

COMMUNICATION CAMPAIGN

HDGTL TEAM

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

MEMBERS



Mrs. Thu Hue

Supervisor



Nguyen Xuan Truong

Leader



Nguyen Trong Duy

Member



Pham Hai Ha

Member



Nguyen Minh
Giang

Member



Le Nguyen Phi Long

Member

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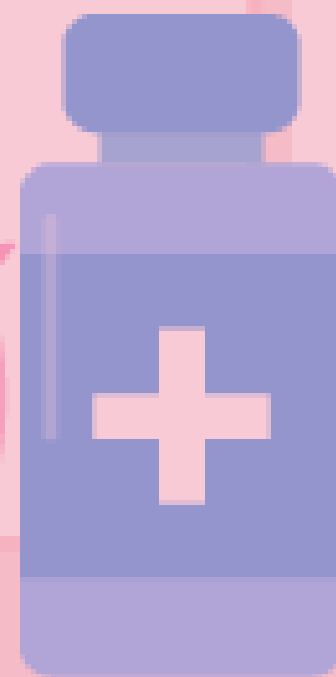
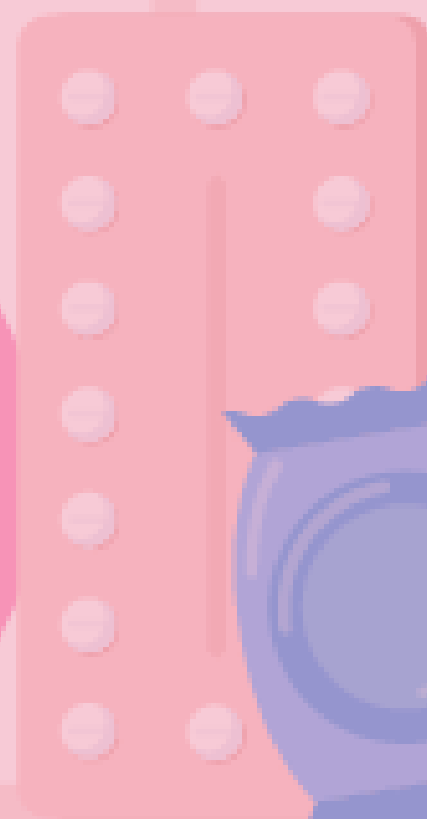
SUMMARY



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01

INTRODUCTION



1.PROJECT INTRODUCTION

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 của công ty Vạn Đặc Phúc.

2. PROJECT INTRODUCTION

Reasons to choose this project

Team's purpose

Accumulate and learn from experience.
Wanna change judgement of society, talk about sex in an open way, and obtain more knowledge about this field.

Relevancy

Wanna change judgement of society, talk about sex in an open way, and obtain more knowledge about this field.

Meaning

For organisation:

Prove that the organisation's vision, mission, and core values are on track.

For team:

Members self-reflect and explore to see what's the judgement and myths of the young generation on sex.



3. PROJECT OVERVIEW

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.

The proposed project

Boundaries of the project

OUTSTANDING
RESULT

8.3M

Cường Fuman
Facebook Reels views

4.4M

Hằng Ostara
Tik Tok views

3.6M

Hằng Ostara
Reels views

COMPANY INTRODUCTION

VAN ĐẮC PHÚC

Trách nhiệm đến cùng

About Van Dac Phuc

Van Dac Phuc is a company specializing in teambuilding activities and creative media services, founded on May 17, 2013.

Experience

About 10 years on events planning and team building fields.

Address

No. 59 Lang Ha - O Cho Dua
Ward - Ba Dinh District - Hanoi
- Vietnam.

VISION, MISSION, CORE VALUE

01

VISION

Gather the wisdom and strength of senior leaders with many years of experience in the field of Events Planning, Team Building and Game Show in Vietnam and Nationwide.

02

MISSION

Appeal business partners, more investors and provide the best services to events bookers. To create a better team-building playground for other companies.

03

CORE VALUE

“Responsibility till the end”

BRAND IDENTITY



Meaning of the brand's symbol

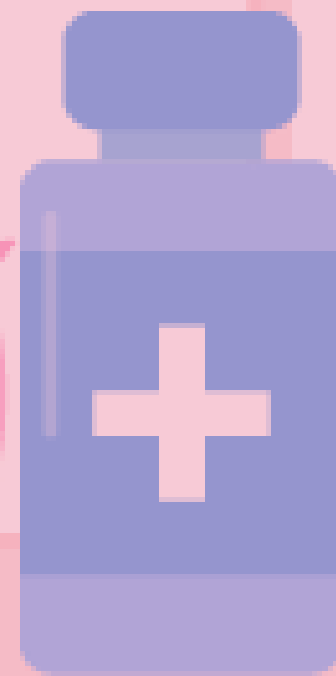
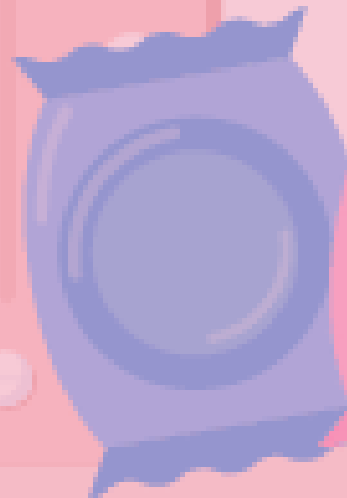
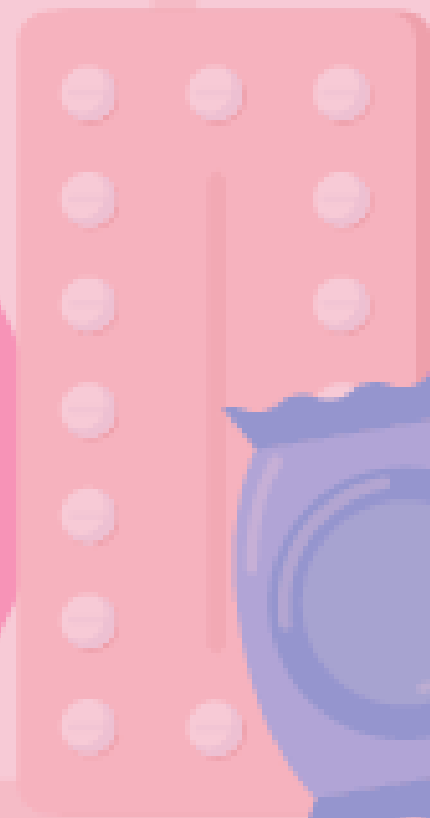
Black is for mysterious and luxurious. Orange is for happiness and full of energy.

The reason for this design selection is to provide customers a luxurious looking and energetic attitude of work.

The enthusiasm of Van Dac Phuc to events planning and team-building fields has been shown directly through the brand's identity.

02

MARKET RESEARCH



01. SITUATION ANALYZE

Searching for the term "Sexual harassment" on Google yields 1.9 billion results in 0.47 seconds.

The most important cause for this condition is that the educational system's sex education is inadequate. - According to Ethiopia journal of health science in 2012, the most important cause for this condition is that the educational system's sex education is inadequate

HARASSMENT



02. SWOT

S

- Supported and powered by Van Dac Phuc company.
- The group's members have a wealth of experience in the sphere of sex life.

O

- 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.

W

- The organisational staff only served for four, making it difficult or impossible to fully guarantee the project's progress and effectiveness.
- Focus on video material, too much text, and image-based information; sound and others are still lacking.

T

- Difficulty in seeding in groups to reach the target audience,
- Covid19 pandemic
- Vietnam's different customs and culture, it is easy to encounter criticism or controversy in the community.

03. AUDIENCE ANALYZE

QUALITATIVE STUDY

PEOPLE



8 People 18 - 40 years old

- KOL in sexual field: Hằng Ostara & Ngô Quang Cường
- Sexologist Đinh Thái Sơn
- 6 people 18 - 30

RESEARCH INFORMATION



2 main problem are:

- The current state of understanding of sex education
- How they approach sex?

QUALITATIVE STUDY

THE CURRENT STATE OF UNDERSTANDING OF SEX EDUCATION

GROUP
18 - 30 YEARS OLD



Sex to them is merely lust

2 people admitted not fully aware of STIs. They also consider STIs are not so important

1 person agrees to have sex because their partner wants to even if they don't want to have sex



Not really ready for sex as they think

They agree to have sex because it is a lover, satisfying the partner's needs. 2 of the interviewees never thought about what they would do if they got pregnant

QUALITATIVE STUDY

THE CURRENT STATE OF UNDERSTANDING OF SEX EDUCATION

GROUP
18 - 30 YEARS OLD

Not really ready for sex
as they think

"Many women think: they have to pamper their husbands and learn more skills to make their husbands happy. But firstly, they have to know how to enjoy themselves. Sex is not just one person"

"Many women don't want but their husbands want to have sex. Having sex without consent is the same as rape?"



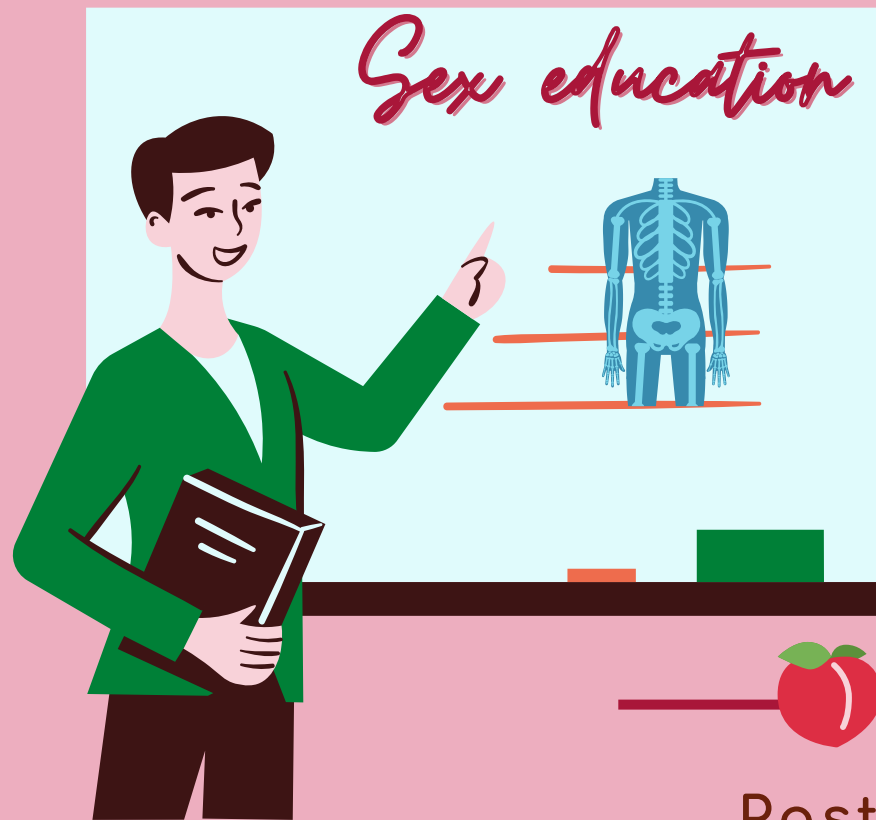
Not fully understand the risks in
relationships and sex

'Sex is very important in a relationship. Many couples divorce just because there is no consent in sex'

QUALITATIVE STUDY

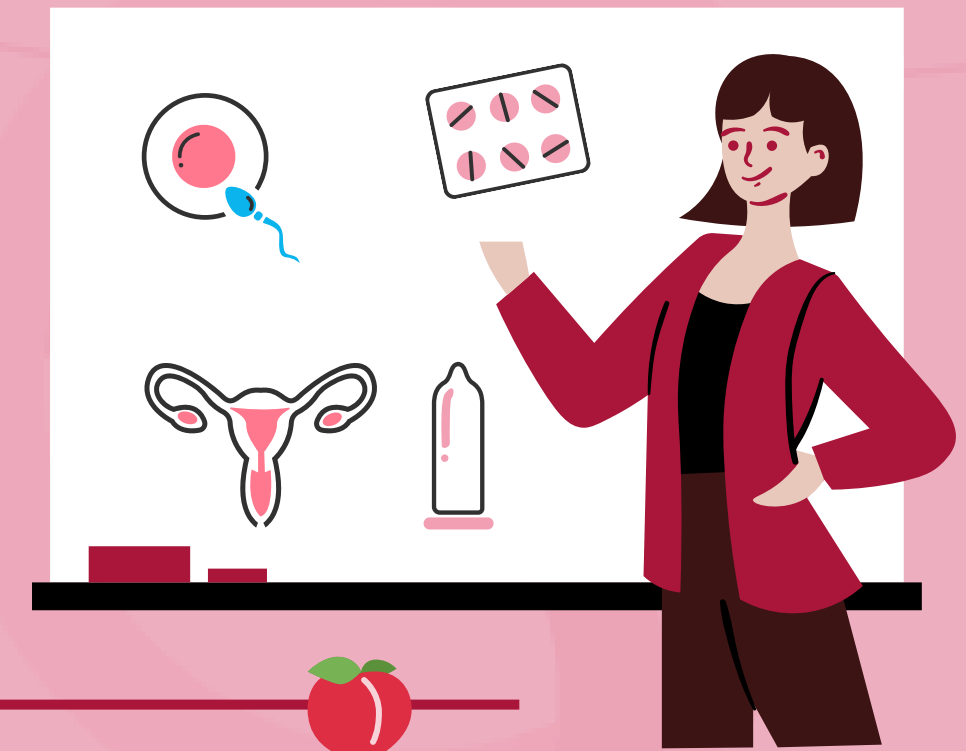
HOW THEY APPROACH SEX?

At school



Past

sex education has been included in the experimental curriculum. The content mainly on the anatomy and physiology of the body, not to mention the relationship between the sexes, sexual issues and sexual relations.



Now

In recent times, some high schools and universities have begun to pay more attention to sex education.

QUALITATIVE STUDY

HOW THEY APPROACH SEX?

At home



Sex education in the family is less interested by parents. They also lack information about sex education, so they are not fully aware of the role of this educational content.



They do not care or have many difficulties in educating their children.



Parents try to avoid discussing these issues with their children for as long as possible

03. AUDIENCE ANALYZE

QUANTITATIVE STUDY

PEOPLE



630 People 18 - 40 years old

- Group 18 - 30: 315 people
- Group 30 - 40: 315 people

RESEARCH INFORMATION



2 main problem are:

- Awareness and the important of sex education
- Awareness about sex agreement
- Factors affect on the decision to have sex

QUANTITATIVE STUDY

People 18 - 40's awareness the important of sex education

Indicators	18 - 30 (n=315), %	18 - 30 (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)	42.9	50	46.5

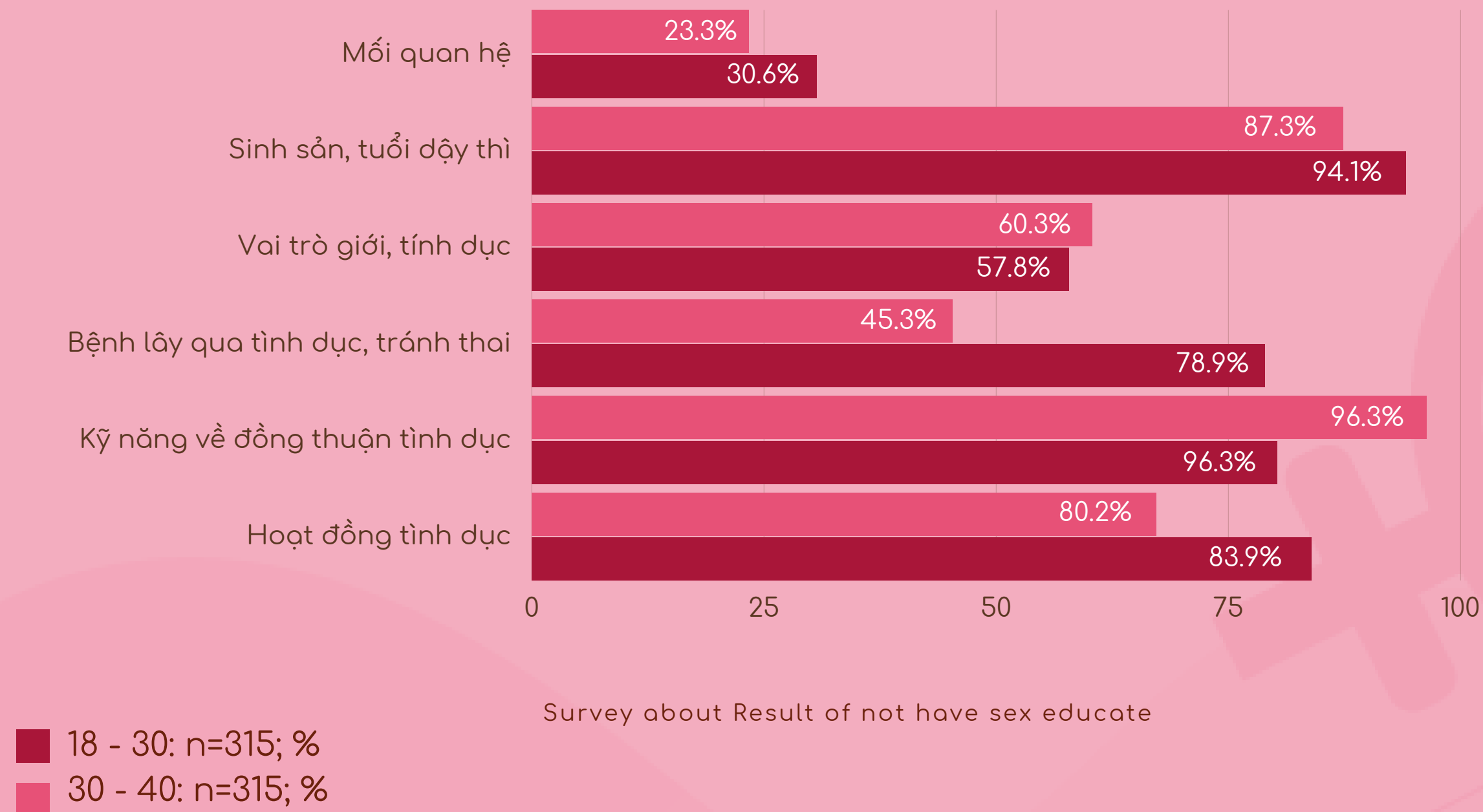
More than 27% know all the issues and knowledge in sex education.

More than 45% of them are not fully aware of the consequences of not having adequate and serious sex education.

QUANTITATIVE STUDY

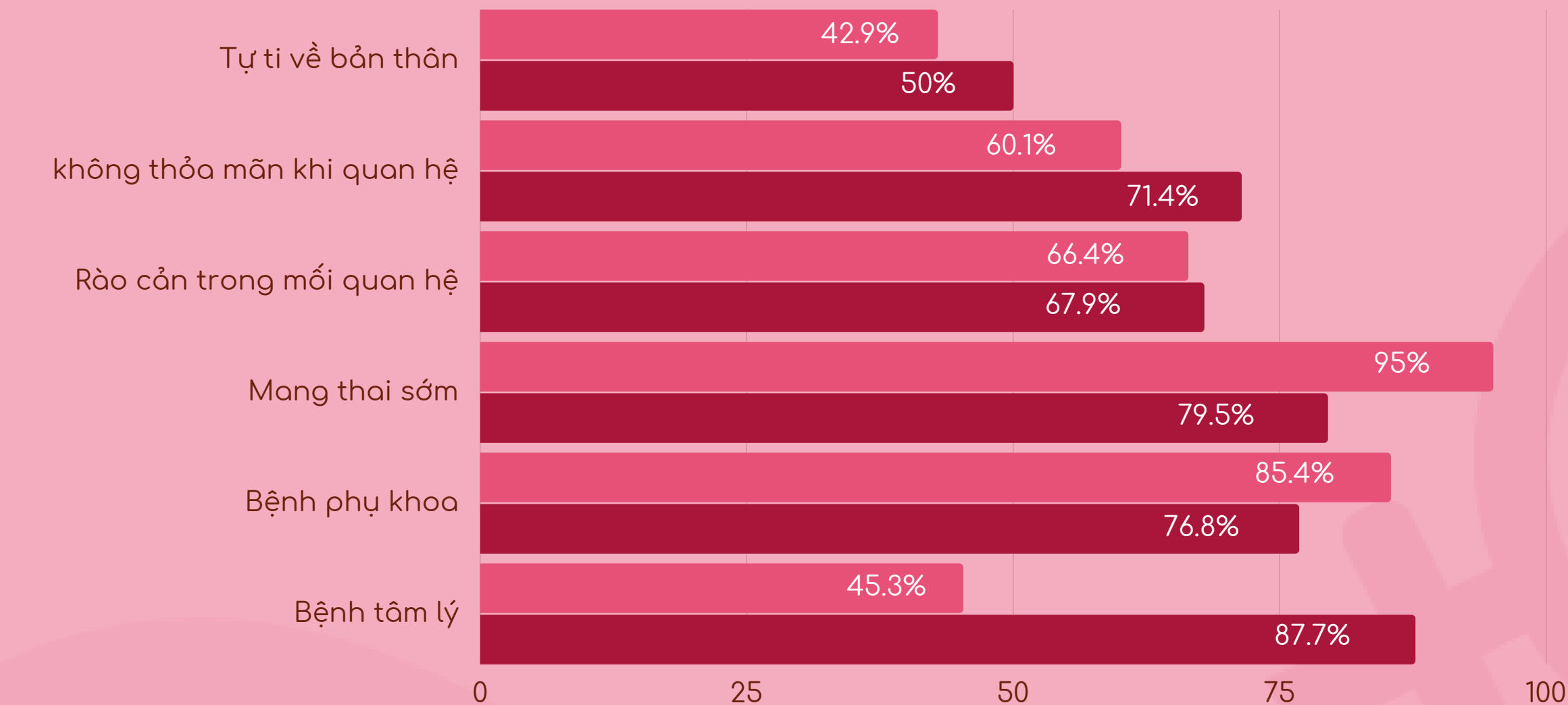
Sex Education include

In sex education, people often overlook the content of relationship management.



