



COMMUNICATION CAMPAIGN

**VINPEARL AND DOMESTIC TOURISM CAMPAIGN
DURING YEAR-END FESTIVE SEASON**

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Abstract

Vinpearl tourism and resort complexes, VinWonders theme park, and Vinpearl golf courses will launch the campaign "Stimulating domestic tourism campaign during the year-end festive season" to welcome the new year coming. With a series of world-class events held for the first time in Vietnam, Vinpearl, VinWonders, and Vinpearl Golf not only elevate the position of Vietnamese tourism but also aim to contribute to making Phu Quoc a "new destination" of the world" festive season 2022 and 2023.

In this campaign, we play the role of a group of 4 multimedia students from FPT University who come to practice and experience at Vingroup. Specifically, the group assigned the main task is to work with Vinpearl's marketing and communication department to develop ideas, plan and implement the campaign. Based on the specific elements of tourism marketing and Vinpearl's communication orientation, the campaign is carried out on a variety of platforms from digital to Reach the maximum number of target customer groups.

However, due to the time constraints for the graduation thesis and Vinpearl's stringent guidelines for interns' information security, our team only focused on 2 main activities:

- **Make a digital marketing plan on social media channels**
- **Redesigning the MyVinpearl mobile app**

Furthermore, it should be noted that Vinpearl's campaign "Stimulating domestic tourism in the festive season at the end of 2022" also takes place at Nha Trang and Nam Hoi An but we will only be responsible for Phu Quoc United Center.

The closed team is tasked with acting as a media agency consisting of 4 members, creating & providing the media plan for this campaign. Along with us, there are many other teams that will do the same thing and Vinpearl will choose the option that they find most suitable.

At the end, it is sad that our plan were not chosen but we're still happy for the time to be work at one of the best company in Vietnam.

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01

INTRODUCTION



I. PROJECT INTRODUCTION

1. Name of the capstone project

- **English name**

Vinpearl and domestic tourism campaign during year-end festive season

- **Vietnamese name**

Vinpearl và chiến dịch kích cầu du lịch nội địa mùa lễ hội cuối năm

2. Project overview

Vinpearl tourism and resort complexes, VinWonders theme park, and Vinpearl golf courses will launch the campaign "Stimulating domestic tourism during the year-end festival season. 2022" to welcome the festive season. With a series of world-class events held for the first time in Vietnam, Vinpearl, VinWonders, and Vinpearl Golf not only elevate the position of Vietnamese tourism but also aim to contribute to making Phu Quoc a "new destination" of the world" festive season 2022 and 2023.

Planning activities for the festival season at Phu Quoc United Center:

- **Planning period:** December 17, 2022, to January 6, 2023
- **Location:** Phu Quoc United Center - Vinpearl's super complex of entertainment & tourism in Phu Quoc pearl island, Kien Giang province
- **Creative idea:** Phu Quoc United Center - New destination of the world. The beautiful quintessence of nature, music, light, and festivals converge.
- **Message:** At the heart of the most beautiful island in the world, Phu Quoc United Center becomes a new star on the tourist map, bringing a full range of experiences for a trip to discover beautiful nature (**Nature**), enjoy luxury resorts and services (**Leisure**), experience cultural diversity from Vietnamese quintessence to unique international festivals (**Culture**) and interact with technology trends and solutions. green, environmentally friendly (**Future**).
- **Main image:** LIGHTopia - Light land of legends. "Utopia" is an imaginary paradise, the beginning of endless freedom, joy, and happiness.

Combined with the word "LIGHT". Phu Quoc United Center brings a land full of light with cultural festivals, musical parties with legendary stars of the world, and thousands of magical moments.

I. PROJECT INTRODUCTION

Highlight activities:



Creamfields 2022

The famous international EDM music festival was held in Vietnam for the first time.

The presence of the top 10 DJs in the world and the country promises to mark Phu Quoc United Center in particular and Vietnam in general on the global festival map.

With its stage "Rebels never die" by renowned DJ Hardwell, who helped shape global EDM in Vietnam, and Alok's top-tier electronic music, which is ranked as one of the Top 4 DJs in the world by DJ MAG magazine, this will be the ultimate EDM music performance. Besides, there is the presence of popular DJs: BEAUZ - The famous Asian DJ duo owns energetic hardstyle gameplay and a total of more than 190 million streams on platforms; Pink Panda - the electro house icon, the man behind the super hot remix 'Finesse' by Bruno Mars & Cardi B; Slushii - talented DJ/Producer from Los Angeles was chosen by Skrillex to send gold; Tim Hox - Support Act was chosen by the legendary Hardwell himself or 22Bullets and Wukong.

With the convergence of extremely special artists at home and abroad, Phu Quoc United Center presents Creamfields Vietnam promises to bring endless moments of emotional sublimation.

Other activities

Phu Quoc festival season also explodes with a series of unique experiences.

Meeting the diverse needs of tourists for relaxation, entertainment, and entertainment, such as the giant Christmas tree lighting ceremony, and the Copenhagen Christmas Fair. Wellness Festival, Countdown party to welcome the exciting new year on the beach...

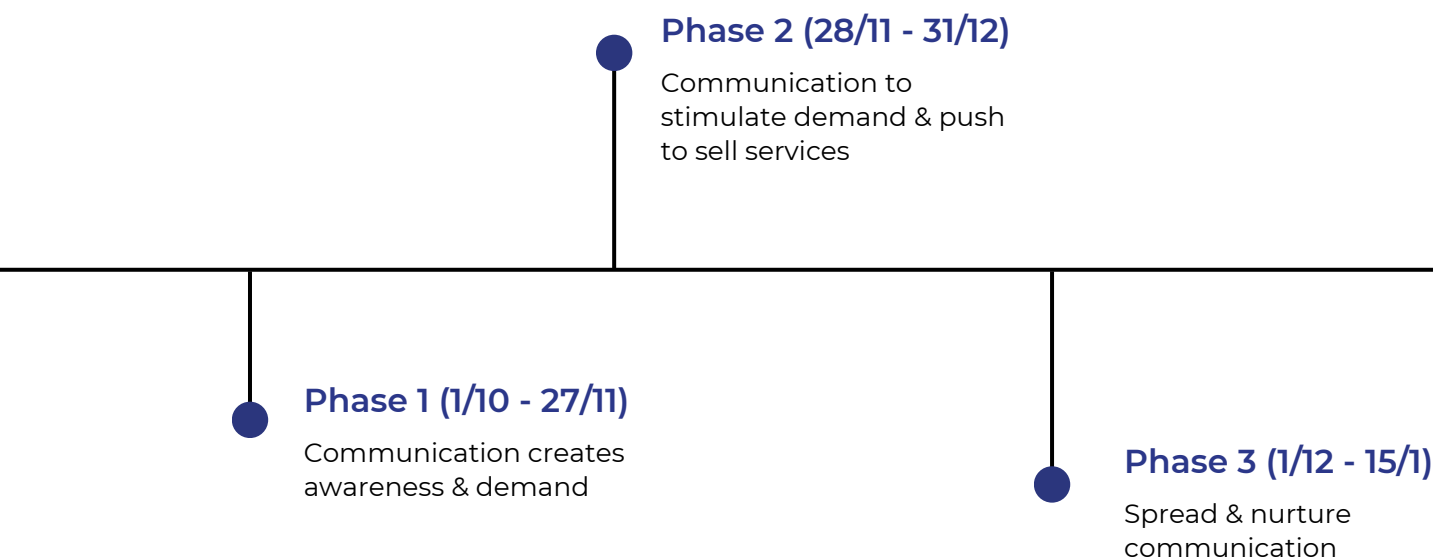


I. PROJECT INTRODUCTION

"The new festive season world" also provides visitors with emotional experiences at VinWonders theme park, which has over 100 games that challenge all senses. Vinpearl Safari features five continents' worth of wildlife; The reality television series Once, The Essence of Vietnam, and the most stunning colors of Venice; Grand World, a "city that never sleeps" with hundreds of stores, humming restaurants, and the only "beer van street" on Pearl Island; the first Corona Casino open round-the-clock for Vietnamese; and Vinpearl Phu Quoc, a deluxe resort paradise with moments of total relaxation...

3. The current project

The communication plan for our domestic tourism year-end festive campaign at Phu Quoc United Center is divided into 3 phases (From October 1, 2022 to January 15, 2023)



4. The proposed project

Based on the specific elements of tourism marketing and Vinpearl's communication orientation, the campaign "Stimulating domestic tourism in the festive season at the end of 2022" is carried out on a variety of platforms from digital to Reach the maximum number of target customer groups. Receiving this project, Vinpearl hopes to attract Gen Z youth to the Phu Quoc United Center tourist complex at the end of the year festival season.

I. PROJECT INTRODUCTION

5. Boundaries of the project

The group's campaign development process is primarily influenced by two things: the time constraints for the graduation thesis and Vinpearl's stringent guidelines for interns' information security.

Therefore, the closed team is tasked with acting as a media agency consisting of 4 members, creating & providing additional ideas for the media plan and building content on social media channels based on the information available to the company. Including Creative ideas, key images, highlight activities, and communication timeline.

The main activities we have done:

- Make a digital marketing plan on social media channels
- Redesigning the UX of MyVinpearl mobile app

Furthermore, it should be noted that Vinpearl's campaign "Stimulating domestic tourism in the festive season at the end of 2022" includes customers from all over the world, including the United States, China - Taiwan, Japan, Korea, and others. However, our goal is to limit our attention to the analysis and planning of communication for the Vietnam market, which is the primary market.

6. Reason in choosing project

In this campaign, we play the role of a group of 4 multimedia students who come to practice and experience at Vingroup. Specifically, the group assigned the main task is to work with Vinpearl's marketing and communication department to develop ideas, plan and implement the campaign "Stimulating domestic tourism in the festive season at the end of 2022". This is not only a good opportunity for the team to work at one of the best companies in the country but also the first time we are officially involved in a large-scale communication campaign outside of school. FPT university.

Through this campaign, we will be able to apply the knowledge and experience gained from four years of sitting in lecture halls to a real-world project. Furthermore, Vinpearl in particular, and Vingroup in general, are known as gathering places for many talented people and people with high expertise in the field of marketing communication, so we are honored and excited to learn more about the future. Inquire about additional practical lessons from the experts who came before this project.

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However, undertaking such a large-scale project also brought us many challenges in the process:

- This is the group's first time participating in a real media campaign, and it is a large-scale campaign.
- Vingroup is one of the big corporations, so the ideation and planning of the project must follow a certain standard, methodical and detailed for each item & parameter.
- Each team member has their own strengths, but they all lack practical experience in media planning, they have encountered numerous challenges during project implementation.
- The tourism industry is a diverse, complex, and complex business, so the person in charge of communication for this industry group often has to have extensive knowledge and long-term experience in the industry.

Finally, this campaign is also meant to **respond to the Vietnamese government's call to boost demand stimulation** and restore tourism and travel activities. Domestically, after four large-scale outbreaks since the beginning of 2020, the tourism industry is facing difficulties, next year is heavier than the previous year. 2021 is the second year affected by the pandemic, tourism activities are still almost completely stalled. According to statistics, the number of domestic tourists is expected to reach 40 million in 2021 (down 29% from 2020 and 53% from 2019).

[According to Plan No. 3228/KH-BVHTTDL](#), the Ministry of Culture, Sports and Tourism implements measures to stimulate demand and restore tourism and travel activities, in which the tourism industry identifies one of the viewpoints. The key is to associate tourism recovery and development with improving the internal capacity and autonomy of the industry and promoting the development of domestic tourism. Domestic tourism is the internal force, the basic foundation for tourism development. sustainable calendar.

II. COMPANY INTRODUCTION

1. About Vingroup



Figures 1: Vingroup logo

Vingroup Corporation, formerly Technocom Group, was established in 1993 in Ukraine. In the early 2000s, Vingroup started to enter Vietnam with two key brands, Vincom and Vinpearl. In January 2012, Vinpearl Joint Stock Company merged with Vincom Joint Stock Company to form Vingroup Corporation.

Vingroup is one of the largest private corporations in Asia with a market capitalization of about 16 billion USD. As a multi-industry corporation, Vingroup focuses on **three main areas**:



Technology



Trade in services



Social volunteering

Vingroup continues to set the benchmark for consumer behavior and pioneer new trends. At the same time, it introduces Vietnamese consumers to a completely new and contemporary way of life via the use of products and services that meet international standards. international benchmark. Vingroup has built a prestigious Vietnamese brand that is well-known and proud to be one of the leading private enterprises in the country.

II. COMPANY INTRODUCTION

2. About Vinpearl



Vinpearl is Vietnam's largest tourism, resort, and entertainment service brand, created and developed by Vingroup. Vinpearl has a hotel, resort, spa, conference center, 5-star dining and golf courses, and international-standard entertainment areas among Vietnam's most popular tourist sites. With 18 years of continuous development, 45 facilities under the Vinpearl brand are present in 17 provinces and cities across the country, with a capacity of over 18,500 hotel rooms and villas, 3 theme parks and 2 amusement parks, 2 parks to conserve and care for semi-wild animals, and 4 golf courses, with plans to expand in Vietnam and around the world in the near future.

Starting with the Vinpearl Nha Trang Resort complex, Vinpearl now owns a range of luxury hotels, resorts, and entertainment venues throughout Vietnam under the brand lines:

- **Vinpearl Luxury** – The imprint of Vietnamese quintessence
- **Vinpearl Resort** - The place where smiles meet
- **Vinpearl Discovery** – Discover. Experience. Connection
- **Vinpearl Condotels** – Comfortable living, stylish vacation
- **Vinpearl Hotels** – World class. Vietnamese style
- **VinOasis** – An oasis full of inspiration
- **VinHolidays** – An economical & smart holiday
- **Vinpearl Golf** – Satisfying passion, enjoying peace of mind
- **VinWonders** – Where endless joy awaits
- **Vinpearl Safari** – Paradise of semi-wild animals
- **Vinpearl Convention Center** – Convention Center
- **Almaz** – World-class culinary and convention center

II. COMPANY INTRODUCTION

As a member of Vingroup, Vinpearl inherits the available advantages of experience in managing large projects, dynamic staff, high professional qualifications, and especially a high-class product and service ecosystem. level and brand reputation of Vingroup. Vinpearl's goal is to become one of the strongest brands in entertainment and tourism in Vietnam, bring shareholders attractive and long-term benefits, and continuously create value for money. added value through investment and development of new projects. The company is headquartered at Hon Tre Island, Vinh Nguyen Ward, Nha Trang City, Khanh Hoa Province, Vietnam.

The main activities of the Company and its subsidiaries in the current year are to provide short-term accommodation services (Hotels, villas, or apartments for short-stay services; eco-tourism areas); Tour operator (Domestic travel business; International travel business); Operation of amusement parks and theme parks; Activities of botanical gardens, zoos and nature reserves; Restaurants and mobile catering services and other activities according to the registered business lines of the company.

2.1 Vision, mission, core value of Vinpearl

VISION

As a member company of Vingroup, the largest private economic group in Vietnam, with the orientation of taking investment and tourism business as a strategic focus, Vinpearl Joint Stock Company strives to become among the leading enterprises in Vietnam; showing outstanding vision and class, creating a tourism brand of international stature.

MISSION

- **For the market:** Providing high-class tourism products and services of international standards to satisfy the needs of customers and bring uniqueness, expressing the unique identity of the tourism brand Vinpearl.
- **For employees:** Build a professional, dynamic, creative, competitive, high-income working environment with equal development opportunities for all employees.
- **For shareholders:** Ensure the harmony of short-term and long-term interests; always increase attractive and sustainable investment values for shareholders.

II. COMPANY INTRODUCTION

- **For society:** Harmonizing business interests with social benefits; actively contributing to community-oriented activities and environmental protection; efforts to contribute to the development of Vietnam's tourism industry in particular and to promote the image of the country in general.

CORE VALUE

- Sustainable investment, customer-centric
- Appreciate class, quality
- Enhance speed and efficiency at work
- Respect for differences and creativity
- Understand the mission of service and take on the task only when you can afford it
- The collective is united, behaves humanely, and values loyalty
- Respect the law and discipline
- Building a corporate culture based on pioneering aspirations and pride in Vietnamese intellectual values and bravery

2.2 Vinpearl's development direction

The main operation plan for the current year of the Company and its subsidiaries is to provide short-term accommodation services (Hotels, villas, or apartments for short-stay services; eco-tourism areas). ; Tour operator (Domestic travel business; International travel business); Operation of amusement parks and theme parks; Activities of botanical gardens, zoos, and nature reserves; Restaurants and mobile catering services and other activities according to the registered business lines of the company.

In the future, Vinpearl will continue to affirm its number one position in Vietnam, aiming to become one of the world's leading tourism, resort, and entertainment brands, specifically:

- Develop a diverse portfolio of brands and products with excellent service, focusing on customer experience, to bring the best of the world to Vietnamese customers, and spread the unique culture. Vietnamese beauty to international tourists

II. COMPANY INTRODUCTION

- Focusing on developing a complex tourism-resort-entertainment model with VinWonders as the spearhead to attract new customers, and at the same time promote the expansion of services including food, golf, and shopping. shopping and medical resort
- Increase direct sales and corporate channels, develop relationships with all domestic and international partners
- Strengthening governance capacity through the application of information technology and digitization

2.3 Brand identity



Figures 2: Vinpearl logo

Vinpearl's logo is made up of two parts: a bird wing symbol and a portion of the brand name "Vinpearl".

