

CAPSTONE PROJECT DOCUMENT

## Communication Project

# “TOUCH TO SHARE YOUR CUP”: A VietCup Communication Project to resonate with their stakeholders

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**GRA497\_G5**

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# TABLE OF CONTENTS

## **1 INTRODUCTION**

### **1.1. CONTEXT ANALYSIS**

- 1.1.1. The importance of a healthy positive lifestyle
- 1.1.2. Consumers' rising concerns about green lifestyle

### **1.2. OVERVIEW**

- 1.2.1. Our first steps on the project journey
- 1.2.2. About our client project: VietCup
- 1.2.3. Our group's role in this project
- 1.2.4. Project overview

## **2 RESEARCH**

### **2.1. COMPANY INSIGHT AND MARKET RESEARCH**

- 2.1.1. Company insights
- 2.1.2. Market research
  - 2.1.2.1. Trend of using eco-friendly products in Vietnam
  - 2.1.2.2. Competitors analysis
- 2.1.3 Social media use in Vietnam

### **2.2. THEORIES**

- 2.2.1. Brand voice
- 2.2.2. Product branding
- 2.2.3. Ethical Consumption
- 2.2.4. Emotional branding
- 2.2.5. Storytelling effect
- 2.2.6. Stakeholder theory

## **3 PROJECT PLAN**

### **3.1. OUR GOALS**

- 3.1.1. Goals
- 3.1.2. Smart objectives

### **3.2. TARGET AUDIENCE**

- 3.2.1. Target audience
- 3.2.2. Audience insights

### **3.3. BIG IDEA**

- 3.3.1. Creative idea
- 3.3.2 Key Message
- 3.3.3. Key Visual

### **3.4. PROJECT CHANNEL**

- 3.4.1. About Owned Media
- 3.4.2. About Paid Media
- 3.4.3. About Earned Media

### **3.5. KEY ACTIVITIES**

- 3.5.1. List of Activities
- 3.5.2. KPI for Key Activities

# TABLE OF CONTENTS

## 3.6. ESTIMATE BUDGET

## 3.7. RISK MANAGEMENT

3.7.1. Crisis management process

3.7.2. Crisis Classification

## **4 PROJECT EXECUTION**

### 4.1. PROJECT TIMELINE

4.1.1. Project Overview

4.1.2. Project Timeline

### 4.2. MEDIA PRODUCTION

4.2.1. Production Schedule

4.2.2. Media Product

### 4.3. PROJECT BUDGET

### 4.4 PROJECT MANAGEMENT PROCESS

4.4.1. Human Resources Management

4.4.2. Task Management

4.4.3. Team Communication

### 4.5. STAKEHOLDER ENGAGEMENT

4.5.1. Stakeholder Identification

4.5.2. Stakeholders Communication Channels

4.5.3. Engagement Process

## **5 PROJECT EVALUATION**

### 5.1. SOCIAL EFFECTIVENESS

### 5.2. ACTIVITIES EFFECTIVENESS

### 5.3. FEEDBACK

## **6 REFLECTION**

### 6.1. POSITIVE POINTS

### 6.2. NEGATIVE POINTS

### 6.3. RECOMMENDATIONS FOR FUTURE

## **7 APPENDIX**

## **8 FIGURES AND TABLES**

### 8.1. FIGURES

### 8.2. TABLES

## **9 REFERENCES**

# 1. INTRODUCTION

## 1.1. CONTEXT ANALYSIS

- 1.1.1. The importance of a healthy positive lifestyle
- 1.1.2. Consumers' rising concerns about green lifestyle

## 1.2. OVERVIEW

- 1.2.1. Our first steps on the project journey
- 1.2.2. About our client project: VietCup
- 1.2.3. Our group's role in this project
- 1.2.4. Project overview

## **EXECUTIVE SUMMARY**

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COVID-19 pandemic is believed to be one of the main factors that lead people to spend their time at home more than ever before. As a result, "home" becomes a different concept compared to how it was in the past. The increased indoor activities has led people to be more aware of the importance of a clean space, and at the same time, to pay more attention to environmentally friendly products or products which bring less environmental impact than others in the same segment. According to E.ON, consumers are actively seeking more sustainable products and services after the appearance of the COVID-19 pandemic. Research confirms that COVID-19 has changed human shopping patterns and lifestyle, needless to say, the concept of green consumption and green living have increasingly become a major concern to sustain our life.

Acknowledging these issues, DACHL team joined VietCup, a part of a green business, to join their project as media collaborators, to propose and lead the project with the main purpose of increasing brand awareness for young audiences. Knowledge of multimedia communication has been learned at FPT University, we have the opportunity to apply the knowledge to a real project.

**VietCup<sup>®</sup>**

**PROJECT OWNER**

## 1.1. CONTEXT ANALYSIS

Keeping yourself healthy every day has been a trend around the world in recent years, and the emergence of the COVID-19 pandemic has partly accelerated this trend. Protecting and promoting health is increasingly shown to be important in life as people are aware of protecting their own health and that of their families (Sanofi). Since then, a healthy lifestyle is also interested in improving health and spirit.

### 1.1.1. THE IMPORTANCE OF A HEALTHY POSITIVE LIFESTYLE

A healthy lifestyle is an important and meaningful part of everyone's life. A healthy positive lifestyle is defined differently for different individuals. It simply means doing things that make you feel happy and healthy. Living a healthy active lifestyle can prevent chronic diseases, reduce the incidence of stress-related problems, and most importantly, improve quality of life.

Besides, a green lifestyle is also a way to help improve the quality of life. Green living (or sustainable lifestyle) are thoughts, habits, and actions to reduce carbon footprint such as avoiding food waste, reusing things, and changing transportation methods to reduce emissions. A green lifestyle that protects the environment is a symbol of a commitment between ourselves and sustainable development in the future.

A healthy positive lifestyle or green lifestyle can help you feel so much better in your daily life. A few small changes can also lead to an improvement in quality of life. When a small change is made, it can motivate you to keep making more positive changes.

### 1.1.2. CONSUMERS' RISING CONCERNS ABOUT GREEN LIFESTYLE

According to BUPA, there has been a 418% surge in Google searches for climate anxiety, with eco-anxiety also increasing by 238%. While the fear of environmental doom is a very real feeling, 2022 is all about letting it fuel us to do better., so the formation of the green consumption trend and sustainable living is a necessary need to contribute to the effective implementation of the goal "Sustainable Development".

Statistics from the World Health Organizations report that 13 million deaths annually and almost a quarter of all diseases worldwide are due to environmental causes that could be avoided or prevented. These health issues include asthma, chronic obstructive pulmonary disease (COPD), cardiovascular disease, and stroke. According to the CDC, when we make sustainable food choices, use alternative transportation, purchase eco-friendly products, and recycle, we are helping to curb the pollution causing these diseases.

Food safety, plastic waste, water pollution, insecticide/fertilisers, and air pollution are among the top 5 concerns of Vietnamese people. During unplanned shopping occasions, it is not convenient for consumers to bring their own bags/cups/baskets for shopping, thus increasing the demand for free plastic products even though they are aware of its negative impact on the environment. As a result, consumers show a preference for easier and more convenient solutions such as 100% recyclable plastic packaging or alternative biodegradable packaging.

Because of those concerns, the green product manufacturing industry is increasingly gaining a foothold in the market.

## 1.2. OVERVIEW

### 1.2.1. OUR FIRST STEPS ON THE PROJECT JOURNEY

At the beginning of the project implementation period, from January 2022, we had the opportunity to work with Vietnam government agencies, namely the Ministry of Health and the Department of Preventive Medicine.

#### MINISTRY OF HEALTH (15/12/2021-29/12/2021)

To increase awareness and provide a strong message to young children in two age groups, 5-11 and 12-17 years old, about the benefits of COVID-19 vaccine, the research team proposes a campaign - a communication plan called "Con da tiem vaccin", to arouse the spirit of initiative, confidence and peace of mind in getting vaccinated and taking children for vaccinations of children and parents. Accordingly, the communication campaign will be implemented within 3 months, with the outstanding activity being the launch of a series of promotional videos based on true stories of children during the epidemic season. Build content from genuine, close, and settled emotions, allowing the audience to experience the message.



In addition, the campaign also has practical activities such as building the image of a companion mascot, a painting contest for children, collaborating with famous families and experts to strongly spread the value of responsibility for health. children in particular and the health of the community in general.

Accompanying the vaccination activity of the Ministry of Health, the communication campaign will include two main keywords #consetiemvaccin and #condatiemvaccine, emphasizing the message of helping children and parents confidently participate in vaccination, thereby evoking the feeling of pride and accomplishments from children when they have been protected by a "double shield" named COVID-19 vaccine.

#### DEPARTMENT OF PREVENTIVE MEDICINE (31/12/2021-10/3/2022)

Our main role is redesign the website's images and content, in addition to building communication channels on social networking platforms to raise people's awareness on prevention of infectious diseases, providing information on the Covid-19 epidemic and methods of improving health. Besides, our group also plans to deploy communication activities to help people identify the image of the Department of Preventive Medicine more clearly.



#### VIETCUP

However, at the beginning of March, due to the rapid spread of COVID-19 and the changing system of the Ministry of Health, our mentioned projects were postponed. Being aware of the limited time for the Capstone Project, we decided to stop the ongoing project with the two sides of the Ministry of Health and the Department of Preventive Medicine. In this section, we will explain the origins of the team's project and why we think it's worth contributing to society. At the current time, products that are environmentally friendly and safe for users' health are increasingly concerned, especially during the epidemic period. VietCup is a brand with the mission of accompanying quality of life. We aim to build our final capstone communication project which can have a positive impact on society, and as such, we were grateful when being given the opportunity to work with a green organization on this project.

## 1.2.2. ABOUT OUR PROJECT'S CLIENT: VIETCUP

In 2001, with the initial scale of an advertising shop on De La Thanh street, Ba Dinh district, Hanoi, painter Duong Quang Huy and some other of his classmates built up the brand “ADP Design”. Providing market services in consulting, advertising, design & printing. With brand awareness playing an important role in development, he and his colleagues have built a professional & detailed identity. After 1 year, the store has built a large number of customers and created a position in the Hanoi printing – advertising market.

The company focuses primarily on branding consulting & communication services (Design – Graphics – Event – Advertising). With the position of one of the leading media companies, HUYNH LINH has built a large and professional customer system such as Vietinbank Industrial and Commercial Bank; Bank for investment and development of BIDV; Unicef Organisation, World Health Organisation WHO; Ministry of Health; Department of Preventive Medicine; National AIDS Prevention Committee; National expansion program of immunization, Institute of hematology and blood transfusion; Hanoi National University, National Economics University, Hanoi Medical University, World Bank, Garment Corporation, BP Group, Vietnam Oil and Gas Corporation, Lifan Group, etc. The company has consulted to build many successful brands such as Tam Kim Group, Tostem Window Vietnam, Nippon Vietnam Paint Joint Stock Company, NCC Group, VLine Vietnam, Quoc Hung HP...

### COMPANY OVERVIEW

VietCup Company is brands of Huy Linh Group Corporation. Born in 2009 up to now, VietCup has been constantly developing recycled paper products, offering convenient and long-term solutions for the environment and for people. VietCup's products include paper cups, paper bowls, paper plates, bags, and disposable packaging made from paper with a full range of sizes and types, and diverse models. All products have food safety standards and are easily biodegradable. With more than 10 years of establishment and development, VietCup is proud to be the pioneer company in developing paper cup products in the Vietnamese market. With the strategic thinking of the leadership and the support of the market, Vietcup step by step built a professional and strong model to bring to the market the products with the great quality, safety, and environmental protection.



### Logo

**VietCup<sup>®</sup>**

The logo consists of two letters Viet and Cup as the “Viet” represents the country of Vietnam. The meaning of the whole name means that the cup of the Vietnamese, used by the Vietnamese, is produced by the Vietnamese.

### Slogan

**“Đồng hành chất lượng sống!”**

Each product created by VietCup is always strictly tested with the expectation that the quality will always be the best in the hands of customers. At the same time, these are products that want to reduce environmental problems, thereby improving people's quality of life and accompanying people in all situations in life.

### Color



These two colors are inspired by the colors of the corporation that owns VietCup paper cup company, Huy Linh Group.

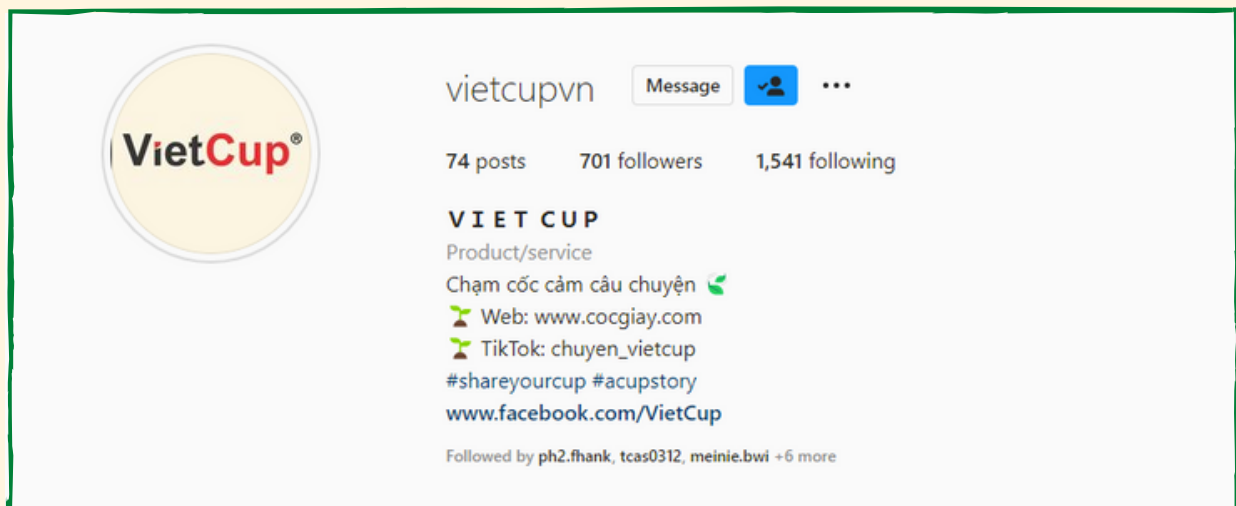
The red color represents enthusiasm and freshness. In addition, the red color also represents the national flag of Vietnam and the flow of life of the Vietnamese people.

The dark grey color represents modernity and elegance. VietCup's desire is to create a product suitable for the current taste.

## Facebook



## Instagram



## Website



## MISSION, VISION, CORE VALUES

### VISION

With the goal of becoming a leading media company - manufacturing & supplying paper cups in Vietnam and becoming a professional supplier in the region in the next decade. With the vision becoming multi-function, combined with the economic market, well-implemented the motto "No fastidious customers - only unprofessional suppliers".



### MISSION

Minimize the harmful effects of plastic waste on the environment, and adversely affect people. From there, improving people's quality of life. Bring convenient choices in shopping, help people feel secure when using the product.

### CORE VALUES

- Continuous development to perfect products targeting many customers.
- Highlight the safety and convenience of the product.
- Continuing to pursue its development goals in both domestic and regional markets in years to come



## 1.2.3. OUR GROUP'S ROLE IN THE PROJECT

### OUR GROUP'S ROLE

VietCup has been known as one of the leading reputable paper cup suppliers in Vietnam. However, VietCup's initial customer base is mainly B2B wholesale businesses. Currently, VietCup wants to expand its customer base to B2C files, mainly Gen Z - young people and Gen Y who will become potential customers in the future. The members of the group are all in the age group of Gen Z and have a certain understanding of this customer. Therefore, our team cooperated with VietCup to propose, develop and implement a communication project to increase brand awareness for the Gen Z audience.

VietCup is a brand that is initially successful in building emotional branding. As mentioned above, concern about a healthy lifestyle with eco-friendly products is increasing. The presence of VietCup - a green organization, with typical emotional advertising and storytelling such as "My Gu is a paper cup" has attracted the subconscious of consumers and created an emotional connection with the closeness of the brand. To continue building emotional branding that resonates with consumers, our team proposed the project.

## OUR GROUP'S AIM AND OPPORTUNITIES

Education and training associated with the practice is an indispensable requirement for students, especially in the context of knowledge economy development and international integration. To do this well, we would like to have the opportunity to develop in a corporate environment. According to Hager and Gonczi (1996), the theory is the summary of practice, which is formed and gradually enters the system when people perceive the objective world. Unlike theoretical knowledge, practical competence is often summarized and described in the form of processes, such as planning process, implementation process, control process, decision-making process, and activities. practical action (Kieran Setiya, 2009). That is why it is a good opportunity for us to conduct a real project while applying learned theories to reality at the same time.

In addition, through the project, we also accumulated a lot of experience when working directly with businesses. They will participate in the process of evaluating, fostering, and further training us in terms of practical knowledge, improving practical capacity and soft skills for students.

At the same time, our team hopes that the project, when combined with VietCup, will bring a lot of social values to the community, spreading positive energy to the people around, especially the target customer group.

### 1.2.4. PROJECT OVERVIEW

To spread the brand through new touchpoints to reach a group of potential customers: Gen Z and Millennials, our team proposes a campaign - a communication plan called "Touch to share your cup" helping consumers have a new and more emotional perspective on paper cups and bowls. From there identify the mission and increase awareness of a brand named VietCup. In addition, the campaign objective also focuses on boosting the awareness of the main product lines that the business is developing in order to achieve future levels of brand loyalty.

The communication project will be implemented in the period from March 2022 to December 2022. However, in order to match the completion of the graduation thesis, we will accept the communication results at the end of April 2022.

The main activity is to create a habit of caring more connected with paper cups, as a product associated with your daily life, and sharing each special moment of your life.

In addition to building content on social networking platforms, practical and contagious activity is also carried out with the name: A Cup Story - Tell your story with our cup. This is a practical activity through tree donation to send green sprouts planted in paper cups. It is also a word of encouragement and thanks to everyone for the values they create and their daily efforts.

Accompanying the communication project with the main keyword #shareyourcup, emphasizing the message to build a green lifestyle with VietCup, to be freely express the lifestyle while helping the brand increase its popularity and friendly consumers.



**"Touch to  
share  
your cup"**

## 2. RESEARCH

### 2.1. COMPANY INSIGHT AND MARKET RESEARCH

- 2.1.1. Company insights
- 2.1.2. Market research
- 2.1.3. Social media use in Vietnam

### 2.2. THEORIES

- 2.2.1. Brand voice
- 2.2.2. Product branding
- 2.2.3. Ethical consumption
- 2.2.4. Emotional branding
- 2.2.5. Storytelling effect
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**In the research part, we focus on analyzing the consumption trends, communication activities of competing brands in the market and especially the channels that the brand is building from which to choose the platforms, social network in line with the goals of the current project.**

# RESEARCH

## COMPANY INSIGHT

### STRENGTHS

- A brand has a long history of development experience
- Product designs are rich and diverse
- Finally, there are many big customer

### WEAKNESSES

- The business website design is not eye-catching,
- Communication channels have not been fully developed
- The brand's product line has not had a breakthrough

### OPPORTUNITIES

- The paper cup market has potential for development
- The consumer trend is growing
- The green lifestyle is being interested in consumers.

### THREATS

- Paper cup brands have not had the attention and in-depth research for B2C customer
- Paper cup brands have not been chosen by consumers when shopping.

## MARKET RESEARCH

### Trend of using eco-friendly products in Vietnam

According to a survey conducted in June 2021 in Vietnam, 81 percent of respondents stated that they had the intention to purchase more biodegradable or eco-friendly products.

### Competitors analysis

Kleur



Minh Duc Green



Ly Giay Viet Nam



## SOCIAL MEDIA USE IN VIETNAM

### Internet



68.72M internet users in Vietnam in January 2021

### Social Media



72.00M social media users in Vietnam in January 2021

## 2.1 COMPANY INSIGHT AND MARKET RESEARCH

### 2.1.1. COMPANY INSIGHTS

#### KEY DEFINITION

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential. A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organisation, initiative, or within its industry. The organisation needs to keep the analysis accurate by avoiding pre-conceived beliefs or grey areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

Using internal and external data, the technique can guide businesses toward strategies more likely to be successful, and away from those in which they have been, or are likely to be, less successful. Independent SWOT analysis, investors, or competitors can also guide them on whether a company, product line or industry might be strong or weak and why.



#### Strengths

Strengths describe what an organisation excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on.

#### Weaknesses

Weaknesses stop an organisation from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

#### Opportunities

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

#### Threats

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

## IMPLIED IN OUR PROJECT:

### Strengths of VietCup

- A brand has a long history of development experience in the paper cup manufacturing sector.
- VietCup also has a great reputation in the B2B paper cup market.
- Product designs are rich and diverse, with rich uses.
- Product quality has been confirmed in the paper market.
- Finally, there are many big customers: SunWorld, Vietcombank, and Vietinbank.

### Weaknesses of VietCup

- The business website design is not eye-catching, organisations can market tastes.
- Product images are monotonous, unattractive, and blurred. Website access speed is slow.
- Communication channels such as social networking platforms like Facebook, and Instagram have not been fully developed and have little interaction with consumers, especially retail customers, about TikTok channel, the brand channel has not been built.
- The brand's product line has not had a breakthrough, the design has not been more special than the design and production brands of paper products on the market.

### Opportunities of VietCup

- The current paper cup market has not shown signs of saturation, has potential for development in Vietnam
- In addition, the consumer trend is growing towards their paper products due to convenience, ease of decomposition, and recycling
- In particular, the green lifestyle is being interested in consumers

### Threats of VietCup

- Paper cup brands have not had the attention and in-depth research for B2C customer
- Although consumers have market awareness of environmentally friendly brands and are concerned about mental health, however, Brands producing paper utensils, especially paper cup brands, have not yet been chosen by consumers when shopping.



## 2.1 COMPANY INSIGHT AND MARKET RESEARCH

### 2.1.2. MARKET RESEARCH

#### RESEARCH METHODOLOGY

Since this is a small-scale and time-limited project, we decided to use secondary research as the research method. Secondary research is collected from pre-existing market sources, by government organisations, chambers of commerce, trade associations, and other organisations. Secondary market research is fairly easy to find, and most of the information is either free or low-cost. Second research is an important first step to better understanding the current situation and is commonly used in many fields of research such as legal research, market research, and even scientific research. Therefore, we have selected studies that have been done and analysed by different market researchers to get more accurate figures.

#### MAIN SOURCES



#### TREND OF USING ECO-FRIENDLY PRODUCTS IN VIETNAM

Consumption today not only requires intelligence about product quality but also requires a deep understanding of the sociality and humanity of each product. In the context of the Covid-19 epidemic, people and investors have gradually shifted their shopping habits to "green" consumption channels and prioritised health protection and renewable energy. (MOIT, 2021)

According to a survey conducted in June 2021 in Vietnam, 81 percent of respondents stated that they had the intention to purchase more biodegradable or eco-friendly products. In the same survey, around 89 percent of them would choose products with traceable and transparent origin.

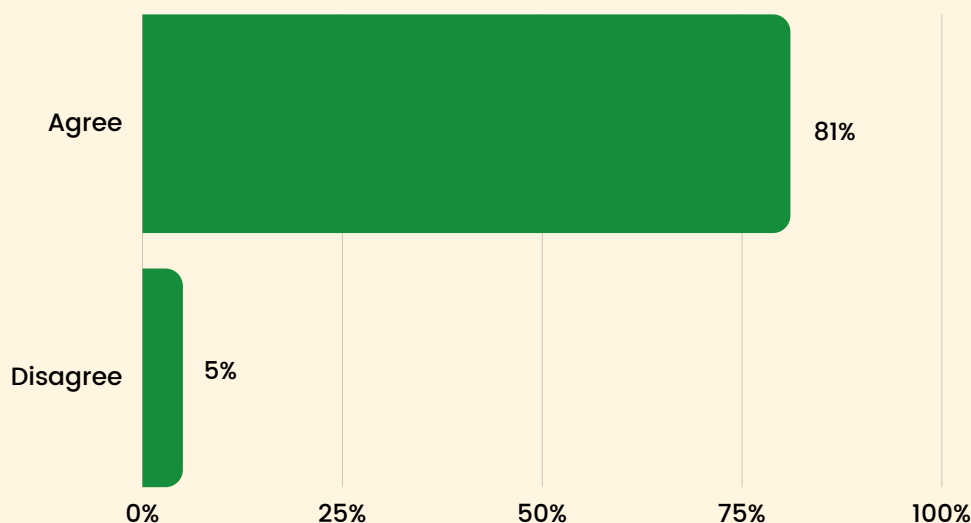


Figure 2.1.2.a: Intention to purchase more biodegradable or eco-friendly products among people in Vietnam as of June 2021 (Statista, 2022)

Green consumption is the purchase and use of eco-friendly products that are harmless to human health and pose no threat to natural ecosystems. This is a concept that was introduced and mentioned directly or indirectly in international conferences after the trend of production and consumption relying mainly on resources leading to the depletion of resources, and the gradual loss of biodiversity learning and the environment has become a major concern of many countries around the world.

The convenience of organic, natural products is a major trend these days. Especially biodegradable organic products are dominating the market and the trend will continue to lead in the future. Green buildings, green parks, and green product consumption trends are always pioneered and well-received.

A series of paper products have been introduced to replace plastic such as paper straws, paper cups, paper bags, paper food boxes, paper bowls, paper trays, etc.

Paper cups are still popular today when they were born early and faced with the situation that the beverage industry has been on the rise, accounting for a high proportion of sales. The fast-food and takeaway food industry is also a potential market for paper products to develop. Using paper products, businesses will easily promote their brand when it comes to green product consumption trends.

According to a survey on environmental activities in Vietnam, 19 percent of urban respondents said they preferred to prioritize buying products from green businesses in the future. Other measures included bringing eco-friendly bags when going to the supermarket and using paper or rice straws. (Statista, 2020)

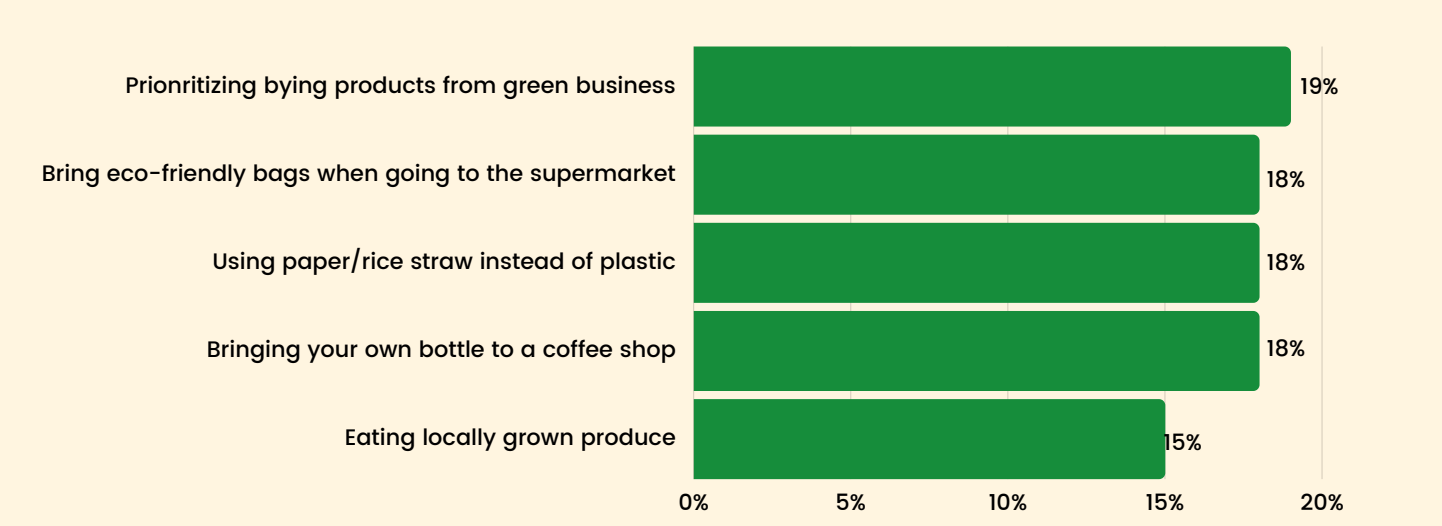


Figure 2.1.2.b: Preferred environmental activities in the future among urban generation Z in Vietnam as of September 2019

Besides, according to a survey about actions taken to support green businesses among urban generation Z in Vietnam 2019, 67 percent of respondents stated that they would buy from the brands which were green businesses more frequently. Other actions taken to support these businesses were also to follow the brand on social media and share brand posts on Facebook. (Statista, 2020).

The team selected these two demographic groups because they are the most accessible to many forms of online media. Moreover, when they interact and use online media, it also means that they are willing to share their own stories and help brands create a community of content closer to them.

According to statistics, in Vietnam, Millennials (25–38 years old) and Gen Z (18–24 years old) or collectively known as MillennialZ currently account for 47% of the country's population (45 million people). mainly related to healthy nutrition, mental health, and a balanced lifestyle (Nielsen data 2015).

## COMPETITORS ANALYSIS

### Kleur

#### Product

- The product is diverse in size and has many eye-catching designs.
- There are additional products that come with additional utility features to serve consumers such as paper cup dispensers, paper cup holders, etc.

#### Communication

- The website is eye-catching, easy to find information, and creates trust for customers through posts about product quality certification. Not only that, Kleur also has an English website section. The website is good to interact with, easy to find information, and creates trust for customers through the news about products quality certification. However, Kleur does not put reference prices on the website.
- The communication channels are well built, there are many posts that interact closely with customers.

### Ly Giay Viet Nam

#### Product

- Mainly provide cups, paper cups. The designs are not too diverse, focusing on textures rather than minimalism.

#### Communication

- There are many big partners such as Jetstar, Pizza Hut, ..
- Simple website interface
- Social media interaction is extremely low

### Minh Duc Green

#### Product

- Products are diversified, modern design, providing complementary products for the main product.

#### Communication

- Only using the Website as the main communication channel, the remaining social networking platforms interact very poorly and have almost no interaction. Hard to reach retail stores
- Website provides full product information, contact information, news updates.



### 2.1.3. SOCIAL MEDIA USE IN VIETNAM

Vietnam is among the countries with the most internet users in the Asia Pacific region. As of January 2021, out of its population of over 96 million people, the number of internet users reached approximately 69 million. Internet usage in Vietnam is predominantly mobile-based, thanks to the high smartphone penetration rate. Using the internet has become a daily habit among many Vietnamese people, with multiple purposes including work, study, entertainment, and more.

At the request of VietCup is to develop communication projects on 3 social media platforms: Facebook, Instagram, TikTok. Therefore, we mainly focus on researching these platforms.

#### INTERNET

- There were 68.72 million internet users in Vietnam in January 2021.
- The number of Internet users increases steadily every year
- Average increases by 550 thousand (+0.8%) each year.
- Internet penetration in Vietnam stood at 70.3% in January 2021.

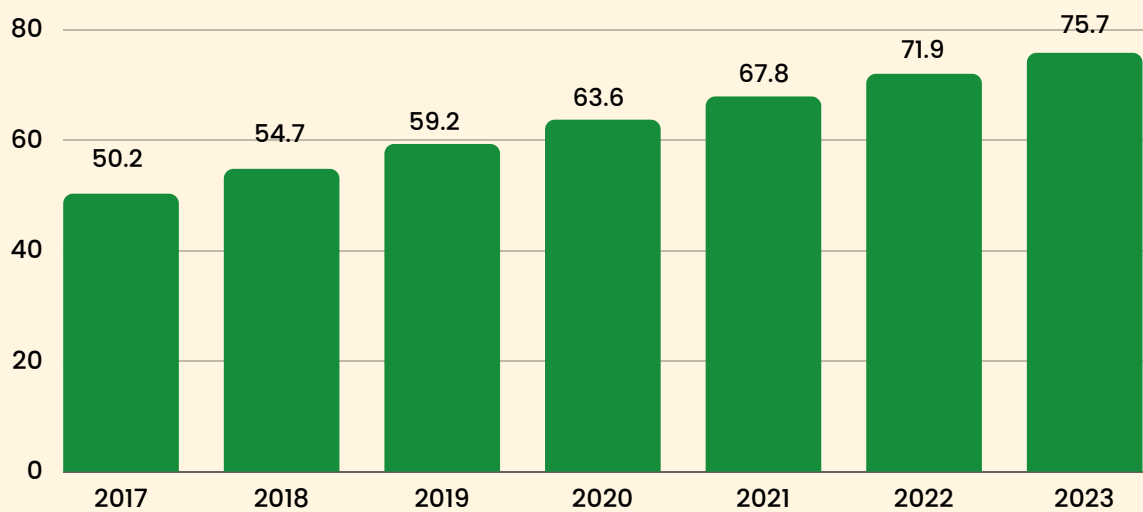


Figure 2.1.3.a: Number of Internet users in Vietnam from 2017 to 2023 (Statista, 2020)

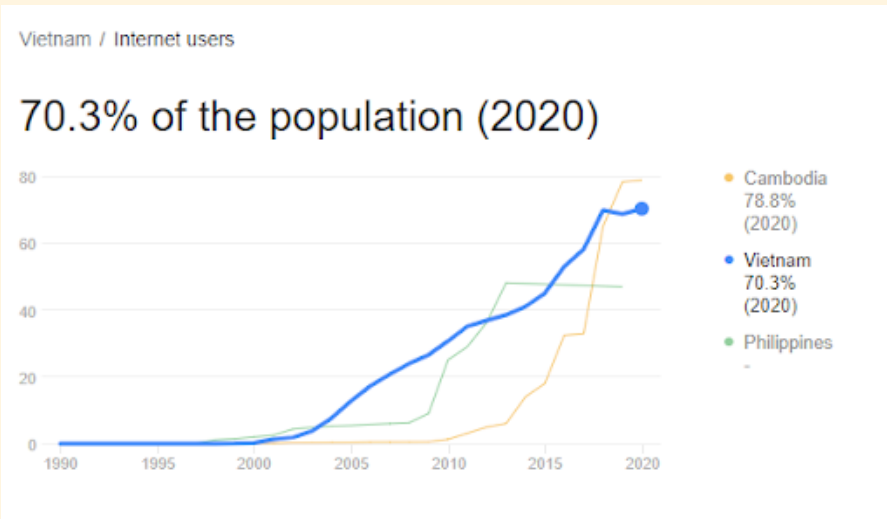


Figure 2.1.3.b: Percentage of Internet users in Vietnam

According to statistics from WeareSocial and Hootsuite, Vietnamese users spend an average of 6 hours and 42 minutes a day participating in Internet-related activities. 94% of Internet users in Vietnam use the Internet daily, the remaining 6% use the Internet at least once a week.

