUYỆN

CARBOHYDRATE

PROTEIN

CHẤT BÉO

VÀ ĐỪNG QUÊN UỐNG ĐỦ NƯỚC

POST 10: Dinh Dưỡng

CAPTION CONTENT: "Nạp" chất gì để tập hiệu quả hơn?

Có nhiều người quan niệm rằng chỉ có những vận động viên chuyên nghiệp mới phải ăn kiêng cẩn thận khi tập luyện để đạt được kết quả thi đấu tốt nhất. Đúng vậy, nếu chúng ta chỉ tập luyện với mục tiêu nâng cao sức khỏe và sự tự tin, việc đếm từng calories trong bữa ăn cũng không hoàn toàn cần thiết.

Tuy nhiên, một chế độ ăn cân bằng và hợp lý cũng có thể giúp chúng ta tối ưu hóa được thời gian tập luyện hơn, từ đó thu được nhiều lợi ích hơn từ việc vận động thể chất. Việc cân bằng này cũng không phải điều gì cao xa, sau đây sẽ là một số lưu ý nhỏ nhưng có thể đem lại cải thiện lớn cho những người đang tập luyện một cách nghiệp dư:

- **Carbohydrate** là hợp chất hữu cơ cung cấp năng lượng chính cho cơ thể. Không chỉ vậy, carb còn giúp sản sinh ra glycogen trong cơ, khiến cho việc tập luyện đỡ mệt mỏi hơn.
- **Protein** là tên gọi của một chuỗi các chất thực hiện nhiều chức năng quan trọng trong cơ thể. Protein giúp sinh cơ cũng như duy trì sự mạnh mẽ và sức bền khi tập luyện.
- **Chất béo** là một dạng năng lượng dự trữ hiệu quả, cung cấp năng lượng cho cơ thể với những bài tập cường độ vừa và khi cơ thể nghỉ ngơi. Chế độ ăn cần có chất béo để giữ cơ thể không mệt mỏi, nhưng hãy lưu ý tránh những chất béo xấu để giảm ảnh hưởng tiêu cực lên sức khỏe!
- **Nước** cũng là một chất không thể quên "nạp" khi tập luyện. Việc tiếp nước giúp cho cơ thể giải nhiệt qua đó mồ hôi tốt hơn, từ đó tránh tình trạng mệt mỏi do cơ thể bị quá nhiệt. Không chỉ vậy, việc đủ nước còn giúp nâng cao sức mạnh cơ bắp, tăng sức bền, sự dẻo dai và giảm nguy cơ chuột rút.

Chỉ cần lưu ý 4 điều nhỏ trên thôi là bạn đã có thể tập luyện hiệu quả hơn và đạt được mục tiêu của bản thân nhanh hơn rồi. Đừng quên theo dõi page VSA để được cập nhật những thông tin hữu ích về thể dục thể thao nhé!

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POST 8:

PHỤ NỮ VIỆT NAM TRONG THỂ THAO: VƯA LÀ NGƯỜI THẮNG CUỘC, VƯA LÀ HẬU PHƯƠNG

Chắc hẳn nhiều người trong chúng ta vẫn gắn liền ý niệm về thể thao với "phái mạnh". Tuy nhiên, sự phát triển của ngành thể dục thể thao nước nhà chưa bao giờ vắng bóng hình ảnh những người phụ nữ vừa chinh chiến thi đấu, vừa chăm lo việc nhà. Vì vậy, nhân dịp ngày Phụ nữ Việt Nam, VSA muốn dành tặng những lời tri ân tới toàn thể chị em phụ nữ phi thường trên khắp mảnh đất hình chữ S của chúng ta.

Bà Lê Thị Hoàng Yến - Phó Tổng cục trưởng Tổng cục TDTT cho biết: nữ giới đóng góp tới một nửa hoặc hơn một nửa những thành tích của thể thao Việt Nam. Điều này càng đáng trân trọng hơn khi biết rằng để đạt được đến đỉnh cao, những vận động viên nữ đã phải vượt qua nhiều khó khăn hơn nam giới như những rào cản về tâm sinh lý, giữ gìn nhan sắc, chăm lo gia đình hay những định kiến xã hội về người phụ nữ.

Không chỉ vậy, người phụ nữ còn là hậu phương vững chắc cho ngành thể thao. Đằng sau sự thành công của mỗi vận động viên là sự chăm lo tận tâm của những người mẹ, người vợ, người cô, người bà.

