# GRADUATION THESIS

## Report 3

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Pham Thi Thanh Tra
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## A. Media report (27/06 - 17/07/2022)

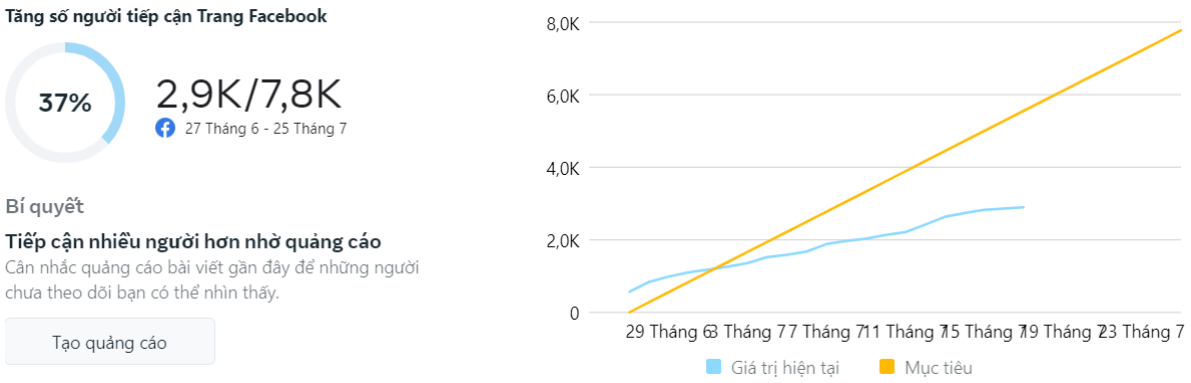
### 1. Viproperty Fanpage

- Page likes overview: 2913 people, increased 316% from before running the campaign
- Page followers: 2985 page followers, increased 298% from before running the campaign

Overview before and after the implementation of phase 1

- Measurement time includes one month before running the campaign and ending phase 1 (01.05.2022 - 26.06.2022)

