



TRƯỜNG ĐẠI HỌC FPT

CAPSTONE PROJECT

COMMUNICATION CAMPAIGN FOR TRACENT

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PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP
VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP
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NỘI DUNG LẤY Ý KIẾN	
1. Về công tác phối hợp với Giảng viên và sinh viên	<ul style="list-style-type: none"> - Trong giai đoạn đầu, Giảng viên và sinh viên đã chủ động liên hệ và trao đổi cùng với đại diện của Agency và Trung tâm Trọng tài thương mại TP. Hồ Chí Minh TRACENT. Tìm hiểu về các vấn đề mà trung tâm gặp phải và chuẩn bị những nội

	<p>dung về dự án phù hợp với đặc thù của lĩnh vực và doanh nghiệp.</p> <ul style="list-style-type: none"> - Nhóm dự án đã chủ động liên hệ để trao đổi và chỉnh sửa kế hoạch theo yêu cầu mà trung tâm đề ra để chuẩn bị triển khai dự án hiệu quả. - Xuyên suốt quá trình thực thi, nhóm dự án đã tiến hành tổng kết và báo cáo số liệu hằng tuần với đại diện Agency. Sau khi tổng kết, nhóm dự án rút kinh nghiệm, chia sẻ vấn đề gặp phải và lắng nghe góp ý từ phía Agency. - Có những điều chỉnh về kế hoạch trong từng giai đoạn để đạt được hiệu quả tốt nhất. - Có sự trao đổi và xin ý kiến về nội dung và hình ảnh thông qua đại diện của Trung tâm vào mỗi tuần. Chỉnh sửa và tiếp thu những phản hồi của Trung tâm theo một hướng tích cực và chủ động. 	
2. Về kết quả thực hiện so với yêu cầu đề ra	Yêu cầu đề ra	Đạt/Không đạt
	1. Tạo và xây dựng nội dung cho Fanpage cộng đồng lĩnh vực Trọng tài Thương mại và tài khoản Instagram	Đạt
	2. Tạo bộ nhận diện thương mại cho Fanpage	Đạt
	3. Đưa lĩnh vực trọng tài thương mại tiếp cận được với đối tượng đã đề ra.	Đạt
	4. Góp ý xây dựng website	Đạt
	5. Lên kế hoạch về Email Marketing	Đạt
3. Nhận xét/Góp ý về đề tài	<p>- Đề tài về Trọng tài thương mại là đề tài mang tính thách thức cao vì nhóm khách hàng rất đặc thù và nội dung truyền tải cũng mang tính chuyên môn cao, đặc biệt là nền tảng về pháp luật khi viết bài content, thông thường phải được viết bởi chính các luật sư hoặc trọng tài viên. Tuy nhiên, hai bạn sinh viên đã làm cho khách hàng kinh ngạc khi có thể xây dựng nội dung rất chuyên nghiệp, nghiêm túc đồng thời cũng rất sáng tạo, trẻ trung. Nhóm đã mang đến làn gió mới cho việc truyền đạt thông tin trong nhóm ngành nghề này, đặc biệt là các video được đánh giá rất cao, từ hình thức đến nội dung thể hiện.</p>	

	<ul style="list-style-type: none"> - Nhóm đã rất nỗ lực trong quá trình làm việc, kể cả việc liên hệ với khách hàng của Tracent để tìm hiểu xây dựng nội dung cho Fanpage Tất Tận Tật về Trọng Tài Thương Mại, trong đó có Trung tâm tư vấn Bất động sản Thành phố Hồ Chí Minh và một số công ty Bất động sản khác. - Nhóm cũng đã liên lạc với một số Trọng tài viên của Tracent để có thể tìm hiểu kỹ về nhu cầu và mong muốn của khách hàng, cũng như là insight của khách hàng của họ để tìm hướng đi phù hợp - Nhóm cũng đã có nghiên cứu sâu về ngành nghề, tham gia một số hội thảo của VIAC để có tư liệu viết bài. - Nhóm cũng đạt tất cả các chỉ tiêu đã đề ra ban đầu và đặc biệt một số chỉ tiêu hiệu quả vượt mong đợi của khách hàng.
4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)	<ul style="list-style-type: none"> - Sau khi nhận bản giao fanpage Tất tận tật về Trọng tài thương mại, doanh nghiệp sẽ tiếp tục phase 2 của kế hoạch Marketing để có thể đưa hình ảnh Tracent đến khách hàng nhiều hơn - Doanh nghiệp rất mong có thể tiếp tục được hợp tác với hai bạn Hương và Ngân trong các phase tiếp theo của kế hoạch Marketing
5. Đánh giá chung (theo thang điểm 10)	9.5/10
6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: "Đồng ý" hoặc "Không đồng ý")	Đồng ý nghiệm thu đề tài

Người nhận xét



Võ Hồng Trâm

SUPERVISOR'S ASSESSMENT

1. Research phase: Carry out all necessary research to achieve business goals, including market research, customers, competitors, content trends, communication channels. Using Dagmar and PESO model as the basis for planning. Using analytical models such as SWOT as a basis for practical planning. Have a crisis management plan.
2. Implementation phase: Applying the above theoretical and practical basis to implement the requirements set by the Tracent Center and achieve the plan. Specifically, building a community fanpage with the goal of achieving and 3 videos. Have crisis resolution, website redesign planning, and email marketing.
3. Accepted by the Tracent Center and continue to use it later.
4. Nice presentation, full and clear citations, appropriate language.
5. Collaborative working spirit, suitable attitude, very good teamwork, good experience in the process of contacting with customers.
6. Limitations: The topic has not gone too deeply into the profession of Commercial Arbitration, partly because the profession has many niches that require a lot of specialized knowledge. The relatively short access time is also a limitation with this study.
7. Enterprise evaluation: The topic of Commercial Arbitration is a highly challenging topic because the customer group is very specific and the content conveyed is also highly specialized, especially the legal background when content writing, usually written by the lawyers or arbitrators themselves. However, the two students surprised customers by being able to build very professional and serious content as well as also being very creative and youthful. The group has brought “a new wind” to the communication of information in this industry group, especially the videos are highly appreciated, from the form to the content shown.
 - The team has made great efforts in the process of working, including contacting Tracent’s customers to learn and build content for the Tat Tan Tat ve Trong tai thuong mai, including Ho Chi Minh City Real Estate Consulting Center and some other real estate companies.
 - The team also contacted a number of Tracent Arbitrators to be able to thoroughly understand the needs and desires of their customers, as well as their customer insights to find the right direction.
 - The group also did in-depth research on the industry, participated in some VIAC seminars to have writing materials.
 - The team also achieved all the targets set out initially and especially some performance indicators exceeded customer expectations.

GREETING

A communication strategy is an indispensable thing in the 4.0 era for businesses looking to reach out to their customers on a digital platform. With a properly built and feasible communication strategy, businesses can take advantage of benefits, position, differences and especially create connections with customers.

Commercial arbitration is a new field for Vietnamese schools. Although Vietnam has recorded many commercial dispute every year, Vietnamese enterprises still have limited understanding of dispute resolution methods. Commercial Arbitration has many strong points but not known and selected by businesses. Because of this problem, communication activities need to be concerned and applied in the important field of commercial to spread out and resonate with a wide range.

With the knowledge and skills gained in school, we want to challenge ourselves in a specific field with the topic "Communication campaign for Tracent".

The members of the project team would like to express their special thanks to the instructor: Ms. Nguyen Quoc Thuy Phuong and the representative of the Commercial Center of Ho Chi Minh City Tracent supported us throughout the project implementation.

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CAPSTONE PROJECT EXECUTIVE SUMMARY

Subject code	SU22MC08			
Subject name (English)	Communication Campaign for Tracent			
Subject name (Vietnamese)	Chiến dịch truyền thông cho Tracent			
Subject explanation	Currently, the operation of Tracent on social media has been not effective. In this campaign, we will help Tracent increase awareness on Facebook as well as expand their image on Instagram.			
Group code	GSU22MC08			
Group members	1. Huynh Huong – SS140337 2. Nguyen Thi Thanh Ngan – SS140450			
Scope of work	<div>- Research and finding</div> <div>- Campaign Planning</div> <div>- Execution: Building a community Fanpage about commercial arbitration with the goal of helping the audience access content about commercial arbitration in a new, more modern and interesting style. With this Community Fanpage, Tracent will reach the audience indirectly as well as create a different feature compared to other centers that bring value to the community in this field.</div> <div>The campaign's content products include the content of posts on the Fanpage and a serie of short videos on commercial arbitration. In which, the goal of the products is the reach of the target audience.</div> <div>1. Copywriter: Huynh Hương</div> <div>2. Designer: Thanh Ngan</div> <div>- Reports</div>			
Results		KPI	Actual Reach	Comparison
	Total Reach	26.000	<u>38.336</u>	<u>147.45%</u>
	Facebook			
	Reach	20.000	<u>31.795</u>	<u>158.98%</u>
	Fans	1.000	<u>1.141</u>	<u>114.1%</u>
	Instagram			
	Reach	6.000	<u>6.541</u>	<u>109.02%</u>
	Fans	200	183	91.5%
Budget	1.914.571			

Table 1. Capstone Project Information

I. DEFINE THE PROBLEM

Commercial Arbitration is an increasingly popular method of commercial dispute resolution in Vietnam, besides the traditional method through the Court. Speed, simplicity, transparency and security are the advantages of the dispute resolution process through the arbitration. Even so, Commercial Arbitration is still a relatively unknown field in Viet Nam. This is a specific industry, difficult to access, but the competition is still very large.

With the rapid development of digital platforms today, Ho Chi Minh City Commercial Arbitration Center – Tracent has expanded its activities on the social platform as Facebook but has not yet invested in images and content. In this campaign, Tracent wants us to bring a more newer and user-friendly approach to the audience. One request from center is that they want to spread the field of commercial arbitration to the community as a way for businesses community to access this method. Therefore, in this campaign, we will create a community Fanpage for the purpose of sharing and spreading the field of Commercial Arbitration to more people and indirectly bringing Tracent's image to the public. This is also a new and different activity compared to other competitors when there is no community Fanpage for this field in Vietnam.

II. RESEARCH

1. BRAND OVERVIEW

1.1. General Introduction

1.1.1. Field of Commercial Arbitration

In the context of the developing market economy, trade relationships have become increasingly diverse. According to the announcement of the Ministry of Industry and Trade, in the field of trade, especially on bilateral relations between Vietnam and countries in Asia – Europe has been increasing. According to statistics of Vietnam Customs, the figure for two-way trade turnover between Vietnam and Eurasia in 2020 increased by 20.4% compared to 2019 with a figure of 12.7 billion USD. (Ministry of Industry and Trade of Vietnam, 2021). After the 4th covid-19 outbreak in Vietnam, by the first quarter of 2022, the total export and import turnover of goods increased by 14.4% compared to the same period last year (reaching 176.35 billion USD) (General Statistics Office, 2022). Because the volume of contracts in the field of business and trade has increased sharply, the occurrence of disputes between businesses is inevitable. And in order to support enterprises to have more options in resolving disputes and at the same time to help the court system

reduce the load of petitions, the Law has made a decision to establish arbitration institutions.

Definition of Commercial Arbitration, according to Chapter I, Clause 1, Article 3 of the Law on Commercial Arbitration 2010 is: "The method of dispute settlement is agreed upon by the parties and conducted in accordance with the Provisions of the Law on Commercial Arbitration 2010". The competence to settle disputes of Commercial Arbitration is required to arise from commercial activities or from the disputing parties in which at least one party operates in the commercial field (Clause 2, Article 2). And the decision of the arbitrator is that the final judgment is carried out by the judgment enforcement agency.

1.1.2. Ho Chi Minh City Commercial Arbitration Center

Ho Chi Minh City Commercial Arbitration Centre (TRACENT) was established under License No. 2404/GP-UB dated October 8, 1997, Decision No. 2107/QĐ - UB dated June 4, 2003 of the Ho Chi Minh City People's Committee.

Ho Chi Minh City Commercial Arbitration Centre (TRACENT) is an independent, non-profit organization, in accordance with the Law on Commercial Arbitration 2010 and the Regulation on Commercial Arbitration. The center is located at 224 Dien Bien Phu Street, Ward 7, District 3, 11th Floor, Ho Chi Minh City. This is a location that brings together state centers, businesses and companies operating business with diverse scales. Therefore, this is also a favorable point for the center to reach its target customers.

During its initial operation, the Center operated under the name Sacent. And then, the Center changed its name to TRACENT with a combination of two English words, TRADE CENTER.

With more than 20 years of operation, the center has resolved many disputes related to commercial activities of great value in various fields. At the Ho Chi Minh Commercial Arbitration Center Tracent, arbitrators are taking on jobs such as professors, lecturers, lawyers, experts in the field of economics, have a high level of expertise in Commercial Arbitration, lots of experience in resolving disputes at domestic and abroad, and the arbitrators are all people with high reputation and social prestige.

Enterprises that arise disputes over contracts and trade-related activities will seek dispute resolution methods when the parties are unable to negotiate together. Then, Businesses can choose the Commercial Arbitration to resolve disputes in addition to the Mediation method or Court.

In terms of services, Tracent operates in both Commercial Mediation and Commercial Arbitration, of which most important area is Commercial

Arbitration. Tracent's activities are to consult, guide customers (enterprises) in arbitration proceedings and establish Arbitration Councils to consider and organize meetings to convene participants and judge issues on dispute settlement cases for enterprises.

In terms of arbitration fees, the cost that businesses need to pay for a dispute at Tracent depends on the value of the dispute. The fee includes arbitration fees with the lowest value of VND 15.000.000 and administrative fees.

Figure 1. Arbitration tariff at Tracent

Đơn vị tính: Đồng

Giá trị tranh chấp	Phí trọng tài	Phí hành chính
Từ 500.000.000 trở xuống	5% của giá trị tranh chấp, thấp nhất bằng 15.000.000	5.000.000
Từ 5.000.000 đến 1.000.000.000	25.000.000 + 4.5% của giá trị tranh chấp vượt quá 500.000.000	8.000.000
Từ 1.000.000.000 đến 2.000.000.000	47.500.000 + 4% của giá trị tranh chấp vượt quá 1.000.000.000	12.000.000
Từ 1.000.000.000 đến 2.000.000.000	47.500.000 + 4% của giá trị tranh chấp vượt quá 1.000.000.000	12.000.000
Từ 2.000.000.000 đến 4.000.000.000	87.500.000 + 3% của giá trị tranh chấp vượt quá 2.000.000.000	16.000.000
Từ 4.000.000.000 đến 8.000.000.000	147.500.000 + 2% của giá trị tranh chấp vượt quá 4.000.000.000	20.000.000
Từ 8.000.000.000 đến 16.000.000.000	227.500.000 + 1% của giá trị tranh chấp vượt quá 8.000.000.000	24.000.000
Từ 16.000.000.000 đến 32.000.000.000	307.500.000 + 0.5% của giá trị tranh chấp vượt quá 16.000.000.000	28.000.000
Từ 32.000.000.000 đến 64.000.000.000	387.500.000 + 0.25% của giá trị tranh chấp vượt quá 32.000.000.000	30.000.000
Trên 64.000.000.000	467.500.000 + 0.15% của giá trị tranh chấp vượt quá 64.000.000.000	32.000.000

* Lưu ý: Các mức phí trên chưa bao gồm thuế giá trị gia tăng. Đối với giá trị tranh chấp dưới 500.000.000 đồng hay số vụ việc tranh chấp nhiều thì Tracent có thỏa thuận phí trọng tài khác.

Created by the Authors / Derived from Tracent

1.2. Mission, Vision and Core Value

1.2.1. Mission

Tracent Center always provides a method of resolving trade disputes with prestige and efficiency, with respect, legal standards and its responsibility to the business community and society.

1.2.2. Vision

Become a symbol of the business's belief in justice through the method of resolving disputes by Arbitration.

1.2.3. Core Value

"Belief – Heart – Responsibility – Professionalism."

According to the representative of Tracent Center explains each value that the brand wants to bring in each activity of the Center:

- Protecting the word "Belief" is protecting the honor of the arbitrators themselves and the Tracent Center. Always fully prepared for enforcement and making every effort to ensure true commitment to customers is the way that arbitrators respect their trust and honor.
- The word "Heart" is the first foundation to build trust with businesses, Tracent's Arbitrators always put customers at the center and they are also well aware of the rules of professional ethics in the work of resolving disputes.
- Cooperate with the spirit of "Responsibility and Professionalism". Tracent always aims for transparency, professionalism, efficiency in all arbitration proceedings along with the trust of the business community and society.

1.3. SWOT Analysis

For the purpose of specific evaluation of Tracent operations and effective communication strategy planning, we learned about SWOT and applied the model to the brand research and analysis process.

The SWOT model, formerly known as SOFT (Satisfactory – Opportunity – Fault – Threat) was conducted by a team of researchers led by Robert F. Stewart at the Stanford Research Institute (SRI) from 1960 to 1970. SWOT represents four factors: Strength – Weakness – Opportunity – Threat. Applying the SWOT model helps businesses know the strengths of the brand to create an advantage over competitors, cover or improve weaknesses, look for opportunities to develop from the external situation and at the same time evaluate the challenges businesses may face from internal factors. When there

are reviews, businesses use the results of the model to plan their brand more effectively.

Combining the SWOT model with the information collected about the Ho Chi Minh City Commercial Arbitration Center Tracent, we achieved the following results:

Strength

Tracent has strengths in terms of operating time in the field of Commercial Arbitration. With more than 20 years of work, Tracent Center has accumulated a lot of experience in the Commercial Arbitration market and has affirmed the stable position of the Center in a total of 37 Arbitration Centers in Vietnam (Ministry of Justice's website). At the same time, Tracent has a team of arbitrators working in high positions at law firms, economic-related companies and major universities in the Ho Chi Minh City area. Having a highly qualified and reputable arbitrators in society has also helped Tracent build trust and credibility for businesses. According to the assessment, this characteristic is Tracent's biggest strength because it is the source of attraction to the target group of customers through the relationships of Tracent Arbitrators.

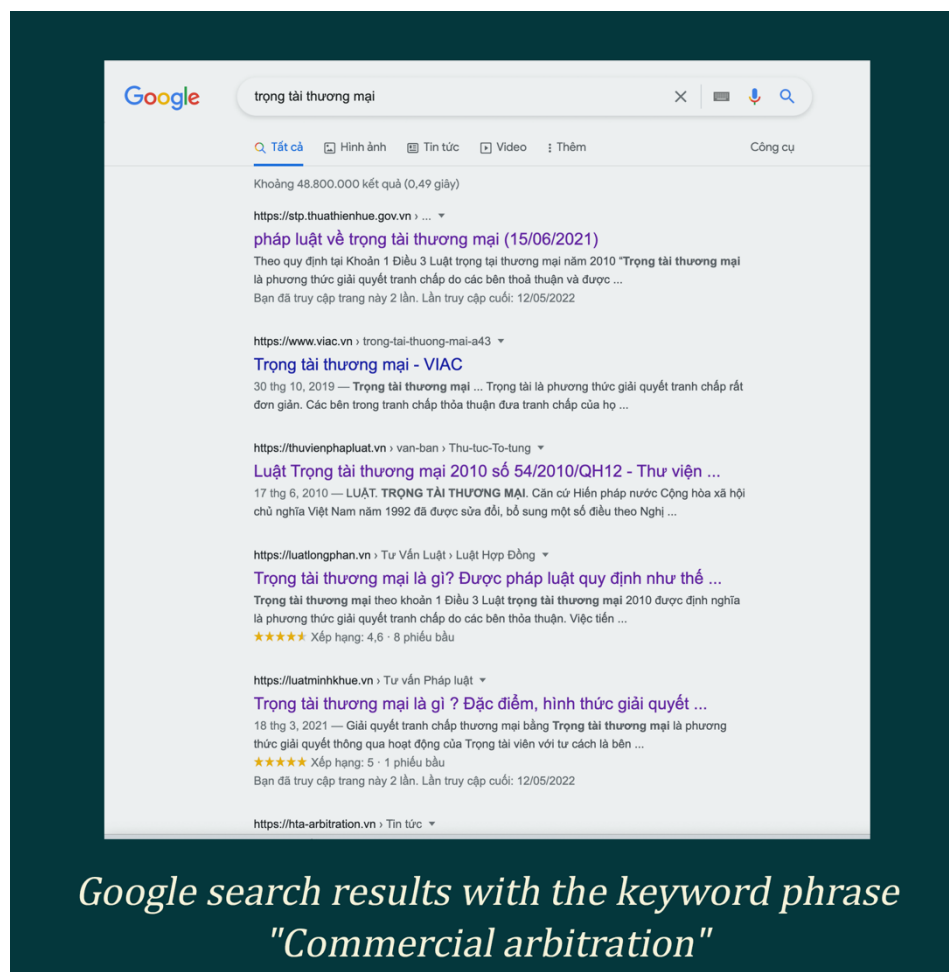
Weakness

To assess the weakness, we conducted the survey to learn the community's understanding of the field of Commercial Arbitration and the recognition of Tracent through brand elements. 77% of people participating in the survey do not recall or recognize Tracent and Arbitration Field through its logo. This percentage shown the awareness of Tracent still quite low. In fact, we cannot accurately conclude the awareness of Tracent in Vietnam with the narrow survey size (mainly in Ho Chi Minh City), but the survey figure also reflects a small part of the popularity of Tracent and Commercial Arbitration for people in the region.

Tracent's second weakness is that there is no effective communication strategy on digital platforms such as websites and social networks. For legally related fields such as Commercial Arbitration, users need to be provided with a lot of information and knowledge about this field before going to the Center. The fact that enterprises have the right to select arbitrators to participate in dispute settlement leads to great competition in the Vietnamese market. Therefore, search optimization is essential for Tracent's Website. However, according to our review, Tracent's website has not met the SEO standard to optimize keyword search in the content of the website. When searching for related keywords such as Commercial Arbitration, we do not receive Tracent

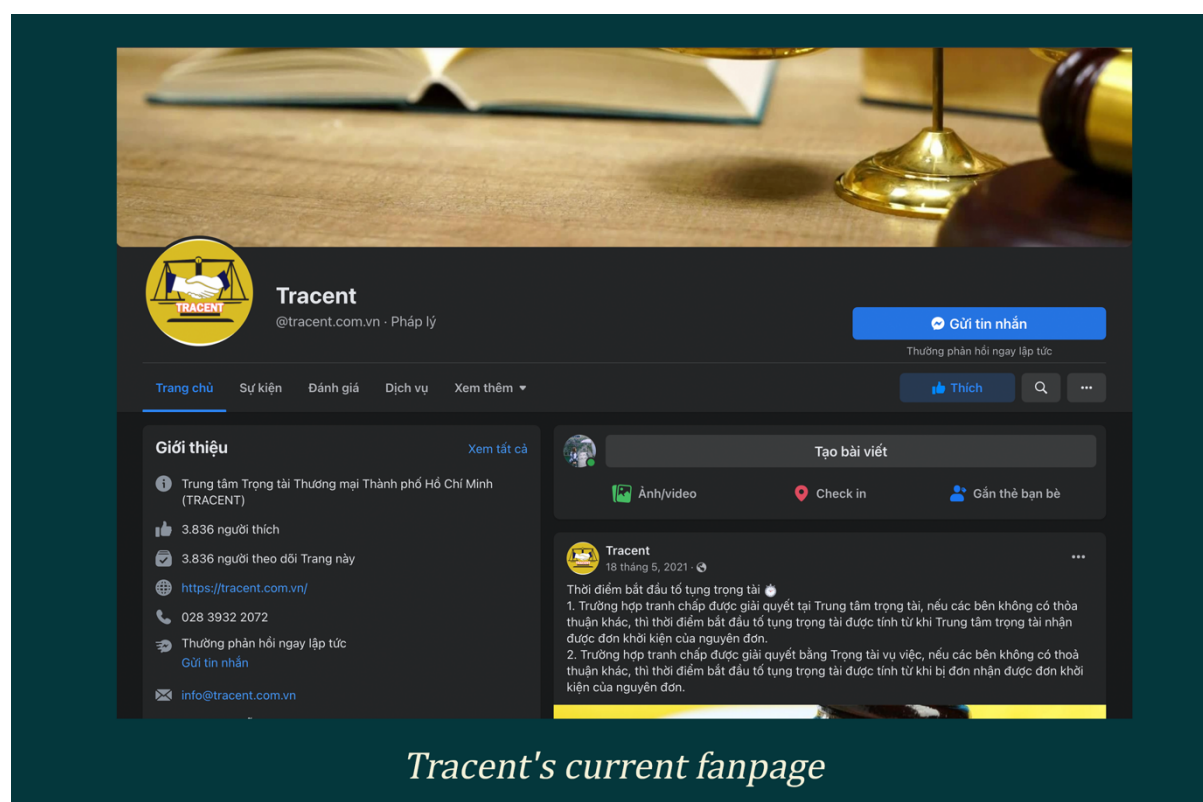
search results on the first page of Google, except for the keyword Commercial Arbitration Center. In terms of social networks, Tracent's Fanpage has not achieved the effectiveness of the identity on the Facebook platform including Fanpage name and avatar. The content and images have not been carefully invested and the frequency of operation is irregular.

Figure 2. Google search results with the keyword phrase "Commercial arbitration"



Google search results with the keyword phrase "Commercial arbitration"

Created by Authors | Derived from Google Search

Figure 3. Tracent's current fanpage*Tracent's current fanpage**Created by Authors | Derived from Facebook*

Opportunity

As mentioned in Part II section 1.1.1 on Vietnam's trade development trends, businesses are having many opportunities to promote the signing of cooperation agreements. Therefore, the possibility of trade disputes is increasing (from 14,517 cases in 2018 to 19,256 cases in court in 2020) and the need for dispute resolution is increasing. This facilitates the field of Commercial Arbitration to approach and address the needs of businesses.

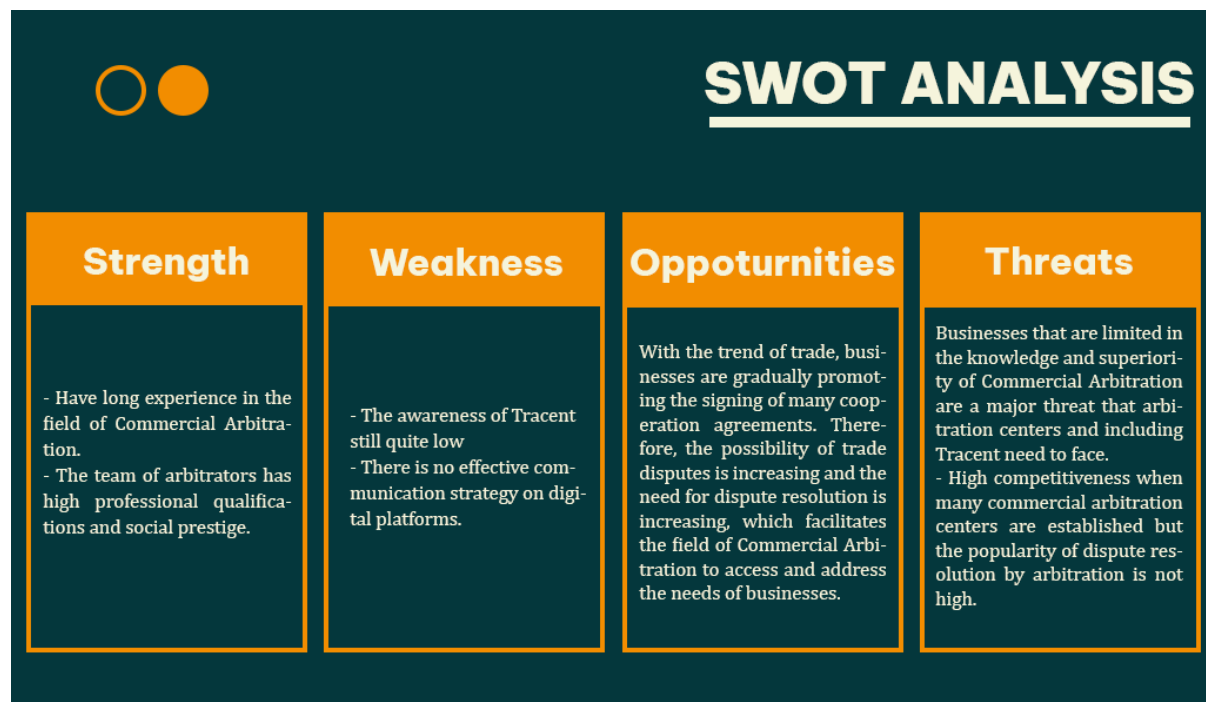
Threat

In terms of threat, the field of Commercial Arbitration is not yet popular in Vietnam. According to statistics of the Vietnam International Arbitration Center VIAC from 2011 to 2019, the number of disputes settled by VIAC increased to 336% compared to 2003 – 2010 (1,259 cases). However, this number compared to the market of some countries in the ASEAN region remains modest. For example, in 2020, the number of civil proceedings in commercial business at the Court of Vietnam was accepted in the same year with more than 19,256 cases. VIAC has handled just 221 domestic and foreign disputes, nearly five times lower than the number of new cases received by the Singapore International Arbitration Centre (SIAC) (1,080 new cases). The fact that businesses are limited in information and the superiority of the field of

Commercial Arbitration in dispute resolution is a major challenge that Arbitration Centers including Tracent need to face.

In addition, the overall picture of Commercial Arbitration in Vietnam is modest (part II section 1.1.1) but according to statistics the number of Arbitration Centers is increasing (from 7 centers to more than 30 centers nationwide). This infers that competition in the field of arbitration is quite high.

Figure 4. SWOT Analysis



Created by Authors

1.4. Brand Audit

According to Kevin L. Keller, a brand audit is a comprehensive brand examine of brand equity. In other words, a brand audit is an activity that evaluates the health of a brand through understanding how consumers perceive, feel, and perform behavior toward the brand. Brand Audit gives businesses new discoveries about brand equity, positions in the market and prepare for strategies to improve or make use of these sources of value for the future development of the business.

Brand Audit takes two steps: The Brand Inventory and The Brand Exploratory.

1.4.1. Brand Inventory

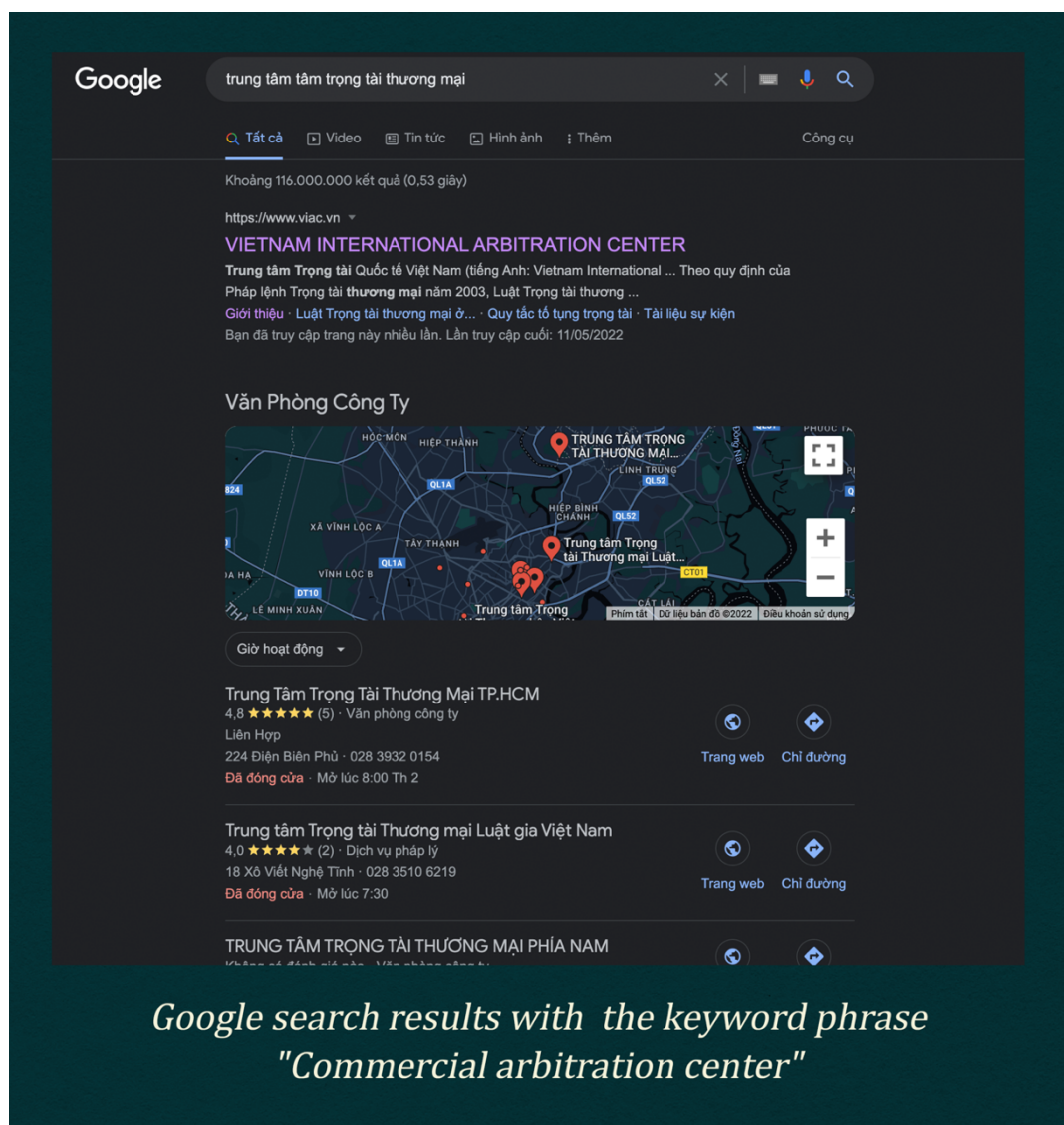
Brand audits are conducted with the aim of bringing together all the profiles of how the company's products and services are marketed and branded. The profile includes visual information and written characters (Keller, 2013).

