

# *Capstone Project Document*

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SONG LANG  
SONG LOAN

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GRA497\_G5

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# ABSTRACT

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Most people, particularly young people, have seen changes in their aesthetic preferences and pleasure of art as a result of the continually shifting social milieu. Art audiences no longer want musical works that are infused with national identity, represent the essence of many generations, and have deep humanistic undertones. The public wants novelty, innovation, rigorous planning, and the ability to spot trends. It is essential to educate young audiences - those who are directing the future of the nation - about the value of national art in order to inspire appreciation for the folk arts and humanity that have endured for many generations (Cai Luong).

Understanding that, We - a group of young people studying multimedia communication, are aware of this and are passionate about bringing the Cai Luong art form to young people in order to preserve Vietnamese culture's values gradually.

For many years, VietArt Company - a pioneer in bringing Cai Luong Phuong Nam closer to the audience in the capital, has persistently organized the program "Southern Star", honoring the beauty of traditional art.

Song Lang Song Loan is an Online Communication campaign, combining the organization of the event "Southern Star" with VietArt Company for 3 purposes:

- (1) Affirming the intense vitality of Cai Luong Theater after hundreds of years of construction and development.
- (2) Create a wider information network about Cai Luong, spread understanding and arouse love of Cai Luong among students in Hanoi.
- (3) Raise awareness of young people in preserving and promoting the values of the nation.

We hope this campaign can strengthen the image of Cai Luong, which is an indispensable value that all young people today must protect to continue in the future.

The campaign takes place within 4 months: From September 1, 2022 to December 31, 2022 is divided into 2 phases:

- (1) Organized Southern Star Event at Hanoi Opera House with the participation of Phuong Nam Cai Luong art troupe from Saigon. With a budget of 2,930,800,000 events that attracted 2,208 attendees, many positive feedbacks from the audience and covered in major newspapers (VietNamnet, Dan Tri, ...), helping to increase the coverage of the Cai Luong stage to come. the public in Hanoi capital.
- (2) Communication campaign "Song Lang Song Loan" through today's most popular social networking platforms (Facebook & Tiktok), creating a wider and deeper channel of Cai Luong information, reaching out to you. students in Hanoi capital. Through mini events, attract the audience to learn more about the project. Up to now, the project has attracted 700 followers on the Facebook platform, 2754 followers on the Tiktok platform.





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# CHAPTER 1

# INTRODUCTION

# I. PROJECT INTRODUCTION

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## 1. Name of The Capstone Project

### SONG LANG SONG LOAN

=> *The simplest and smallest musical instrument among the ancient musical instruments is derived from a musical instrument of Cai Luong called Song Lang, also known as Song Loan. Song Loan is used to keep the beat; because it serves this purpose, it is modest yet essential and necessitates that the person using it give their all during the performance. A full orchestra can be ruined by a little negligence. Similar to Cai Luong, Song Lang is little but necessary to be present at all times. In the same manner that Song Lang must always appear in every performance, Cai Luong's veteran artist Bach Tuyet famously said, "As long as Vietnamese are still alive, Cai Luong is still alive."*



Figure 1: Cover image of Song Lang Song Loan

## 2. Project Introduction

Through the Event "Southern Star - Me Linh Drum Play" organized by VietArt Company at Hanoi Opera House, bringing a Cai Luong stage right in Hanoi, so that Cai Luong will not be forgotten. Research interest in Cai Luong people, and at the same time spread Cai Luong to a small part of young people in Hanoi.

A project called "Song Lang Song Loan" aims to introduce Cai Luong culture and art to college students in the greater Hanoi area. Cai Luong's aesthetic splendor gave me the impression that it was "art for humanity," especially considering how it constantly changes over time and reflects the cultural and moral values of Vietnamese people throughout history. Young people can approach Cai Luong and draw inspiration

for life and creativity from the many values and important lessons it provides. In order to more effectively spread the Cai Luong tradition among young people, particularly those attending universities in the Hanoi region, the project was created.



Figure 2: Event “Southern Star - Me Linh Drum Play”

3. Reasons for Choosing The Project



Figure 3: Google Celebrating Cai Luong

When Google changed the emblem of the Vietnamese Google homepage to be a performance image of the Cai Luong stage to honor this art form on Vietnam Theater Day (27/9/2020), we fell in love with Cai Luong. Later, we also came across a study on Cai Luong written by Hugo Frey and Suzanne Joinson from the University of Chichester. We were extremely moved by the fact that two friends from another country traveled to ours in order to teach young people all over the world about Cai Luong’s art.

As individuals pursuing education in and working in the communication sector, we are aware of our responsibility to use our knowledge and insight to help Vietnamese people understand Cai Luong, rather than revive the Cai Luong stage, ignite passion for the profession, so that Cai Luong never fades away.



About the suitability of the project for the group:

- The members were fully equipped with knowledge to carry out a media campaign
  - We have experience in organizing events for students at school with a scale of nearly 6000 participants
  - Experienced in internship in the media department, implementing actual media campaigns
  - Get access to multi-channel, multi-platform, grasp trends quickly
  - We have also had access to a variety of traditional musical instruments since our freshman year, thereby understanding the desire to preserve the beauty of traditional art.
- So we can easily learn and implement the project.

About the meaning of the project to the group:

- Have the opportunity to apply the knowledge learned in practice, rubbing with the new working environment.
- Learn and gain more experience in organizing events with high art direction
- Contribute to the success of the Southern Star program, understand more about the traditional art - Cai Luong

## 4. Project Overview

### 4.1. The Current Project

Our Communication campaign for this project is divided into 3 phases, including:

#### ● **Phase 1 (From September 1 to October 30): Event “Southern Star No. 10 - Play Me Linh Drums”**

Opening ticket sales, Event Communication, spreading information and increasing public interest in the event, increasing the number of ticket purchases. Organized Me Linh Drum Event (October 15 & 16) at Hanoi Opera House. Initially bringing Cai Luong to the public of Hanoi Capital, increasing people's attention to Cai Luong.

#### ● **Phase 2 (From November 1 to December 31): Building Fanpage and Tik Tok Song Lang Song Loan**

Focusing on the campaign's audience, reaching young groups in the Hanoi area who are interested in jewelry and accessories; music; history; travel. Share new aspects and perspectives of Cai Luong, innovation of Cai Luong with the times, then lead to the root of Cai Luong; so that the audience can see all the values of Cai Luong for the Vietnamese people, thereby promoting and inheriting the national tradition.

#### ● **Phase 3 (November 15 to December 31): Experience**

This is an extremely important stage of every Communication campaign, to create moments for customers. During this period, we focus on customer interaction by creating a Mini event on Facebook, giving gifts to the fastest 100 participants and learning about Cai Luong after phase 2; create interviews with students of universities in the region to increase interactivity and make an impression with the target audience the national tradition.

## 4.2. The Proposed Project

The proposed project focuses on developing a media plan and content flow for informational posts. Increase awareness of the campaign, targeting young people living and working in Hanoi capital and neighboring big cities

## 4.3. Boundaries of The Project

Song Lang Song Loan is a project to spread the love of Cai Luong art to young people, so it is necessary to deploy mass communication. For the Southern Star Event for all audiences, communication is mainly through press PR. The Song Lang Song Loan project focuses on reflecting the beauty and cultural values of Cai Luong through the social media channels that young people are most interested in today, Facebook and Tiktok. The project also includes various activities such as organizing an Online mini event to create opportunities to learn about Cai Luong, exchange and interview students at Foreign Trade University and University of Technology. In addition, we also received communication support from Cai Luong Lovers Group, FPT Traditional Instruments Club. And especially the Culture and Development newspaper.

# II. THEORETICAL FRAMEWORK

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## 1. Communication and Communication Campaign Theory

### 1.1. Definition of Communication

Communication is a common social phenomenon, born and developed with the development of human society, affecting and relating to all individuals as well as social groups and communities in general. Communication comes from the Latin word “communicare”, which means to make it common, to share, to transmit information. Communication is the process of exchanging and interacting information with each other on issues of personal/social life, thereby increasing common understanding, forming or changing perceptions, attitudes, and behavior change. of that individual or group of people.

There are many different definitions of communication, but it all shows that communication is a continuous process of exchanging information, ideas, emotions; sharing skills and experiences to increase understanding, change perceptions, and move toward adjusting behaviors and attitudes to match developmental needs.

Communication is a process, not a one-time job but one that goes on over a long period of time. This process takes place continuously and it cannot end immediately after we transmit the necessary content, but also continue after that, this process requires both parties to give and receive.

Today, in the era of industrialization and modernization in our country, the media plays an important role in transmitting information, improving self-discipline, sense of responsibility, and improving knowledge, attitude of the people in all aspects. Communication

activities include many levels, regardless of the level, communication plays a very important role in the process of personal development as well as shaping the cultural appearance of each person and the community nation.

## **1.2. Communication Campaign Theory**

According to Rice and Atkin (2009), communication campaign is defined as “purposive attempts to inform or influence behaviors in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce noncommercial benefits to individuals and society.”

There are two important work groups in a media campaign: content development and media strategy and planning.

## **1.3. How we apply to the project**

From Theory of Communication and Communication campaign, we understand what is Communication, what is a Communication campaign. Since then, we have come up with a Plan to stick to the original purpose of doing Communications for a campaign, not to confuse other areas.

## **2. MODEL PEST Analysis**

### **2.1. Introduction to the PEST Analysis model**

PEST is understood as a description of the business environment and consists of 4 elements:

- Political (politics)
- Economic (economics)
- Social (social)
- Technological (technology)

PEST analysis is a method of studying factors in the macro environment, including: political and legal factors (Political); economic factors (Economic); social and technological (technological).

These are four factors that directly affect the economy in general and each enterprise and project in particular. When implementing a campaign, the project needs to have an assessment of these objective factors, in order to have a plan and adjust it in accordance with the actual situation.

### **2.2. Analyze the factors included in the business model PEST**

Includes 4 elements:

#### **Politics-Law (Political)**

This is a factor that affects all projects and businesses in a territory. Institutional and legal factors can affect the viability and development of any industry. When doing business in an administrative unit. Businesses will be required to comply with the legal institutional elements in that area.

This element usually analyzes the following aspects:

- Stability: This method will analyze the stability in the political and diplomatic conflicts of the legal institution. Institutions with high stability will be able to create good conditions for business activities. In contrast, institutions are unstable. A conflict will adversely affect business activities in its territory.
- Tax policy: Import and export tax policies, consumption taxes, income taxes, etc. will affect the revenue and profit of enterprises.
- Relevant laws: Investment Law, Enterprise Law, Labor Law, Antitrust Law, Anti-Dumping Law...
- Policies: Government policies will affect businesses. They can make a profit or challenge the business. These can include trade policies, industry development policies. Economic development, taxes, competition regulation policies, consumer protection...

### **Economic (Economic)**

Businesses need to pay attention to economic factors both in the short and long term. And government intervention in the economy.

Usually businesses will rely on the analysis of economic factors. After to decide to invest in industries and regions.

State of the Economy: Any economy has cycles. During any given period of the economic cycle. Businesses will make their own decisions.

- Factors affecting the economy: For example: Interest rate, inflation, etc.
- Economic policies of the Government: For example: Basic salary law, economic development strategies of the Government, preferential policies for industries: Tax reduction, subsidies....
- Economic prospects in the future: For example: Growth rate, GDP growth rate, GDP ratio on invested capital...

During the early 1990s, when the British economy was in a state of crisis. And businesses create a price war. They cut costs from labor. Double the cost of advertising to stimulate consumption.

However, they made a mistake because they had a bad impact on consumer psychology. While the source of income is reduced, no one will invest in luxury secondary goods like security equipment.

### **Social (Social)**

Each country and territory has its own cultural values and specific social factors. And these factors are characteristics of consumers in those regions.

Cultural values are the values that make up a society, which can foster the existence and development of that society. Therefore, common cultural elements are protected on a very large scale and closely, especially spiritual culture.

Obviously, we cannot sell pork sausages in Muslim countries. However, we cannot deny the cultural interference of cultures in many countries. This interference will change consumer psychology and lifestyle. And create development prospects with industries.

In marketing and market research. The social environment influences and impacts user behavior and needs. Therefore, determining the customer insight factor always has the presence of analyzing the social environment.

## **Technological**

Technological advancements can have a profound impact on products, services, markets, suppliers, distributors, competitors, customers, manufacturing processes, marketing practices, and positioning. This factor can be analyzed based on the following criteria:

- Government and institutional group investment in research and development
  - Speed, technology cycle, rate of outdated technology
  - Impact of information technology, internet on Communication campaign
- The influence of emerging technology...

## **2.3. How we apply to the project**

Based on the project's PEST model, we can predict the objective factors that will affect the project in order to have a timely adjustment and preparation plan. For example, when we analyze the PEST model, we understand the effects of politics on the project, capture the economic and social situation to better understand people's trends, and technology to know how to use it. Use appropriate communication channels

## **3. Media Research Methods**

### **3.1. Definition of Media research**

#### **3.1.1. Mass communication**

According to James R. Wilson and Stan R. Wilson, mass communication is a process by which professional communicators use technical means to share information across spatial distances in order to influence the masses - the audience.

According to Prof. Mr. Nguyen Van Dung, there are 2 angles to define mass media. From the perspective of communication, it is said that mass media is a mass communication channel with the essence of many people participating in topics of interest to them, with increasing frequency. From the perspective of approaching technical means, it is said that mass communication is a combination of communication channels that convey messages to a large number of people.

In terms of interaction, mass communication is a process of transferring information that is popular in society widely through media such as newspapers, television,... to a large number of the public.

#### **3.1.2. Media Studies**

The development of science has promoted communication to become one of the most important parts of the modern social system. Media has a great influence on the development of society and humanity, it creates links and social connections not only within a country but also internationally.

Media studies is the study of the nature and effectiveness of communication, analyzing media content and communication manifestations in practice. It uses the methods and theories of the sciences such as sociology, cultural studies, psychology, etc. to apply to research. Another definition of communication studies is the science concerned with human communication processes. It studies the whole process covering a wide range of topics, from face-to-face dialogue to mass media such as television broadcasting.