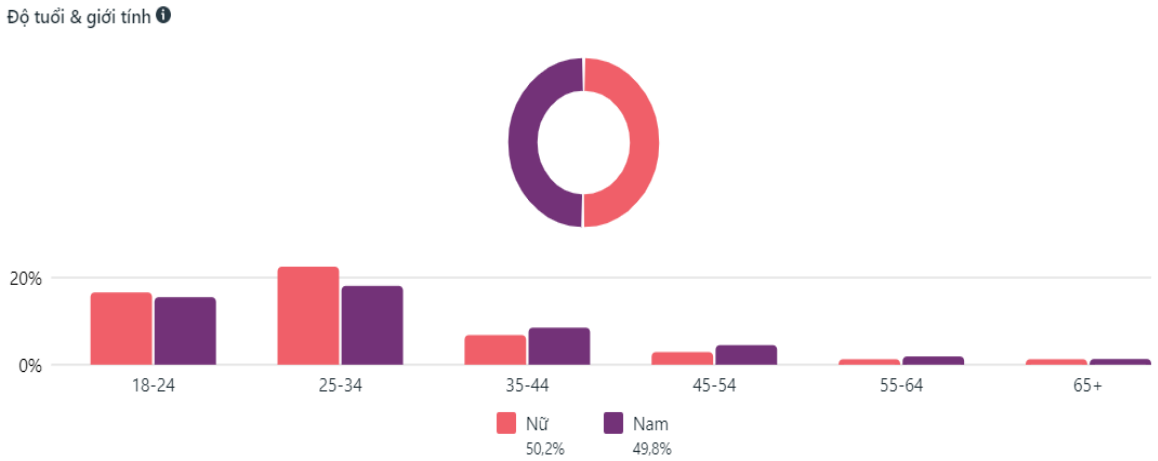
- Number of people visiting fan page




*Number of people visiting and reaching fanpage*

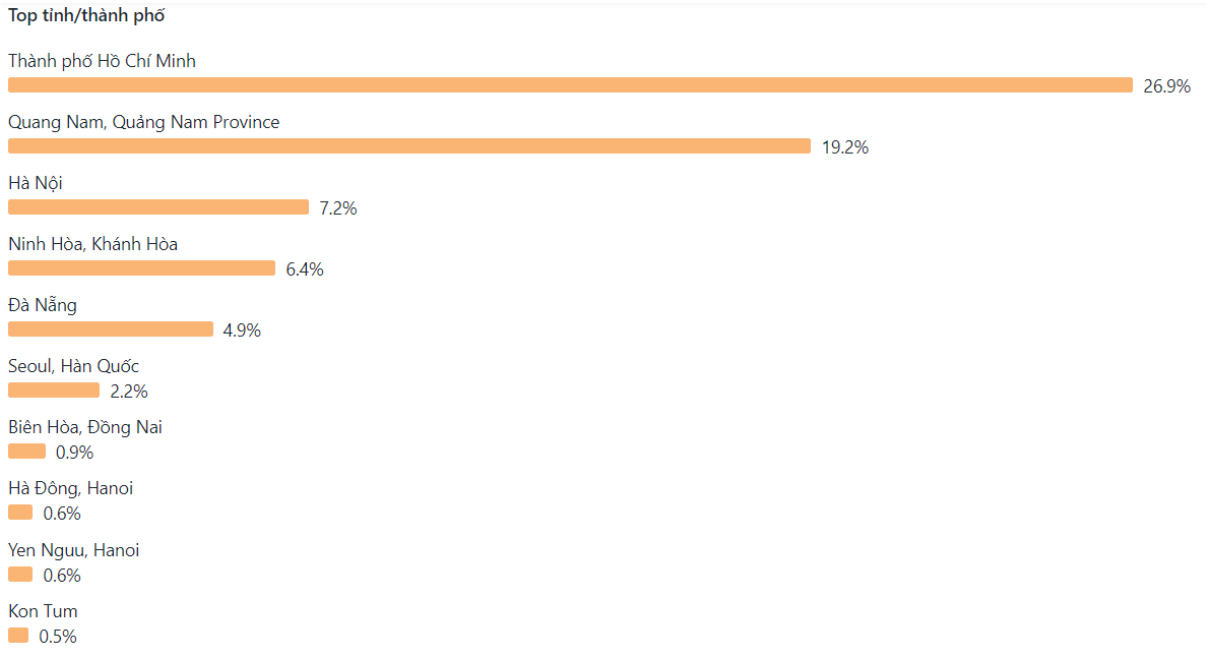
**Target general characteristics**

a. Age structure, gender



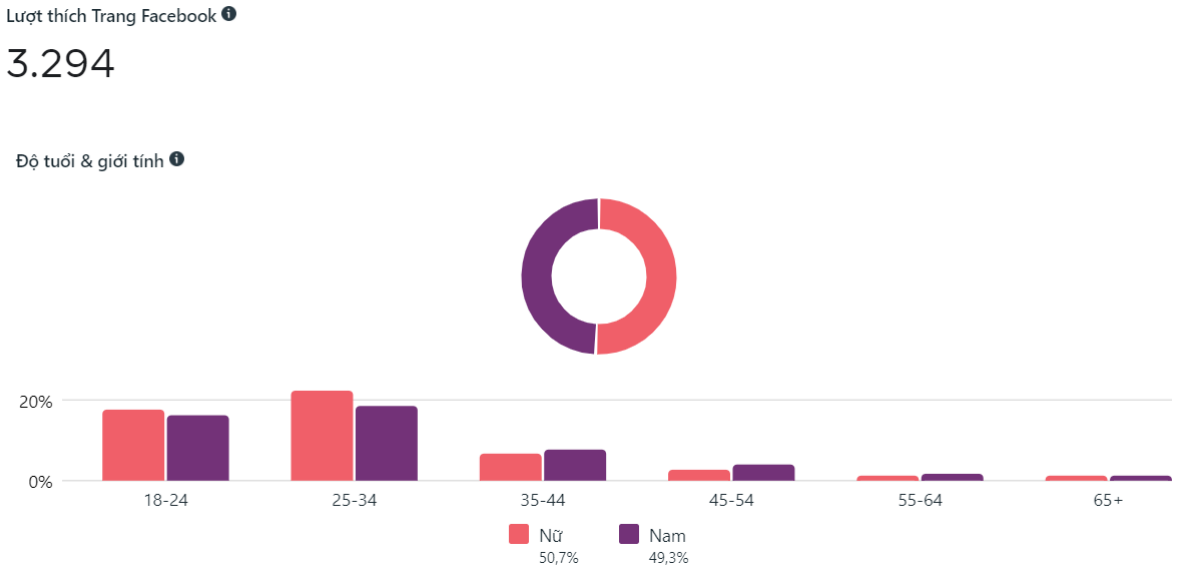

*The majority of the target public falls between the ages of 25 and 34.*
*The level of gender does not differ much.*

b. Residential area



The area of residence of the target public spans many countries, but the largest is in Vietnam with 91.1%. In particular, HCM accounted for the highest rate of 26.9%.

c. Cultural education level




According to statistics on age, gender , and residency , the target public still matches the target audience identified when campaigning. So at the next stage, we're going to try to find out and post the right information and engage the target public.

d. Media preferences of the target market:

The target audience identified from the beginning consists of 2 files: investors( landlords) and tenants. So the articles revolve around the issues they care about: real estate, society,..and the content is bilingual. Combined with the images in the color of the logo to create the unique highlight of the articles on the company fanpage. The articles that have been cleverly conveyed attracted a large number of people interested.

Sở hữu tấm thẻ này, bạn có thể tự do ra vào khu đô thị, căn hộ và tận hưởng các tiện ích độc đáo, đẳng cấp trong hệ sinh thái Eco Green Sài Gòn ... **Xem thêm**

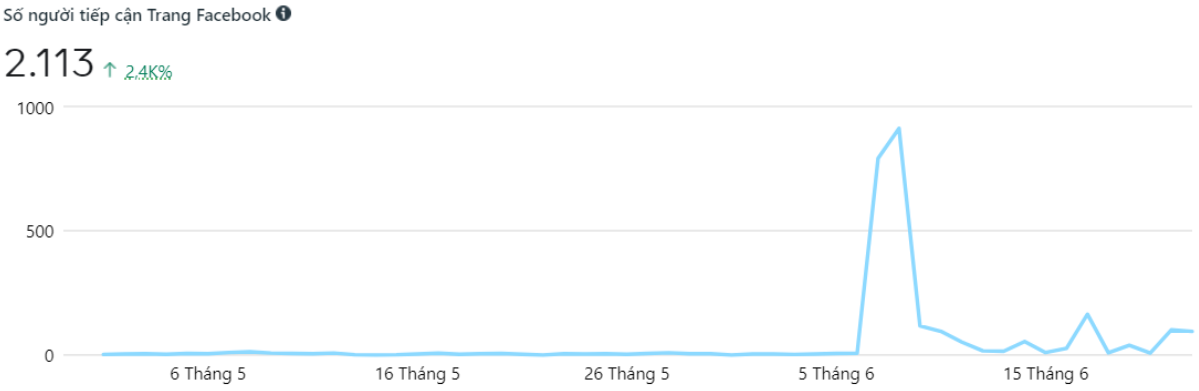
| | | | |
|---|---|---|---|
| 966 | 184 | ↑ Cao hơn +3,5x | Quảng cáo bài viết |
| Người tiếp cận | Lượt tương tác | Điểm phân phối | |

In general, articles have close visits above 1000 and an average of over 50 interactions.

| Trang | Lượt thích Trang | Sự thay đổi về lư... | Nội dung đã đăng |
|---|---|---|---|
| Rever<br>Rever là công ty công nghệ hoạt động trong lĩnh vực Bất động sản, chính thức... | 56,8K | ↑ 267 | 102 |
| VIProperty<br>One-stop Real Estate service provider in Vietnam | 3,3K | ↑ 508 | 31 |
| Vạn Sự Lợi<br>Công ty TNHH Tư vấn Đầu tư Quốc tế Vạn Sự Lợi chuyên đầu tư kinh doanh p... | 2,3K | 0 | 0 |
| Eco Homes<br>Công ty TNHH TM DV BĐS ECO HOMES Chuyên Mua Bán & Cho Thuê căn hộ ... | 1,6K | ↓ 3 | 6 |
| ECO HOMESG | 1,2K | ↑ 1 | 0 |

Compared to the competition in terms of the main fan page overview, Viproperty still ensures enough volume of articles to send a message to customers and stick to the plan. The content pushes enough in terms of branding and marketing.