Brand Name

The brand name is always associated with the product and has an important effect on the communication between customers and businesses. According to Keller, customers can notice the brand name and remember the brand in just a few seconds. (Keller, 2013)

The brand name is Ho Chi Minh City Commercial Arbitration Center (English Name: TRACENT). TRACENT is a combination of the first characters of the English word **TRADE** and **CENTER**. With the full Vietnamese name, the brand has shown a certain field of work and positioning of a certain area of activity. The brand name is specific, clear and easy to remember. Following the trend of searching on the Google tool with the keyword Commercial Arbitration Center, website information and addresses easily appear on the search front page.

Figure 5. Google search results with the keyword phrase "Commercial arbitration center"



Created by Authors | Derived from Google

The English name of the Tracent brand is very suitable for the process of working with foreign enterprises. However, for Vietnamese people, it is difficult to pronounce or pronounce incorrectly. Besides, remembering the brand name (Tracent) is also difficult for Vietnamese people.

Slogan

Slogans are short phrases that contain persuasive messages that brands want to convey to customers. Slogans are seen as a "hook" tool to help customers understand the values that brands build (Keller, 2013).

With the slogan "**Prestige – Convenient – Fast – Efficiency**", Tracent has demonstrated the characteristics and values the brand brings to customers when experiencing the service of the center. These adjectives bring convincing information that touches on the concerns of customers when choosing Commercial Arbitration. However, in terms of difference from other brands, the slogan does not create unique points such as the lack of metaphorical images or rhymes in the slogan.

Logo

Logo plays an important role in building brand awareness. Currently, Tracent's logo is designed with the image of the symbolic balance of justice of the law industry and the handshake image of goodwill cooperation. This image is very familiar with law and Commercial Arbitration, so it has not made a difference. The main color of the logo is yellow #d9bc25. With the current logo design, Tracent said it looks forward to demonstrating credibility to customers and also attracting customers the first time with a striking yellow color.

Figure 6. Tracent's current Logo



Derived from Tracent

Point of Parities and Point of Differences (POPs & PODs)

In terms of differences, Tracent still has no difference compared to competitors on social networking platforms.

	TRACENT	STAC	VIAC
POPs	<ul style="list-style-type: none"> - Information on procedures, terms and tariff is clear. - The arbitrators of the centers are prestigious and reputable. - Services: Mediation and Arbitration. - Communication channels: Website & Facebook. 		
PODs	<ul style="list-style-type: none"> - The center has more than 20 years of experience in this field. - Resolve a variety of domestic and foreign business and commercial disputes, in addition to having a commercial mediation function. 	<ul style="list-style-type: none"> - The center was established in 2017 and is quite new. <p>As a professional arbitration center for debt settlement disputes in the field of finance, credit and banking.</p>	<ul style="list-style-type: none"> - The country's first commercial arbitration center. - Resolving disputes with domestic and foreign elements related to all areas of commerce such as purchase and sale of goods, transportation, insurance, construction, finance, banking, investment, etc. - Content on social media is seminars and livestreams.

Table 2. Compare Tracent's POPs and PODs with competitors

1.4.2. Brand Exploratory

Brand Exploratory is the study and analysis of brand equity, of what customers and consumers think and feel about the brand. To collect results for Brand Exploratory, we conducted the Tracent Brand and Commercial Arbitration Awareness Survey.

Summary of Survey

With this survey, we wanted to measure the popularity and knowledge of Commercial Arbitration of the targeted people participating survey. From the survey results, we compare to measure the accuracy of the opinion that a small part of the Vietnamese population still does not understand this field well. In addition, the survey also measures Tracent's identity and how customers feel about the brand to assess whether the results are in line with the expectations set by the Center Representative.

The survey consists of two parts: The level of understanding of Commercial Arbitration and the Recognition of the Tracent Center. In the field of Arbitration, we surveyed whether the survey team knew about this field or not, knew any Arbitration Centers in Vietnam and had any experience with this service. In the rest, we mention how many people know the brand name, what means they know, what they think of first when it comes to Tracent. In addition, we collected about how the survey team felt about brand identity such as logo.

Brand Equity

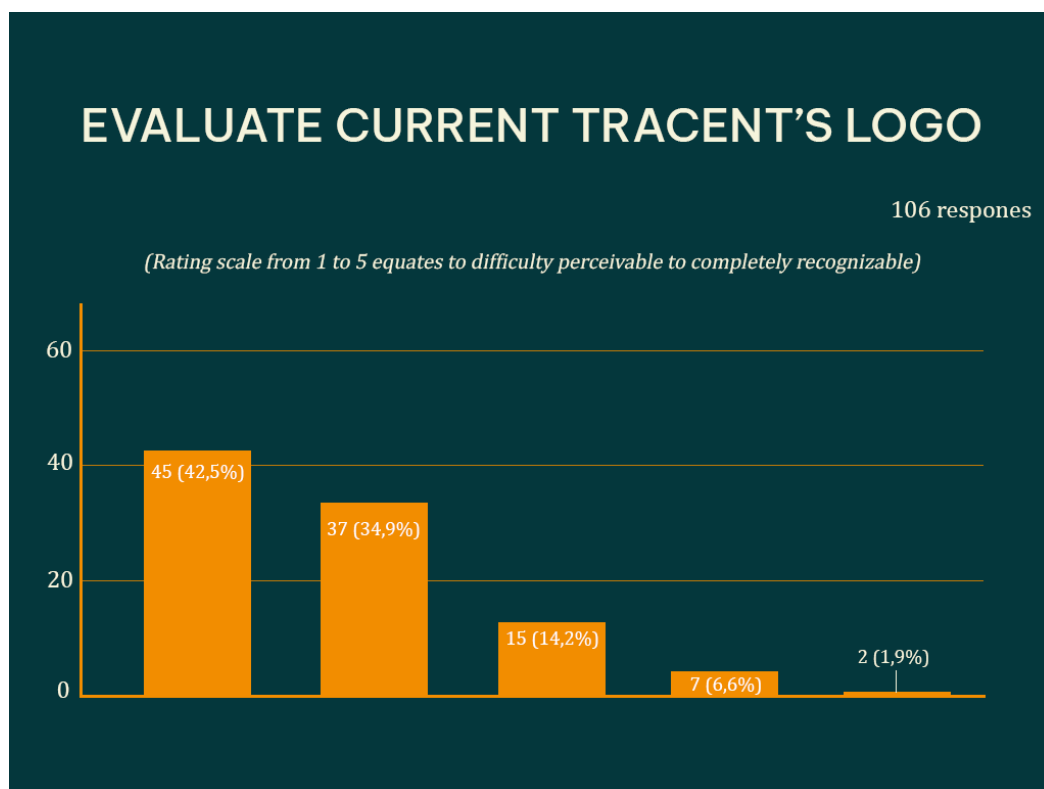
- Brand Awareness

According to the survey results, more than 54% of people were unaware of the Tracent Center in the total number of people interested in the field.

With 46% remaining, they know Tracent through the majority of websites (nearly 43%), social networks (35.7%) and referral friends (21.4%).

In terms of logo, the percentage of people who did not recognize the brand through the logo and commented that the logo did not attract accounted for a total of 77.4% (total score 1 to 2 on a scale of 5). The number of people commenting positively on the logo accounted for only 8.5%. The survey team is the sum of people who are interested and not interested in the field.

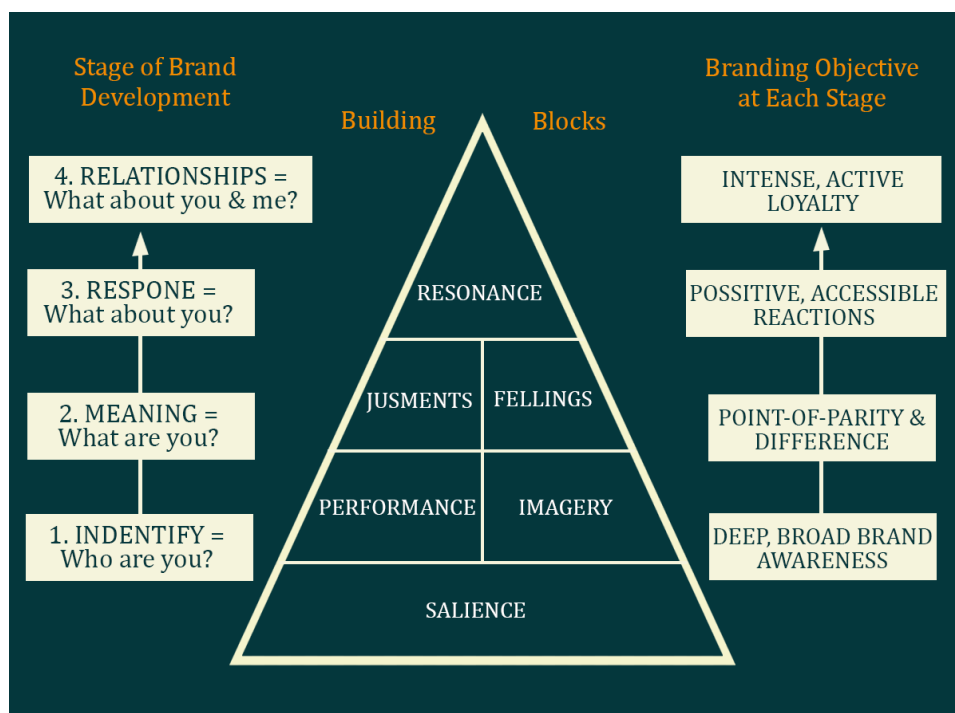
Figure 7. Survey Results (Question: What do you think of Tracent's current logo?)



Created by the Authors

Based on Keller's Brand Equity Model, we rated the first level of the pyramid as Salience. Brand Salience is defined as the fact that a brand draws attention to the customer with the aim of creating brand identity and brand awareness in the customer's mind, or in other words, the ability of the customer to answer "who are you?" based on Brand Elements (Keller, 2013). Through the survey results, we assessed the group of survey in the Ho Chi Minh City area still do not have a clear Tracent brand identity, including the group of people who know or do not know Tracent.

Figure 8. Keller's Brand Equity Model



Created by Authors | Derived from Keller, 2013

Brand Association

What customers think of a brand is called the Brand Association. We assess this factor by questions such as: When referring to the Ho Chi Minh City Commercial Arbitration Center, what do you think of? and what characteristics do you feel right about when talking about Tracent. With these questions, we have received the results of a review of the characteristics of the brand to form the mind-map of the brand.

Figure 9. Mind map of Tracent brand characteristics (Question in the survey: When it comes to Tracent, what do you think of?)



Created by Authors | Derived from Wordcloud

With the number of people who knew Tracent, more than 28% of people mentioned Tracent in relation to dispute resolution, 21.4% said Tracent was legal and 14.3% mentioned arbitration. Since the group of people who have used the Center's services is very small, we only collect adjectives that describe the service such as Professional, Responsible and Transparent with the number of people who have experienced it.

With Keller's Brand Equity Model, we evaluate the image of the brand building in the mind of the community in line with the previous purpose of the brand, especially the customer experience used. However, this is only a review of our small survey team so these numbers do not represent the entire results of the brand.

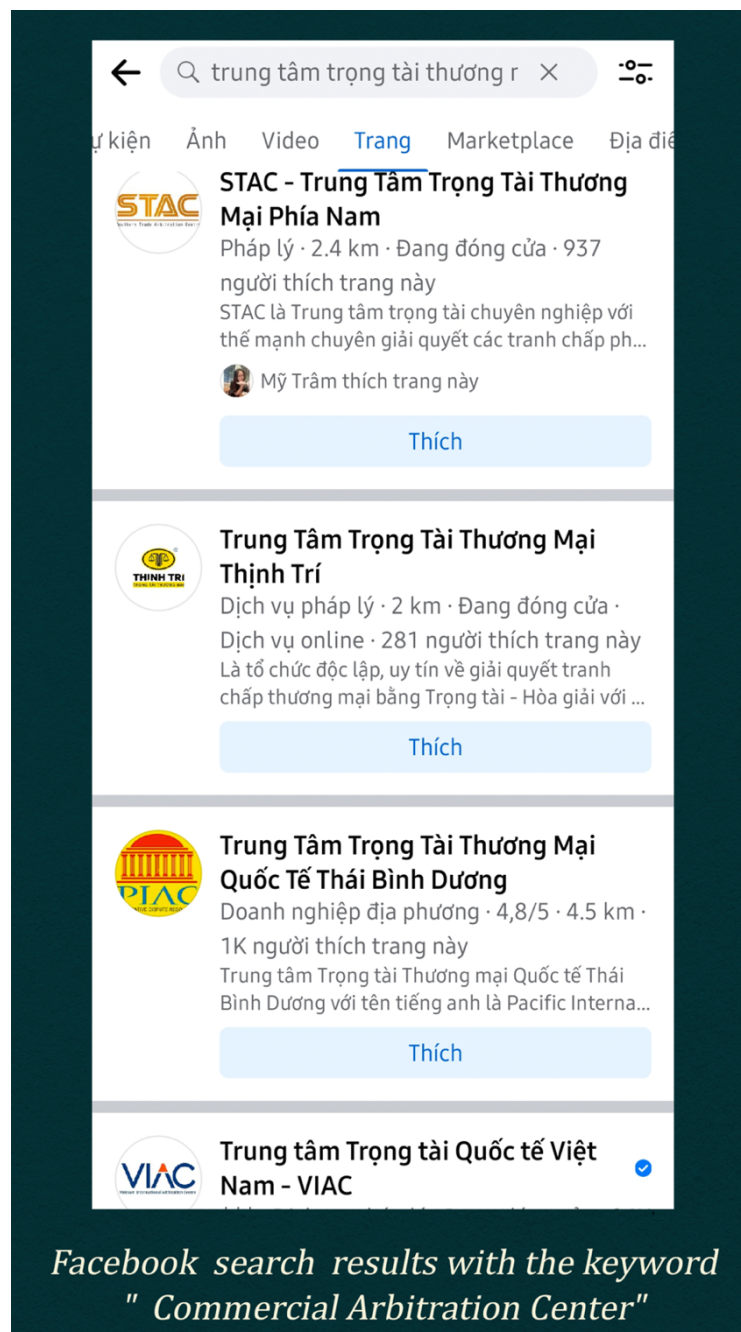
1.5 Social Media Evaluation

From October 2020 to May 2021, Tracent spreads its brand identity on the digital platform through its Facebook page. For now, Fanpage Tracent has stopped updating content for about 1 year.

In terms of the brand identity on the Fanpage, the current page name does not show the brand's information. Specifically, Tracent's page name does not help

users know that Tracent's field is Commercial Arbitration. Additionally, when Facebook users search for the keyword Commercial Arbitration Center, Tracent Fanpage does not appear in any of Facebook's search information. This causes difficulty reaching Tracent's Fanpage compared to the pages of competitors.

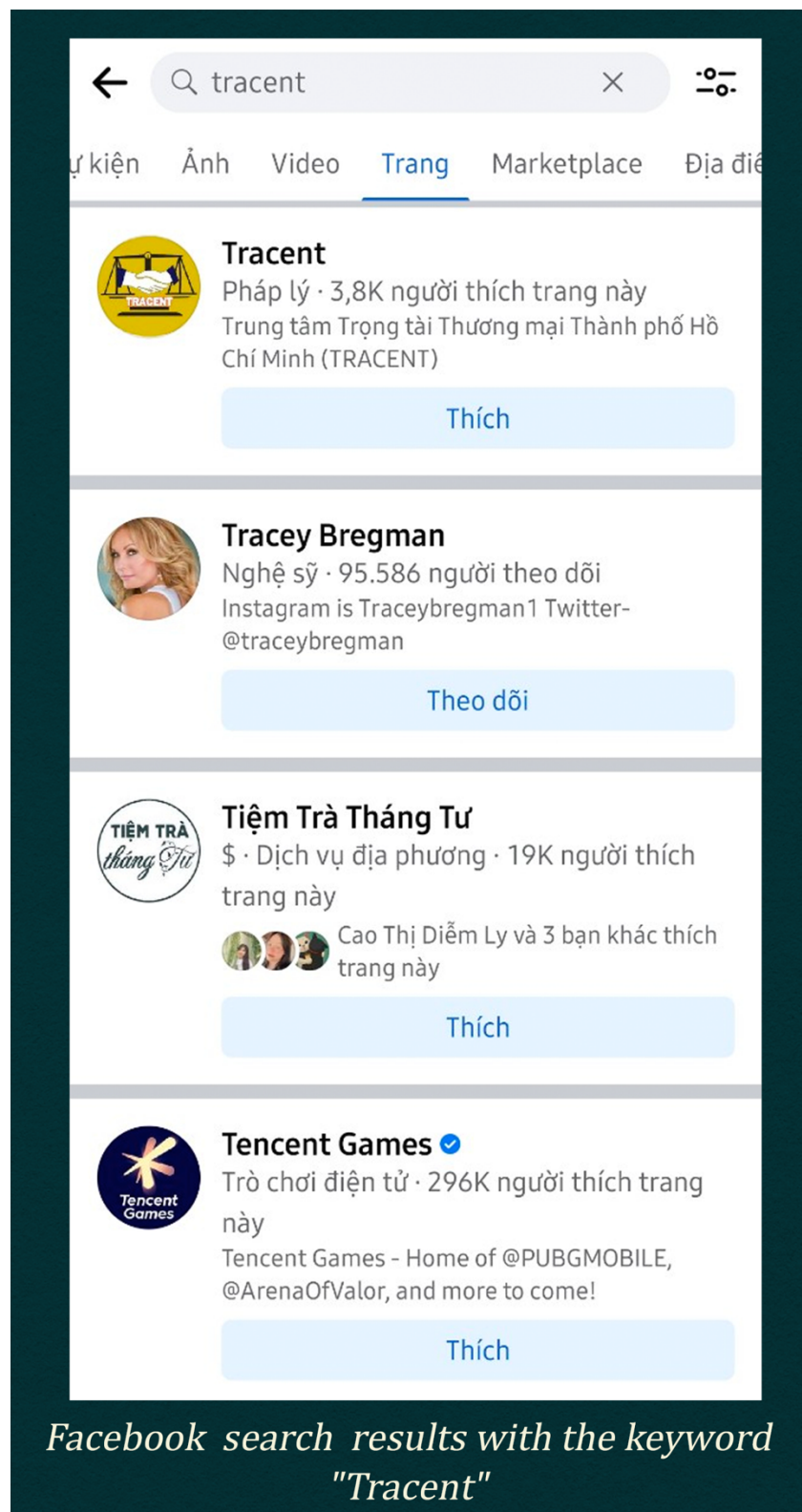
Figure 10. Facebook search results with the keyword "Commercial Arbitration Center"



Facebook search results with the keyword
" Commercial Arbitration Center"

Created by Authors | Derived from Facebook






Figure 11. Facebook search results with the keyword "Tracent"



Facebook search results with the keyword
"Tracent"

Created by Authors | Derived from Facebook

Figure 12. Review of Fanpage activities of Tracent and other competitors
(From 17/02/2022 – 17/05/2022)

	 TRACENT	 VIAC	 VTA	 THỊNH TRÍ	 STAC
Fans	4.000	25.000	2.500	281	936
Engagement	0%	0.075%	0%	0%	N/A
Number of posts	0	57	2	2	N/A
Total reaction	0	4.200	52	1	N/A
Post per day	0	0.6	0.02	0.02	N/A

Created by Authors | Derived from Fanpage Karma, 2022

To learn and compare Tracent's competitors on the Facebook platform, we used the website Fanpage Karma and data of Facebook to analyze the activities in 4 months (17/02/2022 – 17/05/2022) of Tracent's 4 competitors in Vietnam (VIAC, STAC, VTA, Thinh Tri). In terms of Fanpage's Fans, Tracent ranks second out of the 5 Arbitration Centers selected after International Arbitration Center VIAC (4,000 and 25,000 respectively). Regarding reach, meta business defines it as the number of people who see any content of the Page. The higher the reach, the more people who view the page's posts. An approach counts with an account viewing an post no matter how many times the person views it. For 4 months in 2022, Fanpage Tracent has been discontinued, so it is impossible to measure the reach of Facebook users to the page.

To measure user engagement to Fanpage, we compared engagement in rival Fanpages. Facebook Engagement is the act of interacting with individuals on Fanpage posts (Hootsuite). Engagement results are represented by the average number of Reactions, Comments, Shares per post of the day and including video views or page clicks. From February to May 2022, VIAC received a total engagement of 0.075%, of which total Reaction, Comments and Shares reached 4,200. VIAC is dominating over comparable Arbitration Centers as most of the four centers including Tracent do not have engagements. With Tracent, we count the previous posts on The Fanpage as completely without any interaction including Reaction.

Overall, Tracent Fanpage has not reached social media users and has not achieved any communication efficiency on the platform. Until now, Tracent

does not have any interactive activities on The Fanpage. This resulted in a lack of people liking the new Fanpage and a decrease in page engagement.

2. MARKET RESEARCH

To understand the Commercial Arbitration market, we sought information and knowledge about the field through conversations with representatives of the Tracent Center and a number of other sources. Besides, to ensure the accuracy of the research direction of the project, we have conducted Primary Research.

We conduct Primary Research in the form of survey form, we divide into 2 survey applications:

- **Tracent Brand and Commercial Arbitration Awareness Survey** (Survey 1)
- **Survey of users' social media habits** (Survey 2)

We targeted 2 groups of Millennials and Gen Z in each survey which is shared through groups such as the Law Profession Forum, Law Addiction, FPTU Student and through our personal relationships.

The purpose of Survey 1, we mentioned in part II section 1.4.2. For Survey 2, we wanted to delve into the behaviors and interests of users when experiencing two social networking channels: Facebook and Instagram. From the survey, we'll determine the time plan for posting posts, content, and images that need to be focused so that the communication is right for the audience of the campaign.

Purpose	
Survey 1	A measure of the popularity and knowledge of the target survey team on Commercial Arbitration.
Survey 2	Gain a deep understanding of users' behaviors and preferences when experiencing two social networking channels: Facebook and Instagram

Table 3. Survey information

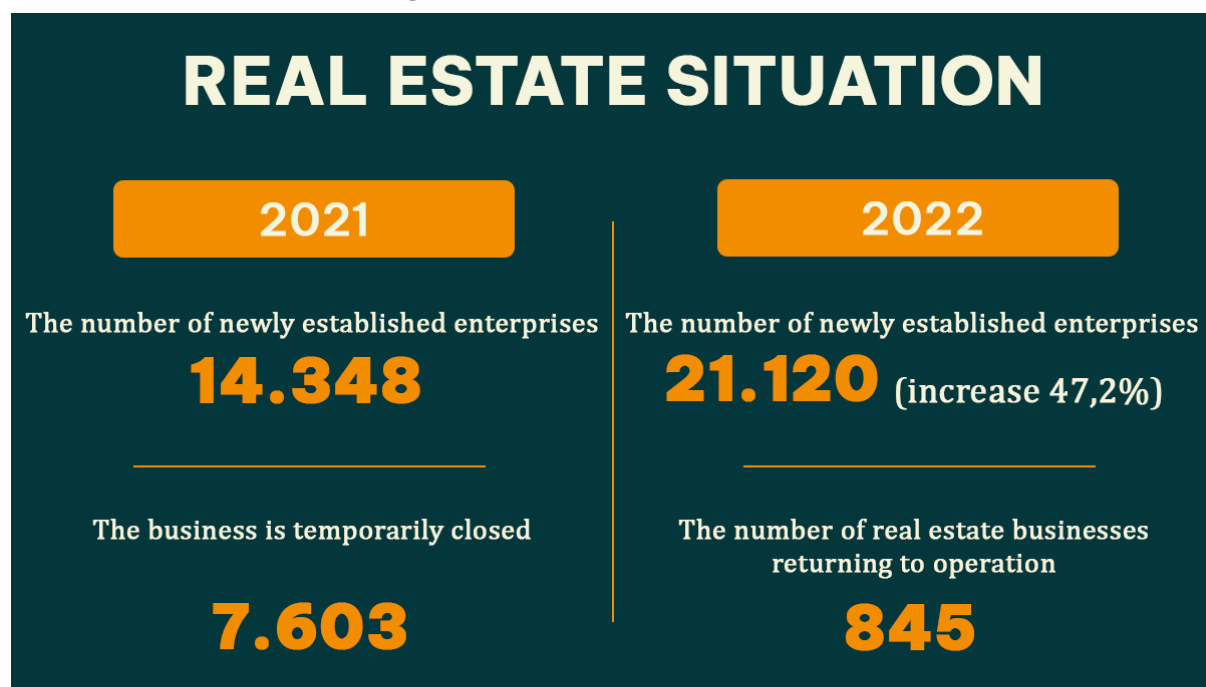
2.1. Customer Research

Commercial Arbitration is a quite specific field in the legal industry so the customer audience also has more special objects than many other fields and industries. Specifically, customers in Commercial Arbitration Centers in

general are individuals/organizations who are engaged in commercial activities and have disputes in the process of operation. In the discussion with representatives of Tracent, they said they are orienting their development to real estate.

According to statistics of the Ministry of Planning and Investment, in the first quarter of 2022, real estate business is an industry with a sharp increase in the number of newly established enterprises compared to the same period in 2021 with an increase of 47.2%. At the same time, the number of real estate businesses returning to operation was 845 enterprises, also increased by 92% compared to the same period last year (Thu Hang, 2022). From these statistics, it can be seen that these industries that is developing well, which is worth paying attention to Tracent.

Figure 13. Real Estate Situation



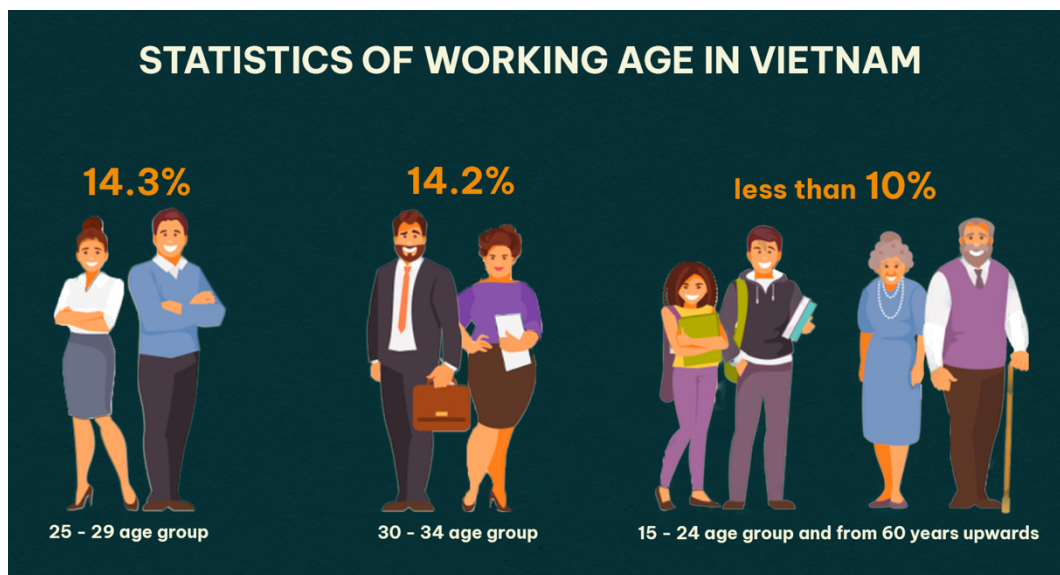
Created by Authors | Derived from Ministry of Contruction, 2021, 2022

2.1.1. Audience Analysis

According to the Pew Research Center, those in the millennial generation were born between 1981 and 1996, while those in Gen Z were born between 1997 and 2012 (HubSpot, 2020). With Tracent's customers mentioned in Part II, Section 2.1, it can be seen that they are the majority of Millennials. Therefore, we will choose the main audience to provide information and spread the field of Commercial Arbitration. In addition, we also realize that GenZ will be the next generation of Millennials for commercial activities, so we consider them as a

potential target for this campaign. Therefore, in this section we will analyze these two objects.

Figure 14. Statistics of working age in Vietnam



Created by Authors | Derived from General Statistics Office, 2019

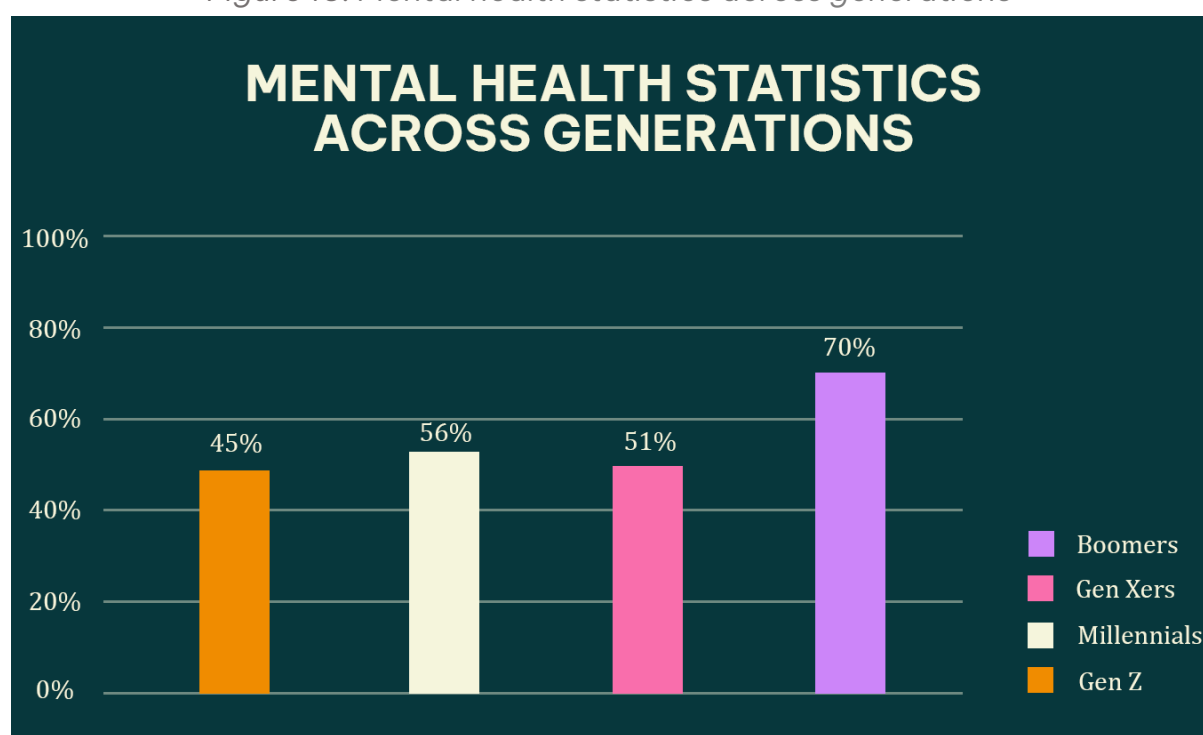
Millennials

According to the results from the 2019 Census, nearly 88% of the population between the ages of 25–59 entered the workforce; the share of the population entering the labor force was highest in the 25–29 age group (14.3%) and decreased slightly in the 30–34 group (14.2%). The population in the youth group (15–19 years old and the group of 20–24 years) and the old group (aged 60 years and older) both accounted for a low proportion of labor force participation (less than 10%) (General Statistics Office, 2019). Millennials now make up more than 28% of Vietnam's population. They are the main working human resource and so the main customer of the current market. Science proves millennials are the most curious generation in today's workforce. At work and in everyday life, they always want to learn and acquire new knowledge and skills. For them, knowledge is limitless and it's never too late to learn more about it (Hang Phan, 2022). Because of this, in the project, Millennials are our main goal. With that said, from the survey results reflected a section of Millennials who do not know about shopping malls, so when there is a sharing of new knowledge they will be interested and spend time watching, learning. 60% of respondents to Dynam Capital's recent survey of retail investors aged 18–34 indicated they were more interested in investing. In addition, about one-third of millennial consumers are now expected to join the middle class by 2030 (Vietnam Holding, 2022). This proves that millennials will be seasoned people and people who hold key roles in the market.

