CAPSTONE PROJECT DOCUMENT

Communication campaign for Local Fashion Brands in HCMC

GSU22MC02	
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Due to limited knowledge, errors in understanding and presentation are unavoidable. We look forward to receiving your comments and suggestions for the graduation report to achieve better results.

We sincerely thank you.

Ho Chi Minh City, 15/08/2022

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TABLE OF CONTENT

FIGURE LIST

CHAPTER 1: INTRODUCTION

Vietnam is a country with many potentials for development of the fashion industry, but still cannot avoid many difficulties, affecting the overall development of the industry. Most notably, it can be mentioned that the brand's long-term strategic development orientation changes to match the rapidly growing globalization trend. A next problem is the negative impact of the fashion industry on the environment, which makes many Vietnamese brands still struggling to find solutions to the surrounding problems.

With the topic "Communication campaign to support local brands in Vietnam" this time, we hope to be able to use our knowledge and learning experience to support communication for local clothing brands, promote sustainable development and bring benefits to the community, initially reducing waste from plastic packaging.

1.1. Problem Definition

The problem definition section below will state the core rationale for this study. In addition, it also provides an overview of the current problem of the project, the importance of conducting research, from which specific goals and plans for the total project can be made. There are many reasons why this project was born and the main reason comes from the fact that it is happening due to the ineffective communication problem of Vietnamese domestic clothing brands.

2018 is a year of quite big changes for the Vietnamese fashion industry, with the appearance of many domestic clothing brands. In order to keep up with the latest trends of fashion, local brands today have constantly updated and launched new products, catching up with the most unique trends. Many established brands have quickly received positive consumer feedback across media platforms. Up to the present time, more and more brands have been born and launched products with the latest models.
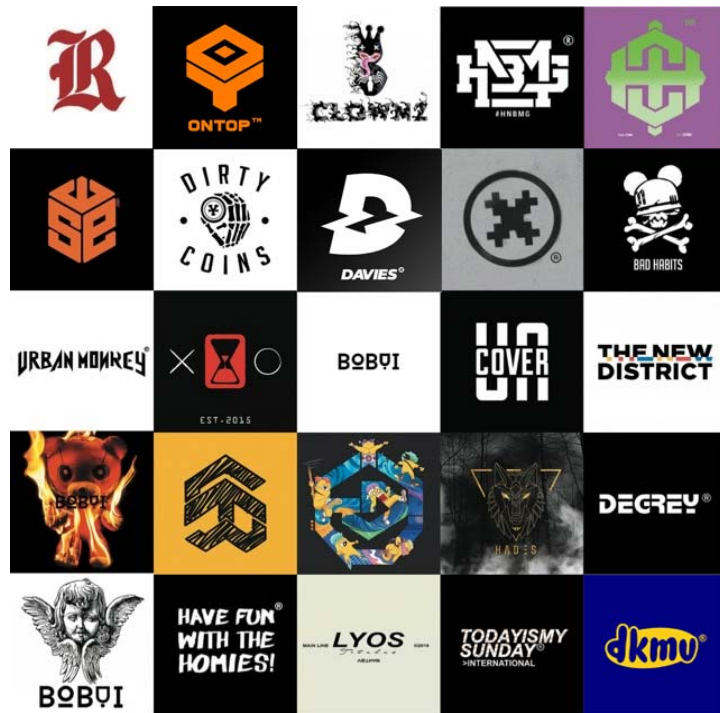
Figure 1: List of logos of local brands in Vietnam

After 1 year of staying home because of the covid 19 pandemic, we started to have interest, learn and support products manufactured by domestic enterprises, especially small and medium enterprises. In Vietnam, the government also has policies to support and encourage "Vietnamese people use Vietnamese goods" in developing businesses and promoting entrepreneurship, innovation and economic development. Since then, we have researched and bought products from local clothing brands, fortunately through that we had the opportunity to get acquainted and have an interview with Mr. Tien Thanh - founder of Undarkness brand, marketing leader of Clownz Brand, and also the founder of Agency "Merdes Creative". In the interview, he shared about his brands, he felt very happy to see that the brand's products are always well received and appreciated by people for the quality of the products, especially to support the brand development orientation according to sustainable fashion. However, according to him, the brand has not yet reached many potential customers, the main reason lies in the ineffective communication management for the brand. According to Mr. Tien Thanh, this is the general situation of most local brands, these brands have only just developed, so the scale is quite small, the founders only focus

mainly on design and production, so there is very little concern on communication for the brand, leading to the brand not being known by many people.

In addition, we conducted a survey in April 2022 on perspectives on current local brands communication issues. The target group we chose to conduct the survey is from 18 to 25 years old in HCMC because this is the main customer group of local brands in Vietnam. After that, we received 114 answers for the total survey form. Through the survey on this audience, we have received the following general answers to the communication problem of local brands: Most of the survey respondents have the opinion that the communication of local brands is at a normal level, there is no outstanding information or campaign to attract customers. In addition, when asked about the obstacles that make it difficult for you to access and do not have much information about local brands, the answers we receive are that these brands have a little update of information and have not had many events to connect with consumers.

Through the above survey, we found that the communication problem of Local Brand Vietnam is still in a normal state, without outstanding highlights. The information provided has not been created, and it is difficult to reach consumers.

It can be said that, in the process of building and developing a brand, without the influence of the media, the ability of enterprises to maintain and expand the influence of the brand is difficult to complete. On the contrary, when successfully implementing communication, the brand will develop more quickly because communication can help businesses communicate and spread information related to products and brands of the business. Once making good use of communication tools, the brand will grow more and more.

In addition, when researching the development strategies of Vietnamese fashion brands in general, we have discovered that some Vietnamese brands are making efforts to pursue sustainable development. The brands that are successful in building a sustainable fashion development orientation can be mentioned as follows:

Moi Dien is the most recognized brand in Vietnam that is committed to the principles of sustainable fashion (Quynh, 2021). Moi Dien has been working with Trashion (Trash – trash and Fashion – fashion) for many years in pursuit of a sustainable fashion model. With Trashion, it is necessary for fashionistas to comprehend a variety of materials. In addition, they must pass through complex processes like screening, processing, and design so that "trash" does not generate more "junk".

Figure 2: Tom Trandt's share on the sustainability of Moi Dien

BOO's "Bò Sữa Xanh" project, launched in 2017 with the intention of supplying clients with green and environmentally beneficial items, is another example of sustainable fashion. Boo is also attempting to construct a production system that adheres to environmental standards and a system of distribution stores that are green destinations, making it one of the most notable sustainable fashion companies in Vietnam. In addition, BOO launched numerous environmental projects, such as "green" incentives for the use of cloth shopping bags, the introduction of safe organic cotton fabric for wearers,

and Japanese printing ink. With what has been accomplished, BOO seeks to increase environmental protection awareness among young people.
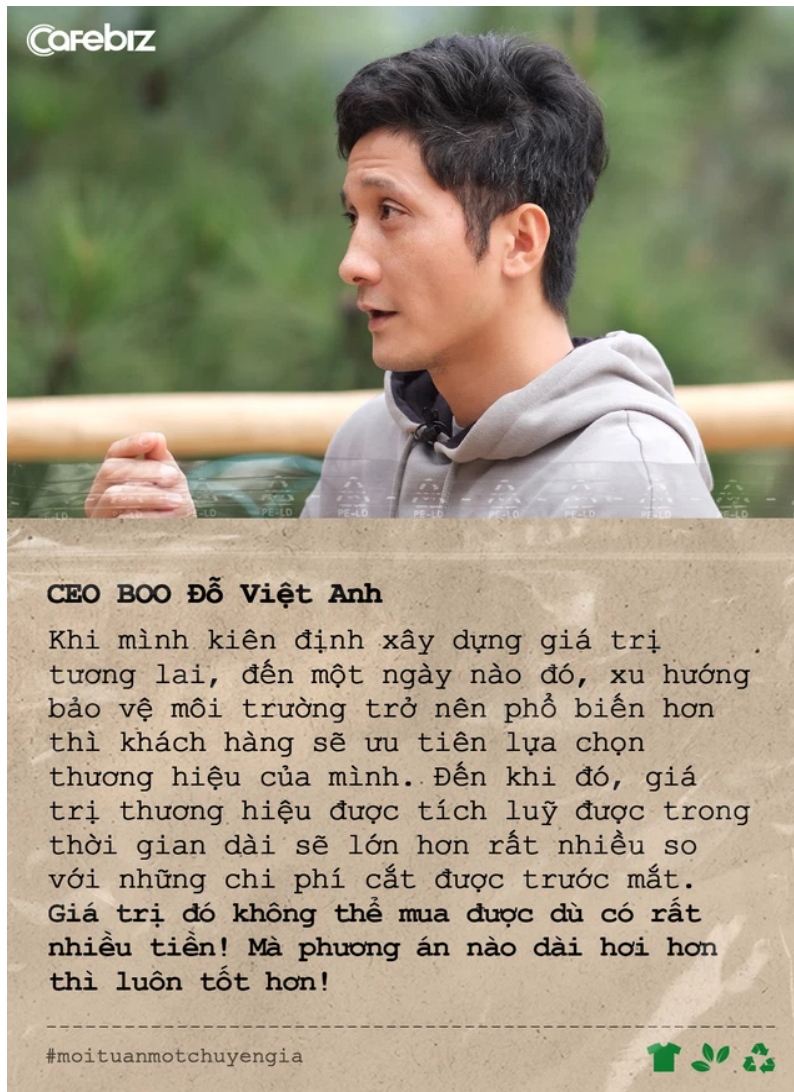
Figure 3: BOO CEO Do Viet Anh: Green fashion will become a huge trend in the near future

According to Ms. Hoang Anh, a representative of TimTay fashion brand, a brand committed to a sustainable approach, many criteria are required for a brand to transition towards sustainable fashion. The primary emphasis must be on products that adhere to the principles of "sustainable fashion." The tale of customer service also requires significant commitment. Because sustainable fashion is the commitment of businesses to the community and

society in response to the negative effects of the fashion industry, and not merely a passing fad or trend.

With a balance between creativity, business philosophies and trends of the times, it is possible to deliver products that are more environmentally sound, safer, and more sustainable. Therefore, we realize that, in order to be able to create unique values for our brand, and at the same time, can aim to develop benefits for the community, Local Brand can orient its brand. following sustainable values in the fashion industry.

It can be seen that sustainable fashion is really changing the "face" of the global garment industry, including Vietnam. Fashion is not just clothes and costumes; Fashion is also a way to convey a strong message. Sustainable fashion is not just a trend or a fad but is considered an important goal that all fashion brands and businesses need to aim for. This is a journey that requires understanding, continuous research and practice in business to minimize negative impacts on the environment, the earth and people (Dieu Bao, 2021).

Stemming from a passion for local brands, through research and research, realizing that domestic fashion brands have great potential for growth in the Vietnamese fashion market, but due to limited funding as well as lack of knowledge about communication strategies, they have not been able to create unique value for its brand, so it has not yet reached many customers. We believe that fashion also has a huge impact on the environment, so if sustainable values are promoted, it will contribute to reducing waste from fashion.

1.2. Capstone Project

Summarizing the reasons mentioned above, we decided to choose the topic: **Communication campaign for local brands in Vietnam**. For the purpose of communicating for domestic clothing brands and having an interest in sustainable values. With the purpose of communicating for domestic clothing brands and interested in sustainable values. With the desire to promote and encourage many domestic clothing brands to participate in the campaign towards sustainable fashion, contribute to protecting the environmental ecosystem and bring long-term value to the community. Through the

campaign, we also want to be able to communicate for these brands to be more known through participating in the campaign and at the same time, will orient the brand according to sustainable values.

CHAPTER 2: DEVELOPMENT

At this development stage, we carry out detailed exploration and study of the project, measure the feasibility of the project, and then make an overview plan for the project. To be able to find out more information related to the topic, we have done deeper and broader research into the issues that our campaign is targeting including the position of local brands in the fashion market in Vietnam and the characteristics of the target group of customers, thereby offering specific solutions and strategies in line with the set goals.

2.1. Local brands

- The status of local brands in Viet Nam's fashion industry

In this research, we focus on understanding the potential factors and analyzing the competitiveness of local brands in the Vietnamese fashion market. The purpose of this research is to have a clear understanding of the market saturation, the growth opportunities of local brands, and effective strategies for targeting brands.

First, we can simply understand that local brands are domestic clothing and fashion brands that are processed, printed, packaged and distributed by domestic manufacturers. The current trend develops very quickly and strongly, domestic fashion is increasingly sought after. (Unica, 2022).

Currently, Vietnam is a developed country that is quite strong and prominent in the field of fashion on international catwalks with many famous models and designers. With a style of design and healthy development, which is constantly being shown through impressive costumes, and distinct tastes in each product, created and designed by Vietnamese designers themselves. It can be said that 2021 is the year to record many memorable imprints of Vietnamese fashion. According to the latest statistics of the World Trade Organization (WTO), Vietnam

surpassed Bangladesh to become the second largest garment exporter in the world with a value of more than 35 billion USD in 2020. With this result, Vietnam is second only to China in global apparel sales. Garment products "Made in Vietnam" account for 6.4% of the world market share. In 2010, the market share was only 2.9%. Textile and garment enterprises have overcome difficulties, maintaining a good growth momentum in 2021, estimated at 39 billion USD, up 11.2% compared to 2020 (Chau Xuyen, 2022).

To learn about the business environment of local brands, we choose Francis J. Aguilar's PESTLE model for analysis. PESTEL model is a model to study opportunities and challenges for businesses through four main factors of the macro environment that have a direct impact on the economy, including Political factors (P), economic factors, and economic factors. economic factors (E), socio-cultural factors (S), technological factors (T), environmental factors (E), and legal factors (L). Analyzing the surrounding environment of brands helps us assess the external impact and give the right direction for local brands. This helps us understand the core changes brands are facing and thus capitalize on opportunities to grow campaigns.

The analysis factors below are referenced from various sources including ViracResearch; Guu.vn; Tronhouse; BCMA - Business Marketing Communication Agency.

+ Politics

Any nation's fashion sector is significantly influenced by political concerns. When import duties are high, the current administration encourages businesses to buy domestic fabrics (Frue, 2018).

The political environment has a great impact on local brands in terms of Vietnam's state policies, which can include trade policies, industry development policies, economic development, taxation, regulatory policies, etc. competition, protect consumers when these brands are present throughout the territory of

Vietnam and can be directed to the world. Therefore, brands need to consider the tax and production rules of the country.

Local brands also need to keep an eye on import and export laws - factors that will affect the distribution of local brand's products in the territory and around the world.

+ Economic

Due to the impact of the epidemic, fashion market revenue in 2020 declined by more than 10 percent compared to 2019. More than 50 percent of the overall industry's revenue comes from garment sales (viracresearch, 2021). When consumers began to shop online on a regular basis, communication channels and online commerce experienced phenomenal growth. Followed by Sendo, Facebook, and Tiki, Lazada accounts for over half of the revenue generated by online fashion retail outlets. To prevent the spread of the disease, retail outlets had to close at the start of the year 2020. In the first nine months of 2020, apparel sales amounted to approximately 200 trillion VND, with the consumption of office attire such as suits, shirts, and pants decreasing dramatically due to the complex pandemic scenario. As a result, several enterprises closed. The shutdown of retail outlets generates a rise in the social unemployment rate (viracresearch, 2021)

Not only reducing the total revenue of the whole industry, the demand for fashion products of high-end brands was also cut, due to the need to prioritize necessities when tightening spending during the epidemic. Domestic fashion enterprises have long been unpopular in the Vietnamese fashion market.

Due to the impact of the epidemic along with the impact of the environment, consumers' demand for brands is increasing, they are looking for quality brands at affordable prices. This is a challenge for local fashion brands to balance business profits with consumer needs.

+ Social

Currently, young people are increasingly trending towards very modern fashion and lifestyles towards certain community values. Young people have a lot of desire to express themselves and use quality products, so in the future Local Brand will play an important role in this regard.

The target customer group of local brands is usually Gen Z aged 16 - 28, which has a high demand for clothing, shoes, accessories, backpacks, and bags. ability to pay to own the product you want. The average pay for a product usually ranges from 300,000 VND to 500,000 VND (tronhouse, 2020).

When looking for local brands, this group of customers often looks for "cool", "quality", trendy products that can show the wearer's personality. In addition, another factor that also makes customers turn to local brands is that local brands grasp the trend very quickly, flexibly and creatively bring consumers eye-catching clothing and costumes. Therefore, the birth of Local Brand has created a craze for young Vietnamese people, from design to materials being researched and developed according to the wishes of consumers. (Guu.vn, 2021)

It can be seen that, up to now, local brands have become a fashion trend for young people, bringing a "new breeze" with many impressive and stylish designs. Right in Vietnam, we can recognize the social factors that divide the community into customer groups, each with different psychological and behavioral characteristics, so local brands have been trying to exploit the elements of the target customer group, thereby offering different business strategies.

+ Technology

Technology is changing the way people consume fashion and "forging" for customers who need immediate access to the latest fashion trends, even when it has just appeared on the catwalks.

At the same time, the younger generations, who always want to stand out from the crowd, are in high demand in finding products that match their needs and preferences. Furthermore, 'mass' or 'fast fashion' clothing seems to be slowly losing its appeal.

As this trend continues to increase, it will become less and less likely for companies and brands to continue to produce large quantities of apparel months in advance with uncertainty about its ability to sell. Brands that get up to speed and better respond to market demand will be the winners in today's modern marketplace.

According to Luong Hanh analyzing technological factors affecting the fashion industry, there are 3 technology trends that will shape the fashion industry in 2021 including:

+ AI: is the foundation for future developments in the fashion industry, shaping everything from forecasting trends to how consumers can actually see and buy products.

+ New materials: The production of novel fabrics is being said to be the future of fashion. Local brands can leverage this to differentiate themselves in the marketplace and build appeal as a sustainable option.

+ IoT: This is one of the most exciting new technology trends in the fashion market. This has been seen most clearly in the exciting advancements in apparel technology and wearable devices.

As the gap between the 'real life' of the target audience and technology is increasingly shortened, brands need to embrace the latest technology trends to push the limits of creativity, product production, marketing and wearability.

+ Environment

According to a 2018 report by Quantis International, the three main global polluters of the fashion industry are: dyeing, yarn

preparation and yarn production (Ai Quynh, 2020). Facing that risk, many researchers have researched and experimented to produce safe and environmentally friendly materials as production materials for the garment industry. Since then, the concept of Sustainable fashion or Eco fashion was born - a fashion line created with the aim of extending the shelf life of products and minimizing the impact. negative effects of fashion on the ecosystem (Hoang Phuong, 2021).

In Vietnam, the message of sustainable fashion has only begun to be shared, received and cared for since mid-2016. Compared to the negative impacts that Fast fashion has on the environment. Sustainable fashion is the optimal and positive solution. Therefore, Vietnamese designers in recent years have mainly focused on product lines that tend to be sustainable. Some typical young faces can be mentioned as: Designer Vu Thao (who approached sustainable trends from the very beginning with the brand Kilomet109) (vietnamplus, 2021).

In the face of environmental influences, Vietnamese fashion makers have had the opportunity to rethink and reshape the brand in a sustainable direction with eco-fashion. Therefore, it is necessary to spread more strongly the sustainable core values that Sustainable fashion or Eco fashion bring to the quality of people's lives in the future.

+ Legal

Fashion is one of the basic human needs. Consumer demand is increasing, at the same time, fashion is constantly changing day by day to meet the increasingly upgraded aesthetic tastes of society. Accompanying the development is the need to protect the rights of authors for fashion designs today. In fact, the development process shows that it is very difficult for the fashion industry to avoid confusion, which may be accidental or intentional, resulting in infringements on copyright issues.

According to a study of audited data by the Fair Wear Foundation, the majority of labor rights violations in the garment industry are caused by overtime (sometimes underpaid), pressure to perfect products and bypass fire safety regulations (Fashion Revolution, 2019). That's why brands must also ensure that they don't use child labor or violate employment rules. Occupational health and safety rules are also very important provisions that local brands need to follow to maintain the brand..

Keeping up with world fashion trends are the factors that attract consumers of local brands in Vietnam. Therefore, brand positioning is always the most important step in the branding strategy. For customers to be able to think of when mentioning the brand's products is a success in the process of building brand awareness for customers. Depending on different local brands, Founders can focus on the quality, values, wishes, problems, emotions, competitors or uses of the product, to position their own brand. With hidden potentials in the market, we think that in the near future Local Brand Vietnam will be used and known by young people more due to its difference and creativity.

Nonetheless, the launch of local brands in Vietnam also experienced numerous obstacles. The psychology of shoppers often prioritizes brands that have been recognized by the market and have a certain reputation, they are often skeptical about the quality, design and reputation of local brands in Vietnam, because most owners are young and not well-known people (Hanhtntn, 2021). Looking at the general ground of local brands in Vietnam, especially in Ho Chi Minh City, we find that more and more local brands are established and of course small brands cannot compete with established competitors that have a certain influence in the Vietnamese fashion market. This is also one of the most difficult reasons for new and established brands. According to Forbes Vietnam in 2021, 61% of Generation Z in Vietnam are influenced by "crowd trends", typically following movie trends, pursuing

"idol style" and "check-in" trends. Therefore, for fashion brands that have not been widely popularized and located, their influence in the Vietnamese fashion market will often be left behind.(senplus.vn, 2021).

According to BMCA - Business Marketing Communication Agency (bcma.vn, 2019), the fashion market constantly demands the essential aspects to exist, and the first thing that always has to be updated in time is the code sample. In addition, the methodical in the appropriate communication plans to be able to outperform other competitors. When big brands are too dominant on social networking platforms, consumers will often ignore small brands, because they are not confident with the product quality of brands that do not have a strong standing position. In the Vietnamese fashion market, this will be one of the most difficult challenges for new or emerging brands.

The number of local brands in Vietnam is increasing day by day, and the rivalry is becoming increasingly complex and challenging, as it is no longer a "amateur" affair. Currently, the price difference between brands is still low, but we need a clear demarcation between brands to lay the foundation for a positive change in the future (Hanhtntn, 2021). When Local Brand has been developing and has a certain position in the Vietnamese fashion market, it is not only necessary to have a Vietnamese local brand but for any new brand that wants to penetrate the market. establish a "different" for the brand. Particularly for local brands, the distinction is even more demanding, because the products on sale often have nearly the same characteristics. Therefore, "personality" is a necessary element of any Local Brand company that wants to enter and develop long-term in the market.

At the same time, following today's trends, fashion often goes hand in hand with convenience, so local brands are considered one of the brightest candidates. Besides, the thought of using Vietnamese goods according to the "Vietnamese people give priority to using Vietnamese goods" campaign of the Politburo, consumers also began to respond and pay more attention to Vietnamese goods. Therefore, it is predicted

that in the near future, Vietnamese local brands will have more opportunities to develop in the fashion market of the country.

2.2. GenZ

It can be seen that local brands currently have great development potential and are considered a bright spot for the Vietnamese fashion market. Their potential does not stop at technological and social aspects, but also lies in the group of customers they are targeting. Along with the explosion of local brand fashion trends, a series of cheap and quality Vietnamese local brands such as Colkids, Bamto or 7millions, have begun to limp into the young fashion world, making the phrase local brand today becoming more and more widespread. Because of the support and approval of the fashion market, especially young people, the local brand seems to be a "delicious cake" that now not only young "boys and girls" want to rush into, even the veteran characters in the graveyard want to reach out for this "cake".

To better demonstrate the potential of local brands in the customer group, we delve into the characteristics of the GenZ customer group that most brands are targeting.

Definition of GenZ, according to Michael Dimock, Generation Z (Gen Z) is the demographic group between the Millennials (early 1980s to mid-1990s – early 2000s or 1981-1996) and Alpha generation (early 1980s to mid-1990s – early 2000s or 1981-1996) early 2010s to mid-2020s). Currently, the world has about 2.6 billion people belonging to Generation Z, accounting for nearly one-third of the population. And in Vietnam, gen Z has about 15-16 million people, accounting for about 25% of the national labor force. It can be said that Gen Z is the most potential generation right now. Therefore, most members of Generation Z have been exposed to and used technology since childhood. They are usually comfortable, very receptive to technology, the Internet, and social media such as Google, Facebook, Instagram, TikTok, etc. (Michael Dimock, 2019)

We performed a study on GenZ's use of local brands in April 2022, with 115 respondents, the majority of whom were between the ages of 18 and 22.

- There are 83.5 percent of young people who possess Local Brand Vietnam products.
-

Figure 4: GenZ Local Brands Usage Survey

Bạn có sở hữu sản phẩm nào của Local brand Việt Nam không?
115 câu trả lời
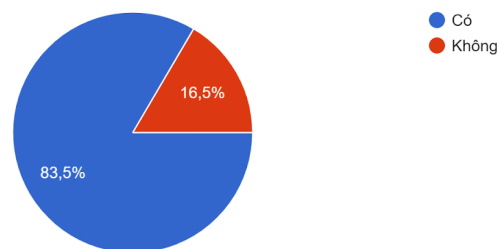
It is evident that Local Brand plays a significant role in the fashion of today's youth.

