



MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY

CAPSTONE PROJECT DOCUMENT - FINAL REPORT

COMMUNICATION CAMPAIGN TO RAISE CIVILIZED SEXUAL AWARENESS FOR AGES 18 TO 40 OF VAN DAC PHUC COMPANY

GRA497_G6			
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ABSTRACT

Sex education is a crucial tool for people to learn about a wide variety of related topics connected to individual beings' biological, psychological, and sociocultural views, as well as a critical intervention to prevent and minimize sexual harassment, assault, unintended pregnancies and abuse. All that is required is for it to be conveyed in an age-appropriate and entertaining manner that is founded on science and facts. However, owing to various misconceptions or a lack of sufficient knowledge about sex education, this crucial issue remains taboo in our conservative society.

The major goals of the 2022 phase 1 and phase 2 communication campaign are to raise awareness about. The initial phase in this campaign is development and pre-production. We began by analysing the present scenario and the perspectives of the target audiences, and then proceeded to design the timetable, budget, and resources required for the campaigns. Finally, there is a post-production stage that involves summarising the KPI and budget. The campaign's findings reveal some very remarkable outcomes. In detail, the project implements 3 main activities: convey messages in words, images and videos.

To summarize, it is never about what is wrong and what is right with sex, but rather about disseminating knowledge about how to take the required precautions. Education should focus on preventing irresponsible sex rather than sex itself. It must be done in a way that is more appropriate for today's adolescents and adults.

NO.1 INTRODUCTION

I. PROJECT INTRODUCTION

1. Name of the capstone project

Our capstone project is "Communication campaign to raise civilized sexual awareness for ages 18 to 40 of Van Dac Phuc company."

English name: "Communication campaign to raise civilized sexual awareness for ages 18 to 40 of Van Dac Phuc Company."

Vietnamese name: "Chiến dịch truyền thông nâng cao nhận thức tình dục văn minh cho lứa tuổi từ 18 đến 40 cho công ty Vạn Đức Phúc."

2. Project introduction

Understanding the importance of sex education, Van Dac Phuc company decide to develop and implement the campaign to raise sexual awareness, which is designed to spread sexual knowledge in Vietnam.

The project is going to be implemented in almost 4 months (December 2021 - April 2022). The project's purpose is to build a civilised community by

(1) increasing to learn and practice positive sexual behaviour

(2) increasing community involvement in educating sex education.

With the goal of increasing awareness and improve knowledge for 5 million people and increasing parents's involvement in educating and dealing with problems in sex life.

To achieve this goal, Van Dac Phuc decided to implement the project from December 2021 to April 2022. Our team acts as the inhouse department to execute this campaign. The communication campaign help raise awareness about sex education and discuss about problems in sex life.

3. Project choosing reasons

The purpose of team when participating project:

- + Complete Graduation Project.
- + Have a chance to put what we have learned into practice by solving real-world problems.
- + Accumulate and learn from experience.
- + Wanna change judgement of society, talk about sex in an open way, and obtain more knowledge about this field.

Team's relevance to the project:

- + Understanding because having witnessed or been a victim of uneducated sex.
- + Experienced judgements, myths about sex in society.
- + Equipped with enough knowledge to build a communications campaign.
- + Have expertise and skills in managing and producing multi-channel content.

The meaning of the project to the organisation and team

- For organisation:

- + Prove that the organisation's vision, mission, and core values are on track.
- + Show social responsibility.
- + Be premise to organise more activities for the benefit of the community in the future.
- + Attract potential investors, customers.

- For team:

- + Members self-reflect and explore to see what's the judgement and myths of the young generation on sex and be willingness bring more value, opinion and perspective to community.
- + Prove ability.

Team's role in the project:

- Ideas and plans for the project.
- Work as a communication team within the company.

- Responsible for personal branding in the campaign.
 - Work with another team to ensure the best outcome.
-

4. Project overview

4.1 The current project

Project consists of 3 periods:

- Period 1 (December 2021 - January 2022): Planning, ideate.
- Period 2 (January 2022 - April 2022): Raising awareness campaign on social media
- Period 3 (May 2022 - December 2022): Continue sale.

Our project is in period 1 and 2 and almost 4 months (December 2021 - April 2022). The campaign's name is **Communication campaign to raise civilized sexual awareness for ages 18 to 40 of Van Dac Phuc company** to build a civilized community, and its main purpose is increasing awareness.

Organisation's requirement

Get people to know about the image and the influence of each individual then promote the brand. Influence all customer to change judgement of sex. By that, they can improve sex life and talk about their problem openly.

4.2 The proposed project

The proposed project focuses on developing a communication plan with two main activities: series Q&A about love, sex life, talk, situations and related contents on TikTok, Youtube, Spotify and the contents on Facebook group and Fanpage.

4.3 Boundaries of the project

Vietnam's Tradition and society still have many judgement on sex topic. Beside that, some of the target customers are inactive on social media which is an advantage in reaching them.

Main activities:

- Video content on TikTok and YouTube.

- Audio content on Spotify.
- Text, pictures, video on Facebook.

Viral:

- TikTok
 - Spotify
 - YouTube: Talkshow
 - Facebook: group, fanpage, talkshow, reels
-

II. THEORIES

One of the successes of a communication campaign is when the multimedia specialist knows how to apply the knowledge gained in the process of studying, accumulating and converting it into practical knowledge for practical application. In this report we list all of the profession's beliefs and practices which we learn: Marketing Principles, Communications and advertising, Media Writing, Video, Audio Production, New Media Technology, Strategic Media Planning, Communication crisis management, Integrated Marketing Communications,...

We focus more on these theories for our project:

1. Definition & purpose of campaign

Campaign is a planned set of operations, notably political, business, or military activity, with the goal of achieving a specific goal.

Increasing public awareness

These days, raising awareness is critical for both businesses and individuals. Most businesses nowadays want to ensure that their message about their products and services is conveyed as much as possible. Proper communication can provide a company with a number of advantages. The better they can communicate with the public, the more brand awareness they will gain.

Educating or providing information

When a client requests something, you must be certain that you can give it. This is where you must communicate with them in order to persuade them that you are capable

of providing them with knowledge and other necessities. Providing extra information by describing and explaining your agenda can work in your favour.

Generating curiosity

Some customers are interested in the product or service, while others are simply familiar with it. As a result, you must ensure that they may progress from awareness to enthusiastic interest in the product. Clients will be able to grasp the necessity for the product and hence exhibit interest in it if you communicate with them effectively.

Motivating people/audiences

You must encourage your audiences in the proper way, whether you are operating a business or channelling any social or educational initiatives, so they can stay engaged in achieving the goals. When emotional intelligence is properly integrated into communication, audiences are empowered to choose a better level of performance in a dedicated and enthusiastic manner.

2. Communication campaign

A good communications plan is critical to the success of any launch. Whether you're launching a capital campaign, announcing a new initiative, or launching a new service, you'll need a marketing plan to assist you communicate the right message to the right audience for maximum performance and return on investment.

Developing a communications plan might seem like a daunting task, so we have distilled the process down to six steps:

Step 1: Determine target public.

If a communicator wishes to do communication work, they must first establish who needs to be communicated with. The general public can include future customers, present users, decision makers, and influencers. Individuals or groups of people can be the target audience. The media's decisions on what to say, how to say it, when, where, and to whom will be heavily influenced by the target audience.

Step 2: Set clear goals and target objectives.

Goals and objectives serve as the road map for a strategy, assisting you in defining the outcomes you wish to attain with your methods.

Priorities, in particular, are long-term in nature and can be viewed as the final destination on the road map. Up to three goals are frequently included in the strategy. The organisation's objectives are specific, measurable outputs or outcomes that it wants to achieve in a certain amount of time.

To ensure you hit your goals, your objectives need to be specific, measurable, achievable, relevant and time-bound, or SMART.

Step 3: Craft a compelling message.

Each target demographic has its own set of motivators and roadblocks, so a one-size-fits-all strategy to marketing can fall short. Keep your messaging clear, succinct, personable, and jargon-free, regardless of who you're writing about.

Four crucial factors that must be customised to each audience make up compelling messages:

- Key message
- Secondary messages
- Proof points
- Calls to action

Step 4: Develop integrated strategies and tactics

Integrated plans and tactics are used to accomplish this stage. Tactics are the techniques you use to carry out the plan. Strategies are a unique approach for achieving one or more communications goals, and tactics are the methods you use to carry out the strategy.

Step 5: Build a better budget.

Following the establishment of integrated strategies and tactics, the next stage is to build the best budget possible. Budgeting gives you a clear picture of the costs of carrying out your communications plan. In addition, establishing a budget is required in order to control expenditures and recognize productivity potential. Finally, budgets are an important tool for calculating your strategy's return on investment.

- You'll need to think about the following things while creating a budget:
- Is there a budget set up for communications initiatives in your organisation?

- How much will each tactical line item in your plan set you back?
- What were the expected vs. actual costs for previous campaign deployments, if applicable?

Step 6: Create a timeline.

When moving from the planning to the implementation phase, timelines are critical for staying on track. Make a monthly or quarterly schedule, taking into account key events and holidays that you wish to capitalise on.

3. Current situation analysis

3.1 Qualitative and quantitative research

Qualitative research

The process of gathering, analysing, and interpreting non-numerical data, such as language, is known as qualitative research. Qualitative research can be used to learn how a person subjectively perceives and interprets their social environment.

The goal of qualitative research is to get a sense of an individual's, group's, or culture's social reality as closely as possible to how the participants experience or live it. As a result, individuals and groups are examined in their natural environment.

Diary reports, in-depth interviews, documentation, focus groups, case study research, and ethnography are all examples of qualitative research approaches.

Qualitative research yields a thorough insight of how people perceive their social realities and, as a result, how they behave in that world.

Quantitative research

Quantitative research entails gathering and analysing numerical data objectively in order to characterise, predict, or regulate factors of interest. Quantitative research aims to explore causal correlations between variables, make predictions, and generalise findings to a larger group of people.

Because they are concerned with measuring things, experiments usually produce quantitative data. Other research methods, such as controlled observations and questionnaires, can, however, generate both quantitative and qualitative data.

Statistics assist us in transforming quantitative data into meaningful information for decision-making. Statistics can be used to summarise data to describe trends, relationships, and connections. There are two types of statistics: descriptive and inferential.

In a randomised control study, descriptive statistics are used to summarise data, and inferential statistics are used to find statistically significant differences between sets of data, such as intervention and control groups.

3.2 S.W.O.T

S.W.O.T is a common framework for 4-box strategy analysis and strategy development. The acronym S.W.O.T is derived from: Strengths, Weaknesses, Opportunities and Threats.



	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	 Strengths	 Weaknesses
External origin (attributes of the environment)	 Opportunities	 Threats

Figure 1 - Table of SWOT

Strengths are internal and beneficial in terms of the S.W.O.T goal Strengths are characteristics that aid in the development of opportunities or the resolution of threats.

Weaknesses are internal and dangerous Weaknesses are factors that make it difficult to take advantage of a manageable or vulnerable threat.

Opportunities are external, beneficial things over which you have no control but which may be beneficial. Opportunities come from a variety of places.

Threats You have no control over externally harmful causes. Both real and invisible threats exist. Threats such as a hostile takeover offer, new competitors, and fraud could all be real. Potential brand loss or bad characteristics are examples of intangible risks.

3.3 S.M.A.R.T Objectives

S.M.A.R.T (SMART) is an acronym that you can use to help you set your target. Goals definition commonly attributes its needs to Peter Drucker's Management. The first reported use of the term was in the November 1981 issue of George T. Doran's Management Summary. Professor Robert S. Rubin (Saint Louis University) has written on S.M.A.R.T in an article for The Society for Industrial and Organisational Psychology since then. He explained that S.M.A.R.T has grown to imply different things to different people, as shown below.



Figure 2 - Theory table of S.M.A.R.T GOALS

Specific: Your goal should be straightforward and specific, or you would not be able to concentrate or feel fully inspired to accomplish your goals.

Try to answer the five "W" questions while drafting your goal:

- What would I like to achieve?

- Why is this goal important?
- Who's involved?
- Where is it placed?
- What are the tools or boundaries involved?

Measurable: It's critical to set quantifiable goals so you can track your progress and stay motivated. Evaluating your progress will help you stay focused, achieve your objectives, and feel motivated to go closer to your goal.

A measurable target can help with issues like:

- How much?
- How many?
- How do I know when it is done?

Achievable: Your objective must also be reasonable and attainable in order to be successful. To put it another way, it can push your abilities to the limit, but it's still doable. When you select an attainable goal, you'll be able to see chances or resources that will help you get there.

An attainable goal will usually respond to queries like:

- How can I reach this goal?
- How feasible is the goal given other constraints, such as budgetary limits?

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

If you respond yes to the following questions, you have an achievable goal:

- Does it appear worthwhile?
- Is this the correct time?
- Is this in line with our other initiatives/needs?

- Am I the right person to help you achieve your goal?
- Is it applicable in today's socioeconomic environment?

Time-bound: Every goal necessitates the setting of a deadline so that you may focus on and work toward it. This feature of the SMART goal criteria prevents daily chores from taking precedence over long-term objectives.

Typically, a time-bound goal would answer these questions:

- When?
- What will I do in six months' time?
- What can I do in six weeks' time?
- What can I do today?

3.4 A.I.D.A

A.I.D.A is a classic marketing communication model that allows businesses to understand the cognitive process of consumers when making purchasing decisions and thereby devise appropriate communication strategies for each of these stages. A.I.D.A is an acronym that stands for the 4 stages of Attention, Interest, Desire and Action.



Figure 3 - Model A.I.D.A of marketing communication

A – Attention

The first step in the A.I.D.A marketing communication model is to attract the attention of the target audience. In order to attract the attention of target customers in the current information explosion era, marketing managers must skillfully choose the right marketing methods and tools to attract attention. and force them to stop to receive media messages.

I – Interest

Capturing the interest of your target audience can be the most difficult stage for a business in the marketing communications model. After attracting the attention of the target customer of the business, how can the business stimulate their interest in the products and services of the business skillfully? The key here is access to relevant and truly useful information relevant to their needs.

D – Desire

After winning the interest of the target customer, the next step in the marketing communication model is to create the desire to interact with the business from the target customer.

The success of marketing communication does not lie in trying to sell your product, but in the fact that customers really want to buy products from your business. There are two simple ways for businesses to stimulate the desire of customers, which is to enhance the actual experience with the products and services that businesses provide to users or to target customers. This sees the positive experiences that others have had.

A – Action

Maybe your business has attracted the attention of target customers, made them interested and want to own your products and services; but all of the above efforts will be “zero” if the customer does not take action in the end.

3.5 5A

The customer buying journey according to the A.I.D.A (Attention – Interest – Desire – Action) model is 120 years old and its staleness is no longer suitable for the current technological era. Therefore, in the book Marketing 4.0, Philip Kotler - the father of Marketing introduced to everyone a new model of the customer's buying journey, which is the 5A model.



Figure 4 - Model 5A

Stage 1: Aware

This is the first stage in the customer's 5A buying journey. When consumers have any problems in life, there will be a need and consumers will seek to meet that need.

Therefore, at this stage, consumers will be exposed to the brand, with advertisements, or even the recommendation of family, friends or influencers passively.

In this period, if businesses have attractive advertising and incentive programs, hitting the right psychology of consumers, they will have a huge advantage.

Stage 2: Appeal

By taking in the brand message to which they are exposed, consumers will either create a temporary memory or expand a long-term memory. In this stage, consumers select the most memorable brands, and their selection is heavily influenced by the community. This is in contrast to the traditional A.I.D.A model, which focuses only on the individual.

Stage 3: Ask

In the research phase, consumers research the brands they have selected by gathering more information from the media, friends, family, and from the brand itself. Consumers actively connect with each other and build question-and-referral relationships that make brand appeal stronger or weaker.

Stage 4: Act

The action phase is not limited to purchases, but also includes actions such as product usage and after-sales services.

Stage 5: Advocate

The final stage in a customer's 5A buying journey is advocacy. It is reflected in the fact that consumers are loyal to that brand and recommend and share with friends and relatives to use that product. A special thing about the 5A buying journey is that consumers don't have to go through each step in sequence, they can burn stages, which creates a great deal of flexibility. Maybe after knowing the brand through the introduction and evaluation of the community, consumers will actively buy the product without asking for more opinions from others.

III. COMPANY OVERVIEW

1. About Van Dac Phuc company

- Name: VẠN ĐẮC PHÚC
- Type of organisation: Top team-building in Vietnam, provide services.
- Headquarters: 59 Lang Ha Street, O Cho Dua, Ba Dinh, Ha Noi, Vietnam.
- Founded: 2013

About Van Dac Phuc: After many measurements about a name that speaks to all dreams and volunteers, has chosen 3 words "VAN DUC PHUC" - Wishing for joy, happiness and cohesion between people, the services that we provide. provide. Van Dac Phuc was founded in such a pathway".

2. Vision, mission and core value

2.1 Vision

With passion and desire for success in the fields of Events Planning, Team Building and Game Show in Hanoi and nationwide, gathered the wisdom and strength of senior leaders with many years of experience in both media and entertainment fields in Vietnam.

2.2 Mission

Appeal business partners, more investors and provide the best services to events bookers.

To create a better team-building playground for other companies.

2.3 Core value

“With responsibility till the end”

3. Brand identity

3.1 Logo



Figure 5 - Logo of Van Dac Phuc company

3.2 Slogan

“Trách nhiệm đến cùng” could be translated by “With responsibility till the end”

3.3 The meaning of Logo

The Van Dac Phuc logo shows the name of the company, to recognize the brand of Team-building. With two contrasting colours of black and orange.

Black is for mysterious and luxurious, Orange is for happiness and joy.

VAN: Hundreds, tens of thousands

DAC: Achieved

PHUC: Lucky thing, happiness

Thus, VAN DUC PHUC means: "Wishing to achieve thousands of things of luck and happiness in life".

3.4 USP

Van Dac Phuc has only worked in Vietnam for nearly a decade but fortunately they have trusts from many big companies and also have stable income for staff. As a result, Van Dac Phuc is aware of the needs of the team-building industry and offline events.

- Is a famous team-building agency in the media.
- Having a wide relationship in the field of media, medicine.
- There are workshops and production plants applying many modern technologies.
- Having a staff of veterans, many years of experience in communication, Marketing.

Van Dac Phuc is a friendly and proactive company with amazing friendly employees. They aimed at providing services and supporting any kinds of events from all areas in Vietnam.

NO.2 DEVELOPMENT & PRE - PRODUCTION

I. Development

1. Current situation analysis

Domestic and international publications were regularly reporting on the topic of "sexual harassment" at the time this report was produced. Searching for this term on Google yields 1.9 billion results in 0.47 seconds. This issue shows no signs of abating. According to a study published in the Ethiopian journal of health sciences in 2012, the most important cause for this condition is that the educational system's sex education is inadequate. Also this research investigates child perceptions of the classroom atmosphere in which their sex education classes take place, with a focus on reasons for discomfort and elements that moderate and support pupil involvement. Although the importance of the content of school-based sex education has been recognized, the classroom atmosphere in which it is delivered has received less attention. Certainly one factor influencing the school sex education's success, in Vietnam's education system, is the way sex education curriculum has been built.

Beside, there are many mature in modern society which we all live in, who are dissatisfied with sex. And it's also the source of a lot of marital strife. The main culprit is also a lack of skills and expertise, as well as a lack of access to official and trustworthy information.

In this regard, the Van Dac Phuc company has released a new male and female enhancement product. On this occasion, the corporation wishes to launch a communication campaign aimed at changing public perceptions of civilized sex in order to promote the company and its products. That explains why this project exists.

The project is going to be implemented in almost 4 months (December 2021 - April 2022). The project's purpose is to build a civilised community by:

- (1) Increasing to learn and practice positive sexual behaviour.
- (2) Increasing community involvement in educating sex education.

The project was implemented by Van Dac Phuc from December 2021 to April 2022 in order to attain this goal. The task of the capstone project team is to create a communication campaign and assist in the implementation of activities across many social media platforms in order to raise target awareness.

2. S.W.O.T of the project

2.1 Strengths

- Getting support and interest from Van Dac Phuc company.
- + Receive support (about financial issues, human resources,...) from Van Dac Phuc
- + Recognizing the importance of creating a trustworthy information portal enabling people to utilize the internet to learn about a healthy sexual lifestyle.
- + The company also has a lot of expertise with communication activities, event planning, team building, and so on.
- + In addition, the project facilitator has vast experience in the disciplines of public health and medicine.
- The group's members have a wealth of experience in the sphere of sex life.
- The project is implemented by people of the young generation who have advantages in digital content production.

2.2 Weaknesses

- The campaign lasted almost 4 months, but the organisational staff only served for four, making it difficult or impossible to fully guarantee the project's progress and effectiveness.
- Too focus on video material, too much text, and image-based information; sound and others are still lacking.
- The majority of Departments of Education and Training in all of Vietnam's provinces have not been tightly integrated.

2.3 Opportunities

- This is the chance to gain market share in a niche market with few competitors.
- Content that captures the attention of a large number of most people is easy to acquire the trust and love of target audiences if done correctly.
- Investigates pupil descriptions of the classroom context in which most sex education classes take place, with a focus on reasons for discomfort and elements that mediate and enable pupil involvement. This is the chance for this project to shine.

2.4 Threats

- Difficulty in seeding in groups to reach the target audience, (due to sensitive topics and depends on social media platforms's community guidelines such as TikTok or Facebook,...)
- Due to the impact of the pandemic affecting the content production process, outdoor content is way risky, it is difficult to diversify content to produce,...
- Because of Vietnam's different customs and culture, it is easy to encounter criticism or controversy in the community.

3. Research & target audiences's insight

To further understand the target audiences' insight, in 2021, Van Dac Phuc conducted its study of "Understanding the state of civilized sexual awareness for ages 18 to 40 in Vietnam, 2021", a qualitative and a quantitative study. This study comprises 02

quantitative surveys and 3 qualitative studies for people 18 - 30 years old; 2 quantitative surveys and 1 qualitative study for people 30 - 40 years old.

Due to the campaign's boundary and COVID-19, we can only do everything online to research, interview and analyse targeted audiences' insights. The sample size for the quantitative study is 630 people. The sample size for the qualitative study is 8 people.

3.1 Research target audiences's insight via qualitative study

Based on in-depth interviews with 8 people 18 - 40 years old, we have drawn important conclusions about their view about civilized sexual include sex education, relationships, and sexual behavior in relationships,... Beside that, we know about reasons of why they don't have right way to approach sex.

Admittedly, at this point, premarital sex is no longer a strange story but has become part of the relationship between young people. However, they are not really ready for sex as they think. They do not fully understand the risks in relationships, sex and how to avoid them, and ways to manage their relationships. Sex to them is merely lust.

The first reason why they don't have enough knowledge about sex is because sex education is a new topic in our country. Around this issue, the view that sex education should be considered an independent educational content in schools is still controversial. Since the late 80s (of the 20th century), sex education has been included in the experimental curriculum in 17 provinces and cities nationwide. However, the content of knowledge focuses mainly on the contents of the anatomy and physiology of the body, not to mention the relationship between the sexes, sexual issues and sexual relations.

Secondly, in our country today, sex education in the family is less interested by parents. Parents and elders themselves also lack information about sex education, so they are not fully aware of the role of this educational content. Therefore, they do not care or have many difficulties in educating their children. They are not instructed or guided with the minimum knowledge and understanding of gender. Parents try to avoid discussing these issues with their children for as long as possible. Parents are concerned that their children may be exposed at an early age. They wait for their children to ask them before they think about whether it is necessary to tell them.

Thus, the child from a young age has not received sex education, education on how to behave in relationships, ... fully and seriously. When they reach puberty, they start to become curious and watch videos about sex. And when growing up, entering adulthood, sex stories are "Dễ đùa khó nói" issues.

In fact, many survey respondents said that they were also taught sex by their parents from 14 -16 age. However, they admit that such knowledge is not enough and they wish they knew more, by convenient way.

3.2 Research target audiences's insight via quantitative survey

Through a quantitative survey, we focus on researching the status, perception and perspective of 18-40 year old customers in civilized sex to build content for campaign activities and research the social media channels, behavior, and platforms preferred by this group of people to determine how campaign activities will be implemented.