Vinpearl logo is inspired by a bird flying high with meaningful messages. The **Vinpearl logo's wingspan** bird represents a desire to reach high and far, bringing the brand to the world. The Vinpearl logo is a dynamic symbol that represents movement, constant development, and constant updating of the world's latest trends.

The image of bird wings in the Vinpearl logo is stylized like the letter V, making us think of V - **Vietnam** with strong national pride. The letter V also stands for Victory, which means "**victory**" in English.

The Vinpearl logo's colors are a mix of yellow and blue tones.

The yellow color combined with the bird's wing symbol represents luxury and class, is always the goal of Vinpearl service. The text in the logo is designed with a blue tone that creates a sense of solidity while also having skillful and flexible curves. The color blue is commonly used in logos to convey trust, commitment,

II. COMPANY INTRODUCTION

and quality assurance. The combination of two highly reflective colors in the Vinpearl logo gives the viewer a one-of-a-kind, outstanding, and impressive appearance.

Not only the Vinpearl logo but most of the other brand logo designs in Vingroup, the bird's wing is considered the core symbol. There are only colors and small details to match the industry sector. That seems to be a strong, burning desire to raise the stature of this corporation in Vietnam.

Overall, the Vinpearl logo gives a feeling of softness and flexibility but carries positive messages about the brand's strong and rising spirit.

3. Stakeholders



Figures 3: Vibrant international logo

Founded in 2022 by pioneers in the leading electronic music entertainment industry in Vietnam, with leading brands such as Ravolution Music Festival, 1900 LE THEATRE... Vibrant International fully converges factors. with international capacity and experience can bring the music and entertainment industry in Vietnam to a new level, on par with the region and the world.

Vibrant International is the company that has contributed to bringing the EDM Creamfields music festival to Vietnam, with the help of two foreign entertainment companies, Live Nation Electronic Asia and Clubbing in Asia.



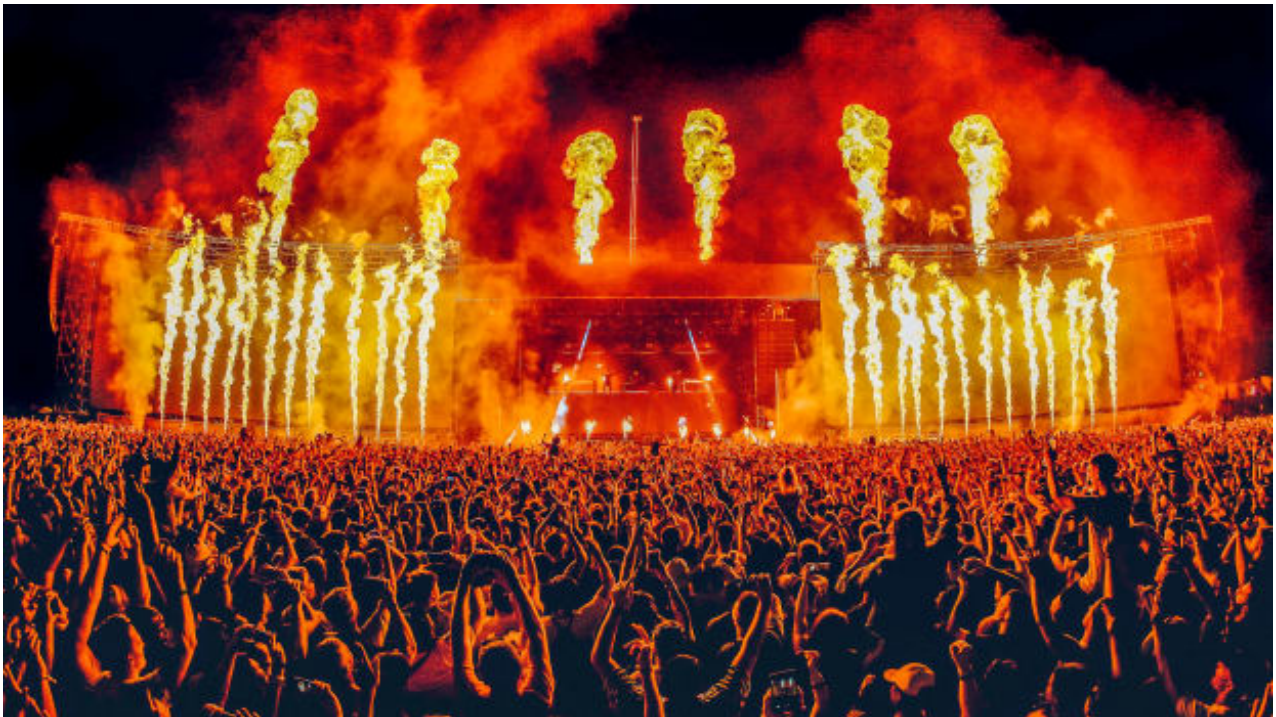
Originating in the UK, "[Creamfields](#)" has become one of the largest electronic music festival (EDM) brands globally. The event was held in 22 countries in Europe, America, and Asia with the company of the world's top DJs such as Martin Garrix, Hardwell, Armin Van Buuren, Tiesto, and KSHMR.

The concert program "EDM Creamfields" has created great attraction, with more than 3 million music lovers (commonly known as ravers), and nearly 178 million followers on social networking platforms to date.

II. COMPANY INTRODUCTION

This year, the Creamfields brand was introduced to Vietnam by Live Nation Electronic Asia, Clubbing In Asia, and Vibrant International Joint Stock Company in an effort to put Vietnam on the global EDM map.

Phu Quoc United Center is the diamond sponsor of the program and is also the venue for "Creamfields Vietnam 2022", marking the arrival of the world's leading EDM music festival in Vietnam.



"Creamfields" music festival with the participation of international artists attracts young people, including the spectacular return of Hardwell - the legendary global EDM DJ. After 4 years of absence, Hardwell marked his return with a world tour and is ready to bring his stage, which is heavily invested in terms of ideas, to "Creamfields Vietnam 2022".

02

FORMATIVE RESEARCH



I. RESEARCH METHODOLOGY

The methodology is a system of methods that is organized and used to analyze theories in a specific field of study. In other words, the methodology uses both quantitative and qualitative techniques along with a variety of conceptual analyses, theoretical.

However, the methodology is not born to provide solutions, but it provides a theoretical basis to help readers understand and use methods in the process of calculation, research, and analysis.

Research methodology is a research methodology, that is, the process of using a system of reasoning methods in the process of researching a certain scientific topic or work.

When writing Research Methodology should include:

- The type of research you did
- How you collect and select data
- How you analyze data
- Tools or materials you used in your research
- Rationale when choosing these methods

1. Secondary research

Secondary market research is the collection of information from pre-existing sources, conducted by government organizations, chambers of commerce, trade associations, and other organizations; Secondary Research allows the review and analysis of existing studies to improve the overall authenticity of the research. For example, information from the US Census Bureau and a Nielsen rating is the result of a secondary survey.

Secondary market research is fairly easy to find, and most of the information is free or low-cost. For example, you can search for secondary market research information on government or industry websites, at your local library, on websites, in newspapers, or business magazines.

The drawback of secondary market research is that it is less useful than primary market research because it is not tailored to the needs of the organization. For example, secondary information would tell you how much American teenagers spent on basketball shoes last year, but you wouldn't know how much they were willing to spend on a particular design. Design your company's special shoes.

There are 2 main sources of information commonly used to collect information for secondary research:

I. RESEARCH METHODOLOGY

- Public sources are government portals that provide statistics on economic, political, social, and many other topics.
- Commercial sources like magazines and newspapers. Many specialized publications, including Financial Times and Bloomberg, provide information for secondary research. Educational institutions: universities and academies are the official sources of information. endlessly so that the Team can take advantage of finding information and data from previous research topics to use in their research.

In addition, Social Listening with data collected on social networks is also a valuable source of secondary information. Only it has a fee and sometimes requires skills in programming, and handling big data for analysis.

2. Information source

An information source is a source of information for someone, i.e. anything that can inform a person about something to give someone knowledge. Information sources can be observations, people's speeches, documents, images, organizations, etc.

Types of information sources:

Different epistemologies have different views on the importance of different types of information sources. Empiricism views sensory data as the primary source of information, while other epistemologies hold a different view (Kragh 1989)(4. Different types of information sources can be divided into two broad categories.)

A) Documentary Sources: These are commonly published or documented knowledge documents. Possible sources are as follows:

Primary source of information: Primary sources are the first published records of original research and development or descriptions of new applications or new interpretations of an old topic or idea. Have original documents that represent the original idea unfiltered.

This is the latest information available. A researcher generating new information can make it available to specific communities through primary sources. Often, it may be the only source of information that exists. Primary sources are unorganized sources, they are quite difficult to use, secondary sources help us to use these resources. These are important sources of information. A subject becomes a discipline in its own right when independent primary sources begin to be produced in the field.

I. RESEARCH METHODOLOGY

The growth rate of a discipline largely depends on the amount of literature produced as primary sources reporting developments in the relevant field.

Secondary source of information: Secondary sources of information are those that have been compiled from or refer to primary sources of information. The original data has been randomly modified and reorganized to serve a specific purpose for a group of users. Such sources contain information that is organized and organized according to specific plans. Instead of new knowledge, they contain organized repackaged knowledge.

Primary source information is presented in a more convenient format. Secondary sources, by definition, are more accessible and widely available than primary sources. They not only provide digested information but also act as bibliographic keys to primary sources. Primary sources are the first to appear, followed by secondary sources. It is difficult to find the information directly from primary sources. Therefore, one should first consult secondary sources, which will lead one to specific primary sources.

B) Non-documentary Sources: Non-documentary sources of information are an important part of communication, especially in science and technology. User studies have emphasized the importance of such sources. These sources provide information that other sources do not. There are two types of sources:

Official source:

- Research organization
- Society
- Career
- Government. Part
- University
- Advise

Un-official source:

- Dialogue with Universities
- Guest
- Attend professional meetings.

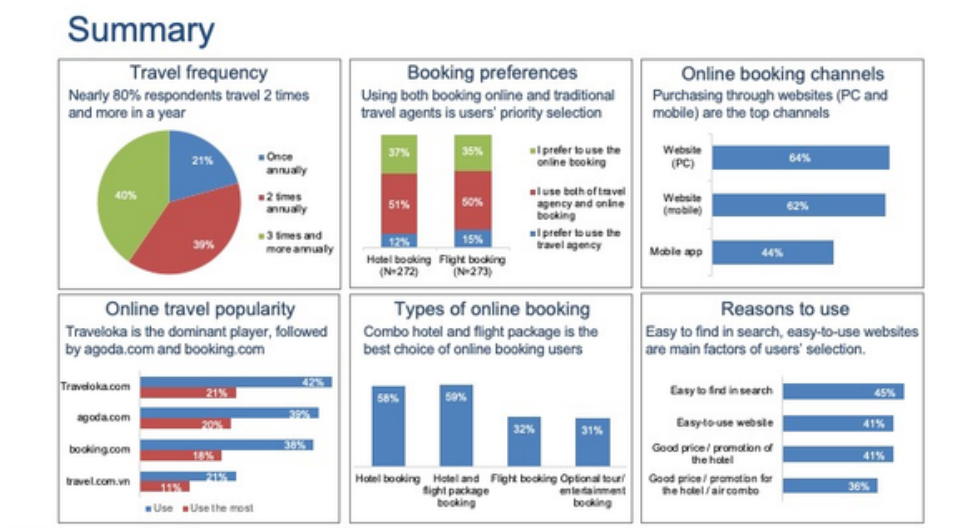
II. STATISTICAL ANALYSIS

Data analysis is a process of working with data to find useful information to support business decision-making. This process includes data cleaning, transformation, and modeling.

Analyzing past data in the business offers the opportunity to make better business decisions in the future. If the business is operating inefficiently, and the growth rate is not good, then it is necessary to analyze the data to find the mistakes in the past and not repeat them. Even when the business is running smoothly, data analysis is important to uncover new business opportunities.

Data analytics can power effective data-driven marketing campaigns.

1. Psychology, people's attitudes and behaviors toward travels



Figures 4: Summary of Online travel behavior of Vietnamese (Q&Me)

Along with the development of the economy, the quality of life is also improved. Moreover, with the increasing tourism demand for domestic tourists, the demand for entertainment and relaxation is also inevitable. With a specific culture, the people of our country have gradually formed a popular and characteristic travel habit.

Surveys show that Vietnamese people mainly travel in summer and on special occasions. More than 50% of people (in Hanoi and Ho Chi Minh City) think that they will travel on big holidays and long holidays (such as April 30, May 1, and September 2) rather than weekends. (~25%) and personal anniversaries, anniversaries of family trips (about 20%).

II. STATISTICAL ANALYSIS



Figure 5: Reason for traveling (Q&ME)

Vietnamese people often travel for emotional bonding, so up to 60% of trips are usually arranged with family, and 30% with friends. Compared to people in Ho Chi Minh City, Hanoians tend to travel with their families more (Hanoi: 74% - HCMC: 50%). Meanwhile, people in HCMC often go with friends (HCMC: 42% - Hanoi: 22%). 90% of Vietnamese people still prefer to plan their own tours over using travel agencies when they go on vacation. Vietnamese people travel for a variety of reasons, including recreation, stress relief, beautiful check-in photos, exploration, and visiting well-known and picturesque locations. Or you could simply treat yourself after trying workdays,...



Figure 6: Annual travel frequency (Q&ME)

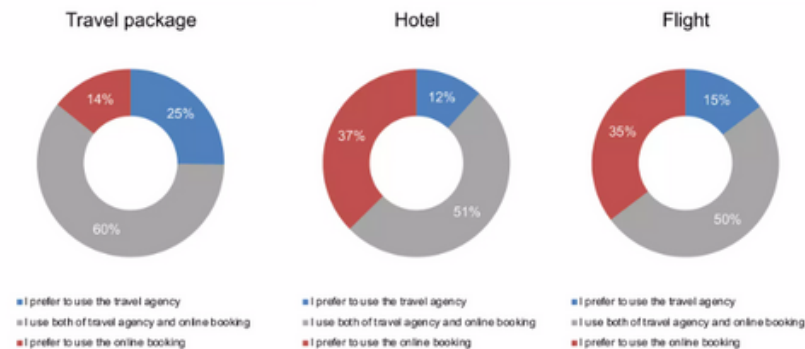
In terms of frequency, 30% said they would spend time traveling every 3-5 months, and if more, every 2-3 months (22%). Maybe because Vietnam rarely has long-term vacations, Vietnamese people choose short-term trips, about 2-4 days (~80%).

II. STATISTICAL ANALYSIS

Besides self-organized trips, Vietnamese people also often participate in tours through travel agents to book package tours, air tickets, or accommodation.

Online travel booking preferences

Among online booking users, flight and hotel booking online is popular. For the package travel, still the travel agency is the popular pick.



Q. What are the method of your travel booking preference? Hotel only booking/ Flight booking (N=274)

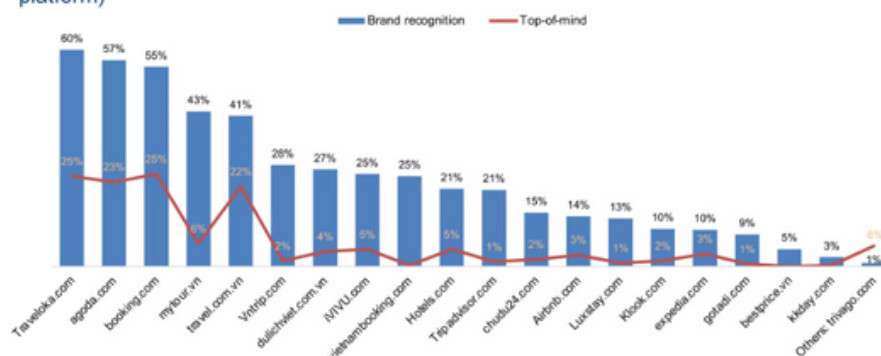


Figure 7: Online travel booking (Q&ME)

With the development and convenience of the internet, besides travel agents, Vietnamese people are gradually getting into the habit of online booking through apps. There are many platforms to support customers to book tickets such as traveloka.com, agoda.com, mytour.vn,...

Online travel agencies' awareness

Traveloka.com, agoda.com and booking.com are the most recognized and recalled (top-of-mind) online travel websites, followed by travel.com.vn (Vietravel's online booking platform)



Q. Which online travel agencies below do you know of (MA)?/ Please list the name of the online travel booking services that come up on your mind (OA)? (N=319)

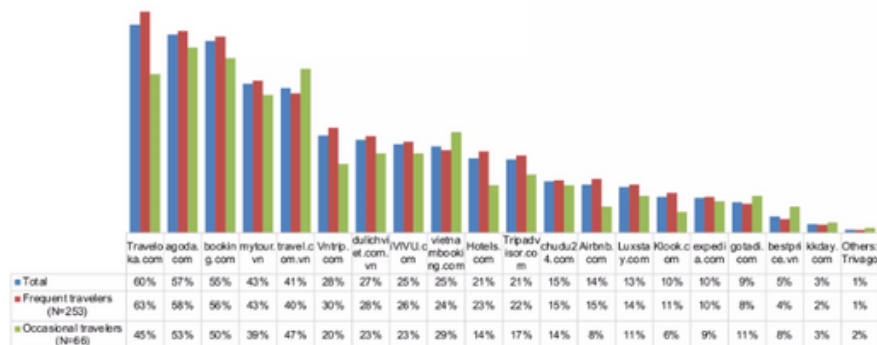


Figure 8: Online travel agencies awareness (Q&ME)

II. STATISTICAL ANALYSIS

Online travel agencies' awareness – By travel frequency

Traveloka.com is the most known online travel website by frequent travelers. "Agoda.com" is more known by occasional travelers, followed by booking.com and travel.com.vn.