Quả thực, phụ nữ là một bộ phận không thể thiếu trong thể dục thể thao Việt Nam. Vì vậy, mỗi người phụ nữ nên tăng cường tập luyện thể thao, vừa để phát triển sức khỏe và tinh thần của bản thân, vừa để có thêm sức mạnh đồng hành với những lo toan trong cuộc sống.

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Our campaign's appearances on television



Thể thao 24/7



Thời sự 11h VTV1

Our campaign's appearance on Suc khoe & Doi song webinar

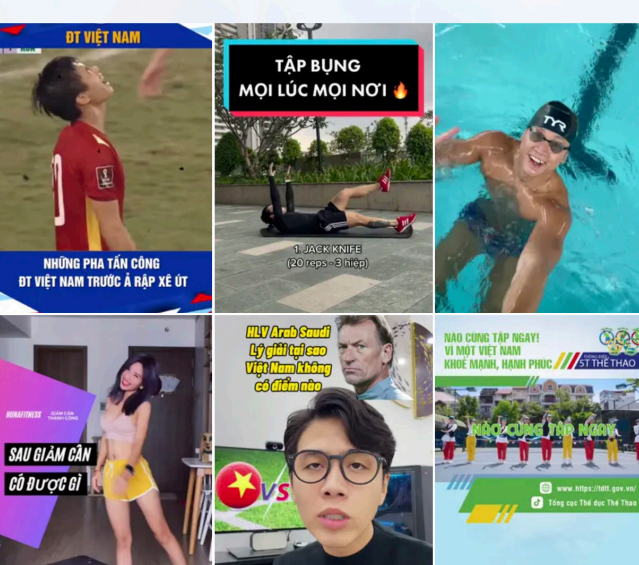
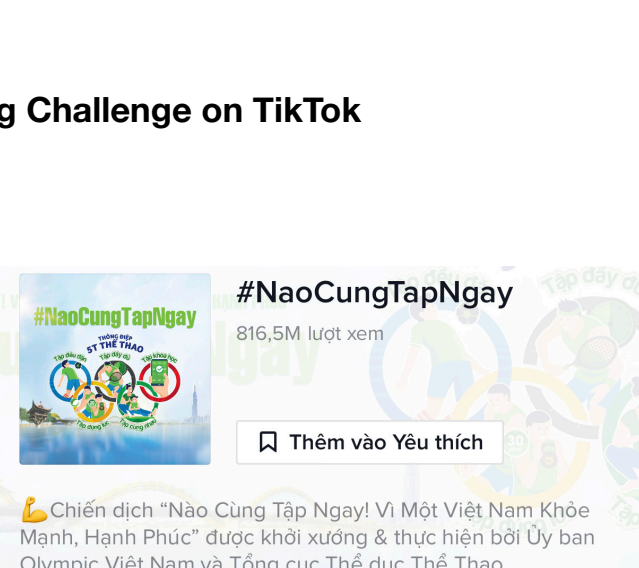
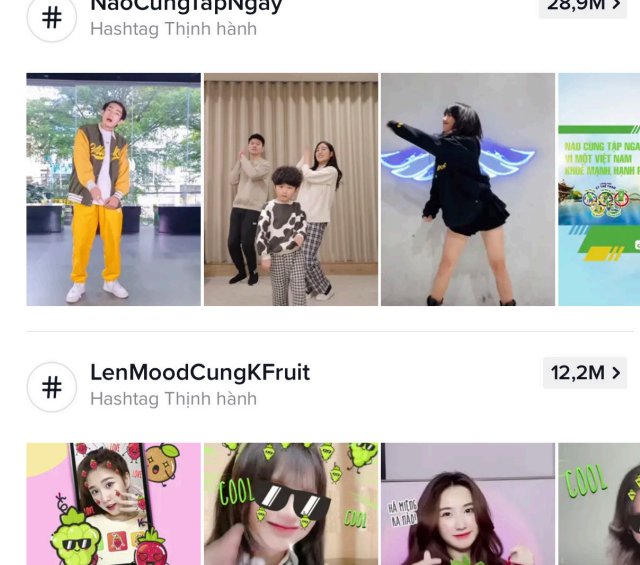
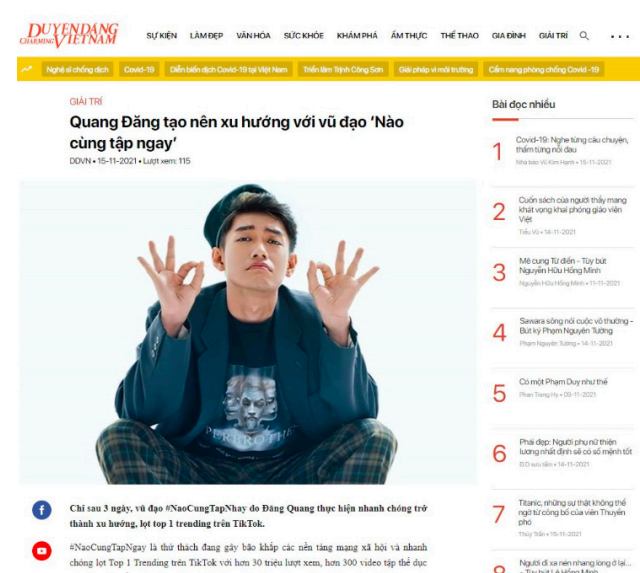
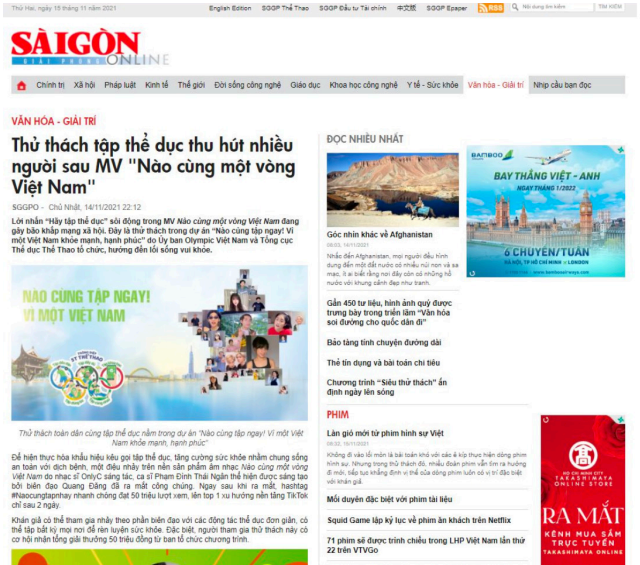
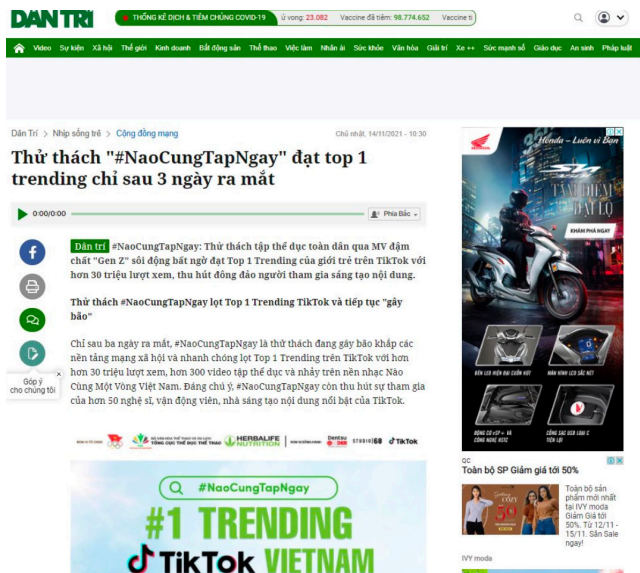