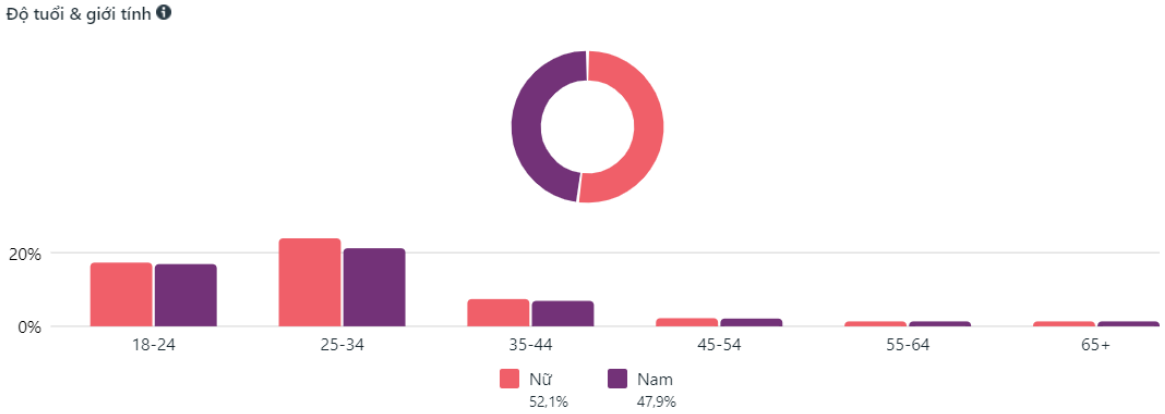
## 2. VIProperty Furnishing Fanpage




*Number of people visiting and reaching the fan page*

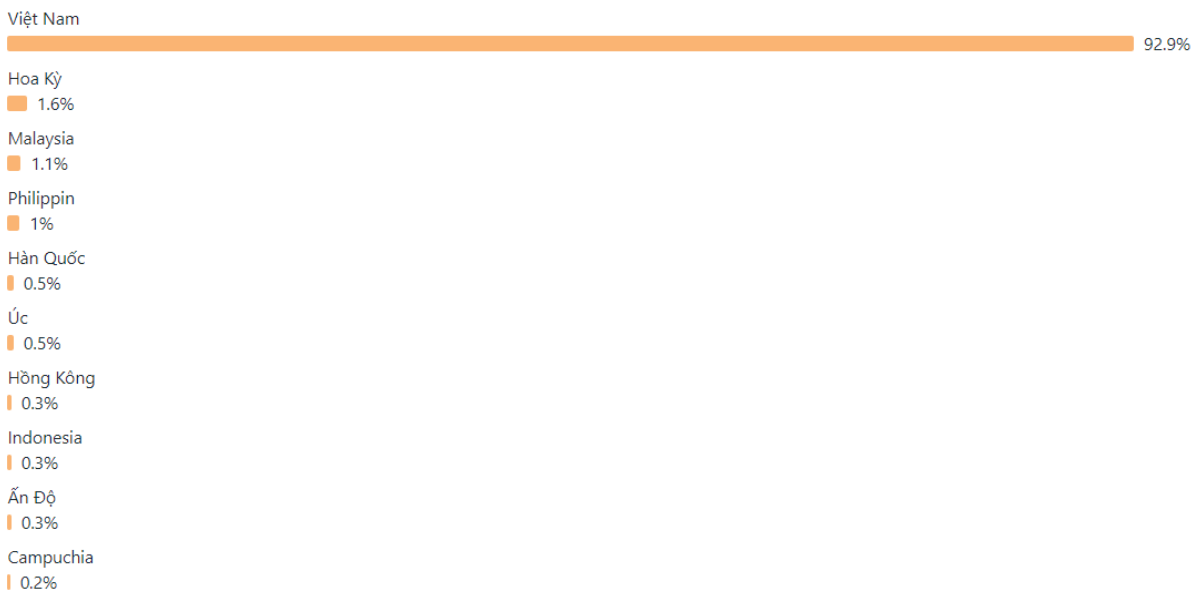
**Target public characteristics**

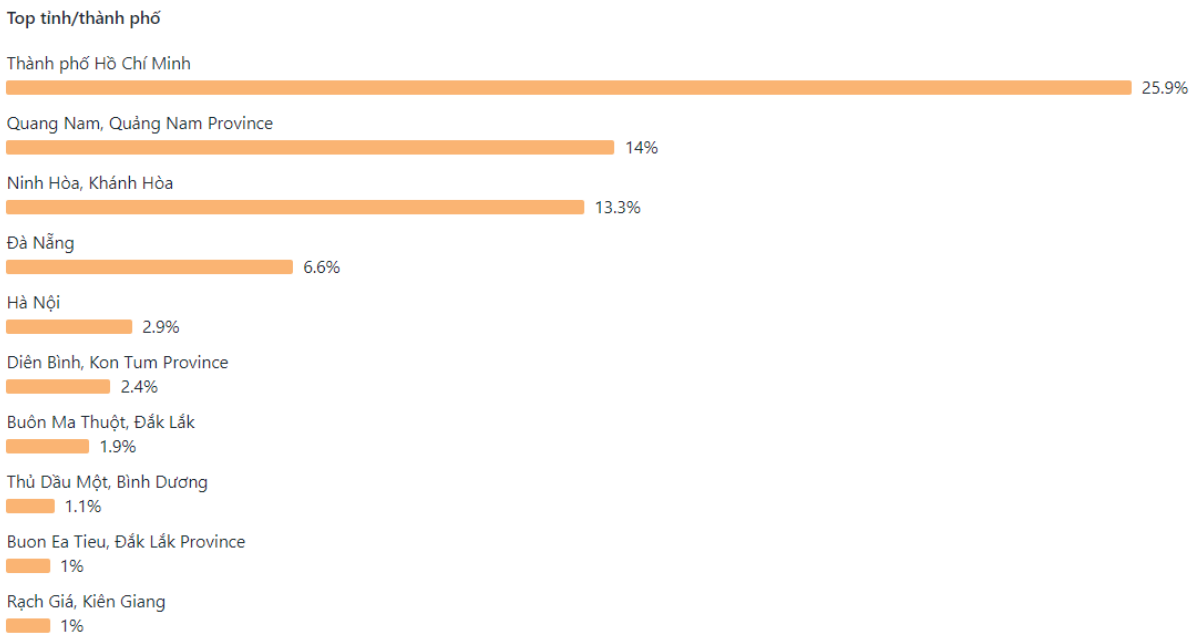
a. Age structure, gender




Most of the target public falls between the ages of 25 and 34.
The level of difference between men and women is not high.