QUANTITATIVE STUDY

Result of not have sex educate



Survey about Result of not have sex educate

■ 18 - 30: n=315; %
■ 30 - 40: n=315; %

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.

QUANTITATIVE STUDY

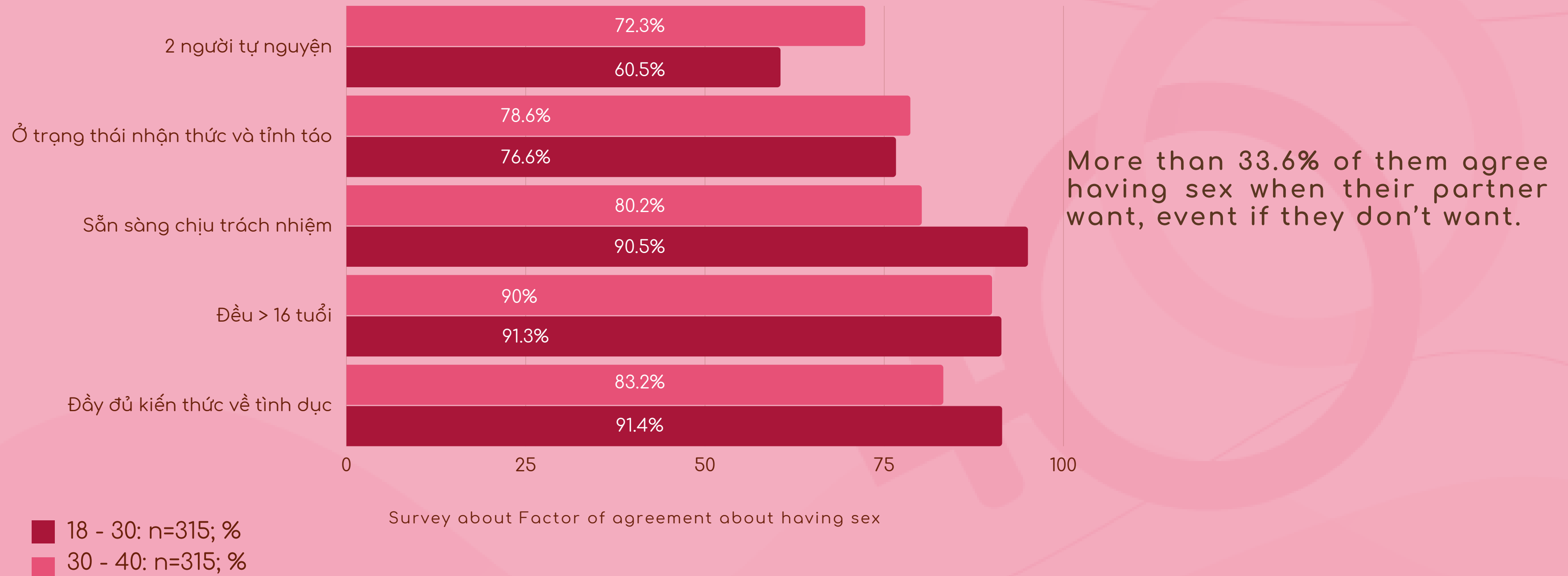
People 18 - 40's awareness about sex agreement

Indicators	18 - 30 (n=315), %	18 - 30 (n=315), %	Overall (n=630),%
Having sex is one thing important in romance relationship	66.7	80	73.3
Important of agreement about having sex	40	50.3	45.1
Factors of agreement about having sex	72.3	60.5	66.4

66.4% of survey respondents have fully aware of full factor sex agreement

QUANTITATIVE STUDY

Factor of agreement about having sex



QUANTITATIVE STUDY

People 18 - 40's awareness about Factors affect on the decision to have sex

Indicators	18 - 30 (n=315), %	18 - 30 (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

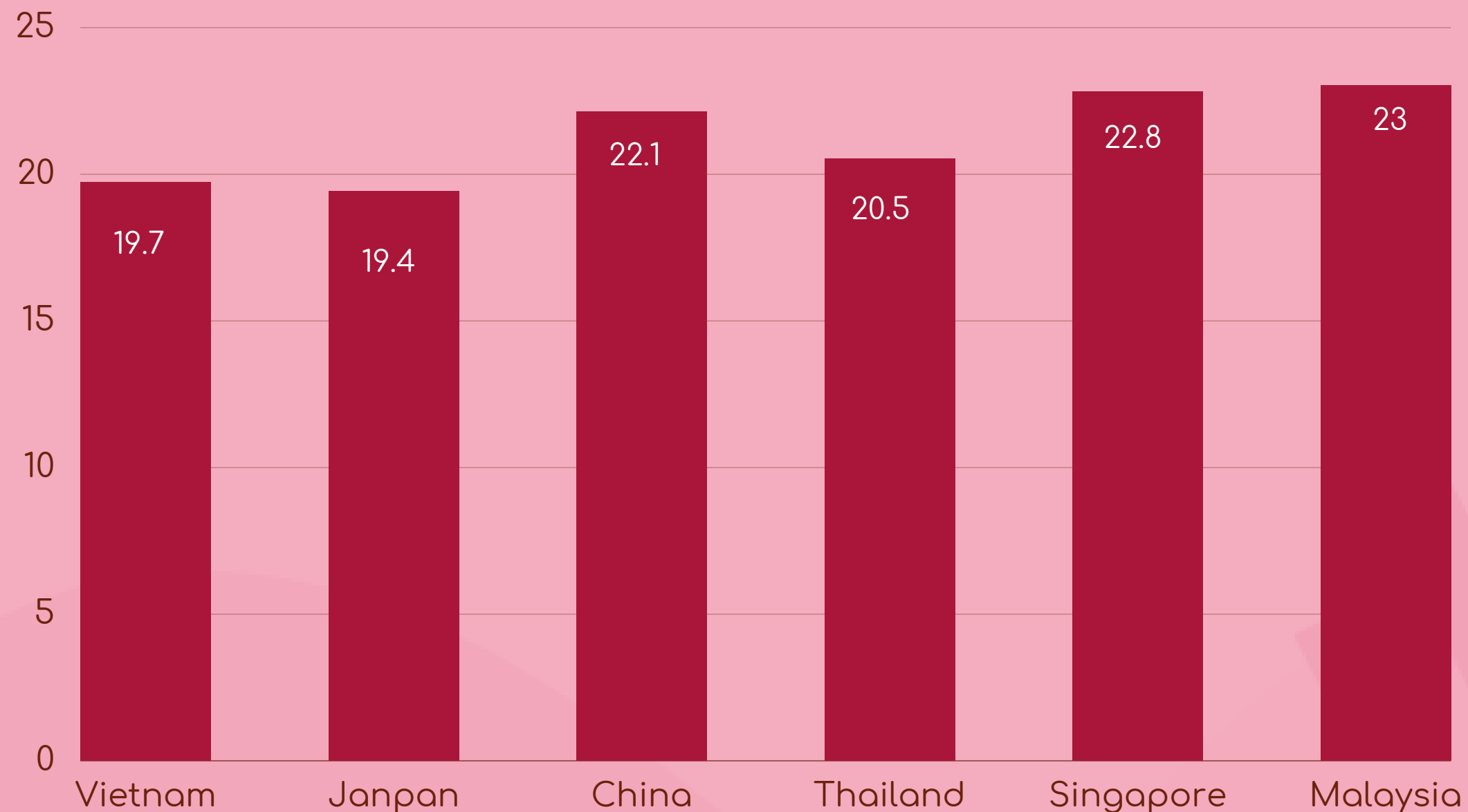
People 18 - 40's opinion about shouldn't
having sex before getting marry

Indicators	18 - 30 (n=315), %	18 - 30 (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

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

CURRENT STATUS ABOUT HAVING SEX OF PEOPLE 18 - 40 YEARS OLD IN VIETNAM

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

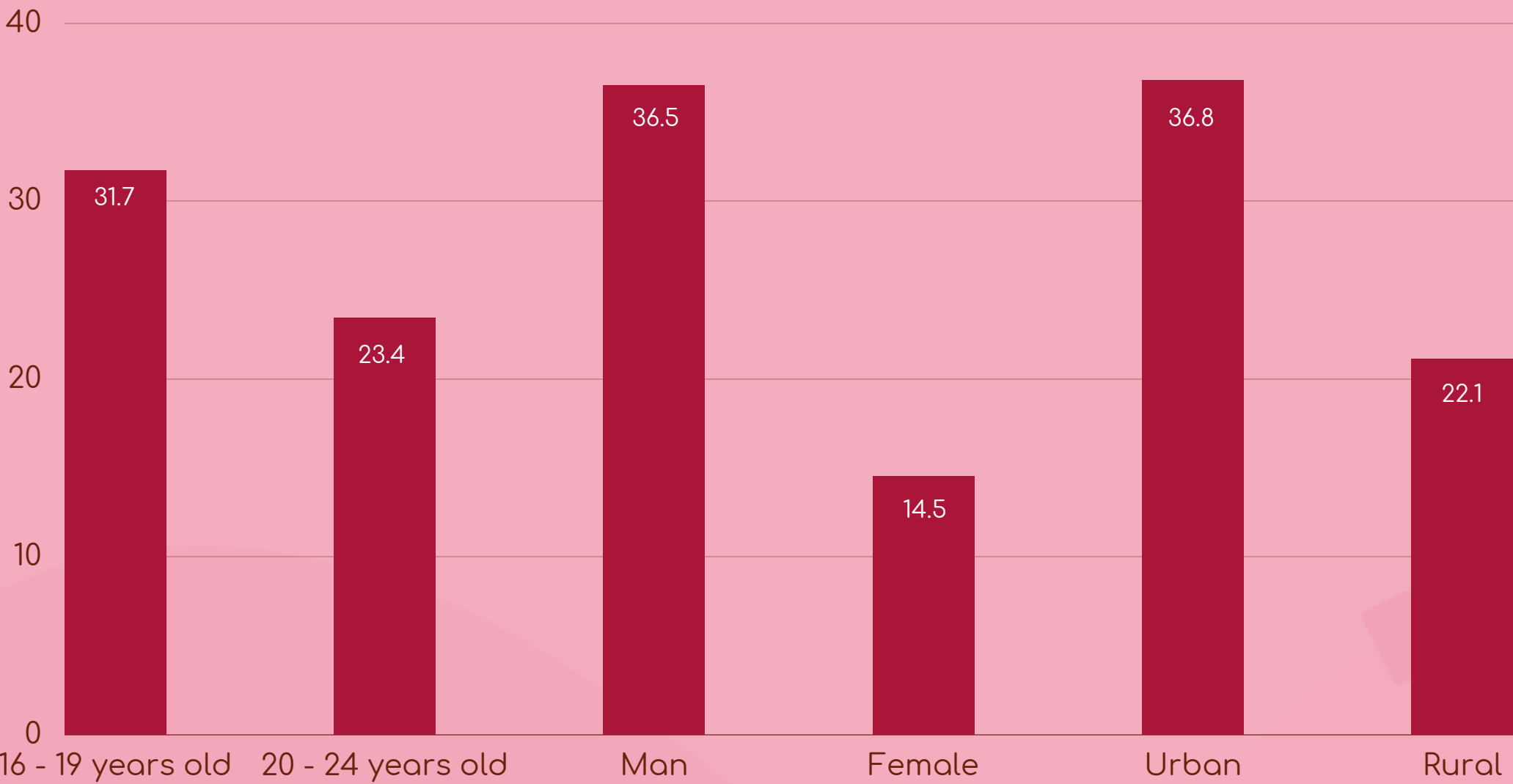


The average age of having sex for the first time in Vietnam is 19.7 years, lower than many countries in the region such as China (22.1 years old), Thailand (20.5 years old), Singapore (22 years old), and Singapore (22.8 years old), Malaysia (23 years old)

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

CURRENT STATUS ABOUT HAVING SEX OF PEOPLE 18 - 40 YEARS OLD IN VIETNAM

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

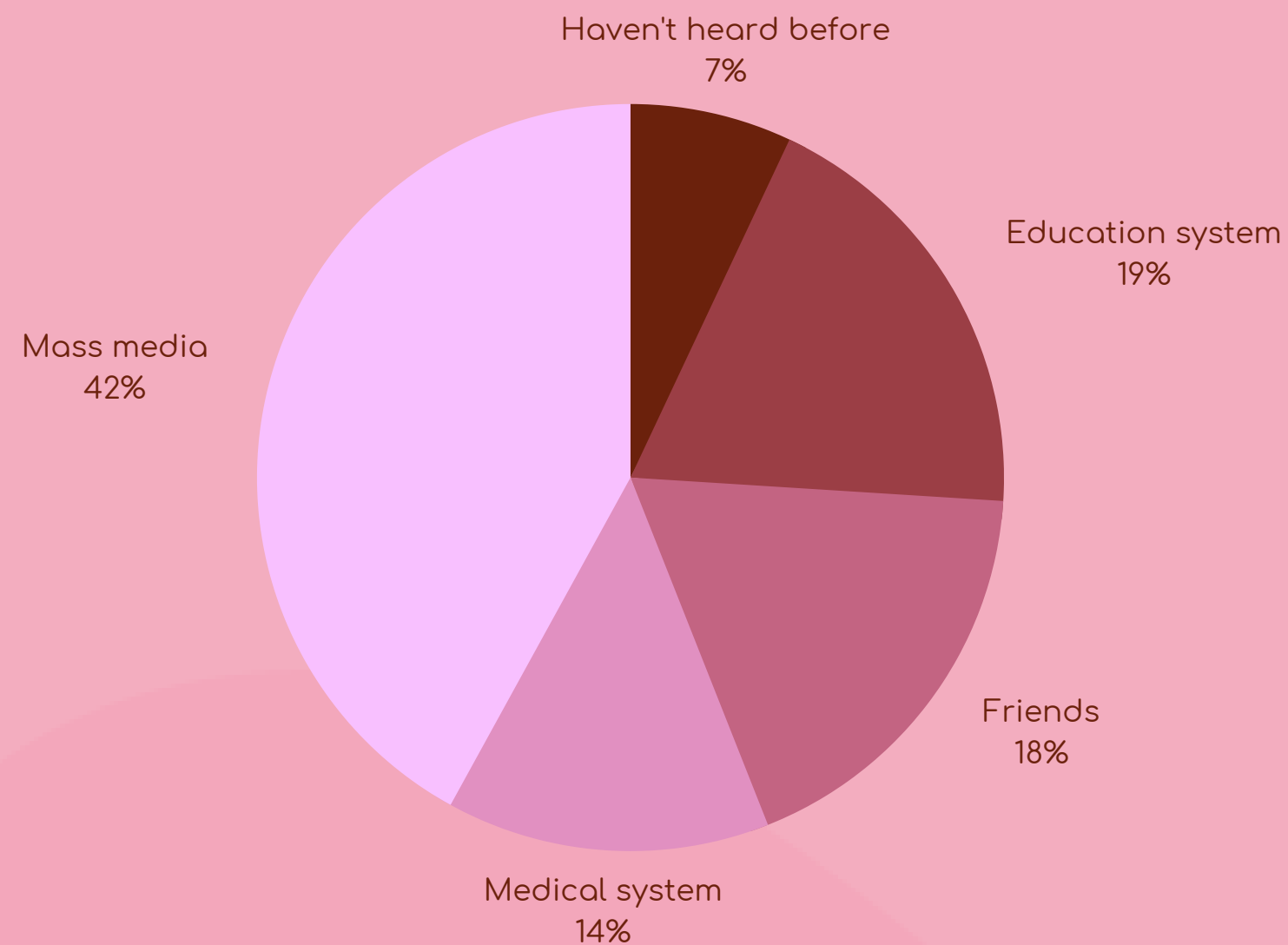


Mean age of first sexual intercourse for the entire sample is 18.1 years old. The age of first sex in rural areas is 18.0 years old, slightly earlier than the youth in urban areas.

Percentage of using condom during first sex(National Report on Vietnamese Youth, 2010)

CURRENT STATUS ABOUT HAVING SEX OF PEOPLE 18 - 40 YEARS OLD IN VIETNAM

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

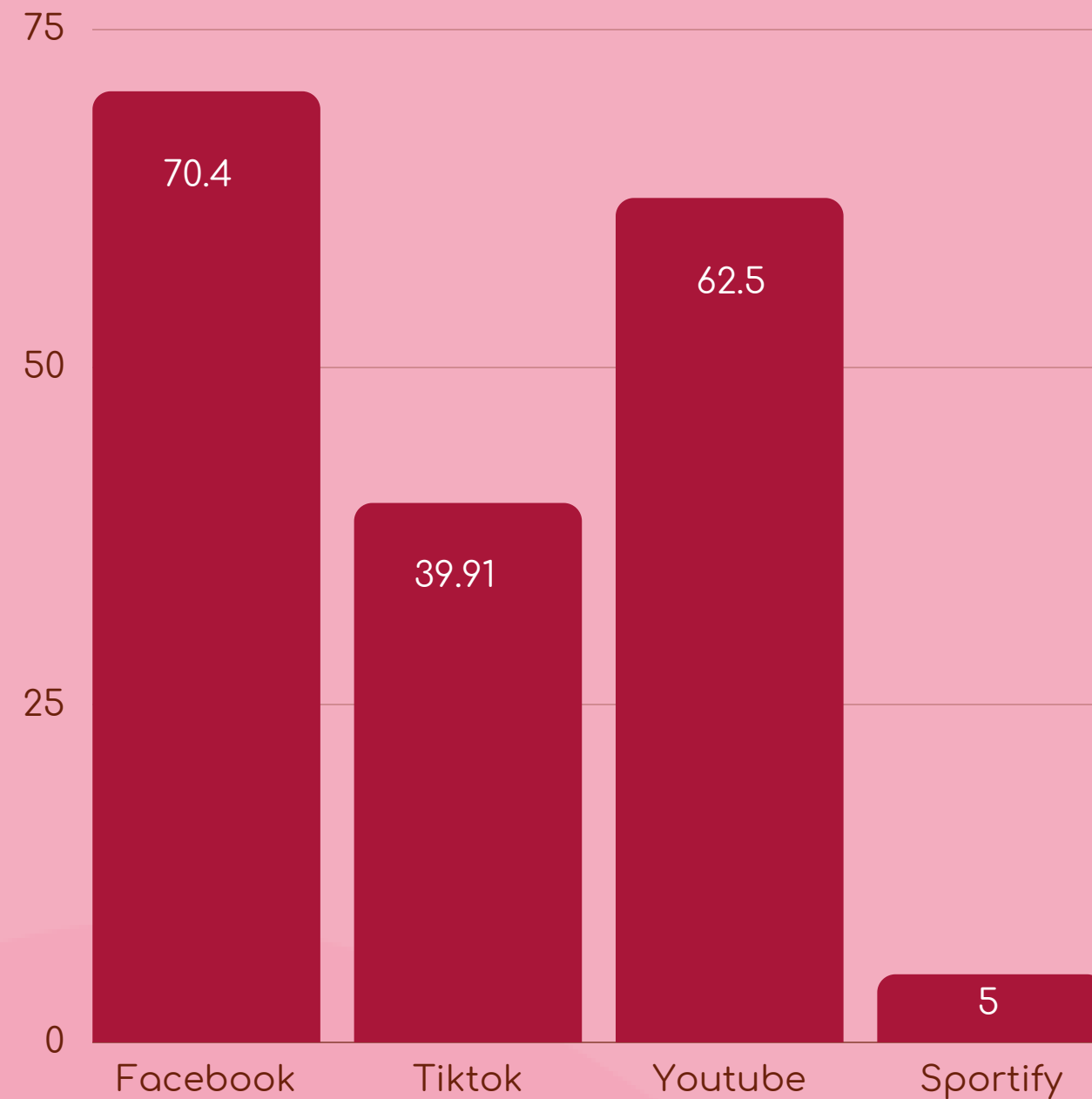


Channels to access information about sex of Vietnamese youth(National Report on Vietnamese Youth, 2010)

7.0% of respondents said they had not heard about this topic from any source

42% of them know through mass media, such as TV, social media

Social media user in Vietnam in 2022



Social media user in Vietnam in 2022 (datareportal, 2022)
(million)

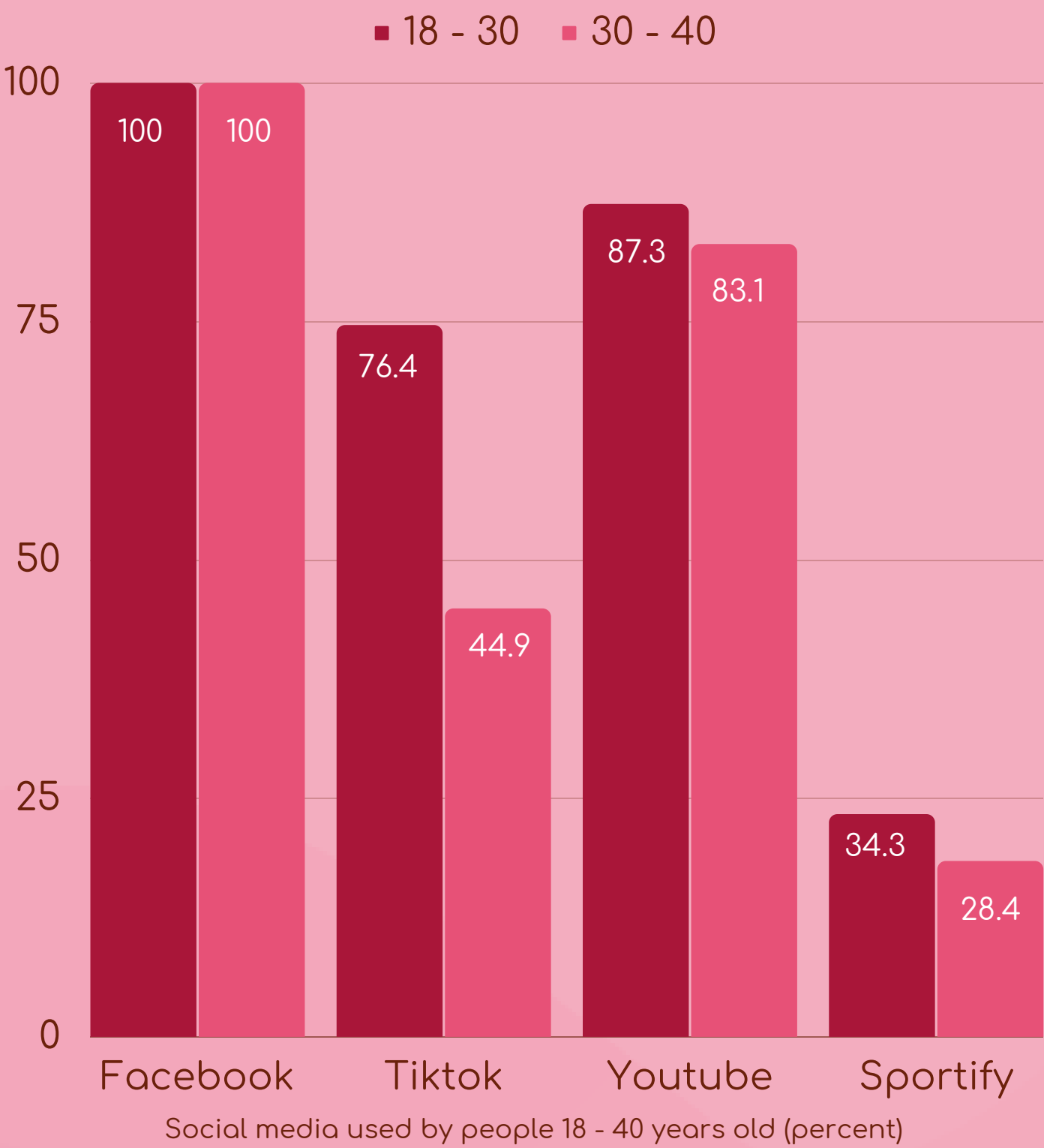
There were 76.95 million social media users in Vietnam in January 2022

Facebook and Youtube: 18 - 40 years old.