Gen Z

Gen Z is also the first generation to be exposed to bad, toxic content from the media and many other pressures that make them more susceptible to psychological syndromes such as depression, anxiety disorders (Faculty). T.T., England. V.T.P & Mail. V.A. 2022). According to the American Psychological Association, only 45% of Gen Z say their mental health is fine or very good. This shows us that Gen Z is the generation that carries the pressure, full of anxiety compared to other generations.

Figure 15. Mental health statistics across generations



Created by Authors | Derived from Khoa.T.T, Anh.V.T.P & Thu.V.A, 2022

With the explosive development of information technology, every day thousands of new information as well as new knowledge have led to the "Fear of missing out" (FOMO) which is a common phenomenon among young people today. The constant updating of information and images about the lives of others makes this generation often feel frustrated about themselves (Faculty). T.T., England. V.T.P & Mail. V.A. 2022). For millennials, holding a college degree is already a big advantage, if accompanied by IELTS 6.5 certificates will be eye-catching in the employer. But in recent years, a Bachelor's degree has become all too common, with IELTS 6.5 requirements being the graduation requirement of some universities. Because of this, Gen Z always wants to find something different or develop itself in a universal way – everything is known (Duc Quang, 2020). From the psychology on the same curious nature, before the new things they will be interested and learn. Gen Z is known as the "surfing

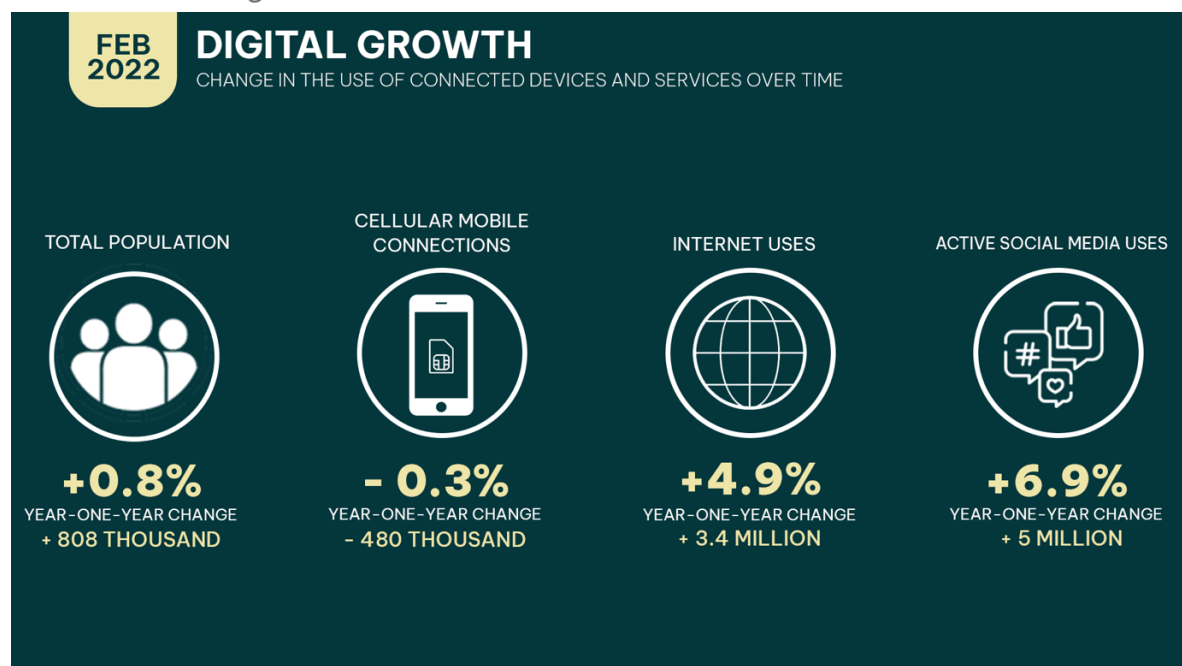
saint" because they spend a lot of time in a day refreshing content on social networks. Businesses only have 8 seconds for Gen Z to notice and stop at their content (Jade, 2022). Therefore, to impress gen Z, the content needs to be concise, the title of the article and the image are attractive.

2.1.2. Media Use

After analyzing the campaign's audience above, we also did more research on the development of media in Vietnam as well as users' media usage habits to choose the right media channels and consider their favorite forms across platforms.

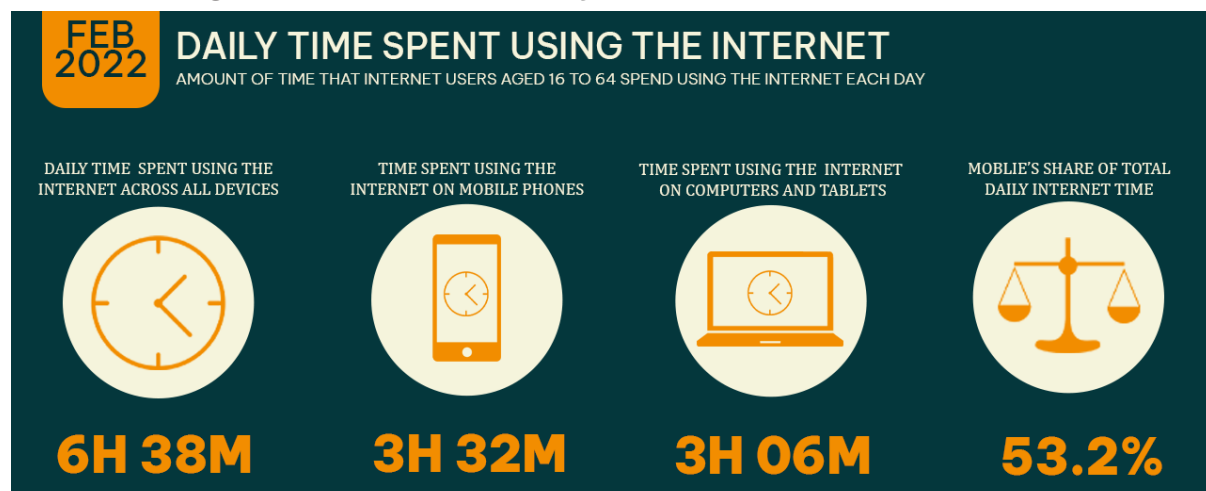
Since global connectivity in 1997, the Internet has impacted every aspect of social life in Vietnam. According to We are social statistics, as of February 2022, about 72.10 million people (73.2%) use the Internet an increase of 4.9% over the same period in 2021.

Figure 16. Statistics on internet use in Vietnam 2022



Created by Authors | Derived from We are social, 2022

Figure 17. Statistics on daily internet use in Vietnam 2022

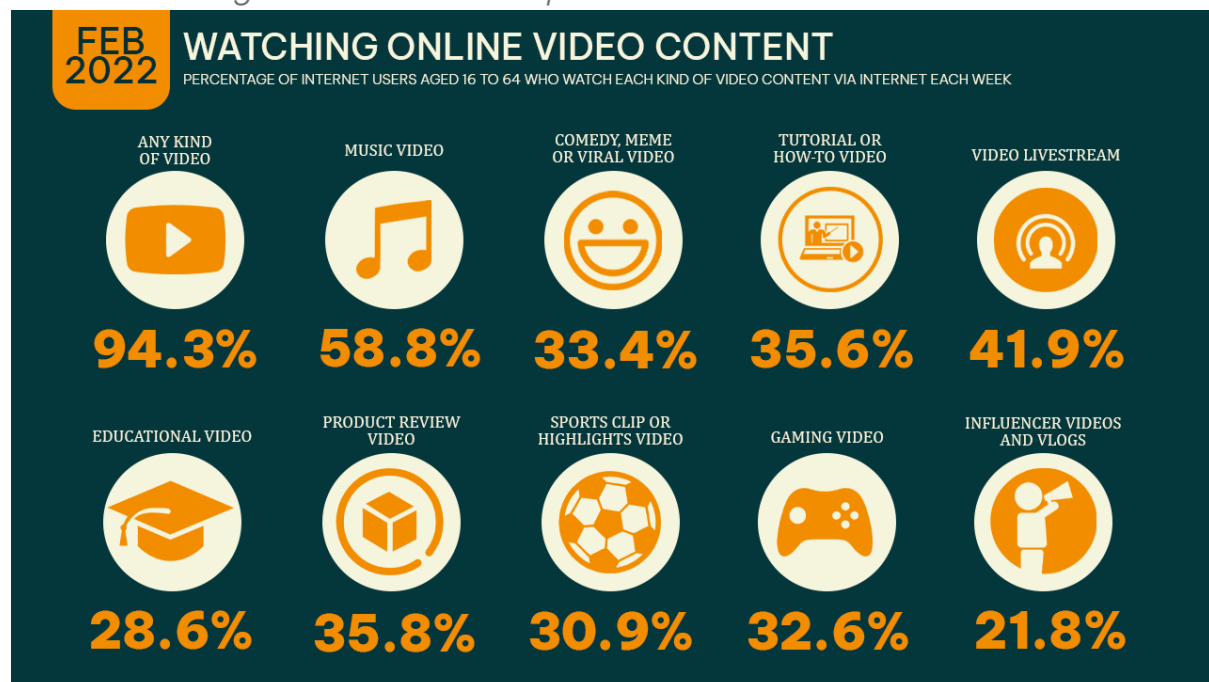


Created by Authors | Derived from We are social, 2022

It's worth noting that online time per day decreased by 2.2% (9 minutes) to 6 hours and 38 minutes. In particular, the time of internet access via mobile phones accounted for 53.2% equivalent to 3 hours and 32 minutes, while via desktop and tablet was 3 hours and 6 minutes.

The number of people watching online videos decreased slightly by about 3% compared to 2021 to 94.3%. The report also explores video content that users watch as much as music videos (58.8%), livestream videos (41.9%), product reviews (35.8%) and many other types of content.

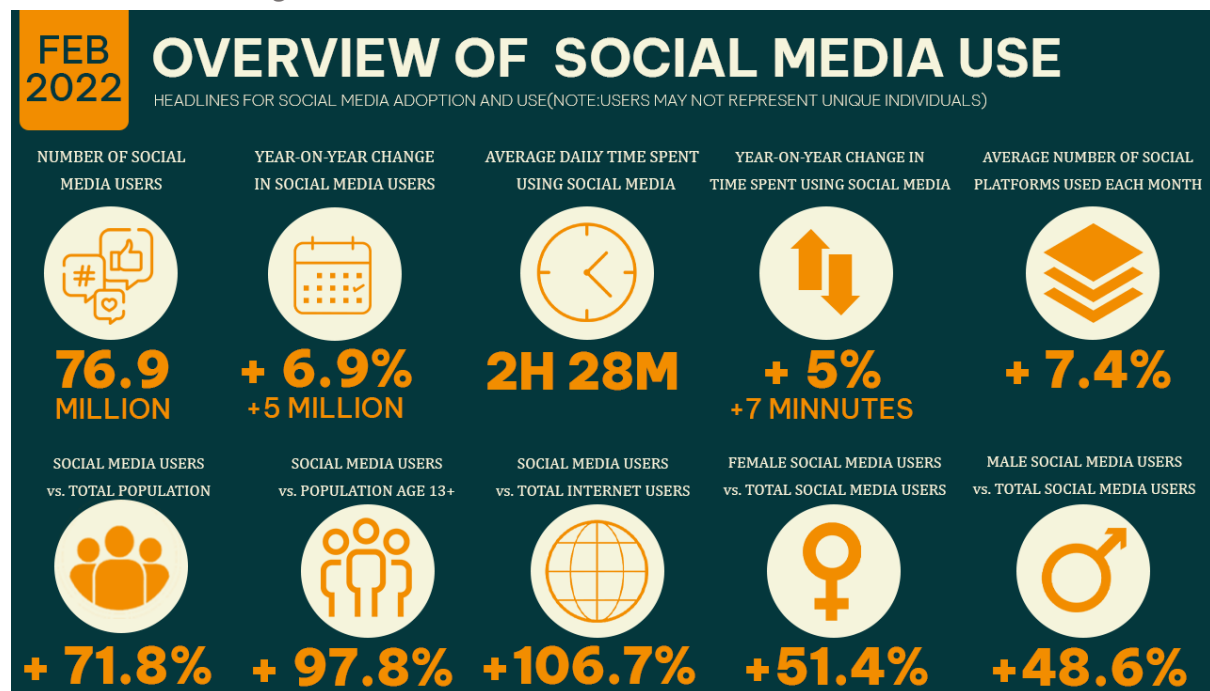
Figure 18. Statistics of preferred online video content



Created by Authors | Derived from We are social, 2022

In terms of behavior on social networks, according to We are social statistics, the number of social network accounts activated was 76.95 million, this number increased by nearly 5 million compared to the same period last year, and increased sharply to nearly 12 million accounts compared to the same period in 2020. On average, they spend 2 hours and 28 minutes a day accessing social media, a slight increase of 7 minutes compared to the same period last year.

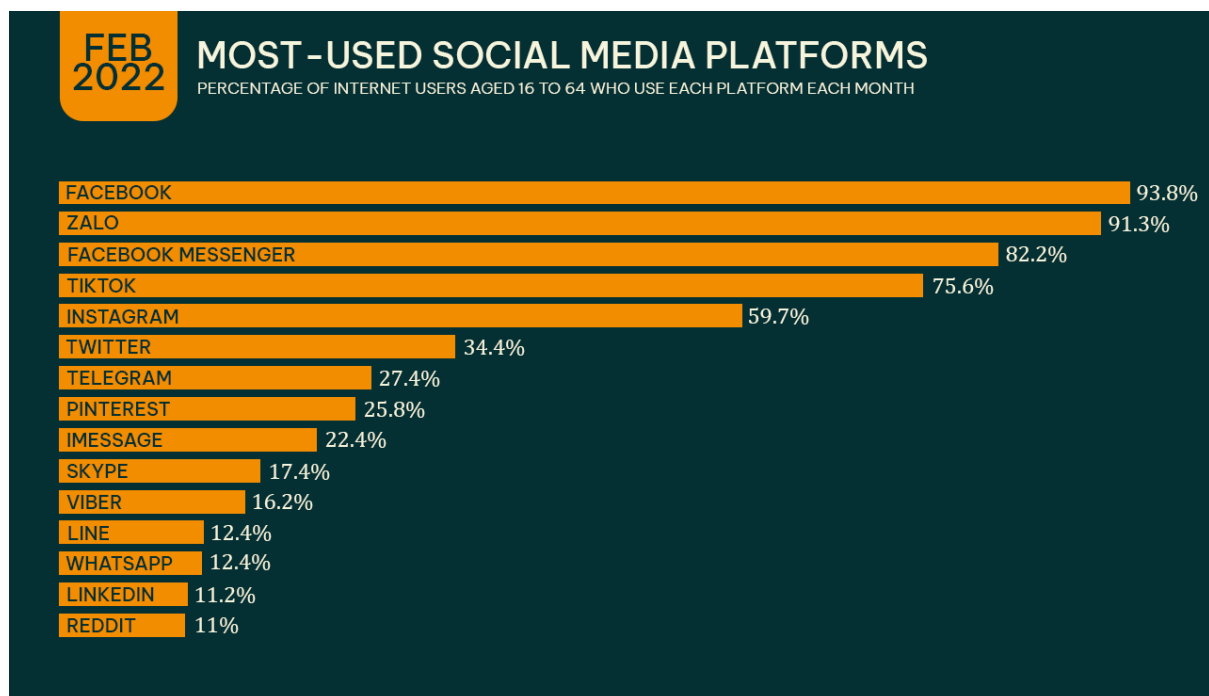
Figure 19. Overview of the use of social networks



Created by Authors | Derived from We are social, 2022

Also, this statistic shows that people often use social networks to serve the needs such as contacting friends, family, reading the news, "catching trends", watching livestreams, etc. Surprisingly, YouTube dropped out of the top 15 most visited social networking platforms per month in 2022. Accordingly, Facebook "surpassed" YouTube to the top position with 93.8% of regular monthly users, and Zalo rose to second place with 91.3%. It was followed by Facebook Messenger, TikTok, Instagram, Twitter, and so on.

Figure 20. Statistics of the most used social networking platform



Created by Authors | Derived from We are social, 2022

2.2. Competitor Research

Currently, for the field of Commercial Arbitration, there are no Community Fanpages, so we cannot choose to compare, so we choose 4 Fanpages of other Commercial Arbitration Centers to compare. The criteria for selecting Tracent's competitors depends on the popular brand mentioned in the field (based on the survey results) and the social networking activity of these brands.

We have launched 4 competitors in the field of Commercial Arbitration with Tracent Center: International Arbitration Center (VIAC), Southern Commercial Arbitration Center (STAC), Thinh Tri Commercial Arbitration Center, and Business Arbitration Center (VTA). The centers we selected currently only work on the platform website and Facebook. Other channels such as LinkedIn, Instagram and Tiktok have not been centralized for communication by centers.

2.2.1. International Arbitration Centre (VIAC)

Figure 21. Basic information about the International Arbitration Centre (VIAC)



Basic information	VIAC (Vietnam International Arbitration Center) was established in 1993.
Field of activity	VIAC deals in all areas related to commerce such as buying and selling goods, finance, banking, etc.
Social media	Actively active, regularly updating news, investing in images, organizing many online seminars

Link fanpage: <https://www.facebook.com/viac.vn/photos/a.1665791930314913/3500296863531068/>

Created by Authors

VIAC (Vietnam International Arbitration Centre) was established in 1993. VIAC is an independent operating Arbitration Center incorporated between the Foreign Trade Arbitration Council and the Maritime Arbitration Council. VIAC is the leading Arbitration and Mediation Organization in the field in Vietnam. VIAC's dispute settlement cases have grown to thousands with scope in Vietnam and foreign countries. VIAC deals in all trade-related areas such as commodity exchange, insurance, construction, finance, banking, etc.

The Center's activities include Commercial Arbitration and Commercial Mediation, Advising policies on economic law for domestic and foreign organizations, enterprises and individuals. With the goal of raising awareness for enterprises in the field of Commercial Arbitration in dispute settlement and at the same time positively affecting the situation of trade and economic activities between Vietnam and foreign countries, VIAC regularly organizes training seminars with the purpose fostering trade to raise awareness of risk management and handling disputes in cooperation between domestic and international enterprises. This is the outstanding feature of VIAC that has

helped the center improve its awareness and reputation in the market. In particular, the conferences are organized in a variety of forms from online and offline, helping this activity of the center to always be maintained stably.


Similar to TRACENT, VIAC mobilized a team of arbitrators with high reputation and social status, so it has attracted the concerns of people in the profession and the business community. In addition, VIAC has made good use of the digital platform to attract customers. With the website, VIAC invests in the image and user experience. The website is constantly updating its services, activities, articles about events and specific and regular seminar programs. When users search for the keyword Commercial Arbitration, VIAC always appears on the first page of Google. This can be said that VIAC has done well in optimizing Google's search with the right keywords in the website article.

Regarding Facebook, VIAC is one of the Arbitration Centers that still actively operates the social network. VIAC regularly announces seminars by category and shared articles of arbitrators with useful content with frequency each day. The amount of interaction of each article is stable.

When we searched VIAC on LinkedIn, we found that VIAC has not focused on this platform. VIAC does not have any posts to attract on LinkedIn other than information about the Center.

2.2.2. Southern Commercial Arbitration Center (STAC)

Figure 22. Basic information about Southern Commercial Arbitration Center (STAC)



Basic information	Trung tâm Trọng tài Thương mại Phía Nam STAC (English name: Southern Trade Arbitration Center) was established in 2017.
Field of activity	Professional in resolving disputes in the field of finance and banking credit.
Social media	Intermittent operation, since March 2022 has been discontinued. Currently only updated on the website.
Link fanpage: https://www.facebook.com/STAC-101890651470954	

Created by Authors

The Southern Trade Arbitration Centre (STAC) was established on June 5, 2017 by decision of the Ministry of Justice with the field of operation as Commercial Arbitration and Commercial Mediation. As announced by STAC, the center operates professionally in resolving disputes in the field of finance and bank credit.

In terms of communication, STAC has a website that works quite well with detailed service information and updates on activities and knowledge of the field regularly. However, STAC's Fanpage has been operating discontinuously, as of April 2022, STAC has only one post that does not include a cover photo change in March 2022. The Fanpage page has a page likes of 936, which is much lower than VIAC and TRACENT.

There is a common feature to mention that the slogans of STAC and TRACENT have quite similar characteristics. With STAC, the slogan of the Center is Prestige – Professional – Effective. Meanwhile, TRACENT's slogan is Prestige – Convenient – Fast – Effective. Similarities in slogan easily lead to confusion between brands.

2.2.3. Thinh Tri Commercial Arbitration Center

Figure 23. Basic information about Thinh Tri Commercial Arbitration Center



Basic information	Thinh Tri Commercial Arbitration Center was established on June 27, 2017
Field of activity	Attracted strong partners such as BIDV, VPBank, Agribank.
Social Media	Irregular activities, Thinh Tri's main content is about seminars and conferences.

Link fanpage: <https://www.facebook.com/Trongtai.ThinhTri.TTCAC>

Created by Authors

The choice of Thinh Tri is because the Center has operations on the Facebook platform. Thinh Tri Commercial Arbitration Center was established on June 27, 2017. Thinh Tri Center is an independent organization and is headquartered in the center of District 3, Ho Chi Minh City. The common point with the centers is that Thuong Tri has 2 dispute resolution services: Arbitration and Mediation.

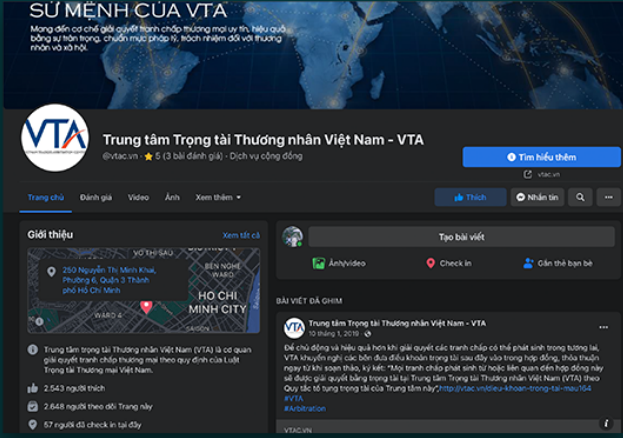
The outstanding and regular activity of Thinh Tri Center is to participate in organizing conferences and seminars on the field of Commercial Arbitration. This is a characteristic that helps the center maintain operations and promote the brand of the center to a wider range. Throughout its operation, Thinh Tri has attracted strong partners such as BIDV Bank, VPBank, Agribank.

Thinh Tri's website has a basic and simple interface. The website updates the recent activity information and has a consulting connection between the user and the center through the legal Q&A section. Regarding Facebook, Thinh Tri has an infrequent posting activity. The main content of Thinh Tri shared about

the seminars and conferences of the Center. However, there are very few interactions, even there are articles that do not have any interaction.

2.2.4. Vietnam Merchant Arbitration Center (VTA)

Figure 24. Basic information Vietnam Merchant Arbitration Center (VTA)



Basic information	VTA Traders Arbitration Center was established with the expectation of the Vietnamese merchant community.
Field of activity	The development direction of VTA focuses on merchant communities.
Social media	VTA content focuses on news articles and useful statistics on economic and commercial activities for businesses. But now it is no longer active.

Link fanpage: <https://www.facebook.com/vtac.vn>

Created by Authors

VTA Entrepreneurship Arbitration Center was established with the expectations of the Vietnamese merchant community. The VTA center is based on five RAPID platforms: Respect – Alternative – Prestige – Intelligence – Dedication. The development direction of VTA focuses on trading communities. VTA's social networking platform is temporarily suspended because so far, they have only posted a holiday post in 2022 and the rest is stopping from 2019. Previously, VTA content focused on articles announcing news and statistics on useful economic and trade activities for businesses.

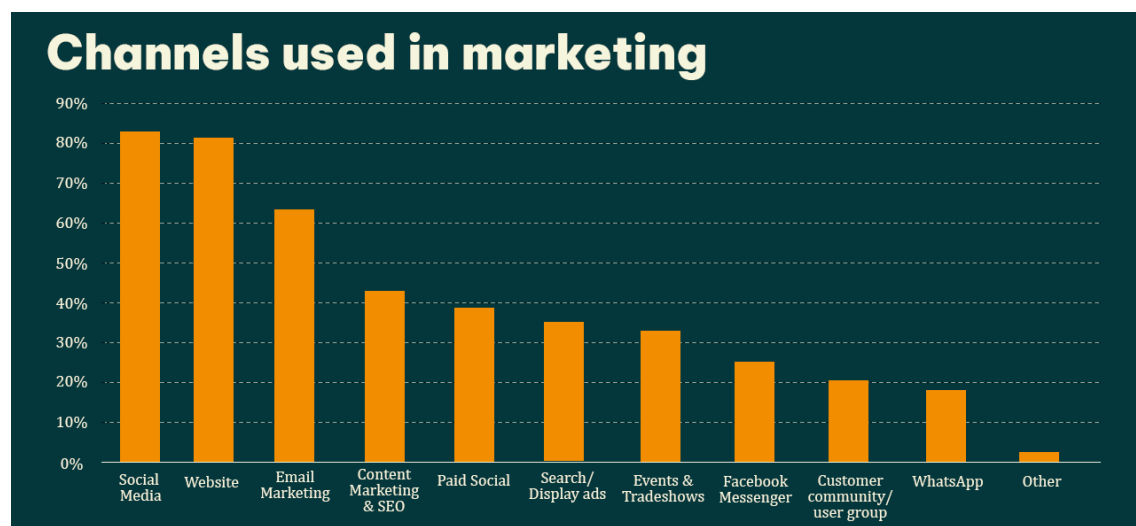
Regarding Website, VTA currently has a website with an accessible, clear and modern interface. The operation of the Website to update news stops in 2019. Service information and Arbitrators are specific and have useful sharing content.

In summary, judging by Tracent's rivals, the Centers have in common the operations in both the areas of Commercial Mediation and Arbitration. The development direction of the Centers is invested in the website platform and social media although there are a few Centers that are operating infrequently on the platform. In terms of field, the Centers are focused with customers in all areas related to commercial activities. Compared to Tracent, there are 2/4 of the center (STAC and Thinh Tri) with a brand identity that has a few similarities to TRACENT such as Thinh Tri has a yellow logo and a balance image that is quite similar to the TRACENT logo. This easily confuses customers with the two brands. In terms of differences, TRACENT currently does not have outstanding characteristics compared to the competition including the form and operation on the digital platform. Therefore, this is the challenge point that TRACENT needs to pay attention to if it wants to compete with the above brands.

3. CHANNEL RESEARCH

In today's digital age, businesses are always willing to pay huge amounts of money into marketing channels (HubSpot, 2021). Among the channels, led by social media with more than 80% of businesses choosing, this demonstrates the effectiveness and power of social media.

Figure 25. Channels in Marketing 2022



Created by Authors | Derived from HubSpot, 2022

Most individuals have the tendency of using Google or another search engine first when they want to learn something new. Therefore, we considered using the website and SEO to raise Tracent's website's rating when visitors search for related information and using Facebook to spread the practice of commercial arbitration to a wider audience. We are unable to use the website for this campaign since, as Tracent informed us, there are issues with the prior website management. We also suggested the Tiktok platform to them but they also

disagreed. Because of this, we decided to use two familiar platforms for this campaign, Facebook and Instagram.

3.1. Facebook

As in 2020, Facebook has 2.8 billion monthly active users, ranking seventh in terms of global Internet usage, and is the world's leading social network where people post status, photos, and personal information to connect and interact with each other (Brandsvietnam, 2022). In Vietnam, Facebook has always been at the forefront of the most used social networking race.

As of April 2022, Vietnam has 80,439,200 Facebook users. The highest percentage of the age group is between 25 and 34 years old, ranking in second place at 18–24 years old. The disparity between male and female users is not too large.

Figure 26. Number of Facebook users in Vietnam, April 2022



Created by Authors | Derived from NapoleonCat, 2022

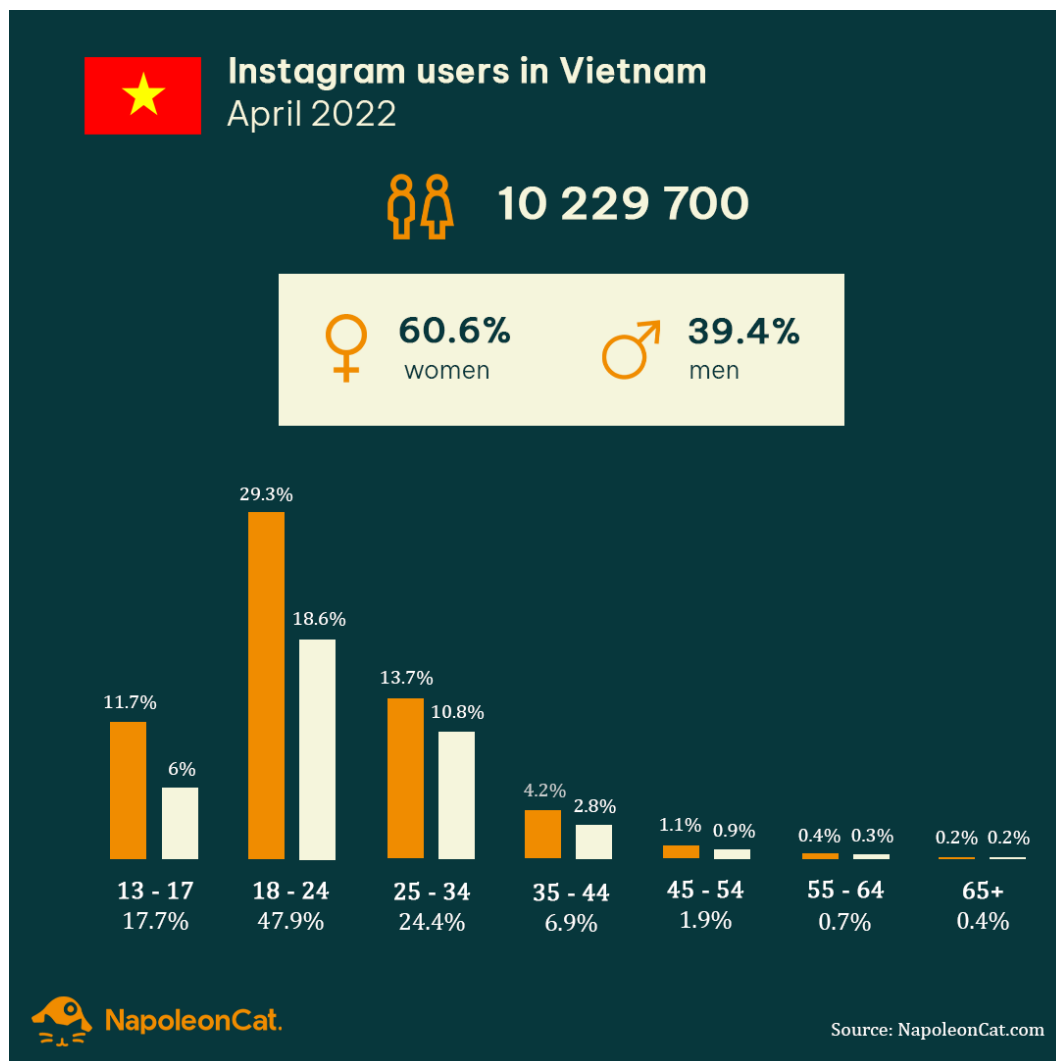
In addition to the large number of users, "multi-feature" is one of the factors that makes Facebook the first choice of businesses when it comes to building awareness and increasing reach with customers. Say Facebook is "multi-feature" because Facebook combines many different features such as posting content such as text, photos, videos to live stream or building groups, communities. This helps businesses prioritize the choice of Facebook to serve their different purposes.