3.2.1 People 18 - 40's awareness about civilized sex

Indicators	18 - 30 (n=315), %	30 - 40 (n=315), %	Overall (n=630), %
Sex education should be given to people over 14 years old	100	100	100
Fully factor of sex education	23.3	30.6	27
Result of not have sex educate (self-conscious, conflict in relationship, Unintended pregnancies,...)	42,9	50	46.5

Table 1 - People 18 - 40's awareness about sex education and the important of sex education

Giáo dục giới tính gồm

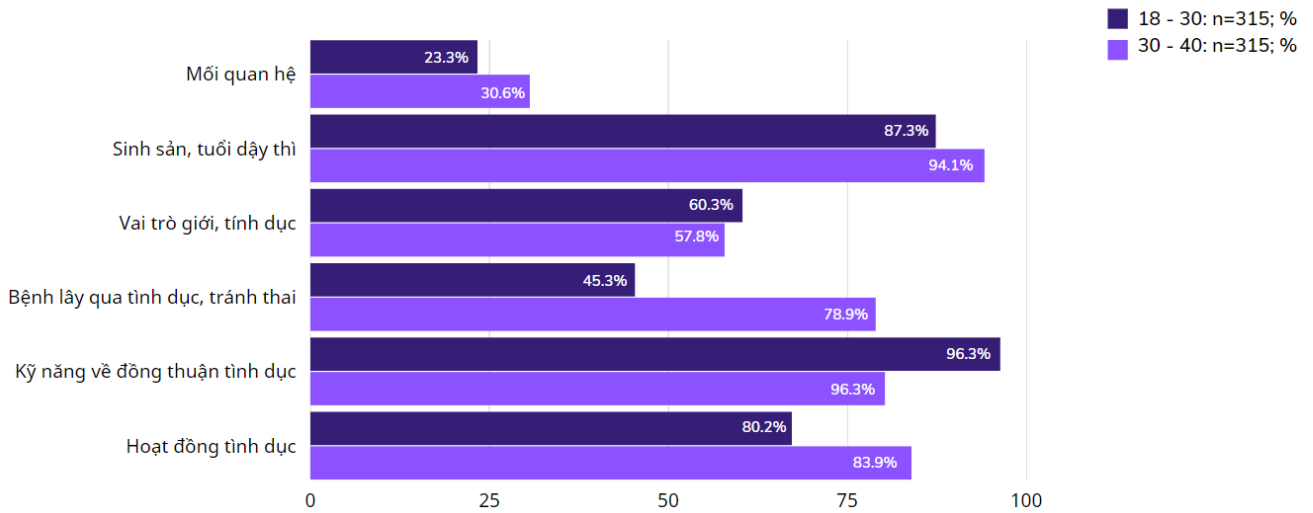


Figure 6 - Survey on sex education knowledge from 18-40

Hậu quả của thiếu giáo dục giới tính

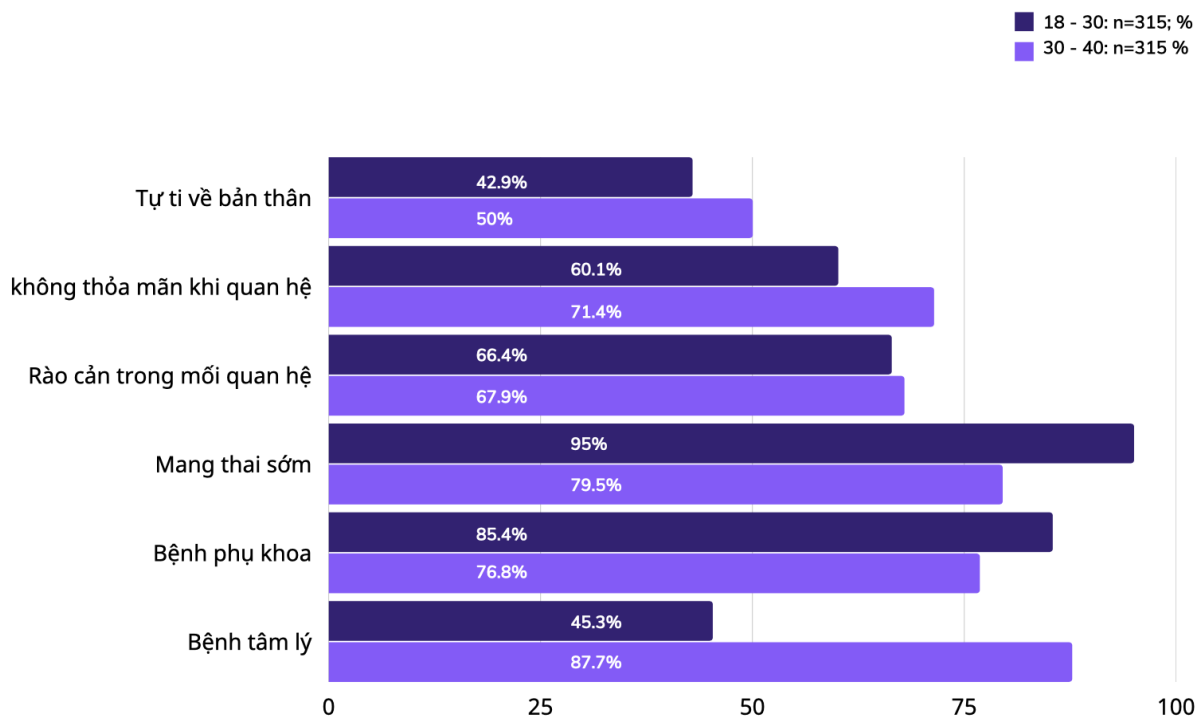


Figure 7 - Survey on consequences of lack of sex education

Of the 630 study participants, 100% of them knew that those over 14 years of age needed education. More than 27% know all the issues and knowledge in sex education. More than 45% of them are not fully aware of the consequences of not having adequate and serious sex education. They believe that "self-esteem in body when compared to movies", "negative effect on romantic relationships" is not a consequence of lack of sex education.

Indicators	18 - 30 (n=315), %	30 - 40 (n=315), %	Overall (n=630), %
Having sex is one thing important in romance relationship	66,7	80	73.35
Important of agreement about having sex	40	50.3	45.15
Factors of agreement about having sex	72.3	60.5	66.4

Table 2 - People 18 - 40's awareness about sex agreement

Chỉ nên quan hệ tình dục khi

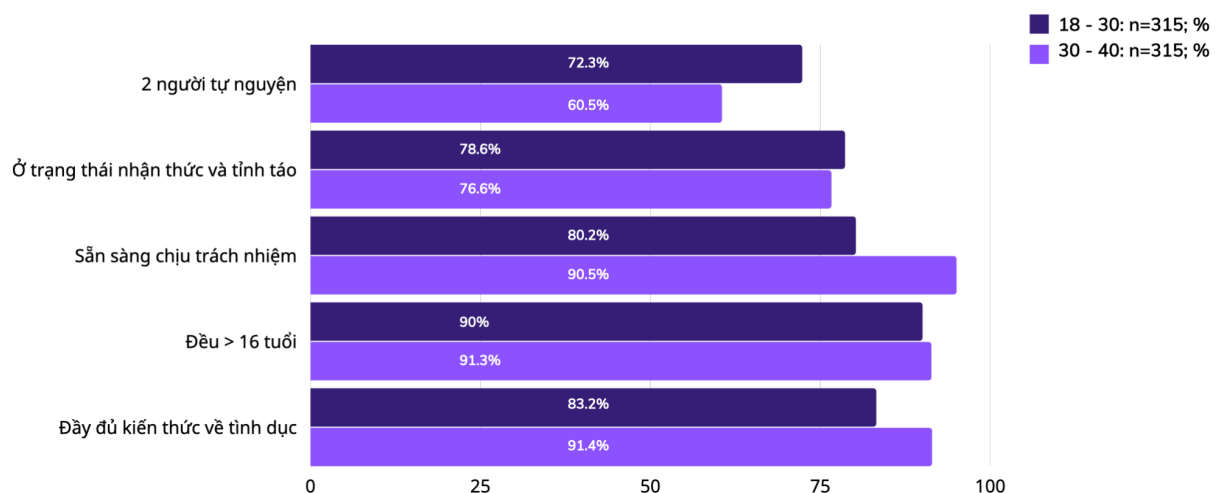


Figure 8 - Survey about when to have sex

People 18 - 40' were still unaware enough of the important of agreement about having sex. More than 33.6% of them agree having sex when their partner want, event if they don't want.

Indicators	18 - 30 (n=315), %	30 - 40 (n=315), %	Overall (n=630), %
Influence from people around (parent, grandparent,...)	79.8	83.9	81.9
Not ready enough	15.2	65.7	40.45
Keep virginity until the wedding night	81.6	83.2	82.4

Table 3 - People 18 - 40's opinion about shouldn't having sex before getting marry

Indicators	18 - 30 (n=315), %	30 - 40 (n=315), %	Overall (n=630), %
Level of harmony in having sex	50.7	74.7	62.7
Influence from people around (parent, grandparent, friend)	78.2	66.8	72.5
Needs	60.8	55,7	58.3

Table 4 - People 18 - 40's opinion about should having sex before getting marry

Young people today are greatly influenced by the people around them. Those who think that pre-marital sex should not be pre-marital say that they are influenced by their parents through stories of abortion and retribution, are suspicious of neighbors, etc.

Those who believe that premarital sex should be considered Their friends around them have sex, so they will do the same to not lose to their friends. Both of these groups of people are influenced by KOL through mass media.

3.2.2 The current status about having sex of people 18 - 40 years old in Vietnam

- **Status about having sex for the first time in Vietnam**

The average age of having sex for the first time in Vietnam is 19.7 years, lower than many countries in the region such as China (22.1 years old), Thailand (20.5 years old), Singapore (22 years old), and Singapore (22.8 years old), Malaysia (23 years old) (Durex, 2016).

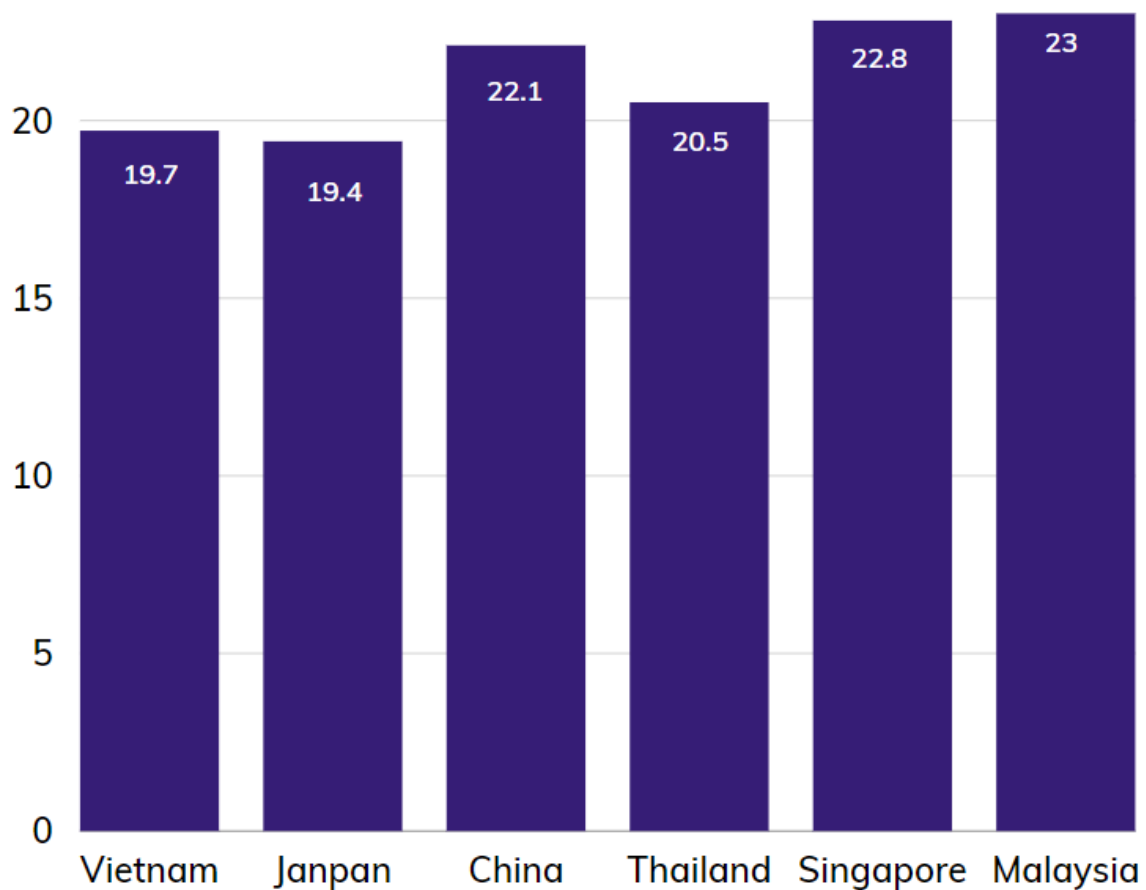


Figure 9 - Age at first sex in Vietnam compared to other countries in the region according to survey (Durex,2016)

- **Status about using condom when having sex for the first time in Vietnam (National Report on Vietnamese Youth, 2010)**

For many young people, being open to sex is simply sex, instinct. Meanwhile, safe sex with skills, awareness and knowledge is left open. Below is a table of data on the actual usage of condom usage in Vietnam.

The percentage of women using condoms for the first time having sex is significantly lower than that of men (14.5% vs 36.5%), Urban youth have a high rate of using condoms. in the first sexual intercourse is higher than that of rural youth. A good sign is that in the younger age group (aged 16-19 years), this rate is higher than in the older youth group (20-24 years old) indicating an improvement in sexual relations practices. safe education among younger age groups.

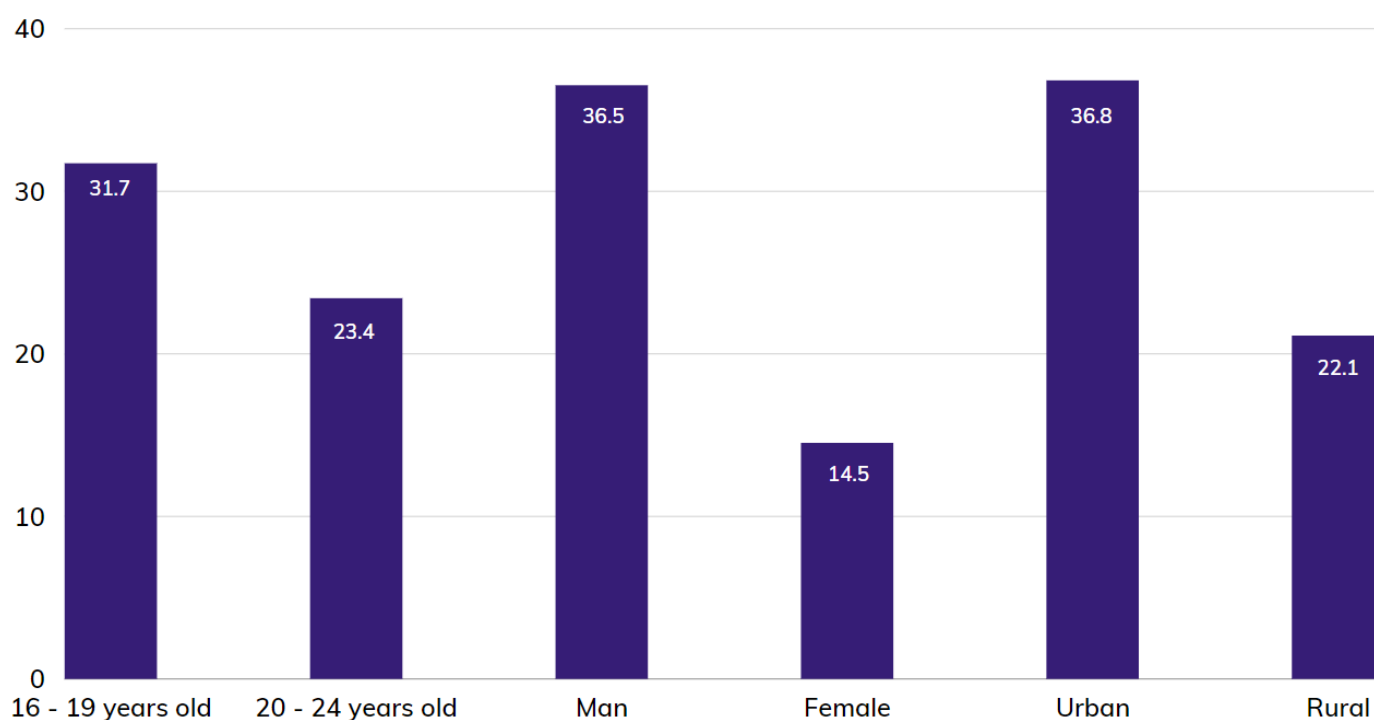


Table 5 - Percentage of using condom during first sex

Mean age of first sexual intercourse for the entire sample is 18.1 years old (18.2 for men and 18.0 for women). The age of first sex in rural areas is 18.0 years old, slightly earlier than the youth in urban areas (urban youth have the age of first sex at 18.4 years). Ethnic youth minorities also have an earlier age of first sexual intercourse than Kinh youth or Hoa is a little bit (17.9 years old among ethnic minorities compared to 18.1 years old among young people Kinh or Hoa).

- **Status about access to information about sex and contraception of group 18 - 30 years old (National Report on Vietnamese Youth, 2010)**

7.0% of respondents said they had not heard about this topic from any source. The mass media including TV, radio, books, magazines, leaflets and even the local loudspeaker system are the most important sources of information on this topic for young people. Other important sources of information include teachers and schools (19.0%), friends or lovers (18.0%), health care workers or the population (14.0%). Counselling centres or youth clubs are only one source of information on pregnancy and family planning for a group of children, a very small portion of adolescents.

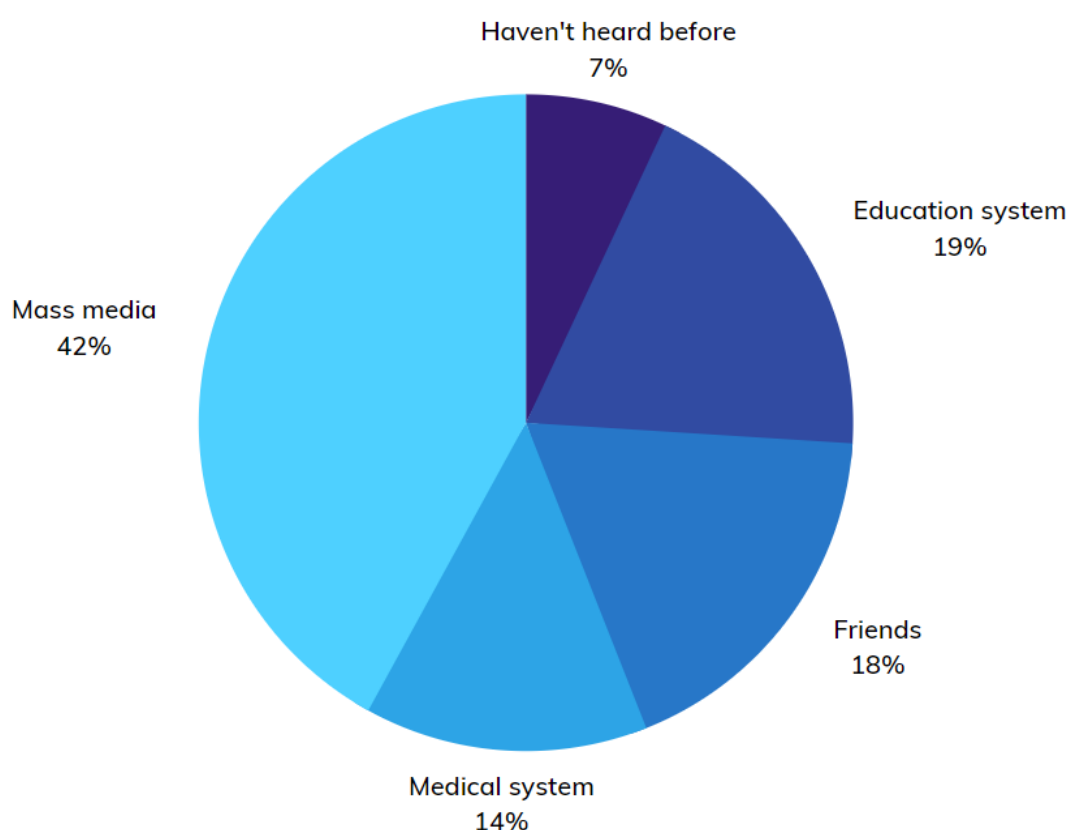


Figure 10 - Channels to access information about sex of Vietnamese youth

- **Status about access to information about Parents' concerns about sex education for their children**

61.6% of parents' families find it necessary to discuss gender issues with their children. Considering the relationship between men and women, 56.6% of fathers and 64.3% of mothers think it is necessary to discuss this issue. Parents also use indirect methods.

22% of respondents, including 20.5% of fathers and 24.2% of mothers, think that only sex, sex and reproductive health education is needed, saying that buying books and newspapers for them to self-study, does not need to be given. exchange or talk directly with them about the above issues. 30% of parents admit that they feel they are not knowledgeable enough to be able to teach their children about sex adequately. (Project "Educating children in families in urban today", 2006)

The World Health Organization (WHO) ranks Vietnam in the list of five countries with the highest abortion rate in the world and the country with the highest abortion rate in Asia. 67% of young people aged 15-24 have had sex before marriage, but only 25% agree with this and only 15% are comfortable discussing sex with doctors, parents, even mates (UNICEF, 2016).

Conclusion:

- 30% people don't know that management relationship is one part of Sex Edu. 45.1% know important of agreement about having sex. In factor of agreement, the issue both 2 people agree is of little concern; 50% of group 30 - 40; 42.9% of group 18 - 30 aren't proud of their body, they compare themselves with actors on XXX movie and social media. => Campaign will focus on management relationship (sex, communicate,...) and improve themselves.
- Group of people aged 18-30 today are comfortable having sex, but are afraid to mention this issue to those around them such as parents, doctors, etc. They do not have enough knowledge about sex leading to many risks. => Mass media, KOL and Word of mouth are 2 easy ways to approach a target audience.

3.2.3 The social media platforms preferred by people by people around 18-40 years old

47% of teenagers heard about pregnancy or family planning through various sources of information, such as social media, TV, radio, books, magazines, leaflets, local loudspeaker systems. Other important sources of information include teachers and schools (19%), friends or lovers (18%), health care workers or the population (14%). Counselling centres or youth clubs are only a source of information on pregnancy and family planning for a very small percentage of adolescents (2%) (United Nations Population Fund Vietnam, 2016).

Among the most used social networking applications in Vietnam, TikTok ranks 6th with a rate of 47.6% (or about 34.2 million users), behind familiar applications are: YouTube

(92%), Facebook (91.7%), Zalo (76.5%), Facebook Messenger (75.8%) and Instagram (53.5%). However, if you consider the download rating in Vietnam, TikTok ranks number 1. (We're social, 2022).

Facebook and Youtube are two platforms that have appeared in Vietnam for a long time (Youtube - 2003, Facebook - 2010). Spotify and TikTok are more popular in Vietnam.

Launched in Vietnam at the end of February 2022, Reels is an exciting update of the Facebook platform. With features similar to TikTok and also offer more editing and sharing features, including allowing users to “remix” others’ videos to add their own commentary, Reel is a potential platform with our target audience. “Reels is already our fastest growing content format by far, and today we’re making it available to everyone on Facebook globally,” Meta CEO Mark Zuckerberg.

