

SERIES OF COMMUNICATIONS ACTIVITIES

from August to November 2022

PNJ NORTHERN BRANCH

TEAM
4Hrs

CODE
GRA497_G11

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ABSTRACT

Communications include a variety of aspects and working as a communications officer sometimes means that the person has to acquire diverse skills and knowledge. This is particularly true for businesses with a small marketing communications department like PNJ Northern branch. During three months of our capstone project, our team were fortunate and honored to be a part of PNJ Northern's branch marketing department where we gained various hands-on experience.

In the first section of this production book, we have tried to provide some information about the company that we have been working with as well as our major tasks there. We have joined two main projects, including the internal communications series of events celebrating PNJ Northern branch's 27th anniversary and the 2022 Women's Day campaign. The second section would elaborate on the theories we rely on during our project as well as how we have applied them in actual situations. We would like to present our research to reinforce our plans which shall be clarified in the following part. The production book would also give more insights into our actual work in PNJ and evaluation from different parties. There is a section for self-reflection at the end of the book as well.

I. INTRODUCTION

1.1. Company Introduction

1.1.1 Company overview

PNJ is a leading jewelry manufacturer and retailer in Vietnam whose products are increasingly popular in Asian and European countries. The company was founded in 1988 as Phu Nhuan Jewelry Trading Store under the name of the People's Committee of Phu Nhuan District. Nowadays, it has developed into PNJ Group consisting of 7 subsidiaries, including PNJ Jewelry Production and Trading Company (PNJP) which is generally known as PNJ for short.

Currently, PNJ possesses an enormous wholesale system and almost 400 retail stores nationwide. The company has an output of over 4 million products per year, which makes it one of the largest jewelry factories in Asia with virtually 1,500 employees.

Over 34 years of development, PNJ has achieved various remarkable achievements such as Top 500 leading retailers in Asia Pacific, Global Performance Excellence Award, Vietnam HR Awards 2020, etc. It is so far the only jewelry company listed on the Vietnam Stock Exchange.

a. Vision

The company's vision is to become a superlative brand in Asia in terms of jewelry manufacturing and retailing, to honor beauty and reach the global market.

b. Mission

PNJ's mission is to be constantly creative to bring out sophisticated products with genuine value in glorifying the beauty of humanity and life.

c. Core values

Core values that PNJ dignifies are to:

- Be honest to be everlasting.
- Be unwavering in pursuing goals.
- Be caring to grow together.
- Be conscientious to customers.
- Pioneer to make a difference.

d. Brand identity



Figure 1: PNJ's logo

The meaning of PNJ's logo is "Gathering and Shining". It is inspired by the shape of diamonds - the symbol of eternity and purity. The five convergent lines imply that although PNJ has diverse fields of operation, all of them are based on the company's core values. These golden lines also symbolize the jewelry industry which is the foundation of the company. Furthermore, the number five is associated with the Five Elements, expressing that the company's growth is a natural process that cannot be hindered. The predominant colors of the brand are gold and blue. Gold embodies the jewelry industry as well as happiness, prosperity, and luck. Meanwhile, blue represents the world with blue sky and blue ocean. It also correlates with faith, cooperation, success and sustainability. The combination of these two colors expresses stylishness and a solid belief, consistent with the brand's slogan "Faith and Style".

e. PNJ Northern Branch

This capstone project is conducted in the name of PNJ Northern Branch, which has been operating in Northern Vietnam since 1994. Today, the branch includes Thanh Hoa, Nghe An and Ha Tinh as well. The branch is now headquartered at 110 Cau Giay, Hanoi. There are 59 retail stores belonging to the branch, 27 of which are located in Hanoi.

1.1.2. Products and Target Market

PNJ has a diverse range of products with each aiming at different market segments.

- PNJ Gold (since 1988): Including both gold jewelry and bullion. In fact, this sub-brand is more widely known as PNJ (without "Gold") which contains gold, white gold and platinum products as well. This is the strongest sub-brand of PNJ with 336 PNJ Gold stores among 358 stores in total.
- PNJSilver (since 2001): Specialized in silver jewelry with a diverse range of types, including bracelet charms.
- CAO Fine Jewelry (since 2005): Providing luxury products (fine and high jewelry) that are sophisticatedly designed and crafted.

- PNJ Watch (since 2012): Unlike the aforementioned sub-brand, these stores are distribution partners of other well-known watch and glasses brands such as Casio, Daniel Wellington, Saint Laurent, Dior, etc.
- PNJ Art (since 2019): The sub-brand provides business customers with products ranging from Feng Shui statues and paintings, cufflinks, pins to custom corporate gifts.
- DISNEY|PNJ (since 2019): A collaboration between PNJ and Disney to introduce accessories inspired by famous Disney characters such as Elsa, Cinderella, Mickey, etc.
- Style by PNJ (since 2020): With four distinct product styles: Feminine, Edgy, Sexy and Active, each with highly stylized design, this sub-brand wishes to attract young consumers who seek uniqueness and self-expression. These products sometimes overlap with PNJ Gold and PNJSilver and would be labeled as Style by PNJ Gold or Style by PNJ Silver.

1.1.3. Marketing Organization Structure Market

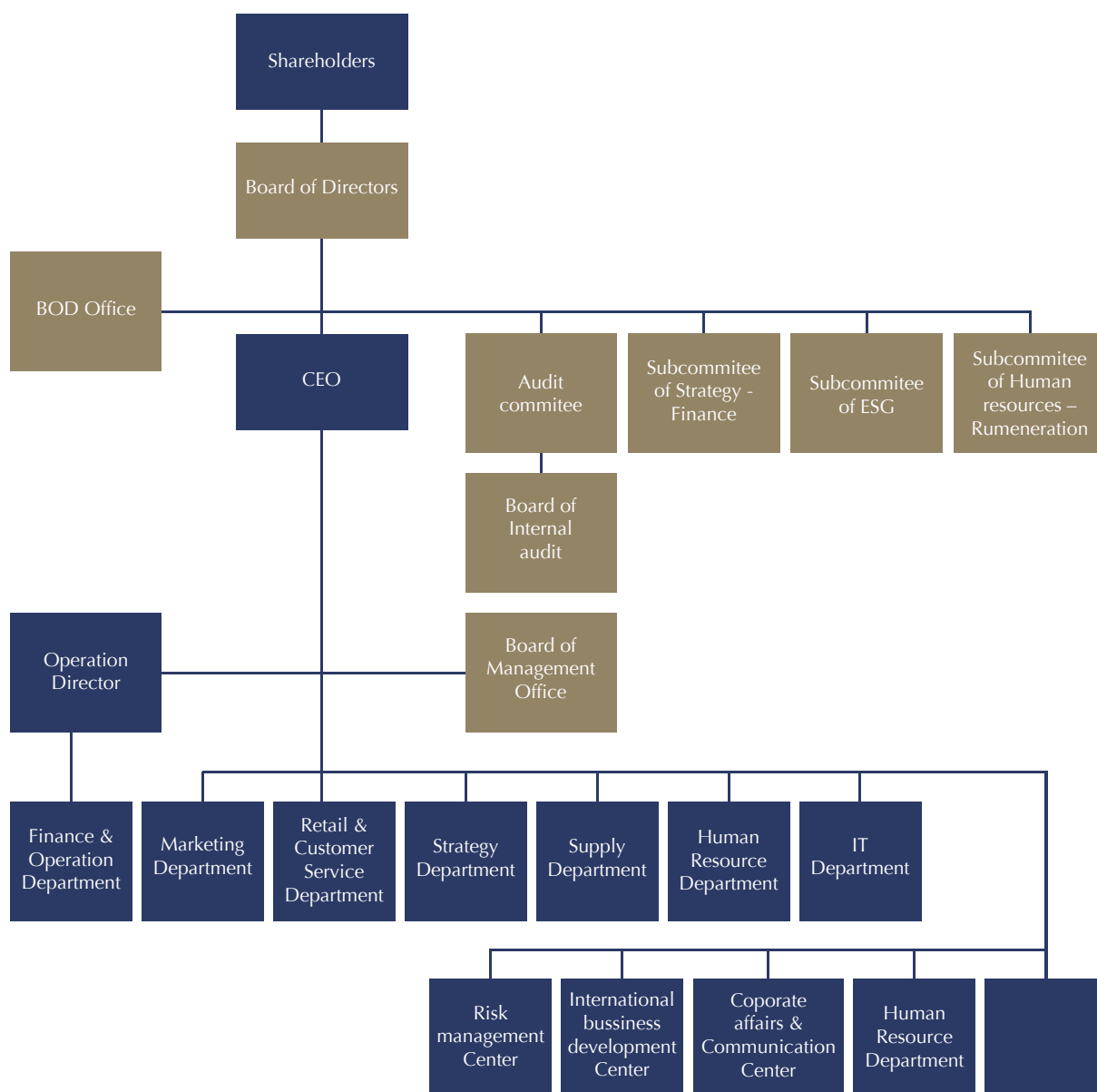


Chart 1: PNJ's organization structure

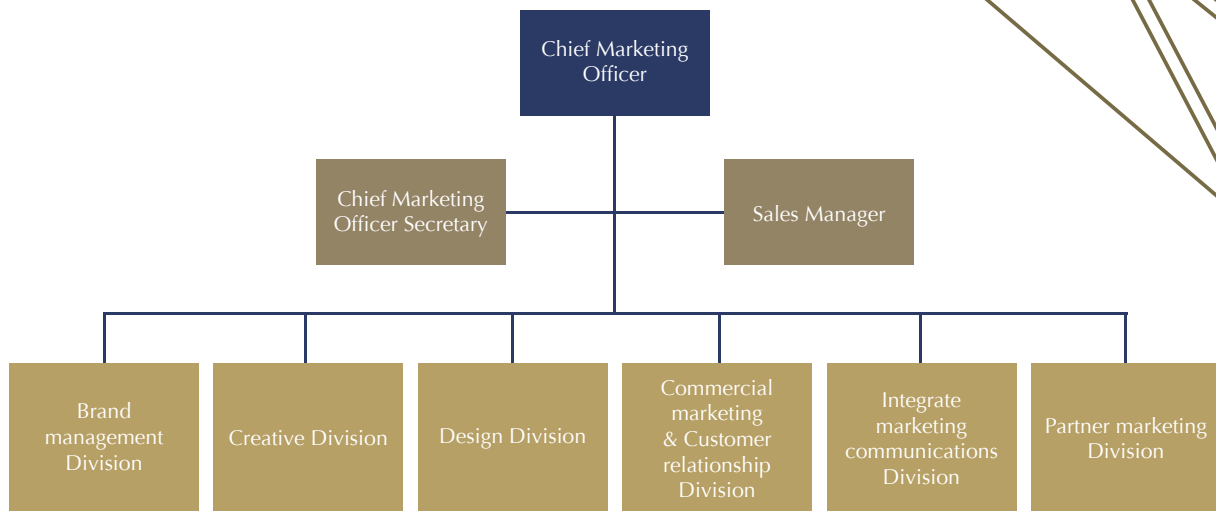



Chart 2: PNJ's marketing organization structure

According to Ms. Phạm Lê Thu Trang - A senior marketing executive working in PNJ Northern Branch, PNJ headquarter in Ho Chi Minh City directs all activities related to the brand, including marketing communications. Branches, therefore, do not have much authority over this aspect. Their major function is to foster sales and all marketing communications efforts are for this purpose. As a result, the marketing department of the Northern Branch has merely 10 members compared to roughly 700 employees of the whole branch. Among them, there are:

- 6 people from the retail team who are in charge of creating plans to improve sales revenue, making reports, and proposing advertising plans on social media.
- 1 public relations officer.
- 3 marketing executives.

Despite their modest scale, the marketing department is still an integral part of PNJ. Their responsibilities contain:

- Transmitting the brand's vision, mission, core values, positioning and competitive advantage to target customers thoroughly and uniformly, via every marketing communication program of the company.
- Building and implementing strategic development plans for each brand and product line. Directing creative ideas, design trends, and online and offline communication activities for brands.
- Planning and carrying out customer service programs and monitoring the customer data system in order to improve customer loyalty and boost sales.
- Directing concepts and design to come up with innovative product ideas for manufacturing and sales activities.
- Monitoring marketing activities revolving around the collaboration between PNJ and external partners; between the marketing department and other departments in the company.



As for the IMC division, their duty comprises of:

- Addressing creative direction for contents, stories, and communication messages of the brand's activities and events.
- Building and implementing production plans for communications products (images, movies, etc.) of the brand and other sale-boosting activities.
- Writing content for advertising and discount events as well as other communications activities.
- Designing images for marketing as well as internal activities, exemplified by invitations, business cards, annual reports, event decorations, yearbook, etc.
- Taking, editing, and storing photographs of jewelry products and events.
- Evaluating and selecting media partners and cooperating with them to plan and implement communications projects.

1.2. Project Introduction

1.2.1. Project overview

During our time working at PNJ, we have taken part in several marketing and communication projects, from small to large-scale ones, from internal to external communications. Amongst them, there were two major projects:

- PNJ Northern Branch's 27th anniversary internal communications (from 04/8 to 30/9): Consisting of the writing competition "PNJ trong tôi", the 27th anniversary soccer tournament, the beauty pageant "Sparkling Diamonds" and the 27th anniversary gala (which included the final round of "Sparkling diamonds"). The event was favorably taken up and received a great sum of positive feedback, which would be elaborated later on in section V.
- 2022 Women's Day campaign "Sự thấu hiểu là món quà vô giá" (from 5/10 to 31/10): PNJ considers 20/10 one of the most important times of the year when their sales peak and a big campaign is launched to support this. "Sự thấu hiểu là món quà vô giá" was a large-scale campaign of the whole brand so it was governed by PNJ headquarters in Southern Vietnam. Other branches would follow guidelines to generate a uniform message through their marketing and sales activities during this period. The Northern Branch was accountable for online and offline promotional programs, including but not limited to point-of-sale events, social media advertising, and affiliate marketing.

1.2.2. Our roles

As a part of the marketing department of PNJ Northern Branch, we have had the opportunity to participate in practical tasks similar to other members.

During the PNJ Northern Branch's 27th anniversary, our responsibilities consisted of:

- Making proposals for contests and judging criteria for the beauty pageant.
- Designing social media images and event materials (backdrops, standees, die-cuts, posters, screen displays, etc.)

- Creating a 27-year anniversary video to present at the gala and commenting on the event's highlight reel.
- Writing content for social media and letters of thanks.

Among the three competitions, “PNJ trong tôi” was picked from our proposal, while the other two were ideas of other members of the department. As the soccer tournament contained confidential information about the company's human resources, we only provided printing design for this activity. On the other hand, every other design and content in this project was generated by our team.

For the 2022 Women's Day campaign “Sự thấu hiểu là món quà vô giá”, we were assigned to:

- Create content for KOLs' Tik Tok videos.
- Contact event venues to promote the campaign.
- Produce seeding content for PNJ Northern Branch's Facebook representatives.
- Manage invitations for the meeting with Hanoi Association for Women Entrepreneurs (HNEW) - a business partner of PNJ.
- Research and report about competitors' 20/10 campaigns.

Besides, we also joined in other daily tasks of the department, ranging from graphic design, Livestream scriptwriting, and copywriting to event preparation and research. The table below includes our role and responsibilities as well as PNJ Northern Branch staffs' since they are people we worked closely with within the time of running the Capstone project.

Member	Role	Responsibility
OUR TEAM		
Đào Kim Ngọc	Leader	Content writing, copywriting, project monitoring, video editing.
Nguyễn Thị Phương Dung	Member	Content writing, copywriting. Supporting minor designs.
Nguyễn Hải Duy Hưng	Member	Content writing, copywriting. Conducting field research.
Nguyễn Phúc Thu Hà	Member	Graphic design. Supporting content writing and copywriting.
PNJ TEAM		
Nguyễn Trung Đức	Executive Sponsor (Head of Marketing Department)	Assisting project manager, approving “PNJ Northern Branch's 27th anniversary” project deliverables, providing ongoing direction to the team in both projects.

Phạm Lê Thu Trang	Project Manager (Branding Executive - Marketing Department)	Leading and managing “PNJ Northern Branch’s 27th anniversary” and “2022 Women’s Day campaign” projects, establishing project schedules, assigning tasks to project team members, managing deliverables and communicating with the executive sponsor.
Lê Phạm Trung Nguyên	Contributor (HR Department)	Providing assistance and information of PNJ’s human resources in “PNJ Northern Branch’s 27th anniversary” project, managing resources for the Gala event.
Đào Mạnh Hải	Contributor (HR Department)	Leading and managing the football tournament in the “PNJ Northern Branch’s 27th anniversary” project.
Nguyễn Phương Nhung	Former Project Manager (Marketing Department)	Developing plan for “PNJ Northern Branch’s 27th anniversary” project, establishing project schedules, delegating tasks to our team. She was the first staff our team had contact with and involved in the initiation and planning stage until leaving due to personal reasons.

Table 1: Scope Management Roles and Responsibilities

1.3. Intermediate conclusions

To sum up, this capstone project was supported by PNJ Northern Branch where our team was assigned to perform tasks as a part of the marketing department. The ultimate purpose of the branch was sales boosting and all marketing communications activities were directed towards this goal. Our team’s job revolved around two major projects, namely PNJ Northern Branch’s 27th anniversary internal communications and 2022 Women’s Day campaign “Sự thấu hiểu là món quà vô giá”. In the former project, we took part in the internal communications aspect from the planning to the execution stage. On the other hand, in the Women’s Day campaign, we were in charge of some online promotional activities and competitor analysis for further evaluation. Apart from these major roles, we were allocated other tasks within the department’s scope of work as well.

II. FORMATIVE RESEARCH

2.1. Theoretical framework

2.1.1. S.M.A.R.T Objectives

S.M.A.R.T objectives are fundamentally established principles for shaping and achieving future goals. They help us understand our capabilities and develop specific plans for

our goals. This method eliminates generalizations and guesswork, establishes a clear timeline, and makes tracking progress and identifying missed milestones easier. S.M.A.R.T stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. Each component of S.M.A.R.T objectives should answer these question:

S	Smart	<p><i>Goals should be realistic — not a pedestal over which we will inevitably stumble. The major question should be: Is our goal something our team can reasonably accomplish? The following questions should be answered to set an achievable objective.</i></p> <ul style="list-style-type: none"><i>Do we have sufficient financial resources to achieve our goal?</i><i>Do we have personnel with the necessary abilities and skills to achieve our goal (including evaluation)?</i>
M	Measurable	<ul style="list-style-type: none"><i>How will you know when the objective is accomplished?</i><i>What indicators will you look for to measure progress and success?</i><i>Are data to measure our progress and success readily available? Or do we need to develop new measures, e.g., surveys, focus groups, etc.?</i>
A	Achievable	<ul style="list-style-type: none"><i>Do we have sufficient financial resources to achieve our goal?</i><i>Do we have personnel with the necessary abilities and skills to achieve our goal (including evaluation)?</i><i>Do we have enough time to complete our task?</i><i>What other types of resources do we require to achieve your goals (e.g., technology, space, equipment, etc.)?</i>
R	Relevant	<ul style="list-style-type: none"><i>Why is it significant?</i><i>Is it worthwhile?</i><i>Is this the appropriate time?</i><i>Is this related to any other projects or needs?</i>
T	Time-bound	<ul style="list-style-type: none"><i>When will this objective be met?</i><i>When will we take action to achieve our objectives?</i><i>When can we expect to see some short-term results?</i>

Figure 2: S.M.A.R.T Objectives

2.1.2. S.W.O.T

SWOT analysis is one of the most important concepts in business and is widely used by all types of organizations to assist in the development of a strategic plan. It is a high-level strategic planning model that aids organizations in identifying where they are doing well and where they can improve, both internally and externally. The acronym SWOT stands for “*Strengths, Weaknesses, Opportunities, and Threats.*”

- A SWOT analysis can be useful at any stage of the project to:
- Look into new initiatives or problem-solving approaches.
- Decide on the best course of action for the initiatives. Identifying chances of threats can help narrow down options.
- Define where changes are permitted. At a crossroads, taking note of strengths and weaknesses can reveal priorities as well as opportunities.
- Adjust and finish the mid-term plan. A new opportunity can widen existing paths, while a new threat can close them.

SWOT analysis is also a great way to organize information gathered from studies or surveys and a simple way to communicate initiatives.

How we applied S.W.O.T Analysis in practice:

- Introduce our group to the PNJ Marketing team, demonstrate our strengths and limitations, what we can contribute to the company and what we wish to learn from the cooperation with PNJ.
- Determine the best approach to run the 27th PNJ Northern Branch birthday event.

2.1.3. AIDA Model

AIDA is a marketing model that describes the steps that a customer takes when purchasing a product. The AIDA model has been used since the late 1800s. It has been reviewed and modified numerous times in marketing and public relations over the years. For over a century, the AIDA model has shaped perceptions of marketing and sales strategies. The formula is still used in standard marketing textbooks today. AIDA is also used in public relations to plan and analyze the effectiveness of public relations campaigns, and it still provides useful information for the analysis of advertising messages.

The AIDA model is based on four individual stages that attract interested parties who are deciding on a product or service:

A

Awareness

The product must capture consumers' attention. This is accomplished through the use of advertising materials.

E.g. A striking window, a sensational YouTube clip, a themed newsletter, or a graphic on a landing page are all examples.

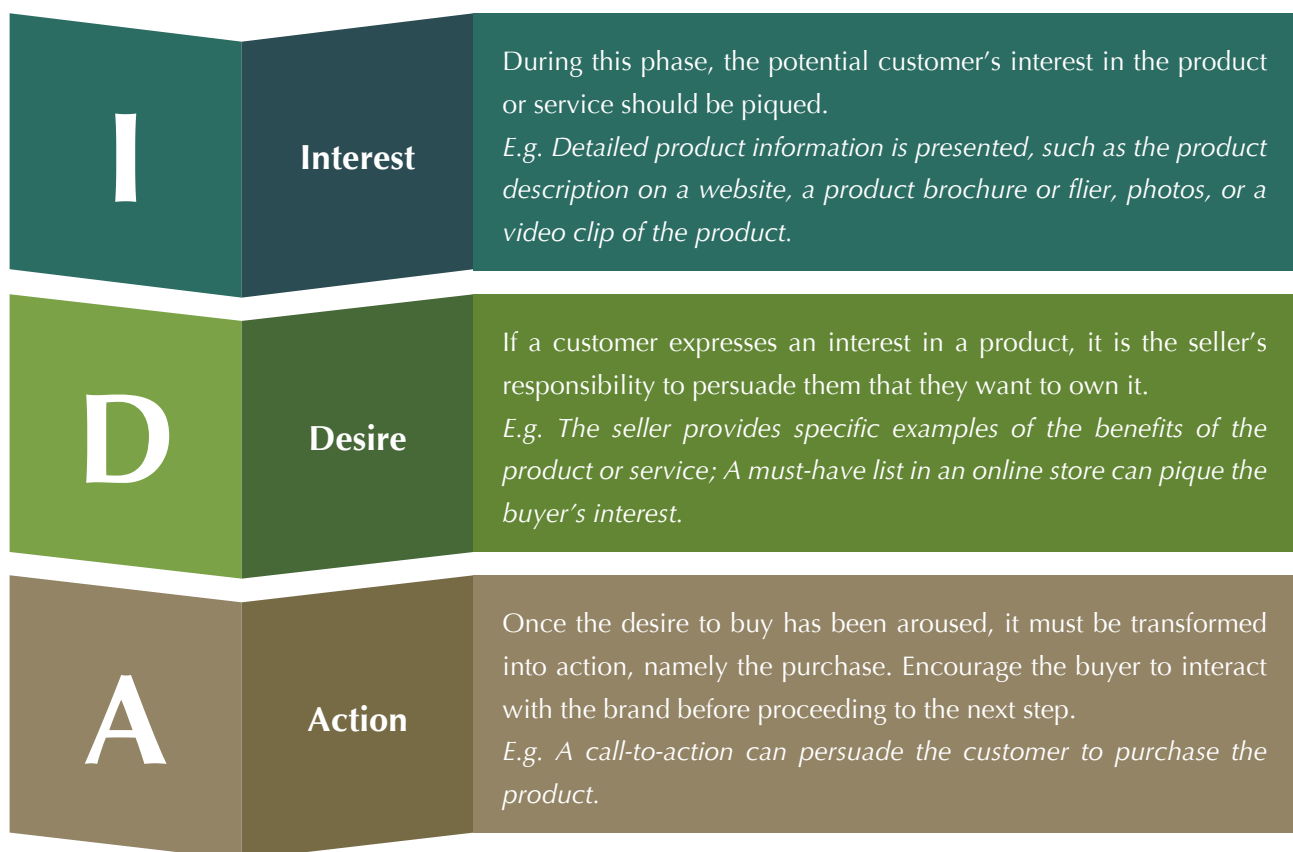


Figure 3: AIDA model

We applied AIDA Model in the 27th anniversary event planning process and in general content writing:

- Attention: Use “sneak peek” posts with engaging and interesting information to pique curiosity and attention from viewers and organize posting schedules to drive viewers to the main topic.
- Interest: Use aesthetic introductory images and videos with useful information related to topics/products that arouse the interest of the target audiences.
- Desire: Use key messages with emotional appeal to make the reader feel that they should attend the event/buy the product.
- Action: Encourage people to attend the event/buy products by enhancing the benefits of the participants/product consumers.

2.1.4. Internal Communications Theories

2.1.4.1. Internal Communications Definition

According to Dolphin (2005), Internal Communications is communications between an organization's leaders and its employees. Many researchers have concluded that the communications process has a variety of roles including uniting the identity of a company, motivating employees and enhancing their commitment by establishing

an understanding of the company's objectives and goals, and minimizing chances of misunderstandings and conflict within and between departments.

It is not an easy job communicating brand values to employees. Herington et al. (2006) discuss that by directing internal marketing communications toward employees, a company can promote employees' satisfaction, trust, and commitment which ultimately affect the company's profitability. Employee satisfaction with internal communications is an important factor that aids employees' work performance leading to organizational success ultimately (Erasmus-Kritzinger 2002). Some brands are stated to face significant challenges communicating with their employees, and it frequently requires some effort to change internal culture. It is suggested that managers can make use of communication approaches to create a fair work environment and increase feelings of ownership and belonging within the staff (Kale, 2006).

2.1.4.2. Formal vs Informal communications

Internal communications is a process in which information is distributed to stakeholders whose interests depend on the company's success. These stakeholders include employees, suppliers, investors, independent contractors, and business partnerships. This type of communications typically includes information about business strategy, organizational changes, company achievements, and market plans.

Internal communications within companies includes both formal and informal communication. The use of tools from the two fields is different – they require different contexts and serve diverse goals.

Employee commitment and satisfaction are greatly influenced by communication between the supervisor and his subordinates. It should, for the most part, be based on a direct, honest relationship in which open communication is essential. Informal contacts, such as meetings, e-mails, or phone calls, should play a large role. Managers may also meet with their teams outside of the office, such as at lunch. This will allow them to get to know each other better and speak more freely.

Formal communication is used less frequently in relationships between superiors and subordinates, but it is still important in team management. Official team meetings, formal 1:1 meetings, and e-mail memos to team members allow for:

- Inform employees and the entire team about their successes
- Show recognition and appreciation for their efforts
- Motivate and engage employees

In conclusion, the choice between formal and informal communication should always be made concerning the communication process's purpose and the preferences of the participants.

2.1.4.3. Events as an Internal Communications Tool

The primary goal of any business is to generate profit and success. When a company's employees improve their performance, its profitability rises. Employees are motivated to work harder when they understand corporate values better, which ultimately contributes

to creating a pleasant working environment and developing a solid relationship between the brand and the employee. Therefore, it is critical to use appropriate communications tools to help employees understand their values. Special events are now causing shifts in communications trends (Chernatony et al., 2006). Using events as an internal communications tool would help employees positively buy into the company's vision and values.

Bottazzo (2005) claims that organized preparation and execution of a unique program, primarily based on internal communications, is required to achieve employee satisfaction. According to Daniel et al. (2008), governmental, non-governmental, profit, and nonprofit organizations can use events to send a message to the internal community, which employees represent. Many organizational challenges, such as high employee turnover, low satisfaction and commitment, would be solved by implementing an appropriate integrated internal communications program for the company's internal market. Internal event investment is rapidly increasing as organizations recognize that fostering employee well-being increases brand loyalty. As per De Chernatony et al. (2006), brand success depends on ensuring that employees clearly understand corporate brand values and are committed to enacting them in their interactions with customers. Employees become "part-time marketers" as a result (Gummeson, 2000). They can influence customer relationships and increase customer satisfaction and customer perceived quality, thus leading to revenue increases.

2.1.5. RISE Model for Project Reflection

The RISE Model was developed by Emily Wray - the founder of Make Sense Media in 2013. The model is a procedure to organize and facilitate giving and receiving meaningful feedback. RISE stands for Reflect, Inquire, Suggest, and Elevate. The four levels of the model aligned with Bloom's taxonomy, which is a set of hierarchical frameworks for categorizing educational learning objectives according to their complexity and specificity, motivating users to reflect, then develop a constructive analysis through inquiry, all while making suggestions and ideas to help elevate each other's work.

In order to know what we learned and what we should improve from this project, we used the RISE model to determine how our workflow and work product makes a rich narrative that is both an expression of ourselves and a representation of expertise.

The table below shows detailed steps that we took to reflect on what we had done and should do in future projects.

“The Process” <i>Introspection that focuses on the learning process to guide ongoing project development</i>	“The Product” <i>Introspection that focuses on how the completed learning product achieves project goals</i>
REFLECT <i>Acknowledgment & Articulation</i>	
Recount specific aspects of project performance/contribution and highlight areas of progression or regression. EXAMPLE STEM: <i>I grew (or struggled) in these specific areas...</i>	Identify areas of applied learning and the extent that the performance/contribution met project goals. EXAMPLE STEM: <i>I am (not) proud of my overall performance/contribution because...</i>
INQUIRE <i>Insight Through Analysis</i>	
Question approach, plan, or perspective. EXAMPLE STEM: <i>I thought I wanted to X, but (and) learned...</i>	Analyze completed project. EXAMPLE STEM: <i>Looking at what I accomplished, I see...</i>
SUGGEST <i>Ideas For Improvement</i>	
Examine the process and offer specific recommendations to improve professional workflow. EXAMPLE STEM: <i>My efforts were supported (or sabotaged) by X, so in the future I'll...</i>	Critique product and offer specific recommendations for refinement or redirection. EXAMPLE STEM: <i>In critiquing my performance/contribution, I plan to refine (or redirect) my work by...</i>
ELEVATE <i>Meaning Making</i>	
Identify areas to expand (or contract) initial ideas toward greater relevance. EXAMPLE STEM: <i>To develop more meaningful projects, I will refocus my efforts by...</i>	Illuminate opportunities to apply skills and experiences outside of project scope. EXAMPLE STEM: <i>I will leverage the assets, skills, or experiences I developed in the following ways...</i>

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Table 2: Table of RISE model (Emily, 2018)

2.2. Research methodology

2.2.1. Primary Research

Primary research is defined as research that involves the collecting of unique data for a specific research topic (Gratton & Jones, 2010). When conducting primary research, the researcher gathers information personally rather than depending on data from databases and other sources. This type of research is typically performed with the objective of generating new knowledge, which is why it is sometimes referred to as primary research. Researchers conduct primary research to answer questions that have never been answered or even questioned before. Primary research differs from secondary research in terms of originality.

Since our group participated in the preparation for PNJ Northern Branch's 27th Anniversary, we needed to gather data about the employees' attitudes toward the event for planning and post-event evaluation. The types of primary research we chose were:

- Survey: After the anniversary event, our group created a survey named “Khảo sát mức độ hài lòng của CBNV về chuỗi sự kiện Sinh nhật 27 năm Chi nhánh PNJ miền Bắc” on Google Form. The survey consisted of 4 parts: Demographic (age, department, gender), communications review, event review, and recommendation. With Ms. Phạm Lê Thu Trang's assistance, the survey was sent to all PNJ Northern Branch employees through email and we received answers from 108 respondents as a result.

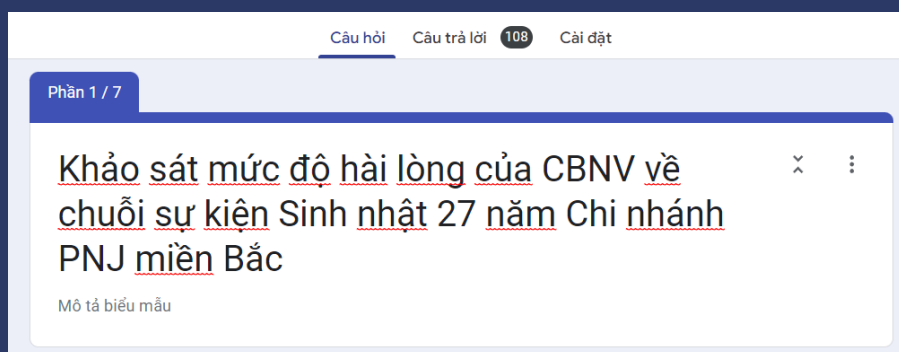
The image shows a screenshot of a Google Form interface. At the top, there are tabs for 'Câu hỏi' (Questions), 'Câu trả lời' (Answers), '108' (indicating the number of responses), and 'Cài đặt' (Settings). Below the tabs, a blue header bar indicates 'Phần 1 / 7' (Part 1 of 7). The main title of the form is 'Khảo sát mức độ hài lòng của CBNV về chuỗi sự kiện Sinh nhật 27 năm Chi nhánh PNJ miền Bắc', with each word underlined. Below the title, there is a small text label 'Mô tả biểu mẫu' (Form description).