360 độ Thể Thao VTV6

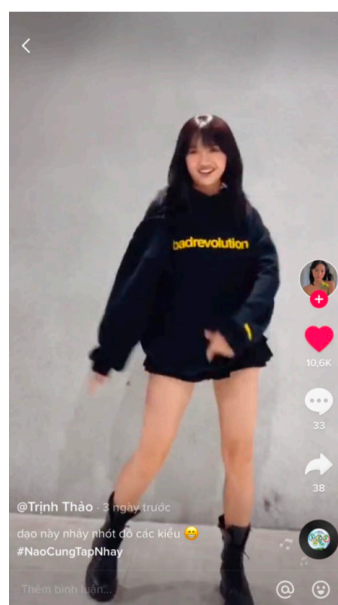
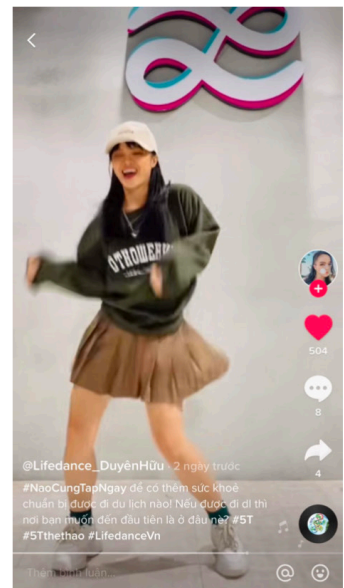
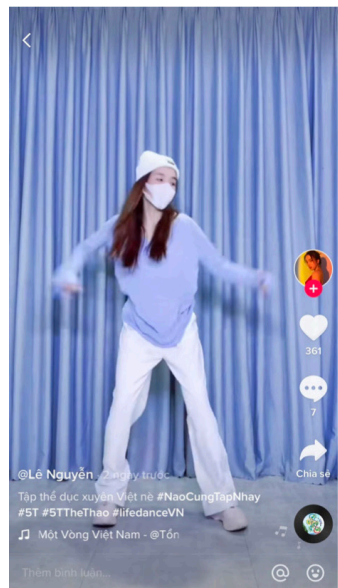
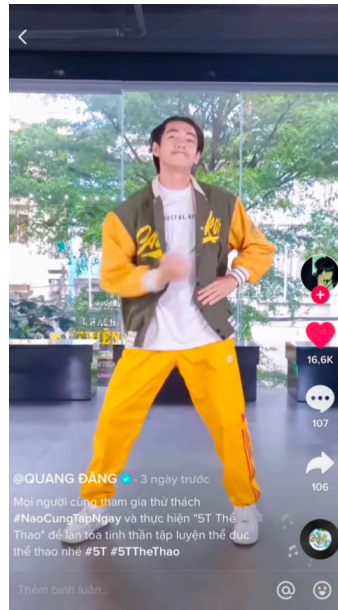


TỌA ĐÀM | NÀO CÙNG TẬP NGAY - VÌ MỘT VIỆT NAM KHỎE MẠNH, HẠNH PHÚC

Our campaign's appearances on newspaper



(Social media influencers participating in our TikTok challenge)



(An overview of our initial proposal for VSA)



Về Tổng cục Thể dục Thể thao

- Là tổ chức thuộc Bộ Văn Hóa, Thể Thao và Du lịch
- Giúp Bộ quản lý nhà nước và tổ chức thực thi pháp luật về thể dục, thể thao trên phạm vi cả nước
- Quản lý và tổ chức thực hiện các dịch vụ công về thể dục, thể thao theo quy định của pháp luật.



ĐIỂM YẾU

- Các nội dung hiện tại (website, fanpage) chưa hấp dẫn**
Cần tạo dựng các kênh mới, xây dựng hình ảnh nhận diện mới kèm theo những content chín chu hơn về mặt hình thức
- Chưa có hạn định kinh phí truyền thông cụ thể**
Hiệu quả kinh phí sẽ cần được tính toán dần trong quá trình hoạt động dự án
- Nhóm đối tượng rộng (hướng đến toàn xã hội)**
Gây khó khăn trong việc định hướng nội dung để tạo hiệu quả truyền thông cao

Bối cảnh truyền thông

- Bối cảnh covid-19:**
Gần 2 năm kể từ khi xuất hiện ca Covid đầu tiên, tình hình dịch vẫn không ngừng diễn biến phức tạp trên cả nước. Trước tình hình đó, nhà nước đưa ra các quyết sách về giãn cách xã hội, ngăn chặn kịp thời đà lây lan của dịch bệnh. Nhưng vô hình chung đem lại nhiều ảnh hưởng tới sinh hoạt của người dân trong đó có hoạt động thể chất, hoạt động thể dục thể thao của tất cả các đối tượng và độ tuổi trong xã hội.
- Xu hướng truyền thông trên digital & hành vi của user**
Các sản phẩm truyền thông trong một thời gian dài bị chi phối và ảnh hưởng nhiều bởi các yếu tố liên quan đến dịch bệnh. Các nội dung đăng tải gần liền tới những cảm xúc, truyền tải năng lượng tích cực từ những câu chuyện ý nghĩa từ đời sống thực tế lẫn trong công tác phòng chống dịch bệnh.
Lượng thông tin liên quan tới Covid nổi chung và sức khỏe nổi riêng tỷ lệ thuận với thời lượng sử dụng các nền tảng digital của người dùng. Đây cũng là một mối quan tâm chung của tất cả các người dùng. Và việc ở nhà trong một thời gian dài sẽ dẫn tới nhiều vấn đề liên quan đến sức khỏe chính vì vậy mà một phong trào tập luyện thể dục thể thao tại nhà có cơ hội lan truyền mạnh mẽ.