3.2. Instagram

Unlike Facebook, Instagram is more specific in terms of content because content on Instagram will focus primarily on images and videos. Instagram users are especially interested in the visual element, they do not like too long content or posts with advertising elements. Therefore, this will be a channel to help provide knowledge, update news to potential customers to help businesses increase their reach (will cover part III, section 2).

According to NapolenonCat, as of April 2022, Vietnam has 10,229,700 Instagram users. In particular, the group from 18 to 24 years old accounted for the highest percentage and outperformed the rest of the age group at 47.9%. Although not the target audience of many industries including the field of Commercial Arbitration, they are potential targets in the future. Businesses can use Instagram as the first step to build awareness for them about their products/services, providing useful information and knowledge to build sympathy for customers.

Figure 27. Number of Instagram users in Vietnam, April 2022



Created by Authors | Derived from NapoleonCat, 2022

In addition to the benefits of raising brand awareness, introducing products and services through visual, inspirational content, businesses can also interact with audiences with features such as geolocation tagging, polling, or Instagram Story questions, Instagram Reels, IGTV, Hashtag.

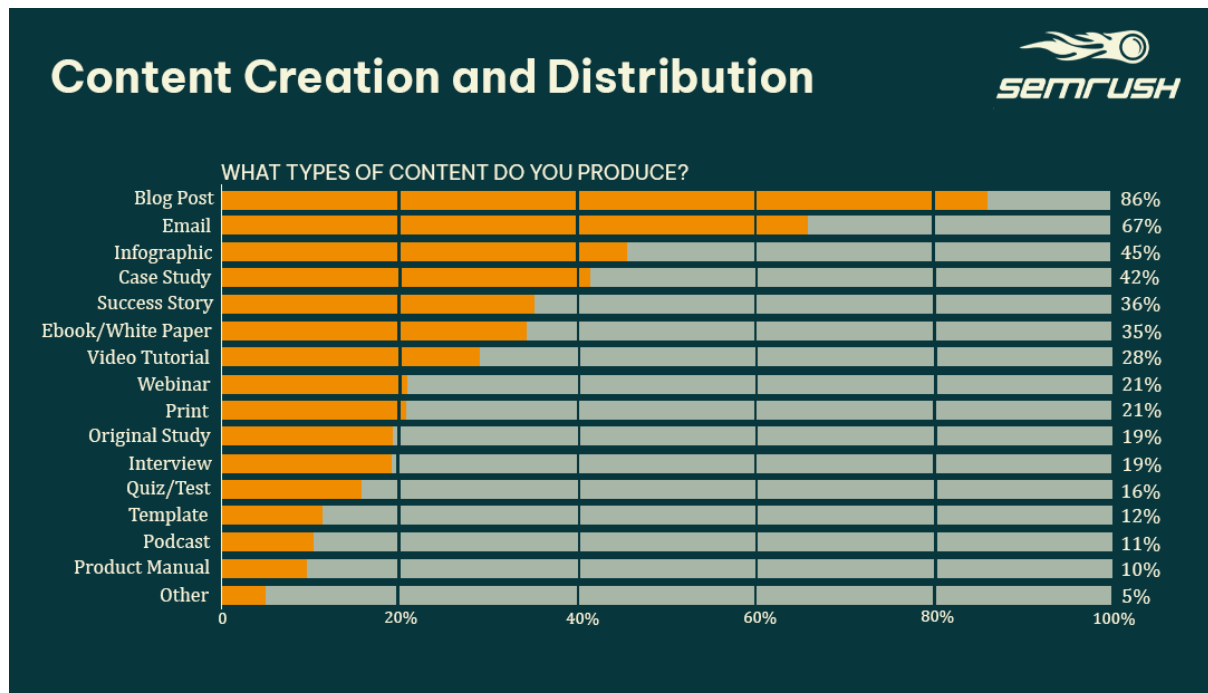
4. CONTENT TREND

With more than 70 million people using social media, it is certain that this will be fertile ground that marketers and businesses seize to bring their brand image closer to everyone. Along with the huge number of uses is the overload of content posted, which creates for businesses the challenge of how their content can attract the target audience as well as the potential audience of the business.

According to Semrush's 2020 survey, the most popular forms of content are blog posts (86%), infographics (45%), case-study (42%) and success stories

(36%). Only 19% of respondents used original research content to write articles. Businesses need to consider choosing the right form of content for their brand as well as their customers to convey the desired message to customers.

Figure 28. Content Trend is popular in 2020



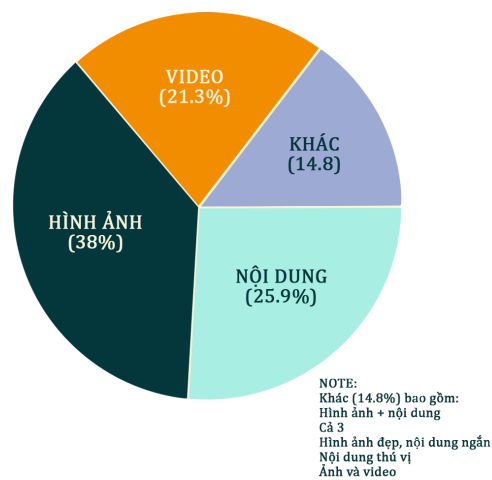
Created by Authors | Derived from Semrush, 2020

According to a statistic on Colormatics, video is the most popular format on social networks, followed by elements with lower viewer interaction such as photos, text ... Videos are 48% more popular than other formats on social media. Due to the increasing amount of information and becoming saturated, people's ability to pay attention when meeting with information is decreasing. Viewers tend to choose short, lively forms of content to reach. For that reason, videos, especially short-form videos, are increasingly popular (Novaon Comm, 2021).

According to the results from survey 2, from the question "What content are you attracted to on Facebook/Instagram?", we also gained certain data on the content that the target group participating in the survey was interested in.

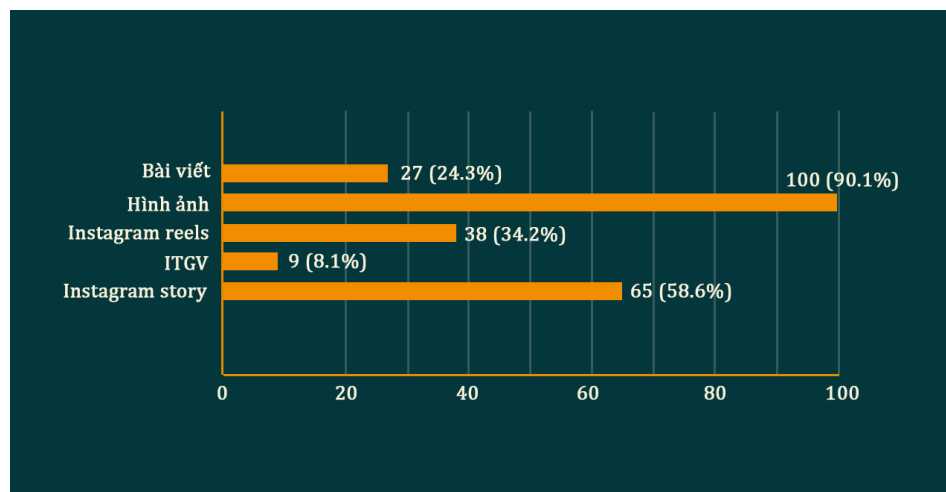
For Facebook, images were the most popular type of content (38%), followed by content (25.9%) and then videos (21.3%). For Instagram, images overwhelmed other forms (90.1%), followed by Instagram stories (58.6%) and Instagram reels (34.2%).

Figure 29. Survey results on what type of content is liked on Facebook



Created by Authors

Figure 30. Survey results on what type of content is liked on Instagram



Created by Authors

When conducting the survey in survey 2, we wanted to know the content that the target and potential audience would like to know in a Community Fanpage about commercial arbitration. We get most of the answers like What is this field and its effects, Case law, Why should commercial arbitration be used?

Figure 31. Survey results (Question: If there is a community Fanpage sharing about Commercial Arbitration, what content would you like to be provided?)



Created by Authors

III. CAMPAIGN PLANNING

In fact, the nature of the field of Commercial Arbitration is different from other fields. Businesses do not expect a dispute to occur and arbitration is only considered a measure of risk resolution after the enterprise actually has a dispute. This has reduced the role of arbitration in the agreement between businesses (Commercial arbitration can be used before a dispute occurs). In addition, the nature of businesses has the right to choose the form of proceedings and there are no mandatory rules of dispute resolution by arbitration. Therefore, in order for the field of arbitration to be prioritized by businesses, we need to help businesses understand the value that commercial arbitration brings to businesses in dispute resolution.

In our campaign to increase the awareness of Commercial Arbitration, we plan to establish a new Fanpage next to Tracent's existing Fanpage. To explain this, after talking with Tracent representative, they look forward to creating a communication channel with the purpose of sharing activities in parallel with the existing brand page. In particular, Tracent acts as a media companion, providing and supporting information about Commercial Arbitration for articles.

So we're going to research and plan for Facebook and Instagram with the aim of sharing for the right target audience of the campaign.

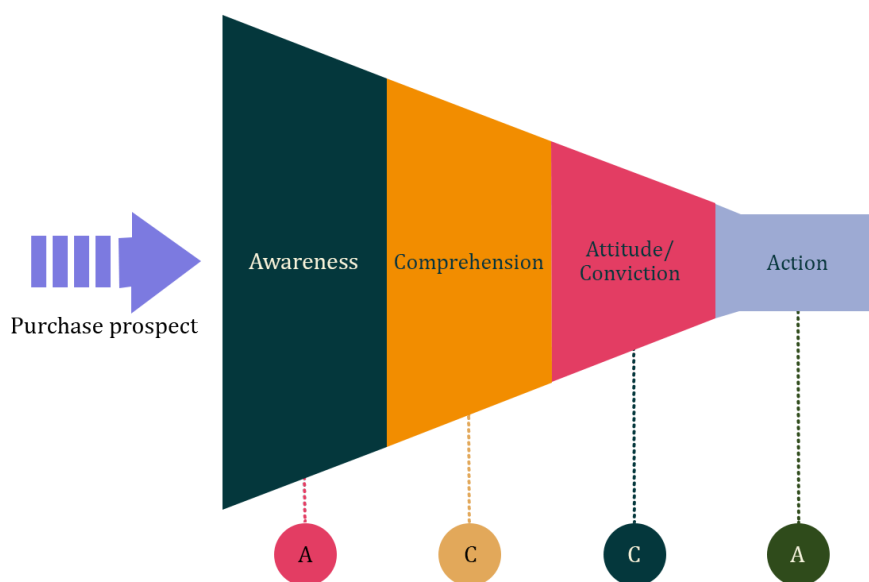
1. CAMPAIGN OBJECTIVE

1.1. DAGMAR Model

The Dagmar model is defining advertising goals for measured advertising results. The model was published by the National Association of Advertisers in 1961. DAGMAR was born with the aim of helping advertisers establish, monitor, and measure campaign objectives in a clear and feasible way (Russell Colley and Solomon Dutka).

The DAGMAR model demonstrates the four steps of the consumer in the purchasing process: Awareness, Comprehension, Conviction, and Action. From the first phase, the business creates attention on the existence (awareness) of the brand to the customer, followed by enhancing the understanding of the product to the customer, convincing the customer of the need to use the product / service and finally making the purchase of the product.

Figure 32. DAGMAR Model



Created by Authors

We found that the field of Commercial Arbitration has not yet reached Vietnamese businesses and the public. So our goal for the campaign is to share knowledge and information of Commercial Arbitration on a digital platform, which is more of a social purpose than a commercial one. Thus, we determined

that the campaign went through the first 2 stages of ACCA to attract the attention of the audience on Commercial Arbitration and Tracent brand.

1.2. SMART Objective

After determining the objectives of the campaign, we set more specific goals through the SMART model. SMART was first known in the November 1981 Management Journal in George T. Doran's article. SMART stands for Specific, Measurable, Achievable, Relevant and Time Bound.

On the social networking platform, we select the unit that measures the awareness as the reach of the articles on the Page (Reach). To ensure specificity, measurable, feasible, relevant, and time bound objectives, we've set the reach of both social media (Facebook and Instagram) to 26,000 within two months.

Specific	Reached 26,000 on Facebook and Instagram. Facebook has 20,000 and Instagram has 6,000.
Measurable	26,000 reached in 2 months.
Achievable	1 day/1 post, 2 months with a minimum of 35 posts and seeding activities. There are a maximum of 6 ads posts in there. Each ad sets an estimated 2,000 reach (for Facebook). The feasibility of setting 26,000 for 2 social media make sense.
Relevant	More than 80 million people in Vietnam use Facebook and the field of Commercial Arbitration has little competition on Facebook and Instagram platforms. Therefore, with the frequency of regular activity and advertising activities, the number of people approaching the set page is feasible.
Time Bound	2 months (From 24/05/2022 - 17/07/2022)

Table 4. SMART Objective 1

Our second goal is for Fanpage and Instagram likes to reach 1000 likes and 200 followers respectively in 2 months of activity.

Specific	1000 likes on Facebook. 200 followers on Instagram.
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Measurable	1000 Fanpage likes and 200 Instagram followers in 2 months.
Achievable	<ul style="list-style-type: none"> - Seeding operations. - Frequency of regular articles. Promoting posts can help the page be known to a wide range of target audiences. As such, if the posts are useful and true to the psychology of the target audience group. The number of Likes and followers can be possible.
Relevant	<ul style="list-style-type: none"> - Little Commercial Arbitration Fanpage and Instagram. - Advertisements with high reach.
Time Bound	2 months (From 24/05/2022 - 17/07/2022)

Table 5. SMART Objective 2

2. TARGET AUDIENCE

Currently, Tracent does not have any specific information or portraits for the target customer. In addition, Tracent's customer range is very wide (different occupations, ages, geographical locations) so we have had quite a lot of difficulties to be able to identify the most suitable audience. After talking with Tracent representative and the information studied in part II, section 2.2.1, we chose to focus on the psychology and behavior of Millennials, especially those who are active in the field of Real Estate, banking and the secondary audience is gen Z and the sub-audience of Gen Z.

We chose such an approach because according to the results of survey 1, there were 60 out of 79 millennials and 20/29 Gen Z participating in the survey, they knew nothing about the field of Commercial Arbitration. This has reflected a small percentage of millennials who are not having certain insights into the field so it is necessary to make the next generation basically understand the field as well as the desire to introduce them to an optimal solution to unwanted trade disputes. For Millennials, they are the main target audience because they are directly involved in Commercial Business. We aim to provide information that they are not aware of about Commercial Arbitration and the preeminent features of the field. This is an issue they need to know because if unfortunately they have an unwanted dispute, this will be the optimal solution for their business. And these people will be the representatives of businesses to solve these problems.

According to statistics of the Ministry of Education and Training, as of 5pm on May 16, 2021, the largest group of registered candidates is Business and Management with nearly 1.3 million aspirations (Nguyễn Huệ, 2021). Major students can learn about Commercial Arbitration in a single chapter, so we hope that it will help you realize the importance of the field as well as reach out to them more than just is a chapter in a textbook. Therefore, Gen Z is a potential customer in the future, especially those who are studying economics, commerce and law. The approach towards sharing knowledge about the field will help customers feel the friendliness as well as the interest of businesses for the new generation of the country. The characteristics of each object are shown in the table below.

	Gen Z	Millennials
Psychographic	Spend a lot of time on social media. - Fear of missing information, want to develop in the direction of universality	- Want to learn new content, acquire more knowledge - Like long content, knowledge
Behavioral	- Surf very fast, always refresh the social networking site I especially like photos and videos.	- Read the content carefully and leave an opinion - Search for useful content, share knowledge

Table 6. Summarizing the psychology and behavior of Gen Z and Millennials

3. CAMPAIGN STRATEGY

3.1. Channel

Each communication channel has its own characteristics and the choice of communication channel depends on the strategy of each campaign including content, form, and budget.

When assessing the trend of customers or audiences searching for Commercial Arbitration, we have learned about the Website. With the website, we can take advantage of SEO to optimize the website's search with keywords people often search on Google about Commercial Arbitration. However, after presenting the plan, the Center's representative talked to us about the Center's

inability to access their website. So, we halted the website plan and made an offer to use the brand.

We use Facebook to spread Commercial Arbitration to our target audience. With more than 80 million people using Facebook, Facebook is the right channel for our campaign.

Besides Facebook, we choose Instagram as a secondary channel for the campaign. The reason for this choice is because Instagram has a variety of features such as Geo-tagging, polls on Instagram Story, Instagram Reels, IGTV and Hashtag.

It is with these features that we can leverage to communicate content in many other ways to make it easier to reach everyone, especially young people.

Regarding other channels like Tiktok, we need to build the trust of our followers by providing expert knowledge of the field. However, Tiktok is a place to create content through short videos or in other words we need the presence of experts on videos but according to the age and nature of the work, this is not allowed. So, Tiktok is the channel we removed in the campaign.

3.2. Insight

Insight is a term defined as implicit truths that understand, are the thoughts or desires that are hidden deep within the customers and can influence the making of their purchasing decisions.

After talking with the business, we know the issues that customers are interested in when participating in consulting at Tracent Center are about the time of resolution, how the procedure is and how much it costs to solve.

It is from the information provided that we raise the issue that businesses feel anxious and headaches about cumbersome procedures, lengthy periods, high cost levels and the reputation of the business affected when thinking of choosing a court to resolve disputes with each other.

3.3. Big Idea & Key Message

Big idea is a message that embraces, throughout, reinforcing all elements of the campaign to influence the target audience. Big idea is the heart of the campaign, guiding all implementation activities, consistently following the same theme (Tomorrow Marketers, 2018).

After the research and brainstorming process, we have found a message orientation to solve the problems that the customer is worried about called BẮT TAY - BẮT BÌNH YÊN. Instead of customers having headaches, worrying about disputes in their commercial activities and losing valuable time spent

with family and work, TRACENT will be the solution to bring a commercial arbitration method with simpler procedures, shortening time and better protecting customer secrets.

The message conveyed in the campaign is "Trao giải pháp - Trao bình yên". With this message, we look forward to conveying the role of Commercial Arbitration to the business. Commercial Arbitration gives businesses a solution such as providing an opportunity to help well-intentioned parties resolve disputes with each other. From here each individual can eliminate headaches, anxiety and return to a peaceful life.

4. PLANNING

4.1. PESO Model

The PESO cell is a model that integrates 4 types of communication on digital media channels: Paid Media, Earned Media, Shared Media and Owned Media. The PESO integrated model was developed and protected by Ms. Gini Dietrich. The model helps communicators decide the most important type and strategize communication in line with the objectives of the campaign.

Specifically, analyze each type of communication:

- Paid Media: It is a form of paying for articles with advertised, paid content, email marketing on social media channels. The purpose of this form is to spread the content of the campaign.
- Earned Media: The form of spreading content on media channels and newspapers such as publications, articles, news, etc. Typical of this method is the post of the brand shared by influencers on their page with thousands of followers. Earned Media is used for the purpose of highlighting content.
- Shared Media: The brand creates content that attracts social media users to share posts. The goal is to distribute articles that are approached on a large scale.
- Owned Media: Content created and owned by the brand itself. The posts appear on the brand's Fanpage, website, and blog.

With this campaign, we plan to make use of 3 types of them in order to reach a large range of audience as expected.

4.2. Timeline Campaign

The campaign plan in conjunction with Tracent was extended for two months from May 30, 2022 to July 17, 2022. In phase 1 of the campaign, our aim is to draw the attention of the audience to the presence of Fanpage and Instagram.

We will introduce the purpose of the Fanpage and the basic information of Commercial Arbitration to the audience. Phase 1 will take place during the first four weeks of the campaign.

Upon the conclusion of phase 1, we provide more detailed knowledge of Commercial Arbitration and the relationship of Commercial Arbitration in today's commercial industries. In addition, we look forward to bringing educational elements into phase 2's content to raise awareness of the role of this field in the business community and young audiences such as students. Phase 2 lasts for the remaining 4 weeks from June 20, 2022 to July 17, 2022.

Figure 33. Timeline Campaign

Phase	Phase 1: Know about Commercial Arbitration (Biết về Trọng tài Thương mại)	Phase 2: Think deeply about Commercial Arbitration (Ngắm sâu về ngành)
Timing	4 weeks 24/05/2022 - 19/06/2022	4 weeks 20/06/2022 - 17/07/2022
Phase Objective	Pay audience's attention, stimulate their interest in new Fanpage and Instagram	Increase understanding of the field of commercial arbitration, the benefits of commercial arbitration to the target audience
Key Hook	A series of posts introducing Fanpage, Instagram and the field of commercial arbitration.	A series of posts related to knowledge of regulations and procedures in the field of Commercial Arbitration. The relationship between Commercial Arbitration and current popular industries such as real estate, banking. Arbitrator's job
Channels	Facebook	Facebook
Supporting Tactics	Seeding	Seeding

4.3. Estimate Budget

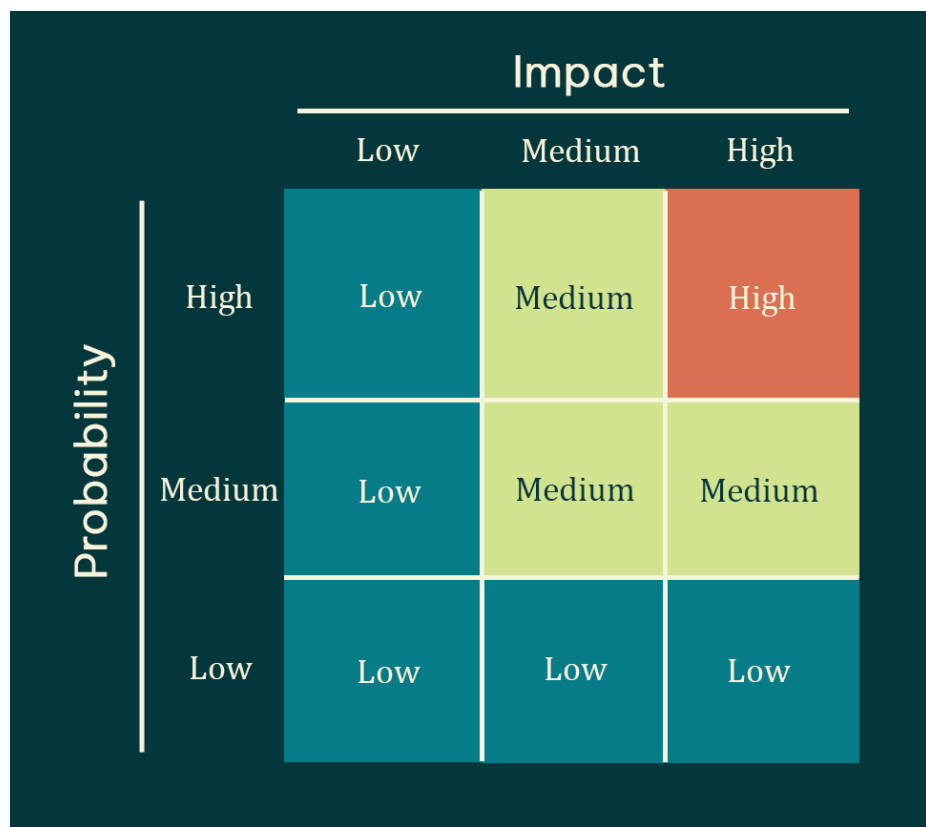
Figure 34. Estimate Budget

STT	HẠNG MỤC	SỐ LƯỢNG	ĐƠN VỊ TÍNH	ĐƠN GIÁ	THÀNH TIỀN	TỔNG CỘNG	GHI CHÚ
1	Facebook Ads	4	gói	200.000	800.000	800.000	Chạy cho 2 short video, quảng cáo 5
2	Instagram Ads	4	gói	100.000	400.000	400.000	Chạy cho các bài short video, quảng cáo 3 ngày/video
3	Hoạt động khác	1	hoạt động	500.000	500.000	500.000	
4	Lồng tiếng	5	short video	150.000	750.000	750.000	
						2.450.000	
						Phi phát sinh (5%)	122.500
							2.572.500

4.4. Risk Management

Awareness of the problems that occur in the campaign (predictable and unpredictable issues) is very important for the performance and also the image of the brand in the minds of the public. Therefore, planning for managing risks is essential to help businesses control and solve risks effectively.

Figure 35. Risk Assessment Matrix



Created by Authors | Derived from stakeholdermap.com

To assess the level of risk, we rely on the Risk Assessment Matrix for analysis. We list what stakeholders will influence each issue or risk that occurs on a level by level, specifically here is our Fanpage management team and the Tracent Center. In the Risk Assessment Matrix, two factors determine the rank of issues: Likelihood and Severity. Likelihood is the unit that demonstrates the possibility that a problem or a threat will occur and become a crisis. Severity demonstrates the extent of the crisis's impact on stakeholders and businesses. With two metrics, we've sorted out issues with levels from high to low.

Figure 36. Risk Management

STT	Crisis Description	Crisis Impact Level	Who is Affected	Mitigation	Suggestion
HIGH LEVEL					
1	Posted content is wrong	High	Tracent, our team	Check the content again	- Carefully check the source of information before posting - Post an apology, correct the information
2	Banned by platforms for violating certain rules	High	Our team, Tracent	Investigate the cause and draw lessons from the mistakes.	- Pay close attention to the platform rules. - Promote another channel if this crisis happens
MEDIUM LEVEL					
3	Ads are not reaching the target audience	Medium	Our team, Tracent	Modify additional specific target audience to improve	Study each platform's guidelines for running advertising in preparation.
4	Controversial content for lack of conviction	Medium	Tracent, our team	Examine the Controversial, false, or misleading part	Fixed in future posts
5	Timeline is running late	Medium	Our team	Examine and distribute the timeline	Post more to compensate
6	Misunderstanding in HR	Medium	Tracent, Our team	Discuss with the business/member to reach an agreement.	Correct up any misunderstandings
LOW LEVEL					
7	Spelled incorrectly	Low	Our team	Re-check the dictionary	Check before posting, if edit occurs immediately

IV. WORKING PROCESS

1. RESPONSIBILITIES

After discussions with Tracent representative, we will cooperate Tracent to have the completed content plan for the social media. We will send images and content (3-5 articles) a week in advance to Tracent for approval before posting on Fanpage and Instagram. Our team will be responsible for scheduling, managing and responding to comments and messages sent to the fanpage.

For each team member, Huynh Huong will be responsible for writing content for posts, writing scripts for short videos. Thanh Ngan will be responsible for designing posters that match the content of the post as well as editing short videos. For Fanpage we will manage together but Huynh Huong will be the main responsible for the management of post scheduling.

2. TIMELINE

Throughout the process of meeting businesses and brainstorming for the campaign, we have made adjustments to the operating timeline for many reasons between the two parties. Our plan is divided into 4 stages: Project Setting - Project Planning - Project Execution - Project Evaluation and Reporting.

In the first phase, we begin to study brand, problem assessment, market research, assign work and brainstorm ideas. This period takes place from 04/04/2022 to 20/04/2022.

After research, the next stage is planning to last from April 21, 2022 to May 5, 2022, we search for audience insights to create message for the campaign. We then select the media channel, media timeline, content plan, image, advertising, risk management, and budget plan for the entire campaign.

We made sure we were on time as originally planned. However, we had to delay the operation for a short period of time after communicating with the business. Throughout the exchange period, we work together with the business to resolve and come to terms with the work. We have received a request to change the direction of implementation, establish a new Fanpage for the purpose of sharing about Commercial Arbitration. So what research and content of the message we need to adjust to. Our adjustment period runs from May 16, 2022 to May 22, 2022. After this phase, we plan to start the process of

implementing the project, running Fanpage and Instagram within 8 weeks (24/05/2022 - 17/07/2022).

Figure 37. Total timeline

STAGE	DATE	TASK	RESPONSIBLE PERSON
PROJECT SETTING	04/04/2022 - 20/04/2022	Brand Research	Huynh Huong
		Define the Problem	Thanh Ngan
		Social Media Evaluation	Huynh Huong
		Market Research	Huynh Huong
		Customer Research	Thanh Ngan
		Competitor Research	Huynh Huong
		Media Uses	Thanh Ngan
		Channel Research	Thanh Ngan
		Content Trend	Thanh Ngan
		JD	Huynh Huong
CAMPAIGN PLANNING	21/04/2022 - 05/05/2022	Phân công công việc	Huynh Huong
		Objective	SMART Objective
		Target Audience	Target Audience
		Insight	Insight
		Big Idea	Big Idea
		Key Message	Key Message
		Brand Identity Package	Brand Identity Package
		Content Plan	Content Plan
		Ads Plan	Ads Plan
		Timeline Campaign	Timeline Campaign
EXECUTION	16/05/2022 - 17/07/2022	Seeding Plan	Seeding Plan
		Estimated Budget	Estimated Budget
		Crisis Management	Crisis Management
		Risk Management	Risk Management
		Social Media Management	Social Media Management
		Facebook Management	Facebook Management
EVALUATION & REPORT	18/07/2022 - 30/07/2022	Instagram Management	Instagram Management
		Copy Writing	Copy Writing
		Design	Design
		Video Making	Video Making
		Evaluation	Evaluate Facebook's and Instagram's Performance
		Report	Report Facebook's and Instagram's Performance

V. EXECUTION

1. DIGITAL IDENTITY

Commercial Arbitration is a special field because it belongs to the legal profession, so choosing a design style makes us quite thoughtful. In design, we still want to show the seriousness and professionalism of the industry but still bring youthfulness. Bringing the youthful element will help theoretical content become more accessible and relevant to current trends.