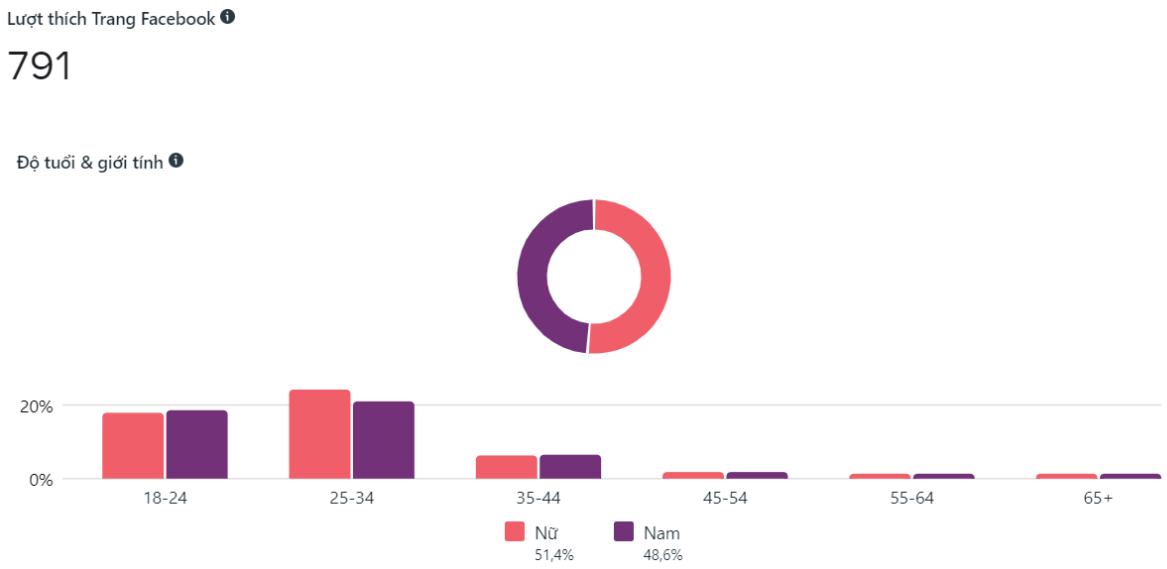
b. Residential area




The target public residence spans many countries but the most in Vietnam with 92.9%. Ho Chi Minh accounted for the highest proportion of 25.9%.

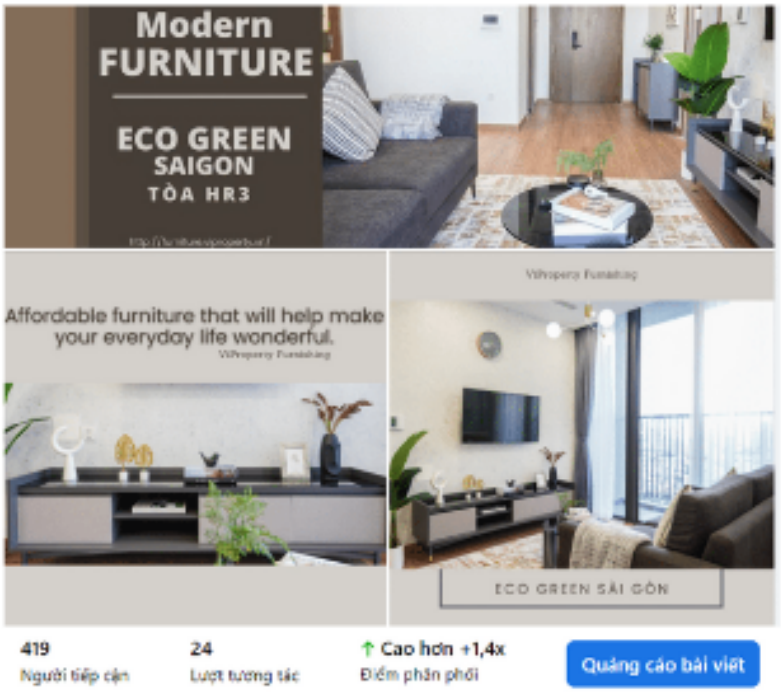
c. Cultural level




According to age, gender, and residency statistics, the target public still matches the target audience identified when campaigning. So in the next stage, we will try to find out and post the corre information and engage the target public.

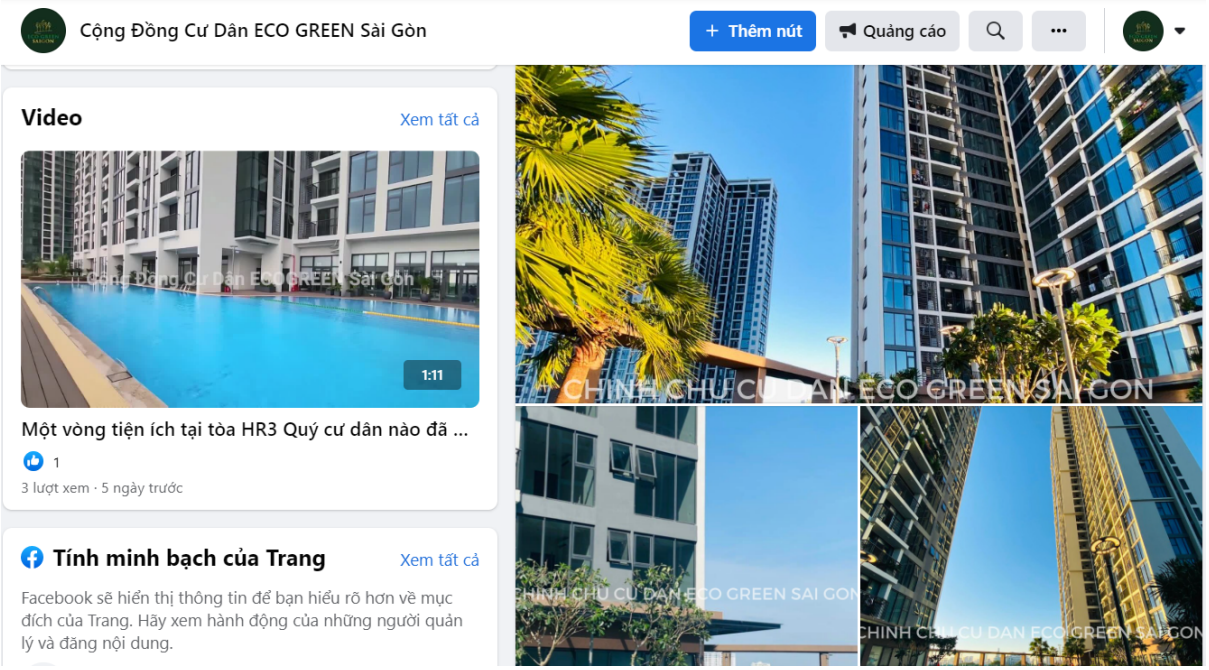
d. Media preferences of the target market:

The public's target for the apartment furniture segment includes only investors (landlords). They aim to design apartments to push enough furniture and rent well-priced apartments with the entire interior but a budget Not too high. The content of the Viproperty Furnishing satellite fan page captures this insight of guests, so the media articles are aimed at the issues they care about: the image of convenient design packages of luxurious youthful style, the convenience of the packaged interior,.. Combined with beautiful wits and clips of the construction process have attracted the target public.



## 3. Fanpage Eco Green Saigon Resident Community

- Page likes overview: 1271 people liked the page
- Overview of following page 1270 follow page



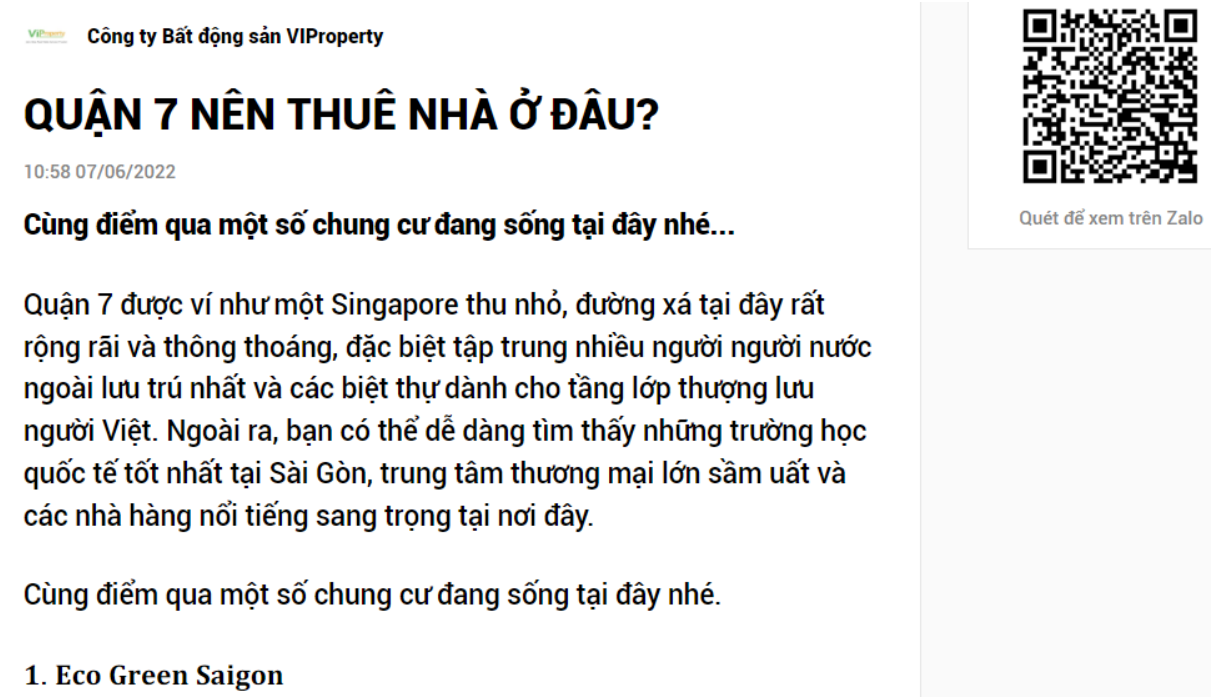

However, the number of posts on the fan page is constantly updated related to the project so that customers can follow and update more information.

4. **Facebook group is the principal owner of Eco Green Saigon**

- The Group has reached more than 20,000 members reaching the required enterprise target.
- The group was in the top searches on Facebook with the keywords " Eco Green resident Saigon" and "Eco Green residents themselves Saigon."
- Articles maintain a group of up to 10 articles per day ( posts usually by salespeople posted for interaction, content shared from Viproperty page and page Eco Green Saigon community.
- The interactions in the articles about utility information have a reasonably high reach.
- In addition, the development of the resident group but not revealing information is created by Viproperty company, showing the objectivity to residents hen there are many, many groups of residents are set up by real estate companies to attract and sell. The creation of groups and villages to share positively to be able to manage and grasp the psychology of customers besides preventing A crisis can happen to the company.

5. **Zalo OA**

In phase 2 of the campaign, we have been publishing blog articles on the zalo OA channel to diversify search channels to customers.



Công ty Bất động sản VIProperty

QUẬN 7 NÊN THUÊ NHÀ Ở ĐÂU?

10:58 07/06/2022

**Cùng điểm qua một số chung cư đang sống tại đây nhé...**

Quận 7 được ví như một Singapore thu nhỏ, đường xá tại đây rất rộng rãi và thông thoáng, đặc biệt tập trung nhiều người người nước ngoài lưu trú nhất và các biệt thự dành cho tầng lớp thượng lưu người Việt. Ngoài ra, bạn có thể dễ dàng tìm thấy những trường học quốc tế tốt nhất tại Sài Gòn, trung tâm thương mại lớn sầm uất và các nhà hàng nổi tiếng sang trọng tại nơi đây.

Cùng điểm qua một số chung cư đang sống tại đây nhé.