Indicators	18 - 30 (n=315), %	30 - 40 (n=315), %	Overall (n=630), %
Facebook	100	100	100
TikTok	76.4	44.9	60.7
Youtube	87.3	83.1	85.2
Spotify	23.3	18.4	20.9

Table 6 - Social media used by people 18-40 years old (people)

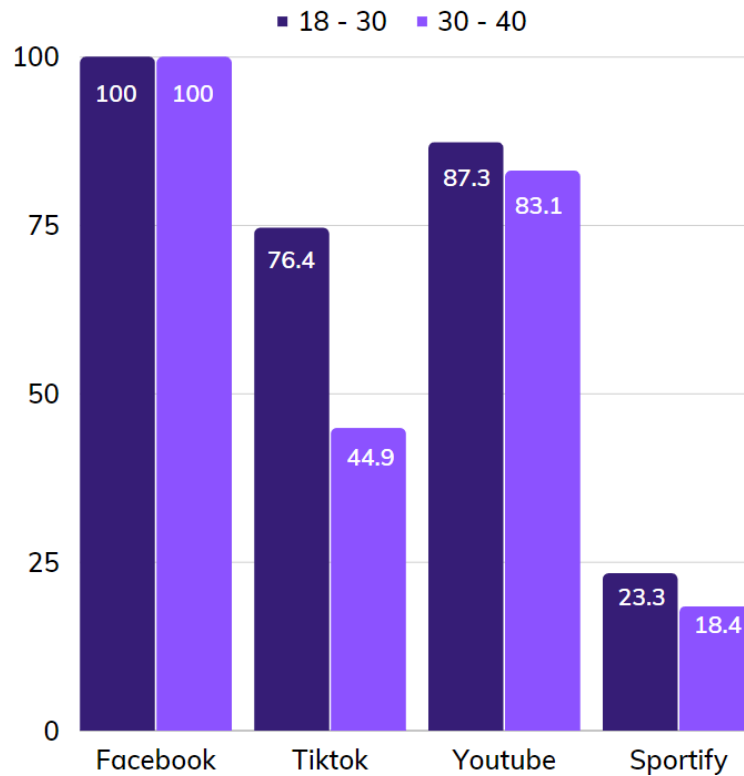


Figure 11 - Social media used by people 18-40 years old (percent)

Students use a variety of social networking sites. Facebook (100%) and Youtube (85.2%) are the two most popular social media platforms among this group. People 18 - 30 years old tend to use TikTok (76.4%)

Conclusion:

- Facebook and Youtube are the two most popular social media platforms among 18 - 40 years old.
- TikTok is a remarkable platform with a group of 18 - 30 years old.

Proposal:

- Providing correct and sufficient knowledge about sex education for group 18 - 40, is the foundation of civilized sex, building a civilized society.
- Use 3 main communication channels: Facebook, TikTok and Youtube.

- Using mass media, word of mouth, KOL.
- Using a humorous and academic style.

II. PROJECT PLANNING

1. The proposed project

1.1 Goals - Objective

1.1.1 Goals

- Reach and Provide useful information about civilized sex to a large number of young and middle-aged people (people in their sexually active years)
- Towards changes in awareness about civilized sex (include: sex education, safe sex, relationship management)
- Since the process of changing public perception is a long-term process, it is necessary to build social communication channels (owned media) to serve long-term benefits.

1.1.2 S.M.A.R.T Objective

Campaign **Communication campaign to raise civilized sexual awareness for ages 18 to 40 of Van Dac Phuc company** has set the following objectives for the project activities:

- Set the campaign objective to reach at least 5 million people.
- Increase the awareness of the target group by at least 20%
- Build at least 2 actively owned media channels, with 10k followers and 1 million views for each channel.

1.2 Targeting

This campaign towards two target audience groups:

- Main target audience: people who are married from 30-40 years old and have many problems with sex and marital happiness.
- Secondary target audience: Young people tend to explore and learn about civilized sex.

	Main target audience	Secondary target audience
Demographic		
Gender	Male & Female	Male & Female
Age	30 - 40	18-30
Education	Graduated from high school, university	Graduated from high school, university
Geographical location		
City	Hanoi, Ho Chi Minh city, some big city, countryside	Hanoi, Ho Chi Minh city
Psychology		
Personality	Grumpy Don't like to share Quiet	Friendly Sociable Openness
Hobby	+ spend a lot of time at work + watch sex education programs	+ learn and explore the body + watch documentaries about sex

	+ enjoy having an abundant sex life	education + like to be alone and have a closed life.
Pain point	+ Husband and wife have instability in marriage and sex life + Physiological changes can result in deviant, uncontrollable behaviour. + There are no correct perceptions about civilized sex	+ Obsessed with seeing hot scenes on television, movies. even caught adults making intimate gestures + Realize that having sex is very normal, making the psyche become dependent on it + Don't want to get into trouble or become a victim of sexual harassment
Touch point	+ Activities on Social media + KOLs	+ Activities on Social media + KOLs
Communication channels usage behaviour	+For after-hours use only. Most use from 20-23 hours +Use a lot of traditional social channels like facebook, zalo	+ Communication channels are most commonly used the time spans all day, not fixed + Commonly used media channels include Facebook, Youtube, TikTok, Spotify.
	Purpose of using communication channels: + Entertainment: Watching game show, fast news + Study: Talkshow.	Purpose of using communication channels: + Entertainment: Watching mini gameshow + Study: Talkshow. + Personal branding: Post picture,

		status, video on social media.
Objects that have an impact	+ Friend + Social + Partner	+ Family + Experts +Idols, youth KOLs, social networks

Table 7 - Comparison table of 2 target audience

1.3 Campaign message

Tagline: “Sống văn hóa, yêu văn minh, làm tình có trách nhiệm” (Live by culture, love with civilized mind, make love with responsibility)

Key Message: For an increasingly civilized society, safe sex and healthy relationships, we provide helpful information to help our clients achieve complete happiness.

Hashtag: #Hangostara #Jennylela #Cuongfuman #GapvaGo #LustnTrust #LearnonTikTok #Vandacphuc #giaoducgioitinh #sexeducation

1.4 Strategy and tactics

1.4.1 Communication strategy

- Build owned Media relies on social networking platforms to be proactive and control information, creating long-term, low-cost communication channels
- Produce a variety of content to influence groups of young and middle-aged audiences, both indifferent and interested.
- Building brands, creating civilized sex KOLs, influencing the community

1.4.2 Communication tactics

- Produce more content types: video, image, text,... to spread the message to the target audience. To be more specific about the type of message expressed in text, photos, video..., we focus on sharing articles, posts, memes, polls, stories,... in a private group on the facebook platform.
- For short video content, we post it on facebook reels and TikTok; Long videos posted on YouTube and Facebook platforms. These are channels that have a lot of followers, are relevant to the target audience, and have a lot of interaction.

Combining with creating cooperative communication campaign to raise civilized sexual awareness for ages 18 to 40 of Van Dac Phuc Company.

- Build 2 TikTok, 2 Reels channels with 2 separate content. Develop content in existing facebook groups to keep interaction with followers. deploy more content of talks with experts, and new platforms like Spotify.

1.5 Media channel

- Based on the team tactics above, we preferred to use Van Dac Phuc (VDP) owned channels including: Facebook (Fanpage, Reels, Group), TikTok, YouTube.
- We could manage comments or posts from users to hide or delete sensitive content which leads to violating social media's policy and community standards.
- Besides, using owned media saves us time and money to maintain channels or from waiting to get posts or comments acceptance from other pages' censors.
- With a huge number of old members, our owned media with modernized content involves with civilized sex, these channels gain attraction from new waves of social media's users and they are supporting us to get closer to our success.

1.5.1. Owned media

Group Facebook - Dễ đùa khó nói

Using Facebook Group “Dễ đùa khó nói” to upload stories, questions about sex life, make poll for members to select, discuss about unspeakable content anonymously.

Link Group Facebook - Dễ đùa khó nói: [Click here](#)

Facebook Reels - Jenny Lê La

The new field of Facebook is Reels where users could upload their short videos on this field to share and reach the high number of Facebook users.

Link Facebook Reels: [Click here](#)

TikTok - Hằng Ostara (or Jenny Lê La)

Running parallel to Facebook Reels is platform TikTok - where users could create or use the sounds of others to make their own short videos more viral. We have a TikTok account named Hằng Ostara (or Jenny Lê La) so that people could find us easier.

Link TikTok Hằng Ostara (or Jenny Lê La): [Click here](#)

Fanpage Facebook - Hằng Ostara

This is a fanpage of Sam Minh Hang, use only for uploading contents from “GẶP & GỖ” series.

Link Fanpage Hằng Ostara: [Click here](#)

Youtube - Hằng Ostara

YouTube is a popular video sharing platform where users can upload or download videos to their computer or phone and share video clips. In this campaign, Youtube Hằng Ostara is being used to upload series “GẶP VÀ GỖ” starring by Hằng Ostara and Cường Fuman.

Link Youtube Hằng Ostara: [Click here](#)

Facebook Reels - Ngô Quang Cường

The new field of Facebook is Reels where users could upload their short videos on this field to share and reach the high number of Facebook users. This field has only appeared on Facebook Vietnam since the beginning of February, 2022. However, we suggested KOL Ngo Quang Cuong to reupload videos from his TikTok to follow this new path.

Link Facebook reels Cuong Fuman: [Click here](#)

TikTok - Cường Fuman

According to the Internet, TikTok hosts a variety of short-form user videos, from genres like pranks, stunts, tricks, jokes, dance, and entertainment with durations from 15 seconds to ten minutes. We figured out that short videos that make people laugh are the most important when everyone is too busy and stressful in their life. So Mr. Cuong went for the comedy genre and appealed to people's attention.

Link TikTok Cuong Fuman: [Click here](#)

YouTube - Lust & Trust

To be effective in approaching audiences, we sat down and thought about using music and images to attract people. With that amazing idea, LUST & TRUST was born and we have invited guests to share their sex life stories.

Link YouTube Lust & Trust: [Click here](#)

Spotify - Hằng Ostara

An audio platform which sorts audios to different genres, so our stories are easier to approach listeners when they are asleep. Our team and Ms.Hằng have decided to put our “pillow talk” on Spotify to increase people’s awareness.

Link Spotify Hằng Ostara: [Click here](#)

Objective “Hằng Ostara” and “Cường Fuman” on TikTok

- Increase the number of subscribe on TikTok Hangostara by 10,000 in 3 months (January 28, 2022 - April 1, 2022).
- Increase the number of like on TikTok Hangostara by 30,000 in 3 months (January 28, 2022 - April 1, 2022).
- Increase the number of subscribe on TikTok Cuong Fuman by 10,000 in 3 months (February 3, 2022 - February 23, 2022).

Increase personal Facebook followers of “Jenny Lê La”

- Increase the number of follow on Facebook by 10,000 in 3 months

Build content for group “Để đùa khó nói” on Facebook

- 200-500 interactions on a post.
- Build 4 different content routes to keep the group engaged.

Mini Gameshow for survey evaluation for the campaign

- 5 game shows with KOLs (18-25).
- 100 comments for mini-game shows in 1 week.
- Build a talk show “Gặp và Gỡ” on Youtube
- Produce 1 show a week with a random content of sex (30-40).

NOTE: All data must be organic.

1.5.2. Paid media

Public relation

Sầm Minh Hằng is an experienced influencer in sex life stories. She opened online courses to teach women how to become a self-care person who does not need a man in her own life. Ms. Hằng did not stand at that sex field only, she is the chief officer of Labotany - a company specializing in providing products from star anise. In the first week of April, 2022, Sầm Minh Hằng was on the first page of an online newspaper TheLeader.vn and her image received many views and likes on that post.

1.5.3. Earned media

Fuman staff's Facebook page

With the mission of public contents which are involved with sex stories, the employees and our team has shared posts and online courses by Hằng Ostara. We were sharing posts using our personal Facebook accounts.

Word of mouth

Using word of mouth to reach the target audience directly was a nice move when we explained our project to parents and friends. We also meet people on the streets and send them a link to our project through their smartphones, let them scan QR code and note down the date of the show's publication. This was an outstanding way to share the project and help people improve the recognition of definition of civilized sex.

1.5.4 KOLs

In LUST & TRUST series we invited 2 hot TikTokers Trương Nhật (@truongnhat912) and Lưu Ly (@lyxinhxinh) to share contents to their own TikTok page and get natural reach from their fans.

1.6 Estimates budgets for entire campaign

Item	Description	Unit	Quantity	Total (VND)
1	Backdrop	1.600.000	1	1.600.000
2	Purple and Blue LED lights (same price 100.000/each)	200.000	2	400.000
2	Snacks	200.000	1	200.000
3	Camera tripod stands(CTS) and Camera	CTS: 200.000 Camera: 500.000	(CTS) 1 200.000 (Camera) 1 500.000	700.000
4	Bonus for KOLs	500.000	4	2.000.000
5	Gifts	250.000	4	1.000.000
6	Outsource TikTok production	15.000.000	1	15.000.000
7	Book TheLeader.vn	2.500.000	1	2.500.000
8	Run TikTok ads in about 40 days (15/01/2022 to 08/03/2022)	35.000.000	1	35.000.000
9	Run Facebook ads , Youtube ads in about 40 days (15/01/2022 to	25.000.000	1	25.000.000

	08/03/2022)			
	TOTAL (VND) (included 10% VAT)			83.400.000

Table 8- Table of Estimates budgets for entire campaign

2. Risk management

Type of risk	Describe	Level	Solution
Personal Reason	KOLs couldn't come to record the day due to inevitable reasons (missed the flight, got wrecked...)	High	- Before that, try to invite another KOL. We need the light of famous people and they are good influencers to persuade audiences.
	Team member did not show up and set up	High	- Team leader will be the one who set up lights, sounds, images, and contact with other members to see if any of them could come and give him a hand.
Contents	Non-scripted video	Medium	<p>Clearly identify the person responsible, the source of each piece of content.</p> <p>- Always be prepared to copy the contents to at least 3 storage devices (USB, hard drive)</p> <p>- Review the content and give more additions for the videos.</p>
Contents	Audience comments via TikTok and other social media	Medium	- There should be at least 3 editors taking turns filtering the content of comments and removing bad

	expresses their negative emotions and give terrible reviews to video content		<p>comments.</p> <ul style="list-style-type: none"> - Fix the list of content which is about to record with and see if there are any changes in people's feelings.
Technical	Accidentally drop the cameras or the phone and break them.	High	<ul style="list-style-type: none"> - First, the one who broke has to fix the device. - Second, the team would go outside and try to hire a camera or a phone to back-up the work that is still going on.
	Equipment in the Internet infrastructure has failed.	High	<ul style="list-style-type: none"> - Prepare the portable internet transmitter.
	Sound problem (too loud or the RODE microphone stop working)	Medium	<ul style="list-style-type: none"> - Re-check the sound system before uploading videos. Use other software to reduce environment noises from the videos.

Table 9 - Risk management of personal and technical reasons.

NO.3 PRODUCTION EXECUTION

I. OVERVIEW

1. Timeline

Details		2021					2022																
		Dec				Jan					Feb				Mar				Apr				Task Owner
Weeks	Mondays in each month	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	
1 Planning	Idea and planning	Idea & Plannin																					All
	Pre-production TikTok					Pre prod TikTok																	All
	Goal setting					Goal setting																	Hà
	Work Breakdown	Work Breakdown																					All
	Budget	Budget																					Giang, Duy
	Communication Plan					Communication plan																	All
	Risk management					Risk																	Long
2 Facebook	Group Dễ đùa khó nói					Group dễ đùa khó nói																	Giang, Long, Hà, Duy
	Fuman-Tính dục văn minh					Fanpage Fuman - Tính dục văn minh																	Long
	Ngô Quang Cường Reels															Ngô Quang Cường							All
	Jenny lê la Reels															Jenny Lê La Reels							Long
3 Youtube	Lust n Trust					Lust n Trust													All				
	Gặp & Gỡ					Gặp & Gỡ														All			
4 Spotify	The Pillow Talk																						Hang Ostara, All
5 TikTok	Cường Fuman										Cường Fuman								All				
	Hằng Ostara										Hằng Ostara										All		
6 Project Close	Postmortem														Postmortem				All				
	Report														Report				All				

Table 10 - Project timeline

2. Budget (Actual)

Item	Description	Unit (VND)	Quantity	Total (VND)
1	Backdrop	1.600.000	1	1.600.000
2	Purple and Blue LED lights (same price 100.000/each)	200.000	2	400.000

2	Snacks	200.000	2	400.000
3	Rent camera tripod stands(CTS) and camera	CTS: 200.000 Camera: 500.000	(CTS) 2 400.000 (Camera) 2 1.000.000	1.400.000
4	Bonus for KOLs	500.000	4	2.000.000
5	Gifts	250.000	4	1.000.000
6	Outsource TikTok production of Cuong Fuman	15.000.000	1	15.000.000
7	Book TheLeader.vn	1.850.000	1	1.850.000
	TOTAL (VND) (included 10% VAT)			23.650.000

Table 11 - Actual budget of campaign

We have made an estimated budget for the entire campaign, which was approximately 90 million VND. However, after we received over 1M views on TikTok in around week 3 of January, 2022, we decided not to pay advertising services such as TikTok ads, Facebook ads or even Youtube ads anymore. Comparing the total actual budget to the estimated budget, we are extremely surprised because we have saved about 60 Million VND of ads cost and still made KOL Hằng Ostara's TikTok account viral (about 4M Views, 26.3K Followers and 191.2K Likes in total).

II. COMMUNICATIONS REPORT

1. Overview

Project: Communication campaign to raise civilized sexual awareness for ages 18 to 40 of Van Dac Phuc company.

Duration: 1/1/2022-31/3/2022

Objectives: To gain at least 3 million times of interest on social media.

2. Result

Kênh		Followers	Views	Video (Reels)	Likes
TikTok	Hằng Ostara	26,2k	4,4m		158,5k
	Cường Fuman	2500	420,7k		15.7k
Facebook	Fuman - Tình dục văn minh (videos)	646	2407	10	
	Dễ đùa khó nói	2400			
	Jenny Lê La Reels	15,914	3,6m	35	
	Ngô Quang cường Reels	15,107	8,3m	18	
Youtube	Gặp & Gỡ	121	5780	12	
	Lust & Trust	22	508	2	

Table 12 - Results achieved on multi channels

3. General assessment

Total number of times of interest and comments on the campaign:

(Facebook Group Followers + Facebook Fanpage Followers + Facebook Reels Views + YouTube views and likes + TikTok views, followers, likes): **16.257.663**

The communication campaign has achieved hugely successes, with the goal to raise awareness in civilized sex, has been archived and proved by the media metrics on multiple platforms with a wide range of audience.

III. SOCIAL MEDIA REPORT

1. Lust & Trust

1.1 Overview

Lust and trust is a mini gameshow designed to target young people from 18-25 years old and belongs to Gen Z. This is a type of program with fresh and fun content and concepts, easily accessible to a young audience. Details and how to play are mentioned below. The program is made like a servery to collect opinions and views on civilized sexuality of young people, who belong to the future generation and do not have the same views on sex as the older generations. The program brings new and positive perspectives of young people to partly give good lessons, so that people of the old generation can better understand them.

1.2 Timeline

No	Task name	Duration	Start	End	December 2021				January 2022				Week 1
					Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	
	Lust and Trust	days	25/12/2021	06/02/2022									
	Idea	15 days	25/12/2021	09/01/2022									
	Content pillar		05/01/2022	07/01/2022									
	Draft 1 (content)		05/01/2022	07/01/2022									
	Draft 2 (script)		05/01/2022	07/01/2022									
	Concept		08/01/2022	08/01/2022									
	Hagtag		08/01/2022	08/01/2022									
	Finalize		09/01/2022	09/01/2022									
	Record and video	5 days	10/01/2022	15/01/2022									
	Send script to KOL		10/01/2022	10/01/2022									
	Finalize script		10/01/2022	10/01/2022									
	Set up video		11/01/2022	13/01/2022									
	Receive video		11/01/2022	13/01/2022									
	Edit video		13/01/2022	15/02/2022									
	Check video		14/02/2022	14/02/2022									
	Finalize clip		15/02/2022	15/02/2022									
	On air	14 days	15/01/2022	29/01/2022									
	EP1		15/01/2022	29/01/2022									
	EP2		29/01/2022	06/02/2022									

Table 13 - Timeline mini gameshow Lust and Trust

1.3 About the mini game show

Main content of the program:

- The program will invite two couples to come and participate in a mini game to express the feelings of the two young people as well as the love story of both of you.

How to play:

- The program will prepare a series of 18+ sensitive questions related to GenZ, how is their relationship,... (About 20 questions with increasing difficulty).

- You will have to answer a series of questions that are set out and prepared by the program in a lottery box, they have to randomly draw questions, and on each card there will be a question and the difficulty of the question attached. in the paper (The difficulty on the card will increase gradually from 1 to 3.
- If you cannot answer the question, you will have to drink the number of glasses that match the difficulty of the question randomly. And this person will answer the question, it will be the other's turn to answer, the two of you will answer the question honestly or drink. The program will prepare food for you to be less overwhelmed. You must answer the question honestly or else you will drink, the program will give you a mindset and plan later.
- After the end of program 1, there will be a 2nd pair with the same concept. At the end of the program, the team will give you a takeaway gift and a special Wang hot pot meal.

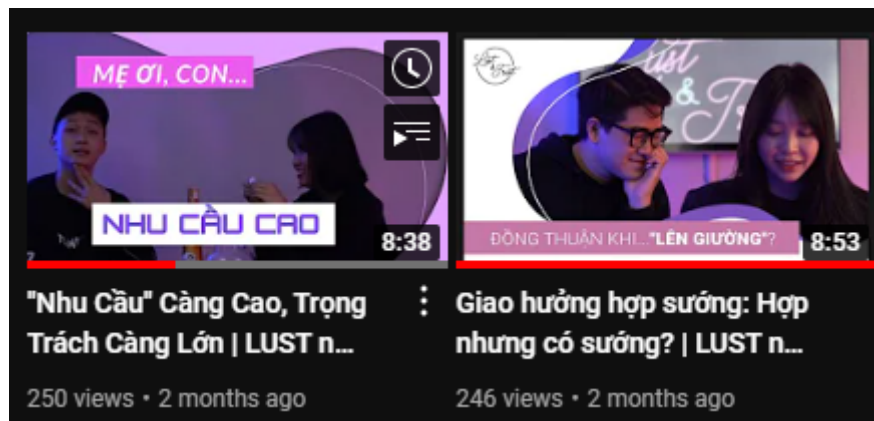


Figure 12- 2 Episode of mini gameshow Lust and Trust

1.4 Content

Question bank demo:

LV1 questions:

(1x) On a 10-point scale, you rate your compatibility in love.

(1x) What do you think of the statement: “sex is cheap, but love is expensive?”

(1x) Who usually pays when dating? (go out to eat, go out, go “dancing”...)

Lv2 questions:

(2x) How do you feel when you know that female friends are more experienced in sex?

(2x) When you have sexual problems (disease/lack of skills/unintended pregnancy), who do you turn to for help (parents, friends, ..) and why?

(2x) If you find out that the other side takes off the condom while having sex, what will you do?

Lv3 questions:

(3x) Have you ever agreed to have sex even though you are not interested? What is usually the reason?

(3x) How was your most memorable relationship? (about place, about time, about satisfaction, about partners, ..)

(3x) Has your current partner ever made you really satisfied?

1.5 Host and guests

Contact	Name	Note
Fb: Click here	Nguyễn Lưu Ly (40,1k Follow / 520.000 Likes)	Guests
Fb: Click here	Trương Minh Nhật (121,5k Follow / 1,9M Likes)	
Fb: Click here	Hung Lee	
Fb: Click here	Mai Anh	
Fb: Click here	Trọng Duy	Host

Table 14 - Information of host and guest

1.6 Estimate budget for entire campaign

BUDGET MINI GAMESHOW						
STT	Nội dung	Đơn vị	Số lượng	Đơn giá (vnđ)	Thành tiền (vnđ)	Note
1	Vải phông đen	cái	1	315,000	315,000	Shopee 133 Hoa Bằng, Cầu Giấy, Hà Nội
4	Filter màu tím	cái	1	200,000	200,000	iCamera Tầng 3, 391 Trường Chinh - HN
5	Filter màu xanh	cái	1	200,000	200,000	
6	Giấy ăn	hộp	1	0	0	sẵn
7	Đĩa	cái	1	0	0	sẵn
8	Cốc	cái	2	0	0	sẵn
9	khô gà (ko cay) - HẾT	túi	2	100,000	200,000	MG mua
10	Tương ớt	chai	1	20,000	20,000	
11	Xúc xích	túi	2	93,000	186,000	
12	Máy ảnh	cái	2	500,000	1,000,000	Số 26 Ngách 71 – Văn Chương 2 Đống Đa – Hà Nội
13	Chân máy	cái	2	200,000	400,000	nt
14	Mặt nạ	cái	2	15,000	30,000	Shopee
15	Phong bì tặng KOLs	cái	1	500,000	500,000	
16	Túi đựng	túi	2	0	0	
17	Phí backup		1	200,000	200,000	
TỔNG					3,251,000	Đã bao gồm 10% VAT

Table 15- Budget of Mini Gameshow [Click here to get more detail](#)

1.7 Risk management

Personnel	
The team is unexpectedly busy	NOPE
Participants have an unusually busy job	Change the order of rotation
Participants are stuck	Depends on the scandal: still invited because the bigger the drama, the easier it goes viral
Machines	
Not enough stuff, broken stuff	Prepare extra, charge before recording

Mic can't record	Check the furniture carefully Minh Giang carries the machine
Power-off	Ask Mr. Long
The furniture has not arrived yet	Come and buy it
Copyrighted music	Contact the artist to apply for copyright or invest in purchasing product copyrights
The media	
Someone is involved in the scandal	
Program to receive bricks	Delete negative comments or rep comments in a subtle way to change the reviewer's opinion.
Being manipulated by public opinion (bullies, imitators, ...)	Depending on the case: + Shelf + Use clone to create virtual comments and push negative comments down
Not achieving enough KPIs	Self plough / buy views buy likes
Video of being beaten with a stick	Create a new channel

Table 16 - Risk Management of Mini gameshow

1.8 Design



Figure 13 - Cover in Youtube of Mini Gameshow



Figure 14 - Avatar in in Youtube of Mini Gameshow & outro of video Mini Gameshow

2. “Gặp & Gỡ” Talk Show

2.1 Overview

The series "Gặp và Gỡ" is jointly organized by Van Dac Phuc company to provide knowledge and bring multi-dimensional perspectives on civilized sex and sexology to

people aged 30-40. ‘Gặp và gỡ’ consists of 8 episodes, lasting from January 1, 2022 to February 26, 2022 and is broadcast on Youtube, Facebook (Fanpage of host). Each video is max 30 minutes long, aired directly every 21 pm on Saturday.