Figure 38. Logo

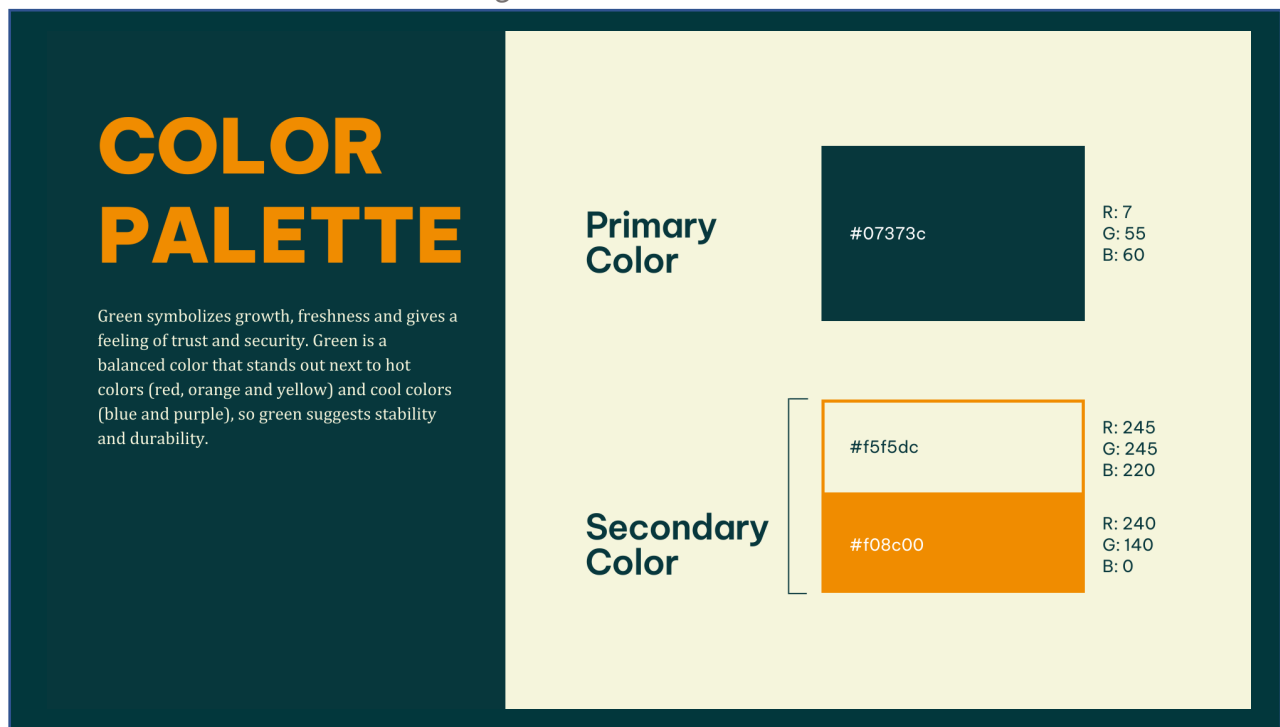
Created by Authors

With the logo, we use a flat design style. Flat design is a style favored by many people because of its simplicity but full of delicacy. Moreover, this design style still brings modernity.

In this project we use green (#07373c) as the main color. There are many reasons for us to use this color. Firstly, green symbolizes growth, freshness and gives a feeling of trust and security. Second, green is a balanced color that stands out next to hot colors (red, orange and yellow) and cool colors (blue and purple), so green suggests stability and durability (Prudence, 2018). The shade of green that we use is dark green, this color also represents ambition and determination, which is very suitable for fields related to Business and Commerce. Combined with the main green color, we use the secondary colors which are beige and white creating freshness and depth for the publications.

The main font we use is Be Vietnam Pro. This is the font that inherits the spirit of the Be Vietnam font with a more modern, definitive and neat form. With a variety of options for level of lightness and style, Be Vietnam Pro is easy to use in combination to create visual accents in headlines and prominent keywords.

Figure 39. Color Palette



Created by Authors

Figure 40. Use of typeface



Created by Authors

2. SOCIAL MEDIA

After assessing the popularity of the commercial arbitration field in Vietnam, we have set a goal for the campaign to spread the role of commercial arbitration in businesses in Vietnam on social networking platforms. The KPI targets that we have detailed for each channel are shown in the table below.

Channel	Facebook	Instagram
Number of Posts	52	32
Reach	20.000	6.000
Fans	1000	200
Position	3	-

Table 7. Key Performance Indicator for social media platforms

2.1. Facebook

Facebook is the main channel to reach the target audience with our campaign. Phase 1 takes place from May 24, 2022 to June 19, 2022 with the aim of attracting the attention of the target audience to know Fanpage. The main content of the posts at this stage is an introduction to the field of Commercial Arbitration. Posting frequency during this period is every day (except Saturday and Sunday) with a time frame of 8pm. The content of the stage is divided into 3 categories: Knowledge, News and Interaction. In Knowledge type, we provide information about some aspects in Commercial Arbitration. Besides, we want to update the latest news to people working in subjects related to Commercials. Finally, we make use of the Interaction category to encourage the audience to comment and share about them. It can help us to evaluate audience insight and what they think about us.

In terms of Phase 2, posts will be about more detailed knowledge of Commercial Arbitration and the relationship of Commercial Arbitration in today's commercial industries, specially, Real Estate industry. Besides, the content of this stage is added to 2 new categories: Q&A and Case Study. In Q&A, we will reply to the audience's answers that they commented on in current posts or sent questions to Fanpage. In terms of Case Study, we will provide audiences the experiences when resolving Commercial Disputes through previous precedents.

Objective	Attention	Comprehension
Topic	Commercial Arbitration	
Pillar	Do you know about commercial arbitration?	Real Estate Dispute Resolution by Arbitration
Cluster	<ul style="list-style-type: none"> - Do you know about commercial arbitration? - The situation of commercial arbitration in Vietnam. - Why do businesses need commercial arbitration? - Commercial arbitration - Time solution - Forms of commercial arbitration - Top 5 prestigious Commercial Arbitration Centers in Vietnam - Court proceedings - Arbitration proceedings - Commercial News 	<ul style="list-style-type: none"> - Conditions for dispute settlement by Arbitration - Forms of commercial arbitration - Procedure - Mistakes in Real Estate contracts - How competent is commercial arbitration? - Related contract - Petition - What should be prepared before settling a dispute by arbitration? - Commercial News - Share about case studies - Explanation of terms - Standards, requirements, skills of an arbitrator - Arbitrator's job
Format	<ul style="list-style-type: none"> - Infographic - Image - Video 	<ul style="list-style-type: none"> - Image - Video

Table 8. Content pillar for Facebook

Of all the categories of the page, we plan to focus strongly on the two most important categories: Knowledge and Case Study. With the Knowledge category, we intend in the first 2 phases to bring basic knowledge about Commercial Arbitration and the role of Commercial Arbitration in other commercial related fields. This category is intended to attract individual curiosity about commercial arbitration. The second important category is to help readers have detailed access to the knowledge they have learned before through case studies and real events. It is thanks to this category that can supplement and improve understanding of Commercial Arbitration.

2.2. Instagram

Instagram is a secondary channel that uses support for the main Facebook channel to increase reach to the target audience on digital media. In addition to being a secondary means of supporting the main channel, Instagram will be a secondary channel to prevent unwanted situations from happening to the Facebook channel such as being banned by Facebook due to some infringement or Facebook's error. Thus, we can use this channel to send notifications to followers.

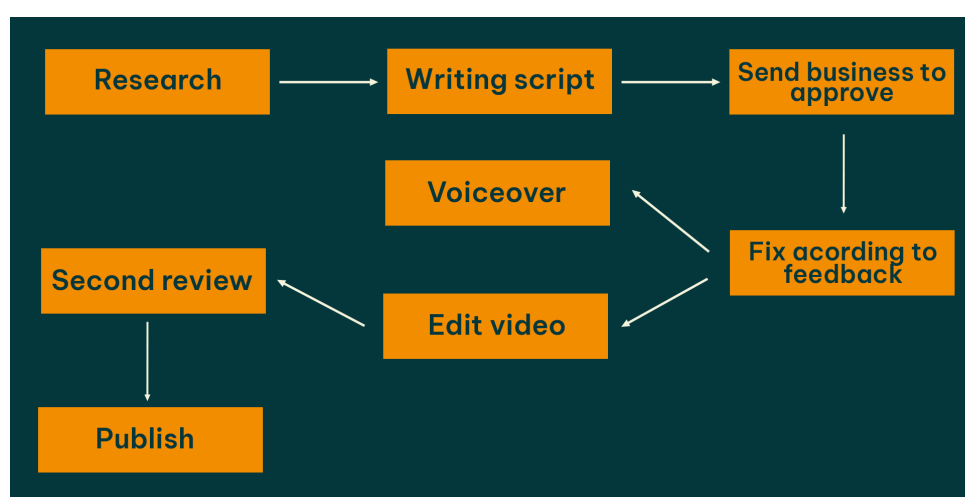
From the Survey 2 that we conducted earlier, the two most popular formats that users use on the Instagram platform are Image (90.1%) and Story (58.6%). So, we will focus on two main formats: Image Post and Instagram Story. In addition, the audience of this social media is mostly young people, and with its intuitive nature, we will compile the content of Facebook posts, and trust the photos to make it easier for your audience to follow. So almost all posts are in carousel format (multiple images). For the story section, we mainly re-share the published articles and videos with the same category as news to update news and the category of Quiz to increase interaction.

	Image Post	Instagram Story
	Share basic knowledge about commercial arbitration	Engage with audiences, reminding them of posted posts
	<ul style="list-style-type: none"> - Overview of the field - Reasons for use/benefits - Distinguish between court proceedings and arbitration proceedings - Procedures - Answer questions - Matters related to Arbitration and real estate 	<ul style="list-style-type: none"> - Create yes/no questions - News - Re-share posted posts

Table 9. Basic plan for Instagram content

3. SOCIAL MEDIA PRODUCT

During the campaign, we will work on scripting and editing videos of Seri Cham vao nganh. This is a highlight of our entire campaign with the change in message delivery format. The video will be scripted based on business advice and other official sources. After completing the script, we will send the script along with the content of 1 week's articles on Fanpage to the business representative for review. When we receive their feedback, we review and correct it. After the script is agreed, we send the script to the voiceover and start making the video including design and editing. After completing the video editing, we send it to the Tracent's representative for final review before Publishing on Fanpage. We expect to post a video launch of the series in the first phase. In phase 2, we will continue to upload 3 videos of the series with diverse content about Commercial Arbitration. The posting time frame is planned to be on Friday of week 2 and week 4.

Figure 41. Media product production process*Created by Authors*

Each of our videos has a different goal of reach and views at least for a period of time. In which, reach is the main goal of the video products in the campaign. We have estimated the target limit based on some previous projects of the team members and also follow the video projects of other Fanpages in the past such as Thu vien phap luat. In addition, the main factor that determines our goals is the content purpose of each video in each stage expressed in the Content Pillar (VI.2.1) and combined with the promotional activities we use conducted on the advertising tool of Meta Business. With this tool, we can estimate how much the advertising cost is equivalent to the results that the advertising activity brings for each video. More specifically, with our first video, we wanted to test how video ads could reach audiences. So we offered low testing costs to test the effectiveness of this type of content. According to a report by Meta Business, the cost of a video ad campaign with the goal of increasing views is VND 60,000, which will achieve at least 1,000 reach in 2 days. So we've come up with a goal for paid reach of 1,000. In addition to advertising, we also set a goal for video 1 about organic reach with 500 reach through seeding and sharing. Thus, the total reach for video 1 is 1,500. With these numbers, if we achieve this, it will prove that the content, audience and promotional activities of the videos in the series are effective.

Followed by video 2, we will draw a picture of the arbitration process. After effectively testing video 1, we'll continue to maintain the audience and video format if the results are positive. We want to attract more people to the Fanpage through the content in video 2. Therefore, we have increased our goal of total reach to 2,500, of which 800 are organic and 1,700 paid reach. When

it comes to paid reach, we've estimated the ad cost for video 2 at 100,000 VND for 2 days of video and that equates to an average reach of 1,700.

With video 3, we targeted audiences related to Real Estate. The contents mentioned are disputes in the field of Real Estate and the influence of commercial arbitration in this field. As in the plan, the key hook of phase 2 is the role of commercial arbitration for Real Estate, so we have set the advertising time of this video longer than all other videos. According to Meta Business, the average paid reach reaches 4,000 times at a cost of 250,000 VND for 5 days. As such, our goal is 4,000 paid reach. Besides, with the seeding activity in Real Estate groups and the available Fanpage following, we expect to reach the video's organic reach in about 1,000 reach.

The last video we ended the series with answered the questions the audience had asked about Fanpage. This product is like our thanks to the audience and promises the next commercial arbitration products of Fanpage. Evaluation of the purpose of video content 4 is aimed at those of you who have followed Fanpage, so we did not have any advertising activities for this video. So we set a lower reach target for this video at 1,200 reach.

Our videos have different content and audience directions. This is also the reason that we give the different goals of each video summarized in Table 10 below.

Video	Purpose	Reach (Plan)	Organic Reach (Plan)	Paid Reach (Plan)	Note
Tất tần tật ra mắt seri: Chạm vào nghề – những phút giây ngắn hiểu về trọng tài thương mại	<ul style="list-style-type: none"> - Introduce - Reach audiences 	1.500	500	1.000	Seeding Facebook Ads (Testing)
Chạm vào ngành #2: Quy trình thủ tục tố tụng trọng tài	Attract more traffic & people like Fanpage	2.500	800	1.700	Seeding Facebook Ads
Chạm vào ngành #3: Tranh chấp trong hoạt động kinh doanh bất động sản	<ul style="list-style-type: none"> - Key hook Phase 2 - Attract new audience in Real Estate 	5000	1.000	4.000	Seeding Facebook Ads

Chạm vào ngành #4: Trả lời những thắc mắc về trọng tài thương mại	Thanks for followers	1.200	1200	0	Seeding
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Table 10. KPI of Seri Video: Cham vao nganh

4. ADVERTISING

For the purpose of attracting Facebook users to the Fanpage, we will use the advertising tool of Meta Business. Due to the short duration of Fanpage operation, we cannot conduct A/B testing ads. Therefore, we plan to advertise according to the results of previous research. We will select the target age group as 26-45 in Ho Chi Minh City and surrounding areas to ensure that the scale of access is not too large. According to Facebook Ads statistics, with a target audience of 26 - 45 in the Ho Chi Minh City area and surrounding areas (+80km), the estimated audience size is 9.2 million - 10.8 million people. After receiving the advertising results of each product, we will review the results to make a suitable adjustment plan for the audience. If the results are positive, we will continue to maintain the audience.

AUDIENCE INFORMATION	
Age	26 - 45
Location	Ho Chi Minh City and Surrounding Area
Interests	Laws and Real Estate

Table 11. Audience's information in advertising

As for the proposed content, we will be promoting two featured posts and two videos from the Cham vao nganh Series. Promotion period for each post is 2 days and each video is 5 days.

On Instagram, our advertising is similar to Facebook. What we promote is Instagram posts and Instagram Stories. With Story Ads, we intend to use it for Series video ads. With Instagram's Ad costs quite high compared to Facebook's, we will reduce our target ad reach to be low.

To manage advertising results, we use tools from Meta Businesss to monitor performance, ensure to reach the right audience and manage spending for each ad.

5. SEEDING

Seeding is an effective tool to help brands and content reach the target audience. We've found, researched, and considered a few relevant groups.

No	Group	Number of members	Main Content	Shareable content
01	CỘNG ĐỒNG SINH VIÊN LUẬT	41.524	Knowledge, information about the law, sharing learning materials	Basic knowledge of Commercial Arbitration
02	Cafe Dân Luật	31.026	Knowledge, information about the law	Knowledge of Commercial Arbitration, case study
03	Diễn đàn Đô Thị - Kinh Tế - Xã Hội Việt Nam [VPC]	176.312	Share information about urban projects, economic and market news	Economic and commercial information
04	NGHIỆN LUẬT	105.768	Knowledge, information about the law	Knowledge of Commercial Arbitration
05	DIỄN ĐÀN NGHỀ LUẬT	124.485	Knowledge, information about the law, sharing learning materials	Knowledge of Commercial Arbitration
06	REVIEW BẤT ĐỘNG SẢN	189.627	Share information related to real estate in Vietnam	Useful information related to real estate and Commercial Arbitration
07	TẤT TẦN TẬT VỀ BẤT ĐỘNG SẢN	3.167	Update hot news as well as disseminate basic knowledge about real estate	Useful information related to real estate and Commercial Arbitration

Table 12. Suggested groups for seeding

VI. EXECUTION REPORT

1. SOCIAL MEDIA

1.1. Facebook

Link Fanpage: <https://www.facebook.com/Trongtaithuongmai.vn>

Figure 42. Facebook's QR code*Derived from QR Code Generator*

Before starting to proceed with the planned content, we have set up the Fanpage with basic information about who we are, what the mission of the Fanpage is and the images representing the Fanpage.

In Phase 1, we focused on introducing content for the purpose of attracting and introducing Fanpage, market needs and the role of Commercial Arbitration. As planned, the content of phase 1 has been distributed in 3 categories: Knowledge, News and Interaction. Within 4 weeks, we posted 20 articles as planned, of which posts related to knowledge accounted for the most number (3 posts/week). Besides the form of content as posts, in week 3, we officially launched the series Cham vao nganh and conducted advertising.

Before coming to Phase 2, we had a review of the results and evaluation of the content of the Fanpage. After recognizing the categories that our followers interacted with, we made adjustments in the content to match the audience's insights. Specifically, we still maintain the Knowledge and Engagement category.

In Phase 2 with the idea of thinking deeply about this industry, we shared more in-depth knowledge content and also spread the influence of Commercial Arbitration to other industries, especially focusing on dispute resolution of the Real Estate sector. In addition, as planned, we add 2 new categories to the article content: Case Study and Q&A. In Phase 2, the number of articles we released was 32 posts with 2 posting times: morning and evening. Regarding

the Cham vao nganh series, we have continued to release 3 videos and week 4 is the end of the Cham vao nganh series.

No	Description/Headline	Date	Link
01	Bạn đang tò mò về chúng mình?	May 24, 2022	facebook.com/Trongtaithuongmai.vn/post1
02	Fanpage Tất tần tật về Trọng tài Thương mại – Nơi chia sẻ về ngành đã chính thức ra mắt	May 25, 2022	facebook.com/Trongtaithuongmai.vn/post2
03	Trọng tài Thương mại: Trọng tài giữa các “trận bóng đá” giữa các doanh nghiệp	May 26, 2022	facebook.com/Trongtaithuongmai.vn/post3
04	Tại sao các doanh nghiệp nên chọn giải quyết tranh chấp bằng Trọng tài	May 27, 2022	facebook.com/Trongtaithuongmai.vn/post4
05	Bản tin thương mại trong tuần	May 28, 2022	facebook.com/Trongtaithuongmai.vn/post5
06	Tình hình thương mại ở Việt Nam quý I năm 2022	May 30, 2022	facebook.com/Trongtaithuongmai.vn/post6
07	Top 3 điều bạn cần biết về Trọng tài thương mại	May 31, 2022	facebook.com/Trongtaithuongmai.vn/post7
08	[Góc chia sẻ với Admin]	June 1, 2022	facebook.com/Trongtaithuongmai.vn/post8
09	Tổ tụng toà án và tổ tụng trọng tài	June 2, 2022	facebook.com/Trongtaithuongmai.vn/post9
10	Giá xăng dầu Việt Nam thấp thứ 84 trên thế giới	June 3, 2022	facebook.com/Trongtaithuongmai.vn/post10
11	Giá trị pháp lý của Thỏa thuận trọng tài	June 6, 2022	facebook.com/Trongtaithuongmai.vn/post11
12	Người Việt chọn mua online thay mua sắm truyền thống	June 7, 2022	facebook.com/Trongtaithuongmai.vn/post12

13	Góc hỏi đáp cùng Admin	June 8, 2022	facebook.com/Trongtaithuongmai.vn/post13
14	Thoả thuận trọng tài vô hiệu khi nào?	June 9, 2022	facebook.com/Trongtaithuongmai.vn/post14
15	Tất tần tật ra mắt seri Chạm vào ngành – Những giây phút ngắn hiểu về Trọng tài thương mại	June 11, 2022	facebook.com/Trongtaithuongmai.vn/post15
16	Phạm vi của phán quyết Trọng tài Thương mại	June 13, 2022	facebook.com/Trongtaithuongmai.vn/post16
17	Châu Âu nói lỏng nhập khẩu bún, miến, phở gói của Việt Nam	June 14, 2022	facebook.com/Trongtaithuongmai.vn/post17
18	Góc chia sẻ với Admin	June 15, 2022	facebook.com/Trongtaithuongmai.vn/post18
19	Một số Trung tâm Trọng tài Việt Nam uy tín nhất hiện nay	June 16, 2022	facebook.com/Trongtaithuongmai.vn/post19
20	Tóm tắt 5 bước tiến hành thủ tục tổ tụng trọng tài	June 17, 2022	facebook.com/Trongtaithuongmai.vn/post20
21	Bạn hỏi – Tất tần tật trả lời	June 20, 2022	facebook.com/Trongtaithuongmai.vn/post21
22	Minigame: “Tất tần tật cùng bạn truy tìm mảnh ghép”	June 20, 2022	facebook.com/Trongtaithuongmai.vn/post22
23	Tin tức: Tìm giải pháp khôi phục thông quan tại các cửa khẩu	June 21, 2022	facebook.com/Trongtaithuongmai.vn/post23
24	Một số quyền của cá nhân, tổ chức khi tham gia giải quyết bằng Trọng tài	June 21, 2022	facebook.com/Trongtaithuongmai.vn/post24
25	Thẩm quyền của các trọng tài viên trong việc tiến hành thủ tục tổ tụng trọng tài	June 22, 2022	facebook.com/Trongtaithuongmai.vn/post25
26	Cùng Tất tần tật chờ đón video số 2 trong seri	June 22, 2022	facebook.com/Trongtaithuongmai.vn/post26

27	Thông báo kết quả minigame: Truy tìm mảnh ghép	June 23, 2022	facebook.com/Trongtaithuongmai.vn/post27
28	“Tranh chấp về bất động sản” hay “Tranh chấp liên quan bất động sản”	June 23, 2022	facebook.com/Trongtaithuongmai.vn/post28
29	Chạm vào ngành #2: Quy trình thủ tục tố tụng trọng tài	June 24, 2022	facebook.com/Trongtaithuongmai.vn/post29
30	Một điều bạn muốn làm vào thứ hai đầu tuần?	June 27, 2022	facebook.com/Trongtaithuongmai.vn/post30
31	Bạn hỏi – Tất tần tật trả lời	June 27, 2022	facebook.com/Trongtaithuongmai.vn/post31
32	Luật đất đai sửa đổi sẽ xác định giá đất đai theo nguyên tắc thị trường	June 28, 2022	facebook.com/Trongtaithuongmai.vn/post32
33	Một sai lầm khi ký hợp đồng bất động sản hơn 70% người không biết	June 28, 2022	facebook.com/Trongtaithuongmai.vn/post33
34	Bạn hỏi – Tất tần tật trả lời	June 29, 2022	facebook.com/Trongtaithuongmai.vn/post34
35	Bài học thực tiễn: Thẩm quyền giải quyết tranh chấp trong hợp đồng mua bán nhà ở	June 29, 2022	facebook.com/Trongtaithuongmai.vn/post35
36	Điều khoản thoả thuận giải quyết tranh chấp trong hợp đồng	June 30, 2022	facebook.com/Trongtaithuongmai.vn/post36
37	Tính độc lập của thoả thuận trọng tài	July 1, 2022	facebook.com/Trongtaithuongmai.vn/post37
38	9 website về luật dành cho người mới bắt đầu	July 4, 2022	facebook.com/Trongtaithuongmai.vn/post38
39	Bạn hỏi – Tất tần tật trả lời	July 4, 2022	facebook.com/Trongtaithuongmai.vn/post39
40	Giảm phát thải khí nhà kính để đưa sản phẩm tiếp cận thị trường khó tính	July 5, 2022	facebook.com/Trongtaithuongmai.vn/post40

41	Tính quốc tế của trọng tài trong giải quyết tranh chấp quốc tế	July 5, 2022	facebook.com/Trongtaithuongmai.vn/post41
42	Bài học từ thực tiễn: Trong quá trình vận chuyển hàng hoá, hàng bị mất được giải quyết như thế nào?	July 6, 2022	facebook.com/Trongtaithuongmai.vn/post42
43	Nhận diện 5 dạng tranh chấp chung cư phổ biến nhất	July 6, 2022	facebook.com/Trongtaithuongmai.vn/post43
44	Hai lý do nên chọn trọng tài trong giải quyết tranh chấp có yếu tố nước ngoài	July 7, 2022	facebook.com/Trongtaithuongmai.vn/post44
45	Chạm vào ngành #3: Tranh chấp trong hoạt động kinh doanh bất động sản	July 8, 2022	facebook.com/Trongtaithuongmai.vn/post45
46	Bạn hỏi – Tất tần tật trả lời	July 11, 2022	facebook.com/Trongtaithuongmai.vn/post46
47	Giá xăng dầu giảm sâu nhất từ đầu năm đến nay	July 12, 2022	facebook.com/Trongtaithuongmai.vn/post47
48	Những kỹ năng cần có của một trọng tài viên	July 12, 2022	facebook.com/Trongtaithuongmai.vn/post48
49	Bạn hỏi – Tất tần tật trả lời	July 13, 2022	facebook.com/Trongtaithuongmai.vn/post49
50	Những lưu ý các doanh nghiệp cần biết để phán quyết trọng tài không bị huỷ	July 13, 2022	facebook.com/Trongtaithuongmai.vn/post50
51	7 quy tắc đạo đức trọng tài viên	July 14, 2022	facebook.com/Trongtaithuongmai.vn/post51
52	Chạm vào ngành #4: Trả lời những thắc mắc về Trọng tài Thương mại	July 16, 2022	facebook.com/Trongtaithuongmai.vn/post52

Table 13. Collection of Facebook posts (24/05/2022 – 18/07/2022)

1.2. Instagram

Link Instagram: https://www.instagram.com/trongtaithuongmai_tattantat/

Figure 43. Instagram's QR code*Derived from Instagram*

After completing the plan on the Instagram content, we started to create an account, set up the necessary information with the name @trongtaithuongmai_tattantat. Then we started the posts according to the plan. We launched Instagram on the same day as Fanpage on Facebook because we wanted to build and help the two channels to grow together. We've also connected Instagram to Facebook for easy monitoring and evaluation using the Meta business suite tool.

As planned, in phase 1, we will be posting 3 posts/week. For Instagram, we will focus on Knowledge sharing posts and publish some posts that are considered more important. From the posts posted on Facebook, we have edited and changed the way to design images to be more suitable for this platform. At the end of Phase 1, we have published 12 posts exactly as planned.

In phase 2 we continue to expand and deepen the field of Commercial Arbitration as described in part VI, section 1.1, so on Instagram we also increase the number of posts in 2 days of posting. Uploading is on Monday and Wednesday every week.

In terms of the Video Seri Cham vao nganh, each video is more than 4 minute in length. Hence, uploading to Instagram, we divided the video into 2 parts so that the audience can watch with the appropriate length. To help the audience understand the main ideas at the beginning of the broadcast, we will re-share the post of part 1 on the story and create a highlight called "SERI VIDEO" for the audience to easily follow.

No	Description/Headline	Date	Link
01	Bạn đang tò mò về chúng mình?	May 24, 2022	https://www.instagram.com/p/Cd8N6o0v5Hz/
02	Instagram Tất tần tật về Trọng tài Thương mại – Nơi chia sẻ về ngành đã chính thức ra mắt	May 25, 2022	https://www.instagram.com/p/Cd-2NRmgyul/
03	Trọng tài Thương mại: Trọng tài giữa các “trận bóng đá” giữa các doanh nghiệp	May 27, 2022	https://www.instagram.com/p/CeD_hr-K35q/
04	Tại sao các doanh nghiệp nên chọn giải quyết tranh chấp bằng Trọng tài Thương mại	May 30, 2022	https://www.instagram.com/p/CeLupzUsIL7/
05	Top 3 điều bạn cần biết về Trọng tài thương mại	June 1, 2022	https://www.instagram.com/p/CeQ3gbRLkBz/
06	Tổ tụng toà án và tổ tụng trọng tài	June 4, 2022	https://www.instagram.com/p/CeYmSj9vBm5/
07	Giá trị pháp lý của thỏa thuận trọng tài	June 6, 2022	https://www.instagram.com/p/CeeBJRbP3MK/
08	Thỏa thuận trọng tài vô hiệu khi nào?	June 8, 2022	https://www.instagram.com/p/Cei7hA5PzMw/
09	Seri Chạm vào ngành – Tập 1 – [Part 1]	June 10, 2022	https://www.instagram.com/p/Ceol2zvgh0w/
10	Seri Chạm vào ngành – Tập 1 – [Part 2]	June 13, 2022	https://www.instagram.com/p/Cevw3WfAAI0/
11	Phạm vi của phán quyết Trọng tài Thương mại	June 15, 2022	https://www.instagram.com/p/Ce0_ncevKq9/
12	Tóm tắt 5 bước tiến hành thủ tục tổ tụng trọng tài	June 17, 2022	https://www.instagram.com/p/Ce6ExlCvJ8-/
13	Chuyên mục “Bạn hỏi – Tất tần tật trả lời”	June 20, 2022	https://www.instagram.com/p/CfAyg4BP3Xd/

14	Một số quyền của cá nhân, tổ chức khi tham gia giải quyết bằng Trọng tài	June 22, 2022	https://www.instagram.com/p/CfG9Y_bv5Lu/
15	Seri Chạm vào ngành – Tập 2 – [Part 1]	June 24, 2022	https://www.instagram.com/p/CfMK0yogf91/
16	Chuyên mục “Bạn hỏi – Tất tần tật trả lời”	June 27, 2022	https://www.instagram.com/p/CfSu6krv9xx/
17	Seri Chạm vào ngành – Tập 2 – [Part 2]	June 27, 2022	https://www.instagram.com/p/CfT-0jTg7bH/
18	Một sai lầm khi ký hợp đồng bất động sản hơn 70% người không biết	June 29, 2022	https://www.instagram.com/p/CfX5G2JLyb_/
19	Bài học từ thực tiễn: Thẩm quyền giải quyết tranh chấp trong hợp đồng mua bán nhà ở	June 29, 2022	https://www.instagram.com/p/CfY9xRcrSyZ/
20	Điều khoản thoả thuận giải quyết tranh chấp trong hợp đồng	July 1, 2022	https://www.instagram.com/p/CfdCrs_J4Qa/
21	Tính độc lập của thoả thuận trọng tài	July 1, 2022	https://www.instagram.com/p/CfeICNCsaKz/
22	9 website về luật dành cho người mới bắt đầu	July 4, 2022	https://www.instagram.com/p/CfkxE64LuHh/
23	Chuyên mục “Bạn hỏi – Tất tần tật trả lời”	July 4 2022	https://www.instagram.com/p/Cfl12P7loj9/
24	Bài học từ thực tiễn: Trong quá trình vận chuyển hàng hoá, hàng bị mất được giải quyết như thế nào?	July 6, 2022	https://www.instagram.com/p/Cfp6qJeLs_K/
25	Nhận diện 5 dạng tranh chấp chung cư phổ biến nhất	July 6, 2022	https://www.instagram.com/p/Cfq_VWjLIAx/
26	Seri Chạm vào ngành – Tập 3 – [Part 1]	July 8, 2022	https://www.instagram.com/p/CfwKIGgBlci/

27	Hai lý do nên chọn trọng tài trong giải quyết tranh chấp có yếu tố nước ngoài	July 11, 2022	https://www.instagram.com/p/Cf2yoU3JRCn/
28	Seri Chạm vào ngành – Tập 3 – [Part 2]	July 11, 2022	https://www.instagram.com/p/Cf2yoU3JRCn/
29	Những kỹ năng cần có của một Trọng tài viên	July 13, 2022	https://www.instagram.com/p/Cf78OhGrDMk/
30	Những lưu ý các doanh nghiệp cần biết để phán quyết trọng tài không bị huỷ	July 13, 2022	https://www.instagram.com/p/Cf9A5yLL-Z3/
31	Seri Chạm vào ngành – Tập 4 – [Part 1]	July 17, 2022	https://www.instagram.com/p/CgGaQb3hl0I/
32	Seri Chạm vào ngành – Tập 4 – [Part 2]	July 17, 2022	https://www.instagram.com/p/CgHciafBdsv/
STORY HIGHLIGHT CATEGORIES			
33	Series video categories (Re-share posts about series “Cham vào ngành” from post to story)	Highlights_stories_series_video	
34	News categories (Update related news about commerce, commercial arbitration, real estate)	Highlights_stories_news	
35	Đố vui categories (A few questions about the knowledge that has been posted in the posts)	Highlights_stories_quiz	

Table 14. Collection of Instagram posts and Highlight Story (24/05/2022 – 1/08/2022)

2. SOCIAL MEDIA PRODUCT

From the process of preparation, discussion and launch of the video products in the Cham vào ngành Seri, we went according to the plan, except for the partial adjustment of the video posting time. During the initial period of working with the enterprise, the process of working with the enterprise was still not clear, so we met a problem at the time of publishing the videos. Instead of the

first video being posted on the 2nd week of phase 1, we had to move to the 3rd week of phase 1. This led us to adjust the release time of the last video to be closer to the 3rd video of phase 1.