ĐIỂM MẠNH

- Là nguồn thông tin chính thống**
Có độ tin tưởng cao hơn với đại đa số dân chúng -> có khả năng thuyết phục cao hơn
Có khả năng tiếp cận các trang báo chí lớn để đăng tải
- Có thể tiếp cận những KOL là các VĐV Việt Nam**
Tăng độ uy tín cũng như tạo sức hút tốt
- Nguồn content có sẵn dồi dào, có khả năng xây dựng thêm trong tương lai**
Có sẵn những content đã được kiểm duyệt, đăng TV
12 nhóm bài tập đa dạng đối tượng người tập (đang được xây dựng)

CƠ HỘI

- Sự quan tâm ngày càng cao với các vấn đề về sức khỏe**
Sau khi dịch Covid 19 bùng phát, vấn đề sức khỏe được người Việt đặt lên hàng đầu.
Việc tập luyện ở nhà có thể là một lựa chọn dễ dàng để giữ gìn sức khỏe nếu người tập duy trì được thói quen.
- Tình hình cách ly kéo dài khiến cho việc tập luyện ở nhà trở thành lựa chọn duy nhất**
Việc đóng cửa các phòng tập thể hình, các địa điểm tổ chức hoạt động thể thao, các điểm tập thể dục ngoài trời,... khiến cho việc tập luyện ở nhà là lựa chọn duy nhất.

(An Overview of Our Logo Guidelines)

Quy tắc tỉ lệ sử dụng trong logo

Logo được vẽ theo tỉ lệ đối xứng



Khoảng cách quy chuẩn

Nhằm đảm bảo tính toàn vẹn và khả năng nhận diện của logo trên các ấn phẩm, mọi yếu tố đặt xung quanh logo không được xâm phạm vào "Vùng an toàn" theo một khoảng cách nhất định.

Lưu ý: Đặc biệt là trên các ấn phẩm truyền thông, khi được đặt cạnh các logo đối tác, các yếu tố đồ họa... logo TCDDTT cần phải đảm bảo vùng an toàn xung quanh logo để khả năng nhận diện của logo không bị hạn chế hoặc thay đổi.



Quy chuẩn kích thước trong logo



Quy chuẩn font chữ sử dụng

VSA
THỂ THAO VIỆT NAM

Kiểu chữ được trưng được sử dụng cho chữ "VSA" và "Thể Thao Việt Nam" trong logo là "Helvetica" được thể hiện dưới đây

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.

(Plagiarism Check Results)

stakeholders who are part of the project owner's organization, and external stakeholders who are outside of the project owner's organization but have an interest in the project. Within the scope of this project, we only engaged with two key internal stakeholders, namely Dentsu Redder's team and Vietnam Sports Administration's representatives. The following section will go into more details about this process.

Stakeholders Identification

The planning and execution of the project received contributions from 3 major parties: The Vietnam Sports Administration, Herbalife and Dentsu Redder.

The Vietnam Sports Administration is the project owner, responsible for planning, supervising and funding the project.

Vice Director of Vietnam Sports Administration - Le Thi Hoang Yen: Mrs. Yen was VSA's representative who directly oversaw the project and approved content for posting.

VSA's Organizational Departments: For major tasks such as the campaign's visual identity or approval of the overall project plan, we needed approval from VSA's departments as well as the Ministry of Culture, Sports and Tourism. However, this process was simplified for our team as Mrs. Yen handled most of the work with the higher-ups.

Herbalife is the project's main sponsor, responsible for providing

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1 MATCH

85 Overall score
See performance

Goals
Adjust goals

All suggestions

Correctness
72 alerts

Clarity
Mostly clear

Engagement
Engaging

Delivery
Just right

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Formatting tools are disabled.

4,366 words

On Youtube, a view for a video is counted when a real user intentionally initiates to watch a video for at least 30 seconds.

On Facebook, a view is counted when a video has been played for at least 3 seconds.

On TikTok, a view is counted as soon as the video starts or replays itself.