Spotify and Tik Tok are more popular in Vietnam.

Tiktok rank 6th of the most used social networking, but rank 1st of download rating

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

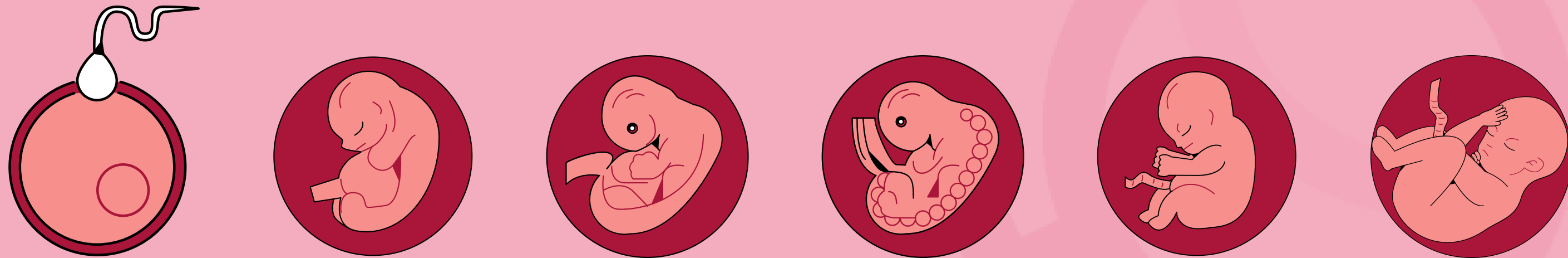


Main channel: Facebook, Youtube, Tik Tok
Word of mouth, KOL

Tik Tok is a remarkable platform with a group of
18 - 30 years old

CONCLUSION 01

- At Viet Nam, so far, sex education has not been given much attention. Schools, parents, and elders are still shy, avoidant and have not given their children enough knowledge even if sex is need
- Sex is always seen as something that is easy to joke about, but difficult to talk about and not to be approached seriously. There are too many sources of information about sex in the mass media but not through censorship



- Sex is always seen as something that is easy to joke about, but difficult to talk about and not to be approached seriously. There are too many sources of information about sex in the mass media but not through censorship

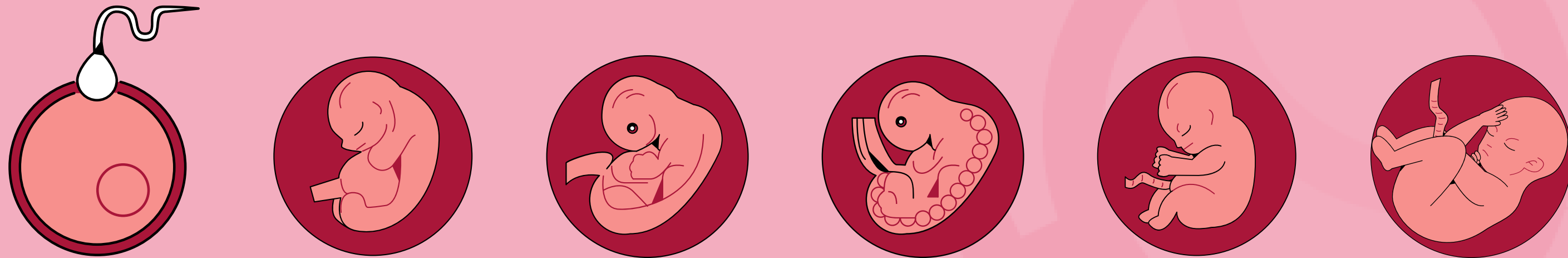
2 way to approach

- humorous, story telling
- straight, academic knowledge

Using KOL, building
personal branding

CONCLUSION 02

- 30% people dont know that management relationship is one part of Sex Edu
- 45.1 % know important of agreement about having sex. In factor of agreement, issue both 2 people agree is of little concern
- but 73.35% of them know having sex is one thing important in romance relationship
- 50% of group 30 - 40; 42.9% of group 18 - 30 don't proud of their body, they compare with actors on XXX movie and social media.



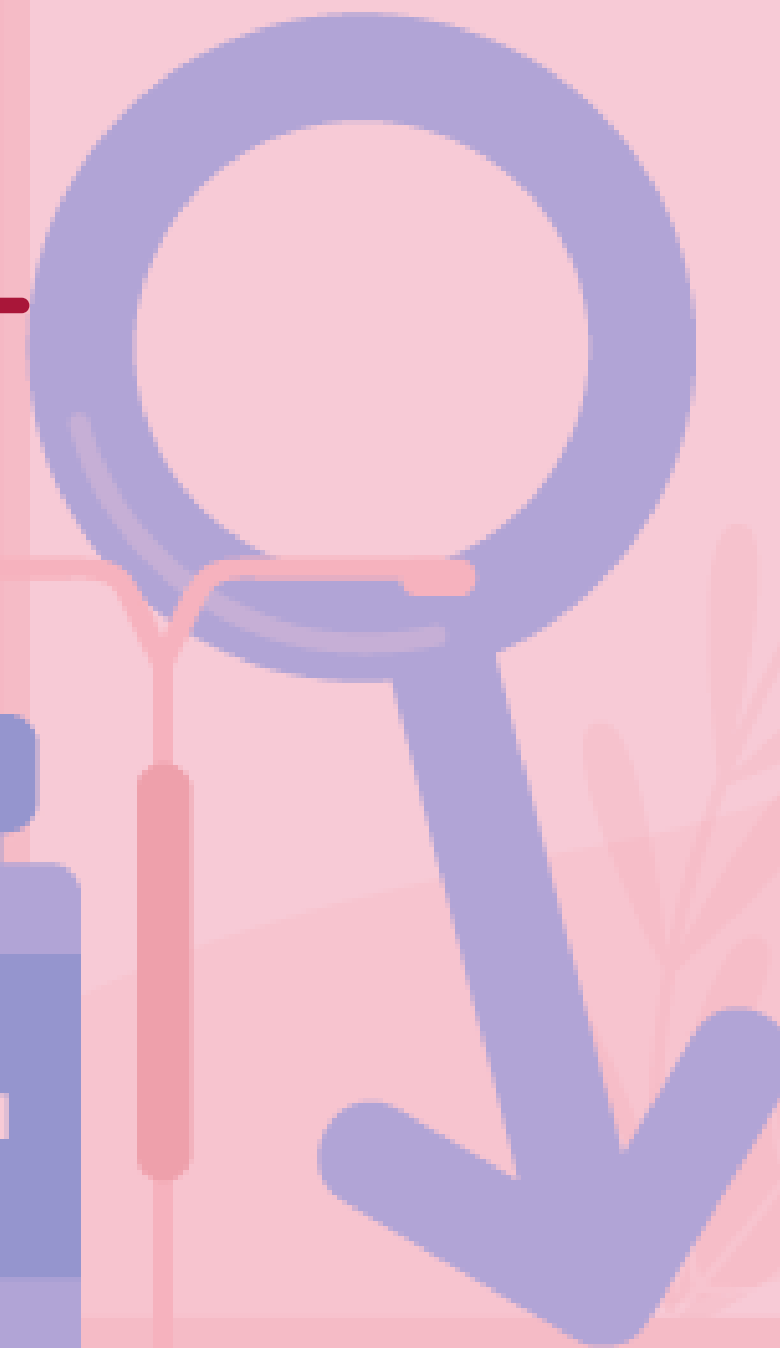
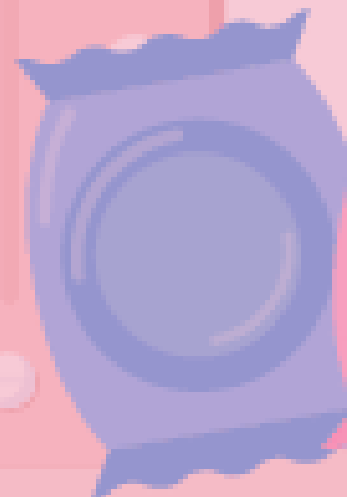
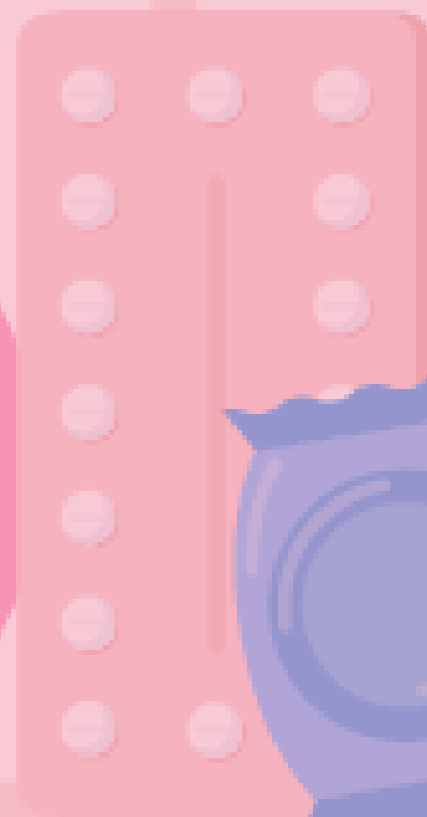
- Group of people aged 18-30 today are comfortable having sex, but are afraid to mention this issue to those around them such as parents, doctors, etc. They do not have enough knowledge about sex leading to many risks.

Campaign will focus on

- management relationship
- improve themselves

Using mass media, word of mouth to approach audience

03 PROPOSAL



PROPOSAL

Using word of mouth, KOL.

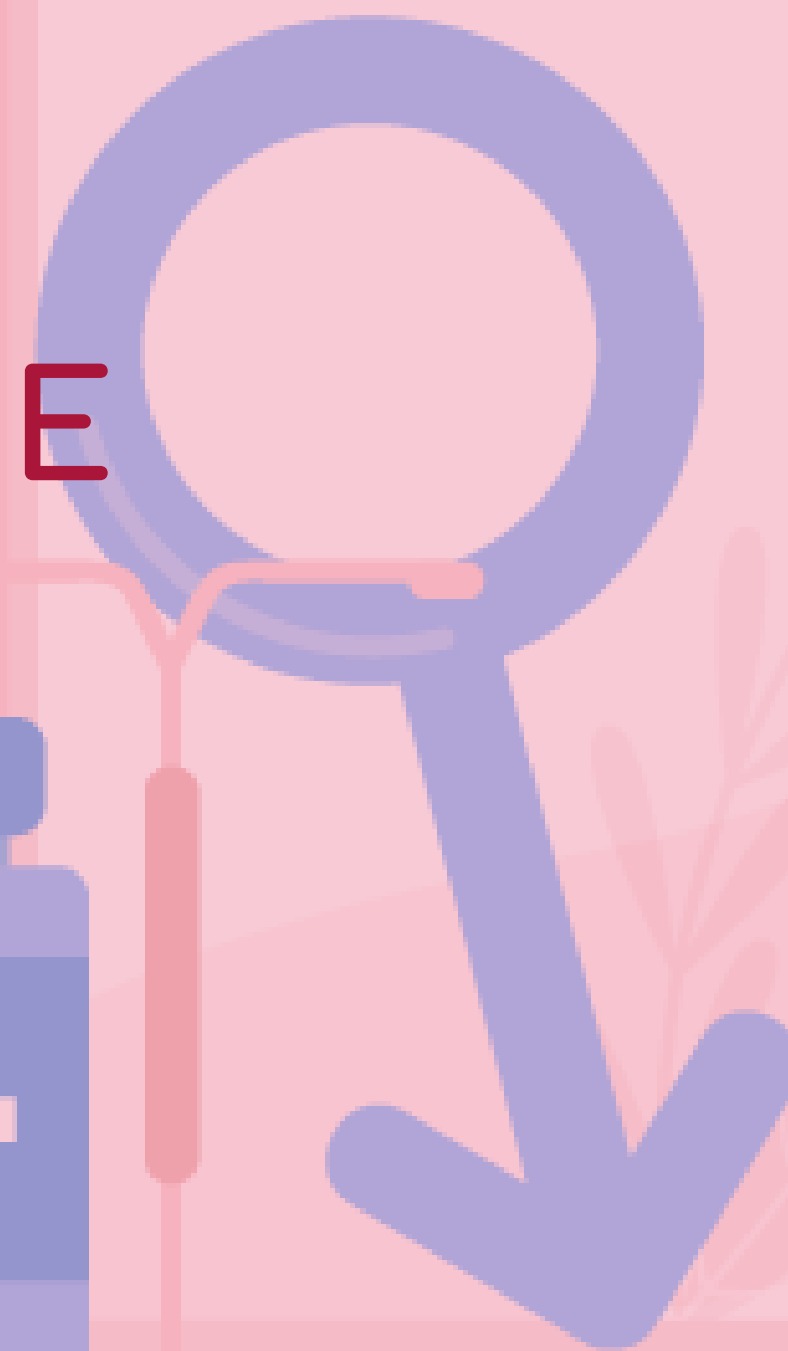
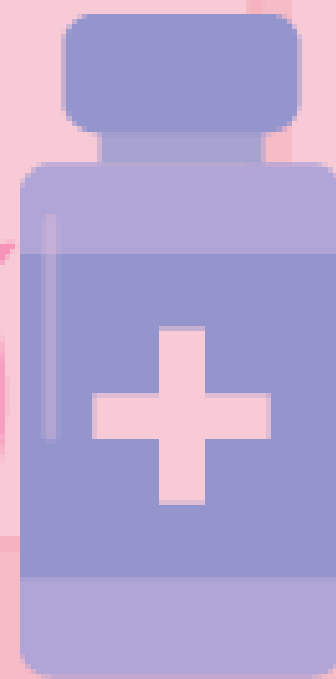
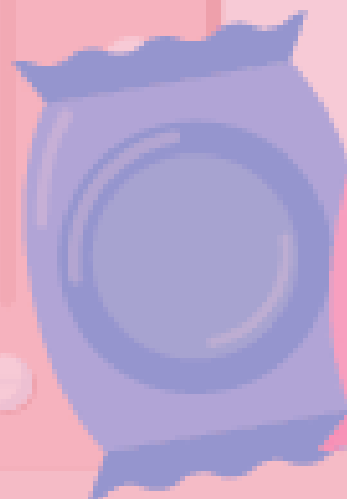
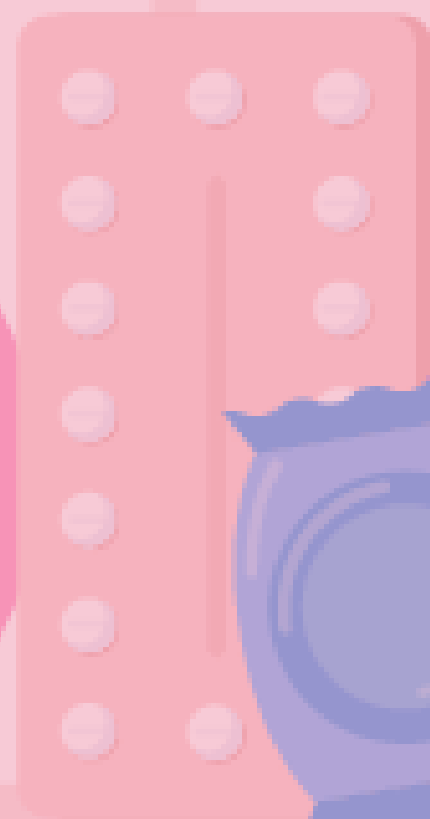
Using a humorous and academic style.

Use 3 main communication channels: Facebook, TikTok and Youtube.

Providing correct and sufficient knowledge about sex education for group 18 - 40, the foundation of civilized sex, building a civilized society.