2.2 Timeline

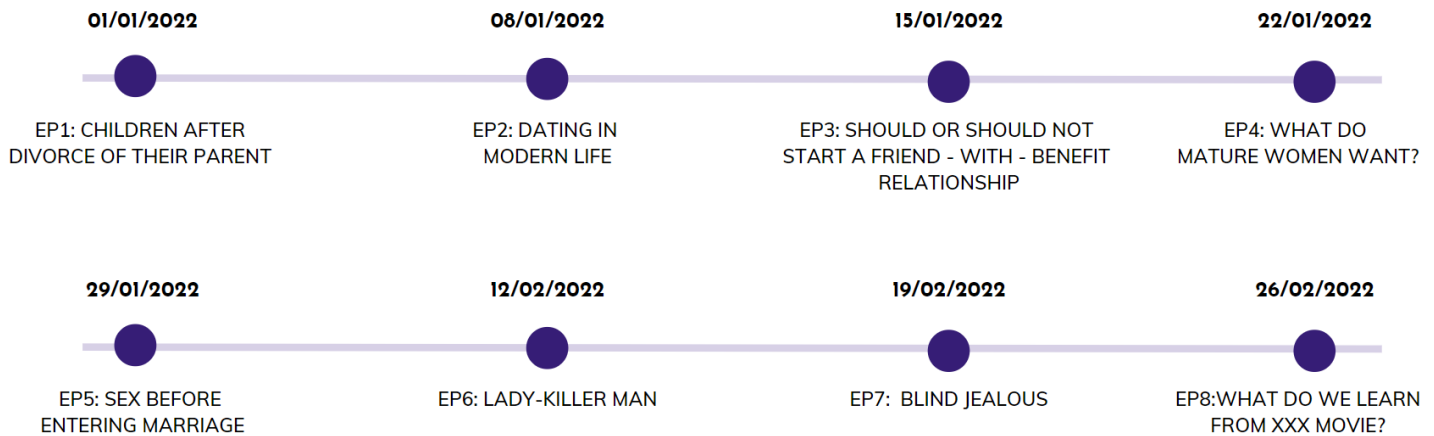


Figure 15 - On air timeline of Talk show “Gặp và Gỡ”

No	Task name	Duration	Start	End	Dec-21				Jan-22				Feb-22			
					Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
2	Gặp và gỡ	74 days	15/12/2021	26/02/2022												
part 1	Idea Youtube	10 days	15/12/2021	25/12/2021												
	Select topic		15/12/2021	16/12/2021												
	Outline		16/12/2021	19/12/2021												
	Draft script		19/12/2021	22/12/2021												
	Concept/ Music		22/12/2021	22/12/2021												
	Finalize		22/12/2021	25/12/2021												
	Record and video	4 days	25/12/2022	29/12/2021												
	Send script to KOL		25/12/2021	25/12/2021												
	Finalize script		25/12/2021	26/12/2021												
	Set up video		26/12/2021	26/12/2021												
	Receive video		26/12/2021	27/12/2021												
	Edit video		27/12/2021	28/12/2021												
	Check video		28/12/2021	29/12/2021												
	Finalize clip		29/12/2021	29/12/2021												
	Idea Youtube	10 days	2/2/2022	12/2/2022												
	Select topic		2/2/2022	3/2/2022												
	Outline		3/2/2022	6/2/2022												
	Draft script		6/2/2022	8/2/2022												

Table 17 - Task timeline of Talk show “Gặp và Gỡ” [Click here to get more detail](#)

2.3 KOL Information

2.3.1 Sầm Minh Hằng



She's known as Hằng Ostara or Jenny Le La. She is the co-founder and deputy CEO of Fuman Trading and Import-Export Joint Stock Company; founder of Lobotomy cinnamon tea. With nearly 15 years of experience in the physiological and psychological health care industry, she is currently teaching courses to help women improve themselves.

Figure 16 - Ms. Sầm Minh Hằng (as known as Hằng Ostara or Jenny Le La)

2.3.2 Ngô Quang Cường



He is the CEO of Fuman Import-Export and Trading Joint Stock Company and the event organisation company Van Dac Phuc. He is the host of the series "Gặp và Gỡ". If the first KOL - Sầm Minh Hằng has many course for woman, Mr Cường has coursed about the way of sexual energy metabolism for man.

Figure 17 - Mr. Ngô Quang Cường

2.3.3 Đinh Thái Sơn



Master Dinh Thai Son is known as the pioneer in the field of “Sexology” training in Vietnam. He has more than 21 years of experience in research and teaching in Sexology in Vietnam and abroad. He is also a familiar guest on VTV television programs, discussing issues related to sex life. He is currently teaching a course on sexology such as 7 days before marriage, sexual energy and leadership,...

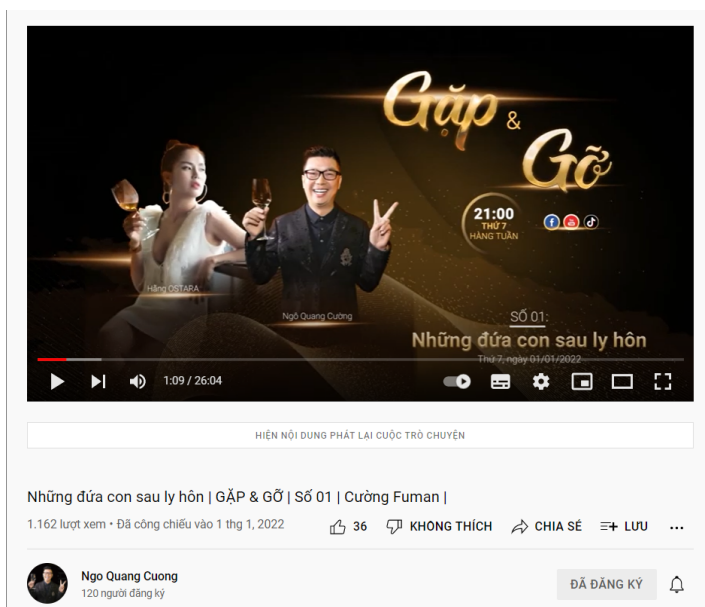
Figure 18 - Mr. Đinh Thái Sơn

2.4. Eight episodes of “Gặp & Gỡ”

2.4.1 “Gặp & Gỡ” Episode 1: Children after divorce of their parents

1.162 view on Youtube KOL Ngô Quang Cường.

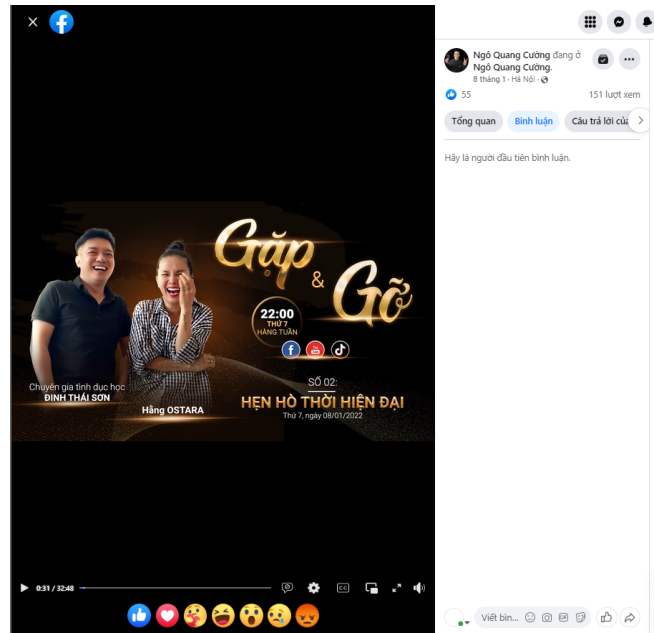
91.000 view on Facebook KOL Ngô Quang Cường.



2.4.2 “Gặp & Gỡ” Episode 2: Dating in modern life

70 view on Youtube KOL Ngô Quang Cường.

151 view on Facebook KOL Ngô Quang Cường.



2.4.3 “Gặp & Gỡ” Episode 3: Should or should not start a friend - with - benefit relationship

1.216 view on Youtube KOL Ngô Quang Cường.

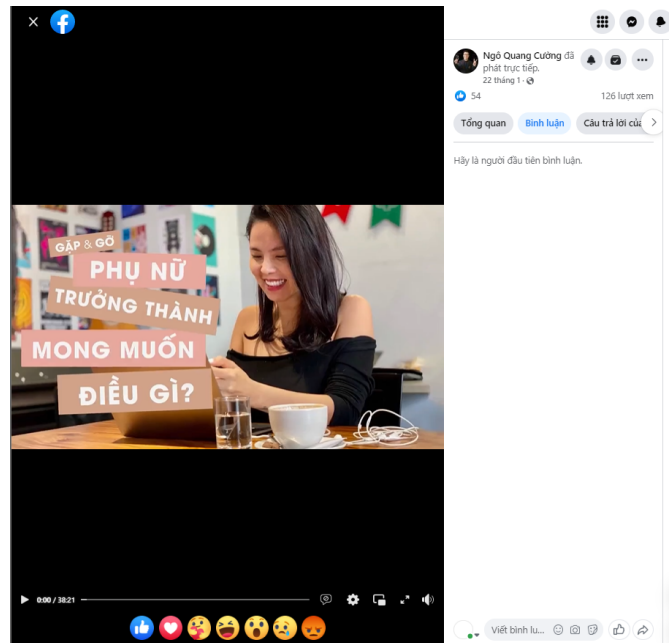
73.000 view on Facebook KOL Ngô Quang Cường.



2.4.4 “Gặp & Gỡ” Episode 4: What do mature women want?

65 views on Youtube KOL Ngô Quang Cường.

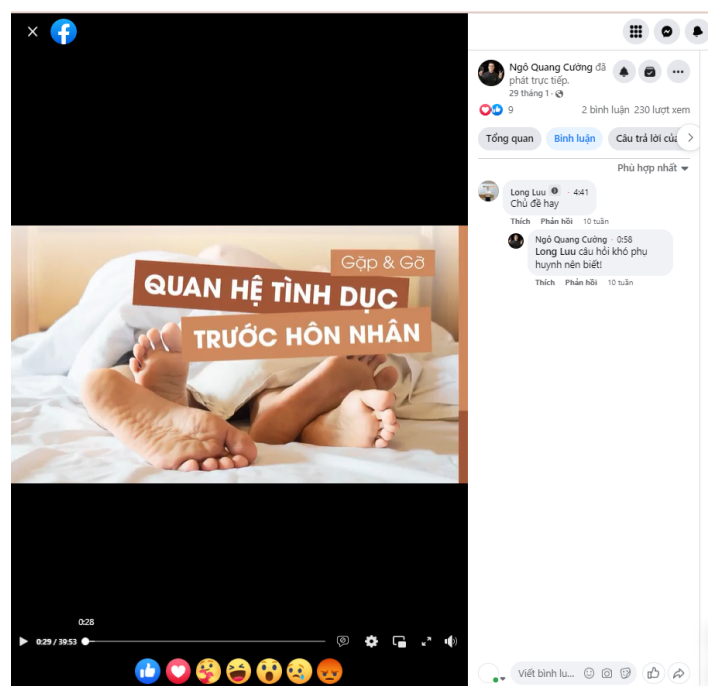
126 views on Facebook KOL Ngô Quang Cường.



2.4.5 “Gặp & Gỡ” Episode 5 : Sex before entering marriage

76 views on Youtube KOL Ngô Quang Cường.

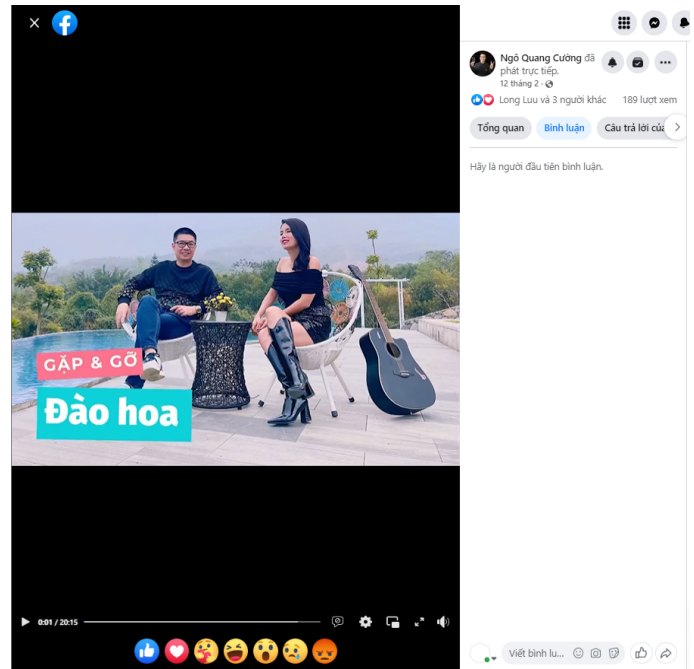
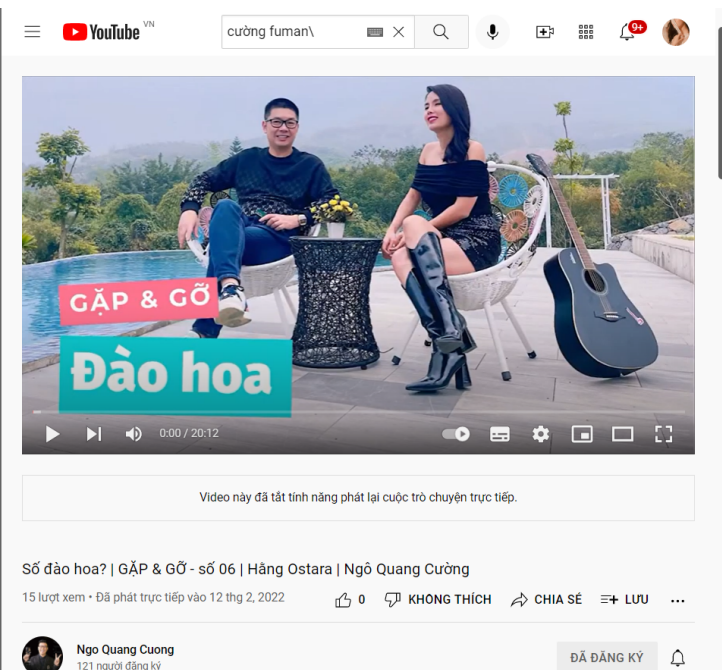
230 views on Facebook KOL Ngô Quang Cường.



2.4.6 “Gặp & Gỡ” Episode 6: Lady-killer man

76 views on Youtube KOL Ngô Quang Cường.

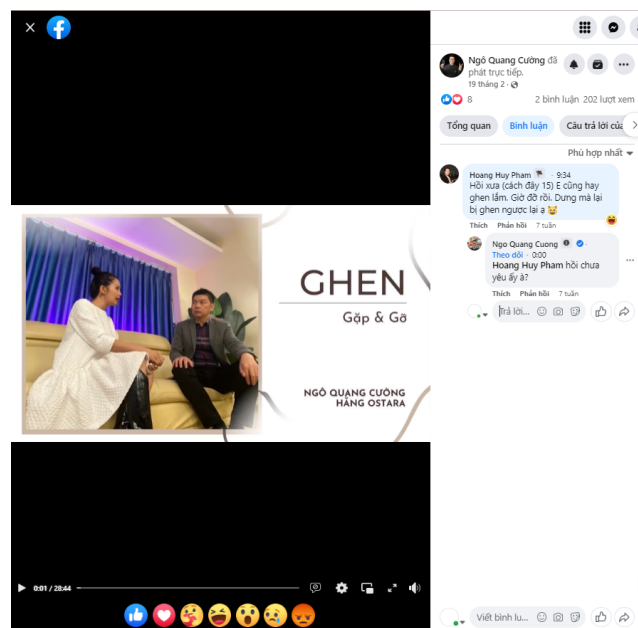
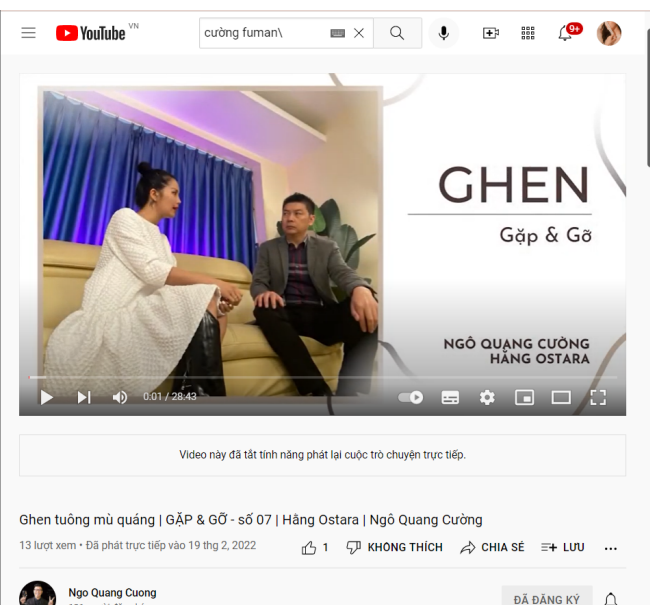
230 views on Facebook KOL Ngô Quang Cường.



2.4.7 “Gặp & Gỡ” Episode 7: Blind jealous

13 views on Youtube KOL Ngô Quang Cường.

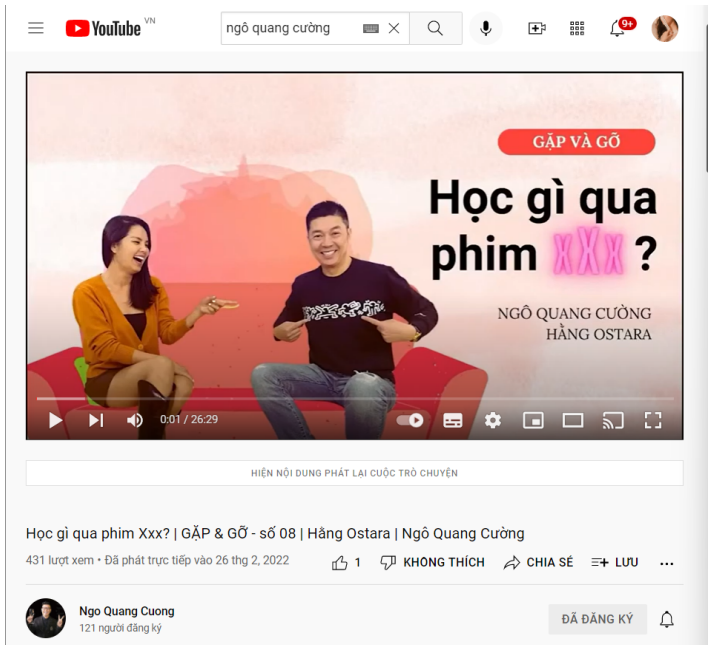
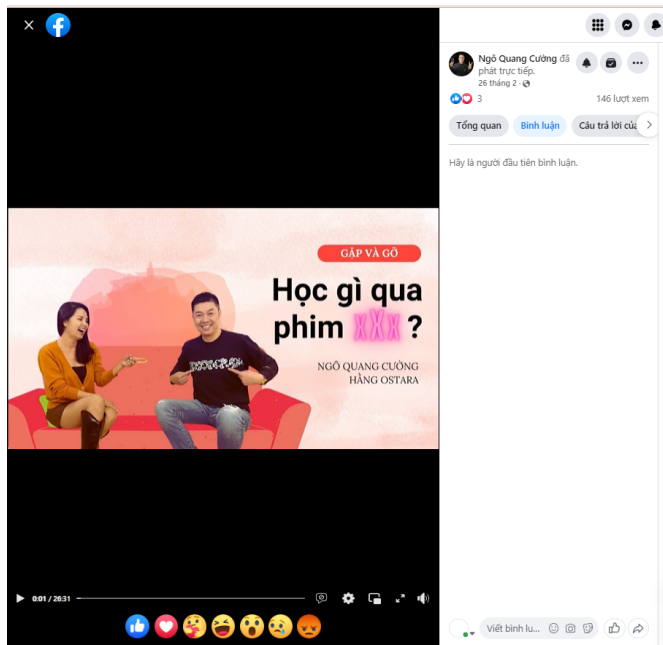
200 views on Facebook KOL Ngô Quang Cường.



2.4.8 “Gặp & Gỡ” Episode 8: What do we learn from XXX movies?

429 view on Youtube KOL Ngô Quang Cường.

146 views on Facebook KOL Ngô Quang Cường.



2.5 Script

KỊCH BẢN

<p>Kịch bản: Những đứa con sau ly hôn</p> <p>Ý nghĩa: Khi bố mẹ có được một cuộc chia tay văn minh thì những đứa con sẽ là những người hưởng lợi nhất. Chúng sẽ không bị các ký ức xấu về cuộc chia tay, sẽ không có cảm giác bị bỏ rơi, và đó là những điều nên làm tuyệt vời nhất.</p> <p>Thể loại: Talkshow, cuộc đối thoại của hai chuyên gia</p> <p>Nhân vật: 2 KOL gồm Ngô Quang Cường (diễn giả) và Hằng Ostara (host)</p> <p>Nội dung tóm tắt: Khi đến với mỗi cuộc hôn nhân, đa phần chúng ta đều không nghĩ đến một ngày ly hôn, nên chúng ta không hề có bất kỳ một kế hoạch nào cho việc này. Được áp dụng mô hình <u>PSSLA</u>, talkshow sẽ là buổi chia sẻ có thời lượng ~25 30' của hai diễn giả về một cuộc ly hôn thành công, cung cấp góc nhìn đa chiều về ly hôn, những tổn thương của những đứa trẻ trong cuộc và cách để giúp các em được phát triển tốt nhất có thể.</p>			
STT	Thời lượng	Nội dung chi tiết	Phân cảnh
1	30s	<p>Đoạn Intro có nhạc nhẹ nhàng</p> <p>Giới thiệu tên series "Gặp và Gỡ" được design theo theme.</p> <p>Giới thiệu về lịch phát sóng và KOL</p>	<p>Hiệu ứng intro mở đầu:</p> <ul style="list-style-type: none"> - Hiện dần dần tên của series "Gặp và gỡ". - Chuyển màn hình qua lịch phát sóng và KOL
2	40s	Intro giới thiệu qua về series đến từ KOL Ngô Quang Cường và Hằng Ostara	<p>Quay cận nhân vật, không hình ảnh, không hiệu ứng</p> <p>Bắn text tên chương trình</p>
3	50s	<p>Giới thiệu bối cảnh và đặt vấn đề</p> <ul style="list-style-type: none"> - Hợp đồng hôn nhân ở các nước phương Tây là điều bình thường, khác với Việt Nam. Ngoài việc phân chia tài sản, chủ đề nuôi con là một vấn đề được nhiều người quan tâm. - Đã bao giờ bạn nghĩ đến cảm xúc của con cái mình khi ba mẹ ly hôn chưa? 	Quay cận nhân vật và cảnh trám toàn
4	2'	Hằng Ostara (H): Là một người từng trải, việc phân chia tài sản hay phân quyền nuôi con là việc khó khăn hơn trong cuộc ly hôn của cặp vợ	Quay cận nhân vật và cảnh trám toàn

Figure 19 - Script of talk show "Gặp và Gỡ" [Click here to get more details](#)

2.6 Design



Figure 20 - Intro of series "Gặp và Gỡ"



Figure 21 - Poster of series "Gặp và Gỡ"

2.7 Behind the scene/ Set-up



Figure 22 - “Gặp và gỡ” set - up

3. TikTok Cuong Fuman

3.1 Overview

This is a highly entertaining social channel, but it contains lessons about sex that are very common in life. Our team has detailed scripts for short entertaining videos and it is for men's stories. The main character is General Director Ngo Quang Cuong and is the representative of male sexual product Fuman.