- ● Characteristics of Generation Z

To be able to connect with this group of potential customers, it is important to understand how Gen Z responds to marketing activities, what they want and expect from Gen Z for the brand experience. factors that businesses really need to pay attention to.

The following analysis focuses on Genz's characteristics that most domestic fashion brands need to research to develop according to the wishes of the target audience. These studies are referenced from Brands News Vietnam, Generation Z and what brands need to know, 2018; University of Fashion, GenZ and a "green" lifestyle, 2019.

- a. Less brand loyalty, less brand trust.

Generation Z is a difficult generation. The brand loyalty of this consumer group is very unsustainable. Gen Z, they are willing to change brands to find higher-quality products. Besides, Gen Z seems to have no faith in what they are seeing and hearing from this world. Although most of the information gathered is from the Internet, only 13% of Gen Z people trust this information online (Vietnam Genzilla Report September 2015 - Decision Lab). This is also the reason why online reviews today are not as effective as they should be because Gen Z believes that online reviews are created by brands.

Therefore, brands that need to provide accurate and truthful information from the brand through the brand's main platforms will be more effective than online reviews of their brands.

b. <u>For Generation Z, everything must be "accessible."</u>

According to CMO, Home and Lifestyle Retailer: "Gen Z is always "online" and they also expect everything to be available "on-demand", because Gen Z is used to having everything at hand 24 /7". The fact that Generation Z is gradually changing the way and needs of shopping forces e-commerce companies to set up offline stores with functions to support online transactions, and vice versa, retail systems must have online shopping channels. e-commerce to become omnichannel. The problem is not online or offline, but the problem is that the brand has many channels to reach and meet the "available" needs of this new customer anytime, anywhere (According to Brand News Vietnam).

c. <u>Desire to use "unique" products</u>

Generation Z wants high-quality, fashionable and functional products that look expensive (but aren't really) and most importantly, their friends don't have. This is the generation that likes to show off, likes to impress, focuses on the look, and is attracted by products that look trendy to be admired and admired (Brand News Vietnam).

d. <u>Payment by means of technology</u>

As the "mobile generation", Gen Z will usher in a new era of payments, whereby all transactions with each company will be completed via mobile phones. The best proof that Gen Z will bring mobile payments to the forefront is the young Chinese. They have almost abandoned the cash economy, since the advent of mobile payment applications like Alipay, WeChat Pay, etc. From paying in-store to buying snacks, all they need to do is raise their phone to scan the recipient's QR code - a "touch-pay" economy.

Vietnam is also witnessing the battle of mobile payment platforms such as Momo, Alipay, GrabPay, Samsung Pay, etc. In the near future, mobile applications will be replaced as payment methods instead of cash (Brand News VietNam, 2018)

e. Co - creation

Not only a simple buying-selling relationship, Gen Z wants to be understood by the brand and have a broader view of the emotional life, aesthetic taste, and spiritual world of the new generation of young people, to win their loyalty. That's why in recent years, many brands and media have begun to pay attention to the explosive trends in social networks of young people to launch campaigns that match the trends. (Brand News Vietnam, 2018)

f. Respectful and sincere

To win Gen Z's loyalty, brands must go beyond a simple buying-selling connection and gain a deeper understanding of the emotional life, aesthetic preferences, and spiritual world of the next generation of young people. In recent years, many businesses and media have begun to pay attention to the booming developments in young people's social networks in order to launch ads that correspond with the trends. (Luan Cu, 2018).

g. GenZ aimed at "green" lifestyle principles

Forbes and the Irish Times stated that Generation Z "consists of people born between 1995 and 2010" (Deep, 2017), growing up and

developing in completely new trends, with new actions and behaviours. and different from other generations (Kouloupoulos and Keldsen, 2016). According to Stillman (2017), Generation Z has the following characteristics: Phigital (combining the physical world and the digital world); Super custom; FOMO (fear of missing out); DIY (do everything yourself). This audience will create a new wave in buying behavior and change buying habits, and this is the main customer of fashion brands in the future. The behavioral characteristics and needs of Generation Z also drive research, inquiry, and corporate change.

To exploit the GenZ lifestyle, we have done research around fashion brands, the purpose of this research is mainly confirmed when we carry out a campaign to bring sustainable value to protect for the public good. Is it really convincing for GenZ? Does Genz really care about these values?

As environmental issues are becoming a major global concern, this has led to a significant change in consumers' awareness, they are gradually giving more importance to eco-friendly consumption behaviors. environment. Therefore, green consumption is currently considered the consumption trend of the century because of its progress and savings, while bringing economic benefits to the community as well as contributing to environmental protection. Although still quite new, the Eco-fashion trend is also considered a green consumption behavior.

The theory of green consumption behavior by authors Nguyen Thi Huyen and Nguyen Thi Ngoc Anh (2012) refers to green consumption behavior as a series of behaviors, including the behavior of buying green products, using green products. products in 'green' ways (saving, reusing, recycling, treating waste), propagating and influencing the community to perform the above two behaviors.

"Gen Z are fastidious and demanding people. They pay attention and care about every different aspect of the product they spend money on, including ethics, transparency in production, and the impact of that product on the environment. This means that, for many young people, they require developed brands to have clear ethical standards, have

practical meaning for life, especially without adversely affecting the surrounding environment.

To prove the point that GenZ cares deeply about environmental issues and is ready to accompany brands in the journey towards "green" values, we have studied some of the brands' campaigns below, and we realise that GenZ is happy and open to these campaigns.

+ The first example is on April 15, 2022, local brand Paradise Saigon held the event "CLEAN UP EARTH DAY" at Thu Thiem 2 kite-flying area. This is a garbage collection program for everyone. came to participate, and received extremely high effects from young people who came to participate (Paradise Saigon, 2022).

Figure 5: EARTH UNION *CLEAN UP EARTH DAY* of PARADISE SAIGON
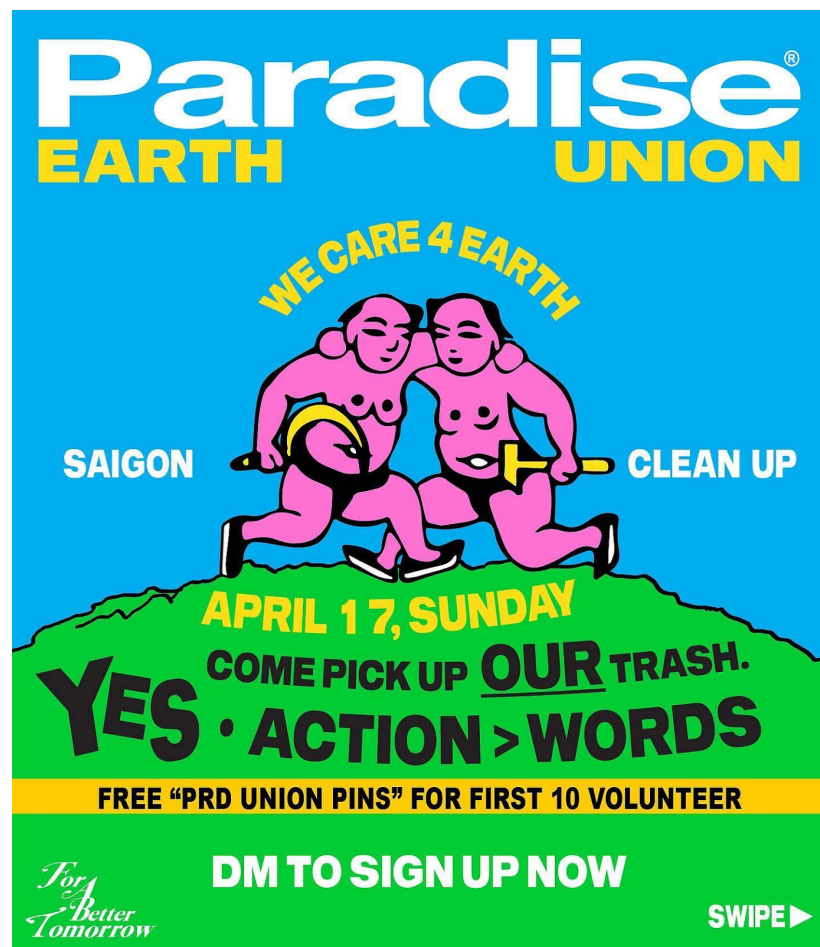
Figure 6: EARTH UNION *CLEAN UP EARTH DAY* of PARADISE SAIGON

Figure 7: Campaign "Exchange Garbage for Green Trees" of THE COLLECTORS

+ Another example of Genz interested in a green lifestyle is Local brand THE COLLECTORS, every April every year, the program "Exchange Garbage for Green Trees", "garbage" is collected by

THE COLLECTORS in the program this year is Batteries, after collection, all these electronic devices will be sent by Collectors to Vietnam Recycle organization, where they will be sorted, destroyed, recycled and can have a new life! This year Collectors' "Exchange Garbage for Trees" campaign has reached the finish line after only 4 days with extremely impressive numbers. 200 trees were exchanged for 820 electronic devices (THE COLLECTORS, 2022).

It can be seen that Gen Z pays quick attention to what's going on, but they are not superficial and especially crave a distinct aesthetic. They want brands to fulfill their real needs, and they are always looking for a better, faster and more enjoyable option within a brand. They are looking for brands with realistic storytelling, something that connects with their personality and community. They are not obsessed with stereotypes, or images of beauty standards. Instead, they are actually challenging the old standards, because they want to find brands that represent themselves. This generation doesn't feel the need to change to fit this world, they simply want to be who they really are and choose brands that honestly reflect this inclusiveness and diversity. According to the University of Fashion, 2019). Through research on GenZ's characteristics, we realized that local brands have now been exploiting GenZ's characteristics through its products and designs. But in order to better conquer these difficult customers, local brands need to show their own qualities as well as their own values that the brand is aiming for. But through learning about GenZ, we realize that environmental protection issues are being concerned by the majority of young people, therefore, brands can shape their products as well as their brand orientation. own sustainable values to easily attract and reach the desired customers, thereby offering appropriate communication strategies.

Understanding the characteristics of GenZ from the above analysis is an extensive research and research process. From these studies, we

hope to be able to come up with effective communication strategies for local brands, thereby successfully attracting GenZ's attention to these brands.

Genz's social media usage behavior

Looking at the popularity of social networking applications with Generation Z according to Decision Lab, Facebook continues to maintain its No. 1 position in all platforms (DecisionLab, 2021). In addition, while surveying young people about their desire for a fanpage connecting local brands and consumers, we obtained 114 responses, the findings of which are as follows:

What would you like a fan page or website for Local Brand Vietnam to be called?

- 83 percent of those surveyed believe that a fan page or website must be creative.
- 61.6 percent of those surveyed believe that the fan page/website needs to be updated swiftly.
- According to 67 percent of respondents, a fan page or website should have an attractive interface.
- 50.9% of those surveyed agreed that a fan page or website must offer reliable information.

Through research on the social networks that GenZ frequently utilizes and a study on the desire to develop communication channels about Local Brand, we determined that the campaign communication would be conducted on two channels: Facebook and Instagram.

Figure 8: Statistics on social media usage trends of GenZ, 2021
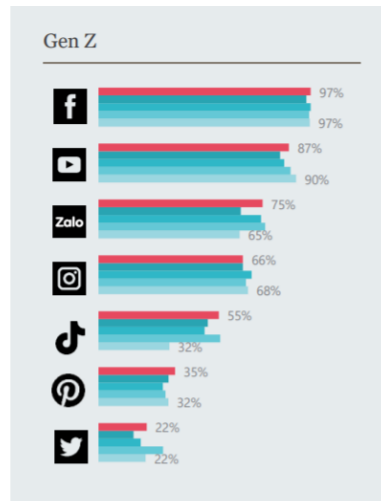
GenZ prime time frames usually work: According to Lenart, there are 2-time frames with the most people online in Vietnam, which are 11 am - 1 pm and 7 pm - 9 pm on Facebook and Instagram platforms from 8 pm to 10 pm (Lenart, 2021). Knowing GenZ's regular hours of operation will help us have specific plans for posting times, as well as content suitable for each time frame.

CHAPTER 3: PRE - PRODUCTION

This is a rather important stage of the project, after in-depth research on the issues raised, we initially formed the general purpose, objectives, and strategy for the project, along with building risk management, estimated budget and human resources. The purpose of this phase is to be able to establish a detailed, specific and accurate plan for the next phases.

3.1. Goal

Through interviews with founders and consumers of local brands in Chapter 1 section 1.1, we found that although Vietnamese domestic clothing brands are currently expanding rapidly, they still have not reached their potential customers because they do not have a specific and effective communication strategy. With the aim of supporting communication for domestic clothing brands, bringing brand stories and values to customers, and calling for more brands to move towards sustainable fashion, contributing to reducing fashion waste coming to the environment, we decided to do this campaign.

3.2. Objective

In the goal setting section, we decided to use SMART GOAL, the importance of using this model is to set goals that are measurable, achievable, realistic, and provide the correct direction for this project. The SMART model in this plan is based on 5 criteria: Specific (Specific) – Measurable – Achievable – Achievable (Realistic) - Time to reach the target (Time-Bound)

+ Specific:

   According to research by Decision Lab in 2021, Facebook and Instagram are the two most popular platforms for young people, especially Genz, so we want to develop our campaign on two channels, Facebook and Instagram. In addition, through our media campaign, we can call for more brands to develop towards sustainable fashion, contributing to reducing clothing waste into the environment, thereby increasing the community values in their brand and reaching more customers.

+ Measurable:

   With the goal of bringing local clothing brands towards sustainable fashion to reach a wide range of customers, we have created KPI based on a growing local brand with sustainable values, which is Cooper Denim. Cooper Denim is a local brand with a classic, simple style with a focus on sustainable materials, established in 2016, and so far has nearly 33,000 likes and followers on fanpage. That's why we decided to base it on Cooper Denim's page likes, hoping to reach the same number, but this is a brand new campaign so we set the KPIs as follows:

   ● Social Media

Post Reach (Total)	Page Reach (Total)	Post
FACEBOOK		
20.000 (15.000 ORGANIC)	30.000 (20.000 ORGANIC)	35 Post

INSTAGRAM		
1000 ORGANIC	1000 ORGANIC	25 Post
PAID MEDIA (On Facebook)		
5.000	10.000	1 Post (viral clip)

- ● Brand

  Up to this point, compared to other countries in the world, sustainable fashion is still a relatively new concept in Vietnam (chilaxu, 2018), and most domestic clothing brands at the same time is currently developing in the trend of "fast fashion", so it will be difficult to get more brands to join the sustainable fashion campaign. Therefore, with the current starting point, we set a KPI for the campaign that can call for 5 local brands to accompany this campaign.

- ● Event

  With the venue being held at FPT University in District 9, Ho Chi Minh City, which is quite far from the city center, the attendance from outside will be quite low. For FPT University, about 5,000 students attend the event a day, in addition, the brands attending this event are unknown or unremarkable brands, so we estimate the number of attendees. The average event attendance will be from 200 to 250 people.

+ Attainable:

  We hope that the communication campaign developed on 2 channels: Facebook and Instagram can reach 20,000 people.

+ Relevant

  We aim to be able to support the communication of the collaborating brands and convey the message of sustainable fashion through this campaign.

+ Time

The goal should be completed by August 1, 2022, in the course of 3 months from the beginning of the campaign.

3.3. Strategy

As we analyzed the negative impacts of clothing brands on the environment in part II: Research, section 2.1: local brands, we decided to carry out this campaign with the orientation to call for more local clothing brands towards sustainable fashion, especially environmental protection.

" Sustainable fashion" or "eco fashion" is a philosophy in fashion with the aim of prolonging the use life of fashion products to limit adverse effects on the ecosystem. "Sustainable fashion" is almost a counterbalance to "fast fashion", because its birth has minimized a series of profound consequences that fast fashion causes to the quality of human life as well as the natural environment. Sustainable fashion (or eco-fashion) does not have a single destination, it is a journey that a fashion brand or business needs to constantly learn and change to minimize its negative impact on the environment, the earth and all citizens. Every brand, every fashion designer can choose their own sustainable formula that best suits their values, beliefs, people and financial resources, every single step of change is very important. Criteria for evaluating a brand that has won the title of sustainable fashion includes 5 main categories: transparency, worker health, environment, sustainable fabrics and leadership (Eco - Stylist, 2021).

To achieve certification as a sustainable fashion brand is a long process, in this campaign, because it was only done in a period of 2 months, we mainly focused on the criteria of environmental protection, initially calling for brands to accompany the campaign to reduce plastic packaging in the product distribution process. The reason we chose environmental protection as the campaign's target is because this is an urgent issue of the earth, it can be seen that the fashion industry is considered the second largest polluter in the world, after the oil industry, which accounts for 10% of global carbon emissions due to the energy used in production, manufacturing and transportation. According to the U.S. Environmental Protection Agency (EPA), in 2018, 11.3 million tons of textiles were sent to landfills and 3.2 million tons were burned, emitting large amounts of greenhouse gasses. A study

published by the brand Labfresh found that 57.1% of fashion waste from 15 countries across the EU ends up in landfills (Bao Nga, 2021). With a short time, we believe that this will be the criterion that brands can fulfill when accompanying and cooperating with us in this project. This is a small act in the processes towards sustainable fashion but at this time it is meaningful value that brands can live up to.

In addition, to promote the campaign and call for brands to orient their brands according to sustainable fashion values, through interviews with brand founders, to understand their desire to increase brand awareness as well as reach more consumers, we decided to use the AIDA model for our campaign.

AIDA model includes 4 stages, to get to the final step of the model, driving customer purchase action takes a long time. This model is used throughout the campaign to increase awareness, call for brands interested in sustainable fashion and raise brand awareness to target customer groups.

3.4. Human Resources

During the implementation of the campaign, Nguyet Thanh will take the position of project manager, coordinate the work on schedule and be in charge of dealing with related parties. Kim Cuong will be the public relations manager, responsible for persuading and calling for brands to join the campaign.

Regarding communication management for the campaign, Nguyet Thanh will be responsible for writing the content for the post, and Kim Cuong will be responsible for designing and printing related publications.

Regarding the event, Nguyet Thanh will be the director, Kim Cuong is the general manager of the event, both will coordinate and allocate booths as well as reasonable personnel. At the same time, both of us will be in charge of managing communication channels, implementing plans, evaluating and proposing suggestions.

3.5. Risk Management

Risk management was established for the purpose of analyzing, assessing and measuring risks that may occur during the implementation of the

campaign, thereby giving timely measures to handle, avoid risks and make recommendations for corrective actions.

Figure 9. Risk treatment plan for the campaign

STAGE		RISK	REASONS	SOLUTIONS	GHI CHÚ
RISK MANAGEMENT					
			AWARENESS		
	1	Many competitors		Differentiate your posts and adjust posting times accordingly	
	2	Unable to reach customers	Inappropriate strategy	Adjust the strategy to suit the topic	
	3	Lost fanpage account	Hackers, negligence	Ensure the security information of the fanpage, contact fb to get the page back in time	
			INSERT + DESIRE		
	1	Unable to attract brands	Inappropriate strategy	Changing strategy, calling for brands towards sustainable fashion values	
			ACTION		
BEFORE EVENT	1	There are no cooperative brands participating in the campaign	The campaign is not convincing enough	Open talkshow to invite KOLs and display products	
	2	Support the media in the campaign that does not reach the audience		Strengthening communication articles, advertising channels, running seeding, ..	
	3	Venue canceled	The venue side may have a disease problem or other reasons that cause the failure to organize on the right date	Can be held at Hoa Lu Stadium	
	4	The products are not of good quality		Commitment agreement with the business on the products brought to the event	
	5	Shortage of personnel when running official events	Member is sick, can't contact,...	Thanks to human resources support from schools, clubs, and collaborators	
AT EVENTS	6	The stall has a technical problem	a/ The printing process is not of good quality b/ The process of framing and displaying encountered technical errors (dropping, water infiltration, ..)	Quickly handle before the event takes place or change the brand's booth	
	7	Backdrop, standee has problems falling	The management is not careful, the picture manager is negligent.	There is a post-production team to monitor and handle situations in a timely manner	
	8	Applying for a license to sell failed, could not borrow the location for the full set-up date	Unlicensed school	Please contact a qualified teacher to apply for a license	
	9	Unattractive event not enough participants	The number of attendees that is not calculated in advance will also cause unexpected problems such as too few people, or too many people than expected.	Media content must be adjusted to attract more participants	
	10	The event is too attractive but the venue cannot meet the number of spectators			
	11	Timeline doesn't work as planned	Before, during the event, the performance time is stretched too long, causing the time limit, or when there is too much time remaining for the program.	- Avoid busy days, few people can attend. And also avoid other important events that affect the awareness level of the event. - Arrangement of treatment measures or blank-filling items	
	12	Risk of fire, explosion, electric shock		There is contact information for the nearest fire department. Please contact the person in charge of the school for timely communication	
	13	The epidemic broke out, so it had to be canceled			
	14	Sound, light is not good	The lack of staff specialized in sound control techniques in the auditorium caused discomfort to the audience	Rehearsal carefully, check all before onset. Technical department checks continuously during operation	
	15	Stealing from customers	Bad guys infiltrate, pickpockets, etc	The media advises not to bring valuables. Given the rules for visitors to keep their own belongings, the organizers are not responsible.	
After the event	16	Branded clothing is damaged or lost		BTC is solely responsible for the products brought to the event (if intentionally by BTC people)	

3.6. Estimated cost

The estimated budget is set up for effective cost management and to keep the costs incurred to a minimum. The cost estimate table will include item, quantity, reference unit price from wholesale prices on goods supply information pages, VAT and total amount.

Figure 10. Estimated cost of campaign

		SỐ LƯỢNG							
STT	HẠNG MỤC	Người	Ngày	Số lượng	Đơn vị tính	ĐƠN GIÁ	THÀNH TIỀN	TỔNG CỘNG	GHI CHÚ
1	Advertising			3	bài	500.000 đ	1.500.000 đ	1.500.000 đ	
2	Banner			2	cái	170.000 đ	340.000 đ	340.000 đ	Kích thước: 2x0,6m
3	Standee			2	cái	160.000 đ	320.000 đ	320.000 đ	Kích thước: 0.8x1.8m
4	Bảng thương hiệu			10	cái	30.000 đ	300.000 đ	300.000 đ	In PP cán foam Kích thước: A2
5	Thẻ đeo brand + BTC			35	cái	5.000 đ	175.000 đ	175.000 đ	Kích thước: 9x12cm
6	Dây đeo thẻ			20	dây	3.000 đ	60.000 đ	60.000 đ	BTC tự chuẩn bị dây đeo
7	Poster			100	tờ	2.000 đ	200.000 đ	200.000 đ	Kích thước A5
8	Mã QR checkin			1	tấm	5.000 đ	5.000 đ	5.000 đ	
9	Vải background			40	m2	40.000 đ	1.600.000 đ	1.600.000 đ	Kích thước: 2x2m
10	Vải photobooth			20	m2	30.000 đ	600.000 đ	600.000 đ	Kích thước: 4x5m
11	Cờ trang trí tam giác			2	dây	30.000 đ	60.000 đ	60.000 đ	1 dây dài 5m
12	Thảm cỏ			4	m2	40.000 đ	160.000 đ	160.000 đ	
13	Giấy nhún			7	cuộn	15.000 đ	105.000 đ	105.000 đ	
14	Xốp cắm hoa			7	cục	25.000 đ	175.000 đ	175.000 đ	
15	Màu acrylic			2	hũ	50.000 đ	100.000 đ	100.000 đ	
16	Keo sữa			1	bịch	40.000 đ	40.000 đ	40.000 đ	
17	Dây cáp			1	cuộn	1.200.000 đ	1.200.000 đ	1.200.000 đ	
18	Tiền hỗ trợ setup	15		2	phần	25.000 đ	750.000 đ	750.000 đ	Bắt đầu từ trưa
19	Tiền hỗ trợ onset	15		3	phần	25.000 đ	1.125.000 đ	1.125.000 đ	
20	Thùng nước			3	thùng	115.000 đ	345.000 đ	345.000 đ	1 thùng 24 chai
21	Trái cây và hoa cúng			1	phần	100.000 đ	100.000 đ	100.000 đ	
22	Gói giấy			1	bộ	250.000 đ	250.000 đ	250.000 đ	1 bộ 100 cái
23	Sticker			200	cái	1.000 đ	200.000 đ	200.000 đ	
	TỔNG							9.710.000 đ	
	DỰ TRÙ (5%)							485.500 đ	
	TỔNG CỘNG							10.195.500 đ	

CHAPTER 4: PRODUCTION

4.1. Ideation and brainstorming

4.1.1. Message

Campaign message: Love and Beyond, we hope that through our campaign towards sustainable fashion this time, we can partly convey our love for local brands in Vietnam, and at the same time spread the value of sustainable fashion to young people. Love and Beyond is love and more than that, not only does it stop at the love of domestic clothing brands, but we also want through the campaign, to be able to communicate and call for many brands to target sustainable value, and contribute to reducing clothing waste to the environment.