There are two main schools of communication studies: the process school and the semiotics school. The process school is characterized by its view of communication as the transmission of messages. Semiotics views communication as a process of production and exchange of meanings, and the study of communication as the study of culture and the study of traditional texts.

Today, with the outstanding development of the Internet, digital media research in the 4.0 technology era is one of the communication research directions in the current period.

## **3.2 Research The Media Public**

### **3.2.1. Public concept:**

In Latin, the public is the auditorium, a group of people to whom the mass media is directed and influenced by the mass media. According to the Vietnamese dictionary, the public is “the multitude of people who read, watch, listen to in relation to the author, actor, ...” but when it comes to “the public” of a newspaper, it will usually be understood as referring to a wide range of readers from different walks of life reading this newspaper.

The media public has characteristic properties such as generosity, heterogeneity, and anonymity. In other words, the public is not a collective or community, nor is the public a homogeneous, homogeneous group of people. On the contrary, it is complex, including many groups of people, occupations, with differences in residence, socio-cultural, ... has created rich and diverse information needs of the public. . With the same content of information transmitted, different individuals have different reception, memory and influence.

Although the public are independent and separate individuals, in terms of social relations, they are not separate individuals. Therefore, when studying the public, it is necessary to place them in the context of living conditions as well as social relationships.

### **3.2.2. The concept of public research:**

The study of the media public is a unique concept in the media industry. The object of research here is the public, through different research methods to gain insights about the public, thereby improving communication efficiency.

Studying the public helps us understand the communication process and its impact on the public.

### **3.2.3. Contents of public research:**

#### **Rate study:**

Rate research is one of the earliest forms of public research, a method of research used to gauge the audience's interest in a particular television program or product. Some body. These statistics help them come up with necessary and timely solutions to improve the image quality as well as the influence of the product in the eyes of users.

Rates are considered currency in the media market. Advertisers rely on this metric to decide how much to spend on advertising, which channels to advertise on, and which programs to target the right audience. Research rates depending on the purpose of use have different functions.

Advantages of rate measurement: data measured by the second helps to reliably generalize the popularity of each program; demographic data showing the relationship between TV viewing habits and audience types; Raw data can be used to develop research hypotheses for future research. The disadvantage is that the conclusions drawn from ratio measurement are limited in that they only provide general and popular information, do not go into details; Rate measurement can not better understand the psychology, perception, attitude of the viewer.

### **Research on influence:**

Influence research is the study of the impact of the media on the public. Depending on the characteristics of each type of media that affect the public differently. The information that television brings to the public is of various kinds and has a huge impact on the attitudes and behavior of the audience. Influence studies fall into two broad categories: market research and use and satisfaction studies.

Market research is conducted according to survey rather than assumption, over the years market research has become more effective and reliable as sampling processes have improved and progress has been made in Set definitions and collecting data. It is a method taken with rigor and emphasis to accommodate theoretical and methodological changes.

Research on use and satisfaction is drawn from current analysis, theories of use and satisfaction applied to approach sociological and cultural issues in communication.

Currently, when conducting public research, it is possible to combine many different research methods to be able to analyze all aspects of the public through the most complete and accurate data collection.

### **3.2.4. Research data analysis - quantitative analysis and qualitative analysis**

Quantitative analysis is the study that uses different methods (mainly statistics) to quantify, measure, reflect and interpret the relationships between factors. It is often used to give an estimate of the prevalence of knowledge, attitudes, opinions, behaviors, etc., of a defined public. It is characterized by closed questions, analyzes and statistical reports in summary form.

In qualitative research, data collected is mainly in the form of words, which cannot be measured in numbers. It usually focuses on the social process and does not rely on social structure. Must have skills in situation analysis, abstract thinking, ... in qualitative analysis.

## **3.3. Researching Media Messages**

### **3.3.1. Concept of message and communication message**

A message is the information to be transmitted, encoded in a certain language. The message is the second element of the communication process. It is important that the message is expressed in a language that both the sender and the receiver can understand. Message is the content of information exchanged from the source to the receiver.

In communication, a message is understood as a complete statement in both content and form intended for a specific audience group in a specific situation towards the goal of a communication campaign.

Researching media messages is to discover the essence of the message, clarify the content and form of the message or find new ways to develop the communication message to express the mission of transmitting to the recipient of the message.

### 3.3.2. Research content of media messages

Today, there are many different approaches to message research. However, the most popular and commonly used methods are: Content Analysis; Semiotic Analysis and Discourse Analysis.

Content Analysis is a research method that seeks to understand the underlying motives or intentions of the author. This is considered a classical research method. With the ability to analyze large amounts of news, content analysis has become a major research approach. Content analysis in communication will deeply analyze the content contained in that message without caring about other factors.

Semiotic Analysis is the evaluation of a message through encoded characters - analyzing the smallest components of the message. The character analysis is suitable and relatively effective with the analysis of messages on television or online newspapers. Today, semiotic analysis methods in the media industry are mainly used to analyze images and video clips published in mass media.

Discourse is understood in different ways. The two concepts of discourse and the concept of text often go hand in hand. Author Nguyen Hoa said that: “discourse analysis studies not only language used in situational contexts but also linguistic means to perform those functions”. Discourse analyzed by researchers lies in many different areas of life. Discourse approach affects the use of words in speech, in writing.

## 3.4. Media Organization Research

### 3.4.1. Media organization and research

The term “organization” refers to public agencies and organizations with structures and functions in certain fields. The study of a media organization is the study of all levels of the organization’s structure and operations and how the people operating in the media organization operate. Organizational research focuses on studying the interrelationships between the components of the media organization, how the media organization interacts with its readers or customers. Organizational research focuses on how managers use information about behavior and public feedback.

During the 1960s, research on media organizations was conducted, mainly concerned with media effects and how the public uses media. The researchers wanted to dig deeper into the factors behind the media and wanted to prove that media organizations are influenced by the power apparatus.

### 3.4.2. Research contents of media organizations

#### **Research the history of media organizations**

Research into the history of media organization is rich, and there has been a great deal of historical research on people and activities in studios, in publishing companies, and in government agencies. In effect, the history of the public is studied through organizational history, by evaluating organizational activities such as market exploration, publication effects, or the operation of film distribution systems.

The method of historical research mainly uses the methods of document research and reference based on available information sources such as books and newspapers, previous studies, ... to find out the logical connection between the literature within the scope of the study and draw the most general conclusions. Through studies on the history of formation, development and impact of television on the public, the author also makes predictions about television trends in the coming time.

## **Contemporary Studies**

Contemporary studies is a new concept used to examine trends that are occurring in the contemporary world. It is widely used in the arts and culture, but not so much in the social sciences.

### **Policy research and research on policy direction**

Policy research aims to bring recommendations to authorities and governments. Most studies attempt to establish certain “facts” and then provide an interpretive framework. However, policy research discusses issues of the future, so research of this type is dominated by arguments about “values” rather than “facts”. These arguments are unproven, may be controversial, and will be the subject of future political debates. Research on policy or policy direction is based on an assessment of the research process and form.

### **3.4.3. Collect information about the media organization**

#### **Studying non-textual forms of material culture**

Material culture is divided into different forms: from a material perspective: things that have a physical existence in certain circumstances; from a spiritual perspective: objects and traces left by behavior and processes that can explain the cultural behavior of a community or reflect social reality in a certain historical period. Media types of media organizations can be studied or viewed as historical evidence of media organizations. Libraries or audiovisual archives are the first source of material that researchers can find about material culture.

#### **Research word-of-mouth sources**

The traditional form of word of mouth is passed orally from generation to generation. Most historical filmmakers often rely on oral documents telling about contemporary social life to best depict the context of the film. Word of mouth has also been evaluated as a source of historical data, but the accuracy of data, space and time is often inaccurate.

## **3.5. Media Studies in the Digital Age**

### **3.5.1. Related Concepts**

Online research is a research method that involves gathering information from the Internet.

Online research methods are methods of using digital tools and processes to gather information about an issue, all over the internet.

Social media is a website platform that allows and enables users to self-publish and share content, allowing online interactions with other users.

Social media research includes any form of research that uses data sourced from social media sites.

### **3.5.2. Social media research**

Under the strong development of social media sites, researchers began to consider social media sites as an important tool and source of information.

There are two ways of harnessing social media for research: using social media for observational studies and using social media as a source of the research sample.

There are many ways to collect and format media data, the development of automated technology tools can collect, screen, store and analyze large volumes of data at high speed.

### 3.6. Importance of data in communications

This communication campaign uses mass media such as the internet. Today, the internet is the dominant tool in accessing information, especially for young people. So, when the majority of the public is at a very young age, we cannot help but take full advantage of the internet's effectiveness in communication. In addition, on press channels with wide coverage, press relations will be used to publish articles and information about Cai Luong and projects. And take advantage of the popularity on the tiktok platform using short viral videos with creative and engaging content.

**According to the book study “Everybody Lies: Big Data, New Data and the Internet Can Tell Us Who We Really Are” by Seth Stephens-Davidowitz.** As the name implies, big data means large volumes of data, much larger than the human brain can fully comprehend. So big data needs enormous computing power to analyze and realize.

After all, though, each of us is a data scientist in some way. The specific example in the book is about the author's grandmother, who used her 88 years of experience to bring out the traits needed to build a relationship with the author herself. She used all the information and experience she had to spot patterns and predict how factors affect each other – This is what a data scientist would do.

However, not all of her conclusions are accurate because she has not obtained enough information from others. For example, she believes that for a long-term relationship, couples should have a lot of friends in common. However, in 2014, a study showed that, with more Facebook friends in common, a couple is more likely to break up. Thus, it can be said that the sample size factor plays a very important role in making the conclusions. That's why big data plays an increasingly important role, helping people have the right view and make more accurate decisions.

Data science is a useful tool, and information is always updated in the fastest way. For example, when searching on Google for flu: “flu symptoms,” if many people search for this disease, we will see the spread of flu by geographical area and time.

Big data doesn't lie: University of Maryland graduates were surveyed about their grade point average (GPA). Only 2% of the participants admitted that their GPA was below 2.5/4.0. However, when the school officially checked, the number was five times higher. Up to 11% of the participants cheated. So there were quite a few liars in the survey. This is also quite understandable; humans always want to look good, even in the face of people we don't know. This is known as social desirability bias. At the same time, survey respondents also tried to impress the questioner. We always want to impress people around us, leading to a tendency to say wicked things, making surveys unreliable when trying to understand behaviors, thoughts, desires, and beliefs. Their Big data is different; it doesn't lie. Because big information is collected through online behavior, the truth is always revealed through actual actions,





not just words. In other words, when people search for something on the Internet, they are being true to themselves, not having to impress anyone.

Every day, a vast amount of data is searched on Google and many other search engines. This means that we can do things today that were not possible before. More specifically, we can use big data to find the issues we need to care about, even the smallest. For example, Professor Raj Chetty of Harvard University decided to investigate whether the thinking of people around the world is still correct: America is a country that can help us change our destiny and become rich and prosperous. He used information from tax records provided by the US Internal Revenue Service, with more than 1 billion cases observed. The results show that when compared to other countries, the US is not a great country for the disadvantaged. A poor American has a 7.5% chance of success, while in Denmark, it's 11.7%, and in Canada, it's 13.5%. That is the overall picture. He also got the results when he broke down the problem to see more clearly. The results show that poor people in the US are also more likely to succeed, but only in certain states. In San Jose, California, a poor person has a 12.9% chance of changing their life. In contrast, in Charlotte, the opportunity is only 4.4%.

Big data helps better understand the situation and take action, especially in running A/B tests. A/B testing means that for a problem, we need to consider at least 2 cases to be able to make a judgment. For example, to test whether drinking wine improves health, we need to have two experimental groups, 1 group will have to drink a glass of wine a day, and 1 group will not drink at all. The results from these two groups will then be considered, and the experiment will conclude. During Barack Obama's 2008 presidential campaign, campaign executives used this approach. They designed a website that attracted people to sign up and donate to the campaign. This site uses different combinations of images and text, creating various layouts. After a few days, they analyzed the relevant data to deduce which format worked best. As a result, we have also seen that big data has contributed a bit to Barack Obama's presidential campaign.

Whenever we use Google, we feed our information to big data. So what if the government has access to this data? What can they do with it? For example, if someone searches for keywords related to suicide, the police will be notified and perhaps intervene, which can be a good idea. On average, each month in the US, there are 3.5 million keyword searches related to suicide, but only 4000 suicides happen. As such, tracking searches can be a waste of time and money.

However, in certain regions, this correlation ratio is much higher. That is, in some states in the US, every time people search for keywords related to suicide, the probability of committing suicide is very high. That way, police can determine if their local search-to-action rates are high. From there, we can take the necessary preventive measures. Of course, it should not only stop at the suicide factor but also incorporate many other keywords to help society.

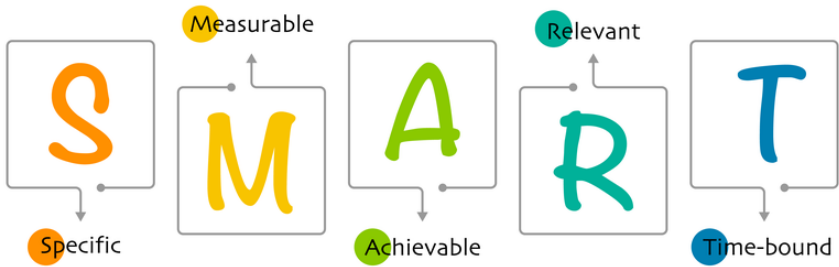
### **3.7. How we apply to the project**

Based on the above Media research method, we determine where the project will have to start and which subjects to study. We understand what Mass Communication is, how to do it; need to study both the development of science, the trends of the times, the study of the community and how to best understand your target audience, and come up with appropriate and effective methods for the campaign.

4. S.M.A.R.T Goals

SMART goals are essentially established principles to shape and accomplish future goals. We will know what our abilities can do and build a specific plan for them.

SMART is an abbreviation of the initials, built to set goals, to ensure that the proposed goals are completed.