3.2 Timeline

					January 2022				February 2022					
No	Task name	Duration	Start	End	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 4	Week 1
	Tiktok Cuongfuman public	21 days	15/01/2022	31/03/2022										
1	Idea Tiktok	10 days	15/01/2022	25/01/2022										
2	Content pillar		15/01/2022	17/01/2022										
3	Draft 1 (content)		17/01/2022	19/01/2022										
4	Draft 2 (script)		19/01/2022	21/01/2022										
5	Concept		22/01/2022	22/01/2022										
6	Music/ Effect/ Hashtag		23/01/2022	24/01/2022										
7	Finalize		25/01/2022	25/01/2022										
8	Record and video	10 days	25/01/2022	04/02/2022										
9	Send script to KOL		25/01/2022	25/01/2022										
10	Finalize script		25/01/2022	26/01/2022										
11	Set up video		26/01/2022	26/01/2022										
12	Receive video		27/01/2022	27/01/2022										
13	Edit video		27/01/2022	29/01/2022										
14	Check video		01/02/2022	02/02/2022										
15	Finalize clip		03/02/2022	03/02/2022										
16	On air	21 days	03/02/2022	24/02/2022										

Figure 23 - Timeline TikTok Cuongfuman [Click here to get more details](#)

3.3 Script

KỊCH BẢN

+

Kịch bản: 14 kịch bản được duyệt

Ý nghĩa:

Đem đến những góc nhìn hài hước nhưng thâm thúy về tình dục, tình yêu trong cuộc sống thường nhật tại công sở.

Thể loại:

Drama, Hài ngắn

Nhân vật:

Diễn viên chính Ngô Quang Cường và các diễn viên phụ.

Nội dung tóm tắt:

Những tình huống hài đến từ sếp Ngô Quang Cường với nhân viên trong chính công ty của ông.

STT	Thời lượng	Nội dung chi tiết	Note
1	37s	<div>Sếp ngồi đọc báo trong phòng làm việc cùng với cô thư ký.</div> <div>Sếp: Bên này vừa mới phát hiện 1 căn bệnh ung thư do hút thuốc lá.</div> <div>Thư Ký: Đấy nhá, sếp bỏ thuốc lá ngay đi cho em nhờ.</div> <div>Sếp: Ủi zời, lại quán nhậu này, cuối năm đánh nhau sút đầu mẻ trán.</div> <div>Thư Ký: Đấy, cả rượu bia nữa cũng bỏ luôn đi</div>	<div>- Chèn text kèm effect nhạc nền</div> <div>- chỉnh màu video</div>

Figure 24 - Script of TikTok Cuongfuman [Click here to get more details](#)

3.4 Visual concept

The scenes were filmed at the office of Van Dac Phuc and the main actor is General Director Ngo Quang Cuong. The background is very familiar and the actors are also employees of the company, only the secretarial actors are part of the filming crew. The company's light props and tripods all have and only use specialised equipment of the team. The content revolves around office comedy situations related to civilized sex. Currently posted 14 videos on TikTok platform, 2465 followers, 15.7k likes.

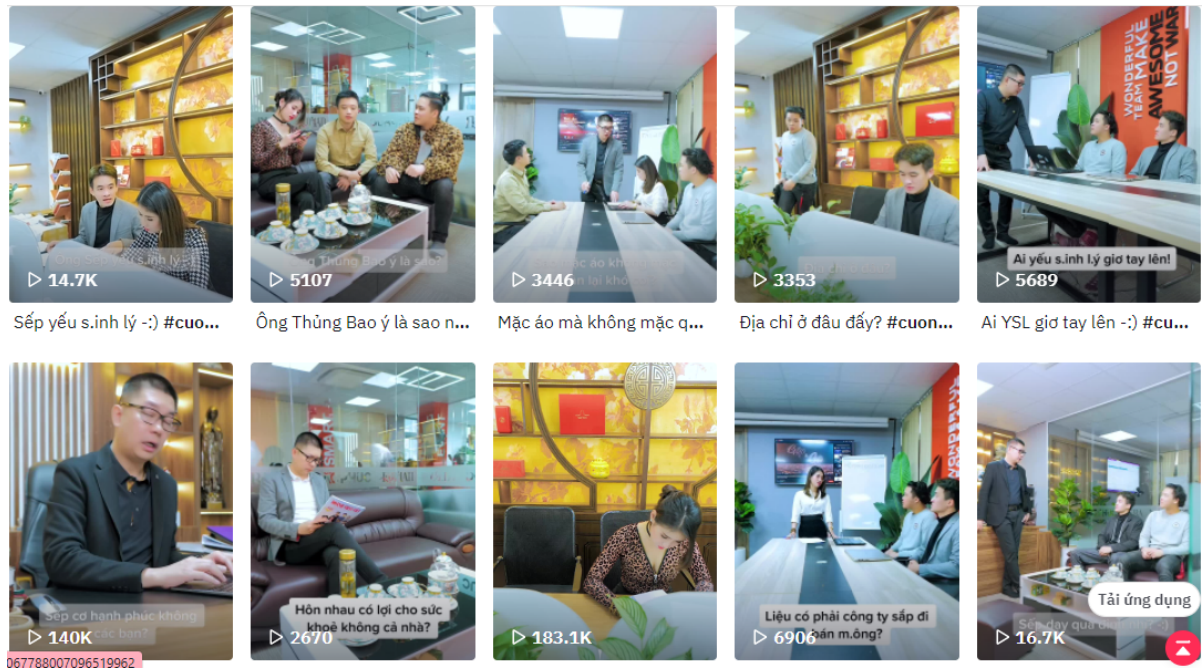


Figure 25 - Concept TikTok Cuongfuman

3.5 Behind the scene/ Set-up



Figure 26 - Behind the scene of making TikTok Video of Cuong Fuman

4. TikTok Hằng Ostara

4.1 Overview

TikTok of Hang Ostara was built to develop the personal brand for KOL Hang Ostara. This TikTok channel has content about sex, relationship management with funny approach. Short clips are posted regularly every day for 3 months from 01/26/2022 - 03/26/2022. Target audience is people from 18 - 30.

4.2 Timeline

No	Task name	Duration	Start	End	Jan-22				Feb-22				Mar-22			
					Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
1	TikTok Hằng Ostara	74 days	15/01/2022	31/03/2022												
	Idea Tiktok	10 days	15/01/2022	25/01/2022												
	Content pillar		15/01/2022	17/01/2022												
	Draft 1 (content)		17/01/2022	19/01/2022												
	Draft 2 (script)		19/01/2022	21/01/2022												
	Concept		22/01/2022	22/01/2022												
	Music/ Effect/ Hagstag		23/01/2022	24/01/2022												
	Finalize		25/01/2022	25/01/2022												
	Record and video	10 days	25/01/2022	4/2/2022												
	Send script to KOL		25/01/2022	25/01/2022												
	Finalize script		25/01/2022	26/01/2022												
	Set up video		26/01/2022	26/01/2022												
	Receive video		27/01/2022	27/01/2022												
	Edit video		27/01/2022	3/2/2022												
	Check video		3/2/2022	3/2/2022												
	Finalize clip		3/2/2022	4/2/2022												
	On air	64 days	26/01/2022	31/03/2022												

Figure 27 - Timeline TikTok Hằng Ostara [Click here for more details](#)

	TIPS KHI QUAN HỆ TÌNH DỤC	CÂU QUOTES	CÂU CHUYỆN ĐỜI THƯỜNG	Kiến thức học thuật	Quản trị mối quan hệ
THÁNG 1					
26			Phát hiện bạn gái dùng sextoy		
27			Chồng mỗi lần quan hệ đều có người mới Nghĩ đến nyc khi quan hệ với người mới		
28	Các địa điểm public sex				
29					
30		Triết lí			
31			Vấn đề "rau mùi" khi quan hệ buổi sáng		
THÁNG 2					
1	Cách dirty talk với partner				
2			Câu hỏi tương tác - nên làm gì khi ny che mặt bằng gối mỗi khi lên đỉnh		Câu hỏi tương tác - nên làm gì khi ny che mặt bằng gối mỗi khi lên đỉnh
3			Chồng nhu cầu quá cao		
4				Định nghĩa cơ PC	
5				Dấu hiệu lên đỉnh ở phụ nữ	
6			Vấn đề "rau mùi" khi BJ cho chồng		
7			Có nên quan hệ với chồng khi bản thân không muốn?		
8	Nên chú trọng ánh mắt khi quan				

Table 18 - Timeline on air TikTok Hằng Ostara [Click here for more details](#)

4.3 Script

TÌNH HUỐNG HỎI ĐÁP:

- Lần đầu em chủ động gạ gẫm vào anh ấy trước còn khen:" của anh to thế!" để anh ấy tự tin, nhưng mà từ anh ấy ít tương tác với em, có phải phái nam không thích bị chủ động như vậy không ạ?
Gợi Ý:
 - Em ơi thế kì 21 rồi, sao vẫn còn cái tư tưởng lạc hậu thế, thời đại này cộc đi tìm trâu là chuyện bình thường em ơi. Anh ấy né em có thể vì có thể anh ấy không nhìn em như cái cách mà em nhìn anh ấy thôi. Không được keo này ta bày keo khác. Hoặc không thì bơi ra biển mà bắt cá đi em, đời còn dài trai còn nhiều mà lo gì.
- Đồng nghiệp hay khen em hông to, em không biết nên vui hay buồn ạ, chỉ biết cười trừ. Như vậy có gọi là quấy rối nơi công sở không ạ?
Gợi Ý:
- Chị ơi có phải người từng trải mới dày dặn kinh nghiệm. Em chưa ngủ với ai nhưng bị bạn bè gọi là ngờ nghệch coi khinh cơ ạ.
Gợi ý: Không có gì phải vội cả em ơi, chuyện đó nó sẽ xảy đến vào lúc em thực sự sẵn sàng với bản thân. Mỗi người có lý do và câu chuyện của mình. Kiến thức thì lúc nào cũng sẵn có để em tìm hiểu, có khi em lại hiểu biết hơn người ta và có một cuộc hành trình tốt hơn?

Figure 28 - Script of TikTok Hangostara [Click here for more detail](#)

4.4 Visual concept

We build the image of a successful, independent, confident, friendly and funny woman. She is knowledgeable about sexology and relationship management. With a black off-the-shoulder top, powerful red lipstick and slanted hair, this is the channel's identity after the first 15 videos.

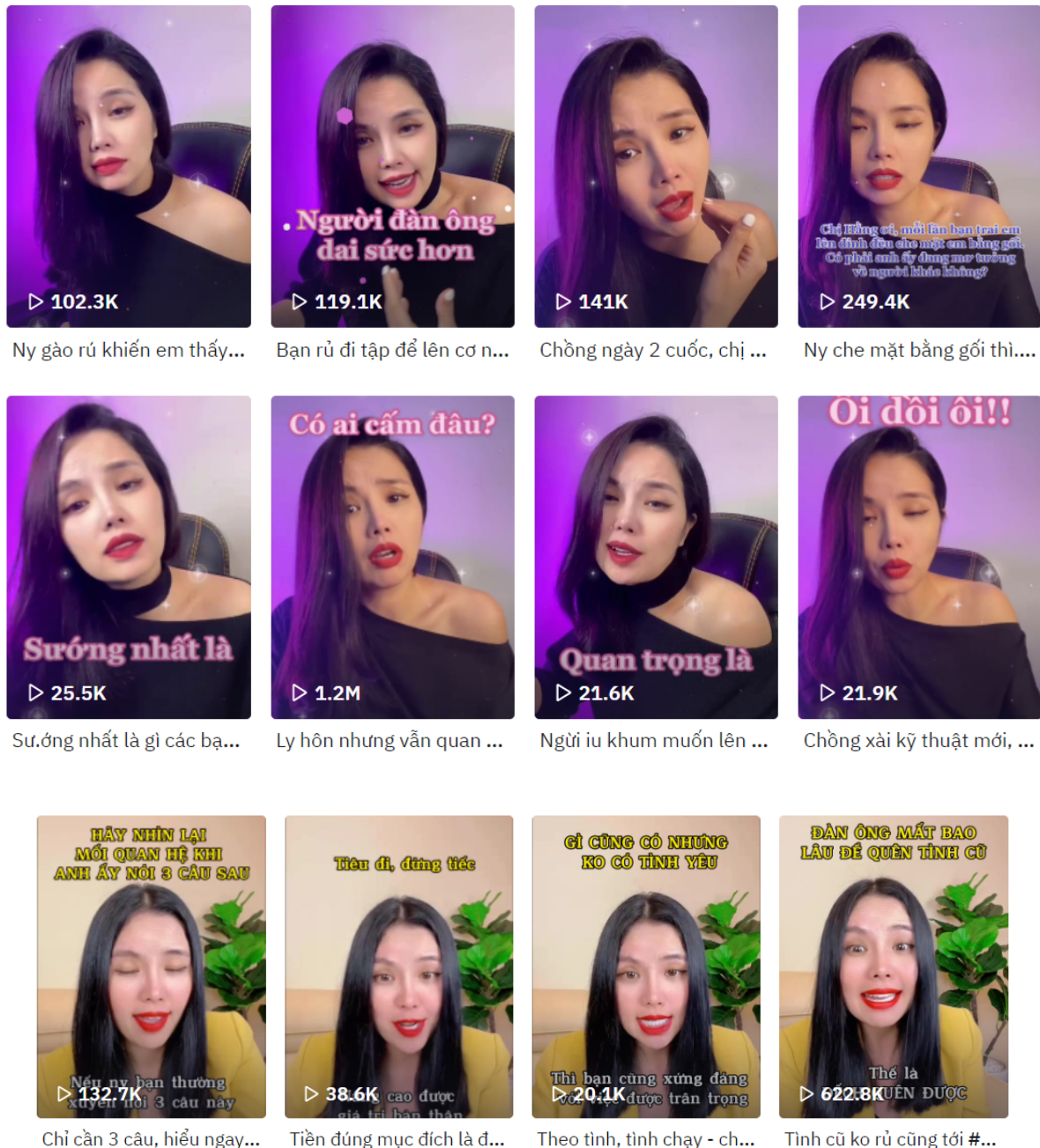


Figure 29 - Visual Concept TikTok Hangostara

4.5 Behind the scene/ Set-up



Figure 30 - Behind the scene of making TikTok Video of Hang Ostara

5. Spotify - The Pillow Talk - Podcast

5.1 Overview

Introduction: In recent years with the rush of life and the development of entertainment, podcasts have emerged stronger than ever. With this type of content, it is possible to reach the right group of people who are looking for civilization in the form of knowledge sharing. Listening information, if done correctly, will have a great impact on the minds of the listeners, increasing the effectiveness of the campaign. The team had planned to produce a series of The Pillow Talk series, where the campaign's KOL Hang Ostara would share stories and knowledge.

Streaming schedule: an episode per week.

Concept: Audio: Podcast (Content of articles shared, stories sent by readers,...)

Target audience: (potential customers) group of people in the younger generation >18 years old (millennials, gen z). Likes to search according to trends, learn from many sources of information online, especially listening information.

Estimated budget: 0 VNĐ

5.2 Timeline

Task name	Duration	Start	End
Write scripts	1 day	12/2	13/2
Send scripts/waiting for approval	1 day	14/2	14/2
Produce	1 day	15/2	15/2
Public		16/2	17/2

Table 19 - Timeline of Spotify "The Pillow Talk"

5.3 Script

Episode	Episode's name	Content	Time limit
01	When women lose touch with themselves, they suffer?	What happens when women lose connection with themselves?	2 min
02	Sexual physiology at its most basic level	"A woman's naked body is a beautiful work of nature, but her adulterous consciousness is the product of fraud" - Goya	8 min
03	Why do men love to watch porn?	<p>The desire to have new sexual partners even when you already have one and are available is often referred to as the "Coolidge Effect" after an alleged conversation the president had with his wife:</p> <p>Legend has it that one day, President Coolidge and his wife visited a chicken farm. While the president was touring somewhere else, a farmer showed Ms. Coolidge a rooster that could work continuously day in and day out.</p> <p>"Tell this to the president," Coolidge told the farmer.</p> <p>The farmer immediately told the president about the abundance of the rooster, and he asked, "Every time with the same hen."</p> <p>"No sir, it's different each time," replied the farmer.</p> <p>"Tell that to the lady," said the president, amused.</p>	25 min

Table 20 - Script of Spotify "The Pillow Talk"

5.4 Production

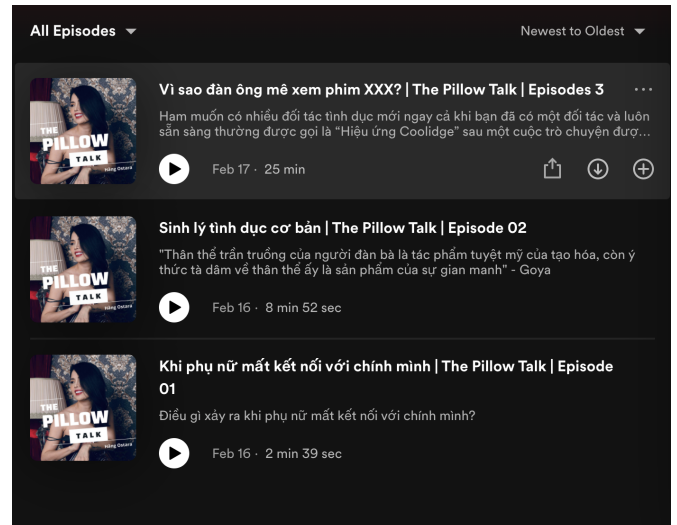
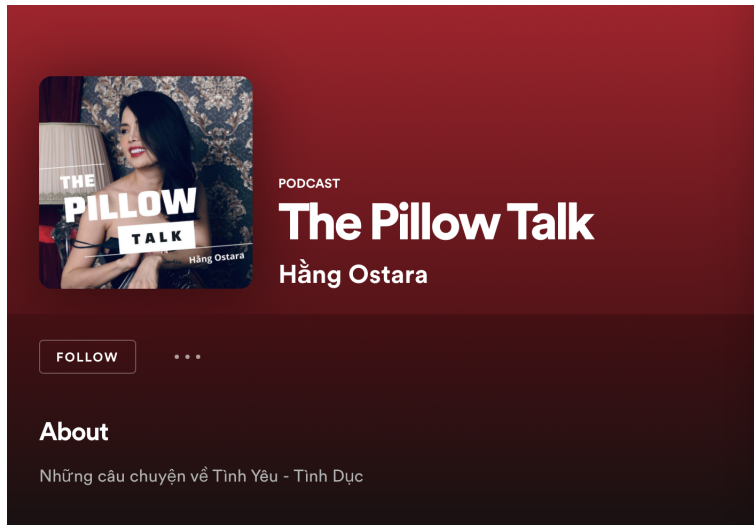


Figure 31- "The Pillow Talk" Podcast

5.5 Behind the scene/ Set-up



Figure 32- Behind the Scene "The Pillow Talk" Podcast

6. Facebook private group “Để đứa khó nói”

6.1 Overview

In Vietnam, the number of internet users is extremely large, especially the facebook platform is the 2nd most used social network in Vietnam after YouTube, so this platform is trusted to reach a wide range of audience. Building a community on this platform means a lot to businesses from large to small. And there is no better way to build a community than by creating an environment in which people are free to discuss different topics, gain knowledge, laugh at funny images, and be emotional with touching stories. To do that, the group participated in building a private facebook group with 4 different content routes; as first line: knowledge sharing; route 2: memes; route 3: vote for topics; Line 4: share stories submitted by readers.

6.2 Timeline

6.2.1 Posting timeline

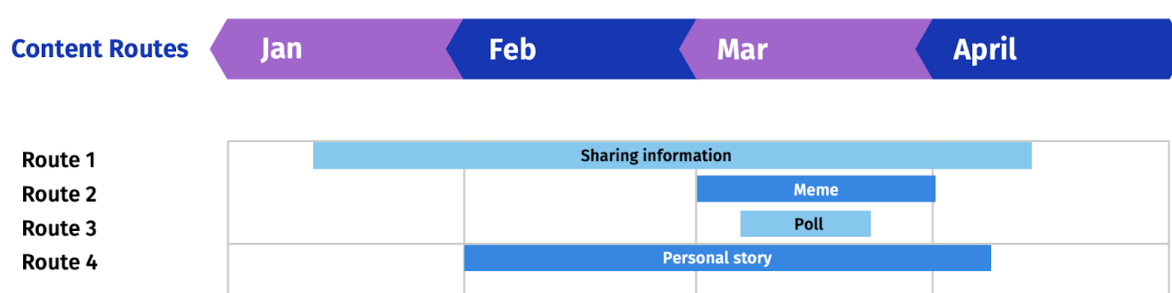


Figure 33 - Posting timeline of group facebook “Để đứa khó nói”

6.2.2 Task timeline

No	Task name	TASK TIMELINE PER WEEK			January 2022			
		Duration	Start	End	Week 1	Week 2	Week 3	Week 4
	Facebook Private Group	approximately	1/1/2022	31/3/2022				
1	Content Preparation	30 days (in between	1/1/2022	1/4/2022				
2	Content synthesis	31 days (in between	2/1/2022	4/4/2022				
3	Content moderation	10 days (in between	3/1/2022	1/4/2022				
4	Edit post content	15 days (in between	4/1/2022	2/4/2022				
5	Post	34 days (in between	4/1/2022	5/4/2022				

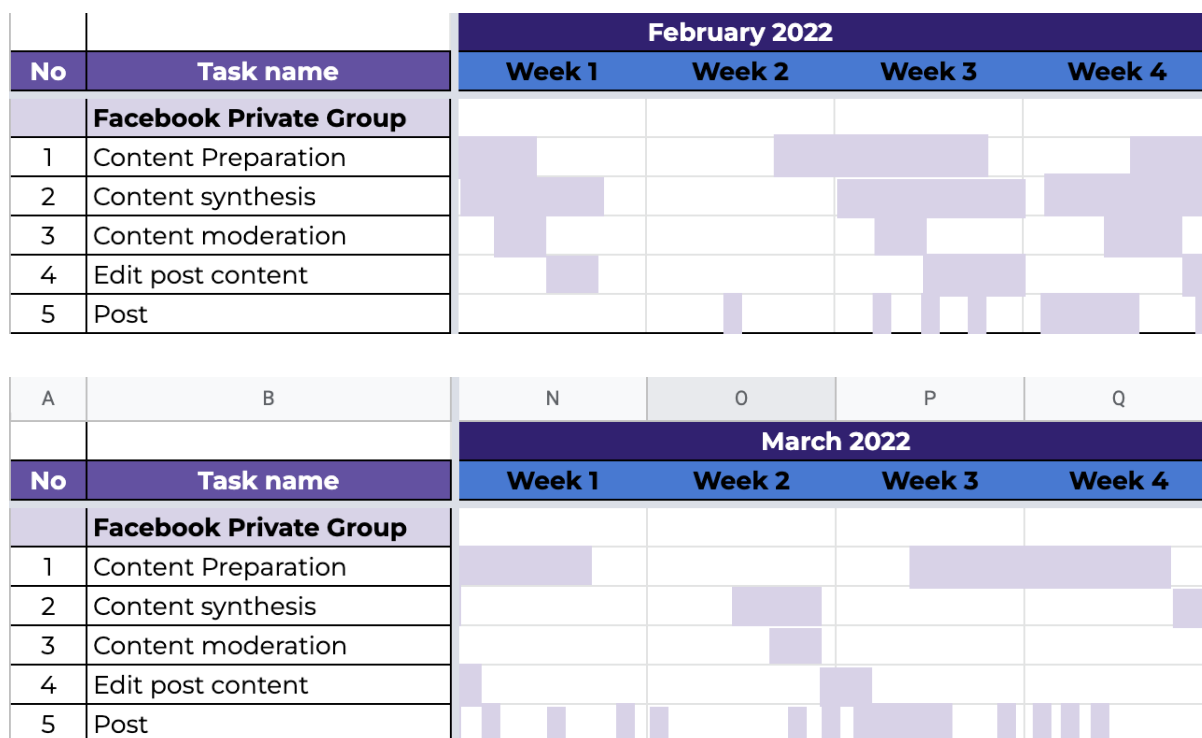


Figure 34 - Task timeline of group facebook “Để đũa khó nói”