4.1.2. Story

The campaign carries the story of brands committed to sustainable fashion values and the campaign, where they are conveyed their brand's message and oriented to develop the brand according to sustainable values. increase brand awareness to potential customers.

4.1.3. Mood and Tone

Young, lively, and stylish are the inspiration for this entire campaign, we hope to bring positive things to the Vietnamese local brands community and spread the message of the campaign.

4.2. Identity Design

4.2.1. Logo

Olive green and coral hip are the two primary hues that contribute to the vibrant, adorable, yet nevertheless cool, fashionable, trendy appearance. All generate countless variations of the Fanpage's nuances while retaining the original identity.

The logo is developed in a text format since the word logo fully embodies the brand's name and the company wishes to draw attention to the two words LÔ CỒ (the transliteration of Local in "Local brand"). Moreover, when the entire phrase "Chuyện nhà LÔ CỒ" is used to create the logo, the logo is clearly divided into two halves, namely "Chuyện nhà" and "LÔ CỒ." The word "LÔ CỒ" is a key term and the focal point of the entire campaign. Due to the unusual reading and pronunciation of this word, the huge and thick design will generate a strong impression on the audience. viewers, followed by "Chuyện nhà," which generates a sense of comfort and conveys the campaign's

message to its target. The thickness makes the logo appear sturdy and solid, instilling confidence, but not harshness, thanks to the round curves that reflect youth: they are young, creative, and robust, but not dry. In contrast, highly adaptable, and ambitious to conquer obstacles, but with straight edges to make the logo coherent and not mushy, this demonstrates personality and this is who these young people are. us and our target market.

4.2.2. Color palette

Figure 11: Color Palette #4316n Photo by Jason Leung

| # f0eeef | #cfcdcb | # fd7c84 | # 025b0e | # 9db802 |
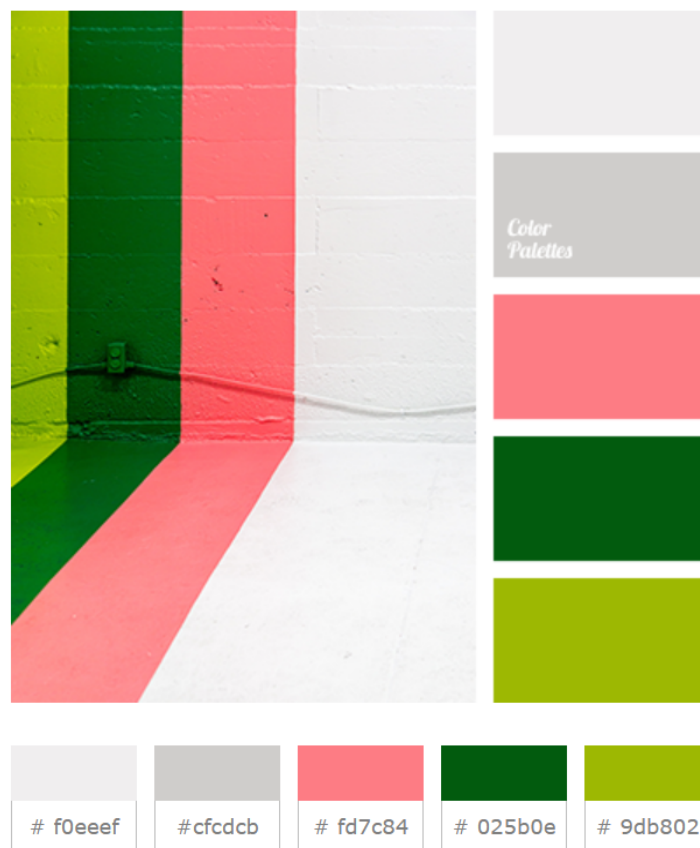
- Meaning:
  - The color coral pink symbolizes young beauty and energy.
  - Olive green and dark green are fertility colors. It is also indicative of hope and a robust personality. In addition,

fashionistas employ the color dark blue extensively throughout the summer of 2022.

- Opaque: signifies a fresh start and is the hue of serenity (like the feathers of a white dove).

- Gray: Gentle, calm tones of gray reflect vitality and freshness.

4.2.3. Typo

Font name: Muli Black
Category: Sans Serif Fonts

Font Type: TrueType

Added On: August 21, 2018

Designer: Vernon Adams

Designer Website: www.sansoxygen.com

License: SIL OFL - free for commercial use

Figure 12: Muli Black Character Map

Muli Black Character Map (source: Font Palace)

A	B	C	D	E	F	G
A	**B**	**C**	**D**	**E**	**F**	**G**
H	I	J	K	L	M	N
H	**I**	**J**	**K**	**L**	**M**	**N**
O	P	Q	R	S	T	U
O	**P**	**Q**	**R**	**S**	**T**	**U**
V	W	X	Y	Z		
V	**W**	**X**	**Y**	**Z**		

MULI BLACK - The font represents simplicity without being overbearing. The lines of the characters in the font set have a substantial and sturdy appearance, but are also supported by subtle curves that make the font more versatile for usage in projects in general and "Chuyện nhà LÔ CỒ" in particular.

4.2.4. Visual Guideline

Logo: Depending on the nature of the magazine, use the original logo or the white tone logo. Appear in all Social Media publications. Position in the publication's upper-right or lower-left corner. The objective is to identify the publication as part of "Chuyện nhà LÔ CỒ" and to familiarize the viewer with the emblem through repetition.

Figure 13: Logo Guideline of campaign

Color: Utilize a unified color palette for the entire campaign in order to achieve synchronization and maintain the emotional values that the Team wishes to portray. Olive green (#9db802) will make up a substantial portion of the design's primary hue, with the intention of progressively luring the viewer to the color green.

Figure 14: Color Guideline of campaign

Effect: The background or the entire magazine is employed to give noise and depth to the image, as well as to induce psychological effects.

Figure 15: Effect Guideline of campaign

Size: The theme and nature of the content determine the degree of independence, creating a sense of adaptability and freedom for the fanpage. Since this is the primary psychological feature of Generation Z (campaign target audience).

Others: Designs that are educational and instructive will resemble crayon strokes, making reading enjoyable, and will be compatible with the character set used by Fanpage to build hidden products.

Figure 16: Other designs of campaign

4.3. Facebook and Instagram

4.3.1. Content Direction

Because the target group of customers that local brands are targeting is Genz, the posts will often have youthful, trending, and interesting words. Posted articles should be short, easy to read, attract viewers from the first sentence, and not use too many icons in a post. Posts should not contain misleading or inflammatory words to avoid possible communication risks.

4.3.2. Hashtag

The hashtags at the end of all posts have the same format as below, for posts in collaboration with local brands, the hashtag of that brand will be added.

#chuyennhaloco #localbrandvietnam #twinkle

#loveandbeyond #brandname

#phiencholoco

4.3.3. Icon

Using a friendly, approachable image makes the article more engaging and draws attention to the most important information.

4.3.4. Main Channel

There is a main posting frame: 11 am to 1 pm. and 8 p.m. to 10 p.m. These are two of the most effective times to post on Facebook, as the number of users during these times is significantly larger than at other times (see subsection 3.4.1). Below each post are the comments of the admin to provide viewers and especially the target customer group with more information, along with the illustrations for each post posted on the fanpage and Instagram Chuyen nha LO CO.

4.3.5. Second Channel

A second media channel will parallelize Facebook posts to expand the campaign's target audience. This Instagram channel will focus on creating a common format for the campaign page by rearranging the order of the photos to make the designs posted on Instagram.

4.4. Implementation Plan

4.4.1. Project Timeline

Project timeline is designed to organize an overview of the project in chronological order, setting out the steps that need to be completed within a specific time to keep up with the schedule. The project timeline includes items, details of tasks by time, the person in charge, and start and end date of work.

Figure 17. Project timeline of campaign

PROJECT TIMELINE

Campaign	Chuyen nha LO CO
The establishment	Nguyet Thanh
Start day	20/4
End date	20/7

	Not yet
	Ongoing
	Complete

No.	Categories	Task	In charge	Start Day	End Date	Note
DEEVELOPMENT STAGE						
1	Idea	Ideas for topics	Nguyet Thanh Kim Cuong	20/04	25/04	
		Determine the reason and purpose of choosing the topic				
		Determine the target audience of the campaign				
		Mood and tone				
		Key message of the campaign				
		Campaign run time				
		Brief content of the campaign				
		Some difficult problems				
2	Human Resources	Personnel Description	Nguyet Thanh Kim Cuong	20/4	24/4	
		Assign tasks	Nguyet Thanh Kim Cuong			

No.	Categories	Task	In charge	Start Day	End Date	Note
PRE-PRODUCTION STAGE						
3	Research	Information related to the topic (Has anyone done it, how to do it,...)	Kim Cuong			
		Problems of the target group	Kim Cuong			
		References (articles, articles, clips, images, more descriptive information about the main content of the topic)	NguyetThanh			
		List of potential businesses	NguyetThanh			
		List of places where you want to receive HTT	NguyetThanh			
		Reference price for items (glue, tape, foam sheet, printing costs, speaker rental...) for the event	Kim Cuong	26/04	30/4	
4	Script	Interview script for the topic	Nguyet Thanh Kim Cuong	20/04	22/4	
5	Media	Plan, communication timeline (before, during, after the campaign	Nguyet Thanh	25/4	1/5	
		Plan the right media	Kim Cuong	26/4	02/05	
		Contact businesses that match the campaign	Kim Cuong	23/4	30/5	
6	Planning	Event preparation plan (timeline, equipment, location, props, activities, checklist....)	Nguyet Thanh Kim Cuong	5/5	10/5	
		Drawing of the staging area	Kim Cuong	20/5	23/5	
		Staff roster for the event	Nguyet Thanh	23/5	25/5	
		Campaign risk treatment plan	Kim Cuong	28/4	1/5	
7	Sponsors	Please sponsor the event (at least 2 sides)	Kim Cuong Nguyet Thanh	25/5	5/6	
		Deadline for receiving and sending feedback and backup emails	Kim Cuong	21/4	30/5	
8	Cost	Revenue and expenditure tracking table	Nguyet Thanh	20/5	23/5	
		Event cost table	Nguyet Thanh	23/5	25/5	
9	Prepare	Go to an interview	Kim Cuong Nguyet Thanh	24/4	26/4	
PRODUCTION STAGE						
10	Design, post-production	Identifier	Kim Cuong	25/4	30/4	
		Create active Fanpage	Kim Cuong	5/5	5/5	
		Brief online media publication	Nguyet Thanh	25/4	30/4	
		Event area design	Kim Cuong Nguyet Thanh	25/5	30/5	
		Closing brands to attend the event	Kim Cuong Nguyet Thanh	25/5	25/5	
		Buy essentials	Kim Cuong Nguyet Thanh	10/6	15/6	
		Prepare for the event area	Kim Cuong Nguyet Thanh	15/06	20/06	
		Event takes place	Kim Cuong Nguyet Thanh	23/06	23/06	
POST - PRODUCTION STAGE						
11	Media	Communication thank you partners	NguyetThanh	24/6	24/6	
		Recap	Kim Cuong	26/6	28/6	
		End of campaign	Nguyet Thanh	30/7	30/7	
12		Summary - Learn from experience	Nguyet Thanh Kim Cuong	1/8	15/8	

4.4.2. PR Plan

PR Plan is made to describe in detail the media posts that will be posted on facebook Story of the house LO CO and Instagram chuyennha_loco based on the plan that has been made, the Pr Plan below includes: Date, time, Activity, Purpose , Key Word, Content, Channels, Incharge.

Figure 18: Pr Plan for campaign

No.	Date	Time	Activity	Purpose	Key word	Content	Channels	In charge
1	5/5	20:00	Logo, Cover - greetings	Announcement of campaign fanpage	Chuyện nhà Lô Cồ Purpose	About page "Chuyen nha Lo Co"	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
2	7/5	20:30	Twinkle Team	Origin introduction	Introduction Team	General introduction about Twinkle team	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
3	9/5	20:00	Knowledge	Provide information	Genz and local brands	Providing information and disseminating knowledge	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
4	11/05	20:30	Provide information	Introducing postpaid brands	Local brands	Introducing brands for postpaid purchases	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
5	13/05	20:00	Provide information	Introducing where to buy	The new playground	About where to buy reputable Local brands	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
6	15/05	20:30	T-shirt with pure Vietnamese characters	Introducing brands printed in pure Vietnamese characters	Local Brand	About brands with special designs in Vietnam	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
7	17/05/2022	11:00	LO CO X GENZ	What GenZ says about Local Brand Vietnam	Genz and local brands	Interviewing young people about Local Brand Vietnam	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
8	20/05	20:30	Provide information	AZONE CLASS	Azone class	Introducing the unique Local Brand shopping place	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
9	22/5	20:00	Provide information	Introducing MVs with local brand	Hashtag brand Mv	Introduce and bring to the audience the local brands that are trusted to be used in the MV	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
10	24/05	20:30	Provide information	Introducing brands towards sustainable fashion	Local Brand	Introducing brands that approach sustainable fashion	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
11	27/05	20:00	Provide information	Fair	The new district	Introducing local brand Vietnam fairs	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
12	29/05	20:29	Provide information	Introducing the Paradise SaiGon campaign	Paradise SaiGon	Introducing Paradise's garbage collection campaign	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
13	31/05	11:00	THE COLLECTORS	The Collectors' Green Campaign	The Collectors	COLLECT PIN	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
14	02/06	20:00	MV NIGHT	(GARBAGE)	UNDER Protect Environment		Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
15	03/06	20:00	WHAT BENEFITS SUSTAINABLE FASHION	The benefits of sustainable fashion	Sustainable Fashion	The benefits when orienting development towards sustainable fashion	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
16	04/06	20:00	Event teaser	Clip teaser	Clip	Teasers about upcoming events	Fanpage "Chuyện nhà Lô Cồ"	Content: Thanh Design: Cường
17	06/06	20:00	Merdes creative	Introducing media sponsors	Media sponsor	Introducing media sponsors for this campaign	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
18	08/06	20:00	Announce the event	Announcement of upcoming events	Event	Official announcement of event time, location and name	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường

#	Date	Time					Fanpage	Content/Design
19	10/06	20:00	Predict the number of brands present at the event	Minigames increase interaction	Minigame	Minigame post with a simple way to attract people to approach fanpage	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cường
20	12/06	11:00	Dino$aur	Announcement of the cooperation brand	Dino$aur	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	Elit.c	Announcement of the cooperation brand	Elit.c	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
21	13/06	11:00	Calmbunny	Announcement of the cooperation brand	Calmbunny	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	Lowkey	Announcement of the cooperation brand	Lowkey	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
21	14/06	11:00	Undarness	Announcement of the cooperation brand	Undarness	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	danchoi	Announcement of the cooperation brand	danchoi	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
22	15/06	11:00	95Miles	Announcement of the cooperation brand	95Miles	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	AGOB	Announcement of the cooperation brand	AGOB	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
22	16/06	11:00	RRỐI	Announcement of the cooperation brand	Rối	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	Hypnotism	Announcement of the cooperation brand	Hypnotism	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
23	17/06	11:00	UnderYOUNG	Announcement of the cooperation brand	UnderYOUNG	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	D VIEGO	Announcement of the cooperation brand	D VIEGO	Announcement of the cooperation brand	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
24	18/06	11:00	TEEME	Sponsor announcement	TEEME	Sponsor announcement	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	Set events on the page				Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
25	20/06	09:09	ViralClip event overview	Viral clips	Viral Clip	Viral Clip officially announced and overviewed the brands at the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:30	Activity Introduction	Introducing activities at the event	Activity	Introduce activities at different time slots in the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
26	21/06	11:00	Sale up	Announcement of sale brands on event day	SALE	Introducing discount programs at the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
27	22/06	15:00	Countdown	Countdown 1 day	1 Day	Only one day left until Phien Cho Lo Co	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
		20:00	Diagram	Road map Booth map	Map	Map of arrival at the event and map of booths at the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
28	23/06	10:00	Event	Pictures at the event	Greeting	We invite you to the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
29	26/06	21:00	Recap	Publication of images	Recap	Recap images at events of 12 brands	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong

#	Date	Time					Fanpage	Content/Design
30	28/06	22:30	Recap	Publication of images	Recap	Recap photos of you coming to the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
31	01/07	21:00	Minigame results	Publish the result	Minigame	Announcement of the results of the minigame played after the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
32	05/07	21:00	Fundraising	Announcement of fundraising amount	Fundraising	Announcement and statement of the amount raised at the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong
33	11/07	20:30	End	End of campaign	End	End the campaign and thank the units that have accompanied you to the event	Fanpage "Chuyện nhà Lô Cồ" Instagram: chuyennha_loco	Content: Thanh Design: Cuong

4.4.3. Content Pillars

Content pillar includes general content that will be built on the social networking platform of the campaign, from the big ideas it will be possible to easily establish topics related to those ideas. The content pillar below includes time, stages, activities and communication channels.

Figure 19: Content Pillars

CONTENT PILLAR					
TIME	5/5 - 22/5	24/5 - 10/6	12/6 - 22/6	23/6	24/6 - 12/7
PHASE	AWARENESS	INTEREST	DESIRE	ACTION	SPREADING
TOPIC	LÔ CÒ KÉ	SUUSTAINABLE FASHION	PARTNER	EVENT	RECAP
ACTIVITY	- Brand identity with a series of articles telling positive stories related to local brands in Vietnam. - Cute, pure design with story-telling characters	- The series of articles started the campaign on sustainable fashion, initially introducing brands that have been successful in the direction of sustainable development. - Benefits of pursuing sustainable fashion - Event teaser - Design in the "GREEN" tone as the main theme	- A series of articles introducing brands that cooperate and accompany in the campaign. - Introduce sponsors, introduce activities at the event, map to the event, viral clip.	- Posts when the event is happening - Minigame at the event	- Event recap image - Thank you to sponsors, media sponsors, and everyone who attended - Announce the fundraising amount at the event
CHANNEL	Facebook - Instagram	Facebook - Instagram	Facebook - Instagram	Facebook - Instagram	Facebook - Instagram

4.4.4 Event Details

- **Idea**:

"PHIÊN CHỢ LÔ CỒ", is inspired by the fairs that are often conducted in everyday life, where people can come to visit and try out the things they intend to purchase or new products, in order to make the best purchasing decision. It is also likely that people come to the fair to purchase flowers collectively while observing the scene of buyers and vendors, which is both noisy and oddly quiet. The event was designed to provide local brands in Vietnam with the opportunity to showcase their products to consumers, as well as to provide consumers with the chance to experience quality novelty products firsthand. Through the event, we also wish to introduce firms that are devoted to following sustainable fashion standards, such as utilizing cloth bags instead of plastic bags, and the arrangement of the fair ensures a safe environment.

- **Objective**

The study team opted to do this investigation with the expectation that shoppers will recognize the sustainable value of Vietnamese fashion, particularly local brands. Likewise, through our event, consumers may have authentic experiences and comprehend the significance and narratives of Vietnamese companies. From there, we intend to pursue a bigger objective, namely the consumption of Vietnamese goods by Vietnamese citizens. Believe, adore, and prefer Vietnamese products in your daily life. Through this event, we will provide students with the opportunity to interact with and try items from various brands, as well as provide entertainment.

- **Concept**

The fair is inspired by the blue and pink colors of nature, when fashion can harmonize with the environment, we decided to build the event concept with the main green color and use environmentally friendly materials like recycled fabric and paper

Logo:

Font name

Classique saigon, still keeping the dynamic rounded corners like from the beginning of the campaign, but at this event, we focus more on Vietnamese fashion, so the font will bring the traditional colors of the old signs of Vietnam, modern but still traditional.

Key moments

The highlight of our event, this time is that the audience can take pictures at the photobooth with a nature-oriented concept, and during the event, potential customers can attend the minigame at fixed time frames to receive lucky gifts. In addition, we also put a fundraising box at the check-in counter of the event to call for brands and young people to attend the event to support, the money from the fundraising will be talked to CHANGE - an organization to protect the environment in Vietnam, contributing to support a small part in environmental protection and waste reduction.

Timeline Event

Figure 21. Agenda of event "Phien cho Lo Co"

AGENDA EVENT "PHIEN CHO LO CO"			
Date	Timeline	Content	Note
23/6/2022	8am - 8:25am	Welcome	Guests who purchase an invoice to attend the event will receive a ticket to enter the lucky draw at the check-in counter. After the event concludes, BTC will select three winners at random and provide products from brands present at the event.
	8:30am - 8:45am	Opening event	
	12:00pm - 12:15pm	MUSIC SHOW Minigame time frame to receive gifts	
	12:15pm - 2:00pm	Free market	
	2:00pm	Minigames receive gifts	
	2:00pm - 6:00pm	Free Market	

4.5. Campaign review

To be able to evaluate the overall campaign after implementing the stages, we will use tools on the social media platform to evaluate the effectiveness of communication. In addition, to get objective and honest opinions from brands as well as target audiences, we will conduct a survey to evaluate and contribute opinions through google form, the way to ask questions will be based on the level of Satisfaction with the campaign and at the same time collecting reviews and comments of the brand and the target audience.

4.6. Summary

The above are specific plans laid out throughout the implementation stages of this campaign, with these detailed plans helping us to track the progress of the whole team, as well as not to miss any mission. Followed by the report will be the campaign implementation activities as well as the evaluation of the implemented campaign

CHAPTER 5: IMPLEMENTATION & EVALUATION

5.1. Implementation

5.1.1. Facebook

5.1.1.1. Overview

From the data we've collected as of 7:00 PM on 12/07, 50,476 people reached Facebook Pages, an average of 711 people reaching each

day and a 179% increase from the last 28 days (only 14,084 visits from fee payments). The table below describes some systematic statistics from our Fanpage, as of 5:00 pm on 12/07/2021. All in all, we surpassed the reach KPIs by 68.2%.

PAGE LIKES	1.355
PAGE VISITS	5.895
PAGES FOLLOWS	1.461
PAGE REACH	50.476 (Exceeded KPI:68.2%)
POSTS	42 (Exceeded KPI:7 posts)
POST REACH	~33.000 (Exceeded KPI:65%)
TOTAL INTERACTIONS	20.895
TOTAL REACTIONS	5.672
TOTAL COMMENTS	2.412
TOTAL SHARES	596
MINIGAME	30 participants
ADS	Has already spent 400,000 VND (Run a single post and reach CPM 28.4VND/reach)

Table 1.1: Statistics of Facebook Fanpage (as of 5:00 P.M 12/07/2022)

From our observations on Facebook Insights data, our content caters to the interests of the audience in the 13-24-year-old range, and especially the 18-24-year-olds, besides, the age groups 13 - 17 and

25-34 also show potential for access. Moreover, our audience is concentrated mainly in 3 regions (HCMC, Quang Nam, Khanh Hoa), in which the audience in HCMC accounts for the largest number with 39.7% (of the total), This shows that Fanpage is being popularized and spread in the right area as planned from the beginning.

