



# SERIES OF COMMUNICATION ACTIVITIES FROM AUGUST TO NOVEMBER 2022 PNJ NORTHERN BRANCH



TEAM MEMBERS



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## Some impressive numbers

Entries in Internal event “PNJ Northern Branch’s 27<sup>th</sup> anniversary”

360+

Views in “Sự thấu hiểu là món quà vô giá” campaign

2M

300+

Views on each post on Workplace platform.

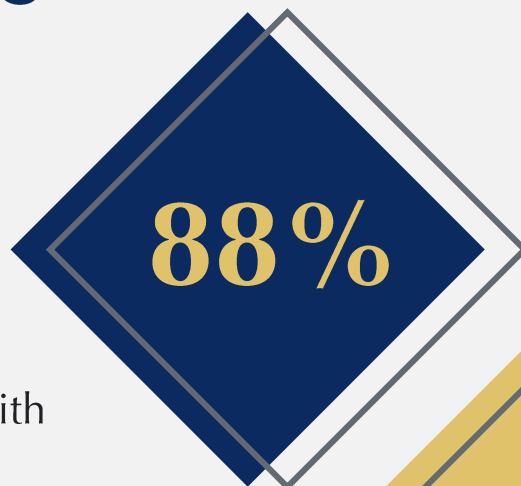
247K+

Interactions on social media in “Sự thấu hiểu là món quà vô giá” campaign



## Some impressive numbers

Employees was **satisfied** with internal event's activities.