S (Specific): Bringing Cai Luong closer to young Vietnamese people. Helping young Vietnamese generations know more about Cai Luong, thereby loving and preserving the value of this art form.

M (Measurable): Through reach, likes, shares and interactions at Media platforms used in the Campaign such as Facebook, Tiktok. Judging by the guest’s behavior through the event.

A (Attainable): The campaign is capable of being realized through Communication campaigns. From there, it can inspire and imprint on every young person’s head.

R (Relevant): Nowadays, Cai Luong is gradually fading away over time. Because this art form is not loved by young people, it is picky and not very popular in the North. However, Cai Luong has had many significant reforms, from the stage, to the script, to the lyrics, to make it easier to listen to, understand and be much more modern.

T (Time Bound): Media campaign takes place in 1 month (From the beginning of November).

5. Reasons for choosing Media Channels

In this campaign, we use the main communication channels which are Facebook and Tiktok.

5.1. Reasons to choose Tik Tok

According to data from afamily.vn newspaper, TikTok will reach 3.3 billion downloads by 2022. That means that when we ask any 8 people we meet in the street, on average there will be more than 3 people installing the TikTok app on their phone. A nuclear family of 3 will have at least one device that can watch TikTok.

Tik Tok is the most popular social networking platform today. Audiences can spend hours watching Tik Tok.



John Koetsier, a mobile ecosystem analyst and journalist with Forbes, said that he first downloaded TikTok to study how the app works:

"I downloaded the app to familiarize myself with it, by learning and starting to watch only 15 seconds of Tik Tok videos. An hour later, I turned pale, shook my head, and wondered if my afternoon had passed. where to go. In a sense, I was addicted from the first time I saw TikTok."

Koetsier brought his experience to the question of Dr. Julia Albright, a sociologist who studies digital and media at the University of Southern California. And

she says the TikTok app has been designed to be very sophisticated, to get your maximum attention.

Funny sounds, short viewing intervals between turns, flashing light effects and creating dopamine fevers in the brain are what Tik Tok has brought.

Investigating the behavior of using social networks, Dr. Smith conducted a survey on 173 university students who are using this social networking platform.

The set of questions includes questions such as: "Do you often use Tik Tok? Do you feel that Tik Tok is attracting a lot of you?".

The volunteers' responses were scored by Dr. Smith on a previously developed social media usage scale. Results published in the journal Addictive Behaviors show that up to 31.8% of TikTok users are using Tik Tok up to 18 hours a day.

Based on the algorithms that Tik Tok brings to new content creators, and the current behavior of using Tik Tok social networks, we have decided to choose Tik Tok as the main Communication channel of the campaign. , because of the quick effect it brings.

## 5.2. Reasons for choosing Facebook

Most Facebook ad campaigns are built around (and of course aimed at) specific audiences. This is possible thanks to a "miracle" tool called Facebook Custom Audience Tool. This tool allows digital marketers to update contact lists such as email, UID (user ID) and phone number so that when needed, they can target each audience group to certain ads. If in the past, businesses had to spend months sorting and organizing their database of customers as well as zoning other potential

target groups, now that job is much easier. much thanks to the algorithms that Facebook built. With the help of this social networking site, all projects from small to huge scale benefit.



### Maximize visibility with the lowest digital marketing costs

In addition to visibility, brand awareness is also one of the most important goals of any digital marketing strategy. As brand awareness increases, the number of customers you can reach will also increase. Therefore, starting to build a brand identity from the very beginning

is extremely necessary for later campaigns to have a certain number of audiences. Choosing Facebook as a digital marketing channel, your brand development work will certainly be much easier to succeed.

Since being introduced by Facebook boss Mark Zuckerberg so far, Facebook Messenger - the messaging application on Facebook has been fully utilized by businesses in the digital marketing process. With the advantage of more than 1 billion active users per month, it is not difficult to see why more and more businesses are launching their projects on Facebook. In particular, with fanpages established under business purposes, Facebook also fully supports chatbot framework structure that automatically pop-up when users access. When interacting with users (customers) via Facebook Messenger, businesses can create automatic message series with many information options such as attaching images, links or CTA buttons so that the conversation and goal can be adjusted. Customer orientation is as smooth as possible.

One more utility for businesses when doing digital marketing on Facebook is saving a lot of time to get feedback from customers. Before Facebook was born, most businesses had to use traditional ways like emailing or calling to get customer feedback about their products or services. These methods are not only time consuming for the business itself, but also sometimes cause unnecessary troubles for customers. Fortunately, Facebook has made the story of customer care as well as digital marketing of businesses a lot easier. Now, all efforts to get feedback from customers will be reduced to posting a question on a personal page (like “What do you like most about our product?”) and sitting. Waiting for answers from comments. Even more, these things are becoming more and more unnecessary when users will manually enter the reviews and ratings that have been updated on fanpage pages.

### **Leverage the connection on Facebook to develop digital marketing**

Giving users the ability to share opinions about this product, service or brand in general is considered one of the biggest advantages of Facebook beating other online platforms in the digital marketing battle. Not only helps businesses understand the needs and actual feelings of shoppers, but Facebook has done a great job in satisfying the common psychology of most customers to be shared and heard. Not only that, Facebook also does a great job in giving them the power to determine what types of information, which businesses will appear in their area of activity (more specifically, News Feed) in an extremely simple way is to press the Like button.

Not only have the right to Like, but users can also Share news and product announcements on their personal pages. Businesses can fully take advantage of this phenomenon and turn their own users and customers into “PR people”. For new customers, they may not believe the words of the business, but more or less they will trust the words of the people they know in life. Then there is no reason for you not to let your customers do digital marketing for you.

### **Functions on Facebook are always optimized for digital marketing**

Not resting on victory, Facebook always tries to perfect it every day by updating more and more functions and utilities on this platform. Over the past few years, Facebook has introduced countless new features such as Facebook Live Video, Facebook Professional Services, Facebook at Work, enhanced search filters, connections with Uber and Lyft, Facebook Shopping Tab, Facebook Events , music store, ... Among these new utilities, it is impossible not to mention Facebook Live Video - the utility that makes livestreaming

explosive, becoming a craze in many places. Businesses can absolutely reap a lot of digital marketing benefits from livestreaming on Facebook. With intuitive, vivid, receiving a lot of information in a short time, it is not difficult to understand that the amount of time that users spend watching live videos is more than 3 times the amount of time they spend on content. contain text.

This obviously has a positive effect not only on Facebook itself but also on its digital marketing partners as the number of users has doubled in the past 4 years. Even a bright future is not a distant prospect. Businesses that have a wider audience to showcase their products and advertise are getting better and cheaper.

## **6. Evaluate a Media campaign**

### **6.1. Emotion Index Rating**

The sentiment index is measured by analyzing the index of the comments. From there, determine the correlation between positive and negative opinions. The higher the emotional index, the more the audience loves that content.

However, avoid falling for the emotional quotient that produces shocking content with no practical value. This is quite effective if the goal is to attract attention, but the effect is certainly not long-term.

Thus, measuring the effectiveness of communication by emotional index, not every post with high interaction will be successful, but one should pay attention to the article's emotional index.

### **6.2. Deep engagement rating**

Understanding and understanding deep engagement is the answer to evaluating the effectiveness of external and internal communication within the company. Deep engagement reflects how interested customers are in your products. It is one thing to run multiple product promotion campaigns and another for managers to respond to those campaigns.

One method of measuring communication effectiveness is to evaluate whether the influence of the media campaign has a significant impact on the product. Does the campaign create any butterfly effect? You should pay attention to creating trending content to create the best result.

### **6.3. Evaluate the number of comments mentioning the campaign**

This is one of the critical media effectiveness assessment methods used to measure the effectiveness of social media strategies. Especially when your business is combined with influencers, administrators need to pay more and more attention to this metric.

Because, in many cases, perhaps the customer is only attracted to the influencer, not the company's campaign. This is also a way to measure communication effectiveness

To get a lot of discussion , your content needs to meet the following requirements:

- Content contains what the target audience wants to read.
- Integrate the brand message skillfully, with just enough quality and quantity to leave an impression in the eyes of the reader.
- Create a resonance between the meaning of the content and images, rhythms, and sounds

## 6.4. Evaluate the number of people discussing the campaign

How to evaluate communication effectiveness after each campaign? Measuring the number of people discussing the campaign answers the above question. This is an indicator of the number of fans attracted after each movement. To increase the number of people discussing the campaign and create unique, attractive content, administrators also need to build a suitable channel distribution strategy.

## 6.5. Analytical tools



Google Analytics: used to measure engagement metrics.

YouTube Insight: analysis inside the Youtube page, showing the popularity of the video, views, and many other parameters.



ShareThis: provides a content-sharing tool that, combined with Google Analytics, can show which channels on your website are preferred by users to share.

## 6.6. Primary data and secondary data

### 6.6.1. Primary data

#### a. Concept:

When secondary data is not available or cannot help answer our research questions, we must collect the data ourselves to suit the research problem posed. This self-collected data is called primary data. In other words, primary data is the data collected by the researcher himself.

#### b. Primary data collection

The researcher himself collects data from many different sources of information such as: the head of the household, the representative of a business or an individual, etc. by the following methods:

- Observe
- Interview

Experiment: the researcher measures and collects data on the outcome variables under different conditions of the causal variables that have the effect under study.

- Investigate
- Discussion groups

## 6.6.2. Secondary data

### a. Concept:

Secondary data is data that is already available, has been made publicly available and will be easy for you to find and collect because it is available data, it will not take much time or cost a lot of money.

### b. Primary data collection

The source of internal data is to find the general information source (administrative information system) of the Enterprise to collect.

Sources of data taken from outside, go to:

- State agencies: the General Statistics Office, the Statistics Office, the Information Office of the Ministry of Commerce, the Chamber of Commerce and Industry, and the ministries and general departments all have departments specializing in providing information or publishing books.
- Libraries at all levels: Central, province (city), district (district), universities, research institutes.
- Internet access: today we can read updated news and publications on the internet.

## 7. Measure a Media campaign

### 7.1. Brand mentions (Total mentions)

Brand mentions, or volume of comments, show how many times your brand name, hashtag, or any other word you track while running a PR campaign, has been mentioned online in a given time frame.

If the primary goal of your PR campaign is to raise brand awareness, pay attention to this metric.

Peaks on the graph will indicate when your target audience is discussing your product or action.

### 7.2. Sentiment

Outtakes of a PR campaign are all about your target audience's emotions toward your message.

The language people use while discussing a specific topic online will be analyzed in depth using powerful AI and Machine Learning algorithms. A positive, negative, or neutral shade from there will be assigned to the article in question.

A large volume of mentions accompanied by a positive tone will signify success. Not only does it mean that people are spreading the word about you more robustly, but it also means that they are satisfied with your message or activity.

When negative sentiment prevails, it is again a warning of a crisis. You should respond appropriately by adjusting your PR campaign and addressing controversial issues in the community.

### **7.3. Engagement**

If you are active on social media channels, check the number of likes, comments, and shares under posts. The higher the engagement rate under your post, the more the message will be spread on social media channels. You can encourage people to leave comments, use dedicated hashtags, or simply like your posts. But the most reliable way to build an engaged community around a brand is to regularly deliver the right content to the right audience.

### **7.4. Social media reach**

Total reach takes into account the people who shared your post on social media and their number of followers. Based on these two variables, the social listening tool will estimate a specific social media reach for the keywords you track.

When it comes to the results of a PR campaign, social media reach is the starting number to influence the target audience to get them to take specific actions. Before you have a chance to control someone's behavior, you need to reach them first. Massive reach is the first step to a successful PR campaign

### **7.5. Share of voice**

With this information, you'll be able to analyze your customers' online discussions in more detail, spot the most prominent ones instantly, and work with them to promote your business or your product.

Share of voice will help you see the level of brand awareness and, at the same time, provide you with tons of information about the target audience, such as engagement level or platforms, units, and celebrities.

### **7.6. Website Traffic**

While more and more PR campaigns take place across different social media channels, your website is still an essential platform for PR implementation.

Sign in to Google Analytics and closely examine your website traffic analytics. Is there a spike in the number of users interacting with the call-to-action buttons on your website? And when analyzing website performance, take a closer look at your leads and referrals.

Potential customers are people who find you through search engines; they already need your products or services. Referred people to your website (referrals) are people who see your website through links from other channels, for example, in private messages, from group chats, Facebook, LinkedIn, etc.

You have to know where potential customers are coming from. The easiest way to track that traffic source is to use a UTM link, easily generated with the Google URL Builder tool.



### 7.7. Measuring Tools

SMCC.vn: Currently one of the most powerful social listening tools in Vietnam, it can provide you with meaningful insights with effective decision-making and execution strategies.

SEMrush: SEMrush is an SEO tool, but you can also use it to measure your PR campaign. SEMrush will help you see the keywords your site is ranking for. This tool will also help you compare yourself with other competitors.

Google Analytics: This tool will provide you with all the necessary information about website traffic. And more specifically, this tool will allow you to customize the visual reports according to different needs.

### 8. Communication Crisis Management

Content	Influence level	Solution
Lack of budget	Big	Make detailed and thorough cost estimates. Additional costs incurred to have backup when needed.
Media articles are copyrighted	Big	Thoroughly censor all articles and video content before using Media.
People: Human resources in the team do not promote their work efficiency	Big	Coordinate reasonable personnel. Grasp the strengths and weaknesses of members to have an appropriate assignment of tasks. There is a form of handling for individuals who do not complete the task. Specifically: Financial penalty, added to the budget for the campaign.
The target audience does not respond enthusiastically	Big	It is necessary to survey, investigate and carefully study people's psychology, needs and tastes before starting the campaign.

Table 1: Communication Crisis Management

### III. CAMPAIGN OVERVIEW

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#### 1. About Song Lang Song Loan

Campaign “Song Lang Song Loan” is a project to promote Cai Luong culture and art to students at universities in the Hanoi area. Seeing the beauty of Cai Luong, I feel that Cai Luong is an “art for humanity”, especially in that there is always constant change over time and also reflects cultural and human values. of Vietnamese people through different eras. Cai Luong also conveys a lot of values and meaningful messages for young people to approach, taking it as a source of inspiration for life and creativity. Therefore, the project was born to promote the Cai Luong culture more deeply to young people, especially students at universities in the Hanoi area.