6.3 Script

A	B	C	D	E	F	G
KẾ HOẠCH TRIỂN KHAI NỘI DUNG TRÊN GROUP						
Thời gian/ Hạng mục	Phụ trách nội dung	Tuyến 1 (Phi Long)	Tuyến 2 (Trondy)	Tuyến 3 (Hà)	Tuyến 4 (Giang)	
Tuần 1 tháng 3	Thứ 7	2/26/2022				
	Chủ nhật	2/27/2022	NHẬP CUỘC CHƠI BDSM SAO CHO AN TOÀN?	Khi có ấy dùng "quá nhiều RĂNG"	Mất hứng làm tình thì làm sao?	Câu chuyện FWB: sự khác nhau trước và sau khi mới quan hệ FWB thành nỳ
	Thứ 2	2/28/2022				
	Thứ 3	3/1/2022	LIỀU BẠN CÓ ĐANG TRONG CUỘC HÔN NHÂN KHÔNG TÌNH DỤC?			
	Thứ 4	3/2/2022		Khi bạn không biết nghệ thuật trôi dấy Shibari nhưng vẫn tận hưởng và thích nó.		
	Thứ 5	3/3/2022	8 MẸO GIÚP BẠN CÓ HỨNG LÀM TÌNH HƠN			Hỏi đáp kinh nghiệm: cách trò chuyện với con cái về hạnh phúc
Tuần 2 tháng 3	Thứ 6	3/4/2022		Khi có ấy nói muốn tôi hâm nóng bữa tối		
	Thứ 7	3/5/2022	TỪ NHÀ HÀNG ĐẾN NHÀ NGHỈ: CÓ NÊN SEX TRONG LẦN HẸN HÒ ĐẦU TIÊN KHÔNG?			
	Chủ nhật	3/6/2022			Có nên sex trong buổi hẹn đầu	
	Thứ 2	3/7/2022				
	Thứ 3	3/8/2022		Người yêu hỏi tôi: Anh thích món quà gì cho ngày lễ Valentine? Tôi: Vòng 3 căng mịn hiiii		
	Thứ 4	3/9/2022	EM CHUẨN BỊ ẮN "TRÁI CĂM" THÌ LÀM SAO ĐỂ LẦN ĐẦU ĐƯỢC SUỐN SẼ VÀ ĐÁNG NHỚ?			Bị leak clip nhạy cảm do người yêu mới của nyc đe dọa
Tuần 3 tháng 3	Thứ 5	3/10/2022				
	Thứ 6	3/11/2022	MỌI ĐIỀU BẠN CẦN BIẾT VỀ CỰC KHOÁI Ở NỮ GIỚI			fetish và cách nhìn nhận người thứ 3, tình cảm với fwb
	Thứ 7	3/12/2022				
	Chủ nhật	3/13/2022	NỮ GIỚI THƯỜNG LÊN ĐỈNH Ở ĐIỂM NÀO?	Nữ giữ tình yêu: Nam: Nhưng trái tim anh đủ lớn để yêu em mà. Nữ: Tôi không thể "cuối" trái tim 🥰		chủ đề gây tranh cãi: fetish
	Thứ 2	3/14/2022	NÊN LÀM GÌ KHI PHÁT HIỆN CON MINH			

Figure 35 - Script of group facebook “Để đũa khó nói”

KẾ HOẠCH TRIỂN KHAI NỘI DUNG TRÊN GROUP

Thời gian/ Hàng mục	Phụ trách nội dung	Tuyển 1 (Phi Long)	Tuyển 2 (Trondy)	Tuyển 3 (Hà)	Tuyển 4 (Giang)
Thứ 4	3/9/2022	EM CHUẨN BỊ AN "TRÁI CẢM" THÌ LÀM SAO ĐỂ LÀN ĐẦU ĐƯỢC SUỐN SẼ VÀ ĐÁNG NHỚ?			Bị leak clip nhạy cảm do người yêu mới của nyc đe dọa
Thứ 5	3/10/2022				
Thứ 6	3/11/2022	MỌI ĐIỀU BẠN CẦN BIẾT VỀ CỰC KHOÀI Ở NỮ GIỚI			fetish và cách nhìn nhận người thứ 3, tình cảm với fw
Tuần 3 tháng 3	Thứ 7	3/12/2022			
Chủ nhật	3/13/2022	NỮ GIỚI THƯỜNG LÊN ĐỈNH Ở ĐIỂM NÀO?	Như giữ tình yêu: Nam: Nhưng trái tim anh đủ lớn để yêu em mà. Nữ: Tôi không thể "cười" trái tim 😊		chủ đề gây tranh cãi: fetish
Thứ 2	3/14/2022	NÊN LÀM GÌ KHI PHÁT HIỆN CON MINH XEM PHIM ĐEN?			
Thứ 3	3/15/2022	HORMONE CHO CHÚNG TA BIẾT ĐIỀU GÌ VỀ TÌNH DỤC Ở NỮ GIỚI?	Trong phòng ngủ Cô ấy: Anh có thích chơi bằng những kiểu cách quái lạ không? Tôi: Thăm từ "đồ chơi" tới đây!	Tiếp xúc lần đầu với 18+ năm bao nhiêu tuổi	Seeding vid tiktok
Thứ 4	3/16/2022				Hỏi đáp về fetish của bản thân
Thứ 5	3/17/2022				
Thứ 6	3/18/2022	VÌ SAO KINH NGHIỆM LÀM TÌNH CỦA NỮ GIỚI QUAN TRỌNG HƠN TRONG MỘT MỐI QUAN HỆ?			fetish
Tuần 4 tháng 3	Thứ 7	3/19/2022			
Chủ nhật	3/20/2022		Khi cả hai ở trên giường: Cô ấy: Hãy nói thứ mà em thích nhất đi anh Tôi: Vàng, Ship cho tôi đặt một chiếc Pizza cỡ lớn đi (Do tài khoản đăng bị chặn đăng bài nên thời gian được duyệt sau 1 tháng tức ngày 13/4/2022)		dirty talk chủ đề gây tranh cãi: fetish
Thứ 2	3/21/2022				
Thứ 3	3/22/2022	LÊN ĐỈNH CÙNG LÚC CÓ KHÓ NHƯ BẠN NGHĨ?			

KẾ HOẠCH TRIỂN KHAI NỘI DUNG TRÊN GROUP

Thời gian/ Hàng mục	Phụ trách nội dung		Tuyển 1 (Phi Long)	Tuyển 2 (Trondy)	Tuyển 3 (Hà)	Tuyển 4 (Giang)
	Nội dung của tuyển	Ngày	Weekly News Chia sẻ kiến thức tình dục (acc: Fuman - tình dục văn minh)	Chia sẻ meme, nội dung hài liên quan đến tình dục	Poll thu thập ý kiến của members về 1 nội dung tình dục	Chia sẻ câu chuyện cá nhân liên quan đến tình dục và hôn nhân
NGUỒN TÀI LIỆU CHI TIẾT			Dễ đưa khó nói - Group FB			Docs nội dung
Tuần 1 tháng 1	Thứ 7	1/1/2022				
	Chủ nhật	1/2/2022				
	Thứ 2	1/3/2022				
	Thứ 3	1/4/2022	TÁC ĐỘNG CỦA HORMONE OXYTOCIN ĐẾN NĂNG LƯỢNG TÌNH YẾU VÀ TÌNH DỤC			
	Thứ 4	1/5/2022				
	Thứ 5	1/6/2022	VÌ SAO MỘT SỐ PHỤ NỮ LUÔN CHỊU ĐUNG NHỮNG LÀN LÂM TÍNH TÔI TÈ TRONG ĐẦU ĐÓN?		Đã bao giờ đau đớn khi làm tình	
	Thứ 6	1/7/2022				
Tuần 2 tháng 1	Thứ 7	1/8/2022	TÌNH DỤC LÀ VỀ CHẤT LƯỢNG, KHÔNG PHẢI SỐ LƯỢNG		Tần suất quan hệ bao lâu là bình thường	
	Chủ nhật	1/9/2022				
	Thứ 2	1/10/2022	BẠN CÓ NÊN QUAN HỆ KHI BẢN THÂN KHÔNG MUỐN?			
	Thứ 3	1/11/2022				
	Thứ 4	1/12/2022	LẮNG NGHE CƠ THỂ BẠN VÀ ĐỌC VỊ CƠ THỂ NGƯỜI TÌNH			
	Thứ 5	1/13/2022				
	Thứ 6	1/14/2022	PHẢI LÀM SAO NẾU BẠN LUÔN THẤY BÀN RỖN HOẶC MẾT MỎI VỚI CHUYỀN CHẶN GỐI?			
Tuần 3 tháng 1	Thứ 7	1/15/2022			Có nên chia tay khi không hợp chuyện chăn gối	
	Chủ nhật	1/16/2022	LÀM GÌ KHI BẠN VÀ NGƯỜI ẤY CÒ SỞ THÍCH KHÁC NHAU TRÊN GIƯỜNG?			

Figure 36- Plan to deploy content on facebook [Click here to get more details](#)

7. Facebook Reels

7.1 Overview

In the early of 2022, Facebook globally launched Reels for users to upload their stories or short videos to get more exposure. Since Facebook Reels is official, people tend to reach a KOL easier due to the numerous Facebook users in Vietnam. We saw that this as an opportunity to take advantage of the new field

from Meta Facebook and decided to transfer contents from KOL Hằng Ostara's TikTok to Reels. Our team and KOL Ngô Quang Cường totally agree that he does the same to his Facebook Reels.

7.2 Content

We were transferring contents from platform TikTok of 2 KOLs Ngô Quang Cường (Cường Fuman) and Hằng Ostara to their own Facebook business accounts as Reels - a new field that Facebook globally launched recently. Based on that, the content of Facebook Reels of Mr.Cuong and Ms.Hang used the same script from TikTok.

Content of Ms.Hang's Facebook Reels: [Click here to get more details](#)

Content of Ms.Cuong's Facebook Reels: [Click here to get more details](#)

7.3 Timeline

All of us have made a decision to reupload videos to Facebook Reels in the same timeline, so that we could manage them and figure out which video flopped during the set of publication on Meta Facebook Reels. This timeline table applies to Hằng Ostara and Ngô Quang Cường (Cường Fuman) spontaneously:

Note	Task name	Duration	Start	End	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
	Public Facebook Reels	70 days	20/01/2022	31/03/2022												
Before Facebook Reels publication	Make plan to transfer content		20/01/2022	16/02/2022												
	Idea Facebook Reels	9 days	20/01/2022	29/01/2022												
	Content Filter		29/01/2022	30/01/2022												
	Concept		30/01/2022	31/01/2022												
	Music/ Effect/ Hashtag		01/02/2022	02/02/2022												
	Finalize		03/02/2022	05/02/2022												
	Record and video	11 days	05/02/2022	16/02/2022												
Hằng Ostara and Cường Fuman	Send filtered content to KOLs		05/02/2022	05/02/2022												
	Download video from TikTok of Hằng Ostara and Cường Fuman		06/02/2022	06/02/2022												
	Send video to KOLs		07/02/2022	07/02/2022												
	Edit video with new editing		08/02/2022	11/02/2022												

Table 21 - Timeline of Facebook Reels

[Click here to get more details](#)

7.4 Hằng Ostara Reels

Because of the personal branding recognition so that KOL Hằng Ostara has changed her TikTok ID to Jenny Lê La to be synchronised with her business Facebook account. Our team and KOL Hằng Ostara has reuploaded about 45

videos to Facebook Reels. Even if the result of each video did not match with our expectation, in total this KOL still claims more than 3.6M views for over 40 videos.

Some of Hằng Ostara videos which are transferred to Facebook Reels as below:

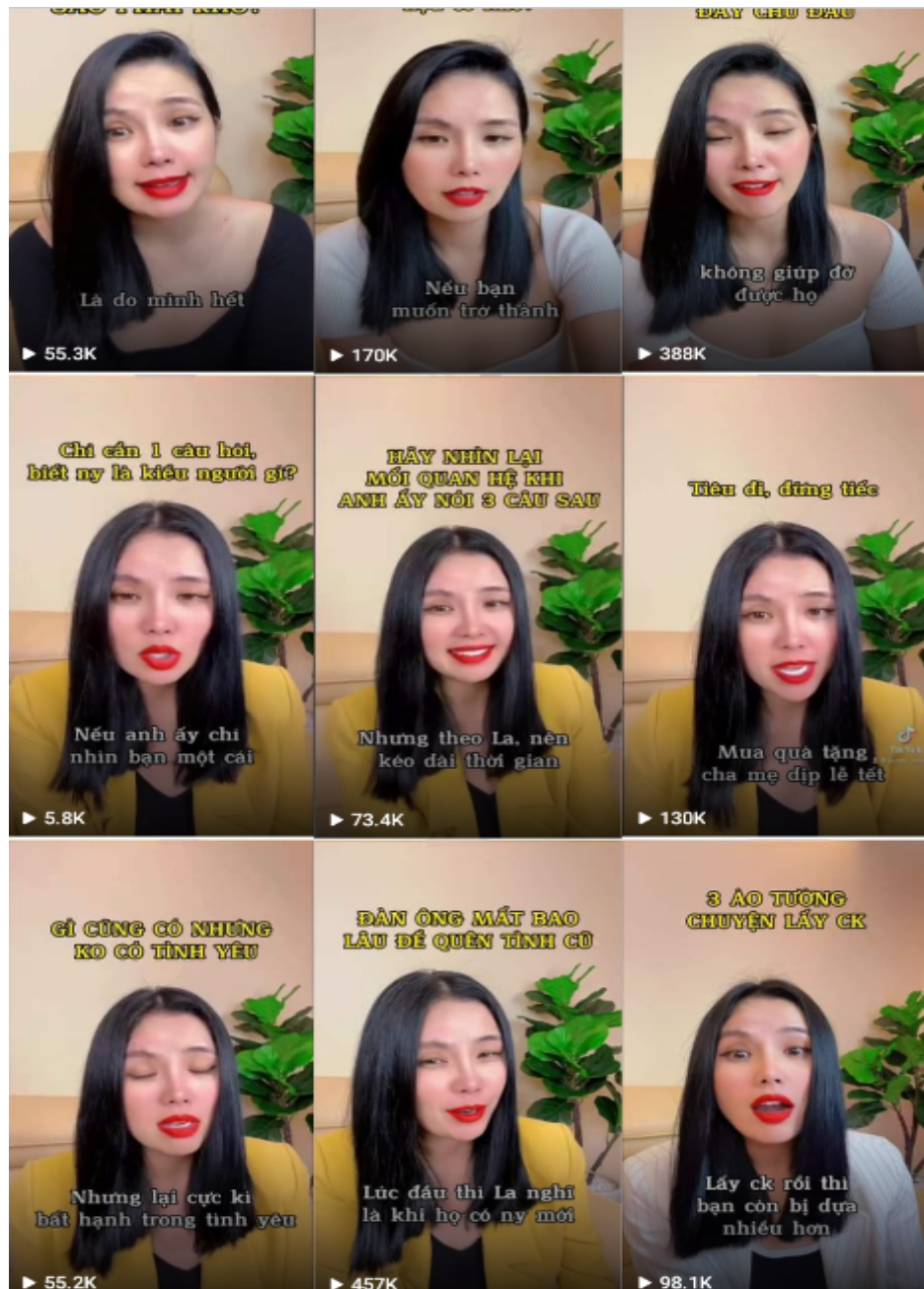


Figure 37 - "Hằng Ostara" Facebook Reels

[Click here to see more](#)

And more videos that audience could find in her Facebook Business account via the link below: <https://www.facebook.com/jenny19481>

7.5 Cường Fuman Reels

In total, over 20 videos have been reuploaded from TikTok to Facebook Reels, KOL Ngo Quang Cuong has received about 8.044M views from these contents.

In addition, Mr.Cuong also upload his daily life on Facebook Reels because improving casual workouts are as important as improving sex life.

According to data analytics from TikTok, his page received quite a lot of cares from social:

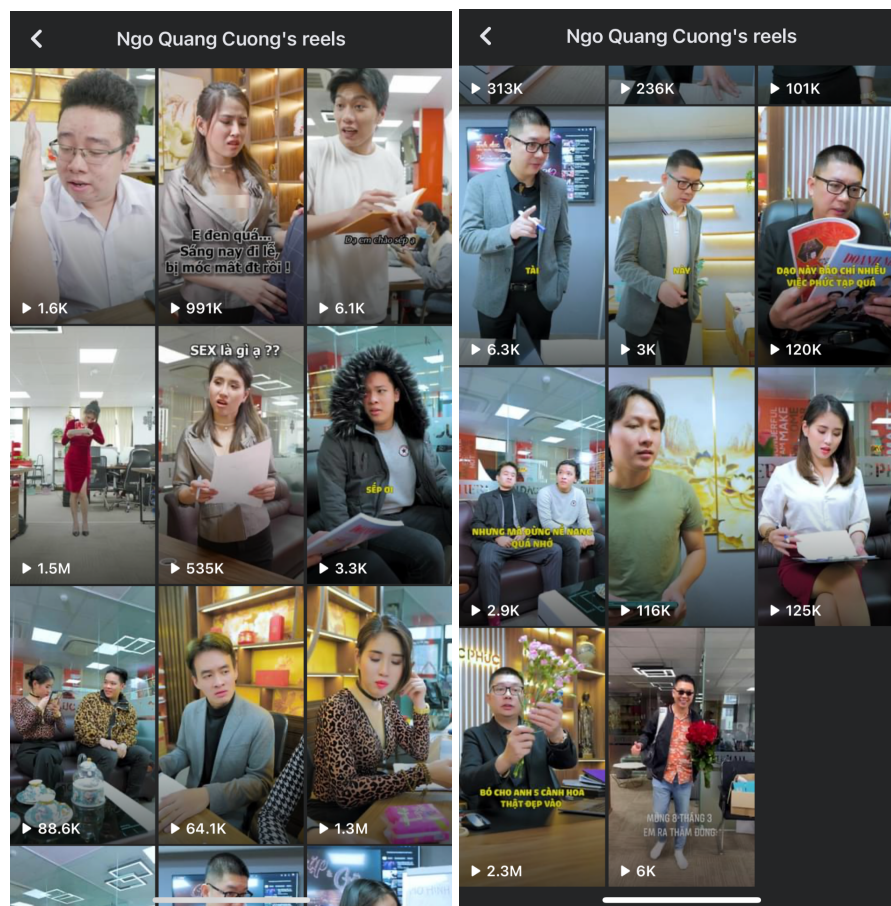


Figure 38 - Data on reels of facebook Ngo Quang Cuong

Some of the images from Facebook Reels of Mr.Cuong as below:

[Click here to see more](#)

Audience could reach the account to watch more content via the link below: <https://www.facebook.com/NgoQuangCuongFuMan>

IV. OTHER MATERIAL


1. Instruction kit

1.1 Instruction for KOLs to answer Lust & Trust questions

28/12/2021 - KOLs(Hot Tiktoker Trương Nhật & Lưu Ly) cùng team đồ án tới studio lúc 6h45 để make up và đọc lại list câu hỏi, xem có những câu quá nhạy cảm và ảnh hưởng đời sống riêng tư của KOLs để lọc ra và thay thế bằng những câu thú vị khác.

Hướng dẫn trả lời:

- Các tờ giấy ghi câu hỏi kèm hành động tương ứng và được bỏ vào trong hộp cho KOLs bốc theo lượt.

 List câu hỏi cho Lust & Trust

- KOL oẳn tù tì để xem ai là người đi trước, bốc tờ giấy và đọc câu hỏi, chốt câu bởi số lượng ly rượu sẽ uống nếu đối phương không trả lời được.
- Ví dụ: Câu hỏi: Bạn nghĩ gì về quan điểm: “tình dục thì rẻ còn tình yêu lại đắt giá?” (1 ly rượu)

Gợi ý nếu trả lời:

- + Thời điểm hiện tại nhiều người coi việc ngủ với nhau là chuyện dễ có thể trả được bằng các loại phí khác nhau, vân vân...
 - + Tìm được người yêu thật lòng rất khó vì còn hợp tính nhau hợp gu...
 - + Quan điểm này đúng với hầu hết mọi người, có người còn từ việc quan hệ mà có được tình yêu đẹp, nhưng đó cũng là cái giá phải trả để có tình yêu.
- Không trả lời được sẽ uống 1 ly rượu tương ứng với mức độ của câu đó.

Figure 39 - Instruction for KOLs to answer Lust & Trust questions

The same process applies to other attendants in the next 2 episodes of LUST & TRUST series.

[Questions bank: \(LUST & TRUST\) Click here to get more details](#)

1.2 Guide to join livestream of Hằng Ostara

Hình thức thực hiện:

Livestream nói về các câu chuyện và vấn đề liên quan tới tình yêu và tình dục được trình chiếu ở trên kênh Facebook Fanpage **Hằng Ostara- Wake up your love**, đi kèm là những lớp học online course được dẫn link meet theo từng thời điểm. Để tham gia vào các lớp học, theo dõi những video trực tiếp để nhận được link lớp học theo ngày khác nhau.

Tham gia Livestream:

Đăng nhập vào Facebook và tìm kiếm tới Fanpage **Hằng Ostara- Wake up your love** để theo dõi và trực tiếp bình luận vào các video trực tiếp của cô ấy.

Nhấn nút Like Page và bấm chuông theo dõi để nhận thông báo mỗi khi có lịch chiếu trực tiếp của trang ấy. Hiện tại trang đã phát trực tiếp ít nhất là 20 videos và sẽ còn rất nhiều content thú vị đang chờ đón.