**1. Eco Green Saigon**

Quét để xem trên Zalo

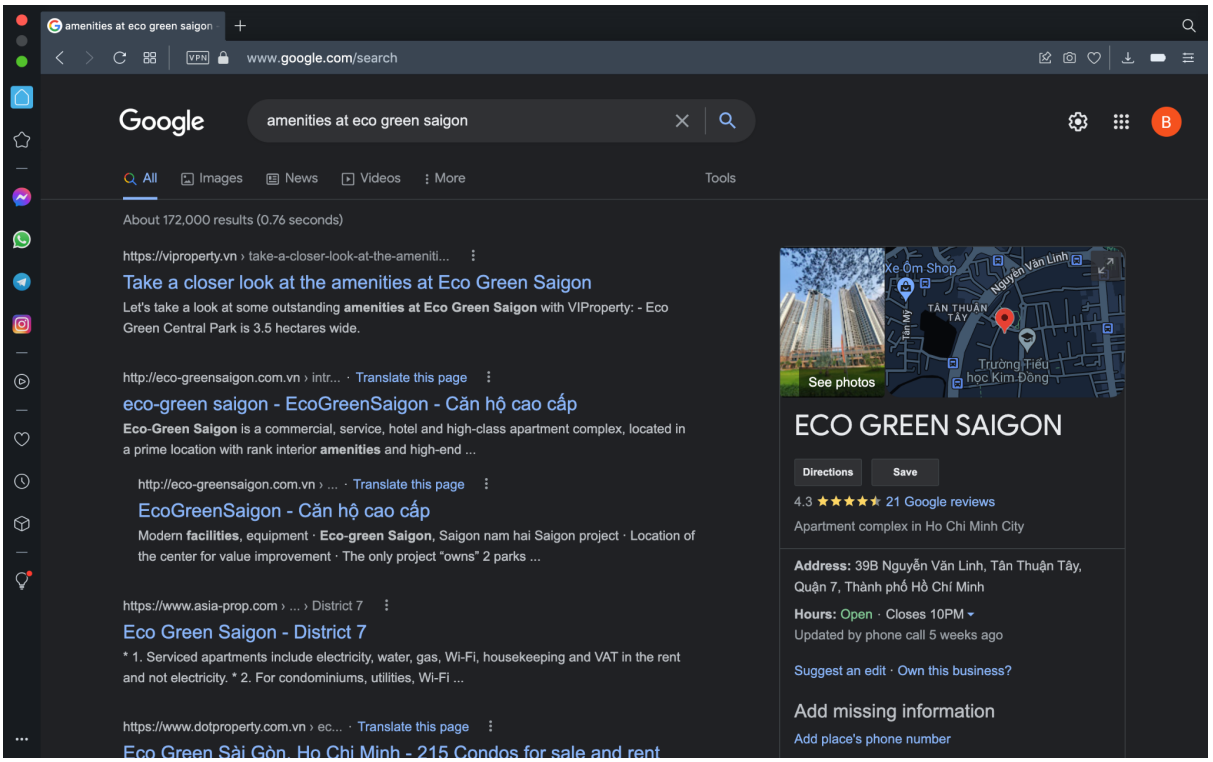
## 6. Website

Currently, the website has not revised the interface, so the blog posts on the website are only written in English. However, the articles on the website are still guaranteed to be on schedule.

Articles are built and use SEO keywords. Do website is new and does not have high credibility on Google, so we use niche keywords so that when it is easy to go to the top of the search when customers search on the Google search section.

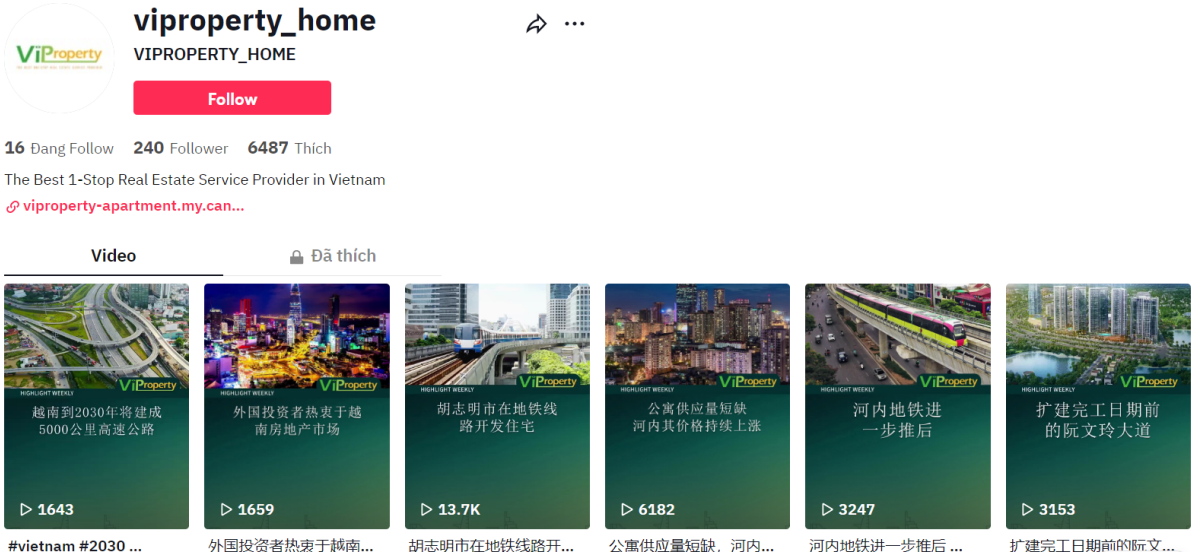
Use Allintitle to research the unavailable title to be able to hit title SEO.

In addition, we also use the semrush tool to research keywords and track traffic to the website.