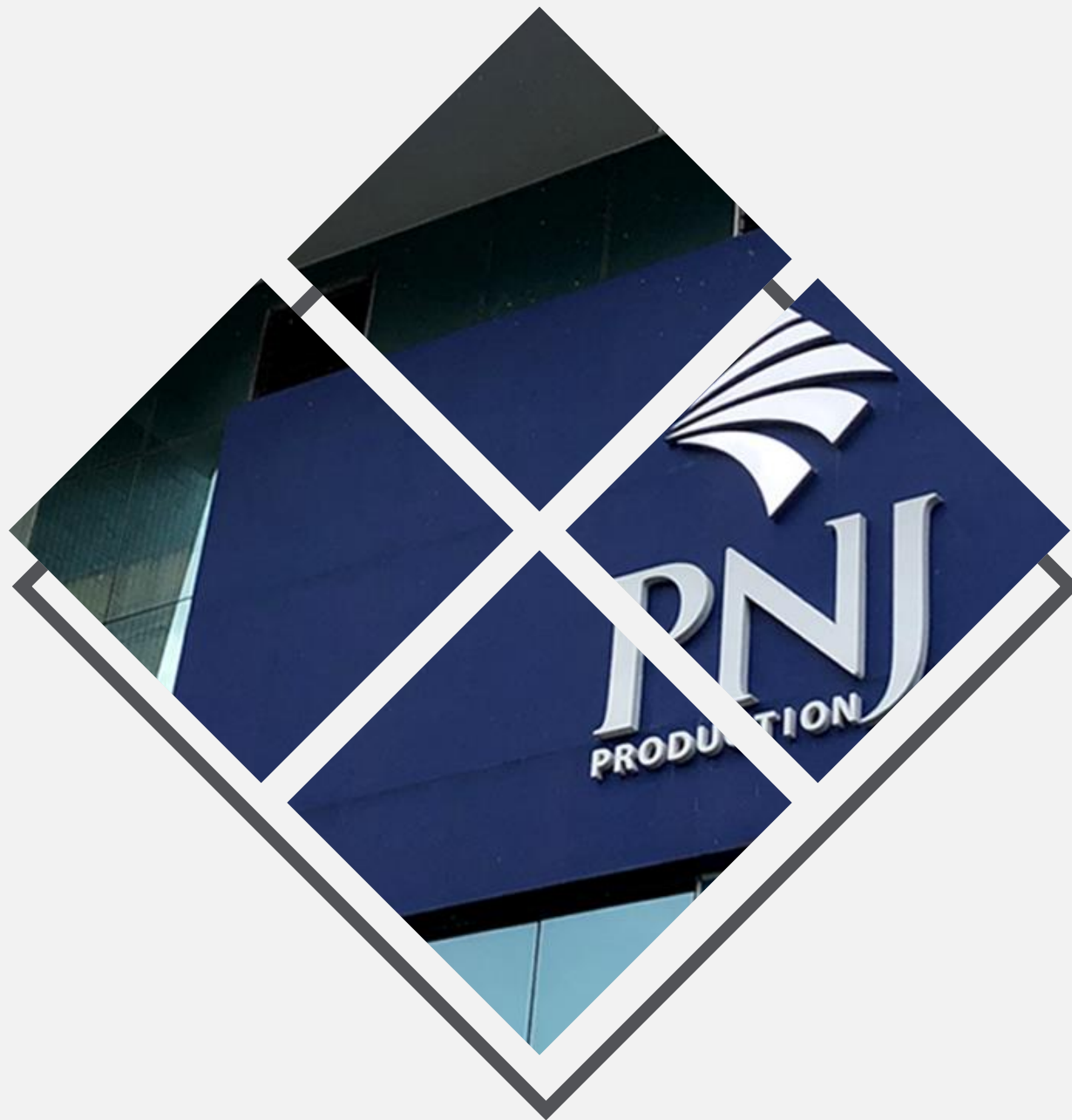


Employees evaluated the campaign with the presence of us with **a good working attitude, enthusiasm and efficiency**



# I. Introduction

Overview of PNJ, PNJ Northern branch and our project





# Company introduction: PNJ

- Founded in 1988
  - One of 7 subsidiaries in PNJ Group..
  - Almost 400 retail stores nationwide.
  - The company has an output of over 4 million products per year.
- => PNJ is one of the largest jewelry factories in Asia with virtually 1,500 employees.





# Company introduction:

## *Vision and Mission*

**Vision:** to become a superlative brand in Asia in terms of jewelry manufacturing and retailing, to honor beauty and reach the global market.

**Mission:** to be constantly creative to bring out sophisticated products with genuine value in glorifying the beauty of humanity and life.





# Company introduction:

## *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.



# Company introduction:

## *Brand identity*

- Main colors: Blue and Gold.
- Symbol: Diamond, light rays.
- Meaning: Gathering and Shining.
- Slogan: Faith and Style.

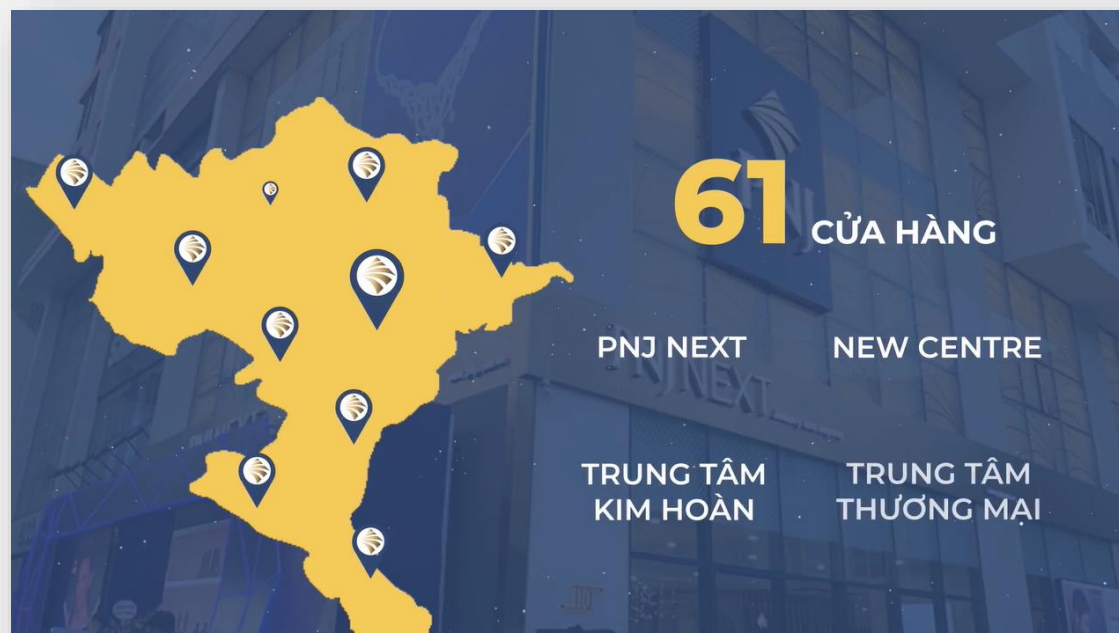




# Company introduction:

## *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.







## Company introduction:

### *Product lines*

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



PNJ Gold (1988)



PNJ Silver (2001)



CAO Fine Jewelry (2005)



PNJ Watch (2012)



PNJ Art (2019)



DISNEY | PNJ (since 2019)



STYLE by PNJ (2020)