Trong trường hợp không tìm thấy trang ở thanh tìm kiếm, những người tham gia có thể gia nhập theo đường link:

<https://www.facebook.com/H%E1%BA%B1ng-Ostara-Wake-up-your-love-103228672243559/>

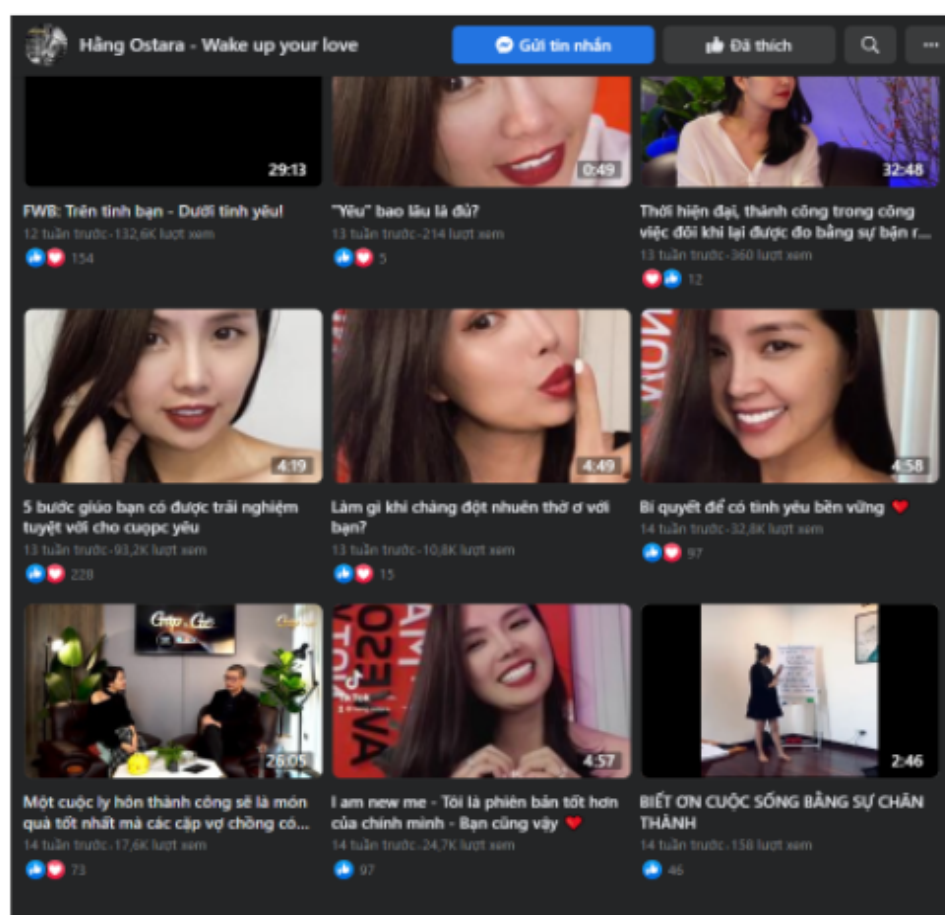


Figure 40 - Instructions to join Hằng Ostara's live stream

[Hằng Ostara - Wake up your love](https://www.facebook.com/H%E1%BA%B1ng-Ostara-Wake-up-your-love-103228672243559/)

V. MEETING MINUTES

1. December 12, 2021

1. Thông tin cuộc họp

Thời gian và địa điểm	14h30 tại Trạm cà phê Thịnh Liệt
Người tham dự	Xuân Trường, Phi Long, Hải Hà, Minh Giang, Trọng Duy
Nội dung chính	Lựa chọn bám theo plan launching sản phẩm vào tháng 4/2022

2. Nội dung cuộc họp

STT	Công việc	Người phụ trách
1	<p>Tìm hiểu về sản phẩm tăng cường chức năng sinh lý của công ty</p> <ul style="list-style-type: none"> + Tìm hiểu về công thức hóa học, các hợp chất và thành phần của thực phẩm chức năng. <p>Tìm hiểu về quy định của pháp luật và tiêu chuẩn của các thực phẩm chức năng xem sản phẩm của công ty đã đủ điều kiện đạt tiêu chuẩn ISO</p> <ul style="list-style-type: none"> + Đọc về luật hiện hành về các thực phẩm chức năng được phép lưu thông trên thị trường tại Việt Nam. 	<p>Giang Phi Long Hải Hà Trọng Duy Xuân Trường</p>

2	<p>Tìm hiểu về thị trường ngách cho dòng sản phẩm tăng cường chức năng sinh lý trên mạng.</p> <ul style="list-style-type: none"> + Quan tâm các trang web và các kênh truyền thông bán hàng để thu thập thông tin và cách thức quảng bá sản phẩm. 	Trọng Duy
3	<p>Tìm hiểu về cách chạy ads và các kênh truyền thông tăng hiệu suất đẩy hàng.</p> <ul style="list-style-type: none"> + Google ads + Facebook ads + Instagram ads + Youtube ads + Các kênh truyền thông khác như website và Twitter. 	Xuân Trường

3. Công việc triển khai sau cuộc họp

STT	Công việc	Phụ trách	Deadline
1	Tìm hiểu về sản phẩm tăng cường chức năng sinh lý của công ty. Tìm hiểu về quy định của pháp luật và tiêu chuẩn của các thực phẩm	Giang Phi Long Hải Hà Trọng Duy Xuân Trường	18/12/2021

	chức năng xem sản phẩm của công ty đã đủ điều kiện đạt tiêu chuẩn ISO		
2	Tìm hiểu về thị trường ngách cho dòng sản phẩm tăng cường chức năng sinh lý trên mạng.	Trọng Duy	18/12/2021
3	Tìm hiểu về cách chạy ads và các kênh truyền thông tăng hiệu suất đẩy hàng.	Xuân Trường	18/12/2021

Table 22 - Meeting minute on December 12,2021

2. December 20, 2021

1. Thông tin cuộc họp

Thời gian và địa điểm	15h30 tại Cà Phê Salem
Người tham dự	Xuân Trường, Phi Long, Hải Hà, Minh Giang, Trọng Duy
Nội dung chính	Họp bàn về các chương trình sẽ xuất bản trong thời gian đầu quý I/2022

2. Nội dung cuộc họp

STT	Công việc	Người phụ trách
1	<ul style="list-style-type: none"> - Quay chương trình “Lust & Trust” và “Gặp & Gỡ” với sự góp mặt của các KOLs trong lĩnh vực tình dục hoặc từ những người tham gia giấu tên khác. + Mời những Hot TikToker và tìm kiếm những đối tượng tham gia muốn gửi gắm câu chuyện và cảm nhận của bản thân trong truyện tình cảm và tình dục tới các lứa tuổi đặc biệt là lứa tuổi từ 18-40 để họ có những góc nhìn sâu rộng về vấn đề tình dục này. + Tìm hiểu về thiết bị ghi hình để quay và chụp lại quá trình 	Giang Phi Long Hải Hà Trọng Duy Xuân Trường

	<p>làm.</p> <ul style="list-style-type: none"> - Lên kịch bản cho các chương trình để có chủ đề và câu hỏi cho những người tham gia. + Tạo câu hỏi cho các tập phát sóng “Lust & Trust” và “Gặp & Gỡ”. + Tạo mindmap và đặt ra câu hỏi quan trọng cho kế hoạch và dự định kế tiếp sau khi thực hiện xong dự án “Lust & Trust” và “Gặp & Gỡ”. 	
2	<ul style="list-style-type: none"> - Đặt tên cho các tập series. - Tìm ý tưởng và concept cùng team kịch bản để quay + Lên youtube tìm những videos có liên quan tới các trò chơi “Sự thật hay thử thách” có phần thưởng và có phạt. + Tìm mua đồ ăn và đồ uống phục vụ chương trình “Lust & Trust” và “Gặp & Gỡ” 	Trọng Duy

3	+ Tìm hiểu cách edit video và chỉnh sửa các hình ảnh đẹp.	Xuân Trường
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3. Công việc triển khai sau cuộc họp

STT	Công việc	Phụ trách	Deadline
1	Viết kịch bản, tạo câu hỏi và chỉ rõ luật chơi cho khách mời.	Giang Phi Long Hải Hà	25/12/2021
2	Tìm hiểu về thị trường ngách cho dòng sản phẩm tăng cường chức năng sinh lý trên mạng.	Trọng Duy	25/12/2021
3	Tìm hiểu về cách chạy ads và các kênh truyền thông tăng hiệu suất đẩy hàng.	Xuân Trường	25/12/2021

Table 23 - Meeting minute on December 20,2021

3. January 10, 2022

1. Thông tin cuộc họp

Thời gian & địa điểm	15h30 tại Văn phòng Vạn Đắc Phúc
Người tham dự	Nguyễn Xuân Trường, Nguyễn Minh Giang, Lê Nguyễn Phi Long, Phạm Hải Hà, Nguyễn Trọng Duy
Nội dung chính	Họp bàn về hướng đi cho kênh TikTok cho nhân vật Hằng Ostara và Cường Fuman để làm nhân hiệu

2. Nội dung cuộc họp

STT	Công việc	Người phụ trách
1	<ul style="list-style-type: none"> - Tham khảo và làm survey tung lên các group để tìm hiểu về nhu cầu và câu chuyện của mỗi người để tổng hợp làm những content 	Giang, Phi Long, Hải Hà

	<p>hay trên TikTok.</p> <ul style="list-style-type: none"> + Làm Survey (Giang) và đăng trên group “Để đưa khó nói” và “Sốx O’clock” ở Facebook nhằm thu thập câu trả lời và ý kiến. + Tham khảo các quan ngại từ các nguồn bên nước ngoài về tình dục và nghe lời giải đáp từ chuyên gia để đặt câu hỏi (Long và Hà) 	
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2	<ul style="list-style-type: none"> - Làm diễn viên cho kênh Tik Tok nhân hiệu của Cường Fuman - Học tập cách viết kịch bản và thuộc thoại và tìm cách nói phù hợp với nhân hiệu cho Hàng Ostara 	Trọng Duy
3	<ul style="list-style-type: none"> - Mua/ Thuê và học setup các thiết bị ghi hình và thiết bị hỗ trợ ánh sáng như đèn LED và phông nền để phục vụ việc quay cho Hàng Ostara trong tương lai 	Xuân Trường

3. Công việc triển khai sau họp

STT	Công việc	Phụ trách	Deadline
1	- Tham khảo và làm survey tung lên các group để tìm hiểu về nhu cầu và câu chuyện của mỗi người để tổng hợp làm những content hay trên TikTok.	, Long, Hà, Giang	21/1/2022
2	- Làm diễn viên cho kênh Tik Tok nhân hiệu của Cường Fuman - Học tập cách viết kịch bản và thuộc thoại và tìm cách nói phù hợp với nhân hiệu cho Hằng Ostara	Duy	21/1/2022

Table 24 - Meeting minute on January 10,2022

4. February 1, 2022

1. Thông tin cuộc họp

Thời gian và địa điểm	16h30 tại Studio 88 Láng Hạ
Người tham dự	Xuân Trường, Phi Long, Hải Hà, Minh Giang, Trọng Duy
Nội dung chính	<ul style="list-style-type: none">+ Đẩy mạnh seeding cho kênh Tik Tok.+ Đẩy thêm các tuyến nội dung lên kênh truyền thông Facebook bao gồm “Để đùa 🚫 khó nói” và “Sốx O'clock”+ Chỉnh sửa về hiệu ứng hình ảnh âm thanh và cách chọn nhạc nhanh Viral.

2. Nội dung cuộc họp

STT	Công việc	Người phụ trách
1	<p>Đẩy mạnh seeding + kéo reach cho các bài post</p> <ul style="list-style-type: none">- tăng like, tương tác.- tăng view videos- tăng chia sẻ- đăng bài với các topic nhạy cảm trên các cộng đồng Facebook lớn- Đẩy thêm các tuyến nội dung làm tăng sự đa dạng và phong phú	Giang Phi Long Hải Hà

2	<p>Chỉnh sửa về hiệu ứng hình ảnh âm thanh và cách chọn nhạc nhanh viral nhất.</p> <ul style="list-style-type: none"> + Nghe và lưu lại những bài nhạc hay trên trending Tik Tok + Tìm hashtag liên quan và những bài hát phù hợp content của video ngày hôm đó 	<p>Trọng Duy Xuân Trường</p>
3	<ul style="list-style-type: none"> + Rà soát lại lỗi và tổng hợp, thống kê lại những trường hợp nào khiến video flop và trường hợp nào làm video viral + Học hỏi để tái tạo lại các video viral hoặc sáng tạo theo cách khác. 	<p>Xuân Trường</p>

3. Công việc triển khai sau cuộc họp

STT	Công việc	Phụ trách	Deadline
1	Đẩy mạnh seeding + kéo reach cho các bài post	Giang Phi Long Hải Hà	15/2/2022
2	Chỉnh sửa về hiệu ứng hình ảnh âm thanh và cách chọn nhạc nhanh viral nhất.	Trọng Duy	15/2/2022
3	Thử cách thức khác cho việc đăng tải video, đăng thêm lên kênh reels Facebook.	Xuân Trường	15/2/2022

Table 25 - Meeting minute on February 1,2022

After following the plan of our team, Hằng Ostara decided to change the name on TikTok from Hằng Ostara to Jenny Lela. This is because we are aware of how deducing views those recent videos got, so resetting the name tag might be the new way to attach to the audience the person branding.

NO.4: POST - LAUNCH PROJECT AND REFLECTION

I. AUDIENCE'S FEEDBACK

To measure the effectiveness of the campaign and get feedback from the audience, we surveyed 427 people aged 18-40 in the group "Dễ đùa khó nói" and the group of FPT university students. The survey focused on people's perception of civilized sex after 3 months of the event, including the importance of sex education and the importance of sex agreement. In general, the campaign has achieved certain results, specifically as follows:

So sánh trước và sau chiến dịch

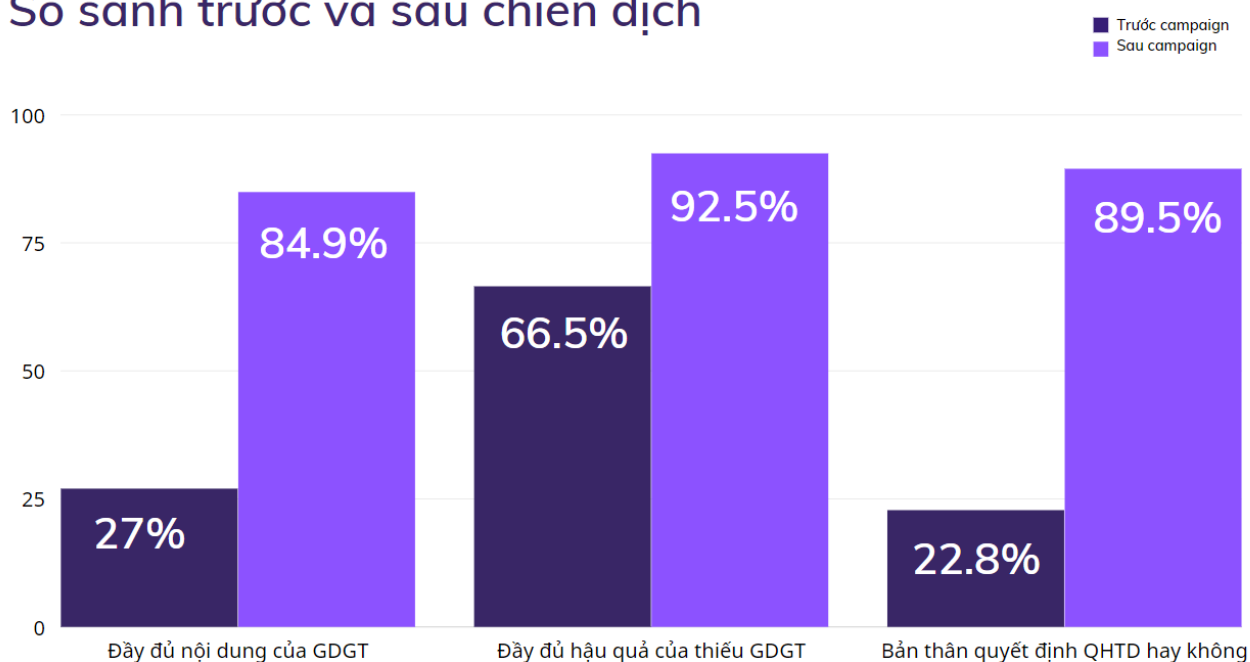


Figure 41 - Comparative survey before and after the campaign

1. People 18 - 40's awareness about result of sex educated

More than 88% of the group 18 - 40 understanding and awareness factor of sex education: relationships in life such as relationships with family, friends, men and women; knowledge about reproduction, puberty; the role of gender, sexuality; knowledge and prevention of STIs, skills in sexual consent, and sexual activities.

Giáo dục giới tính gồm

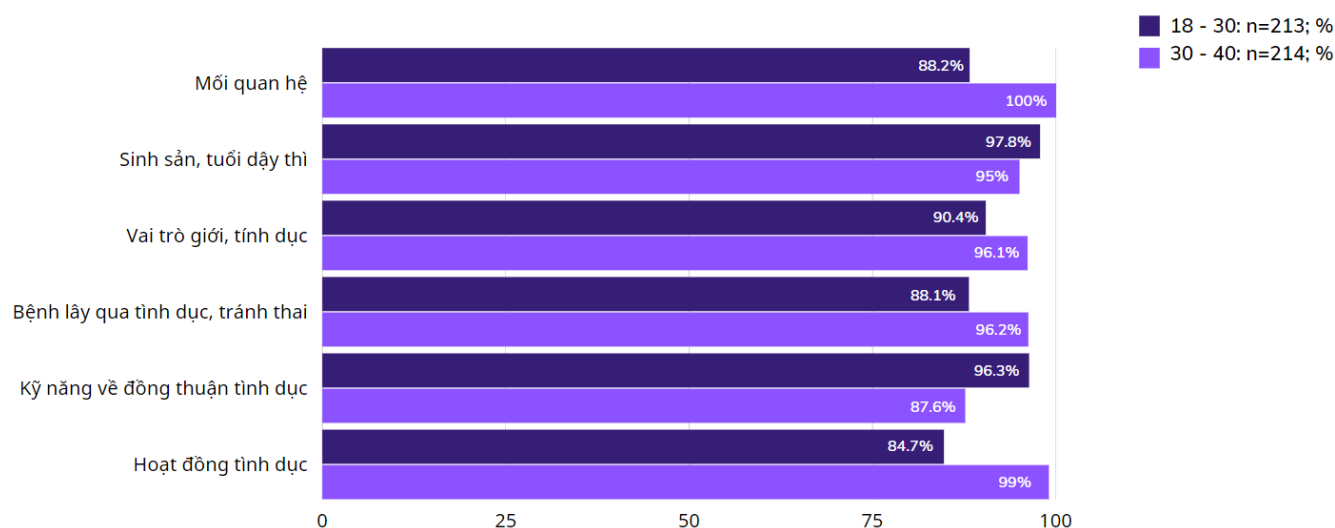


Figure 42 - Survey on the content of sex education

2. People 18 - 40's awareness about result of no sex educated

The majority of students are well-informed about result of not have sex educate: Self-conscious, sexual dissatisfaction, relationship barrier, early pregnancy, gynecological disease, psychological illness.

Hậu quả của thiếu giáo dục giới tính

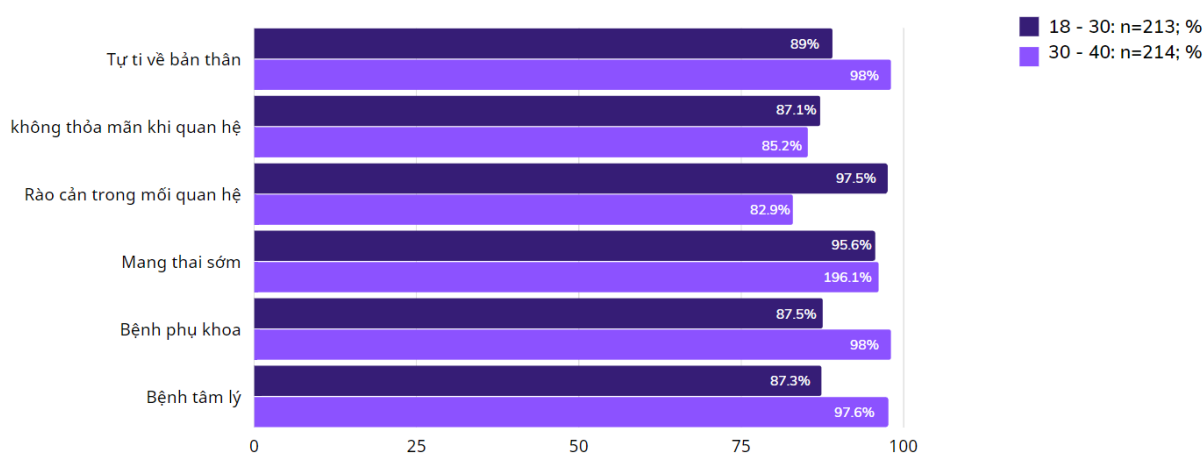


Figure 43 - Consequences of lack of sex education

3. People 18 - 40's awareness about when they should have sex

Chỉ nên quan hệ tình dục khi

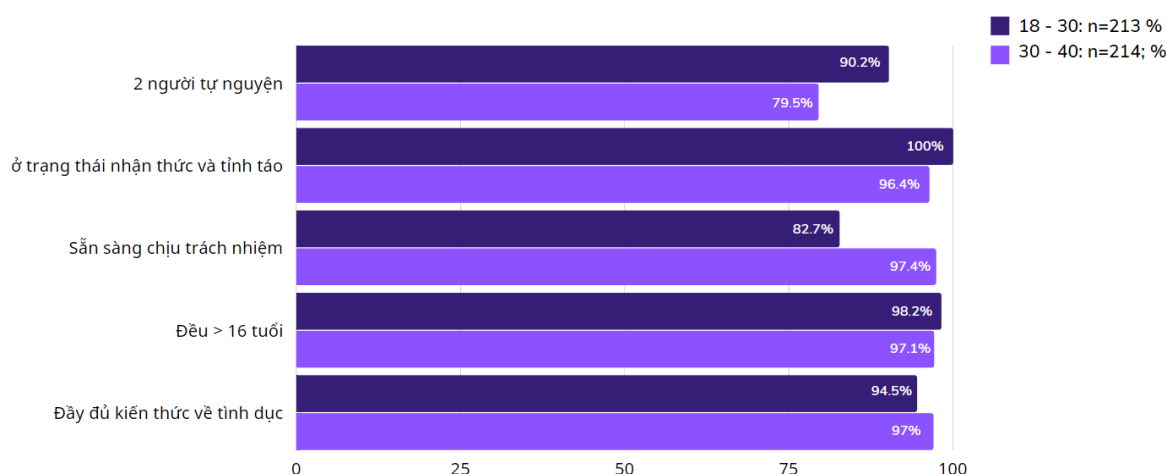


Figure 44 - Survey when to have sex

Nearly 80% of group people from 18 - 40 know that we should have sex only if and only if you are over 16 years old, truly ready to take responsibility, fully knowledgeable about sex, willing and both awake.

4. People 18 - 40's awareness about affecting on the decision to have sex

Indicators	18 - 30 (n=213), %	30 - 40 (n=214), %	Overall (n=427), %
Influence from people around (parent, grandparent, friend, partner)	20.1	12.8	16.5
Want/ need of yourself	88.4	90.5	89.5
Social prejudices	19.2	11.6	15.4

Figure 45 - What make them choice should or shouldn't having sex before get marry

Các yếu tố ảnh hưởng đến quyết định quan hệ tình dục

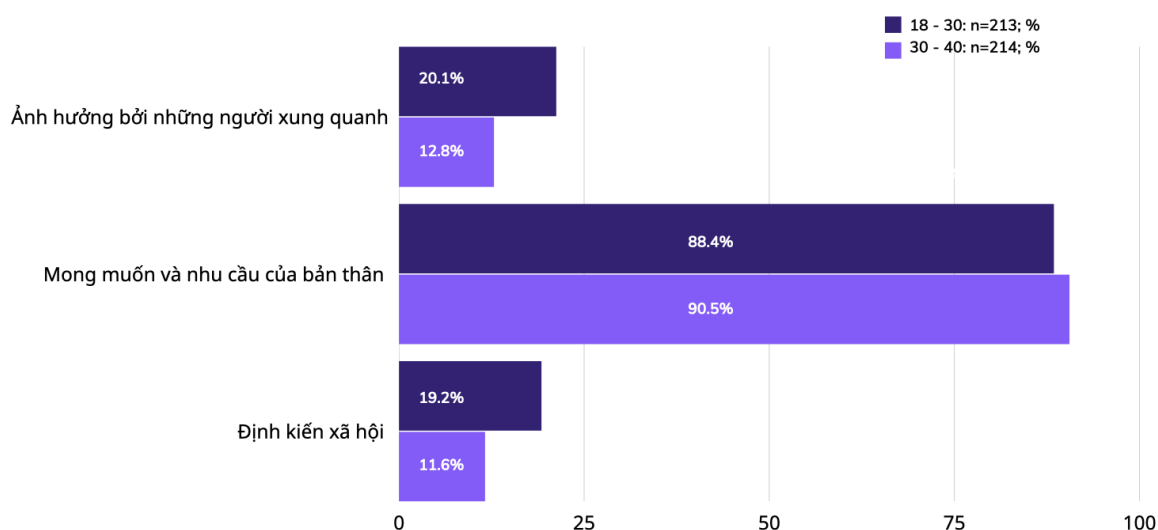


Figure 46 - Investigate factors influencing decision to have sex

They know that having sex or not is up to each person's decision. Only 16.5% of survey respondents still think that sex is influenced and dominated by people around them.

Audience's perception about campaign activities

From the TikTok comment section, we received many positive comments and agreement from other users. We capture some of those comments as below:

Made surveys and received responses from audiences from variety of sources

- A. Chart of "Lust & Trust" one of feedbacks received from audiences between the age of 18 to 30 as below:



Figure 47 - Survey the opinions of many people after watching the mini gameshow Lust and Trust

Surprisingly, the number of people who have changed after watching “Lust & Trust” were at 79%, by contrast were 21% who remained the same sex life even though they were watching the show.