About the name SONG LANG SONG LOAN:  
Taken from a musical instrument of Cai Luong called Song Lang, also known as Song Loan, it is an instrument with the simplest and smallest shape in all types of music. Song Loan is used to keep the beat, because it plays the role of keeping the beat, it is small but indispensable and requires the holder of Song Loan to be wholeheartedly for the performance. Just a little carelessness can mess up an entire orchestra. Song Lang is like Cai Luong, although small but must always be present. As Song Lang must always be present in every play.



*Figure 4: Song Lang musical instrument*

#### 2. About Vietart: Southern Star



*Figure 5: Logo Vietart*

A pioneer in Vietnam with outstanding strengths not only in producing media programs but also in creating, breaking through, and expanding “blue borders” in an ocean of “red color” filled with event strategy. With a team of young, energetic, enthusiastic and creative staff, ready to blow into VIETART his passion.

VIETART Communication Joint Stock Company has been providing a lot of event organization services for many important and memorable conferences of Ministries, Departments, Sectors, Groups, Banks, Organizations, Representative Offices and Enterprises with domestic and foreign brands and names

### **3. Mission, vision & core value**

#### **3.1. Song Lang Song Loan**

##### **Mission**

The history of Southern Cai Luong research has recorded more than 50 author portraits who contributed to the script’s development, reflecting a relatively powerful creative team.

With the reformed type, the script is considered an essential and basic premise for constructing theatrical works. Today, Cai Luong is facing the problem of the “crisis” of writing. The main reason is that the number of authors is decreasing and thinning compared to previous periods.

Cai Luong writers are few. Most of them are old, while young people are not interested in pursuing them.

The force of Cai Luong directors needs to be improved, there are few career opportunities, and the number of works produced annually is minimal. The young director class has yet to try, as well as a training environment, to improve their capacity.

Song Lang Song Loan’s main mission is to spread Cai Luong to everyone, especially young people. As well as create a community for the people who are interested in Cai Luong and for those who are learning and starting to fall in love with this music category.

##### **Vision**

Bringing Cai Luong lovers to clubs, Facebook groups convey Cai Luong material to everyone.

Collect and learn more documents and knowledge about Cai Luong so that Vietnamese people have more sources of information and learn about this unique art form.

We are bringing new perspectives on Cai Luong, improving Cai Luong to suit the times, thereby changing the perception of young people. In our campaign, we focus on young people who are studying in Hanoi area

It conveys profound human values drawn from thousands of years that artists of many eras have brought into Cai Luong.

##### **Core value**

We are spreading the knowledge about Cai Luong to Vietnamese people, especially the young generation. It is no longer the old concepts, but there has been an innovation to adapt to the times and retain the inherent values.

Spread the love of Cai Luong to young people. Through messages and knowledge about Cai Luong, you are arousing love for Cai Luong, bringing passion and creativity so that Cai Luong never fades over time.



*Figure 6: Me Linh Drums*

### 3.2. VietArt

#### **Mission**

Distilling intellectual quintessence to create products and services with VIETART's own style and imprint, ensuring diversity, richness and imbued with national identity.

#### **Vision**

Maintaining its role as the leading enterprise in Vietnam, always pioneering in the field of communication, event organization, art performance with the international brand VIETART. Affirming the value and level of the VIETART brand, developing according to the trend of integration, sustainability, and business efficiency associated with cultural values and community benefits.

#### **Core value**

Each event under the brand name of VIETART is meticulously executed thorough, high efficiency, showing professionalism and perfection in each stage of production. Each event is an expression of respect for customers, contributing to the continuous growth and development of the VIETART brand. Each event is a top-class service, unique and creative, bringing the highest benefits and peace of mind to customers.

## About Team



Figure 7: About Team

**Pham Mai Ly (Team Leader)** - Assigning work, monitoring and promoting the working process of members.

Events: Responsible for Media Planning, Event Planning, Team Task Assignment, Event Coordination.

Campaign: Plan campaign, media plan, press relations.

**Nguyen Thi Nhu Quynh (Team member)** - Design publications, edit video clips, design Production Book.

Events: Press relations, media events, design

Campaign: Design Key Visual, media publications, in charge of Tik Tok channel

**Le Minh Quang (Team member)** - In charge of main content, risk management, and campaign costs.

Events: Plan and handle risks, manage event costs. Do legal documents with Viet Art

Campaign: In charge of Facebook channel, risk and cost management.





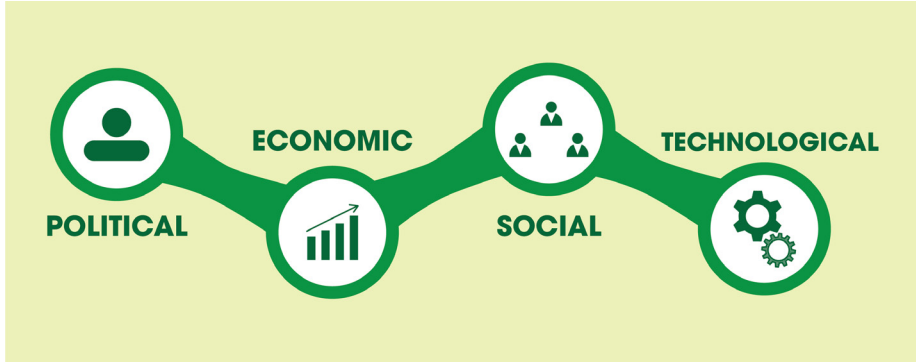
## CHAPTER 2

# PRE-PRODUCTION

# I. RESEARCH & ANALYSIS

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## 1. PEST Analysis



**Political:** The law in a country is an important factor that greatly affects the business strategies of a brand. In Vietnam, the elements of copyright are always evaluated very strictly. In this project, we also strictly adhere to the legal requirements: Set community standards of social networking sites (Facebook, Tik Tok); Specify the source of the article for the articles and ask the author's permission before publishing information.

**Economic:** Vietnam's economy is growing, and the demand for entertainment is also increasing. Not only stopping there, the element of preserving traditional cultural values is also of concern to society. Assessing the influence of the economy on the development of Cai Luong, the following factors can be pointed out: Vietnam's economy is growing, strongly and positively affecting the demand for entertainment; international cooperation is also a factor promoting the preservation of traditional cultural values; Inflation is increasing strongly, so the search for digitized stages will also be of increasing interest.

**Social:** In terms of Vietnamese culture, when analyzing the PEST model of the Song Lang Song Loan campaign, people's living standards are increasing, leading to an increasing demand for entertainment. This is one of the top pluses when it comes to the competitive elements of the campaign. The increasing standard of living has facilitated the tremendous growth of the entertainment market; the need for mental care is also enhanced; Currently, Vietnamese people, especially young people, do not really care about the cultural values of the nation, so this is an opportunity and also a challenge for the project.

**Technology:** The technology factor in a country is also one of the most important things when deciding to set up headquarters, set up a campaign, etc. For this campaign, we use digital technology to bring stadiums to the field. traditional Cai Luong into the digital world. As technology develops, the project's reach to the audience is even higher.

2. Current situation analysis

The Cai Luong stage has gotten worse during the last few decades. Current market dynamics, globalization trends, and the rapid advancement of information technology all have a significant impact on Cai Luong. Traditional arts, including Cai Luong, have lost ground to the variety and richness of contemporary entertainment mediums. In addition, Cai Luong is short on human resources, has a dearth of quality literary works, and its policies for culture, literature, and the arts are still insufficient and unable to keep up with the growth of the market economy. The rediscovery of the glory of this traditional art helps it always have a “place to stand.” “In the hearts of the audience, it is the unrelenting concern of those who are enthusiastic about the reformed art.

We are witnessing the reality of the creative force being devoid of numerous elements, such as writers, musicians, and painters. The absence of generations of young and gifted performers in particular alarms me. The Cai Luong Orchestra is still regarded as the heart and soul of the poor and missing performances. Many Cai Luong art units may have a severe shortage of competent professional Cai Luong musicians in the near future. The existing performing force is aging, which has a significant impact on the audience appeal and quality of the performances as they begin to progressively fall short of employment criteria. With regard to removing obstacles for musicians, performers, and artists, mechanisms and policies have not kept up with life. Additionally, public art units have been unable to recruit staff due to limited annual revenue. youthful talent just out of college. The leaders of the unit are unable to recruit successors because they lack the resources to give fresh people contract salaries. Additionally, those who work in the traditional arts, including the reformed arts, have long since forgotten to establish a strategy for training the successor team, which includes everyone from authors and directors to actors and musicians.

Along with the development of the 4.0 era, new art forms were born and developed strongly such as: Rap, Pop, ..., the survival of Cai Luong art is a big question mark. We conducted statistical analysis of the situation of people in Hanoi, the survey reached 440 votes on the sociological survey. In which, divided into 4 groups of subjects: junior high school students, high school students and students: 220 votes; engineers, officials, workers: 80 votes; owners of small production establishments and traders, self-employed: 140 votes.

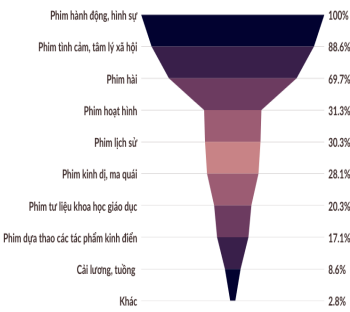
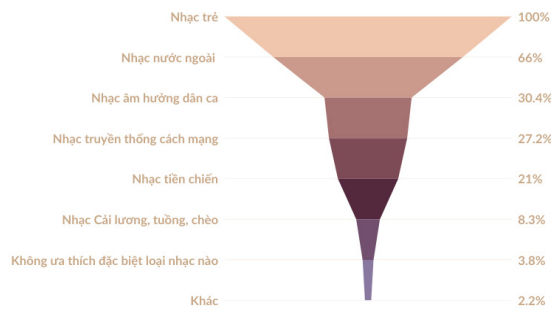


Chart 1: Survey of the situation of the people of Hanoi





*Chart 2: Survey of the situation of the people of Hanoi*

### The trend of changing the approach to traditional art forms

Facing the competitive pressure of modern entertainment, the activities of traditional arts such as Tuong, Cheo, drama... face many difficulties. Therefore, in order to survive and develop, cultural management agencies, art units, artists and actors have been trying to implement many solutions so as not to destroy traditional values. , innovating and improving the quality in all aspects to meet the requirements of the audience (According to People's Artist Han Van Hai - Director of Thanh Hoa Traditional Art Theater).

Social networking is currently a trend that most countries around the world are pursuing, because of the effects it brings. Audiences will be able to reach them quickly, rather than going to the theater or jostling to see a show.

In Vietnam, artist Bach Tuyet - a veteran artist of Cai Luong has also pioneered the introduction of Cai Luong into digital technology through his personal Tik Tok channel, music videos, TV shows,...

Realizing the great influence of this approach, we decided to use the social networks that young people love the most today, which are Facebook and Tik tok to spread the love of Cai Luong to young people widely. and faster.

### 3. SWOT analysis



SWOT stands for 4 English words: Strengths, Weaknesses, Opportunities and Threats - is a famous business analysis model for businesses.

The SWOT model is a well-known business analysis model for all businesses that want to improve their business situation with the right direction and build solid development foundations.

In which Strength and Weakness are considered as two internal factors in an enterprise. Call it internal factors, because these are the factors that you can work to change.

Opportunity and Risk are two external factors.

### **3.1. Strengths**

- Master the materials on Cai Luong that no other digital platform currently offers.
- The source of articles is abundant, rich, and trend-catching.
- The team running the Campaign are young people, knowledgeable about Cai Luong, who have a thorough understanding.
- There has been a little influence on young people from the event “Me Linh Drums”.

### **3.2. Weaknesses**

- There is not enough manpower and funds to be able to spread the campaign.
- Reference documents on Cai Luong are very few.
- The event “Me Linh Drums” has not been widely advertised to the public.

### **3.3. Opportunities**

- Currently, there are many artists, game show producers, ... bringing Cai Luong in to increase its attraction.
- Create more curiosity and interest in young people in Cai Luong.
- The beauty of Cai Luong still attracts viewers with its elegant and eye-catching costumes.
- The country is increasingly developing, attracting many tourists to Vietnam.

### **3.4. Threats**

- Currently, there are many new genres of music, carefully invested, with strong communication.
- Return to the team of Authors, directors and audience perception.

## **4. Customer's insights**

Every Vietnamese individual has a hidden sense of patriotism and pride in their country because we are all born with red blood and yellow skin. Therefore, all Vietnamese people desire to maintain the nation's traditional and profoundly human values, and Cai Luong is one of such virtues. Particularly for young individuals with a love of History, tourism education, and even fashion accessories. Because they will discover the stirring historical tales that underlie each Cai Luong drama, the profoundly humane morals, or be enthralled by the exquisite costumes made in the Cai Luong style. . In addition, one can introduce to

international friends about Cai Luong, because that is the fastest way for someone to understand the proud and proud history of the Vietnamese people for thousands of years.

However, due to the limited contact that most people have with Cai Luong and the paucity of recorded information about Cai Luong, not everyone can recognize how genuine and attractive Cai Luong is. Song Lang Song Loan is an opportunity for Vietnamese people to rediscover their pride in their ancestry and skin tone, to reignite their passion for Cai Luong, and to bring back the Cai Luong stage “Rolling ball for a while” used to be.



*Figure 8: Audiences watching Me Linh Drums*

## II. PROJECT PLANNING

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### 1. Goals

#### 1.1. Awareness goal:

The heyday of wealth has passed a few decades ago; In Gen Z, does anyone know what Cai Luong is? Sometimes reform is misunderstood and encounters many prejudices in modern society. When people say that Cai Luong is old, perhaps we should return to the original nature of Cai Luong art.