# Company introduction:

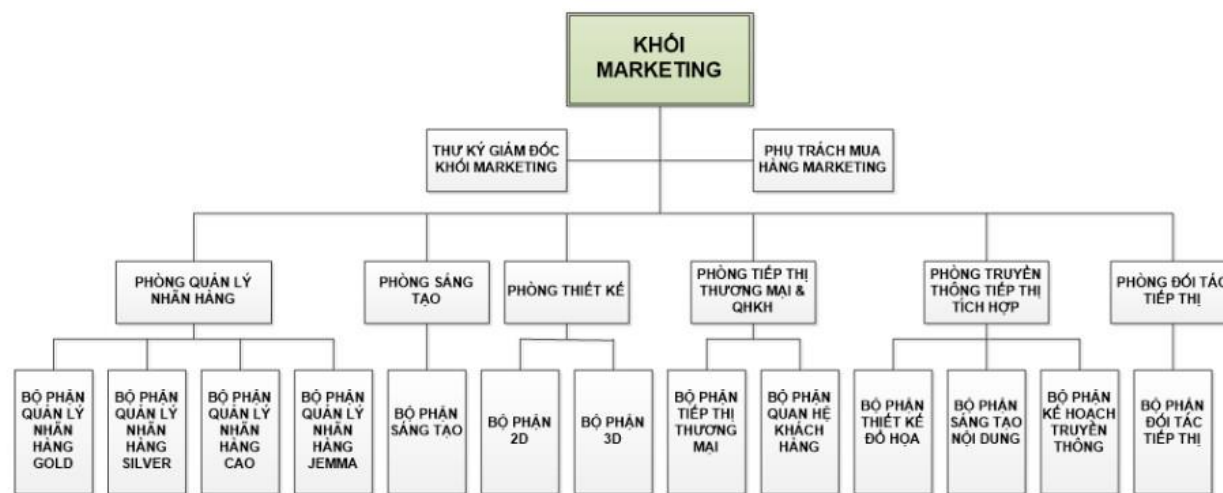
## *Marketing Organization Structure*

- PNJ headquarter in Ho Chi Minh City directs all activities related to the brand, including marketing communications.

=> Branches' major function is to foster sales and all marketing communications efforts are for this purpose.

- The marketing department of the Northern Branch has merely 10 members.

### I. SƠ ĐỒ TỔ CHỨC



# Company introduction:

## *Marketing department's responsibilities*

Transmitting the brand's vision, mission, core values, positioning and competitive advantage to target.

Planning and carrying out customer service programs and monitoring the customer data system.

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.

Directing concepts and design to come up with innovative product ideas.

Monitoring marketing activities revolving around the collaboration between PNJ and external partners; between the marketing department and other departments in the company.



# Company introduction:

*Marketing department's responsibilities (IMC division)*

Addressing creative direction for contents, stories, and communication messages of the brand's activities and events.

Building and implementing production plans for communications products.

Taking, editing, and storing photographs of jewelry products and events.

Writing content for advertising and discount events as well as other communications activities.

Designing images for marketing as well as internal activities

Evaluating and selecting media partners and cooperating with them to plan and implement communications projects.

# Project introduction:

## *Project overview*

Major projects:

- PNJ Northern Branch's 27th anniversary internal communications (from 04/8 to 30/9).
- 2022 Women's Day campaign "Sự thấu hiểu là món quà vô giá" (from 5/10 to 31/10).





## Project introduction:

PNJ Northern Branch's 27th anniversary internal communications consisting of:

- The writing competition "PNJ trong tôi"
- The 27th anniversary soccer tournament
- The beauty pageant "Sparkling Diamonds"
- The 27th anniversary gala (included the final round of "Sparkling diamonds")







# Project introduction:

## *Our roles in*

PNJ Northern Branch's 27th anniversary internal communications

- ◆ Making proposals for contests and judging criteria for the beauty pageant.
- ◆ Designing social media images and event materials.
- ◆ Creating a 27-year anniversary video
- ◆ Writing content for social media and letters of thanks.

**PROJECT BOUNDARIES:** All design and content were created by our team, except for the soccer tournament (printing design only)







# Project introduction:

## *Project overview*

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.***

The Northern Brand was accountable for ***online and offline promotional programs:*** point-of-sale events, social media advertising, and affiliate marketing.

2022 Women’s Day  
campaign “Sự thấu  
hiểu là món quà vô  
giá”



# Project introduction:

## *Our roles in*



2022 Women's Day campaign "Sự thấu hiểu là món quà vô giá"

- ◆ 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)
- ◆ Research and report about competitors' 20/10 campaigns.