04

GOALS & OBJECTIVE



GOALS



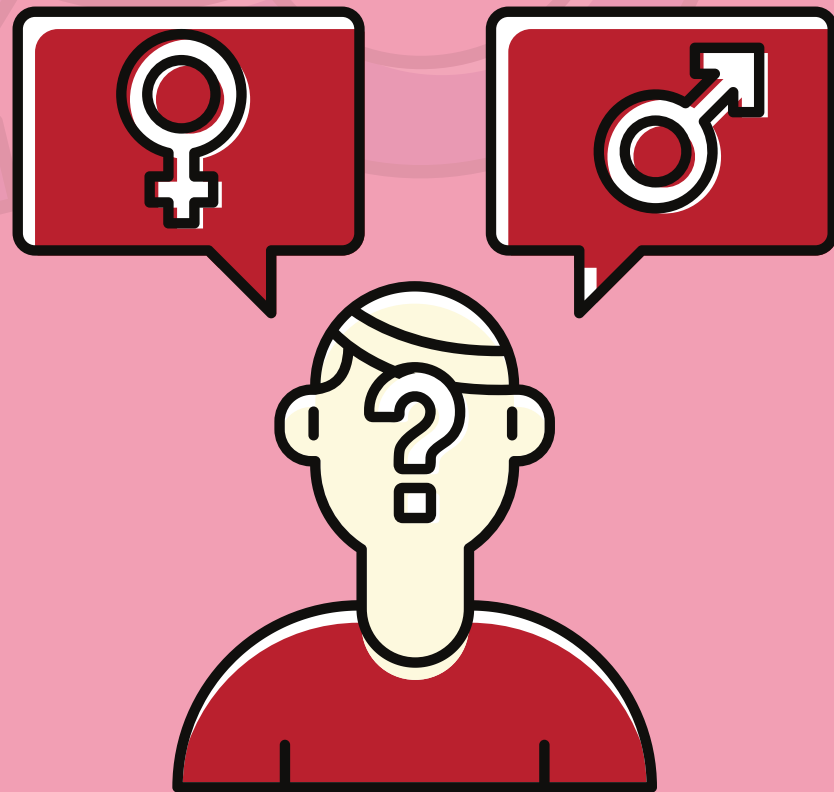
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graph TD; GOALS[GOALS] -.-> G1[Reach and Provide useful information about civilized sex to a large number of young and middle-aged people (people in their sexually active years)]; GOALS -.-> G2[Towards changes in awareness about civilized sex (include: sex education, safe sex, relationship management)]; GOALS -.-> G3[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.];
```

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.

OBJECTIVE



01

Set the campaign objective to reach at least 5 million people.

02

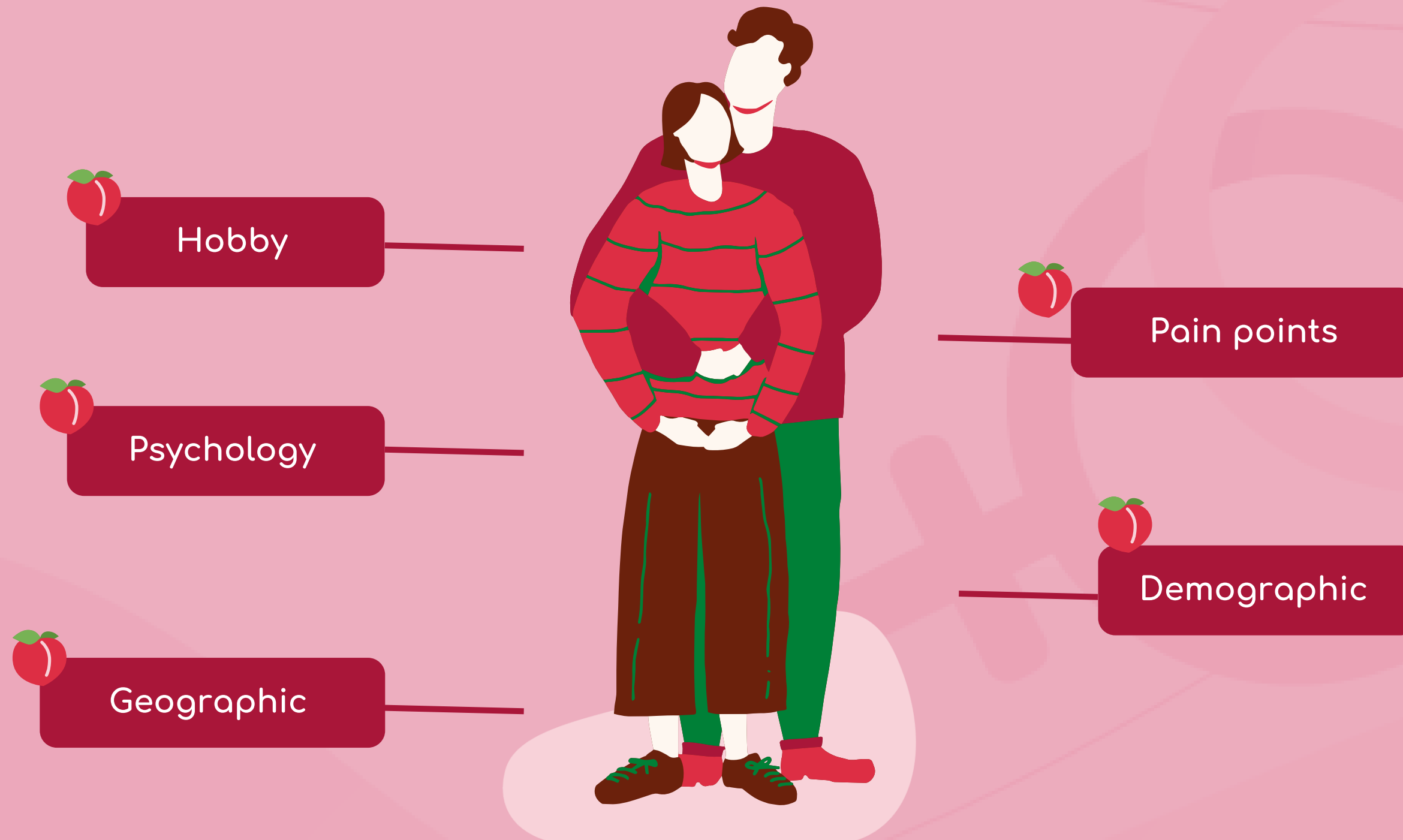
Increase the awareness of the target group by at least 20%

03

Build at least 2 actively owned media channels, with 10k followers and 1 million views for each channel.

TARGET AUDIENCE

GROUP 18 - 40 YEARS OLD



THE BIG IDEA

BIG IDEA

The campaign is founded on the social truth that many young to middle-aged people struggle to achieve sexual satisfaction and safe sex. The campaign was created to bring about positive changes to society.

KEY MESSAGE

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

TAGLINE

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



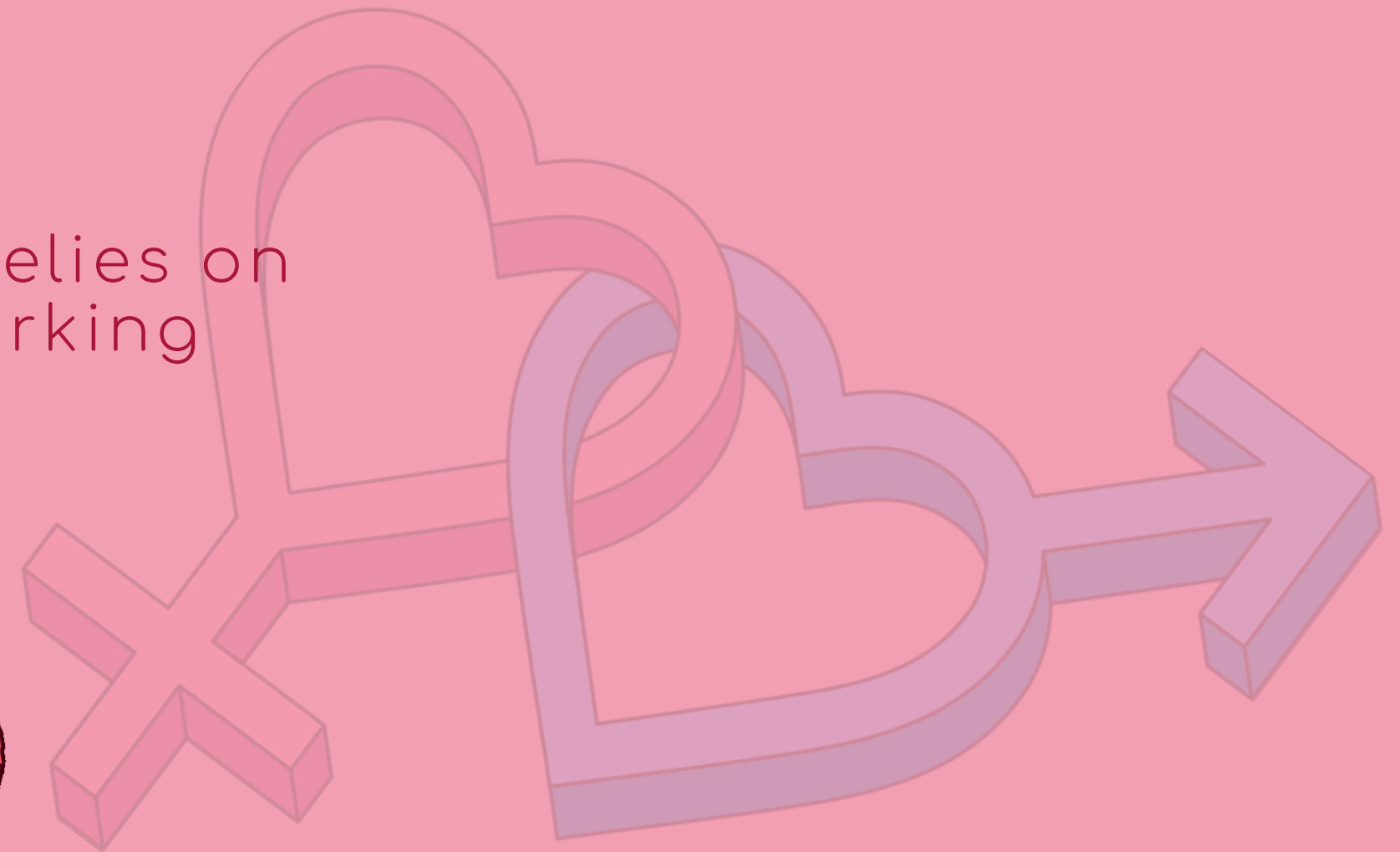
05

STRATEGY &
TACTICS

COMMUNICATION STRATEGY



Build owned Media relies on
Multi social networking
platforms



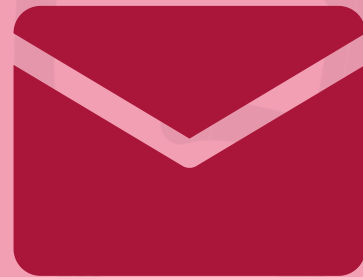
Produce a variety of content



Building brands, creating civilized sex KOLs,
influencing the community

COMMUNICATION TACTICS

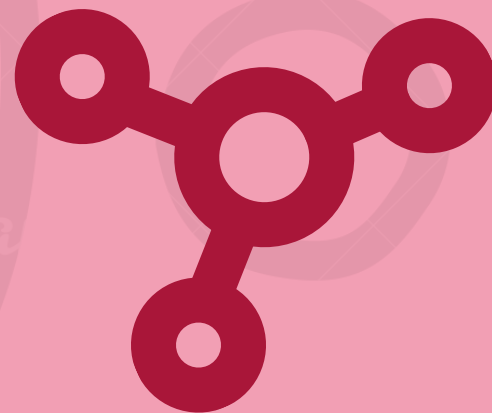
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Produce more content types: video, image, text,... to spread the message to the target audience.



For short video content, we post it on facebook reels and Tik Tok; Long videos posted on YouTube and Facebook platforms

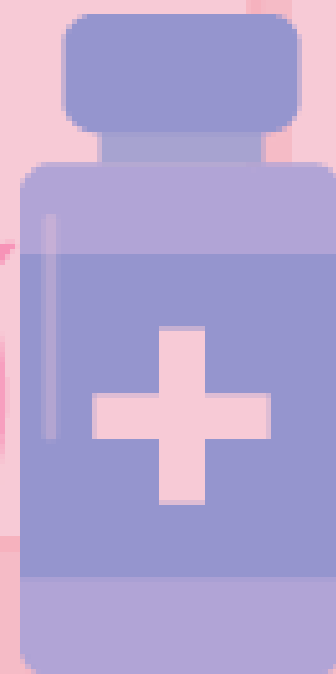
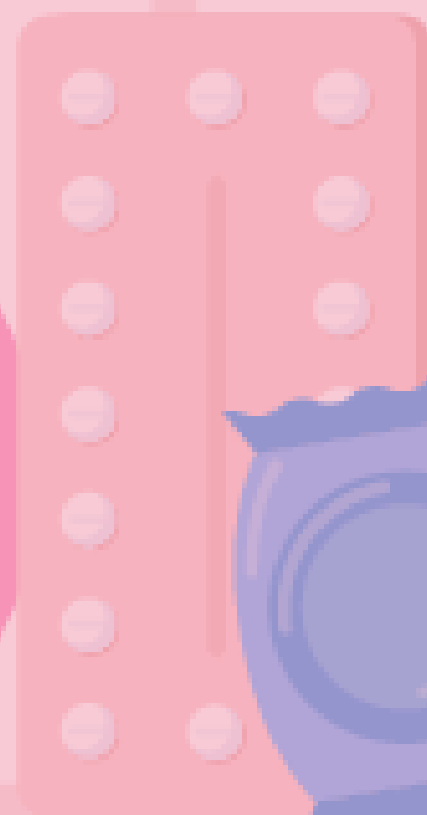


Providing correct and sufficient knowledge about sex education for parents, is the foundation of civilized sex, building a civilized society.






06

MEDIA SELECTION



MAIN CHANNELS ARE OWNED MEDIA

Platform	Nametag
	KOL Hang Ostara (fb.com/JennyLeLa) KOL Ngo Quang Cuong (fb.com/NgoQuangCuongFuman) Group "De dua kho noi"
	Lust & Trust Gap & Go
	@hangostara(now is @jennylela) @cuong_fuman
	The Pillow Talk by @HangOstara

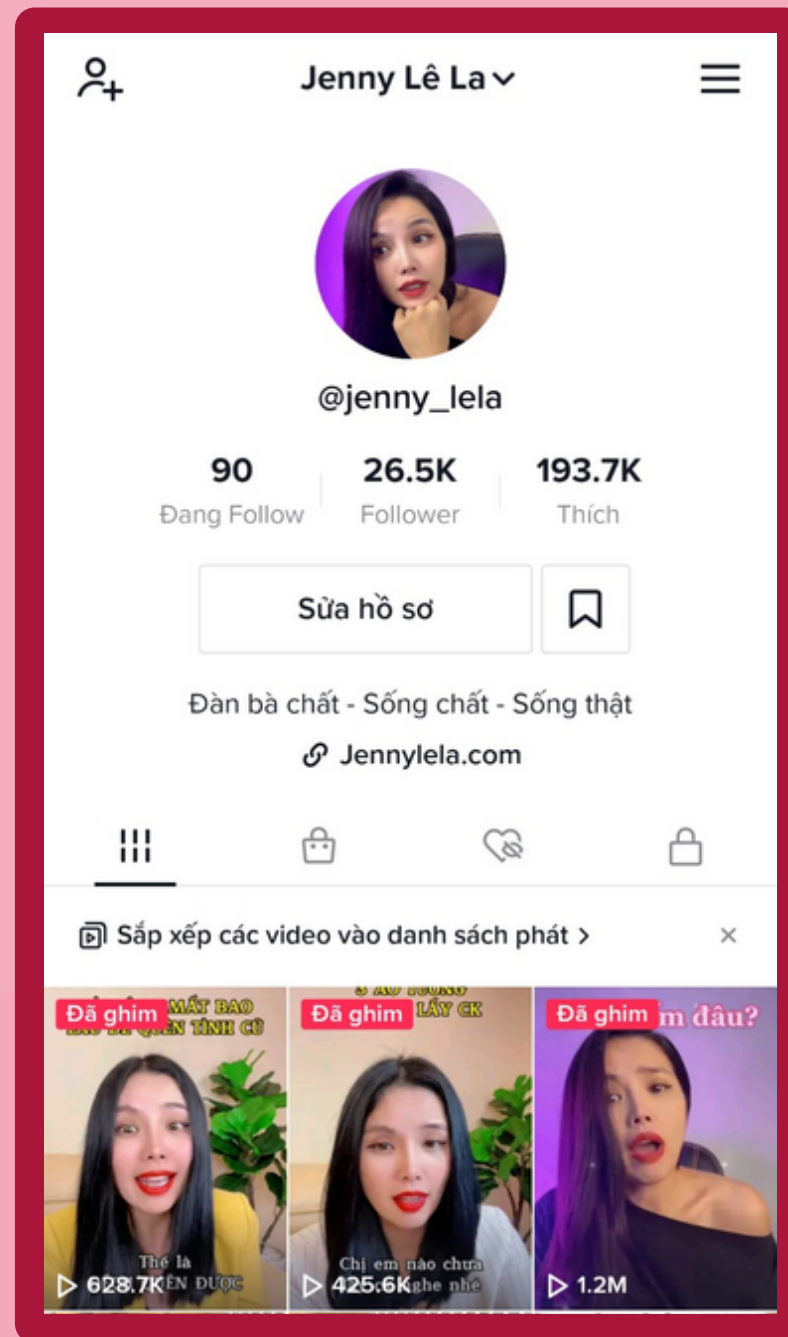


07

PROJECT
EXECUTION

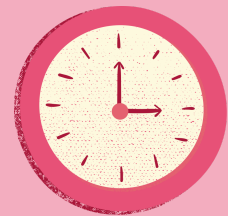
TIK TOK HẰNG OSTARA

OBJECTIVE



was built to develop the personal brand for KOL Hang Ostara.

Target audience" people from 18 - 30.



Short clips are posted regularly every day for 3 months from 01/26/2022 - 03/26/2022.

Target audience" people from 18 - 30.

TIK TOK HẰNG OSTARA

4.4M



Total Views

158.5K

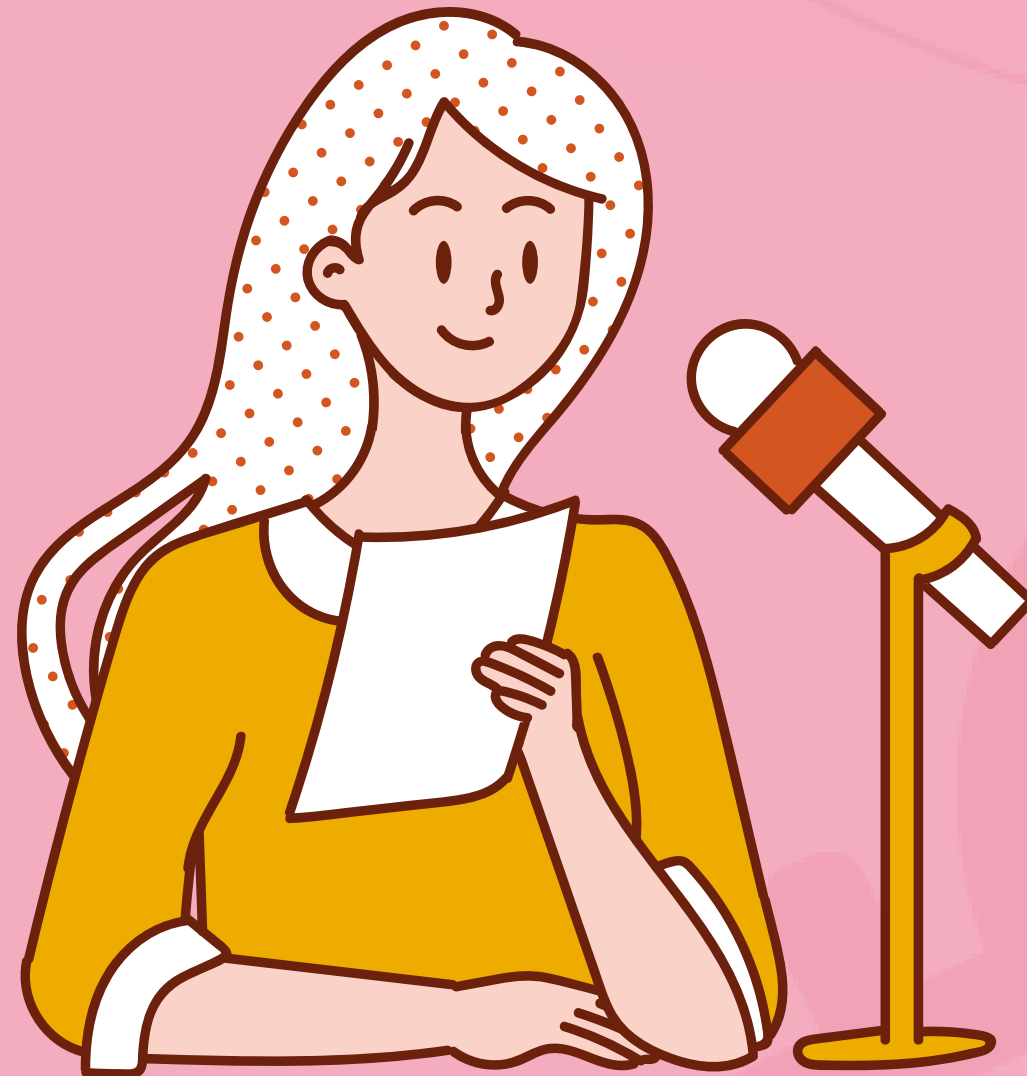
Total likes

7.3K

Total shares

TIK TOK HẰNG OSTARA

CONTENT



Quotes

Daily Stories

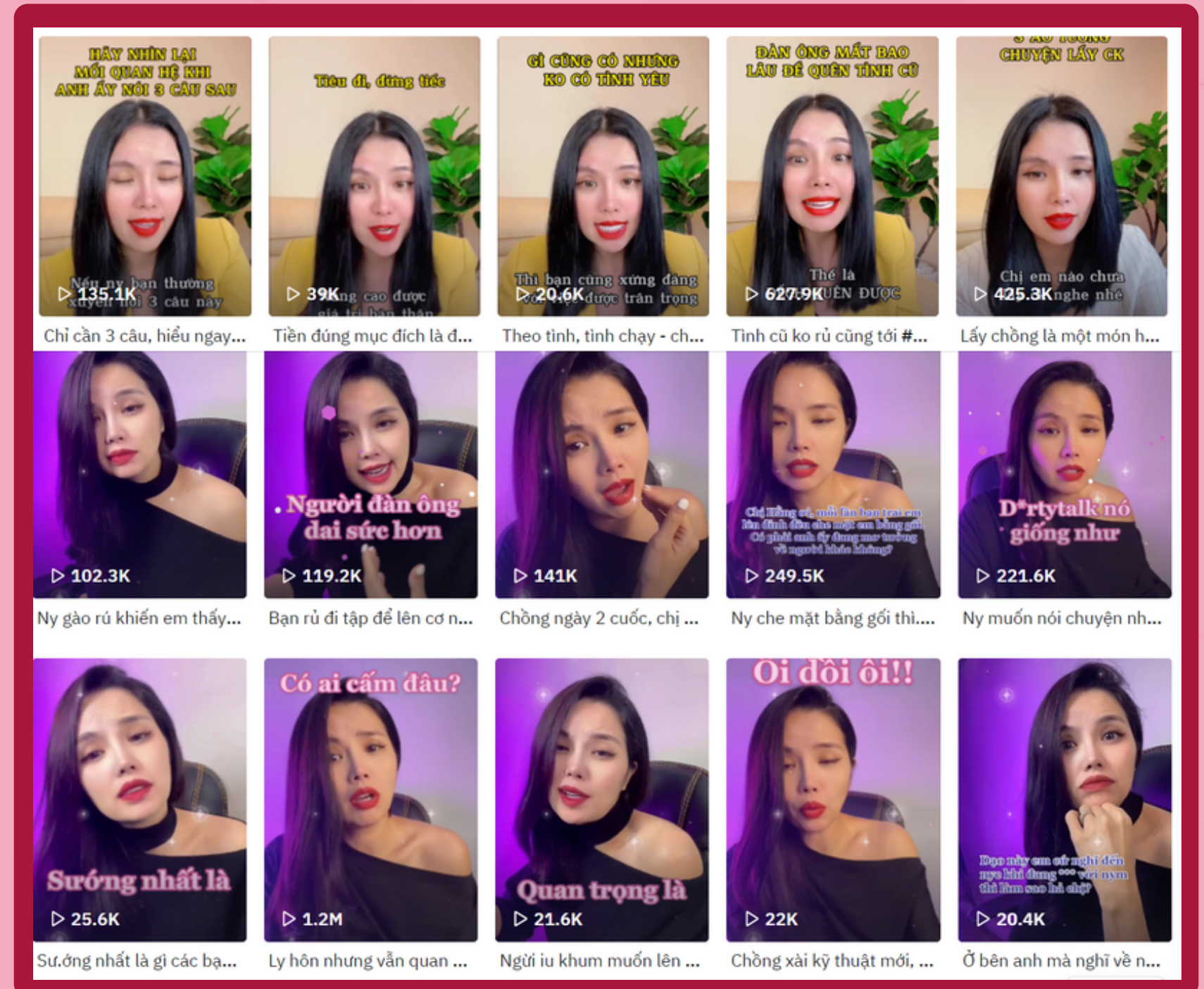
Academic knowledge

Relationship management

TIK TOK HẰNG OSTARA

VISUAL CONCEPT

- 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.



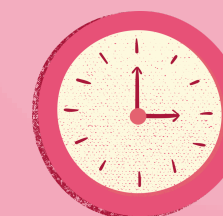
"GAP & GO" TALK SHOW

OBJECTIVE



Provide knowledge and bring multi-dimensional perspectives on civilized sex and sexology to

People aged 30-40.



January 1, 2022 to February 26, 2022

Broadcast on Youtube, Facebook

Max 30 minutes long

Aired directly every 21 pm on Saturday.

“GẶP & GỖ” TALK SHOW

5.7K



Total Views

08

Episodes

03

KOLs

“GẶP & GỖ” TALK SHOW