Figure 22: Number of people who reached Fanpage by age and gender
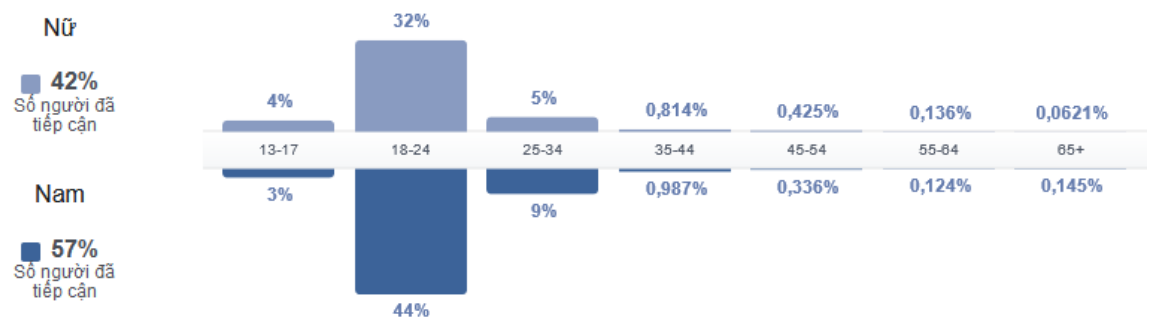*(as of 17:00 PM 12/07/2022).*

Lượt thích Trang Facebook ❶

1.354

Độ tuổi & giới tính ❶

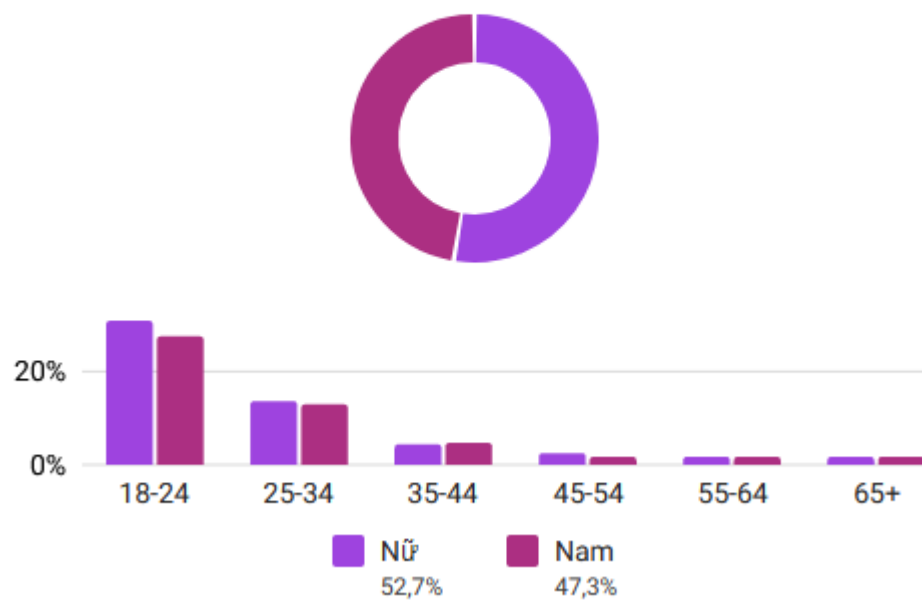|	Nữ	Nam
	52,7%	47,3%

Figure 24: Distribution of Fanpage's target audience in regions (as of 17:00 PM 12/07/2022)

Thành phố Hồ Chí Minh — 39.7%

Quang Nam, Quảng Nam Province — 11.3%

Ninh Hòa, Khánh Hòa — 11.2%

Hà Nội — 5.2%

Regarding post types, with the goal of engagement, photo posts are the right format for effective engagement performance, and video posts

are a way to drive engagement higher than with the present for a certain period of time. Our content plan has met the engagement demand from the number of photo and video posts. Specifically, the average reach for videos is 7,698/post and for images is 2,799/post, these impressive numbers helped us exceed our KPIs.

Figure 25: Post type performance (as of 17:00 PM 12/07/2022)
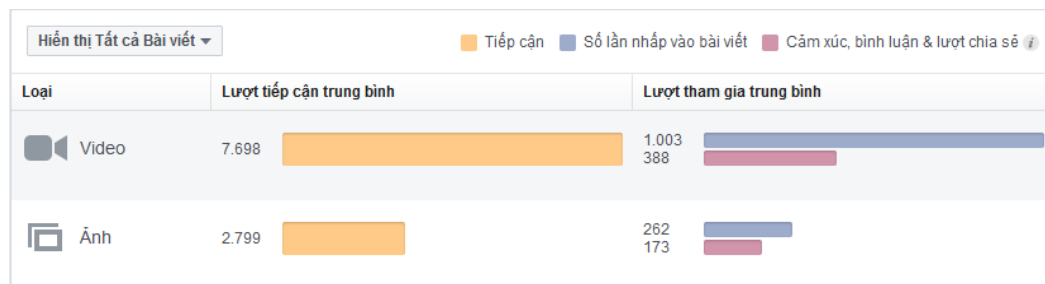
Moving on to posting times, we choose the period from 8pm to 10pm (changed after phase 2 to be fixed at 8pm) and all weekdays as prime times for our posts. important post. This is adjusted by us based on our audience's online time (figure 1.5). Switching to a fixed 8pm time slot in phase 2 helped our campaign get the most out of it.

Figure 26: Fanpage' fans online time (as of 17:00 PM 12/07/2022)

In terms of advertising, we only ran one of the most important and explosive posts of the entire campaign. With a budget of 400,000VND,

we have collected more than 14,000 hits and more than 3000 interactions with the post. Furthermore, while the average CPM on Facebook is around VND 259,000, the CPM of the ads we run is only about VND 28,000, which means we have reduced the cost of advertising on Facebook 10 times.

Figure 27: The only post run ads on Fanpage

5.1.1.2. Partners

Since we have 12 local brands and 1 agency accompanying and participating in the campaign, when we entered the media promotion phase for the event, which is the Desire stage in the AIDA model, they supported communication for us about the fanpage and event. In addition, we have also expanded our reach by seeding groups about local brands or groups about universities to increase our reach. The table below provides profiles of our partners as well as the scope of work of each of them.

Name	Category	Profile	Followers	SOW	Posts
CLB HÍT HÀ DRAMA FU	University Student Group	Group for FPT University students to share stories about university	> 18.000	Posts related to event information	26

		life (in favor of Drama)			
FPTU HCM'S STUDENTS	University Student Group	Group for FPT University students to share stories about university life (in favor of confession)	> 17.900	Posts related to event information	29
Vietnam Fashion Talk	Vietnamese's Fashion Group	Group for fashionistas in Vietnam to share and comment on fashion	> 164.500	Posts related to event information	3
Vietnamese Outfits Society	Vietnamese's Fashion Group	Group for fashionistas in Vietnam to share and comment on fashion	> 108.000	Posts related to event information	1
Thiết Kế local brand Việt Nam	Vietnamese's Fashion Group	Group for those who are passionate about local brand design to share their designs	694	Posts related to event information	1
Local Brand Market VN	Vietnamese's Fashion Market Group	Group for you to exchange and buy local brand	> 2400	Posts related to event information	1

12 Local Brands in event	Local Brand Fanpage	Local brands of streetwear fashion in Saigon and Hanoi	> 85.000	Posts related to event information	2
Merdes Creative	Agency Fanpage	Agency helps local brands in Vietnam with Branding, Marketing and Design	754	Posts related to event information	4
TeeMe	Local Brand Fanpage	Local Brand about streetwear fashion in Hanoi	1000	Posts related to event information	2

Table 5.1.1.2: Profile's Partner of Campaign

5.1.1.3. Products

Phase 1: Awareness (5/5 - 22/5)

In the first phase, we focused on building an identity and sharing information and stories related to local brands in Vietnam to create interest and curiosity for followers and shape the target audience. that the campaign is aiming for. The two main types of posts we use are Normal Post and Video Post, thanks to the simplicity of the wording and design, we get a good amount of interaction and positive feedback on each Normal Post post. As for the only video in the phase where we do interviews with young people about the current situation of local brands in Vietnam, thanks to the questions that hit the psychology and the honest answers of the interviewees, the post has become one of the most popular videos in the world. become a breakthrough publication with a sudden high amount of interaction. Below is a table of the growth progress of Fanpage during this period.

FOLLOWS	273
PAGE LIKES	253
PROFILE REACH	3.720 / 30.000 (12.4% KPI)
POSTS	9 / 35 (25.7% KPI)
POST REACH	2.111 / 20.000 (10.5% KPI)

Table of phase 1: Statistics of Fanpage (as of 22/05/2022)

Figure 28: Statistic Of The Best Engaging Post - Phase 1
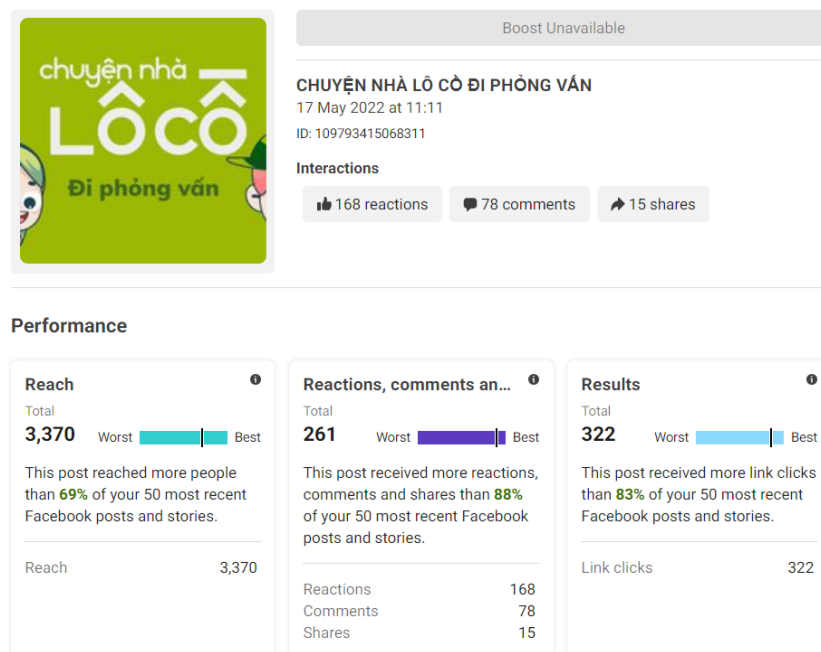

Phase 2: Interest (24/5 - 10/6)

In phase 2, we still keep the post style as Normal Post, but the content and design are oriented towards the concept of environment and sustainable fashion. It is also the stepping stone to announce the event, which is the biggest highlight of this campaign. The transformation of content during this period makes followers more

interested in what the campaign is all about - sustainable fashion. Thanks to the seeding of posts to university groups and local brand groups, and the companion of the post sharing campaign, the Fanpage grew twice as fast as Phase 1. The post got more hits. The highest organic reach on Fanpage belongs to this period, thanks to that post, Fanpage's interaction and reach exploded. Below is a table of the growth progress of Fanpage during this period.

FOLLOWS	577
PAGE LIKES	544
PROFILE REACH	11.514 / 30.000 (38.38% KPI)
POSTS	18 / 35 (51.4% KPI)
POST REACH	5.931 / 20.000 (29.7% KPI)

Table of phase 2: Statistics of Fanpage (as of 10/06/2022)

Figure 29: Statistic Of The Best Engaging Post (organic) on Fanpage
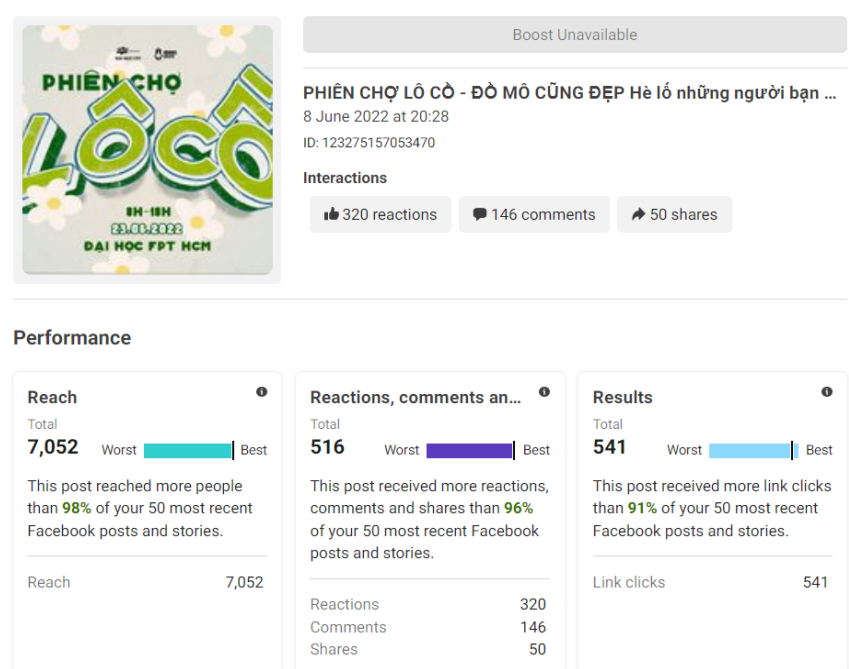
Phase 3: Desire (12/6 - 22/6)

At this stage, we begin to provide and publicize all information related to the event such as booths, activities, gifting minigames and finally, the map to the event. Media publications are also synchronized according to the concept of the event, combined with a new post format called the pictorial post to create diversity for the fanpage. The shares coming from the brands that appeared in the event, along with seeding in fanpage groups about local brands, received the largest interaction and reach (up 400%) in all stages, in particular, page reach and posts exceeded campaign KPIs.

FOLLOWS	1.400
PAGE LIKES	1.345
PAGE REACH	42.225 / 30.000 (140.75% KPI)
POSTS	37 / 35 (105.7% KPI)
POST REACH	16.186 / 20.000 (80.93% KPI)

Table of phase 3: Statistics of Fanpage (as of 22/06/2022)

At this stage, we ran ads for a viral clip throughout the campaign, which continued to boost the growth of the fanpage. The ad achieves a good CPM by narrowing down the exact audience we want to target, effective advertising also thanks to the chain effect left by previous posts, combining eye-catching sound effects images hip-hop, street style, suitable for the audience of local brands.

Figure 30: Statistics of Ads
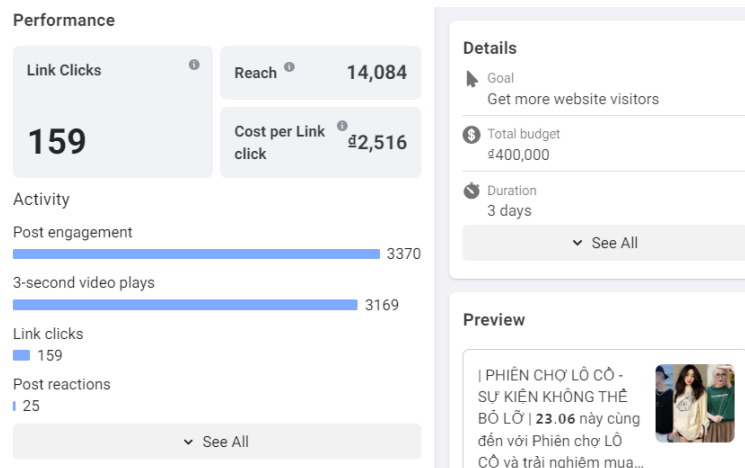
Phase 4: Action (23/06)

The main stage is the time of the event, we allocate human resources to collect photos and videos of the scene to have a post updating the situation as soon as the event takes place. Setting up a photo booth to check in and receive gifts at the event helped the fanpage in a single day receive more than 2000 new Page visits, more than 100 new page likes and followers, and increased interaction with the page by 1000 turns.

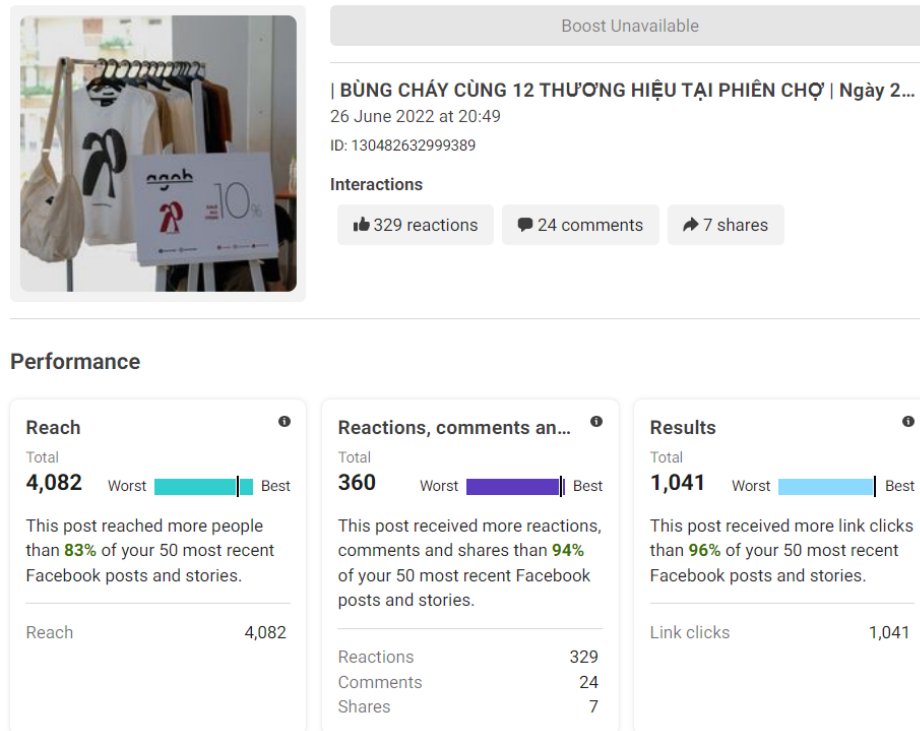*Figure 31: Statistic Of The Best Engaging Post - Phase 4*
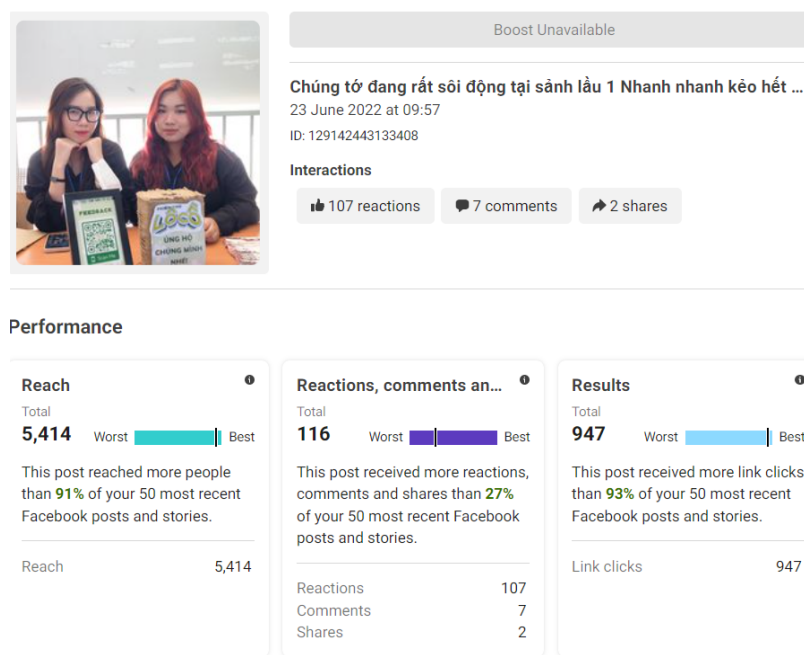
Phase 5: Spreading (24/06 - 12/07)

In the final stage of the campaign, we focus on image-oriented posts, especially recap images at the event, and thank you posts to sponsors, patrons, brands and especially young people who attended the event. Even though the event ended, we still got the post with the highest engagement on the entire page. Finally, although the boom period has passed, the fanpage still receives a stable amount of traffic, the fanpage still grows quite steadily during this period, helping us to go far beyond the entire set of KPIs.

PAGE LIKES	**1.355**
PAGE VISITS	**5.895**
PAGES FOLLOWS	**1.461**
PAGE REACH	**50.476 (Exceeded KPI:68.2%)**
POSTS	**42 (Exceeded KPI:7 posts)**
POST REACH	**~33.000 (Exceeded KPI:65%)**

Table of phase 5: Statistics of Fanpage (as of 12/07/2022)

Figure 32: Statistic Of The highest Reaction Post on Fanpage

Performance

Reach

Total
4,082 — Worst ▮ Best

This post reached more people than **83%** of your 50 most recent Facebook posts and stories.

Reach	4,082

Reactions, comments an...

Total
360 — Worst ▮ Best

This post received more reactions, comments and shares than **94%** of your 50 most recent Facebook posts and stories.

Reactions	329
Comments	24
Shares	7

Results

Total
1,041 — Worst ▮ Best

This post received more link clicks than **96%** of your 50 most recent Facebook posts and stories.

Link clicks	1,041

5.1.2. Instagram

We use this communication channel to repost Facebook posts, with the aim of increasing the reach of the campaign. We often repost selective posts and go through an additional editing stage so that when posting on Instagram, it will create a synchronous whole.

Figure 33: Instagram @chuyennha_loco

From the data we collected as of 7:00 P.M. On 12/07, there were 1,056 people reaching the Instagram page, an average of 14 people reaching each day. The table below describes some systematic statistics from our Fanpage, as of 5:00 pm on 12/07/2021. All in all, I beat the reach KPI by 5.6%.

FOLLOWS	**232**
PROFILE VISITS	**1700**
PROFILE REACH	**1.056** (Exceeded KPI:5.6%)
POSTS	**51** (Exceeded KPI:104%)
POST REACH	**1.258** (Exceeded KPI:25.8%)
TOTAL INTERACTIONS	**630**
TOTAL LIKES	**555**

| TOTAL COMMENTS	32
TOTAL SHARES	39
STORIES	179
STORY REACH	217

Table 5.1.2: Statistics of Instagram Profile (as of 5:00 P.M 12/07/2022)

Regarding the audience of Instagram, we reach the right target group and area from the beginning (age 18-24, living in Saigon). In addition, the audience group living in Hanoi and the group of 25-34 years old, are also our potential audiences when ranked second in terms of reach. The two charts below show the full details of the audience group of Instagram Profile @chuyennha_loco (as of 5:00 PM 12/07/2022).

Figure 34: Age and gender of our followers ((as of 17:00 PM 12/07/2022)
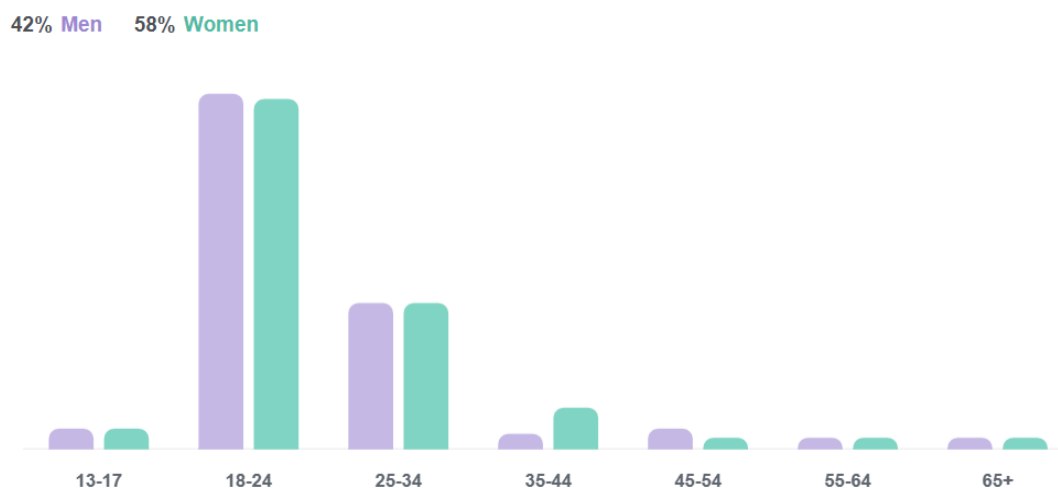
Figure 35: The top towns/cities where our followers are located
(as of 17:00 PM 12/07/2022)
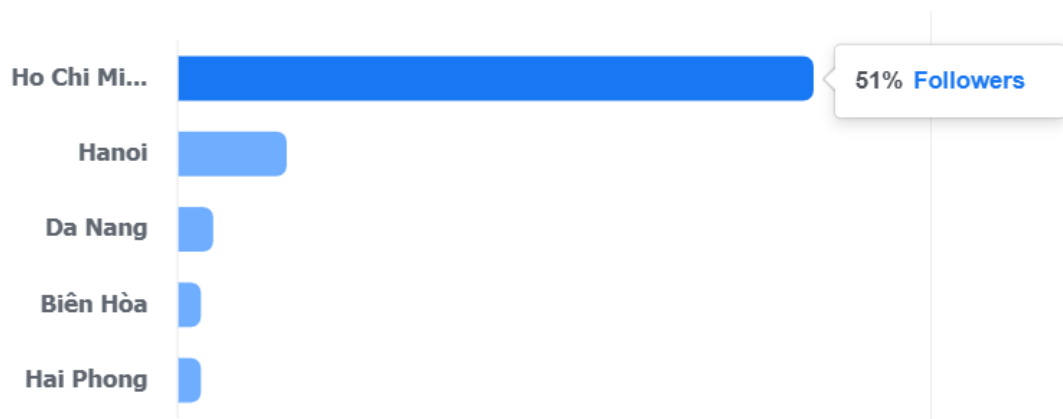
5.1.3. Event

5.1.3.1 Product

Posts on social media

Posts on our media sites are divided into 4 categories: Video, Normal Post, Pictorial posts, and Recap pictures. Normal Post, we use for posts about preliminary information about the event and the partners participating in the event. Videos we use to stimulate engagement and event awareness. The pictorial post we use conveys more details about the event so that the audience can understand. Finally, Recap Pictures are used so that everyone can understand the current situation of the event, and so that everyone can review the memorable things that appeared during the event. Below are the stats of the top-performing posts in each category.