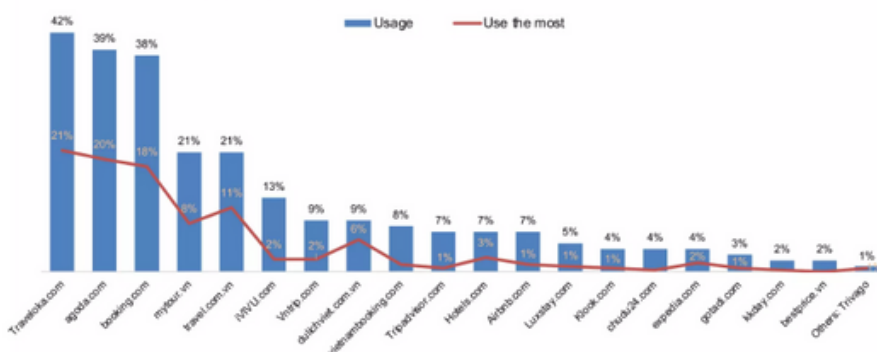
Q. Which online travel agencies below do you know of (MA)? How many times do you travel in a year? Private trips (N=319)



Figure 9: Online travel agencies awareness - by travel frequency (Q&ME)

Online travel agencies in use

Traveloka.com is the most popular online travel website, followed by agoda.com and booking.com with 20% and 18% respectively.



Q. Which online travel agencies below have you used before (MA)? Which online travel agencies below have you used the most (SA)? (N=319)



Figure 10: Online travel agencies in use (Q&ME)

The statistics and tables show that traveloka.com and agoda.com are the two most known and used websites by customers when they are far superior in terms of both the known and the number of users. Understanding the usage psychology as well as the brand recognition of customers will help us find the right website to develop the best effect.

II. STATISTICAL ANALYSIS

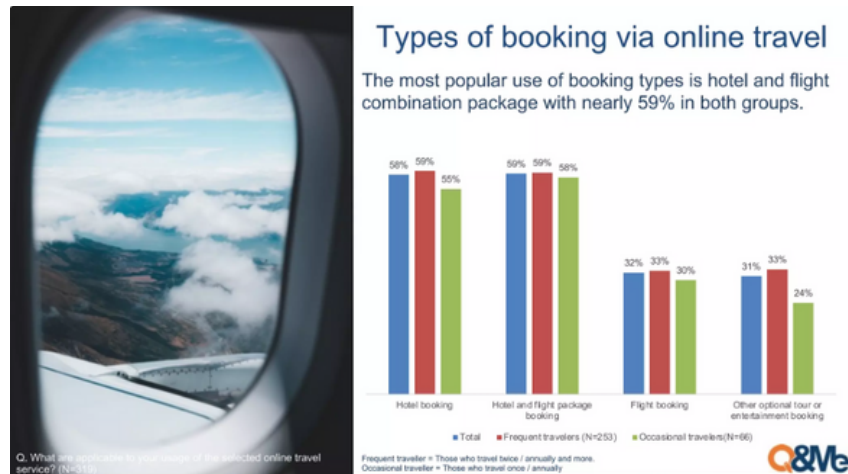


Figure 11: Type of booking via online travel (Q&ME)

Reasons for agencies selection - Total

Easy to find in search engine, easy-to-use website and good price/ promotions of hotels and flights are the main factors affecting decision on online travel selection in use.

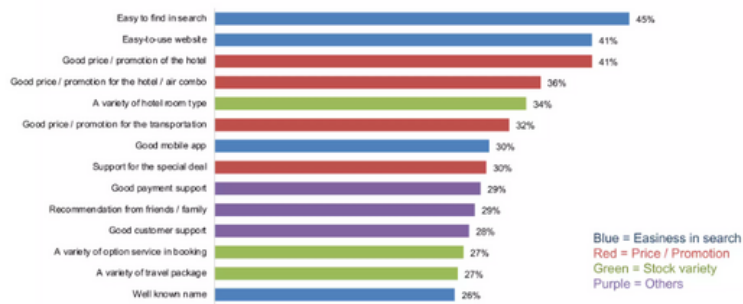


Figure 12: Reason for agencies selection - Total (Q&ME)

Reasons for agency selection – By agency

Easy to find in search, good price/ promotions of hotels and easy-to-use websites are top 3 reasons select online travel websites in both frequent and occasional travelers.



Figure 13: Reason for agencies selection - by agency (Q&ME)

II. STATISTICAL ANALYSIS

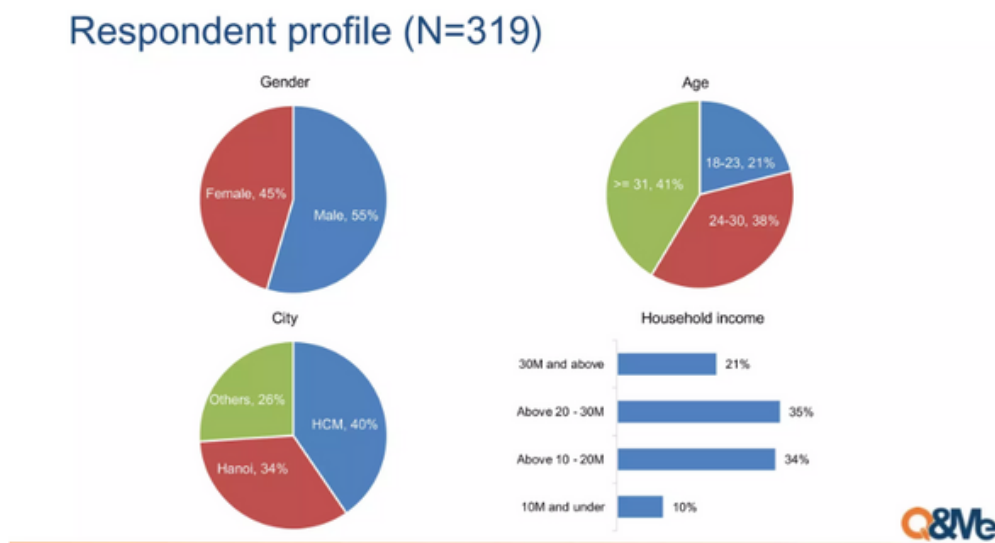


Figure 14: Respondent profile (Q&ME)

2. Research on internet usage behaviors in Vietnam

Over the past few years, social networking has become a part of the daily lives of most Vietnamese along with the increasing prevalence of smartphone and internet usage in Vietnam. Thanks to its young, digitally savvy, and highly connected population, Vietnam has been among the countries with the highest number of social media users worldwide. Since their emergence, the use of these networks has expanded from keeping in touch with friends and family to a powerful tool used by brands to reach their consumers both domestically and internationally. Therefore, in a market that uses a lot of social media like Vietnam, social media-related strategies such as social commerce and influencer marketing are crucial to win the market.

Through Kepios' overview data charts on Internet use, there are 72.10 million Internet users in Vietnam in January 2022. Vietnam's Internet usage rate stands at 73.2% of the total population. the number at the beginning of 2022. Kepios' analysis indicates that Internet users in Vietnam increased by 3.4 million (+ 4.9 %) from 2021 to 2022. From another angle, these user figures show that 26.46 million people in Vietnam are not using the Internet at the beginning of 2022, which means that 26.8% of the population is still offline at the beginning of the year.

II. STATISTICAL ANALYSIS

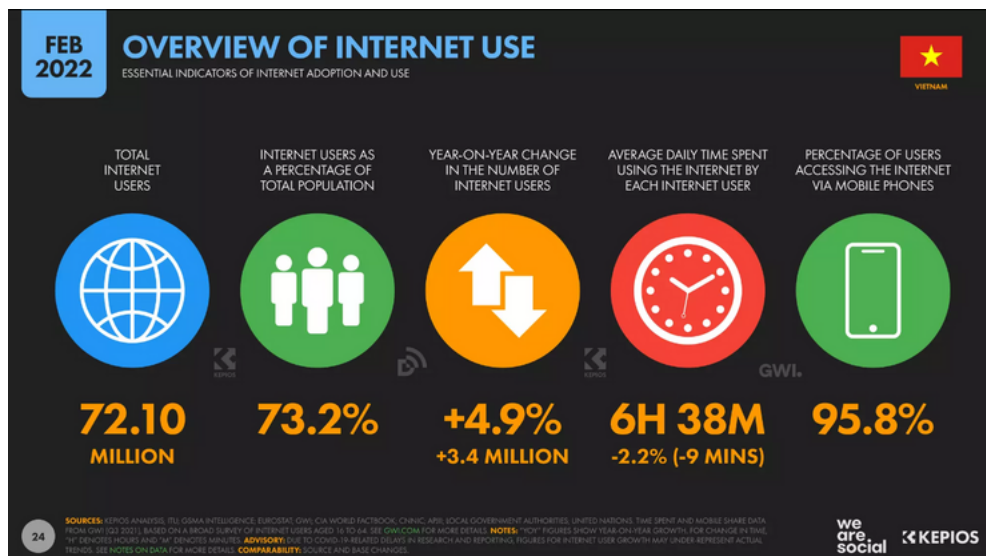


Figure 15: Overview of internet use (Kepios)

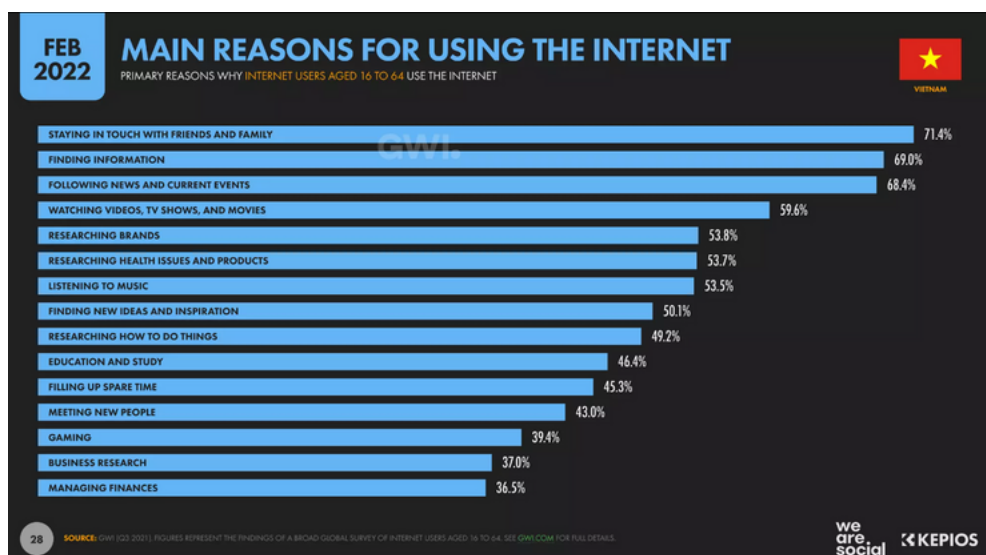


Figure 16: Main reasons for using internet (Kepios)

Vietnamese people use the internet for many different purposes, but most people use it for the purpose of finding necessary information, watching TV shows and videos, and searching for services that meet their needs. surname. This helps us choose the right channels to advertise and also use expert methods to increase customer reach.

II. STATISTICAL ANALYSIS

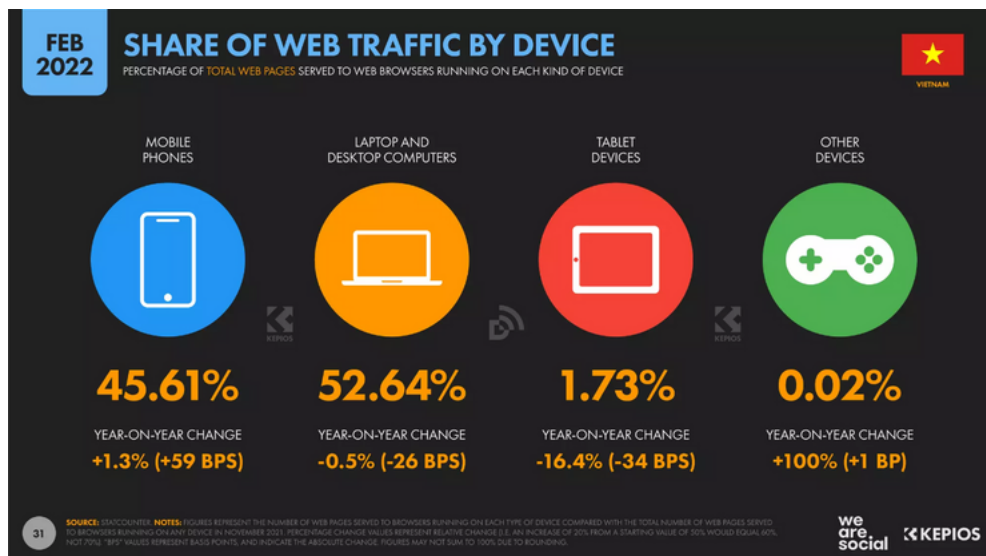


Figure 17: Overview of internet use (Kepios)

The source also shows that the digital means that many Vietnamese people use to go online the most are laptops and desktop computers (accounting for 52.64%), followed by smartphones (45.61%), but other devices such as tablets, game consoles, etc. account for a very small number (only about 1.75%)

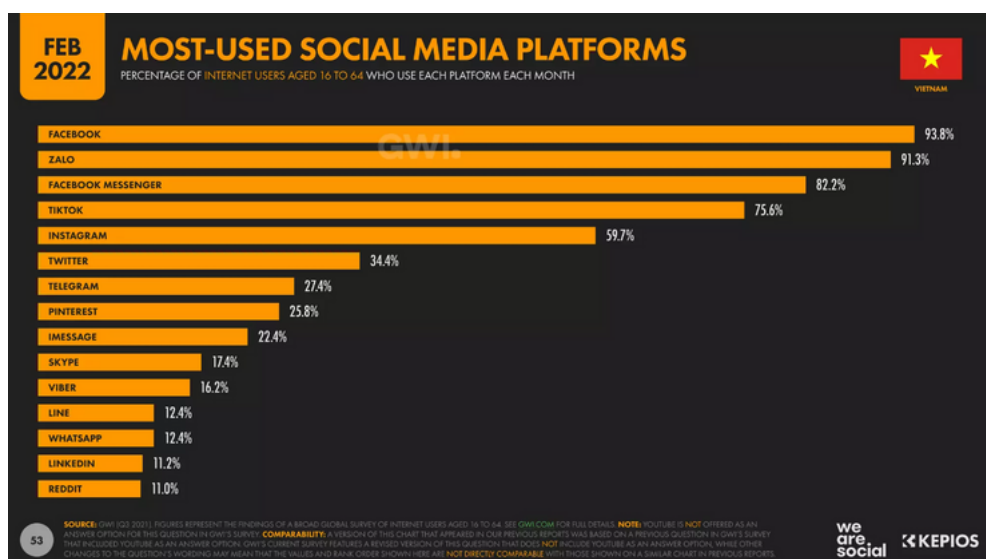


Figure 18: Most- used social media platform (Kepios)

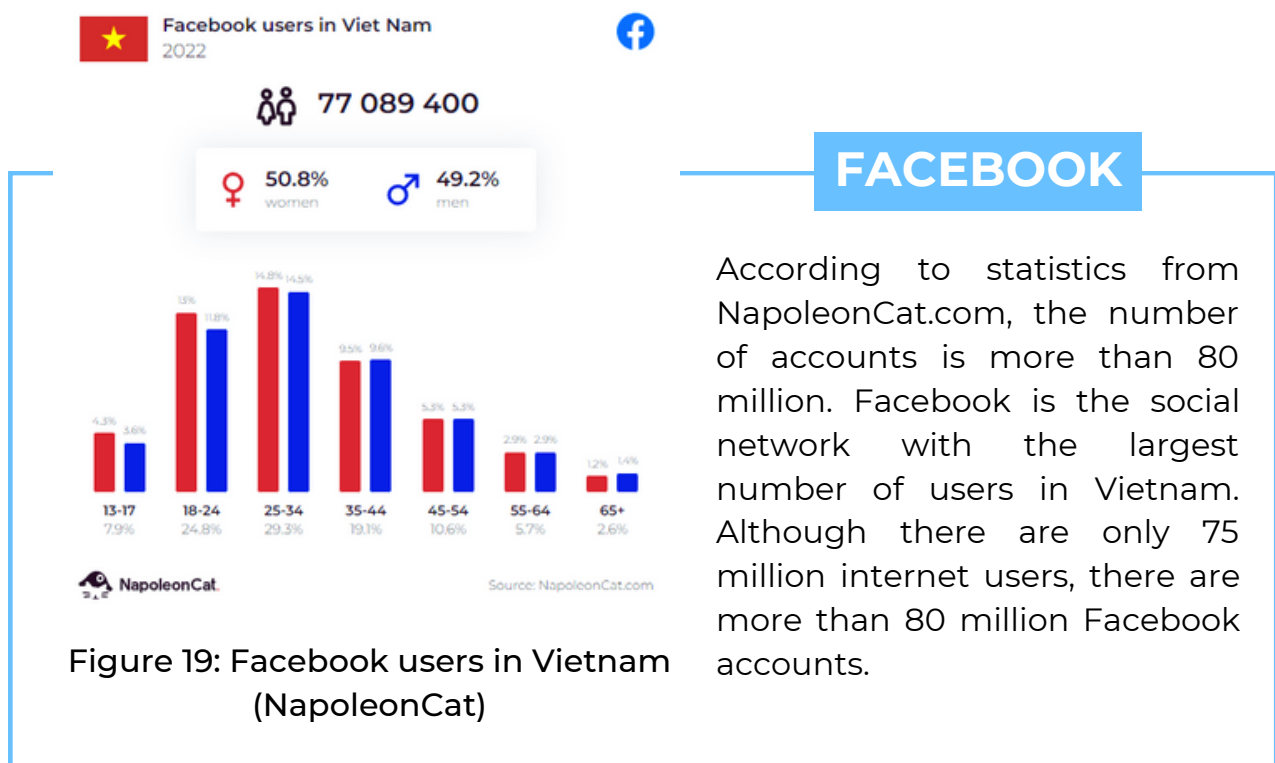
Until February 2022, Facebook is still the most-used social network in Vietnam, according to statistics, about 93.8% of Internet users will have at least 1 Facebook account. In second and third place are Zalo and Facebook messenger - two messaging and calling platforms (Zalo accounted for 91.3% and Messenger accounted for 82.2%).