KOL INFORMATION



SẦM MINH HẰNG

She is the co-founder and deputy CEO of Fuman Trading and Import-Export Joint Stock Company

With nearly 15 years of experience in the physiological and psychological health care industry, she is currently teaching courses to help women improve themselves.

NGÔ QUANG CƯỜNG

CEO of Fuman Import-Export and Trading Joint Stock Company and the event organisation company Van Dac Phuc

Has coursed about the way of sexual energy metabolism for man.



“GẶP & GỖ” TALK SHOW

KOL INFORMATION



ĐÌNH THÁI SƠN

Known as the pioneer in the field of “Sexology” training in Vietnam.

More than 21 years of experience in research and teaching in Sexology in Vietnam and abroad.

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,...

“GẶP & GỖ” TALK SHOW

CONTENT

01/01/2022



EP1: CHILDREN AFTER
DIVORCE OF THEIR
PARENTS

08/01/2022



EP2: DATING IN MODERN LIFE

15/01/2022



EP3: SHOULD OR SHOULD NOT
START A FRIEND - WITH -
BENEFIT RELATIONSHIP

22/01/2022



EP4: WHAT DO
MATURE WOMEN
WANT?

29/01/2022



EP5: SEX BEFORE
ENTERING MARRIAGE

12/02/2022



EP6: LADY-KILLER MAN

19/02/2022



EP7: BLIND JEALOUS

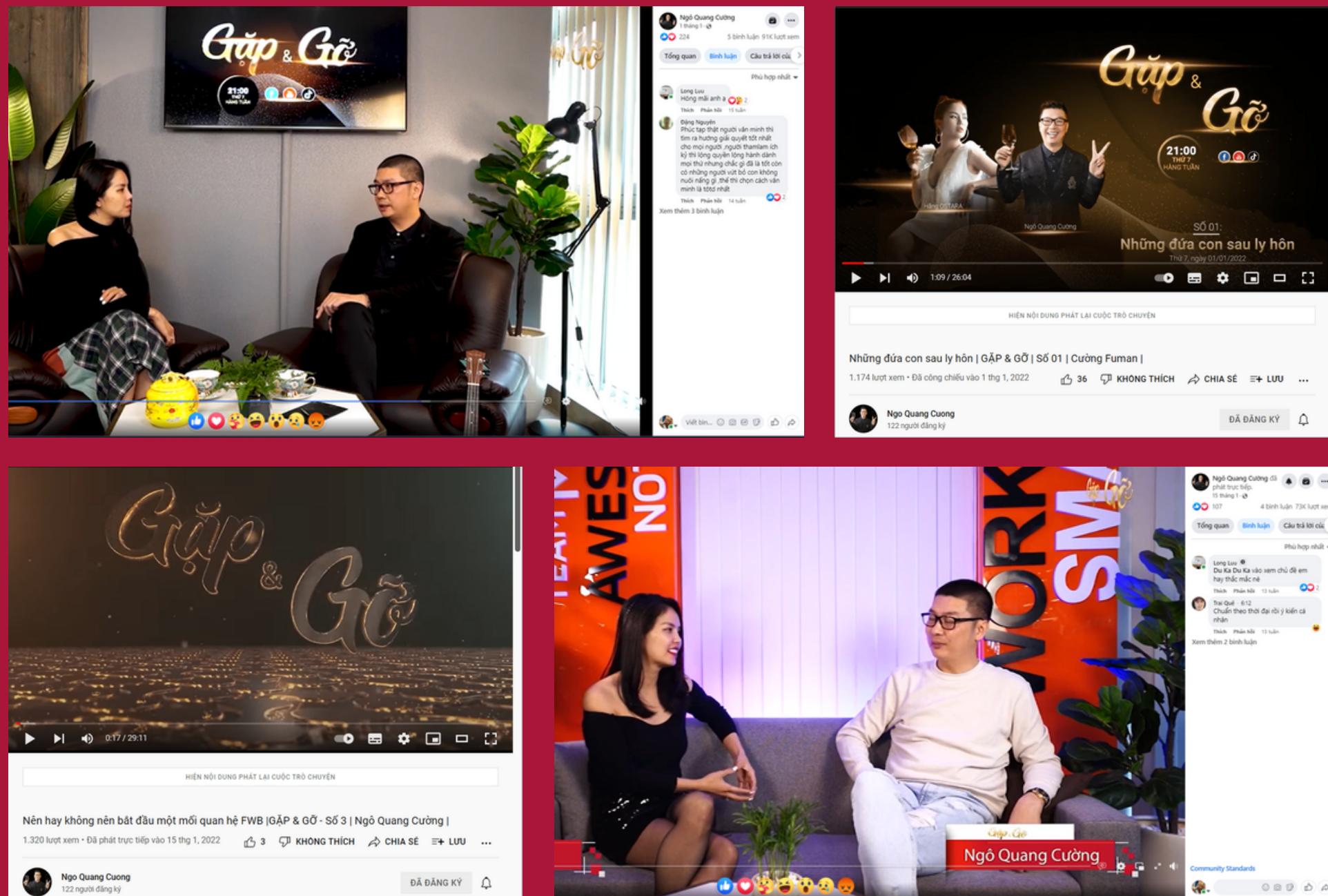
26/02/2022



EP8: WHAT DO WE LEARN
FROM XXX MOVIE?

“GẶP & GỖ” TALK SHOW

VIDEO AND DESIGN

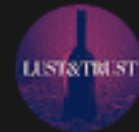




LUST&TRUST

the truth about sex life of young generation

LUST N TRUST



Lust and Trust

22 subscribers

Chuyện Q.U.A.N H.Ệ. từ góc nhìn của hai TikTokers GenZ | LUST n TRUST
Chuyện Q.U.A.N H.Ệ. vốn là một điều bị xa lánh từ các thế hệ trước chúng ta. Đối với lớp trẻ hiện tại, họ coi S.E.X là lẽ dĩ nhiên nhưng không ai dám đứng lên để nói rõ ràng về việc này. Vậy thì chúng ta hãy cùng lắng nghe chia sẻ từ hai bạn KOL về chủ đề ấy!

Link 2 bạn hot tiktokers của chúng ta:

Bạn Trương Nhật: <https://www.tiktok.com/@truongnhat912>

Bạn Lưu Ly: <https://www.tiktok.com/@lyxinhxinh>

#minigameshow #lustntrust #hangostara #cuongfuman #vandacphuc

Tham gia group ở link dưới đây để có thể chia sẻ những câu chuyện thầm kín của chính bạn nhaa:
<https://www.facebook.com/Lust-N-Trust...>

Hãy ủng hộ kênh của chúng tớ để chương trình ngày càng phát triển nhaa!!

► Youtube: <https://www.youtube.com/channel/UC8oG...>

► Fanpage: <https://www.facebook.com/Lust-N-Trust...>

► TikTok: https://www.tiktok.com/@lust_n_trust

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

LUST N TRUST



"Nhu Cầu" Càng Cao, Trọng Trách Càng Lớn | LUST n...

260 views • 2 months ago



Giao hưởng hợp sống: Hợp nhưng có sống? | LUST n...

252 views • 3 months ago

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.

TIKTOK CUONG FUMAN





cuong_fuman
Cường Fuman

Follow

18 Đang Follow

2469 Follower

15.7K Thích

Một người khỏe, hai người vui,
Hai người khỏe thì cả xóm vui!
Follow me olo (.)

Video


🔒 Đã thích



▶ 14.7K



▶ 5123



▶ 3461

The content revolves around office comedy situations related to civilized sex.

Currently posted 14 videos on TikTok platform, 2465 followers, 15.7k likes.

"THE PILLOW TALK" PODCAST

"Here, we talk about civilized sex and share stories about love, sex."

Objective:

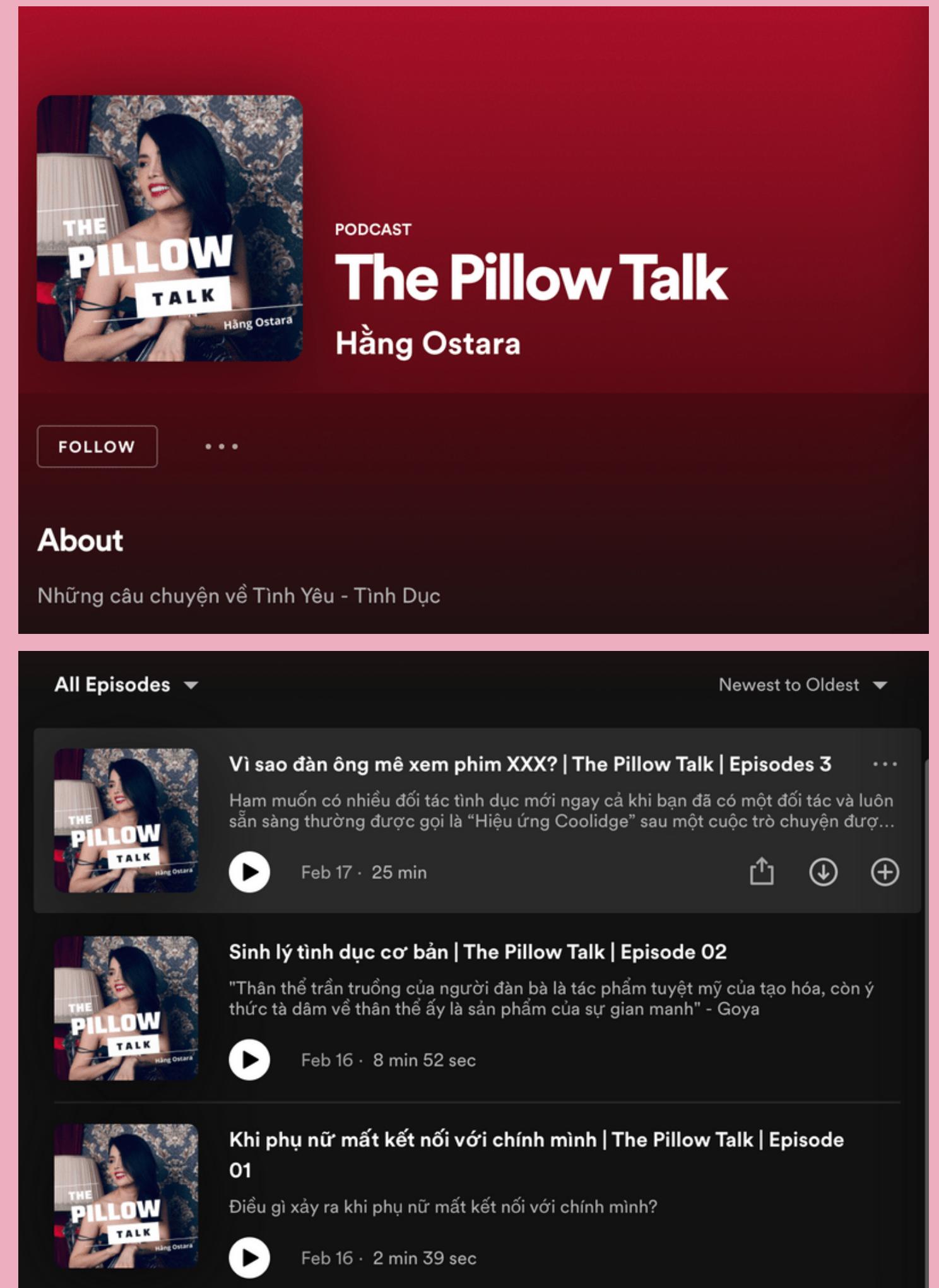
- Create a healthy environment to listen and share stories of love and sex.
- There our customers can listen anywhere, anytime.

Streaming schedule: an episode per week.


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

Target audience: group of people in the younger generation >18 years old.

Estimated budget: 0 VNĐ




CURRENT STATUS ABOUT HAVING SEX OF PEOPLE 18 - 40 YEARS OLD IN VIETNAM