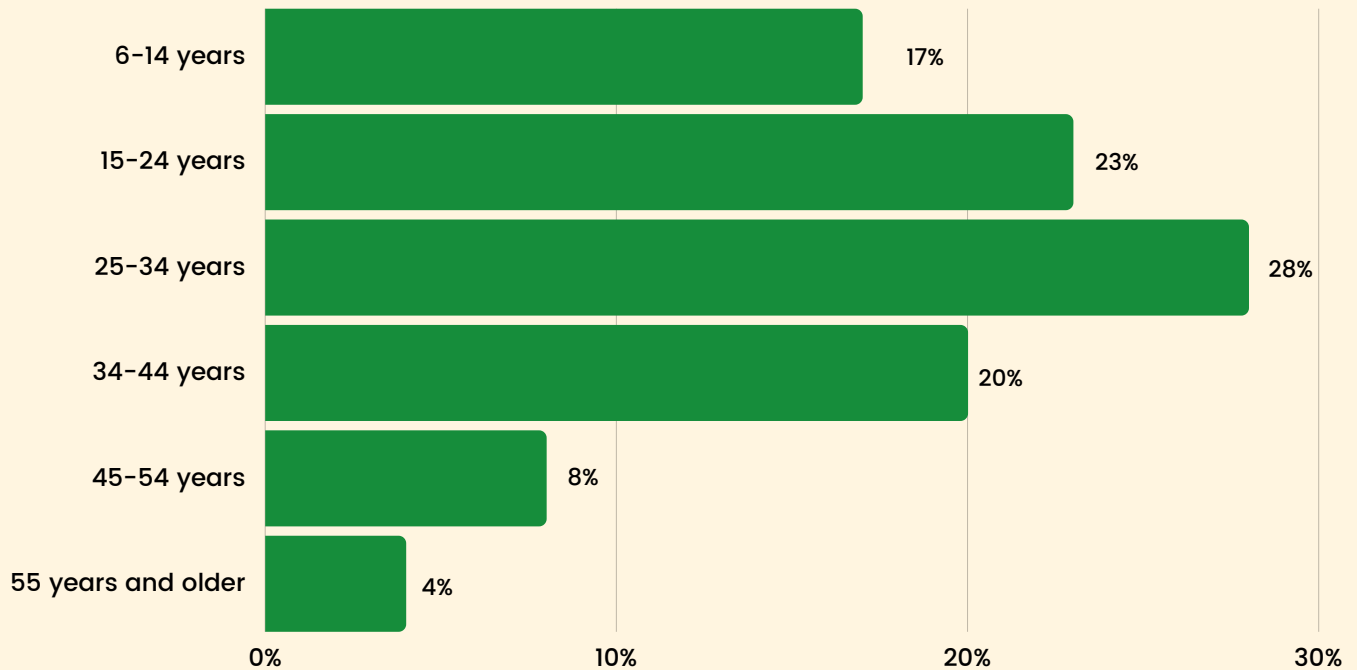


Figure 2.1.3.c: Number of Age distribution of internet users in Vietnam  
(Statista, May 2019)

The percentage of people using and accessing the internet the most is Millennials: 25 - 34 years old (28%) and the second one is Gen Z (15 - 24 years old) (23%).

## SOCIAL MEDIA

In the past few years, social media has become integrated into the daily life of most Vietnamese alongside Vietnam's increasing smartphone and internet penetration rates. Thanks to its highly connected and young, digital-savvy population, the country has been among the nations with the highest number of social media users worldwide. Since their appearance, the usage of these networks has been extended from staying in touch with friends and family to being powerful tools employed by brands to reach their consumers both domestically and internationally. As a result, in a market with heavy social media usage like Vietnam, social-media related strategies such as social commerce and influencer marketing are vital to winning over the market.

- There were 72.00 million social media users in Vietnam in January 2021.
- The number of social media users in Vietnam increased by 7.0 million (+11%) between 2020 and 2021.
- The number of social media users in Vietnam was equivalent to 73.7% of the total population in January 2021. (DataReportal,2021)
- The number of people accessing social networking platforms is also predicted to increase steadily over the years (2017 -2023)

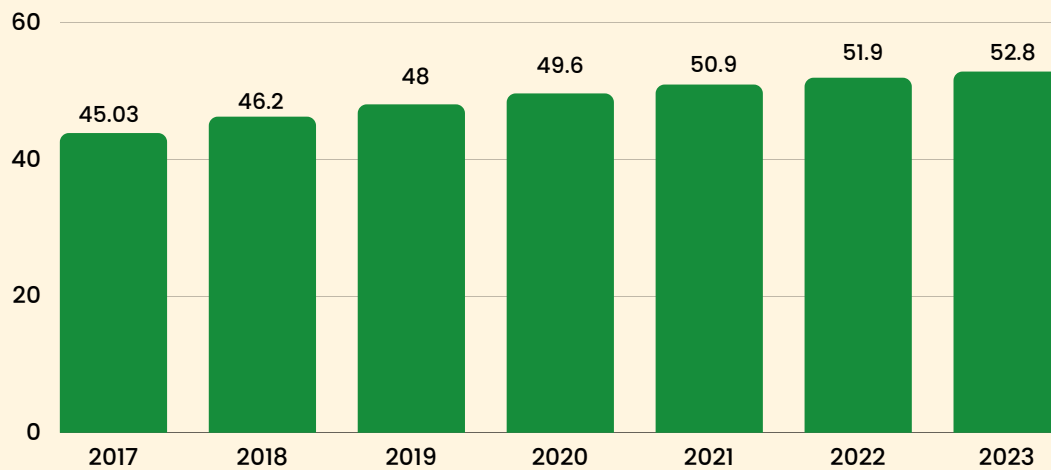


Figure 2.1.3.d: Number of Social network user penetration in Vietnam from 2017 to 2023 (Statista, 2020)

The following section shows the number of users on popular social platforms in Vietnam, including Facebook, Instagram, Tiktok.

### FACEBOOK

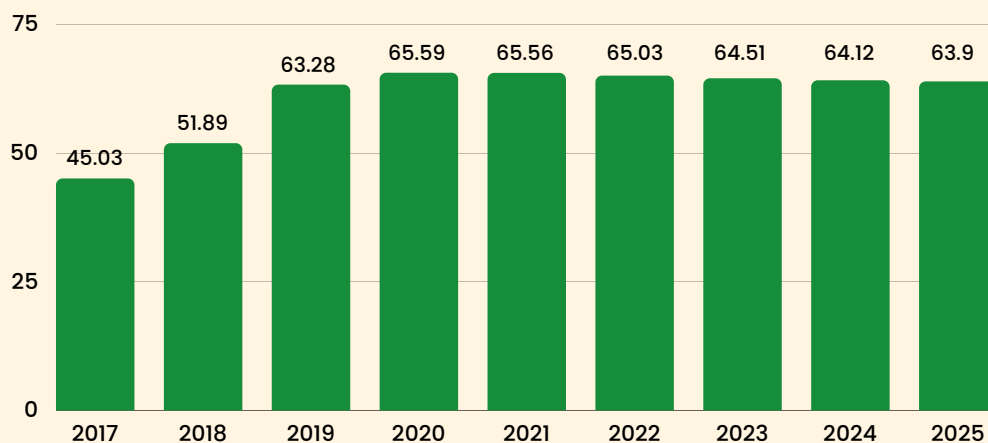


Figure 2.1.3.e: Facebook users in Vietnam from 2017 to 2025 (Statista, 2020)

According to the data, the number of Facebook users in Vietnam will increase enormously from 2017 to 2020 and will show a slight decrease continuously for the following year. In 2020, Vietnam will have 65.89 million Facebook users, accounting for 68% of the total population.

Facebook users in Vietnam are mainly 18 to 34 years old (accounting for more than 23 million people); 50.7% are men, and 49.3% are women. Users mainly engage with video and photo posts or use Facebook Messenger to message friends or purchase online. There are many reasons why the number of users plummeted. According to Nielsen research, the number of virtual accounts created but never used or having multiple accounts can decrease the actual number of user accounts.

## INSTAGRAM

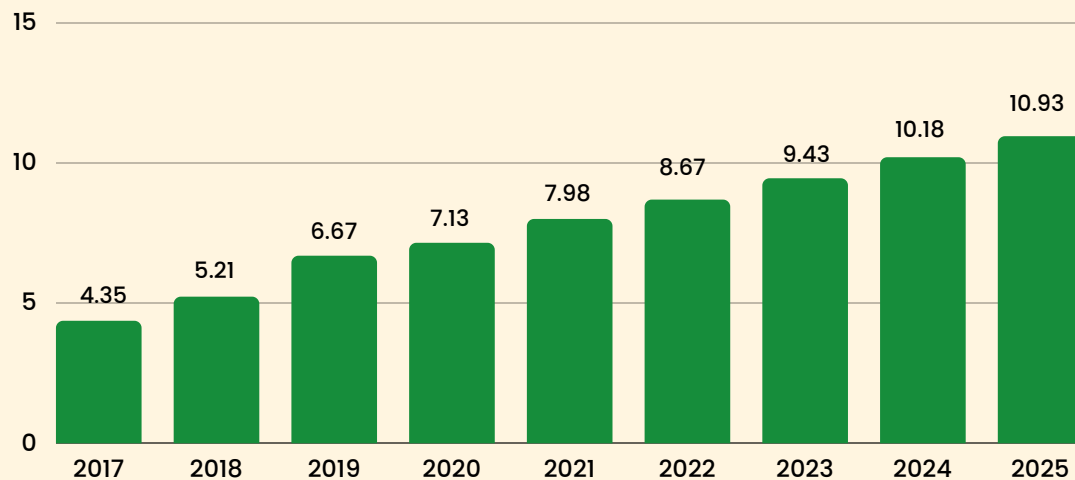


Figure 2.1.3.f: Instagram users in Vietnam from 2017 to 2025  
(Statista, 2020)

Instagram is the best social network for brands that want to find fashion and lifestyle followers in Vietnam. On Instagram, users love inspirational and humorous content. 60% of Instagram users are women and mostly 18 to 30 years old. According to the report, there will be an estimated 10.93 million users in Vietnam in 2025. This number in 2020 was 7.13 million users. The number of Instagram users in Vietnam increased steadily through the years from 2017 to 2025.

Forced to respond to what is a global trend, Facebook-owned Instagram has launched another copycat product (remember that Stories was its response to Snapchat in 2016), this time called 'Reels.'

Reels is a clear attempt to keep its valuable Gen Z audience scrolling longer, and to avoid Gen Y and Gen X from turning off altogether.

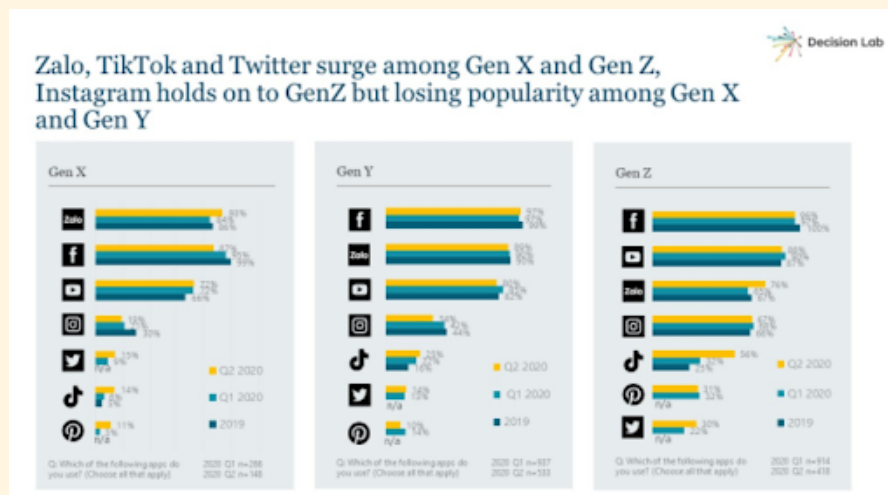


Figure 2.1.3.g: Instagram holds on to GenZ but losing popularity among Gen X and Gen Y (Decision Lab, 2020)

Much like TikTok, Reels allows users to record, edit and then share 15-second videos to their Feed or Stories. Instagram officially launched 'Reels', a new way to create and discover short, entertaining videos on Instagram for Vietnamese users on March 31, 2021

This new experience gives anyone the ability to create and edit up to 30 second short-form videos and the opportunity to be a creator on a global stage. Vietnamese people can now find Reels on their Instagram camera and film videos directly on Reels or use a saved video from their camera roll to use the creative tools to freely edit. Reels can be discovered, watched, and interacted with in the Explore tab. It offers various tools to produce creative and fun videos, such as Speed, Timer and Countdown, Timed Text and Stickers, Align, and Touch-Up.

## TIKTOK

Officially launched in Vietnam at the end of April 2019, TikTok quickly became one of the most popular social networks among users. According to the Mobile Apps 2021 report released by Appota, TikTok Vietnam has proven attractive when recording 16 million downloads and achieving a growth of 160% downloads on iOS in 2020. In terms of app rankings recently popular in the Vietnam market, TikTok has quickly taken fourth place right after Facebook, Zalo, and Instagram.

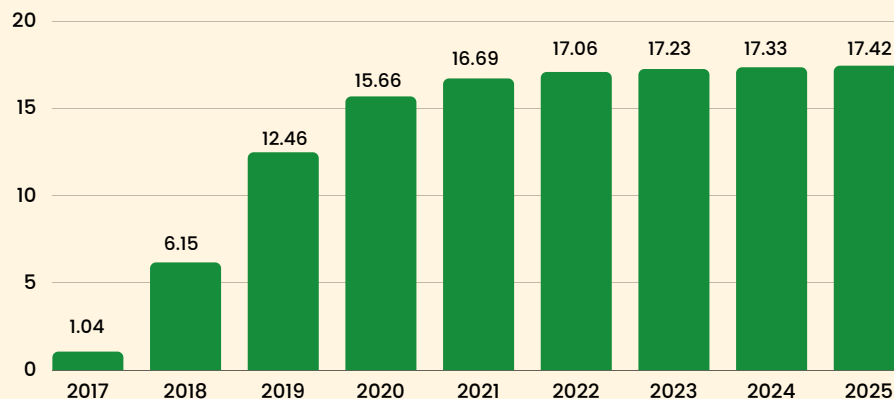


Figure 2.1.3.h: Tiktok users in Vietnam from 2017 to 2025  
(Statista, 2020)

The data from Statista show a substantial increase of Tik Tok users in Vietnam from the first time they were launched in 2017. In 2017, there were 1.04 million Tiktok users and rapidly increased to 6.16 million users in the next few years. The number of Tiktok users doubled in 2019, reaching 12.88 million users. From 2020 to 2025, the report predicts that there will still be a steady growth over the years.

Seduced by the app's easy scrolling and karaoke-style sing-and-dance-alongs, TikTok, which hit 2 billion downloads globally in April, has overtaken YouTube in Vietnam as the 2nd most popular platform behind Facebook for short video content amongst Gen Z users.

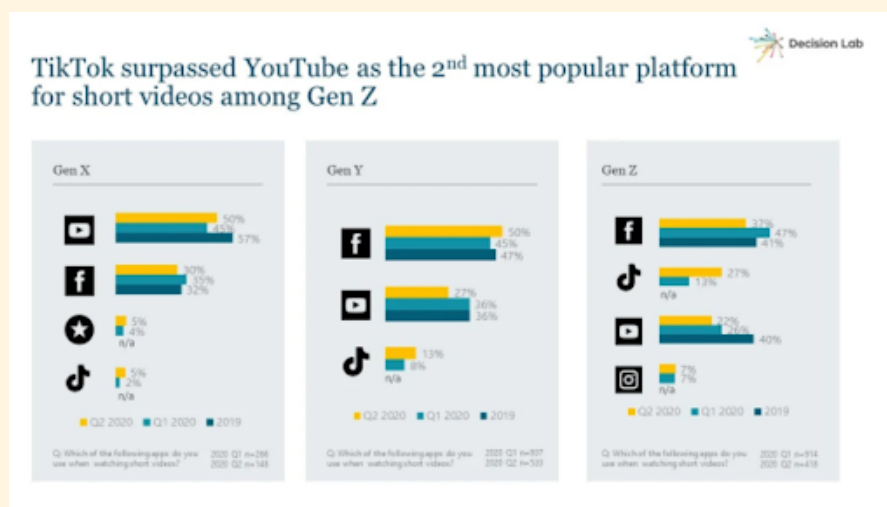


Figure 2.1.3.i: TikTok surpassed Youtube as the 2nd most popular platform for short video among Gen Z  
(Decision Lab, 2020)

It's worth noting that TikTok's popularity rose for Vietnamese of all ages. Among Gen Z users, TikTok made the whopping jump of 13% points, with 50% of Vietnamese Gen Z now using TikTok for short-video content. The growth rate of TikTok's popularity is slower for older generations. TikTok gained 2% and 4% for Gen X and Millennial users respectively.

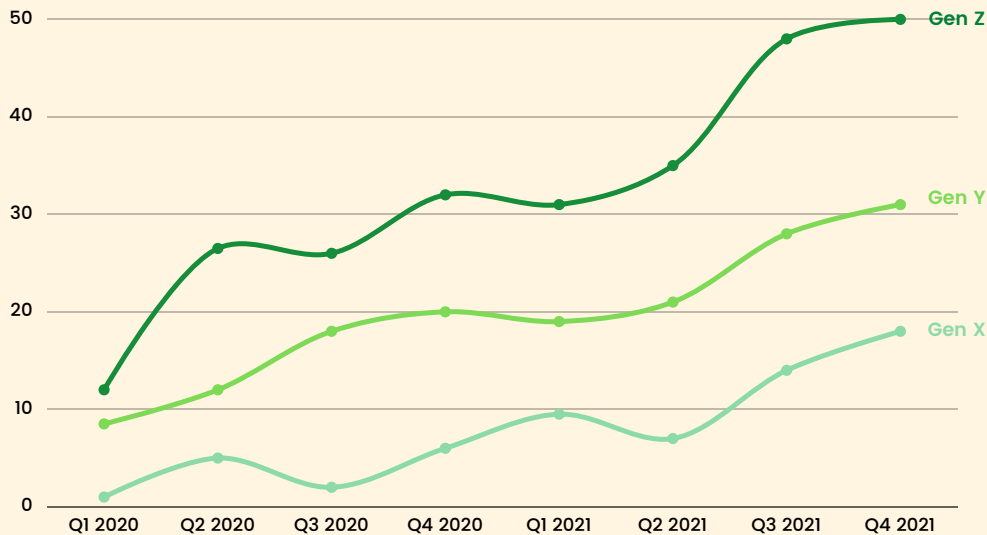


Figure 2.1.3.k: TikTok quickly grew to be Vietnamese Gen Z's favorite short-video platform (Decision Lab, 2020)

## CONCLUSION

Vietnamese consumers are interested in green lifestyle. In the case of convenience, people prefer to use paper products over plastic products.

About social media, Facebook, Instagram, and TikTok are 3 social networking platforms to implement communication projects. In which, TikTok will be the main platform for development.

# THEORIES ANALYSIS

## BRAND VOICE



It sets the brand apart from the rest

It builds trust

It can be used to influence and persuade

## PRODUCT BRANDING



This is the basic form of Brand Architecture.

The most important point in the product line architecture form is that each product line is considered independent

## ETHICAL CONSUMPTION



Ethical consumption is the consumption behaviour that is placed under the perspective of considering the community in life.

## EMOTIONAL BRANDING



Using emotional branding is an effective way to engage customers. Brand identity from logos, slogans, or user experiences can all be optimised through emotional branding to establish loyalty between users and brands.

## STORYTELLING EFFECT



Storytelling is a powerful form of communication. This method is expressed through building and spreading the story about the brand, product, service or brand name.

## STAKEHOLDER THEORY



Stakeholders are generally defined as individuals or organizations that are actively involved in or interested in a project and whose interests in the project may be affected by the extent of the project's performance.

Influencers and KOLs (Key Opinion Leaders) will be the stakeholders in this project.

Theoretical models are an essential element when building and developing any communication project because of the systematic approach to problem-solving and problem-solving. In addition, theoretical frameworks are also supported by experiments to demonstrate fact-based correlations. With the project "Touch to share your cup", the ultimate goal of the group is to raise awareness and increase the love level for the VietCup brand. Therefore, we base our decision on the following six main theories: Brand Voice, Product Branding, Ethical Consumption, Emotional Branding, Storytelling Effect, Stakeholder Theory.

## 2.2 THEORIES ANALYSIS

Since this is a small-scale and time-limited project, we decided to use secondary research as the research method. Secondary research is collected from pre-existing market sources, by government organizations, chambers of commerce, trade associations, and other organizations. Secondary market research is fairly easy to find, and most of the information is either free or low-cost. Second research is an important first step to better understanding the current situation and is commonly used in many fields of research such as legal research, market research, and even scientific research. Therefore, we have selected studies that have been done and analyzed by different market researchers to get more accurate figures.

### 2.2.1. BRAND VOICE

#### THEORY EXPLANATION

A tone of voice both embodies and expresses the brand's personality and set of values. It's about the people that make up the brand – the things that drive them, their loves and hates, and what they want to share with the world.

- **It sets the brand apart from the rest**

A brand's tone of voice should be distinctive, recognizable, and unique. This may seem like a tall order until we consider the use of our own language in everyday life. We all employ language – both written and spoken – in our way. Brand tone of voice helps businesses stand out from the rest. In the Sprout Social Index, consumers surveyed have reasons why some brands stand out more than others. 40% said the content was memorable, 33% said it had a distinct personality, and 32% said the storytelling was engaging. In all three of these aspects, the brand voice plays an important role.

- **It builds trust**

As described in such texts as 'Influence: The Psychology of Persuasion, there is a strong link between familiarity and trust. Because something familiar requires little effort to process mentally, we are more likely to feel at ease around it. Thinking along these lines, a company must be consistent in its use of language so that its writing becomes familiar to the customer. Creating a specific tone of voice, then, plays a crucial part in this.

- **It can be used to influence and persuade**

As American author Maya Angelou once said, "People don't always remember what you say or even what you do, but they always remember how you made them feel." It's often the way we say something that breeds a certain feeling. People can be very sensitive to language, forming impressions of people as soon as they begin to hear or read their words.

#### IMPLICATION FOR OUR PROJECT

With the project "Touch to share your cup", determining the Brand voice for the brand will be an accumulation process from the core elements. To contribute to the improvement of content orientation on social networking platforms such as Facebook, Instagram, and TikTok, starting from the campaign goal of building stories and spreading positive values, VietCup was able to Use the brand Voice to attract customers' attention and connect emotionally through small but subtle touchpoints.

## Steps to redefine Brand Voice of VietCup

### Step 1: Declare the mission, meaning, and core values of the brand and project

The project "Touch to share your cup" freely expresses lifestyle and spreads meaningful moments from simple things. Emphasizing the brand role, VietCup is proud to accompany with quality of life.

### Step 2: Control the content produced on social media platforms

Test and evaluate the brand's previous advertising content, old posts, language, and tone analysis and performance, so that the brand can evaluate the content that has attracted attention. ideas and content that is less attractive to readers

Facebook: Simple promotional posts, poor interaction, need to add a variety of content

Instagram: Posts with interesting content are stories with Storytelling elements

TikTok: Brand new content, need to be content-oriented

**Step 3:** From the previous content, all three foundation channels need to have a unified set of language and tone including the following: Positive, youthful, gentle, and meaningful. The content on the platforms is arranged in order, ensuring the level of tracking and customer interest.

## 2.2.2. PRODUCT BRANDING

### THEORY EXPLANATION

"Product branding" is a product marketing model, in which the role of the brand is "inside the product". It can be said that this is the basic form of Brand Architecture. The pioneer consumer goods groups that pioneered the concept of Brand Architecture were P&G and Unilever and a number of pharmaceutical companies later used this form in the second half of the 20th century.

The most important point in the product line architecture form is that each product line is considered independent, unrelated to the other product lines. This mindset arose from what is known as the "product marketing era". The formation of brands is seen as giving each product or product line "a name", rather than creating a brand concept – the finished product for each target customer group.

### IMPLICATION FOR OUR PROJECT

The Product Branding element is used in the project to humanise the image of a paper cup – the main product line of the brand to increase the level of friendliness and intimacy with young customers. This is a stand-alone product that will not affect other product lines. As a result, customers will be impressed with the stories built around that product. This is clearly shown in the Video Key of the campaign (Journey of a paper cup – a little girl has witnessed everyone's stories, from which the brand image will have a secret relationship. for customers and consumers).

## 2.2.3. ETHICAL CONSUMPTION

### THEORY EXPLANATION

According to the summary of the Study of Ethical Consumption, ethical consumption is the consumption behaviour that is placed under the perspective of considering the community in life. Thereby, consumers themselves consider social issues for themselves and each person in society and conduct consumption activities based on the view of bringing equitable benefits to the whole society.

In a more understandable way, a consumer engages in ethical consumption behaviour when purchasing goods that are produced ethically and are not harmful to the environment or society. A simple example of ethical consumption behaviour is when consumers refuse to use products created by businesses that exploit workers.

Objects in the reference system of ethical consumption include: People (Products with support for people with disabilities,...), Society (Products that are fair in online trade,...), Environment (Eco products, recycled products, certified products for environmental protection,...), Region (Local production, products in areas affected by natural disasters, ...) The product has not been tested on animals, etc.).

“Ethical consumption” is also assessed as one of the actions committed to the United Nations Sustainable Development Goals (SDGs), more specifically expressed in the goal “Ensure accountability in production and consumption”. The content “17 goals to change the world” has been agreed to be resolved by 2030, the SDGs are aimed at all developed and developing countries, with the spiritual keyword “Leave no one behind”. , the SDGs aim to transform into a sustainable and poverty-free society.

### **IMPLICATION FOR OUR PROJECT**

For VietCup’s current customers, using ethical factors in building communication content will be a stepping stone to help customers have a positive view of the brand. Consumers will tend to use products with a humane and positive nature such as: VietCup wishes to emphasize sustainable values, green, safe and healthy lifestyles in the community. In addition, the content conveyed has the nature of spreading the story and lasting meaning.

## **2.2.4. EMOTIONAL BRANDING**

### **THEORY EXPLANATION**

According to Entrepreneur magazine, branding is “The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.” Emotional branding then, is creating an emotional connection to one company that separates it from the rest, creating brand loyalty over time.

In the highly competitive business market, brands struggle to differentiate themselves from consumers. Using emotional branding is an effective way to engage customers. Brand identity from logos, slogans, or user experiences can all be optimised through emotional branding to establish loyalty between users and brands. It links the brand to the customer, makes the customer identify with the brand, and makes the brand more trustworthy in the eyes of the customer. Simply defined, emotional branding is meeting people's needs. Thereby, emotional branding is explained by four factors: Trust, Lifestyle, Personality and Relationship (Kristianstad University College, 2009).

Consumers view a brand as an important part of a product, and branding can help to differentiate a company’s product from that of its competitor’s product (Kotler, 1996).

According to a survey among urban citizens in Vietnam in 2019, around 43 percent of respondents stated that green companies led to positive feelings and good impressions towards the brand and its business. Additionally, around 19 percent of respondents stated that they liked the brand and felt closer to the brand. (Statista, 2020)

## IMPLICATION FOR OUR PROJECT

Applying the above theory, emotions are a key factor for effective communication. Because, we focus on emotions through communication products, such as images, video, audio, and text.

In this project, we focus on producing short videos with diverse content collected from real-life stories and real people. Not only that, but we are also the ones who directly collect stories of daily life (love of family, efforts, optimism, love of life,...) From there, we bring a sense of sincerity and convey a sense of sincerity. humanistic meaning, helping the brand closer to consumers.

Therefore, not only is the exchange relationship between buyers and sellers, but VietCup also wants to create close relationships with customers. Create a brand connection with consumers, giving them a positive feeling about the brand. From there, helping brands improve their brand loyalty index, even enhancing customer lifetime value.

## 2.2.5. STORYTELLING EFFECT

### THEORY EXPLANATION

Storytelling is a powerful form of communication. This method is expressed through building and spreading the story about the brand, product, service or brand name. From there, build and develop the brand in a smart way, closest to customers.

A well-regarded brand always needs to build core, specific and important values to receive feedback, touch emotions, and contact customers. Once the customer's emotions are captured, the brand can easily go far in the market, the trust of users. Therefore, in communication methods, Storytelling is the key to inspiring and creating conditions for potential customers to have an insight into the value that the brand wants to convey.

### IMPLICATION FOR OUR PROJECT

With the goal of bringing the image closer to consumers, and turning the brand into a companion for customers. The project focuses on developing close, everyday stories with positive meanings, thereby conveying elements containing many emotions, making viewers feel the value of the message naturally and deeply, and sharply.

Use storytelling elements through images and content to engage with target customers, especially young people. Because Gen Zs are clearly different from previous generations of consumers. It is true that they are often noticed by shorter pieces of content, but if they feel something specific is relevant and valuable to them, they will continue to follow, even if it is long content.

The project chooses to convey stories with elements of community values and positive lifestyles. From there, it not only brings a friendly feeling but also spreads positive energy to the target customers. Because of Gen Z, they also pay attention to superior brands, not just selling products. They connect instantly with brands they feel socially and socially conscious of.

## 2.2.6. STAKEHOLDER THEORY

### THEORY EXPLANATION

Stakeholders are generally defined as individuals or organizations that are actively involved in or interested in a project and whose interests in the project may be affected by the extent of the project's performance. Key stakeholders can claim a certain degree of influence over the project as they are often able to mobilize resources such as money or human resources to influencing the outcome of the project. Stakeholder engagement is the activity of influencing project outcomes through consultation, communication, negotiation, compromise, and relationship building with project stakeholders.

Stakeholders include all members of the project team as well as all interested entities that are internal or external to the organization. The project team identifies internal and external, positive and negative, and performs and advises stakeholders in order to determine the project requirements and the expectations of all parties involved. The project manager should manage the influences of these various stakeholders in relation to the project requirements to ensure a successful outcome.

So, Influencers and KOLs (Key Opinion Leaders) will be the stakeholders in this project. Because they are the most influential consumers in the market, they will influence the perception and decisions of customers. For KOLs, this is a very familiar term used in media campaigns to talk about influential figures in the online community who are hired to review products and brands and participate in events. events to create awareness and trust among consumers.

### IMPLICATION FOR OUR PROJECT

In this project, Influencers are considered the main stakeholders because their large number of followers is the target customer file that the brand is targeting. Influencers are easily accepted by customers because they are practical and not promotional for any brand. From there, increase the popularity and reputation of the brand and change the purchasing behavior of consumers.

On social networking platforms, TikTok is a prominent website for young people, especially Gen Z. Moreover, Influencers are also very active and active on this platform. The content they build is very diverse with short videos such as storytelling, humor, creativity, contemplation,... Taking advantage of this advantage, the project has selected Influencers to become the main development stakeholders for a project.



## 3. PROJECT PLAN

### 3.1. OUR GOALS

3.1.1. Goals

3.1.2. Smart objectives

### 3.2. TARGET AUDIENCE

3.2.1. Target audience

3.2.2. Audience insights

### 3.3. BIG IDEA

3.3.1. Creative idea

3.3.2. Message

3.3.3. Key Visual

### 3.4. PROJECT CHANNEL

3.4.1. About Owned Media

3.4.2. About Paid Media

3.4.3. About Earned Media

### 3.5. KEY ACTIVITIES

3.5.1. List of Activities

3.5.2. KPI for Key Activities

### 3.6. ESTIMATE BUDGET

### 3.7. RISK MANAGEMENT

3.7.1. Crisis management process

3.7.2. Crisis Classification

After completing the research and selecting the suitable theory model to apply to the project, We had ideas to develop a communication project. Our plan was conceived from March 11, 2022 to March 16, 2022 and has been revised during the implementation process. The project plan will include all the information and expected implementation steps that our team has compiled.

# PROJECT PLAN

## OUR GOAL

Increase brand love  
Increase brand awareness  
Brand Positioning



## TARGET AUDIENCE



## BIG IDEA

Chạm cốc cảm câu chuyện - Touch to share your cup

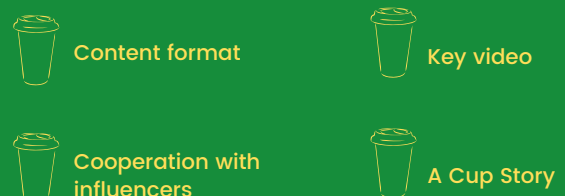
## MESSAGE

#Shareyourcup

## PROJECT CHANNEL



## KEY ACTIVITIES



## ESTIMATED BUDGET

Costs range from 69.300.000 to 80.300.000

## RISK MANAGEMENT



## 3.1. OUR GOALS

### 3.1.1. GOALS

The project "Touch to share your cup" sets three main goals based on the long-term vision of VietCup. After effectuate analysis and research, we could identify the main objective of the project including

#### LONG-TERM GOAL

- Increase brand love

Towards building a community that loves the brand and is willing to support through spiritual connection, lasting benefits.

#### COMMUNICATION OBJECTIVES

- Increase brand awareness

Spreading VietCup's outstanding brand image and product line through new touchpoints on social networking platforms, helping the brand get closer to young audiences, especially Gen Z (18) -24 years old) and the secondary target is young parents (25-38 years old)

- Brand Positioning

VietCup brand positioning is associated with the image of "Green environment - Sustainable development - A reliable companion".

### 3.1.2. SMART OBJECTIVES

#### KEY DEFINITION

SMART goals are essentially established principles to shape and accomplish goals in the future. We will know what our abilities can do and build specific plans for them. So we used the S.M.A.R.T goal setting method to define clear goals for this project

**S - Specific:** The goal must be planned in a specific and clear way. The more specific and clear the goal, the clearer the determination and effort to implement it.

**M - Measurable:** Goals must be associated with numbers to ensure that the goal has weight, and can be weighed, measured, measured, and counted.

**A - Achievable:** Attainable is also a very important factor when making a goal. The goal is realistically achievable with the resources available to the team.

**R - Relevant:** The goal set must represent the outcome that is consistent with the original goal of the project. In the process, we will know where we are going in the journey and make timely adjustments when necessary.

**T-Time:** The goal should be set within a definite timeline.

SMART Objectives				
No.	Goals	Time	Unit	KPI
Facebook				
1	Brand Awareness Brand positioning	26/03 - 20/04	Total Like/Page's followers	Increase 200
2			Total Reach	Increase 15.000
3			Total Engagement	Increase 2.000
TikTok				
4	Brand Awareness Brand positioning	26/03 - 20/04	Total Follow	500
5			Total Like	1.000
6			Total view	20.000
Instagram				
7	Brand Awareness Brand positioning	26/03 - 20/04	Total Follow	Increase 100
8			Total Reach	Increase 5.000
9			Total Engagement	Increase 1000

Table 3.1.2. SMART Objectives for project



## 3.2. TARGET AUDIENCE

### 3.2.1. DEMOGRAPHICS

VietCup wants to provide healthy value to customers, the product is mainly focused on the age group of 18–38 years old who are often concerned about their health and their families are potential dominated customers. Not to mention, It is also suitable for healthy development and the environment.

In addition, in this project, our team also wants to promote communication activities aimed at B2C retail customers.

#### AGE: VIETNAMESE MILLENNIALS AND GENERATION Z AGED 18–38

Gen Z is the generation of people born between 1997 and 2012, right after Gen Y. They were born in the age of the Internet and were exposed to the media network earlier than Gen Y. Therefore, they are very comfortable with new technologies, the Internet and social media platforms. For Gen Z, new information is always at the touch of a button and they are always up to date with the latest trends.

Millennials (or millennials) are those born between 1980 and 1996. This generation was introduced to technology at an early age and witnessed the rapid development of technology over the years, from when technology was still a new concept to the masses until the technology has been widely integrated into every aspect of daily life. Millennials adapt to changes and have a vastly different mindset and way of life than previous generations.

#### GENDER

We are not targeting any specific gender in this project because raising awareness about a green, healthy, active lifestyle is a message for all genders.

#### LOCATION: VIETNAM, MAINLY URBAN AREAS AND MAJOR CITIES

As Vietnam is developing rapidly, many problems related to mental health, psychology, and life balance suddenly appear as part of a modern busy lifestyle.

Urban adults are at the forefront of this development because they live in the most developed parts of the country, and they face growing anxiety about maintaining a healthy balance in their lives. their life.

“Mental health challenges are a sad characteristic of Generation Z, which has been referred to by some as the “loneliest generation,” as their endless hours spent online can foster feelings of isolation and depression.

The lingering social effects of the Covid-19 pandemic are also the reason why increasing anxiety and stress make it more difficult to find a balance between personal and professional life. Mental health and public concern also declined. For this reason, we want to target this demographic to build driven content that provides meaningful motivation and value to develop the mental health of these two audiences.

According to the research, young people are students, especially young parents who are interested in nutrition for their children. The target audience at this age wants to lead an active life, tend toward a healthy lifestyle, and care about sustainable values, protecting the living environment of themselves and the community.