II. STATISTICAL ANALYSIS

Although Zalo also has the feature to update status & share photos on the diary similar to Facebook, it has not really attracted users to use this feature. The purpose of using Zalo of users is still mainly to contact friends, and relatives or to exchange work.

Coming in at No. 4, TikTok recorded strong growth thanks to its creative and engaging content for young people. Currently, TikTok and Instagram are also rated as popular social networks by Gen Z, even though some people think that Facebook is an "old", "old" platform, and many people own Facebook accounts but not often. regularly updated content.

3. Media channels analysis



The reason for this is that a person can set up many different accounts, making this number exceed the number of internet users. The age of use is also very diverse, but the focus is mainly from 18-44. The proportion of male and female users is quite similar (49.1% and 50.9%). In summary, this is the largest social network in Vietnam. Attracting the majority of internet users, mainly Gen Z and Gen Y.

II. STATISTICAL ANALYSIS

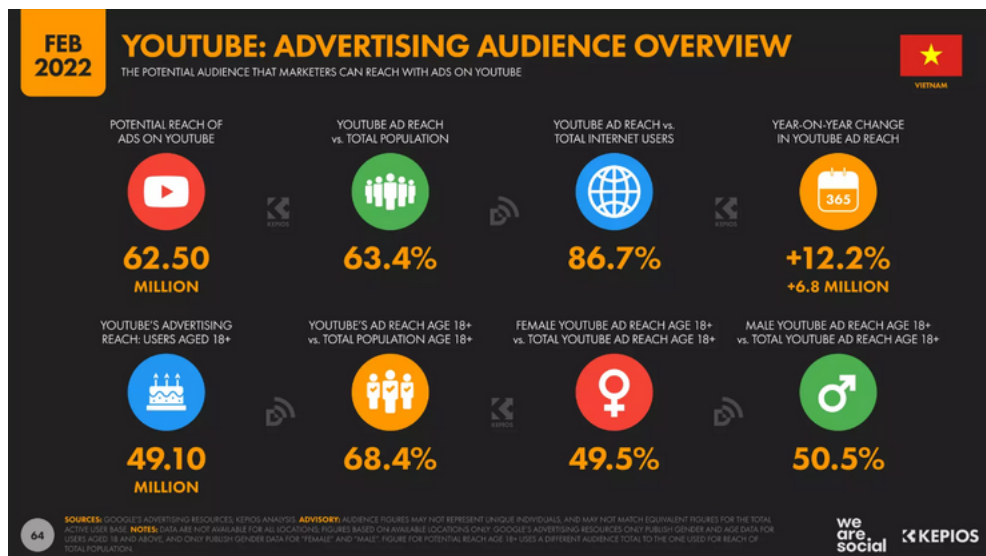


Figure 20: Youtube advertising audience overview (Kepios)

YOUTUBE

- Youtube is a famous video application platform. In Vietnam, the number of YouTube users is second only to Facebook and Zalo. From Kepios' analysis, Google's update of advertising resources shows that YouTube has 62.50 million users in Vietnam at the beginning of 2022.
- This number means that YouTube's advertising reach in 2022 is equivalent to 63.4% of Vietnam's total population at the beginning of the year. It is possible that the number of users is much more than the number, but they do not register an account.
- To put those numbers in perspective, YouTube advertising reached 86.7% of Vietnam's total internet users (regardless of age) in January 2022.

TIKTOK

- Figures published in ByteDance's advertising resources show that TikTok had 39.91 million users aged 18 and over in Vietnam at the beginning of 2022. However, this number has grown rapidly to nearly 50 million. users in July 2022.
- Meanwhile, TikTok's advertising reach in Vietnam was equivalent to 65.5% of the internet user base at the beginning of the year.
- As an emerging image social network in recent years, however, it has had a great attraction. The content is also very diverse and up-to-date.

II. STATISTICAL ANALYSIS



FACEBOOK

According to statistics of NapoleonCat.com, with a number of users of about 12 million, Instagram is currently the social network with the 5th largest number of users. The age of use is mainly from 13-34 because this is a social network. image society, users mainly share their photos and videos.

Figure 21: Instagram users in Vietnam (NapoleonCat)

- Because it is a visual social network, it is not difficult to understand that the percentage of female users is almost twice that of male users (62.7% and 37.3%)
- As an emerging image social network in recent years, however, it has had a great attraction. The content is also very diverse and up-to-date.

Conclusion

- Social networks are quickly becoming a necessary component of modern life, especially for young people who can access the internet from anywhere at any time thanks to the prevalence of smartphones.
- Social media is a valuable land with many opportunities to advertise and increase public awareness in the digital age.

After completing the research on the Internet and social networking habits of Vietnamese users, we have identified the main communication platforms in the campaign to stimulate domestic tourism during the festive season. Based on the digital communication activities of businesses and Internet usage trends of Vietnamese people, Vinpearl selected Facebook, Youtube, Zalo, App My Vinpearl, Website, and Email as communication platforms in this campaign. In the communication plan that our team proposes to businesses, the platforms that we focus on exploiting will be [Facebook](#), [TikTok](#) and [App MyVinpearl](#).

II. STATISTICAL ANALYSIS

4. Situation analysis

4.1 Economic situation

In recent years, the tourism industry has been oriented to develop into a spearhead economic sector contributing greatly to the economic sector in Vietnam. Tourism development in Vietnam not only helps diversify products but also helps preserve social culture, as well as contributes to economic development for some localities in the country. However, the development of the Covid-19 epidemic nearly 3 years ago, has had a great impact on Vietnam's tourism industry.

Tourism is an important economic sector of Vietnam, accounting for nearly 10% of the country's GDP in 2020 (World Bank, 2020), which has many impacts on overall economic and social development. However, tourism is the most sensitive economic sector to the epidemic. The Covid-19 pandemic, which had the most serious level on a global scale in the previous 100 years, began seriously at the beginning of 2020 and lasted until the end of 2021. One of the sectors thought to be most adversely affected by this disease is tourism.

In fact, before the appearance of the Covid-19 pandemic, tourism was one of the most dynamically developing industries, based on promoting natural tourism resources and competitive service prices. Tourism has contributed significantly to GDP growth and job creation.

However, the tourism industry has been hit hard by the Covid-19 pandemic. According to statistics, there were 449,9 thousand foreign arrivals in Vietnam in March 2020 (the first month affected by the pandemic), down 63.8% from the previous month. Arrivals by air were down 62.3%, those by road were down 65.9%, and those by sea were down 83.6%.

In 2021, the situation of the Covid-19 epidemic is even more stressful, so tourism in 2021 is considered to be completely frozen. The directives and bans have affected all industries, and the tourism industry is most seriously affected. That has caused tourism human resources to lose their jobs; companies, hotels, and restaurants in turn had to cut their payroll by 60%, and some travel companies went bankrupt. According to the survey, by the end of June 2021, more than 85% of employees were unemployed. Revenue from the tourism industry in the first quarter of 2020 was estimated at VND 7,800 billion, accounting for 0.6% of the total and down 27.8% over the same period last year (up 13.2% in the same period in 2019). Due to concerns about the Covid epidemic, many tourist attractions had to stop operating, and a large number of domestic and international tourists canceled their tours.

II. STATISTICAL ANALYSIS

The good news is that according to the statistics report of the Vietnam National Administration of Tourism, the domestic tourism market has fully recovered with 79.8 million domestic tourists in the first eight months of 2022, 19.8 million more than the number of domestic tourists. target in 2019 and up 33.6% over the same period 2019.

Particularly in August 2022, the number of domestic tourists is estimated at 8 million, of which about 5.3 million are staying.

Khách du lịch nội địa năm 2022

Chỉ tiêu	Tháng 1	Tháng 2	Tháng 3	Tháng 4	Tháng 5	Tháng 6	Tháng 7	Tháng 8	Tháng 9	Tháng 10	Tháng 11	Tổng
Số lượt khách du lịch nội địa (Nghìn lượt người)												
Lượt khách	8.000	9.600	8.500	10.500	12.000	12.200	11.000	8.000	7.000	5.000	4.500	96.300
Phân theo nhóm khách (Nghìn lượt người)												
Khách tham quan trong ngày	2.400	3.600	2.900	4.200	3.800	3.900	3.800	2.700	2.400	1.700	1.500	32.900
Khách có nghỉ qua đêm tại cơ sở lưu trú	5.600	6.000	5.600	6.300	8.200	8.300	7.200	5.300	4.600	3.300	3.000	63.400

Figure 22: Domestic tourists 2022 (according to the government)

This shows that the domestic tourism market has completely recovered. This result was achieved due to the policy of completely opening up tourism from March 15, a series of events to restart the market by the General Department of Tourism, the Ministry of Culture, Sports and Tourism, with a positive response. poles of localities and businesses; The strong implementation of association and cooperation programs, tourism stimulus, the introduction of many new products to meet the needs of tourists after the epidemic...

With the domestic tourism market booming, and the international tourism market warming, the economic contribution of the tourism industry is returning very close to pre-pandemic results.

According to the Vietnam National Administration of Tourism, the total revenue from tourists in the first eight months of 2022 is estimated at 356.6 trillion VND, reaching 80.6% over the same period in 2019.

4.2 Business situation

In the field of tourism and resort, Vinpearl's activities recovered strongly in the quarter. The total number of room nights sold increased 23% year-on-year thanks to a sharp increase in domestic tourists during the holiday season. Vinpearl reached VND 5,600 billion, continuing to recover according to the general momentum of the tourism market. The total number of room nights sold reached 717,000 after 9 months, up 29% over the same period last year.

II. STATISTICAL ANALYSIS

In addition, in 2022, Vinpearl made major changes in the hotel & resort chain management system by cooperating to transfer the management rights of some of its hotel and resort facilities.

More specifically, the strategic cooperation roadmap between Vinpearl Joint Stock Company and the world's leading hotel group Meliá Hotels International has just been announced on February 24, 2022. Accordingly, Vinpearl will cooperate to transfer the management rights of 12 hotels and resorts to Meliá Hotels International for a minimum of 10 years in many provinces, from Hai Phong to Tay Ninh.

This chain of works will be renamed Meliá Vinpearl according to the agreement, similar to other global 5-star hotel chains such as Meliá Hotels & Resorts, Sol by Meliá, and INNSiDE by Meliá, demonstrating the uniqueness and strength of the project. both brands.

4.3 Competitors analysis

In recent years, Phu Quoc has recorded outstanding growth in tourism, hotel & resort industries and has become the new tourist paradise of the country.

According to statistics from Kien Giang province's tourism department, in the first 6 months of the year, Phu Quoc welcomed 2,397,756 arrivals, an increase of 50.1% over the same period. In the first half of 2019, when Phu Quoc was at its busiest, this location had about 2,265,257 visitors. This demonstrates that Phu Quoc's tourism industry not only fully recovered but also spectacularly developed while receiving the highest volume of visitors ever.

On the other hand, in the past few years, Phu Quoc has not had a low tourist season. Particularly in June, although it is the rainy season, it is recorded that every day this place welcomes about 140 flights, more than 40 ferries, and high-speed trains to and from, with tens of thousands of visitors. Accommodations, restaurants, hotels, resorts, and entertainment areas are always crowded.

It is also because of this remarkable growth that more and more competitors appear as hotels & resorts operating in Phu Quoc pearl island and surrounding areas. The potential market also means that more and more competitors will join the battle for visitors.

Below is an analysis of Vinpearl's some competitors in Phu Quoc

II. STATISTICAL ANALYSIS

4.3.1 Sun Group

Infrastructure

- The most prominent in the hotel system of SunGroup luxury Premier Village Resort
- Cable car route connecting Muong Hoa Valley with “roof of Indochina” – Fansipan
- Van Don entertainment complex, Hon Thom Island (currently under construction & expected to open for sale soon) and many other services

Media

- Facebook Premier Village Phu Quoc Resort: 61,090 likes. Youtube channel has 78 subscribers and the brand is also active on Instagram and its website
- The website system of the entertainment & resort complex project in Phu Quoc always updates the fastest information on the project situation and progress and the advantages treat

Characteristic

- Sun Group is also built as an entertainment complex including many restaurants, hotels, and other services.
- SunGroup has advantages and experience in building a resort tourism system for highland, mountainous terrain, and spiritual tourism.
- Unlike Vinpearl, the hotel brands under SunGroup will not be grouped into one website, then divided into microsites where each brand will own its domain name.

Marketing

- On the media channels of JW Marriott Phu Quoc hotel, we are also running a media campaign for the year-end festival season by launching special booking offers with the theme “Stay longer, get more” - length of stay. The longer you stay, the higher the discount on prices.
- A hotel brand under the Sun Group system is also running a festive sale “Premier Village Phu Quoc Resort” which is “Stay 3 pay 2”. Besides, this brand also has a lot of activities to increase the customer's experience during the festive season such as Asian hot pot party, and Star gala...

II. STATISTICAL ANALYSIS

4.3.2 Movenpick

Infrastructure

- There are more than 713 hotel rooms, serviced apartments, and luxury villas equipped with full facilities.
- Complex for organizing weddings and conferences.
- The first international 5-star resort on Ong Lang beach

Media

- Facebook Mövenpick Resort Waverly Phu Quoc 24,675 followers, the website with many offers and updates quickly
- Brands under the management of MIKGroup

Characteristic

With energetic entertainment activities at Aura Beach Club, delicious cuisines from five continents at The Islander restaurant, or relaxing in a relaxing space at Elements Fitness & Spa, Mövenpick Waverly Phu Quoc promises to bring you the best experiences.

Marketing

- The media channels are also running a media campaign for the year-end festival season by launching special booking offers.
- Events on the occasion of the festive season such as Movenpick's Night Market, and Hawaii Party on media sites.

II. STATISTICAL ANALYSIS

4.3.3 Pullman

Infrastructure

- Pullman Phu Quoc Resort has designed 331 luxury rooms, cabanas, and 1 luxury 2-bedroom villa. Each room is equipped with the latest technology and a private balcony or garden.
- The total area of Pullman Phu Quoc Resort is up to 6ha with green trees and pure white sand accounting for 80% of the total area and 170m² of private beach for resort guests and sometimes local fishermen.

Media

Facebook fan page with 60,935 followers, official website pullmanphuquoc.com updates the latest offers.

Marketing

Similar to Movenpick, Pullman will hold a night market on December 23 & 24. Along with that, there are many promotions with restaurants and hotels.

Characteristic

Pullman Phu Quoc Resort, the leading playground of the Pullman brand, located on the southwest coast just 10 minutes by car from Phu Quoc International Airport, is suitable for those who are looking for the right playground. meaning and a vibrant space to work in. Along the 170m-long private beach at Bai Truong, the resort has 331 guestrooms divided into 8-room classes, uniquely designed dining options with three restaurants and three bars, and modern amenities.

Main Fanpage Facebook				
Compare	MIKGroup	Accor	Sungroup	Vingroup
Page's name	Mövenpick Resort Waverly Phu Quoc	Pullman Phu Quoc Beach Resort	Premier Village Phu Quoc Resort	Phú Quốc United Center
Page Likes	24.675	59.234	61.159	47.815
Page follower	26.309	60.933	62.859	51.090
Posting frequency	Average 8-10 posts/month	Average 10-12 posts/month	Average 6-8 posts/month	Average 15-20 posts/month
Content	Introducing discount packages and Christmas party	The package of spa, restaurant, and pub services.	The resort's hotel and restaurant	Introducing the series of Lightobia events, promotional packages

Conclusion

In general, Vinpearl has the highest number of posts and the highest number of interactions. The content of posts on social networks is diverse and regularly updated. In addition, Vinpearl also owns a series of interesting activities and especially the famous EDM Creamfields festival.

Table 1: Overall of competitors analysis

II. STATISTICAL ANALYSIS

Better

- ▶ Vinpearl has the highest liked fanpage and highest intereaction points
- ▶ Own a more attractive series of events and sale offer
- ▶ The festive season has a larger scale of planning than competitors

Worse

- ▶ Higher cost of accommodation and services
- ▶ The content of the post is strictly moderated, so it may lack creativity
- ▶ Owning many microsites, it is easy to make it difficult for customers to access information

4.4 Year-end festive season in Vietnam's Culture

The Christmas or holiday season (also known as the holiday or holiday season in some countries) is a recognized annual period in many Western and other countries, commonly considered to take place from late November to early January. It is defined as a combination of at least Christmas Day, New Year's Day, and sometimes many other holidays and festivals.