Group by Jenny Lê La

Dễ đùa 🍷 Khó nói

🔒 Private group · 2.4K members



Joined ▾ + Invite ▾

About Discussion Featured Rooms Topics Members Events Media 🔍 ⋮

Activity



1 new post today
31 in the last month



2,379 total members
+ 8 in the last week



Created 39 weeks ago

FACEBOOK GROUP CONTENT PLAN

Thời gian/ Hạng 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			Đề dọa khó nói - Group FB			Đọc nội dung	
Tuần 3 tháng 2	Thứ 7	2/12/2022			Mất bao lâu để phụ nữ lên đỉnh	Câu chuyện về những vấn đề xoay quanh FWB: có tình cảm với FWB	
	Chủ nhật	2/13/2022	LẦN ĐẦU LÊN ĐỈNH			Câu chuyện về những vấn đề xoay quanh FWB: làm người thứ 3 trong mối quan hệ của người khác	
	Thứ 2	2/14/2022					
	Thứ 3	2/15/2022	KHI PHỤ NỮ MẤT KẾT NỐI VỚI CHÍNH MÌNH, HỌ CŨNG MẤT LIÊN KẾT VỚI BẠN TÌNH			Seedling kênh tiktok	
	Thứ 4	2/16/2022					
	Thứ 5	2/17/2022	PHỤ NỮ CẦN 20 ĐẾN 30 PHÚT ĐỂ "CƯƠNG CỨNG"			Thảo luận về những nghề "người lớn" như cybersex, phonesex,...	
	Thứ 6	2/18/2022					
Tuần 4 tháng 2	Thứ 7	2/19/2022			Điều gì đã thay đổi cái thiện đời sống tình dục của bạn	Hỏi đáp kinh nghiệm: public sex	
	Chủ nhật	2/20/2022	"ANH Ở ĐÂY VÌ EM": 4 CÂU THẦN CHÚ VÀ CHÁNH NIỆM TRONG TÌNH DỤC			Hỏi đáp kinh nghiệm: giáo dục giới tính cho con	
	Thứ 2	2/21/2022	LÀM THẾ NÀO ĐỂ CÓ CUỘC YÊU THREESOME THỎA MÃN VÀ AN TOÀN?				
	Thứ 3	2/22/2022	3 LÝ DO KHIẾN MỘT SỐ ĐÔI LÀM TÌNH NHIỀU HƠN			Câu chuyện về dirty talk: người yêu lúc bình thường và lúc have sex quá khác nhau	
	Thứ 4	2/23/2022	LÀM THẾ NÀO ĐỂ CÓ CƠN CỤC KHOÁI BỤNG NỔ NHƯ "NÚI LỬA"?				
	Thứ 5	2/24/2022					
	Thứ 6	2/25/2022	3 ĐIỀU NÊN LÀM VÀ 2 ĐIỀU CẦN TRÁNH KHI PUBLIC SEX			Hỏi đáp về bcs và các biện pháp tránh thai	
Tuần 1 tháng 3	Thứ 7	2/26/2022		Khi cô ấy dùng "quá nhiều RĂNG"	Mất hứng làm tình thì làm sao?		
	Chủ nhật	2/27/2022	NHẬP CUỘC CHƠI BDSM SAO CHO AN TOÀN?			Câu chuyện FWB: sự khác nhau trước và sau khi mỗi quan hệ FWB thành ný	
	Thứ 2	2/28/2022					
	Thứ 3	3/1/2022	LIÊU BẠN CÓ ĐANG TRONG CUỘC HÔN NHÂN KHÔNG TÌNH DỤC?				
	Thứ 4	3/2/2022		Khi bạn không biết nghệ thuật trói dây Shibari nhưng vẫn tận hưởng và thích nó.			
	Thứ 5	3/3/2022	8 MEO GIÚP BẠN CÓ HỨNG LÀM TÌNH HƠN			Hỏi đáp kinh nghiệm: cách trò chuyện với con cái về hạnh phúc	
	Thứ 6	3/4/2022		Khi cô ấy nói muốn tôi hâm nóng bữa tối			



FUMAN - Tình dục văn minh

March 24 at 11:00 AM · 🌐

BẠN CÓ ĐANG GIẢ VỜ LÊN ĐÌNH?

Bạn đã bao giờ giả vờ rên rỉ khi làm tình chưa?

Một điều dễ nhận thấy là việc giả vờ lên đỉnh khá phổ biến trong các mối quan hệ khác giới. Trong đó, phụ nữ dị tính thường giả vờ nhiều hơn (chiếm đến 75% trong nghiên cứu nọ), và ít đạt cực khoái thật hơn. Điều này dẫn đến chuyện các bạn tình nam thường hiểu sai về tần suất lên đỉnh của người nữ.

Vậy vì sao phụ nữ lại giả vờ lên đỉnh nhiều như vậy?

Đối với H, giả vờ lên đỉnh là cách nhanh nhất để kết t... See more



21

13 Comments



Like



Comment



All comments ▾



Dang Thi Thuy Mai

Rên từ thiện 🤔🤔🤔🤔 2

Like

Reply

3w



Nga Tran Quynh Ann... · 7 Replies



EL Salvador

Rên từ thiện nhiều thành nghiện 🤔

🤔🤔🤔🤔

Like

Reply

3w



Nga Tran Quynh Anna

Thỉnh thoảng cũng nên làm từ thiện

Like

Reply

3w



Group member

March 30 at 9:33 AM · 🌐

Các bạn đã nghe đến những người VÔ TÍNH bao giờ chưa? Nó có phải là tội lỗi gì không?

Không hề có nhu cầu về s.e.x, nhiều khi nghĩ đến còn thấy ngán ngẫm, chán ghét. Nhưng vẫn có tình cảm, vẫn có thể có rung động, trong chuyện tình cảm chỉ cần những điều đơn giản như ôm, hôn, nắm tay,... như thế thôi là đủ, không muốn tiến xa hơn ấy.