A special communication project aimed at building a brand image with young people aged 18-24 years old and identifying a prestigious product line with an older customer group from 25-38 years old. These are the two target groups that the VietCup needs to spread its image, which are considered potential customer groups with great influence in society.

### 3.2.2. PSYCHOLOGY

GEN Z (18-24)		MILLENNIALS (25-38)
Concerns	Healthy lifestyle, mental health, community value, awareness of environmental protection, and reduction of plastic waste.	Interested in a healthy lifestyle, physical and mental condition for themselves and their family.
Worries	Health effects factors, environmental pollution, mental health	
Trust	Parents, friends, social media, Influencers, Gen Z trusts information from Influencers more than celebrities (66% trust brands more after seeing an Influencers post related content, 38% buy a product advertised by an Influencers at least once)	Parents, friends, co-workers, Just like Gen Z, traditional advertising media and celebs are losing influence over gen y, opting to follow emerging Influencers instead from the internet for more active connection

Table 3.2.2.: Psychology of Target Audience

### 3.2.3. AUDIENCE INSIGHTS

#### GEN Z (18-24)

- Gen Z was born in the era of information explosion, and a lot of trends were imported from abroad, so Gen Z is very smart, sophisticated, and has access to many information sources (info-rich).
- They are driven by content, not platform. While most respondents report that they receive information on brands and products from social media, more obtain this information from their friends' newsfeeds than from the brands they follow themselves. This is because they are very selective about the brand pages they follow. Gen Z is more likely to follow a brand's page if it posts interesting news updates, much more so than for any other factors such as brand loyalty, product updates, discounts, or peer influence. And at least half of the respondents frequently watch some sort of video content.
- Rarely have brand loyalty. Up to 41% of Gen Z are willing to try a new product. (Consumers of Tomorrow, Niesel)
- Although born in modern society, Gen Z is still very supportive of Vietnamese cultural values, with timeless classic elements. Along with that, they are also interested in issues of social responsibility and equality. (Consumers of Tomorrow, Niesel)

They are especially interested in the issue of "personalization" and community values, besides, Gen Z is also a wise consumer when they have a lot of multi-dimensional information "fastidious" and have high requirements for products and services of brands in the market (especially for a brand with sustainable value like VietCup compared to other paper cup brands, the production content must be quality, attractive, aesthetic, multi-channel distribution, cross-platform, certified product and service quality to be able to attract their attention.

#### MILLENNIALS (25-38)

- Millennials love to find out information about products and services through social networks. Because more than 90% of Millennials own a smartphone (According to Pew Research). In which, up to 90% of millennials can be found on Facebook (Hubspot).
- Millennials do not have the habit of buying advertising products traditionally. 84% of them don't trust traditional ads (Hubspot)
- When shopping, they tend to trust recommendations from friends and family more than brand claims. This number accounts for 89% according to Kissmetrics statistics
- Millennials are more likely to trust experts who "accidentally" be strangers than are likely to be influenced by blogs or social networking sites (44% higher) (Hubspot)

This group will often pursue a healthy lifestyle towards a sustainable future. Specifically, the group of young parents with young children in their age group, the issue of trust is very important to them, so choosing reputable influencers can also give them a sense of reassurance. Therefore, values related to family care coming from brands with sustainable reputations will be the right choice for them. Currently, on the market, many products contain food products that are rampantly produced, of poor quality, and harmful to health. Therefore, they pay great attention to product quality, origin, and community values that the brand builds.

### 3.3. BIG IDEA

#### 3.3.1. CREATIVE IDEA



To connect with the audience with emotions, our project aims to direct people's awareness about the importance of using paper cups instead of plastic cups through the stories.

Storytelling is applied with a wide range of emotions which are about a couple's love, about hard workers early in the morning, about colourful experiences when we were young. To be seen, happiness is when we know how to appreciate everything around us, toward a healthy sustainable lifestyle.

Each individual can have different stories with paper cups, with all kinds of memorable emotions. When we hold a paper cup in our hand to sip a drink, we will inadvertently find that the feeling is so strange compared to when we hold a plastic cup. That is the moment when we feel the stories of daily life.

#### 3.3.2. KEY MESSAGE - HASHTAG



The project "Touch to share your cup" calls on everyone to create meaningful values in life from small things. Let's start changing healthy living habits, taking care of people and the environment around us, thereby spreading the message of environmental protection. Through these meaningful actions, our world will gradually become a better place in the future.

#### 3.3.3. KEY VISUAL

One of the main goals of the project is to orient a fresh image of Green Environment - Sustainable Development - A reliable companion, from which we re-orientated the key visual for the whole campaign

##### STYLE ORIENTATION

Good visual style includes all the little things that make up a brand's unique and distinctive identity, like colours, backgrounds, retouching, and shading. Using consistent style photos across platforms will help them understand the brand, and help them identify products and brand goals.

Here are 3 brand characteristics that we want to convey to our audience:

- **Freshness:** In our posts on all platforms, we always use dominant images such as leaves combined with warm tones to spread fresh energy to the audience.
- **Youthful and inspirational:** Because the goal of the project "Touching the cup of love" is aimed at young people and young parents, the posts always include smiling images of inspirational young people. excitement to the viewers'
- **Positive energy:** The project uses images to integrate meaningful stories inside such as images of friends sharing stories with the shopkeeper, images of giving trees, motorbike taxi drivers holding trees,... from there spreading positive energy stories to everyone.

## 3.4. PROJECT CHANNEL

The communication channels used to convey the message influence how the audience will perceive the message. According to the studies above (2.1.3), we decided to choose 3 social networking platforms to widely convey the message, including Facebook, Instagram, and TikTok.

In order to effectively promote the 3 development platforms, we use the Paid - Owned - Earned Media (POEM) model. This is known as a solid "tripod" as a launching pad for the success of the project. This is a combination of 3 media:

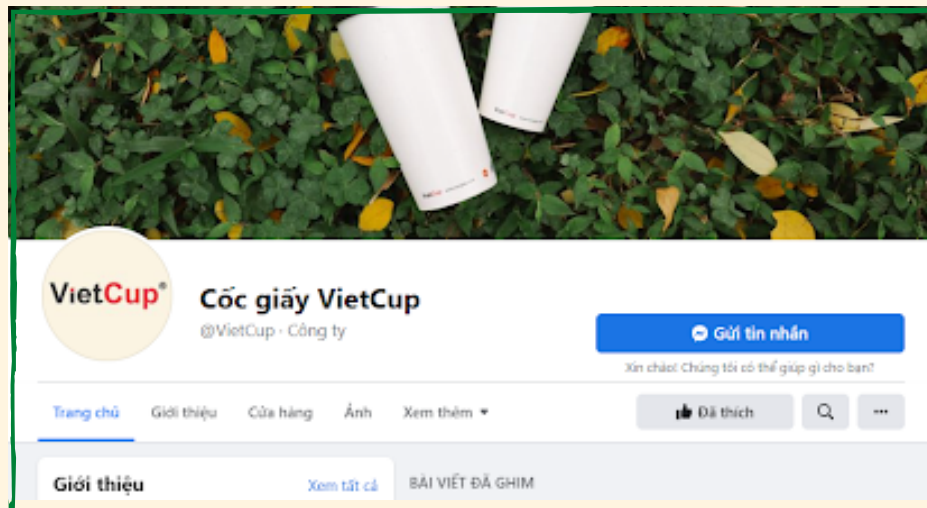
- Paid Media
- Owned Media
- Earned Media

### 3.4.1. ABOUT OWNED MEDIA

Owned media refers to marketing content the brand own – content we can publish for free. It includes content you publish on your website and blog posts and your social media channels (not including social ads). It also includes email marketing. Generally speaking, owned marketing content is free and we can fully control who sees it. That makes it a powerful tool in our content strategy. We have to put the budget behind paid, and we can't control earned, but can always create content with the hope of reaching our audience the organic way.

Currently, in addition to the website, VietCup has been developing two communication channels, Facebook and Instagram, as channels for contact and sales advice mainly for B2B customers. With the goal of changing brand awareness and values to young people, the team planned to propose building a TikTok channel. bringing the brand closer to the target customer group, with the main form of short video production.

## VIETCUP OWNED MEDIA CHANNEL



Facebook: Cốc giấy VietCup – Home | Facebook



Instagram: V I E T C U P (@vietcupvn) • Instagram photos and videos



Tiktok: [https://www.tiktok.com/@chuyen\\_vietcup](https://www.tiktok.com/@chuyen_vietcup)

### 3.4.2. ABOUT PAID MEDIA

Paid media incorporates any marketing that a brand can't execute for free. This can include traditional advertising – think print, radio, and TV ads, or billboards. Online, it includes ads on social media, ads on search engine results pages, and display ads on websites. Paid media: Due to its advanced targeting options, paid marketing content is a great way to reach our desired target audience in digital marketing.

In order to increase the number of consumer visits, we use paid media by Facebook Ads and booking Influencers for the construction of Tiktok hashtags.

- For Facebook Ads, we choose to run ads on key posts to ensure reach and engagement rate
- For the TikTok hashtag #shareyourcup, we booked Influencers to create a community that spreads positive values and conveys the brand's message.

### 3.4.3. ABOUT EARNED MEDIA

Earned media is essentially online word of mouth, usually seen in the form of 'viral' tendencies, mentions, shares, reposts, reviews, recommendations, or content picked up by 3rd party sites.

Through project activities, we expect to receive consumer feedback, evaluations and contributions. While earned media is a very difficult medium to control and measure, it can even be damaging to a brand by negative user content. Therefore, to optimize the effectiveness of the communication project, we integrate all 3 types of media: Reach a diverse audience through Paid Media, create engaging, customer-oriented content and solve customer problems. them on Owned Media, then encourage them to share, rate, or support the brand.



## 3.5. KEY ACTIVITIES

The project (within the graduation project) runs from March 12, 2022 to April 20, 2022, including 3 phases:

### PHASE 1: TRIGGER AWARENESS (27/03- 03/04/2022)

Phase 1 of the “Touch to share your cup” project starts from the second week of March to the end of the first week of April (including the time to prepare and run the campaign). This phase focuses on pushing awareness to the audience and bring the project's message to the target audience.

### PHASE 2: LET'S SPREAD TOGETHER (04/04-13/04/2022)

Phase 2 of the campaign starting from 4/4/2022: This phase focuses on spreading positive energy through influencers, by building the hashtag #shareyourcup, each stories will be spread widely.

### PHASE 3: CONNECT AND EMPATHIZE (15/04- 20/4/2022)

Phase 3 of the campaign begins on April 15. This phase focuses on building cohesion and empathy in the community. “A cup story” captured all the simple and meaningful moments of life, and we prints the image on the paper cup. It would be a surprise gift to encourage and give love to strangers. The plants cup represented for the enduring vitality and youth.

## 3.5.1. LIST OF ACTIVITIES

### CONTENT FORMAT

With 3 phases above, the project communication content will be developed in the direction of storytelling. A strong brand must be built on clear values and have an emotional connection with consumers. Through stories, consumers can somewhat understand the personality and direction of the brand. The unique and distinctive features will be what make customers come to and remember the brand longer.

The project “Touch to share your cup” mainly tells the story in the form of Visual storytelling – Storytelling through images, videos or illustrations combined with graphics, sound, voice,... From there, we would build an appropriate content and images, videos, articles for the project



## CONTENT FORMAT

"TOUCH TO SHARE YOUR CUP" CONTENT FORMAT				
Brand Tone		Young, fresh, and gentle. Sometimes deep, empathetic, emotional and conveys a humanity meaning		
Emphasize key word		Energy, positivity, spread, honesty, sharing, stories, cups, touches, emotions		
Avoided keyword		Environmental protection, buy, sell, price		
FACEBOOK				
NO.	CATEGORIES	TOPICS	FORM	REQUIREMENT
1	Touch to share your cup	Project reveal	Image	Reveal, leak information about the project, Curious topics
2		Product launch	Image/ Video	Project name, key message, hashtag
3		Project meaning	Image	Emphasizing the meaning of the project, meaning of hashtag participation
4	VietCup's Story	Mọi người hưởng ứng #shareyourcup như thế nào?	Image/ Video	Merge Influencers' video keys
5	Healthy Lifestyle	Những Influencers có lối sống xanh	Image	List of 3-4 people Brief summary of lifestyle, outstanding characteristics
6		Sống xanh sao để không xanh sao?	Image	Funny content
7	A Cup Story		Image/ Video	Collecting real life stories with meaning, spreading values and positive energy

## INSTAGRAM

1	Touch to share your cup	Photos, Videos (Reels), Story	Reveal, leak information about the project Emphasizing the meaning, the message conveyed by the project	#Shareyourcup #Chamcoccamc auchuyen #VietCup
2	Moments with VietCup	Reels, Story	Moments with VietCup going everywhere	#Shareyourcup #Chamcoccamc auchuyen #VietCup
3	A cup story	Photos, Videos (Reels), Story	Collecting real life stories that bring meaning, spread values and positive energy to the community.	#Shareyourcup #Chamcoccamc auchuyen #VietCup

## TIKTOK

1	Touch to share your cup	Video	Reveal, leak information about the project Emphasizing the meaning, the message conveyed by the project	#Shareyourcup #Chamcoccamc auchuyen #VietCup
2	Moments with VietCup	Video	Moments with VietCup going everywhere	#Shareyourcup #Chamcoccamc auchuyen #VietCup
3	A cup story	Video	Collecting real life stories that bring meaning, spread values and positive energy to the community.	#Shareyourcup #Chamcoccamc auchuyen #VietCup

Table 3.5.1.a: Content Format

### KEY VIDEO

Video is a highly effective form of content and its popularity has gone hand-in-hand with the rise of social media. In 2020, 92% of marketers say that video is an important part of their marketing strategy. (Hubspot. 2020) This has grown from 78% in 2015, showing that the importance of video is only growing.

Whether it is a six-second bumper ad or a multi-minute compilation; video advertising has become one of the most popular and effective ways to reach online audiences. As video content has the ability to engage both large and selected groups of people on a substantial level, video advertising continues to be a key driver of digital ad spend around the world. (Statista, 2020)

Vietnam is one of the top countries where people are very likely to watch video advertising to completion on both desktop and mobile platforms. (Adsota, 2018). On the mobile platform specially, Vietnam is one of 4 nations where mobile users are more willing to watch video ads than anywhere in the world.

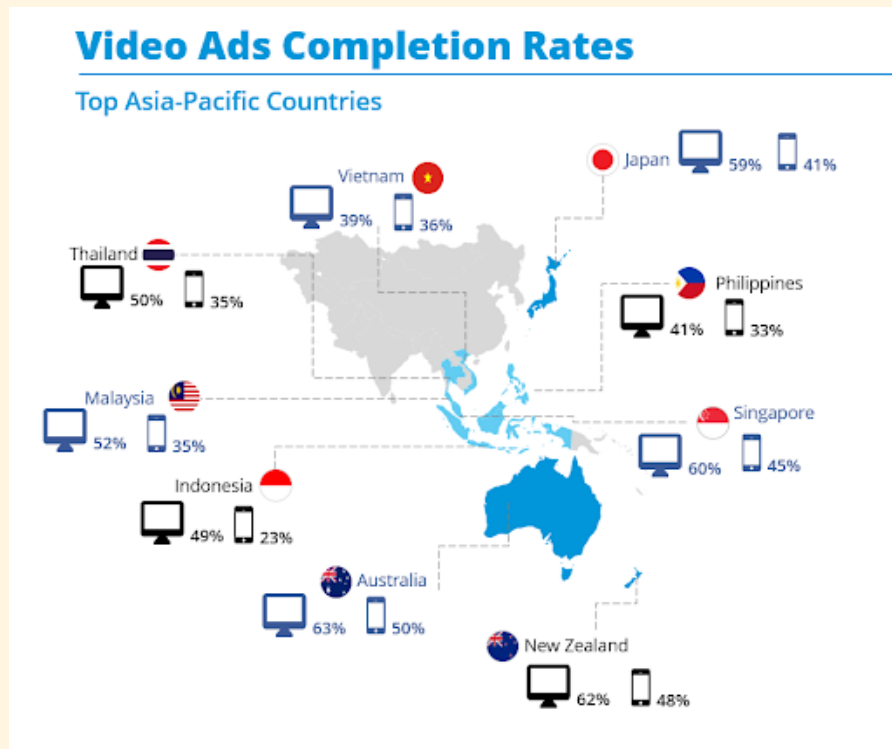


Figure 3.5.1.a: Video Ads Completion Rates

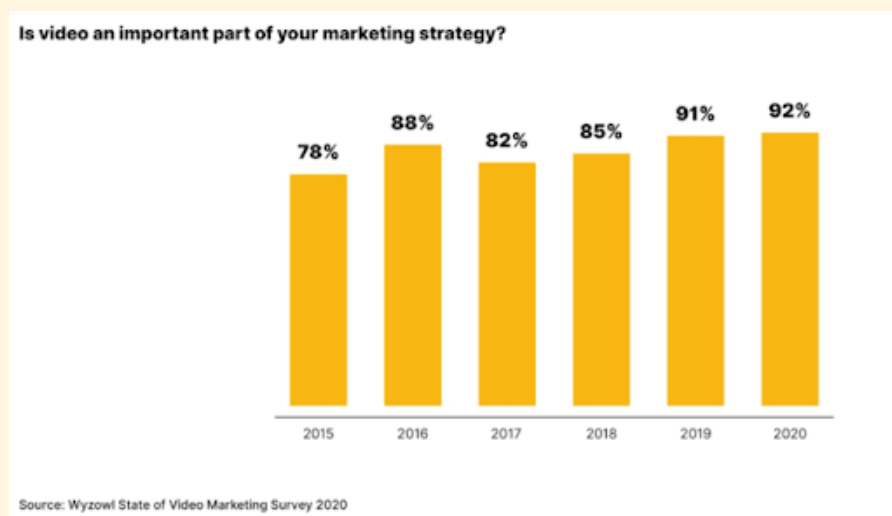


Figure 3.5.1.b: Wyzowl State of Video Marketing Survey 2020

Advertisers can use digital video advertisements for data collecting, brand exposure, enhanced targeting, and customisation, all of which are features that traditional TV ads lack. Because digital video advertising allows advertisers to communicate with people in a format that they prefer, they are the way of the future.

More than 50% of consumers want to see videos from brands — more than any other type of content (HubSpot, 2017).

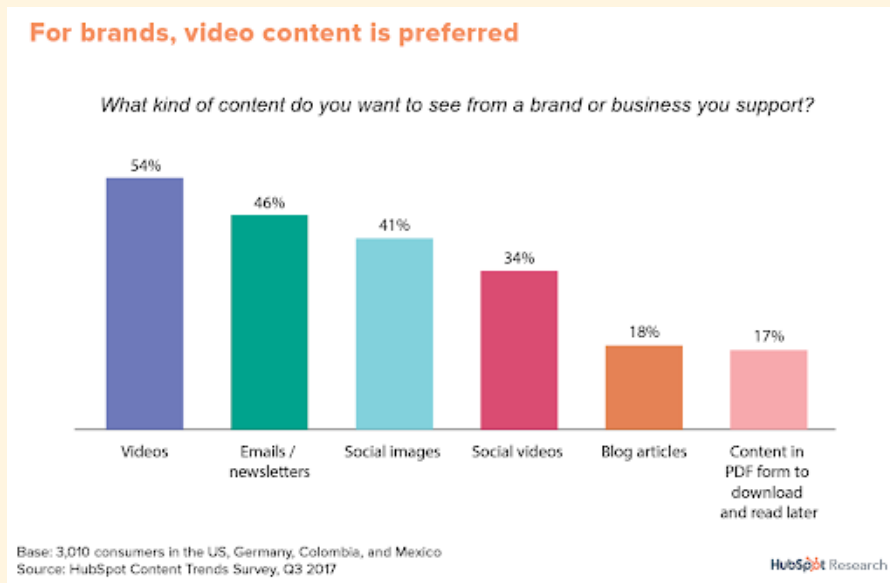


Figure 3.5.1.c: HubSpot Content Trends Survey Q3, 2017

Previously, VietCup have not focus on promoting videos on Facebook and Instagram. Our team realizes that it is necessary to have quality communication products to enhance the image of VietCup in the eyes of users and upgrade the image of VietCup Fanpage and website.

For the above reason, we have decided to produce a Key video with 2 formats of horizontal (4:3) and vertical (9:16) to suit all 3 social networking platforms Facebook, Instagram, TikTok.

Video with content humanizing the image of a cup becomes a companion of consumers in every journey and story from which to empathize and listen to their feelings. This is also an indirect message, emphasizing the core price of VietCup, accompanying the quality of life of customers.

## VIDEO SCRIPT

KỊCH BẢN CHỤP ẢNH VÀ QUAY PHIM DỰ ÁN				
“CHẠM CỐC CẢM CÂU CHUYỆN”				
(Thời lượng: 3 phút)				
<ul style="list-style-type: none"> <li>- Trang phục: Tự chọn</li> <li>- Diễn viên: Thành viên nhóm, người dân xung quanh</li> <li>- Chú ý phần màu sắc chủ đạo</li> </ul>				
CHẠM CỐC CẢM CÂU CHUYỆN				
Bối cảnh	Phân cảnh	Góc quay	Text/Voice	Nhạc
Mở đầu	Chiếc cốc ở công viên (Chiếc cốc một mình) Khuôn mặt: hóng chuyện	<ul style="list-style-type: none"> <li>- Góc cận</li> <li>- Góc toàn</li> </ul>	Mình là một người rất thích “hóng” chuyện nhưng tất nhiên là không thể bằng những bà hàng xóm rồi. Thôi đùa đấy, mình thích lắng nghe, quan sát và để rung động ngay từ lần... chạm đầu tiên. Đúng rồi, chạm nhẹ, chạm cả tới tâm hồn. Để mình kể cho bạn nghe nha.	<a href="https://drive.google.com/file/d/1-SqUxuHlYbkTCy7Rcu4Z1MvJfewrrx_/view?usp=sharing">https://drive.google.com/file/d/1-SqUxuHlYbkTCy7Rcu4Z1MvJfewrrx_/view?usp=sharing</a>
Đường phố (ambient sound)	Đường phố chung chung ít nhất 3 cảnh	<ul style="list-style-type: none"> <li>- Góc toàn</li> <li>- Góc trên cao nhìn xuống</li> </ul>	Khi được chu du khắp nơi, mình mới hiểu rằng mỗi người chúng ta đều có những câu chuyện riêng	

## COOPERATION WITH INFLUENCERS

One key touchpoint that the team wants to use to get closer to the project's target audience is the use of influencers, specifically KOLs (Key Opinion Leaders). Influencers are characterized by exceptionally high network size and persuasiveness. Through their recommendations on social media, they are able to activate communication layers that influence success in the marketplace. market of brands and products (Castulus Kolo, 2015).

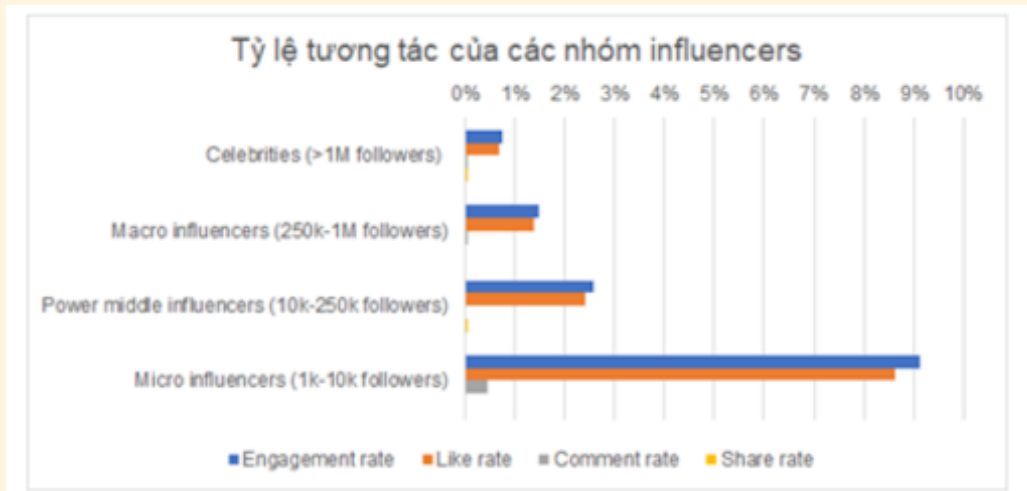


Figure 3.5.1.d: Influencers Marketing Report 2017, Hiip.asia



Nowadays, customers have many options. They are all careful when deciding to buy a product. They will learn from previous customer reviews, which is also the springboard for the generation of Influencers to be born. Influencers are followed because they actually have a real-life relationship or share a particular interest in a certain life topic. Their sharing is also the exact experience of a normal consumer, so the level of trust is very high.

The communication plan promotes content development on the TikTok platform, while connecting to other social networking platforms including Instagram Reel, Facebook Video. In order to ensure the viral factor and emphasize the brand image of VietCup on TikTok, activities would be developed by Influencers according to 4 main themes:

- **Cooking Tutorial**

Guide, share recipes, use convenient paper cups and bowls to store finished products

- **Sharing the moment**

Capture moments with family and friends. Go to picnic, use paper cups and bowls for convenient. Or cook at home during stressful times of COVID-19 epidemic, ensure safe eating utensils with bowls and paper cups so that FO can be easily collected to ensure hygiene and avoid infection.

- **Trending**

Catching TikTok trends is a way to create videos that have a great influence on the TikTok community. Catching a trend will make the video easier to understand, so Influencers can take advantage to integrate products naturally without causing discomfort to viewers.

- **Tips for parents who have kids**

Currently, parents with young children are very interested in tips on social networks to apply to child care and education. From there, accumulate knowledge and experience to take care of children in a scientific and convenient way. So choose content sharing tips for parents with young children, including using paper cups and bowls is a suitable topic.

KOLs based on the above 4 themes to develop creative content, integrate natural products and match the image that the TikTok channel is building. In addition to the channel hashtag in use, the hashtag #shareyourcup is required.

These are the 4 types of content that young people love on the TikTok platform. Accordingly, the video will share life lessons, spreading positive energy true to the spirit of #shareyourcup. In order to spread the hashtag widely but still ensure the positive factor, convey the right value of the message, the project carefully selects influential Influencers on TikTok. Tiktokers will focus on cooking (cooking tutorial, food reviewer), have a healthy lifestyle (eat clean, healthy lifestyle), have fun, be positive, full of energy... The project "Touch to share your cup" aims to target age group of 18-38 years old, we have come up with a list of current KOLs/Influencers who are attracting great attention and influencing the lifestyle of young people, thereby can bring the project's message to a wider audience and encourage them to participate in the brand's activities.

## **INFLUENCERS COLLABORATION LETTER**



## RECOMMENDED INFLUENCERS

STT	Nền tảng	Tên KOLs	Lượt Follow/Subscribes	Link Profile	Ghi chú
1	Tiktok	Tiểu Màn Thầu	2,5M	<a href="https://www.tiktok.com/@tieumanthaune?">https://www.tiktok.com/@tieumanthaune?</a>	Liên lạc lấy báo giá nha em
2		Tun Phạm	2,8M	<a href="https://www.tiktok.com/@tung">https://www.tiktok.com/@tung</a>	
3		Khánh Vy	1.3M	<a href="https://www.tiktok.com/@khanhvy">https://www.tiktok.com/@khanhvy</a>	Hơi khó
4		Lê Thụy	2.5M	<a href="https://www.tiktok.com/@thuy">https://www.tiktok.com/@thuy</a>	không phù hợp lắm
5		An Đen	976.3K	<a href="https://www.tiktok.com/@and">https://www.tiktok.com/@and</a>	
6	Tiktok trẻ	Ph2.fhank	110,5K	<a href="https://www.tiktok.com/@ph2">https://www.tiktok.com/@ph2</a>	oke đáng iu
7		VietAnhpipo	691.8K	<a href="https://www.tiktok.com/@viet">https://www.tiktok.com/@viet</a>	Không phù hợp. Nên lựa chọn những Influencer quan tâm tới healthy lifestyle
8		Ngọc Khánh	571.3K	<a href="https://www.tiktok.com/@ngo">https://www.tiktok.com/@ngo</a>	
9		Pu Giãm Cân	217.6K	<a href="https://www.tiktok.com/@pug">https://www.tiktok.com/@pug</a>	
10		j.corner93	449.3K	<a href="https://www.tiktok.com/@j.cor">https://www.tiktok.com/@j.cor</a>	
11		Trang Tầm	304K	<a href="https://www.tiktok.com/@tran">https://www.tiktok.com/@tran</a>	Không phù hợp lắm
12		Happy Hidari	777K	<a href="https://www.tiktok.com/@hap">https://www.tiktok.com/@hap</a>	tốt
13	Tiktoker mẹ bầm	mechanh1	22.7k	<a href="https://www.tiktok.com/@mec">https://www.tiktok.com/@mec</a>	
14		AnNhiên BốiBối	8.5M	<a href="https://www.tiktok.com/@ann">https://www.tiktok.com/@ann</a>	
15		Chuyện nhà Linh Bí	194.8K	<a href="https://www.tiktok.com/@chuy">https://www.tiktok.com/@chuy</a>	
16		Lucas family	142.2K	<a href="https://vm.tiktok.com/ZSdd47">https://vm.tiktok.com/ZSdd47</a>	Một số acc trong đây có nội dung định hướng giống nhau. Em lựa chọn một vài người phù hợp thôi nha.
17		Vương Meo Meo	30.3K	<a href="https://vm.tiktok.com/ZSdd46">https://vm.tiktok.com/ZSdd46</a>	
18		mầm non giải trí	46.9K	<a href="https://vm.tiktok.com/ZSdd46">https://vm.tiktok.com/ZSdd46</a>	
19		Kawasaki Huy Nam	68.2K	<a href="https://vm.tiktok.com/ZSdd47">https://vm.tiktok.com/ZSdd47</a>	
20		bebe gao	36.5K	<a href="https://vm.tiktok.com/ZSdd4x6t">https://vm.tiktok.com/ZSdd4x6t</a>	
21		Lê Thị Kiều Trang	1.6M	<a href="https://vm.tiktok.com/ZSdd47">https://vm.tiktok.com/ZSdd47</a>	Các acc ở trên là đủ rồi.
22		Hà Cookingk	994K	<a href="https://www.tiktok.com/@bep">https://www.tiktok.com/@bep</a>	Không phù hợp lắm
23	Tiktok challenge	hanhchipp97	44.9k	<a href="https://www.tiktok.com/@hanhchip">https://www.tiktok.com/@hanhchip</a>	
24		truonghoainamdl	48.1k	<a href="https://www.tiktok.com/@truonghoainamdl">https://www.tiktok.com/@truonghoainamdl</a>	
25		littlemealprep	96.3k	<a href="https://www.tiktok.com/@littlemealprep">https://www.tiktok.com/@littlemealprep</a>	
26		lyhealthy	23.7k	<a href="https://www.tiktok.com/@lyhealthy">https://www.tiktok.com/@lyhealthy</a>	
27		stayhealthyeasy	182.3k	<a href="https://www.tiktok.com/@stayhealthyeasy">https://www.tiktok.com/@stayhealthyeasy</a>	
28		Hương Lý	808.5k	<a href="https://www.tiktok.com/@lythe">https://www.tiktok.com/@lythe</a>	
29	Tiktoker dự phòng	Chồng ngoan	258.8K	<a href="https://www.tiktok.com/@cho">https://www.tiktok.com/@cho</a>	
30		Tan Pon ( )	507.7K	<a href="https://www.tiktok.com/@tantan">https://www.tiktok.com/@tantan</a>	
31		Eat clean hông - Thu Nhi	605.3K	<a href="https://www.tiktok.com/@tuila">https://www.tiktok.com/@tuila</a>	
32		Ở NHÀ LÀ CHILL	51.5K	<a href="https://www.tiktok.com/@mai">https://www.tiktok.com/@mai</a>	
33		ngan	265.6K	<a href="https://www.tiktok.com/@anb">https://www.tiktok.com/@anb</a>	
34		Uống nước khum?	225.3K	<a href="https://www.tiktok.com/@uon">https://www.tiktok.com/@uon</a>	

Table 3.5.1.b: Suggested list of collaborate influencers

## A CUP STORY

A Cup Story is an activity that contributes to spreading life's moments, thereby emphasizing the beauty and unique nature of Vietnam. It can be the story of the livelihood of people or the story of the dreams and ambitions of young people, sometimes it is also a beautiful love story. All are strokes that create an idyllic moving picture of Vietnam. Each cup will be pasted with photos capturing everyone's moments and the green sprouts inside the paper cup would be a gift to thank them for the value they create and for the efforts they put in every day. This is also a word of encouragement after a long tiring day. Sometimes small surprises can create magical moments.

The activity will exploit real-life, meaningful stories and will be deployed on TikTok platform and connected to the remaining 2 social networks: Facebook, Instagram Reels. Stories will be produced for less than 3 minutes to accommodate short video platforms.

Amidst the chaos of life, people are suddenly attracted by simple and rustic moments. The details seem to be simple but easy to empathize with the viewer. "The love you give is the love that lasts forever", and the beautiful moments would remain with time. This is also a source of motivation and inspiration for many young people.

## SCRIPT

### KỊCH BẢN A CUP STORY MỖI CHIẾC CỐC MỘT CÂU CHUYỆN

#### 1. HOẠT ĐỘNG A CUP STORY

**Ý nghĩa câu chuyện:** Qua lời kể của những người xa lạ, với những câu chuyện chứa đựng ý nghĩa, chúng ta phần nào đồng cảm không chỉ với những khó khăn, thử thách trong cuộc sống mà còn với những hạnh phúc, niềm vui của họ. Họ giống như những mầm chồi non bên trong cốc giấy, dù cốc có nhỏ bé đến mấy, nhưng chồi non ấy luôn cố gắng đâm chồi nảy lộc cho đến mai sau.

**Hình ảnh tượng trưng:** Những chiếc cốc giấy giống như một bệ phóng giúp cho cây sinh sôi, sau khi trở nên cứng cáp, ta trồng xuống mặt đất lại có thể đâm chồi mà trở nên cao lớn. Cũng giống như con người, khi được bao bọc trong vòng tay của những người thương yêu, chúng ta luôn cảm thấy an lòng, nhưng khi va vấp với những khó khăn của cuộc sống, chúng ta cũng nhờ những hơi ấm tình yêu đó mà vững bước trên con đường mà bản thân đã lựa chọn.

#### 2. CHỦ ĐỀ

- Chuyện đời thường** Câu chuyện của các bác, ông bà lớn tuổi bán hàng rong lề đường, bán hàng từ thiện, lâu năm, quét rác...Họ tâm sự những câu chuyện của cuộc sống đời thường, những khó khăn, vất vả với cuộc sống mưu sinh. Nên chọn những nhân vật có nghề nghiệp liên quan đến bảo vệ môi trường (quét rác, bác bảo vệ tuổi cây)  
Câu chuyện của người Hà Nội (những bác chụp ảnh, bán tò he trên phố, những người vẫn giữ những nét văn hóa truyền thống, cổ kính của Hà Nội mong muốn được chạm đến giới trẻ
- Chuyện người trẻ** (Câu chuyện về những cô bé, cậu bé nhỏ tuổi nhưng tháo vát, chăm chỉ làm việc hàng ngày, có ước mơ tương lai, hoài bão, hoặc những ước mơ dang dở)
- Chuyện tình yêu** (Câu chuyện từ những cặp đôi và hành trình họ đến với nhau, gắn bó niềm vui, hạnh phúc, từ đó lan tỏa ý nghĩa tích cực của tình yêu đến mọi người.