Figure 36: Statistic Of The Current Best Engaging Normal Post
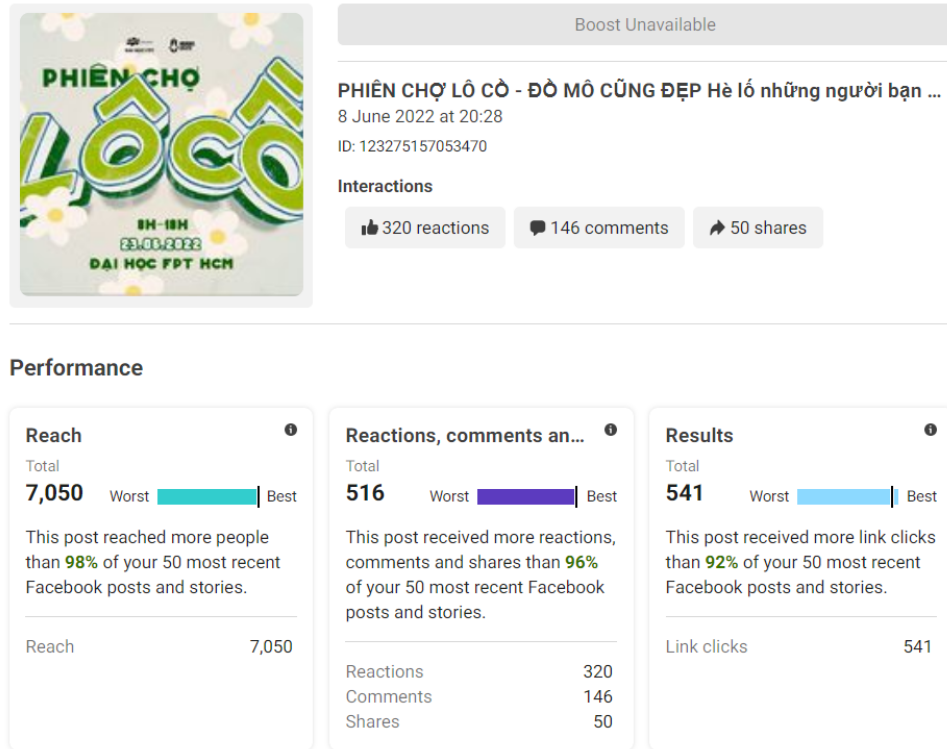*(as of 17:00 PM 12/07/2022)*

Performance

Reach

Total

7,050 Worst [bar] Best

This post reached more people than **98%** of your 50 most recent Facebook posts and stories.

Reach   7,050

Reactions, comments an...

Total

516 Worst [bar] Best

This post received more reactions, comments and shares than **96%** of your 50 most recent Facebook posts and stories.

Reactions   320
Comments   146
Shares   50

Results

Total

541 Worst [bar] Best

This post received more link clicks than **92%** of your 50 most recent Facebook posts and stories.

Link clicks   541

PHIÊN CHỢ LÔ CÒ - ĐỒ MÔ CŨNG ĐẸP Hè lố những người bạn ...
8 June 2022 at 20:28
ID: 123275157053470

Interactions

👍 320 reactions   💬 146 comments   ➤ 50 shares

Boost Unavailable

Figure 37: Statistic Of The Current Best Engaging Pictorial Post
(as of 17:00 PM 12/07/2022)

| SHAY SALE CÙNG PHIÊN CHỢ LÔ CÒ | 1 ngày sale lớn, duy nhấ...
21 June 2022 at 11:20
ID: 128408399873479

Interactions

👍 74 reactions   💬 45 comments   ➤ 16 shares

Boost Unavailable

Performance

Reach

Total

3,776 Worst [bar] Best

This post reached more people than **78%** of your 50 most recent Facebook posts and stories.

Reach   3,776

Reactions, comments an...

Total

135 Worst [bar] Best

This post received more reactions, comments and shares than **51%** of your 50 most recent Facebook posts and stories.

Reactions   74
Comments   45
Shares   16

Results

Total

2,493 Worst [bar] Best

This post received more link clicks than **100%** of your 50 most recent Facebook posts and stories.

Link clicks   2,493

Figure 38: Statistic Of The Current Best Engaging Video
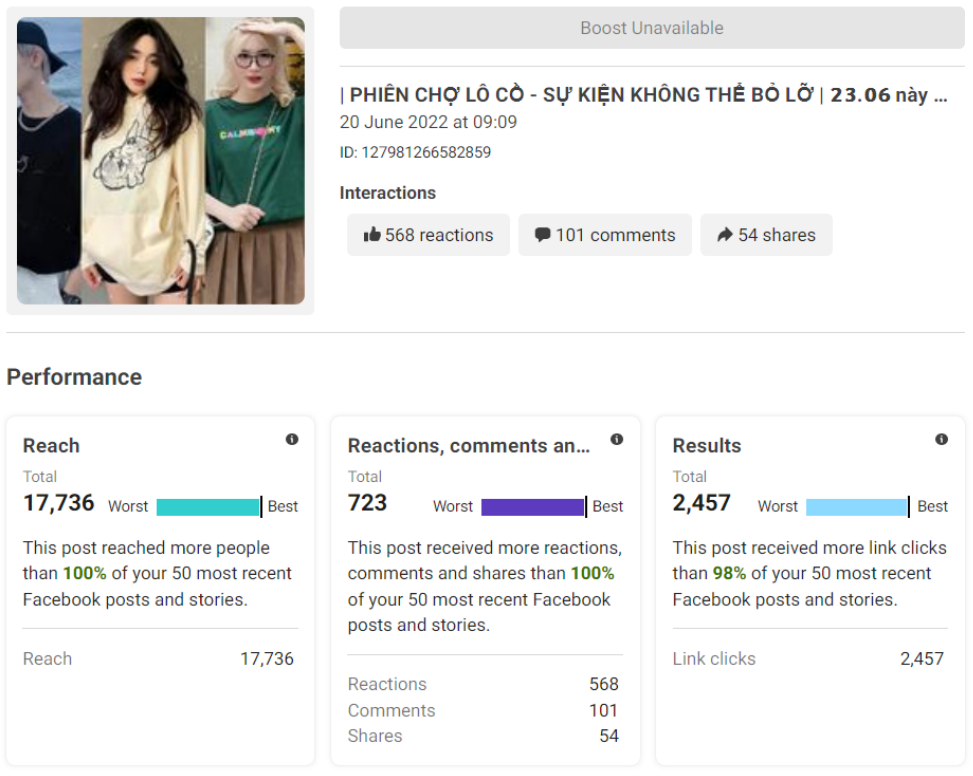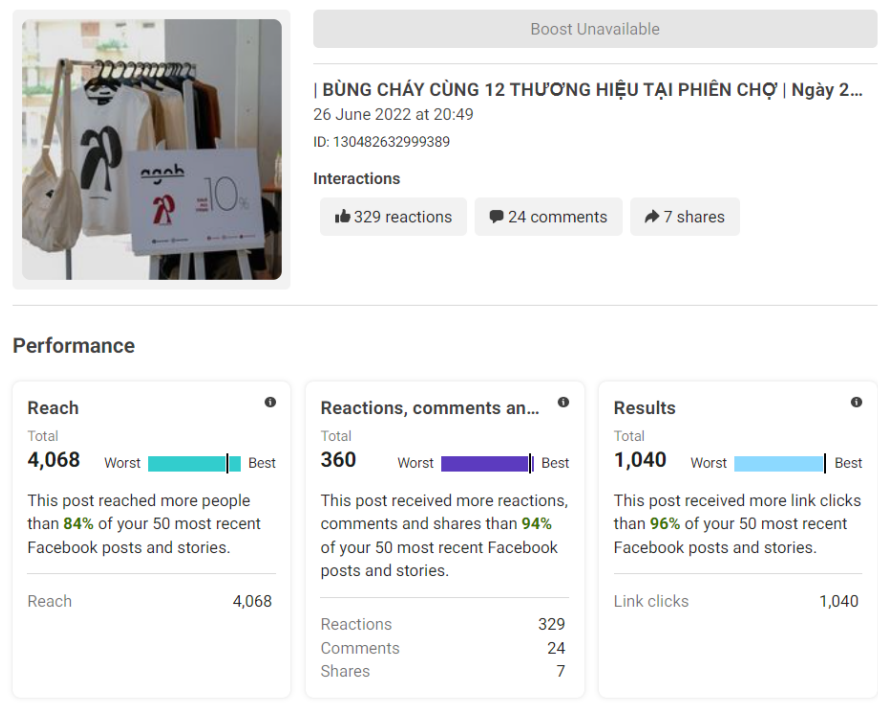
(as of 17:00 PM 12/07/2022)

Figure 39: Statistic Of The Current Best Engaging Recap Post

(as of 17:00 PM 12/07/2022)

Printed matter

Because the whole campaign is towards sustainable fashion, we have limited printing as much as possible such as banners, posters, stickers, organizers tags, signs. Thanks to this, our costs are always saved to the maximum extent, but still ensure the aesthetic part of the event and achieve good feedback. In addition, the designs always adhere to the event's design concept, thereby creating a harmonious and recognizable aesthetic for viewers from the Fanpage to the event. Below are the designs we used in the event.

- **Banner**: Banners are hung at both ends of the event, to attract the attention of school students as well as to implicitly announce where the event takes place. This creates a great effect when the number of students passing through the stairs and lobby are aware and participate in the event, moreover it helps the event area is clearly demarcated to create a beautiful overview.

Figure 40: Banner Main Gate of "Phien cho LO CO"

Figure 41: Banner second gate of "Phien cho LO CO"

- **Check-in, Feedback table**: Placed at the Check-in desk for participants to scan a QR code, in which 1 of this QR code is a direct link to the Fanpage of Chuyen nha LO COCO, in order to draw natural traffic to the fanpage as well. As for participants to

see more information about the campaign, Feedback code is a code used for participants to evaluate after attending the event.

Figure 42: Bảng Check-in, Feedback of "Phien cho LO CO"

- **Booth signboard**: Made of PP material and rolled straight into the form, making the print sharp and sturdy. A signboard is placed right in front of each booth containing information about the brand name, the brand's social networks and finally information about the sale program posted at the booth. This helps participants to be well informed and confident to shop without fear of confusion, as well as to divide the regions of each specific brand.

Figure 43: Signboard of Hypnotism X AGOB stall with "Phien for LO CO

"

- **Organizer's wearable tag**: Printed on both sides and plastic lamination, sharp prints help people identify the people of the BTC and the booths to avoid chaos in the event area. The card also shows information such as booth LOGO, basic information about the event and QR code so that those who encounter BTC outside the event area can get information and participate.

Figure 44: Organizer's wearable tagtag of "Phien cho LO CO"

- **Sticker:** Printed in the form of a waterproof decal, and printed in a quantity of 400 pieces, used by stalls to stick on bags and sold packages. This helps spread the word about the event to those who reach out to shoppers at the event.

Figure 45: Sticker of "Phien cho LO CO"

- **Standee:** Placed 5 days before the event, at gate 7-11 and the empty lobby area, these two areas are the places with the highest traffic on FPT University campus. Make it easy for everyone to stay informed about the event and prepare time to participate.

Figure 46: Standee of "Phien cho LO CO"

Decorations

With the concept of environmental protection, we have maximized the decoration of the event into environmentally friendly and highly recyclable materials. Specifically, the photo booth area used raw canvas (highly recyclable) for the background combined with grass taken from the wild lawns near the school and flowers made from recycled colored paper. The backdrop for the booths also uses the same fabric as Photo Booth, because the fabric is thick, the stall owners can freely decorate their booths. Signs are placed on reusable plywood picture stands. Thanks to that, the cost of setting up decoration is greatly reduced, moreover creating a feeling of openness, simplicity, and friendliness for both inside and outside the event.

Figure 47: Photobooth of "Phien cho LO CO"

Figure 48: CALMBUNNY booth at "Phien for LO CO"

5.1.3.2. Result

The event attracts a large number of students, the highest traffic is during recess hours (especially the time frame 12:00 PM - 12:30 PM). The booths sold a large amount of products, this is estimated by the amount of stickers sold during the event (more than 300/400 pieces). This also reflects the number of people attending the event objectively. The number of people checking in at the photobooth, mentioning the Fanpage of LO CO's story, and following the fanpage on the exact day the event took place reached more than 100 times. In addition, the event raised an amount of 1 million 200 thousand VND thanks to the donation box located at the check-in counter. All this money has been transferred directly to CHANGE - Center for Action and Partnership for Environment and Development, with this small contribution, we hope that we can create more motivation for organizations because the environment is more and more pervasive. Finally, because of the nature of a fair, the event is a free space with 3 entrances, so the number of guests who do not participate in check in also accounts for a large amount, we regret not being able to control this, leading to It is not possible to give the most exact number but only an estimate.

Figure 49: Some pictures at the event "Phien cho LO CO

Figure 50: Some of the check-in posts of "Phien for LO CO" participants
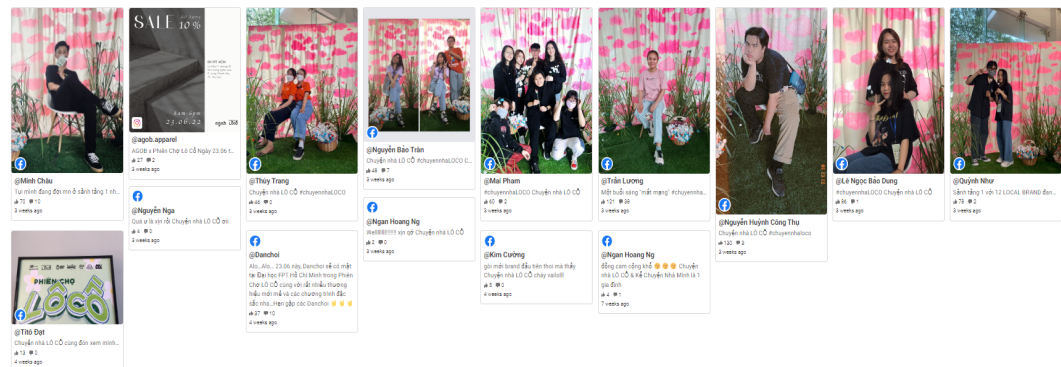
5.2. Evaluation

In this review, we evaluate the overall results of the campaign implementation on 2 social media platforms and events, provide the achieved data and compare it with the set KPIs, and give the feedback of the campaign. companion brands and feedback from the target audience, thereby evaluating whether the campaign was successful or not, and what factors contributed to that success.

5.2.1. Statics on Campaign "Chuyen nha LO CO" (Ends at 5:00 P.M. 12/07/2022)

Here are all the highlights from the total campaign, ending at 5:00pm on 12/07/2022 on social media platforms, and we also show the people who attend after the event ends, compare with KPIs and calculate the difference in total campaign.

About social media platform

To evaluate the overall campaign on the social media platform, we used the META BUSINESS SUITE tool to measure the metrics. We decided to choose Meta Business Suite because with Meta Business Suite we can manage Facebook and Instagram media metrics in one place. Meta Business Suite offers a variety of tools to manage your online fan page presence and reach more customers (Van Anh, 29/06/2022). The data collected on the 2 platforms includes natural data, along with that, in phase 3 of the event, we also have partner brands share articles on their fanpage, so the reach is also increased in the Desire stage. Besides, we also used advertising for a video post promoting the event on the fanpage "Chuyen Nha Lo Co" on June 20, 2022. The ad achieves a good CPM by narrowing down the exact audience we want to target, combining eye-catching sound effects images hip-hop, street style, suitable for the audience of local brands.

About Event: Phiên chợ Lô Cồ   hai lô cồ ờ gen, lô cô lèm mệt hem, lô cồ ráng lên nhó

Phien Cho Lo Co event was held on June 23, 2022, with 12 booths and more than 300 participants. Brands attending events are 204% higher than planned and event attendees are nearly 50% higher. We measure attendance by collecting check-in codes and inventorying the number of stickers given out when customers come to check-in to receive gifts.

The table below includes the campaign's two media highlights and the event's data actual, both of which were higher than planned.

	PLAN	ACTUAL	EXCEED THE TARGETS

FACEBOOK			
POST REACH	20.000	~33.000	~ 65%
PAGE REACH	30.000	50.476	~68%
POST	35	42	20%
INSTAGRAM			
POST REACH	1000	1.258	25.8%
PROFILE REACH	1000	1.056	5.6%
POST	25	51	204%
EVENT			
PARTICIPANT	200	>300	~50%
BRAND	5	12	204%

Table 5.2.1. Statics on Campaign "Chuyen nha LO CO"

The timely implementation of the campaign plan has helped us achieve positive results. Besides, by identifying the right target audience as well as giving a specific message for the campaign, we have reached a high target audience as well as called for 12 brands to cooperate in the campaign.

5.2.2. Brand feedback

After the campaign ended, with the permission of our partner brands, we sent them survey forms, which included questions about brand satisfaction about the campaign and questions about rating. brand comments. Although we sent a survey form to 12 brands, some of them have the same manager, so they represent the rest of the brands, therefore, we only received 8/12 answers for this survey form. Here are some reviews and suggestions from 8 brands, in general we all received the maximum score for effective communication and event organization. (details of the survey are presented in chapter 8: Appendices)

Figure 51. Survey of brands about the campaign "Chuyen Nha Lo Co"

Anh/chị hài lòng với BTC về cách truyền thông cho Brand của mình ở mức nào?
8 câu trả lời
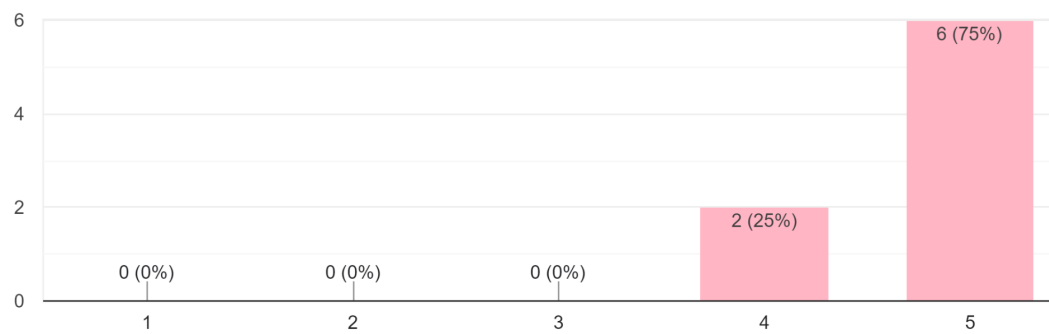
Figure 52. Survey of brands about the campaign "Chuyen Nha Lo Co"

Anh/chị có hài lòng với BTC về sự kiện "Phiên chợ LÔ CỒ" không?
8 câu trả lời
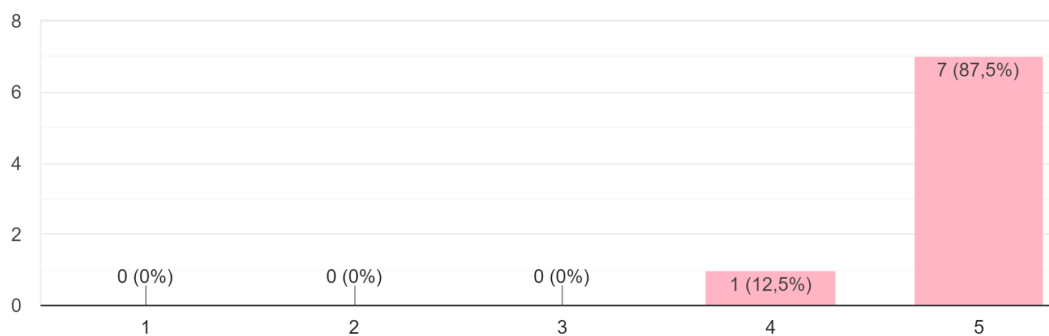
Figure 53. Survey of brands about the campaign "Chuyen Nha Lo Co"

Anh/chị nghĩ sao về chủ đề mà BTC hướng tới đó là **Bảo vệ môi trường**?

8 câu trả lời

Dạ rất có ý nghĩa ạ

Hiện nay các local brand tại VN đang hướng tới xu hướng thời trang bền vững, được hiểu là sử dụng chất liệu an toàn, có khả năng phân hủy hoặc tái sử dụng. Quy trình sản xuất đảm bảo giảm thiểu chi phí tài nguyên, hạn chế xả thải ra môi trường. Trong khi đó tuân thủ quy tắc đạo đức và công bằng xã hội. Chính vì vậy BTC chọn chủ đề Bảo vệ môi trường, tuy không không mới nhưng lại có tính sáng tạo đột phá.

Không phải là 1 chủ đề mới mẻ hiện nay nhưng là 1 chủ đề thế hệ các bạn có thể làm tốt hơn rất nhiều.

Quá tuyệt vời

Chủ đề có ý nghĩa nhưng chưa truyền tải được hết cũng như Phiên Chợ Lô Cồ có gì liên quan đến BVMT

rất hay và là xu hướng thời trang sau này

không mới nhưng BTC làm khá ổn

Quá là ý nghĩa

5.2.3. Audience feedback

On July 25, 2022, we posted the target audience survey form on the fanpage "Chuyen Nha Lo Co", with a total of 203 answers and results with outstanding figures, most of the responses highly appreciated our campaign this time, and especially they clearly understood the message we wanted to convey through the campaign. Here are some answers as well as comments from the target audience about the campaign through the survey form.

Figure 54. Survey for target audience about campaign

78

Theo bạn chúng mình đang truyền tải thông điệp chính gì qua chiến dịch?

203 câu trả lời
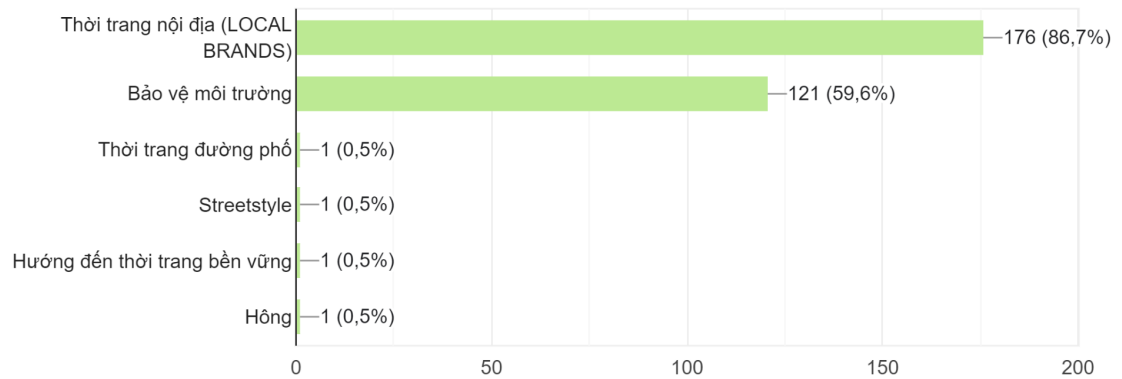
Figure 55. Survey for target audience about campaign

Nếu chúng mình tiếp tục các chiến dịch mới về LOCAL BRAND VIỆT NAM và THỜI TRANG BỀN VỮNG, các bạn sẽ ủng hộ chứ?
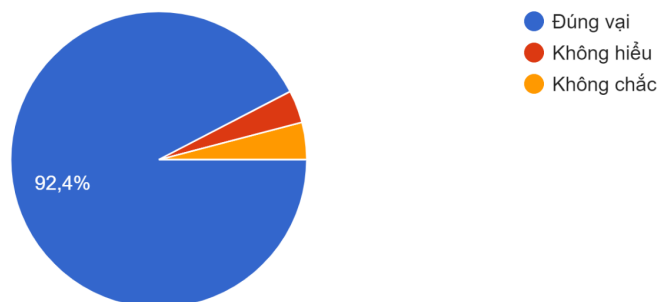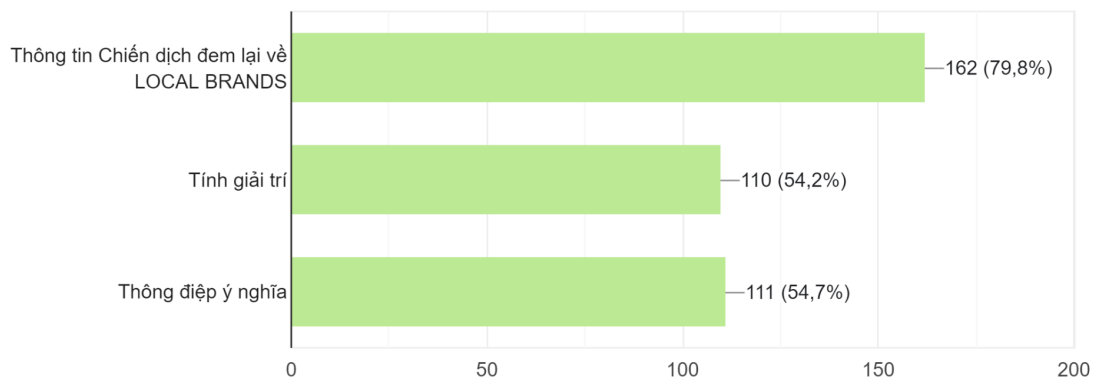
197 câu trả lời

Figure 56. Survey for target audience about campaign

Bạn thích nhất điều gì ở chiến dịch chúng mình?
203 câu trả lời

In summary, through this survey, we have received objective reviews from brands and target audiences, and obtained positive data for the campaign. In general, all the feedback from the brand and the target audience is that we can organize more such campaigns and convey the message more clearly, and through the survey, we also understand better about what our brands and target audiences want through media platforms and events, thereby providing lessons and lessons learned for upcoming projects.