On this occasion, families often try to get all the work done for the year; Prepare to decorate the house for the family reunion. The indispensable decoration on this day is the Christmas tree, which will be beautifully decorated and placed in the living room; in the West usually near the fireplace.

In recent years, Christmas Day has become more popular in Vietnam. Although it is not a holiday, Christmas is a time of joy for everyone. People also create beautiful spaces on Christmas day such as decorating Christmas trees and giving gifts to children. Vietnamese children also form a culture of writing letters to Santa Claus to express their dreams and desires. For non-Christian Vietnamese, Christmas day is like a happy day, so parents, depending on their circumstances, conditions, and abilities, have ways to give gifts to their children.

Besides Christmas, there is an equally important milestone in the festive season at the end of the year, which is New Year's Eve. New Year's Day marks the end of an old year and opens a new year with many new things, new jobs, and new successes. On these days, people will often exchange greetings with loving feelings for friends and relatives. On New Year's Eve, big cities also organize fireworks to welcome the new year. Art programs are organized magnificently to welcome the new year that has come.

II. STATISTICAL ANALYSIS

The time when the year-end festive season approaches is also the time when consumers start shopping more. It is also the time when brands promote marketing campaigns to increase sales and build brand image.

5. Theoretical models

To promote and position the image of Phu Quoc United Center "New destination on the tourist map" and Top 25 most beautiful islands in the world to the target customers, we have identified traditional models. Information used to guide marketing strategies includes:

5.1 UX/UI theories

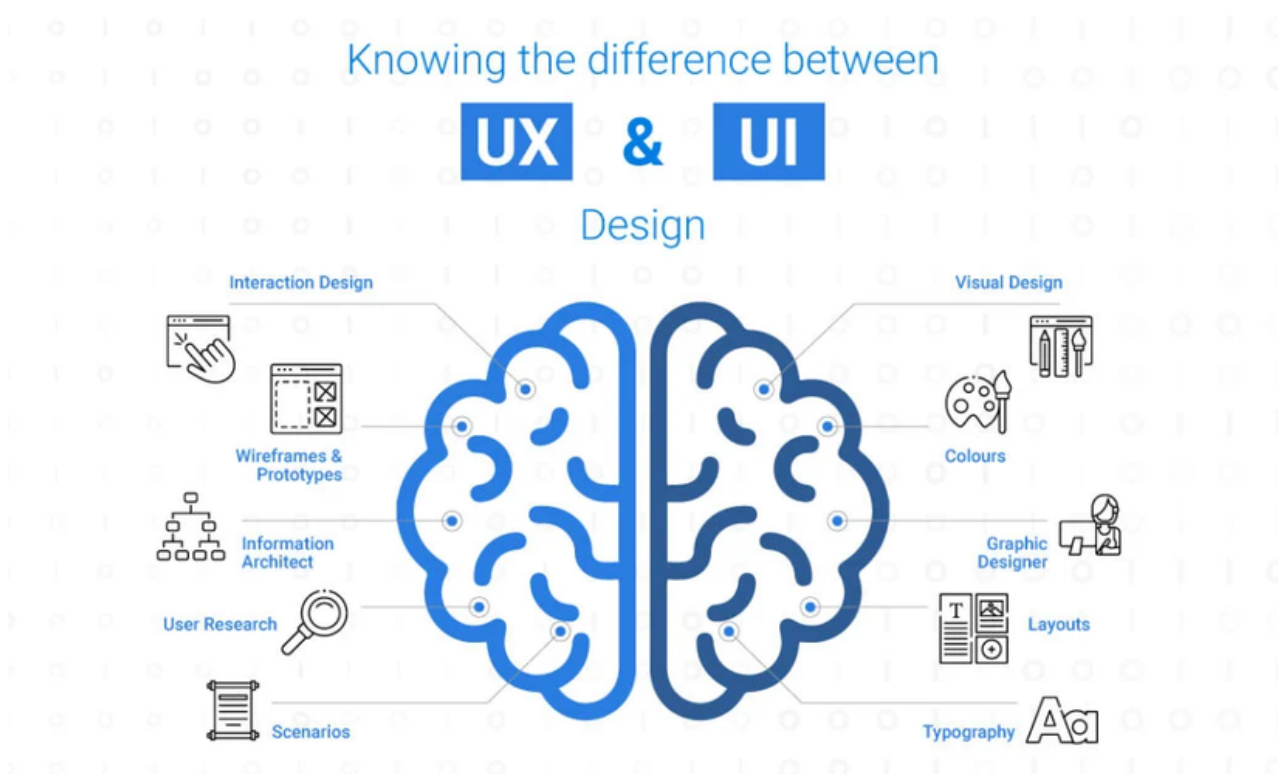


Figure 23: The difference between UX & UI design (admiral.digital)

UX - User experience

UX - stands for User Experience. This is the process of identifying user needs toward solving a specific goal. Thereby providing a meaningful product related to the user experience. For example, a UX designer would build user data streams, like the steps a user takes to subscribe to a website. What steps will they take and how will they know if the user was successful?

II. STATISTICAL ANALYSIS

UI - User interface

UI stands for User Interface (User Interface Design), consisting of 2 elements: Visual Design and Interaction Design. If UX designers create blueprints that help users solve goals, it is the UI designer's job to refine interactions, add color, and accents, provide users with cues and navigate successfully. work them to their destination.

UI design creates the visual interface of the website, the message, the brand wants to convey. For example, when clicking a button on a web page, the UI design will answer the question of whether there is a noticeable change for users to realize they have successfully manipulated it.

It can be understood that UX is about you directing your design to the overall feeling of the user's experience. Whereas UI (interface design) is all the interfaces of a product look like and how they work, and connect with each other.

Step 1: Analyze and come up with ideas

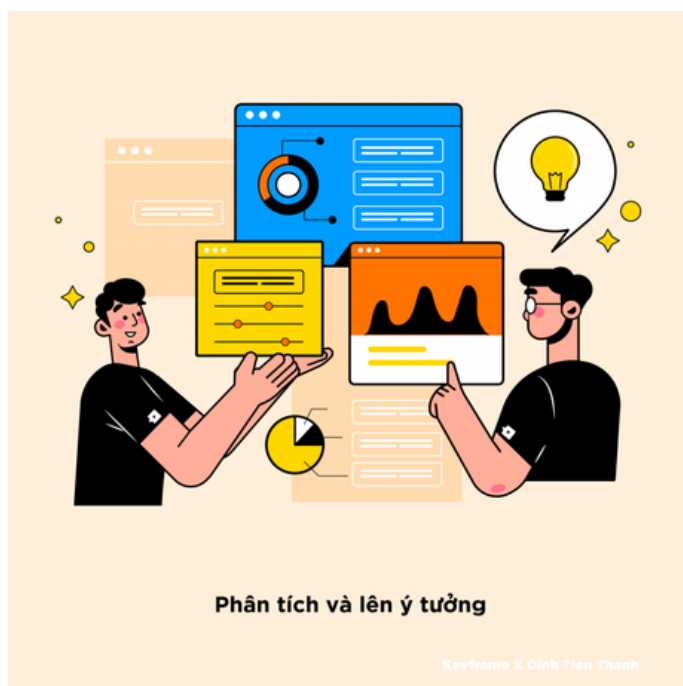


Figure 24: Analyze and come up with idea (Keyframe)

In any field or profession or job, the process of analysis is indispensable. Especially with information systems, it is extremely important to carefully analyze data, insights, habits, and habits ... of users and create a detailed plan for the project.

This helps Designers and Developers firmly grasp the purpose, business, and features of the software or features to be developed, thereby avoiding unnecessary errors and misunderstandings that lead to a lot of time and effort to repair.

II. STATISTICAL ANALYSIS

Step 2: Setting up the Wireframes system



A wireframe has always played an important role in the whole UI/UX design process. The wireframe is a visual structural diagram of software. Often removed color elements, textures are instead grayscale.

This helps the designer focus on the overall layout, size, and position of components in the design. At this step, the focus is almost entirely on UX.

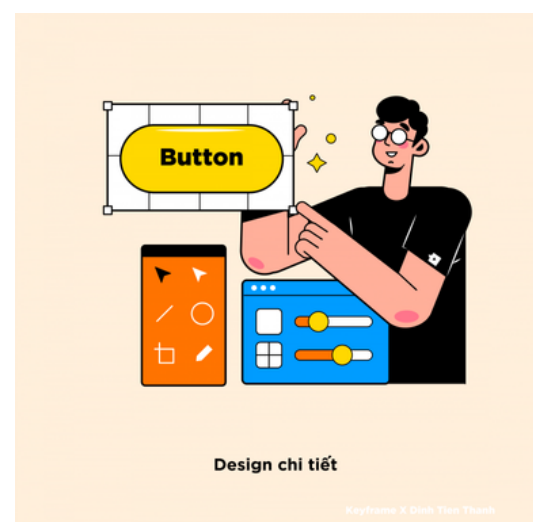
Figure 25: Wireframes system (Keyframe)

In addition, the Wireframe version is also an intermediary to give opinions between UX designers and UI designers in case large companies separate these two positions. The best way to approach the initial Wireframe should be to sketch out a draft on paper with a pencil. Then upload it to Figma to re-adjust with cubes to be reasonable with the grid system. You should also note that creating a good Wireframe or not will have a certain effect on the UI interface of the software.

Step 3: Design the interface

Figure 26: Design the interface (Keyframe)

Unlike Wireframe, in this step, we need to focus on the UI. Specifically, the Style system (color, typography, stroke, shadow, blur...) and the Font icon Designer system will combine to create a complete interface for the software, and the creation of user interfaces. Good or not will also affect the user experience (UX). That's why it is said that UI/UX is always parallel and inseparable.



II. STATISTICAL ANALYSIS

At this step, components will also be fully designed with states. For example, a button in a wireframe only needs to be shown as a rectangle, but in the detailed design, a button is an addition to including indicators such as color, border, cornering, and shading... It is also shown as a button on hover, a button on click, a button after click, button when disabled.

Step 4: Prototype

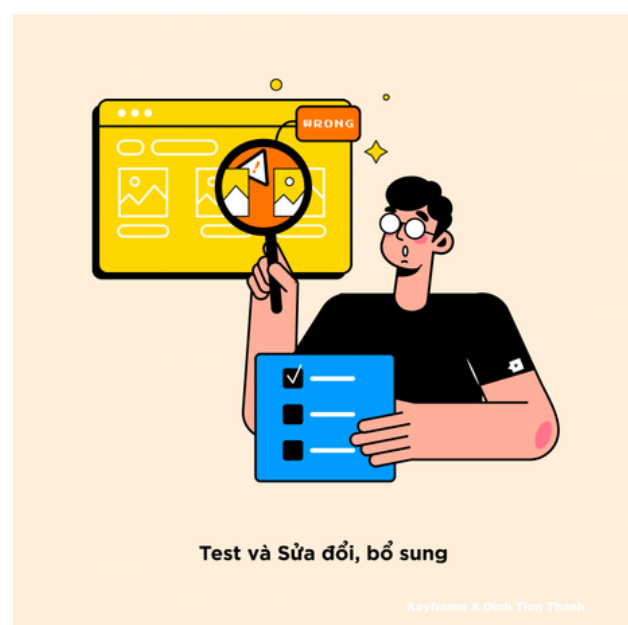


If it is said that Wireframe is to create a skeleton for the software, Detailed Design is to cover the skin, then Prototype is like blowing the soul of the design.

This step simply creates a connection between screens and components in different states through the use of their interactions and animations. From here, the preview comes to life. Easy to test and ask for modifications later.

Figure 27: Prototype (Keyframe)

Step 5: Test and edit the content



No matter how careful you are, in the process of working with countless components, interactions will inevitably make mistakes. Re-testing and additional modifications are essential. Because once the code is included, editing the code will be much more difficult and time-consuming than editing the design. This step is for the tester to check for errors such as spelling errors, and content moderation, the layout is reasonable and correct, and the design has no errors,...

Figure 28: Test & edit the content
(Keyframe)

II. STATISTICAL ANALYSIS

Step 6: Handoff to customers



Figure 29: Handoff to customer (Keyframe)

This step is to hand over the complete design to the Front-End Dev team to ensure that the Dev has understood correctly and fully about the entire design. This step is extremely important as it will determine whether the actual product is really what it is intended to be compared to the UI/UX design.

Of course, the ability of Front-end dev is something to be mentioned but there are many cases where they do it wrong because they have not read the design properly.

HOW WE APPLY

- ▶ Due to the limited time of this campaign, we will only present 2 steps that are Customer Analysis and Wireframes for businesses to have a clearer overview of the idea.
- ▶ We skip the step of design the interface because we have identified to be the user experiences designer in this project

II. STATISTICAL ANALYSIS

5.2 A.I.D.A Model

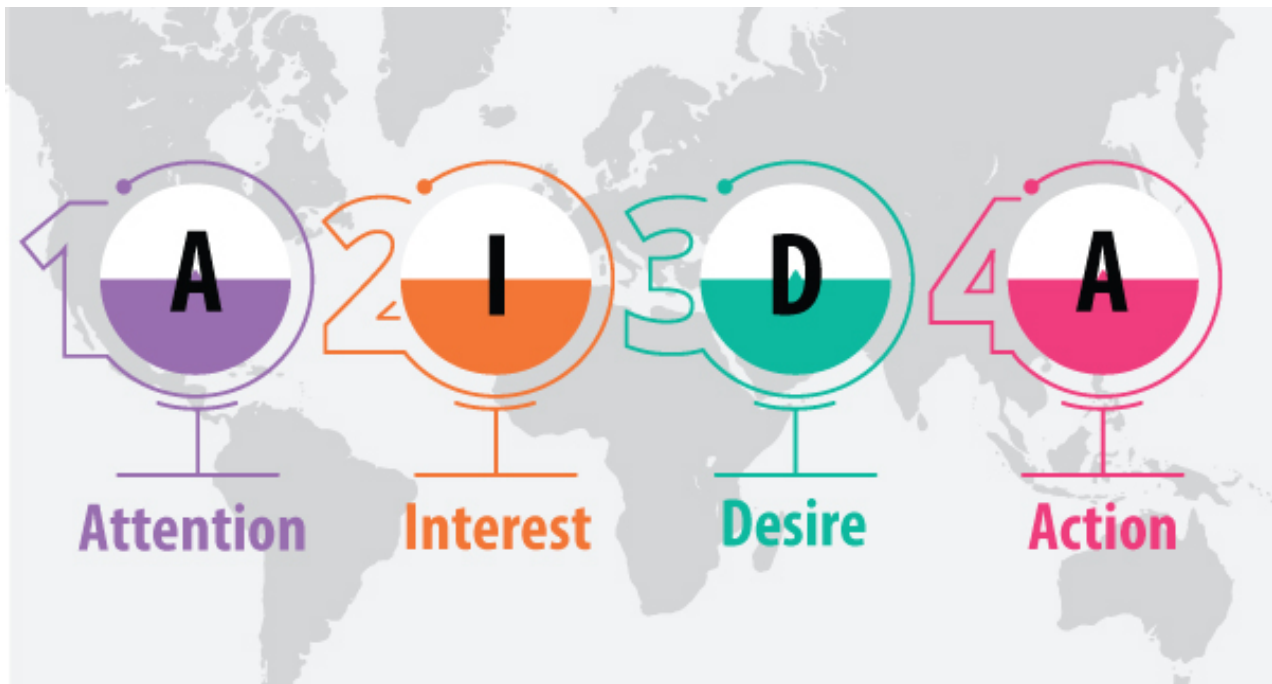


Figure 30: Defination of AIDA (Gobranding)

A.I.D.A is a classic marketing communication model that allows businesses to understand the cognitive process of consumers when making purchasing decisions and thereby devise an appropriate communication strategy for each of these stages. A.I.D.A is an acronym for the 4 stages of Attention, Interest, Desire, and Action

A- Attention The first step in the A.I.D.A marketing communication model is to attract the attention of the target audience. To attract the attention of target customers in the current information explosion age, marketing managers must skillfully choose appropriate marketing methods and tools to attract attention, at the same time. forcing them to stop to receive media messages.

I- Interest Capturing the interest of your target audience can be the most difficult phase for a business in the marketing communications model. After capturing the interest of your target customers, how can you subtly stimulate their interest in your products and services? The key here is to access relevant and truly useful information tailored to their needs.

D- Desire After winning the interest of the target customer, the next step in the marketing communication model is to generate the desire to interact with the business from the target customer. The success of marketing communications does not lie in trying to sell your product, but in the fact that customers want to buy products from your business.

II. STATISTICAL ANALYSIS

There are two simple ways for businesses to stimulate the desire of customers, which is to enhance the experience with the products and services that businesses provide to users or target customers. This shows the positive experiences that others have had.

A- Action Maybe your business has attracted the attention of target customers, made them interested and want to own your products and services; but all of the above efforts will be "zero" if the customer doesn't make it in the end.

CONCLUSION

A

Maximize communication channels, use KOL and press to attract target audience

I

On all communication channels, information must be updated regularly and continuously. The main content is to bring viewers the official and latest information about the holiday season, the information must be useful and funny, and the images are beautiful.

D

Promote promotion of Creamfields promotions & events at Phu Quoc United Center to keep customers engaged

A

Audiences are aware of the values they will receive back when they come to Phu Quoc United Center, let them know that the number of offers & time is limited to urge them to make quick decisions.