**PROJECT BOUNDARIES:** Our main task was to support communications activities such as researching, content writing, contacting with KOLs, designing and report writing.

# Project introduction:

## *Our roles*

We also joined in other daily tasks of the department, ranging from graphic design, livestream scriptwriting, and copywriting to event preparation and research.



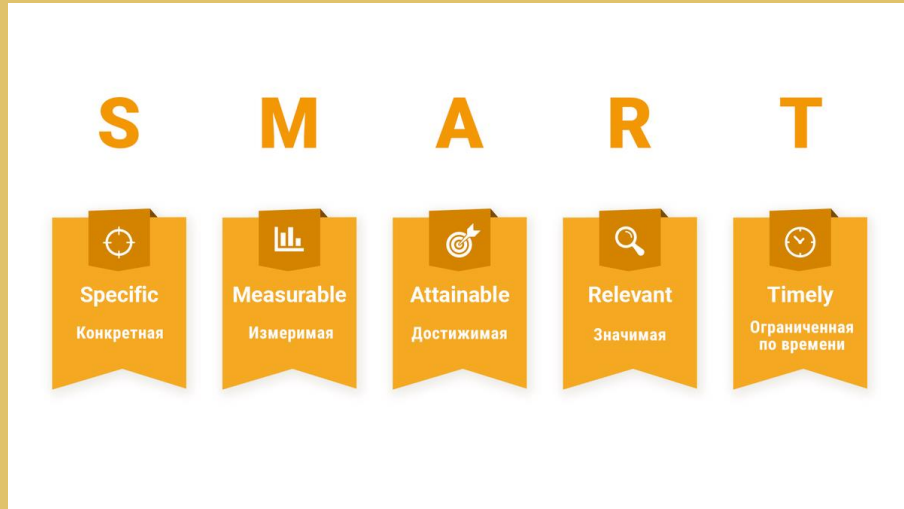
Name	Role	Responsibilities
<b>Our Team</b>		
Đào Kim Ngọc	Team Leader	Content writing, copywriting, project monitoring, video editing.
Nguyễn Thị Phương Dung	Content Writer	Content writing, copywriting. Supporting minor designs.
Nguyễn Hải Duy Hưng	Team Member	Content writing, copywriting. Conducting field research.
Nguyễn Phúc Thu Hà	Lead Designer	Graphic design. Supporting content writing and copywriting.

*\*\*Scope Management Roles and Responsibilities Table” in production book page 8,9*



## II. Formative Research





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.



# Formative Research

## *Theoretical framework*

How we applied SMART model:

- By using SMART Objectives, we participated in **the development of the proposal for activities taking place in the birthday event series** and **adjusted the birthday event preparation timeline** in the most suitable way for the whole team.
- We also use this model to set the objectives for **2022 Women's Day campaign "Sự thấu hiểu là món quà vô giá"**



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.

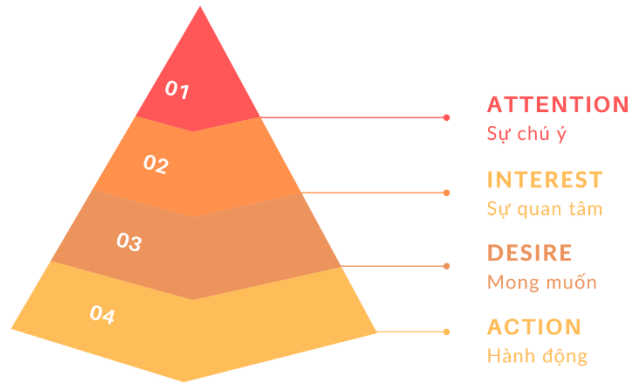


# Formative Research

## *Theoretical framework*

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.



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.



# Formative Research

## *Theoretical framework*

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.
- **Interest:** Use aesthetic introductory images and videos with useful information related to topics/products.
- **Desire:** Use key messages with emotional appeal.
- **Action:** Encourage people to attend the event/buy products by enhancing the benefits of the participants/product consumers





# Formative Research

*Theoretical framework: Internal Communications Theories*



Internal Communications Definition



Formal vs Informal communications



Events as an Internal Communications Tool



# Formative Research

## RISE Model Project Reflection

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 RISE Model for Projects is a tool that structures and facilitates the self-examination of professional body of work.

By addressing a series of stems aligned with Bloom's Taxonomy, individuals are prompted to use higher order thinking skills to thoughtfully consider how their workflow and work product form a rich narrative that is both an articulation of self and a demonstration of skill.