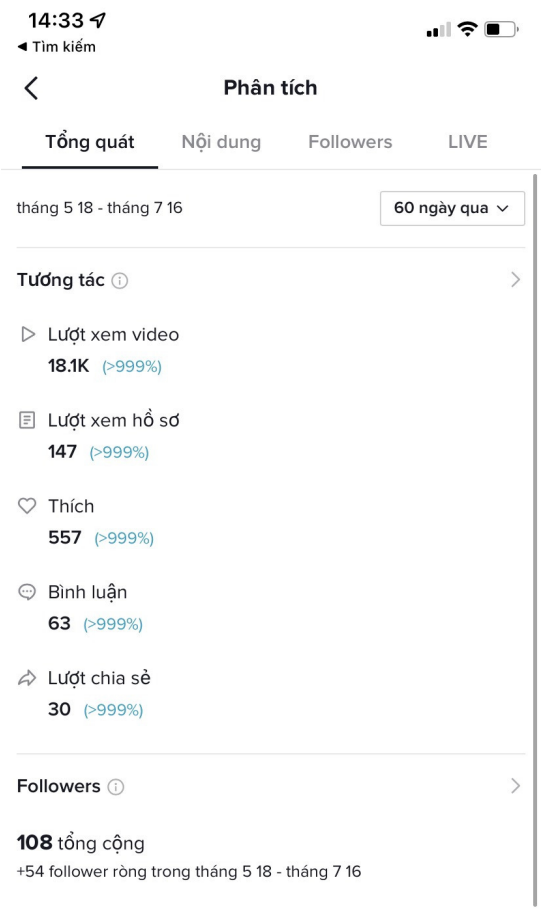


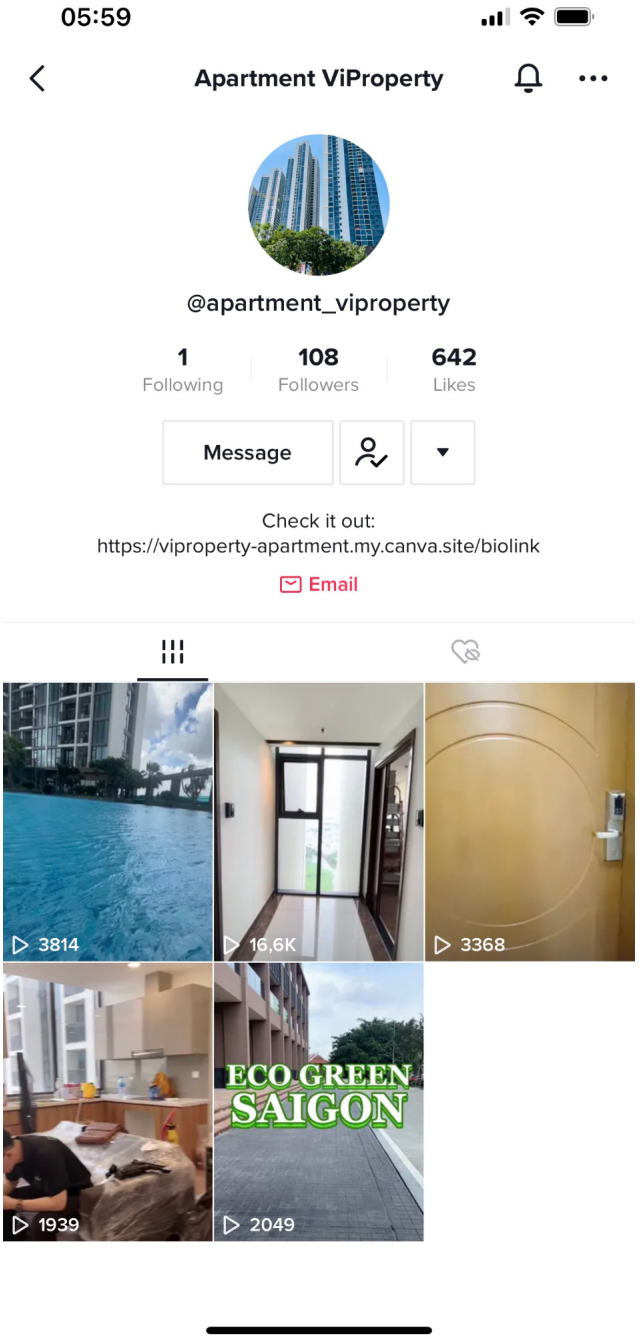

## 7. Tiktok

On tiktok only post two weekly highlights about the great news surrounding the Vietnamese market in English and Chinese. Customers can get information about Vietnam's real estate market through this tiktok account.




VIProperty_Apartment tiktok account created on June 21st, 2022. This account applies trendy contents and effects, focusing on the tenants group. Contents on this tiktok account introduce projects that VIProperty is selling and share the furnishing process.


14:33
Tìm kiếm
Phân tích
Tổng quát
Nội dung
Followers
LIVE
tháng 5 18 - tháng 7 16
60 ngày qua
Tương tác
Lượt xem video
18.1K (>999%)
Lượt xem hồ sơ
147 (>999%)
Thích
557 (>999%)
Bình luận
63 (>999%)
Lượt chia sẻ
30 (>999%)
Followers
108 tổng cộng
+54 follower ròng trong tháng 5 18 - tháng 7 16




See the detailed planning timeline here.

## B. Production

### 1. VIProperty personnel photo shooting performance report

a. Main purpose

The image of personnel in the media is the first thing to reach customers. So that, ViProperty wants to invest in re-implementing photos for employees to enhance the value of the company. Two years of being affected by the Covid-19 epidemic have

created geographical restrictions, making it impossible for the president in the US and employees of the North and South to be fully present to carry out the shooting plan. The beginning of July 2022 is the right time to implement this plan because the epidemic has subsided, and the company has also operated more stably after the break.

b. Detail timeline

VIProperty Ho Chi Minh branches are in Vinhomes Central Park and Eco Green Sai Gon. Precisely for that reason, the photoshooting day took place in 2 days, one day for the teams at Vinhome Central Park and one day for the team at Eco Green Sai Gon.

**CALL SHEET**
**VIPROPERTY PERSONNEL PROFILE PHOTOSHOOT**
Time: July 1st, 2022 and July 2nd, 2022 (from 8h30AM to 6h30PM)
Location: Mr. Charles Hu's home (Vinhomes Central Park)

**CALL TIME: 13h00**

| No. | Role | Name | Contact |
|---|---|---|---|
| 1 | **Photo&Gaffer** | Mr. Sup /Mr. Tom | 0904935067 / 0375275841 |
| 2 | **Stylist** | Ms Heiyi | 0943223968 |
| 3 | **Operator** | Ms. Ice | 0769731301 |
| 4 | **Line Producer** | Ms Trà | 0888110144 |
| 5 | **Assistants** | Ms. Miho | 0772609966 |
| | | Mr. Bell | 0822929739 |

**Note:**
1. Each person will have two photos (1 formal and 1 freestyle). Each team will have 2 photos (1 standard and 1 freestyle).
2. Dresscode: Male (black vest, white shirt, black pants); Women (black vest, white shirt, black skirt or pants); black shoes **(do not wear sneakers)**
3. Individuals please make up and prepare clothes before coming to shoot to save time.