II. STATISTICAL ANALYSIS

5.2 S.W.O.T analysis

SWOT is a well-known business analysis model. This model includes 4 factors represented by 4 abbreviations, namely S - Strength, W - Weaknesses (Weaknesses), O - Opportunities, and T - Threats. SWOT is most commonly applied in the business field to analyze the competitive situation of enterprises in the market. Additionally, each person uses it to analyze themselves so they can make plans for the future.



Figure 31: Defination of SWOT (Reputation X)

The SWOT analysis is a crucial and necessary step in our group's case because, when we arrive at Vinpearl, we have little experience with and knowledge of the company in general and the Vietnamese tourism industry market. As a result, this procedure is necessary and ought to be carried out before formal planning, at the beginning of the information source stage. The purpose of the SWOT analysis is to grasp the actual situation the festive season campaign will encounter and how to solve it, the advantages to focusing on exploiting, and the opportunities. the challenge in the upcoming project.

Below is the S.W.O.T analysis of the campaign to stimulate domestic tourism during the year-end festive season:

II. STATISTICAL ANALYSIS

STRENGTHS

- Vinpearl is a large corporation with stable financial potential and influence in Vietnam
- The year-end festive season is a time when people spend time and money on shopping and traveling
- Phu Quoc is currently one of the top trending tourist destinations
- Highlight activities in the festival planning series have the ability to create topics that are easy to attract young people, such as the EDM music festival event

WEAKNESS

- The exposure to campaign-related information and data is limited due to the specifics of the business and industry, so it is difficult to plan in detail.
- The project is large and includes a lot of small items, so it requires detail and skill when planning
- The campaign is planned for the winter of 2022, so it will limit the number of potential tourists. One of the reasons is that at the end of the year, Vietnamese tend to travel to highland or spiritual places such as temples and historical sites rather than the sea like Phu Quoc. The weakness of Vinpearl is that it has not been able to exploit spiritual tourist sites, mainly sea tourism.

S.W.O.T

OPPORTUNITY

- The current social network is extremely developed and after the Covid-19 pandemic. Especially in this campaign, Vinpearl has determined to focus on exploiting digital communication activities.
- As one of the people born in Z generation, we have the opportunity to approach and understand the insight of modern youth.

THREAT

- The year-end festive season is the time when most businesses participate in the marketing race so the challenge is how to make our project stand out among the countless other media campaigns.

Table 2: SWOT analysis

03

COMMUNICATION PLAN



COMMUNICATION PLAN

1. Communication goals & objectives

Through this project, we hope to develop synchronous and diversified content on digital marketing platforms, especially with TikTok - this is a social networking platform that has recorded outstanding growth in recent years. last year and is expected to grow strongly in the near future. In particular, the users of this social network are mostly Gen Z - One of the important customer files that we want to reach in the campaign.

Based on Vinpearl's year-end domestic tourism stimulus campaign plan and the requirements set forth by the management, we have determined our goals for the campaign:

GOALS

- ▶ Re-design the interface and optimize the user experience on the MyVinpearl App in the direction of personalizing the travel, entertainment & entertainment experiences of Pearl Club members.
- ▶ Build a system of articles & content routes on selected digital marketing media according to each stage of the campaign

OBJECTIVES

- ▶ Positioning Phu Quoc United Center as a new star on the tourist map, bringing a full range of experiences for a trip to discover the beautiful scenery (Nature), enjoy the resort, and top-class service. experience (Leisure), experience multicultural colors from Vietnamese quintessence to unique international festivals (Culture) and interact with technology trends, green and environmentally friendly solutions (Future)
- ▶ Increase Vinpearl's brand recognition with Gen Z customers - dynamic & full of potential.

S.M.A.R.T Objectives

Platform	Reach	Engagement
Facebook	250.000	10.000
TikTok	200.000	9.200

Table 3: Social media S.M.A.R.T Objectives

COMMUNICATION PLAN

	Reach	Engagement
App Push	100.000	10.000

Table 4: App S.M.A.R.T Objectives

2. Target audiences

Target market: Vietnam's domestic tourism market

Target audiences: We have identified two main target customer groups for the media campaign to stimulate domestic tourism during the year-end festival season.

- ▶ Subjects are **nuclear families or couples, young couples from 26 - 39 years old**. Vietnamese people tend to travel with their families, especially with their partners or parents and children. Especially during the year-end festival season, there will be many highlight activities for families who come to Phu Quoc United Center. They use to travel to increase their emotional family connection. The strength of this target group is a solid main foundation, active on many social media but also extremely fastidious when it comes to receiving information and making purchasing decisions.
- ▶ The audience is the **young generation of Gen Z from 19-25 years old**, tending to travel in groups of friends & lovers. Having the advantage of being bold, dynamic, open-minded,... easily accepting creative & breakthrough content. As one of the citizens born in the digital age, Gen Z is very easy to receive information from many different platforms, easily masters a communication platform, and tends to interact with articles. write more than previous generations.

In particular, the target audience that Vinpearl wants to reach is not only the young generation but also the "young and rich" generation of young people with high social and material lives, who love expressing their individuality. & willing to spend a lot of money to buy products/services to satisfy temporary needs or to invest in liquidity. This group spends a lot of money to get beautiful & viral photos on social networks: they spend a lot on clothes, cosmetics, and hair care products,... and of course, they are also willing to spend money to travel.

COMMUNICATION PLAN

Primary audience	
Demographic	
Gender	Male - Female
Age	26 - 39
Income	The income level is from average to high, is an office worker or a business owner, an investor.
Location	Vietnam
Psychological analysis	
Demand	Tend to enjoy resort services & peaceful feeling: spa services & body care, specialty shopping,... and creating memories with family members
Character	Adult, married and with children (or not yet), strict and difficult when receiving information when making decisions
Interests	Tends to enjoy resort services & feelings of peace: spa & body care services, specialty shopping,... and especially favors convenience if the hotel and local area provide it. more convenient services for eating & drinking, it will be easier for them to make decisions
Purchase behavior	<ul style="list-style-type: none"> - Often buy goods through travel agents & agencies because they will receive direct advice here - Subjects aged 30 and over may not be familiar with hotel booking applications & websites due to their complexity. - The deciding factor is price, incentives
Favorite media channel	Nowadays, Gen Y no longer watches much TV. They spend time going online and updating news through electronic channels and social networks.

Table 5: Primary audience

COMMUNICATION PLAN

Secondary audience	
Demographic	
Gender	Male - Female
Age	19 - 25
Income	Young people have good economic conditions with the support of their families. They are already financially independent with a good income.
Location	Vietnam
Psychological analysis	
Demand	Affirming personality & uniqueness and fashion through buying and using, investing in expensive products, so for them when using Vinpearl's high-class travel services.
Character	Individuality, dynamic, positive and likes to talk about themselves on social networks.
Interests	Love traveling with a group of close friends and lovers. Likes activities that are exploratory, fun, and entertaining such as festivals, theme parks, and exploration activities, ... especially like to choose tourist attractions with beautiful landscapes to take photos of and share on social media.
Purchase behavior	<ul style="list-style-type: none"> - Make a quick purchase decision, willing to pay for the service if they feel attracted - When the people around are also using the service/product, they will make purchasing decisions faster (following trends) - Often book through third-party travel apps and websites like Agoda, traveloka instead of booking directly on the official website because these platforms often have many promotional campaigns with good prices.
Favorite media channel	<ul style="list-style-type: none"> - Spend a lot of time on social networks: Facebook, Instagram, TikTok, Youtube - Update trends and news quickly, often attracted by creative & funny, trendy content. - Gen Z prefers texting over talking on the phone, so it is necessary to pay attention to upgrading & updating the chatbot system to serve customers' needs.

Table 6: Secondary audience

COMMUNICATION PLAN

3. Big idea

3.1 Key visual



Meaning: During the festive season at the end of 2022, Phu Quoc United Center turns into a resort paradise with countless entertainment and fun activities. Come quickly to Phu Quoc to enjoy the "unbelievable top" vacation with family and friends.

Key Visual's color design ideas are not only impressed by luxurious colors & creative images but also filled with the vibrant atmosphere of the festive season. Phu Quoc United Center turns into a paradise of light with magnificent castles, and modern hotels floating in the sky with exciting activities that bring joy to the whole family.

3.2 Hashtag

#MuaLeHoiDinhKhongTuong

#PhuQuocUnitedCenter

#GrandWorldPhuQuoc

#VinpearlVietnam

COMMUNICATION PLAN

3.3 Key message

At the heart of the most beautiful island in the world, Phu Quoc United Center has become a new star on the tourist map, providing a full range of experiences for a trip to discover beautiful nature. Coming to Phu Quoc United Center, you will have moments and experience "Utopian Peak" in Phu Quoc tourist paradise during the festival season filled with lights.

4. Communication strategies & tactics

	Phase 1	Phase 2	Phase 3
Stage	Communication creates awareness & demand	Communication to stimulate demand & push to sell services	Spread & nurture communication
	1/10 - 27/11	28/11 - 31/12	1/1 - 15/1/2023
	Revealing official information about the festive season	Update MKT funnel & conversion content route	Share Recap videos & photos of the festive season "LIGHTopia"
Key assets	<ul style="list-style-type: none"> > Redesign MyVinpearl app > Media positioning Phu Quoc United Center and "LIGHTopia is a tourist paradise" 	<ul style="list-style-type: none"> > App Push sends sales content online > Online content brings value to customers > Sales content 	<ul style="list-style-type: none"> > Release of RECAP photos/videos during the year-end festival season > Let's share impressive photos/videos of customers checking-in during the festive season > Summarize the highlights of the festive season in 2022 to create an infographic
Platform	App, Facebook, TikTok	App, Facebook, TikTok	Facebook, TikTok
Requirement	<ul style="list-style-type: none"> > Interface design must meet UX/UI standards: Clean, standard, logical information hierarchy > Posted content will prioritize reuse of available images and videos to optimize operating costs > Post content based on authentic news 	<ul style="list-style-type: none"> > Promotional content calls for customers to make quick buying decisions: > Short article title, content: Phu Quoc food tour, top experience in Phu Quoc > Incorporating media on stakeholder' platforms to increase awareness 	<ul style="list-style-type: none"> > Collaborating with 20 KOLs/KOCs to post content: a 24-hour journey to discover the paradise of light LIGHTopia at Phu Quoc United Center > Infographic must have easy-to-see illustrations, accurate statistics

Table 7: Communication strategies

COMMUNICATION PLAN

From October 1, 2022, to January 15, 2023. We plan to implement the following communication plan:

- Positioning Phu Quoc United Center as a new star on the tourist map that brings wonderful experiences
- Increasing people's awareness of an upcoming "Utopia Peak" festival season at Phu Quoc United Center
- Build a system of articles & content routes on selected digital marketing media according to each stage of the campaign

5. Communication plan

5.1 Owned media

FACEBOOK



Figure 32: Combination of Vinpearl's facebook fanpage

- **Fanpage Vinpearl:** With 289,965 likes the official fan page of Vinpearl company updates important content and sale routes, information about the festival season, and important events & milestones of the entire hotel chain.
- **Official fanpage of Vinpearl Resort & Spa Phú Quốc** with 3,792 likes This is the main fan page that posts all the upcoming events during this festive season
- **Fanpage Phú Quốc United Center** with 47,663 likes where this campaign takes place, here we will update all the upcoming events during this festive season

COMMUNICATION PLAN

WEBSITE

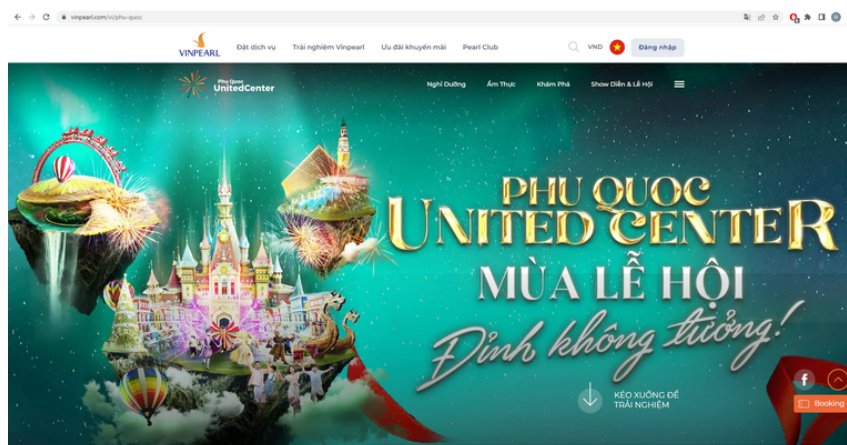


Figure 33: Official website of Vinpearl

The official website of Vinpearl so that customers can know about upcoming events, is a place to book hotels, planes, and other services that Vinpearl provides. At the microsite of the Phu Quoc population, we will post all information about the festive season media campaign including Event time, basic information, video trailers, and images of Vinpearl Phu Quoc,...

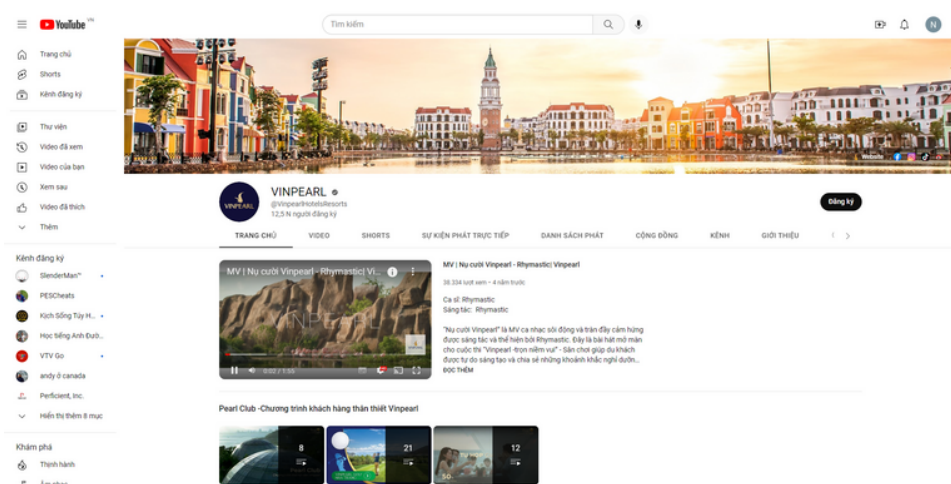


Figure 34: Official youtube of Vinpearl

Vinpearl's Youtube channel currently has about 12.5 thousand channel registrations, the main activity of the channel is posting promotional videos and advertising for hotel & resort chains. In this campaign, it is expected that Vinpearl will publish and run teaser video ads and trailers for the festive season.

YOUTUBE

221.3K
Followers

431.5K
Likes Video

TIKTOK

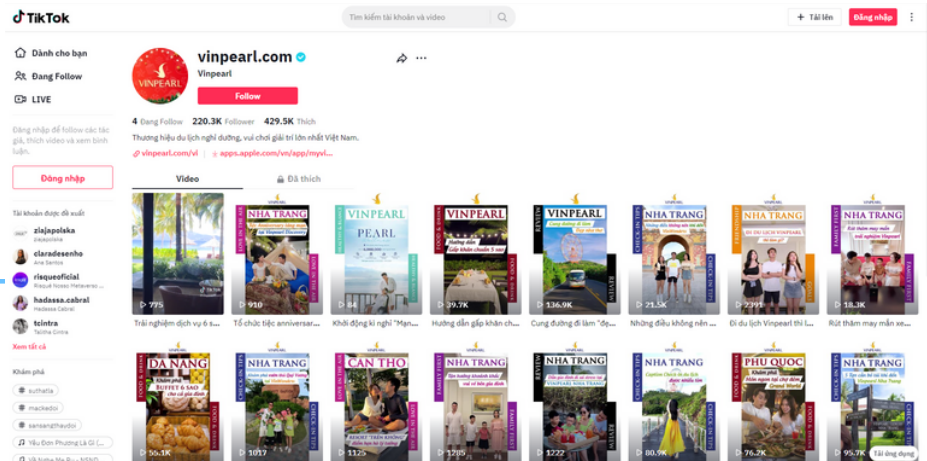


Figure 35: Official TikTok of Vinpearl

In this campaign, the company does not have a specific plan for creative content creation for the festive season campaign on the TikTok platform other than posting some promotional videos, opening sales & upcoming offers. take place.

However, during the engagement process, we proposed to create content on this platform with the desire to reach young customers and diversify content on this platform.

5.2 Paid media

ADVERTISEMENT

Paid advertising is a service available on platforms like Facebook and Google to reach customers. You pay to advertise products, offers, or promotions that will be displayed on these platforms and the pages linked to them, thereby reaching potential customers. This has a beneficial impact on sales results and earnings.

Advertising activities of Vinpearl in this campaign

- ▶ Advertise online deals on Facebook
- ▶ Video Ads on Youtube
- ▶ Google Display Ads

USING KOLS



The opening "shot" is the Pre-Party of Creamfields - a prominent activity in the festive season campaign that took place from 18:30 to 22:00 on November 12, 2022, at Smart City, Nam Tu. Liem, Hanoi.

The Creamfields pre-party 2022 event will be kicked off with excitement with the young and powerful voice of special guest - singer MONO. Known as the owner of the hit song that has caused storms throughout Vietnamese social networks in recent times, Mono's appearance will attract many young customers and fans of this singer to know about the music festival. Creamfields music is about to be held at Vinpearl Phu Quoc United Center.