CHAPTER 6: CONCLUSION & RECOMMENDATIONS

With Chapter 6: Conclusion and Recommendations, we will summarize all the issues raised in the campaign, thereby drawing the main conclusion for the whole campaign, and we will also give recommendations for those partner brands, from which they can follow and implement in the future. Chapter 6 will include the elements of conclusion, limitations, lessons learnt and recommendations

6.1. Conclusion

Ending the campaign after 3 months of operation, we have drawn some general conclusions for this media campaign. First, this is a brand new campaign about sustainable fashion, we realize that each brand can promote sustainable fashion in their own way, but at this point, we was able to call and invite them to participate in the goal of environmental protection, because this is an extremely important factor in sustainable development as well as bringing benefits to the community. In fact, the data taken from the survey we conducted shows that, of the target audience we

target, up to 85.8% of you are extremely supportive of the message of local brands towards fashion. sustainability (see detail on Appendix C). Therefore, we realize that sustainable fashion is being interested by most people and is being developed more in domestic brands.

Through this campaign, we also see the strong growth potential of local clothing brands towards sustainable fashion, which is not only encouraged by the government to call Vietnamese people to use Vietnamese goods, but the target audience is also gradually supporting and choosing to use brands that are geared towards sustainable fashion. With the purpose of calling for more brands towards sustainable fashion and spreading this message more strongly, contributing to the benefit of the community, up to now, we have partly conveyed key campaign messages to partner brands and target audiences. With comments and reviews from brands and audiences, we believe that upcoming projects will be stronger and further developed with different messages about sustainable fashion.

6.2. Limitations

Although the campaign was successfully implemented and brought positive results, we still encountered some difficulties in the whole process of running the campaign, these difficulties will serve as a premise for us to draw lessons for upcoming projects. Firstly, human resources are very important for a project with many stages, it can improve the performance of the project in many aspects, because it is a project with only 2 members, sometimes we still have difficulty in time management and task allocation leading to some tasks not performing well.

Secondly, this is a fairly new project, we have almost no competitors in this campaign, but we still have many difficulties in propagating and mobilizing brands to accompany and cooperate. with me. Many brands still want to increase profits by following the fast-fashion trend and using plastic packaging because of the convenience it brings.

Third, after using two social networking platforms, Facebook and Instagram, we also have more thoughts and orientations to develop on which channel is most suitable.

6.3 Lessons learnt

It can be seen that the COVID-19 pandemic has severely affected the entire economy, including the fashion industry. However, when facing this "storm", despite the loss, Vietnamese fashion makers have had the opportunity to rethink and renew themselves in a sustainable direction with eco-fashion. When faced with the amount of waste from the consumption of their resources, people began to be more concerned and conscious of becoming better and more civilized consumers. Therefore, compared to the negative effects that Fast fashion causes to the environment, Sustainable fashion is the optimal and positive solution. Most importantly at this time, we want to spread more strongly the sustainable core values that Sustainable fashion or Eco fashion brings to the quality of people's lives in the future.

Through this campaign, we have also learned and gained some experience on how to form an idea and put it into practice, and we also realize that the research is very thorough. The problems raised are extremely important, as it will drive the next plan we need to do to solve the problem.

6.4. Recommendations

Recommendation is one of the important factors after summarizing and drawing lessons from the campaign, in this section, we will also offer some potential solutions for similar projects. First, in the next campaigns, we will orient the campaign into an annual project, which will be held for more days and can develop into a business communication model. Since then, we will call for more employees to participate in these meaningful activities, and because this is a project that benefits the community, we will call for more sponsors and co-partners along with the campaign, this will help reduce costs and spread the campaign more widely.

Secondly, in this first campaign, we have only implemented the awareness phase in the total AIDA model, so for the next stages, we also have recommendations for businesses that are accompanying with us as follows:

Brands can communicate about their products on 3 platforms: Facebook, Instagram and Tiktok, because these are the 3 channels that Genz uses the most according to Decision Lab, 2022. Media articles should focus on how the brand promotes

sustainable fashion and what it means. Next, in order to attract and direct consumers to buy your products, brands can organize small activities such as garbage collection, support funding for environmental protection, or some sustainability-related programs that the brand is aiming for. This will be the most targeted customer attraction possible for growing brands.

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CHAPTER 8: APPENDICES

Appendix A: Survey form about local fashion brands in Vietnam

🟩 FORM KHẢO SÁT VỀ LOCAL BRAND (Câu trả lời)

- How many green springs have you experienced?
- Where are you currently living?

- What do you often hear when it comes to Local Brands?
- Measure your affection for Local Brand Vietnam
- Do you own any products of Local brand Vietnam?
- What is your favorite design style at Local Brand?
- Which item of Local Brand will you prioritize to buy the most?
- What are the 3 Local Brands that you often hear and see the most recently?
- Local Brand that you love the most?
- What made you decide to buy products of Local brand Vietnam?
- How do you usually buy goods?
- What is your obstacle when buying Local Brand products?
- How do you see the communication problem of Local Brands?
- What makes you difficult to reach and have no information about Local Brand?
- How do you think Vietnamese Local Brands need to change the way they communicate?
- What channels do you often use to update information about Local Brand?
- Do you know any of the brands on this list?
- If you have a Fanpage/Website about Local brand, what do you want it to be?
- If there is an event about Vietnamese Local Brands coming up, would you like to join?
- At what price are you willing to spend to own Local Brand's products?
- Which of the following brands would you like to be featured in this event?
- If yes, which KOLs would you like to be present at the event?
- Will you invite people to come and support this event?
- How often do you buy products under your Local Brand?

Bạn trải qua bao nhiêu cái xuân xanh rồi ạ?
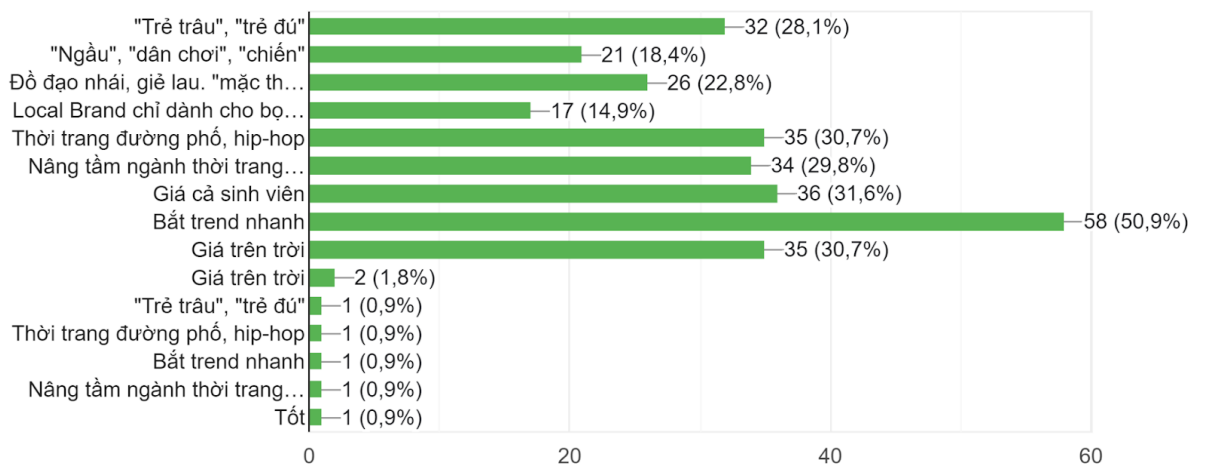115 câu trả lời

- 15 - 17 xuân xanh
- 18 - 22 xuân xanh
- Trên 23 xuân xanh

9,6%
87,8%
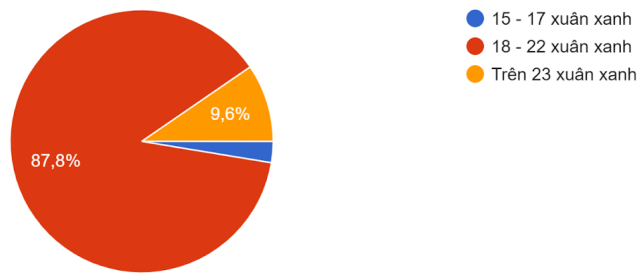
Hiện tại bạn đang sinh sống ở đâu thế?
115 câu trả lời

- TP.HCM
- Hà Nội
- Hải Phòng
- Đà Nẵng
- Các tỉnh và thành phố khác
- Nước ngoài

7,8%
89,6%
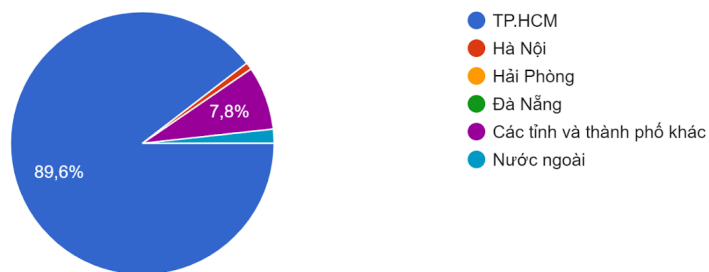
Bạn thường nghe gì khi nhắc đến Local Brand?
114 câu trả lời

Phản hồi	Số lượng
"Trẻ trâu", "trẻ đú"	32 (28,1%)
"Ngầu", "dân chơi", "chiến"	21 (18,4%)
Đồ đạo nhái, giẻ lau. "mặc th…	26 (22,8%)
Local Brand chỉ dành cho bọ…	17 (14,9%)
Thời trang đường phố, hip-hop	35 (30,7%)
Nâng tầm ngành thời trang…	34 (29,8%)
Giá cả sinh viên	36 (31,6%)
Bắt trend nhanh	58 (50,9%)
Giá trên trời	35 (30,7%)
Giá trên trời	2 (1,8%)
"Trẻ trâu", "trẻ đú"	1 (0,9%)
Thời trang đường phố, hip-hop	1 (0,9%)
Bắt trend nhanh	1 (0,9%)
Nâng tầm ngành thời trang…	1 (0,9%)
Tốt	1 (0,9%)

Thước đo độ cảm mến của bạn với Local Brand Việt Nam
115 câu trả lời

- ● Thích
- ● Bình thường
- ● Không thích

73,9%

22,6%

Bạn có sở hữu sản phẩm nào của Local brand Việt Nam không?
115 câu trả lời

- ● Có
- ● Không

16,5%

83,5%
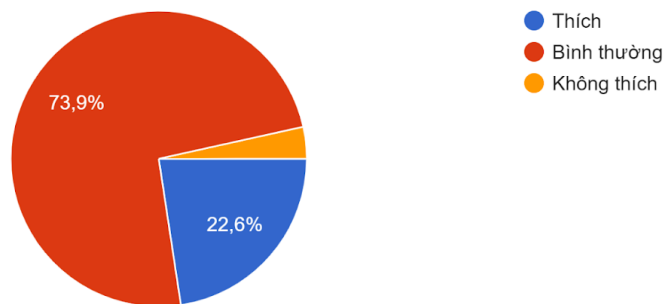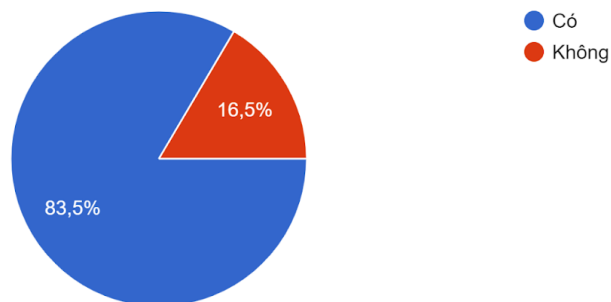
Phong cách thiết kế mà bạn thích ở Local Brand là gì?
113 câu trả lời

Trơn	61 (54%)
In chữ	56 (49,6%)
In artwork	46 (40,7%)

0   20   40   60   80
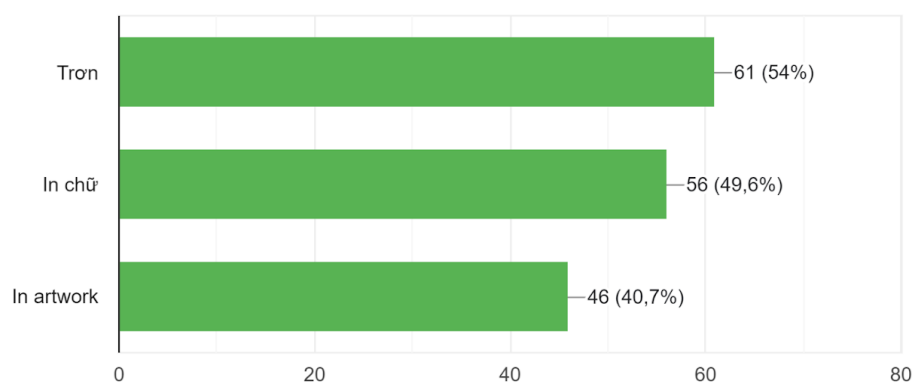
Item nào của Local Brand bạn sẽ ưu tiên mua nhiều nhất?

113 câu trả lời
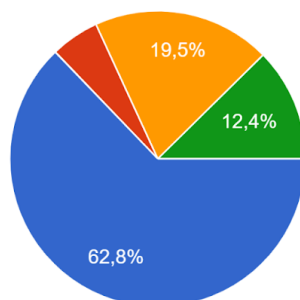
- TOPS (Những trang phục tính từ thắt lưng trở lên phía đầu)
- BOTS (Những trang phục tính từ dưới thắt lưng trở xuống bàn chân)
- OUTERS (Những trang phục khoác ngoài)
- ACCESSORIES (Trang sức, balo, giày, dép,...)

Tần suất mua sản phẩm thuộc Local Brand của bạn là bao lâu?

113 câu trả lời
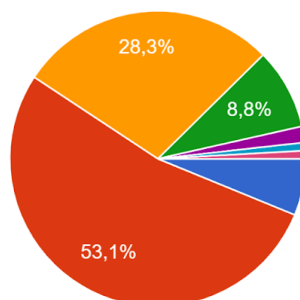
- Thường xuyên
- Thỉnh thoảng
- Hiếm khi
- Hầu như không bao giờ
- Thỉnh thoảng
- Hiếm khi
- Thường xuyên

91

3 Local Brand mà bạn thường nghe, nhìn thấy nhất dạo gần đây là gì?

96 câu trả lời

T - Rex, Môi Điên, Feng

Dirtycoin, degrey, sevenzia

Dirty coins

DC, pusw, brebel

Lider, beauter, godie

SWG, Dirty Coin

Biết chết liền

dottie, thewwhiteegg, normallife

Bo buoi, đờ gey, sợ wê

Local Brand mà bạn yêu thích nhất?

92 câu trả lời

Không có

Môi Điên

Badnotgood

Hades

Cemmery

Ananas

Hardmode

Outerity

Now

Điều gì khiến bạn quyết định sẽ mua sản phẩm của Local brand Việt Nam?
113 câu trả lời

Chất lượng	79 (69,9%)
Thiết kế	82 (72,6%)
Danh tiếng thương hiệu	17 (15%)
Khác	17 (15%)
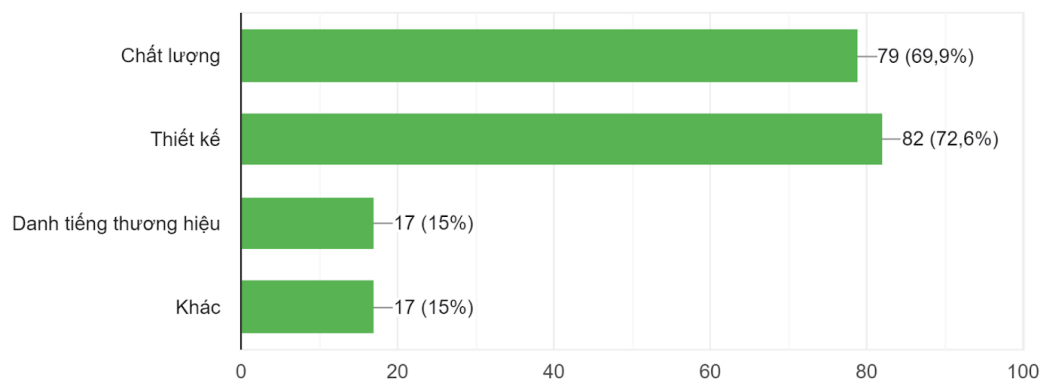
Bạn thường mua hàng qua hình thức nào?
114 câu trả lời

Online	85 (74,6%)
Offline	60 (52,6%)
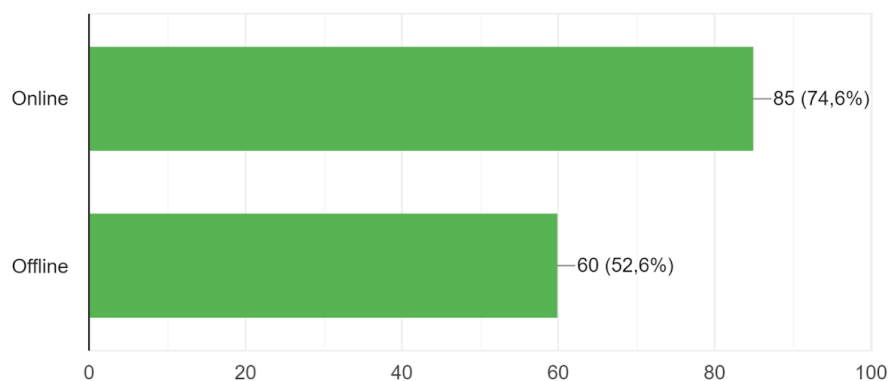
Trở ngại của bạn khi mua sản phẩm của Local Brand là gì?
111 câu trả lời

Giá thành cao	70 (63,1%)
Nơi bán xa	33 (29,7%)
Chất lượng kém	47 (42,3%)
Thiết kế xấu	45 (40,5%)
Định kiến xung quanh	19 (17,1%)
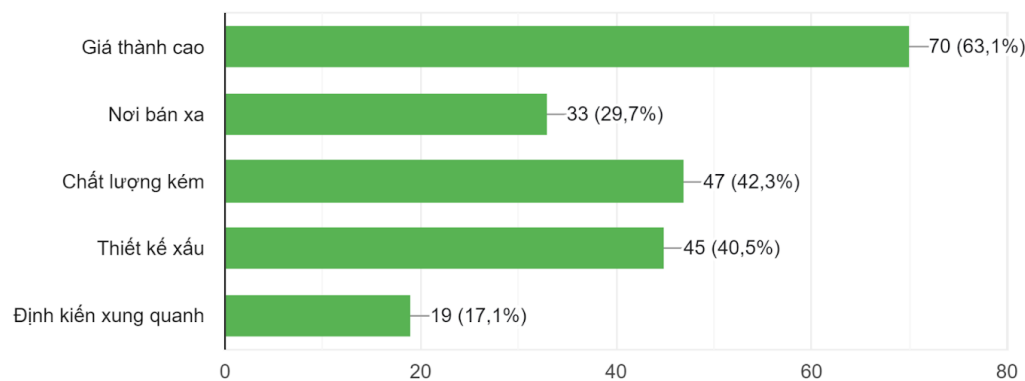
Bạn thấy vấn đề truyền thông của các Local Brand như thế nào?
114 câu trả lời

- Tốt
- Bình thường
- Chưa tốt

63,2%
7%
29,8%
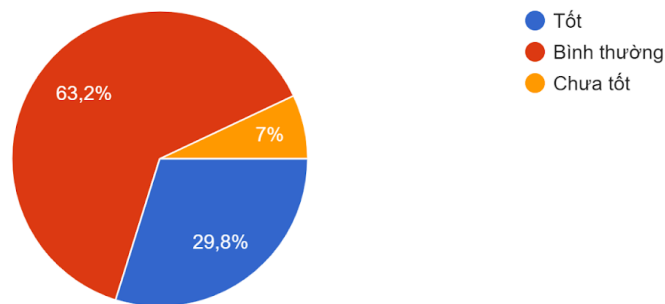
Điều gì khiến bạn khó tiếp cận và không có thông tin về Local Brand?
109 câu trả lời

Truyền thông chưa tốt	33 (30,3%)
Ít sự kiện diễn ra	55 (50,5%)
Ít thông tin nổi bật	74 (67,9%)
Mình thấy local brand hiện nay…	1 (0,9%)
Không hợp	1 (0,9%)
không bị khó tiếp cận	1 (0,9%)
quá nhiều local brand	1 (0,9%)
Không có	1 (0,9%)
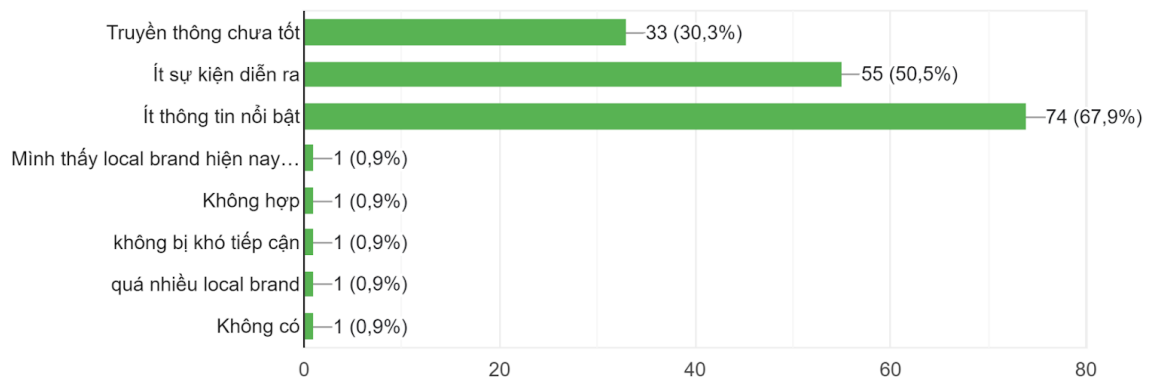
Bạn nghĩ các Local Brand Việt Nam cần thay đổi cách truyền thông như thế nào?
111 câu trả lời

Nắm bắt xu hướng	69 (62,2%)
Truyền thông trên nhiều kênh	55 (49,5%)
Tổ chức nhiều sự kiện	50 (45%)
Chất lượng, chất xám	1 (0,9%)
Thiết kế	1 (0,9%)
Tập trung vào chất lượng	1 (0,9%)
Chất lượng	1 (0,9%)
Nên có story câu chuyện trước	1 (0,9%)
Direct marketing	1 (0,9%)
Chất lượng tốt trước thì sẽ giú…	1 (0,9%)
Sáng tạo hơn	1 (0,9%)
Local Brand vẫn đang truyền th…	1 (0,9%)
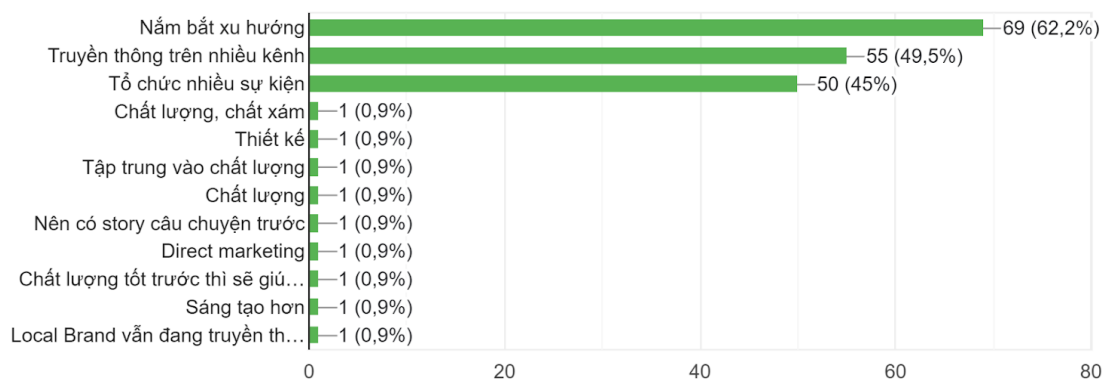
Các kênh bạn thường sử dụng để cập nhật thông tin về Local Brand là gì?
114 câu trả lời