Visit [www.RISEModel.com](http://www.RISEModel.com) for licensing and implementation information.

"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>
<b>REFLECT</b> <i>Acknowledgment &amp; Articulation</i>	
Recount specific aspects of project performance/contribution and highlight areas of progression or regression.  <b>EXAMPLE STEM:</b> <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.  <b>EXAMPLE STEM:</b> <i>I am (not) proud of my overall performance/contribution because...</i>
<b>INQUIRE</b> <i>Insight Through Analysis</i>	
Question approach, plan, or perspective.  <b>EXAMPLE STEM:</b> <i>I thought I wanted to X, but (and) learned...</i>	Analyze completed project.  <b>EXAMPLE STEM:</b> <i>Looking at what I accomplished, I see...</i>
<b>SUGGEST</b> <i>Ideas For Improvement</i>	
Examine the process and offer specific recommendations to improve professional workflow.  <b>EXAMPLE STEM:</b> <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.  <b>EXAMPLE STEM:</b> <i>In critiquing my performance/contribution, I plan to refine (or redirect) my work by...</i>
<b>ELEVATE</b> <i>Meaning Making</i>	
Identify areas to expand (or contract) initial ideas toward greater relevance.  <b>EXAMPLE STEM:</b> <i>To develop more meaningful projects, I will refocus my efforts by...</i>	Illuminate opportunities to apply skills and experiences outside of project scope.  <b>EXAMPLE STEM:</b> <i>I will leverage the assets, skills, or experiences I developed in the following ways...</i>

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

parksoyi01@gmail.com (chưa chia sẻ) [Chuyển đổi tài khoản](#)

\*Bắt buộc

**Giới tính của Anh/Chị \***

☐ Nam

☐ Nữ

☐ Khác

**Độ tuổi của Anh/Chị \***

☐ Dưới 20

☐ 20 - 25

☐ 26 - 35

☐ 36 - 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

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:

# Formative Research

## *Research methodology: Primary research*

### 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.

### Interview

The interview revolved around: The organizational structure of PNJ Northern Branch, the company's values, the event's goals, the employees' attitudes and behaviors, and some notes to consider when writing event promoting posts on Workplace.

## Reliable sources we uses:

**Reports:** reports from organizations specializing in market research.



**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.



**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.

# Formative Research

## *Research methodology: Secondary 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.



# Formative Research

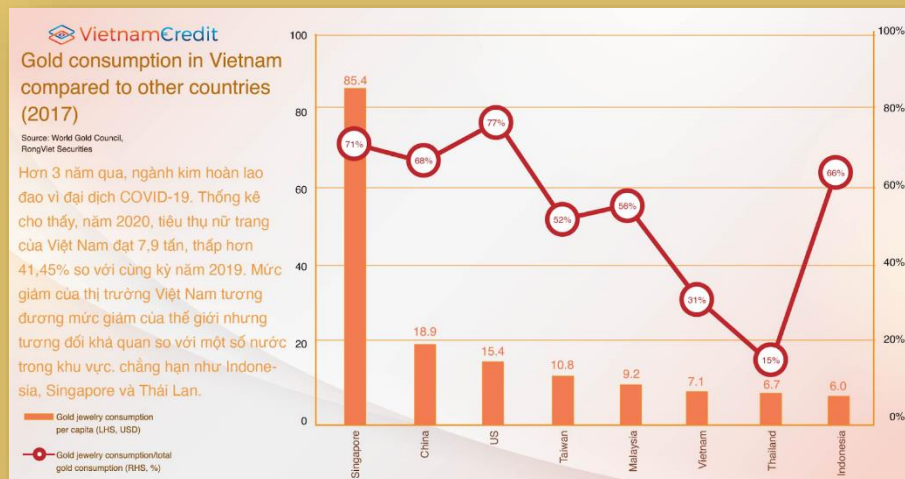
*Research methodology:  
Qualitative Research*

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.



Consumption of gold jewelry and gold bars & coins in Vietnam chart (tons) (Vietnam Credit, 2022)



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

# Formative Research

## Analysis: Analysis of the gold and jewelry market

According to the management consulting firm Boston Consulting Group (BCG), per capita income in Vietnam will increase from 1400 USD/year to

3400+  
USD

- The number of people in the middle class increases
- => **the demand for gold, silver and jewelry** will also **increase** exponentially.
- Many customers, especially young customers are willing to shop and constantly innovate, which places **high demands** on diversity, abundance, and variation in designs, materials, and product categories.
- **The durability** of the product is the factor customers are most concerned about.
- Jewelry consumers tend to **trust and choose products from famous brands** that have high reliability.