To explain the name “Cai Luong”, the early composers devised two parallel sentences:

“Cải cách hát ca theo tiến bộ  
Luong truyền tuồng tích sánh văn minh”.

The couplets mean that “Cai Luong is inherently ‘modified for the better’”, as explained by Professor Tran Van Khe. More deeply, reformed is the reform and renewal of the art of singing boi. And so reformed from a verb, gradually became a noun of category. The later reformed art was different from the art of singing boi both in terms of content and form.

When we look at Cai Luong as we look at the past, has Cai Luong gradually lost the innovation in its name? It is interesting that although the life of the Cai Luong stage has passed its heyday, the vitality of Cai Luong is extremely strong on YouTube. For example, the excerpt from the classic “Vong Co King” “The love for sale of mats” performed by the famous singer Ut Tra On has more than 1 million views on this platform. With new spaces for Cai Luong, besides preserving existing beautiful values, Cai Luong is an “art for humanity”, especially in that there is always constant change according to time and also reflects the cultural values, human outlook of Vietnamese people through different eras.

- Along with the development of the 4.0 era, Cai Luong is gradually being left behind by modern art forms, because young people themselves do not have the opportunity to get closer to Cai Luong and because of the concepts of modern art. The old days about Cai Luong had discouraged them.
- As people studying and working in the Communication industry, we realize our mission, and must use our knowledge and understanding to spread the understanding of Cai Luong to Vietnamese people. , especially with the community of young people, so as to arouse love for Cai Luong, rather than revive the Cai Luong stage, ignite passion for the profession, so that Cai Luong never fades away.

## **1.2. Communication goals:**

- Bringing Cai Luong lovers to clubs, Facebook groups add Cai Luong material to convey to everyone.
- Collect and learn more documents and knowledge about Cai Luong so that Vietnamese people have more sources of information and learn about this special art form.
- Bringing new perspectives on Cai Luong, the improvement of Cai Luong to suit the times, thereby changing the perception of young people. In our campaign, we focus on young people who are studying. in Hanoi area
- Conveying profound human values that have been drawn up over thousands of years that artists of various eras have brought into Cai Luong.

## **1.3. Communication Purpose:**

Spread the love of Cai Luong to young people. Through messages and knowledge about Cai Luong, arousing love for Cai Luong, bringing passion and creativity, so that Cai Luong never fades over time.

## **2. S.M.A.R.T Objectives**

### **2.1. Specific**

The campaign mainly focuses on young people, aged 18-23, living in Hanoi. Young people especially have a love for music, jewelry, travel and history. Access articles for each specific audience group, to ensure efficiency, save effort, money and time.

### **2.2. Measurable: Targets achieved for each target group:**

- Young people interested in jewelry and accessories videos will reach out via Tiktok - 2 posts per week - reach over 2000 people per video
- Young people interested in music, approach with new forms of Cai Luong, bring Cai Luong together with other music genres to attract more attention on Facebook and Tiktok platforms - 2 posts per week on each platform - The goal is to reach 1000 people per post on Facebook platform and over 2000 people on Tik Tok platform.
- Young people interested in tourism, national history: Approaching on both platforms, with videos and short articles through which we can see the proud thickness of Cai Luong, about the The history page is summarized by the song - frequency of 2 songs a week - the reach target for Facebook platform is 1000 people/post, over 2000 people/video for Tik Tok platform
- Minievent on Facebook reaches 150 participants, reaching 5000 people

### **2.3. Achievable**

There are materials available, exclusive interviews with veteran Cai Luong artists, Influencers in other fields when talking about Cai Luong, many materials not available on Digital platforms and understanding of the audience. objectives, establish article sources so that the campaign is seamless, reaching the right audience. Survey before the campaign to have a specific visualization of the audience portrait.

## 2.4. Realistic

The campaign has been set up with a specific plan, clear goals, with support from VietArt Media Company, the Cai Luong Lovers Association on Group facebook, tiktok, Ethnic Musical Instrument Club, Culture newspaper. & Develop.

## 2.5. Time - bound

Goals to be completed by December 31, 2022

### 3. Target audiences

### 3.1. Community of Cai Luong lovers:

This public group is a small part of people who have had a passion for Cai Luong before, who are willing to help to bring Cai Luong closer to Vietnamese people, especially young people. This will be an audience who can be willing to support the media and sponsor mini events to spread the love of Cai Luong.

**3.2. The public group is Vietnamese citizens, aged 18-22, living in Hanoi.**

This department needs to change its perception of the Cai Luong art scene and have a great influence on the strategy. Therefore, this communication strategy needs to make a good impression on them. They will indirectly propagate this traditional art form.



Figure 9: Young audiences watch Me Linh Drums

### 3.3. Analyze demographic and interest data.

Use the Demographics Overview report to start with an at-a-glance view of your audience (male vs. female), then drill down into the details.

Print this example:

- There is a 2:1 ratio of male to female users.
- There is a 2:1 ratio of 18-34 year olds compared to other age groups combined.

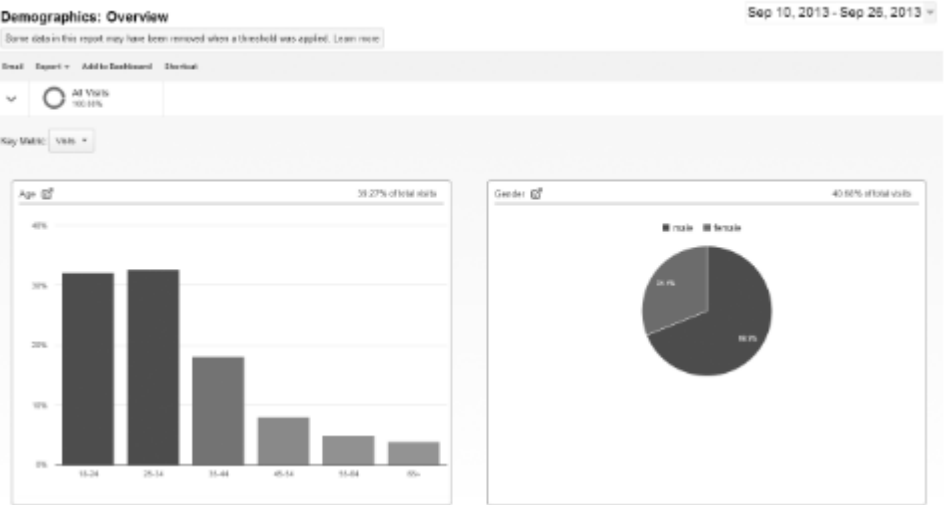


Chart 3: Demographic overview report, age and sex percentage.

If we drill down into the Gender category, then into male, we'll find that the age-to-sex ratio is stable.

The male audience is broken down by Age categories.

In this example, there is a 2:1 ratio of males aged 18-34 to all other males.

Drill down into each age to see data for the Other Categories parameter. In this example, drilling into each of the top two ages would show "Arts & Entertainment" as the top interest for both ages, while the second and third most popular varied between ages.



## 18-24

1.	Arts & Entertainment
2.	Arts & Entertainment/TV & Video/Online Video
3.	Arts & Entertainment/Music & Audio
4.	Games/Computer & Video Games
5.	Games/Online Games
6.	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
7.	Sports/Team Sports/Soccer
8.	Games/Computer & Video Games/Shooter Games
9.	Arts & Entertainment/Humor
10.	Arts & Entertainment/Comics & Animation/Anime & Manga

## 25-34

1.	Arts & Entertainment
2.	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
3.	Computers & Electronics
4.	Arts & Entertainment/Music & Audio
5.	Arts & Entertainment/TV & Video/Online Video
6.	Sports/Team Sports/Soccer
7.	Arts & Entertainment/Celebrities & Entertainment News
8.	Games/Computer & Video Games
9.	Internet & Telecom/Mobile & Wireless/Mobile Phones
10.	Internet & Telecom/Mobile & Wireless/Mobile Apps & Add-Ons

*Table 2: The male audience is broken down by Age and Interest categories.*

=> Conclusion: At all ages, the demand for entertainment, especially through the arts, is very high, among young people (18-24) this need increases even more. Therefore, this is the potential audience that the project needs to target. This is the main opportunity and potential exploitation of the project.

## 4. Campaign messages

### *The place where the golden words are kept*

From a traditional stage in the Southern region, after more than 100 years of existence filled with ups and downs, Cai Luong art has so far become one of the typical traditional art forms. of Vietnam.

Cai Luong is likened to “The place where the golden words are kept”, because hidden in it is a drawer containing the heroic history pages of the whole Vietnamese nation, containing profound humanistic meanings considered “golden words”. just south” of the Vietnamese.

One can easily memorize hundreds of pages of Vietnamese history over thousands of years just by watching Cai Luong plays.

Opening the drawer containing the Vietnamese “treasure” is the mission of all people with red blood and yellow skin. To imitate the indomitable, resilient will, to appreciate the present life and be grateful for the past of our ancestors.



## 5. Strategy and tactics

### 5.1. Message strategy:

#### a. Communication Strategy

##### - Strategies to hit emotions:

Based on the event “Me Linh Drum” organized by Vietart Company at the Hanoi Opera House on the occasion of October 20, young people will have the opportunity to repay a part of the gratitude of their grandparents and parents by bring grandparents/parents to the event “Me Linh Drums”, to immerse themselves in the heroic emotions of history, and also the love stories of Hai Ba Trung’s time, determined to sacrifice for the great cause. This is also the most valuable gift that children and grandchildren bring to their families. Articles and videos contain countless emotions of the Cai Luong artist. Mini events for young people to participate in the game can invite their friends, relatives, family to vote, comment, share, ... creating a spillover effect.

##### - Strategies for using images/brands:

The event “Southern Star No. 10 - Me Linh Drums” will help locate people in Hanoi, because this is a huge annual event, bringing Cai Luong to the capital Hanoi. Interior. Through the media that Vietart uses, it reaches the majority of young audiences, to bring a gift to her mother on October 20. In addition, it is affirming the “heat” of Cai Luong for many years for the people of Hanoi.

Through the event, interviewing veteran artists in the profession like Uncle Kim Tu Long, and transmitting through viral clips so that young people can better understand the human values of Cai Luong, the innovations of Cai Luong. salary to integrate with the times.

Most especially, this campaign brings the most benefits to young people. Because they will be able to see familiar idols and characters on TV such as MCs, singers, directors,... revealing a different side when talking about Cai Luong, which is strange but still very close.

#### b. Message development element

- **Testimonial:** Through interviews with individuals who have been successful in the arts such as MC Dai Nghia, artist Kim Tu Long, stage director (Vice Chairman of HCM Theater Association), costume artist Kim Phuong, actor (Director of Hanoi Drama Theater) Thanh Loc shares inspirational stories from which young people can better understand the values of Cai Luong.

- **Informative:** The campaign’s posts, clips and publications all provide the audience with content, meaning, and highlight the beauty of Cai Luong.

#### c. Method of attraction

- **Endorsement Appeal:** The campaign uses famous characters in different art forms such as singing, dancing, rap,... in combination with Cai Luong. From there, everyone will see the novelty and attraction of Cai Luong, bringing Cai Luong to everyone.

Musical Appeal: The use of catchy music, combined with Cai Luong and modern reforms will help make the campaign a colorful musical feast, bringing curiosity about the next products of the campaign.

- **Emotional Appeal:** The campaign helps young people, especially young people in Hanoi feel clearly about the beauty and beauty of Cai Luong, appreciate the present life more and have the spirit of preserving and developing Cai Luong.

## 5.2. Communication strategy

With the desire to revive the traditional art of Cai Luong, Song Lang Song Loan is a combination of online and offline communication.

This is an important event for traditional art lovers, so it is necessary to use multi-channel communication, combined with innovation and creativity so that young people can easily receive it.

## 5.3. Content strategy

Using communication channels Facebook, Tiktok, Newspaper: Dan Tri, VN Express, VN net



Preparation stage:

Contact Phuong Nam Cai Luong Art troupe to organize the event “Me Linh Drums” at Hanoi Opera House. Participate in script review, review and prepare meals and accommodation for the delegation. Video recording of interviews with artists and audiences. Create content for Media Campaigns, checklists, scripts, create post sources.

Campaign run phase:

Running the Southern Star 10 event, compiling artist and audience interview files  
Post pre-prepared articles, monitor information, audience feedback, trends to adjust posts  
Organize mini events

Post-campaign phase:

Post photos of artists and audience at the event  
Posting artist interviews and audience interviews  
Summarize and re-evaluate the process of making events

## 5.4. Tactic:

Throughout the process, make use of available media channels, combine Owned media and Earned media to focus on building communication plans and information post content routes throughout the process.

Generate interest on owned media pages with articles

Earned Media: Through fanpage, communication channel to call for everyone's participation with mini games

### Activity 1: Organizing the event “Southern Star - Me Linh Drum Play”

**Purpose:**

Create conditions for the people of the Capital to directly watch Cai Luong

Increase public interest in Cai Luong

Maintaining the long-standing culture of the salary of the Vietnamese people. Bringing this Culture closer to the masses.

**Subject:**

People who love Cai Luong, living in areas in Hanoi or neighboring provinces

Focus on exploiting young people between the ages of 18-22.

**Location: Hanoi Opera House**

**Time: 19:30 on October 15 & 16, 2022**

**Content:**

Performance of the play: “Me Linh Drums”

Interview, chat with actors



Figure 10: Poster Me Linh Drums

## Activity 2: Organize mini game on fanpage “Song Lang Song Loan”



*Figure 11: Poster Mini game King of Cai Luong*

### **Purpose:**

Enhance the attention of the public, especially young people, about learning about Cai Luong

Increase youth's interest in Traditional Arts

### **Subject:**

Anyone can join, no age limit

(Will run ads focusing on students aged 18-22 at universities in Hanoi)

**Minigame start time: 11/15/2022**

### **Specific schedule:**

2 days before the mini game (November 13, 2022): introduction to the mini game and rules

Post some reminder posts about possible content in mini games

November 15, 2022, post prepared questions.

November 17, 2022, announced the winners, and organized the award ceremony.