Những người này mà yêu những người bình thường thì rất khó, vì bình thường nhu cầu của con người về chuyện đó là k bàn cãi được, chuyện đó nhiều khi còn là 1 yếu tố để duy trì mối quan hệ. Nhưng đối với nhóm người vô tính thì lại không có điều đó. Vì vậy cũng rất ngần ngại trong việc tiến tới các mối quan hệ tình cảm.

Mình cũng là một người như vậy! Mình là nữ, mình cũng đã từng có gia



FUMAN - Tình dục văn minh

Admin · March 28 at 11:00 AM · 🌐

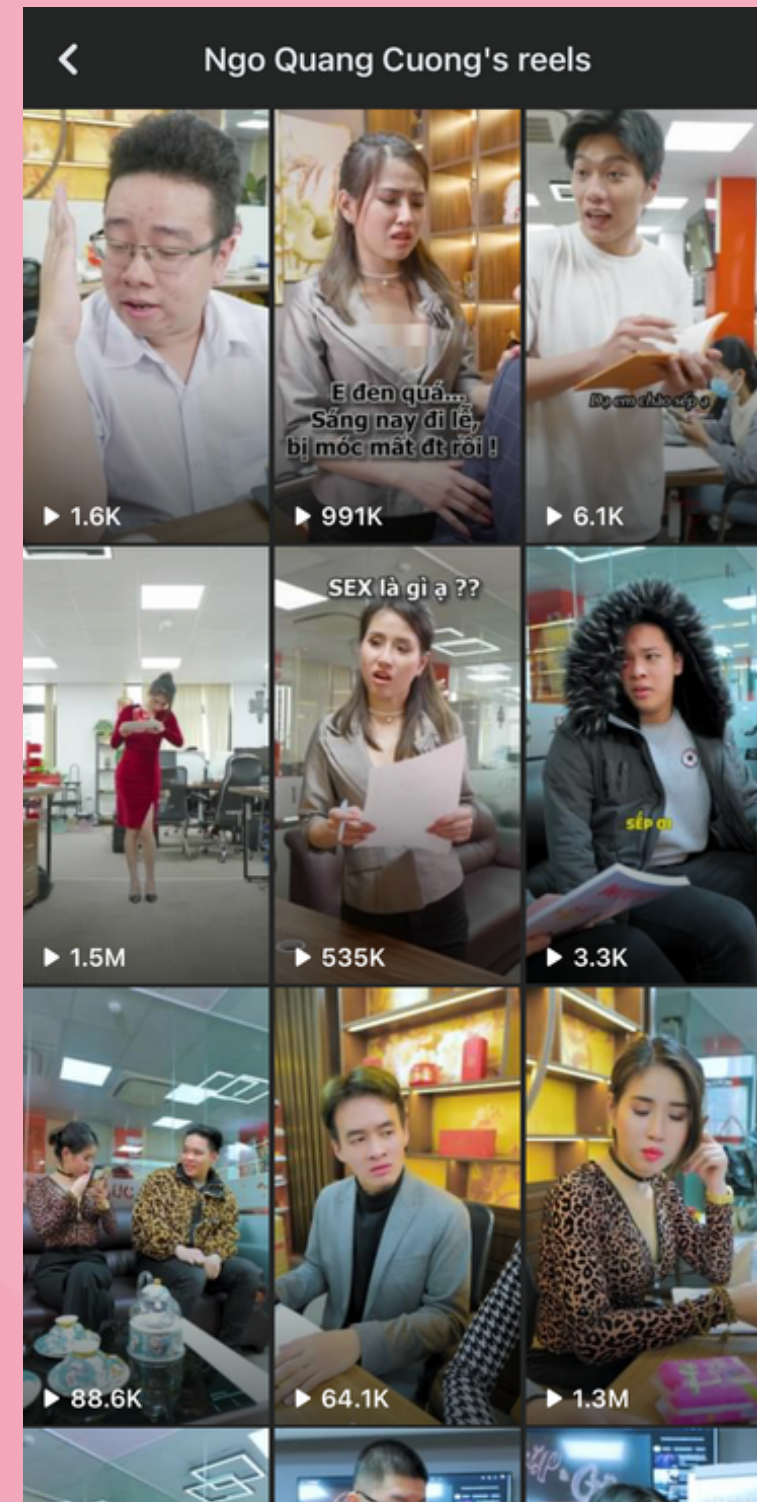
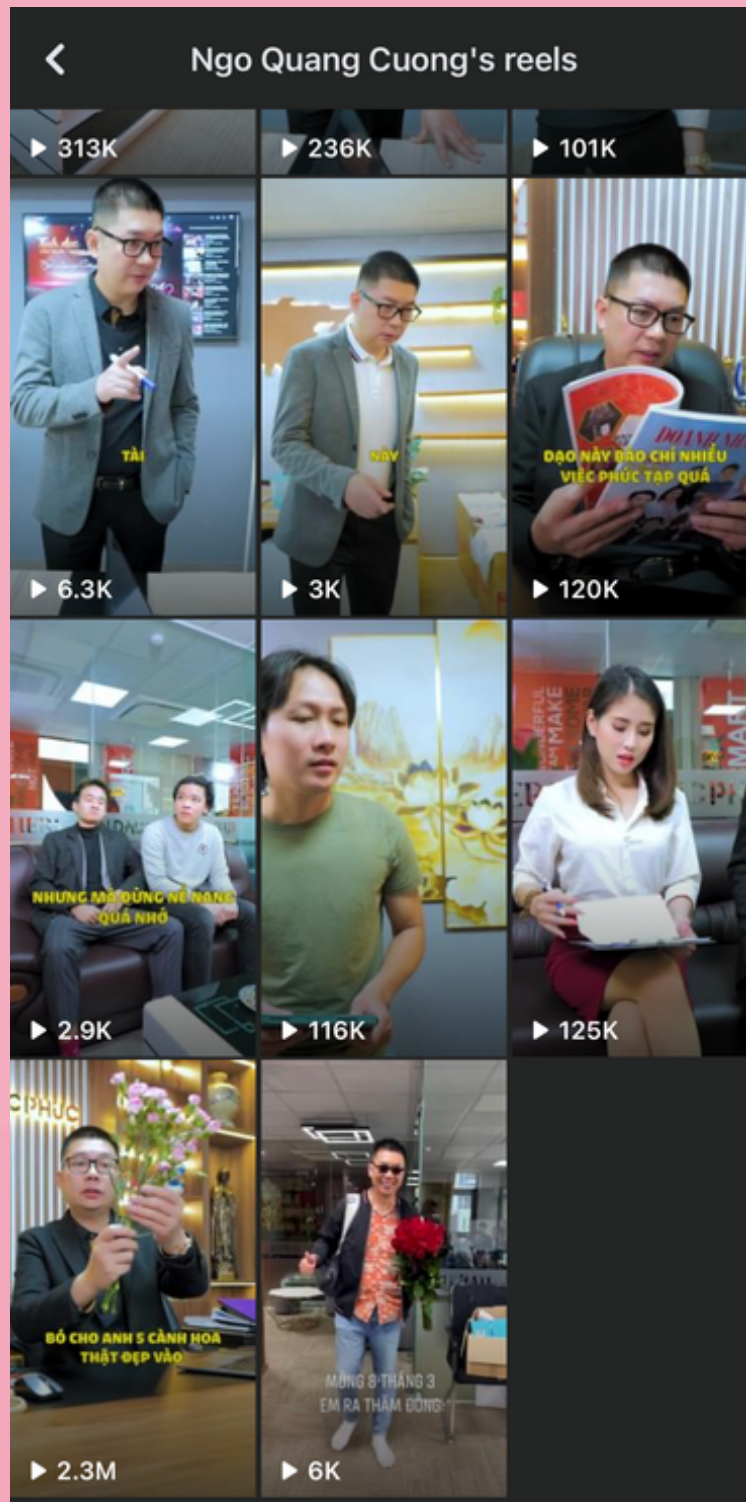
BẠN TRAI CỨ THEO DÕI GÁI ĐẸP, GÁI SEXY TRÊN MẠNG THÌ CÓ ĐÁNG LO KHÔNG?

Nếu một ngày bạn phát hiện bạn trai/chồng thường xuyên theo dõi hình gái đẹp, gái sexy trên Facebook, Instagram, bạn sẽ thấy thế nào? Bạn có cho đó là điều bình thường hay là dấu hiệu "red flag" của mối quan hệ?

Vì sao đàn ông thích ngắm gái đẹp trên mạng?

Rất nhiều cô gái bày tỏ nỗi lo khi thấy người đàn ông của mình luôn theo dõi các tài khoản người mẫu hấp dẫn trên mạng xã hội. Họ sợ anh ấy thấy mình không... See more

"CƯỜNG FUMAN" REELS



Hilarious moments in office

Daily Stories

Relationship management

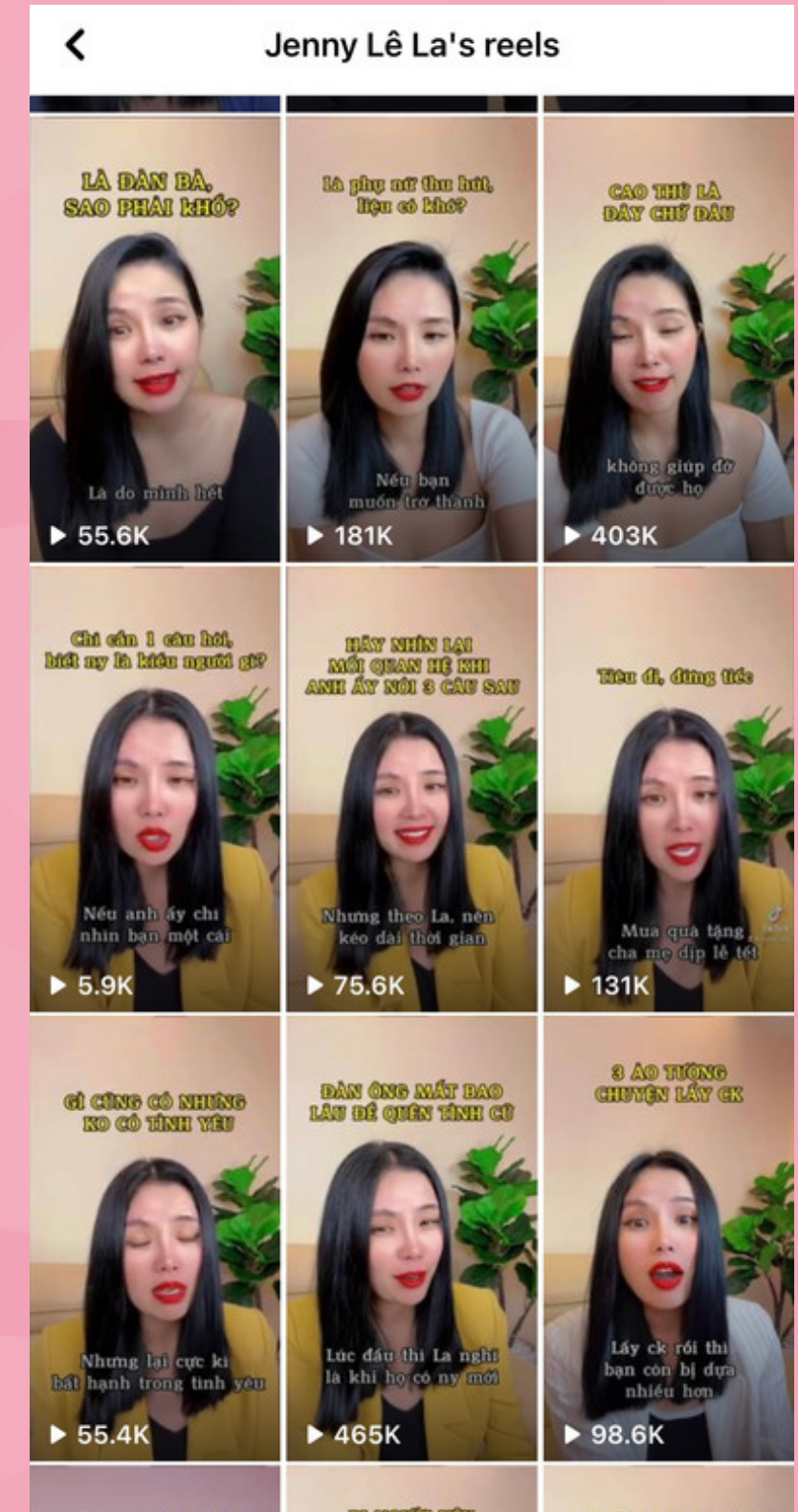
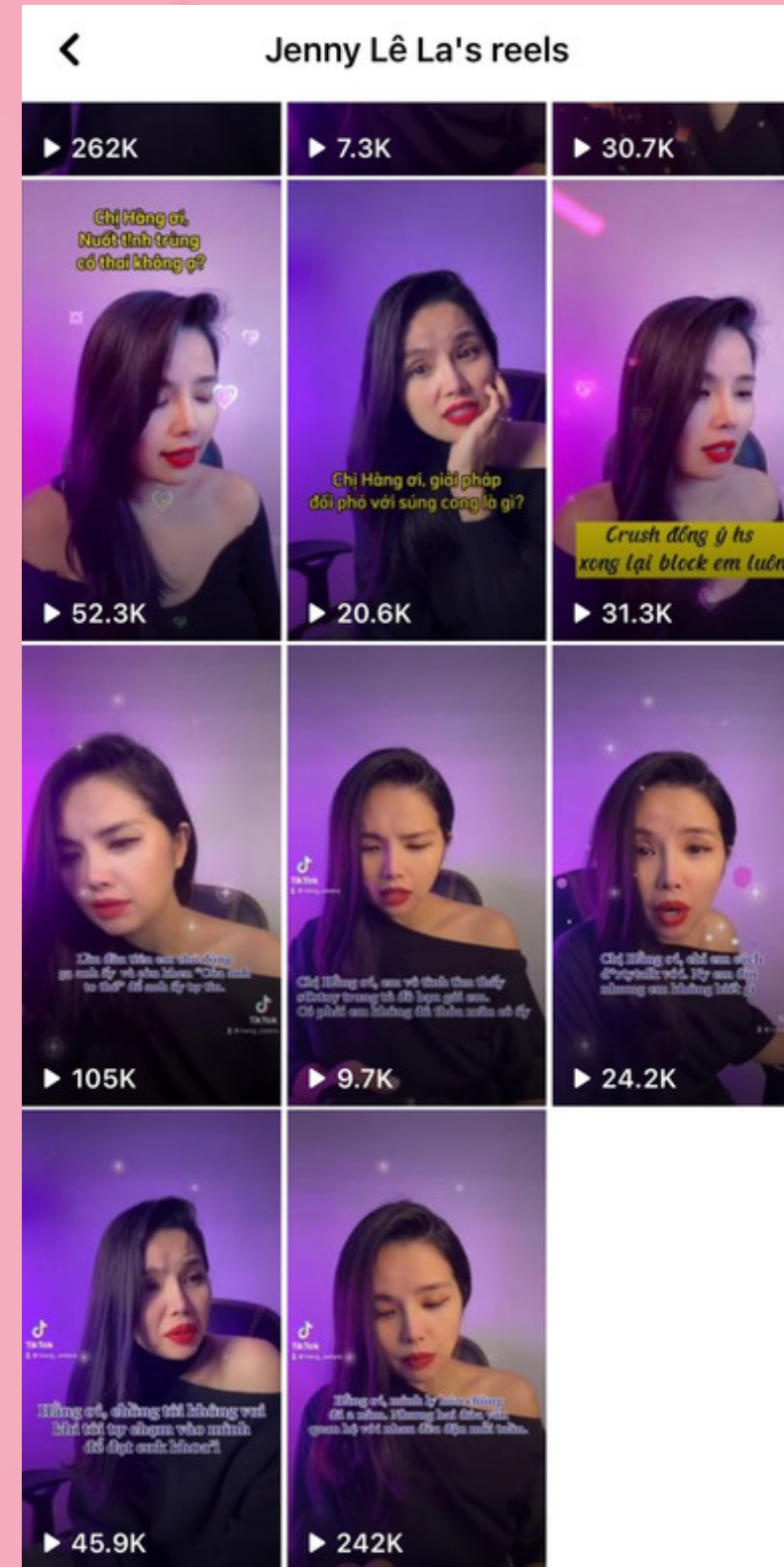
"JENNY LÊ LA" REELS

Quotes

Academic knowledge

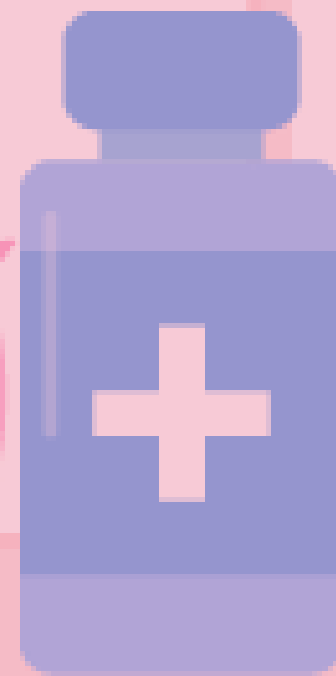
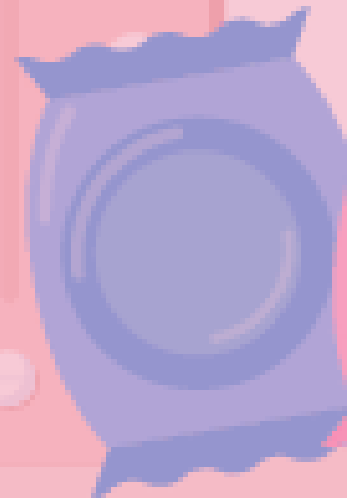
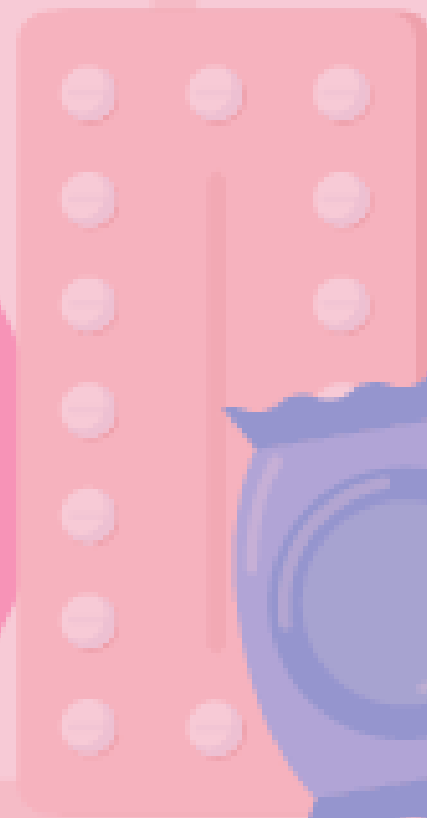
Daily Stories

Relationship management

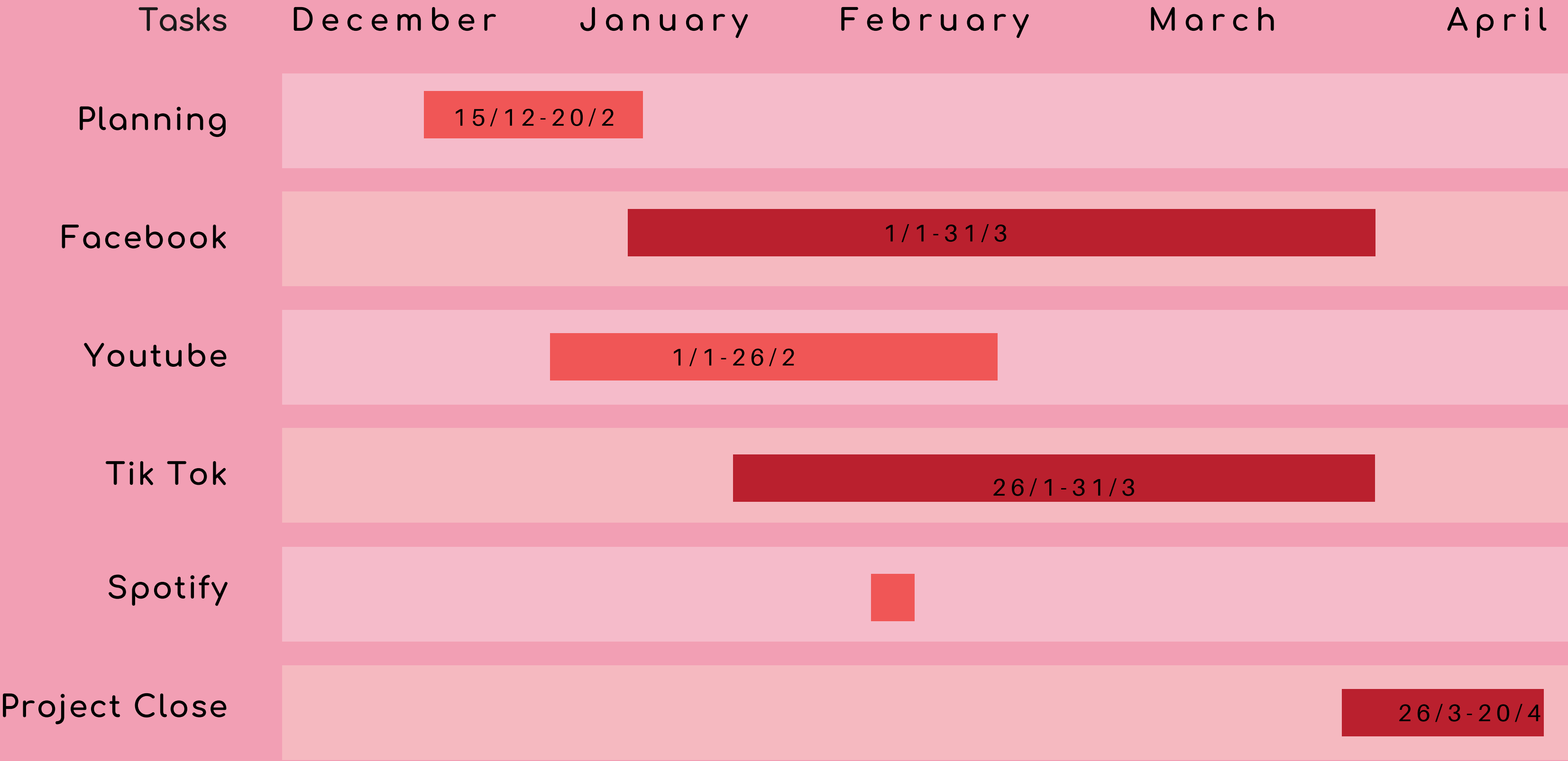


08

TIMELINE

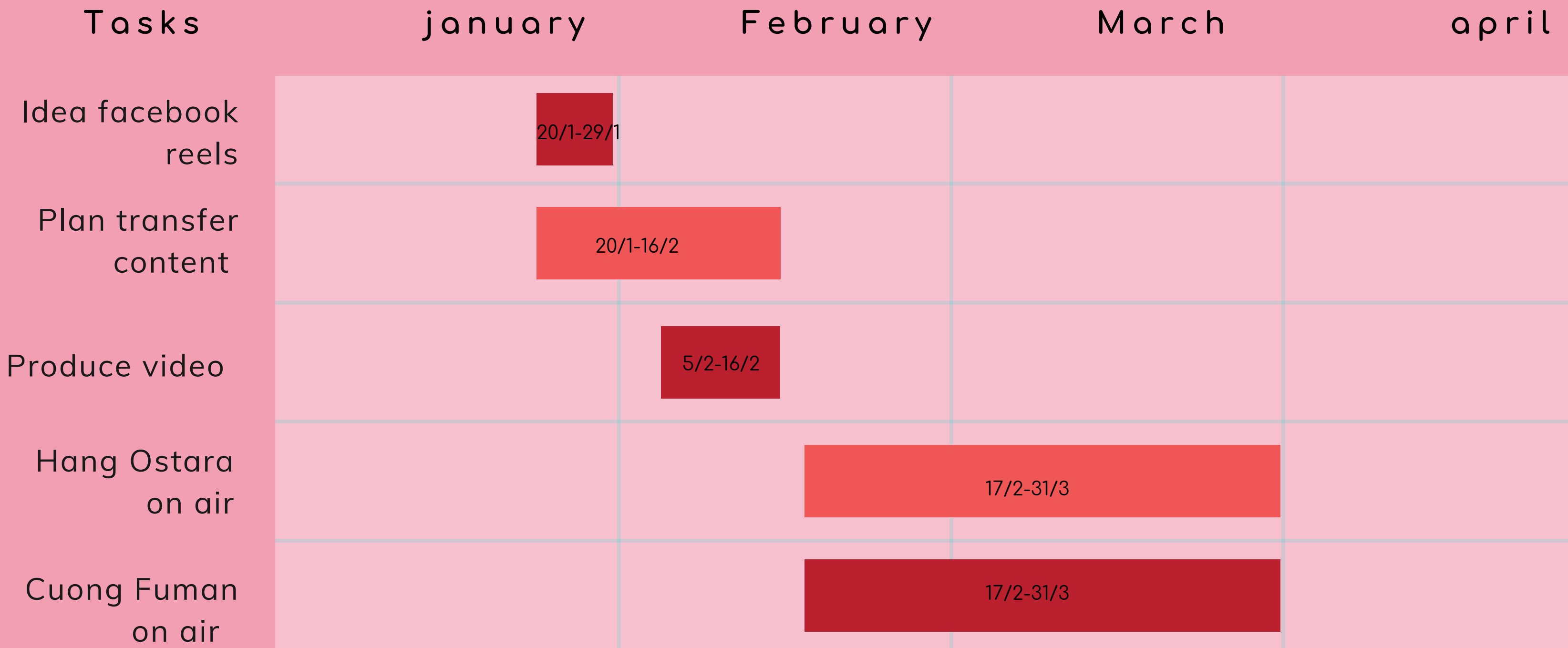


PROJECT TIMELINE



TIMELINE FACEBOOK REELS (HANG OSTARA & CUONG FUMAN)

Duration : 50 days (20/1-31/3)



FACEBOOK GROUP "DỄ ĐÙA KHÓ NÓI"

POSTING TIMELINE

CONTENT ROUTES

JAN

FEB

MAR

APR

SHARING
INFORMATION

13/02 - 05/04

MEME POST

26/02 - 20/03

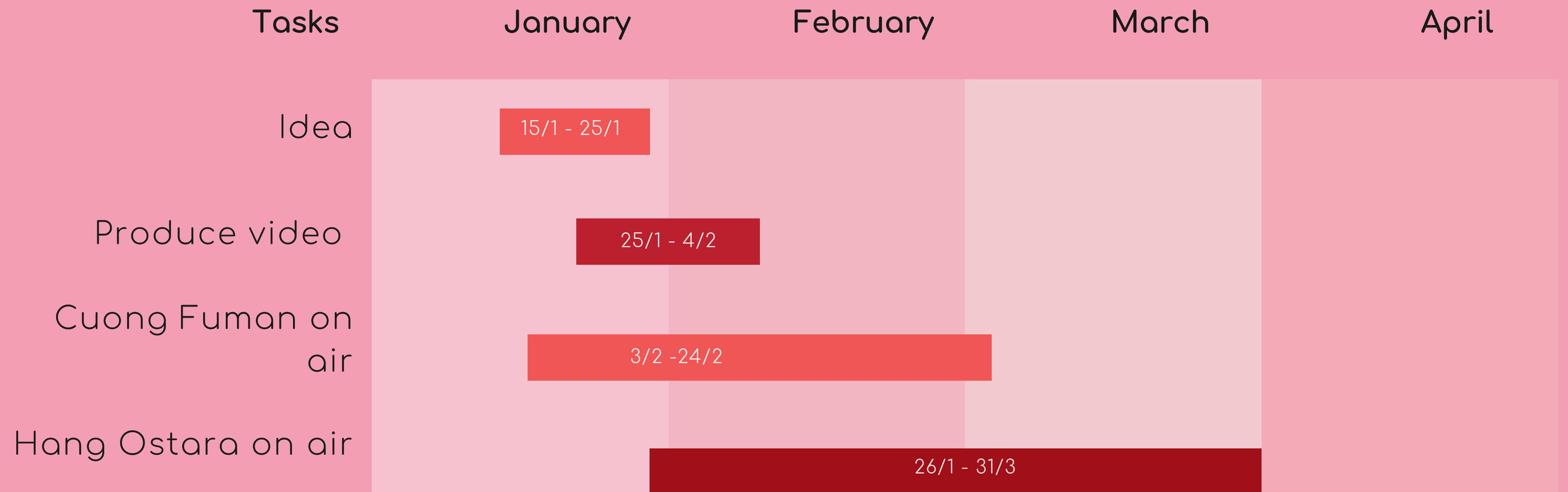
POLL POST

PERSONAL STORIES

12/02 - 30/03

TIMELINE TIKTOK CUONG FUMAN & HANG OSTARA

Duration: 74 days



TIMELINE YOUTUBE "LUST & TRUST"

Duration: 34 days

Tasks

January

February

March

April

Idea

25/12 - 9/1

Produce video

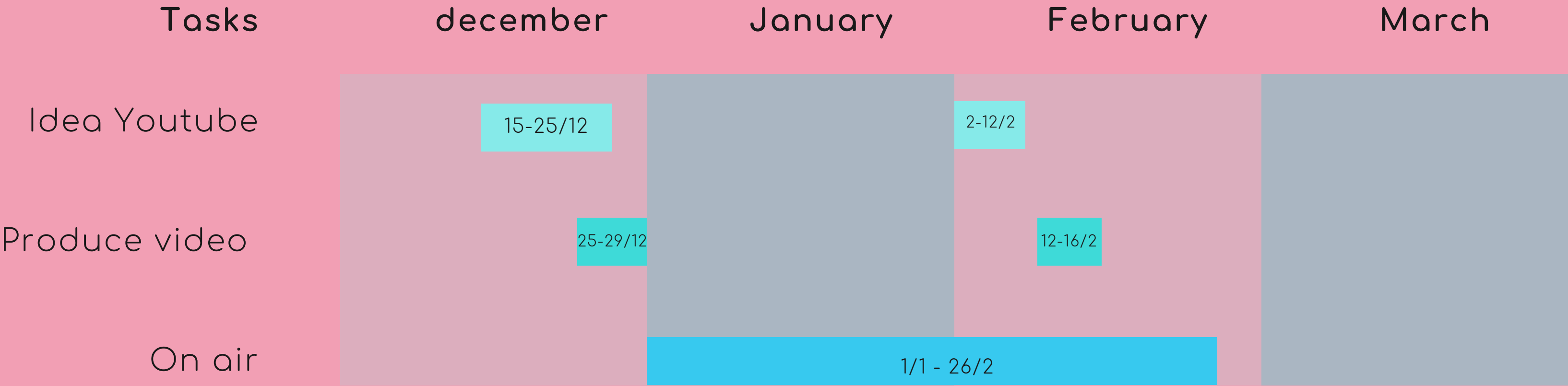
10/1 - 15/1

On air

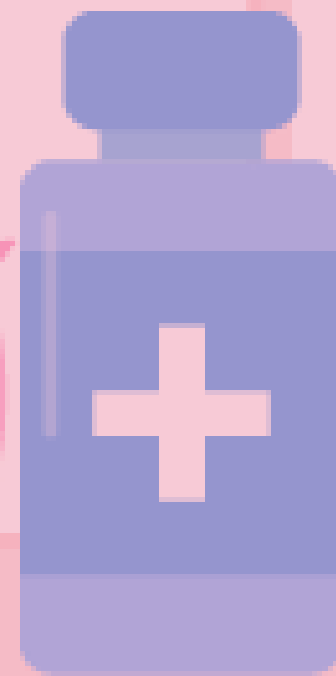
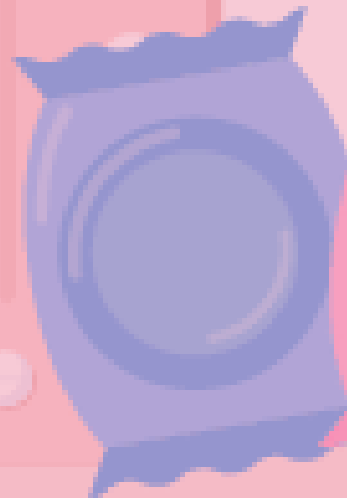
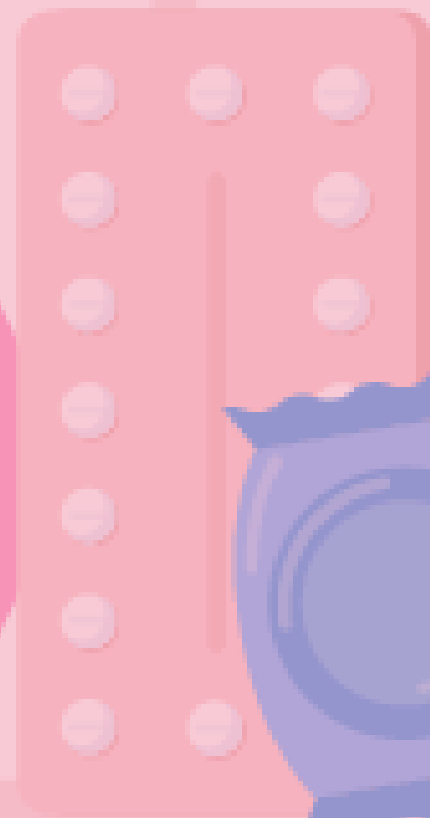
15/1 - 29/1

SOCIAL MEDIA “GAP & GO” TALK SHOW

Duration: 34 days



09 BUDGET



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 Tik Tok 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

➤ The estimated budget:

83,400,000 (VND)

➤ Actual budget:

23,650,000 (VND)



10

MEASUREMENT &
EVALUATION

MEASUREMENT



OWNED MEDIA



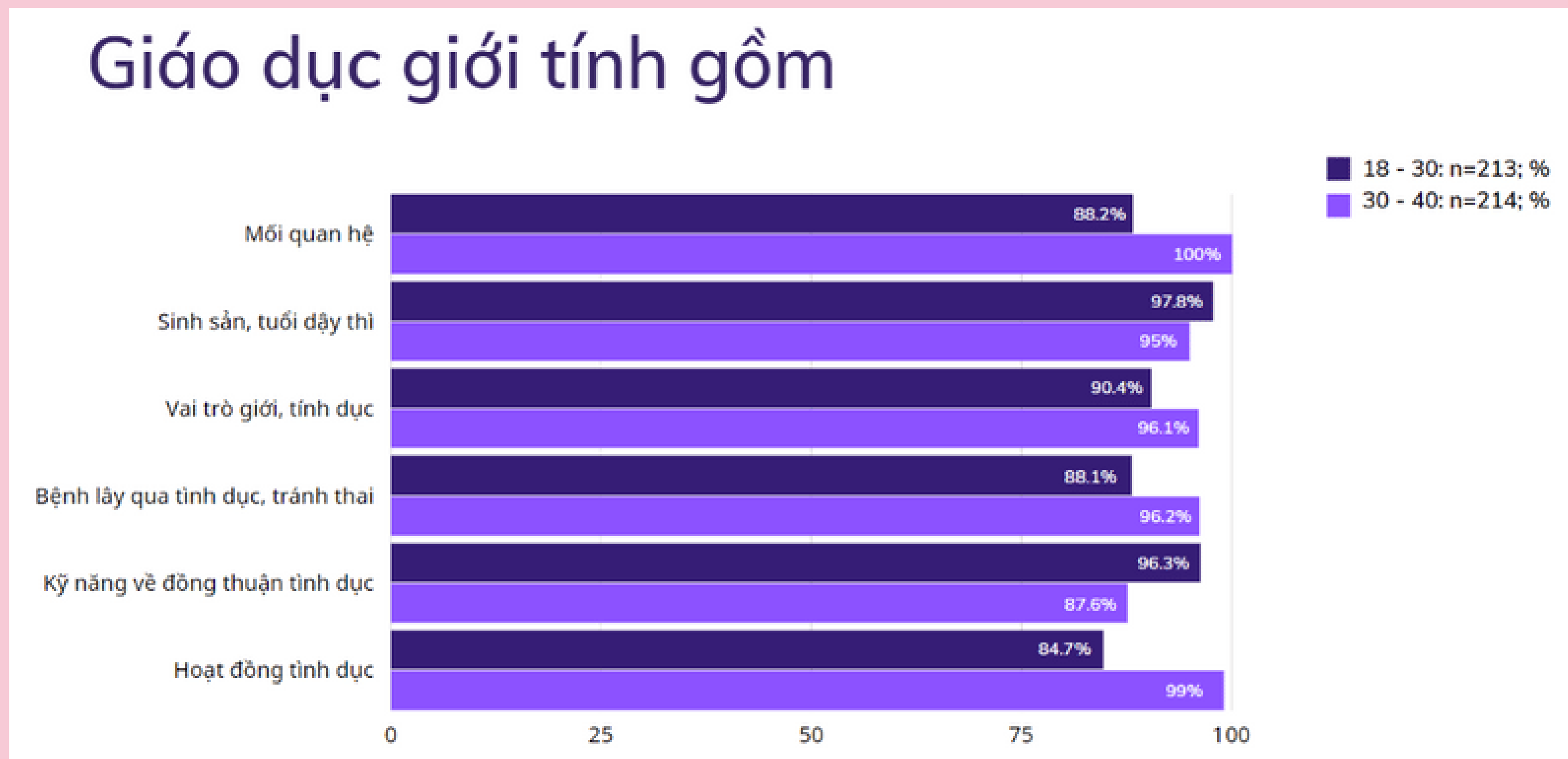
QUALITY SURVEY



QUANTITY SURVEY

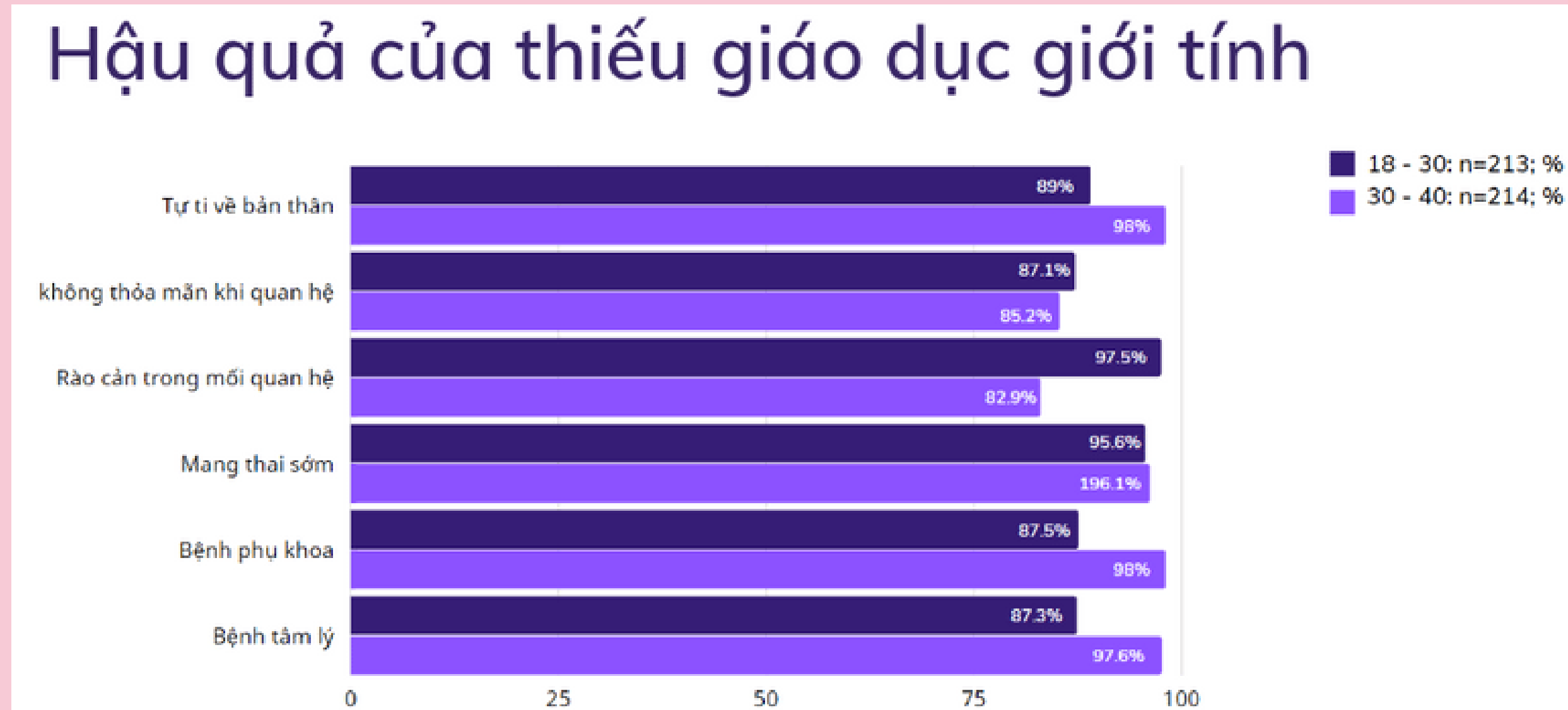
SURVEY 1

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



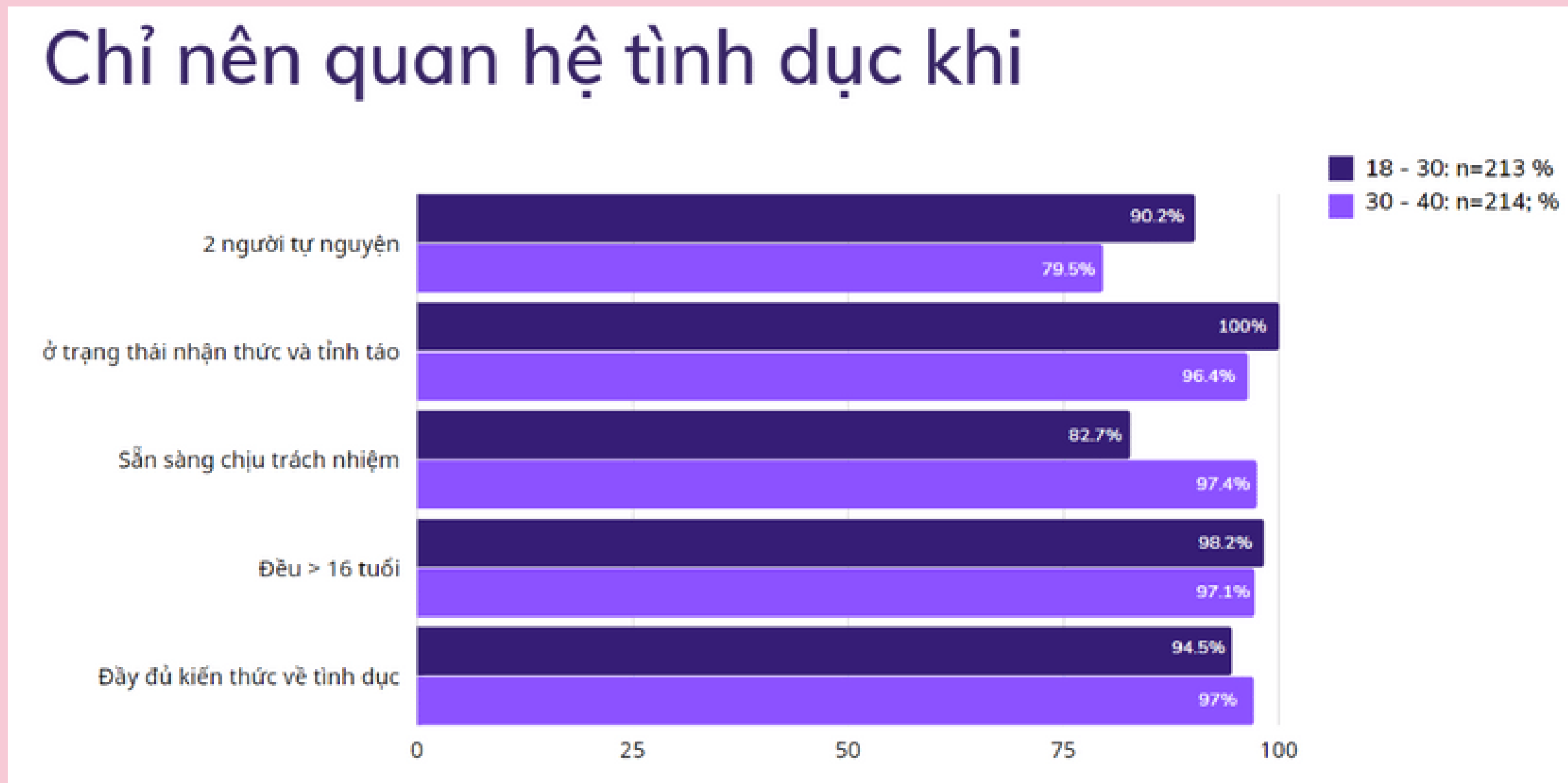
SURVEY 2

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



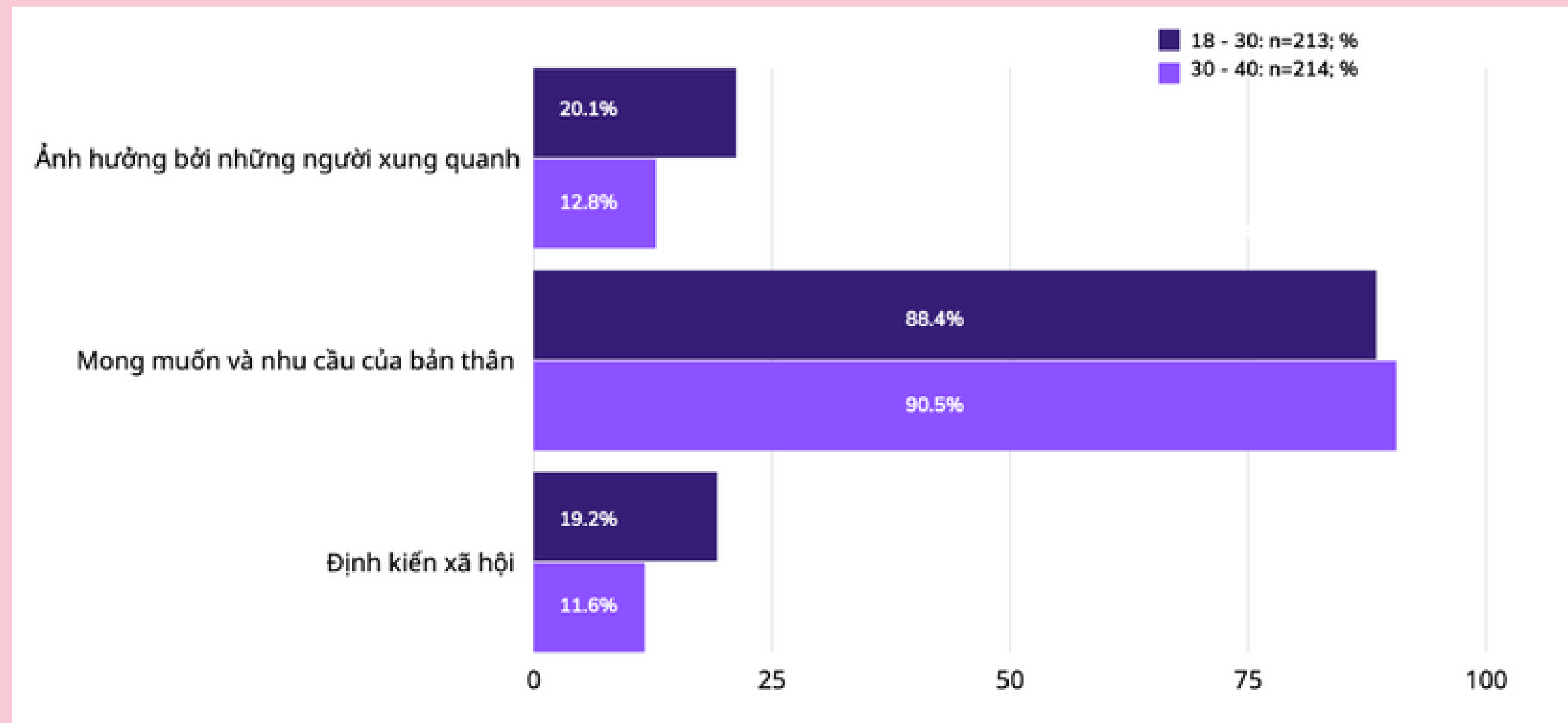
SURVEY 3

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



SURVEY 4

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



CONCLUSION (SURVEY)

We recognised that Vietnamese people are approaching to the modern world's sex life.

People age ranging from 18 to 40 in 2022 are well-educated and they are taught carefully about sex.

SURVEY 1

More than 88% of the group 18 - 40 understanding and awareness factor of sex educated in relationships in life such as relationships with family, friends, men and women; knowledge about reproduction, puberty.

SURVEY 2

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.

CONCLUSION (SURVEY)