Figure 36: Creamfields Pre-show at SMART City

ONLINE PRESS



Figure 37: News about Year-end festive

The press helps to spread the brand image and the outstanding news and events in the festive season communication campaign with everyone, currently, a number of electronic media channels have published news about the festival season including: dulich.tuoiitre.vn, elitetour.com.vn, vietnamnet.vn, tienphong.vn,... It can be seen that Vinpearl has selected reputable, high-accessed online newspapers with diverse topics from news channels with diverse news/current news/business

04

EXECUTION



EXECUTION

Phase 2 (28/11 - 31/12)

Communication to stimulate demand & push to sell services

Phase 1 (1/10 - 27/11)

Communication creates awareness & demand

Phase 3 (1/12 - 15/1)

Spread & nurture communication

1. Digital marketing plan

Digital Marketing plan for the festival season “LIGHTopia”

Giai đoạn	Mục tiêu	KHMT	Nền tảng	Topic	Ý tưởng quy hoạch	Yêu cầu
Giai đoạn 1: Truyền thông tạo nhận biết & khơi gợi nhu cầu	Thiết kế lại ứng dụng MyVinpearl	Nhóm KH tải App MyVinpearl	App MyVinpearl	Chỉnh sửa: Giao diện Sign-in và Log-in Chỉnh sửa: Giao diện Homepage Chỉnh sửa: Giao diện Đơn hàng Chỉnh sửa: Giao diện Check in Chỉnh sửa: Giao diện Tài khoản Update Wireframe mới dựa trên những chỉnh sửa UX/UI	Tái thiết kế ứng dụng này trở thành một "siêu ứng dụng" trong ngành du lịch với những tính năng cơ bản của một app cũ như đặt phòng khách sạn, quản lý đơn hàng, quản lý thẻ Pearl Club tích điểm dịch vụ... với giao diện hiện đại và mang lại trải nghiệm tốt hơn cho giới trẻ. Đồng thời tối ưu hóa dịch vụ chăm sóc khách hàng và trải nghiệm người dùng trên App MyVinpearl.	Chú ý bố cục - màu sắc - font chữ đồng bộ với thương hiệu
	Update nội dung trên app MyVinpearl	Nhóm KH tải App MyVinpearl	App MyVinpearl	Địa điểm du lịch: Đẩy #PhuQuoc lên top đầu tìm kiếm Tin tức: Tuyển bài giới thiệu LIGHTopia Tin tức: Tuyển bài giới thiệu Creamfields Tin tức: Tuyển bài giới thiệu địa điểm du lịch hot tại Phú Quốc	Tăng mức độ nhận diện & yêu thích của KH với PQ	Bài viết đúng quy chuẩn, phân cấp thông tin hợp lý
	Định vị Phú Quốc United Center và "LIGHTopia là thiên đường du lịch	Organic traffic và truy cập nhờ QC	Tiktok Facebook	Tuyển bài định danh: Top 25 hot đảo đẹp nhất thế giới gọi tên Phú Quốc United Center Official Teaser: Mùa lễ hội LIGHTopia Official Trailer: Mùa lễ hội LIGHTopia Official Trailer: EDM Live Festival "Creamfields" sắp hạ cánh PQUC Official information: Mùa lễ hội chính thức được công bố Video trailer: Hé lộ về chuỗi sự kiện sắp diễn ra tại Phú Quốc United Center Tuyển bài trải nghiệm du lịch: Food tour, điểm check-in,... Tuyển bài cập nhật tin chính thức của những hoạt động điểm nhấn tại PQUC	Những thông tin mang tính chất thời sự về mùa lễ hội và PQUC	Nội dung đăng tải sẽ ưu tiên tái sử dụng hình ảnh, video có sẵn để tối ưu chi phí hoạt động
Giai đoạn 2: Truyền thông kích cầu & đẩy bán dịch vụ	Cập nhật tuyển nội dung tạo phễu & chuyển đổi MKT	Nhóm KH tải App MyVinpearl	App MyVinpearl	Tuyển bài on set quy trình chuẩn bị cho mùa lễ hội của Vinpearl Tuyển bài những trải nghiệm không thể bỏ lỡ trong mùa lễ hội Tuyển bài tiếp cận gen Z: Bạn thuộc kiểu người nào khi đến EDM Festival, Tips phối đồ tham gia Creamfields,... Tuyển nội dung: Hé lộ bí mật về nghệ sĩ tham gia Creamfields Tuyển bài: Top trải nghiệm, địa điểm, check-in không thể bỏ lỡ tại Phú Quốc Tuyển bài: Phân tích MBTI, 12 chòm sao sẽ có trải nghiệm kỳ thú gì khi tham gia mùa lễ hội	Đẩy bán dịch vụ Nội dung gắn gũi và thân thiện nhằm thu hút khách hàng trẻ tuổi Họ phải thấy được những giá trị mà PQUC đem đến không hề nhỏ. Thỏa sức thể hiện cá tính, sang chảnh, táo bạo của Gen Z	
		Organic traffic và truy cập nhờ Paid media	Tiktok Facebook	Tuyển bài 24 giờ trải nghiệm PQUC mùa lễ hội có gì hot kết hợp cùng 20 KOL/KOC Chuỗi Video ngắn Recap khoảnh khắc đáng nhớ tại Creamfields Remind vẫn còn những sự kiện đáng chú ý sắp diễn ra Re-cap hình ảnh và video sự kiện điểm nhấn Repost những video TikToks của KOL lên Facebook Reels Repost video của KOL có tương tác & lượt tiếp cận cao nhất trên các nền tảng Lời cảm ơn tới các đối tác truyền thông, nghệ sĩ và người tham dự Mừng năm mới: Chơi rút thăm dự đoán vận may trong năm Chào mừng tết nguyên đán 2023 Infographic: Những con số ấn tượng mà PQUC đạt được trong mùa lễ hội	Một lần nữa khẳng định giá trị mà mùa lễ hội PQUC đã mang lại cho họ	
Giai đoạn 3: Truyền thông lan tỏa & nuôi dưỡng	Chia sẻ những video & hình ảnh Recap mùa lễ hội "LIGHTopia"	Organic traffic và truy cập nhờ Paid media	Tiktok Facebook	Tuyển bài 24 giờ trải nghiệm PQUC mùa lễ hội có gì hot kết hợp cùng 20 KOL/KOC Chuỗi Video ngắn Recap khoảnh khắc đáng nhớ tại Creamfields Remind vẫn còn những sự kiện đáng chú ý sắp diễn ra Re-cap hình ảnh và video sự kiện điểm nhấn Repost những video TikToks của KOL lên Facebook Reels Repost video của KOL có tương tác & lượt tiếp cận cao nhất trên các nền tảng Lời cảm ơn tới các đối tác truyền thông, nghệ sĩ và người tham dự Mừng năm mới: Chơi rút thăm dự đoán vận may trong năm Chào mừng tết nguyên đán 2023 Infographic: Những con số ấn tượng mà PQUC đạt được trong mùa lễ hội	Một lần nữa khẳng định giá trị mà mùa lễ hội PQUC đã mang lại cho họ	

Table 8: Communication plan

CONTRIBUTE IDEAS

During the campaign, we earned the opportunity to work with the media team of Vinpearl and assigned to write Content Script

Cảnh	Thời lượng	Bối cảnh	Nội dung	Hình ảnh
1	4s	Sáng – Đại lộ Châu Âu	Quay khung cảnh đại lộ châu Âu, Quảng trường Hoàng thành, Chợ phiên Copenhagen	Nắm tay nhau đi mua sắm, vui chơi tại đại lộ
2	4s	Sáng - Thế giới Diệu kỳ	Quay bao quát 1 số kỳ quan thế giới	Chụp ảnh check in lãng mạn
3	4s	Sáng - Khu Viking - Khu Làng Bí Mật	Hòa mình vào thời kỳ cổ xưa	Hóa thân thành những chiến binh Viking -
4	4s	Sáng - Khu Cung Điện Hải Vương	Khám phá những điều kỳ diệu dưới đại dương	Hào hứng xem how diễn cho cá mập ăn kịch tính hay chụp hình với nàng tiên cá xinh đẹp...
5	4s	Sáng - Khu Cắm Giác Mãnh	Các trò chơi hấp dẫn	Phấn khích cũng như sợ hãi khi được tham gia những trò chơi cảm giác mạnh
6	4s	Chiều - Khám phá Vinpearl Safari	Các loài động vật thiên nhiên hoang dã	Vì vụ xe điện, chụp hình các loài động vật. Tạo dáng như những chú hổ, chú khỉ đang yếu...
7	6s	Tối – Nhà hàng Pháp	Thưởng thức bữa tối kiểu Pháp	Cặp đôi ngồi dưới ánh nến lung linh, trên bàn là đồ ăn Pháp, nói chuyện vui vẻ và trao một nụ hôn lãng mạn

Here is one of the script, theme "Top địa điểm checkin không thể bỏ lỡ của các cặp đôi khi tới Phú Quốc"

Table 9: TikTok Script for Vinpearl

GIVING FEEDBACK

Besides contributing ideas and creating content plans for the campaign on Vinpearl's TikTok account, we also edit the posted content.

Then give advice and add detailed ideas, contribute references to make the output more perfect.

1	Ý tưởng	Top trải nghiệm không thể bỏ lỡ dành cho các cặp đôi tại Phú Quốc				
	References	Link	Link	Link	Link	Link
		Link	Transition idea	Transition idea	Transition idea	Link
2	Nội dung	<p>Nên sửa đổi tên địa danh "Huyền thoại tre", "Du thuyền tình yêu", "Cầu lãng mạn" sang những câu đi kèm hành động ví dụ như "Check-in tại Huyền thoại tre/Cầu lãng mạn", "Tận hưởng du thuyền tình yêu" vì key message là những TRẢI NGHIỆM, HOẠT ĐỘNG không thể bỏ lỡ. Nếu chỉ đề tên địa danh người xem sẽ nghĩ đơn giản thành những địa điểm chụp hình check-in. (Optional)</p> <p>Trải nghiệm thú vị để thu hút các cặp đôi nhất là du thuyền tình yêu chưa đủ gây ấn tượng về cả hình ảnh: chọn cảnh quay đẹp hơn, để tăng tính lãng mạn có thể set up thêm hoa tươi, nến,...</p> <p>Note: Bối cảnh thời gian có thể đổi sang thời điểm hoàng hôn sẽ tăng tính lãng mạn</p> <p>Nên thêm một số cảnh quay những mặt hàng/brand đặc trưng, độc đáo tại địa điểm phố châu Âu</p> <p>Nếu nhắm vào đối tượng gen Z có thể thêm thắt tiểu tiết như sử dụng đồ đôi (headband, áo, mũ,...), có thể chọn diễn viên trẻ để phù hợp hơn</p>				
3	Hình ảnh	<p>Đoạn "Huyền thoại tre" phần hình ảnh hơi tù, chưa thấy rõ sự khác biệt về hình ảnh giữa các cảnh quay dù đã thay đổi góc độ quay chụp; có thể thêm một số cảnh ngoại cảnh, toàn cảnh</p> <p>Focus quá nhiều vào hai nhân vật chính nên background trở nên mờ nhạt ở một số phần cảnh</p> <p>Góc quay hẹp</p> <p>Chất lượng video hơi mờ</p>				

Table 10: Feedback for Vinpearl posted content

2. Redesign user experience for app MyVinpearl

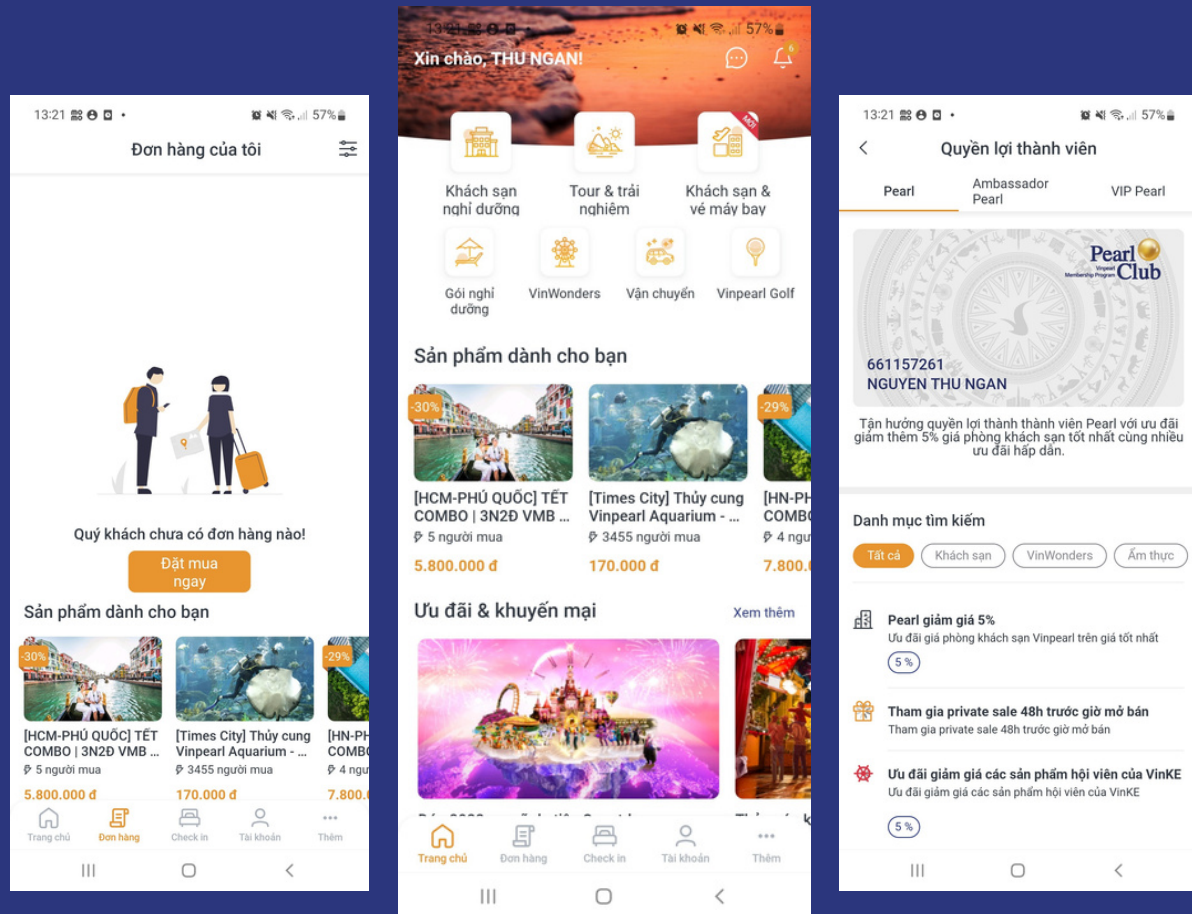


Figure 38: Current interface of MyVinpearl

IDEA

Redesigning this application to become a "super app" in the travel industry with basic features of an old app such as hotel booking, order management, Pearl card management Club accumulates service points, ... with a modern interface and brings a better experience for young people. At the same time, optimize customer service and user experience on the MyVinpearl App.

EXECUTION

Reason for deciding to redesign MyVinpearl app:

- **About UI:** The old interface is outdated, wordy & easy to eye fatigue, and boring. To reach a young audience, you must redesign the interface to be more modern and trendy.
- **Bad customer experience:** Frequent search errors, errors not displayed, errors when booking but having to repeat the search operation many times is annoying, and many other errors.

GOALS

- Increase personalization in user experience
- New modern interface & easier to read
- Removed some bugs in the old interface
- Customers can freely create travel guides based on their favorite destinations, places to eat and drink, and local entertainment activities. Thereby, Vinpearl will also recover the amount of data and be able to know the needs, preferences, and habits of customers when traveling.

2.1 Empathize

Issue 1: Vinpearl is not available on travel booking apps

I am planning to travel in Phu Quoc, Vinpearl is the place I want to stay but it is not available on other booking apps. I'm worried that if I book directly on MyVinpearl, it will be more expensive than other places (In fact, there are many applications that suffer losses because of too much discount to attract customers)

Issue 2: Can't figure out what to do when traveling

Preparing to travel but confused by not knowing what places or local specialties will be there. Make them spend a lot of time finding out.

Issue 3: Want to book a room at a reasonable price

Compared to other hotels, Vinpearl has a higher price, not to mention that it is not available on other booking platforms, so there will be very few discounts. This will cause customers to find travel agents with cheaper discounts

EXECUTION

Questions for user interview:

1. Which is your usual travel booking app?
2. What are you looking for in a travel booking app?
3. Have you ever tried booking hotels or flight on mobile phone?
4. Which platform do you usually book hotels? Website? Travel agency? Mobile app?
5. Have you heard about MyVinpearl?
6. Have you ever used MyVinpearl for booking?
7. Why did you choose to use your usual booking platform
8. How do you plan for a vacation?
9. Do you book rooms along with flight/car or any other services? Do you know that booking a combo will be much more cheaper?....

And many more question during the testing

Empathy map:

SAYS

I have trouble booking Vinpearl hotel, it's too many verification steps and rarely offers discounts

DOES

Search online and use multiple booking services to find the right one



THINKS

Is there a quick, easy and convenient way to book a room at Vinpearl?

FEELS

Bored because the service has too many booking options but nowhere is meeting all of their needs

EXECUTION

2.2 MyVinpearl's target audience

MyVinpearl's target customers are men and women from 20-45 years old, they have known Vinpearl and Vingroup as well as used the services of this group. All MyVinpearl customers are members of Pearl Club (Vinpearl's loyalty service). This means that they have at least once booked a Vinpearl room or may be planning to travel

They all use phones and have internet connection, live in urban areas. Being a modern person, who likes to travel, has a decent income or more.