### **Content rules:**

Conditions to participate in the contest: Players must click like and follow the page “Song Lang Song Loan”

You will have to share the question on your personal page and set it to the public.

Comment your answer and tag 2 friends

### **Prize:**

The organizers selected 100 people with the correct answers, fastest and in accordance with the rules.

Prize is 200,000 cash/ Prize



Figure 12: Minigame question

6. Media channel

6.1. Owned media

a. Fanpage Song Lang Song Loan

From famous people who are familiar with young people on TV programs such as Mc Dai Nghia, actor - theater director Thanh Loc,... Fanpage has brought their stories when sharing stories with Cai lương, to lead and attract people.

Share articles about Cai Luong as a digital library: From the history of formation, to its development, memorable imprints, cultural values and human outlook over each era with Cai Luong. And activities of the event “Me Linh Drums”

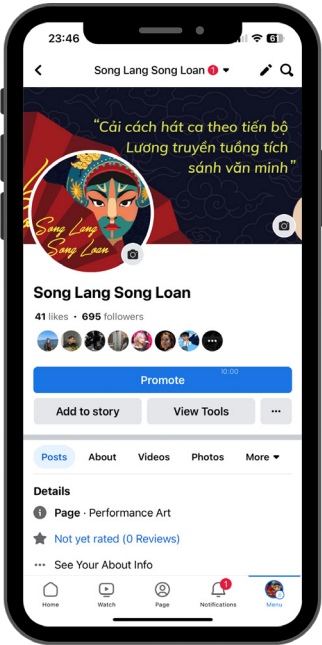
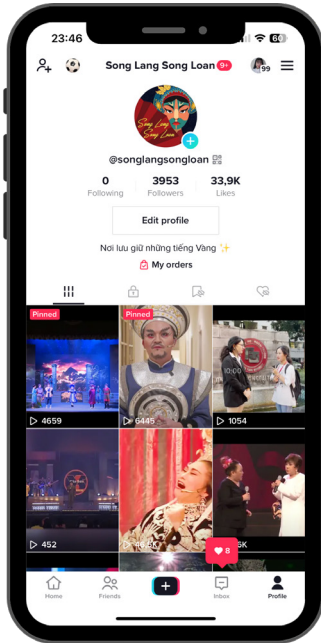


Figure 13: Fanpage Song Lang Song Loan



## b. Tik Tok Song Lang Song Loan

Relying on music products that have renewed Cai Luong when combined with young music to easily approach and attract young people. Only then will we share Cai Luong plays that bring profound cultural values. Tik Tok is a social network channel that offers many opportunities, easily targeting the right target audience, so posting regularly and carefully investing in Tik tok videos is the focus of the Campaign.

*Figure 14: Tik Tok Song Lang Song Loan*

## 6.2. Paid media

### a. Facebook Ads

2 articles per week, to small groups of target audience. Divided into subjects from 18-22 years old with different interests:

- Group interested in Tourism, history
- Group interested in music
- Group interested in Showbiz

### b. Tik Tok Ads

Run Tik Tok ads with 1 video per week. Reaches a target audience of 18-22 years old with an interest in jewelry, accessories, ethnic history, and travel.

## 6.3. Earned media

### a. Newspaper:

With the humanistic nature of the project, we have attracted reporters from Culture and Development newspaper to volunteer to write about the project. The article has attracted many young people who are passionate about National Culture to come to the project.





Figure 15: Culture and development newspaper publishes articles about Song Lang Song Loan

### b. Traditional Club

Our project also received enthusiastic Media support from the FTIC Traditional Musical Instrument Club, through the posting of Media support posts on the Club’s Fanpage and closed group, the project also spread. spread more to the young people at FPT University.

### c. Word of mouth

In the process of organizing mini events and interactive interviews, we emphasize the requirements of sharing articles and spreading campaign images. Participants will receive equal benefits, and feel comfortable sharing human values from the campaign.

Figure 16: FTIC post articles about Song Lang Song Loan



## 7. KPI

No	Activities	Unit	KPI
1	Southern Star Event - Me Linh Drum Performance	Participants	2,800
2	Average traffic of Newspapers before the event	Access times	2,000,000
3	Average traffic of Newspapers after the event	Access times	3,000,000
<b>Fanpage Song Lang Song Loan</b>			
4	Total Reach		15,000
6	Total Engagement		10,000
7	Average reach per post		700
8	Average engagement per post		200
<b>Tik Tok Song Lang Song Loan</b>			
9	Total number of channel followers		3,000
10	Total video likes		20,000
11	Average number of interactions per post		10,000

Table 3: Objectives of the campaign



## 8. Project Timeline

This part of the report will present an overview of the project progress, the project is divided into 3 phases:

TIMELINE OVERVIEW OF ACTIVITIES				
Stage	Content	Activate	In charge	Timeline
1. Before the campaign	Plan	<ul style="list-style-type: none"><li>- Determine the target</li><li>- Build a budget</li><li>- Message design</li><li>- Media selection</li><li>- Review Plan</li></ul>	Mai Ly	1.09
	The media	- Communication activities on the fanpage, selling tickets at the landing page, hanging banners,...	Như Quỳnh	15.09
2. In the campaign	Southern Star Event - Me Linh Drum Play	Organize events at Hanoi Opera House on October 15 and 16	Mai Ly, Như Quỳnh, Minh Quang	15-16.10
	Campaign Song Lang Song Loan	Building a Tiktok channel, Fanpage: Communicating the beauty of Cai Luong to students in Hanoi	Minh Quang	1.11
3. After the campaign	The media	Communication after the event Me Linh Drums	Mai Ly	17.1
	Evaluate, measure	Check the performance of all social media channels	Như Quỳnh	During the campaign

Table 4: Project Timeline

## 9. Risk management

There are always potential risks in communication campaigns. To manage those risks, we have divided them into categories such as risks in media planning, risks in budgeting, risks in controlling guests in events, risks in preparing equipment, risks due to the environment, personnel and plan to overcome for each specific case as follows:

Risk classification	Risk identification	Risk management
<b>Risks in planning, communication</b>	The performance stage's arrangement and design are inappropriate and less striking than anticipated.	<ul style="list-style-type: none"> <li>- Choose the Hanoi Opera House as the location, as it is the best option for Cai Luong performances in Hanoi.</li> <li>- Work with the Southern Cai Luong art troupe's artist troupe to ship the stage decorations and props that are best suited for the group's Cai Luong to Hanoi.</li> </ul>
	Ineffective organization, operation and coordination of personnel	<ul style="list-style-type: none"> <li>- Plan detailed work assignments</li> <li>- Disseminate process and content, tasks to all employees</li> <li>- Regularly supervise and urge people</li> </ul>
	The partners are not suitable, affecting the event	Consider and choose suitable partners who have a lot of experience to be able to organize a successful event together
	Media routes are not attractive	<ul style="list-style-type: none"> <li>- Make content follow a predetermined circuit so that it is simpler for the audience to approach Cai Luong over time. The audience will then be able to have a deeper understanding of Cai Luong, appreciate her attractiveness, and continue to watch and learn as a result.</li> <li>- Survey the needs and interests of your audience before you plan and source your posts.</li> </ul>
	There are not enough materials/materials for the Media articles as planned	Create a regular and long-lasting post source for the whole Campaign. Note the details of the content, collect images and documents first.
<b>Risks in budgeting</b>	Campaign budget differs too much from plan	<ul style="list-style-type: none"> <li>- Thorough research when planning a budget: calculating costs incurred, fluctuations in prices in the market</li> <li>- Need to be very realistic when budgeting</li> <li>- Near the date of the event, it is necessary to contact the suppliers again to check if the prices have changed, thereby adjusting the appropriate spending plans if facing risks such as shortage and price inflation.</li> </ul>
<b>Risks in controlling event guests</b>	Audience is more/less than expected	<ul style="list-style-type: none"> <li>- Simplify and streamline ticket purchase procedures</li> <li>- There is always a hotline to support the audience to buy event tickets</li> <li>- Establish a transparent take-care team, ready to support event participants if there is a problem</li> <li>- There is always someone on the page to answer all questions.</li> <li>- Control the number of ticket sales.</li> </ul>
	The audience felt that the procedure was too cumbersome and rambling	
	The audience felt unsatisfied when attending the event.	

<b>Risks in safety when organizing events</b>	The event venue is on fire	<ul style="list-style-type: none"> <li>- Strictly comply with Fire Prevention regulations</li> <li>- Establish procedures for safety control</li> <li>- Prepare emergency fire extinguishing systems (fire extinguishers, sprinkler systems, ...)</li> <li>- Implement mini events on the Online platform (increasing interaction and avoiding big risks)</li> </ul>
	Disputes, quarrels, causing insecurity and disorder in offline events	<ul style="list-style-type: none"> <li>- Prepare well for check-in, apply inspection regulations before participating in the event</li> <li>- Gather a security team to control security and safety throughout the program</li> <li>- There are always security officers on duty in the crowd, in order to quickly grasp information and solve problems that cause disorder.</li> </ul>
	Food and drink in tea break have problems, causing poisoning	Thoroughly check with the supplier partner, there is a medical team on hand to be ready for emergencies
<b>Risks in preparing equipment and tools</b>	Loss of power, loss of sound, light	<ul style="list-style-type: none"> <li>- Make a detailed plan to prepare the necessary equipment</li> <li>- Make a checklist to control the equipment systematically</li> </ul>
	Light devices, LED lights, nebulizers do not work	<ul style="list-style-type: none"> <li>- There is a back-up plan for all equipment (auxiliary cameras, generators, supporting lighting systems)</li> </ul>
	Lost connection, missing equipment, unable to record or livestream the event	<ul style="list-style-type: none"> <li>- Organizing test runs and rehearsals for the program</li> <li>- Carefully check the equipment before proceeding with the program</li> </ul>
<b>Risks due to the environment</b>	<b>Natural environment:</b> Bad weather, rain, storms affect participants' flights The weather is too hot	<ul style="list-style-type: none"> <li>- Look carefully at the weather forecast, choose the right time to organize</li> <li>- Prepare cooling equipment during the event to create the best conditions for the audience</li> </ul>
	<b>Culture:</b> The audience behaves inappropriately, going against the fine customs and traditions The audience spoke and acted offensively, adversely affecting the image of the award	<ul style="list-style-type: none"> <li>-Online: Filter comments carefully, take care of the page and Tiktok carefully so that there are no offensive words in the Campaign.</li> <li>- For offline events, the take care team must be dedicated, thoughtful, and promptly handle cases that cause cultural loss.</li> <li>- There are predefined rules for the audience.</li> </ul>
	<b>Legal politics:</b> Art performances that violate the law Lack of documents to organize the event, leading to the suspension/postponement of the event	<ul style="list-style-type: none"> <li>- Thorough approval of event content (performances, songs performed and participating artists)</li> <li>- Get permission from agencies and management units to approve the event</li> <li>- Prepare all kinds of documents, ask for official letters before organizing the program</li> </ul>

<b>Personnel</b>	Shortage of manpower	It is necessary to contact the Cai Luong lover groups in advance to ask for personnel support 1 month before the campaign. To always have backup personnel when needed
	Limited ideas	Need to come up with ideas, create an article source for the entire campaign before starting to never run out of ideas.
	Leadership is not clear	Determine who will be the ultimate authority for the campaign. By knowing who is leading the campaign, the possibility of deviations derived from it is greatly reduced. When things don't go as planned, like over budget or if people don't grasp the overall message, having a good leader solves all the problems at hand.

*Table 5: Risk management*

## 10. Damage Prevention

### 10.1. Establish a quick response team

In case of emergency situations, such as fire, explosion, violence, there are always quick response teams to quickly capture information and deal with and remedy the consequences. Following the safety principle number 1, it is necessary to quickly relocate, transmit information, to ensure the safety of artists and audiences. At the same time, contact the Fire Department, Security and Safety to solve problems.

### 10.2. Information management

There is always a communication team to manage the incoming and outgoing information sources in case of incidents. This team will be responsible for handling negative news, or media crises. Ensure the prevention and removal of adverse information that negatively affects the event in the media.