Nhân vật	Câu hỏi cho nhân vật
Chuyện đời thường	<p>Cháu chào bác, <u>bác này</u> cháu có chụp được một bức ảnh rất là đẹp của bác, nên cháu xin gửi tặng bác cùng món quà nho nhỏ ạ.</p> <ul style="list-style-type: none"><li>- Bác là người ở đây ư?</li><li>- Bác làm công việc này lâu chưa ạ?</li><li>- Bác bao nhiêu tuổi rồi ạ?</li><li>- Thế có nhiều khách quen không hả bác?</li><li>- Con cô năm nay bao nhiêu tuổi ạ?</li><li>- Hàng ngày bác bán hàng ở đây từ mấy giờ đến mấy giờ ạ? ( kể về hành trình và cuộc đời họ)</li></ul> <p>Chúng cháu cảm thấy rất ngưỡng mộ, và trong lúc bác đang làm việc thì đã chụp hình bác và in ra dán lên cốc cây này. Đây chỉ là món quà nhỏ, nhưng chúng cháu mong có thể khích lệ tinh thần bác. Chúng cháu cảm ơn bác vì đã chia sẻ câu chuyện của mình và mong bác luôn luôn khỏe mạnh và vui tươi.</p>
Chuyện tình yêu	<p>Chào hai bạn, 2 bạn (cô chú) có thể cho mình làm phiên chút được không?</p> <p>2 bạn quen nhau lâu chưa?</p>

### 3.5.2. KPI FOR KEY ACTIVITIES

No	Activities	Time	Platform	Unit	KPI
1	Content Format	26/03 - 20/04/2022	Facebook	Total Post	10
				Total Video	5
			Instagram	Post	15
				Story	20
				Reels	5
			TikTok	Total Video	15
2	Key Video (Organic)		Facebook	Reach	1.500
				Engagement	500
				Likes	100
				Views	1.000
		TikTok	Views	10.000	
			Likes	200	
3	Cooperation with influencers (#shareyourcup)	TikTok	Views	3M	
			KOLs	30	
4	A Cup Story	Tiktok	Video	5	
			Likes	1.000	
			Views	5.000	

Table 3.5.2: KPI for Key activities

### 3.6. ESTIMATED BUDGET

ESTIMATED BUDGET							
No.	Category	Unit	Quantity	Unit Price	Cost (VND)	Note	
A. HASHTAG TIKTOK #SHOWYOURCUP							
1	Booking cost Influencers	Video	30		6.000.0000		
2	Package cost	Product	30		200.000		
3	Delivery costs	Product	30		900.000		
					61.000.000		
B. FACEBOOK ADS & INSTAGRAM ADS							
1	Facebook Ads	Reach	100.000		6.000.000	Suggested, not required	
		Engagement	5.000				
2	Instagram Ads	Reach	10.000		5.000.000		
		Engagement	3.000				
					11.000.000		
C. A CUP STORY ACTIVITIES							
1	Printing costs	Sticker	Piece	20	5.000	100.000	
		Picture	Picture	20	15.000	300.000	
2	Gift	Soup	Bowl	20	25.000	500.000	
		Succulent plant	Tree	20	0	0	
					900.000		
Costs Incurred 10%					7.300.000		
TOTAL COST FOR THE FULL CAMPAIGN (VAT NOT INCLUDED)					80.300.000		
THE MINIMUM TOTAL COST OF THE ENTIRE CAMPAIGN ONLY (Does not include suggested activities + sponsored fees)					69.300.000		

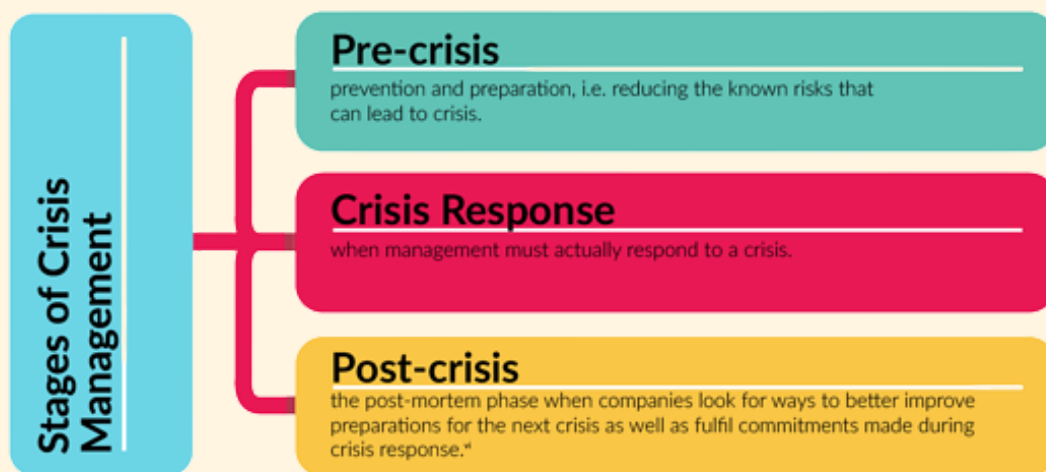
Table 3.6: Estimate Budget

## 3.7. RISK MANAGEMENT

A crisis is any situation or sequence of events that push a group, team, or organization into a downward spiral, by threatening to harm people or property and negatively impacting and causing damage to the organization. Organizations, stakeholders, or even the entire industry, if not handled effectively and efficiently, are characterized by “high consequences, low probability, uncertainty, and pressure on decision-making time” ( J. Hale, Dulek, and D. Hale, 2005), and always pose three interrelated threats: public safety, financial loss due to operational disruption and loss of market share, and the inevitable loss of reputational damage, as it reflects poorly on an organization (Coombs, 2011). Such events and conditions are called project risks. To ensure project success, project risks need to be managed.

Negative risks, when occurring, will cause losses to the project, affecting the goals that the project needs to achieve, while the project participants all want to take advantage of the opportunities created by the project. positive risks. Therefore, the identification of risks, clarification of risk management methods, and risk response strategies for the project are essential in order to improve opportunities and reduce risks to the project's objectives.

### 3.7.1. CRISIS MANAGEMENT PROCESS



(Figuers 3.7.1. The Stages of Crisis: Understanding the Crisis Management Lifecycle)

#### PRE-CRISIS PHASE

The pre-crisis phase aims to prevent a crisis through a risk assessment. When there are signs of a crisis occurring, it is essential to manage crisis communication. A guiding principle in crisis resolution is fast, accurate and consistent information. To do this, we need to be a key team in planning, implementing, guiding, and executing. The following is a summary of the duties of the crisis communication team:

- Identify the cause of the crisis: We have thoroughly examined every detail and activity in the project to anticipate and analyze any factors that may have caused the crisis.
- Assess the situation, scope, and impact: After determining the cause of the crisis, we assess its spread and impact at different times to make timely adjustments. Time for a communication plan, from which to have appropriate coping strategies for the situation. From there, the right planning, and right focus helps to solve the crisis to maximise efficiency and minimise losses.

- Detailed planning: The crisis communication team meets and develops a detailed plan that includes specific goals, strategies, timelines, methods, and specific responsibilities for each department or individual for the time being. crisis resolution. Prepare detailed crisis management plans: who are responsible for implementing this plan, the specific work of each person, who will be the first contact when there is an emergency. incidents occur, order of priority to provide information...

## **CRISIS RESPONSE PHASE**

When avoidance efforts fail and a crisis is triggered, the organisation enters “crisis mode” and enters the response phase, characterised by short, complex, and uncertain decision times. Obviously, the risk of immediate damage still exists. So here's a must-do stage of loss prevention:

Working with the media: During a crisis, the media can be a double-edged sword, which largely depends on how you react to and handle the crisis. Therefore, working with the media is to provide information related to the company's crisis to the media. Let them help the company bring accurate information about the incident to the public.

## **POST CRISIS PHASE**

After controlling the information, the crisis has passed, it is necessary to declare the end of the crisis to start a new phase, the recovery phase. It is necessary to widely announce in the media and be able to give directions and solutions to the company in recovering from the crisis.

After the crisis, there should be a general inspection and assessment of weak aspects for enterprises to amend. This is the best time to get customers' opinions on the company's activities.

## **TARGET:**

- Ensuring business operations after the crisis
- Settle the interests of customers
- Maintain corporate brand image
- Continue to maintain and control the business activities of the enterprise

## 3.7.2. CRISIS CLASSIFICATION

RISK MANAGEMENT						
Type of risk	Reason	Priority	Stakeholders	Pre-crisis Phase	Crisis Response Phase	Post Crisis Phase
Content production						
The content does not meet the requirements of the client	Subject	High	VietCup	Consensus content before production Check the content before posting	The team always attends when needed Edit the post immediately Or update a backup post	
Influencers post misleading production content	Objective	High	Influencers	There is an initial agreement to ensure video quality The team has a clear script direction Ask Influencers to send scripts and demo videos The person in charge of monitoring and supervising the video is up	Ask Influencers to hide videos Ask Influencers to re-produce the video	Remind content orientation for Influencers
Content does not meet the set KPI	Subject	High	VietCup	Set KPIs in line with teammate capacity Actively research and consult relevant documents Invite friends and relatives to like, engage with content Quality assurance of content	Continue to invite people to participate and engage with the post	
Communication						
KOL's video received negative feedback from viewers	Objective /Subject	High	VietCup Influencers	There is an original agreement that guarantees video quality The team has a clear script direction Ask Influencers to send scripts and demo videos In charge of monitoring and supervising the uploaded video	Remove comments Create solutions with Influencers to deal with negative comments	Learn from experience and choose carefully Influencers
Influencers' TikTok channel violate community guidelines	Subject	Medium	Influencers	Check channel content before booking	Cancellation of cooperation and original agreement	
Production						
The production process, filming and taking photos encountered difficulties (cannot rent filming equipment, bad weather,...)	Objective	Medium	Project group	See the weather forecast before the shooting date Have a backup location before each shooting session	Postponing filming until the weather gets better Set-up an indoor shooting scene	
The product is unsatisfactory and not approved by the client	Objective	Medium	VietCup	Consensus content before production Send shooting script, capture Send demo images, demo videos	Team always attend when needed Edit the script or make a new one Or use backup post	
Insufficient video production skills and quality assurance	Objective	Medium	VietCup	Research and refer the product that will record Anticipate the possibility that it will be done	Outsource video production	
Personnel						
Content production personnel did not keep up with the progress on the platforms, missing the original content	Subjective	Medium	VietCup	There is a specific production schedule Send demo 1-2 days before posting schedule Team leader oversees and manages the schedule Team members raise morale and responsibility	Use backup posts	Personal review and experience
Team members have controversial issues, leaving the project directly affecting the project	Subjective	High	Project group	Unanimous opinion Working in solidarity Team leader connects members	The team leader reconciles and quickly finds a solution Help members exchange and find a common voice	
Among the members in charge of channels, there is a member whose nick has been hacked and affects the client's account	Objective	High	Project group	Build 2-factor security for each member Use 2 communication channels to prevent risks	Detect hacked members immediately Revoke admin rights of the hacked person	Check to see if there is any damage to the page

Table 3.7.2. Crisis Classification

## 4. PROJECT EXECUTION

### 4.1. PROJECT TIMELINE

4.1.1. Project Overview

4.1.2. Project Timeline

### 4.2. MEDIA PRODUCTION

4.2.1. Production Schedule

4.2.2. Media Product

### 4.3. PROJECT BUDGET

### 4.4 PROJECT MANAGEMENT PROCESS

4.4.1. Human Resources Management

4.4.2. Task Management

4.4.3. Team Communication

### 4.5. STAKEHOLDER ENGAGEMENT

4.5.1. Stakeholder Identification

4.5.2. Stakeholders Communication Channels

4.5.3. Engagement Process

The “Touch to share your cup” project execution started from 3/2022 to 12/2022. This part of the report will present the overall progress of the project as well such as publication production schedules and media schedules throughout the implementation phase. We will then explain in detail the Human Resource Management and Stakeholder Engagement processes, which are the two main functions our team must perform when the project is done.

# PROJECT EXECUTION

## PROJECT TIMELINE

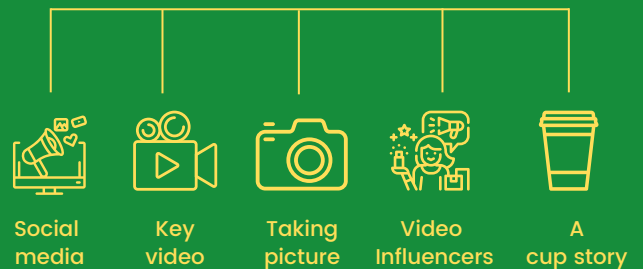


## MEDIA PRODUCTION



PRODUCTION SCHEDULE

MEDIA PRODUCTION



## PROJECT BUDGET

TOTAL BUDGET FOR PROJECT: 18.306.400

## PROJECT MANAGEMENT PROCESS



Human resources management



Task management



Team Communication

## STAKEHOLDER ENGAGEMENT

- VietCup: Project owner, project supervisor and sponsor
- Chairman of Huy Linh group, general director of VietCup - Duong Quang Huy: Representative of VietCup directly supervises the project
- Sales and Marketing manager - Anie Duong: Representative of VietCup directly supervises the project and approves the posted content.
- Influencers: Booking for hashtags on TikTok

## 4.1.1. PROJECT TIMELINE

### 4.1.1. PROJECT OVERVIEW

# PHASE

**01**

#### Ideation, planning (March 10 - March 26)

Develop a communication plan, main message, key image, and implementation plan.

**02**

#### Project implementation on social networking platforms (March 27)

Provide guidance and provide content information to educate the target audience.

**03**

#### Implement the Share your cup project (March 28)

Building a community to share stories and positive energy. Thereby helping people to clearly perceive the brand.

**04**

#### Deploying the project A cup story (April 15)

The activity contributes to spreading life's moments, thereby emphasizing the beauty and uniqueness of each person



4.1.2. PROJECT TIMELINE

FACEBOOK

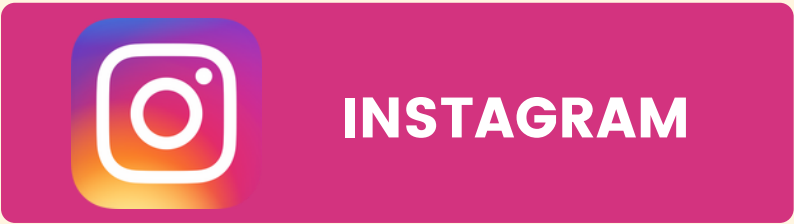


KẾ HOẠCH TRUYỀN THÔNG VIETCUP												
CONCEPT CHẠM CỐC CẨM CẦU CHUYỆN												
NỀN TẢNG FACEBOOK												
STT	Giai đoạn	Nội dung chính	Thời gian	Chuyên mục	Chủ đề tin bài	Phản công				Link bài viết/ Link ảnh (Draft)	Trạng thái	
						Thiết kế		Viết bài				
						Phụ trách	Nhà văn	Phụ trách	Nhà văn			
1	Trigger Tạo nhận thức		20h 25/03/2022	[CHUYỆN VIETCUP]	Việt Cup hướng ứng Gã Thôi Đồi	Dương Thanh Tâm		Lê Chi Mai		<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
2			20h 27/03/2022		SOMETHING NEW	Vũ Xuân Thống	Size: 1200x900	Phạm Phương Anh	Hà Lê, rõ ràng thông tin về cây lá mới ----- Instagram: <a href="https://www.instagram.com/vietcup/">https://www.instagram.com/vietcup/</a> Tik Tok: #shareyourcup #VietCup	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
3			20h 28/03/2022		Ảnh thời động	Vũ Xuân Thống	Size: 1x9	Lê Chi Mai	Tên dự án Thống điệp, ý nghĩa Marketing ----- Instagram: <a href="https://www.instagram.com/vietcup/">https://www.instagram.com/vietcup/</a> Tik Tok: #shareyourcup #VietCup	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
4	Cùng lan tỏa	Hoạt động 1 (25/3/2022 - 31/4/2022)  Hashtag TikTok #shareyourcup	20h 4/4/2022	Healthy lifestyle	Những Influencer có lối sống healthy	Vũ Xuân Thống		Phạm Phương Anh	- List 3-4 người - Tóm tắt ngắn gọn về phong cách sống, đặc điểm nổi bật	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
5			20h 06/04/2022		Những tips bất ngờ khi sử dụng cốc giấy	Vũ Xuân Thống		Lê Chi Mai	Những công dụng bất ngờ của cốc giấy content vui nhộn, hài hước	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
6			20h 09/04/2022		Bài viết nhận mạnh dự án Đăng với key	Dương Thanh Tâm		Lê Chi Mai	Kêu gọi mọi người chia sẻ câu chuyện và tham gia hashtag #shareyourcup cùng VietCup trong dự án "Chạm cốc cảm câu chuyện"	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
7			20h 11/04/2022		Mọi người hướng ứng share your cup thế nào?	Lê Chi Mai		Lê Chi Mai	Chia sẻ với key của KOLs	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
8			20h 13/04/2022		"Sống xanh" sao để không xanh sao?	Vũ Xuân Thống		Dương Thanh Tâm	Du sống xanh (t) cho sự bền vững của môi trường nhưng có một điểm thiếu sót ảnh hưởng người chưa có đồng này trong giống như những người mục đích và một số có thể gây hiểu lầm cho những người sống xanh	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
			Tuần 2 (tháng 4 11/4/2022 - 17/4/2022)									
	Gắn kết, đồng cảm	Hoạt động 2 (15/4/2022 - 20/4/2022)  Dự án A Cup Story	20h 15/4/2022		Mỗi câu chuyện là một câu chuyện	Vũ Xuân Thống		Lê Chi Mai	Tên dự án Thống điệp, ý nghĩa Marketing ----- - Gợi ý câu chuyện về sự kiện từng cây - ý nghĩa và gợi ý câu chuyện	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
			20h 16/4/2022	[Mỗi chiếc cốc là một câu chuyện]	Vết về đồng cây Chàng trai nhút nhát tại Bối bản	Vũ Xuân Thống		Phạm Phương Anh		<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
9			20h 16/4/2022	[Mỗi chiếc cốc là một câu chuyện]	Ảnh Bác tài ở ga	Vũ Xuân Thống		Lê Chi Mai		<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
10			10/4/2022	[Mỗi chiếc cốc là một câu chuyện]	Vết về đồng cây Bà bán giấy tiếp ở vào hè	Vũ Xuân Thống		Phạm Phương Anh	Vết về câu chuyện của những nhân vật được tặng cây	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng	
11			Tuần 3+4 (tháng 4 18/4/2022 - 30/4/2022)		19/4/2022		[Mỗi chiếc cốc là một câu chuyện]	Ảnh Tình yêu bình yên	Vũ Xuân Thống	Lê Chi Mai	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng
12					20/4/2022		[Mỗi chiếc cốc là một câu chuyện]	Video cảm ơn	Vũ Xuân Thống	Phạm Phương Anh	<a href="https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/">https://www.facebook.com/VietCup/photos/a.62394384344324/1542301761852792/</a>	Đã đăng

Table 4.1.2.a Facebook timeline

4.1.2. PROJECT TIMELINE

INSTAGRAM



KẾ HOẠCH TRUYỀN THÔNG VIETCUP													
CONCEPT CHẠM CỐC CẨM CẦU CHUYỀN													
NỀN TẢNG INSTAGRAM													
STT	Giai đoạn	Nội dung chính	Thời gian	Chủ đề tin bài	Loại hình (Reels, Stories, Guide)	Phản công			Liên bài viết/Link ảnh	Trạng thái			
						Thiết kế Phụ trách	Phụ trách	Viết bài Yêu cầu					
1	Trigger Tạo nhận thức		Tuần 4 tháng 3 (27/3/2022 - 3/4/2022)	27/03/2022	[CHUYỀN VIETCUP]	1 DAY LEFT (bài viết, story)	Vũ Xuân Thắng	Phạm Phương Anh	Hé lộ, rò rỉ thông tin về dự án (dây là mìn)	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng		
2				28/03/2022	CHẠM CỐC CẨM CẦU CHUYỀN	Ảnh khởi động dự án	Dương Thanh Tâm	Lê Chí Mai	Tên dự án Thông điệp, ý nghĩa Hashtag	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng		
3				29/03/2022		CHẠM CỐC (post)	Vũ Xuân Thắng	Phạm Phương Anh	Ý nghĩa của cụm từ Thông điệp truyền tải	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng		
4				30/3/2022		CẨM (post)		Lê Chí Mai	Ý nghĩa của cụm từ Thông điệp truyền tải	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng		
5				31/3/2022		CẦU CHUYỀN (post)		Dương Thanh Tâm	Ý nghĩa của cụm từ Thông điệp truyền tải	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng		
6				Cùng lan tỏa	Hoạt động 1 (27/3/2022 - 13/4/2022)  Hashtag TikTok #shareyourcup	1/4/2022	Healthy Lifestyle	Chào tháng 4	Vũ Xuân Thắng	Phạm Phương Anh		<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng
9						4/4/2022		Những Influencer có lối sống healthy	Vũ Xuân Thắng	Phạm Phương Anh		<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng
10	5/4/2022	Một ngày đầy năng của tháng Tư 🌞 Reels	Vũ Xuân Thắng			Vũ Xuân Thắng			<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
11	6/4/2022	Một chiếc cốc giấy có gì đặc biệt?	Vũ Xuân Thắng			Lê Chí Mai			<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
#REF!	8/4/2022	VietCup in Tam Dao Reels	Phạm Phương Anh			Phạm Phương Anh			<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
#REF!	10/04/2022	Nghỉ lễ cùng VietCup	Vũ Xuân Thắng			Vũ Xuân Thắng			<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
	11/4/2022	Mọi người hưởng ứng share your cup thế nào?	Lê Chí Mai			Lê Chí Mai			<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
	13/4/2022	"Sống xanh" sao để không xanh xao?	Vũ Xuân Thắng			Dương Thanh Tâm		Dù sống xanh tốt cho sự bền vững của môi trường nhưng có một số huyền thoại phát sinh khiến những người chán lối sống này trông giống như những người cực đoan và một số có thể gây hiểu lầm cho những người sống xanh.	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
	15/4/2022	Ảnh khởi động dự án	Vũ Xuân Thắng			Lê Chí Mai		Tên dự án Thông điệp, ý nghĩa Hashtag	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
#REF!	Gắn kết, đồng cảm	Hoạt động 2 (11/4/2022 - 24/4/2022)  Dự án A Cup Story	Tuần 3+4 tháng 4 (18/4/2022 - 24/4/2022)			[Mỗi chiếc cốc là một câu chuyện]		Video đi tặng cây Chàng trai nhút nhác trên bãi biển	Phạm Phương Anh	Lê Chí Mai		<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng
				Ảnh, Bóc tài xế grab	Vũ Xuân Thắng		Phạm Phương Anh	Viết về câu chuyện của những nhân vật được tặng cây	<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
				Video đi tặng cây Bà bán gạo đẹp ở vỉa hè	Phạm Phương Anh		Lê Chí Mai		<a href="https://www.instagram.com/mvp/coupt90krimg/">https://www.instagram.com/mvp/coupt90krimg/</a>	Đã đăng			
#REF!				Ảnh	Vũ Xuân Thắng		Lê Chí Mai						
#REF!				LỜI CẢM ƠN	Dương Thanh Tâm		Phạm Phương Anh						

Table 4.1.2.b Instagram timeline

4.1.2. PROJECT TIMELINE

TIKTOK



KẾ HOẠCH TRUYỀN THÔNG VIETCUP													
CONCEPT CHẠM ĐỐC CẨM CẦU CHUYỀN													
NỀN TẢNG TIKTOK													
STT	Giai đoạn	Nội dung chính	Thời gian	Chuyên mục	Chủ đề tin bài	Thiết kế		Phản công		Hashtag	Link video	Trạng thái	
						Phụ trách	Yêu cầu	Phụ trách	Yêu cầu				
1	Trigger Tạo nhận thức	Hoạt động 1 (21/3/2022 - 17/4/2022)  Challenge TikTok #shareyourcup	Tuần 1 tháng 4 (4/4/2022 - 10/4/2022)	[CHUYỀN VIETCUP] Khẩu khắc cùng VietCup	Mùa xuân, hoa nở, là vì em 🌸🌸🌸. Hãy chia sẻ năng lượng tích cực cùng VietCup trong tháng 4 nhé	Lê Chi Mai	09:16	Lê Chi Mai	Nghân gọn, súc tích: Tên dự án, thông điệp, ý nghĩa	#shareyourcup #vietcup #typ #chicup #tiktok	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7052503233423787422?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7052503233423787422?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
2					Một ngày nắng đẹp của tháng Tư 🌞🌞🌞	Vũ Xuân Thống		Vũ Xuân Thống	Nghân gọn, gây tò mò, tạo sự bất luận	#shareyourcup #chamcoccamcauchuyen #vietcup #typ #xuhuong	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7052572850285122307?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7052572850285122307?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
3					Cùng VietCup tập làm những cô gái yêu điệu 🌸	All		Lê Chi Mai	Hài hước	#shareyourcup #VietCup #typ #OmivaoLong #xuhuong	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7053723156233424154?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7053723156233424154?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
4	Củng cố lan tỏa				Một chiếc năng xinh ở Tạm Đảo 🌸🌞	Phạm Phương Anh		Phạm Phương Anh	Cập độ tâm sự bên cốc nước, chia sẻ ước mơ, câu chuyện tích cực Cốc giấy sơn mây Tạm Đảo Nghân gọn chào	#shareyourcup #vietcup #typ	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7054464509723320557?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7054464509723320557?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
5					Một ngày đẹp trời cùng VietCup	Vũ Xuân Thống		Vũ Xuân Thống		#Shareyourcup #Chamcoccamcauchuyen #VietCup #typ #xuhuong	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7054464525054575516?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7054464525054575516?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
6	Gắn kết, đồng cảm	Hoạt động 2 (18/4/2022 - 24/04/2022)  Chiến dịch: A Cup Story	Tuần 2 tháng 4 (11/4/2022 - 17/4/2022)	[Mỗi chiếc cốc là một câu chuyện]	Hãy cùng chia sẻ năng lượng tích cực cùng #shareyourcup ngày hôm nay bạn nhé! 🌸🌞🌞🌞	Dương Thanh Tân		Lê Chi Mai		#Vietcup #xuhuong	<a href="https://www.tiktok.com/@chuyen.vietcup/video/705603123693451458?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/705603123693451458?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
7					Có ai còn nhớ hồi bé được đi chơi với ông bà khum? 🌸	Phạm Phương Anh		Phạm Phương Anh		#shareyourcup #Vietcup #typ #memories	<a href="https://www.tiktok.com/@chuyen.vietcup/video/70567145052454325?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/70567145052454325?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
8					Một khoảnh khắc dễ thương ở Cát Bà 🌸🌞	Phạm Phương Anh		Phạm Phương Anh		#shareyourcup #memories #xuhuong	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7056818039325505557?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7056818039325505557?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
9					Tạo niềm vui sẽ nhận được niềm vui 🌸🌞🌞	Phạm Phương Anh		Phạm Phương Anh		#shareyourcup #memories #xuhuong	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7057072783613137147?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7057072783613137147?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
10					Khi nói về con gái, ánh mắt chú trăn trọt tình yêu thương 🌸	Phạm Phương Anh		Phạm Phương Anh		#shareyourcup #memories #xuhuong	<a href="https://www.tiktok.com/@chuyen.vietcup/video/705741895689427220?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/705741895689427220?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
11			Tuần 3+4 tháng 4 (18/4/2022 - 30/4/2022)		Động lực tập thể được đẩy rồi 🌸	Phạm Phương Anh		Phạm Phương Anh		#shareyourcup #Vietcup #xuhuong #memories	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7057934150503787322?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7057934150503787322?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	
12					Video cảm ơn	Phạm Phương Anh		Phạm Phương Anh		#shareyourcup #Vietcup #xuhuong #memories	<a href="https://www.tiktok.com/@chuyen.vietcup/video/7057934150503787322?is_copy_from_webview=1&amp;is_from_webview=1">https://www.tiktok.com/@chuyen.vietcup/video/7057934150503787322?is_copy_from_webview=1&amp;is_from_webview=1</a>	Đã đăng	

Table 4.1.2.c Tiktok timeline

## 4.2. MEDIA PRODUCTION

### 4.2.1. PRODUCTION SCHEDULE

No.	Task	March			April		
		Week 1	Week 2	Week 3	Week 1	Week 2	Week 3
KEY VISUAL							
1	Brainstorming idea	13/03					
	Drafting	15/03 – 24/03					
	Final			26/03			
TAKING PRODUCT PICTURES							
2	Concept selection	16/03					
	Final concept	17/03					
	On set		19/03	26/03			
	Final product		24/03	28/03			
KEY VIDEO							
3	Write script				01/04		
	On set				03/04		
	Edit video			04/04 – 06/04			
	Final video				08/04		
INFLUENCERS							
4	Writing letter of invitation to cooperate		17/03				
	Find influencers		18/03 – 01/04				
	Sending proposal		20/03	27/03	04/04		
	Confirm participation		20/03 – 10/04				
	Influencers send script		21/03 – 11/04				
	Video demo		23/03 – 15/04				
	Fina video		24/03 – 17/04				
A CUP STORY							
5	Script				09/04		
	Record video				13/04 – 14/04		
	Edit video					15/04 – 18/04	
	Final video					15/04 – 18/04	

Table 4.2.1. Production schedule perform project

## SOCIAL MEDIA

The social media platforms we used in this campaign are Facebook, Instagram, TikTok.

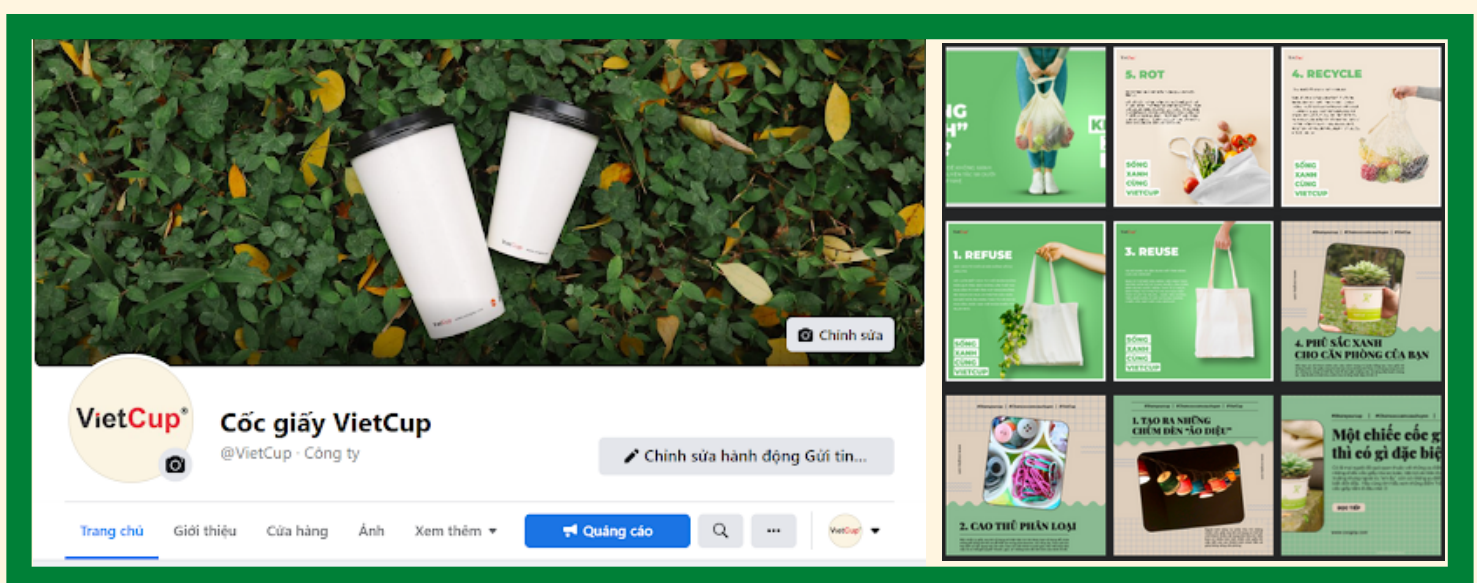
### Facebook

Previously, VietCup's Fanpage had the main target of small and medium-sized businesses that wanted to use paper products for their businesses. They use Facebook as a platform to view the company's products, as well as contact the sales department directly to hear them advise on products and inform product prices, shipping policies. Therefore, the image and color of the Fanpage are still monotonous and not trendy. Therefore, to make the Fanpage interface more accessible to Gen Z and young parents, we have re-directed the image and content.

#### Old interface



#### New interface



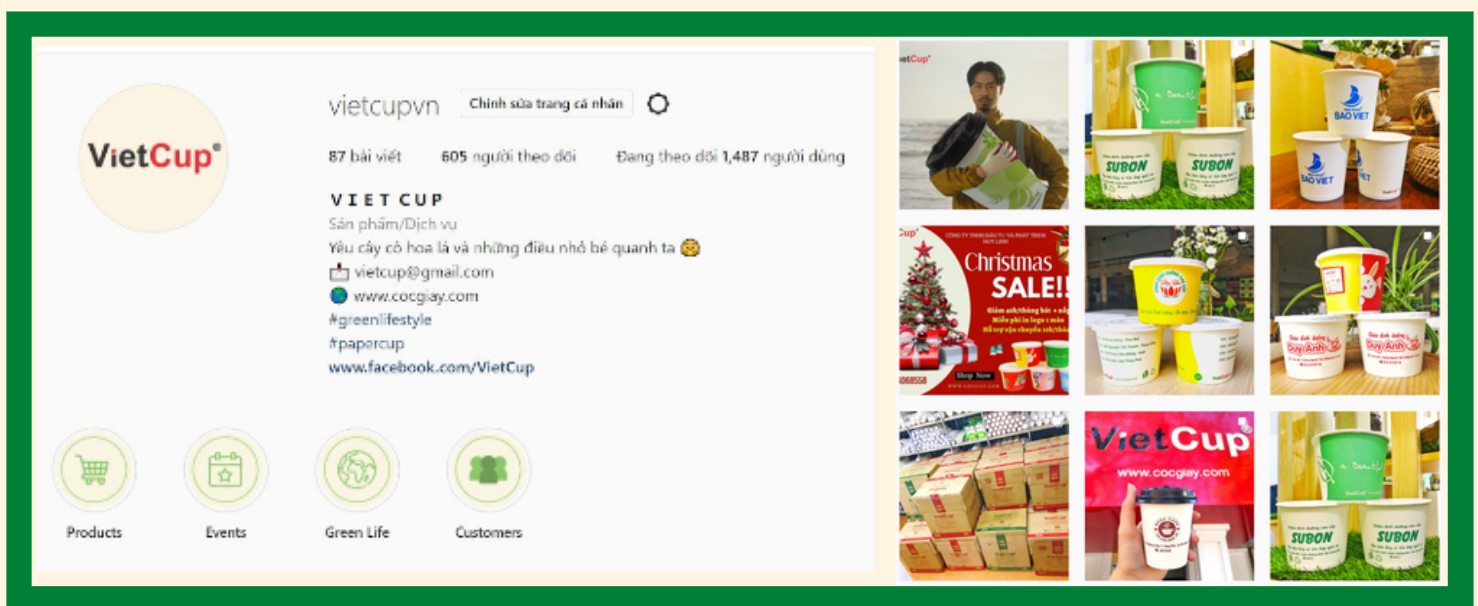
## SOCIAL MEDIA

The social media platforms we used in this campaign are Facebook, Instagram, TikTok.