Persona



Demographic

Nguyen Huy Hoang

25 years old

Designer

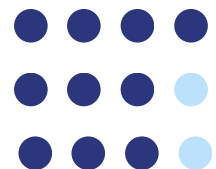
Earned 15-20M/Month

Tech

Internet

Social network

Shopping



PAIN POINT

- Having difficulty booking Vinpearl hotel because of complicated procedures
- Confused when choosing a room class or accompanying service
- Having trouble using the discount code
- Can't track the status of my offer and my booked room

GOALS

- Save time booking, can book quickly and conveniently with low booking cost
- Easily store and plan your favorite places when traveling
- Follow and stay in touch with customer care to know more about upcoming schedules

EXECUTION

2.3 Customer road map



Figure 39: Customer road map using MyVinpearl

When approaching this campaign, **we were tasked with how to increase the number of people booking directly through Vinpearl**: through the website, booking app, agent, ... without having to go through a 3rd party such as reseller or Traveloka, Agoda applications.

Besides, we also know that in this campaign, Vinpearl is expected to use the MyVinpearl application so that customers can check-in and use the QR code as an entrance ticket to participate in the activities taking place during the festive season.

So the redesign of the user experience is so that customers can easily use the above services more easily, increase the booking rate and customer loyalty file.

EXECUTION

3. Review video series to explore Phu Quoc United Center with KOL in the tourism industry

In phase 3 of the campaign from January 1 to January 15, 2023, we plan to cooperate with KOLs and travel reviewers to bring viewers the most authentic experience, for customers. Having arrived in Phu Quoc, this is a series of videos that bring back beautiful memories of the impossibly peak festival season. As for those who have not been here, they will know what they have missed and promise to come to Phu Quoc next time.

First of all, we have to mention the special feature of the accommodation and hotel service industry:

A special feature of the hospitality industry is that customers cannot know in advance what they will receive, or whether the service will satisfy them before making a purchase decision. For example, we can try on a shirt before we buy it or when we go to the supermarket we can try a few dishes before we buy. In contrast, hotels cannot let customers rent a room to try for 1 day and 2 days and then pay, you must purchase to know what you will receive in return.

That's why most customers of the tourism industry will choose to rent rooms at hotels with good reputation, many people have used the service or have good reviews on social networks.

The use of famous KOLs and reviewers in the travel industry can reach many young customers, especially those with a passion for travel. Through video reviews, they can also imagine what services they will receive when renting a room at Vinpearl and make purchasing decisions easier.

Deployment

- **Platform:** Facebook and TikTok (Reels & short video, post with photos)
- **Executor:** KOL and travel industry reviewer with at least 5,000 followers/each person
- **Video content:** 24 hours to experience Phu Quoc United Center during the year-end festive season. Viewers will follow the reviewer to all the places to eat in Phu Quoc and participate in exciting experience activities
- **Objective:** Spread the achievements of the year-end festival season and spread the beauty of Phu Quoc United Center to travel lovers

EXECUTION

Here are some Vietnamese famous travel blogger for recommendations



596K Followers

Chan La Cà



114K Followers

Quỷ Cốc Tử



59K Followers

Nhị Đặng



274K Followers

Vinh Gấu



79K Followers

Travip



126K Followers

Lê Hà Trúc

Among the above travel bloggers, some have collaborated with Vinpearl in the past, some are newcomers that I would like to introduce. For example, Le Ha Truc is a travel blogger who specializes in updating resort trips, high-end resorts that will match the image of Vinpearl. There are also other standards that are set when we choose the KOL to work with.

EXECUTION

4. Estimated budget

Platform	Item	Units	Total Cost
App	UX/UI Design	Project	12.000.000
	Testing	Manday	8.000.000
	Development	Manday	10.000.000
	App push	App push	2.000.000
	Content development	Post	10.000.000
Facebook	Facebook advertising	Post	500.000.000
	Content development	Post	80.000.000
TikTok	Content development	Post	80.000.000
	TikTok ads	Post	100.000.000
	Booking KOL		100.000.000
Key visual - Banner	KV - Banner PQUC	Package	5.000.000
	KV - Banner Creamfields	Package	5.000.000
	KV - Banner Tet 2023	Package	5.000.000
Total cost	917.000.000		

Table 11: Estimated budget

5. Risk management

Phase 1: Pre-crisis

Finding ways to reduce the risk of any potential threats to a company's reputation is the first step in crisis communication. In this phase, we develop a crisis response strategy.

After we develop a plan, they consult with any team members, including management and particular employees, who are a part of crisis communication. They might instruct them on how to share crisis updates with the rest of the company and which systems to use.

Phase 2: Crisis

Your crisis communication team must be ready with a response as soon as a crisis arises. It's beneficial to use all available communication channels, such as the internet, print media, social media, and speaking with news channels, to distribute your content to stakeholders.

EXECUTION

Phase 3: Post-crisis

The post-crisis phase is when the business resumes its normal operations. The crisis communication team may start reputation repair in this phase to rebuild the brand's reputation.

No	Risk	Priority	Pre-Crisis Phase	Crisis Response Phase	Post Crisis Phase
MEDIA PRODUCTION					
1	The UI design of the app doesn't match the brand standards (colors, typography, ...)	High	Research carefully in advance based on available information about brand standards to design	Stop updating the application to fix it and update it as soon as possible after receiving feedback.	Experience for the next design
2	The updated content is not attractive enough	High	Before updating, make a detailed brief on the updated content (form, theme, style, ...)	If the information is still not attractive enough, you need to be flexible to recent hot topics or change the content format (set titles, writing style, ...)	
3	Errors when posting: image not suitable for format (sharp, overflowing screen), typos, etc.	Medium	Any content must be moderated before it can be posted. Set the font size, image size, and format right from beginning	Hide content immediately when an error is detected. Edit content as quickly as possible to re-edit content on time and on schedule	Regularly check content to avoid time-consuming mistakes
4	Member morale has dropped due to poor-quality media posts	Medium	Clarify the point of view that work is not always easy and needs to be done with responsibility	Remind everyone of the group's goals.	
5	Inappropriate Slogan/Message Misunderstood	Medium	Create a quick response and information management team that will be in charge of crisis communication management, analysis, and backup plans.	Remove unfavorable information that could have a negative impact on the event in the media. Take the slogan off and replace it with a backup plan.	
COMMUNICATION					
6	KOL got into a scandal	Medium	Check and select the profile carefully before choosing KOLS and keep up to date with the latest news	Do not publish posts that have that Kols image. Contact the partner to confirm the information. If the situation is serious, delete the post and announce breaking the agreement post with that kols.	Update news and public attitudes about that Kols.Note that kol's name so you can remember it for the next time you're looking for Kols.
7	Vinpearl and Vingroup received negative reviews from the community during the launch of the Master Plan	Medium	Choose information and images carefully to remove any triggering elements. Investigate customer psychology and backup plans.	Information management and the quick response team quickly assess the situation and formulate a strategy. Delete negative content. Sorry and promise to accommodate customers.	Strictly control content and images to avoid adversely affecting the company
HUMAN RESOURCES					
8	Not enough people	Low	Check the number of employees for each job. Have backup staffs	Arrange staff to fill that slot. Send employees from other departments	
9	Personnel have health problems	Low	Set up a system to store data and research findings as well as implement guidelines for new employees to enable quick problem detection.	Employees need to update their health status regularly. Arrange for replacement staff	

Table 12: Risk management

05

EVALUATION & REFLECTION



I. EVALUATION

1. The result of our project

After handing out the digital marketing plan, we sadly got declined from Vinpearl's media team. However, We all agree that this is also a chance to prove ourselves and there's always things to learn.

2. Group's point of view

Mistakes in the plan to reposition and redesign the MyVinpearl app

About App MyVinpearl, our original idea was to redesign this app to be a "super app" in the travel industry with features like:

- ▶ Booking hotel, service, plane, travel combo
- ▶ Integrated features of Pearl Club card: accumulate upgrade points and receive exclusive offers, manage booking history
- ▶ Personalize customer experience: Customers can store their favorite tourist destinations & hotels, create their travel guide including places to eat & drink at the destination
- ▶ When coming to Phu Quoc United Center during this festive season, customers can use the QR code and Pearl Club Card built into the app to register to attend the event

However, due to time constraints and lack of experience, subjective attitude when not having a thorough discussion with Vinpearl's team. Our idea failed because:

- ▶ If you want to redesign the application, it will take a lot of time and human resources, and budget, so it is very likely that you will not be able to complete the set deadline.
- ▶ The UI design is sketchy, showing only the features available in the old application, but not being able to achieve the set goals
- ▶ Skipping the important step in UX design is research, user analysis, and product testing. So we haven't been able to locate who the App users are, the problems users are having, is the interface easy to use...
- ▶ When redesigning the app, it takes long-term maintenance to repair the code. Causing a big problem is that customers can't access the app for a long time, which affects visits, customer experience, and digital marketing plans. Besides, Vingroup uses Singapore's network and security system, so it is very difficult to rebuild the application

I. EVALUATION

Mistakes in the plan to reposition and redesign the MyVinpearl app

We made a mistake when selecting a platform for the media and when establishing goals:

- ▶ First, the group has decided to implement the digital marketing strategy on the major social media platforms Facebook, TikTok, and App. Since Phu Quoc United Center does not yet have a TikTok account of its own, the availability of posts and video content is still constrained.
- ▶ Next, the plan is not really detailed, for example, in the plan to build a Content Plan for social media, we only stop at stating the title of the article, but not yet helping businesses visualize the topic and content of those posts.
- ▶ Lastly, we were too focused on communication for Phu Quoc United Center that we forgot about our client, Vinpearl, the plan mostly revolved around Phu Quoc without anything relevant to Vinpearl.

The personal problems our group faces

The campaign's handover occurred later than anticipated; we got the festival schedule and the task for communication planning from Vinpearl in early September, which left us with less than a month to go - the day on which the campaign is declared to have begun.

- ▶ In terms of experience, we have never worked in a Vietnam Tourism company or campaign. Meanwhile, communication in the tourism industry is a difficult problem for even experts in the industry because tourism is a wide, diverse, and complex field. In addition, due to the characteristics of the tourism industry in general and Vinpearl in particular, the campaign will lean towards the nature of a Digital marketing plan and the purpose is to sell services.
- ▶ Our team was made up of members who weren't in the same class, so this was our first time working together. With an important project like a graduation project, most of the students chose their group from previous semesters to get to know their teammates and understand each other's forte. Meanwhile, it took us a long time to work together smoothly.
- ▶ At Vinpearl, information security & business secrets are the first and most important requirements for interns like our group. During the process of working at the company, we had to go through difficulties when we were not allowed to access and interfere too deeply in the Timeline communication.

I. EVALUATION

- So in the early stages of ideation and planning, there was a long period of time when we had not yet determined the size of the campaign as well as the necessary work items. To solve this problem, a member of us had to sign a contract with the content: Ensure not to disclose confidential information of Vinpearl in the graduation thesis and in the future.

HỢP ĐỒNG BẢO MẬT THÔNG TIN

Hợp Đồng Bảo Mật Thông Tin (sau đây gọi là "**Hợp Đồng**") này được lập và có hiệu lực từ ngày 03/10/2022, bởi và giữa các bên:

Công ty Cổ phần Vinpearl
Địa chỉ: Đảo Hòn Tre, Phường Vĩnh Nguyên, Thành phố Nha Trang, Khánh Hòa
Người đại diện: Bà Võ Thị Phương Thảo
Chức vụ: Phó Tổng Giám đốc
Giấy ủy quyền số:
(Sau đây gọi tắt là "**Công Ty**")

VÀ
Ông Nguyễn Cường Thịnh
CMND/CCCD: số 001201011085 Cấp ngày: 29/04/2021 Nơi cấp: Cục CSDKQLCT và DLQG về dân cư
Vị trí/Chức danh: TTS Phòng Phát Triển Công Cụ Hỗ Trợ Chung
Đăng ký HKTT: số 6 ngõ Bà Triệu, phường Lê Đại Hành, quận Hai Bà Trưng, Hà Nội
Chỗ ở hiện tại: số 6 ngõ Bà Triệu, phường Lê Đại Hành, quận Hai Bà Trưng, Hà Nội
(Sau đây gọi tắt là "**Người Lao Động**")

Công Ty và Người Lao Động từ đây được gọi riêng là "**Bên**" và gọi chung là "**Hai Bên**"/"**Các Bên**"

XÉT RẰNG:

(A) Người Lao Động và Công Ty đã ký kết Hợp đồng lao động số 03613579/HĐ-VPHN/2022-04 (gọi chung là "**Hợp đồng lao động**"). Do đặc thù công việc, Người Lao Động được Công Ty cho phép tiếp cận một số thông tin kinh doanh, thương mại, kỹ thuật và quản trị quan trọng thuộc nhóm thông tin bảo mật của Công ty ("**Thông Tin Bảo Mật**").

(B) Người Lao Động và Công Ty thông qua Hợp Đồng này thiết lập nguyên tắc bảo mật với các Thông Tin Bảo Mật của Công Ty.

DO VẬY, TẠI ĐÂY, Hai Bên thoả thuận như sau:

Điều 1. Định nghĩa và phân loại Thông Tin Bảo Mật

1.1. Thông Tin Bảo Mật: là tất cả thông tin được quy định là Thông Tin Bảo Mật trong Nội quy lao động, quy chế nơi làm việc của Công Ty, có thể tồn tại dưới bất kỳ hình thức vật chất hoặc phi vật chất nào (bản in, bản điện tử, băng, đĩa...), cụ thể:

1.1.1. Các bí mật thông tin chiến lược, thương mại, đầu tư, Marketing, bí mật công nghệ, bí mật kinh doanh, sở hữu trí tuệ (sáng chế, giải pháp kỹ thuật, thiết kế sản phẩm...).

1.1.2. Các bí mật liên quan đến cơ cấu tổ chức.

1.1.3. Các bí mật thông tin kinh tế tài chính.

1.1.4. Các bí mật liên quan đến hoạt động, vận hành, An ninh, kỹ thuật.

1.1.5. Hình ảnh, thông tin cá nhân của cán bộ lãnh đạo cao cấp Tập đoàn.

1.1.6. Các thông tin, tài liệu bất kỳ để phục vụ hoạt động sản xuất, kinh doanh, vận hành của Công Ty mà không được Công Ty công bố công khai ra bên ngoài.

Figure 40: Information confidentiality contract

II. REFLECTION

1. Our thoughts and lessons learned from this project

1.1 The advantages

- ▶ Participating in this campaign, our team had the opportunity to work at the headquarters of Vingroup - which is considered one of the best places to work for employees. Here, we were allowed to create our own media plan from the following stages: Creating big ideas, key visuals, communication strategies, KPIs, and making cost estimates.

An internship here also builds relationships with experts who have experience in the media industry. This helps us learn to gain more real combat experience and improve future career opportunities.

- ▶ This campaign is the first time we have detailed a communication plan for an organization outside of FPT University.

Working at Vinpearl has given us the chance to push past our boundaries and overcome challenges while also developing discipline and good manners in the workplace. These are soft skills that we cannot learn from books or in school; rather, we can only fully comprehend them through experience.

1.2 The disadvantages

- ▶ In this campaign, we experienced "firsts" in our lives: First time building a media plan for a big business, first time working in the tourism industry. It is worth mentioning that the tourism industry is a diverse and vast industry, so it is difficult for new employees like us to research and develop a communication plan. Since it was our first approach to this model, we had to go through periods of great pressure and confusion, not knowing what information to find out. How to plan? Because there are nearly 20 highlight activities in the project, there will be many items to be exploited.
- ▶ The current Covid-19 pandemic has been completely controlled but it still leaves people with sad memories & bad experiences when traveling in potential areas of Mainland China and Taiwan or some other countries, the regulations to prevent and control the Covid-19 epidemic are still being strictly enforced. Although our campaign is aimed at domestic customers, being restricted to one of the potential markets is still a big regret. In addition, before and after the Covid-19 pandemic, the trend of using communication channels and customer psychology of the tourism industry also changed markedly. If we do not analyze and pay attention, we have lost the opportunity to spread the media message to more people.

II. REFLECTION

- ▶ Internship at Vinpearl is a great opportunity, but we encountered a problem the location of Vinpearl's headquarters is nearly 60km from FPT University - A long distance and if we cannot find a place to live, If we don't fit in and arrange the class schedule for the week, we won't be able to follow this project.

2. Recommendations

Ending the campaign to stimulate domestic tourism during the year-end festival season, we have received many valuable lessons. In the next content, we will give points to note and suggestions for ourselves and the next-generation students when implementing the graduation project.

2.1 For group members

- ▶ When implementing this campaign, we realized that we still have many **shortcomings**: even though we have spent 4 years studying and working at some businesses, we only received the tourism stimulus campaign. In the year-end festival season, the group will be able to take on the role of project manager, so we still need to add a lot of new knowledge and need more time to practice.
- ▶ **Need to be more proactive in work.** Take the initiative to take the job and complete the assigned work on time, and take the job seriously. If there is an unclear point about the work, you must immediately ask again and regularly discuss it with colleagues and managers to grasp the entire project's progress.

2.2 For next-year student

- ▶ Must actively seek out job opportunities to train, study, and raised their grade point averages in school. Starting in year 2, you have the option of doing an internship to improve your living situation, professional experience, and social skills.
- ▶ Please pay attention to asking and completing the confidentiality agreement between the enterprise and the group of interns early if required by the company to gain deeper access to the communication plan & operational planning timeline of the business.

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Table 11: Estimated budget

Table 12: Risk management

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