Figure 4: The survey following 27th anniversary events

- Interview: Our group wanted to dive deep into the mind of “real” audiences, so we decided to conduct face-to-face conversations with three people we believed understood the company well, who were Ms. Phạm Lê Thu Trang and Ms. Nguyễn Phương Nhung from the marketing department, and Mr. Lê Phạm Trung Nguyên from the HR Department. The interview revolved around: The organizational structure of PNJ Northern Branch, the company's values, the event's goals (what the company expected us to do, what the company wanted the employee to feel while joining in the anniversary), the employees' attitudes and behaviors, and some notes to consider when writing event promoting posts on Workplace.

2.2.2. Secondary Research

Secondary research is a research method that has previously been assembled, collected, structured, and published by someone else. Since our group did not have much authority to access PNJ's internal information, we had to rely on secondary research for most of our research.

This method was used in order to achieve these data:

- The company introduction, target market, organization structure and marketing strategy.
- The Vietnam product market, Vietnamese consumers' attitudes and behaviors.
- PNJ's competitors' activities regarding the 20/10 campaign.
- PNJ's previous 20/10 campaigns (2019 - 2021).
- Models and theories.

We understood that for the research process to be as accurate as possible, the resources should have a high degree of credibility. Therefore, we only gathered information from reliable sources as follows:

- Reports: We chose reports from organizations specializing in market research such as Vietnam Credit, Q&Me, Statista, and Nielsen and PNJ annual reports which are published on the official website.
- Journal: Much research data comes from published journals written by experts in their fields.
- Online newspaper: The newspapers we collected data from are creditable titles such as Bao Kinh Te, Brands Vietnam, and CafeF.
- Textbooks: This type of resource is used for marketing model references such as S.M.A.R.T Objectives, S.W.O.T, and AIDA Model.

2.2.3. Qualitative Research

Qualitative research is a method of collecting information and data in a "non-numerical" form. It offers detailed information about an object of research, survey, or investigation. Therefore, it is usually done for an in-depth analysis or evaluation of the subject. To put it simply, qualitative research is often used to find out opinions about a particular topic or object. It is also used to probe opinions and get insight into issues. In some cases, qualitative research also helps find future customer trends.

We used this research method for information analyzing and forecasting. Specifically, we used this method to serve the following purposes:

- Using information from the interview to learn about PNJ's internal information, thereby finding the most suitable communications approaches for the company's birthday event.
- Using survey data to analyze the attitude of PNJ employees in the Northern branch after attending the birthday event, thereby evaluating the overall results of the event and the organization team itself.

- Using secondary information sources to research and analyze PNJ's past communications activities, thereby predicting the communications plan for this year's October 20 campaign.

2.3. Analysis

2.3.1. Analysis of the gold and jewelry market

2.3.1.1. Overview of Vietnam's gold and jewelry market

According to the World Gold Council, in 2015, Vietnamese people consumed 31 tons of gold jewelry. Particularly in Ho Chi Minh City, jewelry output is estimated at 2,500 thousand products per year. Although the export turnover of this item is modest, it still reaches 2-3 million USD/year. From 2005 to present, Vietnam's gold demand has increased rapidly, the average demand for gold in the last 3 years of Vietnam is more than 70 tons/per year, in which the demand for gold jewelry is increasing enormously (average from 30 to 35 tons/year). However, for the jewelry market, there has not been a single major brand considered capable of dominating the market. The "giants" such as PNJ, SJC, Bảo Tín Minh Châu only hold a small market share (Vietnam Credit 2020). Therefore, many economic experts believe that Vietnam's gold and jewelry market is really potential.

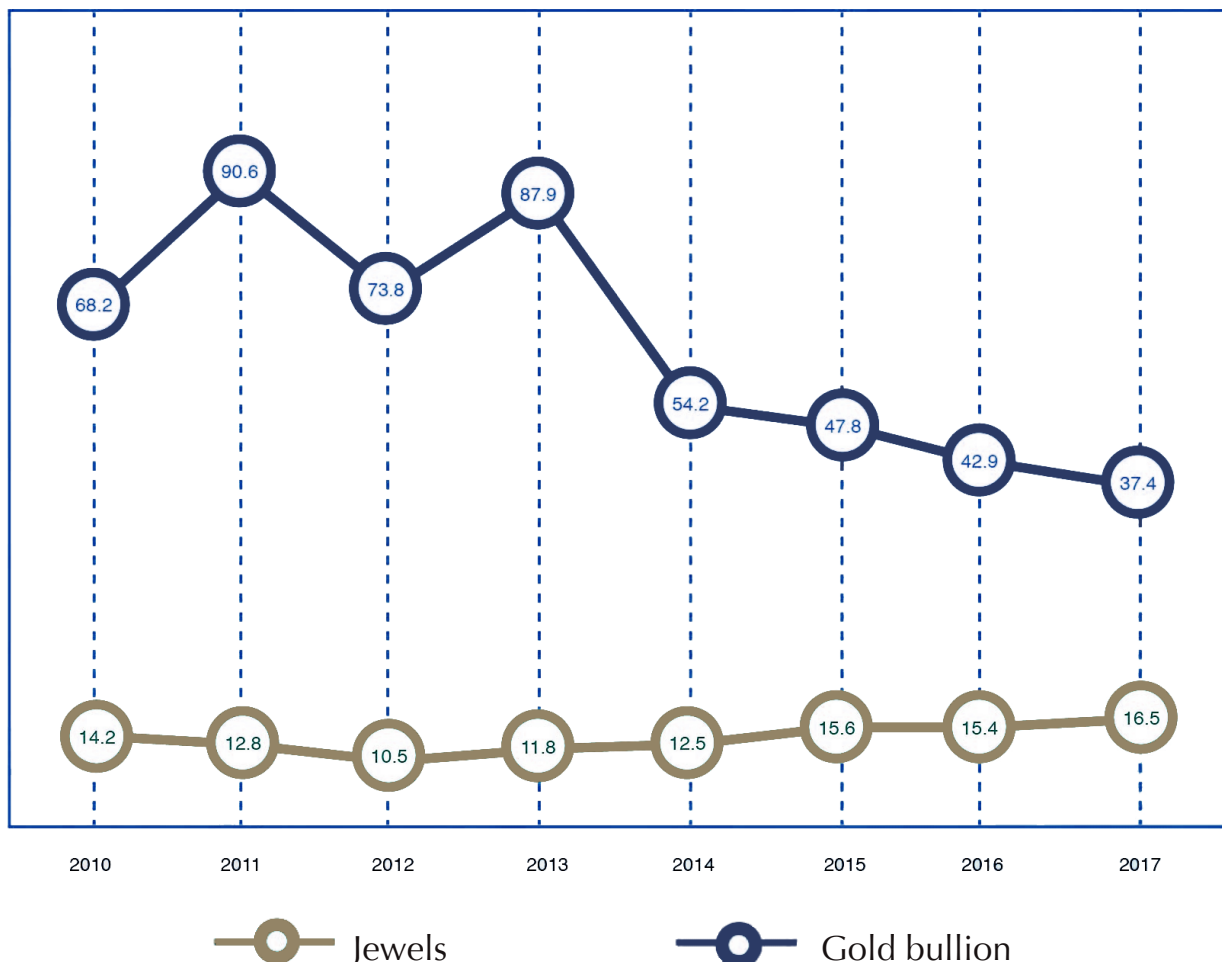


Chart 3: Consumption of gold jewelry and gold bullion in Vietnam (tons)

Over the past 3 years, the jewelry industry has been struggling because of the COVID-19 pandemic. Statistics show that in 2020, Vietnam's jewelry consumption will reach 7.9 tons, 41,45% lower than the same period in 2019. The decrease in Vietnam's market is equivalent to the decrease in the world but still quite positive compared to some Asian countries such as Indonesia, Singapore and Thailand.

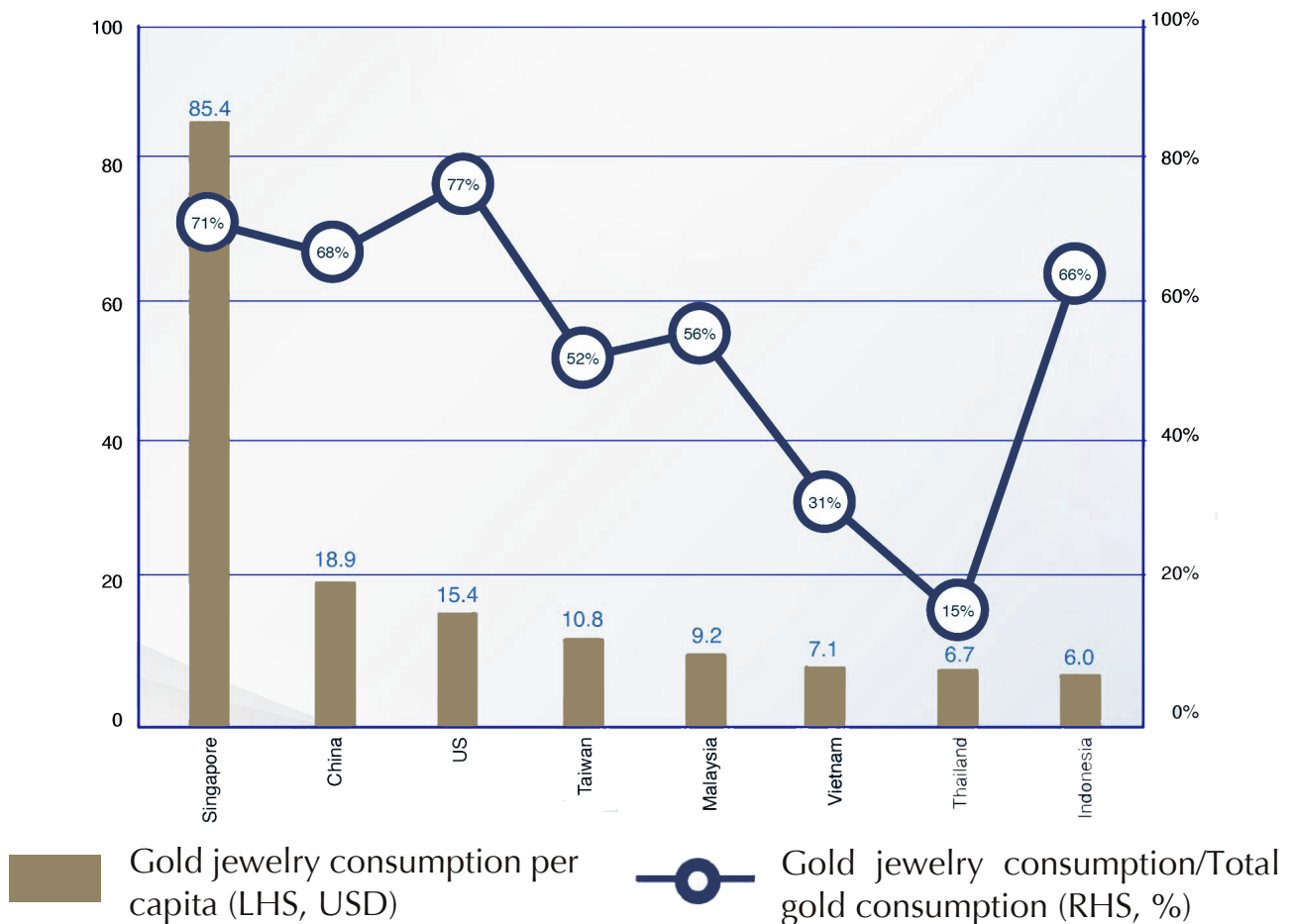


Chart 4: Gold consumption in Vietnam compared to other countries chart (Vietnam Credit, 2017)

According to PNJ 2021 annual report, the brand's net revenue increased by 12% to more than 19.547 billion VND, but net profit declined by 4% to more than 1.029 billion VND. The market's purchasing power decreased in the third and fourth quarters of last year as a result of the COVID-19 epidemic. PNJ, however, increased their sales by 41-42% in the first quarter of 2022. This demonstrates that purchasing power has returned. The brand's wholesale channel also recovered with a better strategy for developing wholesale customers and sales increased by 85%.

"This year, PNJ plans to expand 35-50 stores, increasing its coverage throughout the domestic market." said Mr. Lê Trí Thông, General Director of PNJ. Mr. Lê commented on the jewelry market's potential, stating that the trend of mid-high-end jewelry has the capacity for expansion over the next ten years.

According to the management consulting firm Boston Consulting Group (BCG), per capita income in Vietnam will increase from 1400 USD/year to 3400 USD/year by 2021. The number of people in the middle class also increases, which means that the

demand for gold, silver and jewelry will also increase exponentially. *In addition to beauty needs, many customers, especially young customers, also need jewelry and accessories to express their fashion and personality. Therefore, they are willing to shop and constantly innovate, which places high demands on diversity, abundance, and variation in designs, materials, and product categories.*

Market research company Vietnam Credit also informed that in a survey on the jewelry market, *users said the durability of the product is the factor they are most concerned about. "Customers are very careful when choosing jewelry materials and are willing to pay high prices if they believe in the value of durability that the item brings," - Vietnam Credit stated. Besides, jewelry consumers tend to trust and choose products from famous brands that have high reliability.*

2.3.1.2. Attitudes and consumer behavior in Northern Vietnam

Nielsen's research in June 2009 showed that *Northerners are the most careful and strict in choosing products, they can change their mind a few times before making a decision. They are also more influenced by the opinions of others before making decisions* (99% are influenced by family recommendations, 91% by friends, 94% by neighbors, and 83% by co-workers and partners). Therefore, winning the trust of a Northern consumer is not simply winning the trust of one person, but of the collective as a whole. However, due to the habit of listening to others and being influenced by the community, people in the capital also tend to be more loyal to the brand than Southerners once the brand has convinced them.

Despite having the habit of saving, *consumers in the North are very interested in branded goods when needed, especially those that show their personal class such as phones or cars. They think other people will underestimate them when using cheap phones. 64% said that they are willing to pay a higher price for the product they like while this rate is only 55% in the South.* In addition, high-quality products are also more fascinating in the North than in the South.

According to PNJ annual market report in 2018, the market in Ho Chi Minh City still shows great purchasing power and shows no signs of saturation. Figures show that 42% of stores contribute 57% of gold sales and 48% of silver sales. However, the Northern stores have not achieved high efficiency. Although the North accounts for 18% of the store number, it only contributes 8% of gold sales and 19% of silver sales.

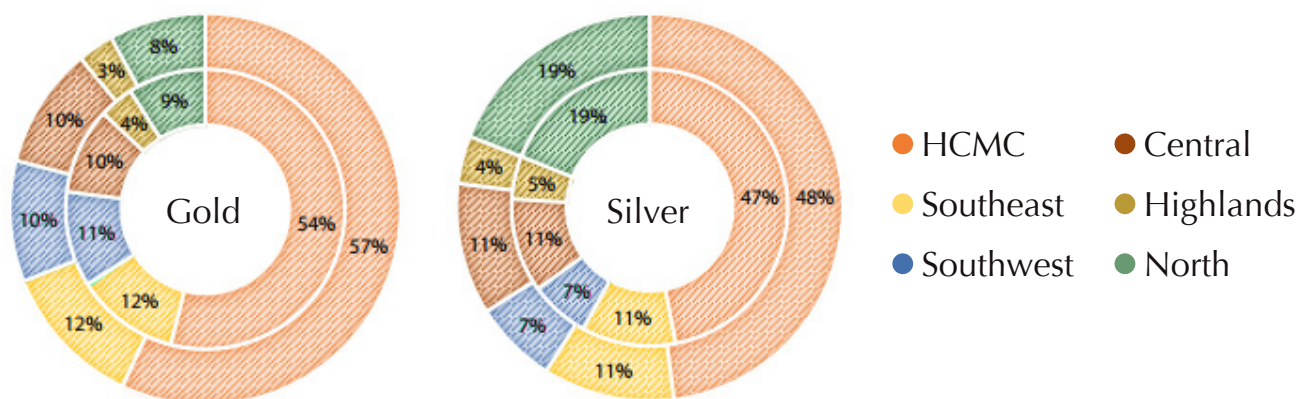



Chart 5: Structure of gold and silver jewelry revenue in the first half of the year by region (PNJ, 2018)



Securities firms have indicated that consumers in the North continue to perceive gold as an investment asset and frequently visit gold and jewelry-by-volume stores such as Bảo Tín Minh Châu. Therefore, PNJ, with its strength in fashion gold and jewelry products, will require time and appropriate strategies to enhance their influence among Northern consumers.

2.3.2 Company Analysis

PNJ is an enterprise that manufactures and trades gold, silver, and gemstone jewelry, trades in gold bullion and fashion accessories. PNJ has 3 sales channels: retail, wholesale and export. In which, retail is identified as the most important spearhead in PNJ's development orientation.

2.3.2.1. Target Market

For each sub-brand, PNJ has different target customers:

- PNJSilver: The product line targets young customers, especially females aged 15-25 years old with lower-middle income. These customers are desirably interested in varied fashion accessories and eager to express their personality.
- PNJ Gold: It aims at 25-45-year-old females with upper-middle to high income.
- PNJ Art: The sub-brand focuses on business and high-income customers.
- CAO Fine Jewelry: This luxury sub-brand targets high-income customers who are willing to pay large sums for luxury jewelry..
- PNJ Watch: The major target market is middle to high-income generation Y consumers.
- Style by PNJ: Targeting young customers from generation Z and Y. The distinct product styles are tailored to meet the demand of young consumers who seek uniqueness and a way to express themselves.

2.3.2.2. PNJ's marketing strategy

PNJ's marketing mix strategy includes four factors: Product, Price, Place and Promotion (4P Marketing Mix Strategy).

- **Product:** PNJ's product transformation approach has earned the company the title of "Thế Giới Di Động (MWG)" in the jewelry industry. Previously, gold bullion usually accounted for more than 50% of PNJ's revenue, but by 2016, this segment only accounted for about 29%. According to Tri Thuc Tre, the gold bullion business usually only brings a gross profit margin of about 1%, while high-end jewelry often reaches over 20%. Therefore, PNJ has switched to a wiser product strategy which is to shift its focus to the gold and silver jewelry business. Changing product structure, focusing on the jewelry segment while reducing the emphasis on gold bullion has helped the company's gross profit margin to improve strongly. In the period of 2009 - 2011, although the revenue was very large thanks to the sale of gold bullion, PNJ's gross profit margin was usually below 5%. However, by 2017 the company's gross profit margin had increased to over 17%. PNJ's diversification of products is partly due to the needs of customers because their customers' age range varies from 18 to 45. PNJ also expands their product lines for children and men. That expansion has helped PNJ become close to wide-ranged jewelry enthusiasts.

- **Price:** In order to reach out to a wide range of customers in the best way, PNJ's business strategy attaches great importance to price. PNJ sells a variety of products and goods from customers' needs, and jewelry lines are constantly renewed in terms of designs. The customer base is also expanded from age to style, even pricing is also richer according to the variety of products. Products with more sophisticated designs will be suitable for high-end groups with a high ability to pay. The product lines with simple designs will be more suitable for middle-income customers. Building a price list suitable for the target audience is one of PNJ's marketing strategies. This strategy helps PNJ attract customers in a diversity of segments and thus accordingly increase their profits significantly.
- **Place:** In recent years, Vietnamese consumers are gradually tending to choose famous brands instead of buying jewelry at retail stores. Therefore, PNJ follows the strategy of increasing brand coverage on an increasingly large scale, so that their influence on users is also large. PNJ's stores are concentrated in big cities, where people have middle to high incomes. PNJ's market share and distribution channels grow steadily year by year, so PNJ mainly focuses on distribution channels to create influence because the distribution channel will become the perfect tool to connect the company with customers. In terms of the number of jewelry stores, PNJ is ranked 1st with 358 stores across the country by the end of October 2022.
- **Promotion:** Storytelling is PNJ's strongest communications strategy. The creative team of this brand has created many touching stories, filled with messages that touch the psychology of customers. These messages make it easy for viewers to empathize, thereby choosing to trust and buy when there is a need. Some advertising campaigns that receive a lot of views and consumer interest are "Món quà vô giá" or "Hạnh phúc Vàng" or "True Love".

There are 2 main topics in these stories: fashion and love. In terms of fashion, PNJ focuses on bringing products to daily life situations with sophistication and an understanding of women's psychology. With jewelry, a woman can shine anywhere, from work, going out, meeting friends to everyday moments. In terms of love, PNJ cleverly turned itself into a witness for the love of the couple who is about to step on the threshold of marriage. The TVCs that they put together are very simple but still impress viewers with the sweetness of love. Not stopping there, the love story of PNJ is also extremely aesthetic and humane.

This is a bold move for a jewelry retail brand with more than 30 years of history like PNJ. Each storytelling campaign always creates a lot of sympathy for consumers, especially young people, who are the most difficult customers to convince. Recently, PNJ TVC was shown at Times Square New York and the key message of True Love is supported by many Americans. This PNJ's campaign has been in more than 100 international and domestic newspapers.

In conclusion, it is evident that leaders of PNJ have the foresight and right steps in their business plan. PNJ's marketing strategy has given them an extremely strong foothold, even a unique position in the high-end jewelry market in Vietnam.



2.3.3. Analysis of media channels

2.3.3.1. Facebook Workplace

Facebook Workplace was launched and developed by Meta Corporation (Facebook) in 2016. This social networking platform aims to support connection and work exchange between employees in an organization or business. Facebook's Workplace is synced with the social network's messaging service, newsfeed service, events and other features to help businesses easily exchange work within the company. As a social network for the work of an organization, this platform does not share or publish ads, but only supports messaging, group communication, document sharing, or creating work groups between participating members. Currently, more than 1,000 organizations around the world are using Workplace. There are nearly 100,000 groups opened.

PNJ chose Workplace as a tool for internal communications quite early. This platform is highly appreciated by employees because of its high integration and connectivity. They become closer, reaching out to many colleagues more easily. Facebook Workplace was mainly used to promote key activities such as the beauty competition, the writing competition, the anniversary gala, etc. in PNJ's 27th birthday event.

2.3.3.2. Facebook

Consumers now heavily rely on social media in their daily lives. According to estimates, 2.62 billion people used social media platforms monthly around the globe in 2018, spending an average of 135 minutes each day doing so (Statista (2018a)). Facebook claims to have over 750 million users as of July 2011. According to its activity statistics, "The average user is connected to 80 community pages, groups, and events; they produce 90 pieces of content on average each month; and there are over 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared on Facebook every day. There are over 900 million objects that people interact with on Facebook.". In Vietnam, according to Facebook's statistics in August 2021, there are more than 90 million users with Facebook social network accounts and this number is constantly increasing so Facebook is always the first choice of brands to promote their products and PNJ is also one of them.

According to studies, people view social media as more reliable information sources than they do the conventional marketing tools that businesses utilize (Hennig-Thurau et al. 2004; Karakaya & Barnes 2010; Kietzmann et al. 2011). The majority of academics studying firm-created social media communications are interested in studies of word-of-mouth (WOM) and electronic word-of-mouth (eWOM) (Balasubramanian & Mahajan 2001; Chu & Kim 2011). Company-created WOM, which is defined as being firm-originated but consumer executed, may be viewed as a fusion between traditional advertising and word of mouth from consumers (Godes & Mayzlin 2009). Social media platforms provide businesses with an affordable and different approach to accessing and collecting consumer-to-consumer dialogue (Godes & Mayzlin 2004).

In particular, PNJ's target customers analyzed above are Gen Y (30 - 55 years old), and they are expanding to Gen Z (18 - 29 years old). According to Statista analysis, in the first quarter of 2022, 95% of Gen Y and 93% of Gen Z use the social network Facebook

(Statista, 2022). Focusing on developing and posting the campaign's content on this platform will bring high efficiency because WOM and eWOM are the main methods of accessing information for this group of customers.

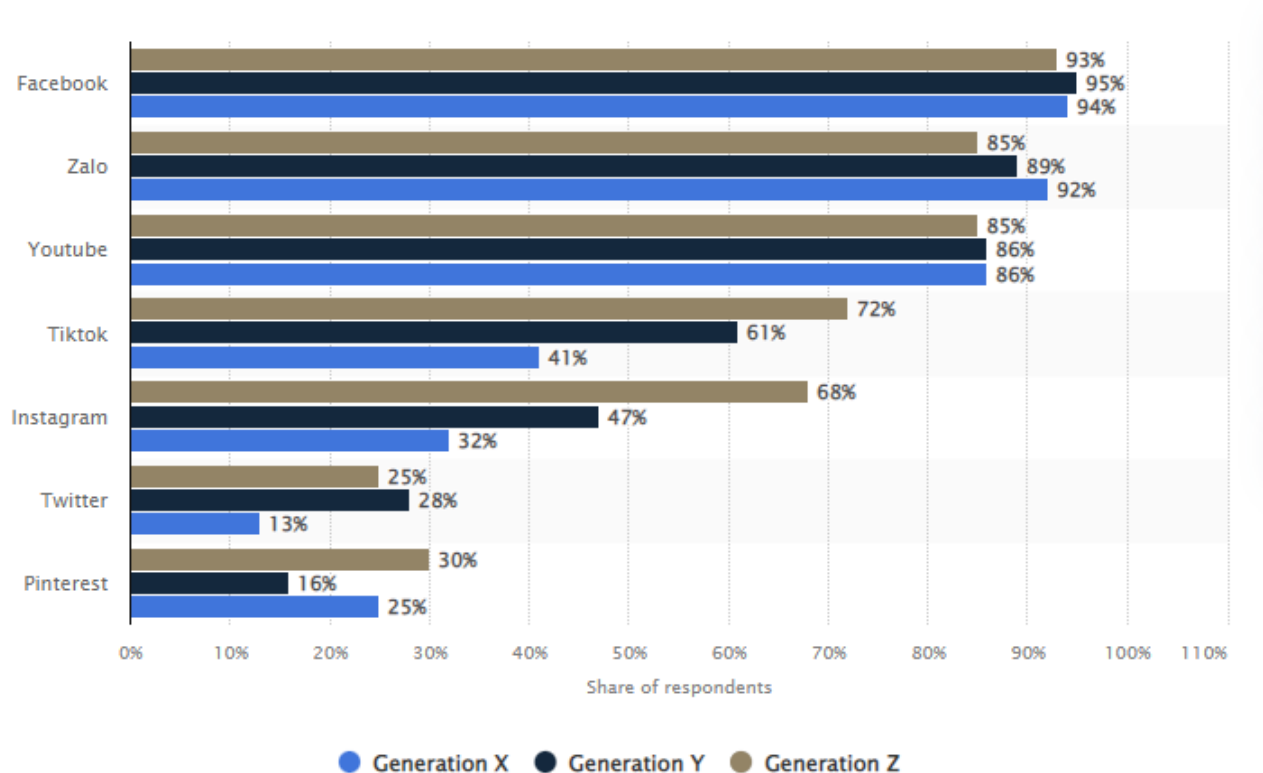


Chart 6: Leading active social media apps among internet users in Vietnam as of 1st quarter of 2022, by generation (Statista, 2022)

2.3.3.3. TikTok

TikTok is a Chinese social media and music video platform (known in China as Douyin) launched in 2017, for markets outside of China by ByteDance. In the Gen Z community in Vietnam, Tik Tok was a popular social networking platform from about the second half of 2020 to the present. In 2021, more than half of Gen Z Internet users in Vietnam will have used TikTok. This percentage has been rapidly increasing although Facebook continues to be the social media site of choice, but in 2021, this platform was placed second among Vietnamese Gen Z's top social media networks for watching quick videos (Statista, 2022).

Ngo and Mai (2017) contend that customers are more likely to buy things if an advertisement they see on TikTok brings them joy. The entertainment value of advertising is not only determined by consumer-pleasing activities, but is also reflected in the message that is being sent; people are less likely to become bored when exposed to advertising material due to its novelty, simplicity, and ease of comprehension. For a retail business like PNJ, persuading Gen Z to buy goods through the Tik Tok platform is quite challenging. Because right from the early days of building social networking sites, PNJ's brand voice was not too young. However, *the use of Tik Tok in combination with famous KOCs and KOLs will bring positive impacts on the purchasing behavior of this group of customers because influencers can obtain both joy and trust.* Moreover, Gen Z is the generation that loves interactive activities on social networks.

They are eager to interact with brands. 76% of youngsters say that social media enables them to interact with brands and companies, and 78% report using social media to learn about new brands (Sproutsocial.com, 2021). In particular, through platforms with fast content like Tik Tok, Gen Z customers can directly interact and ask questions of brands. On the contrary, it is also very easy for brands to directly answer customers' questions through short videos. In addition, up to 64% of youngsters say they want brands to show personalized content and Tik Tok platform is where this type of content can thrive. *Therefore, using this platform can increase brand awareness and help PNJ's campaigns have a wider spread.*

2.3.3.4. Website

Nowadays, people often search for information on the internet. Therefore, the development of the Internet has made the trend of online shopping become more popular. In addition, the application of an online sales website will bring strong development benefits for businesses in business activities. A website can help businesses convey values by introducing all information: story, vision, and mission, which will help the image of the business become closer to customers. Using the official website to store product images will help PNJ gain a certain reputation in the eyes of customers. In particular, PNJ does not use many e-commerce platforms but sells on its own website. Every time customers want to buy any product of the business, the brand will appear first in their mind. Thereby helping businesses increase brand awareness.

A brand is not limiting its prospective clients with e-commerce websites since they can access it whenever they want. This indicates that as a company, they are maximizing sales and profits. This may be accomplished via a variety of sales strategies, including limited-time deals and web marketing campaigns (Chu & Kim 2011). The brand might use upselling and cross-selling as important sales tactics to boost its online sales. Offering items that are closely related to those the consumer has just chosen to buy is known as upselling.

2.4. Intermediate Conclusions

This research consists of 3 main parts: Theoretical framework, Research methodology, and Analysis with each part having different functions but serving the same purpose to support the working process of our team.

In the Theoretical framework section, we have outlined the models that will be used in the process of conceptualizing and applying them, whether consciously or unconsciously. S.W.O.T and AIDA models are used in the brainstorming and ideation process. Internal communication theories have helped the team gain an overview of the function and meaning of this type of communications as well as why internal events are so important in employees' engagement with the company and work efficiency increases. In addition, through the application of the thinking process from the RISE model, our team can evaluate the team's work efficiency after completing this project through 4 steps: Reflect, Inquire, Suggest and Elevate.

The Research methodology section has clearly outlined the methods we use in the research process for the project. Although the team had the opportunity to collect primary data, we did not have the ability to interfere deeply in PNJ's internal affairs, so we still had to rely heavily on secondary sources and qualitative research methods. For the most accurate information for the study, the team also carefully selected highly reputable information sources.

Finally, the Analysis section serves the purpose of an in-depth understanding of the market that PNJ is serving. Through an overview of the gold and jewelry market in Vietnam in general, we have analyzed the potential and consumption trends of customers for gold and jewelry products. The analysis of attitudes and behaviors of the Northern consumers has provided information to keep in mind when planning communication for the northern market. In addition, through the analysis of PNJ's marketing strategies and media channels, our team also understood the reason, purpose, and communication direction for PNJ's next campaign.


III. COMMUNICATION PLAN

3.1. PNJ Northern Branch's 27th anniversary

3.1.1. S.W.O.T Analysis

In the 27th birthday anniversary of PNJ Northern Branch, our group had the opportunity to participate from preparation to the end. Before joining the event planning process, it took our group some time to get used to the environment and working style of a large company like PNJ. Therefore, we needed to understand our abilities and determine the best directions to operate this project successfully. We used the S.W.O.T analysis to ensure we got all the aspects and information before taking action. The table below is an analysis of our strengths, weaknesses, difficulties we may have encountered doing this project, and what we could take advantage of to make this project a great success.

Strength	Weakness
<ul style="list-style-type: none">• Our team members have experience in various work, which makes us flexible in doing any required tasks.• We thrive in creativity and uniqueness and are full of ideas that always get ready to be executed.• We are proactive in work and always ready to communicate to achieve the best results.• All of us are very responsible and will try our best to get things done.	<ul style="list-style-type: none">• Each team member has a different time plan. At the same time, the event requires constant manpower, so the transmission of information can be scattered, and sometimes there is no support when needed.• Our team lacks experience in internal communications and event organizing.• We are not the company's employees, so much internal information is inaccessible.