Figure 44. Part of the script for the Cham vào ngành video series

STT	THỜI LƯỢNG		NỘI DUNG	Mood
1		Music Intro		
2			Xin chào mọi người đã trở lại với Tất tần Tật về Trọng tài Thương mại.	Hào hứng, vui nhộn
3			Như tựa đề video bên dưới, chắc hẳn các bạn cũng đã biết nội dung hôm nay là gì rồi đúng không nào?	Hài hước, tăng giọng "Đúng ko nào?"
4	00:00:20	Giới thiệu	Với video hôm nay, Tất Tần Tật tôi sẽ mang đến một bức tranh toàn cảnh về quá trình cơ bản khi tiến hành thủ tục tố tụng qua hình thức trọng tài.	Vui, chậm rãi
5			Và 1 2 3, gết gô	Đếm 1 2 3 chậm rãi Hào hứng, Vui nhộn
6	00:00:10	Segue		
7			Khoan, dừng khoảng chừng là 2s.	Vui
8			Trước khi đến với quy trình làm thủ tục, điều đầu tiên các doanh nghiệp cần phải biết rằng, các doanh nghiệp cần phải có một thỏa thuận trọng tài hợp pháp.	Formal
9			Thỏa thuận trọng tài là những thỏa thuận được ký kết bằng văn bản theo sự nhất trí của các bên về việc giải quyết tranh chấp phát sinh trong quá trình giao dịch thương mại bằng phương thức Trọng tài.	Formal
10	00:01:00	Dẫn nối	Trong luật Trọng tài Thương mại 2010 cũng đã đề cập ở chương I, điều 5, Thỏa thuận Trọng tài có giá trị pháp lý khi các thỏa thuận trọng tài được thiết lập trước hoặc sau khi xảy ra tranh chấp.	Formal
11			Nói một cách đơn giản, nếu các doanh nghiệp dự đoán hoặc phòng bị trước những tranh chấp có thể xảy ra trong quá trình hợp tác thì ngay trong giai đoạn đầu, các bên doanh nghiệp sẽ có những thỏa thuận giải quyết các tranh chấp bằng trọng tài trong một điều khoản của hợp đồng.	Formal

The videos in the Cham vào ngành series are rated as having achieved results that exceed the set targets. In video 1 as an introduction to the series and as a test of advertising, we set a goal to evaluate the reach of video content as mentioned in part V, section 3. In terms of reach, video 1 has surpassed 26.8% of the original KPI. With this result, we see that the content of the video has really brought value to attract and spread naturally to more than 600 Facebook users, a positive number for a new Fanpage in this narrow field. It can be seen that the ad which is a test of promotional activity has helped the video to distribute and reach out to 1,275 people, and among them, it has helped Fanpage reach the right audience.

The second video shows the content value and visual style of the video that has attracted the attention of users and made them stay to read the post/watch the video. In terms of organic reach, the video getting over 1,500 is a big surprise. Video 2 achieved approximately 1,000 more organic reach than the first video. This has shown the success in transmitting content with the aim of attracting more people to know and care about Fanpage and the field of Commercial Arbitration. Comparative assessment of the goal and the results achieved, video 2 has exceeded 50% of the original goal. This success also comes from another part, which is that we have an adjustment in advertising costs. And so, paid reach turned out very well and exceeded our advertising expectations (2,157 paid outreach).

Entering phase 2 of the campaign, the key hook of this stage is the role of commercial arbitration in the field of Real Estate. So, our video 3 targets audiences with an interest in Real Estate and there are some adjustments to our approach. Specifically, the organic reach has exceeded the set target compared to the previous videos of 2,043 which have proven that the addition of real estate seeding groups has been really effective. Besides, this has also shown that the audience are really interested in disputes and Real Estate's dispute resolution methods as shown in video 3. With that said, video 3 is the main point of phase 2, we have focused heavily on advertising activities with 250,000 VND for 5 days of impressions. So, the paid outreach result has reached over 5,627 which is a pretty stable result.

Video	Reach (Plan)	Organic Reach (Plan)	Paid Reach (Plan)	Reach (Actual)	Organic Reach (Actual)	Paid Reach (Actual)	Evaluate
Tất tần tật ra mắt seri: Chạm vào nghề - những phút giây ngắn hieu về trọng tài thương mại	1.500	500	1.000	1.902	668	1.275	126.8%
Chạm vào ngành #2: Quy trình thủ tục tố tụng trọng tài	2.500	800	1.700	3.751	1.594	2.157	150.04%
Chạm vào ngành #3: Tranh chấp trong hoạt động kinh doanh bất động sản	5.000	1.000	4.000	7.670	2.043	5.627	153.4%
Chạm vào ngành #4: Trả lời những thắc mắc về trọng tài thương mại	1.200	1.200	0	1.278	1.278	0	106.5%

Table 15. Result Statistics of Chạm vào ngành Seri

3. ADVERTISING

The policies on advertising activities of commercial arbitration are quite strict. The limitation of this field is that it is not allowed to promote the brand name of the center widely. In addition, in order to protect the impartiality and fairness of the arbitrators, the centers must not advertise to encourage the use of the service or to encourage the choice of business. On the Facebook side, the law-related fields also have restrictions on the use of words or content with political or legal context. This will easily affect the results of advertising activities.

Advertising activity during the 2 months of running the campaign, we made a few adjustments to achieve better performance. As originally, we plan to promote 2 articles and 2 videos of the Cham vao nganh series. However, after evaluating the results of the first article promotion and learning more about the advertising rules of the commercial arbitration field, we have decided to change to video format, namely: promote 3 videos of the Series instead of 1 remaining post and 2 videos.

Specifically, the advertising content in Phase 1 will be an article "Why should businesses choose to resolve disputes by arbitration?" and the first video of the Cham vao nganh Seri. In Phase 2, we continue to maintain the audience and promote the next 2 videos of the Seri. With the third video about Real Estate, we adjusted the preferences of the target audience of housing and Real estate. The promotion period of the posts lasts for 5 days. The goal we choose for our ads is to increase video views. With this goal in mind, we are able to reach more viewers and get people to know about our content.

The division of cost and time of each advertisement depends on the purpose of each advertisement. The first ad was originally planned to run for 4 days according to the time suggestion from Facebook at a price of 45,000 VND per day. Since we didn't have time to do A/B testing, we used this post to test the effectiveness of advertising in this area. After completing the ad for post 1, we found that the high cost of a day and the running time of Facebook Advertising standards did not yield too good results. That's why for the second ad we decided to reduce the cost of advertising in one day along with reducing the advertising time to two days. Since this is the first time we're running ads for video, we're also testing it as a primary purpose. For the 3rd advertisement, after recalculating the cost, we decided to increase the advertising price to 50,000 VND for a day and keep the advertising time equal to the previous advertisement. The reason for the increase in advertising costs in this video is

to increase the reach to more people and increase the number of people who know the Fanpage to increase the organic reach for the key hook video in phase 2 of the campaign. The last advertisement is also the key hook article/video of phase 2, so we decided to extend the advertising time to 5 days and cost 50,000 VND per day.

The advertising results we have harvested are shown in the Table below.

STT	Advertising name	Format	Duration	Estimate Budget	Actual Expense
01	#Ad1 Post: Why should businesses choose to resolve disputes by arbitration?	Post	4 days	180.000 VND	172.908 VND
02	#Ad2 Chạm vào ngành #1	Video	2 days	60.000 VND	59.893 VND
03	#Ad3 Chạm vào ngành #2	Video	2 days	100.000 VND	99.799 VND
04	#Ad4 Chạm vào ngành #3	Video	5 days	250.000 VND	250.000 VND

Table 16. Advertising results from May 24, 2022 to July 17, 2022

In this section, we'll evaluate the results of paid reach and advertising cost savings for businesses. First in terms of paid reach, all 4 advertising campaigns exceeded the initial KPIs set out. In Ad #1, we chose to advertise in the form of a post. Comparing Ad #1's reach with our target, we're over 39%. From Ad #2 to Ad #4, we conduct video advertising. On Ad #2, we achieved over 1.275 reach, 27,5% higher than the original KPI. For Ad #4, we adjusted the audience, cost, and time duration of the ad. After the adjustment, we have exceeded expectations with 5.627 (about 140,66% compared to KPI).

ADs	Actual Expense	Objective Paid Reach	Actual Paid Reach	Evaluate
Ad #1	172.908 VND	2.000	2.792	139.6%
Ad #2	59.893 VND	1.000	1.275	127.5%
Ad #3	99.799 VND	1.700	2.157	126.88%
Ad #4	250.000 VND	4.000	5.627	140.66%

Table 17. Evaluation of the results of reach through advertising activities (May 24, 2022 to July 17, 2022)

In terms of performance, we found that each ad campaign had a relatively lower CPM than the market average. With the first Ad in the form of a post – image Ad, we spent about 51,784 VND per 1,000 impressions. The amount was lower than the average cost provided by Revealbot in May 2022 of 76,820 VND. With a low CPM cost as above, the advertising content of the post has attracted the right audience of Facebook users. Advertising content that receives audience feedback or interaction has helped Facebook to reduce the cost of CPM. However, we found that post ads with images are difficult to reach the users of this field in the upcoming promotional activities when we need to spend a fair amount of money to reach the significant figure of the target audience. Post content can influence whether users see the ad but stop to learn about the Ad.

With video Ads, we achieve a much lower cost than the market price. We have helped businesses save up to 38% on advertising costs. This savings comes from setting the right campaign goals of ads. With a video product, we target video views. So, the cost of the impression will be lower than the cost of the message boost objective. In all 4 advertising activities, we rate Ad #4 as very good as the CPM cost of this ad is much lower and the impression is higher than Meta Business expected.

ADs	Impression	CPM	Average CPM Ads	%Saving
Ad #1 (Post & Image)	3338	51.784 VND	\$3.34 (=76.820 VND)	33%
Ad #2 (Video)	1919	46.429 VND	\$3.24 – \$13.1 (=74.520 – 301.300 VND)	38% – 88%
Ad #3 (Video)	2199	45.188 VND		
<u>Ad #4 (Video)</u>	<u>7227</u>	<u>34.621 VND</u>		

Table 18. Actual cost of each Ad compared to the average CPM on Facebook by campaign objective in May 2022 (Source: Revealbot)

Commercial Arbitration is an area of law and is subject to many restrictions in Facebook's advertising policies and the Internal Rules of Commercial Arbitration as provided by the business. Therefore, we put a lot of thought into the content and images when advertising. The specifics of the industry have also partly affected the advertising costs and impression of the campaigns. In general, the cost for 1000 impressions of Fanpage is still quite high when compared to other industries but still within the average CPM of the industry

across all regions. With the costs mentioned, the ads have achieved satisfactory results.

4. SEEDING

For seeding on the community groups that we have selected, the content posted on the groups is recompiled to match the regulations of each group. We also choose different content to post to suit each group.

Figure 45. Some posts seeding on groups





Nguyễn Ngân ▶ TẮT TẦN TẬT VỀ BẤT ĐỘNG SẢN

Hôm qua lúc 15:08 · 🌐

Cùng nhận biết để có hướng giải quyết phù hợp tránh bị mất quyền lợi nhé!

Nguồn thông tin và hình ảnh: [Tắt Tần Tật về Trọng tài Thương mại](#)

1 Tranh chấp về chất lượng và tiến độ không như cam kết.

Dạng tranh chấp này thường xảy ra trong các dự án chung cư chưa hoàn thành, hay nói cách khác là với các vụ mua bán bất động sản hình thành trong tương lai. Ngoài ra, tranh chấp này còn phát sinh khi chủ đầu tư cam kết là chung cư mới nhưng khi bàn giao và đưa vào sử dụng trong thời g... [Xem thêm](#)



Nguyễn Ngân ▶ REVIEW BẤT ĐỘNG SẢN

16 tháng 7 lúc 21:54 · 🌐

MỘT SAI LẦM KHI KÝ HỢP ĐỒNG BẤT ĐỘNG SẢN HƠN 70% NGƯỜI KHÔNG BIẾT

Nguồn thông tin và hình ảnh: [Tắt Tần Tật về Trọng tài Thương mại](#)

Thông thường, tranh chấp Bất động sản xuất phát từ hợp đồng mua bán giữa cá nhân và một công ty Bất động sản. Cá nhân người mua được công ty Bất động sản cung cấp hợp đồng mẫu của công ty soạn sẵn. Tuy nhiên, đối với những cá nhân không hiểu rõ về điều khoản giải quyết tranh chấp của hợp đồng thì có những thỏa thuận đã được thông qua mà chính cá nh... [Xem thêm](#)



Nguyễn Ngân ▶ DIỄN ĐÀN NGHỀ LUẬT

2 tháng 6 · 🌐

TỔ TỤNG TOÀ ÁN VÀ TỔ TỤNG TRỌNG TÀI

Nguồn ảnh & thông tin: [Tắt Tần Tật về Trọng tài Thương mại](#)

Hiện nay, các doanh nghiệp đã có khá nhiều sự lựa chọn trong việc giải quyết tranh chấp liên quan đến các hoạt động thương mại như: Tổ tụng qua hình thức Toà án và ngoài toà án. Trong đó, giải quyết tranh chấp với hình thức Trọng tài Thương mại đã trở nên phổ biến ở một số quốc gia trên thế giới.

Trong bài viết này sẽ mang đến 1 bức tranh về các đặc điểm khác biệt giữa 2 hình thức tổ... [Xem thêm](#)



Derived from Facebook

5. EXPENSE

Figure 46. Total Campaign Spend

STT	HẠNG MỤC	SỐ LƯỢNG	ĐƠN VỊ	ĐƠN GIÁ	THÀNH TIỀN	GHI CHÚ
1	Facebook Ads	1	ADS	172.908	172.908	Bài viết "Tại sao doanh nghiệp nên sử dụng Trọng tài Thương mại?" (4 ngày)
		1	ADS	60.000	60.000	Video 1 (2 ngày)
		1	ADS	100.000	100.000	Video 2 (2 ngày)
		1	ADS	250.000	250.000	Video 3 (5 ngày)
2	Instagram Ads	1	ADS	60.000	60.000	Bài viết "Tại sao doanh nghiệp nên sử dụng Trọng tài Thương mại?" (2 ngày)
		1	ADS	60.000	60.000	Video 1 (2 ngày)
		1	ADS	80.663	80.663	Video 2 (3 ngày)
		1	ADS	90.000	90.000	Video 3 (3 ngày)
3	Minigame	1	Minigame	441.000	441.000	Bao gồm 1 balo, 2 túi tote và 2 sổ tay
4	Lồng tiếng	4	Video	150.000	600.000	
				TOTAL	1.914.571	

To increase reach and engagement we used Facebook and Instagram Ads for important posts as well as organized a minigame to increase engagement. In addition, there is a cost for video production, which is hiring a voiceover to make the video more attractive.

6. PROBLEMS AND RESOLUTION

6.1. Problems

In the process of planning the campaign, we had problems discussing with Tracent to make the decision to implement the plan. We work as a member of Blue Star Film and Advertising Co., Ltd to discuss directly with the Commercial Arbitration Center of Ho Chi Minh City – TRACENT. Initially, we were approved by the Center for the operation plan and moved to the preparation stage. However, when completing 50% of the preparation process, the Center encountered personnel problems in managing their Fanpage. So, the problem was that we had to quickly adjust the whole plan.

Second, we originally planned to include the images of the arbitrators in media products across channels. However, the arbitrators do not wish to appear on such media products.

The third problem we encountered in the early stages of planning was advertising. Advertising content we need to revise to limit infringing in terms of words, images and separate rules of the Law industry and Facebook policies.

6.2. Resolution and Result

From the initial plan to develop content on the TRACENT Fanpage, we discussed with the representative of the center that it will develop in the

direction of establishing a new Fanpage with the goal of sharing and spreading the Commercial Arbitration field. And the Commercial Arbitration Center Ho Chi Minh City will act as a contributor and consultant on the content that we have planned. The name of the brand that will appear on the new Fanpage in the form Hashtag and Credit. And representatives of the Center have agreed and approved the above plan agreements.

For the second issue, we changed the content of our direct interviews with experts into posts citing references from their consultants. The original interview videos have been changed into voiced and illustrated videos with content provided and advised by experts.

Regarding ads, we changed the ad format from post to video. The time and cost of the adjusted ad is longer than the original. And the advertising results are relatively good, but there are still a few flaws. Specific results on advertising we presented in part VI, section 3.

7. CAMPAIGN RESULTS

	KPI	Actual Result	Percentage Comparison
Total reach (Facebook, Instagram)	26.000	38.336	<u>147.45%</u>
Facebook Objectives			
Reach	20.000	31.795	<u>158.98%</u>
Fans	1000	1.141	<u>114.1%</u>
Number of Posts	52	52	100%
Instagram Objectives			
Reach	6.000	6.600	<u>110%</u>
Fans	200	183	<u>91.5%</u>
Number of Posts	32	32	100%

Table 19. Campaign Results (Results from May 24, 2022 to August 1, 2022)

7.1 Facebook

7.1.1. Results (Results from May 24, 2022 to August 1, 2022)

Facebook Results			
Reach	20.000	31.795	<u>158.98%</u>
Fans	1000	1.141	<u>114.1%</u>
Number of Posts	52	52	100%

Table 20. Facebook Results (From May 24, 2022 to August 1, 2022)

When it was launched, Tat Tan Tat ve Trong tai thuong mai Fanpage was a completely new Fanpage. After 2 months of Fanpage operation, we have obtained 1.141 Fanpage likes, exceeding the planned target of 228%. According to statistics of Meta Business, the fan of Fanpage accounts for the majority of

the age group from 25-34 and 18-24 (48.1% and 42%, respectively). In addition, the proportion of people aged 35-44 accounted for 8.2%. Thus, with the statistical results coming from Facebook, we have reached the target audience that we initially set out.

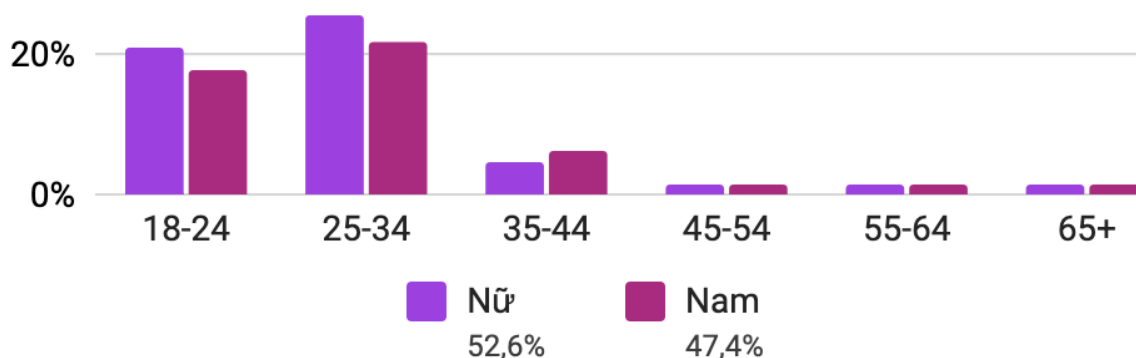
Figure 47. Audiences on Facebook

Đối tượng ⓘ

Lượt thích Trang Facebook ⓘ

1.141

Độ tuổi & giới tính ⓘ



Derived from Meta Business Suite

In terms of the reach of the Fanpage, we have achieved a total of 31,975 reach, of which 18,432 is the number of people who reach the Fanpage through paid advertising activities of the campaign. In each stage of operation, the reach rate of Fanpage faces many fluctuations. When the Fanpage was launched, the number of posts had the good results of organic reach, in which the post titled Commercial Arbitration: Arbitration in "Football Matches" between businesses gained more than 2,000 reach within 3 days. After that, we promoted the article as planned "Why businesses should choose to settle disputes by Arbitration" and got 4,848 reach. After 1 month of operation, we have difficulty in reducing the reach and growth rate of Fanpage is slow compared to the first month. Posts in the first week of phase 2 had a reach ranging from 600 to 900 range, down from 22.3% a week earlier. In phase 2, reach was largely focused on video #3 of the seri: Cham vào ngành with 7.353 reach (Organic and Paid).

Figure 48. Reach on Facebook

Kết quả

Số người tiếp cận trả phí ⓘ

18.432 ↑ 100%

Số người tiếp cận Trang Facebook ⓘ

31.795 ↑ 100%

Số người tiếp cận trên Instagram ⓘ

6.541 ↑ 100%



Derived from Meta Business Suite

No	Description/Headline	Reach	Like and Reaction	Comment	Share
01	Bạn đang tò mò về chúng mình?	740	44	18	8
02	Fanpage Tất tần tót về Trọng tài Thương mại – Nơi chia sẻ về ngành đã chính thức ra mắt	239	61	11	6
03	Trọng tài Thương mại: Trọng tài giữa các “trận bóng đá” giữa các doanh nghiệp	2046	107	33	15
04	Tại sao các doanh nghiệp nên chọn giải quyết tranh chấp bằng Trọng tài	4848	157	31	13
05	Bản tin thương mại trong tuần	344	56	27	12
06	Tình hình thương mại ở Việt Nam quý I năm 2022	403	53	28	13
07	Top 3 điều bạn cần biết về Trọng tài thương mại	2030	72	44	10
08	[Góc chia sẻ với Admin]	1537	59	40	12
09	Tổ tụng toà án và tổ tụng trọng tài	1185	123	30	14
10	Giá xăng dầu Việt Nam thấp thứ 84 trên thế giới	627	46	24	12
11	Giá trị pháp lý của Thỏa thuận trọng tài	1927	55	28	15

12	Người Việt chọn mua online thay mua sắm truyền thống	604	46	17	10
13	Góc hỏi đáp cùng Admin	642	50	25	11
14	Thoả thuận trọng tài vô hiệu khi nào?	1286	62	27	12
15	Tất tần tật ra mắt seri Chạm vào ngành – Những giây phút ngắn ngủi về Trọng tài thương mại	1900	64	31	16
16	Phạm vi của phán quyết Trọng tài Thương mại	926	55	19	13
17	Châu Âu nói lỏng nhập khẩu bún, miến, phở gói của Việt Nam	335	61	22	12
18	Góc chia sẻ với Admin	861	53	18	7
19	Một số Trung tâm Trọng tài Việt Nam uy tín nhất hiện nay	355	46	16	9
20	Tóm tắt 5 bước tiến hành thủ tục tố tụng trọng tài	1051	59	18	13
21	Bạn hỏi – Tất tần tật trả lời	224	40	16	9
22	Minigame: “Tất tần tật cùng bạn truy tìm mảnh ghép”	1380	52	27	15
23	Tin tức: Tìm giải pháp khôi phục thông quan tại các cửa khẩu	247	41	7	5
24	Một số quyền của cá nhân, tổ chức khi tham gia giải quyết bằng Trọng tài	1223	128	14	12
25	Thẩm quyền của các trọng tài viên trong việc tiến hành thủ tục tố tụng trọng tài	756	48	7	5
26	Cùng Tất tần tật chờ đón video số 2 trong seri	959	52	9	7

27	Thông báo kết quả minigame: Truy tìm mảnh ghép	193	38	11	4
28	“Tranh chấp về bất động sản” hay “Tranh chấp liên quan bất động sản”	695	105	10	14
29	Chạm vào ngành #2: Quy trình thủ tục tố tụng trọng tài	3751	192	17	14
30	Một điều bạn muốn làm vào thứ hai đầu tuần?	243	45	17	8
31	Bạn hỏi – Tất tần tật trả lời	1038	65	9	9
32	Luật đất đai sửa đổi sẽ xác định giá đất đai theo nguyên tắc thị trường	233	41	10	7
33	Một sai lầm khi ký hợp đồng bất động sản hơn 70% người không biết	804	175	15	51
34	Bạn hỏi – Tất tần tật trả lời	873	51	10	7
35	Bài học thực tiễn: Thẩm quyền giải quyết tranh chấp trong hợp đồng mua bán nhà ở	654	108	15	9
36	Điều khoản thoả thuận giải quyết tranh chấp trong hợp đồng	720	68	19	8
37	Tính độc lập của thoả thuận trọng tài	901	64	10	8
38	9 website về luật dành cho người mới bắt đầu	502	55	15	10
39	Bạn hỏi – Tất tần tật trả lời	759	64	16	9
40	Giảm phát thải khí nhà kính để đưa sản phẩm tiếp cận thị trường khó tính	261	43	10	6
41	Tính quốc tế của trọng tài trong giải quyết tranh chấp quốc tế	632	64	14	7

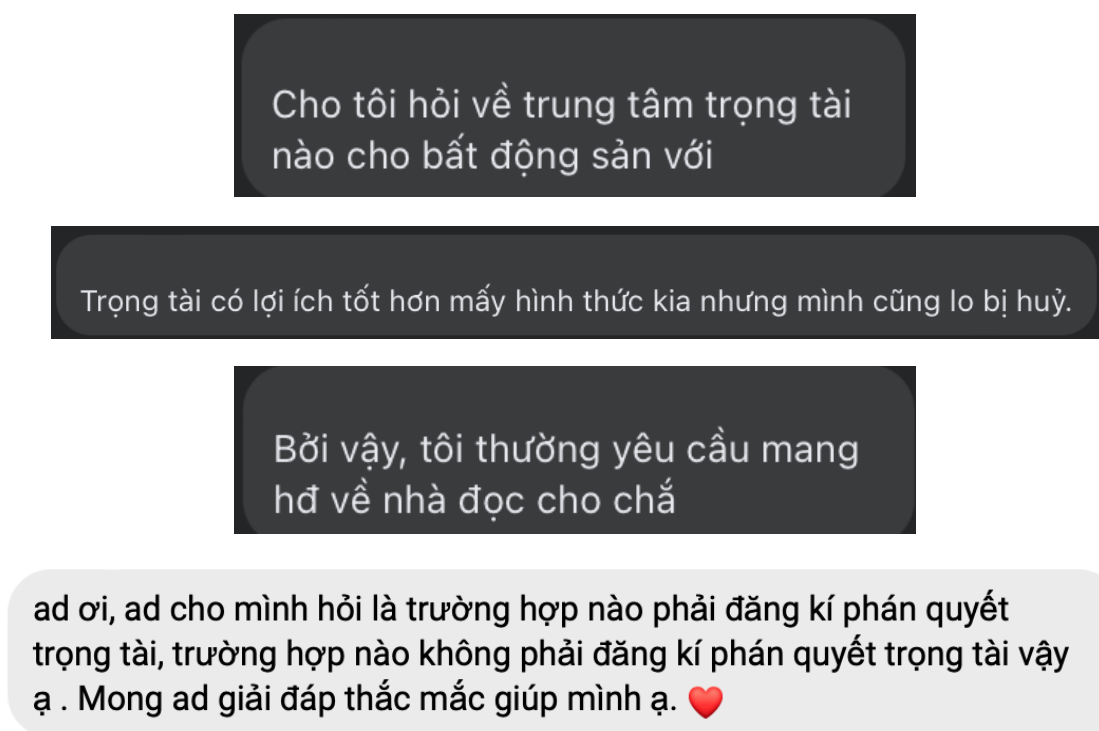
42	Bài học từ thực tiễn: Trong quá trình vận chuyển hàng hoá, hàng bị mất được giải quyết như thế nào?	436	51	10	7
43	Nhận diện 5 dạng tranh chấp chung cư phổ biến nhất	1946	124	10	11
44	Hai lý do nên chọn trọng tài trong giải quyết tranh chấp có yếu tố nước ngoài	730	117	27	9
45	Chạm vào ngành #3: Tranh chấp trong hoạt động kinh doanh bất động sản	7670	179	16	18
46	Bạn hỏi – Tất tần tật trả lời	1842	86	19	8
47	Giá xăng dầu giảm sâu nhất từ đầu năm đến nay	294	44	12	4
48	Những kỹ năng cần có của một trọng tài viên	744	80	13	6
49	Bạn hỏi – Tất tần tật trả lời	571	68	8	4
50	Những lưu ý các doanh nghiệp cần biết để phán quyết trọng tài không bị huỷ	918	102	12	13
51	7 quy tắc đạo đức trọng tài viên	1019	57	10	8
52	Chạm vào ngành #4: Trả lời những thắc mắc về Trọng tài Thương mại	1278	56	11	14

Table 21. Content Performance on Facebook (Meta Business Suite, updated on 18/07/2022)

Although we didn't initially set an Engagement rate goal for the campaign, we decided to use Reaction, Comment, and Share statistics to gauge the audience's discussion metrics and attitudes about the quality of the post. After the campaign, we received more than 5,700 interactions including Reaction, Comment and Share. In which, more than 80% of Reactions and Comments have positive elements and are geared towards discussion of the topic and purchase intention (ask a question about the contact method or refer to the Arbitration Center). Besides, we also received questions and 2-3 negative

opinions about this area. Based on that, we can edit the post content to solve the audience's difficulties. Measuring the Engagement rate through the Karma Fanpage tool, we get a result of 14%. With the data showing positive audience interaction and engagement, Fanpage has built trust as well as created attraction for the audience when following Fanpage's activities.

Figure 49. Audiences Interaction

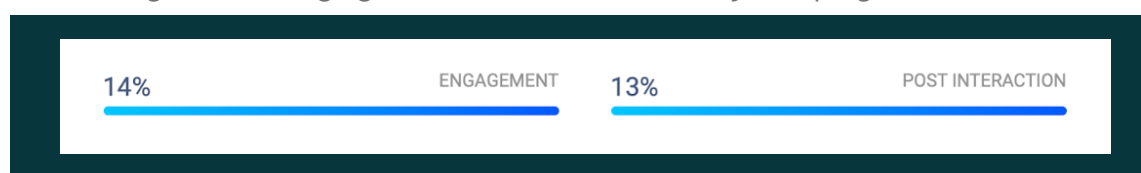


Derived from Facebook

	Interaction	Engagement Rate (Fanpage Karma Tool)	Engagement Rate (Fanpage Karma Tool)
Results	5.700	14%	13%

Table 22. Engagement rate measured by Fanpage Karma

Figure 50. Engagement rate measured by Fanpage Karma









Derived from Fanpage Karma

7.1.2. Comparison with other Fanpages

According to the original goal, we will go from 5th place to 3rd place in the list of likes in 5 Fanpages of competitors. To achieve the above results, we have tried to share the articles in relevant groups and promote advertising. And after 2 months of implementing the campaign, we have achieved the desired plan. The data shown in Figure 49.

Figure 51. Compare the results of the Fanpages

Trang	Lượt thích Trang	Sự thay đổi về lượt...	Nội dung đã đăng	
 Trung tâm Trọng tài Quốc tế Việt Nam - VIAC TRUNG TÂM TRỌNG TÀI QUỐC TẾ VIỆT NAM Tổ chức Trọng tài, Hòa giải hàn...	25K	↑ 167	17	...
 Trung tâm Trọng tài Thương nhân Việt Nam - VTA Trung tâm trọng tài Thương nhân Việt Nam (VTA) là cơ quan giải quyết tranh c...	2,7K	↑ 84	1	...
 Tất Tần Tật về Trọng tài Thương mại Tất Tần Tật về Trọng tài Thương mại - nơi chia sẻ thông tin và kiến thức bổ ích...	1,1K	↑ 643	18	...
 Trung Tâm Trọng Tài Thương Mại Quốc Tế Thái Bình Dương Trung tâm Trọng tài Thương mại Quốc tế Thái Bình Dương với tên tiếng anh là...	1,1K	↑ 1	0	...
 STAC - Trung Tâm Trọng Tài Thương Mại Phía Nam STAC là Trung tâm trọng tài chuyên nghiệp với thể mạnh chuyên giải quyết cá...	971	↑ 31	0	...
 Trung Tâm Trọng Tài Thương Mại Thịnh Trí Là tổ chức độc lập, uy tín về giải quyết tranh chấp thương mại bằng Trọng tài - ...	280	↓ 1	0	...