Kênh	Số lượng (%)
Facebook	91 (79,8%)
Instagram	83 (72,8%)
Tiktok	31 (27,2%)
Email	1 (0,9%)
Shopee	1 (0,9%)
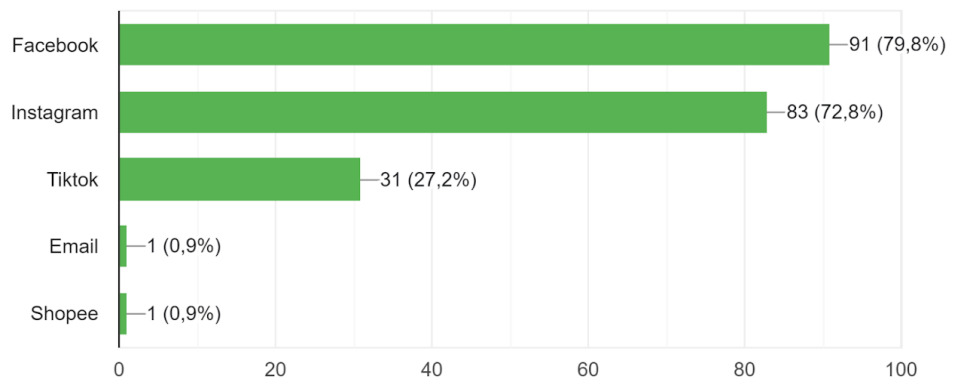
Bạn có biết đến thương hiệu nào trong danh sách này không?
90 câu trả lời

Thương hiệu	Số lượng (%)
1. Paradise Saigon	39 (43,3%)
2. Playday	7 (7,8%)
3. Deadend	11 (12,2%)
4. Tinderella	10 (11,1%)
5. Soulvenir	25 (27,8%)
6. Chinlike	6 (6,7%)
7. Môi Điên	40 (44,4%)
8. Badnotgood	19 (21,1%)
9. Teeworld	13 (14,4%)
10. GrimmDC	39 (43,3%)
11. Tired City	10 (11,1%)
12. Copper Denim	17 (18,9%)
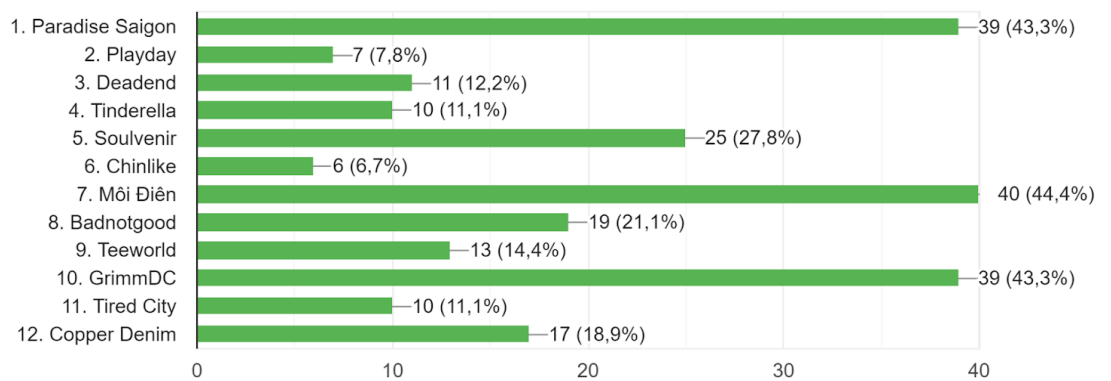
Nếu có 1 Fanpage/Website về Local brand thì bạn muốn nó sẽ thế nào?
113 câu trả lời

Tiêu chí	Số lượng (%)
Sáng tạo	94 (83,2%)
Cập nhật xu hướng nhanh	70 (61,9%)
Giao diện đẹp	75 (66,4%)
Thông tin chính xác	57 (50,4%)
Dễ sử dụng	1 (0,9%)
Thiệt ra là có 2 page hay làm t…	1 (0,9%)
Cách dùng tiện lợi	1 (0,9%)
Tiện lợi dễ mua	1 (0,9%)
Chuyên nghiệp, dễ dùng, có ích	1 (0,9%)
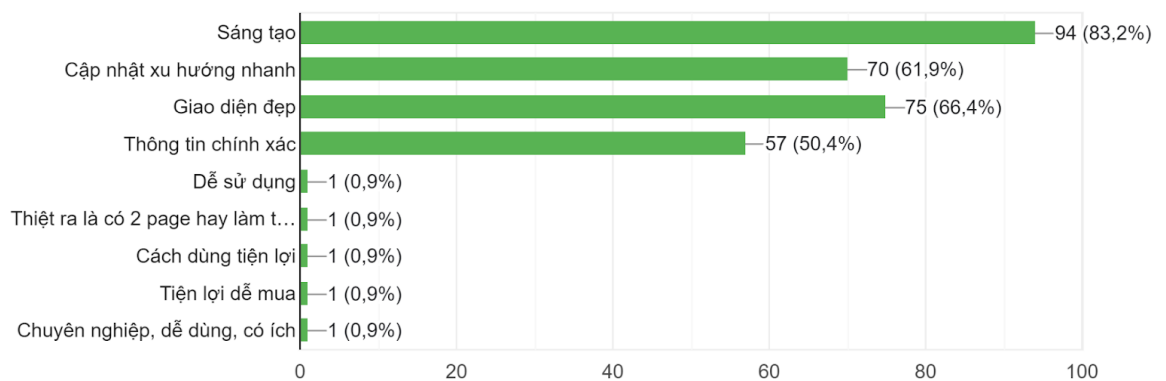
Nếu sắp tới có một sự kiện về các Local Brand Việt Nam thì bạn có muốn tham gia không?
113 câu trả lời

- Có
- Không
- Còn tuỳ

45,1%
15,9%
38,9%
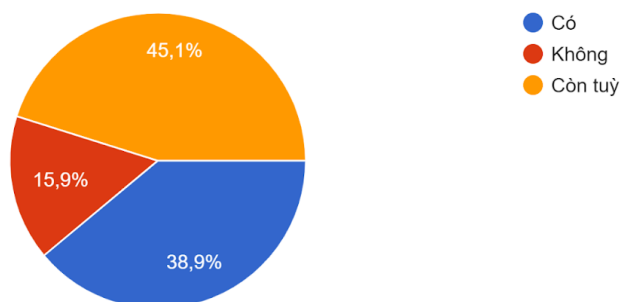
Với mức giá bao nhiêu thì bạn sẵn sàng chi ra để sở hữu sản phẩm của Local Brand?
113 câu trả lời

- 100 - 200k
- 300 - 500k
- 500k trở lên

64,6%
30,1%
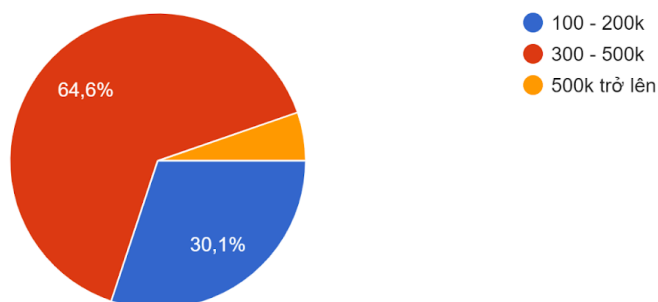
Bạn mong muốn thương hiệu nào trong sanh sách dưới đây sẽ có góp mặt trong sự kiện này?
95 câu trả lời

Thương hiệu	Số lượng
1. Paradise Saigon	34 (35,8%)
2. Playday	17 (17,9%)
3. Deadend	16 (16,8%)
4. Tinderella	21 (22,1%)
5. Soulvenir	32 (33,7%)
6. Chinlike	16 (16,8%)
7. Môi Điên	33 (34,7%)
8. Badnotgood	21 (22,1%)
9. Teeworld	19 (20%)
10. GrimmDC	36 (37,9%)
11. Tired City	17 (17,9%)
12. Copper Denim	20 (21,1%)

96
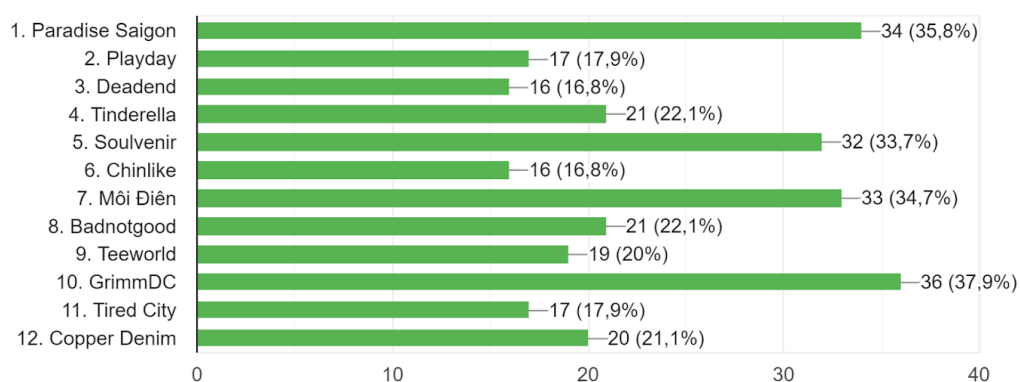
Nếu có, bạn mong muốn KOLs nào sẽ có mặt tại sự kiện?
97 câu trả lời
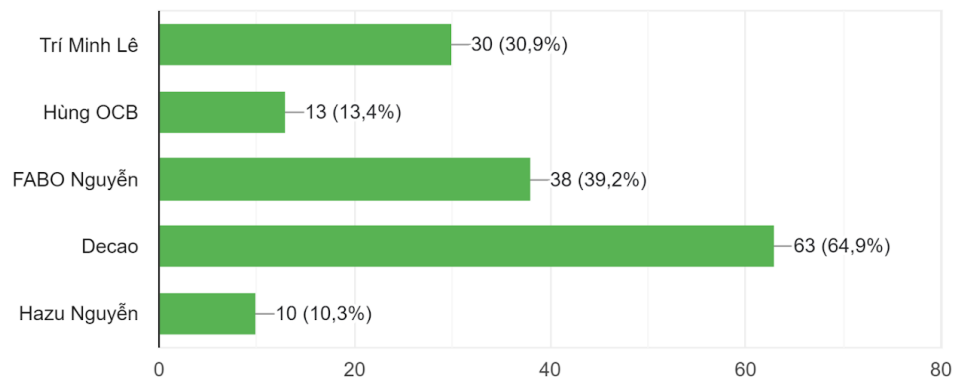
Bạn sẽ kêu gọi mọi người đến tham gia và ủng hộ sự kiện này chứ?
113 câu trả lời

- Có
- Không
- Để suy nghĩ
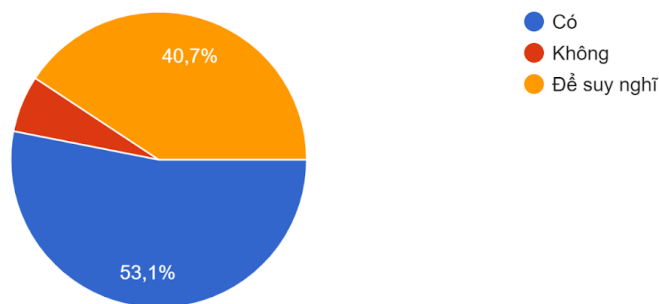
Appendix B: Form feedback from partnering brands

🔲 FORM FEEDBACK CỦA THƯƠNG HIỆU VỀ CHIẾN DỊCH "CHUYỆN NHÀ LÔ C…

- You are the Founder of LOCAL BRAND:
- What is the reason you agreed to participate in the event "Phiên chợ LÔ CỒ"?
- Has your brand attended any events with the same format as "Phiên chợ LÔ CỒ"?
- What do you think about the topic that BTC aims to be Environmental Protection?
- How do you rate the Organization Committee's work?
- What impressed you the most with the Organization Committee?
- When communicating and exchanging between the two sides, are you not satisfied with any issues?
- What is the problem you are not satisfied with? (if not, skip this sentence)

- How satisfied are you with the Organization Committee in terms of communication for your Brand?
- What do you expect when you allow the Organization Committee to communicate about your Brand?
- How did your brand reach the number of people when it was communicated by the Organization Committee on the fanpage "Chuyện nhà LÔ CỒ"?
- How do customers respond to your store?
- How was your brand's sales that day? (can be ignored)
- Are you satisfied with the Organization Committee about the event "Phiên chợ LÔ CỒ"? What made you most satisfied in the event?
- What did you not enjoy the most about the event?
- After the event, have you promoted sustainable fashion on your Brand development path?
- Would you be willing to cooperate with the Organization Committee if invited to future events?
- Have you introduced or will introduce to everyone about "Chuyện nhà LÔ CỒ"?
- A few words that you would like to send to other local brands in Vietnam about sustainable fashion:
- Your feedback for Organization Committee:

Anh/chị là **Founder** của LOCAL BRAND:

8 câu trả lời

Calmbunny

Merdes Creative

ELIT.C

DINO$AUR

A Glimpse Of Beauty / AGOB

lowkey.officialss

Rối

UNDARKNESS

Anh/chị là **Founder** của LOCAL BRAND:

8 câu trả lời

Calmbunny

Merdes Creative

ELIT.C

DINO$AUR

A Glimpse Of Beauty / AGOB

lowkey.officialss

Rối

UNDARKNESS

Lý do anh/chị đồng ý tham gia sự kiện "**Phiên chợ LÔ CỒ**" là gì?

8 câu trả lời

Muốn trải nghiệm

Idea sáng tạo, có mục đích phát triển cộng đồng thời trang nội địa

Mô hình sự kiện thú vị.

Là vì rất tuyệt vời

Mở rộng hình ảnh + Dui

giao lưu và thấy thông điệp mà chuyện lô cồ đem tới rất hay

thấy thú vị

Thấy ý nghĩa hay

Brand của anh/chị đã tham gia sự kiện nào có format giống "Phiên chợ LÔ CỒ" chưa?

8 câu trả lời

- Đã từng
- Chưa từng

50%

50%

Anh/chị nghĩ sao về chủ đề mà BTC hướng tới đó là **Bảo vệ môi trường**?

8 câu trả lời

Dạ rất có ý nghĩa ạ
Hiện nay các local brand tại VN đang hướng tới xu hướng thời trang bền vững, được hiểu là sử dụng chất liệu an toàn, có khả năng phân hủy hoặc tái sử dụng. Quy trình sản xuất đảm bảo giảm thiểu chi phí tài nguyên, hạn chế xả thải ra môi trường. Trong khi đó tuân thủ quy tắc đạo đức và công bằng xã hội. Chính vì vậy BTC chọn chủ đề Bảo vệ môi trường, tuy không không mới nhưng lại có tính sáng tạo đột phá.
Không phải là 1 chủ đề mới mẻ hiện nay nhưng là 1 chủ đề thế hệ các bạn có thể làm tốt hơn rất nhiều.
Quá tuyệt vời
Chủ đề có ý nghĩa nhưng chưa truyền tải được hết cũng như Phiên Chợ Lô Cồ có gì liên quan đến BVMT
rất hay và là xu hướng thời trang sau này
không mới nhưng BTC làm khá ổn
Quá là ý nghĩa

Anh/chị đánh giá thế nào về cách làm việc của BTC?

8 câu trả lời

Theo team mình quan sát thì thấy BTC rất chuyên nghiệp. Các bạn hỗ trợ tận tình trong mọi tình huống và hội chợ diễn ra rất trơn tru.Thật bất ngờ vì đây là đồ án tốt nghiệp của sinh viên năm cuối, rất chỉnh chu ạ.

Chuyên nghiệp, Chuyên nghiệp,Chuyên nghiệp. Cái gì quan trọng nhắc lại 3 lần =)))

Chu toàn

10 điểm ạ, ko chê vào đâu được

Dù còn thiếu kinh nghiệm nhưng các bạn làm việc rất chủ động, nhanh nhẹn => overall rất tốt rùi nhe ☐☐☐☐

chuyên nghiệp, chỉnh chu

okee ạ

chuyên nghiệp và chuyên nghiệp

Điều gì khiến anh/chị ấn tượng nhất với BTC?

8 câu trả lời

Nhiệt tình, năng động, tràn đầy năng lượng

Very nice, nhiệt huyết

Hỗ trợ rất tốt cho các gian hàng

Take care từ a-z, BTC Mãi Đỉnh

Thân thiện

nhiệt tình, nhiệt huyết, máu lửa đúng chất sinh viên

cách làm việc tận tình

Siêu nhiệt tình

Khi giao tiếp trao đổi giữa hai bên thì anh/chị có không hài lòng về vấn đề gì không?

8 câu trả lời
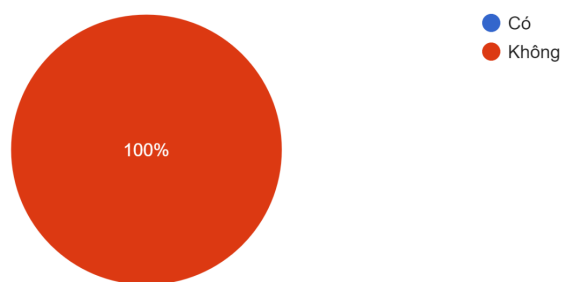
Anh/chị mong muốn gì khi cho phép BTC truyền thông về Brand của mình?

8 câu trả lời

Dạ mong brand sẽ càng ngày càng nhiều người biết đến

Mong muốn được tiếp cận tới nhiều khách hàng, lan tỏa được giá trị của thương hiệu tới khách hàng

Bảo vệ môi trường

Đc BTC cho lên bài

Hình ảnh nên rõ ràng hơn, cách layout visual bài viết chưa ổn lém

Team Lowkey rất vinh hạnh lang tỏa năng lượng của shop đến vs mn

được lên thêm nhiều nữa

hình ảnh nhiều hơn

Brand của anh/chị đã tiếp cận được lượng người như thế nào khi được BTC truyền thông trên fanpage "Chuyện nhà LÔ CỒ"?

8 câu trả lời

300-500 (lượng khách tại hội chợ) cao hơn so với dự kiến , ngoài ra còn được thêm khoảng 50-100 follow trên instagram

Được nhiều người like page nè hehe

Rất tốt.

Tiếp cận cũng ko nhiều lắm ạ

không có - không đáng kể

cũng rất đông ae ủng hộ và biết tới

cũng kha khá

có nhỉnh hơn lúc đầu

Anh/chị hài lòng với BTC về cách truyền thông cho Brand của mình ở mức nào?
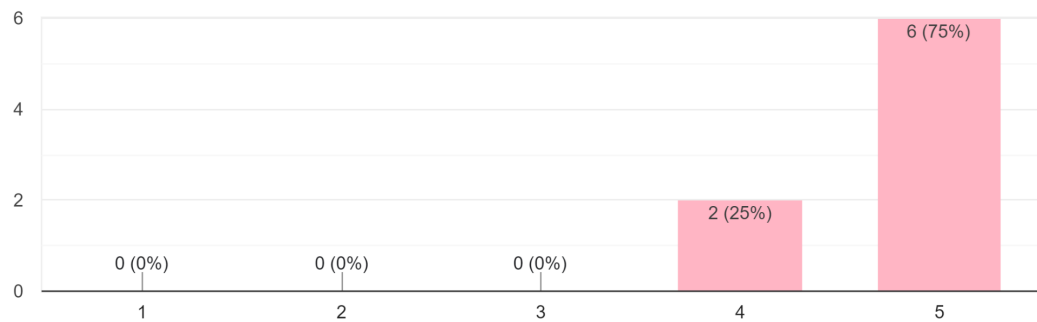
8 câu trả lời

Phản hồi khách hàng về gian hàng của anh/chị như thế nào?

8 câu trả lời
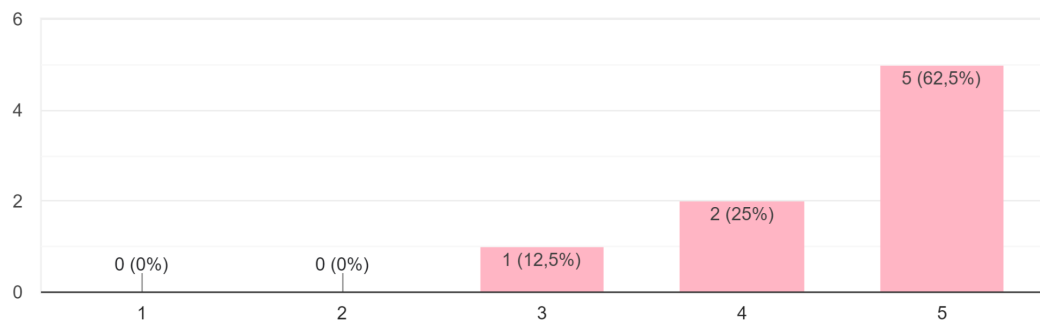
Anh/chị có hài lòng với BTC về sự kiện "Phiên chợ LÔ CỒ" không?
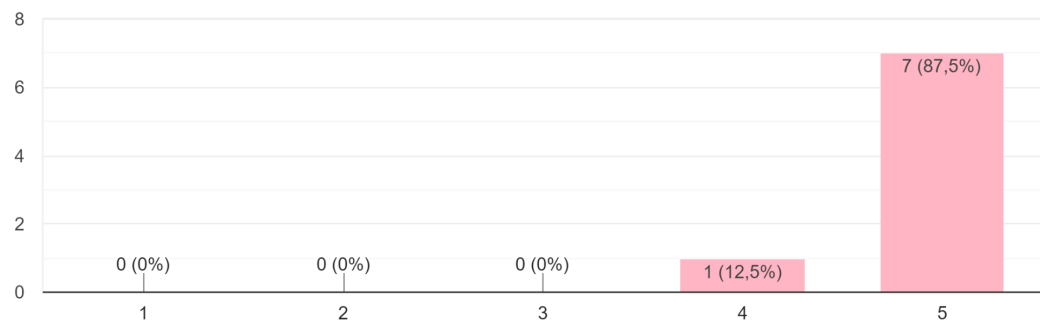
8 câu trả lời

Điều gì làm anh/chị hài lòng nhất trong sự kiện?

8 câu trả lời

Nhạc hay , luôn có nhân viên hỗ trợ

Concept tại mỗi gian hàng đều chỉn chu

X

BTC quá nhiệt tình

các bạn sinh viên thích sản phẩm

support nhiệt tình và chu đáo

Trang trí đẹp

không gian thoải mái

Điều gì làm anh/chị không hài lòng nhất trong sự kiện?

8 câu trả lời

Chỉ diễn ra 1 ngày

hem có

X

Ko có gì để chê

wifi, quạt máy, trường rộng quá đi mỏi chân..

chương trình giao lưu ý nghĩa

hơi nóng ạ :(

không

Sau sự kiện anh/chị có đẩy mạnh sustainable fashion (thời trang bền vững) trên con đường phát triển Brand của mình không?

8 câu trả lời

- Có
- Không
- Hên xui

12,5%
87,5%
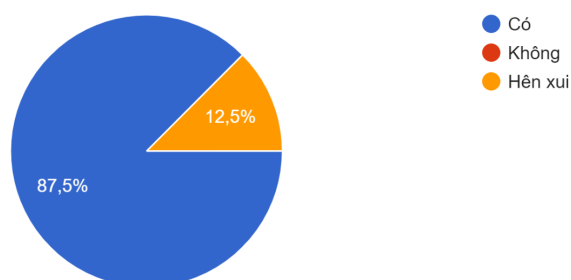
Anh/chị có sẵn sàng hợp tác với BTC nếu được mời trong những sự kiện trong tương lai không?

8 câu trả lời

- Có
- Không
- Hên xui

100%
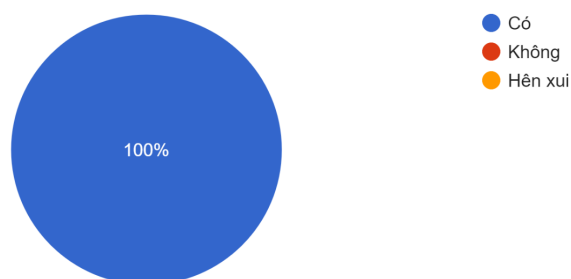
Anh/chị có đã giới thiệu hay sẽ giới thiệu cho mọi người về "Chuyện nhà LÔ CỒ" không?