Opportunity	Threat
<ul style="list-style-type: none"> • We can learn a lot of helpful knowledge and get hands-on experience in internal events which were not our forte. • Have the opportunity to get used to the business environment, especially those with small-scale marketing departments. • Have chances to propose new ideas based on research and personal thoughts. PNJ's managers can directly give feedback about proposals so we will fully understand our strengths and limitations. • PNJ's culture and communication style is quite outgoing, so our group can apply some fresh and creative content without being too afraid of being restrained. • 2022 is the first year PNJ held a big internal event after 2 years of COVID-19, thereby many PNJ employees look forward to participating in the company's activities. 	<ul style="list-style-type: none"> • This is an important event of the year, so how to make it attractive and exciting while still keeping the PNJ Northern branch's core values puts a lot of pressure on us. • Conflicts may happen because of disagreements between our team and PNJ marketing team. • PNJ is a company with a hierarchical system, so all processes must go through the consent of different managers, which might result in the group's original plan changing and the expected time being extended.

Table 3: Our team's S.W.O.T analysis

3.1.2 Goals

Internal communications activities were held to help employees understand PNJ's core values. Moreover, physical activities encourage employees to exercise and refresh themselves after long stressful hours of working. These activities also aspired to generate solidarity among employees via teamwork and sharing.

3.1.3. S.M.A.R.T objectives

Before the planning process, our team had a deeper discussion on the 27th anniversary series of activities with Ms. Phạm Lê Thu Trang from Marketing department and Mr. Lê Phạm Trung Nguyên from the HR department and set the S.M.A.R.T goals for this project as follows.

S

Specific

Through this event series, we expected to:

- Maintain and enhance the core value of “Be caring to grow together”.
- Increase employees’ pride and dedication for the company
- Strengthen the bond between employees and branches, affirming that PNJ Northern is a united and strong collective.
- Create a common playground, connect and exchange among employees.

M

Measurable

The event series should achieve these results:

- 50% of total employees in PNJ Northern Branch (350/700) participate in the event’s activities.
- The football tournament will have 8 teams (88 official players).
- The writing contest “PNJ trong tôi” will reach 50 entries.
- The beauty pageant “Sparkling diamonds” will receive at least 40 applications.
- The Gala event will gather at least 100 participants excluding the “Sparkling Diamonds” candidates and the organizing committee.
- Each social posts on Workplace will have 300 views on average.
- 90% participants have a positive impression on this year’s anniversary event activities.

A

Achievable

- The events convey emotional messages so it is reasonable to attract 50% employees to participate.
- Activities are designed to suit the needs of a large number of employees, so the risk of employees not participating is relatively low.

R

Relevant

- Enhance vertical communication: The beauty pageant and writing contest’s aim was to increase the connection between PNJ Northern branch’s leadership and employees. The competitions would be an opportunity for the upper managers to create a playground, boost employees’ pride and dedication to the company, and promote productivity through improved spiritual life. In addition, the writing contest was also an opportunity for the Board of Directors to understand the minds of their employees.
- Improve horizontal communication: This was the purpose of the soccer tournament. This was an event held with the participation of all units in the PNJ Northern branch. This event would raise the solidarity between both the internal departments and all units in PNJ Northern branch.



Time-Bound

The series of activities to celebrate the 27th anniversary of PNJ Northern branch took place from 4th August to 30th September 2022, in which events were deployed simultaneously.

- “Sparkling diamonds”: 1st - 16th September.
- Soccer tournament: 8th - 16th September.
- Writing contest “PNJ trong tôi”: 1st – 30th September

3.1.4. Target audience

Classification	Employees		
	“Sparkling diamonds”	Writing contest “PNJ trong tôi”	Soccer tournament
Demographics			
Gender	Exclusively female	All	All
Age	20-35	20+	
Job	Employees of PNJ Northern Branch in different positions.		
Geographic			
Region	Northern Vietnam		
City	All cities within PNJ Northern Branch’s region.		
Psychographic			
Attitudes	Confident, assertive	Understated, low-profile	Vigorous, spirited.
Values	Self-esteem, recognition	Genuity, personal connection	Teamwork, goal oriented
Attitude to the PNJ’s internal events	Not interested, Interested or very interested		
Influenced by	Superiors, colleagues		
Behaviors			
Behaviors towards company’s internal events	Participate and follow the activities	Participate in, follow the activities, and want to share their stories about the company	Participate in and encourage their colleagues to join together
Communication channel used	Workplace, Zalo, Facebook and Email		

Table 4: Target audience

3.1.5. Big idea

“Each of us is a precious diamond. A new journey is starting at PNJ Northern branch, the diamonds become more and more brilliant, shine brighter and converge together to create miracles on the upcoming journey.”

For PNJ, diamond is a historical symbol. This symbol is used on the brand's logo, annual reports, or media publications. In 2020, despite being affected by the Covid epidemic, PNJ excellently surpassed other leading jewelry corporations in Asia to officially become the Best Enterprise in Asia - Pacific - Outstanding Enterprise of the Year APAC. This was known as the “queen” of the annual JNA Awards. Based on that longevity and luminosity, the diamond were extremely suitable to be the main theme for the 27th birthday of PNJ Northern branch.

At first, PNJ team's idea was to link diamonds with the success of the company, always glowed dazzlingly despite obstacles, and the initial key message was “Diamond shines bright”. However, after some discussion with PNJ's staff, our team realized that success and popularity only come when the business had good employees. Since this was an internal event, we decided that it was more effective to have a big idea focusing on the people instead of the corporation. We asked for an opportunity to propose our thoughts and persuaded the project manager to change the big idea. We suggested using diamonds as a metaphor for PNJ people who always work hard collectively to bring success to the company, and was accepted.

3.1.6. Key message

“SHINING TOGETHER”.

Over the past 27 years, all personnel have worked hard together to build PNJ's Northern branch, so on this special occasion, let's look back on that journey, the journey we shined together.

3.1.7. Hashtag

#Sinhnhat27nam
#PNJmienBac27tuoai

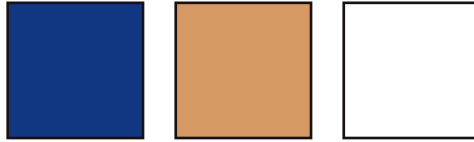
These were the 2 official hashtags used on all social platforms of PNJ Northern branch. With a concise and easy-to-understand syntax, PNJ's employees would easily remember to use them in their related posts.

3.1.8. Key visual



Figure 5: PNJ Northern Branch's 27th anniversary key visual

- Colors: navy blue, gold and white.



- Concept: luxury, femininity, sophistication.
- Fonts:
 - PNJ's own font.
 - A script font (Pateglamt Script) for titles to balance with PNJ's sans serif font.
- Idea: The design simulated the materials of gold and diamond to match PNJ's characteristics as well as the project's key message. A soft background with silk or wave patterns was utilized to neutralize the sharpness of diamonds. Glittering particles were also used to make the design more vivid.

Besides this option, we also proposed another design with a bright tone for PNJ to choose from. The information was different as it had been created before the final message was confirmed.



Figure 6: Another option for the 27th-anniversary key visual

3.1.9. Project details

3.1.9.1. Writing contest “PNJ trong tôi”

- Enrollment: All personnel of PNJ Northern Branch.
- Entry method: Participants upload their writings about their feelings, memories and experiences while working at PNJ.
- Contest format: Entries must be at least 300 words and go with the hashtags #Sinhnhathat27nam #PNJmienBac27tuoi #PNJtrongtoi_MB27. The end of the entry has to have the full name of the participant and his or her working unit. Participants can attach videos or pictures to their entries.

- Prizes:
 - “The golden pen” for the best entry: 3.000.000 VND
 - “Impressive writer” for the most touching entry: 2.000.000 VND
 - “Creative writer” for the most creative entry: 2.000.000 VND
 - “Favorable writer” for the entry receiving the highest number of interactions and comments: 1.000.000 VND
 - “Outstanding group” for the unit having the biggest number of participants: 2.000.000 VND
- Assessment method:
 - “The golden pen”, “Impressive writer” and “Creative writer”: Evaluated by the branch’s board of directors.
 - “Favorable writer” and “Outstanding group”: Based on the number of reactions and comments that the entry received (1 reaction = 1 point, 1 comment = 2 points).

3.1.9.2. 27th anniversary soccer tournament

- Enrollment: All personnel of PNJ Northern Branch.
- Entry method: There are two separate tournaments for men and women. Participants form a team of 11 official players and fill the registration form. A draw for the elimination round would be held afterward.
- Location: Medical university soccer field, 1 Tôn Thất Tùng, Kim Liên, Đống Đa, Hanoi.
- Prizes (for men’s and women’s tournament):
 - Champion: 5.000.000 VND
 - Second prize: 3.000.000 VND
 - Third prize: 2.000.000 VND
 - Best player: 1.000.000 VND

3.1.9.3. Beauty pageant “Sparkling diamonds”

- Enrollment: All PNJ Northern Branch female personnel aged 25 - 35 years old, regardless of marital status, with a height of over 1m55 (five-foot-one).
- Entry method:
 - Elimination round: Candidates fill in the registration form (including a résumé, 3 profile pictures and a story about their time at PNJ). The organization committee would assess based on appearance (50%), talent and personal achievements (20%) and inspirational story (30%).
 - Voting round: The 16 most excellent candidates take a photo shoot with 4 different styles by PNJ, upload it on their personal Facebook profile and call for votes. No candidate would be eliminated in this round, but the entry with the greatest number of reactions, shares and comments would win the prize for the most favorable candidate (Miss Style) and go straight to the Top 5.

- ❑ Final round: Consists of 3 events:
 - Talent competition: Candidates can choose to perform their own talent, ranging from dancing, singing to painting, etc.
 - Evening gown competition.
 - Final questions.
- Prizes:
 - ❑ Miss PNJ: 10.000.000 VND and a contract to become an ambassador of Style by PNJ.
 - ❑ First runner-up: 5.000.000 VND
 - ❑ Second runner-up: 3.000.000 VND
 - ❑ Miss Talent: 1.000.000 VND
 - ❑ Miss Style: 1.000.000 VND
 - ❑ Disney Princess: A set of Disney|PNJ accessories.

3.1.8.4. 27th anniversary gala

- Location: Sapphire Wedding Palace, GTC Building, 17 Ngọc Khánh, Ba Đình, Hanoi.

3.1.10. Media channels

3.1.10.1. Owned media

a. Website

Link: <https://www.pnj.com.vn/blog/uu-dai-pnj-mien-bac/>

Posting event information to customers about the story of PNJ Northern branch, customer gratitude promotions.

b. Workplace

Post information, news, upload videos, photos of activities in birthday events. The Workplace platform is mainly used for the “PNJ trong tôi” writing contest for individuals to post entries.

c. Zalo

Used for internal communication, stirring up the atmosphere and participating spirit of employees.

d. Facebook

Used to update events held within the enterprise to employees, customers, and people who are interested in the PNJ brand.



Figure 7: PNJ Northern Branch's Facebook account

3.1.10.1. Earned media

a. Participants shared posts online

Contestants shared information about competitions, posting about their own participation process. Contestants could share their thoughts, lessons, and actual pictures of the programs they participate in. The winning contestants would create a media effect, spreading PNJ's reputation to their family and friends.

b. Word of mouth

Relatives and friends of the candidates would be a great source of motivation for the candidates. They would share, interact and support the media for the contestants. Moreover, they would always try to call more of their own acquaintances to vote for the contestants.

3.1.11. Media objectives

- Achieve 300 views per post and 60 reactions on average.
- Achieve >20 comments per post.
- Top mentions on PNJ Northern Branch Workplace.
- Stimulate PNJ Northern branch's employees to take part in the event activities.
- Each entry from "PNJ trong tôi" contest has 200 views and 50 comments on average.

3.1.12. Strategies & Tactics

3.1.12.1. Communication strategies

The internal event "PNJ Northern Branch's 27th anniversary" aimed to celebrate its 27th birthday, maintaining and enhancing the core value of "Be caring to grow together". At the same time increase the cohesion between employees, increase the pride and dedication of employees for the company. To accomplish those goals, our team used the following strategies:

- Make internal communication a priority

The main social network used in this event is Facebook Workplace. This was an internal social network that was familiar to PNJ employees. Using Workplace to communicate about internal activities will make communications more focused, easy to follow, and distinctive, while keeping internal activities confidential.

- Emotional strategies

This event used emotional appeal to spread the message "Shining together" to the staff. This factor helped spread the main message and could increase employees' pride and cohesion to the highest level through a writing contest about PNJ and a rewind video that reviewed the company's impressive milestones.

- AIDA model

This model is used to implement the activities as well as the communication of the event. The stages of event communication followed the following phase: Awareness, Interest, Desire, and Action.

3.1.12.2. Communication tactics

- Applying the AIDA model to communications activities.
 - Attention phase: Through discussions with the PNJ Northern branch's Marketing team, our team learned that PNJ has a strong culture and their people love collective activities. Therefore, to start the campaign, we used posts like sneak peek and minigames, highlighting that something big was about to be held to grab the staff's attention and pique their curiosity.
 - Interest phase: After getting the employees' attention, our team would gradually reveal the main exciting activities in the birthday event, and encourage the employees to change the Facebook frame avatar to celebrate the birthday of PNJ Northern branch. Changing the Facebook profile picture frame together would increase cohesion and raise the employees' morale. Especially after 2 years of the Covid epidemic, PNJ's employees could finally join traditional collective activities they love. These internal promised to achieve high efficiency.
 - Desire phase: Valuable awards were always one of the factors that attract employees to participate in activities. At this phase, our team would focus on revealing prize information.
 - Action phase: During this phase, the marketing team needed to contact the store managers in PNJ Northern Branch to inspire the store staff to participate. The countdowns and call-to-actions posts emphasizing great prizes on the social platform would motivate employees to participate in more activities.
- Be clear and concise while using a fresh, motivating tone of voice: Normally, Workplace posts were succinct so employees could briefly understand the content without confusion even when they were busy at work. This event was aimed at staff, therefore, using short, easy-to-read posts with motivating and youthful voices will help the message spread more widely.

3.1.13. Project timeline

We divided this project into 3 stages: Planning and preparation, Execution and Post-event activities. The table below shows the actual duration of each stage and the events included, as well as detailed schedule of some offline activities.

Stage	Event	Milestone	Time	Detailed timeline
Stage 1: Planning and preparation (04-31/8)	Making proposals for contests and preparing necessary materials	Proposal making	04 - 16/8	None
		Material (Key visual, teaser, kick-off posts, etc.) preparations	16 - 31/08	None

Stage 2: Execution (01-18/9)	Writing contest “PNJ trong tôi”	Application round	01 - 25/9	None
		Result announcement	30/9	None
	27th anniversary soccer tournament	Opening ceremony and elimination round	08/9	15h00: Opening ceremony 15h30: Men’s matches start 16h30: Women’s matches start
		Semi-final round	15/9	8h00: Women’s matches start 9h00: Men’s matches start
		Final round	16/9	8h00: Women’s match starts 9h00: Men’s match starts
	Beauty pageant “Sparkling diamonds”	Application round	01 - 08/9	None
		Voting round	09 - 13/9	None
		Final round and 27th anniversary Gala	16/9	13h30: Guests welcoming 14h05: PNJ Northern Branch’s 27th birthday ceremony 14h40: “Sparkling diamonds” finale 17h15: Soccer tournament and beauty pageant awards ceremony 18h00: Closing ceremony
Stage 3: Post-event activities	Summary and review	Beauty pageant and tournament review	17-18/9	None
		Writing contest review	30/9	None

Table 5: PNJ Northern Branch 27th anniversary timeline

3.1.14. Risk management

We understood that there could be a lot of obstacles possibly leading to postponement during a project with many events like this. In order to minimize the negative effects of these impediments, we constructed a list of potential risks as well as solutions as shown below.

Risk identification	Priority	Cause	Precautionary measure	Resolution
Overall project				
Staff shortage	Medium	The branch's marketing department does not have a specialized unit for internal communications. Members of the department have to focus on other tasks directly affecting sales.	Create a detailed roster to keep track of every member's duty and progress.	Asking for assistance from other departments with redundant personnel.
Design shortage	Medium	Graphic designers cannot finish their task in time due to personal performance issues or lack of materials.	Build a detailed content plan with all necessary materials attached and assign tasks to designers as soon as possible (at least 3 days before deadlines).	Adjust posting schedule to fit designers' capacity.
Material shortage	Medium	Printing problems, mistakes in listing necessary materials.	Thoroughly research all requirements for printing and keep track of designers' tasks. Gather all designs and deliver them to the printing service at least 3 days prior to the event.	Work closely with designers to fix the problem in the shortest time.
Budget shortage	High	The initial budget plan does not match reality.	Conduct careful research to make the plan as close to reality as possible. Constantly check with supply partners to avoid any sudden change in price. Set out an appropriate amount for unexpected incidents.	Cut down on unnecessary spendings. Reevaluate the situation to adjust the budget plan and propose for more support as time permits.

Delay in plan approval	High	Upper managers take too long to accept the proposal	Hand in plans as soon as possible and urge superiors to make decisions. Expect the amount of time needed to get approval and set a timeline for events accordingly.	Adjust the production schedule and event timeline to fit the new duration.
Writing contest “PNJ trong tôi”				
Participant shortage	High	People are unaware of or uninterested in the contest.	Research thoroughly the company’s personnel to get customer insight and create appropriate content to draw their attention.	Extend the application round and simultaneously enhance promotion for the contest.
Controversial result	Medium	People are not content with the final result of the contest.	Create detailed, objective rubrics for the assessment process.	Proclaim reasons for the decision to award the prizes.
27th anniversary soccer tournament				
Participant shortage	High	People do not want to play football or play with unfamiliar teammates.	Ask managers to encourage their subordinates.	Add bonus gifts for every participant to encourage registration.
Bad weather	High	Rain, scorching heat.	Prepare sufficient water and other necessities. Scrupulously follow weather forecasts to set an adequate timeline. Create an alternative timeline to adjust accordingly due to weather-linked insecurities.	Switch to another time frame following the alternative plan.
Unavailable football pitch	High	Overlapping schedule with other organizations. The pitch has deteriorated or is under maintenance.	Constantly check with the pitch manager to ensure its availability. Create a list of substitute pitches.	Change the location to another pitch in the reserve list.

Supply shortage	Medium	The staff do not prepare enough medical equipment, water and other necessities.	Carefully calculate the quantity of needed items based on the number of participants and organizers, plus additional items for unexpected situations. Assign 1 - 2 staff to take care of the supplies and immediately supplement when necessary.	Switch to another time frame following the alternative plan.
Controversial result	Medium	The referee makes inadequate decisions.	Use 2 referees for each match, none of them should be related to any team playing.	Ask for opinions of the audience to proclaim fair outcomes.
Physical injuries	High	Accidents and scuffles may occur during matches.	Have at least a medical staff on the spot. Fully prepare first aid kits in advance.	Timely give appropriate medical treatment to the patient.
Beauty pageant "Sparkling diamonds"				
Ethical problem	Low	People object to beauty pageants because of their contribution to toxic beauty standards and inequality.	Direct the focus of promotional contents for the pageant to appraising talent and personality instead of appearance. Avoid requirements related to age and appearance (height, weight, etc.) in the first round.	Create contents to highlight the benefits of beauty pageants and convey positive messages about the contest.
Participant shortage	High	People are unaware of or uninterested in the contest.	Emphasize the prize details and benefits of winners to attract people.	Extend the application round and simultaneously enhance promotion for the contest.
Controversial result	Medium	People are not content with the final result of the contest.	Develop a detailed list of criteria to facilitate impartial decisions.	Publish component scores with comprehensive commentary of each candidate.

Candidates' ill repute	Medium	The candidates are involved in scandals during or shortly after the pageant.	Carefully consider candidates' personality expressed in their daily life (through working, social media, etc.) in addition to other criteria.	Terminate the contract of Style by PNJ. Strip off the title if needed
27th anniversary gala				
Sound problems	Low	Technical issues related to the speakers or audio files.	Have a rehearsal to check all devices and files. Completely gather and scan all required audio files by the rehearsal. Completely gather and scan all required images by the rehearsal. Prepare additional gadgets (laptops, cables, USBs, etc.).	The MC buys more time while the technical team addresses and fixes the problems.
Display errors	Low	Designs are not proportional to the screen size. The screen malfunctions.	Have a rehearsal to check all devices and files. Completely gather and scan all required images by the rehearsal. Prepare additional gadgets (laptops, cables, USBs, etc.).	MC buys more time while the technical team addresses and fixes the problems.
Candidates' unavailability	Low	Candidates cannot participate in the final round.	Pay attention to and constantly update all candidates' conditions.	Announce their absence as soon as possible to avoid delay.
Judges' tardiness	Low	The judges cannot arrive punctually.	Prepare music, videos and mini games to play while waiting.	Keep playing music and videos to avoid a totally empty stage. MC encourages the audience to check-in at backdrops and play mini games.

Table 6: Risk management of PNJ Northern Branch's 27th anniversary

3.1.15. Budget

Stage	Event	Milestone
Writing contest “PNJ trong tôi”	Prize	5.000.000 VND
Soccer tournament	Prize	15.000.000 VND
	Soccer pitch	2.000.000 VND
	Supplies (water, first-aid kits, towels, etc.)	200.000 VND
	Backdrops	480.000 VND
	Prize foam boards	500.000 VND
	Champion cup	3.000.000 VND
	Shooting for the final round	12.000.000 VND
Beauty pageant “Sparkling diamonds”	Cash prize	20.000.000 VND
	Disney PNJ set	1.600.000 VND
	Tiara	500.000 VND
	Miss PNJ cup	500.000 VND
	Prize foam boards	360.000 VND
27th anniversary gala	Venue	15.000.000 VND
	Filming and recap video production	3.500.000 VND
	Photographing	2.000.000 VND

	Teabreak	6.000.000 VND
	Materials (Backdrops, standees, die-cuts, etc.)	3.300.000 VND
Unexpected		8.000.000 VND
Overall budget	98.940.000 VND	

Table 7: Budget of PNJ Northern Branch's 27th anniversary

3.2. Women's Day campaign "Sự thấu hiểu là món quà vô giá"

3.2.1 Goals

The main goal of the campaign "Sự thấu hiểu là món quà vô giá" was to *increase sales in October* in particular and in the fourth quarter in general. In addition, this campaign also aimed to *maintain brand awareness, make PNJ become top of mind in gift shopping on October 20, increase brand love among potential Gen Z customers* through the Tik Tok platform.

To be more precise, the campaign wanted to engrave the message that PNJ would always understand difficult moments of women and forever cherish and honor them; maintain brand awareness and become top of mind of customers when they want to buy gifts on October 20. PNJ can help customers delicately express understanding to the other half's unseen moments with a priceless gift.

In addition, the brand also affirmed that the quality of its products would always be as beautiful as the noble values of women. Moreover, "Sự thấu hiểu là món quà vô giá" was launched to celebrate Vietnamese Women's Day and maintain the existing love and positive attitude of customers, making it possible for those who do not know PNJ to know and love. The campaign brought customers' love to their cherished ones with product quality from features to design.

3.2.2. S.M.A.R.T objectives

These S.M.A.R.T objectives focused on what PNJ Northern Branch's marketing team wanted to achieve in this campaign:

S
Specific

- Maintain PNJ's brand awareness, make PNJ the top of mind in gift selection on October 20th.
- Increase revenue and traffic from customer groups, especially customers who have not entered the jewelry industry.
- Increase brand awareness through communications activities honoring women.



M

Measurable

- Each campaign post on Facebook fan page reaches 500 - 2K reactions/post.
- 20% increase in website visits after the campaign.
- Collaborate with 3 TikTokers with 10,000 - 500,000 followers to share their story with 1 woman in their life or themselves. On average, each TikToker should reach about 300K views per video on average. The interactions in each video should be 80% positive.

A

Achievable

- The campaign theme and idea were safe and humane, so the risk of controversy is low.
- The KOLs/KOCs will be researched thoroughly to ensure that their popularity and relevance to the campaign's theme would attract the target audience's attention.
- Contents using emotional appeal often create virality.

R

Relevant

- Consolidate PNJ's brand awareness and sales target in the last 3 months of the year.

T

Time-Bound

- The goal will be achieved and evaluated after 27th October - 1 week after 20th October.
- Time: October 5, 2022 - October 20, 2022.

3.2.3. Target audience

The target audience of the communications campaign for “Sự thấu hiểu là món quà vô giá” was Gen Y between the ages of 25 and 42. Additionally, the target audience of this campaign was expanded to young people - Gen Z from 18 to 24 years old in the North. Accordingly, the target audience was divided into 2 groups: primary audience (aged 25 - 42) and secondary audience (aged 18 - 24), specifically as follows:

Classification	Primary audience	Secondary audience
	Target audience	Potential audience
Demographics		
Gender	All	All
Age	25 - 42 years old	18 - 24 years old
Job and income	Unlimited, focusing on people who have middle income and above.	Unlimited, focusing on people who have middle income and above.

Geographic		
Region	PNJ Northern Branch’s region (this campaign was launched nationwide, but the work undertaken by our team was only deployed in the Northern branch.)	
City	Mainly focus on Ha Noi, Hai Phong, Nghe An	
Psychographic		
Attitudes	Liberal, open-minded, and respect the value of women. Have stable economic conditions to be willing to pay for PNJ’s products.	Young, dynamic, experiential, and appreciative of women’s value. Interested in products that can express their own style.
Values	Wish to give gifts to their women and make them happy on special occasions like Vietnamese Women’s Day.	Honor personal values, and family affection.
Influenced by	Friends, family, colleagues	Superiors, colleagues
Behaviors		
Behaviors towards PNJ	Know or know PNJ well, have used the product and have a positive attitude.	Do not know, know or know PNJ well, have used the product and have a positive attitude.
Communication channel used	Facebook, Zalo, Youtube, Tik Tok.	Facebook, Zalo, Youtube, Instagram, Tik Tok.

Table 8: Target audience of the Women's Day 2022 campaign

3.2.4. Big idea

We are only used to the image of loving women around us with radiant, multi-talented, and multi-tasking looks. They always know how to love and be complete and confident in all situations. However, perhaps somewhere in the chaos of life, there are many unshown moments which we have to listen carefully to sense them.

On Vietnamese Women's day, PNJ will deeply feel with you the moments not everyone can see of the woman next to you and be grateful for the difficulties, hardships, ups and downs "behind the scenes" of women. It may be when the mother is busy preparing breakfast for her child, the boss's late hours at work, or the short conversation calling home because she misses the child of a female doctor on duty.

So why do we hesitate to give them the most precious gift? Let PNJ help you care and understand your women because understanding is a priceless gift.

3.2.5. Brand identity

3.2.5.1. Slogan - key message

"Sự thấu hiểu là món quà vô giá"
(English: Understanding is a priceless gift)

Behind every woman is hard work and reflection, they deserve their understanding. Your delicate understanding will be a priceless gift that fills half the world with happiness. Let's take care and support the women by your side so that they always believe in the things they choose!

3.2.5.2. Hashtag

#DauAiThayCanhNay

(Đâu ai thấy cảnh này)

The hashtag used was built based on a big idea about the silent sacrifices of women in everyday life that no one saw. Although this hashtag was not short, it could bring emotional appeal to customers. Using “#DauAiThayCanhNay” with images of women's silent actions for their love was expected to bring about great communication effects.

#SuThauHieuLaMonQuaVoGia

(Sự thấu hiểu là món quà vô giá)

This hashtag was used on official posts of PNJ and PR posts by KOCs and PNJ's employees who wanted to share their feelings or stories.

#truyềncảmhứngbởiPNJ

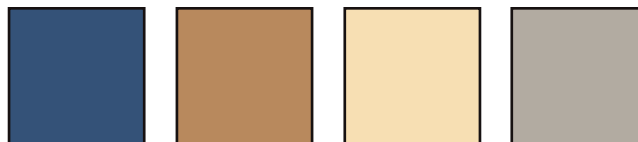
(Truyền cảm hứng bởi PNJ)

This hashtag was used by KOCs, KOLs and customers when sharing unseen memories of themselves or their beloved women in the family.

3.2.5.3. Key visual

a. Color palette

The design was mainly conducted in warm sunny yellow tones. There were also blue and white shades of jewelry. The color palette for the design was based on PNJ's logo.



b. Element

The designs on social networking sites as well as PNJ's official website included women's everyday images which were not seen by everyone; along with key products of PNJ on this special occasion.

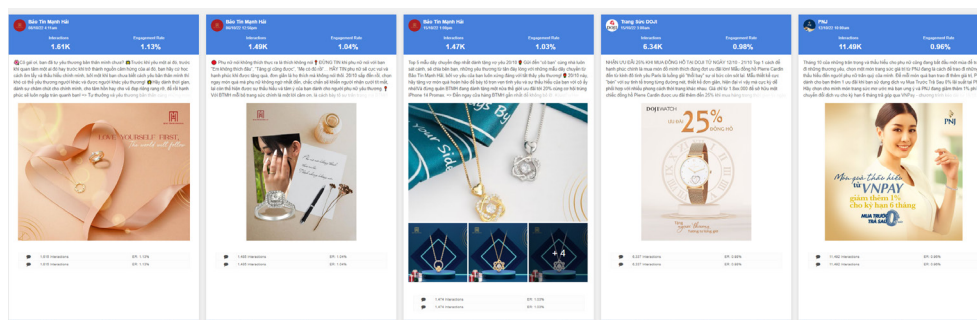


Figure 8: Key visual of the Women's Day 2022 campaign

The designs used for PR purposes in other fanpages (fanpages of KOLs, KOCs; comic fanpages) and Facebook groups were customized in the style of the seeders.

3.2.6. Media channels & objectives

3.2.6.1. Owned media

a. Website

Link: <https://www.pnj.com.vn/>

The official website is where PNJ frequently uses to promote its products. On this website, customers can choose and buy products directly from PNJ's collections because the products are posted in full and in detail. In this campaign, the brand also used the main banner as shown and some other banners related to the sale programs on their website.



Figure 9: PNJ's website

b. Facebook

Link: <https://www.facebook.com/PNJ.COM.VN>

The first social networking site used in this campaign was Facebook. As analyzed above, the number of Facebook accounts in Vietnam reached nearly 76 million people (according to NapoleonCat). In addition, this was the same social network used by PNJ in all of its promotional campaigns. Owing 1.2 million likes, the official page was expected to bring much success in terms of reach and spread of the campaign.



Figure 10: PNJ's Facebook page

c. Tik Tok

Link: <https://www.tiktok.com/@pnjofficialvn?lang=en>

PNJ's target customer is Gen Y (25 - 42 years old) but in the last 2-3 years, the brand has expanded its market to Gen Z customers (18 - 24 years old). Therefore, along with the outstanding development in the two years 2021 - 2022, Tik Tok was selected.

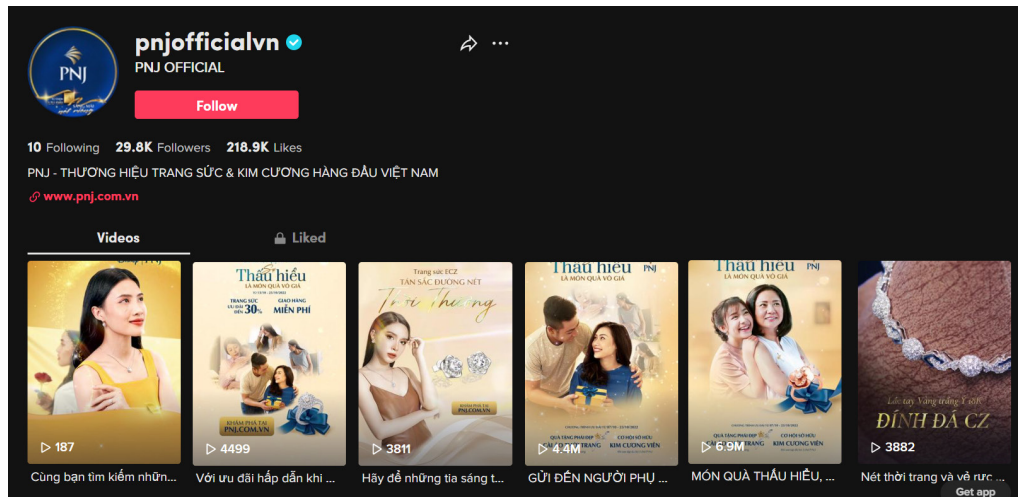


Figure 11: PNJ's Tik Tok account

d. Trade marketing

In addition to social media, PNJ also organized minigames at their stores. The brand placed standees and posters in front of the store to attract customers. Besides, at big shopping centers, PNJ organized many activities to attract customers on weekends such as music events, photo printing activities for customers, challenges and gift cards 20/10. These activities also achieved certain communication effects which were to increase brand awareness, increase word of mouth, spread the campaign's message more widely, and stimulate purchases at shopping malls.