# Formative Research

### ***Analysis: Attitudes and consumer behavior in Northern Vietnam***

- 32





PNJ has 3 sales channels: **retail, wholesale and export**. In which, **retail is identified as the most important** spearhead in PNJ's development orientation.



# Formative Research

## Company Analysis: Target market



Targets young customers especially **females aged 15-25** years old with **lower-middle income**.



PNJ Gold aims at **25-45-year-old females** with **upper-middle to high income**.



The sub-brand focuses on **business** and **high-income** customers.



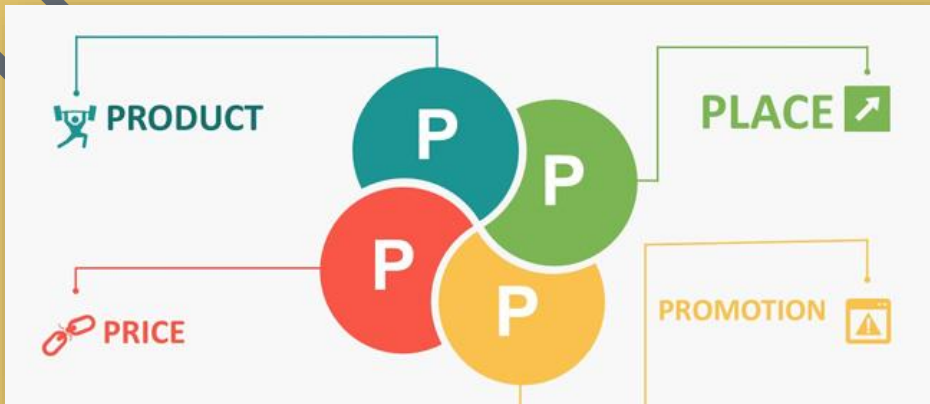
Targets **high-income customers** who are willing to pay large sums for luxury jewelry.



The major target market is **middle to high-income generation Y** consumers.



Targets **young customers from generation Z and Y**.



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

# Formative Research

*Analysis: PNJ's marketing strategy*

- **Product:** Focus to the gold and silver jewelry business, reducing the emphasis on gold bullion. 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.
- **Price:** Pricing is richer according to the variety of products.



PNJ's impressive campaign "True Love" which used story-telling strategy.

## Formative Research

*Analysis: PNJ's marketing strategy*

- **Place:** PNJ's stores are concentrated in big cities, where people have middle to high incomes.
- **Promotion:** Storytelling is PNJ's strongest communications strategy. There are 2 main topics in these stories: ***fashion and love.***

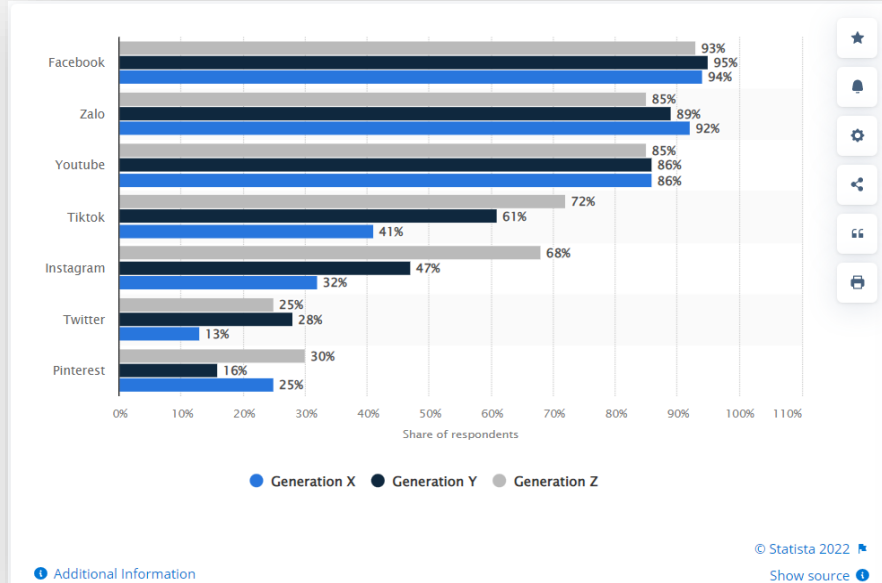
- In terms of fashion: focuses on bringing products to daily life situations with sophistication and an understanding of women's psychology

- In terms of love: extremely aesthetic and humane.