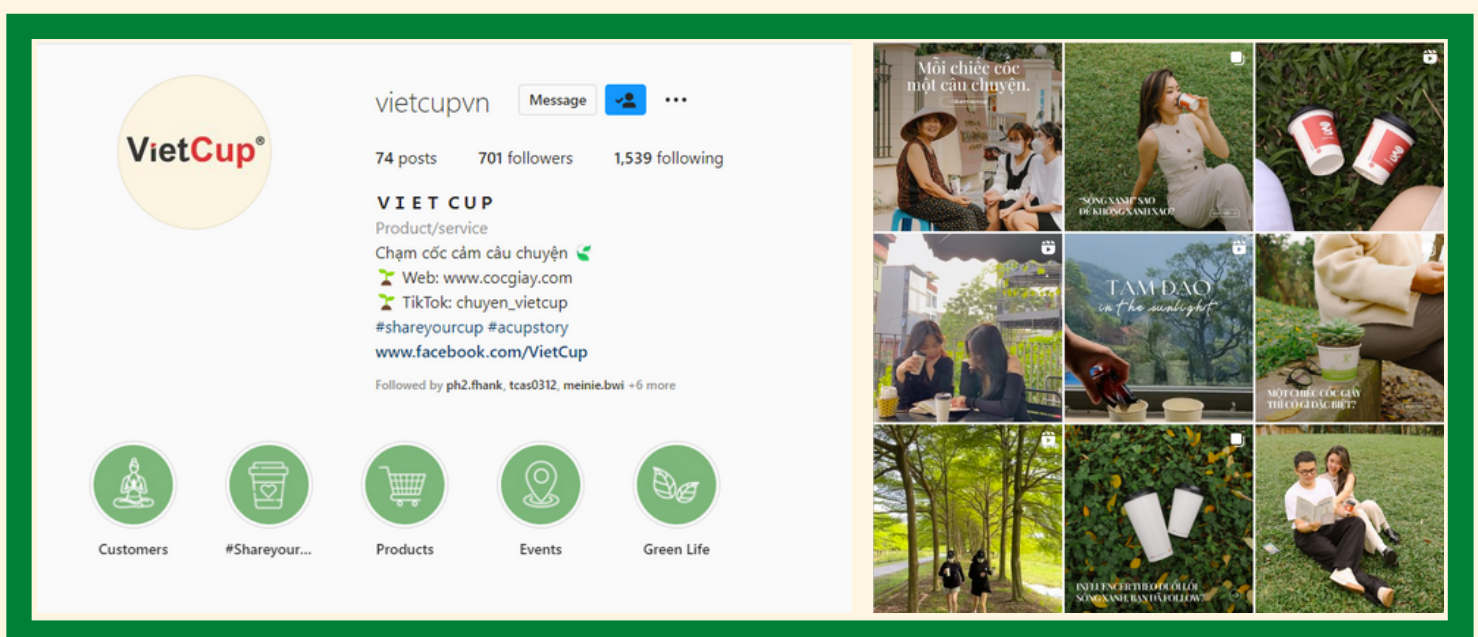
### Instagram

VietCup has built an Instagram platform, but the operation is not regular, the design style is not suitable for this platform. So we changed the image to make Instagram more artistic, in sync, and on-trend. The photos will feature articles about healthy living and being environmentally friendly. The way of addressing will be somewhat more relaxed, the language is also more youthful and creative. Besides, we choose to add a new Instagram feature called Reels to deploy.

#### Old interface



#### New interface

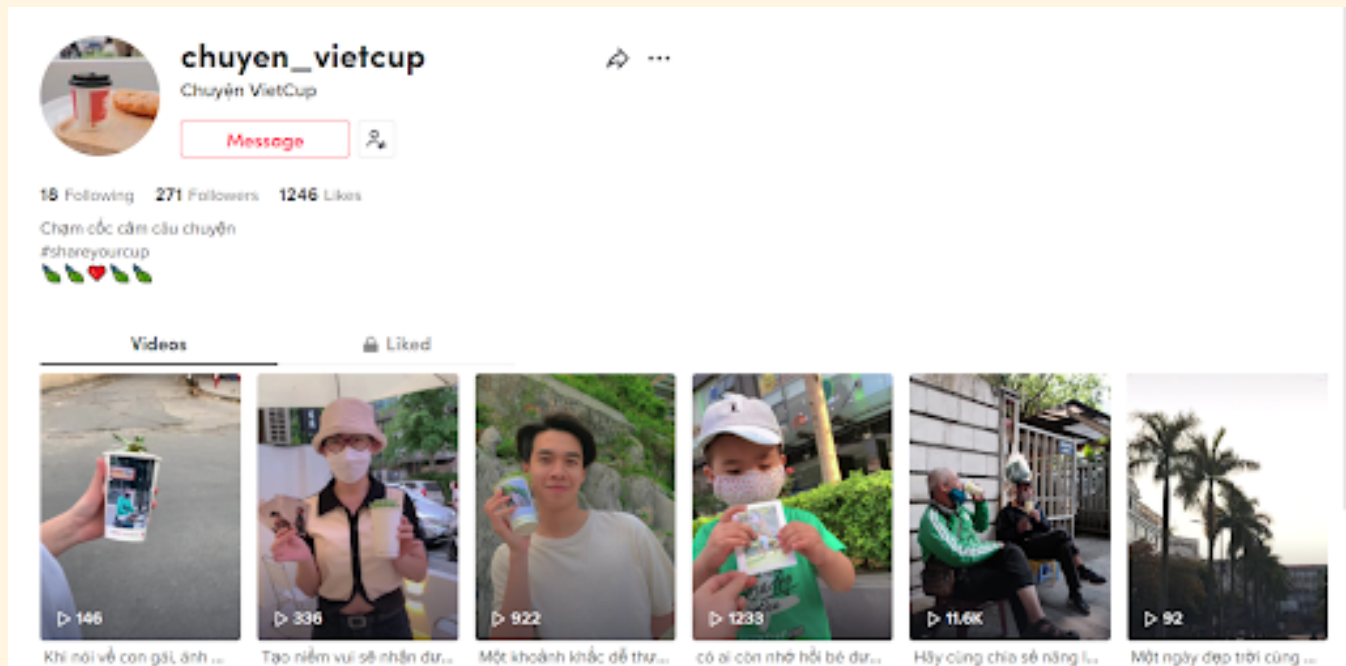


## SOCIAL MEDIA

The social media platforms we used in this campaign are Facebook, Instagram, TikTok.

### TikTok

Previously, VietCup had not used TikTok to promote the brand, so the team came up with a strategy for this platform. Not only using Influencers to develop the #shareyourcup community, the group also created a TikTok channel “VietCup Stories”. On this channel, we would post funny, positive, trending TikTok videos and videos of A Cup Story activities.



## KEY VIDEO

In the project "Touch to share your cup", the team has chosen to produce key videos with 2 formats horizontal (16:9) and vertical (9:16) to deploy on all 3 platforms Facebook, Instagram and TikTok.

### KEY VIDEO 4:3



Figure 4.2.2.d: Horizontal Key Video

### KEY VIDEO (9:16)



Figure 4.2.2.e: Vertical Key Video

## TAKING PRODUCT PICTURES

DACHL team made a series of photos to use as material for the project as well as to post on social networking sites, as well as the company's website in the future. The image mainly has fresh, youthful, gentle colors but does not forget to be close to bring a feeling of closeness to people. In addition to images showing product features, the team also added images that touch emotions.



Figure 4.2.2.f: Product Photos

## VIDEO INFLUENCERS

We have selected Influencers with diverse interactions on the TikTok platform to spread the #shareyourcup hashtag widely while ensuring that the right message is conveyed. Here are the Influencers that have been selected and uploaded to the video.

TOPIC	TIKTOK'S ID	LINK	FOLLOW/ LIKE	NOTE
Cooking Tutorial	trangheothi	<a href="#">trangheothi</a>	38.K Followers 280K Likes	
	phamtrang.2401	<a href="#">Phạm Trang</a>	251.2K Followers 6.7M Likes	<b>Key Influencers</b> phamtrang.2401 is a TikTok channel with attractive cooking instructions, a way to get insight into the audience using Tik Tok (natural, funny, empathetic). This is the channel with the highest number of followers and likes under the topic "Tutorial Video"
	Vy Vui Vẻ	<a href="#">Vy Vui Vẻ</a>	30.7K Followers 841.2K Likes	
Sharing moment	j.corner93	<a href="#">}♡°❖*(@j.corner93)_</a>	467.5K Followers 15.9M Likes	<b>Key Influencers</b> j.corner.93 is a channel to build content and images that are suitable for the target audience. With a bright, simple image concept, j.corner.93 is currently one of the lifestyle Influencers with high engagement.
	Nawincolen	<a href="#">@nawincolen</a>	17.8K Followers 1.1M Likes	
	suahbi	<a href="#">sửa •••</a>	17.8K Followers 1.1M Likes	
	Supergirlhealthy	<a href="#">Super Gơn Heo Thỳ</a>	22.9K Followers 376.3K Likes	
	Khi tớ 25	<a href="#">Khi tớ 25</a>	6791 Followers 75.8K Likes	
	huyhoanghjhj	<a href="#">@huyhoanghjhj</a>	30.7K Followers 1.6M Likes	
	Stayhealthyeasy	<a href="#">Stay Healthy_ Easy__</a>	186.6K Followers 1.8M Likes	

Table 4.2.2: Selected List of Collaborative Influencers

TOPIC	TIKTOK'S ID	LINK	FOLLOW/ LIKE	NOTE
Trending	Ngọc Hà	<a href="#">Ngọc Hà</a>	218.6K Followers 8.7M Likes	
	Trí đây	<a href="#">truyd</a>	259.4K Followers 10M Likes	
	Lý Nguyễn Nhi	<a href="#">@nhyyng_</a>	840.3K Followers 12.5M Likes	
	Tít ở trên Tiktok	<a href="#">@cdqtit99</a>	30.6K Followers 693.6K Likes	
	Cam Thảo	<a href="#">@ccamthao</a>	353.9K Followers 10.9M Likes	<b>Key Influencers</b> With the theme of capturing trends, and humor, camthao is a channel loved by children because of grace, wit, and courtesy when creating content. The produced videos are also considered natural and close to the viewer.
Tips for parents who have kids	mechanh1	<a href="#">ĂN NGON CÙNG BÉ CHANH 18M !</a>	25.6K Followers 259.5K Likes	
	mamn0ngiaitri	<a href="#">*~ măm non giải trí *~</a>	59K Followers 1.5M Likes	<b>Key Influencers</b> Regarding the last topic "Tips for parents", mamn0ngiaitri is the representative channel for using the brand's products. In addition to sharing methods of raising children, moments of going out, and experiencing products with children is also a content that is interested by the target group.
	Nhung kol	<a href="#">Nhung.kol ♥</a>	52.6K Followers 305.1K Likes	
	Đoàn Mai Nhi	<a href="#">Đoàn Mai Nhi</a>	52.5K Follower 1.3M Thích	

Table 4.2.2: Selected List of Collaborative Influencers



Figure 4.2.2.g: Influencers's TikTok videos

# #SHAREYOURCUP

## 6.4M

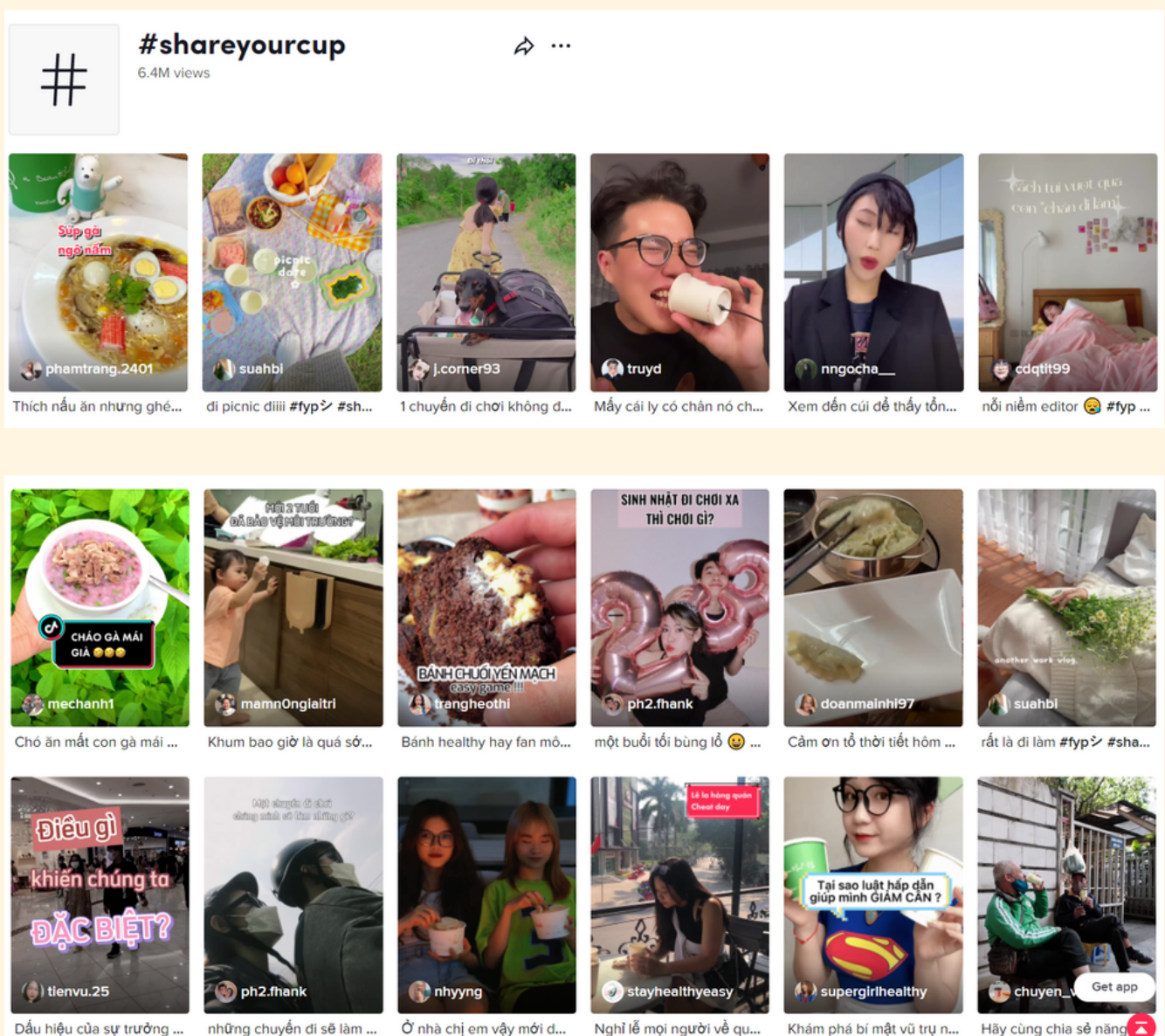


Figure 4.2.2.h: Influencers's TikTok video list

## A CUP STORY

Through stories, VietCup has shared with everyone useful things about a green lifestyle, energizing positive energy and creating meaningful moments "touching emotions". We always appreciate the values conveyed and are honored to listen to everyone's stories.



Figure 4.2.2.i: A Cup Story's TikTok videos



**Thank you – A Cup Story Video**

## 4.3. PROJECT BUDGET

PROJECT BUDGET							
No.	CATEGORIES		UNIT	QUANTITY	UNIT PRICE (VND)	COST(VND)	PAYMENT STATUS
HASHTAG TIKTOK #SHAREYOURCUP							
BOOKING STAGE 1							
1	Booking cost	j.corner93				500,000	Paid
2		Đoàn Mai Nhi				500,000	Paid
3		Hoeng thiếu muối				500,000	Paid
4		Vũ Thủy Tiên				300,000	Paid
5		Vy Vui Vẻ				500,000	Paid
6		Nhung kol ♥				400,000	Paid
7		nawin				300,000	Paid
8		phamtrang.2401				2,000,000	Paid
9		trangheothi				300,000	Paid
10		tít ở trên tiktok				300,000	Paid
11		Ngọc Hà				700,000	Paid
12	Delivery costs	Stage 1	Express	4	30,000	120,000	Paid
13	Package cost	Shockproof bag + adhesive tape	Roll	1	164,000	164,000	Paid
14		Paper bags	Piece	70	770	53,900	Paid
TOTAL STAGE 1						6,637,900	
BOOKING STAGE 2							
1	Delivery costs	Cam Thảo				3,300,000	Paid
2		mechanh1				500,000	Paid
3		mamnOngiaitri				500,000	Paid
4		Trí đây				1,000,000	Paid
5		Supergirlhealthy				200,000	Paid
6		Sửa học bài				500,000	Paid
7		Stayhealthyeasy				1,500,000	Paid
8		Lý Nguyễn Nhi				800,000	Paid
9		Như Flop				300,000	Paid
10	Delivery costs	Stage 2	Express	3	30,000	90,000	Paid
11			Delivery	2	30,000	60,000	Paid
TOTAL STAGE 2						8,750,000	
A CUP STORY							
1	Gift	Succulent	Tree	15	20,000	300,000	
2		Soil	Bag	2	20,000	40,000	
3	Mobile photo printer rent fees	CANON SELPHY 300	Machine	2	300,000	600,000	
4		Ink+ Paper	Piece	2	200,000	200,000	
TOTAL						1,140,000	
PRODUCTION KEY VIDEO							
1	Key Video Properties	Cafe	Cup	5		245,000	
2		Salad	Bowl	1		40,000	
3		Gift for strangers	Portion			186,000	
4		Ice-cream	Cup	1		30,000	
5		Soup	Bowl			77,500	
TOTAL						578,500	
FACEBOOK ADVERTISING							
1	Facebook		Package	2	600,000	1,200,000	
TOTAL						1,200,000	
TỔNG KINH PHÍ TOÀN CHIẾN DỊCH						18,306,400	

Table 4.3: Project Budget

## 4.4. PROJECT MANAGEMENT PROCESS

A process is a set of interrelated actions and activities performed to produce a product, service, or result. Each process is characterized by its inputs, the tools and techniques that can be applied, and the outputs.

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet project requirements. The application of this knowledge requires effective management of project management processes.

For a project to be successful, the project team needs to:

- Select the appropriate processes needed to meet the project objectives.
- Use a defined approach to meet requirements.
- Establish and maintain appropriate communication and engagement with stakeholders.
- Comply with requirements to meet stakeholder needs and expectations
- Balance competing constraints on scope, schedule, budget, quality, resources, and risk to create a specific product, service, or outcome.

### 4.4.1. HUMAN RESOURCES MANAGEMENT

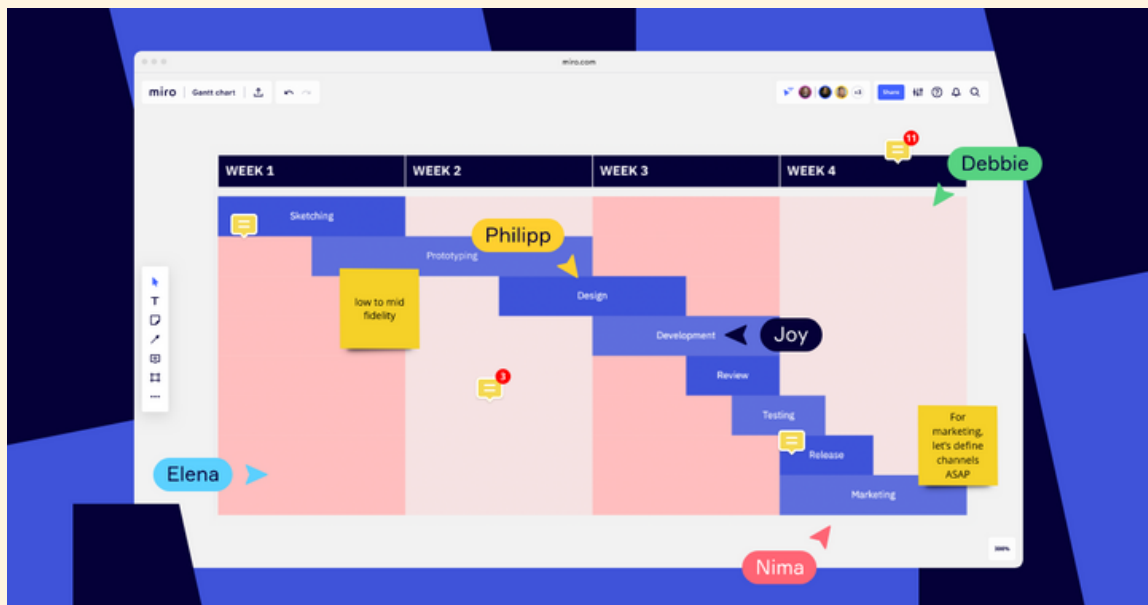
Project Human Resource Management includes the processes of organising, managing, and leading the project team. The project team consists of people whose roles and responsibilities are assigned to complete the project. Project team members can have different skill sets, can be assigned full-time or part-time, and can be added to or removed from the team as the project progresses.

Although specific roles and responsibilities for project team members are assigned, the involvement of all team members in project planning and decision-making is beneficial. . Involving team members in the planning process add their expertise to the process and reinforces their commitment to the project. The ultimate goal is to create an environment that allows the team to most effectively achieve the project's goals.

Active participants in the implementation of this project include our team of 4 and some of Vietcup's staff. Therefore, our human resource management strategy includes managing the work of the team and collaborating with Vietcup. This part of our report will go into detail on how these processes are implemented.

### 4.4.2. TASK MANAGEMENT

Teamwork is increasingly becoming an essential requirement in organisations and projects with the goal of assigning work and coordinating work. In fact, there are jobs that an individual is not capable of solving or solving effectively, so choosing to work in groups is the most reasonable method of doing the job. Accordingly, each team member will contribute to the group's common work content to ensure the completion of the task for the problem and work requirements that the group is assigned. Each member when receiving his or her work will be forced to interact with the work of other members of the group. The division of work does not make up independent activities that are actually coordinated assignments.



A popular tool used to perform the assignment of responsibilities is to use a Gantt Diagram (also known as a Gantt horizontal chart, Gantt chart) which is a type of diagram used to present tasks and events according to time. The diagram will consist of two main parts: the vertical axis shows the names of the jobs and the horizontal axis shows the timelines for those jobs. Looking at a Gantt chart, you can easily capture the information of each task and the whole project.

Gantt charts include horizontal bars that are used to illustrate the timeline of a project or work. Each bar represents a step in the process with length representing the amount of time that step takes to complete.

After several meetings with VietCup representatives and our project proposal approved, we had a better understanding of the project requirements. Our process of delegating work starts from the first meeting of the team, where we share each of our skills, abilities, and responsibilities each of us can contribute to the project. We then proceed to assign specific tasks to each member and create communication channels, and task boards, and manage files with which we will work with the project.

The first thing we need to do is list all the work items needed to execute the project. When defining the work items, we aim for the 3 goals outlined above and in turn outline the small goals to achieve within it. Once the worklists are in place, the team determines the earliest time to start the project and the estimated time to do it.

After we have the work item and the period time, we determine which tasks need to be completed before the other can be done. These dependent operations are called “sequential” or “linear” jobs.

Other tasks will be “parallel” – meaning they can be done at the same time as other tasks. The more parallel jobs, the shorter your project schedule.

PROJECT			CHẠM CỐC CẨM CẦU CHUYỆN					VietCup				
PROJECT MANAGER			DACHL					11/3				
WBS NUMBER	TASK TITLE	TASK OWNER	START DATE	DUE DATE	PCT OF TASK COMPLETE	March			April			
						Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
A	Pre-Production											
1	Research	Team	11/03/2022	13/03/2022	100%							
2	Đề xuất ý tưởng cho doanh nghiệp	Team	13/03/2022	13/03/2022	100%							
3	Hợp với doanh nghiệp và mentor	Team + VietCup	14/03/2022	14/03/2022	100%							
4	Lên kế hoạch thực hiện dự án	Team	14/03/2022	16/03/2022	100%							
5	Thiết kế bản đề xuất dự án	Team	14/03/2022	16/03/2022	100%							
B	Production											
1	Key visual											
	Hợp bản đưa ra định hướng hình ảnh	Team	16/03/2022	18/03/2022	100%							
1,1		Team	16/03/2022	18/03/2022	100%							
1,2	Chụp ảnh với định hướng rõ ràng	Team	19/03/2022	26/03/2022	100%							
1,3	Thiết kế Key visual demo	Thang	20/03/2022	23/03/2022	100%							
1,4	Duyệt và sửa Key visual	Team	23/03/2022	25/03/2022	100%							
2	Influencer											
2,1	Viết thư mời hợp tác	Tam	17/03/2022	17/03/2022	100%							
2,2	Tìm kiếm và liên hệ Influencer trên Tiktok	Team	18/03/2022	01/04/2022	100%							
2,3	Gửi sản phẩm tới Influencer	Anh	26/03/2022	16/04/2022	100%							
2,4	Influencer gửi kịch bản	Team	21/03/2022	11/04/2022	100%							
2,5	Duyệt video demo	Team	21/03/2022	11/04/2022	100%							
3	Nội dung trên mạng xã hội											
	Lên kế hoạch nội dung nền tảng Facebook	Team	17/03/2022	24/03/2022	100%							
3,1		Team	17/03/2022	24/03/2022	100%							
3,2	Lên kế hoạch nội dung nền tảng Instagram	Team	17/03/2022	24/03/2022	100%							
3,3	Lên kế hoạch nội dung Youtube Short	Tam	17/03/2022	24/03/2022	100%							
3,4	Lên kế hoạch nội dung nền tảng Tiktok	Team	17/03/2022	24/03/2022	100%							
3,5	Hợp với doanh nghiệp và mentor	Team + VietCup	24/03/2022	24/03/2022	100%							
3,6	Tạo kênh TikTok	Team	25/03/2022	25/03/2022	100%							
3,7	Chạy quảng cáo nội dung trên Facebook	VietCup	26/03/2022	22/04/2022	80%							
3,8	Quản lý nội dung trên Instagram	Thang	26/03/2022	01/05/2022	80%							
3,9	Quản lý nội dung trên Facebook	Mai	26/03/2022	01/05/2022	80%							
3,10	Quản lý nội dung trên TikTok	Anh	26/03/2022	01/05/2022	80%							
4	Sản xuất video chủ đề cho chiến dịch											
4,1	Viết kịch bản video	Team	25/03/2022	26/03/2022	100%							
4,2	Quay video và hậu kỳ video demo	Tam	26/03/2022	30/03/2022	100%							
4,3	Hợp với doanh nghiệp và mentor	Team + VietCup	30/03/2022	30/03/2022	100%							
4,4	Quay video và hậu kỳ video chính thức	Tam	03/04/2022	09/04/2022	100%							
5	Hoạt động "A Cup Story"											
5,1	Lên kế hoạch hoạt động A Cup Story	Team	13/03/2022	14/03/2022	100%							
5,3	Mua cây + đất	Mai	05/04/2022	05/04/2022	100%							
5,4	Hợp với doanh nghiệp và mentor	Team + VietCup	06/04/2022	06/04/2022	100%							
5,5	Viết kịch bản video	Team	09/04/2022	10/04/2022	100%							
5,6	Thuê đạo cụ + quay video	Team	13/04/2022	14/04/2022	100%							
5,7	Hậu kỳ video	Anh	13/04/2022	17/04/2022	100%							
C	Post-Production											
1	Đo lường chỉ số cụ thể trên các nền tảng MXH	Team	18/04/2022	19/04/2022	100%							
2	Đánh giá hiệu quả	Team	18/04/2022	19/04/2022	100%							
3	Viết báo cáo dự án gửi cho VietCup	Team	18/04/2022	20/04/2022	100%							
4	Hợp rút kinh nghiệm từ dự án	Team + VietCup	20/04/2022	20/04/2022	100%							

Table 4.4.2: Gantt chart of the project

### 4.4.3. TEAM COMMUNICATION

Gantt charts are useful tools to help each team member keep track of their tasks and work on a project. Specifically, the communication tool during group work will help members contribute ideas, help and support each other when doing work. However, like any other workgroup, our team also needs communication channels to exchange information about projects that need immediate feedback, send important documents or sometimes just to chat. stories and develop a positive team spirit. Especially in the early stages, the Covid-19 pandemic is still complicated, and due to the long distance between team members making it impossible for us to meet face-to-face often, these communication channels are an essential tool for teams to work together effectively. The table below will list all the communication channels our team used for the project, their purpose, and the method of using them.

CHANNEL	PURPOSE	USAGE
Facebook Messenger	Communicate with team members	Members can discuss, talk on the sidelines and brainstorm ideas
	Create small tasks	Small, time-consuming, and unexpected tasks can be contacted via group chat
	Update work progress, remind deadlines	Leader and members will urge and remind the deadline for each task
Google Meet	Arrange a meeting with the business	The team will arrange meetings with businesses every week on this platform
	Meeting with team members	Where the whole team can work and communicate with each other
Email	Exchange files	Use to exchange files with both groups and businesses

Table 4.4.3: Team Communication

## 4.5. STAKEHOLDER ENGAGEMENT

Stakeholder Identification is a process of identifying project participants and grouping them by level. It includes the person's level of involvement in the project, their interests, and influence. From there, determine how to approach and cooperate with them throughout the process of participating in the project.

There are two types of stakeholders: internal stakeholders and external stakeholders. Internal stakeholders are part of the organization or project owner and external stakeholders are outside the project owner's organization but have an interest in the project. Within the scope of this project, we engage with internal stakeholders: VietCup; External stakeholders: Influencers

### 4.5.1. STAKEHOLDER IDENTIFICATION

The planning and implementation of the project received the participation of 3 stakeholders:

- VietCup: Project owner, project supervisor and sponsor
- Chairman of Huy Linh group, general director of VietCup – Duong Quang Huy: Representative of VietCup directly supervises the project
- Sales and Marketing manager – Anie Duong: Representative of VietCup directly supervises the project and approves the posted content.
- Influencers: Booking for hashtags on TikTok

### 4.5.2. STAKEHOLDERS COMMUNICATION CHANNELS

Communication channels show the way information flows between stakeholders. Throughout the project's planning and execution phase starting from March 13th, we maintained communication with the stakeholders' online channels. These include

STAKEHOLDER	COMMUNICATION CHANNEL	PURPOSE
VietCup	Offline Meetings	<ul style="list-style-type: none"><li>• Introductory project</li><li>• Evaluate and approve project plan</li><li>• Receive productions</li><li>• Receive funding for the project</li></ul>
	Messenger	<ul style="list-style-type: none"><li>• Exchange general information related project</li><li>• Content Editorial</li><li>• Share information related to the project (documents, reports, images, videos)</li></ul>
	Google Meet	<ul style="list-style-type: none"><li>• To develop the project, discuss important issues</li><li>• Review and comment project process</li><li>• Update project progress</li></ul>
Influencers	Zalo Email Messenger Instagram	<ul style="list-style-type: none"><li>• Sending proposal</li><li>• Exchange information related project</li><li>• Exchange script and video demo</li></ul>

Table 4.5.2: Stakeholders Communication Channels and Purposes

### 4.5.3. ENGAGEMENT PROCESS

The project is mainly divided into 2 phases: Project proposal, and implementation. Each stakeholder plays a different role.

- **Proposed period (March 10, 2022 – March 17, 2022)**

During this phase, we mainly work with VietCup to come up with a comprehensive development proposal for the project.

Most of the work is communicated through Messenger Group chats and Google Meetings with stakeholders. Weekly meetings are held to report the work progress, make assessments and set new tasks for both sides, and learn more related content.

- **Project implementation phase (March 18, 2022 – April 19, 2022)**

TIME		STAKEHOLDER ENGAGEMENT TASK
MONTH	WEEK	
March	Week 2	Meeting with VietCup to discuss the upcoming goals and objectives in the communication plan.
	Week 3	<ul style="list-style-type: none"> <li>• Develop and present project proposal</li> <li>• Present the detailed implementation plan</li> <li>• Evaluation of the project proposal</li> <li>• Search and contact Influencers</li> </ul>
	Week 4	<ul style="list-style-type: none"> <li>• Project implementation</li> <li>• Create a TikTok account and unify the TikTok channel name</li> <li>• Offer products to send to Influencers</li> </ul>
April	Week 1	<ul style="list-style-type: none"> <li>• Continue searching and contacting Influencers</li> <li>• Meeting to evaluate and report on project progress</li> <li>• Get the 1st batch budget</li> </ul>
	Week 2	<ul style="list-style-type: none"> <li>• Meeting to evaluate and report on project progress</li> <li>• Get 2nd batch budget</li> </ul>
	Week 3	Meeting to evaluate and report on project progress

Table 4.5.3. Project implementation phase

- **Engagement with VietCup:**

During the project implementation phase, Sales and Marketing Manager Anie Duong is the one who directly communicates and supervises the work and through posts on social networks.

Weekly meetings are held to report on project progress, comment, evaluate and answer questions, and define tasks for the following week.

During this period, there were issues that the two sides did not agree on. However, after careful discussion, the two sides have found a common voice. Work content and documents are exchanged via Messenger and Email groups.

- **Engagement with Influencers:**

To ensure video quality and convey the right message value, the team searched for Influencers thoroughly through Booking KOL, Influencer, IDOL TikTok Groups.

After searching, the team sends out invitations, proposals and exchanges work with Influencers via Email and social networks (Zalo, Instagram, Messenger).



## 5. PROJECT EVALUATION

### 5.1. SOCIAL EFFECTIVENESS

### 5.2. ACTIVITIES EFFECTIVENESS

### 5.3. FEEDBACK

Project evaluation is an inevitable part of any project management process. The benefits of project evaluation range from optimized use of budgets and resources to improved stakeholder satisfaction. Furthermore, project evaluation at every stage of the project reduces the risk of changes to the project scope. To ensure our team conduct project reviews during the pre-, ongoing, and post-project phases of the project to understand the defects and requirements. Finally, we create a course adjustment strategy after each project to create a benchmark for future projects.

For our team, reviews help us evaluate our efforts and figure out how we can improve on future projects. Based on our communication goals, we will evaluate the process, impact, results and summary.