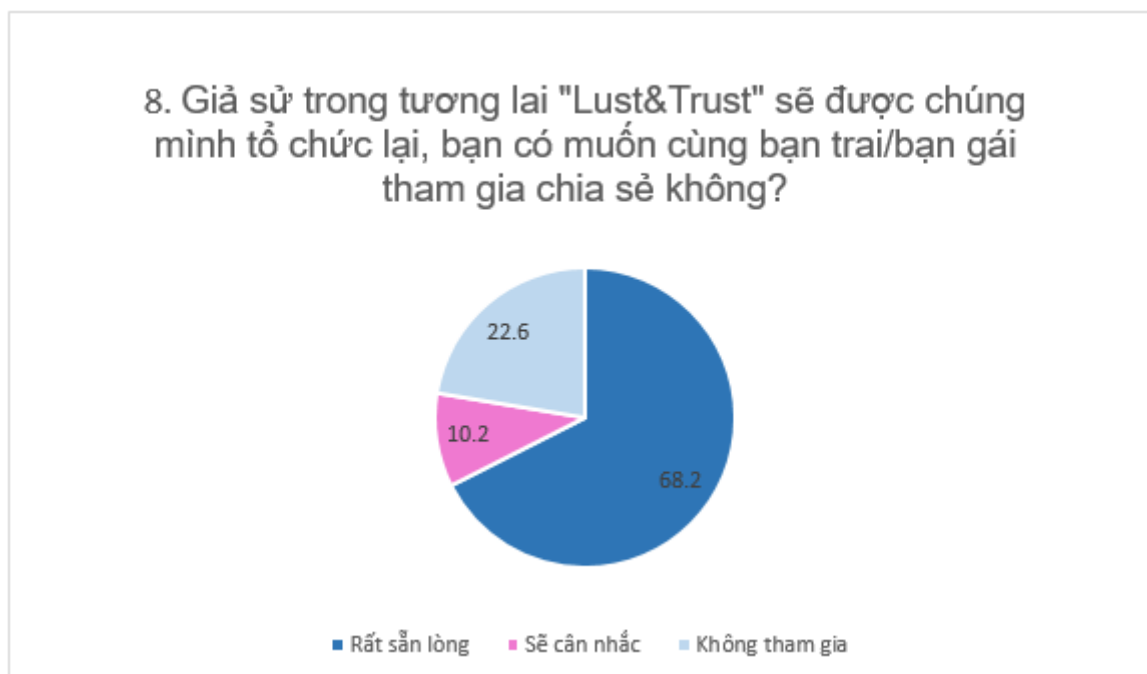


Figure 48 - Survey the opinions of many people after watching the mini gameshow Lust and Trust

There were 68.2% who are ready to attend the session when we start recording in the future, 10.2% who are considering if they feel open enough will join us. The rest of them might be shy to be recorded so we thought of recording blindly in the next episodes.

B. Chart of “Gặp & Gỡ” one of feedbacks received from audiences between the age of 30 to 40 as below:

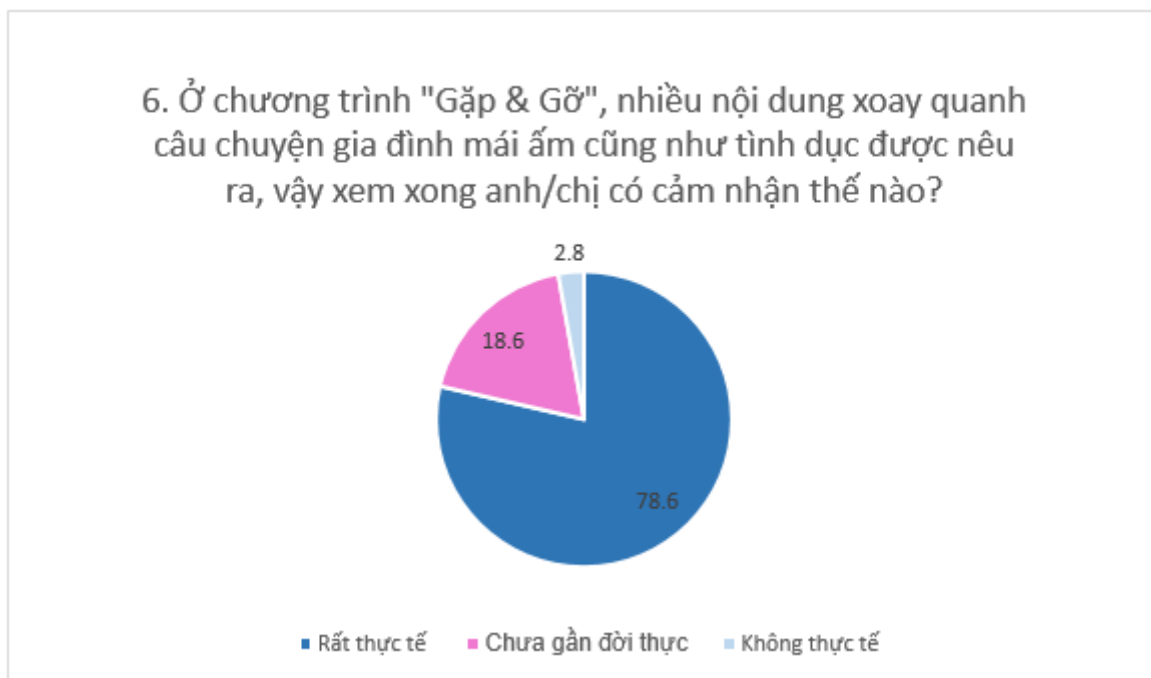


Figure 49 - Survey the opinions of many people after watching the talk show “Gặp và Gỡ”

This survey was aimed at the audience ranging from 30-40 years old, which meant we naturally claim that they already have a family with a husband or wife, kids, pets. So the questions were about how the content of “Gặp & Gỡ” series related to real life stories. Fortunately, there were 78.6% who agree with the objective that tells the series was near to the family’s daily life. 18.6% of people who gave a 50-50 perspective point out that the show almost touched real life. The rest was 2.8% who felt the show did not show the true face of life.

Other feedback from KOL:

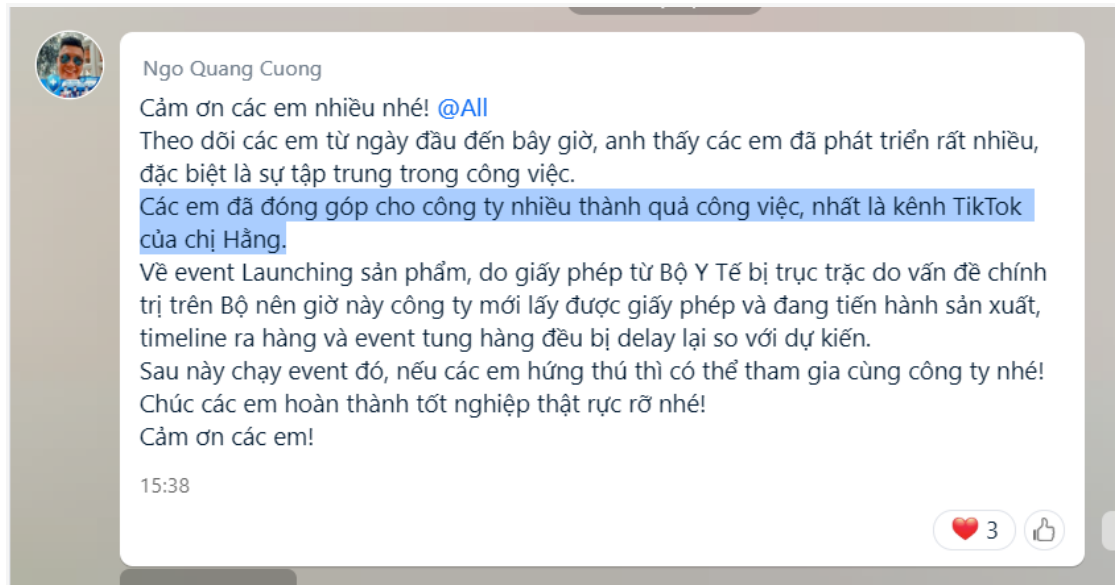


Figure 50 - Director Ngo Quang Cuong feedback about the time of team worked at the company

Following them from day one to now, I see that they have developed a lot, especially in your focus at work. You have contributed to the company a lot of work, especially Ms. Hang's TikTok channel” - said Mr. Ngô Quang Cường, KOL of this campaign and founder of Vạn Đức Phúc company.

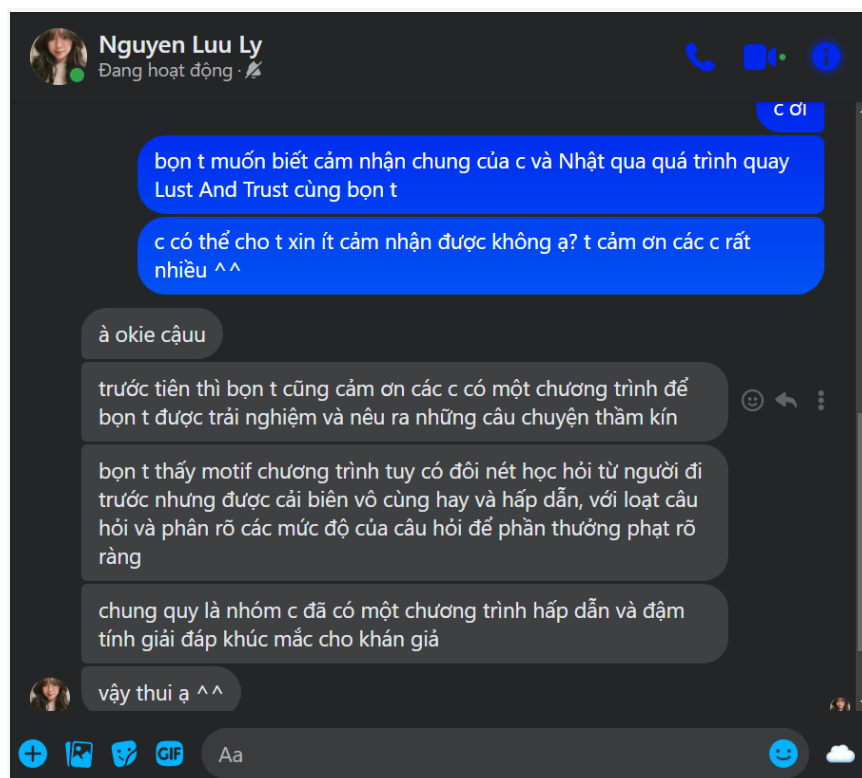


Figure 51 - Luu Ly's feedback

"In conclusion, I have to admit that you guys have made an appealing show and answer most of the audiences' questions about sex life" - said Nguyen Luu Ly a.k.a KOL hot TikToker @Lyxinhxinh in "Lust & Trust" series sent her feedback about our campaign.

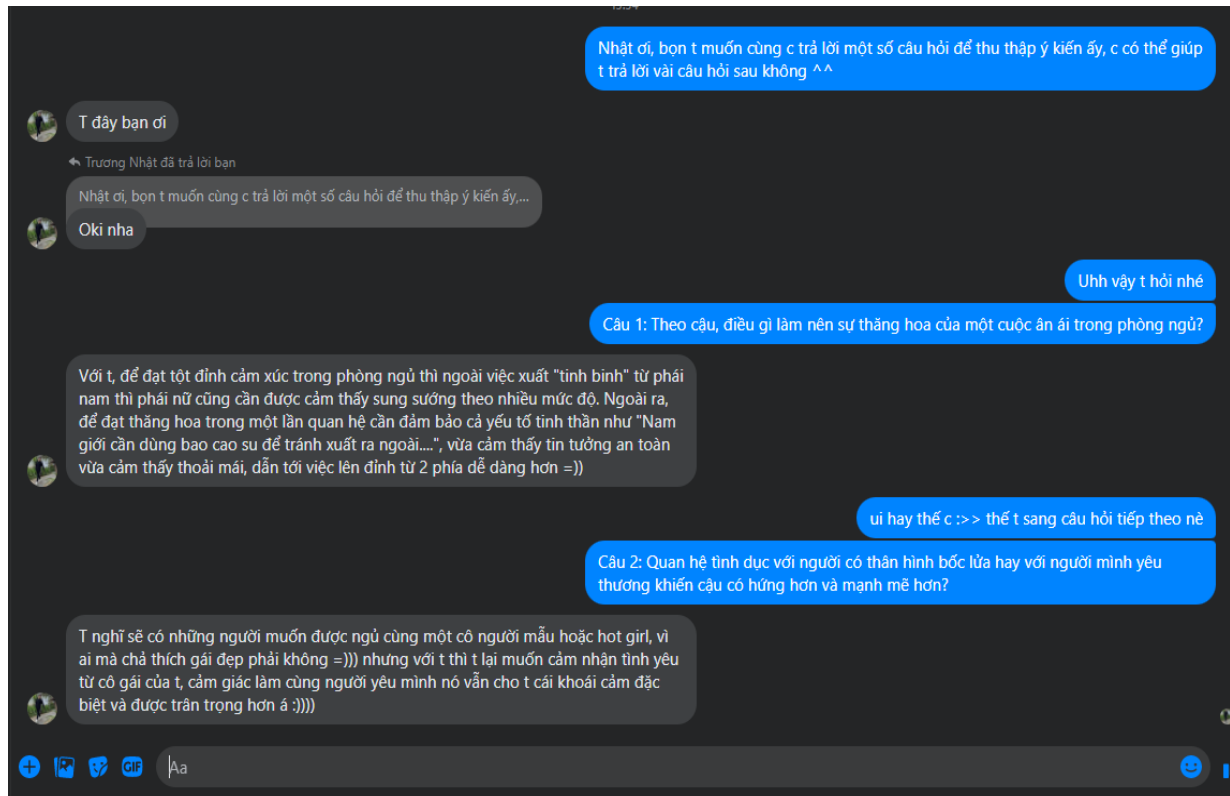


Figure 52 - Trương Nhật's feedback

This is some extended questions for our "Lust & Trust" guest @Truongnhat912 that we asked for our qualitative research purpose and we got his opinion of these deep-level questions of sex.

II. PROJECT EVALUATION

1. Overview

1.1. Positive points

- The campaign used a significantly lower total budget than the estimated budget and many other standard communication campaigns.

- The campaign has contributed to helping build significant personal brands become more popular, completing the mission in this campaign.
- Making people aware of the value sex education in modern society, people have a more realistic view of how harmful sex activities could be.
- And help many target audiences have an official information portal to learn, to know how to do it right, to have safety sex.
- Reflected through the growth index of the number of searches, the number of members in the facebook private group.
- Create a multi-dimensional viewing angle.
- Diverse many channels, many types of content, images, text, videos, many, effectively reach the right target audience.
- Ready-made props context for quick execution.
- Reaching new audiences and perspectives.
- Rich and diverse content.

1.2. Negative points

- Some programs in the campaign have not achieved the desired results, such as Lust & Trust, Hang Ostara podcast.
- Because of the pandemic that interfered with the main event of the campaign.
- Some types of content have not been focused deeply enough such as images,...

2. KPI

	Content	Actual Result	Minimum KPI	%Result/ KPI
Facebook				
1	Facebook Private Group “Dễ Đùa Khó	2.4k	1k	240%

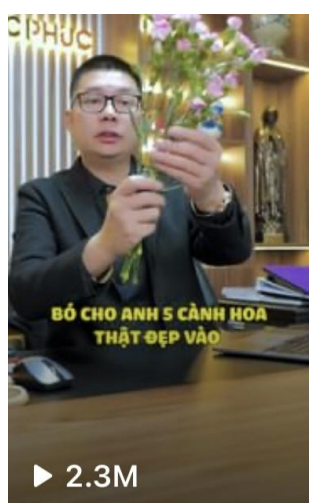
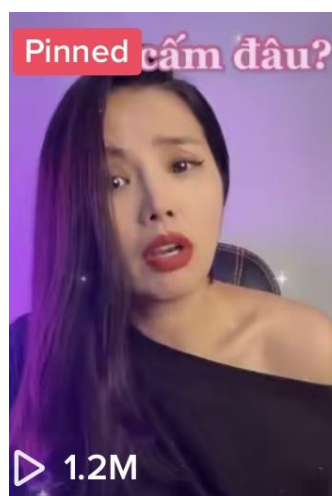
	Nói” (April 17, 2022) followers			
2	Jenny Lê La (April 17, 2022) followers	15.9k	10k	318%
3	Cường Fuman followers	15k	10k	150%
4	Cường Fuman reels views	8,3m	1m	830%
5	Jenny lê la reels views	3.6m	1m	360%
6	Fuman - Tình dục văn minh follower	646	5k	13%
Youtube				
6	Gặp và Gỡ Talk Show subscribers	122	1k	12%
7	Gặp và Gỡ total views	5.7k	1k	131.36%
8	Lust & Trust subscribers	22	1k	2.2%
9	Lust & Trust total views	509	1k	50%
TikTok Hằng Ostara (Now is Jenny Lê La)				
10	Total video views in 3 months	4,4m	1m	220%
11	Followers	26.2k	10k	262%
12	Likes	158.5k	30k	712%
13	Comments	3.6k	1k	361.2%

14	Shares	7.3k	1k	732.6%
TikTok Cường Fuman				
15	Followers	2.5k	10k	25%
16	Likes	15.7k	30k	52%
17	Total Video Views	420.7k	1m	42%

Figure 53 - KPI table

Conclusion: Thanks to a good communication strategy, the campaign achieved certain successes and clear goals, resulting in exceptional efficiency, as summarised in the above KPI table.

Million views clips:



III. SUGGESTION AND RECOMMENDATIONS

1. Suggested posting content

2 episodes released with positive feedback, real views and comments, no ads. Although the numbers are still low, there is potential for further growth if it continues.

⇒ Use more content, reduce content from other channels to build this channel. Invite more young KOLs to come and share.

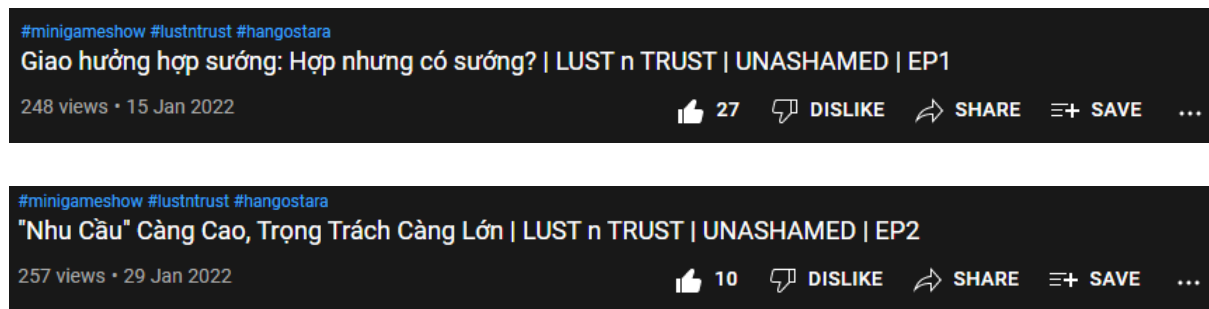


Figure 54 - Data of 2 episodes of mini game show on Youtube

Video posts in TikTok Hangostara have only the concept of sharing knowledge.

⇒ Divided into more diverse content routes such as drama, trending TikTok, ... and divided into separate tabs in TikTok.

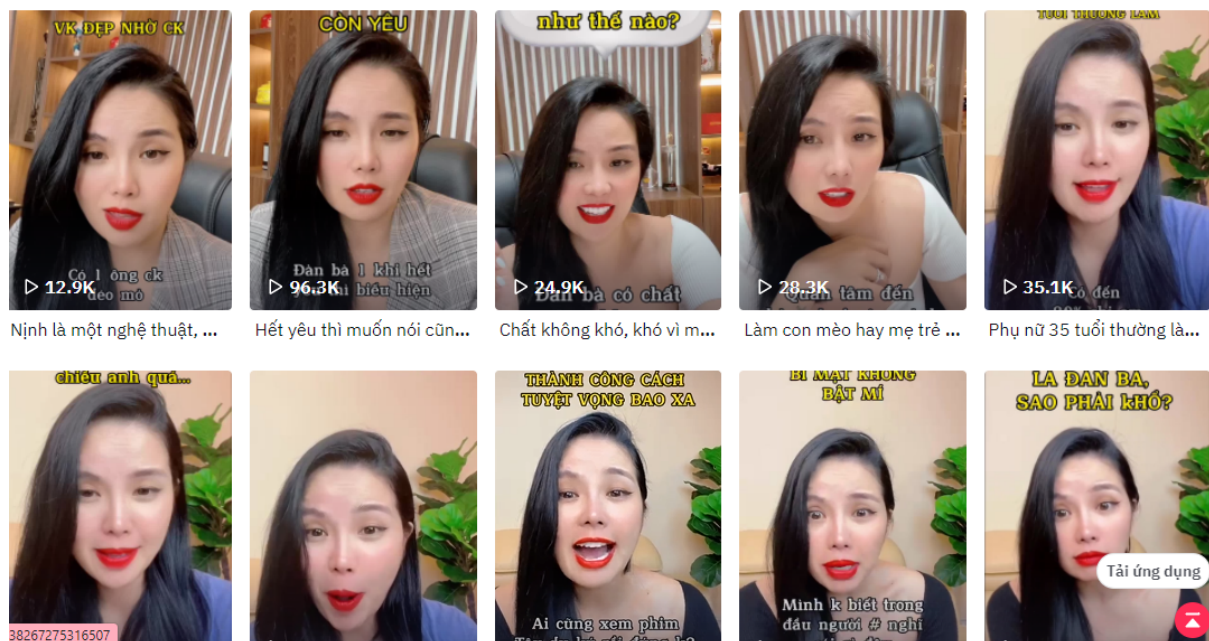


Figure 55 - TikTok HangOstara

2. Other suggestion and recommendation

Media strategy for the campaign was a success in terms of engagements and social views, as measured by media indicators on Facebook, Youtube, TikTok.

However, there are limitations in the amount of reach that has not been achieved as expected. Here are some recommendations to improve for future campaigns.

The KOL strategy did not result in high interaction and did not reach the

campaign's target audience.

- Need to select KOLs with sex-related content or experts in the field of sex, marriage, relationship management.
- Instead of selecting just one expert, book more reputable psychology experts to share post articles for the campaign.
- The program content, the way the program is implemented should be creative to easily reach a younger audience, a large audience will find it interesting and not boring.
- Persevere in making many series to attract loyal followers. Actively seeding in associations and groups with relevant content.

Set up a TikTok channel: Cuong Fuman

- The TikTok channel specializes in sharing knowledge and lessons about civilized sex in a close and humorous form.
- The main target audience will be men to develop together with the Hangostara channel, the TikTok channel has a predominantly female reach.

Create more shows for ages 18-40 and create TikTok channels corresponding to those shows:

- Continue to create interesting game show content for young people.
- “Bản giao hưởng hợp sống. Hợp nhưng có sống?” / Thưởng và hưởng / Thưởng mà thức.

Promote more civilized sexual content on Spotify channel:

- Produce more online content and make it episode by episode in detail.
- Run ads so that each episode on Spotify can reach more listeners.
- The Spotify channel will be the trend in the future, so if deployed in the best way, it will be a premise for content development.

Produce a lot of comedy and drama content on reels of facebook:

- Reels is a new feature of Facebook after the success of TikTok. This feature is new, so the reach to customers is very high and has been shown by

views and likes.

Series of interviews with passersby:

- To have multi-dimensional views and different aspects of each person's personal opinion about a civilized sexual content.

SUMMARY

Understand the importance of civilized sex to human life. Regardless of the age of adulthood, not only 18-40 but also older or younger, sex education is very important. Our team is fortunate to have chosen the campaign, has access to people with experience, knowledge about sex, relationship management, professional campaign team of Van Dac Phuc company. The project was deployed within 5 months to launch the product, but due to the covid 19 epidemic, the time was affected. Our team is responsible for making the brand name for Hangostara to bring many perspectives on civilized sex and sex education in the current era.

For the purpose of branding and raising awareness about civilized sex for ages 18-40. The project's message is: **Live culture, love civilization, make love responsibly.**

Due to the impact of the covid 19 epidemic, our group is limited in many ideas and only focuses on social networks. We have created many content and videos on platforms like: Youtube, TikTok, Facebook, Spotify. After more than 3 months of implementing the project, the Hangostara TikTok channel has gained 25,000 followers, nearly 200,000 likes. TikTok Cuongfuman channel has nearly 3000 followers and nearly 50,000 likes. What's more, there have been videos reaching 1,300,000 views on TikTok and 2,000,000 views on reels of facebook. The personal Facebook page has increased the number of followers from 5000-10,000 people. With a very modest total budget and not too extravagant.

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First of all, we would like to thank Van Dac Phuc Company for enthusiastically supporting our team in this communication campaign of the company. Thank you, Director Ngo Quang Cuong, for always giving enthusiastic guidance and

approving the cost of the company. the most fair and efficient way. More than that, I also have to thank the members of the company who helped the team a lot during the first time in the company.

We would like to express our heartfelt gratitude to our Project Instructor, Ms. Hue, who has always guided and supported our group's thesis with zeal. We would like to convey our heartfelt appreciation and gratitude to Ms. Nguyen Thi Hue for her assistance in carrying out this difficult assignment. She was the most enthusiastic and kind guide we had ever met. We could not have finished the project we are today without her motivation, direction, and support.

Last but not least, we would like to thank my team for always being there, working hard, and supporting one another even during the difficult times that we went through, especially the Covid-19 epidemic. Second, we would like to thank our family, friends, and classmates for their assistance in bringing the **“Communication campaign to raise civilized sexual awareness for ages 18 to 40 of Van Dac Phuc company”** closer to the target audience.

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