Figure 12: PNJ's trade marketing

3.2.6.2. Earned media

a. Word of Mouth

During the campaign, the earned media that PNJ had was “word of mouth”. The brand’s employees could share about the campaign with friends and relatives; Lucky customers who won minigames could also introduce PNJ to their acquaintances. In particular, collaborating with famous KOLs and KOCs also increased the “word of mouth” for the brand. Moreover, in order to reach a larger audience and take advantage of “user generated content” tactic, the brand launched the contest “Cùng thấu hiểu những khoảnh khắc đâu ai thấy”. Through this contest, PNJ could encourage users to share their stories and post their own content with the campaign hashtag, which would result in a large organic reach.



Figure 13: Poster for “Cùng thấu hiểu những khoảnh khắc đâu ai thấy” online contest

b. Partnership marketing

To celebrate Vietnamese Women’s Day, PNJ cooperates with different brands to promote publishing relations. In the Northern branch, PNJ collaborated with Estee Lauder and HNEW (Hanoi Women Entrepreneurs Association) to organize chains of workshops related to beauty and fashion as well as to introduce new jewelry collection on the Vietnamese Women’s Day occasion. Through this collaboration, PNJ’s main goal is to increasingly maintain brand awareness, increase brand love and spread the campaign’s message more widely.

3.2.6.3. Paid media

a. PR posts

“Sự thấu hiểu là món quà vô giá” was one of the campaigns marking the renewal of PNJ, especially the Northern branch. PNJ Northern Branch not only cooperated with young KOCs and KOLs, but also booked PR posts on large fanpages receiving great attention from Gen Z such as “Hanoi của tôi”, “Lang Thang Ha Noi”, “Ha Noi”, “Chuyen của Ha Noi”, “Hai Phong”, “Nghe An”.

b. Tik Tok videos with KOCs

PNJ did not upload many videos related to the campaign but focused on collaborating with KOCs/KOLs that were popular with Gen Z and Gen Y. “Gia đình Truyền hình”, “Chuyện nhà Linh Bí”, and “Chồng Ngoan” were chosen by the Northern branch to spread more messages about the campaign to younger generations in Northern Vietnam.



giadinhtruyenhinh ✓

Gia đình Truyền Hình

Follow

75 Đang Follow 678.1K Follower 13.2M Thích

Cuộc sống của 1 Gia đình Truyền Hình
LH: Hello.giadinhtruyenhinh@thetalent.vn
www.facebook.com/giadinhttr...



chongngoan

Chồng ngoan

Follow

0 Đang Follow 461.6K Follower 13.4M Thích

Forwork: 0976966969/ ZL: 0397582947
Một số đồ gia đình mình dùng 🍷🍷🍷
beacons.ai/chongngoan



chuyennhalinhbi

Chuyện Nhà Linh Bí

Follow

2 Đang Follow 981.8K Follower 42.6M Thích

Nhà nhỏ có 3 người ☺
For work: chuyennhalinhbi.contact@gmail.com
Đồ nhà Linh 🍷
chuyennhalinhbi.kol.eco/

Figure 14: KOCs' TikTok channel

c. PR

On the occasion of Vietnamese Women's Day, PNJ booked 5 prestigious newspapers in Vietnam such as Dân Trí; Kênh 14; Gia Đình.NET; Zing News; Thanh Niên to spread the message of the campaign.

d. Review websites

After the campaign ends, PNJ will contact 2 online newspapers which are Vietcetera and Advertising Vietnam to write an article about the campaign. These 2 articles were written in the form of reviews, interviews with the PNJ team, and highlighted the highlights of “Sự thấu hiểu là món quà vô giá”. This not only helps spread the campaign to more Gen Z but also to marketers and content creators, helps PNJ increase brand awareness as well as brand love.

3.2.7. Media Objectives

The campaign’s media objectives included:


- Maintain brand awareness and become top of mind when customers want to buy gifts on October 20.
- Promote brand engagement:
 - Each campaign post on Facebook fan page reaches 500 - 2K reactions/post.
 - Increase comments to 15-25 comments/post.
- Increase traffic and revenue from customer groups, especially customers who have not yet joined the jewelry industry.
- Increase the impression and brand love through communication activities combined with the experience of honoring women.

3.2.8. Strategies & Tactics

3.2.8.1. Communication strategies

Since “Sự thấu hiểu là món quà vô giá” is one of PNJ’s major campaigns of the year and is deployed on multiple channels, the company uses the Integrated Communication Plan (IMC Plan) to ensure coverage as wide as possible while keeping the key message consistent. Based on the customer journey from the AIDA model (Awareness - Interest - Desire - Action), the IMC plan is simplified into 3 main steps: Trigger, Engage and Amplify.

	Trigger (29/9 - 6/10)	Engage (7/10 - 14/10)	Amplify (15/10 - 23/10)
Objective	Attract the initial attention of the target audience by using an emotional appeal key message.	Spread the key message, trigger social discussion, build an emotional connection with the target audience.	Spread the message on a large scale, inspire and encourage the audience to relate themselves to the key message, raise awareness and increase brand love.



Key hook	Through rarely seen moments of women, understand the difficulties they have gone through and respect their dedication to the family, community and society.		
Channel	Internal channels (Workplace, Livestream, Infographic), Facebook, Website.	Website, KOLs/ KOCs, Digital Ads, Social media (Facebook, TikTok), Offline (OOH, trade marketing)	Offline (OOH, trade marketing), PR (online newspaper, TV Ads), Digital, Corporate collaboration
KPI	Awareness, Discussion	Engagement, Participation	Contribute, Action

Table 9: Communication strategies for the Women's Day 2022 campaign

3.2.8.2. Communication tactics

	Trigger (29/9 - 6/10)	Engage (7/10 - 14/10)	Amplify (15/10 - 23/10)
Action	<ul style="list-style-type: none"> Kick off the campaign by changing the avatar and banner on the official Facebook page. Notify all employees on internal channels about the new campaign to encourage PNJ's own people to promote the campaign, or make them become "part-time marketers". Update the campaign banner on the official website. Reveal that the key message focuses on women's insights, triggering curiosity through a topic of great interest. 	<ul style="list-style-type: none"> Use User Generated Content as the main creative tactic to minimize the advertising of brands and products in media posts for easy access to the public and spreading brand awareness in the community naturally. Collaborate with famous creative creators, community sites, and KOLs/ KOCs with many followers to portray women's behind-the-scenes stories vividly and conveyed through many different lenses. 	<ul style="list-style-type: none"> Launching the online contest "Cùng thấu hiểu những khoảnh khắc đâu ai thấy" to encourage people to share the moments no one has seen of their woman, or of the woman herself for a chance to receive valuable jewelry products as prizes. Cooperating with a number of partner brands to remind that the story of the most priceless gift for women is understanding and sympathy.

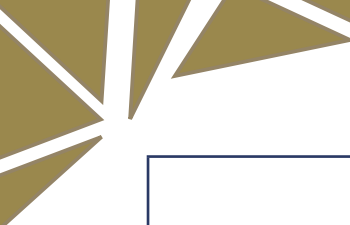
			<ul style="list-style-type: none"> • Take advantage of the brand's internal communications and release a series of behind-the-scenes photos of the work contributed by PNJ's female employees to make the PNJ brand closer to everyone. • Launch trade marketing activities to attract customers in the lobby of trade centers and supermarkets in big cities on weekends such as customer photo printing, singing, and challenging minigames to receive 20/10 gifts.
Key Asset	Facebook, Workplace	Facebook, TikTok, KOLs/KOCs	Facebook online contest, Offline marketing, WOM

Table 10: Communication tactics for the Women's Day 2022 campaign

3.2.9. Project timeline

For security reasons, the detailed schedule of the entire campaign was not disclosed to our team. Therefore, the table below is an overview of PNJ Northern Branch marketing department's scope of work in this campaign that our team estimated based on a summary of the information we had:

Phase	Time	Scope of Work
Research & Ideation	20/9 - 28/9	Receive campaign information from Marketing Division of PNJ headquarters, research the North market, build communication plans and plans, search for media partners to advertise campaigns.



Production	7/10 - 14/10	Create content for fan pages, design campaign-related images, contact with partners, and provide communication approaches and guidelines for advertising partners.
Launch	15/10 - 22/10	Partners post promotion content and the team keeps track of their interaction.
Evaluation	23/10 - 31/10	Evaluate campaign results based on set KPIs and objectives, write reports on competitor's activities during the campaign's period to assess PNJ's performance

Table 11: Timeline of the Women's Day 2022 campaign

3.2.10. Risk management

For a media campaign with great coverage, risks are almost inevitable. Therefore, risk management is an extremely necessary preparation to avoid and minimize adverse effects on a big brand like PNJ. However, our group did not participate in the leading campaign team of PNJ, so we could only offer possible risks and solutions in the scope of work our team undertakes.

Risk identification	Priority	Cause	Precautionary measure	Resolution
Negative reactions from the public	High	The campaign's topic or relevant posts are considered controversial/exploiting/offensive.	Do splitting tests to a small sample of the audience to check if the content is appropriate	Review from the audience' reactions and elevate the content to a more positive and creative view. Keep updating reactions from the audience frequently to improvise the content as soon as possible.
	High	The audiences leave negative comments on the campaign's social media posts.	Assign personnel to keep track of reactions frequently during the time campaign being launched. Avoid controversial contents.	When there are negative comments, make sure to hide or delete the comments to avoid affecting PNJ's image. If the posts receive severe negative comments/reactions, immediately try to identify the problems and provide explanation to the audience if needed.

	Medium	KOLs/KOCs earn bad reputations from scandals and received boycotts.	Do a throughout profile check before choosing KOLs/KOCs.	Identify the causes and effects of the scandals to decide whether to keep the KOLs/KOCs or not. Delete images/posts/videos featuring the KOLs/KOCs to minimize the negativity. If there is a contract elimination with the KOLs/KOCs, provide an announcement/explanation to the audience.
Publishing posts have poor performance	Medium	The content are not attractive enough to the audience.	Check the quality of the posts before posting. Ensure the contents are suitable for the target audience.	Use seeders to push post interactions. Find out why the post is performing poorly and adjust the content of the following posts to be more attractive.
Unable to contact with potential advertising partners	Medium	Campaign's potential advertising partners do not response to collab invitations (message/email/call).	Make a list of potential partners and subsidiary partners to contact if the former are unresponsive. Make sure to contact partners early before posting deadlines to ensure posting quality.	Find a way to directly contact the key person. If there is no sign after 3 days, move on to the next person. Try to contact alternative choices of potential partners.
Manpower shortage	Low	There are not enough staffs to do assigned tasks	Assign and receive tasks in accordance with the current number of employees. Make a list of possible replacement staff if there are personnel who cannot work.	Adjust the workload of each person or add more staff. Prioritize tasks and do the most important ones first.
Content posts/videos/images do not meet the deadline Controversial result	Low	Content posts/videos/images producers do not deliver the final products on time	Set a deadline to submit finished products 2 days before posting date at the latest. Sort the products in demand in the order of priority.	Adjust posting time. Send a support staff to finish the work as soon as possible. Adjust brief and remove unnecessary details to prioritize the completion of the final product.

Table 12: Risk management of the Women's Day 2022 campaign



3.2.11. Budget

As mentioned in the previous sections, the team leading this campaign is located in the Southern branch of PNJ and our team does not have the authority to access PNJ's internal confidential information. For that reason, we do not hold information about the budget of “Sự thấu hiểu là món quà vô giá” campaign.

3.3. Intermediate conclusion

During this planning phase, our group had the opportunity to apply our learned knowledge and information in the research process into practice. In this Communication Plan section, we have listed information related to the two projects our team participated in and the preparation steps we took to launch them.

At the PNJ Northern Branch's 27th anniversary, we were directly involved in the planning process and building activities in the event along with the Marketing team. The original proposal had many changes to match the requirements and internal values of the company, but the ideas we proposed for this series of events were still retained quite a lot. This is the only event we can participate in from the beginning to the end. In the “Sự thấu hiểu là món quà vô giá” campaign, our group was not actually involved in the planning process because it is a big annual campaign of PNJ. As mentioned before, PNJ Northern Branch's main purpose is to increase sales, so for the most part our team's tasks were to support the communications for the campaign and optimize the content to spread the campaign message to consumers as much as possible and stimulate purchases in the Northern area.

IV. EXECUTION

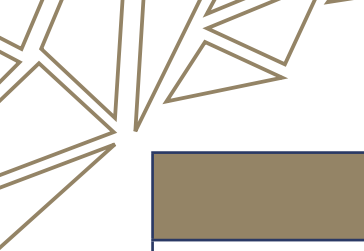
4.1. PNJ Northern Branch's 27th anniversary

4.1.1. Production schedule

The following section will detail the plan of the 27th birthday event series of PNJ Northern branch from August 4, 2022 to September 30, 2022.

4.1.1.1. Media plan

Media category	Details	Format	PIC	Start date	Deadline
Overall project					
Key visual	Key visual proposal	2 pictures (for 2 options)	Thu Hà (design)	17/8	31/8
Teaser	Warm-up posts about birthday events & announcements about upcoming activities in the form of minigames	1 post + 1 picture	Thu Hà (design), Kim Ngọc (content), Phương Dung (content)		
	Minigame results announcement	1 post + 1 picture	Thu Hà (design), Phương Dung (content)		
Avatar frame	Post on how to change the frame	1 post + 1 picture	Thu Hà (design), Phương Dung (content)	20/8	31/8
Anniversary video	Script for the video	1 script	Kim Ngọc (editor and script writer)	1/9	7/9
	Video finalization	1 video		7/9	12/9
Gala introduction	Overview of the activities celebrating PNJ's 27th birthday	1 post + 1 picture	Thu Hà (design), Phương Dung (content)	6/9	15/9
Thank you letter	Letters for accompanying sponsors	1 letter	Thu Hà (design), Kim Ngọc (content)	19/9	20/9



Online contest “PNJ trong tôi”					
Starting post	Kick-off post	2 pictures (for 2 options)	Thu Hà (design), Phường Dung (content)	31/8	31/8
Updates during the competition	Final day countdown	1 post + 1 picture	Thu Hà (design) Duy Hưng (content)	4/9	6/9
	Contest ending annoucement	1 post + 1 picture		6/9	20/9
Post-event post	Result announcement	1 post + 1 picture		6/9	28/9
Beauty pageant “Sparkling diamonds”					
Application round	Kick-off post, announcement of contest rules and call for submission of entries	1 post + 1 picture	Thu Hà (design), Phường Dung (content)	31/8	31/8
	Timeline announcement	1 post + 1 picture		4/9	5/9
Voting round	The countdown post announcing the end of round 1	1 post + 1 picture	Thu Hà (design), Duy Hưng (content)	4/9	5/9
	Top 16 announcement	1 post + 17 pictures			
		Summary of top 16’s round 2 performance	1 post + 3 pictures	Thu Hà (design), Phường Dung (design), Duy Hưng (content)	

Final round	Rules and time of the final round	1 post + 1 picture	Thu Hà (design), Phường Dung (content)	6/9	12/9
	Miss PNJ prediction	1 post + 1 picture	Thu Hà (design), Duy Hưng (content)		
	Summary of the contest	1 post + 1 picture	Thu Hà (design), Phường Dung (content)	6/9	15/9

Table 13: Media plan of PNJ Northern Branch's 27th anniversary

4.1.1.2. Print design

All the below tasks were assigned in 6/9/2022.

Activity	Category	PIC	Quantity	Deadline
Soccer tournament	Backdrop	Thu Hà	1	6/9
	Prize foam board		10	12/9
Gala	Backdrop	Thu Hà	3	9/9
	Led display		1	12/9
	Standee		4	
	Award certificate		1	
	Die-cuts	Phường Dung	6	
	Identification number		10	

Table 14: Print design list of PNJ Northern Branch's 27th anniversary

4.1.2. Media products

4.1.2.1. PNJ Northern Branch's 27th anniversary

a. Pre-event preparation

To prepare for the event, our team was assigned to design social posts and print materials for the soccer tournament as well as LED screens and backdrops for the gala. All materials were designed with golden or diamond letters on a blue background. We always stuck to the key visual during the designing process to achieve consistency in brand identity and effectively convey the message.

- Print materials



Figure 15: 27th anniversary soccer tournament's backdrop



Figure 16: Gala's backdrop



Figure 17: LED screen of “Sparkling Diamonds” finale at the gala



Figure 18: Die-cuts at the gala



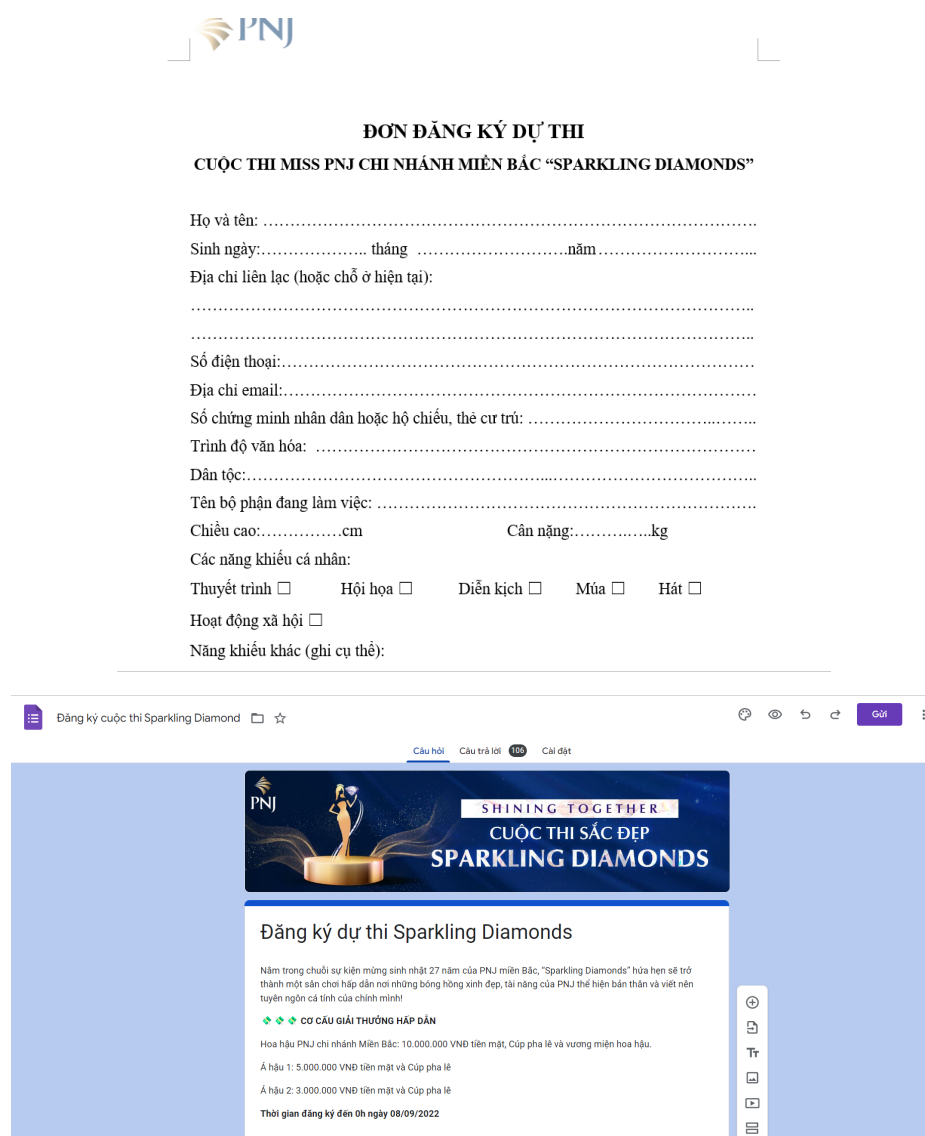
Figure 19: Standees at the gala



Figure 20: Prize boards for contest winners

- Application form

Moreover, our team also prepared an application form for the beauty contest “Sparkling Diamonds” and an online registration form to submit the application. The registration form created in Google Form was written in a concise and clear format, including basic information of the applicants such as full name and work address. It contained instruction as well as a submission section for the application form and required profile images. This would minimize the contestants’ confusion when registering.



The image shows a registration form for the "Sparkling Diamonds" beauty contest. At the top, there is a logo for PNJ. Below the logo, the title of the form is "ĐƠN ĐĂNG KÝ DỰ THI CUỘC THI MISS PNJ CHI NHÁNH MIỀN BẮC 'SPARKLING DIAMONDS'". The form contains several sections for personal information, including name, date of birth, address, phone number, email, and identification details. It also includes a section for hobbies and skills, with checkboxes for various activities like singing, dancing, and acting. At the bottom, there is a section for a registration fee and a deadline for registration.

PNJ

ĐƠN ĐĂNG KÝ DỰ THI
CUỘC THI MISS PNJ CHI NHÁNH MIỀN BẮC "SPARKLING DIAMONDS"

Họ và tên:

Sinh ngày:..... tháng năm

Địa chỉ liên lạc (hoặc chỗ ở hiện tại):

Số điện thoại:.....

Địa chỉ email:.....

Số chứng minh nhân dân hoặc hộ chiếu, thẻ cư trú:

Trình độ văn hóa:

Dân tộc:.....

Tên bộ phận đang làm việc:

Chiều cao:.....cm Cân nặng:.....kg

Các năng khiếu cá nhân:

Thuyết trình ☐ Hội họa ☐ Diễn kịch ☐ Múa ☐ Hát ☐

Hoạt động xã hội ☐

Năng khiếu khác (ghi cụ thể):

Đăng ký cuộc thi Sparkling Diamond

Câu hỏi Câu trả lời 100 Cài đặt

PNJ SHINING TOGETHER
CUỘC THI SẮC ĐẸP
SPARKLING DIAMONDS

Đăng ký dự thi Sparkling Diamonds

Năm trong chuỗi sự kiện mừng sinh nhật 27 năm của PNJ miền Bắc "Sparkling Diamonds" hứa hẹn sẽ trở thành một sân chơi hấp dẫn nơi những bóng hồng xinh đẹp, tài năng của PNJ thể hiện bản thân và viết nên tuyên ngôn cá tính của chính mình!

🍀 🍀 🍀 **CƠ CẤU GIẢI THƯỞNG HẤP DẪN**

Hoa hậu PNJ chi nhánh Miền Bắc: 10.000.000 VND tiền mặt, Cúp pha lê và vương miện hoa hậu.

Á hậu 1: 5.000.000 VND tiền mặt và Cúp pha lê

Á hậu 2: 3.000.000 VND tiền mặt và Cúp pha lê

Thời gian đăng ký đến 0h ngày 08/09/2022

Figure 21: Registration forms for “Sparkling diamonds”

- Social media posts

Our team was responsible for creating content for the series of events except for the football tournament. According to the plan, the mini-game and sneak peek posts would be posted first on Workplace to grab the employees’ attention, increase their awareness and liven up the atmosphere of the event series. The rule of the minigame was straightforward and easy to play so everyone could attend immediately. In particular, the game required players to arrange letters into a complete sentence, comment a lucky number and tag 3 of their friends in PNJ Northern Branch’s Workplace to have a chance to win.



!!! U LÀ TRỜI !!! SIÊU SỰ KIỆN NÀO SẮP DIỄN RA???

📁 Dự đoán ngay bằng cách bình luận dưới bài viết để rinh giải thưởng:

01 giải Tốc độ (dự đoán đúng & nhanh nhất) trị giá: 500,000 VNĐ

05 giải Lan toả (dự đoán đúng & được nhiều tương tác) mỗi giải trị giá 200,000 VNĐ

Cách thức tham gia cực đơn giản: Bình luận tại bài viết theo cú pháp

Đáp án + 2 chữ số may mắn + tag 3 người bạn

Ví dụ: Khai trương Hà Nội @Nguyễn Văn A @Nguyễn Văn B @Nguyễn Văn C

🕒 Thời gian tham gia hợp lệ: Trước 12h00 ngày 04/08/2022.

Cùng đếm ngược để chờ đón SIÊU SỰ KIỆN sắp bùng nổ tại PNJ CN Miền Bắc ngay thôi!!!

Figure 22: Minigame post

For a corporation that focused on culture and brand pride like PNJ, changing Facebook avatars on an anniversary had become a vital activity to boost the employees' morale and reinforce collective behavior. Our team was in charge of designing and writing a guide on changing the avatar frame for all staff on the occasion of PNJ Northern branch's birthday. According to the project manager - Ms. Phạm Lê Thu Trang, PNJ's employees were mostly not good at technology. Hence, this instruction post was necessary to reduce the hassle of doing so much work and thus encourage them to change their avatar faster.



Figure 23: Facebook avatar frame post

- Video

Our responsibilities included script writing and video editing. Below is the description of the video production process.

1. Made an outline of content, images and music based on the original suggestion of Ms. Nguyễn Phương Nhung.
2. Got feedback from Ms. Phạm Lê Thu Trang and Mr. Lê Phạm Trung Nguyên and developed the outline with more details.
3. Built a video based on the outline.
4. Received reviews and changed script based on PNJ's requests.
5. Edited the video and added more details about the company such as goals, internal images, video footage, achievements, etc.
6. Completed the video and re-edited as required for the last time.

This video summarized the 27-year development journey of PNJ Northern branch and listed activities in the 27th anniversary. The video was shown at the end of the ceremonial part of the gala. This is the video script:

Phân đoạn	Nội dung/ Text	Hình ảnh thể hiện	Âm thanh
Mở đầu	PNJ MIỀN BẮC (thay chữ 20th Century Fox bằng chữ này)	Mở màn, intro dạng 20th Century Fox hiện lên, nền tối dần	Tiếng Intro như giới thiệu phim 20th Century Fox
	PNJ Chi nhánh miền Bắc - Điểm lại hành trình 27 năm tỏa sáng	Show chữ hiện từ từ trên nền đen	-
Khoảnh khắc đáng nhớ	<p>Slide show hình ảnh và video quay lại những khoảnh khắc và kỷ niệm trong suốt hành trình phát triển PNJ miền Bắc. Thêm thành tích đã đạt được đến nay</p> <ul style="list-style-type: none"> - 18/9/1995: Thành lập PNJ chi nhánh miền Bắc Khai trương Cửa hàng đầu tiên tại 192A Quán Thánh – Ba Đình – Hà Nội - 22/4/1997, Khai trương cửa hàng tại số 8 phố Hàng Đậu, đánh dấu mốc cho sự phát triển tiếp theo - 2003: Chi nhánh chuyển trụ sở về tại 37B Trần Nhân Tông, chính thức xây dựng các nền tảng mảng bán lẻ cho đội ngũ, phát triển mạnh mẽ về các dòng hàng Kim cương rời và nữ trang cao cấp - 2005: Các mô hình PNJ Silver, Cao Fine Jewelry được thành lập và ra mắt - Tháng 12/2011: chi nhánh chính thức chuyển từ 37B Trần Nhân Tông về địa điểm mới khang trang hơn tại số 6A Trần Nhân Tông - 2000 – nay, Chi nhánh phát triển với tốc độ nhanh chóng và không ngừng phát triển 	<ul style="list-style-type: none"> - Sử dụng các hình ảnh và video có sẵn - Slideshow mang màu sắc và phong cách PNJ (ví dụ như này) 	Nhạc nền truyền cảm hứng
Cơ sở hạ tầng	<ul style="list-style-type: none"> - 1 Văn phòng đặt tại 110 Cầu Giấy - Kho Cung ứng & Trung tâm bảo hành đặt tại 6A Trần Nhân Tông 		
Doanh thu	Số liệu	Text + effects	

Các nhãn hàng đang kinh doanh	<ul style="list-style-type: none"> - 65 cửa hàng (PNJ Next, Trung tâm kim hoàn, New Centre, Trung tâm thương mại) - PNJ Gold - PNJ Silver - Style by PNJ - Disney - CAO - Watch - Pandora - Kinh doanh vàng miếng 	Text + logo Bản đồ infographic (logo mọc ra từ Hà Nội)	
Đối tác thương mại	<ul style="list-style-type: none"> - Đối tác kinh doanh - Vin ID - Viettel - Đối tác CSR: - CLB Doanh nhân sao đỏ - Doanh nghiệp trẻ Hà Nội - HNEWS 		
Đội ngũ nhân sự	<ul style="list-style-type: none"> - Tăng trưởng lớn mạnh cả về số lượng và chất lượng với tổng số lượng toàn chi nhánh là 700 nhân sự. - Chất lượng nhân sự: <ul style="list-style-type: none"> + Đào tạo toàn bộ đội ngũ: Gắn kết đồng lòng - Bứt tốc vươn xa + Đào tạo đội ngũ Kế toán + Đội ngũ An ninh + Luôn chú trọng kiến thức sản phẩm + Đến cả những dòng hàng khó nhất là Kim cương vẫn luôn được trau dồi 		-
Tổng quan chương trình 28 năm	<p>Giới thiệu tổng quan chương trình sinh nhật 28 năm của PNJ chi nhánh miền Bắc (ý tưởng từ video kỷ niệm của Generali):</p> <p>27 năm:</p> <ul style="list-style-type: none"> - Chính trực để trường tồn - Kiên định bám mục tiêu - Quan tâm cùng phát triển - Tận tâm vì khách hàng - Tiên phong tạo khác biệt <p>Để phát triển và tỏa sáng như ngày hôm nay, tất cả là nhờ những cố gắng phi thường của các bạn - những cá nhân làm nên PNJ.</p> <p>2022 - Chương trình 27 năm SHINING TOGETHER - PNJ chi nhánh miền Bắc tổ chức:</p> <ul style="list-style-type: none"> - Giải bóng đá nam nữ giao lưu và nâng cao tinh thần sống khỏe - sống đẹp của tập thể người nhà PNJ. - Cuộc thi viết "PNJ trong tôi" - nơi những câu chuyện thân thương của chúng ta được chia sẻ. 	<ul style="list-style-type: none"> - Phân đoạn 27 năm: Với mỗi một giá trị được nêu ra sẽ có nền bên dưới là video hoặc hình ảnh liên quan đến PNJ thể hiện giá trị đó (tham khảo video Generali đoạn từ 0:20 - 0:26). - Phân đoạn lời dẫn cảm ơn: Show chữ, nền là hình ảnh/video tập thể người PNJ đang mỉm cười tự hào hoặc tương tự thế. - Phân đoạn Chương trình 27 năm kỷ niệm: Tương tự đoạn 27 năm trên nhưng thay bằng những khoảnh khắc highlight của các cuộc thi đây. 	<p>Nhạc nền tươi sáng và tự hào</p> <p>hoặc</p> <p>Nhạc nền hào hùng tràn đầy cảm hứng</p>

	- Cuộc thi sắc đẹp "Sparkling Diamonds" - sân diễn hội tụ những "bóng hồng" tỏa sáng rực rỡ của nhà PNJ.		
Thành tựu	- Chi nhánh đột phá năm 2021 -		
Lời nhắn từ GD CN	Text: Tên GĐCN	Video quay lời nhắn GĐCN, subtitle lời chúc	-
Kỳ vọng đến cuối năm	Nêu những dự án đang ấp ủ, tiềm năng, hứa hẹn, hy vọng cần đạt được của PNJ CNMB từ nay đến hết năm 2022.	Show chữ, có thể kèm theo video minh họa	Nhạc nền trần đầy hy vọng , về đến gần cuối nhạc nhỏ dần.
Kết video	Các nhân viên trong công ty tập trung hô to: "Chúng tôi tự hào là người PNJ!" "Tôi yêu PNJ!"	Video quay cảnh các nhân viên trong công ty tụ hợp	
	Cảm ơn các bạn vì đã cùng PNJ tỏa sáng trong suốt chặng đường đã qua <3	Show chữ, show logo PNJ và màn hình tối dần, hạ màn kết thúc video.	

Figure 24: Anniversary video script

b. During-event production

After posting the avatar frame, we started producing posts and images related to the contests on Workplace. These posts focused mainly on announcing the activities and emphasized the value of prizes to entice employees to participate in the event. Before the writing and designing process, our team was provided with posts of similar events to determine the suitable writing and design style to present our message to the target audience. Accordingly, we would follow the determined style which was fun, exciting and trendy for all of our artworks and captions.





Figure 25: Posts of “Sparkling diamonds” and “PNJ trong tôi”

The last days of “Sparkling diamonds” application round was an opportunity to sharply increase the number of registration. Therefore, the count-down and mini-game posts were posted to urge people to submit their profile. These posts could probably draw more attention for the most invested contest in this birthday event. Every post during this phase had a “call to action” part on the caption and poster that helped motivate employees to participate or encourage their colleagues to join and receive multiple attractive prizes.



🔥 TRÚC XINH TRÚC MỘC ĐÁU ĐÌNH, MINH XINH MINH ĐÊN MISS PNJ “SPARKLING DIAMONDS” NHÉ CÁC CHỊ EM ƠI 🔥

Sau vài ngày mở đơn, BTC rất vui mừng khi tiếp nhận được rất nhiều lá đơn đăng ký với nhiều sắc màu khác nhau đang đợi chờ cơ hội để bùng sáng. **Miss PNJ Sparkling Diamonds** xin trân trọng thông báo chỉ còn đúng 1 NGÀY nữa thôi, vòng thi sơ khảo sẽ CHÍNH THỨC ĐÓNG ĐƠN và bước vào vòng chung khảo để tìm ra các ứng cử viên sáng giá nhất cho chiếc vương miện Miss PNJ 2022. Bật mí nho nhỏ là ngoài giải thưởng đáng quang ngôi vị thì vẫn còn chiếc giải thưởng vô cùng hấp dẫn đang đón chờ thí sinh được yêu thích nhất ở vòng này đây!!!