# PROJECT EVALUATION

## SOCIAL EFFECTIVENESS



- Like: +129
- Reach: 17.509
- EGM: 3.524



- Follow: +95
- Reach: 5.202
- EGM: 1.919



- Follow: 508
- Like: 1.352
- Views: 19.153

## ACTIVITIES EFFECTIVENESS

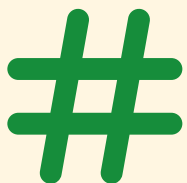
### IMPRESSIVE NUMBER



**17.509** REACH ORGANIC



**11.6k** VIEWS KEY VIDEO



**6.4M** HASHTAG VIEWS

## 5.1. SOCIAL EFFECTIVENESS

### FACEBOOK PAGE

From the project start date March 26, 2022, the total page likes was 4,161 and increased by 129 to 4,290 likes until April 18, 2022



Total number of people reached by the article from the end of March 2022 to the middle of April 2022: The highest reach reached 2000 people using Facebook Ads and the highest reached more than 1500 people organic reach

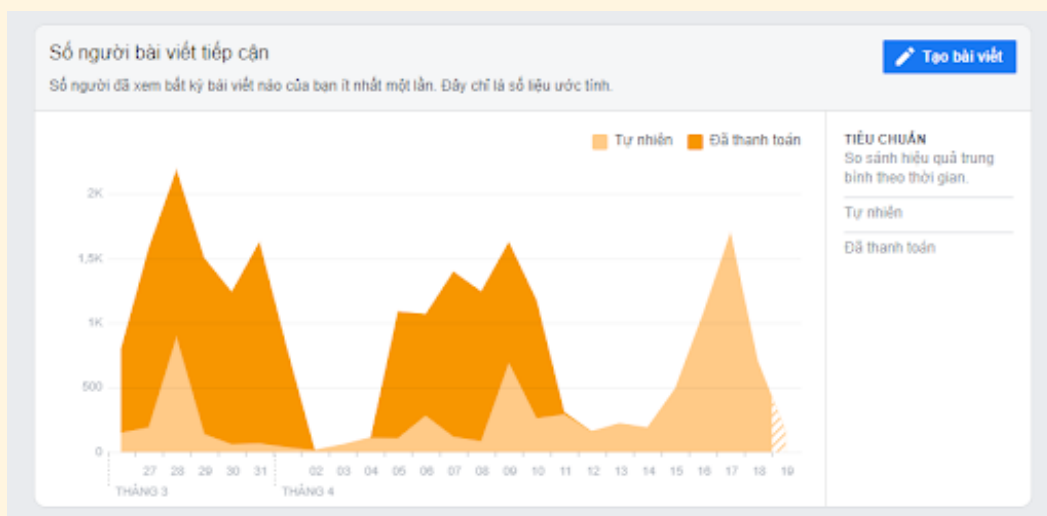


Figure 5.1.a: Total reach

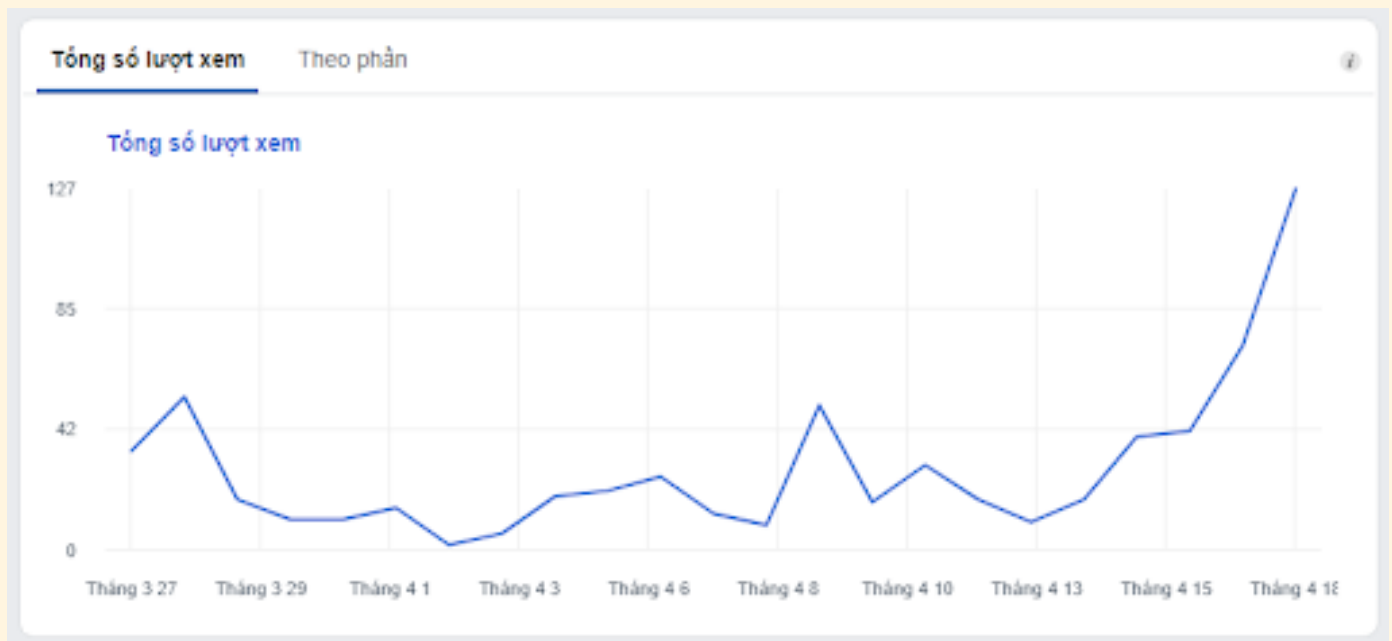


Figure 5.1.b: Total page view

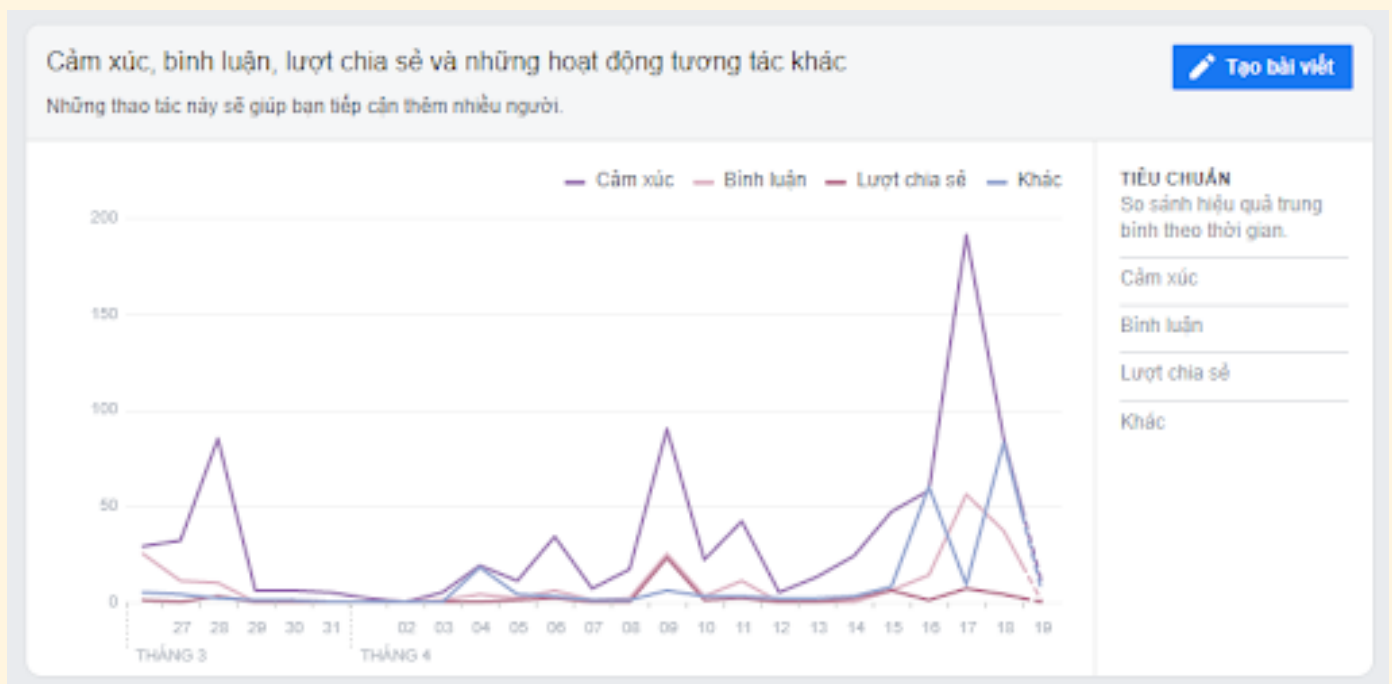


Figure 5.1.c Total Like, comment, share activities

About interaction: The average post/video likes from 50-100 likes and peaks at more than 150 likes. Comments increased in mid-April 2022. Most posts running Facebook Ads will have reach from 4000 or more, interactions over 200. For organic posts, reach will be from 200-1700, interactions from 50-200

Ngày đăng	Bài viết	Loại	Nhắm mục tiêu	Tiếp cận	Tương tác
19/04/2022 20:57	 [A CUP STORY - MỖI CHIẾC CỐC MỘT CÂU]			103 	39 
18/04/2022 12:11	 [A CUP STORY - MỖI CHIẾC CỐC MỘT CÂU]			221 	1227 
16/04/2022 20:00	 [A CUP STORY - MỖI CHIẾC CỐC MỘT CÂU]			374 	1131 
16/04/2022 12:17	 [A CUP STORY - MỖI CHIẾC CỐC MỘT CÂU]			2,9K 	1,2K354 
15/04/2022 13:04	 A CUP STORY - MỖI CHIẾC CỐC MỘT CÂU			348 	520 
13/04/2022 20:02	 "SỐNG XANH" SAO ĐỂ KHÔNG XANH			280 	1729 
11/04/2022 18:13	 🍷🍷 Bạn cô tò mò mọi người đã hưởng			377 	5753 
09/04/2022 20:05	 CHẠM CỐC CẢM CÂU CHUYỆN, LẮNG NGHE			1,7K 	284216 
06/04/2022 20:36	 MỘT CHIẾC CỐC GIẤY CÓ GÌ ĐẶC			486 	2555 
04/04/2022 20:00	 INFLUENCER THEO ĐUỔI LỐI SỐNG			4,8K 	61246 
28/03/2022 20:11	 CHẠM CỐC CẢM CÂU CHUYỆN, TẠI SAO			1,3K 	11890 
27/03/2022 20:00	 U LÀ TRỜI... 🇻🇳🇻🇳🇻🇳 VietCup có gì mới?			409 	1640 
26/03/2022 20:34	 🌱 Cùng VietCup hưởng ứng "Giờ Trái			4,1K 	11892 

Figure 5.1.d: Post insight

**Cốc giấy VietCup**

Người đăng: Phạm Anh · 9 tháng 4 lúc 20:05 · 🌐

CHẠM CỐC CẢM CÂU CHUYỆN, LẮNG NGHE CÂU CHUYỆN CỦA BẠN  
❤️❤️

🌿 Với VietCup, hành trình chu du là những câu chuyện dài đôi khi không có hồi kết. Mình luôn muốn được đồng hành với bạn và cảm nhận từng chút một qua từng ánh mắt, nụ cười và cả những cái “chạm” nhẹ, để cứ thế mọi câu chuyện đa màu đều được chúng ta thấu cảm sâu sắc.

🌿 Cảm ơn bạn đã đồng hành cùng VietCup trong dự án “Chạm cốc cảm câu chuyện”. Để lan tỏa những khoảnh khắc vui vẻ, tích cực và tràn đầy năng lượng, chún... [Xem thêm](#)



Mình là một người rất thích “hóng” chuyện nhưng tất nhiên là không thể bằng những bà hàng xóm rồi.

1.739  
Số người tiếp cận được

497  
Lượt tương tác

[Quảng cáo bài viết](#)

 Bạn và 68 người khác

12 bình luận 25 lượt chia sẻ


 [Yêu thích](#)


 [Bình luận](#)

 [Chia sẻ](#)


Total number of reach: 1.739 reaches  
Total number of engagement: 497 engagements  
Total number of like: 70 Likes


## A Cup Story Key Video

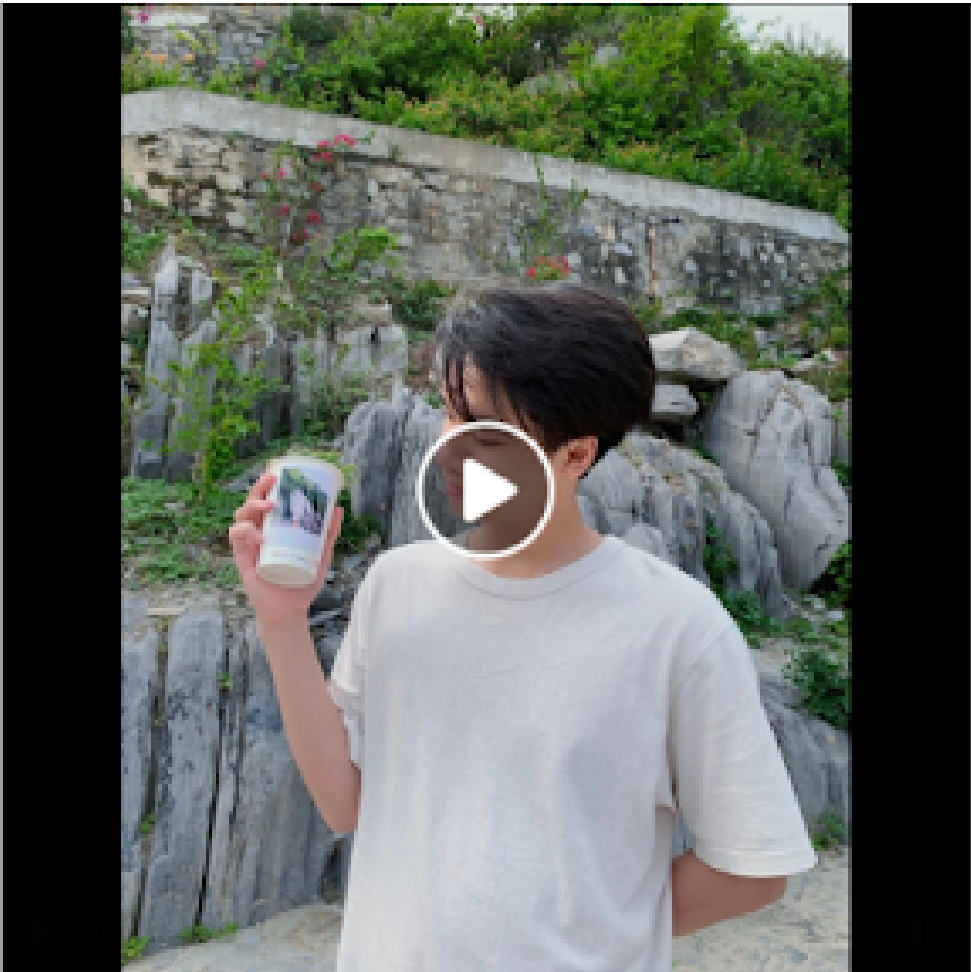
**Cốc giấy VietCup**

Người đăng: Phạm Anh · 16 tháng 4 lúc 12:17 · 

[A CUP STORY - MỖI CHIẾC CỐC MỘT CÂU CHUYỆN]

 Mở đầu cho hoạt động A Cup Story - Mỗi chiếc cốc một câu chuyện là một hành động đẹp của một cậu bạn trẻ.




 Dù không phải trách nhiệm của riêng ai nhưng bạn vẫn sẵn sàng làm đẹp bãi biển quê hương của mình. Từ khoảnh khắc này, bạn ấy đã lan tỏa những giá trị tốt đẹp đến mọi người xung quanh, góp phần gìn giữ môi trường sống của chính chúng ta.... Xem thêm




2.884  
Số người tiếp cận được


1.549  
Lượt tương tác


Quảng cáo bài viết

 Bạn và 68 người khác

8 bình luận 13 lượt chia sẻ

 Yêu thích

 Bình luận

 Chia sẻ

Total number of reach: 2.884 reaches  
Total number of engagement: 1.549 engagements  
Total number of like: 70 Likes

## INSTAGRAM

From the start of the project March 26, 2022, the total number of followers on the page is 606 and an increase of 95 followers until April 18, 2022.

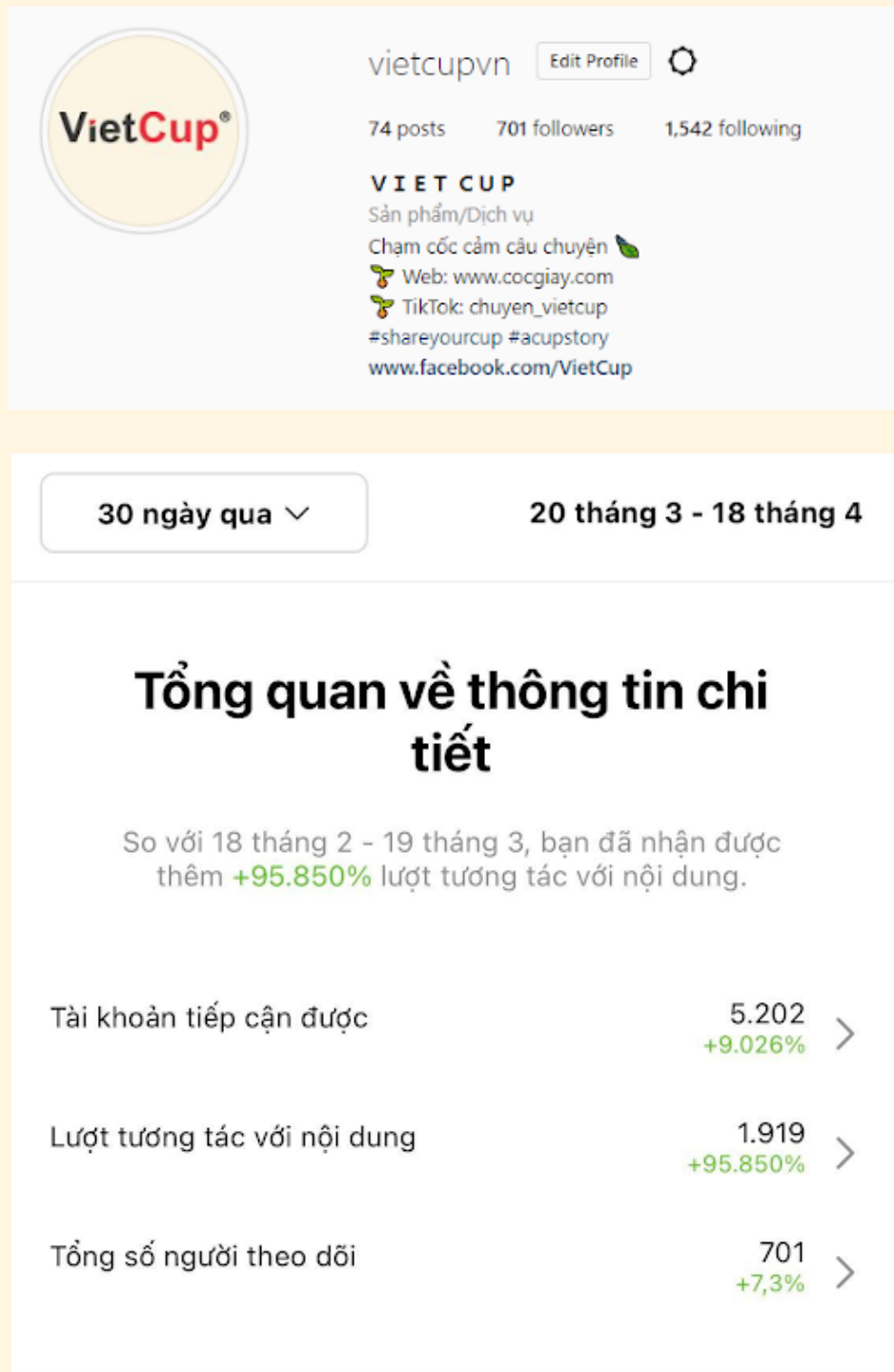


Figure 5.1.e: Overview statistics from March 20, 2022 – April 18, 2022

Total number of reach: 5,202 reached (increased by 9%)  
Total number of content engagement: 1,919 engagements (up 95%)  
Total number of followers: 701 (up 7.3%)

## Nội dung tiếp cận ⓘ

Reels



4.797

Bài viết



516

Video



106

Tin



94

● Người theo dõi

● Người không theo dõi

## Bài viết liên quan nhất

Dựa trên số người tiếp cận



4 tháng 4



28 tháng 3



31 tháng 3



13 tháng 4

Figure 5.1.f: The interaction of each content item increased sharply after 2 months of running the project

The interaction of each content item increased sharply after 2 months of running the project:

Total Reach of Reels: 4,797

Total Reach of Post: 516

Total Reach of Video: 106

Total Reach of Stories: 94

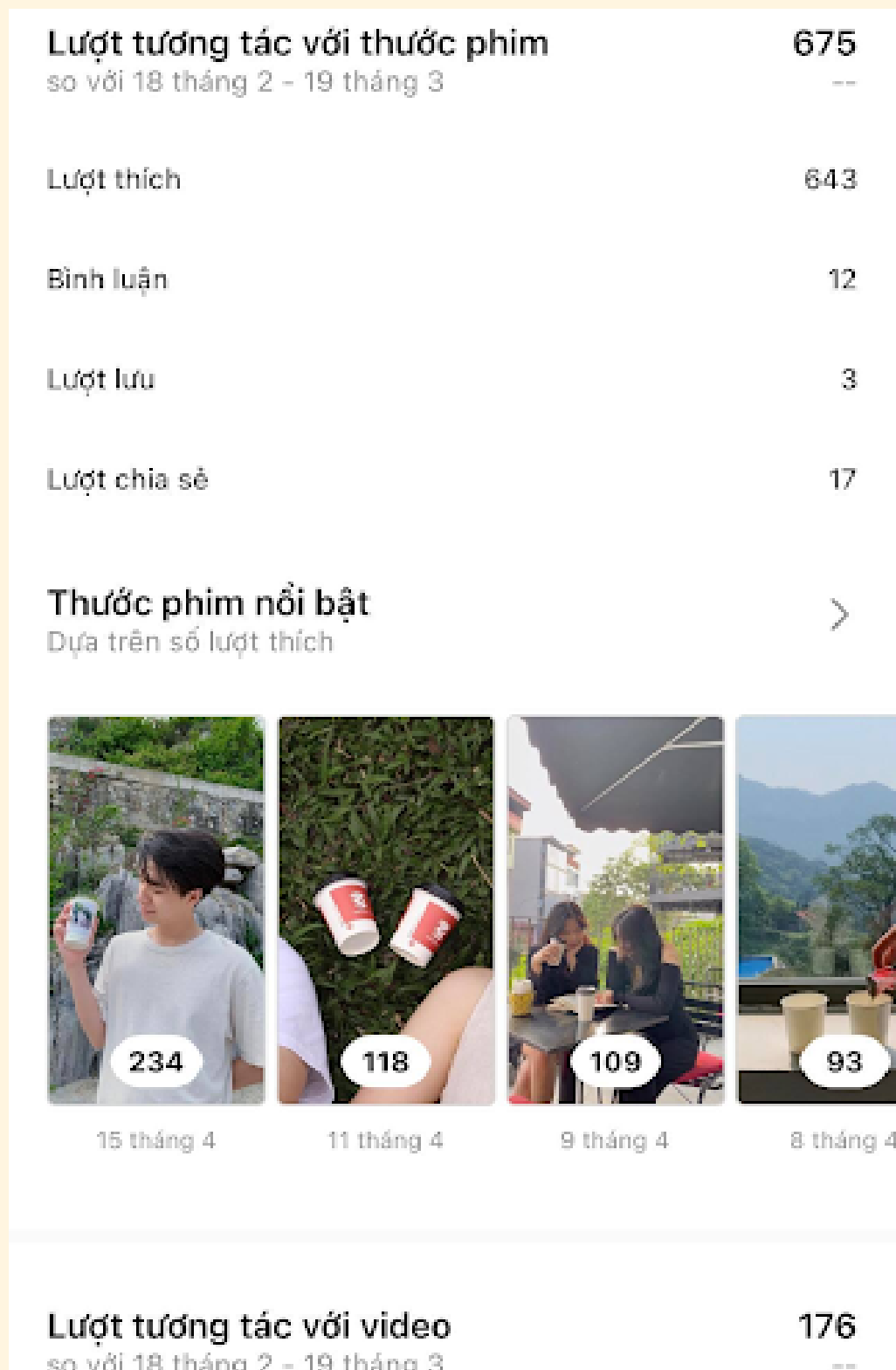


Figure 5.1.i: Engagement with each content category on Instagram

Total Engagement of Reels: 675  
Total Engagement of Videos: 176

## Độ tuổi

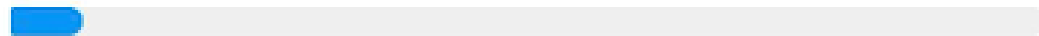
trong số người theo dõi bạn

Tất cả

Nam

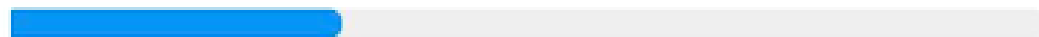
Nữ

13 - 17



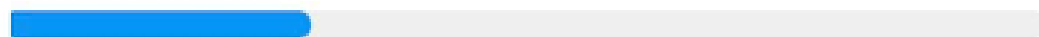
7,3%

18 - 24



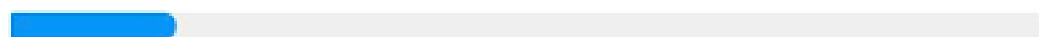
31,5%

25 - 34



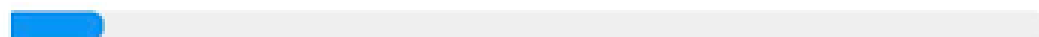
28,6%

35 - 44



15,7%

45 - 54



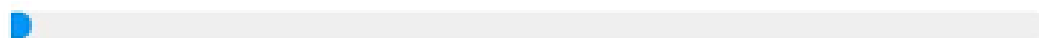
8,8%

55 - 64



6,2%

65+



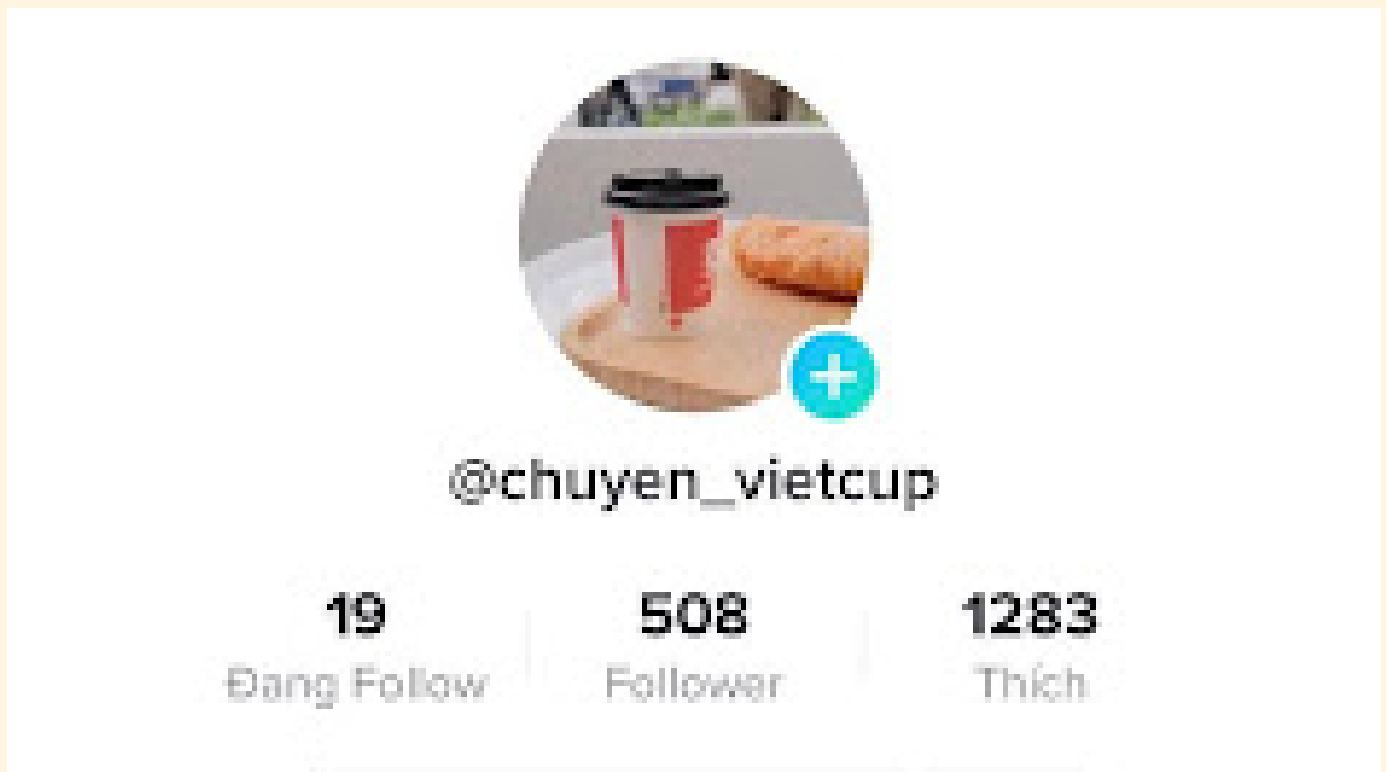
1,5%

Figure 5.1.k: Summarize data on age, group of channel followers.

Gen Z is currently the group with the highest rate of following, interacting and accessing the channel with 31.5%, followed by the age group from 25–34 with 28.6% and other age groups

## TIKTOK

Previously, VietCup had not used the TikTok platform to implement communication plans, leading to not reaching new target customers. Therefore, we have built a TikTok channel in this project. Within more than 1 month, the channel has received 508 Followers and 1,353 Likes.



The following gender group is mainly Male with 75% and female 25%, the famous tracking area is Vietnam. The key video of the project is one of the videos focused on promoting interaction. The video has garnered 11.6K Views, 744 Likes.

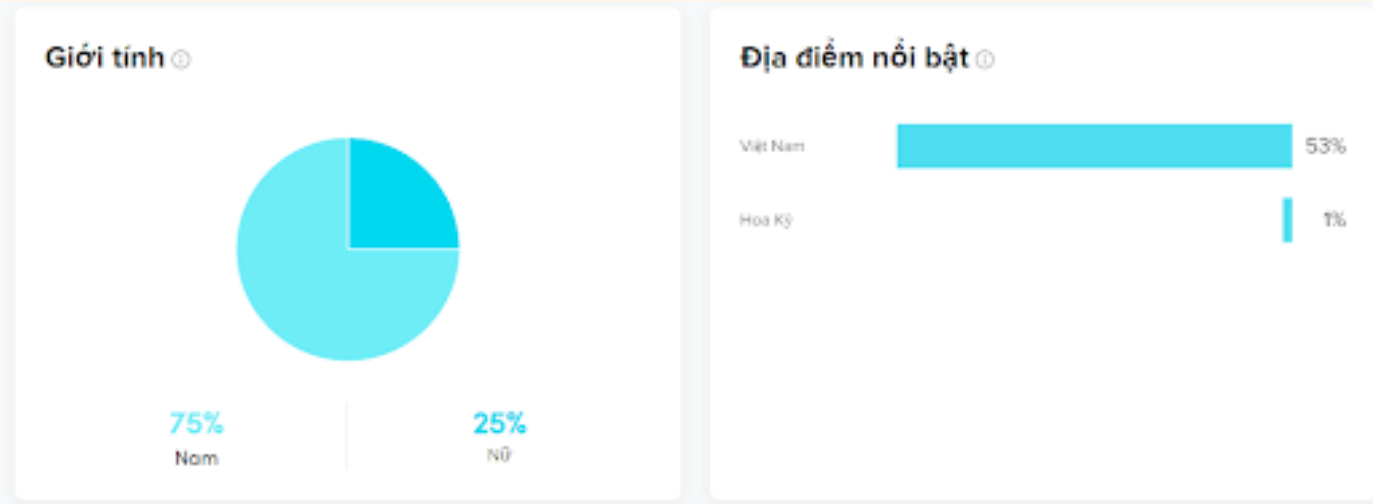


Figure 5.1.l: The following gender group is mainly Male with 75% and female 25%, the famous tracking area is Vietnam

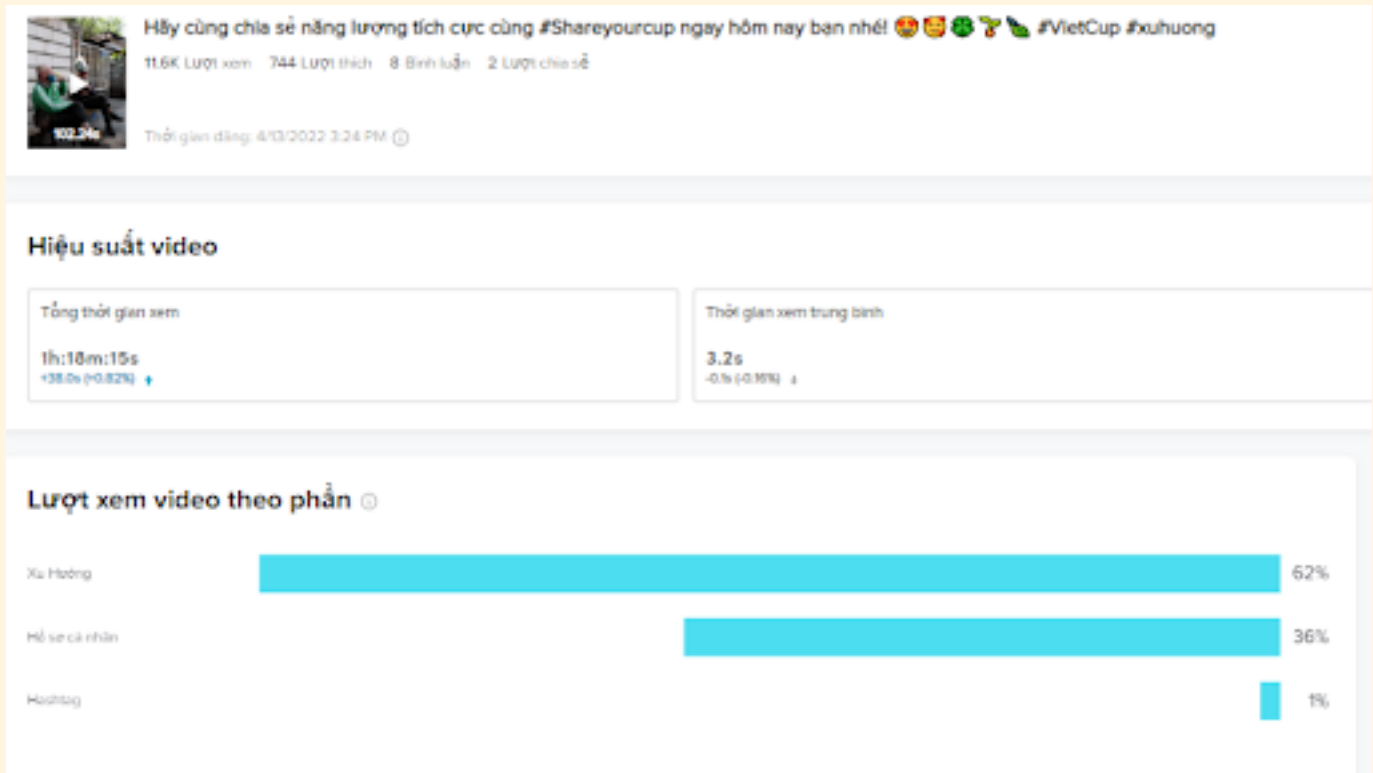


Figure 5.1.m: The key video of the project is one of the videos focused on promoting interaction. The video has garnered 11.6K Views, 744 Likes.