# III. PRE-PRODUCTION

## 1. Production Timeline

### 1.1. Me Linh Drums Event

No.	Content	Details/Implementation	In charge	Executor
Event overview				
1	Plan, schedule, assign work	Define campaign goals and budget Assign tasks to department heads	Ms. Như	Mr. Tú Ms. Ly Ms. Quỳnh Mr. Quang
2	Advance payment for program and advance payment		Mr. Đức	Mr. Đức
3	Communication planning before during and after the program		Ms. Ly	Ms. Ly
4	Summary timeline of activities from departments	Assigning tasks, detailing the work of the Departments	Ms. Trang	Ms. Quynh Mr. Quang
5	Design media publications		Mr. Quang	Mr. Quang
6	Create event landing page		Mr. Chiến	Mr. Chiến
7	Making contracts, licensing documents	Licensing performance, copyright, hanging banners...	Mr. Đức	Mr. Đức

Activities			
<b>I</b>	<b>Event preparation</b>		
1	Invitation to Phuong Nam Reform Group		<b>Ms. Trang</b>
2	Arrange transportation, accommodation,... for the group		
3	Event ticket sales open	<b>Mr. Đức</b>	<b>Ly, Quỳnh, Quang</b>
4	Send tickets to VIP customers of the Company		<b>Ly, Quỳnh, Quang</b>
5	Working with the supply department	<b>Mr. Đức</b>	<b>Minh Quang Ms. Quỳnh Ly</b>
<b>II</b>	<b>Communication activities before the event</b>		
1	Make media news	<b>Ms. Ly</b>	<b>Ms. Ly</b>
2	Provide information on newspapers	<b>Ms. Quỳnh</b>	<b>Ms. Quỳnh</b>
3	Working with the Department Council - hanging banners on the roads	<b>Mr. Chiến</b>	<b>Mr. Chiến</b>
4	Online ticket sales page	<b>Mr. Quang</b>	<b>Mr. Quang</b>
5	Working with media, shooting angles and materials needed for the program	<b>Ms. Quỳnh</b>	<b>Ms. Quỳnh</b>
<b>III</b>	<b>Event</b>		
1	Organize setup	<b>ganizing committee</b>	
2	Program overview	<b>Mr. Đức</b>	<b>Mr, Quang Ms. Quỳnh Ms. Ly</b>
3	Prepare guest flowers	<b>Ms. Hồng</b>	<b>Ms. Ly</b>
4	Takecare stage		Mr. Quang
5	Takecare Guest		Mr. Quỳnh
6	Run the script for the artist	<b>Ms. Maika</b>	<b>Ms. Maika</b>
7	Interview with artists, guests, BTC	<b>Ms. Ly</b>	<b>Ms. Ly Ms. Quỳnh</b>
<b>V</b>	<b>Activities after the event</b>		
1	Do a survey after the event	<b>Ms. Ly</b>	<b>Ms. Ly Ms. Quỳnh Mr. Quang</b>
2	Contact newspapers to provide information	<b>Ms. Trang</b>	<b>Ms. Quỳnh Mr. Quang</b>

*Table 6: Me Linh Drums Timeline*

1.2. Campaign Song Lang Song Loan

Category	Sub Category	Project	September	October	November	December
Awareness	Top of funnel (First touch campaigns)	Facebook			<b>1 day a post</b> - Let Cai Luong gradually approach young people. From funny clips, young music is combined for easy listening and memorization, then gradually integrate the true values of Cai Luong. - Communication support from Cai Luong loving communities, traditional musical instrument clubs...	<b>1 day a post</b>
		TikTok			<b>1 day a post</b>	<b>1 day a post</b>
	Special Event	Tieng Trong Me Linh	1 day a post	1 day a post	5 post in Facebook 5 post in Tiktok	
	Influencer	Famous artist			Show a completely new but close image, so that Cai Luong is closer to the audience	
		Artist of Cai Luong			Bring the artist's concerns and desires closer to the audience. Show the beautiful and true sides that are only available in Cai Luong so that the audience can better understand this art form.	
Engagement	Mini Event	Facebook			Happening within 1 week Aim to increase engagement with the campaign after the recognition phase.	
		Tiktok			Happening within 1 week Aim to increase engagement with the campaign after the recognition phase.	
	Offline activities	Interview students of universities in Hanoi area			28/11: Interview at schools in Hanoi area, survey about Cai Luong understanding, campaign awareness after 1 month of running	
Performance	Performance measurement				Evaluate, measure, and adjust campaigns accordingly. This process goes round and round, throughout the campaign	

Table 7: Song Lang Song Loan Timeline

2. Communication Design

2.1. Key concept

Song Lang Song Loan:

The central concept and style of the visual are Portraiture, which depicts the artist on stage wearing colorful makeup, colorful clothes, and accessories are worn on the body to enhance the costumes they wear when performing. The primary colors of the visual are red and yellow and embellished with blue to show that Cai Luong is always full of colors and unpredictable changes.

### **Southern Star: Me Linh Drums:**

The fundamental concept of the visual is digital art. The primary colors are yellow and red, similar to the colors of the Vietnamese national flag, to represent the main events of the play, which are historical events related to the Vietnamese nation. In addition, the main cover image of the event includes pictures of the artists participating in the play so that everyone can grasp more information.

## **2.2. Slogan**

### **Song Lang Song Loan**

*“The place where the golden sounds are kept”*

### **Me Linh Drums**

*Love enough, take action.*

## **2.3. Hashtag**

#cailuong  
#genZ  
#SongLangSongLoan

## **2.4. Key visual**

*Figure 18: Key visual of Me Linh Drums*



*Figure 17: Key visual of Song Lang Song Loan*





3. Landing Page:

<https://www.ticketgo.vn/event/ban-ve-su-kien-ngoi-sao-phuong-nam-10-vo-cai-luong-tieng-trong-me-linh>

The landing page features a vibrant red and gold banner at the top. The banner includes the text "NGÔI SAO PHƯƠNG NAM SỐ 10, VỞ DIỄN:" at the top, followed by "Tiếng trống Mê Linh" in large, stylized characters. Below this, it says "THÁNG 10 19H30 15.16 2022 TẠI NHÀ HÁT LỚN HÀ NỘI". The banner also lists several performers: NGUYỄN KIM TÚ LƯƠNG, NGUYỄN NGỌC HUYỀN, NGUYỄN HỮU CHÂU, and NGUYỄN TRẦN TRINH. At the bottom of the banner, there is a list of sponsors and partners, including Vietant.net.vn, Viettel, and Truyền thông & S&A.

Below the banner, the ticket purchase section is titled "Bán vé sự kiện ngôi sao Phương Nam 10 - Vở Cải Lương: 'TIẾNG TRỐNG MÊ LINH'". It includes the following information:

- Time: 20:00
- Date: Ngày 15 Tháng 10 Năm 2022
- Location: Nhà hát lớn Hà Nội, Số 01 Tràng Tiền - Phan Chu Trinh, Hà Nội
- Ticket Prices: Vé: 1.000.000, Vé: 1.200.000, Vé: 1.400.000, Vé: 1.600.000, Vé: 1.800.000, Vé: 2.000.000, Vé: 2.200.000, Vé: 2.500.000.

On the right side of the ticket section, there is a "NGỪNG BÁN" button and a list of social media icons (Facebook, Twitter, YouTube, Email, WhatsApp, Telegram, and LinkedIn). Below these icons, there is contact information for the ticket seller: "Liên hệ bộ phận chăm sóc khách hàng", "Email: ticketgo.vn@gmail.com", and "vui lòng gọi: 08.999.80.818 - 0243.788.00.99".

Figure 19: Landing page Southern star ticket sales



## CHAPTER 3

# PROJECT EXECUTION

# I. OVERVIEW

---

In the following section, we will present and analyze the Launch phase of this project in detail. This phase starts from September 1 to December 31 and simultaneously implements 2 parts including Events and Media Plan activities.

Project activities include: Organizing the event “Southern Star - The Play: Me Linh Drums”, communicating about Cai Luong through the Song Lang Song Loan project.

The communication plan is presented in 3 phases:

Stage 1: Reaching the audience through viral videos, posts.

Stage 2: Spreading the value of Cai Luong culture and art.

Stage 3: Organizing Mini Events, interviewing and interacting with students of Foreign Trade University and University of Technology.

## II. ACTIVITIES

---

### 1. Event: Southern Star



*Figure 20: Event stage Me Linh Drums*



*Figure 21: Setup*

## **1.1. Brief and proposal(s)**

After 3 years of having to suspend the organization of the Southern Star series of events due to the Covid epidemic, this year, Vietart has the opportunity to bring Cai Luong to the audience in the capital with the classic play Me Linh Drum. Over the past decade, Vietart has brought Southern Star to the capital, to bring Cai Luong to the audience of the North in general as well as in the capital in particular. Cai Luong is an art that is loved by many domestic and overseas audiences around the world because it is the traditional art of the nation.

With the desire to give a meaningful gift to the mothers and grandmothers, the play Cai Luong The Me Linh Drum was held on the occasion of October 20. This is a play praising Hai Ba Trung - women who uphold the brave spirit in the nation's history. This is also an opportunity for grandchildren to have the opportunity to repay their parents and grandparents.

## **1.2. Goals - Objectives**

- Increase the awareness of the program, and at the same time promote the image of the Company
- Maintaining the long-standing Cai Luong culture of the Vietnamese people. Bringing this Culture closer to the masses.
- Bringing a meaningful experience is a spiritual gift for Vietnamese women on the occasion of October 20.

## **1.3. Target audiences**

- People who love Cai Luong, living in areas in Hanoi or neighboring provinces
- The age ranges from 30-50 years old, middle-aged people, financially stable





*Figure 22: Audience in the event Me Linh Drums*

### 1.4. Messages

*Slogan: Love enough, take action.*

From clearly seeing the concerns of people around when every New Year comes, every celebration, they don't know what gift to give their parents. Therefore, the campaign focuses on activities that affect the psychology of adult children who are financially self-sufficient (30-50 years old) and who are reeling from the hustle and bustle of work, but forget about their work. I need to look up, look at my parents who are getting old.

“Let's take action” is the call, the slogan shows the urge to turn love into concrete action. And the most specific in this campaign is definitely to bring gifts to customers, to be able to most clearly show their love to their parents.

### 1.5. Main content

No.	Highlight Activities
1	Plan, budget, assign work
2	Contact the Southern Cai Luong Union, discuss the script, decoration, costumes
3	Making contracts, event licensing documents
4	Find a suitable place, make a list of necessary tools
5	Media planning before, during and after the event.
6	Design media publications, create event landing page

Table 8: Highlight Activities

### 1.6. Timeline

No.	Event	Deadline
1	Organize setup	12-13/10
2	Program overview	14/10
3	Prepare guest flowers	15-16/10
4	Take Care stage	15-16/10
5	Take Care Guest	15-16/10
6	Run the script for the artist	15-16/10
7	Interview with artists, guests, BTC	15-16/10

Table 9: Timeline of event

1.7. Human resources

No.	Event	Responsible
1	Organize setup	Quang, Quynh, Ly
2	Program overview	Quang, Quynh, Ly
3	Prepare guest flowers	Mai Ly
4	Take Care stage	Minh Quang
5	Take Care Guest	Nhu Quynh
6	Run the script for the artist	Ms. Maika (Staff)
7	Interview with artists, guests, BTC	Quynh, Ly

Table 10: Human resources

1.8. Estimated cost

No.	Content	Price	Quantity
1	Venue: Hanoi Opera House	40.000.000	3
2	Hire Phuong Nam Cai Luong Art Troupe	1.200.000.000	2
3	Licensing Performance, copyright, ..	40.000.000	1
4	Round-trip airfare for the Group	1.240.000	70
5	Hotel for Group (3 days 2 nights)	800	70
6	Printing	18.000.000	1
7	LED screen, props, stage decor, ... brought by Cai Luong delegation	10.000.000	1
8	Sound, light	57.000.000	2
9	Flowers for artists	2.000.000	2
10	Logistics personnel	500	10
11	Media	15.000.000	2
12	Food & drink	16.000.000	2
13	Security	1.500.000	2
14	Teabreak for the audience	60.000.000	2
15	<b>Total: 2.930.800.000</b>		

Table 11: Estimated cost of Me Linh Drums



## 2. Campaign: Song Lang Song Loan

### 2.1. Brief and proposal(s)

A project called “Song Lang Song Loan” aims to introduce Cai Luong culture and art to university students in Hanoi. The appreciation of Cai Luong’s beauty and the conviction that it is “art for humanity,” in particular since it embodies Vietnamese people’s cultural and moral values throughout history and undergoes ongoing change. Young people can approach Cai Luong and draw inspiration for life and creativity from the many significant and relevant lessons he provides. To more thoroughly spread awareness of the Cai Luong culture among young people, particularly among those attending universities in the Hanoi region, the project was created.

### 2.2. Goals - Objectives

- Using social networks Facebook and Tiktok to spread Cai Luong, especially young people to increase the identity of Cai Luong among young people
- Building a community for Cai Luong lovers and those wishing to learn more about Cai Luong
- Using knowledge and understanding to spread the awareness of Cai Luong to Vietnamese people, especially the community of young people, thereby arousing their love for Cai Luong. Revive Cai Luong stages, and ignite the passion for the profession so that Cai Luong never fades over time.
- Bringing new perspectives on Cai Luong, improving Cai Luong to suit the times, thereby promoting Cai Luong to young people. In our campaign, we focus on young people who are studying. in Hanoi area

### 2.3. Target audiences

**Community of Cai Luong admirers:** This public group is a small portion of individuals who have previously loved Cai Luong and are eager to assist in bringing Cai Luong closer to the Vietnamese, particularly those who share their passion for Cai Luong. Youngers. This group of people may be eager to help the media and fund small gatherings to promote Cai Luong.

**The 18 to 22-year-old Vietnamese residents of Hanoi:** This department needs to significantly impact the strategy and influence how it views the Cai Luong art scene. This communication plan must therefore leave a positive impression on them. They will, after that, spread this historical art.

### 2.4. Messages

***“The place where the golden sounds are kept”***

From a traditional stage in the Southern region, after more than 100 years of existence filled with ups and downs, Cai Luong art has become one of Vietnam’s typical conventional art forms.

Cai Luong is likened to “Nơi lưu giữ những tiếng vàng”, because hidden in it is a drawer containing the heroic history pages of the whole Vietnamese nation, having profound humanistic meanings considered “golden words.” Just south” of the Vietnamese.

Watching Cai Luong’s plays, one can quickly memorize hundreds of pages of Vietnamese history over thousands of years.

Opening the drawer containing the Vietnamese “treasure” is the mission of all people with red blood and yellow skin. To imitate the indomitable, resilient will, to appreciate the present life, and be grateful for the past of our ancestors.

2.5. Main content

- Upload articles about Cai Luong to Song Lang Song Loan’s media page on Facebook Fanpage and Tiktok
- Organize mini game on fanpage “Song Lang Song Loan”
- Doing a quick interview, focus on the university students in Hanoi and publish on Fanpage “Song Lang Song Loan” on Facebook and on Tiktok
- Publish article on Culture & Development newspaper

2.6. Timeline

Upload articles on social media:

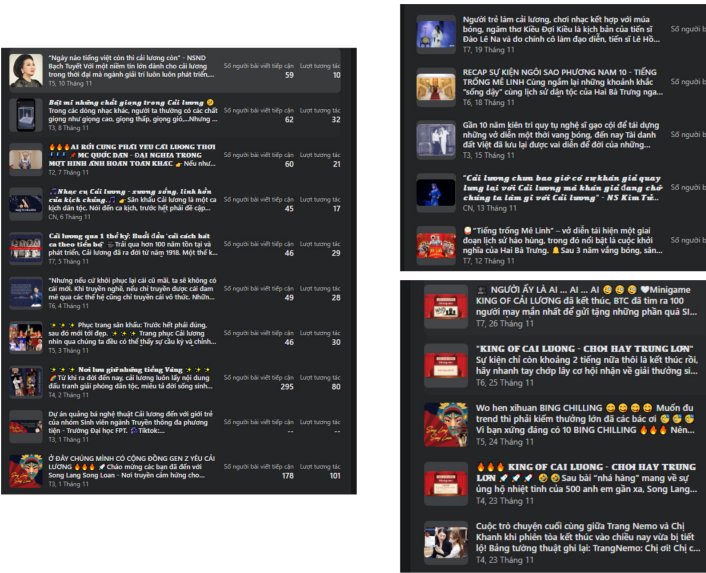


Figure 23: Post on Fanpage Song Lang Song Loan

Facebook: Upload daily content on Facebook page around 19h00 to 21h00 for best reach and interaction. Upload informative posts and promote our campaign.