THÔNG TIN VÒNG SƠ KHẢO (ONLINE):

🕒 Thời gian: 01/09 đến 0h00 ngày 08/09/2022
📍 Hình thức: Online

CÁCH THỨC ĐĂNG KÝ DỰ THI

📁 Hồ sơ đăng ký dự thi bao gồm:

- Đơn đăng ký dự thi theo mẫu của Ban tổ chức (Thí sinh tải về và nộp file mềm vào link đăng ký)
- 03 tấm ảnh màu định dạng 3:4 (chụp chân dung, chụp toàn thân trang phục tự chọn và chụp toàn thân đồng phục PNJ)

📧 Tài form đăng ký tại: <https://bom.so/HGwBh>

📧 Nộp hồ sơ đăng ký dự thi tại đây: <https://forms.gle/UARKZvHonXU4qCnY6>

Tic tắc, tic tắc, chỉ còn lại một chút thời gian cho những lá đơn tiềm năng còn sót lại được gửi đến BTC để tìm ra viên cương sáng giá nhất của Miss PNJ Sparkling Diamond nữa thôi. Không chỉ là cơ hội “ngân năm có một” để thể hiện tài năng và sắc đẹp của bản thân, các nàng còn được rinh những phần thưởng vô cùng giá trị về nhà nữa cơ mà, vậy thì ngại gì mà không nhanh tay điền vào đơn đăng ký ngay và luôn nhĩ 🥰?

#Sinhnhat27nam #PNJmienBac27tuoi #SparklingDiamonds

MINI GAME: 🎁 ĐOÁN HẸNG SAY - NHẬN QUÀ NGAY 🎁

📅 Ngày 16/09/2022 tới, Đêm chung kết cuộc thi Miss PNJ “Sparkling Diamonds” - cuộc thi sắc đẹp lần đầu tiên tổ chức bởi PNJ miền Bắc sẽ diễn ra nhằm tìm ra viên kim cương sáng giá nhất của tòa nhà chi nhánh.

🥰 Hòa chung với bầu không khí “nóng gì mà nóng thế” của cuộc thi, BTC xin gửi đến toàn thể anh chị em trong đại gia đình PNJ một mini game nho nhỏ thay cho lời cổ vũ nồng nhiệt nhất tới các ứng viên lọt TOP 16 “SPARKLING DIAMONDS”. Theo bạn, bóng hồng nào sẽ giành được ngôi vị sắc đẹp cao nhất trong cuộc thi năm nay?

- Phạm Thị Huế (SBD 101)
- Trần Tuyết Nhung (SBD 102)
- Hoàng Thị Ngọc Trâm (SBD 105)
- Vương Ngọc Huyền (SBD 106)
- Phạm Văn Quỳnh (SBD 108)
- Bùi Lan Anh (SBD 109)
- Phan Thị Hồng Nhung (SBD 110)
- Ưông Kiều Ảnh Tuyết (SBD 111)
- Trần Khánh Hạ (SBD 112)
- Nguyễn Thị Mai (SBD 115)
- Nguyễn Thị Vân (SBD 116)
- Mai Thị Thanh Hải (SBD 118)
- Nguyễn Thị Linh (SBD 119)
- Phạm Thị Lan Anh (SBD 120)
- Lê Thị Thu Hương (SBD 121)
- Tống Khánh Linh (SBD 122)

🔥 Cùng chơi MINI GAME dự đoán Miss PNJ để NHẬN NGAY những phần quà “siêu to khổng lồ” nào cả nhà ơi!!!

🏆 CÁC BƯỚC THỰC HIỆN::

- Comment mã SBD + Tên thí sinh + Ngôi vị dự đoán (Cả Hoa Hậu và 2 Á hậu)
- Tag tên 2 người bạn của mình vào

Ví dụ: SBD 101 - Phạm Thị Huế - Hoa Hậu, SBD 102 - Trần Tuyết Nhung - Á hậu @Nguyễn Văn A @Nguyễn Văn B

🏆 GIẢI THƯỞNG:

- 1 Giải Đoán trúng nhất 2 ngôi vị + Nhanh tay nhất: 300k
- 3 Giải nhì: 200k

🕒 Minigame sẽ kết thúc vào 12h trưa Đêm chung kết ngày 16/09/2022
Kết quả sẽ được công bố vào Đêm chung kết 16/09/2022

❌ Lưu ý:

- Mỗi tài khoản chỉ comment 1 lần và không được chỉnh sửa.
- Comment thực hiện đầy đủ các bước và phải bao gồm cả 2 ngôi vị Hoa Hậu và Á hậu mới được tính hợp lệ.

🥰 Các anh chị em trong đại gia đình PNJ Miền Bắc hãy cùng nhanh tay cổ vũ cho các thí sinh tài năng trong Top 16 Miss PNJ ngay thôi nào!!!

#Sinhnhat27nam #PNJmienBac27tuoi #SparklingDiamonds #MinigameMissPNJ



Figure 26: Count-down and mini-game posts

The beauty contest “Sparkling diamonds” achieved a great outcome when receiving 111 application forms in total. After evaluating these forms, PNJ’s managers and marketing team selected 16 potential candidates for the next round. Right after the result release, our team produced a caption and 17 images for an announcement post on the Workplace platform.



Figure 27: Top 16 announcement post

The key event of this series was the gala on September 16, 2022. The materials we had prepared before, including invitations, standees, LED displays, backdrops, prize boards and die-cuts were fully utilized during this event. In this gala, the video produced by our team was also shown.



Figure 28: Gala invitation

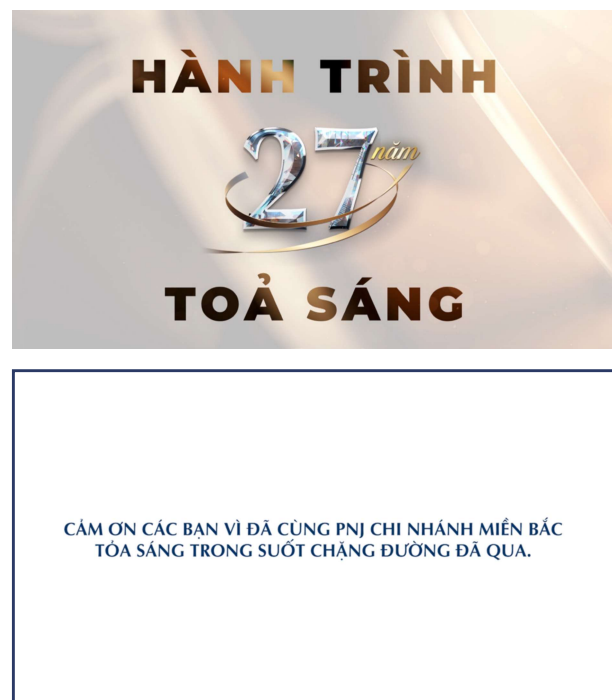


Figure 29: Anniversary video

b. Post-event production

After the event, our team designed certificates for the award winners of “Sparkling diamonds” and made thank you letters. These certificates and letters would be sent to candidates via PNJ’s internal email. Moreover, the company anniversary video produced by our team was also posted on the Workplace platform.



Figure 30: Post-event certificate and thank you letter

In addition, our team was also assigned to give feedback on a recap video of the gala. This video was produced by a production team who were not PNJ’s employees. Hence, the flow of it was not suitable with the brand’s vibe and request. Because of these reasons, our team decided to have a meeting with Ms. Phạm Lê Thu Trang to rewrite the script for this video. Our new video script was accepted by her.

Phân đoạn	Nội dung/ Text	Hình ảnh thể hiện	Âm thanh
Mở đầu	Sinh nhật 27 tuổi của PNJ miền Bắc và chuỗi hoạt động đầy ấn tượng	Logo PNJ trên nền trắng, chữ và logo từ từ hiện lên.	
Recap 1	Tràn đầy hưng khởi với môn thể thao vua	Text animation	Nhạc sôi động to dần
Bóng đá	<ul style="list-style-type: none"> Slide show các khoảnh khắc bóng đá đặc sắc Chỉnh sửa: <ul style="list-style-type: none"> + 00:12 - 00:15: Vào luôn phần cheer cổ vũ của các chị. + 00:19 - 00:21: Bỏ phần đá bóng, thêm phần cheer của các anh (00:46 - 00:47) + 00:52 - 00:58: cắt bỏ 	Sử dụng các source video đã quay như video demo, chỉnh sửa theo feedback	
Recap 2	Tỏa sáng rực rỡ với Đêm Gala & “Miss PNJ CMB”	Text animation	Chuyển sang nhạc vui vẻ, hưng khởi

Figure 31: Feedback and changes for the recap video

4.2. Women's Day campaign “Sự thấu hiểu là món quà vô giá”

4.2.1. Production schedule

The table below is the production schedule of the work that our team was responsible for.

Phase	Area of work	Week 1 (20/9 - 28/9)	Week 2 (29/9 - 6/10)	Week 3 (7/10 - 14/10)	Week 4 (15/10 - 22/10)	Week 5 (23/10 - 31/10)
Research & Ideation	Produce a report of PNJ's previous 20/10 campaigns					
	Produce a proposal for this year campaign's key activities (Northern area only)					
Production	Write invitation letter for HNEW meeting					
	Design HNEW meeting invitation letter					
	Create a list of potential advertising partners (KOLs/KOCs/PR pages)					
	Create a list of content briefs for PNJ's northern branch fanpages					
	Write a copywriting demo for each content brief					
	Contact selected KOLs/KOCs/ communities					

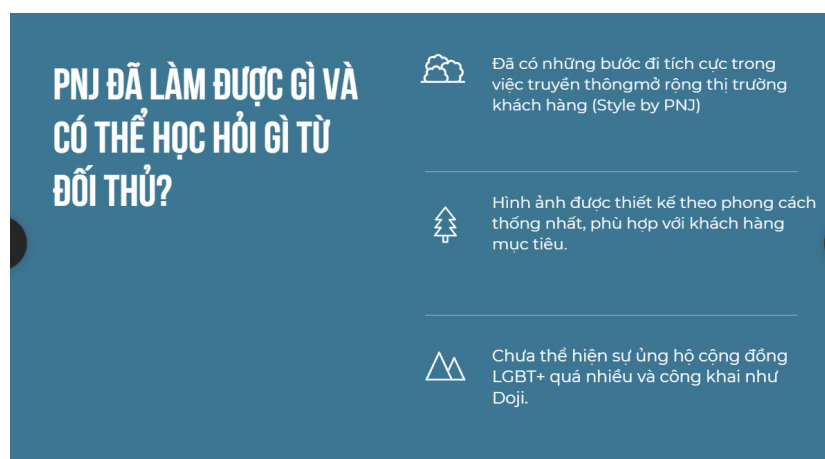
	Develop communication options, guidelines and approaches for selected KOLs/ KOCs/PR pages)					
	Send options and guidelines to selected KOLs/ KOCs/PR pages)					
Launch						
Evaluation	Synthesize metrics from the partners' posts					
	Provide a report on competitors' 20/10 communication activities					

Table 15: Production schedule of Women's Day 2022 campaign

4.2.2. Implementation

4.2.2.1. PNJ's previous 20/10 campaigns report

Before working on the main project, our team was assigned to submit and present a report related to the 20/10 campaigns of PNJ's competitors in the market such as DOJI, Bảo Tín Minh Châu,... In this first report, in addition to analyzing the media campaigns on October 20 of competitors in 3 years from 2019 - 2021, our team pointed out the strengths and weaknesses that PNJ could learn from the above competitors. Moreover, our team had comments on the media content, the use of communication channels, good points and limitations of PNJ in the way they implemented 20/10 campaigns in 3 years mentioned above.



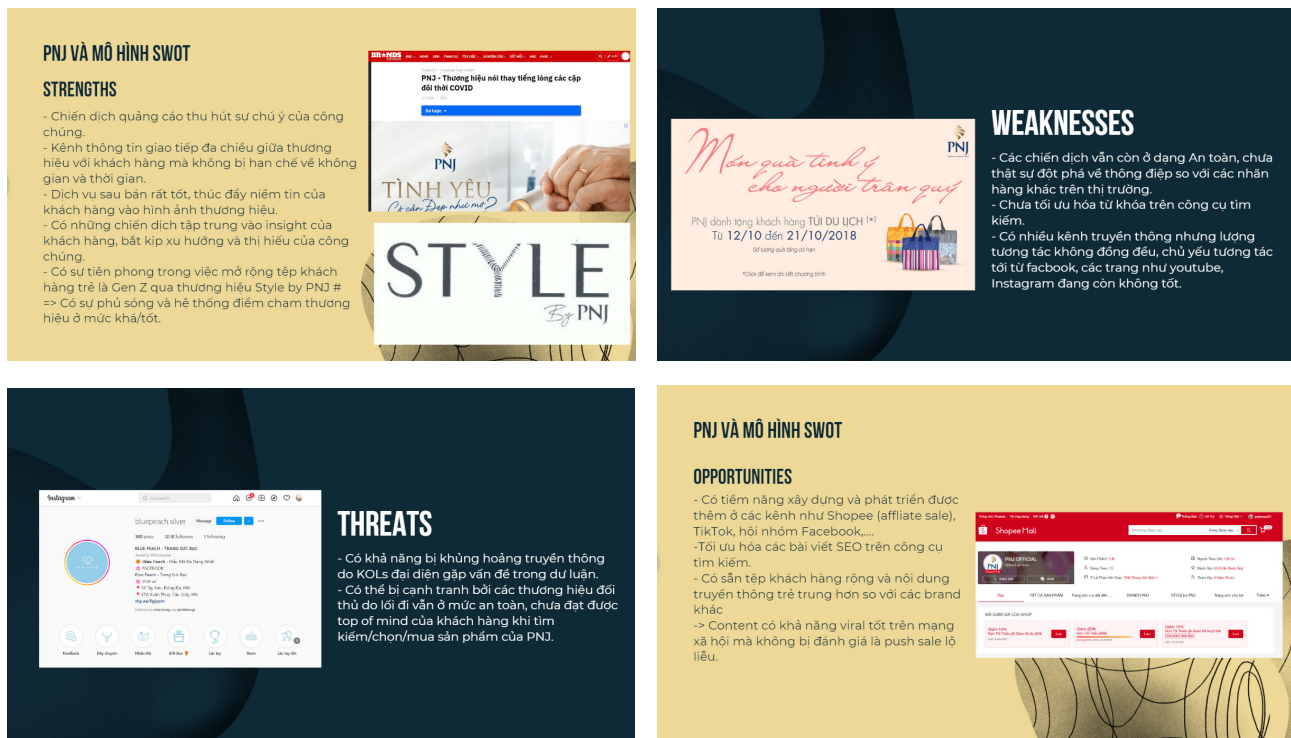


Figure 32: Our research from the first report

4.2.2.2. PNJ Northern Branch 2022 Vietnamese Women’s Day key activities proposal

Our team made 2 proposals to suggest the campaign’s theme idea and propose marketing communications orientation for the new brand Style by PNJ during the campaign. For each proposal, after researching about old campaigns, social networks as well as recent problems of PNJ, especially PNJ Northern branch, our team proposed new ideas as follows.

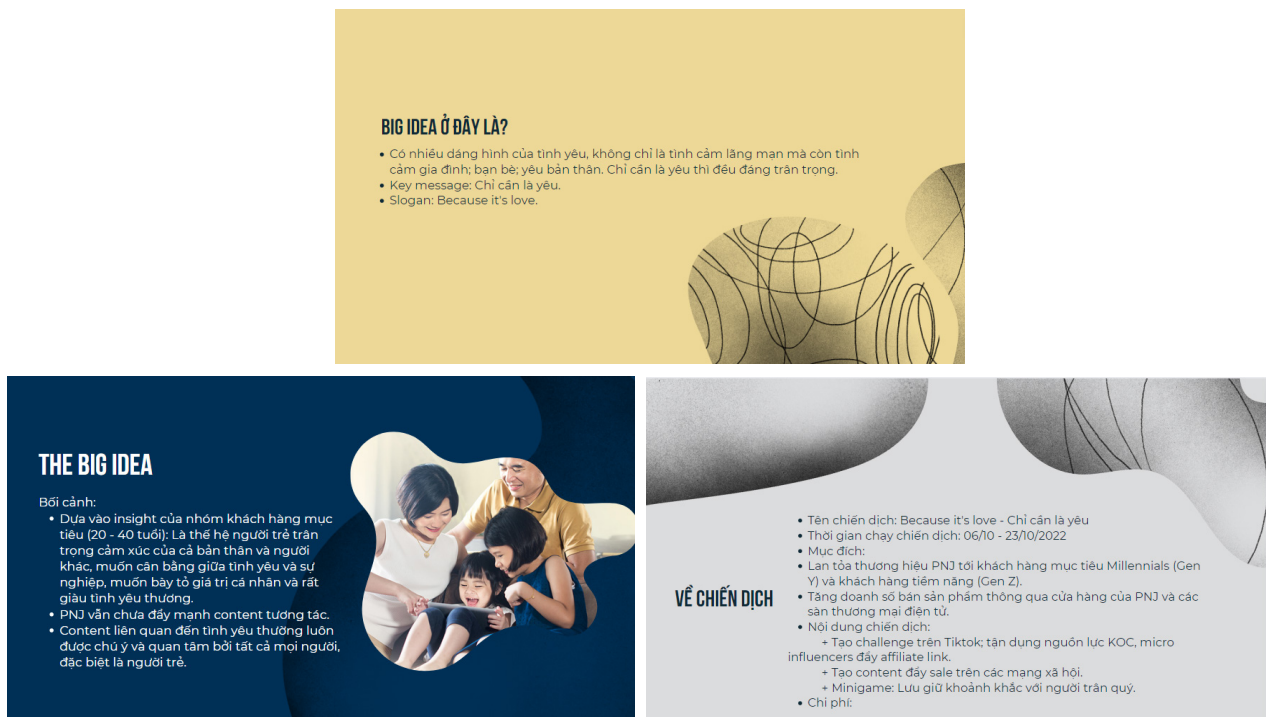


Figure 33: Our team’s ideas for 20/10 campaign from the second proposal

ĐỀ XUẤT 1 KÊNH TRUYỀN THÔNG MỚI?

Instagram chuyên về lifestyle, fashion. Chia sẻ những nội dung gần gũi với gen Z hơn, được tài trợ bởi Style by PNJ nhưng không cần thiết phải quảng bá mọi sản phẩm đến từ PNJ.
Ví dụ: key4.pretty (Instagram)

Vietcetera: 1 series bài viết về phong cách giới trẻ/ Gen Z sống/ Cá sao cho tỉnh? (Content về peer pressure, gen Z sống thế nào, cái gì đẩy link đến được đến thông điệp yêu bản thân)
Ví dụ: Series Why not? của Curnon

GÓC NHÌN TRUYỀN THÔNG MỚI

Cinema advertising:
+ Quảng cáo có đồ phù lớn, khiến khán giả chú ý đến nhân hàng.
+ Có nhiều phương thức làm quảng cáo tại rạp phim (hoàn toàn có thể quyết định dựa trên ngân sách): quảng cáo trước khi phim chiếu; quảng cáo trên vé, túi bóng, nước,...

GÓC NHÌN TRUYỀN THÔNG MỚI

Chương trình "Lets style" trên VTV6

- Tiktok challenge: Trend tiktok Ngày ấy - Bây giờ -> đi thông tiếp liên quan đến yêu bản thân, thay đổi nếu cảm thấy điều đó giúp bạn yêu bản thân hơn, bạn tìm được 1 phiên bản tốt đẹp hơn về ngoại hình => Chỉ cần là yêu, như thế nào cũng là yêu.
- Trade marketing: Quầy dịch vụ Glow up with Style by PNJ - Tư vấn về phong cách ăn mặc, phối quần áo, trang sức, kiểu makeup sao cho hợp với phong cách đang theo đuổi (lấy cảm hứng từ quầy làm đẹp của Sephora)
- Làm talkshow/series online chia sẻ cách làm đẹp, xu hướng, phong cách thời trang đang hot.

Figure 34: Our team's new ideas from the final proposal

4.2.2.3. Partnership marketing

a. HNEW meeting

Hanoi Women Entrepreneurs Association (HNEW) is a professional social organization/ non-governmental organization established in 2008 on the basis of merger of Hanoi Business Women Club and Hanoi Women Entrepreneurs Network, and operates on principles of voluntariness and equality of businesswomen of all economic sectors operating legally in Hanoi city. They have been an important partner of PNJ in recent years. During the last 20/10, PNJ held an experience meeting with HNEW. This was a crucial event in promoting the message of the campaign “Sự thấu hiểu là món quà vô giá”, while increasing sales. Because this event provided many activities to experience with PNJ and introduce new products to celebrate Vietnamese Women’s Day. Our team had been assigned to be in charge of the design as well as the content of the invitation, and prepared the vouchers for this meeting.to be in charge of the design as well as the content of the invitation, and prepare the vouchers for this meeting.





Figure 35: HNEW meeting and the invitation

4.2.2.3. Partnership marketing

a. HNEW meeting

In addition to HNEW, PNJ Northern branch had a series of workshops with Estee Lauder. Realizing that this was a very popular brand which was suitable for Style by PNJ product line, our team proposed that the workshop should have content related to fashion, beauty, and personal style shaping. In addition, the workshops and activities must deliver a message of youthful confidence that was also the key to helping women exude a distinct aura and become more attractive. Our team's idea had been approved by the marketing team and this series of workshops to celebrate Vietnamese Women's Day was successfully held at PNJ stores in Hanoi.



Figure 36: PNJ x Estee Lauder's workshop

4.2.2.4. Social media activities

a. KOLs/KOCs

Collaboration with KOCs/KOLs is an important step towards success for a viral project. In the campaign “Sự thấu hiểu là món quà vô giá”, PNJ Northern branch selected 3 KOCs at Tik Tok platform: “Chồng ngoan” channel, “Gia đình Truyền hình” channel and “Chuyện nhà Linh Bí” channel. Our team developed content-oriented briefs for the above 3 KOCs.

Tên kênh Tiktok	Lượt follow	Mục đích	Nội dung/Hướng tiếp cận	SOW	KPIs
Chuyện nhà Linh Bí	912.3K		<ul style="list-style-type: none"> - Content đi chơi 20/10 (link đến outfit, phụ kiện) - Bỏ Linh hiểu mẹ Linh như thế nào? Kỷ niệm từ ngày yêu nhau có gì đáng nhớ => thấu hiểu là bí kíp hạnh phúc và món quà vô giá 	<ul style="list-style-type: none"> - Lên nội dung đi chơi 20/10 hoặc game ôn lại kỉ niệm - Giới thiệu 1 trang sức PNJ => ưu đãi “Quà tặng trân quý” - Đặt link landingpage sản phẩm ưu đãi của PNJ trong biolink. - Sử dụng hashtag #DauAIThayCanhNay và #truyencamhưngbởiPNJ trong caption. 	500K views/video
Chồng Ngoan	433K	<ul style="list-style-type: none"> - Nhấn mạnh sự thấu hiểu trong tình yêu, những góc khuất của sự vất vả trong cuộc sống người phụ nữ => Bám sát tagline “Thấu hiểu là món quà vô giá” - Giới thiệu chương trình ưu đãi 20/10 của PNJ. 	<ul style="list-style-type: none"> - Bí kíp dỗ vợ - Giữ lửa tình yêu như thế nào? - Review quà 20/10 qua các năm 	<ul style="list-style-type: none"> - Lên nội dung về các bí kíp giữ lửa tình yêu, dỗ vợ => nhấn mạnh yếu tố thấu hiểu trong tình yêu. - Gợi ý quà tặng, giới thiệu 1 trang sức PNJ. - Giới thiệu ưu đãi “Quà tặng trân quý” - Đặt link landingpage sản phẩm ưu đãi của PNJ trong biolink. - Sử dụng hashtag #DauAIThayCanhNay và #truyencamhưngbởiPNJ trong caption. 	250K views/video
Gia đình Truyền hình	626.3K		<ul style="list-style-type: none"> - Cường làm stylist cho Giang => giới thiệu, gợi ý trang sức. - Cường bày các bí kíp dỗ vợ - Q&A rep bình luận video hậu trường, phía sau 1 MC nữ: áp lực, dậy sớm, thức khuya, chăm lo cho gia đình..... (Cường voice off) 	<ul style="list-style-type: none"> - Lên nội dung về thời trang, phối đồ cho vợ/storytelling của Cường về Giang. - Giới thiệu ưu đãi “Quà tặng trân quý”, đặc biệt nhấn mạnh về quà tặng cái áo (có thoại về sự phù hợp và thời trang) - Đặt link landingpage sản phẩm ưu đãi của PNJ trong biolink. - Sử dụng hashtag #DauAIThayCanhNay và #truyencamhưngbởiPNJ trong caption. 	150K views/video
				KOCs có thể biến nội dung đề phù hợp với phong cách của kênh.	

Figure 37: Content brief for KOCs on Tik Tok

Our team had been able to contact two TikTokers: “Gia đình Truyền Hình” and “Chuyện Nhà Linh Bí”, and scheduled a video filming at the store. The videos were uploaded on their TikTok channels on October 19 and 20. However, our team did not receive a response from the TikTok channel “Chồng Ngoan” after sending the brief. Due to this unexpected incident, we suggested the project manager upload the videos of the other 2 TikToker channels on their Facebook as well. The final result is that the videos were posted simultaneously on both the TikTok and Facebook Watch channels of these two KOCs.

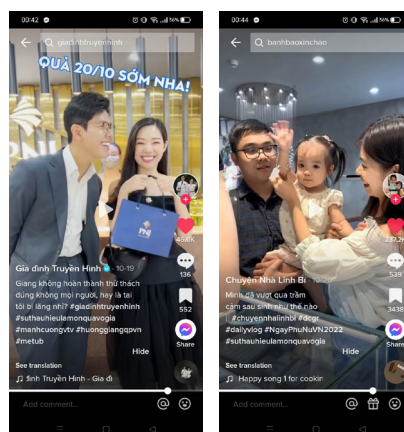


Figure 38: Tik Tok video with 2 KOCs

b. PR pages

During the campaign, PNJ Northern branch wanted to book PR posts on fanpages of big provinces and cities in the North such as Hà Nội, Hải Phòng and Nghệ An. These places have high levels of jewelry buying and selling during special occasions like Vietnamese Women's Day. Like the KOCs, our team implemented content briefs and KPIs for the above fanpages. In addition, our team was also assigned to contact the largest local brand fair "The New District" but did not receive a response.

Tên kênh	Lượt follow	Nền tảng	Hướng tiếp cận	Nội dung truyền thông	KPIs
Chuyên của Hà Nội	1.9M	Facebook	<ul style="list-style-type: none"> - Content sale, ưu đãi (dạng nhận tin) - Content về thấu hiểu (bài ngắn, deep), để link sản phẩm dưới bình luận. - Content về tình yêu => tình yêu có nhiều dạng (gia đình, bạn bè, bản thân) => Style 	<p>1. Content Sale ưu đãi dạng tin nhắn A: Bó ơi, nghe báo sắp tới ngày Phụ nữ Việt nam rồi ày a hihi A: Có cái vòng này xinh lém luôn, nhân dịp bố kính yêu có thể...👉👉 A: Gửi hình/link B: Đúng lúc bố đang tìm quà để tặng cho mẹ mày, cảm ơn con gái nhé! B: Còn con gái rắng mà kiếm người yêu để nó tặng quà cho nhà B: (Emoji nào đây vừa đáng yêu vừa chọc tức) A:) Để dưới bình luận: Về đến nhà cũng phải ăn cơm trổ, thôi thì cũng đang có ưu đãi, mình tự mua cho mình để bảo thủ người đàn ông đọc ác đây cũng được: https://bit.ly/3RE84V6</p> <p>2. Content thấu hiểu, đang suy ngẫm triết lý cuộc đời: 20/10 năm nào cũng tặng quà, nhưng đã bao giờ bạn dừng lại nghĩ liệu món quà mình đã tặng có khiến cho người ấy thật sự vui không?... Để dưới bình luận: 20/10 năm nay, PNJ có rất nhiều chương trình ưu đãi dành cho những người đang tìm kiếm "Món quà của sự thấu hiểu". Nhân dịp Ngày Phụ nữ Việt Nam năm nay, đừng ngần ngại thể hiện tình cảm chân thành của mình tới người phụ nữ đặc biệt ấy nhé: https://bit.ly/3RE84V6</p> <p>3. Content suy ngẫm về tình yêu Vào một sáng mùa thu ngày cuối tuần se lạnh và trong lành, trên đường đi tản bộ ở công viên A, tôi thấy (một cảnh gì đấy wholesome/đáng yêu/cảm động). Bất giác trong giây phút đó, trong đầu tôi chợt ngẫm lại, thật sự, tình yêu là gì? Lâu nay khi nhắc đến tình yêu, mọi người sẽ thường nghĩ tới tình yêu đôi lứa, tình cảm giữa hai con người với nhau. Nhưng... Để dưới bình luận: Tình yêu lãng mạn, tình yêu gia đình, tình bạn bè, yêu bản thân, dù nhiều hình thức khác nhau thì tất cả đều xuất phát từ tình cảm chân thành trong trái tim. Nhân dịp Ngày 20/10 sắp tới, hãy dừng lại chút và suy nghĩ xem để thấu hiểu những người mình yêu thương nhé: https://bit.ly/3RE84V6</p>	<ul style="list-style-type: none"> - Reaction: 1K - Comment: 100 - Share: 10
Hà Nội	1.4M	Facebook	<ul style="list-style-type: none"> - Bài đơn giản, status: chương trình sale - Cách có người yêu trong mùa lạnh: TOP1 thấu hiểu 	<p>1. Bài viết dạng status: Ai đó ơi, ở đây đang có ưu đãi quà tặng lên đến 4M, muốn mua quà tặng những người phụ nữ thân yêu thì mua ngay thôi nào!! Để dưới bình luận: 20/10 là mùa trao đi yêu thương nên đừng quên yêu và hiểu người phụ nữ trân quý của bạn nhiều hơn nữa nhé: https://bit.ly/3RE84V6</p>	<ul style="list-style-type: none"> - Reaction: 500 - Comment: 80 - Share: 30
Làng thanh Hà Nội	2.2M	Facebook	<ul style="list-style-type: none"> - Bài viết kêu gọi tag, để chương trình sale dưới bình luận (viết về thấu hiểu) 	<p>Chỉ còn đúng 1 tuần nữa là 20/10. Tag ngay người thứ 2 sẽ tặng quà cho bạn. Mẫu Để dưới bình luận: Quà ở đây xinh thế này chắc chắn người yêu sẽ không đổi trong ngày 20/10 hehe: https://bit.ly/3RE84V6</p>	<ul style="list-style-type: none"> - Reaction: 1.2K - Comment: 500 - Share: 10

Figure 39: Content brief for PR pages provided by our team

4.3. Intermediate conclusions

To sum up, this section presented the products that were carried out by our team during the project execution. Moreover, there was also a project implementation process based on the models deployed in the above sections such as AIDA, SWOT, etc.

During the campaign execution, our team was assigned many important tasks such as creating the key visual and content for social posts. In the internal event for the 27th birthday of PNJ Northern branch, in addition to the above products, our team scripted and produced a video rewinding PNJ's 27-year journey. The process of scripting and producing this video was a bit difficult because of disagreements between leaders and managers, so this video was completed quite close to the deadline.

In the campaign “Sự thấu hiểu là món quà vô giá”, PNJ Northern branch was not responsible for the big idea so our team was assigned the task of researching information for the campaign as well as proposing new communications perspectives for PNJ and Style by PNJ product line. In addition, the brief for PR fanpages and KOCs was also successfully handled by our team. The executive process of this project had brought our team many new experiences, especially the experience of working in collaboration with managers and different departments, while improving our skills and acquiring useful lessons.

V. EVALUATION

5.1. PNJ Northern Branch’s 27th anniversary

5.1.1. Media effectiveness

Due to confidentiality, our team did not receive specific analysis of reach, engagement and KPIs on PNJ’s Workplace. We only received and calculated interaction data through main articles in the event as follows.

- Announcing posts (kick-off, informative posts, recap video) received a total of 312 reactions and 142 comments.
- On average, each post reached about 300 people (based on the number of people who viewed the post) in the Workplace “[PNJ] - Chi nhánh Miền Bắc”.