The production team must present at 7:30 AM at Park 7 to pick up equipment.

| SCHEDULE | | | |
|---|---|---|---|
| **Fridat (July 1st, 2022)** | | | |
| **Time** | **Team** | **Amount** | **Note** |
| 13h00 | Chinese sale team | 6 | |
| 14h30 | Accountant | 3 | |
| 15h15 | Human Resource | 3 | |
| **Saturday (July 2nd, 2022)** | | | |
| **Time** | **Team** | **Amount** | **Note** |
| 8h | Mr Charles Hu | - | |
| 8h45 | BD | 6 | |
| 10h15 | LC | 5 | |
| 13h30 | Company | 40 | rumor |
| 14h45 | Account | 3 | |
| 15h30 | Leasing | 6 | |
| 16h30 | PM | 6 | |
| 17h30 | Furnishing | 6 | Furnishing team could wear team's uniform |

c. Performance

**2. VIProperty corporate video**

a. Main purpose

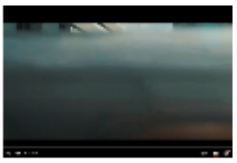
ViProperty has experienced more than six years of establishment and development in the real estate market. To reinforce the company's image and values, the corporate video brings the most reliable and official information to customers. Besides, a well-organized company introduction video will make a good impression on customers, increasing trust in the company providing services.

This company introduction video will be pinned at the top of ViProperty's e-commerce platforms to introduce and impress customers when coming to ViProperty.

b. Detail script

The video is a story of a VIProperty's telesale staff. He talked about a day at work (VIProperty) and showed viewers the way his company becomes an assistant for customers' apartments.

Because of VIProperty is a multinational company, any VIProperty's social media products need to be translated into bilingual: Vietnamese and English. The brief for corporate video script is C-level speech and voice over speech needs to be written in English and has the subtitle in Vietnamese for Vietnamese customers.

| STT | Nội dung | Cảnh quay | Góc quay/References | Script |
|---|---|---|---|---|
| **STORY INTRO** | | | | |
| 1 | Story intro - city introduction | https://www.shutterstock.com/video/clip-1031550617-timelapse-landmark-81---vietnam<br><br>**Scene 1:** City scene from night to day as shown in photo 1 -2<br><br>**Scene 2:** Transitioning with Frame blocking photos 3-4-5<br><br>**Scene 3:** Left pan (Camera movement) of Vinhomes golden river<br><br>**Scene 4:** Buildings on Nguyen Huu Canh street | <br> <br>  <br> <br> <br> <br> | Life does not get better by chance<br><br>It gets better by seize the chance |

| | | | | |
|---|---|---|---|---|
| | | **Scene 5:** Male Talent gets on the way to the company<br><br>**Scene 6:** Over shoulder (Half Arc 360) Male Talent among big buildings<br>(Action according to the voiceover)<br>- Meaning for small investors: Feeling lost in the large market will have Viproperty help seize the opportunity. The building metaphor is a big market, the talent in the video is from small investors.<br>- Meaning for big investors: no matter who you are or how big you are – you want to seize opportunities in the Vietnamese market – Viproperty is always with you. Image metaphor Vietnam market is very developed and has potential.<br><br>**Scene 7:** Talent crosses the street with many people (Action according to the voiceover)<br>**Scene 8:** Landmark scene from Nguyen Huu Canh street to the inside<br><br>**Scene 9:** Entering the Landmark building | <br> <br> <br> <br> <br> | You may not have heard of us<br><br>But no matter where you are<br><br>We can step with you every step of your way<br><br>Don't lose your chance |
| **WHO IS VIPROPERTY?** | | | | |

| | | | | |
|---|---|---|---|---|
| 2 | Introduce Company and history | **Scene 10a**: POV scene of pushing the door to enter the company office<br>**Scene 10b**: Record details at the front desk of C1 office (with ViProperty logo) Slow-motion commuters show the hustle and bustle of the office<br>**Scene 10c**: Pan the camera to the beautiful corners of the offices (intentionally to show the viewer the whole office and the scale of ViProperty)<br>**(If there is a past scene from the company's founding, add it here)**<br>***Scenes can be switched with a person holding a file passing through the camera**<br><br>https://www.shutterstock.com/video/clip-1062789535-top-down-shot-businessman-formalwear-walking-his | **10a: POV**<br> <br>**10b: Wide**<br> <br>**10c: Wide**<br> <br> <br>**11**<br> <br> | Seize it and make it easier<br><br>We will help you |

| | | | | |
|---|---|---|---|---|
| | | **Scene 11:** Topshot: Male Talent gets in the chair | | |
| | | **Scene 12:** Talent wears headphones to work | | Hi, We are Viproperty. |
| | | **Scene 13:** Dip in to white – OV | | |

| | | | | |
|---|---|---|---|---|
| 3 | The size of the company | **Company headquarters introduction**<br>**Scene 14a:** Using the old source from seconds 37-41; 1p20-1p30 to introduce the scene of Hanoi (shows that the company has an office in Hanoi)<br><br>**Scene 14b:** Flycam connecting to the electric train flying from Thao Dien side can see the bridge and Saigon River, the villa area and the Landmark (fly up from Thao Dien, approach the Vinhomes and Landmark villas, take a round to ½ of the Landmark building)<br><br>**Scene 14c:** Round the remaining of the Landmark tower to transition into the meeting office | **14a:**<br> <br>**14b:**<br> <br> <br> <br>**14c:**<br> | Established in 2016 and focusing on serving customers, Viproperty is one of the pioneering companies in professional real estate consulting for foreigners in Vietnam. In the 6-year journey of operation, understanding customers' wishes and requirements, we are constantly looking for and bringing superior real estate products to investors, creating opportunities to settle in Vietnam for international friends. Besides, VIProperty is contributing to a significant change in urban Vietnam's stature, quality and appearance.<br>We have headquarters in Vinhomes Central Park, Ho Chi Minh City and a representative office at Landmark 72 Hanoi and other offices with the hope of meeting the needs of investors across the country. |

Click here to see full the script

c. Detail timeline

**CALL SHEET**
**VIPROPERTY CORPORATE VIDEO**
**Time: Thứ ba 12/7/2022 (Scene 16a,b,c)**
**Địa điểm: Vinhome Central Park (block C1)**
**Kịch bản: https://docs.google.com/document/d/16doMAJBCtiM3CHuS7Q2UP2ugdTp2cLJY**

**CALL TIME: 8h00**

| No. | Role | Name | Contact |
|---|---|---|---|
| 1 | DOP/Cam-op | Mr.Tom/ Mr. Sup | 0375275841/ 0904935067 |
| 2 | Director | Ms Heiyi | 0943223968 |
| 3 | Producer | Ms. Ice | 0769731301 |
| 4 | Line Producer | Ms Trà | 0888110144 |
| 5 | Assistants | Ms. Miho | 0772609966 |

Click here to see detail timeline

d. Behind the scene