8 câu trả lời

- Có
- Không
- Hên xui

100%
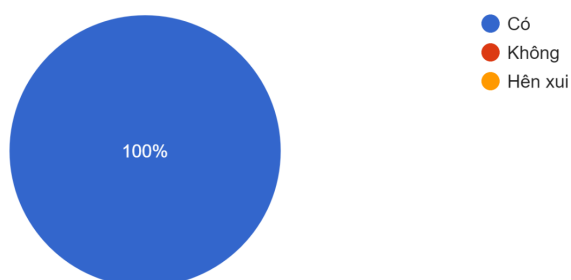
Một vài lời mà anh/chị muốn gửi đến các Local brand ở Việt Nam khác về sustainable fashion (thời trang bền vững):

8 câu trả lời

Hi vọng các local brand làm áo chất lượng cải tiến để vòng đời của sản phẩm lâu hơn, giảm thiểu rác thải thời trang

Đừng làm fast fashion nữa mò :<

X

Cùng nhau phát triển

vấn đề này khó cho nên nếu đủ nguồn lực thì hãy làm, không thì thôi, đừng làm nửa vời

ngày càng sáng tạo, chất lượng, được người tiêu dùng VN tin tưởng hơn về local

Hãy vững tin và phát triển

Thời trang bền vững là cứu tinh cho môi trường

Góp ý của anh chị dành cho BTC:

8 câu trả lời

10 điểm

Chúc BTC có thật nhiều sức khỏe, tạo được nhiều sự kiện hay và bổ ích về local brand VN

Brand rất tiếc khi xảy ra sự cố về vận chuyển và không tham dự sự kiện market được nhưng anh có ấn tượng rất tốt với các bạn về mục tiêu và chủ đề các bạn thực hiện.

Nên có lần 2

You all did a good job and that's important enough.

quá bỏ phẹt k có ý kiến

làm thêm nhiều chiến dịch hơn

Làm nhiều ngày hơn nữa

Appendix C: Form feedback from the audience of "Chuyện nhà LÔ CỒ"

⬛ FEEDBACK CHO "CHUYỆN NHÀ LÔ CỒ" (Câu trả lời)
- How old are you?
- You are currently:

- What area do you live in?
- How much affection do you have for the campaign?
- What do you think we are conveying through the campaign?
- Through the campaign, do you love more brands that are aiming to protect the environment?
- How do you feel when some local brands start responding to environmental protection campaigns?
- What do you like most about our campaign?
- What do you think we should improve on?
- Through the campaign, did you understand more about sustainable fashion?
- Would you recommend the campaign to anyone?
- Through the campaign, will you support sustainable fashion?
- If we continue the new campaigns about LOCAL BRAND VIETNAM and SUSTAINABLE FASHION, will you support?
- Words that you would like to convey to Local Brands about what they are aiming for (sustainable fashion):
- How would you rate your fanpage?
- What do you like the most on our fanpage?
- On what scale would you rate your event?
- How we use environmentally friendly materials for decoration and setup, as well as replacing plastic bags with paper bags makes you feel like.
- What do you like most about the event?
- Did you shop during the event?
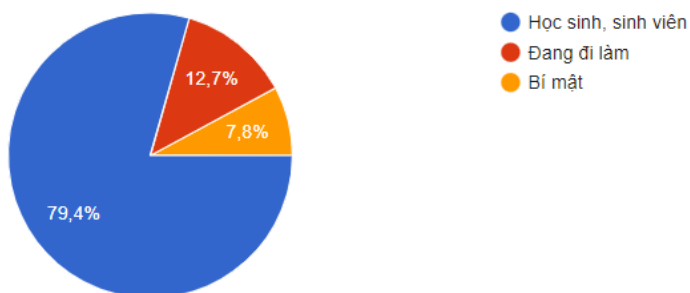
Bạn bao nhiu tuổi rồi?

204 câu trả lời

- 12-17 tuổi
- 18-24 tuổi
- 25-30 tuổi

66,7%

28,9%
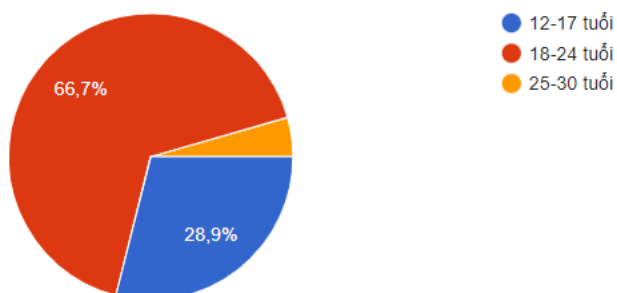
Hiện tại bạn là:

204 câu trả lời

- Học sinh, sinh viên
- Đang đi làm
- Bí mật

12,7%

7,8%

79,4%

Bạn sống ở khu nào?
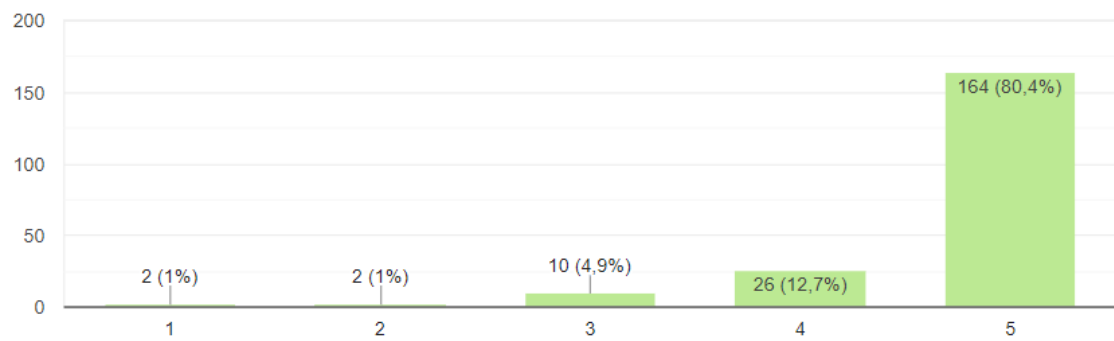
204 câu trả lời

- Sài gòn
- Hà Nội
- Khu khác

9,3%

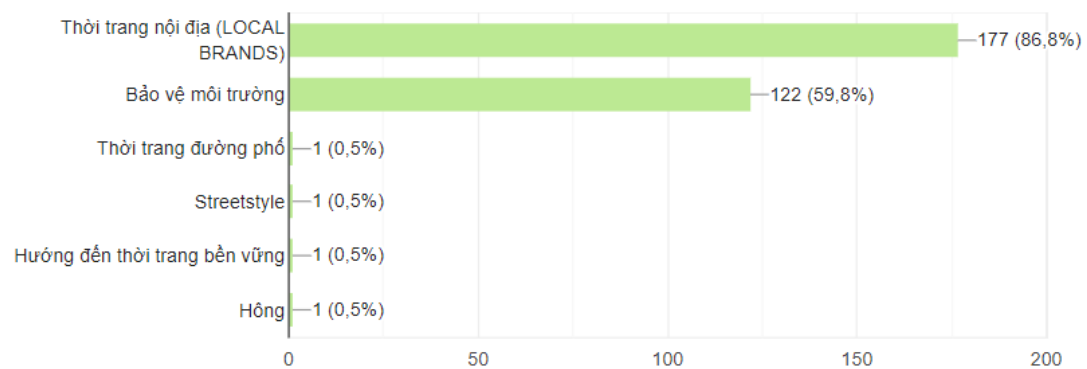12,7%

77,9%
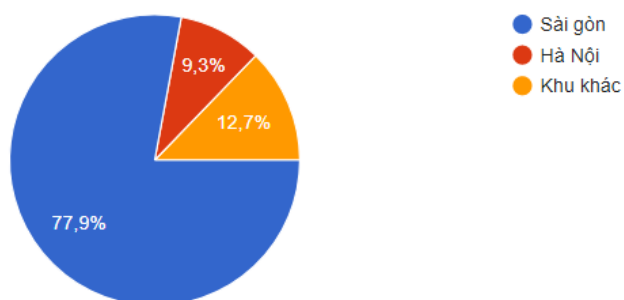
Mức độ cảm mến của bạn dành cho chiến dịch?

Sao chép

204 câu trả lời

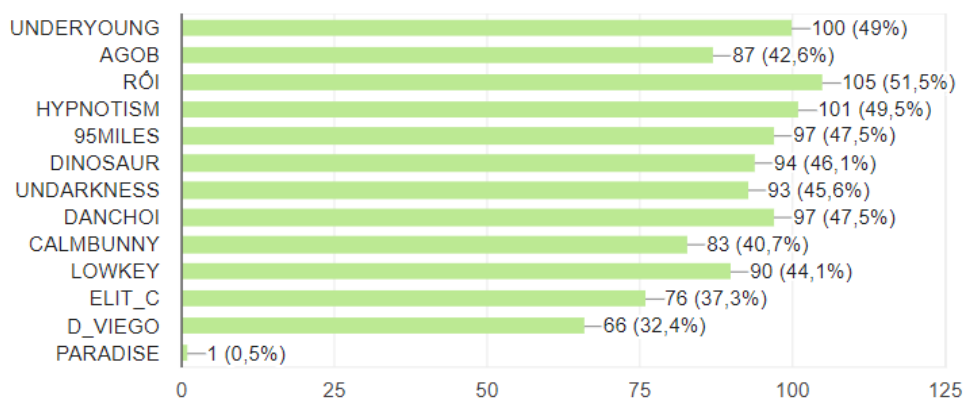Theo bạn chúng mình đang truyền tải thông điệp chính gì qua chiến dịch?

Sao chép

204 câu trả lời

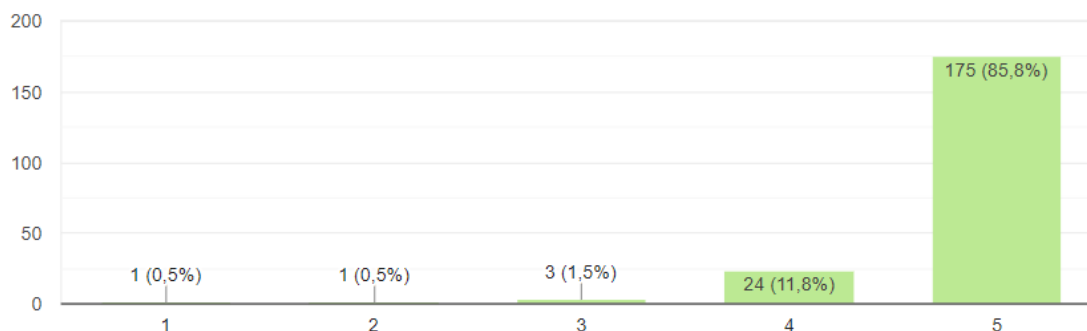Qua chiến dịch, bạn có yêu thích thêm những thương hiệu đang hướng đến bảo vệ môi trường không?

204 câu trả lời

Thương hiệu	Số lượng (%)
UNDERYOUNG	100 (49%)
AGOB	87 (42,6%)
RỐI	105 (51,5%)
HYPNOTISM	101 (49,5%)
95MILES	97 (47,5%)
DINOSAUR	94 (46,1%)
UNDARKNESS	93 (45,6%)
DANCHOI	97 (47,5%)
CALMBUNNY	83 (40,7%)
LOWKEY	90 (44,1%)
ELIT_C	76 (37,3%)
D_VIEGO	66 (32,4%)
PARADISE	1 (0,5%)

Bạn cảm thấy thế nào khi một số local brands bắt đầu hưởng ứng chiến dịch bảo vệ môi trường?

204 câu trả lời

Mức	Số lượng (%)
1	1 (0,5%)
2	1 (0,5%)
3	3 (1,5%)
4	24 (11,8%)
5	175 (85,8%)

111

Bạn thích nhất điều gì ở chiến dịch chúng mình?

Sao chép

204 câu trả lời

Thông tin Chiến dịch đem lại về LOCAL BRANDS: 163 (79,9%)
Tính giải trí: 110 (53,9%)
Thông điệp ý nghĩa: 112 (54,9%)
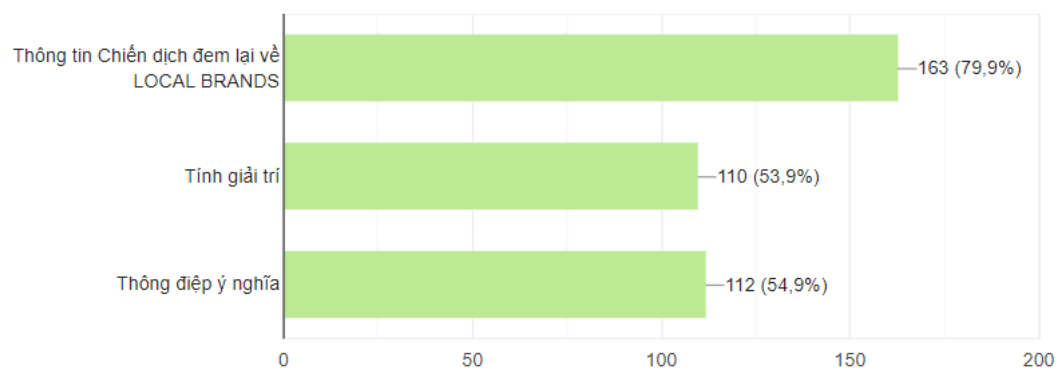
Điều gì mà bạn thấy chúng mình nên cải thiện?

204 câu trả lời

Ôkê rồi bạn êi

làm thêm clip phỏng vấn đi

Lần sau các bạn làm lâu lâu hơn tí

Bảo vệ mt nà

Bán rẻ rẻ síu nhen
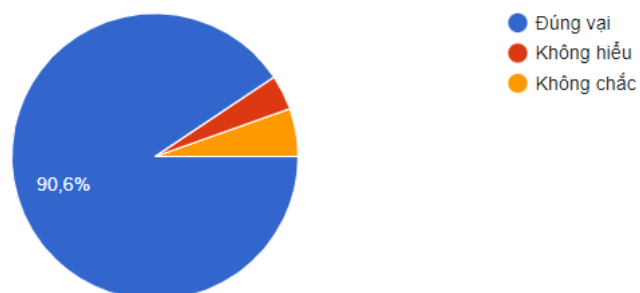
mình thấy các bạn nên liên kết với THE NEWPLAYGROUND

Chiến dịch rất ý nghĩa mong các bạn sớm làm tiếp nha

Thêm nhiều brand lên ạ

Qua chiến dịch, bạn iu đã hiểu hơn về thời trang bền vững nhỉ?

203 câu trả lời

Sao chép

- Đúng vại
- Không hiểu
- Không chắc

90,6%

Bạn có giới thiệu chiến dịch cho ai không?

204 câu trả lời

Sao chép

- Có
- Không
- Khum nhớ nữa

88,7%   8,8%

113
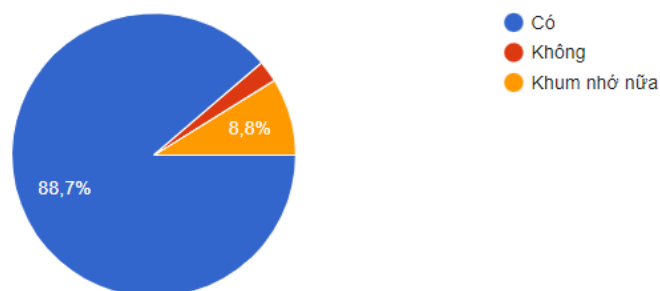
Qua chiến dịch, bạn yêu sẽ ủng hộ thời trang bền vững chứ?
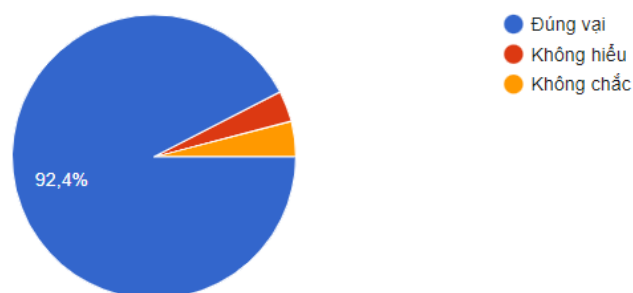
204 câu trả lời
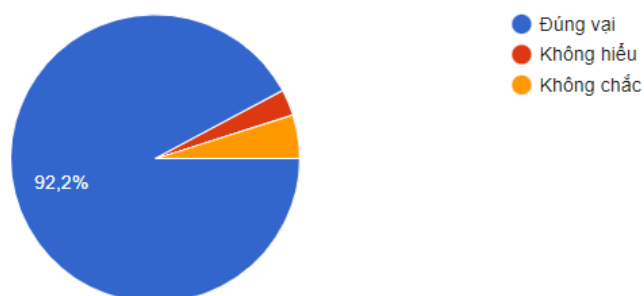
- Đúng vại
- Không hiểu
- Không chắc

92,2%

Nếu chúng mình tiếp tục các chiến dịch mới về LOCAL BRAND VIỆT NAM và THỜI TRANG BỀN VỮNG, các bạn sẽ ủng hộ chứ?

198 câu trả lời

- Đúng vại
- Không hiểu
- Không chắc

92,4%

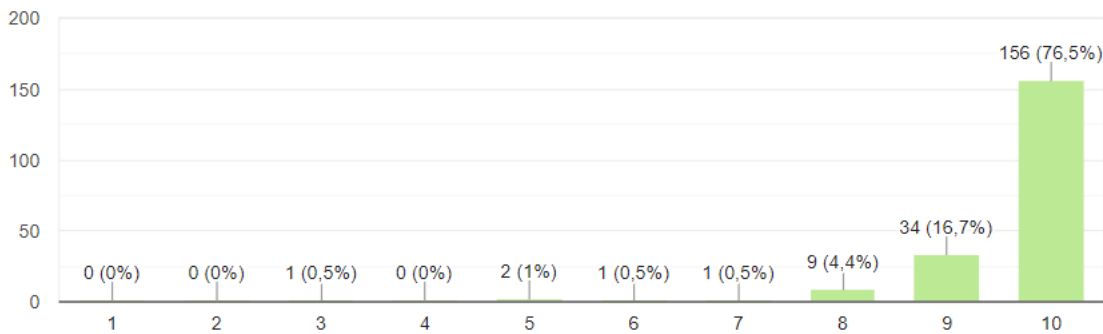Những lời mà bạn muốn gửi gắm đến Local Brands về điều họ đang hướng tới (thời trang bền vững) :

204 câu trả lời

Giảm giá để chúng mình san seo

theo đuổi lâu dài là bền vững mấy brand ơi

dù hơi khó khăn nhưng mn nhớ bám nha

Đồ chất lượng

Ước được giảm giá

Cố gắn nhiều nha

Thiết kế đa dạng sáng tạo hơn tí

Khum

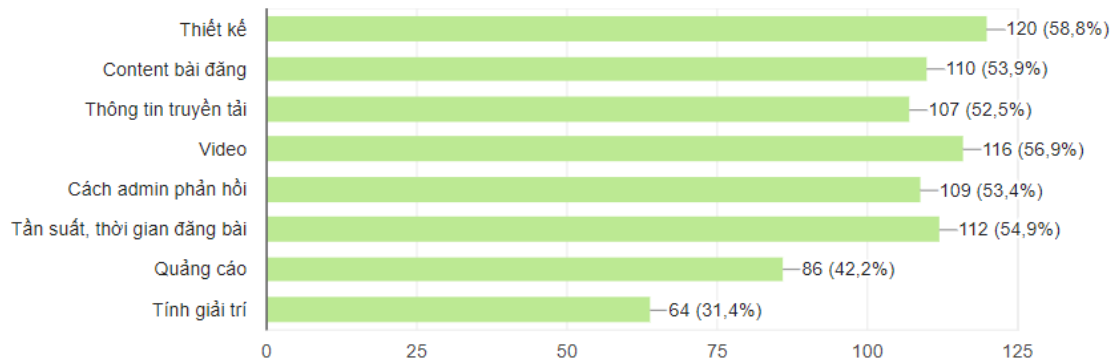cố lênn

Sao chép

Bạn đánh giá fanpage mình thang điểm mấy?
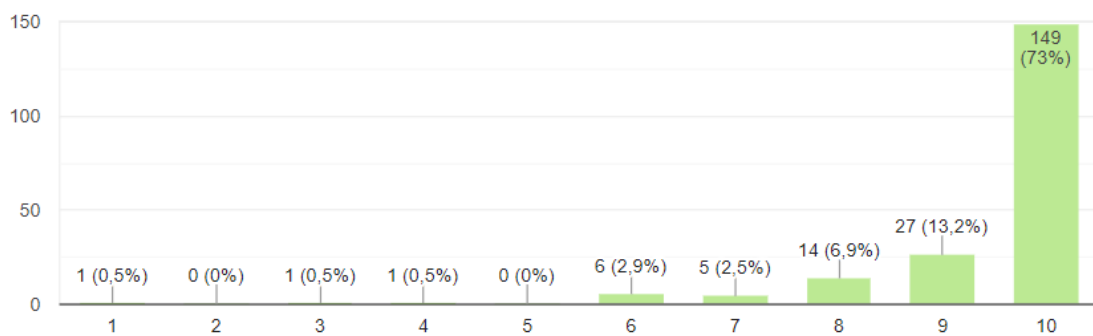
204 câu trả lời

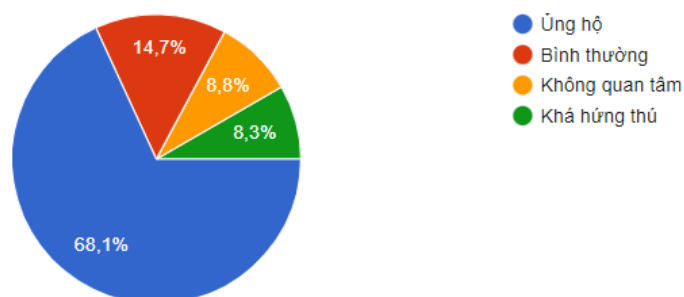## Điều gì làm bạn thích nhất trên fanpage?

204 câu trả lời

Thiết kế	120 (58,8%)
Content bài đăng	110 (53,9%)
Thông tin truyền tải	107 (52,5%)
Video	116 (56,9%)
Cách admin phản hồi	109 (53,4%)
Tần suất, thời gian đăng bài	112 (54,9%)
Quảng cáo	86 (42,2%)
Tính giải trí	64 (31,4%)

Bạn đánh giá sự kiện mình trên thang điểm mấy?

204 câu trả lời

1 — 1 (0,5%)
2 — 0 (0%)
3 — 1 (0,5%)
4 — 1 (0,5%)
5 — 0 (0%)
6 — 6 (2,9%)
7 — 5 (2,5%)
8 — 14 (6,9%)
9 — 27 (13,2%)
10 — 149 (73%)

Việc chúng mình sử dụng các chất liệu vật liệu thân thiện môi trường để trang trí và setup, cũng như việc thay thế túi nilon bằng túi giấy làm bạn cảm thấy như thế nào.
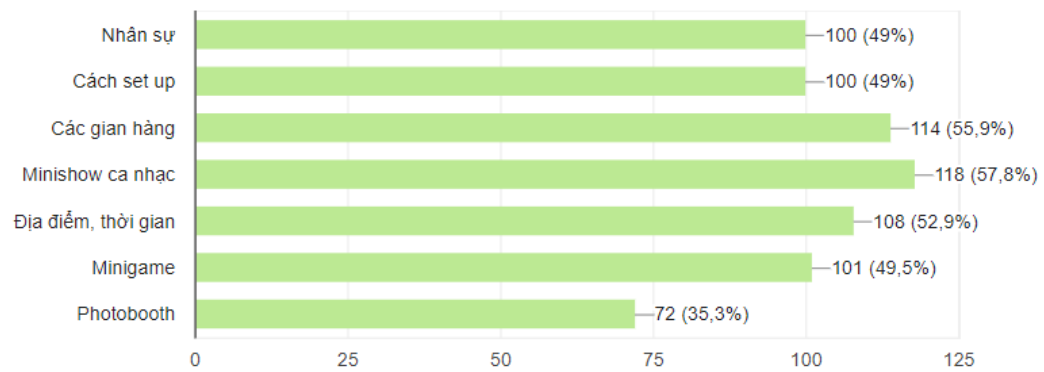
204 câu trả lời

- Ủng hộ — 68,1%
- Bình thường — 14,7%
- Không quan tâm — 8,8%
- Khá hứng thú — 8,3%

Điều gì làm bạn thích nhất tại sự kiện ?

204 câu trả lời

Nhân sự	100 (49%)
Cách set up	100 (49%)
Các gian hàng	114 (55,9%)
Minishow ca nhạc	118 (57,8%)
Địa điểm, thời gian	108 (52,9%)
Minigame	101 (49,5%)
Photobooth	72 (35,3%)

Bạn có mua sắm trong sự kiện chứ ?

204 câu trả lời

Có
Không

94,1%

THE END.