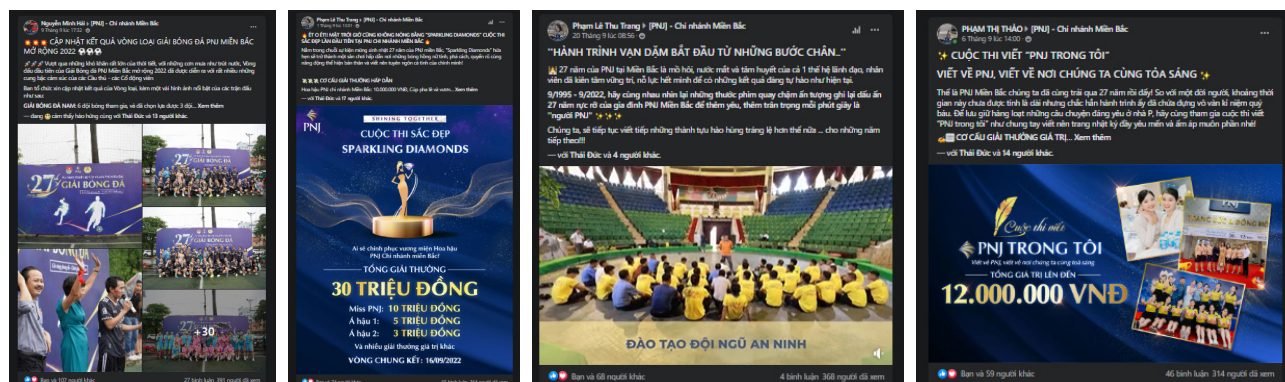


Figure 40: Main posts in PNJ Northern Branch’s 27th anniversary

5.1.2. Activities Effectiveness

5.1.2.1. Quantitative assessment

The project was successful beyond our expectations with all KPIs surpassed:

- 116/50 applications for the writing contest “PNJ trong tôi”.
- 12/8 teams for the 27th anniversary soccer tournament.
- 111/40 applications for the beauty pageant “Sparkling diamonds”.
- 220/100 participants in the gala.

In order to obtain quantitative results for the main activities of the project, a survey was conducted to collect internal data and opinions of employees within PNJ Northern branch. The survey on age group and job position of employees, along with their assessment, provided information to conclude the effectiveness of the chain of events. The survey was conducted with the participation of 108 employees of PNJ Northern Branch. For each activity, participants rated on a 5-point Likert Scale (1 = Very Poor; 5 = Very Good).

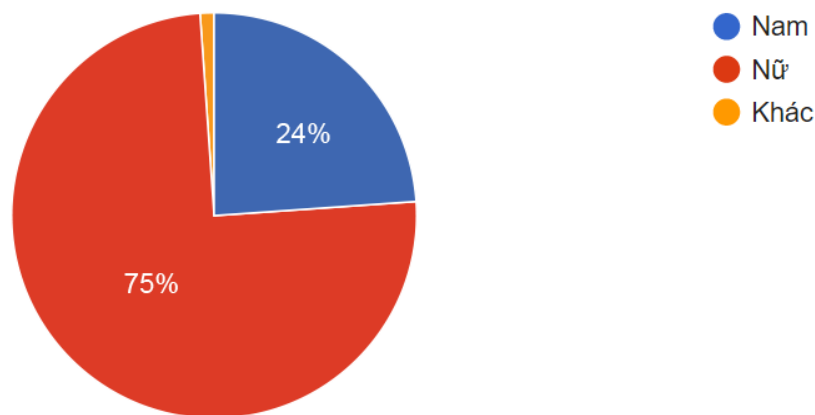


Chart 7: Genders of survey respondents

Of the 108 survey respondents, 75% were female. Men accounted for only 24%. It reflected that women play a significant role in PNJ and comprise most of the company structure. Not only that, this data also showed that women were very interested in internal events of PNJ in the North and actively participated. This fact reminded the communications officers and event organizers in PNJ to pay special attention to women.

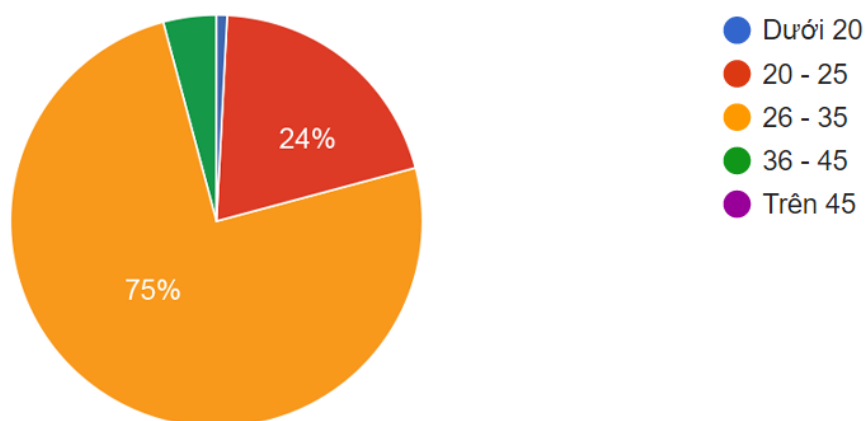


Chart 8: Age groups of survey respondents

The 26-35 age group accounted for the largest proportion of 75%, followed by 20% in the age group of 20-25. There was only one person aged under 20.

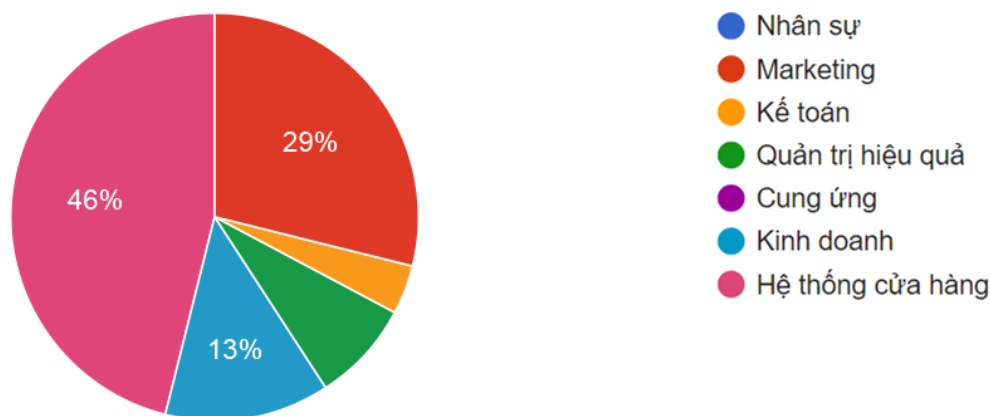


Chart 9: Working units of survey respondents

Employees from PNJ stores constituted 46%, the marketing department accounted for 30%, and sales department were 13%.

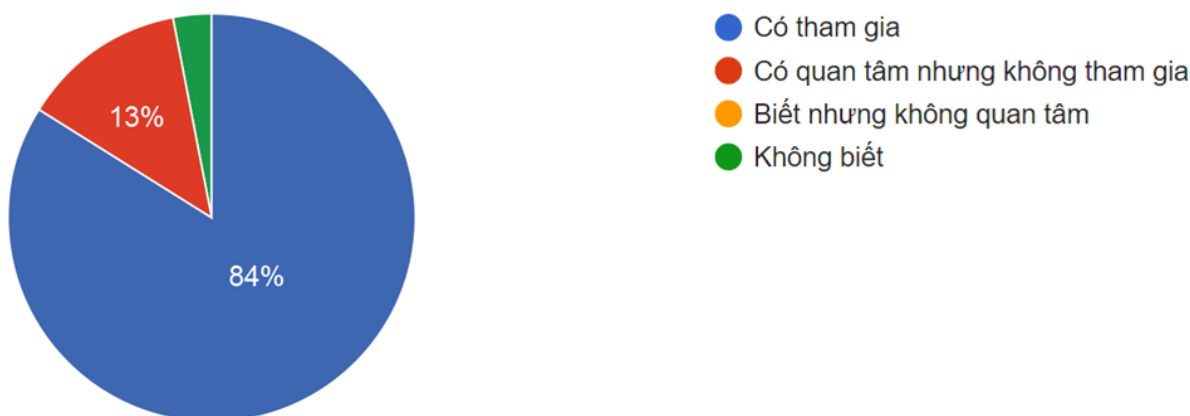


Chart 10: Interest level of survey respondents

Regarding the employees' level of interest and participation, 84% of 108 respondents had participated in the series of events. Only 3% described completely did not know and did not participate in this activity.

Đánh giá tổng quan về chuỗi sự kiện sinh nhật PNJ miền bắc 2022

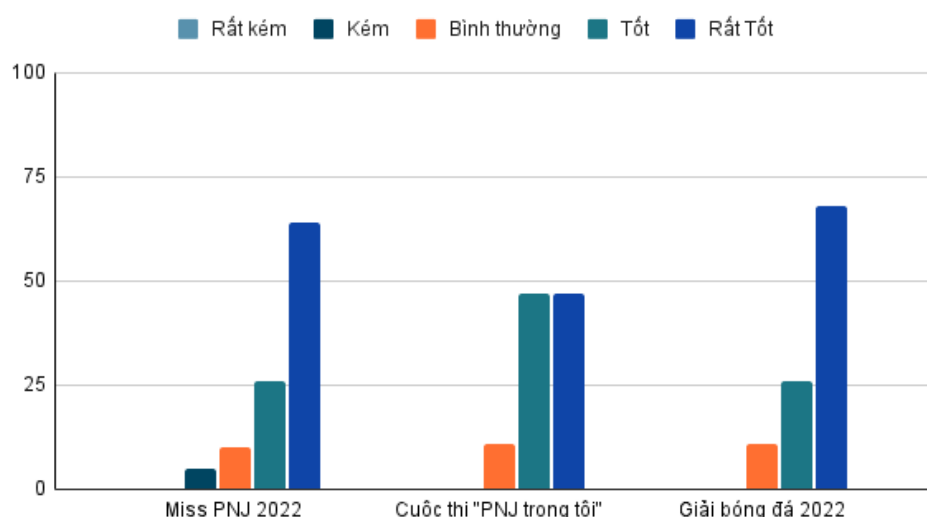


Chart 11: Working units of survey respondents

The result of the Likert Scale showed that most of the activities were evaluated very positively by the staff. Overall, over 88% of the total reviews gave positive feedback on the quality of beauty contests, writing contests and soccer tournaments. Most of the responses rated the quality of the sequence of events from “Good” to “Very Good”. In particular, for the two events “PNJ trong tôi” and the football tournament, there was not a single negative assessment of the quality of the program’s activities and organization. Specifically, “Sparkling diamonds” has 60% “Very Good”, 25% “Good” and 10% “Average” reviews. This is the only activity that received 5 “poor” reviews from a total of 105 employees who responded to know this event series. This was expectable since we had estimated that beauty pageants were controversial by their nature and likely to bring negative experiences to a number of participants. This prediction was reinforced by the final result of the pageant with three prizes belonging to a single candidate. For the writing contest “PNJ trong tôi”, the rating of “Good” and “Very Good” both accounted for 45% of the total number of employees asked. Only 10% of employees rated it as “Normal”.

Finally, the soccer tournament was the activity with the highest rating of “Very Good” (65%) compared to “Sparkling diamonds” (60%) and “PNJ trong tôi” (45%). This activity had 25% “Good” reviews and 10% “Average” reviews, respectively.

In conclusion, all three competitions received relatively positive feedback from participants, only “Sparkling diamonds” encountered “Poor” reviews. This proved that the beauty contest needed to be improved in terms of content and organization.



Chart 12: Evaluation the organizers' attitude

All respondents claimed that the organizing committee had a good working attitude, enthusiasm, and efficiency during PNJ's 27th birthday events. This assessment proved the events were professionally planned and executed efficiently. Besides, the objectives of the activities set out towards employees had been generally completed as they felt that the company was always looking for ways to create a great working environment.

After the event ended, our team also reviewed the number of times the event was mentioned through hashtags on Workplace. The top 3 most mentioned topics were #PNJMIENBAC, #pnjmienbac27tuoi, and #pnjtrongtoi_mb27, with 140, 136 and 116

mentions respectively. Besides, 6 out of the top 10 most discussed topics were all related to the 27th birthday of PNJ Northern Branch. This was a very positive result indicating the interest and active contributions of PNJ employees in the Northern Branch to this series of events.

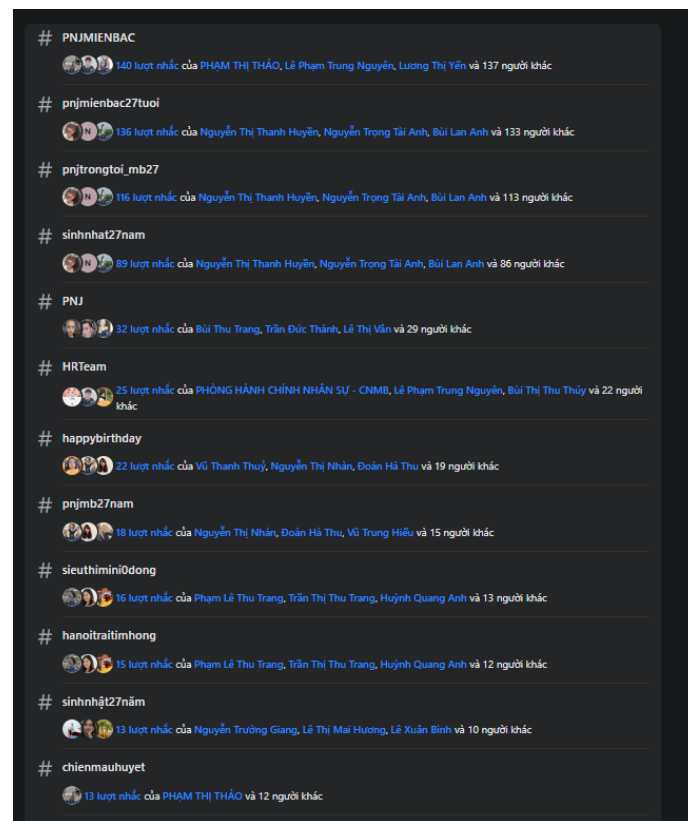


Figure 41: Top mentions on PNJ Northern Branch Workplace

5.1.2.2. Qualitative assessment

a. From PNJ

The interactions, comments and opinions of employees & the Board of Directors have been collected to provide qualitative results for the chain of activities in the birthday event of PNJ Northern branch 2022. During short interviews and conversations, we have gathered some feedback as follows.

- Phạm Lê Thu Trang (Marketing manager): “This year’s event was very elaborate and grandiose. I appreciate the professional organization of the event.”
- Lê Xuân Bình (Manager in Store 6A Trần Nhân Tông, Hanoi): “The program has given us more understanding and love for PNJ’s corporate culture. We have the opportunity to understand more about our colleagues, the company and our roles. I look forward to a long-term dedication to PNJ.”
- Nguyễn Thị Nhân (Employee in PNJ Next Bà Triệu, Hanoi): “I like sports activities the most in this series of events. We are girls but we play football like boys. Out of excitement!”
- Phạm Ngọc Ánh (Store manager): “The writing contest is absolutely amazing. I’m not really an extrovert so I always find it hard to participate in the activities of our company. However, the writing contest is perfect for someone like me and I can’t wait to share my thoughts. Thank you for hosting this contest!”

There were also comments on social media about the event.



Figure 42: Employees' online interaction

The majority of participants gave positive feedback about the activities they participated in. Many people found the series of activities in the 2022 birthday event of PNJ Northern branch very useful and interesting. This was a playground for them to connect with colleagues, discover themselves and learn more lessons from competitions. Not only that, the interaction between people during soccer matches also helped increase solidarity. This built PNJ Northern branch's image as a friendly business and the second home for employees. This closed the gap between employees and managers, making them more comfortable at work, and thus more productive.

Additionally, our team received multiple positive feedback on the event through the post-event survey. The majority of employees thought that the activities were professional and well-invested. We could see that this event has achieved its goal to enhance horizontal and vertical communication within the company since many staff said they had the chance to express themselves and communicate with other units' staff and the upper managers. Some employees said that they felt that the company's high-ranking officers did care for their people.

Ban giám đốc tham dự từ đầu tới cuối mặc dù trời mưa nặng hạt, khích lệ tinh thần cho cầu thủ các đội rất nhiều

Nhân viên nội bộ được tham gia sân chơi nhân văn

Mong muốn sẽ tiếp tục có các chương trình như này nữa

Về các bạn bên ban tổ chức, hỗ trợ support hết mình các thành viên, BGK đánh giá khách quan và công bằng, đồng thời CT cũng tạo điều kiện gắn kết các bạn với nhau hơn, rất ý nghĩa

Figure 43: Anonymous feedback on the event series in general

Specifically, the contest "PNJ trong tôi" also had a lot of positive responses from the survey. Most respondents said the contest was a wholesome playground for all PNJ Northern Branch personnel to voice their thoughts and feelings to the company. Some commented that they could better understand the company's values and what PNJ had contributed to its people.

Cuộc thi có đánh giá khách quan, và thời gian kéo dài phù hợp để mọi người có đủ thời gian, cảm xúc để viết bài chân thực nhất

Được viết lên tâm tư suy nghĩ trong lòng, trải lòng về những điều thầm kín trước giờ chưa có cơ hội bày tỏ

Nhiều bài viết ấn tượng

Figure 44: Anonymous feedback on "PNJ trong tôi" contest

However, besides mostly positive reactions, there were also some limitations. Most of them were that the program should be more reasonably arranged because many competitions taking place simultaneously would make the employees overwhelmed and not have time to participate. This was due to the fact that the planning phase took a lot of time to be reviewed and accepted by the upper managers, leading to the overall project schedule being shorter than the initial timeline, which should have started in the latter half of August. In actual fact, the initial timeline was even denser with two online contest happened simultaneously. We had proposed to reduce to one online to guarantee the best quality for this series of events.

Nên tổ chức các sự kiện thời gian dài hơn, tránh dồn dập nhiều sự kiện cùng lúc ảnh hưởng đến công việc

Cần truyền thông sớm hơn để có sự chuẩn bị tốt nhất

Các chương trình nên có thời gian dài hơn để tham gia hiệu quả và có đủ sức khỏe, năng lượng nhất

Thời gian giữa các CT kéo dài hơn, quy mô cuộc thi Miss cần tìm địa điểm đủ rộng hơn về sân khấu, cho các thí sinh khớp nhạc và tập duyệt trước 1 hôm sẽ có thời gian nhiều hơn để chuẩn bị

Figure 45: Anonymous feedback on the program's limitations

To summarize, our group concluded that this program had achieved most of the objectives set out in the S.M.A.R.T objectives. The birthday event of PNJ Northern branch 2022 has received a lot of enthusiastic responses from most of the employees in the whole branch for creating an event for them to shine and connect with other employees in the region and relieve stress after a period of hard work. In addition, our group also noted some shortcomings in time management of this program. All these comments were very valuable and helped us improve in similar projects in the future.

c. Our team's assessment

After the final gala, our team was also assigned to evaluate the plan's quality. The figure below contains a detailed assessment of our team about the hosted competitions.





Figure 46: Team's evaluation of the project

Despite some existing downsides, the project was still considered successful, especially in comparison with the last two years' anniversaries, which were rather uneventful and even non-existent because of the pandemic.

5.2. Women's Day 2022 campaign

5.2.1. Media effectiveness

5.2.1.1. On Facebook official fanpage "PNJ"

PNJ always uses Facebook to promote its communications campaigns. This social networking site is the most invested media channel of PNJ. "Sự thấu hiểu là món quà vô giá" was promoted on the official fanpage of PNJ. Positioning itself as a retail business, in this campaign and most of the others, PNJ mainly oriented and published content about promotions and incentives. In addition, a series of images with the theme "Sự thấu hiểu là món quà vô giá" and the hashtag #DauAiThayCanhNay were also posted alternately with other programs. The series above includes content about mothers, teachers, editors, and sharings of KOLs such as MC Liêu Hà Trinh, creative director Hà

Đỗ, MC Hương Giang of Tik Tok channel “Gia đình Truyền hình”; writing competition and minigame.



Figure 47: PNJ's main posts in “Sự thấu hiểu là món quà vô giá”

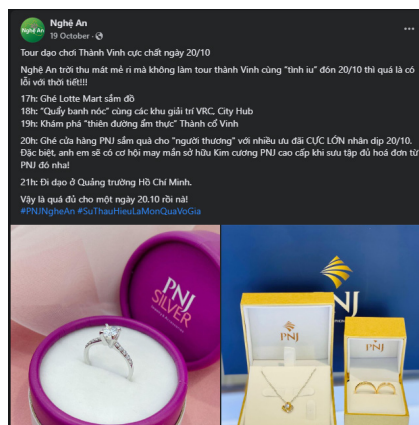
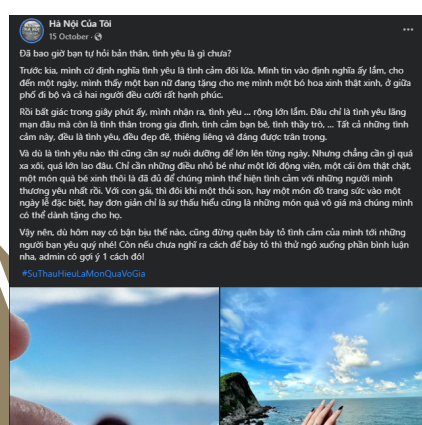
According to data from Facebook, in 3 weeks of running the campaign, PNJ had a total of 162285 reactions, 1726 reactions/post. In addition, the total number of ads running from the start of the campaign was 53 posts, accounting for 56% of the total number of posts. More specifically, posts related to the sales program received relatively positive feedback, although they did not attract much reach. The figures showed that in the main posts' interactions up to 1K-2.5K reactions/posts, the comments' main content was to tag family and friends to introduce this program. Moreover, the content related to product introduction received less attention; each post received about 50 - 300 reactions (excluding the ads posts). In particular, the content that received the most interactions related to KOLs and minigames amounted to more than 5K reactions/posts and 2.7K shares.

5.2.1.2. PR posts on Facebook

1	MEDIA EFFECTIVENESS (up to 27/10/2022)										
2	Channel	Nền tảng	Ngày quay	Địa điểm	Ngày đăng bài	View	Like	Share	Comment	KPI	Result
3	1. KOL										
4	Gia đình truyền hình	Tiktok	18h15 ngày 16/10/2022	PNJ Next 189 Bà Triệu, Hà Nội	19/10	290.500	27.900	56	116	150k views/video	193%
5		Facebook			20/10	319.000	8.400	27	96		212%
6	Chuyện nhà Linh Bí	Tiktok	19h ngày 18/10/2022	PNJ Next 110 Cầu Giấy, Hà Nội	20/10	1.400.000	180.600	187	443	500k views/video	280%
7		Facebook			20/10	421.000	19.010	80	177		84.2%
8	2. Hot page										
9	Lang thang Hà Nội	Facebook	x		16/10		1.600	9	2.100	- Reaction:1.2K - Comment: 500 - Share: 10	- Reaction: 133% - Comment: 420% - Share: 90%
10	Chuyện của Hà Nội	Facebook	x		19/10		2.100	2	38	- Reaction: 1K - Comment: 100 - Share: 10	- Reaction: 210% - Comment: 38% - Share: 20%
11	Hà Nội của tôi	Facebook	x		15/10		1.200	4	60	- Reaction: 1.2K - Comment: 100 - Share: 10	- Reaction: 100% - Comment: 60% - Share: 40%
12	Hà Nội	Facebook	x		18/10		1.500	48	80	- Reaction: 500 - Comment: 80 - Share: 30	- Reaction: 300% - Comment: 100% - Share: 160%
13	Hải Phòng	Facebook	x		15/10		1.000	46	38	- Reaction: 1K - Comment: 100 - Share: 30	- Reaction: 100% - Comment: 38% - Share: 153%
14		Facebook	x		19/10		1.300	2	103	- Reaction: 1K - Comment: 100 - Share: 30	- Reaction: 130% - Comment: 103% - Share: 7%
15	Nghệ An	Facebook	x		15/10		2.350	50	1.000	- Reaction: 2k - Comment: 300 - Share: 30	- Reaction: 117.5% - Comment: 333% - Share: 167%
16		Facebook	x		19/10		1.012	2	41	- Reaction: 2k - Comment: 300 - Share: 30	- Reaction: 50.5% - Comment: 14% - Share: 7%
17	TỔNG					2.430.500	247.972	513	4.292		

Table 16: PR posts' effectiveness results

In the campaign “Sự thấu hiểu là món quà vô giá”, PNJ Northern branch cooperated with 6 fan pages of big cities with more than 600K - 2.1M followers which included Ha Noi, Hai Phong, and Nghe An. Each fan page uploaded articles with content following guidelines of PNJ team. By October 27th, metrics showed that PR posts achieved quite good interactions with an average of 1.6K reactions/post (of which the least interaction is 1K reactions/post, and the maximum is 2.3K reactions/post). However, the number of comments and shares was not too impressive, and only the post on the fan page “Lang Thang Hà Nội” received more than 2K comments. The table above showed that all PR posts excelled KPIs in reactions, but the result on comments and shares suggested that we should improve our content to be more engaging and attractive to the audience.



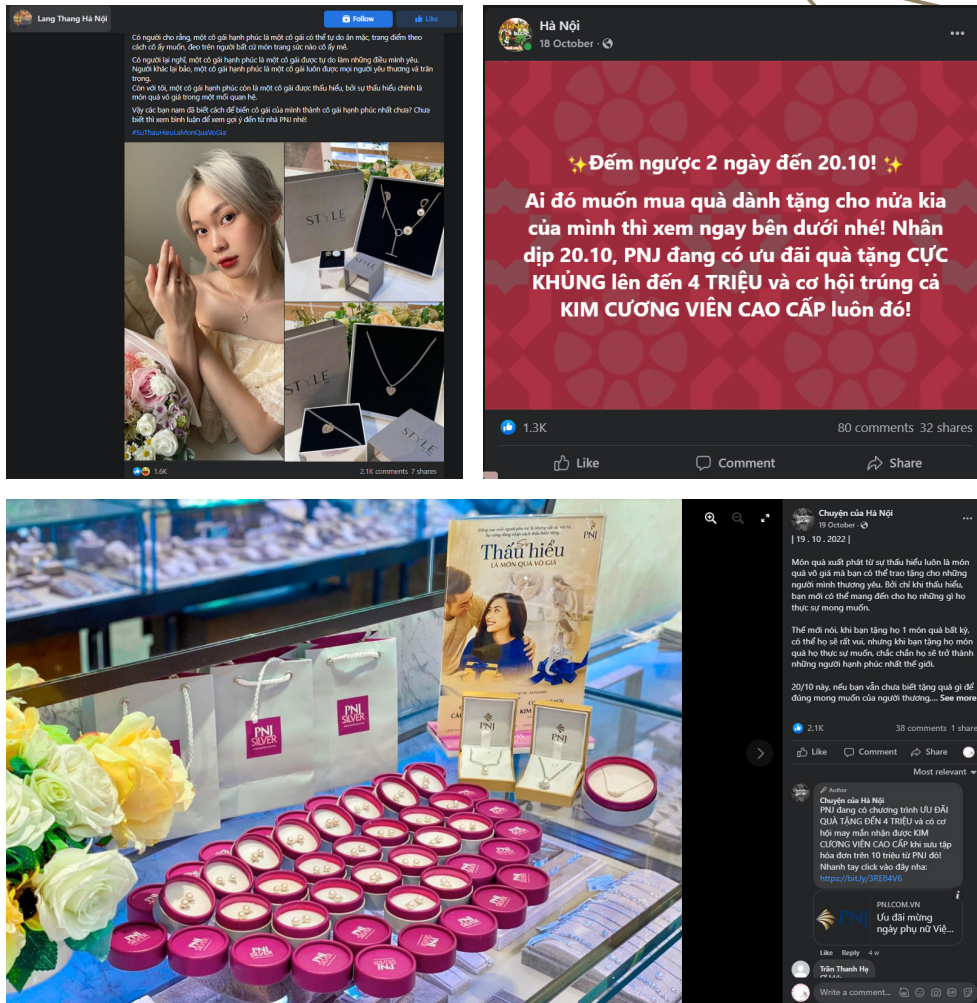


Figure 48: PR posts from other fan pages

In addition to the above fan pages, PNJ also had another PR post of the fan page “Gia đình Truyền hình”. This fan page belongs to the Tik Tok channel with the same name and is receiving a lot of attention from Gen Z. The post received 16K reactions, 261 comments, and 373 shares. This was the most interactive PR post.

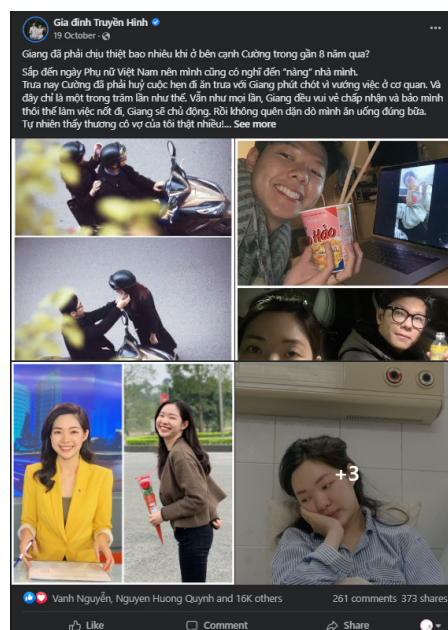


Figure 49: PR post from “Gia Đình Truyền Hình”

5.2.1.3. Videos with KOCs

As analyzed above, in this campaign, PNJ collaborated with 2 influential Tiktokers, “Gia đình truyền hình” (671.9K Followers) and “Chuyện nhà Linh Bí” (960.5K Followers). The data on 27 October showed that two PR videos received 290K views - 27.9K likes and 1.4M views - 180.5K likes, respectively. The above numbers were higher than other videos on these 2 Tiktok channels, showing the campaign’s popularity.

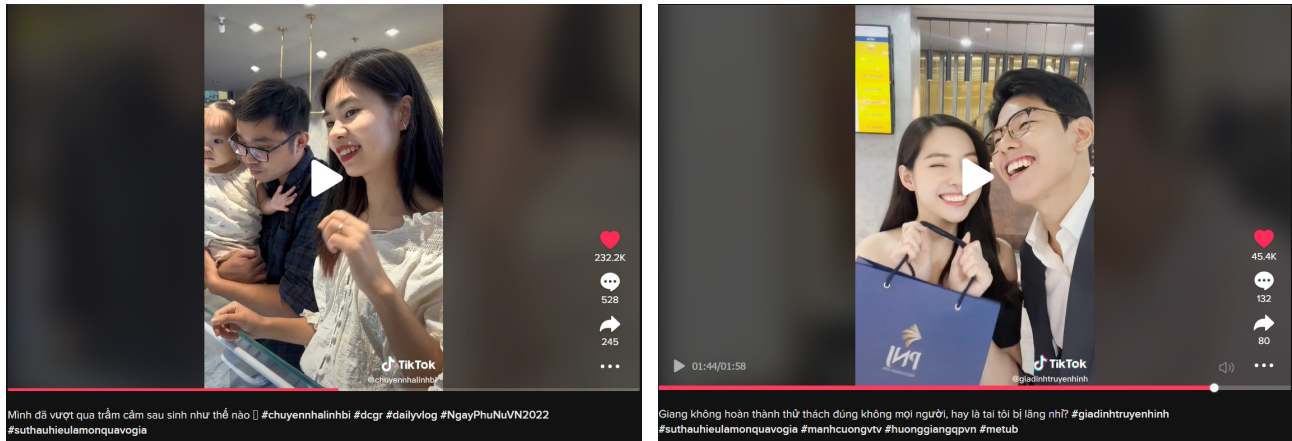


Figure 50: Tik Tok video from KOCs

On Facebook Watch, the same videos from these 2 KOCs also received positive results. The video from the channel “Gia đình truyền hình” had higher views than on TikTok, with 319K views but had less interaction than the latter. For the channel “Chuyện nhà Linh Bí”, the video had a lower view than on TikTok and the KPI we set out with 421K views. However, the overall results were considered successful since both videos had twice as many views and interactions as we had initially anticipated.