***=> Each storytelling campaign always creates a lot of sympathy for consumers, especially young people, who are the most difficult customers to convince.***

# Formative Research

## Analysis of media channels



### Facebook Workplace

This platform is highly appreciated by employees because of its high integration and connectivity.

### Facebook

Facebook can bring high efficiency for PNJ because WOM and eWOM are the main methods of accessing information for this group of customers.

### Tiktok

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.

# HÀNH TRÌNH



27 năm

1995 - 18/09/2022

## III. Internal event “PNJ Northern Branch’s 27<sup>th</sup> anniversary”

# S.W.O.T Analysis

*Our team's SWOT when working with PNJ*



Strength	Weakness
<ul style="list-style-type: none"><li>• Our team members have experience in various work =&gt; flexible in doing required tasks.</li><li>• We thrive in creativity and uniqueness and are full of ideas.</li><li>• We are proactive in work and always ready to communicate.</li><li>• All of us are very responsible and will try our best to get things done.</li></ul>	<ul style="list-style-type: none"><li>• Each team member has a different time plan.</li><li>• Our team lacks experience in internal communications and event organizing.</li><li>• We are not the company's employees.</li></ul>





# S.W.O.T Analysis

*Our team's SWOT when working with PNJ*

• Opportunity	• Threat
<ul style="list-style-type: none"><li>• We can learn a lot of helpful knowledge and experience in internal events which were not our forte.</li><li>• Have the opportunity to get used to the business environment.</li><li>• Have chances to propose new ideas based on research and personal thoughts.</li><li>• PNJ's culture and communication style is quite outgoing</li><li>• 2022 is the first year PNJ held a big internal event after 2 years of COVID-19 =&gt; many PNJ employees look forward to participating in the company's activities.</li></ul>	<ul style="list-style-type: none"><li>• 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.</li><li>• Conflicts may happen.</li><li>• PNJ is a company with a hierarchical system.</li></ul>



## Goals

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



# S.M.A.R.T Objectives

1

Maintain and enhance the core value of “Be caring to grow together”.

2

Increase employees’ pride and dedication for the company.

3

Strengthen the bond between employees and branches.

4

Create a common playground, connect and exchange among employees.

Specific



# S.M.A.R.T Objectives

1

50% of total employees in PNJ Northern Branch (350/700) participate in the event's activities.

2

The football tournament will have 8 teams (88 official players).

3

The writing contest "PNJ trong tôi" will reach 50 entries.

4

The beauty pageant "Sparkling diamonds" will receive at least 40 applications.

5

The Gala event will gather at least 100 participants excluding the "Sparkling Diamonds" candidates and the organizing committee.

6

Each social posts on Workplace will have 300 views on average.

7

Each social posts on Workplace will have 300 views on average.

Measurable



# S.M.A.R.T Objectives

1

The events convey emotional messages so it is reasonable to attract 50% employees to participate.

2

Activities are designed to suit the needs of a large number of employees, so the risk of employees not participating is relatively low.

**Achievable**



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

1

Enhance vertical communication:

- The beauty pageant and writing contest: 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.
- The writing contest was also an opportunity for the Board of Directors to understand the minds of their employees.

**Relevant**



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

2

Improve horizontal communication: This was the purpose of the soccer tournament. This event would raise the solidarity between both the internal departments and all units in PNJ Northern branch.

**Relevant**







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

The event took place in: **4th August to 30th September 2022**

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





# 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

# Target audience



Classification	Employees		
	“Sparkling diamonds”	Writing contest “PNJ trong tôi”	Soccer tournament
Psychographic			
Attitude to the PNJ's internal events	Not interested, Interested or very interested		
Objects that have an influence on	Superiors, colleagues		
Behavior			
Behaviors towards company’s internal events	Participate in 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	Workplace, Facebook, Zalo and Email	Workplace, Facebook, Zalo and Email





## 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.* ”



## Key message

The key message of the event was “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.



## Hashtag

- 1 #Sinhnhathat27nam
- 2 #PNJmienBac27tuo

With a concise and easy-to-understand syntax, PNJ's employees would easily remember to use them in their related posts.



# Key visual



**Color:** Navy blue, gold



**Concept:** luxury, sophistication

**Font:** PNJ's own font and a script font (Pateglamt Script)

PNJ	PNJ
SHINING TOGETHER	SHINING TOGETHER
Mừng sinh nhật	Mừng sinh nhật
27	27
LẦN THỨ	LẦN THỨ
18/09/1995 - 18/09/2022	18/09/1995 - 18/09/2022
PNJ MIỀN BẮC	PNJ MIỀN BẮC

**Idea:** The design simulated the materials of gold and diamond to match PNJ's characteristics as well as the project's key message.