Unique Viewers (Youtube): The number of individual viewers watching the content posted.

Subscription (Youtube): Users who subscribe to a channel are more likely to see every content posted on that channel in their Home page, and videos from a subscribed channel will show up on their Subscriptions page.

New Page Likes: The number of people who liked the page . This number may not represent the final number shown on the page's public like counter because it does not account for the number of people who removed their likes from the page.

III.3: TARGET AUDIENCE

3.3.1: Demographics

Age: Vietnamese Millennials and Generation Z aged 18-35

Millennials (or generation Y) consists of people born between 1980 and 1994. This generation was introduced to technology when they were

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Goals
Adjust goals

All suggestions

Correctness
123 alerts

Clarity
A bit unclear

Engagement
A bit bland

Delivery
Just right

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6,320 words

allowed us to witness the many nuances of a real communication project from the planning, execution to evaluation phases.

On the other hand, it is also undeniable that our team encountered multiple obstacles throughout the project, as is common with all fresh teams on their first project together. Careful post-project reflection illuminates many of our limitations regarding our project planning, management, communication and risk handling. Even more so than the positive evaluations, these limitations are invaluable lessons that showed us what we needed to improve moving forward.

VI.1: POSITIVE POINTS

"Let us exercise! For a healthy and happy Vietnam" is a humanistic project that helped raise people's awareness about the importance of physical activity as a way to improve physical and mental health. This message is even more crucial within the context of the Covid-19 global pandemic as concerns about healthcare and anxiety from long periods of isolation rise. Right from the beginning when we were given this assignment, our group has unanimously wanted our capstone project to be a socially responsible communication campaign that could help make a positive change to society. With support from the Vietnam Sports Administration, we felt grateful that our original goal has been reached and that our campaign has played a small part in encouraging a healthier

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85 Overall score
See performance

Goals
Adjust goals

All suggestions

Correctness
49 alerts

Clarity
Mostly clear

Engagement
Engaging

Delivery
Just right

Get Expert Writing Help

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2,749 words

INTRODUCTIONIn this part, we will explain the origins of our project and the reasons why we think it is important for society. We all know that physical activity is healthy, but the societal and financial impact of physical activity on a nation-wide scale may not be visible to many. We want our final capstone communication campaign to at least leave a positive impact on society, and as such we were very grateful when given the opportunity to work with a government organization in this project.

This section will also briefly introduce the many stakeholders directly involved in this project. These include the Vietnam Sports Administration, the key sponsor Herbalife Nutrition as well as the two agencies participating in the execution including Dentsu Redder and Studio68.

I.1: SITUATION ANALYSIS: PHYSICAL ACTIVITY IN VIETNAM

The Social Climate

For the past 30 years, Vietnam has been in a state of rapid social and economical development. Ever since the total reforms under Đổi Mới which allowed Vietnam to become more integrated with global culture and economy, the country has been experiencing a total transformation from a poor war-torn country into a thriving developing nation.

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1 MATCH

84 Overall score
See performance

Goals
Adjust goals

All suggestions

Correctness
84 alerts

Clarity
A bit unclear

Engagement
Engaging

Delivery
Just right

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4,332 words

physical exercise, careful dieting, sleeping well to minimizing stress and improving mental health. This means that our approach to health in this project should also target multiple aspects of health, both physical and mental, in order to best communicate the effectiveness of physical activities in healthcare.

Physical Activity behaviour in Vietnam

Lastly, we went into Vietnamese people's behaviours regarding physical activity to look for the best way to connect with this audience.

Main reasons to exercise

Statistics show that the most common reasons for engaging in physical activities in Vietnam are to strengthen bones, reduce stress, manage weight loss, improve sleep patterns, boost productivity, reduce the risk of illnesses, boost mood and improve self esteem. We see the pattern of caring both about physical and mental health again with these statistics, but this time it is in direct relation with doing exercise. It shows us that aside from the obvious physical health benefits of physical exercises, Vietnamese people are already aware of the mental health benefits as well. Indeed, the positive mental benefits of physical activities have been researched extensively for a long time, and there is statistical evidence proving that frequent physical activity can promote mental health and even be used to prevent and alleviate mental disorders (26).

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1 MATCH

81 Overall score
See performance

Goals
Adjust goals

All suggestions

Correctness
100 alerts

Clarity
A bit unclear

Engagement
A bit bland

Delivery
Slightly off

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6,264 words

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