## 5.1. SOCIAL EFFECTIVENESS

No	Description	KPI	Actual result	%Result/KPI
Facebook				
1	Like/ Follow	Increase 200	Increase 129	64,5%
2	Reach	15.000	17.509	117%
3	Engagement	2000	3.524	176%
Tiktok				
1	Follow	Increase 300	438	146%
2	Like	Increase 1000	1.352	133.5%
3	View	20.000	19.153	94.765%
Instagram				
1	Follow	Increase 100	Increase 95	95%
2	Reach	5.000	5.202	104%
3	Engagement	1.000	1.919	192%

Table 5.1. Media evaluation after implementing the project

## 5.2. ACTIVITIES EFFECTIVENESS

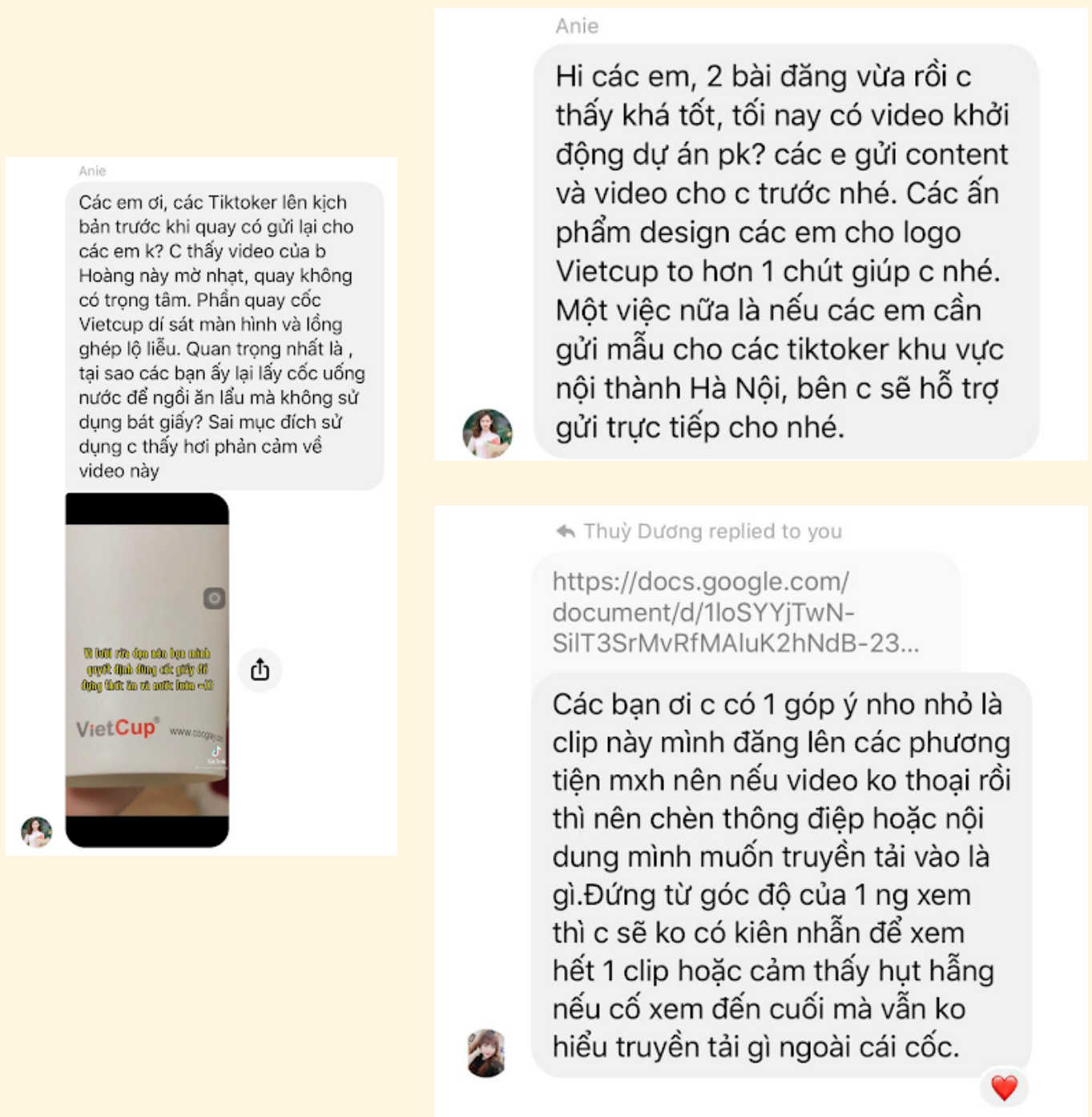
No	Activities	Platform	Unit	KPI	Actual result	%Result/KPI
1	Content Format	Facebook	Total Post	10	9	90%
			Total Video	5	5	100%
		Instagram	Post	15	13	87%
			Story	20	23	115%
			Reels	5	6	120%
		TikTok	Total Video	15	12	80%
2	Key Video (Organic)	Facebook	Reach	1.500	1.787	119%
			Engagement	500	505	101%
			Likes	100	69	69%
			Views	1.000	802	80,2%
		TikTok	Views	10.000	11.6k	116%
			Likes	200	744	372%
3	Cooperation with influencers (#shareyourcup)	TikTok	Views	3M	6.4M	213.3%
			Influencers	30	20	66.6%
4	A Cup Story	TikTok	Video	5	5	100%
			Total Likes	1.000	1.226	122.6%
			Total Views	5.000	4.116	82.32%

Table 5.2. Activities evaluation after implementing the project

### 5.3. FEEDBACK

The feedback below is the Feedback of the client from VietCup, specifically Ms. Anie Duong – the representative of vietCup, direct supervision of the project. Feedback includes both negative and positive sides, sometimes our team and the client have disagreements, thus encountering misunderstandings. However, in general, Vietcup responded that the content assessment and the core elements of social media do well, but some of the influencer's video content still has commercial elements, not really emphasizing the healthy element of positive connection as the brand wants to aim for. However, this is a good idea devised by the team, thereby creating a premise for VietCup's future project and strategy to create a habit of connecting users with paper cup products.

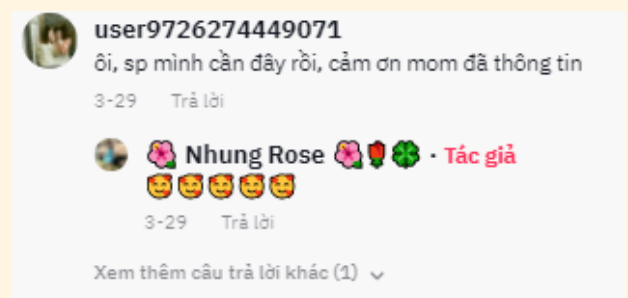
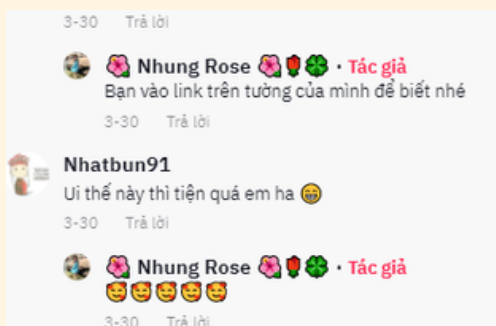
#### FEEDBACK FROM VIETCUP



## FEEDBACK FROM AUDIENCE

About the hashtag #Shareyourcup, the majority of feedback comes from Influencers' comments on the TikTok platform. According to the data and information recorded by the group, the comment content includes conflicting elements. Regarding the positive comments, in the videos of healthy lifestyle, cooking tutorial and tips for parents have kids, consumers tend to support the product, care about the brand and want to use the product. Through the benefits that Influencer has built such as: Convenience for outdoor picnics, sharing daily food for children and families, convenient utensils during the epidemic time (Disposable utensils to avoid infection), most of them are on the trending section of the TikTok platform and receive a lot of feedback from users.

- About the negative comments. With free and humorous content, it also received negative feedback such as "Irrelevant advertising content", "Is the effect of paper cups really protecting the environment?"... With all the comment on the product's features, the team also discussed with KOLs to come up with the most suitable answer and help improve the consumer's experience with VietCup's products.
- About the activity "A Cup Story": We received most of positive feedback because this activity contain community value. With each individuals and organizations that VietCup has met, talked and spread positivity and joy. They also left sincerely thanks and gratitude when receiving gifts from VietCup.



## 6. REFLECTION

### 6.1. POSITIVE POINTS

### 6.2. NEGATIVE POINTS

### 6.3. RECOMMENDATIONS FOR FUTURE

The “Touch to share your cup” project has proven to be a valuable learning experience for our team members and we have had the opportunity to learn unique lessons that will surely come in handy as we go started building our career in the media field after graduation.

The communication strategy for the project was successful in terms of creating brand new content to engage the audience. In particular, some of the content has created a new perspective for both types of target audience.

On the other hand, we encountered many obstacles during the implementation of the project. In this part, we will give a careful post-project reflection showing our limitations regarding the planning, management, communication and risk management of our project.

## 6.1. POSITIVE POINTS

- This project gave us an opportunity to utilize knowledge from school in a practical way. Theories of communication risk, management process, how to communicate with stakeholders, collaborate with a different team and so on...This experience taught us that running a project requires a certain amount of flexibility in order to achieve final results.
- With our creativity, we can create a variety of new content and videos on social networking platforms, especially on Tiktok, Reels (Instagram) channels. The special thing about this project is that all the ideas and content are considered and selected by us many times. Because we are the target audience that VietCup is targeting. Therefore, we have a certain understanding and creativity about content on social networking platforms, which can easily reach young consumers.
- The members of VietCup business are very responsible, always ensuring the timeliness in supporting our team to send products to Influencers. During the project implementation, to contact influencers, select script for video topics and influencer orientation content, VietCup side has created conditions to support our group and give straightforward suggestions. So the two sides work more clearly and comfortably.
- Team members are responsible for assigned tasks, always ensuring quality content and timely production. In each phase of the project, the assigned workloads are all noticed by the members and completed on time. Although the task included not only the current project but also two previous projects under the Ministry of Health, our team was still able to organize and systematize the amount of work assigned to adapt and implement the project, ensuring guarantee according to the progress
- Team members are proactive and flexible in our work. In our group, each member has different strengths and weaknesses. However, in the process of participating in the ideation and implementation of the project, all members were able to support each other and maximize our abilities to make the capstone project as perfect as possible.

## 6.2. NEGATIVE POINTS

- The team has never worked together on a real project before. Due to limited experience, during project implementation, the team still had difficulties in managing work division, measurement and evaluation. Beside, the team has no experience in contacting Influencers, so there are many obstacles in the process of working. Sometimes our group also encounters shortcomings in the influencer booking process (inappropriate selection leads to book cancellation, not considering booking price...). The evaluation of project KPIs is also not clear and coherent, leading to the project progress sometimes being interrupted and affecting the results.
- In the first phase of the Project Period, the team lost a lot of time in implementing the proposal with the Ministry of Health and the Department of Preventive Medicine. Therefore, the project implementation time is urgent and limited.
- Due to the urgent deadline of the project (only lasts more than 1 month). Therefore, the results do not meet the requirements and potential for development. The project needs time to spread in the long run before it can reach the insight of young customers. Besides, the content does not have outstanding unique elements to go viral on social networking platforms

## 6.3. RECOMMENDATIONS FOR FUTURE PROJECTS

To develop other project in the future,, we have some recommendation:

- VietCup should focus on developing social networking platforms, especially short video platforms like Instagram Reels and TikTok, Youtube Shorts
- Diversify content-oriented friendly, close, connecting with customers.
- Use paid media to enhance more the reach and engagement in every social platform
- When summarizing the current project results, we have completed the first phase of the project with the goal of increasing awareness and spreading brand image. However, the project will continue to last with the long-term goal of increasing the brand love level of customers.
- VietCup can expand the project's reach to a larger target audience and organize more social and community activities to interact with people in a directly way and create love for the brand of green, healthy and active lifestyle. That is our group's recommendations on the direction, project can continue to grow further in the future and share the positive impact and human values come to more young Vietnamese

For ourselves, we will use the experience from this projects when working on other projects with different teams in the future, from fine-tuning our project staff- management skills to get better prepare for ourselves when working with other organizations.



# 7. APPENDIX

## 1. PROPOSAL COMMUNICATION FOR MINISTRY OF HEALTH OF VIETNAM

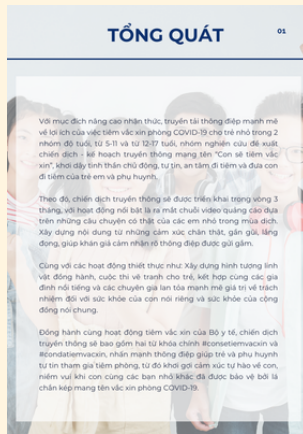


4. ĐỐI TƯỢNG MỤC TIÊU			
4.1. CHÂN DUNG ĐỐI TƯỢNG MỤC TIÊU (NHÓM 1-12 TUỔI)			
Phụ huynh	Đội tương tác (Đội bạn)	Người dân	
Audience insight	Đội tương tác (Đội bạn) là nhóm người dân có kiến thức và kỹ năng về tiêm chủng, có thể giúp người dân khác hiểu và chấp nhận tiêm chủng.	Người dân là nhóm người dân có kiến thức và kỹ năng về tiêm chủng, có thể giúp người dân khác hiểu và chấp nhận tiêm chủng.	
Các phương tiện truyền thông hợp ý chúng			
Các kênh tiếp xúc trực tiếp	Báo chí, mạng xã hội, truyền hình	Báo chí, mạng xã hội, truyền hình	
Các kênh tiếp xúc gián tiếp	Facebook, TikTok, Zalo, YouTube	Facebook, TikTok, Zalo, YouTube	

MỤC LỤC	
TỔNG QUÁT	01
1. VỀ BỘ Y TẾ VÀ BỐI CẢNH HIỆN NAY	02
2. NGHIÊN CỨU VÀ ĐÁNH GIÁ	06
3. MỤC TIÊU TRUYỀN THÔNG	08
4. ĐỐI TƯỢNG MỤC TIÊU	09
5. TƯỜNG LỜI	13
6. THÔNG điệp	13
7. ĐỊNH HƯỚNG CHIẾN LƯỢC	14
7.1. Xây dựng câu chuyện có cảm xúc cho chiến dịch	15
7.2. Các hoạt động chính theo tiêu chí	16
7.2.1. Hình tượng Linh vật	16
7.2.2. Cuộc thi vẽ tranh	16
7.2.3. Video quảng cáo "Con sẽ tiêm vắc xin"	20
7.2.4. Kết hợp KOLs "Con đã tiêm vắc xin"	23
7.3. Lịch trình truyền thông	26
7.3.1. Nội dung chiến lược	26
7.3.2. Lịch trình truyền thông sơ lược	28
7.4. Đề xuất đối tác kết hợp	29
8. KINH PHÍ DỰ TRÙ	31



3. MỤC TIÊU TRUYỀN THÔNG	
Hoạt động truyền thông tập trung vào 3 mục tiêu	
Nâng cao nhận thức (Increase awareness)	
Nâng cao nhận thức về mức độ cần thiết của việc tiêm vắc xin cho trẻ em trong độ tuổi 5-17 tuổi.	
Giúp cha mẹ hiểu và đồng ý cho con đi tiêm vắc xin.	
Tạo dựng lòng tin (Build trust)	
Gây dựng lòng tin của phụ huynh về việc tiêm vắc xin.	
Tạo sự đồng thuận, ủng hộ của phụ huynh trong công tác tiêm chủng vắc xin cho trẻ với tinh thần "Chúng ta tiêm chung bảo vệ cùng đồng".	
Giải đáp các thắc mắc của người dân về công tác tiêm chủng vắc xin cho trẻ.	
Phong trào rủ nhau tiêm vắc xin phòng vắc xin.	
Kịch hoạt hành động (Call to action)	
Thúc đẩy phụ huynh đi con đi tiêm và ủng hộ việc tiêm, sẵn sàng đưa con đi tiêm khi đến lượt.	
(KPI sẽ được thiết lập sau khi được sự chấp thuận)	



#### 4. ĐỐI TƯỢNG MỤC TIÊU

09

Nhóm đối tượng quan tâm và truyền thông chủ yếu là phụ huynh có con trong độ tuổi từ 5-17 tuổi và 12-17 tuổi. Đây là 2 nhóm đối tượng chính và có ảnh hưởng tới quyết định của trẻ đi tiêm. Bên cạnh đó, không chỉ phụ huynh mà nhóm đối tượng trẻ em cũng cần được nâng cao nhận thức về tiêm phòng vắc xin. Ngoài ra, nhóm đối tượng người thân, người quen biết của trẻ cũng có ảnh hưởng tác động tới những nhóm đối tượng mục tiêu chính trên.

##### CHÂN DUNG ĐỐI TƯỢNG MỤC TIÊU (NHÓM 5-12 TUỔI)

	Phụ huynh	Đội tương tác (Đội bạn)	Người dân
<b>Thông tin cơ bản</b>			
Tuổi đời	27 - 40 tuổi	5 - 17 tuổi	20 - 70 tuổi
Giới tính	Nam/Nữ	Nam/Nữ	Nam/Nữ
Một số	Việc tiêm vắc xin cho trẻ em là một việc làm cần thiết và quan trọng, giúp bảo vệ sức khỏe của trẻ em và cộng đồng.		
<b>Nhân dạng nhân vật</b>			
Nghề nghiệp	Không phân biệt ngành nghề		
Tầng lớp	Không phân biệt tầng lớp xã hội		
Tập tin			
Một số quan tâm	Sức khỏe, tương lai, bình đẳng, công bằng	Sức khỏe, tương lai, bình đẳng, công bằng	Sức khỏe, tương lai, bình đẳng, công bằng
Ảnh hưởng của vắc xin	Ảnh hưởng của vắc xin về sức khỏe, tương lai, bình đẳng, công bằng	Sức khỏe, tương lai, bình đẳng, công bằng	Ảnh hưởng của vắc xin về sức khỏe, tương lai, bình đẳng, công bằng
Liền lạc	Sự đoàn kết, sự đồng lòng		
Tin tưởng	Nhà nước và những người dân có trách nhiệm phải		



7. ĐỊNH HƯỚNG CHIẾN LƯỢC

16

7.2. Các hoạt động chính tiêu biểu

7.2.1. Hình tượng linh vật

Hình tượng linh vật	Nội dung
Tên	Tiêu Tiệp (Tiep) Tên Việt: Tiêu Tiệp Tên Anh: TIEP
Ý nghĩa	Hãy cùng nhau vượt qua mọi khó khăn, biến động kinh tế cùng nhau vượt qua mùa dịch.
Tính cách	Độc lập, mạnh mẽ, kiên định, thông minh, đáng tin cậy.
Thông điệp (slogan)	"Chúng mình đi tay đôi cùng vượt qua mùa dịch"
Các hình thức truyền thông	• Các chiến dịch truyền thông trên các nền tảng truyền thông. • Các chiến dịch truyền thông trên các nền tảng truyền thông.
Các hình thức truyền thông	• Các chiến dịch truyền thông trên các nền tảng truyền thông. • Các chiến dịch truyền thông trên các nền tảng truyền thông.
Lý do lựa chọn	Hình tượng linh vật đi bộ giúp mọi người dễ dàng nhận ra và nhớ đến. Hình tượng linh vật đi bộ cũng thể hiện sự kiên định, thông minh, đáng tin cậy. Hình tượng linh vật đi bộ cũng thể hiện sự kiên định, thông minh, đáng tin cậy.

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

17

7.2. Các hoạt động chính tiêu biểu

7.2.1. Hình tượng linh vật

Bản mẫu thiết kế chứng nhận

Bản mẫu thiết kế infographic

Bản mẫu thiết kế hình tượng linh vật

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

18

7.2. Các hoạt động chính tiêu biểu

7.2.1. Cuộc thi vẽ tranh

Cuộc thi vẽ tranh	Nội dung	Kết quả
Huân chương	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Thi vẽ	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Lý do lựa chọn	Cuộc thi vẽ tranh là một hoạt động văn hóa, nghệ thuật, giúp nâng cao nhận thức và ý thức trách nhiệm của học sinh, sinh viên đối với công tác phòng, chống dịch bệnh COVID-19.	Cuộc thi vẽ tranh là một hoạt động văn hóa, nghệ thuật, giúp nâng cao nhận thức và ý thức trách nhiệm của học sinh, sinh viên đối với công tác phòng, chống dịch bệnh COVID-19.

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

19

7.2. Các hoạt động chính tiêu biểu

7.2.1. Cuộc thi vẽ tranh

Hình ảnh minh họa

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

20

7.2. Các hoạt động chính tiêu biểu

7.2.3. Video quảng cáo

Hình tượng linh vật	Nội dung
Huân chương	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Thi vẽ	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Lý do lựa chọn	Cuộc thi vẽ tranh là một hoạt động văn hóa, nghệ thuật, giúp nâng cao nhận thức và ý thức trách nhiệm của học sinh, sinh viên đối với công tác phòng, chống dịch bệnh COVID-19.

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

21

7.2. Các hoạt động chính tiêu biểu

7.2.3. Video quảng cáo

Hình tượng linh vật	Nội dung
Huân chương	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Thi vẽ	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Lý do lựa chọn	Cuộc thi vẽ tranh là một hoạt động văn hóa, nghệ thuật, giúp nâng cao nhận thức và ý thức trách nhiệm của học sinh, sinh viên đối với công tác phòng, chống dịch bệnh COVID-19.

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

22

7.2. Các hoạt động chính tiêu biểu

7.2.3. Video quảng cáo

Hình ảnh minh họa

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

23

7.2. Các hoạt động chính tiêu biểu

7.2.4. Chiến dịch kết hợp người có

Kết hợp người có	Nội dung	Các định	Chuyến đi
Huân chương	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Thi vẽ	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.	• Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở. • Tập thể trường tiểu học và trung học cơ sở.
Lý do lựa chọn	Cuộc thi vẽ tranh là một hoạt động văn hóa, nghệ thuật, giúp nâng cao nhận thức và ý thức trách nhiệm của học sinh, sinh viên đối với công tác phòng, chống dịch bệnh COVID-19.	Cuộc thi vẽ tranh là một hoạt động văn hóa, nghệ thuật, giúp nâng cao nhận thức và ý thức trách nhiệm của học sinh, sinh viên đối với công tác phòng, chống dịch bệnh COVID-19.	Cuộc thi vẽ tranh là một hoạt động văn hóa, nghệ thuật, giúp nâng cao nhận thức và ý thức trách nhiệm của học sinh, sinh viên đối với công tác phòng, chống dịch bệnh COVID-19.

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

24

7.2. Các hoạt động chính tiêu biểu

7.2.4. Chiến dịch kết hợp KOLs

Hình ảnh minh họa

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

25

7.2. Các hoạt động chính tiêu biểu

7.2.4. Chiến dịch kết hợp KOLs

Hình ảnh minh họa

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

26

7.3. Timeline

7.3.1. Nội dung chiến dịch

Tên	Thời gian	Thời gian	Thời gian
Cải tiến	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020
Content	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020
Hoạt động	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

27

7.3. Lịch trình truyền thông

7.3.1. Nội dung chiến dịch

Tên	Thời gian	Thời gian	Thời gian
Cải tiến	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020
Content	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020
Hoạt động	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

28

7.3.2. Lịch trình truyền thông

7.3.2.1. Nội dung chiến dịch

Tên	Thời gian	Thời gian	Thời gian
Cải tiến	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020
Content	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020
Hoạt động	Tháng 10/2020	Tháng 11/2020	Tháng 12/2020

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

29

7.4. Kế hoạch tác nghiệp

7.4.1. Nội dung chiến dịch

Hình ảnh minh họa

7. ĐỊNH HƯỚNG CHIẾN LƯỢC

30

7.4. Kế hoạch tác nghiệp

7.4.1. Nội dung chiến dịch

Hình ảnh minh họa

8. KINH PHÍ DỰ TRÙ

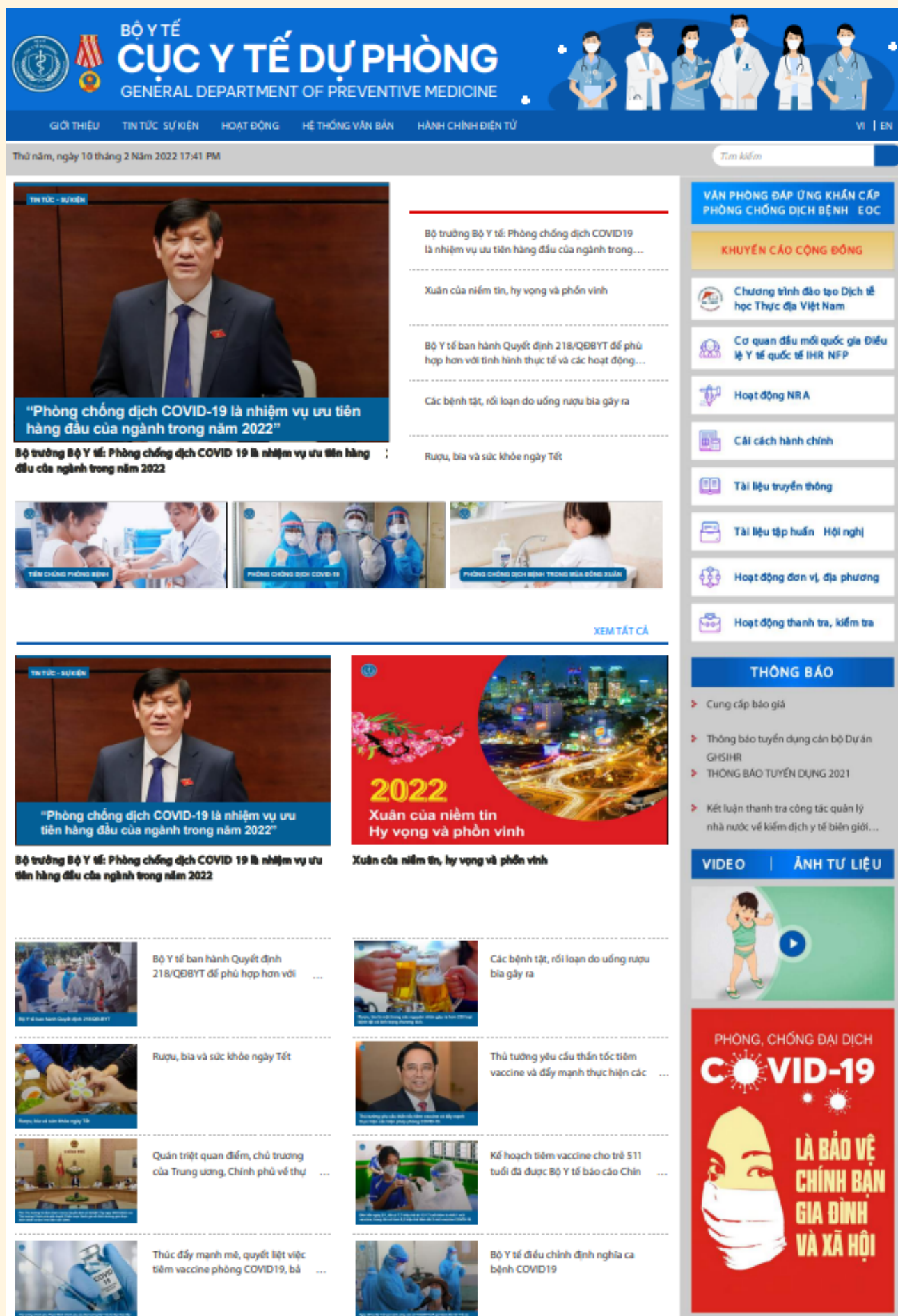
31

7.4. Kế hoạch tác nghiệp

7.4.1. Nội dung chiến dịch

Hình ảnh minh họa

## 2. WEBSITE REDESIGN FOR THE DEPARTMENT OF PREVENTIVE MEDICINE



MỤC LỤC	
<b>TỔNG QUÁT</b>	03
<b>01</b> VÉ VIETCUP VÀ BỐI CẢNH HIỆN NAY	04
<b>02</b> MỤC TIÊU TRUYỀN THÔNG	05
<b>03</b> ĐỐI TƯỢNG MỤC TIÊU	06
<b>04</b> Ý TƯỞNG LỚN	08
<b>05</b> THÔNG điệp - HASHTAG	09
<b>06</b> KINH HƯỚNG CHIẾN LƯỢC	10
6.1. Challenge TakTak #SHAREYOURCUP	10
6.2. Tài sản kế hình ảnh và nội dung nền tảng xã hội	12
6.3. Podcast: Những câu chuyện giải đấm	15
6.4. Chiến dịch A Cup Story: Mỗi chiếc cốc một câu chuyện	17
<b>07</b> LỊCH TRÌNH TRUYỀN THÔNG	19
7.1. Nội dung chiến dịch	20
7.2. Lịch trình truyền thông xã hội	20
<b>08</b> KINH PHÍ DỰ TRÙ	21

[illegible]

**Công ty Vectrac** là hệ thống thương hiệu bán lẻ và giải pháp thực địa hàng đầu Việt Nam. Đã từ năm 2009 cho đến thời điểm hiện tại, Vectrac đã không ngừng phát triển các sản phẩm và hệ thống giải pháp, cung cấp các giải pháp tiên tiến và hiệu quả nhất cho các trường học. Những dòng sản phẩm mới nhất của Vectrac bao gồm từ vựng, bài tập, bài giải, đầy đủ công cụ học tập được mở thêm từ giấy viết tay của học sinh và cho phép lưu. Với hơn 10 năm thành lập và phát triển, Vectrac đã xây dựng một trong những đơn vị đầu tiên trong vật chất trên sản phẩm bán lẻ tại Việt Nam.

Trong thời điểm hiện tại, một yếu tố cần thiết để vượt trội về nhiều khía cạnh trong năng lực những người trẻ tuổi từ 9-18 tuổi, Vectrac đang tập trung xây dựng và nâng cao những môn học sản phẩm chuyên nghiệp và với chất lượng tốt nhất, nỗ lực đóng góp cho giá trị cộng đồng, xây dựng một xã hội mới cảm xúc và kích thích.



**VỀ VECTRAC VÀ CÁC SẢN PHẨM**

**HOẠT ĐỘNG TRUYỀN THÔNG TẬP TRUNG VÀO 3 CHIẾN LƯỢC:**

**TĂNG MỨC ĐỘ NHẬN DIỆN THƯƠNG HIỆU (BRAND IDENTITY)**

Lên kế hoạch ảnh thương hiệu VietCup thông qua các điểm chạm với trên các nền tảng mạng xã hội, giúp thương hiệu đến gần người trẻ hơn nhằm tăng tương tác, đặc biệt là nhóm từ 18-25 (20-22 tuổi) và nhóm độ tương tác là phụ huynh (23-38 tuổi).

**ĐÌNH VỊ THƯƠNG HIỆU (BRAND POSITIONING)**

Định vị thương hiệu VietCup gần gũi với hình ảnh "hộp tương tác xanh" - "mặt trận bán hàng" - người bạn đồng hành tin cậy".

**TĂNG MỨC ĐỘ TRUNG THÀNH VÀ YẾU THỨC THƯƠNG HIỆU (BRAND LOYALTY AND BRAND RECALL)**

Hướng tới xây dựng cộng đồng khách hàng trung thành, yêu mến thương hiệu và sẵn sàng ủng hộ hình tượng qua việc kết nối với mặt trận tin, tin cậy bên kia.

*(Kể từ chiến lược tập trung vào chủ đề tương tác)*

**MỤC TIÊU TRUYỀN THÔNG**

[illegible]

CHẶN DUNG ĐỐI TƯỢNG MỤC TIÊU (NHÓM 10-25 TUỔI)	
<p><b>Audience Insight</b></p> <p>Gen Z dễ bị cuốn vào trend đến nỗi họ "sợ" như ai nhưng lại rất đỗi độc đáo.</p> <p>Họ thích những thứ độc đáo, khác biệt, nhưng lại mang tính cộng đồng, thích những thứ không phải là của mình, mà là của cộng đồng.</p> <p>Họ có xu hướng bắt trend từ những người khác, nhưng lại rất thích sự độc đáo, sáng tạo, và không theo lối mòn mà xưa cũ và nhàm chán.</p>	<p>những pho tượng rất độc đáo, rất mới mẻ, rất khác biệt, nhưng lại mang tính cộng đồng, thích những thứ không phải là của mình, mà là của cộng đồng.</p> <p>Họ có xu hướng bắt trend từ những người khác, nhưng lại rất thích sự độc đáo, sáng tạo, và không theo lối mòn mà xưa cũ và nhàm chán.</p>
<p><b>Các phương tiện truyền thông hay sử dụng</b></p> <p>Các nền tảng hay sử dụng</p> <p>Các ứng dụng mạng xã hội</p> <p>Các kênh báo chí</p>	<p>Các nền tảng hay sử dụng</p> <p>Bắt trend, mạng xã hội, truyền hình</p> <p>Facebook, TikTok, YouTube, Instagram</p> <p>Infomercial, Kênh 14, Tuổi Trẻ, Dân Trí, Báo Nhân Dân</p>

# "CHẠM CỐC CÀM CẦU CHUYỀN"

[illegible]

6.1. Challenge TikTok #SHAREYOURCUP

Mẫu video tham khảo

Người: Tiểu Hàn Thiêu

Người: Hoàng Trinh

Người: Hào Thu

Người: Chuyên nhà Linh Bì

[illegible]

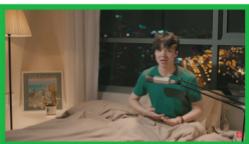
Mẫu Instagram demo sau khi thiết kế

6.3. Podcast: tiếng nói chuyển biến dần		
Củi kem tươi, hân hoan tháng cuối tháng 8		
Những câu chuyện gần đây	Nội dung	Kết quả
Hạt Bối	Truyện mới của người sáng tác đã và đang có thể được chuyển đổi sang định dạng âm thanh để được tiếp cận bởi người nghe thông qua ứng dụng nghe podcast, chuyển hình thức này giúp tác giả quảng bá tác phẩm của mình hiệu quả hơn.	YouTube, Tiki, Spotify, Apple, SoundCloud, Amazon
Hành trình triển khai	Video Podcast 2 phút	
Nền tảng tiếp cận	YouTube, Facebook, Instagram, Deezer	
Lý do tôi chọn	Câu chuyện, video ngắn của tôi, những bài viết mới nhất tôi đã được đọc gần đây. Tôi nghĩ là podcast rất mới mẻ đối với người trẻ, tôi nghĩ rằng nó sẽ giúp chúng tôi tiếp cận họ. Qua đó, nó có thể chia sẻ được những cái hay và cũng giúp tôi tiếp cận được với một số người bạn đồng nghiệp mới của mình.	

6.3. Podcast: Những câu chuyện gần đôn

Dự kiến thực hiện vào tháng cuối tháng 5





Mẫu Podcasts tham khảo

ĐINH HƯƠNG CHÉN LƯOC.

3. PROPOSAL PROJECT FOR VIETCUP

6. ĐỊNH HƯỚNG CHIẾN LƯỢC

6.4. Chiến dịch A Cup Story

A CUP STORY: Mỗi chiếc cốc một câu chuyện

Chiến dịch góp phần lan tỏa sự tử tế, những khoảnh khắc của cuộc sống từ đó nhân mạnh nét đẹp và chất riêng của Việt Nam. Đó có thể là câu chuyện màu xanh của các cô chú bán hàng rong, chụp ảnh dạo... Hay câu chuyện về những mơ ước, hoài bão của các bạn trẻ, đôi khi đó còn là những ước mơ dang dở. Hay những câu chuyện tình yêu đẹp, hành trình họ đến với nhau, những giây phút họ trải qua cùng nhau.

Tất cả đều là những nét vẽ tạo nên bức tranh Việt Nam bình dị nhưng lay động lòng người. Những mầm xanh bên trong cốc giấy hay những bát cháo nóng hổi sẽ như một món quà cảm ơn vì những giá trị họ tạo ra và vì những nỗ lực mà họ cố gắng mỗi ngày.

A Cup Story: Mỗi chiếc cốc một câu chuyện	Nội dung
Mục đích	Bắt trọn khoảnh khắc bình dị, gần gũi sau đó in hình ảnh lên chiếc cốc giấy. Cốc giấy họ như một món quà bất ngờ để đồng hành và trao gửi yêu thương.
Hình thức triển khai	Video ngắn (30s - 1 phút)
Nền tảng triển khai	Facebook, Instagram Reels, Youtube Short, TikTok
Lý do lựa chọn	Giao hàng bên lề của cuộc sống, gói trẻ bồng bả thủ tục bởi những khoảnh khắc bình dị, màu xanh, những chi tiết quảng cáo đẹp mắt đem lại cảm giác gần gũi, dễ gần, đồng cảm với người xem. Đây còn là nguồn động lực, đồng hành cùng họ như ta cảm thấy cho nhau bên trẻ.