We recognised that Vietnamese people are approaching to the modern world's sex life.

People age ranging from 18 to 40 in 2022 are well-educated and they are taught carefully about sex.

SURVEY 3

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.

SURVEY 4

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.

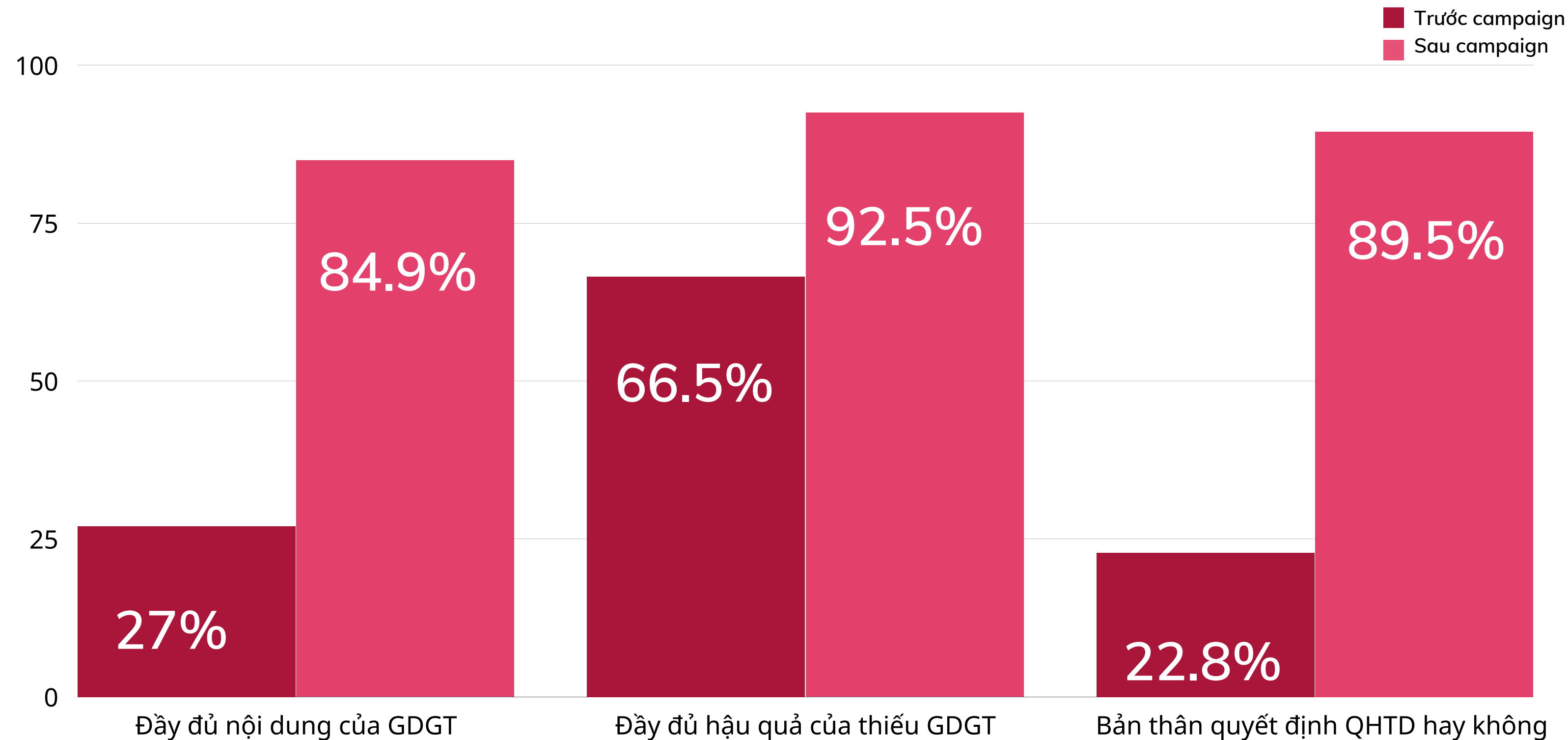
EVALUATION

16.257.663

ESTIMATES
IMPRESSION NUMBER

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

EVALUATION



Survey comparative before and after the campaign

KPI & EVALUATION

	Content	Result	KPI	%result/kpi
Facebook	Jenny Lê La reels views	3.6m	1m	360%
	Cường Fuman reels views	8.3m	1m	830%
	Group Dễ đùa khó nói members	2.4k	1k	240%
Tik Tok	Hằng Ostara Tik Tok views	4.4m	2m	220%
	Cường Fuman Tik Tok views	420k	1m	42%

The background is a light pink color with soft, wavy lines. Scattered throughout are faint, light pink icons of male and female symbols. In the center, there is a large, stylized illustration. On the left is a large pink female symbol. To its right is a pink pill bottle with a vertical line of white pills. Next to the pill bottle are two small, crumpled packets, one blue and one pink. To the right of the packets is a blue pill bottle with a white cross on it. Further right is a blue female symbol. At the top center, a blue clipboard with a white sheet of paper is shown. The number '11' is written in a large, dark red font on the clipboard. Below the number, the words 'SUGGESTIONS & RECOMMENDATIONS' are written in a dark red, sans-serif font. The entire illustration is set against a light pink background with soft, wavy lines and faint, light pink icons of male and female symbols.

11

SUGGESTIONS &
RECOMMENDATIONS

OTHER SUGGESTION AND RECOMMENDATION



01

Set up a Tik Tok channel: Cuong Fuman

02

Create more shows for ages 18-40 and create Tik Tok channels

03

Promote more civilized sexual content on Spotify channel

04

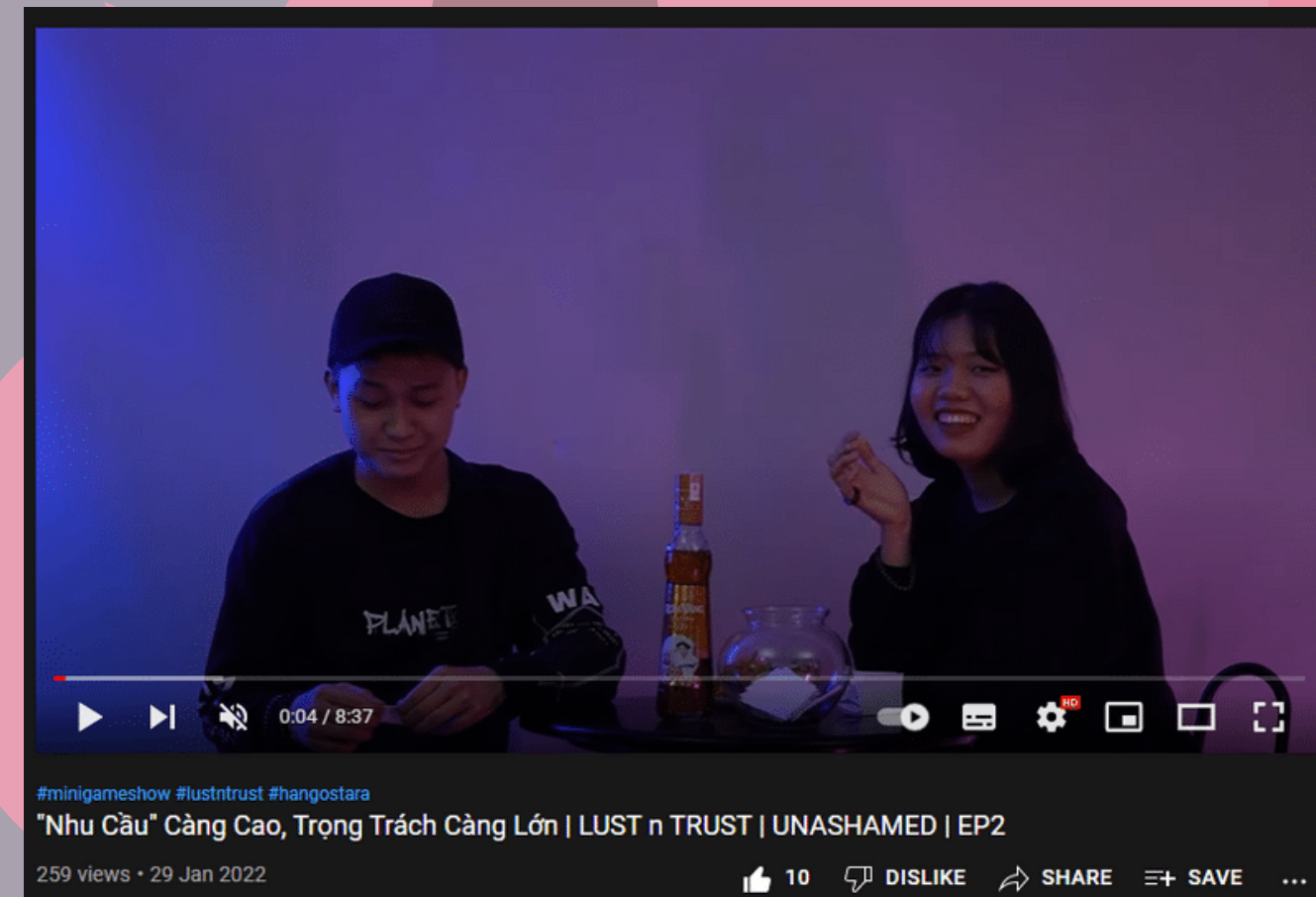
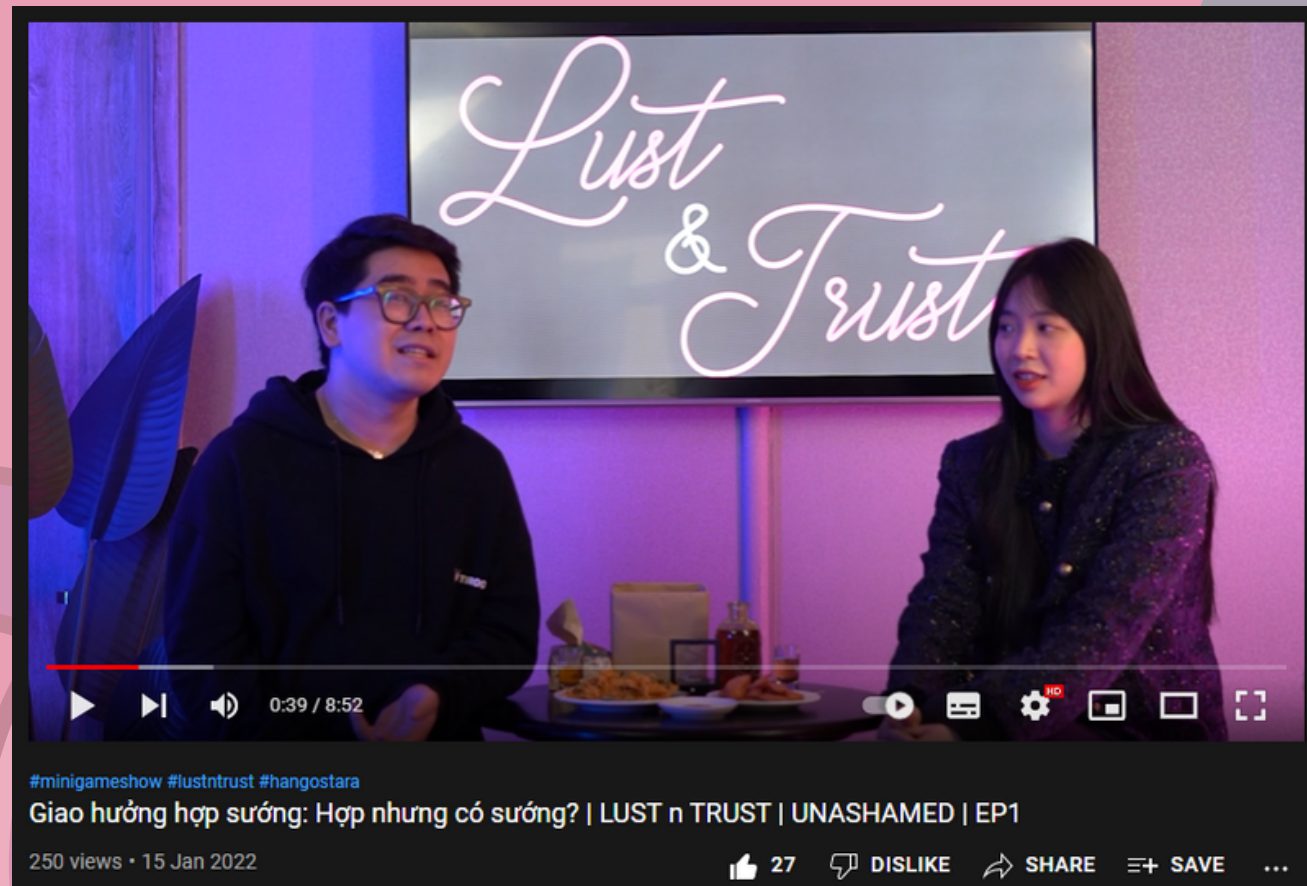
Produce a lot of comedy and drama content on reels of facebook

05

Series of interviews with passersby

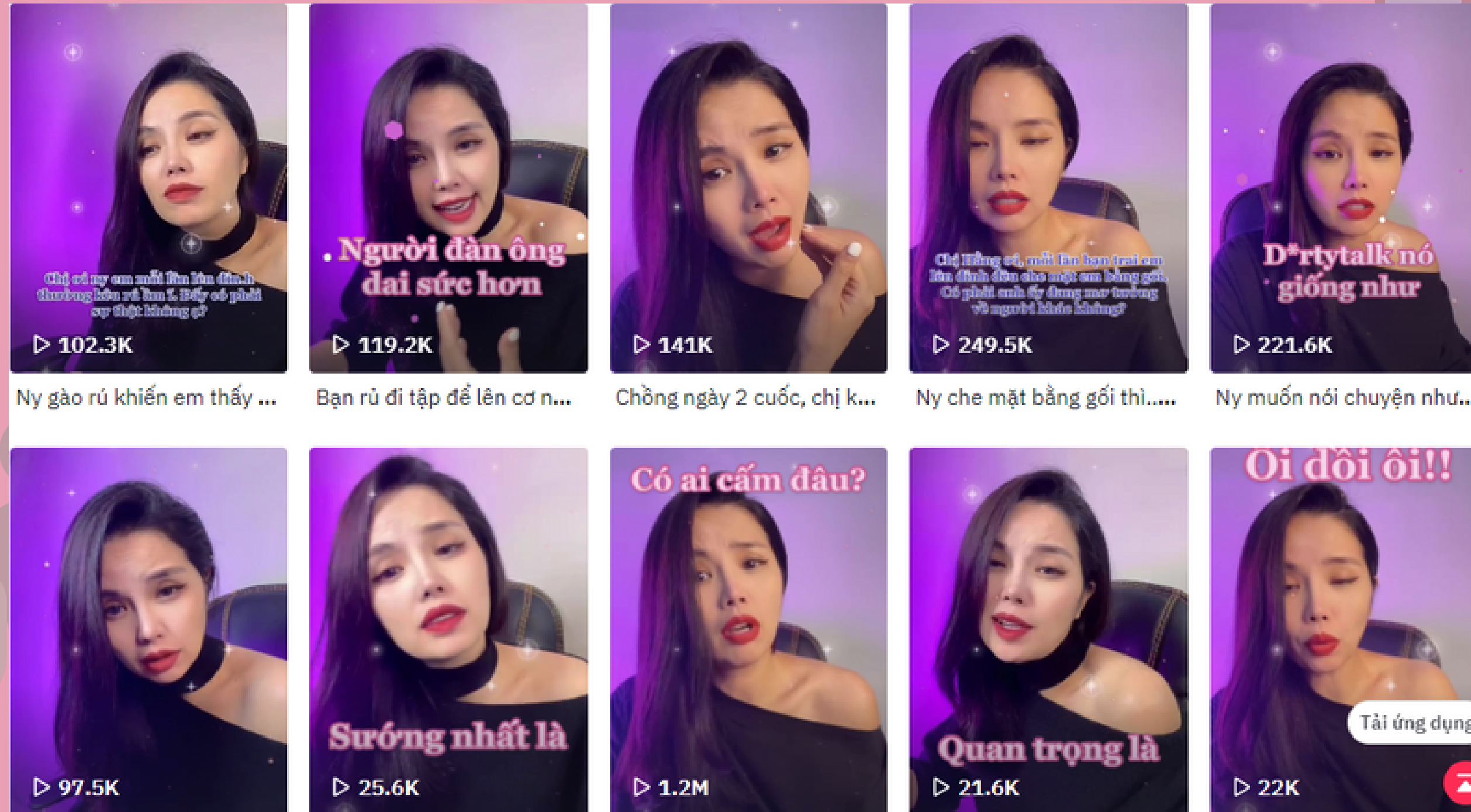


SUGGESTED POSTING CONTENT



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

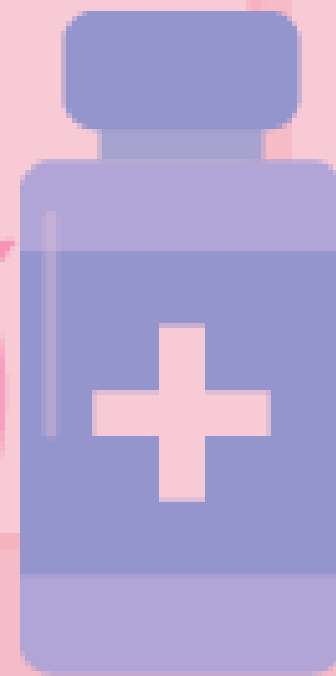
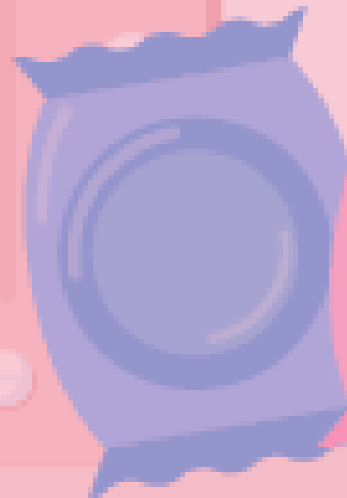
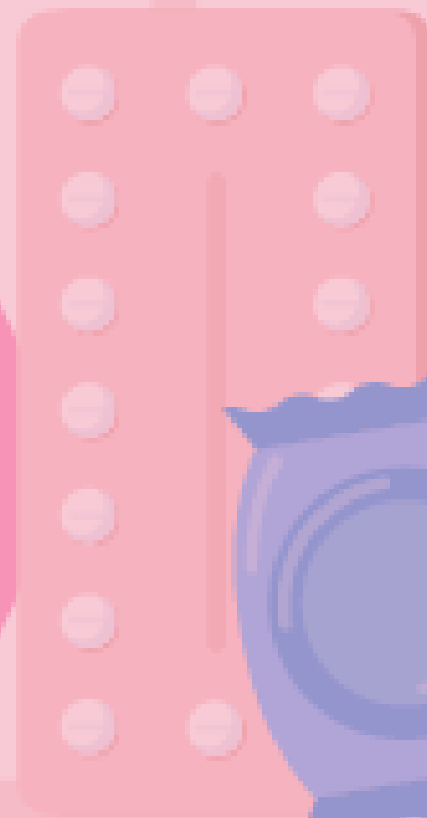
SUGGESTED POSTING CONTENT



=> DIVIDED INTO MORE DIVERSE CONTENT ROUTES SUCH AS DRAMA, TRENDING TIK TOK, ... AND DIVIDED INTO SEPARATE TABS IN TIK TOK

12

SUMMARY





SHARING TIME

SHARING TIME



Nguyen Xuan Truong

"Both are sexual activities, but I was only having sex not making love"



Nguyen Minh Giang

"I believe my first time doing 'the thing' would be great!"



Le Nguyen Phi Long

"If love is chemistry, then sex is the catalyst that keeps the flame of love burning".



Nguyen Trong Duy

"I knew what sex was but after the campaign I find it more attractive".

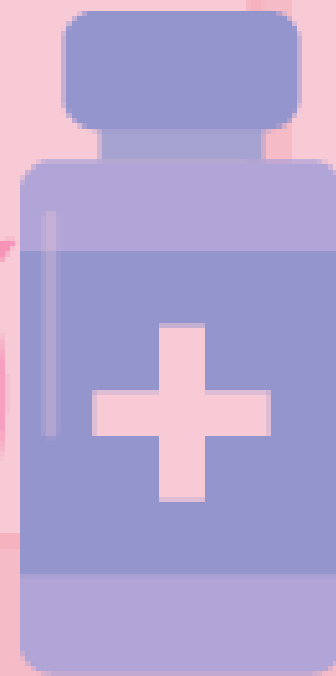
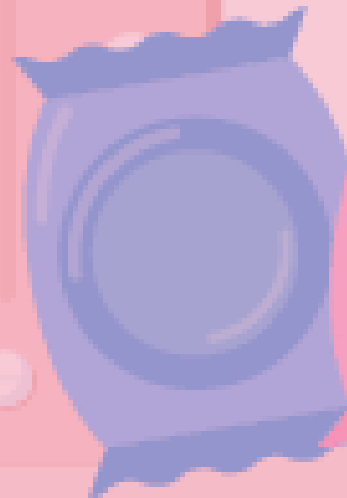
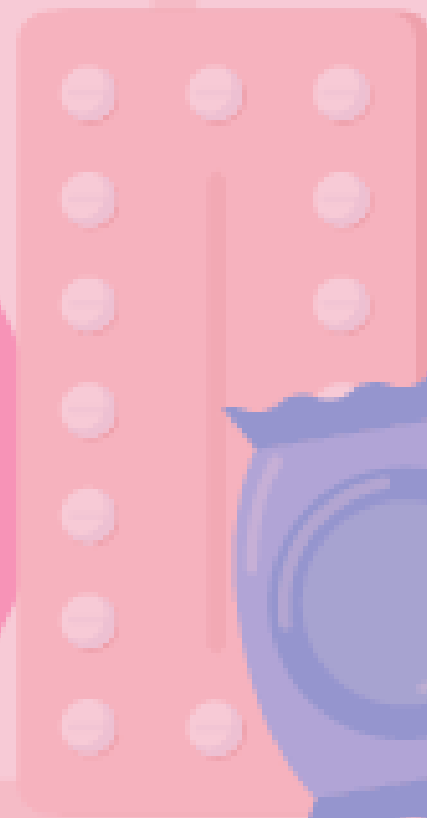


Pham Hai Ha

"I always thought sex was an unspeakable topic, but now I know that sex is as simple as other daily life needs and wants"

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SUMMARY



NEW 
POST



- Hangostara TikTok channel has gained 25,000 followers, nearly 200,000 likes
- TikTok Cuongfuman channel has nearly 3000 followers and nearly 50,000 likes.
- 1,300,000 views on TikTok and 2,000,000 views on reels of facebook.
- Increased the number of followers from 5000-10,000 people



NEW 
VIDEO



Thank You