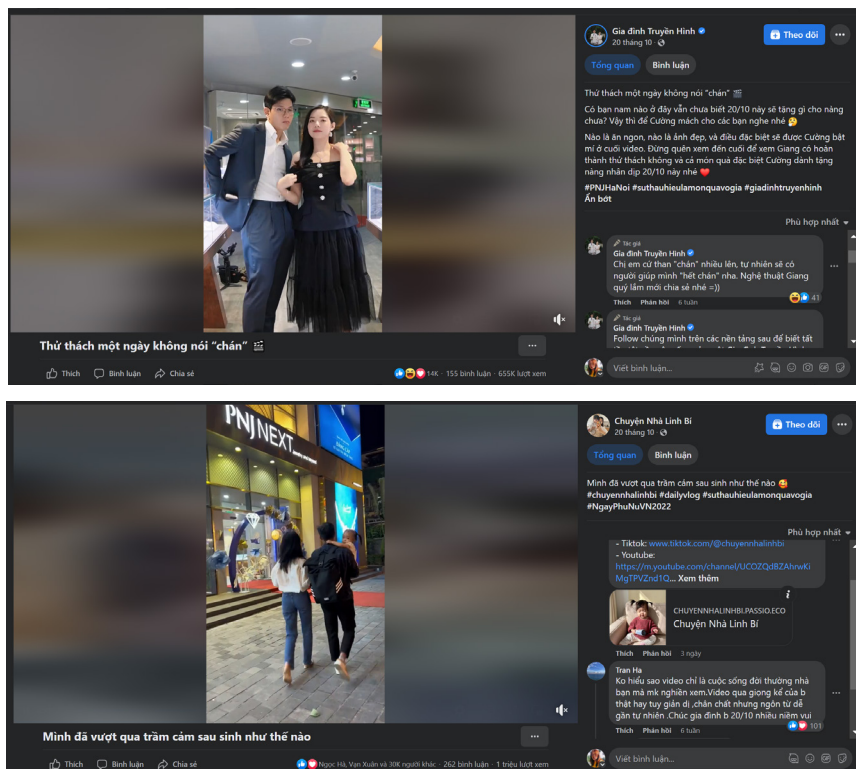


Figure 51: Facebook Watch videos with 2 KOCs: “Gia đình truyền hình” and “Chuyện nhà Linh Bí”

5.2.2. Competitor Comparison

After completing the campaign tasks, our team was required to research and write a report on Vietnamese Women's Day communication activities of brands competing in the market with PNJ Northern branch. This report aimed to measure PNJ's communication effectiveness compared to other brands and to see what can be learned from competitors. The brands considered as direct competitors in the Northern market of PNJ are DOJI (main competitor), Bảo Tín Minh Châu, Bảo Tín Mạnh Hải, Huy Thanh Jewelry, and Phú Quý. The information below summarized and compared PNJ and the competitors, which were included in our report.

5.2.2.1. Campaigns overview

	PNJ	DOJI	BTMC	Huy Thanh	BTMH	Phú Quý
Thời gian	3/10-20/10	12/10-20/10	10/10-20/10	8/10 - 20/10	4/10 - 20/10	Không
Big Idea	Đăng sau mỗi người phụ nữ là vất vả, suy tư, họ xứng đáng nhận cách thấy hiểu riêng	Không có một chủ đề cụ thể cho mùa 20/10, nhấn mạnh về push sale.	Trao yêu thương tới phụ nữ thông qua cách tặng trang sức	Không có, chương trình 20/10 gần như thuần sale.	Tặng quà cho phụ nữ mình yêu thương là cách nói lời yêu	Không
Tagline	Sự thấu hiểu là món quà vô giá	Ưu đãi mùa yêu thương	Món quà thấu hiểu/ Trao trọn yêu thương	Happy women's day 20.10	Just For Her	Không
Keyword	Món quà thấu hiểu, món quà ý nghĩa, ưu đãi	Ưu đãi, yêu thương, sale 30%	Thấu hiểu, yêu thương, gợi ý quà tặng.	Lễ cưới, tình yêu, nhẵn cưới, quà tặng người thương, cầu hôn, đồ theo mệnh	thông điệp yêu thương, giảm 20%, tặng gì, gợi ý quà tặng.	Không
Visual	Tông chủ đạo là vàng và xanh nước biển lấy từ logo	Chủ yếu dùng màu đỏ hồng, xanh lục bảo	Vàng, hồng	Tông chủ đạo là màu hồng pastel	2 màu chính là vàng và hồng pastel	Không
Kênh PR	Dân trí, Tuổi trẻ Thủ Đức, Tổ quốc, afamily	Zingnews, Vietnamplus, Hà Nội mới, Thanh tra, Đầu tư Việt Nam	VNExpress, Kenh14, Dân trí	Không	Eva, kenh14, CafeF, Nhịp sống kinh tế, 24h, VNExpress.	Không

Figure 52: Vietnamese Women's Day Campaigns Overview

✦ So sánh truyền thông 20.10 ✦						
Kênh	PNJ	DOJI	BTMC	Huy Thanh	BTMH	Phú Quý
Facebook	có	có	có	có	có	-
Instagram	có	-	-	-	-	-
TikTok	có	-	-	có	có	-
Hoạt động PR	có	có	có	có	có	-
Sàn TMĐT	shopee/ lazada	shopee	lazada	shopee/ lazada	shopee/lazada	-
Khác	TvAds KOL, KOC Seeding Hot page	KOL	TvAds	-	-	-

Figure 53: Comparison of communication activities

✦ So sánh hiệu quả ✦						
Cơ sở	PNJ	DOJI	BTMC	Huy Thanh	BTMH	Phú Quý
Lượt like trên fanpage	1.2M	644K	176K	542K	143K	201K
Tổng reaction từ ngày bắt đầu campaign	162285	23661	6751	9828	31007	N/A
Trung bình tương tác/tổng bài đăng	1726/bài	946/bài	86/bài	172/bài	660/bài	N/A
Tổng ads được chạy từ ngày bắt đầu campaign	53	37	5	30	27	N/A
Tỷ lệ ads/tổng bài đăng	53/94 = 56% (~1 ads/2 post)	37/25 = 148% (~1.5 ads/1 post)	5/78 = 6% (~1 ads/10 post)	30/57 = 52% (1 ads/2 post)	27/47 = 57% (~1 ads/2 post)	N/A

**Kết quả lấy từ Facebook*

Figure 54: Comparison of the effectiveness of social posts on Facebook

✦ Đánh giá chung ✦		
Thương hiệu	Điểm cộng	Điểm trừ
PNJ	Truyền thông 20.10 bài bản đầy đủ có thông điệp rõ ràng, visual trau chuốt nhất quán. Các kênh social, PR được triển khai đồng bộ. Có sự đa dạng về các kênh truyền thông.	Truyền thông PNJ hướng tới khách hàng ở phân khúc trung - cao nên chưa phủ sóng và thu hút được khách hàng trẻ.
DOJI	<ul style="list-style-type: none"> Các bài 20/10 được đăng tập trung, không ngắt quãng => khách hàng dễ catch up thông tin. Sử dụng các báo phù hợp với gen Y => đúng với target customer, tiêu đề báo nhấn mạnh ưu đãi => tăng hiệu quả sale 	<ul style="list-style-type: none"> Chưa tận dụng được tất cả các kênh truyền thông hiện có, chủ yếu chỉ tập trung vào kênh Facebook và book bài PR báo điện tử. Nội dung thuần sale, không có thông điệp rõ ràng cụ thể.
Bảo Tín Minh Châu	<ul style="list-style-type: none"> Thông điệp rõ ràng, đúng trọng tâm, tận dụng các đầu báo lớn và uy tín ở khu vực miền Bắc như Dân Trí và VNExpress. Phương tiện truyền thông phù hợp với đối tượng người dùng mà thương hiệu nhắm đến bao gồm quảng cáo qua TV, báo mạng, chương trình livestream trên Facebook. KV thống nhất trong các nội dung truyền thông 	<ul style="list-style-type: none"> Sử dụng TV ads nhưng trong khung giờ không nhiều người xem (15h00)

Đánh giá chung		
Thương hiệu	Điểm cộng	Điểm trừ
Huy Thanh Jewelry	<ul style="list-style-type: none"> Content truyền thông phù hợp với đối tượng khách hàng của thương hiệu như các bài, hướng tới người dùng: Gợi ý sản phẩm cho người yêu/mẹ/vợ, đồ trang sức theo tuổi/mệnh, quảng bá trang sức cưới, các tuyến bài về các sản phẩm trang sức trong khoảng giá từ x - x để khách hàng lựa chọn theo nhu cầu. Thiết kế trẻ trung, nhẹ nhàng, nữ tính, phù hợp với gu thẩm mỹ của khách hàng nữ trẻ. 	<ul style="list-style-type: none"> Hầu như không có sự đa dạng trong lựa chọn kênh truyền thông, dựa vào Facebook là chủ yếu. Thương hiệu có các owned media khác như TikTok, Instagram, blog trên website bán hàng nhưng chưa tận dụng được. Ngoài ra cũng chưa thấy có sự sử dụng paid media để quảng bá rộng rãi.
Bảo Tín Mạnh Hải	<ul style="list-style-type: none"> Chương trình có thông điệp rõ ràng, cụ thể, đánh được vào đúng đối tượng khách hàng. Các nội dung truyền thông có sự nhất quán, bám sát theo thông điệp của chương trình. Nội dung đa dạng, hợp với tâm lý đối tượng khách hàng, không chỉ hướng tới việc mua cho người khác (thường là người yêu/vợ) mà có cả mua cho mẹ, người thân và bản thân. Mạnh tay chi cho nhiều đầu báo uy tín và phổ biến với đối tượng khách hàng để truyền thông cho chương trình ưu đãi tháng 10. 	<ul style="list-style-type: none"> Các nội dung trong chương trình có phần định vị thương hiệu ở phân khúc giá trung bình (nhiều bài hướng tới tệp khách hàng trẻ muốn mua sản phẩm giá mềm). Chưa có nhiều quảng bá cho các sản phẩm cho tệp khách hàng trung tuổi (>30). Vẫn thiếu sự đa dạng trong lựa chọn kênh truyền thông, dựa vào Facebook là chủ yếu. Thương hiệu có các owned media khác như TikTok, Instagram, blog trên website bán hàng nhưng chưa tận dụng được đúng chức năng.
Phú Quý	Không có cơ sở đánh giá	Không đầu tư vào các truyền thông online

Figure 55: Brands' overall assessment

5.2.2.2. Brands evaluation

To improve the figures were as accurate and objective as possible, we used data from Social Status - a social media analytics third-party tool to calculate the social metrics from October 3rd (the date PNJ started posting to the public for the first time) to October 20th. It is worth noting that all data was only taken from Facebook social posts as Facebook was the main online communications platform for all 6 brands.

- Engagement Rate (ER): Among the 6 brands, Bảo Tín Mạnh Hải was leading in terms of Engagement rate (ER) per post, with 11/top 15 posts with the highest ER from October 3 to October 20.

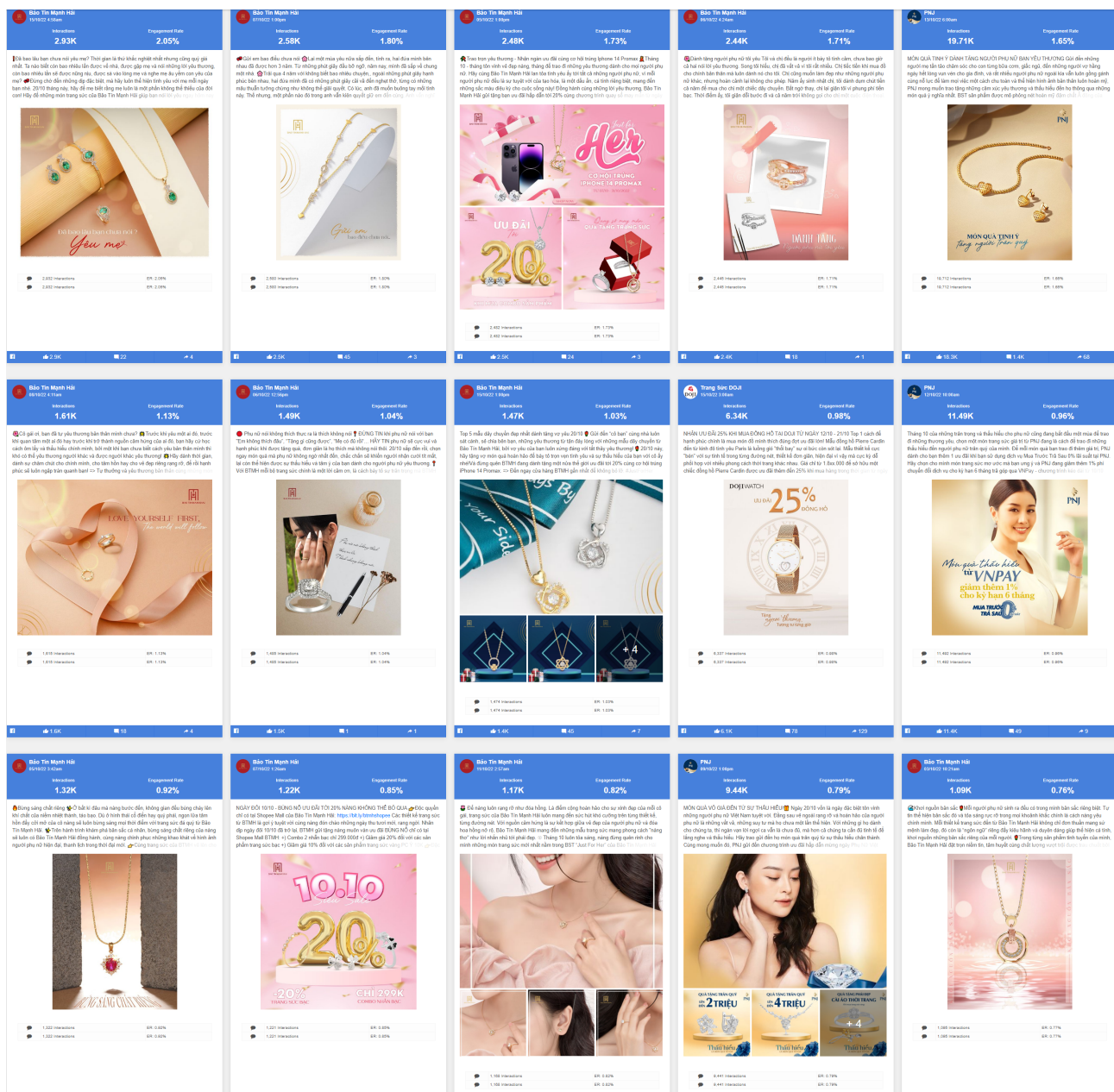


Figure 56: Top 15 posts with highest engagement rate

- Interaction: PNJ ranked first in the interaction rate per post, with 13/top 15 posts with the highest interaction from October 3 to October 20.

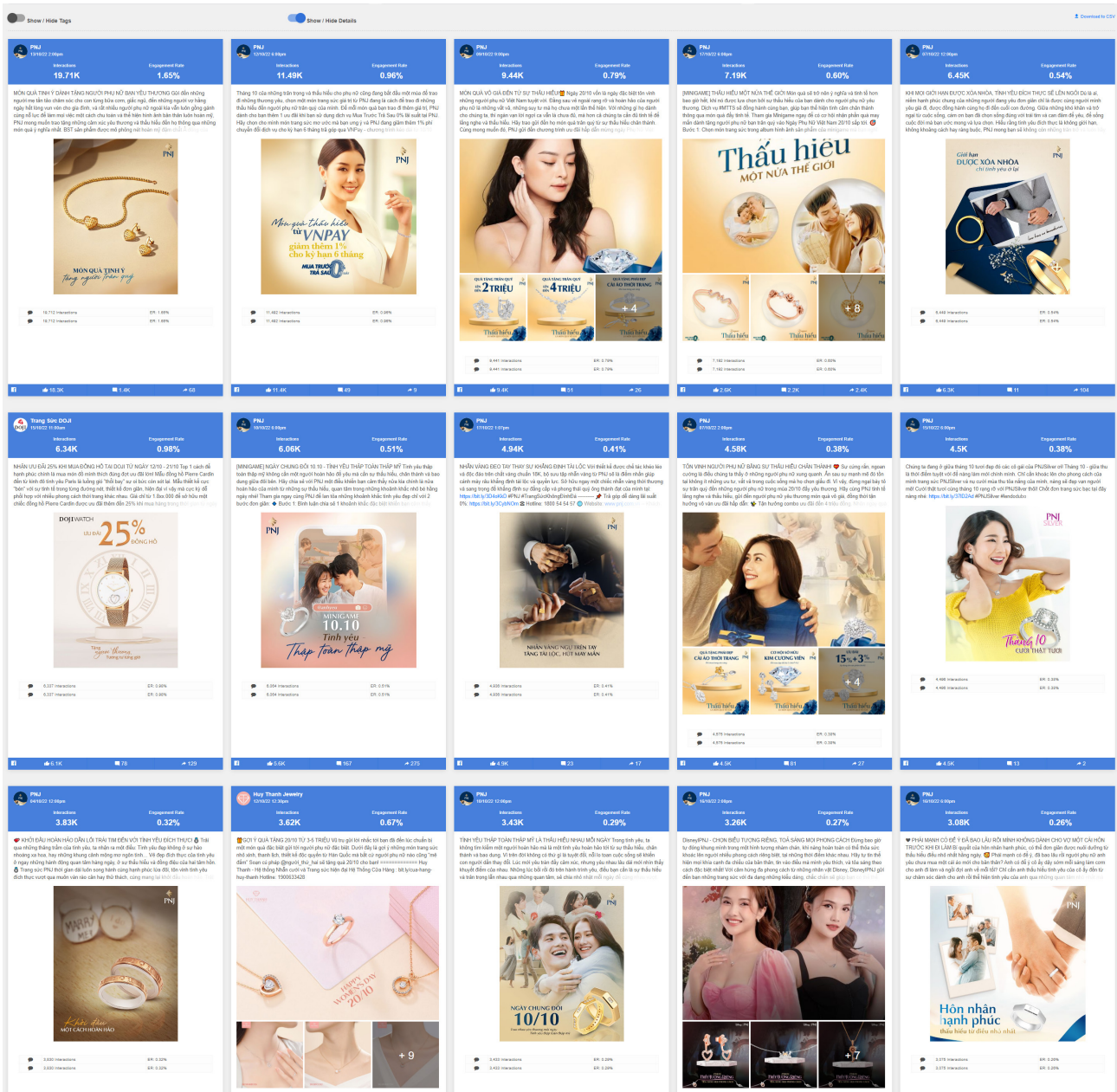
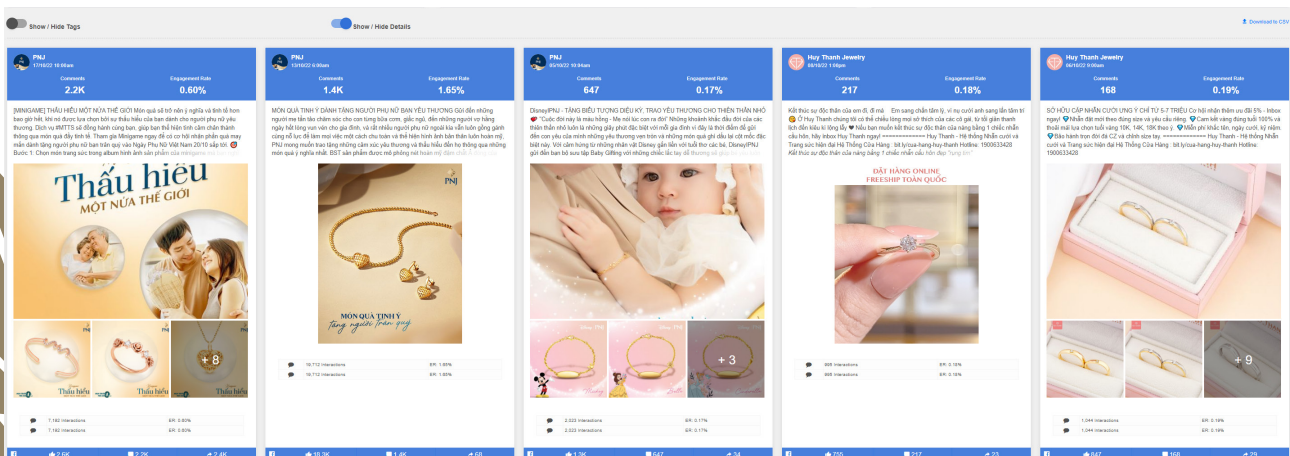


Figure 57: Top 15 posts with highest interactions

- Social Index: In terms of reactions and comments, PNJ was at the top with 13/15 posts with the highest reactions, and 11/15 posts with the highest number of comments.



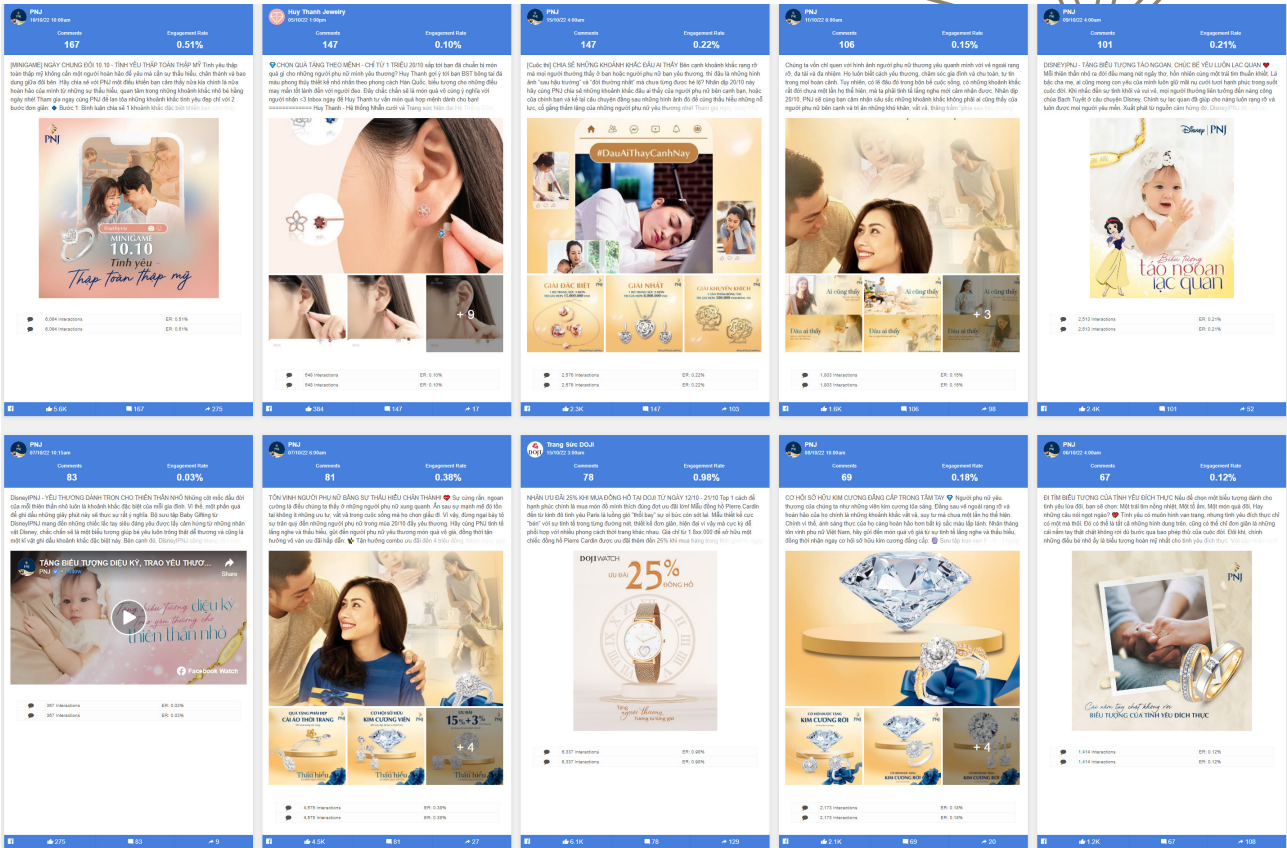
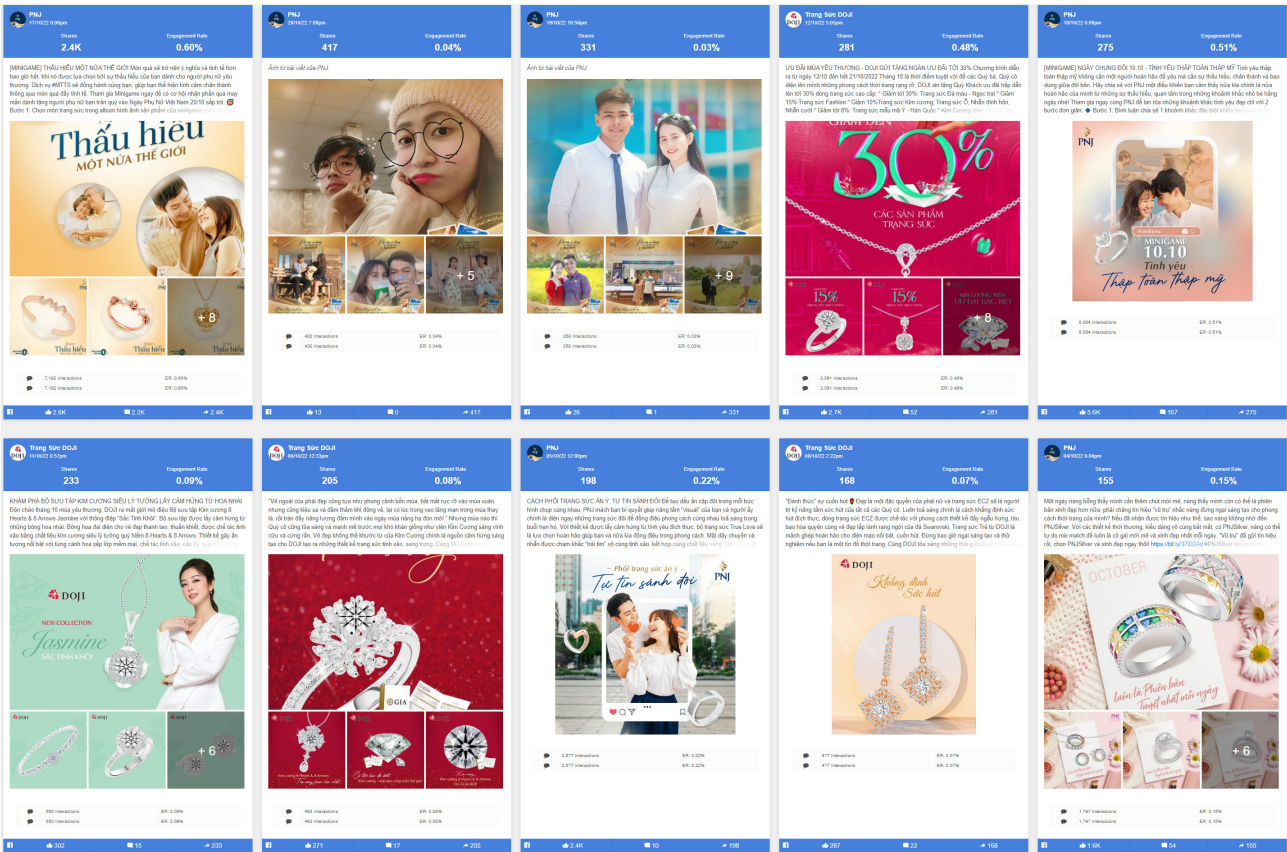


Figure 58: Top 15 posts with highest comments

- Regarding the highest share, PNJ had 3 posts with the highest number of shares, but DOJI was quite more stable with 9/15 posts with relatively high shares.



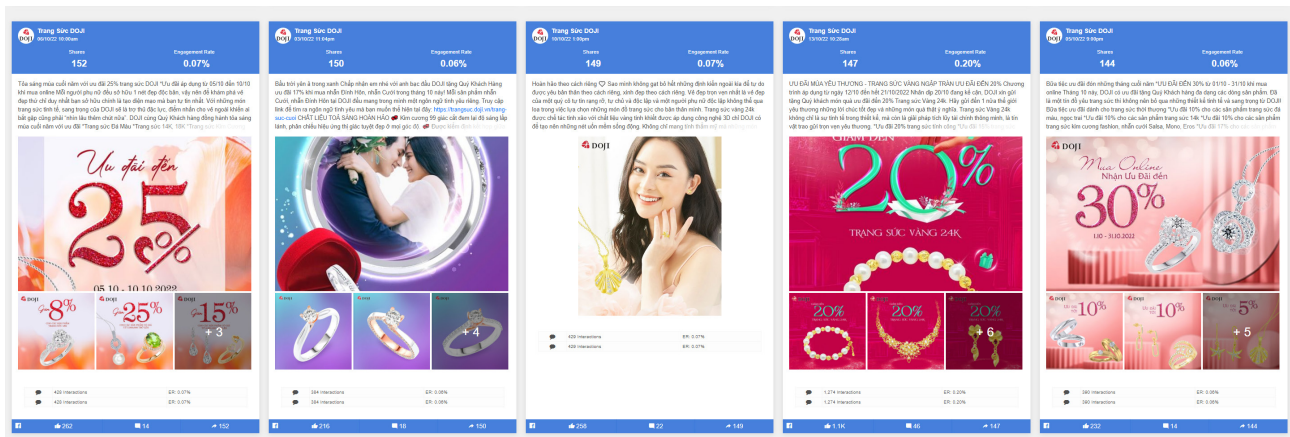


Figure 59: Top 15 posts with highest shares

5.2.3. Audience's feedback

Audience opinion is an important factor in assessing the effectiveness of a campaign. In this section, we will summarize the opinions of viewers in the posts that the group has come up with ideas and approaches to communication.

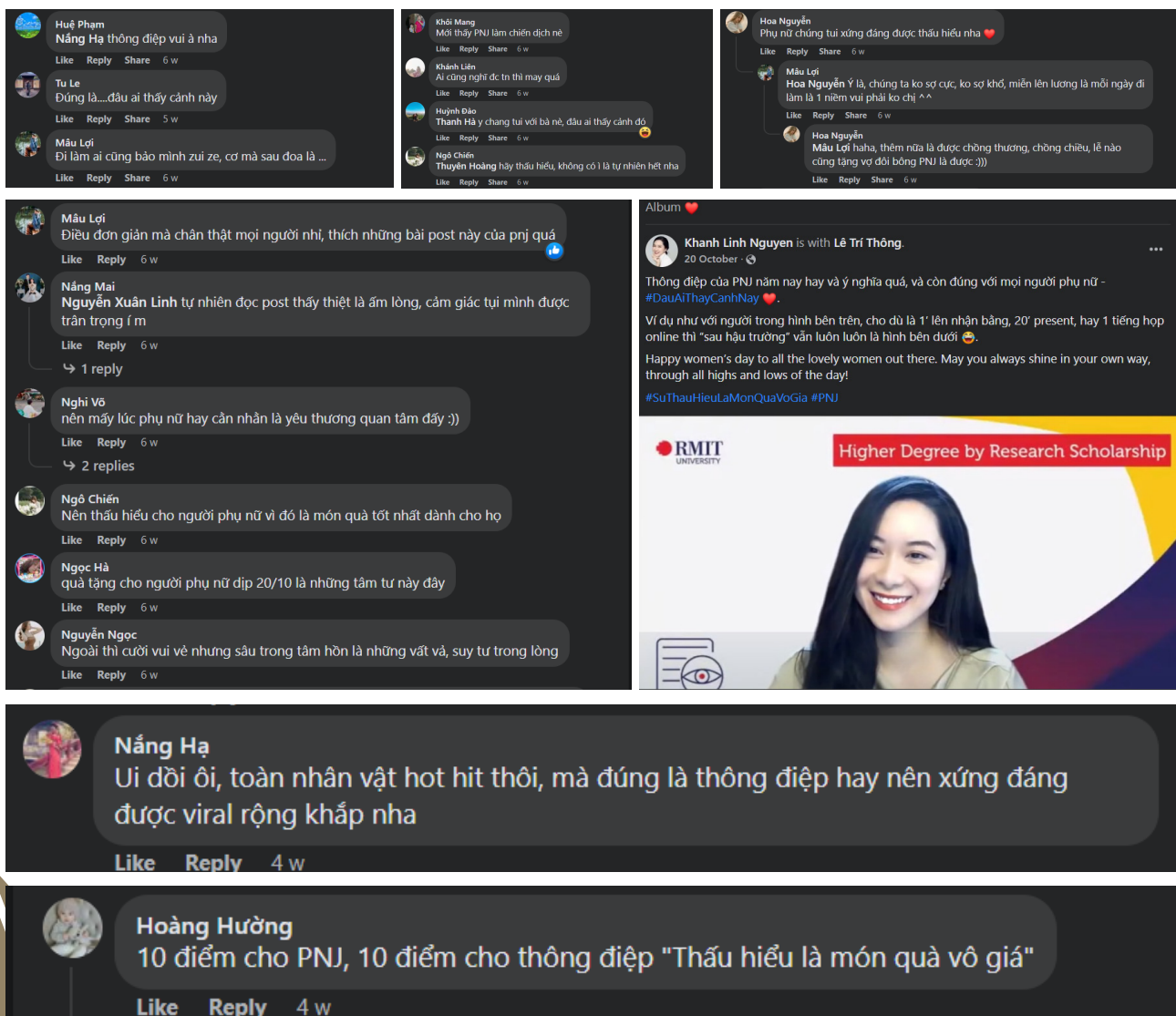


Figure 60: Audiences' comments

In general, the audience's reactions to PNJ's articles are quite positive and supportive. There are almost no comments that negatively affected PNJ's brand image. In addition, PNJ's campaign also attracted a large number of audience shares about their stories and their beloved woman in the online contest "Cùng thấu hiểu những khoảnh khắc đầu ai thấy". It is the simple, accessible topic and the right communication tactics that help the contest attract diverse participants of different ages. They are willing to share stories about their mother, grandmother, themselves or the women they love to show their empathy and understanding with women's difficulties.