Derived from Meta Business Suite

With the next operation progress being maintained steadily, Fanpage will still have the opportunity to step to 2nd place in the near future.

7.1.3. After-campaign survey results

Information		Number/Ratio	Evaluation
Number of respondents		204	
Respondents			
Age	25 - 34	48%	With the ratio of these ages, we will get the right responses to the audience the campaign has targeted.
	35 - 44	28.9%	
	18 - 24	22.1%	

Job	Businessman (Real Estate Broker, Business, Logistic, etc)	<u>104</u>	<ul style="list-style-type: none">- Industry with a high percentage in the survey is business in the fields of Real Estate (including brokerage and buying and selling of Real Estate), F&B, and Logistic.- Students are the potential target audience of the campaign.- In addition, the survey also shows the feedback of the audience in the industry as Lawyers or Law Consultants.
	Student	<u>42</u>	
	Staff	22	
	Other	19	
	Lawyer	17	
<i>Do they know about the field of Commercial Arbitration?</i>			
Knowing a little		<u>57.8%</u>	According to statistics, a total of 80.8% of the survey respondents know about commercial arbitration from little to deep understanding.
Deep understanding		<u>23%</u>	
I've heard of it but don't know anything		10.8%	
Never heard of it		8.3%	
<i>Have they followed or liked Fanpage Tat Tan ve Trong tai Thuong mai?</i>			
Yes		<u>81.4%</u>	<ul style="list-style-type: none">- Among the survey participants, more than 81% of the survey confirmed to have Liked or followed Fanpage. Therefore, we have about 166 surveyors who can evaluate the quality of Fanpage.- In addition, with a total of more than 166 people Like Fanpage, there are 164 people who know a little or a lot about the field of Commercial Arbitration. <p>=> Fanpag may have contributed to a change in the perception of commercial arbitration of the above audience.</p>
No		18.6%	
<i>Where did they know the Fanpage Tat Tan ve Trong tai Thuong mai?</i>			
Community groups		<u>50.4%</u>	<ul style="list-style-type: none">- The channel that audiences know the most about Fanpage is through community groups related to Law and

Advertising	23.5%	Real Estate. The rate of 50.4% proves that the seeding activity is very effective. - Followed by effective advertising activities that have attracted a very high number of Fanpage reach.
Recommended by friend	20.5%	
Rate Fanpage Tat Tan ve Trong tai Thuong mai		
5	65.1%	Out of 166 survey responses, Fanpage received the most positive score on a score of 4 to 5.
4	32.5%	
Type of content audience like the most that Fanpage Tat tan tat ve Trong tai Thuong mai has posted.		
Knowledge	86.1%	With the highest percentage of all categories, knowledge content has satisfied commercial arbitration needs or content has attracted the target audience.
Case study	59.6%	The Case study category was supported with the second highest rate as the original goals of the campaign. With 59.6%, the audience understands more details through a true incident or relies on previous case law to consider the case they are facing.
Seri video: Cham vao nganh	45.8%	With a new series in a niche field premiered on the new Fanpage, Cham vao nganh videos have attracted and created love from 45.8% which is a very positive thing. And this number can create a development foundation for Fanpage's other series products in the future.

Table 23. After campaign survey results

With this survey, we received 204 responses from 48% of people aged 25 - 34; 28.9% of those aged 35 - 44 and 18 - 24 years old ranked third with 22.1%. Most of the jobs of the survey respondents are related to business (Real Estate, shipping, etc.), Lawyers and students. With the ratio of survey participants as

above, we assess that we will receive accurate responses from the target and potential audience that the campaign is targeting.

Figure 52. Results of age groups participating in the survey

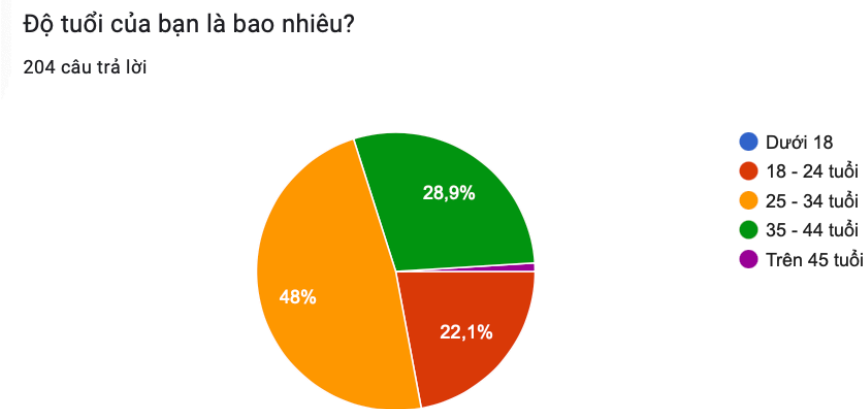


Figure 53. Occupation of survey participants



Among survey participants, more than 57% know about commercial arbitration but have not studied it deeply. Besides, there are 23% of people who have studied the field of commercial arbitration before and 10.8% of people have heard of the field but do not know what this field is. As for the popularity of Commercial Arbitration, we found a percentage change in the spread of the field. Survey in the research process, the percentage of people who do not know about commercial arbitration accounted for 71.3% and the rest are aware of this field (28.7%). This rate after the campaign was launched, we

have seen the number change significantly with the total awareness of Commercial Arbitration increasing by more than 80%. It can be concluded that the campaign has spread the field of commercial arbitration to the target and potential audience.

Among those surveyed who understand commercial arbitration, they also followed and liked Fanpage Tat Tan Tat ve Trong tai thương mại (81.4% of the total 204 surveys). After this survey, we can conclude that Fanpage has contributed to a change in understanding of the field of commercial arbitration.

Figure 54. Change in Commercial Arbitration field awareness after the campaign

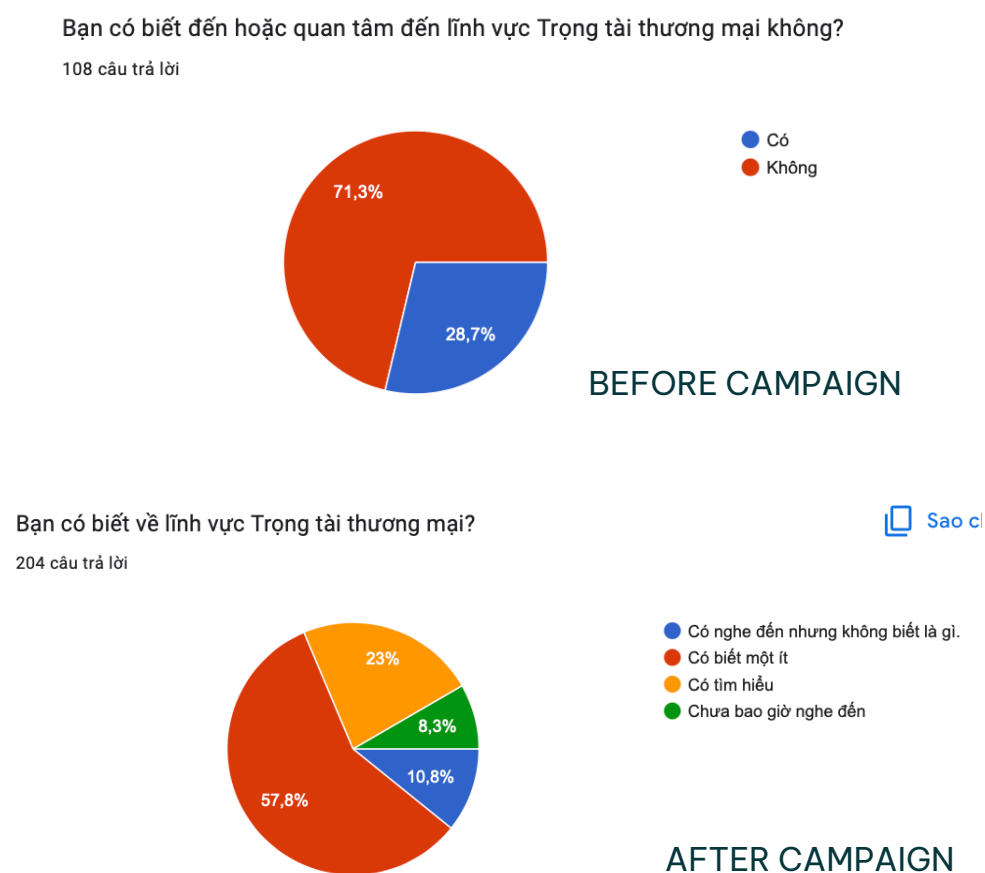


Figure 55. Survey results (Question: Have you followed or liked Fanpage Tat Tan ve Trong tài Thương mại?)

Bạn đã theo dõi hoặc Like Fanpage Tất Tần Tật về Trọng tài Thương mại chưa?

 Sao chép

204 câu trả lời



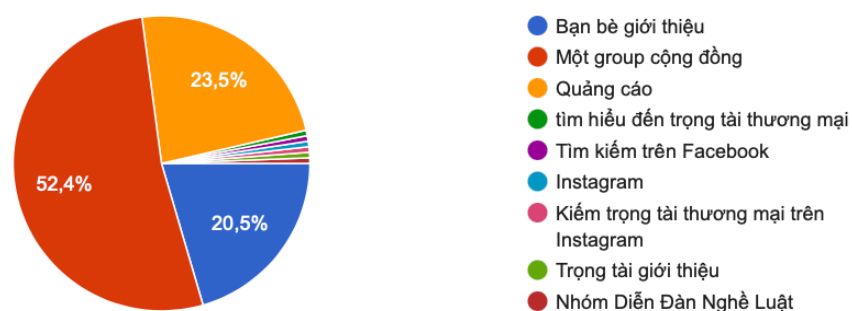
For the audience who have followed the Fanpage, 52.4% of the survey knew about the Fanpage through the community groups that we seeded into. The channel in second place is advertising with more than 23.5% and followed by friends recommending (20.5%). Thus, it is possible to evaluate the seeding activity of the Fanpage and the advertising has been effective in attracting the number of people interested.

Figure 56. Survey results (Question: Where did you know the Fanpage Tat Tan ve Trong tài Thương mại?)

Bạn biết đến Fanpage Tất Tần Tật về Trọng tài Thương mại qua đâu?

 Sao chép

166 câu trả lời



In terms of Fanpage quality, followers have rated Fanpage from level 4 to 5 with the rate of 32.5% and 65.1% respectively. In which, 86.1% of people love the knowledge content category. This number is currently at the top of all the categories that Fanpage has set out. The second place belongs to the Case

Study category with a rate of 59.6% and followed by the Cham video series (45.8%). The survey results helped ensure the accuracy that we mentioned in VIII.1.1 on the most interacted, most accessible items in the Knowledge category.

Figure 57. Survey results (Question: How would you rate Fanpage Tat Tan ve Trong tai Thương mại?)

Bạn đánh giá Fanpage Tất Tần Tật về Trọng tài Thương mại như thế nào?

 Sao chép

166 câu trả lời

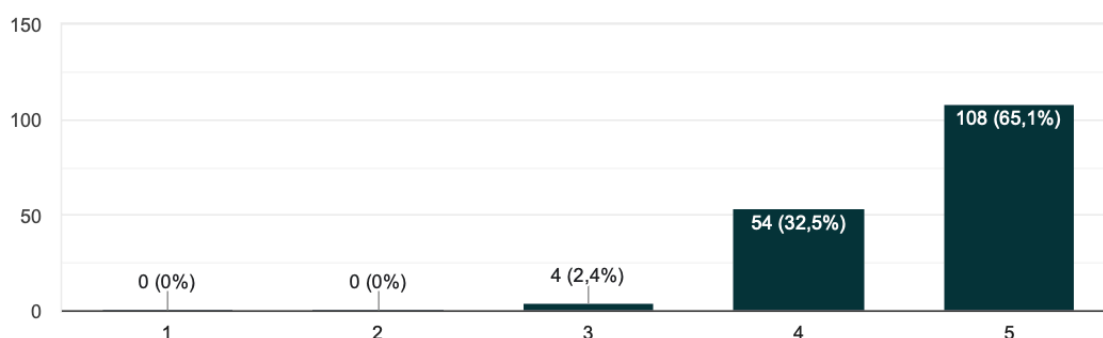
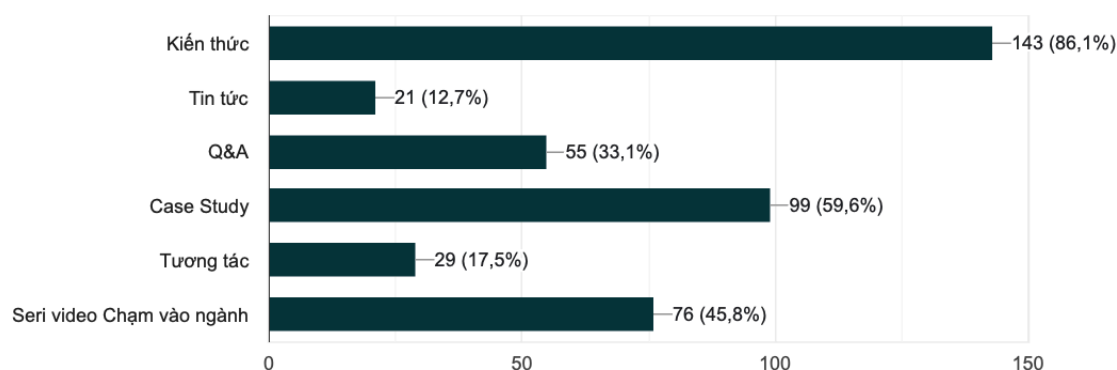


Figure 58. Survey results (Question: What type of content do you like the most that Fanpage Tat tan tat ve Trong tai Thương mại has posted?)

Bạn thích nhất dạng nội dung nào mà Fanpage Tất Tần Tật về Trọng tài Thương mại đã đăng tải?

 Sao
chép

166 câu trả lời



As for the popularity of Commercial Arbitration, we found a percentage change in the spread of the field. Survey during the research process, the percentage of people who do not know about commercial arbitration accounted for 71.3% and the rest are aware of this field (28.7%). This rate after

the campaign was launched, we have seen the number change significantly with the total awareness of Commercial Arbitration increasing by more than 80%. It can be concluded that the campaign has spread the field of commercial arbitration to the target and potential audience.

7.2 Instagram

Instagram Results			
Reach	6.000	6.600	110%
Fans	200	183	91.5%
Number of Posts	52	52	100%

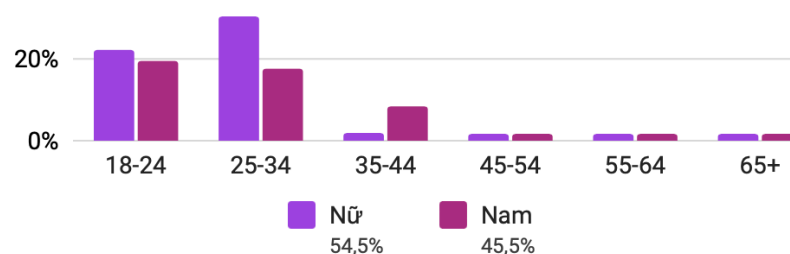
Table 24. Instagram Results

Figure 59. Audiences on Instagram

Người theo dõi trên Instagram ⓘ

183

Độ tuổi & giới tính ⓘ



Derived from Meta Business Suite

After 2 months of running, Instagram has obtained 183 followers, reaching 91.5% of the previous KPI. From statistics from Meta Business Suite, the number of followers aged 18-24 is 41.7%, 25-34 is 48% and 35-44 is 10.3%. Thus, with the target audience set as Millennials, we got 58.3%. In the study section III.3.2, we have shown that the number of people aged 18-24 using Instagram accounts for nearly 50% of the rest of the ages, so with the current results achieved as the difference between the target audience is Millennials and the potential audience is genZ, this is a positive result.

Figure 60. Reach on Instagram

Số người tiếp cận trên Instagram ⓘ

6.600 ↑ 100%



Derived from Meta Business Suite

In terms of reach, Instagram was reached 6,600 times, reaching 109.02% of the KPI set previously.

No	Content	Reach	Like and Reaction	Comment	Share/Save
01	Bạn đang tò mò về chúng mình?	15	10	4	0
02	Instagram Tất tần tật về Trọng tài Thương mại – Nơi chia sẻ về ngành đã chính thức ra mắt	33	8	1	0
03	Trọng tài Thương mại: Trọng tài giữa các “trận bóng đá” giữa các doanh nghiệp	50	17	2	0
04	Tại sao các doanh nghiệp nên chọn giải quyết tranh chấp bằng Trọng tài Thương mại	980	27	2	4
05	Top 3 điều bạn cần biết về Trọng tài thương mại	33	18	1	0
06	Tổ tụng toà án và tổ tụng trọng tài	50	30	2	0
07	Giá trị pháp lý của thỏa thuận trọng tài	45	28	2	0
08	Thỏa thuận trọng tài vô hiệu khi nào?	38	30	2	0

09	Seri Chạm vào ngành – Tập 1 - [Part 1]	1083	78	3	0
10	Seri Chạm vào ngành – Tập 1 - [Part 2]	1011	36	4	0
11	Phạm vi của phán quyết Trọng tài Thương mại	40	26	2	0
12	Tóm tắt 5 bước tiến hành thủ tục tố tụng trọng tài	47	36	4	0
13	Chuyên mục “Bạn hỏi – Tất tần tật trả lời”	33	26	2	0
14	Một số quyền của cá nhân, tổ chức khi tham gia giải quyết bằng Trọng tài	38	31	2	0
15	Seri Chạm vào ngành – Tập 2 - [Part 1]	744	61	2	0
16	Chuyên mục “Bạn hỏi – Tất tần tật trả lời”	33	26	2	0
17	Seri Chạm vào ngành – Tập 2 - [Part 2]	2164	44	2	0
18	Một sai lầm khi ký hợp đồng bất động sản hơn 70% người không biết	60	50	2	0
19	Bài học từ thực tiễn: Thẩm quyền giải quyết tranh chấp trong hợp đồng mua bán nhà ở	43	31	2	0
20	Điều khoản thoả thuận giải quyết tranh chấp trong hợp đồng	43	32	2	0
21	Tính độc lập của thoả thuận trọng tài	52	26	2	0
22	9 website về luật dành cho người mới bắt đầu	47	40	2	0
23	Chuyên mục “Bạn hỏi – Tất tần tật trả lời”	48	38	2	0
24	Bài học từ thực tiễn: Trong quá trình vận chuyển hàng hoá, hàng	43	39	2	0

	bị mất được giải quyết như thế nào?				
25	Nhận diện 5 dạng tranh chấp chung cư phổ biến nhất	41	34	2	0
26	Seri Chạm vào ngành – Tập 3 - [Part 1]	920	47	2	1
27	2 lý do nên chọn trọng tài trong giải quyết tranh chấp có yếu tố nước ngoài	63	43	2	2
28	Seri Chạm vào ngành – Tập 3 - [Part 2]	429	34	2	1
29	Những kỹ năng cần có của một Trọng tài viên	46	32	3	0
30	Những lưu ý các doanh nghiệp cần biết để phán quyết trọng tài không bị huỷ	37	28	2	0
31	Seri Chạm vào ngành – Tập 4 - [Part 1]	49	42	2	0
32	Seri Chạm vào ngành – Tập 4 - [Part 2]	26	24	2	0

Table 25. Content Performance on Instagram (Meta Business Suite, updated on 01/08/2022)

7.3 Summary

As mentioned, at the present time, Facebook does not have a separate community Fanpage on the topic of Commercial Arbitration. After 2 months, Tat Tan Tat ve Trong tai thuong mai Fanpage appeared and operated, Fanpage has gained a very good amount of reach and interaction. The positive results that have been achieved are predicted to continue to develop positively if the Fanpage is well maintained.

With the following audience of Fanpage Tat Tan Tat ve In the future, Tracent can develop the next 2 stages as Conviction and Action in the DAGMAR/ACCA model on this Fanpage. Tracent can spread its brand awareness through the following content on Fanpage.

In addition, we have received 5–6 requests for advice on commercial arbitration from the audience following Fanpage. This may show that a part of

the audience has put their trust in the value we bring to the personal or business community.

Thus, with TRACENT Center, this is a valuable Fanpage that helps the business community know TRACENT through a different and different way than the rest of the competitors.

8. REFLECTION AND RECOMMENDATION

8.1. Reflection

Difficulties

First of all, this is the first time we have worked with a government agency and with a specific area related to law. We started to learn from the beginning about this field and had a hard time getting the most out of the knowledge to be able to create content correctly to convey to the audience. As a newbie in this field and arbitration cases are not widely publicized, we had a hard time finding content ideas such as case studies and in-depth knowledge.

In addition, for the Law industry in general and the field of Commercial Arbitration in particular, there are regulations on posting content as well as advertising on social networking platforms. Secondly, setting the target audience to be Millennials is also very stressful because this is the first time we do a campaign targeting this audience. We tried to learn about the preferences, habits, writing styles that Millennials like. And we also try to strike a balance to reach the main audience of Millennials and the potential audience of genZ.

Finally, seeding this topic is also a difficult thing, because the knowledge related to the law is quite sensitive, the approval is done very carefully by the groups. We have edited it so that we can re-post on groups, but we can't directly share posts from Fanpage. Although not all posts are approved, Fanpage has also received a lot of followers and support from the posts posted on our groups

Achievements and lessons learned

Although we faced many difficulties in the preparation process, we have achieved many achievements as well as learned many lessons and experiences for ourselves. The first is to be exposed to a new field of Commercial Arbitration. In the process of preparing the plan and running the project, we

studied many different documents to understand the knowledge in this field, so we also took new knowledge for ourselves.

Next is to learn, gain experience on how to meet, present, exchange and persuade customers. We have never done direct transactions with customers before, but after this campaign, we have gained experience and skills when dealing directly with customers. And our customer is also quite special as Tracent is a government agency, so we also learned how to work with government agencies.

From the beginning, we have recognized that this is a new, specific and not easily accessible field to the target audience. However, after two months of running the campaign for the main channel as Facebook, we have reached and surpassed the objective that we set out (the reach reached 158% more than the objective and the number of page likes reached 230%). As for the Instagram sub-channel, although not as perfect as Facebook, overall it has achieved more than 94% of the original goal. And most importantly, the support from the channel's followers when they have left many positive comments and left comments, sending messages on Fanpage helps us understand the questions of the audience so that we can provide the best service. timely provision of necessary information.

In this project, we run effective ads and gain experience using Facebook Advertising. We have run ads with many different types of posts such as posts with images, ads for videos. Besides, we also do it with many different prices as well as different running times so that we can evaluate the effectiveness of the ads. We have learned many things from using Facebook Advertising such as the importance of targeting, choosing the right target for the purpose of the ad. After learning about advertising, the result is that running ads for the campaign has outperformed the market average.

In the end, we got many “sweet fruits” from these challenges. In addition to the challenge that the topic brings, we also challenged ourselves when using new elements in visual design for the field of law. Additionally, we also challenged ourselves to make a media product, the video series Cham vao nganh. This series of videos is really challenging because this is not the strength of the two members of the project group and it is also the first time we do it. Although not too groundbreaking, the video seri still received a certain amount of love from audiences when it ranked 3rd in the favorite category from the survey we conducted. We are really happy and proud of what we have achieved when all

publications and products are completely made by both members without looking for outside help.

8.2. Recommendation

We completed this project after two months of operating in accordance with the commitment to the previous business. What we have done will serve as a springboard to help audiences who do not know anything about Commercial Arbitration to know the basics of this field and create their first perception of Tracent's presence on social networking platforms.

Based on our experiences and feelings during the 2 months of running the campaign, we have some recommendations for Tracent and the agency – that manage the social networking platform and for the operation of Tracent's website.

8.2.1. Social media

FACEBOOK

For Tracent

Tracent should agree on the post review time with the Fanpage management representative as well as support by shortening the content moderation time. We understand that because content related to Commercial Arbitration always needs to be carefully censored to achieve the highest accuracy, Tracent should have a clear negotiation with the representative to ensure the right plan as well as ensuring the distribution of content categories posted.

Tracent should provide more documents for the Fanpage management side to use to help enrich the content. Providing such documents will help the source of information be the most accurate and bring more trust to the audience. Especially for the source of related case studies, it is very difficult to find the relevant case study source. So if Tracent supports it, the Fanpage management representative for Tracent will be able to save more time for searching.

For Agency

After implementing the campaign, we conducted a survey to collect audience reviews for Fanpage. After the survey, the most popular categories were Knowledge Sharing (86.1%), Case Study (59.6%), Cham vao nganh Seri (45.8%) and Q&A (33.1%). These will be the categories that Agency should pay attention to and continue to develop, especially the Knowledge Sharing section.

With the Knowledge Sharing category, Agency should maintain 2–3 posts a week to post interlaced with other categories. Not only being the most favorite category, it is also the most effective category when it comes to always achieving the most reach as well as good interaction from audiences. Along with the purpose of being a community Fanpage to spread the field of Commercial Arbitration, this category should be invested and have more posts. Also from the results of the survey, we have some suggestions on topics for this category such as details of case precedents, detailed contract templates for different professions, arbitration opinions about trade-related cases,... We will send the results of this survey to Agency for better understanding.

For the Case study section, Agency should still be maintained and can be posted with a frequency of every 2 weeks if it takes a lot of time to research. Agency should actively search for foreign documents to enrich this category.

Agency should consider developing other creative media products besides the usual posts and images. With creative media products, it will bring a fresher approach to audiences with somewhat boring information. In the last campaign, the video seri Cham vao nganh is different from the competitors and is the third most popular form of content. Agency can continue as a short video or use a new format. We have a recommendation for Agency which is in the form of reels with content about past cases. For case precedent reels, Agency can break a case law into several parts to post as an issue – arbitrator's opinion – adjudication – result.

The Q&A category, this is a category that helps increase the communication between the brand and its public. By looking at the comments about questions left by audiences or messages sent to Fanpage, Tracent and the agency should see if this is an issue that many people worry about and wonder how to create articles to answer.

INSTAGRAM

As for the Instagram platform alone, although this is a "young" platform and currently it has not yielded outstanding results. However, Tracent may consider continuing to maintain this platform. Tracent can negotiate with their agency for them to edit 2–3 articles a week from Facebook to match the platform and publish to maintain the channel.

8.2.2. Website

We realize that this is a very important platform for Tracent but currently Tracent has not invested much in this platform. We also have some recommendations for Tracent on the platform.

Tracent should update the images on the website with better quality and regularly update the images of its new activities. As for the website interface, although recently they have also made changes to the interface to make it more aesthetic and user-friendly. However, the images on the website are still just images of Tracent's activities from 2021 and those old images are not high solution or invested. Therefore, we feel that Tracent should update more new images of its activities so that customers can understand the activities of the business, the posted images should have better quality and be more invested. In addition to the operational images of the business, the personal images of the Arbitrators should also be updated with a full range of arbitrators and those images should be invested, neat and clear to create a reputation and trust for customers.

In addition to updating the professional image, Tracent should also maintain regular posting of news about activities of the business or when Tracent participates in the activities of other related businesses on the website. Agency should perform SEO optimization for the website and articles published to improve search. The use of the correct keywords is one of the very important factors to be able to optimize the website's search. Some keywords Google Keyword Planner recommends for this area that the Agency can consider using as "Commercial arbitration", "Commercial arbitration law", "commercial disputes", "commercial arbitration center". However, in order to optimize this, the department responsible for managing Tracent's website should spend more time researching more keywords from other tools. Content that is suitable for using keyword optimization such as knowledge sharing articles on the field of Commercial Arbitration, the Arbitrator's perspective on an industry-related case or a dispute, articles with sample contract terms.

Tracent should add a comprehensive catalog of contract types to make it easy for users to find as well as help their website appear to potential customers. By searching for a sample contract, many people will know about Tracent and the Commercial Arbitration method. For this category in the contract templates posted, Agency should optimize SEO for keywords such as "contract", "contract form", "rental contract",... Agency should learn more to get the most optimal keywords.

Use articles and regular activities on the website to create links between Tracent's platforms. For example, they can share articles from the website about Fanpage on Facebook, part of this can help them share information to the public, part can help their brand appear indirectly as well as increase traffic to the website.

8.2.3. *Digital News*

TRACENT and Agency work together to bring commercial arbitration to the public through an online newspaper platform. Specifically, the agency contacted the press, which is often chosen by business people or people aged 26-44 years old to have articles about Fanpage, interviews about issues related to Commercial Arbitration. With this activity, the press will reach a wide audience and the business's goal of spreading commercial arbitration will be more effective. In addition, this will also be the content that helps build trust with the audience on the Facebook platform when the articles are shared on the Fanpage.

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VIII. APPENDICES

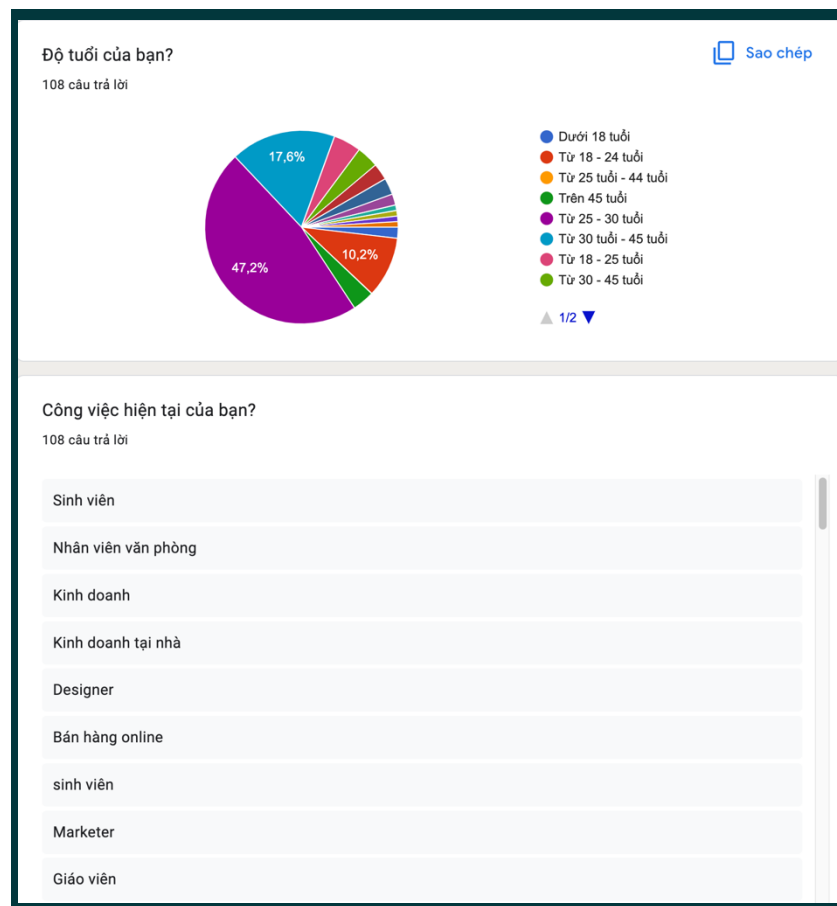
Appendix A. Survey 1 (SURVEY ON THE AWARENESS OF THE COMMERCIAL ARBITRATION AND HCMC COMMERCIAL ARBITRATION CENTRE - TRACENT)

*Set of questions:

Question	Options
Độ tuổi của bạn?*	<input type="radio"/> Dưới 18 tuổi <input type="radio"/> Từ 18 – 24 tuổi <input type="radio"/> Từ 25 – 44 tuổi <input type="radio"/> Từ 45 – 64 tuổi <input type="radio"/> Trên 65 tuổi <input type="radio"/> Khác
Công việc hiện tại của bạn?*	(Câu trả lời ngắn)
Nơi học tập/làm việc của bạn?*	(Câu trả lời ngắn)
Bạn có biết đến lĩnh vực Trọng tài Thương mại không?*	<input type="radio"/> Có <input type="radio"/> Không
Bạn đã sử dụng qua dịch vụ ở các Trung tâm Trọng Tài Thương Mại chưa?*	<input type="radio"/> Đã từng <input type="radio"/> Chưa từng
Bạn có biết đến Trung Tâm Trọng Tài Thương Mại nào? Nếu câu trả lời là Có, bạn vui lòng kể tên Trung tâm đó.*	(Câu trả lời ngắn)
Bạn có biết Tracent không?*	<input type="radio"/> Có <input type="radio"/> Không
Bạn biết đến Tracent qua phương tiện nào?*	<input type="radio"/> Website <input type="radio"/> Email <input type="radio"/> Báo chí <input type="radio"/> Bạn bè/Người thân giới thiệu <input type="radio"/> Mạng xã hội <input type="radio"/> Khác

Khi nhắc đến Tracent bạn nghĩ ngay đến điều gì?*	(Câu trả lời ngắn)
Bạn đã sử dụng qua dịch vụ của Tracent chưa?*	<input type="radio"/> Rồi <input type="radio"/> Chưa
Đặc điểm nào mà bạn cảm thấy đúng khi nói về TRACENT?	Uy tín, thân thiện, chuyên nghiệp, trách nhiệm, nhanh chóng, tận tâm, minh bạch, khác (Câu hỏi nhiều lựa chọn)
Bạn đánh giá thế nào về logo hiện tại của Tracent?*	(Thang điểm từ 1 – 5)
Với màu sắc, phong cách thiết kế hiện tại có thu hút bạn không?	<input type="radio"/> Có <input type="radio"/> Không

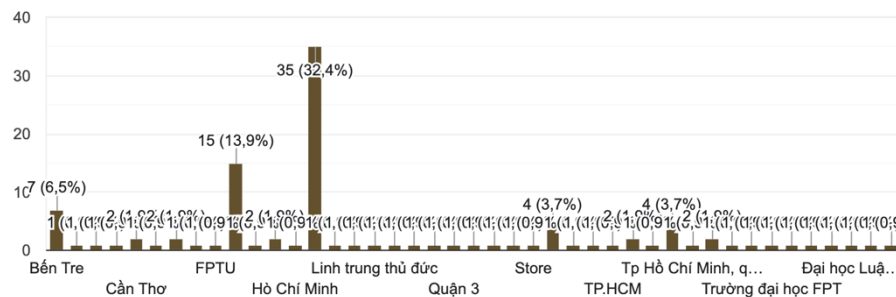
*Survey 1 results:



Nơi làm việc/học tập của bạn?