ĐỊNH HƯỚNG CHIẾN LƯỢC17

6. ĐỊNH HƯỚNG CHIẾN LƯỢC

Mặt trước

Mặt sau

Mẫu cốc giấy demo chiến dịch

ĐỊNH HƯỚNG CHIẾN LƯỢC18

7. LỊCH TRÌNH TRUYỀN THÔNG

7.1. Nội dung chiến dịch

Thời gian	Tháng thứ nhất	Tháng thứ hai
Hashtag	#shareyourcup	
Concept	CHẠM CỐC CẢM CẦU CHUYỆN	
Kênh	Nội dung	
Facebook	<ul style="list-style-type: none"><li>Ra mắt chiến dịch "Chạm cốc cảm cầu chuyện"</li><li>Tại thiết kế hình ảnh trên Fanpage</li><li>Tại thiết kế nội dung bài viết trên Fanpage</li><li>Quảng bá sản phẩm (Cốc cà phê, cốc dùng 1 lần, cốc dùng chào)</li><li>Đăng tải cập nhật Challenge</li><li>Đăng tải cập nhật video</li></ul>	
Instagram	<ul style="list-style-type: none"><li>Ra mắt chiến dịch "Chạm cốc cảm cầu chuyện"</li><li>Tại thiết kế hình ảnh trên Feed</li><li>Tại thiết kế nội dung bài viết trên Feed</li><li>Quảng bá sản phẩm (Cốc cà phê, cốc dùng 1 lần, cốc dùng chào)</li><li>Cập nhật Instagram Reels</li></ul>	
TikTok	<ul style="list-style-type: none"><li>Challenge #shareyourcup</li></ul>	<ul style="list-style-type: none"><li>Chiến dịch bằng cốc A Cup Story</li></ul>
Youtube short	<ul style="list-style-type: none"><li>Riup video</li><li>Challenge #shareyourcup</li></ul>	<ul style="list-style-type: none"><li>Riup video</li><li>Chiến dịch bằng cốc A Cup Story</li></ul>
Báo chí		<ul style="list-style-type: none"><li>Đăng tải, cập nhật hình ảnh về Chiến dịch A Cup Story - Mỗi chiếc cốc một câu chuyện</li></ul>

ĐỊNH HƯỚNG CHIẾN LƯỢC19

7. LỊCH TRÌNH TRUYỀN THÔNG

7.2. Lịch trình truyền thông sơ lược

Chiến dịch "Chạm cốc cảm cầu chuyện" dự kiến chạy trong vòng 02 tháng (21/3/2022-15/5/2022).

Thời gian	Tháng thứ nhất (21/3/2022 - 17/4/2022)				Tháng thứ hai (18/4/2022 - 15/5/2022)			
	T1	T2	T3	T4	T1	T2	T3	T4
Cột mốc	Tạo nhân thức				Cung lan tỏa			
Challenge TikTok #shareyourcup								
Tại thiết kế hình ảnh và nội dung trên nền tảng MXH								
Quảng bá sản phẩm								
Chiến dịch A Cup Story								

Tuần suất / Frequency

ĐỊNH HƯỚNG CHIẾN LƯỢC20

8. CHI PHÍ DỰ TRÙ

CHI PHÍ DỰ TRÙ

TỔNG KINH PHÍ TOÀN CHIẾN DỊCH ĐẠO ĐỘNG:

75,790,000 - 86,790,000 VND

CHI PHÍ DỰ TRÙ21

BẢN ĐỀ XUẤT KẾ HOẠCH TRUYỀN THÔNG

ĐỀ XUẤT BỞI

Nhóm nghiên cứu

Trường đại học FPT

CẢM ƠN QUÝ ANH/CHỊ ĐÃ ĐỌC VÀ XEM XÉT.

ĐỊNH HƯỚNG CHIẾN LƯỢC22

### 3. INFLUENCERS INVITATION LETTER



## THƯ MỜI HỢP TÁC

DỰ ÁN TRUYỀN THÔNG  
"CHẠM CỐC CẨM CẦU CHUYỆN"

**Lời ngỏ**

Lời đầu tiên VietCup xin gửi đến bạn lời chào trân trọng, lời chúc sức khỏe và thành công trong cuộc sống.

Hiện tại thương hiệu VietCup đang thực hiện Dự án Truyền thông "Chạm cốc cẩm cầu chuyện". Đây là một dự án được phát triển giúp người tiêu dùng có một góc nhìn mới, xúc cảm hơn về chiếc cốc giấy. Từ đó nhận được sự mệnh của cốc giấy với vai trò bảo vệ môi trường và lan tỏa hình ảnh thương hiệu mang tên VietCup.

Thông qua nền tảng TikTok, chúng tôi nhận thấy rằng hình ảnh và nội dung mà bạn đang xây dựng và cùng phù hợp cho chiến dịch truyền thông lần này. Chúng tôi mong muốn gửi đến bạn sản phẩm cốc, bát giấy của VietCup để cùng chia sẻ những giá trị, ý nghĩa và lối sống của bạn, đi kèm với quá trình. Chúng tôi rất mong nhận được sự hợp tác và hỗ trợ của bạn với tư cách là KOLs đại diện cho thông điệp, ý nghĩa và hình ảnh sản phẩm trong dự án lần này.

**1. GIỚI THIỆU VỀ DOANH NGHIỆP**

Công ty VietCup là một hệ thống thương hiệu bán lẻ ly giấy thuộc tập đoàn Huy Linh Group. Ra đời từ năm 2009 cho đến thời điểm hiện tại, VietCup đã không ngừng phát triển các sản phẩm tái chế bằng giấy, cung cấp các giải pháp tiện lợi và lâu dài dành cho môi trường sống.

Với hơn 10 năm hình thành và phát triển, VietCup tự hào được công nhận là thương hiệu cốc ly giấy hàng đầu Việt Nam, xét về độ nhận biết thương hiệu và doanh số bán hàng hàng năm.

<https://www.cocgiay.com/>
[facebook.com/VietCup](https://facebook.com/VietCup)
[instagram.com/vietcupvn](https://instagram.com/vietcupvn)

**2. TỔNG QUAN DỰ ÁN**

**2.1. Mục đích, ý nghĩa**

Lan tỏa hình ảnh thương hiệu và dòng sản phẩm nổi bật của VietCup thông qua các điểm chạm mỗi trên các nền tảng mạng xã hội, giúp thương hiệu đến gần hơn với nhóm đối tượng trẻ, đặc biệt là nhóm thế hệ gen Z và nhóm đối tượng phụ huynh trẻ.

**2.2. Thông điệp - Hashtag**

**Thông điệp:** "Chạm cốc cẩm cầu chuyện"

Nhằm kết nối với khán giả bằng cảm xúc, ý tưởng "Chạm cốc cẩm cầu chuyện" muốn hướng tới sự nhận thức của mọi người về tầm quan trọng của việc sử dụng cốc giấy thông qua những mẫu chuyện đời thường xoay quanh chúng ta.

**Hashtag sử dụng trong chiến dịch: #Shareyourcup**

Với mong muốn kêu gọi mọi người cùng tạo ra nhiều giá trị ý nghĩa của cuộc sống từ những điều nhỏ bé. Hãy bắt đầu thay đổi thói quen sống lành mạnh, quan tâm tới mọi người và môi trường sống xung quanh, từ đó lan tỏa thông điệp bảo vệ môi trường.

**3. KẾ HOẠCH TRUYỀN THÔNG**

**3.1. Challenge TIKTOK #Shareyourcup**

Để phù hợp với mục tiêu truyền thông, Challenge sẽ thực hiện theo 4 chủ đề chính: Tutorial video, Healthy Lifestyle, Nắm bắt xu hướng, Tips dành cho các mẹ. Theo đó video sẽ chia sẻ những bài học cuộc sống, lan tỏa nguồn năng lượng tích cực đúng với tinh thần của #shareyourcup. Cụ thể bao gồm:

**Tutorial Video:** Hướng dẫn nấu ăn, sử dụng sản phẩm cốc, bát giấy tiện lợi để đựng thực phẩm.


**Healthy Lifestyle:** Sử dụng cốc, bát giấy khi đi xa, tiện lợi, sạch sẽ, bảo vệ môi trường. Hoặc nấu ăn cho F0 tại nhà trong thời điểm dịch bệnh căng thẳng.

**Bắt trend:** Bắt trend để lồng ghép sản phẩm một cách tự nhiên.

**Tips dành cho các mẹ bỉm sữa:** Sử dụng cốc, bát giấy để đựng đồ ăn cho gia đình trong mỗi chuyến đi xa.

KOLs dựa theo 4 chủ đề trên để phát triển nội dung tự do, sáng tạo, lồng ghép sản phẩm tự nhiên và phù hợp với hình ảnh mà kênh TikTok đang xây dựng. Theo đó ngoài hashtag kênh đang sử dụng, bắt buộc có thêm hashtag #shareyourcup.

Challenge TikTok #shareyourcup sẽ được chạy từ (21/3/2022 - 17/4/2022)

 Phạm Phương Anh - CTV truyền thông VietCup
  032663321
  phongphanh4@gmail.com

### 4. SOME ARTICLES ON SOCIAL NETWORKING PLATFORMS



vietcupvn • Following

vietcupvn A CUP STORY - MỖI CHIẾC CỐC MỘT CÂU CHUYỆN

• "Mỗi chiếc cốc một câu chuyện" là hoạt động góp phần lan tỏa những khoảnh khắc của cuộc sống từ đó nhấn mạnh nét đẹp và chất riêng của Việt Nam.

👉 Đó có thể là câu chuyện mưu sinh của các cô chủ bán hàng rong hay câu chuyện về những mơ ước, hoài bão của các bạn trẻ đôi khi đó còn là những câu chuyện tình yêu đẹp. Tất cả đều là những nét vẽ tạo nên một bức tranh Việt Nam bình dị nhưng lay động lòng người.

💚 Chúng mình sẽ biến những chiếc cốc giấy trở thành một món quà "đặc biệt" dành tặng cho tất cả mọi người. Mỗi chiếc cốc sẽ được dán những bức ảnh ghi lại khoảnh khắc của mọi người và những mầm xanh bên trong cốc giấy sẽ như một món quà cảm ơn vì những giá trị họ tạo ra và vì những nỗ lực mà họ cố gắng mỗi ngày. Đây cũng như một lời đồng viên sau ngày dài mệt mỏi với những lo toan trong cuộc sống. Đôi khi chỉ cần những bất ngờ nhỏ cũng có thể tạo nên những khoảnh khắc diệu kỳ.

💚 Hãy cùng chia sẻ những khoảnh khắc đặc biệt của bạn với VietCup nhé!

#Acupstory  
#Shareyourcup  
#Chamcoccamcauchuyen  
#VietCup

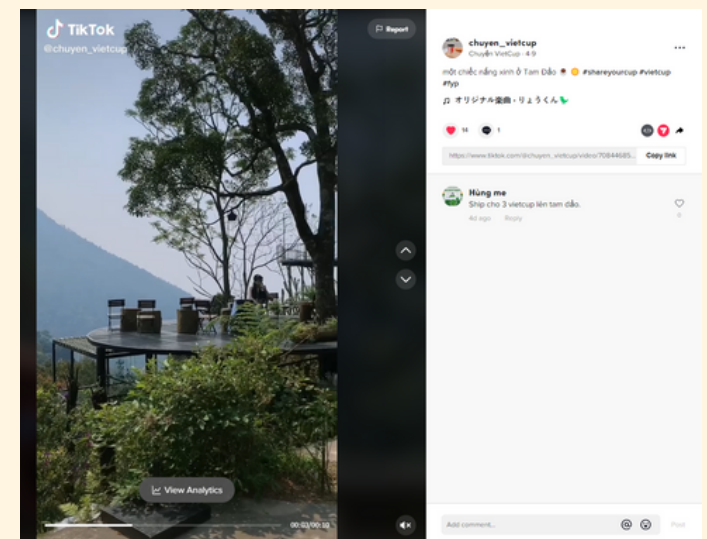
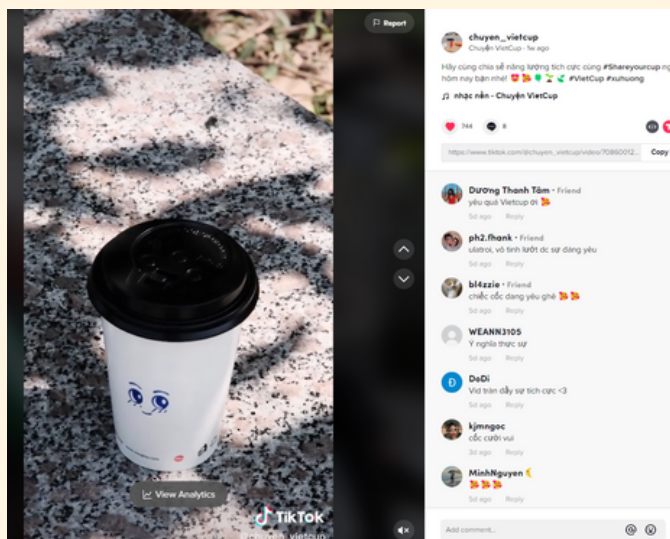
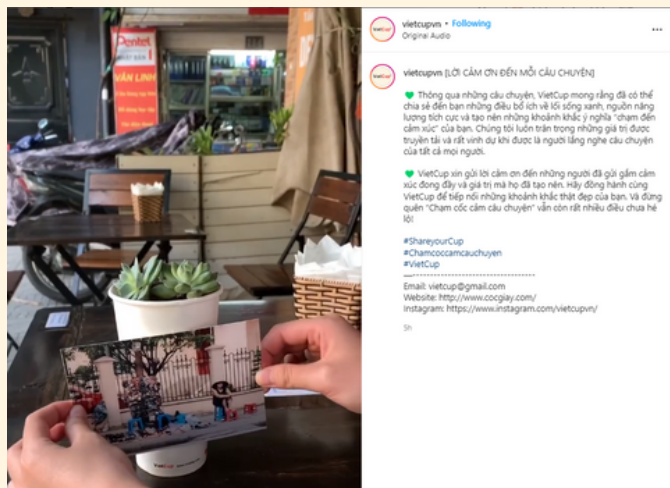
Email: vietcup@gmail.com  
Website: <http://www.cocgiay.com/>  
TikTok: [https://www.tiktok.com/@chuyen\\_vietcup](https://www.tiktok.com/@chuyen_vietcup)

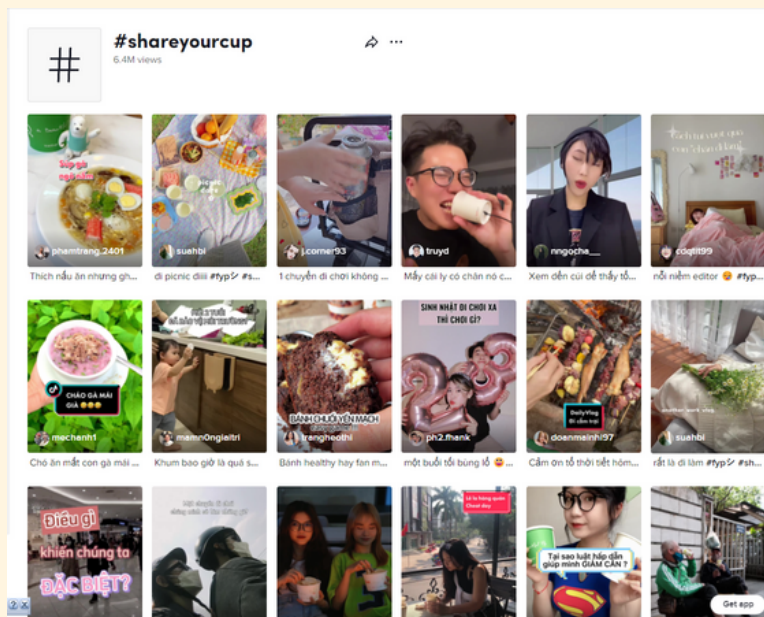
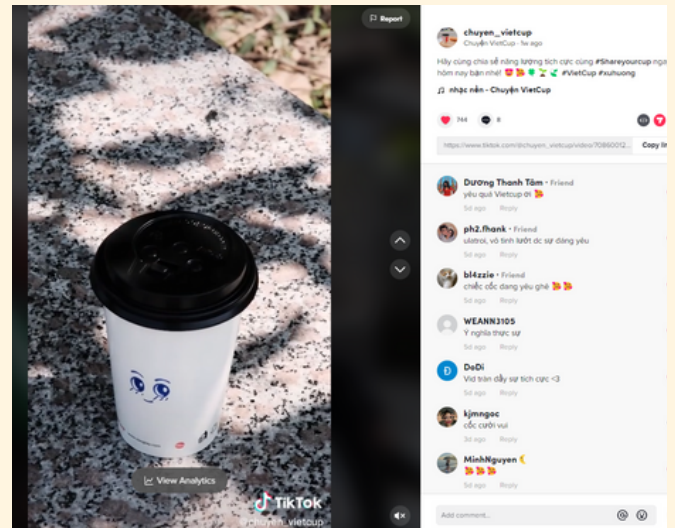
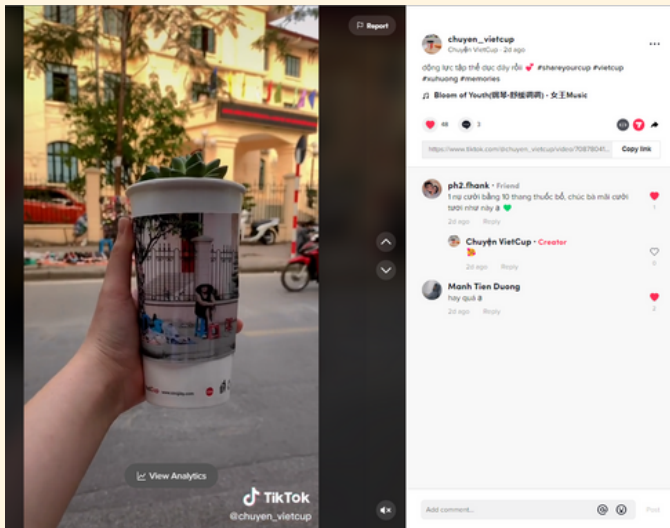
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## 5. SCRIPTS

### KỊCH BẢN A CUP STORY MỖI CHIẾC CỐC MỘT CÂU CHUYỆN

#### 1. HOẠT ĐỘNG A CUP STORY

**Ý nghĩa câu chuyện:** Qua lời kể của những người xa lạ, với những câu chuyện chứa đựng ý nghĩa, chúng ta phần nào đồng cảm không chỉ với những khó khăn, thử thách trong cuộc sống mà còn với những hạnh phúc, niềm vui của họ. Họ giống như những mầm chồi non bên trong cốc giấy, dù cốc có nhỏ bé đến mấy, nhưng chồi non ấy luôn cố gắng đâm chồi nảy lộc cho đến mai sau.

**Hình ảnh tượng trưng:** Những chiếc cốc giấy giống như một bộ phận giúp cho cây sinh sôi, sau khi trở nên cứng cáp, ta trồng xuống mặt đất lại có thể đâm chồi mà trở nên cao lớn. Cũng giống như con người, khi được bao bọc trong vòng tay của những người thương yêu, chúng ta luôn cảm thấy an lòng, nhưng khi va vấp với những khó khăn của cuộc sống, chúng ta cũng nhờ những hơi ấm tình yêu đó mà vững bước trên con đường mà bản thân đã lựa chọn.

#### 2. CHỦ ĐỀ

- **Chuyện đời thường** Câu chuyện của các bác, ông bà lớn tuổi bán hàng rong lề đường, bán hàng từ thiện, lâu năm, quét rác...Họ tâm sự những câu chuyện của cuộc sống đời thường, những khó khăn, vất vả với cuộc sống mưu sinh. Nên chọn những nhân vật có nghề nghiệp liên quan đến bảo vệ môi trường (quét rác, bác bảo vệ tuổi cây)  
Câu chuyện của người Hà Nội (những bác chụp ảnh, bán tò he trên phố, những người vẫn giữ những nét văn hóa truyền thống, cổ kính của Hà Nội mong muốn được chạm đến giới trẻ
- **Chuyện người trẻ** (Câu chuyện về những cô bé, cậu bé nhỏ tuổi nhưng tháo vát, chăm chỉ làm việc hàng ngày, có ước mơ tương lai, hoài bão, hoặc những ước mơ đang dở)
- **Chuyện tình yêu** (Câu chuyện từ những cặp đôi và hành trình họ đến với nhau, gắn bó niềm vui, hạnh phúc, từ đó lan tỏa ý nghĩa tích cực của tình yêu đến mọi người).

Nhân vật	Câu hỏi cho nhân vật
Chuyện đời thường	<p>Cháu chào bác, <u>bạn này</u> cháu có chụp được một bức ảnh rất là đẹp của bác, nên cháu xin gửi tặng bác cùng món quà nho nhỏ ạ.</p> <ul style="list-style-type: none"><li>- Bác là người ở đây ợ?</li><li>- Bác làm công việc này lâu chưa ợ?</li><li>- Bác bao nhiêu tuổi rồi ợ?</li><li>- Thế có nhiều khách quen không hả bác?</li><li>- Con cô năm nay bao nhiêu tuổi ợ?</li><li>- Hàng ngày bác bán hàng ở đây từ mấy giờ đến mấy giờ ợ? ( kể về hành trình và cuộc đời họ)</li></ul> <p>Chúng cháu cảm thấy rất ngưỡng mộ, và trong lúc bác đang làm việc thì đã chụp hình bác và in ra dán lên cốc cây này. Đây chỉ là món quà nhỏ, nhưng chúng cháu mong có thể khích lệ tinh thần bác. Chúng cháu cảm ơn bác vì đã chia sẻ câu chuyện của mình và mong bác luôn luôn khỏe mạnh và vui tươi.</p>
Chuyện tình yêu	<p>Chào hai bạn, 2 bạn (cô chú) có thể cho mình làm phiền chút được không?</p> <p>2 bạn quen nhau lâu chưa?</p>

## 5. SCRIPTS


	<p>Quen nhau như thế nào? Ai là người ngỏ lời trước? 3 điều bạn muốn làm cùng người ấy trong năm nay là gì? 3 từ để miêu tả đối phương.</p> <p>Chúng mình cảm thấy hai bạn là một cặp rất đáng yêu nên đã chụp lại khoảnh khắc tự nhiên khi hai bạn đang....., và tại mình đã in ra dán trên chiếc cốc này. Chúng mình mong rằng tình yêu của các bạn sẽ luôn đong đầy và phát triển như chiếc cây nhỏ này. Cảm ơn hai bạn đã chia sẻ câu chuyện của mình và chúc các bạn luôn hạnh phúc</p>
Một bạn sinh viên (nam/nữ)	<p>Chào bạn, bạn năm nay bao nhiêu tuổi, đang học... Bạn đi làm lâu chưa? (để bạn tự kể về câu chuyện tự lập của bản thân và trách nhiệm với gia đình, tinh thần cầu tiến...)</p> <p>Chúng mình cảm thấy rất ngưỡng mộ bạn khi luôn có năng lượng tích cực làm việc và cố gắng, vì vậy hồi nãy mình có chụp được khoảnh khắc bạn đang bán hàng, sau đó in ra và dán vào chiếc cốc cây này. Đây chỉ là món quà nhỏ, nhưng mà mình hy vọng có thể giúp bạn vui và phấn chấn hơn nữa. Chúc bạn luôn thành công với lựa chọn của mình, cảm ơn bạn đã chia sẻ câu chuyện cùng VietCup.</p>

### KỊCH BẢN CHỤP ẢNH VÀ QUAY PHIM DỰ ÁN “ CHẠM CỐC CẢM CÂU CHUYỆN”

(Thời lượng: 3 phút)

- Trang phục: Tự chọn
- Diễn viên: Thành viên nhóm, người dân xung quanh
- Chú ý phần màu sắc chủ đạo

#### CHẠM CỐC CẢM CÂU CHUYỆN

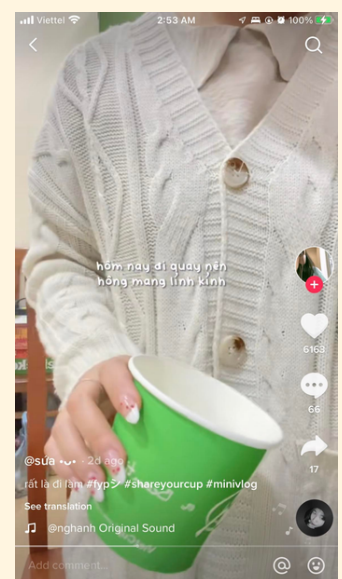
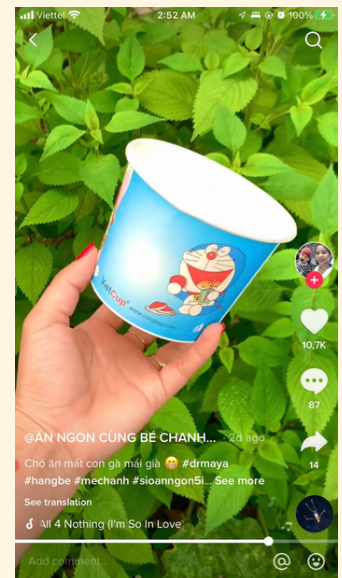
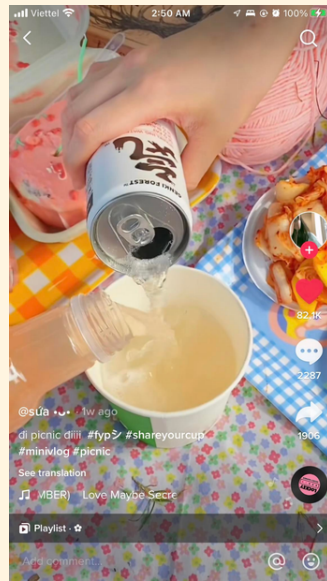
Bối cảnh	Phân cảnh	Góc quay	Text/Voice	Nhạc
Mở đầu	Chiếc cốc ở công viên (Chiếc cốc một mình) Khuôn mặt: hóng chuyện	<ul style="list-style-type: none"> <li>- Góc cận</li> <li>- Góc toàn</li> </ul>	Mình là một người rất thích “hóng” chuyện nhưng tất nhiên là không thể bằng những bà hàng xóm rồi. Thôi đùa đấy, mình thích lắng nghe, quan sát và để rung động ngay từ lần... chạm đầu tiên. Đứng rồi, chạm nhẹ, chạm cả tới tâm hồn. Để mình kể cho bạn nghe nha.	<a href="https://drive.google.com/file/d/1-SqUxuHlybkTCy7Rcu_4Z1MvfJewrrx_/view?usp=sharing">https://drive.google.com/file/d/1-SqUxuHlybkTCy7Rcu_4Z1MvfJewrrx_/view?usp=sharing</a>
Đường phố (ambient sound)	Đường phố chung chung ít nhất 3 cảnh	<ul style="list-style-type: none"> <li>- Góc toàn</li> <li>- Góc trên cao nhìn xuống</li> </ul>	Khi được chu du khắp nơi, mình mới hiểu rằng mỗi người chúng ta đều có những câu chuyện riêng	

## 5. SCRIPTS

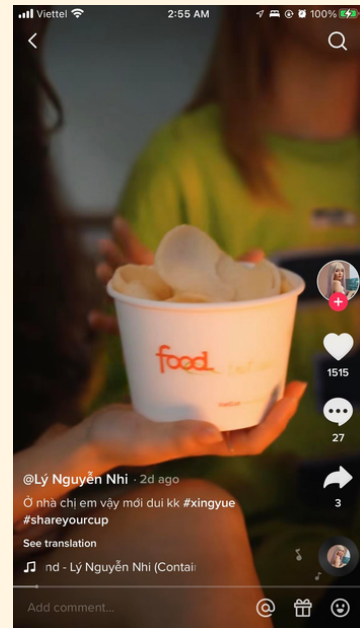
			được viết nên bởi những cung bậc cảm xúc khác nhau.	
Quán Cafe	Làm việc ở quán cafe  Cafe dưới HD mon	- Góc toàn: zoom dần từ cận (từ góc mặt hoặc từ cốc) sang toàn cảnh (chính diện)	Các bạn có thấy chàng trai đang ngồi cạnh mình đây không? Khi anh ấy “chạm” vào mình, mình có thể cảm nhận được nguồn năng lượng, sự cố gắng không ngừng nghỉ vì tương lai của anh ấy.	
	Người lao động uống nước  Người lao động cầm cốc nói chuyện	- Góc trung - Quay biểu cảm mặt	Không chỉ riêng chàng trai đó, mình còn luôn cảm thấy trân trọng những giây phút khi được ở bên những người lao động. Khi lắng nghe những câu chuyện của họ, mình mới nhận ra dù có tất bật với nỗi lo cơm áo gạo tiền nhưng ẩn sâu trong họ vẫn là tinh thần lạc quan, yêu đời, trách nhiệm cao cả với gia đình.	
	Cặp đôi trẻ đi phố	- Góc trung - Quay chéo	Dù cho cuộc sống này có vất vả bao nhiêu, thì chắc chắn tình yêu sẽ luôn là thứ giúp ta chữa lành tâm hồn. Khi được nắm gọn trong tay của một đôi tình nhân, mình	

			cảm nhận được rõ nét sự chân thành và kỳ diệu trong tình yêu. Kỳ lạ ghê!	
Công viên	Mẹ và các em nhỏ cùng nhau ăn kem trong bát	- Góc trung	Và bạn có nhớ lần cuối mình đi ăn cùng bố mẹ là khi nào? Nhìn thấy hai em bé ngồi trên ghế, được mẹ ăn cần đứt đồ ăn, bỗng thấy ôi sao mà quen thuộc. Mình luôn thấy vui khi được cùng các em san sẻ những hạnh phúc nhỏ nhỏ mỗi ngày.	
Kết video	Chiếc cốc ở nơi đông người (Khuôn mặt: cười tươi, hạnh phúc)	- Góc zoom từ toàn vào cận chiếc cốc: để thấy mọi người xung quanh làm cho chiếc cốc thấy hạnh phúc	Thật lòng, mỗi khi được mọi người “chạm” vào, mình lại được cảm nhận những câu chuyện vô cùng ý nghĩa. Đó chính là sứ mệnh quý giá mà mình luôn gìn giữ. Sẽ không chỉ là hôm nay hay ngày mai, mà mình sẽ luôn ở đây đồng hành và lắng nghe niềm hạnh phúc trong bạn. Hãy cùng mình - VietCup Chạm Cốc Cảm Câu Chuyện, bạn nhé!	
			<a href="#">#shareyourcup</a>	

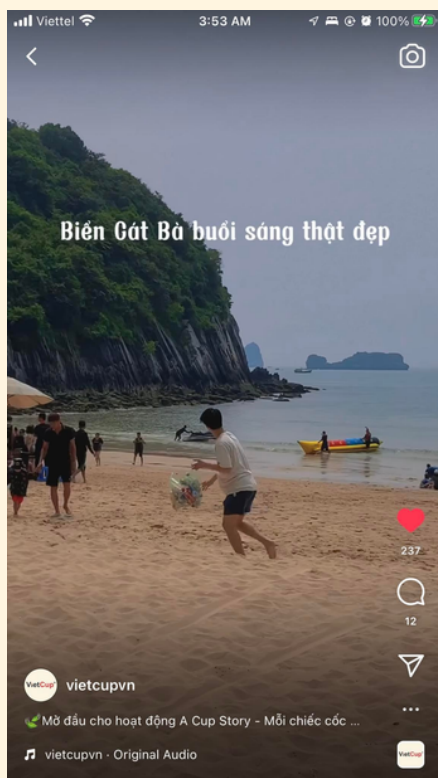
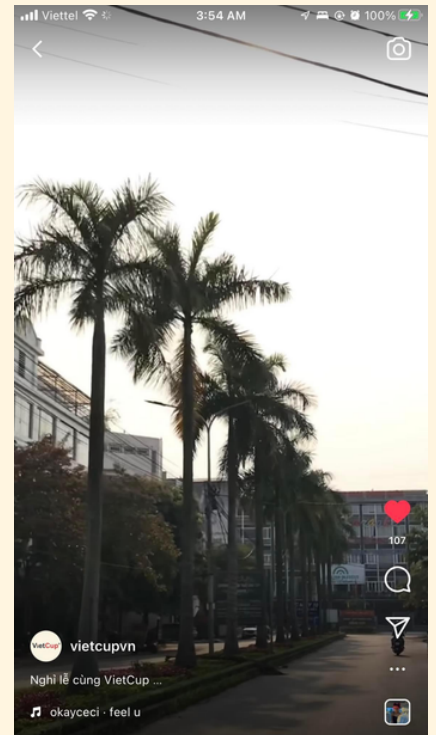
## 6. INFLUENCERS'S VIDEO



## 6. INFLUENCERS'S VIDEO



## 7. REELS OF INSTAGRAM



## 8. FIGURES AND TABLES

### 8.1. FIGURES

Figure 2.1.2.a: Intention to purchase more biodegradable or eco-friendly products among people in Vietnam as of June 2021 (Statista, 2022)

Figure 2.1.2.b: Preferred environmental activities in the future among urban generation Z in Vietnam as of September 2019

Figure 2.1.3.a: Number of Internet users in Vietnam from 2017 to 2023 (Statista, 2020)

Figure 2.1.3.b: Percentage of Internet users in Vietnam

Figure 2.1.3.c: Number of Age distribution of internet users in Vietnam (Statista, May 2019)

Figure 2.1.3.d: Number of Social network user penetration in Vietnam from 2017 to 2023 (Statista, 2020)

Figure 2.1.3.e: Facebook users in Vietnam from 2017 to 2025 (Statista, 2020)

Figure 2.1.3.f: Instagram users in Vietnam from 2017 to 2025 (Statista, 2020)

Figure 2.1.3.g: Instagram holds on to GenZ but losing popularity among Gen X and Gen Y (Decision Lab, 2020)

Figure 2.1.3.h: Tiktok users in Vietnam from 2017 to 2025 (Statista, 2020)

Figure 2.1.3.i: TikTok surpassed Youtube as the 2nd most popular platform for short video among Gen Z (Decision Lab, 2020)

Figure 2.1.3.k: TikTok quickly grew to be Vietnamese Gen Z's favourite short-video platform (Decision Lab, 2020)

Figure 3.5.1.a: Video Ads Completion Rates

Figure 3.5.1.b: Wyzowi State of Video Marketing Survey 2020

Figure 3.5.1.c: HubSpot Content Trends Survey Q3 2017

Figure 3.5.1.d: Influencers Marketing Report 2017, Hiip.asia

Figuers 3.7.1. The Stages of Crisis: Understanding the Crisis Management Lifecycle

Figure 4.2.2.a: Facebook Fanpage new theme

Figure 4.2.2.b: Fanpage Instagram new theme

Figure 4.2.2.c: Tiktok new theme

Figure 4.2.2.d: Horizontal Key Video

Figure 4.2.2.e: Vertical Key Video

Figure 4.2.2.f: Product Photos

Figure 4.2.2.g: Influencers's TikTok videos

Figure 4.2.2.h: Influencers's TikTok video list

Figure 4.2.2.i: A cup story's TikTok videos

Figure 5.1.a: Total reach

Figure 5.1.b: Total page view

Figure 5.1.c Total Like, comment, share activities

Figure 5.1.d: Post insight

Figure 5.1.e: Overview statistics from March 20, 2022 - April 18, 2022

Figure 5.1.f: The interaction of each content item increased sharply after 2 months of running the project

Figure 5.1.i: Engagement with each content category on Instagram

Figure 5.1.k: Summarize data on age, group of channel followers.

Figure 5.1.l: The following gender group is mainly Male with 75% and female 25%, the famous tracking area is Vietnam

Figure 5.1.m: The key video of the project is one of the videos focused on promoting interaction. The video has garnered 11.6K Views, 744 Likes.

## 8.2. TABLES

Table 3.1.2. Smart objectives for project

Table 3.2.2.: Psychology of Target Audience

Table 3.5.1.a: Content Format

Table 3.5.1.b: Suggested list of influencers to collaborate with

Table 3.5.2: KPI for Key activities

Table 3.6: Estimated Budget

Table 3.7.2. Crisis Classification

Table 4.1.2.a Facebook timeline

Table 4.1.2.b Instagram timeline

Table 4.1.2.c Tiktok timeline

Table 4.2.1. Production schedule perform project

Table 4.2.2: Selected List of Collaborative Influencers

Table 4.3: Project Budget

Table 4.4.2: Gantt chart of the project

Table 4.4.3: Team Communication

Table 4.5.2: Stakeholders Communication Channels and Purposes

Table 4.5.3. Project implementation phase

Table 5.1. Media evaluation after implementing the project

Table 5.2. Activities evaluation after implementing the project

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