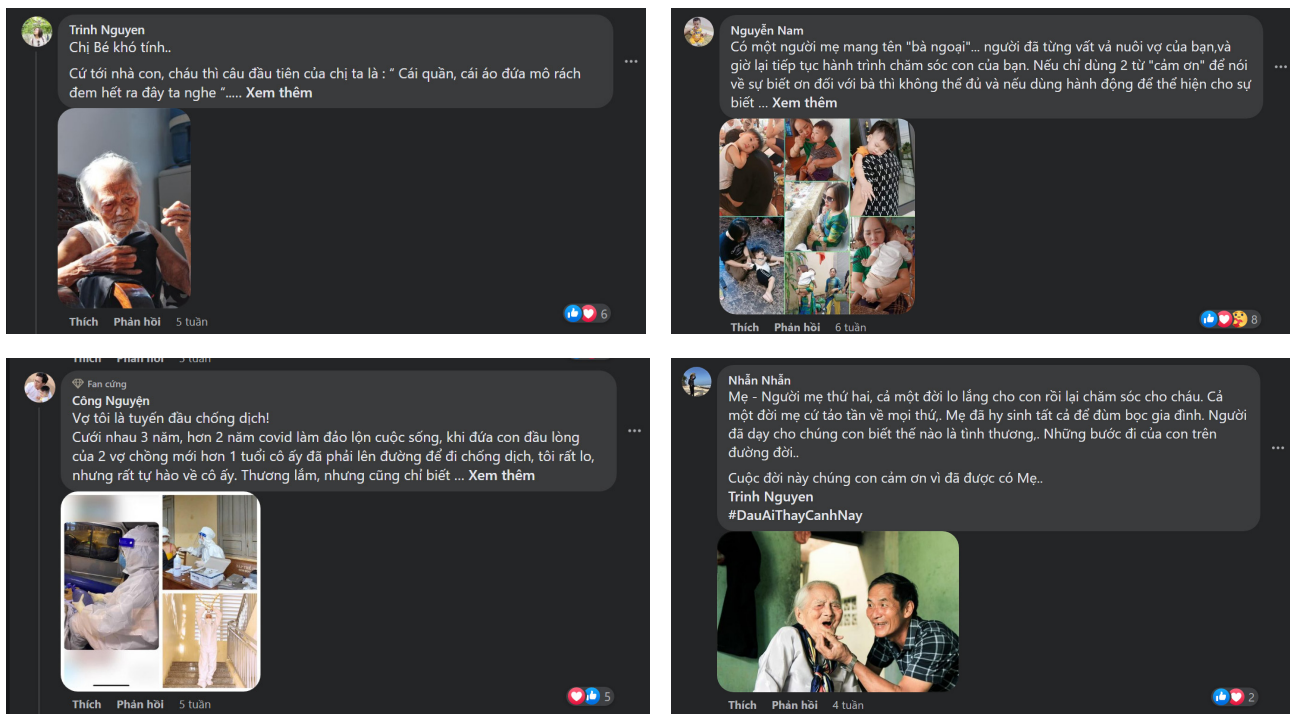


Figure 61: Audiences' contributions to the "Cùng thấu hiểu những khoảnh khắc đầu ai thấy" online contest

5.3. Intermediate conclusions

In this part, our team made evaluations of the event "PNJ Northern Branch's 27th anniversary" through employees' feedback on Workplace and a survey via internal email. In addition, the campaign "Sự thấu hiểu là món quà vô giá" was also evaluated based on audiences' feedback as long as figures taken from Facebook's statistics on PR articles of KOCs and hot fan pages. Besides, our team compared and rated the campaigns of PNJ's competitors during this October 20th season.

By and large, both projects were executed quite successfully. Regarding the internal event, all activities received many compliments, especially the writing contest and beauty pageant. The football tournaments were also quite popular, but due to the nature of being a physical activity, not all employees were happy to join. Subjectively, our team assessed that the activities in this event were not too prominent and explosive.

Additionally, the campaign “Sự thấu hiểu là món quà vô giá” using viral marketing with resonance from users and content creators had produced very impressive numbers. The above research data showed that PNJ had taken the lead in interaction, reach and engagement on social media compared to rival brands such as DOJI or Bảo Tín Minh Châu. This campaign marked a newer and younger transformation of PNJ, and paved the way toward a gradual change in consumers’ attitudes and behaviors for PNJ Northern branch.

VI. REFLECTION

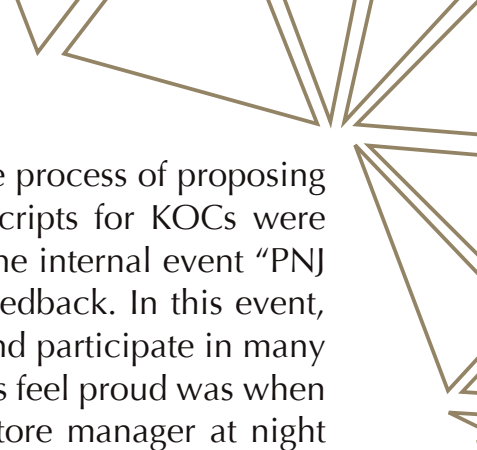
6.1. Our roles in the process

In this 9th trimester, our team had an extremely fortunate opportunity to be a part of the marketing department from PNJ Northern branch (PNJ) - No. 1 jewelry company in Vietnam. During 3 months, our team accumulated a lot of practical experience and applied the equipped knowledge to solve communications problems in the working process. This gave the team valuable experience to recognize the positive and negative points of the project to come up with useful solutions.

In PNJ Northern branch’s 27th birthday event series, we were lucky to be able to join the project from the beginning and our proposal was seriously taken into consideration. We were also free to show our opinions and recommendations, some of which were approved. While working at PNJ, we felt like an ordinary part of the team rather than collaborators for a specific project. We had the chance to participate in other minor tasks such as designing and researching for the Mid-Autumn Festival, designing for a sponsorship event, etc. Even though these tasks were not exactly within the scope of the work that we set up from the beginning, these experiences have helped us understand better how to operate in an office work environment and given us the opportunity to try different fields as well as established new relationships that will be useful for our careers later.



Figure 62: Backdrop design for the Mid-Autumn event



We determined the right direction of the projects, actively in the process of proposing ideas. All media products (poster, banner, backdrop,...) and scripts for KOCs were carefully prepared, ensuring the best quality when published. The internal event “PNJ Northern Branch’s 27th anniversary” received much positive feedback. In this event, all staff members could share their stories, express themselves and participate in many cohesive collective activities. One memorable thing that made us feel proud was when Ms. Phạm Lê Thu Trang told us about a compliment from a store manager at night after the writing contest “PNJ trong tôi” was established. The store manager asked for more information about how to submit her entry and told Ms. Trang that this year PNJ Northern Branch had an excellent contest and she felt very excited because she could participate in the company’s event in a discreet way which was appreciated by many introverted employees. These words really made our day and fueled our dedication to this project.

From another perspective, however, since our group was not officially involved in the department, we had to receive all instructions and information from Ms. Phạm Lê Thu Trang - Marketing Manager at PNJ Northern branch. This caused some limitations in our communication with other department members, resulting in a few misunderstandings and obstacles while working as a team with PNJ staff. Access to internal information was sometimes prohibited as well. In addition, our team was not allowed to directly post articles or propose ideas to the leader of PNJ Northern branch, all of these actions had to be done via Ms. Phạm to guarantee confidentiality.

Finally, our team received a lot of support from the Marketing team of PNJ Northern branch. In each project, our team is assigned to implement important tasks, propose ideas and directly implement these ideas when approved. In addition, 4Hrs also closely followed the requirements of the project, ensuring the progress of the products.

6.2. Our knowledge and application in this process

University has equipped our team with a lot of knowledge and skills to carry out a communication project. The birthday celebration event of PNJ Northern branch is a great opportunity for us to put our knowledge into practice. These are the theories of communication modeling, risk management processes, and planning methods such as SWOT analysis and AIDA for goal setting that have been applied to a real event.

During the implementation of the project, we all had the opportunity to test the media planning models and better understand the learned knowledge at the University. In the process of building the overall plan for the event, we have set goals according to each criterion of the SMART model which is very specific and possible to deploy.

In the communications process of the birthday event of PNJ Northern branch, we applied the AIDA model to reasonably divide the stages to attract employees’ attention to the contests step by step: attention, interest, desire, and action.

We also do other work such as script writing, invitation card design, and slide design while applying knowledge such as content creation, production management, and quality control.

During the project implementation, our team realized that PNJ North branch had its own features and characteristics that differed from many other companies, demanding us to come up with the most suitable model accordingly. Moreover, Ms. Phạm Lê

Thu Trang always asked the team to follow the company's strategy closely and clearly comprehend customers, as well as strengths of the business instead of rigidly applying models when setting up business plans. Applying models learnt at the university to a real business was not just about applying but also adapting. Following theories without consideration about reality would eventually generate opposite effects.

PNJ North branch was a professional and reputable enterprise in the Vietnamese jewelry industry, resulting in a pressure on us to always be careful and scrutinize the team's work. When writing content for posts, we always had to check for spelling errors, and double-check product names to make sure there were no mistakes. The occurrence of mistakes on social networks could greatly affect the reputation of PNJ.

Besides, learning about the jewelry industry was also a challenge for us as this was a relatively novel field of work for all of us.

6.3. Lesson learned

During the working process, our team was able to apply a lot of knowledge learned at the school, especially knowledge of subjects such as CCO201, DTG121, MKT304, VDP201, MPL201, SSP201, etc. Although some knowledge was not directly applied to the work, they were still subconsciously used as a way to make directions for all tasks.

At first, our team's strength was not internal communications. Therefore, when experiencing this duty in an enterprise with a strong culture like PNJ, we spent quite a time struggling while getting used to it. Thanks to these challenges, we were able to learn a lot and gained new perspectives. We learned that internal communications was perceived differently by different people. For a business whose main emphasis lies in sales, a customer-focused project's success was easier to gauge as it could be based on revenue and statistics. Nevertheless, for an internal event, people could have extremely distinctive feelings about it and expressed those through various types of responses. For instance, the football tournament was enthusiastically awaited by many PNJ employees, however, there was still a part of the staff who did not satisfy. Their reluctance to take part in physical activities was cast away with the presence of the writing contest "PNJ trong tôi". With its pleasant nature and straightforward participation rules, the contest could reach all types of people, ranging from senior officers to janitors and security guards.

không nên có đá bóng vì quá mất sức và quá mệt

Figure 63: An employee's opinion against the football tournament in the survey

Furthermore, we understood that to work effectively in the communication department of large enterprises like PNJ was to be able to multitask and have a firm knowledge of many different communications tasks such as branding, internal communications, or PR. It was also important to remain responsive anytime as all ideas had to go through many management levels to reach the final version, and changes could occur all of a sudden. For example, the anniversary video for the internal event gala had been carefully planned and edited and was coming to the final rendering step when the

manager required changes right before the event. sudden change made Ngoc - the editor in our team and Ms. Trang to stay up until nearly 3 AM on the same day of the Gala to edit and complete the final video even though the video had 2 final versions the day before. This kind of incident also happened to print materials due to immediate requests from the upper manager in the last minute, leading to the designers' overtime working. Favourably, all unexpected requirements were dealt with in time. This experience has taught us to be quick-witted and always ready to counter these abrupt incidents when we run similar projects in the future.







 REALLY_FINAL_1	9/16/2022 2:08 AM	MP4 Video File (VLC)	276,256 KB	00:03:58
 FINAL_3	9/16/2022 12:58 AM	MP4 Video File (VLC)	270,045 KB	00:03:55
 FINAL_2	9/15/2022 7:34 PM	MP4 Video File (VLC)	275,418 KB	00:03:48
 FINAL_1	9/15/2022 1:36 AM	MOV Video File (VLC)	6,549,059 KB	00:04:25
 DRAFT	9/11/2022 10:49 PM	MP4 Video File (VLC)	306,477 KB	00:04:27
 FINAL_DRAFT	9/11/2022 10:36 PM	MOV Video File (VLC)	5,834,364 KB	00:04:27

Figure 64: So many finals

We also understood that each business has a different way of implementing communications activities. Especially with a large and long-lived retail business like PNJ, the proposed ideas should be suitable for the business. An outstanding idea did not mean it would be successful. Conversely, a safe idea did not mean it could not bring popularity. We had proposed a lot of creative initiatives for both the internal communications project and the Women's Day campaign, and PNJ always preferred more conventional options among them. This might be because these options were more suitable and easier to be implemented in PNJ.

6.4. Recommendations

6.4.1. Recommendations for PNJ Northern branch

After each event, we also had opportunities to suggest ideas for future improvement. For PNJ Northern branch's 27th anniversary, our recommendations were presented as follows.

- For the writing contest "PNJ trong tôi", we suggested replacing it with a contest with the same meaning but more novel and engaging. An example of this was the nomination contest. In this contest, participants would not compete for themselves but for anyone that they believed worthy. People would tell stories about their colleagues or even themselves. Entries would be shortlisted and afterward the public vote started in order to find the final winner. This contest was superior to "PNJ trong tôi" in terms of attraction and connectivity since there had never been any similar event held before and it helped acknowledge the contribution of ordinary people working at the company.
- For the soccer tournament, we recommended PNJ add minor events in which members from different teams were switched. As a result, people in a mixed team would have a chance to make new acquaintances from other units. Besides, the tournament could also be replaced by less energy-consuming activities to suit more

people. Physical activities combined with brainwork such as the amazing race or relay games could be appropriate.

- For “Sparkling diamond” and company beauty pageants in general, we suggested loosening eligibility requirements of the contest, allowing staff of all ages and gender to participate. This would turn the contest into a free and intimate environment for everyone to express themselves, thus minimizing the risk of controversy.

For PNJ’s Vietnamese Women’s day campaign, we had some ideas to spread the image of PNJ to gen Z who were their potential customers.

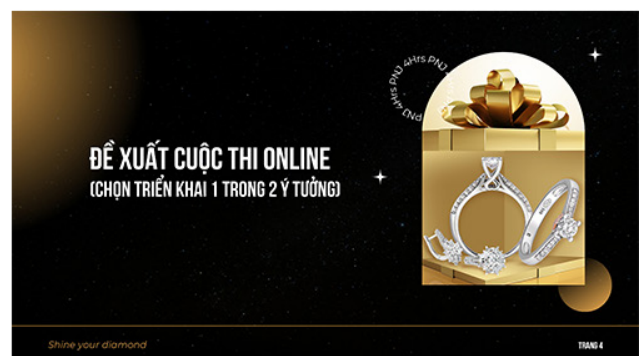
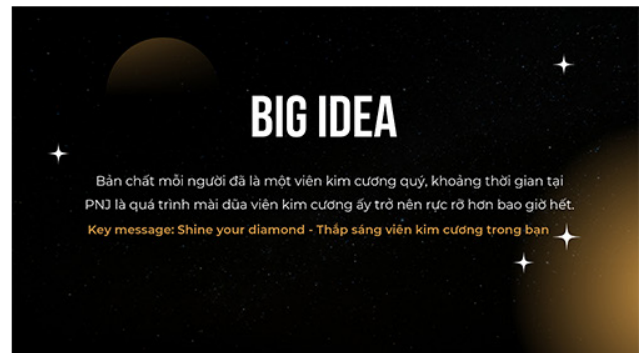
- Create more interactive content for other social media channels like Instagram and Tik Tok. In particular, the new product line Style by PNJ should be promoted more on the above social media channels.
- Create more standard SEO content for the blog section at PNJ’s official website to optimize customers’ search, helping PNJ become one of the first brands customers see when buying jewelry.
- In recent years, PNJ has not used too much OOH advertising. However, considering more use of OOH such as cinema advertising will increase reach to Gen Z customers.

6.4.2. Recommendations for 4Hrs

- Improve time management, and actively communicate with employees in the organization to work more systematically.
- Be more proactive in suggesting ideas, and spend more time researching before working with the brand to come up with breakthrough products.
- Learn more skills to work in the client’s environment, especially being more flexible in communication and behavior.
- Take notes, memorize, and apply the knowledge learned in this project to the next projects.

VII. APPENDIX

Our proposal for PNJ Northern Branch's 27th anniversary event series





CUỘC THI ĐỀ CỬ

Thể lệ:

- BTC sẽ mở link bỏ phiếu để cử cho tất cả các CBNV của PNJ chi nhánh Miền Bắc. Những người muốn đề cử người PNJ phù hợp với tiêu chí để cử sẽ điền thông tin người được chọn vào đơn đề cử, đồng thời kể ra những câu chuyện (lý do) mà người này đã thực hành để xứng đáng với những tiêu chí đó.
- BTC sẽ rút gọn danh sách đề cử chính thức.
- Sau khi danh sách chính thức được công khai thì sẽ bình chọn ra các cá nhân PNJ đạt giải.

Shine your diamond

TRANG 9

CUỘC THI ĐỀ CỬ

Thể lệ:

- Tiêu chí để cử: Những người "anh hùng hàng ngày" thể hiện các giá trị văn hóa PNJ: Chính trực - Kiên định - Quan tâm - Tận tâm - Tiên phong.
- Đối tượng để cử: Tất cả các nhân viên đang làm việc chính thức tại PNJ chi nhánh Miền Bắc.

Kênh triển khai Workplace nội bộ "Gia đình PNJ".

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TRANG 10

TIMELINE DỰ KIẾN

Trước sự kiện (10/8 - 12/8)	Trong sự kiện (14/8 - 26/8)	Sau sự kiện (29/8 - 31/8)
Thông nhất thể lệ, kênh truyền thông chính, giải thưởng, format cuộc thi.	14/8 - 21/8: Đăng bài viết kick-off cuộc thi, thông báo thể lệ và mở link bầu cử.	Đăng loạt bài tôn vinh các cá nhân đoạt giải.
Hop BTC, lên idea viết bài truyền thông.	22/8: BTC rút gọn danh sách bầu cử chính thức.	Đăng 1 bài tổng kết cuộc thi.
12/8: Đăng 1 bài viết teasing cuộc thi.	23/8: Công bố shortlist các cá nhân được bầu cử, mở link bình chọn.	
	27/8 - 28/8: Đăng link bình chọn và công bố TOP 5 gương mặt đạt giải.	

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TRANG 11



CƠ CẤU GIẢI THƯỞNG

- 1 Giải Người hùng được yêu thích nhất: 4.000.000 VNĐ, huy hiệu Người hùng PNJ vàng và bằng khen thưởng.
- 2 Giải Người hùng cống hiến: 2.000.000 VNĐ/người, huy hiệu Cống hiến PNJ bạc và bằng khen thưởng.
- 2 Giải Ngôi sao nổi bật: 1.000.000 VNĐ/người, huy hiệu Ngôi sao PNJ đồng và bằng khen thưởng.

TỔNG GIÁ TRỊ GIẢI THƯỞNG (chưa kể hiện vật): 10.000.000 VNĐ

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TRANG 12

ĐỀ XUẤT CUỘC THI OFFLINE (CHỌN 1 TRONG 2 Ý TƯỞNG)




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TRANG 13

PNJ GOT TALENT

- Người dự thi sẽ quay màn thể hiện tài năng của mình như hát, múa, nhảy, ảo thuật... hoặc một số tài năng khác và gửi qua hộp thư của BTC. Sau đó BTC sẽ xem xét và đưa ra những cá nhân có màn biểu diễn xuất sắc nhất để tiến đến phần dự thi tại sự kiện.
- Các tiết mục thi sẽ phải đảm bảo tính thuần phong mỹ tục, không gây phản cảm cũng như không được có nội dung có tính không lành mạnh.
- Các Video tiết mục chỉ được BTC up sau khi diễn ra sự kiện. Các bài dự thi phải theo đúng format thể lệ cuộc thi gồm có: hashtag, tên phần thi, tên người dự thi và SBD của thí sinh tham gia.




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TRANG 14

PNJ GOT TALENT

Kênh triển khai:

- Kênh nội bộ Workplace "Gia đình PNJ" bao gồm các bài viết quảng bá cuộc thi, ảnh và video dự thi.
- Địa điểm tổ chức sự kiện offline PNJ Got Talent.
- Poster, Banner ở các tầng gần thang máy tại trụ sở làm việc của PNJ



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TRANG 15

TIMELINE DỰ KIẾN

Trước sự kiện 10-29/8	Trong sự kiện 1 - 10/9	Sau sự kiện 11 - 12/9
Hop BTC, lên idea chính cho sự kiện. Thông nhất thể lệ, kênh truyền thông chính, giải thưởng, format cuộc thi.	Kick-off, upload post thông báo về cuộc thi	Upload bài tổng kết cuộc thi.
Upload 01 post thể lệ và đăng ký tham gia	Upload post countdown, remind về sự kiện	Upload video recap/highlight cuộc thi
Bắt đầu nhận các bài thi gửi về link và lọc các bài thi đạt điều kiện	Upload video tổng hợp các thí sinh đủ điều kiện tham gia.	
Lần lượt upload các bài thi đủ điều kiện tham gia dự thi tại sự kiện lên group Workplace "Gia đình PNJ".	Diễn ra sự kiện (10/9): Công bố TOP 3 được giải.	

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TRANG 17

CƠ CẤU GIẢI THƯỞNG

CÁC GIẢI CHÍNH

- 1 GIẢI NHẤT: 8.000.000 VNĐ và 1 cúp pha lê kỷ niệm chương
- 1 GIẢI NHÌ: 5.000.000 VNĐ và 1 cúp vàng kỷ niệm chương
- 1 GIẢI BA: 3.000.000 VNĐ và 1 cúp bạc kỷ niệm chương

TOP 10 VÒNG SƠ LOẠI

- TOP 10 VÒNG SƠ LOẠI: 500.000 VNĐ/ NGƯỜI

TỔNG GIÁ TRỊ GIẢI THƯỞNG: 21.000.000 VNĐ

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TRANG 18

THE AMAZING RACE

THỂ LỆ


Vòng sơ loại online: Các thí sinh đăng ký tham gia trả lời câu hỏi trong google form, 20 người trả lời nhanh và chính xác nhất sẽ được vào vòng trong. Vòng thi gồm 10-15 câu hỏi liên quan tới giá trị cốt lõi của PNJ và những kiến thức nội bộ của CNMB (về lãnh đạo, các mốc sự kiện...). Trong trường hợp số lượng đơn đăng ký dưới 20, vòng này sẽ được lược bỏ.

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TRANG 19

THE AMAZING RACE

Vòng thi đấu trực tiếp: 20 thí sinh chia làm 5 nhóm 4 người được BTC sắp xếp ngẫu nhiên, hạn chế các thành viên trong nhóm thuộc cùng bộ phận, chi nhánh nhằm tăng sự tương tác giữa CBNV từ các phòng ban, khu vực nhau. Cuộc thi diễn ra trong vòng một ngày tại khu vực phố đi bộ Hồ Guom. Tại đây sẽ có các chốt chặn nơi người chơi thực hiện nhiệm vụ được giao bởi người quản lý chốt để nhận gợi ý tới chốt tiếp theo.




Shine your diamond

TRANG 20

THE AMAZING RACE

Các nhiệm vụ này có thể bao gồm thử thách (chụp ảnh post facebook, nhảy theo điệu nhảy có sẵn, quay video ca hát...) hay trả lời câu hỏi (giống vòng online). Các gợi ý nhận được sẽ ở dưới dạng mật thư (viết trong giấy bỏ trong phong bì được niêm phong), có thể viết câu trả lời trực tiếp hoặc câu đố. (Ví dụ: Gợi ý "Nơi dòng nước chuyển màu son" là ở Cầu Thê Húc. Đuôi hình bắt chữ "hình đồng tiền + đĩa lòng" là tiệm kem Tráng Tiến.) Đòi nào tới chốt cuối (điểm đích) trong thời gian ngắn nhất sẽ giành chiến thắng.



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TRANG 20

KÊNH TRUYỀN THÔNG VÀ ĐỊA ĐIỂM TỔ CHỨC

KÊNH TRUYỀN THÔNG

Workplace nội bộ: "Gia đình PNJ"

ĐỊA ĐIỂM

Phố đi bộ Hồ Guom



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TRANG 21

TIMELINE DỰ KIẾN

Trước sự kiện	Trong sự kiện 15/08-10/09	Sau sự kiện
9 - 12/8: Họp BTC	15/8: Kick off, mở đơn đăng ký	11/9: Lên bài recap sự kiện
13 - 14/8: Chuỗi bài preheat về sự kiện	21/8: Đóng đơn đăng ký, công bố danh sách tham gia	
	27/8: Vòng sơ loại 29/8: Công bố danh sách nhóm 30/8: Các nhóm nộp bản giới thiệu nhóm (Tên nhóm, khẩu hiệu...) 4 - 9/9: Chuỗi bài giới thiệu nhóm và nhắc nhở, countdown trước ngày diễn ra cuộc thi	
	10/9: Ngày diễn ra cuộc thi	

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TRANG 22

CƠ CẤU GIẢI THƯỞNG

CÁC GIẢI CHÍNH

Top 20 vòng sơ loại, mỗi người nhận 500.000 VND
 Đối vô địch: 10.000.000 VND
 Đối á quân: 6.000.000 VND
 Đối hạng ba: 4.000.000 VND

TỔNG GIÁ TRỊ GIẢI THƯỞNG: 30.000.000 VND



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TRANG 24

ĐỀ XUẤT ĐÊM GALA TỔNG KẾT MỪNG SINH NHẬT



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TRANG 13

TIMELINE DỰ KIẾN

12 - 16/9

Lên chuỗi bài truyền thông preheat sự kiện.

17/9

Ngày diễn ra sự kiện.

18/9

Lên bài recap sự kiện và lời cảm ơn.

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TRANG 17

CÁC NỘI DUNG CHÍNH


- Đón khách tại thăm dò.
- Chụp ảnh cùng backdrop, hashtag.
- Các tiết mục văn nghệ.
- Cắt bánh sinh nhật.
- Bốc thăm trúng thưởng.
- Tôn vinh, trao giải các cuộc thi (online và offline).
- Bế mạc.



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TRANG 24

THANK YOU!



27th anniversary survey questionnaire

Khảo sát mức độ hài lòng của CBNV về chuỗi sự kiện Sinh nhật 27 năm Chi nhánh PNJ miền Bắc

 amber.pch78@gmail.com (not shared) [Switch accounts](#)

*Required

Giới tính của Anh/Chị *

- ☐ Nam
☐ Nữ
☐ Khác

Độ tuổi của Anh/Chị *

- ☐ Dưới 20
☐ 20 - 25
☐ 26 - 35
☐ 36 - 45
☐ Trên 45

Phòng/ban Anh/Chị đang công tác *

- ☐ Nhân sự
☐ Marketing
☐ Kế toán
☐ Quản trị hiệu quả
☐ Cung ứng
☐ Kinh doanh
☐ Hệ thống cửa hàng

Anh/Chị có tham gia vào hoạt động nào trong chuỗi hoạt động Kỷ niệm 27 năm sinh nhật PNJ chi nhánh Miền Bắc 2022 vừa qua không? *

- ☐ Có tham gia
☐ Có quan tâm nhưng không tham gia
☐ Biết nhưng không quan tâm
☐ Không biết

[Next](#)

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ĐÁNH GIÁ TRUYỀN THÔNG

Anh/Chị biết tới chương trình qua kênh nào? *

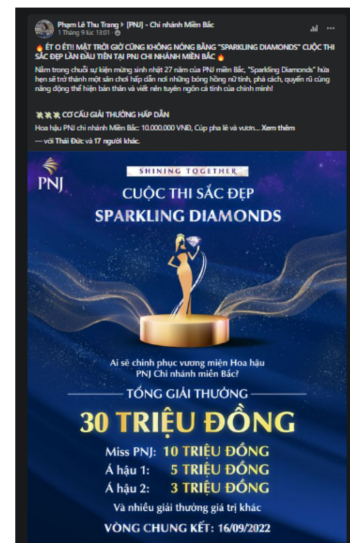
- ☐ Facebook Workplace
☐ Facebook PNJ Miền Bắc
☐ Truyền miệng
☐ Other: _____

Đánh giá của Anh/Chị về hình ảnh truyền thông trong chuỗi sự kiện Sinh nhật 27 năm PNJ Chi nhánh miền Bắc? *



Rất Kém ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Rất Tốt

Đánh giá của Anh/Chị về chất lượng các bài viết truyền thông cho chuỗi sự kiện Sinh nhật 27 năm PNJ Chi nhánh miền Bắc? *



Rất Kém ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Rất Tốt

Anh/Chị đã tham gia hoạt động nào trong chuỗi hoạt động Kỷ niệm 27 năm sinh nhật PNJ chi nhánh Miền Bắc 2022 vừa qua?

- ☐ Giải bóng đá giao lưu Nam - Nữ
☐ Cuộc thi viết PNJ trong tôi
☐ Miss PNJ 2022 - Sparkling Diamonds
☐ Tham gia gián tiếp (Bình chọn, kêu gọi, chia sẻ,...)

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GIẢI ĐÁ BÓNG GIAO LƯU NAM - NỮ

Nếu không tham gia, vui lòng điền "Không"

Đánh giá tổng quan về Giải bóng đá? (1 - Rất Kém, 2 - Kém, 3 - Bình thường, 4 - Tốt, 5 - Rất Tốt) *

Rất Kém 1 2 3 4 5 Rất Tốt

Anh/Chị thích gì nhất trong sự kiện này? *

Your answer

Anh/Chị không thích gì nhất trong sự kiện này? *

Your answer

Điều gì Anh/Chị muốn thay đổi nhất trong sự kiện? *

Your answer

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CUỘC THI VIẾT PNJ TRONG TÔI 2022

Nếu không tham gia, vui lòng điền "Không"

Đánh giá tổng quan về Cuộc thi viết PNJ Trong tôi? (1 - Rất Kém, 2 - Kém, 3 - Bình thường, 4 - Tốt, 5 - Rất Tốt) *

Rất Kém 1 2 3 4 5 Rất Tốt

Anh/Chị thích gì nhất trong sự kiện này? *

Your answer

Anh/Chị không thích gì nhất trong sự kiện này? *

Your answer

Điều gì Anh/Chị muốn thay đổi nhất trong sự kiện? *

Your answer

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CUỘC THI SẮC ĐẸP MISS PNJ 2022 - SPARKLING DIAMONDS

Nếu không tham gia, vui lòng điền "Không"

Đánh giá tổng quan về Cuộc thi sắc đẹp Miss PNJ 2022 - Sparkling Diamonds? (1 - Rất Kém, 2 - Kém, 3 - Bình thường, 4 - Tốt, 5 - Rất Tốt) *

Rất Kém 1 2 3 4 5 Rất Tốt

Anh/Chị thích gì nhất ở sự kiện này? *

Your answer

Anh/Chị không thích gì nhất ở cuộc thi này? *

Your answer

Điều Anh/Chị muốn thay đổi nhất ở cuộc thi này? *

Your answer

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ĐÁNH GIÁ TỔNG QUAN

Đánh giá tổng quan về chương trình sinh nhật 27 năm PNJ Chi nhánh miền Bắc? (1 - Rất Kém, 2 - Kém, 3 - Bình thường, 4 - Tốt, 5 - Rất Tốt) *

Rất Kém 1 2 3 4 5 Rất Tốt

Anh/Chị đánh giá như thế nào về chất lượng của BTC? *

- ☐ Thái độ làm việc tốt, nhiệt tình, hiệu quả
- ☐ Thái độ làm việc tốt nhưng công việc không hiệu quả
- ☐ Không thấy sự nhiệt tình của BTC
- ☐ Không nhận được giúp đỡ của BTC
- ☐ Khác (Vui lòng nói rõ ở phía dưới)
- ☐ Other:

Nếu chọn Khác về đánh giá chất lượng của BTC, xin Anh/Chị vui lòng nói rõ lý do

Your answer

Những ý kiến đóng góp của Anh/Chị để những sự kiện của công ty được tốt hơn? (ít nhất cho 3 ý kiến đóng góp) *

Your answer

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ACKNOWLEDGEMENT



First and foremost, we would like to express our sincerest thanks to our instructor Mrs. Nguyễn Mai Hoa. Thank you for always enthusiastically guiding and supporting us during the project.

We also want to send our deep respect and appreciation to our teachers at FPT University for teaching us valuable knowledge and experiences.

We are very grateful to PNJ Northern branch and especially to our main mentor in this project, Ms. Phạm Lê Thu Trang for guiding and allowing us to experience useful activities.

Finally, 4Hrs would like to thank our families and friends for always being there to support and encourage us.

We have learned a lot through this graduation project. In fact, there are things that we would never have known if we hadn't gone through this project.

4Hrs hopes to make you proud. We sincerely thank you!

BEHIND THE SCENES



Thanks for reading!