Sao chép

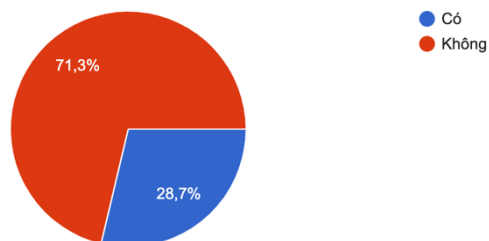
108 câu trả lời



Bạn có biết đến hoặc quan tâm đến lĩnh vực Trọng tài thương mại không?

Sao chép

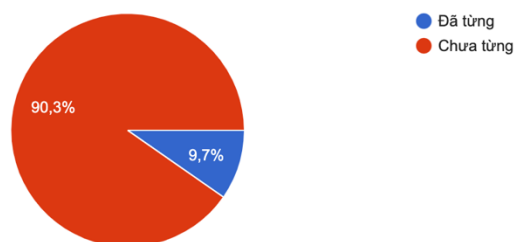
108 câu trả lời



Bạn đã sử dụng qua dịch vụ ở các Trung tâm Trọng Tài Thương Mại chưa?

Sao chép

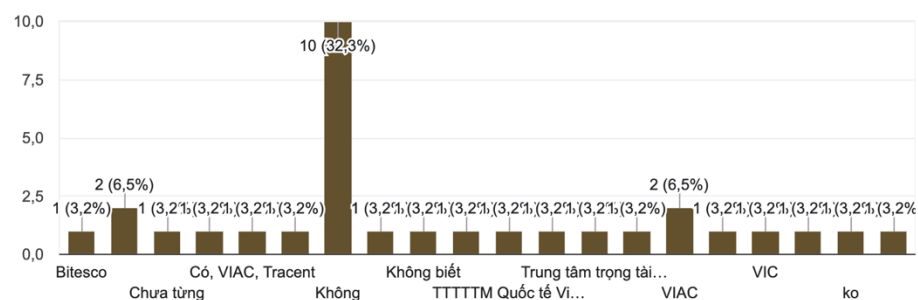
31 câu trả lời



Bạn có biết đến Trung Tâm Trọng Tài Thương Mại nào? Nếu câu trả lời là Có, bạn vui lòng kể tên Trung tâm đó.

Sao
chép

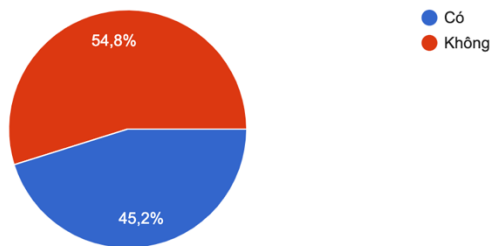
31 câu trả lời



Bạn có biết đến TRACENT không?

31 câu trả lời

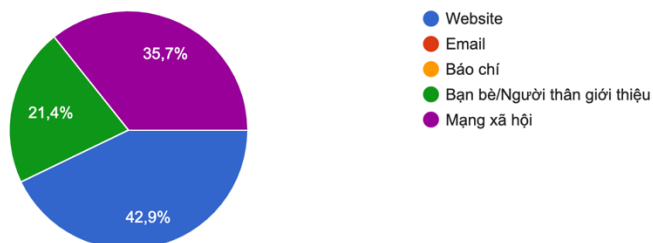
 Sao chép



Bạn biết đến TRACENT qua phương tiện nào?

14 câu trả lời

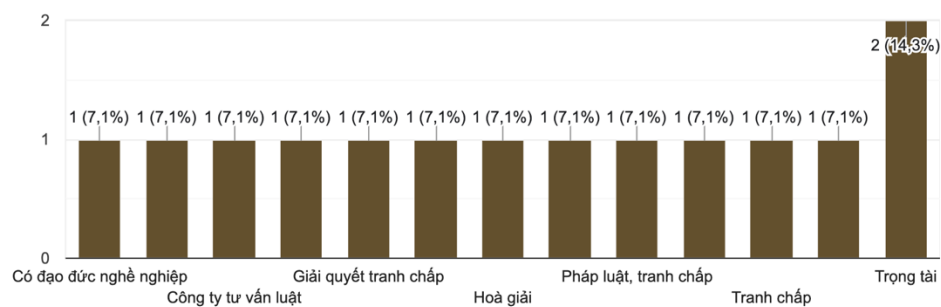
 Sao chép



Khi nhắc đến TRACENT bạn nghĩ ngay đến điều gì đầu tiên?

14 câu trả lời

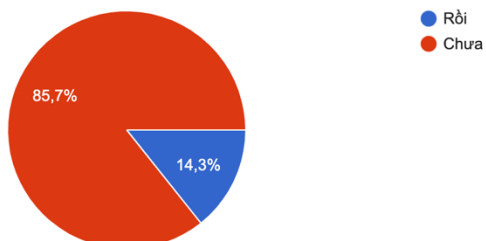
 Sao chép



Bạn đã sử dụng dịch vụ của TRACENT chưa?

14 câu trả lời

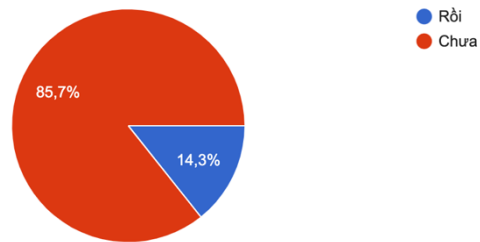
 Sao chép




Bạn đã sử dụng dịch vụ của TRACENT chưa?

 Sao chép

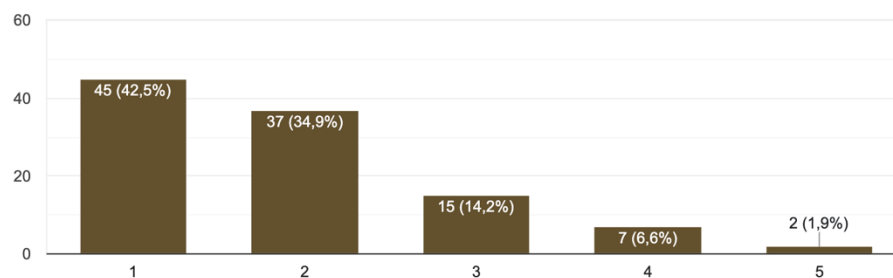
14 câu trả lời



Bạn đánh giá thế nào về logo hiện tại của TRACENT?

 Sao chép

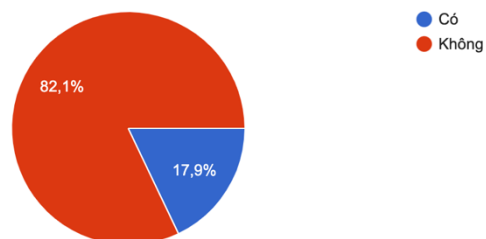
106 câu trả lời



Với màu sắc, phong cách thiết kế hiện tại có thu hút bạn không?

 Sao chép

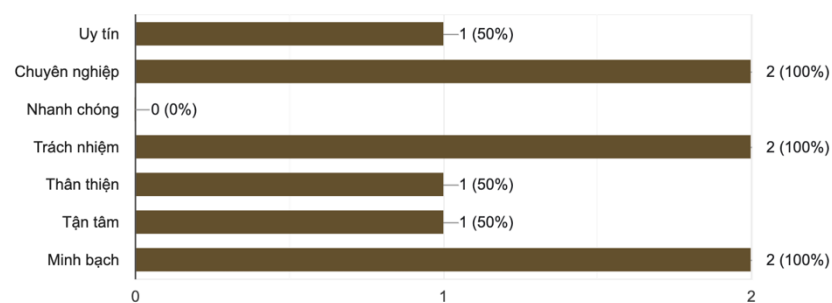
106 câu trả lời



Đặc điểm nào mà bạn cảm thấy đúng khi nói về TRACENT?

 Sao chép

2 câu trả lời



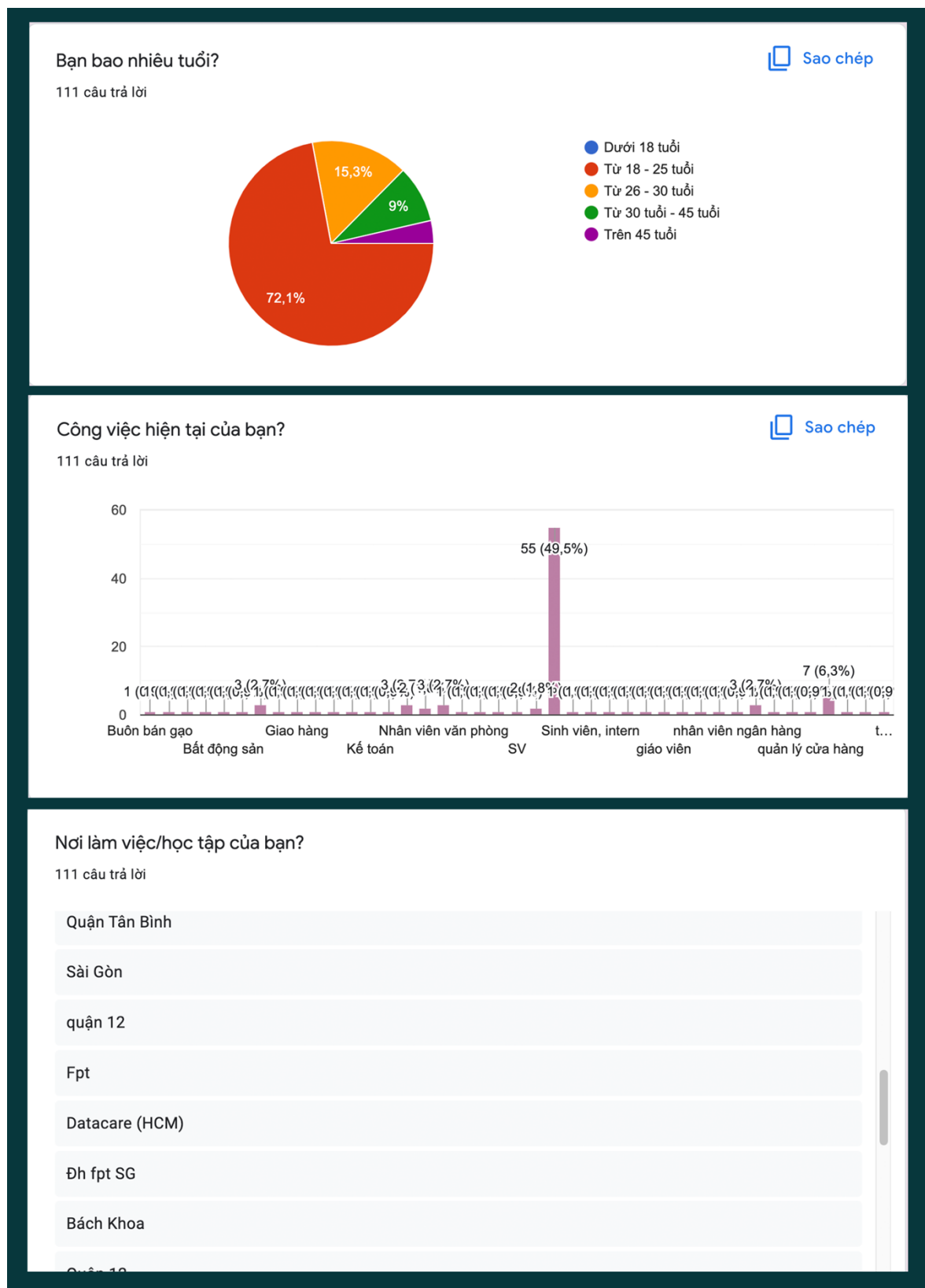
Appendix B. Survey 2 (SURVEY ON THE HABITS OF USING SOCIAL MEDIA)

*Set of questions:

Question	Options
Độ tuổi của bạn?*	<input type="radio"/> Dưới 18 tuổi <input type="radio"/> Từ 18 – 24 tuổi <input type="radio"/> Từ 25 – 44 tuổi <input type="radio"/> Từ 45 – 64 tuổi <input type="radio"/> Trên 65 tuổi <input type="radio"/> Khác
Công việc hiện tại của bạn?*	(Câu trả lời ngắn)
Nơi học tập/làm việc của bạn?*	(Câu trả lời ngắn)
Bạn thường quan tâm đến chủ đề nội dung nào trên Facebook?*	Giải trí Kinh tế Luật pháp Giáo dục Khác (Câu hỏi nhiều lựa chọn)
Khoảng thời gian bạn thường sử dụng Facebook?*	7h – 9h 10h – 12h 13h – 15h 16h – 18h 19h – 21h Khác (Câu hỏi nhiều lựa chọn)
Điều gì thu hút bạn trong một bài viết được đăng trên Facebook?*	Nội dung bài viết Hình ảnh Video (Câu hỏi nhiều lựa chọn)
Bạn thường quan tâm đến chủ đề nội dung nào trên Instagram?*	Giải trí Kinh tế

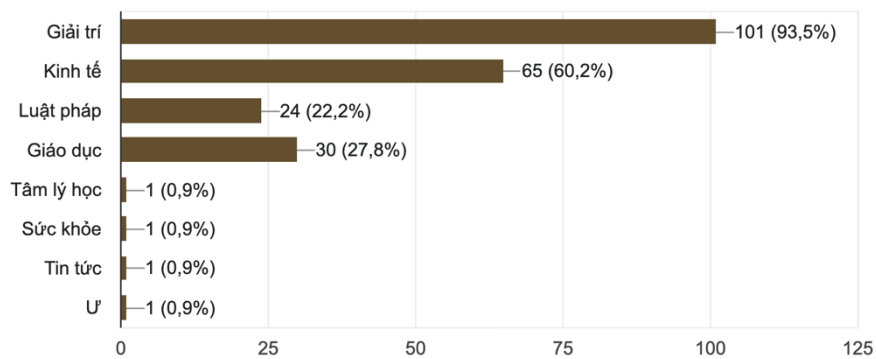
	Luật pháp Giáo dục Khác (Câu hỏi nhiều lựa chọn)
Khoảng thời gian bạn thường sử dụng Instagram?*	7h – 9h 11h – 12h 18h – 20h 19h – 21h Khác (Câu hỏi nhiều lựa chọn)
Điều gì thu hút bạn trong một bài viết được đăng trên Instagram?*	Nội dung bài viết Hình ảnh Video Instagram story Reels IGTV (Câu hỏi nhiều lựa chọn)
Nếu có một Fanpage cộng đồng chia sẻ về lĩnh vực Trọng tài Thương mại, bạn muốn được cung cấp về nội dung gì?	(Câu trả lời ngắn)

*Survey 2 results:



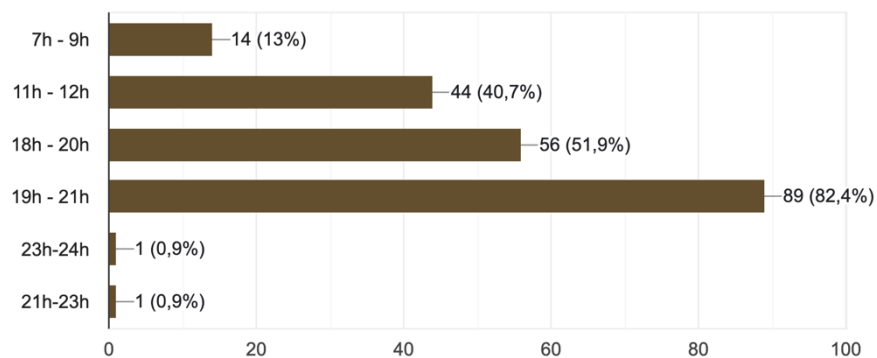
Bạn thường quan tâm đến chủ đề nội dung nào trên Facebook?

108 câu trả lời



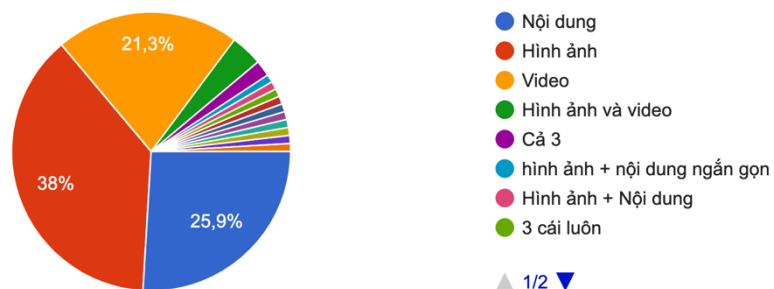
Khoảng thời gian bạn thường sử dụng Facebook?

108 câu trả lời



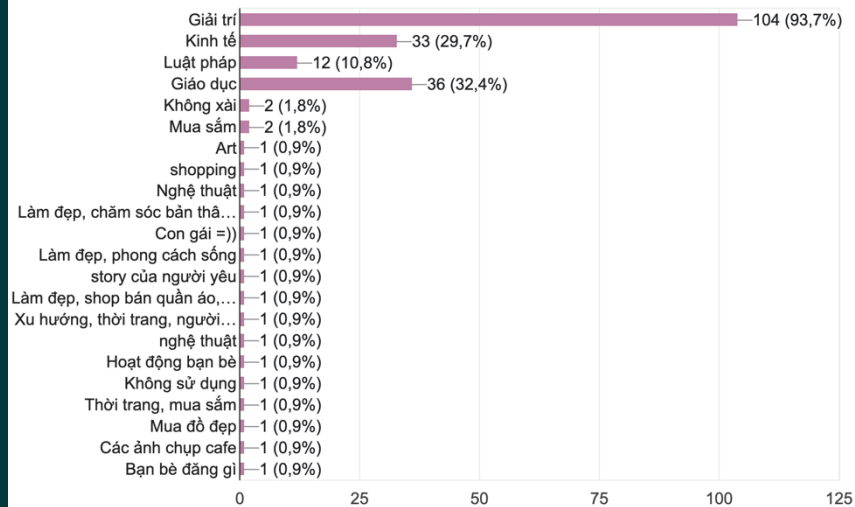
Điều gì thu hút bạn trong một bài viết được đăng trên Facebook?

108 câu trả lời



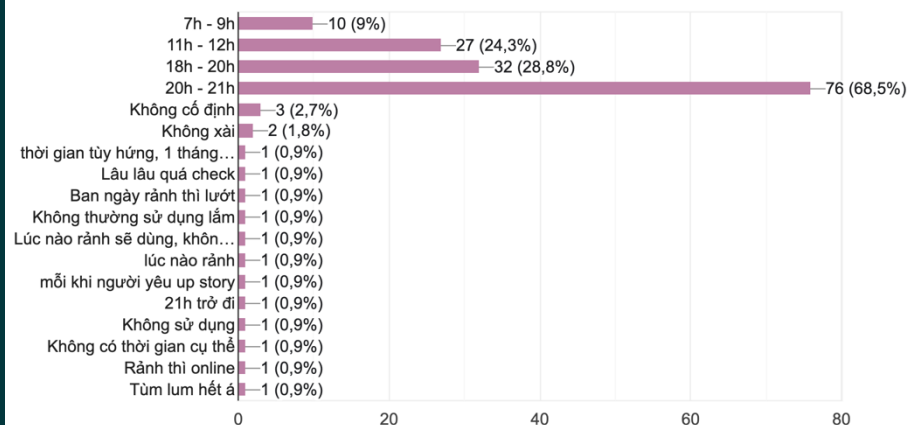
Bạn thường quan tâm đến chủ đề nội dung nào trên Instagram?

111 câu trả lời



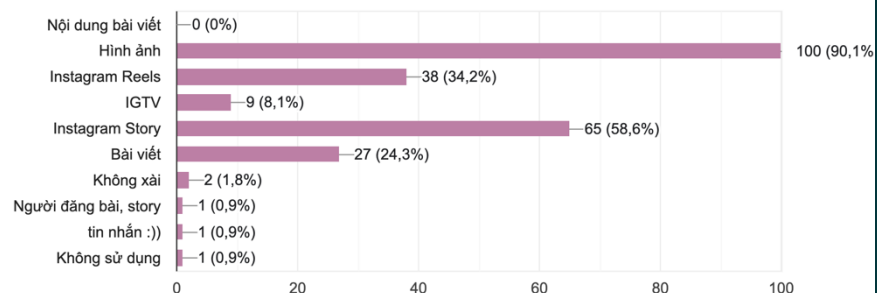
Khoảng thời gian bạn thường sử dụng Instagram?

111 câu trả lời



Điều gì thu hút bạn trong một bài viết được đăng trên Instagram?

111 câu trả lời



Nếu có một Fanpage cộng đồng chia sẻ về lĩnh vực Trọng tài Thương mại, bạn muốn được cung cấp về nội dung gì?

74 câu trả lời

Không biết

Luật thương mại

Luật

Không biết nữa

Mình không biết về lĩnh vực này nên hy vọng sẽ có số cung cấp về lĩnh vực này là gì á

Mình chưa biết đến

mình không biết về cái này nên chắc là nên có một cái nói về cái này

Về lĩnh vực này là gì

kiến thức về sàn điện tử thương mại

Không

nói lĩnh vực này là gì, tác dụng như thế nào

Thật ra mình không biết này là gì và không biết ứng dụng của nó như nào

kiến thức về giải quyết tranh chấp trong thương mại

Mình không biết cái này

Lĩnh vực này là gì, ai cần phải nắm về cái đó

về vấn đề kiếm tiền, kỹ năng,...

Tài chính, chứng khoán

Mình không rõ về lĩnh vực này

Trọng tài Thương mại

Các bước thực hiện, ưu nhược điểm...

mình k biết nữa

xác định thẩm quyền giải quyết tranh chấp giữa trọng tài và tòa án

Án lệ về các vụ tranh chấp thương mại quốc tế

Kinh nghiệm

mục đích

những thông tin cơ bản để mình hiểu vấn đề trước, và sau đó là những câu chuyện của những người trong ngành để mình có thể cảm nhận câu chuyện của họ

Mình không hiểu về lĩnh vực này lắm

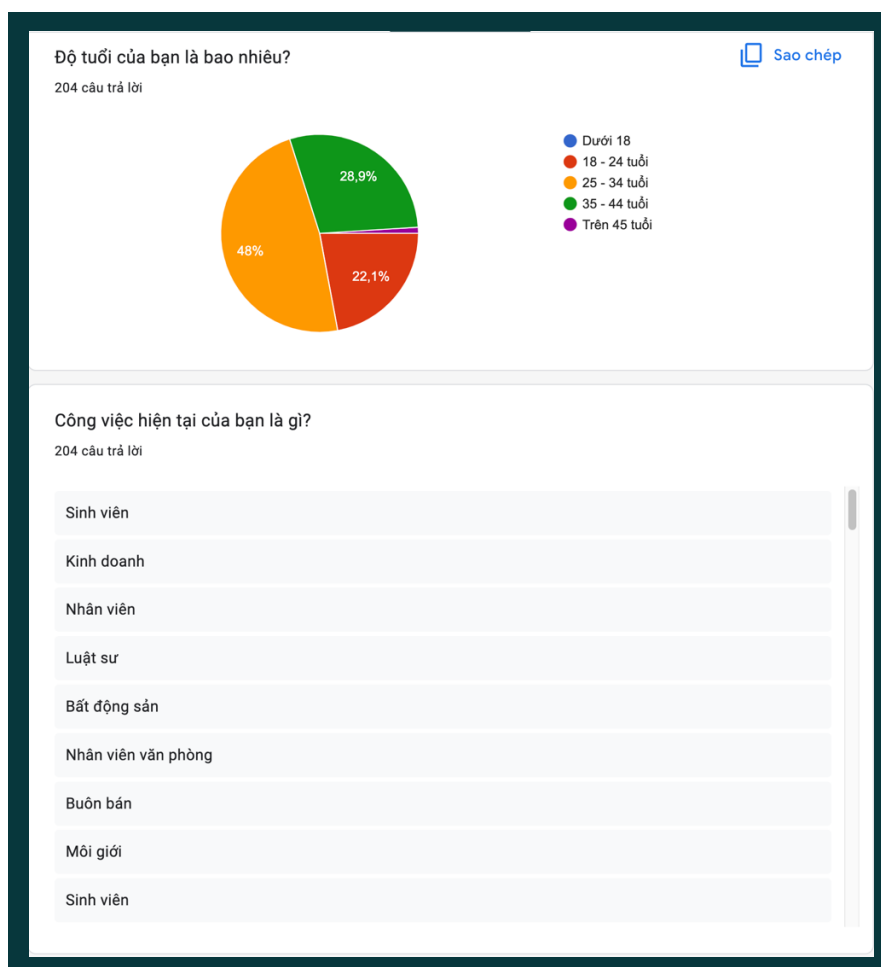
Appendix C. Post-campaign survey results

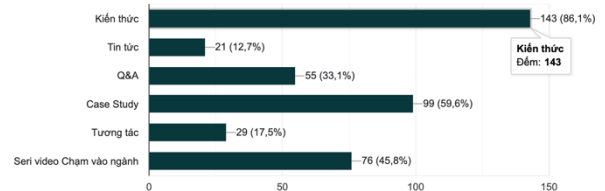
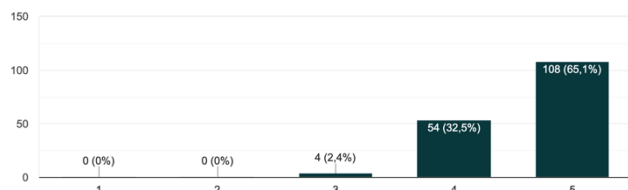
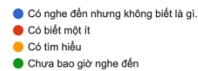
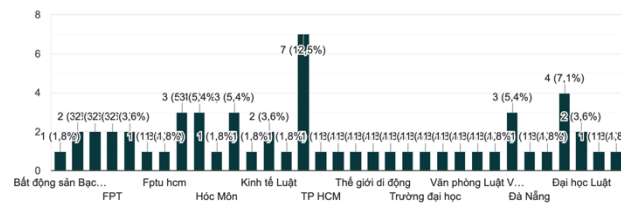
*Set of questions:

Question	Options
Độ tuổi của bạn?*	<input type="radio"/> Dưới 18 tuổi <input type="radio"/> Từ 18 – 24 tuổi <input type="radio"/> Từ 25 – 44 tuổi <input type="radio"/> Từ 45 – 64 tuổi <input type="radio"/> Trên 65 tuổi <input type="radio"/> Khác
Công việc hiện tại của bạn?*	(Câu trả lời ngắn)
Nơi học tập/làm việc của bạn?*	(Câu trả lời ngắn)
Bạn có biết về lĩnh vực Trọng tài thương mại?*	<input type="radio"/> Có nghe đến nhưng không biết là gì <input type="radio"/> Có biết một ít <input type="radio"/> Có tìm hiểu <input type="radio"/> Chưa bao giờ nghe đến
Bạn có biết về Trung tâm Trọng tài Thương mại TP. Hồ Chí Minh – TRACENT hay không?*	<input type="radio"/> Có <input type="radio"/> Không biết
Bạn đã theo dõi hoặc Like Fanpage Tất Tồn Tật về Trọng tài Thương mại chưa?*	<input type="radio"/> Đã theo dõi/Like <input type="radio"/> Chưa (Nếu chưa thì bạn nhớ Follow cho Fanpage sau khảo sát này nha ^^)
Bạn biết đến Fanpage Tất Tồn Tật về Trọng tài Thương mại qua đâu?	<input type="radio"/> Một group cộng đồng <input type="radio"/> Quảng cáo <input type="radio"/> Bạn bè giới thiệu <input type="radio"/> Khác
Bạn đánh giá Fanpage Tất Tồn Tật về Trọng tài Thương mại như thế nào?*	(Thang điểm từ 1 – 5)

Bạn có từng xem Seri: Chạm vào ngành trên Fanpage Tất Tần Tật về Trọng tài Thương mại hay chưa?	<input type="radio"/> Có xem <input type="radio"/> Có biết đến <input type="radio"/> Không
Bạn thích nhất dạng nội dung nào mà Fanpage Tất Tần Tật về Trọng tài Thương mại đã đăng tải?	Kiến thức Tin tức Q&A Case study Tương tác Seri video: Chạm vào ngành (Câu hỏi nhiều lựa chọn)
Trong tương lai, bạn muốn biết gì về lĩnh vực Trọng tài thương mại? Hãy cho chúng mình biết nếu có nhé!!!	(Câu trả lời ngắn)

*Survey results:





Trong tương lai, bạn muốn biết gì về lĩnh vực Trọng tài thương mại? Hãy cho chúng mình biết nếu có nhé!!!

166 câu trả lời

Kiến thức luật về pt này

Thông tin của trung tâm trọng tài giải quyết

Nhiều hơn về bất động sản

tranh chấp hợp đồng

Quy tắc tố tụng

Hợp đồng mẫu

nội dung miễn liên quan đến luật

Nhiều hơn về vấn đề vận chuyển

Nói nhiều hơn về nhiều vụ bất động sản

Trong tương lai, bạn muốn biết gì về lĩnh vực Trọng tài thương mại? Hãy cho chúng mình biết nếu có nhé!!!

166 câu trả lời

Kiến thức luật về pt này

Thông tin của trung tâm trọng tài giải quyết

Nhiều hơn về bất động sản

tranh chấp hợp đồng

Quy tắc tố tụng

Hợp đồng mẫu

nội dung miễn liên quan đến luật

Nhiều hơn về vấn đề vận chuyển

Nói nhiều hơn về nhiều vụ bất động sản