TikTok: Upload weekly content on Tiktok around 19h00 to 21h00 for best reach and interaction. Upload informative video, plays, and our promoted video.

**Minigame:**



*Figure 24: Mini game King of Cai Luong*

Mini game start time: 11/15/2022  
Specific schedule:  
2 days before the mini game (November 13, 2022): introduction to the mini game and rules  
Post some reminder posts about possible content in mini games  
November 15, 2022, post prepared questions.  
On November 17, 2022, announced the winners, organized the award ceremony.

**Interview**



*Figure 25: Interviewing students*



Figure 26: Báo Văn Hoá - Bộ VHTTDL

2.7. Human resources

- Nguyễn Thị Như Quỳnh: Planning content, focus on writing down note for the event take place in the campaign
- Phạm Mai Ly: Writing script for the campaign
- Lê Minh Quang: Editing, create content for the campaign

2.8. Estimated cost

No.	Categories	Content	Price	Quantity
1	Mini event	Facebook Award	2.000.000	1
		Tiktok Award	2.000.000	1
2	Run ads	Facebook	5.000.000	1
		Tik Tok	5.000.000	1
3	Total	14,000,000		

Table 12: Estimated cost of Campaign Song Lang Song Loan



Figure 27: Publish article on Culture and development newspaper



# CHAPTER 4

# POST - PRODUCTION

# I. MEASUREMENT & EVALUATION

## 1. Test, measure

### 1.1. Event “Southern Star - Me Linh Drum Play”

- Number of visits to landing page: 7200.
- The number of visits to articles about the Event in newspapers such as VietNamNet, Lao Cai, etc. averaged 1.7 million views per day.
- The number of visitors to the VietArt fanpage increased by 20.7% compared to before the campaign.
- The audience attending the event on October 15: 1008 people, the audience attending the event on October 16: 1200 people.

TOTAL: 2208 people attended the event.

### 1.2. Campaign Song Lang Song Loan

- Average number of interactions per post: 234 organic interactions, reaching 1500 people on Facebook platform.
- On the Tiktok platform, each video posted averages 10,000 views, reaches 40,000 people and gets an average of 1,000 interactions per post.
- Mini events at Facebook and Tiktok platforms were attended by 100 people on each platform. The event reached 40,000 people on both platforms.

#### Đối tượng

694 người theo dõi trên Facebook

#### Độ tuổi và giới tính

- Nam 40.80%
- Nữ 59.20%

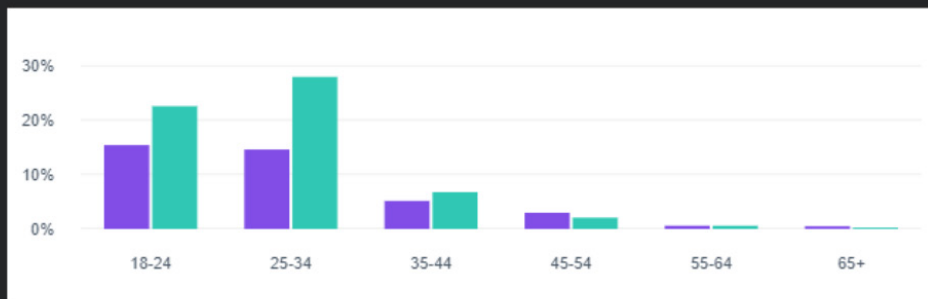


Chart 4: Audience on fanpage



2. Evaluate

Determine the right direction for the project, highlighting the outstanding and remarkable points of Cai Luong

Ensure good content, online communication on all platforms.

More content can be created and deepened

There are few activities to help young people reach Cai Luong

The target audience can expand more if there is more time for the enemy.

- Evaluation of the team: Always ensure the schedule and the outlined content, work according to the checklists and be proactive and creative in the work.
- Campaign Evaluation: Reaching the right target audience of the campaign. Achieve engagement and interest goals across platforms. The event reached the maximum audience to attend.
- Audience rating:
  - Vu Minh Duc: “I have been following the campaign since the very beginning and was also fortunate to sit in the audience of the Me Linh Drums event. I fell in love with Cai Luong more and wanted to learn about it when reading articles and watching clips of Song Lang song Loan.”
  - Nguyen Viet Hoang : “I missed the opportunity to go to the show Me Linh Drums, but with the posts and clips on Song Lang Song Loan’s fanpage and Tiktok, I was able to feel the beauty and beauty of Cai Luong. Cai Luong is real and is the historical witness of the whole Vietnamese nation. It would be a waste if Cai Luong was lost over time.”

3. KPI

No	Activities	Unit	KPI	Actual result	Result/KPI (%)
1	Southern Star Event - Me Linh Drum Performance	Participants	2,800	2,800	100%
2	Average traffic of Newspapers before the event	Access times	2,000,000	1,870,000	93,5%
3	Average traffic of Newspapers after the event	Access times	3,000,000	4,120,570	137,4%



Fanpage Song Lang Song Loan					
4	Total Reach		15,000	23,700	158%
6	Total Engagement		10,000	13,700	137%
7	Average reach per post		700	1,200	171,4%
8	Average engagement per post		200	300	150%
Tik Tok Song Lang Song Loan					
9	Total number of channel followers		3,000	3,953	131,77%
10	Total video likes		20,000	33,900	169,5%
11	Average number of interactions per post		10,000	11,933	119.3%

*Table 13: Results of Campaign Objectives*

## II. FEEDBACK

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### 1. Company's feedback

**Mr. Vu Minh Duc - Deputy Head of Events Department of VietArt Media Joint Stock Company (Comparison information: 0911654871) commented:**

The project team has been involved in the organization of the Event from the very beginning. Because the company does not have many human resources, you have greatly supported the Southern Star Event to take place successfully. In terms of ability, the Company highly appreciates your ability to plan, write Content and Design. During the process of working with the Company, you have had a lot of constructive ideas to make the Event the most impressive. For example, in choosing the venue for this event, the group proposed to hold it at the Opera House to match the Cai Luong space.

Through this, I would also like to thank FPT University for giving you the opportunity to participate in practice and experience and challenge yourself.

### 2. Audience's feedback Overview

**About Event:** For the Southern Star event, the Cai Luong artists did a great job, from preparing props, make-up, costumes,...

The Organizing Committee of the program is attentive.

In general, all guests attending the Event were extremely satisfied and thanked the Organizing Committee team for bringing such a meaningful program on the occasion of October 20.

**About Campaign:** Our campaign is supported by many people. Since its launch, the campaign has received great attention from the audience, following the influence of the Southern Star Event.

Therefore, when implementing the campaign, the group has also received very good feedback. We received words of encouragement and encouragement from everyone through comments under the post, encouragement inboxes via Fanpage,... and the attention of major Cultural newspapers (Cultural and Development Newspaper, Van newspaper). chemistry - Ministry of Culture, Sports and Tourism).

# III. EVALUATION & REFLECTION

---

## 1. Positive points & negative points

### 1.1. Positive points:

- It took time but we have identified the right direction for our campaign to make an impact and contribute to preserving part of Vietnam's traditional culture.
- We have created a small community that cares about Cai Luong, even though the community is still small compared to some pages that have a longer lifespan but we are bringing Cai Luong closer to the University Students in the Hanoi area.
- The event "Tieng Trong Me Linh" attracts lots of people around Hanoi.
- We are appreciative and grateful for the help of our mentor, parents. They helping us to understand more about Cai Luong and the way a proper campaign should work

### 1.2. Negative points:

- Our original ideals have to change, the event "Tieng Trong Me Linh" can not make a good impact on the young generation in Hanoi. So we have to took sometime to figure out a new path
- Starting a whole new Facebook page and Tiktok at first is really hard and challenging because we need to build the interaction from the beginning. The interaction and reach at first is really hard to hit trending on Tiktok and on Facebook the reaction is low.
- The campaign needs more time to nourish and grow.

## 2. Reflection & recommendation

### 2.1. Reflection:

This campaign meant a lot not only for us, because it is related to the historic, traditional art form of Vietnam. It gave us the chance to understand more and realize how important it is to keep Cai Luong relevant to the younger generation. By running this campaign we also have the opportunity to apply our skills to the real task, sharpening our skills and gaining more experience to be more prepared for the future task that comes ahead. During the implementation of the campaign, there were times when the tasks felt really difficult and some deadlines were overdue. But the most important thing is the working process for us, reality is not like what we imagined, sometimes there are pressure meetings that can put everyone in a bad mood. Especially for young students like us, sometimes it's important to push each other but sometimes it becomes a lot of controversy. And having to start and change plans made it a bit difficult for us in the early stages and the financial worries of having to pay for the articles and invest in the content ourselves. Although it is so difficult, each person discovers more about himself, many new perspectives that he did not anticipate. In this campaign everyone can see each other's efforts and acquire a ton of information about raising the reach and engagement insight through this campaign, which truly further develops my social media marketing skills.

## 2.2. Recommendation:

- We should have brainstormed more on the campaign, setting our plan in more detail and carefully before starting the campaign. So that we are more prepared.
- We can speed up the process more but waste time at the beginning trying to find the right path to go
- Event “Me Linh Drums” doesn’t have enough media attention, it needs to work with the city committee sooner.

# Plagiarize Check Results

[illegible]

# *Thank Youuuuu!*

*First of all, we would like to express our sincerest thanks to our guide – Ms. Le Lan Ngoc for enthusiastically guiding and helping us to carry out this graduation project.*

*We would also like to express our respect and gratitude to all the teachers at FPT University who have passed on to us valuable knowledge and experiences for us to learn and develop.*

*Special thanks to the young generation Z, who have always supported us so that we can spread the meaning of the campaign to a large number of people.*

*Thank you to Culture and Development Newspaper, Bao Van - Ministry of Culture and Development, FTIC Traditional Musical Instrument Club, Cai Luong Lovers Association Group for supporting us to achieve our goals.*

*Thank you VietArt Media Joint Stock Company for supporting, helping and teaching us a lot of lessons.*

*Finally, we would like to express our special thanks to our family and friends for trusting and accompanying us.*

*Hope that we can make you proud. Thank you very much!*

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<https://thanhvien.vn/truy-tim-ten-goc-nhac-cu-song-lang-loan-cua-dan-nhac-don-ca-tai-tu-post1400097.html>

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### **Song Lang Song Loan Project**

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**APPENDIX**

**Event “Southern Star 10 - play Me Linh Drums” - stage set up**





## Event “Southern Star 10 - play Me Linh Drums” - backstage



Mini Event: King Of Cai Luong

KING of CẢI LƯƠNG

Minigame

Câu hỏi

Câu 1: Xin đừng quên ... chốn quê xưa em và võ mong chờ. Xin đừng quên người yêu bé nhỏ thật thà, chốn đó thành đây ... , Điệp đừng để lòng ... .

Câu 2: Nghệ sĩ Thành Lộc đã từng ví Cải lương là .... không ngơi nghỉ

KING of CẢI LƯƠNG

Minigame

Who?



KING of CẢI LƯƠNG

Minigame

Huỳnh Dung Nguyễn	Lê Thị Thủy Loan	Lê Minh Minh Hồng	Thanh Tuyên	Như Loan
Nguyễn Ngọc Anh	Hu Quang Van	Thao Lee	Minh Huyền Đan	Phong Nguyễn
Ngọc Đình	Mai Uyên Trinh	Vũ Mai Liên	Như Quỳnh	Tiến Lương
Anh Anh	Thảo Minh Oang	Bích Ngân Thuận	Ngọc Linh	Dương Dương
Dan Nguyễn	Bình An	Huỳnh Thiên Giang	Minh Minh	Anh Tiến Duy
Thảo Nguyễn	Bùi Thủy Vi	Phan Việt Tuyết	PT Hoàng	Ái Phan
Quân Anh	Ngô Thị Vĩ	Chi Phương	Ng Quỳnh	Ta Ta
Minh Giang	Hồ Gia Khang	Phan Bích Thu	Gia Huy	Quỳ Đâu Bước Di
Dung Hoàng	Hoài Thanh To	Hieu Minh Lou	Dũng Hiếu	Hồng Thành
Vũ Minh Đức	Lưu Thủy Loan	Phan Trung Kiệt	Minh Huy	Hồng Di
Nguyễn Việt Hoàng	Yến Nghiệm	Thụy Khanh	Huỳnh Đan	Trịnh Ngọc Hương
LAI MỘT	Vinh Tú Bùi	Dũng Hoàng Lê	Trung Nguyễn	Trọng An
Phạm Đạt Gia	Dan Thảo	Bùi Lệ Di	Thảo An	Lan Khu
Đỗ Thuận Chi	Huỳnh Tuấn Vĩ	Dũng Thuận Kim	Bình Bá	Sơn Phạm
Thảo Minh Trâm	Thanh Nga Hoàng	Lê Nguyệt Du	Fan Anh Linh	Hào Nhì
Ái Ni	Ái Ni	Bích Như Lâm	Khánh An	Điền Ngà
Nguyễn Khai Hồng	Lê Cầm Kỳ	Lê Trung Hải	Huỳnh Sơn Vũ	Trang Như
Vũ Tùng Hồ	Điền Ngà	Dan Sky	Nguyễn Tinh Phước	Vũ Mai
Nguyễn Bích Hậu	Hoài Trung Dư	Hồ Trương Phúc	Song Lý	Huỳnh Anh
Nguyễn Thị Linh Đan	Lý Lệ Hoa	Quỳnh Khôi	Kim Lát	Minh Huyền



**Production Book**  
**Song Lang Song Loan**