# Project details

## 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.







# Project details

## *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.

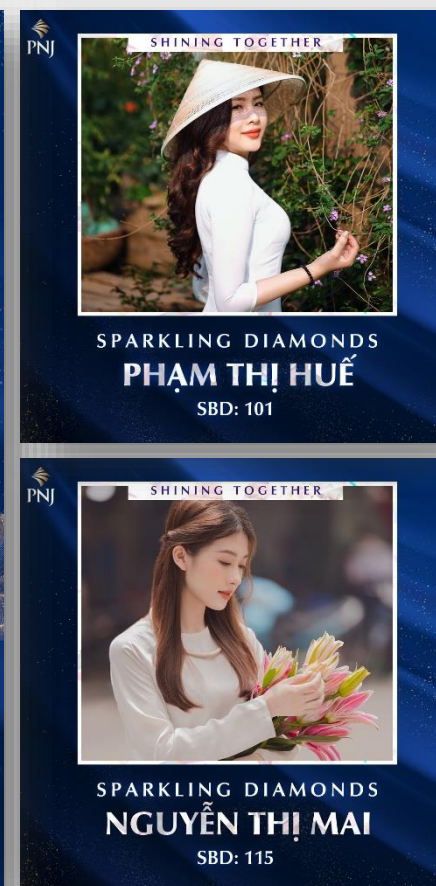
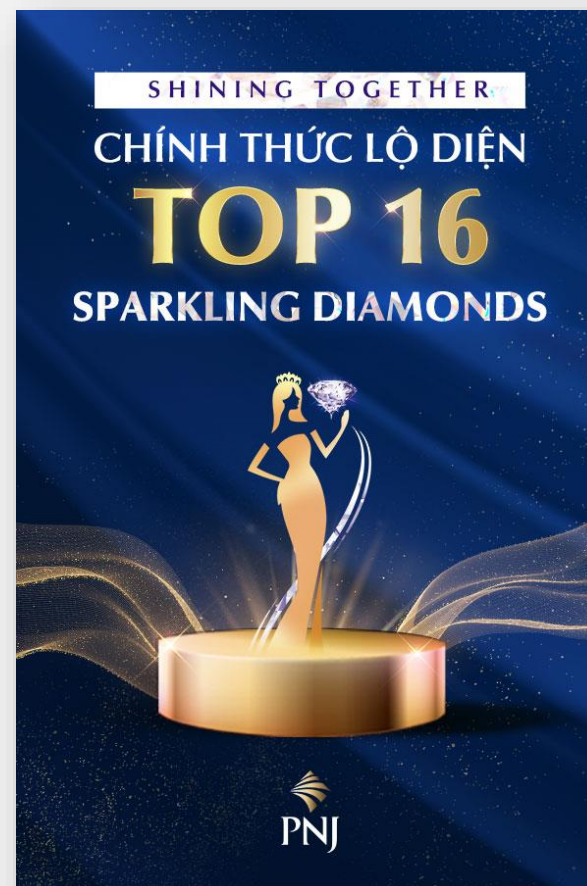




## Project details

*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
  - Voting round
  - Final round: Consists of 3 events: Talent competition, evening gown competition, final questions





# Media channels

## *Owned media*



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



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



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

# Media channels

## *Earned media*



### **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.



### **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 a.
- They would always try to call more of their own acquaintances to vote for the contestants.



## 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





# Strategies & Tactics

## **Make internal communication a priority**

The main social network used in this event is Facebook Workplace.

## **Emotional strategies**

The message "Shining together" and the contest "PNJ trong tôi" could increase the pride and cohesion to highest level.

## **AIDA model**

This model is used to implement the activities as well as the communication of the event.





# Communication tactics

*Applying the AIDA model to communications activities.*

- **Attention phase:** We used posts like sneak peek and minigames, highlighting that something big was about to be held.
- **Interest phase:** 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.
- **Desire phase:** Focus on revealing prize information.
- **Action 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.*





# Project timeline, Risk management and Budget

- ◆ We divided this project into 3 stages: Planning and preparation, Execution and Post-event activities.
- ◆ The risks are mainly about participants shortage, controversial results.
- ◆ Overall budget: **98.940.000 VND**

\*Project timeline, Risk management and Budget tables are on page 36 – 43 in production book.

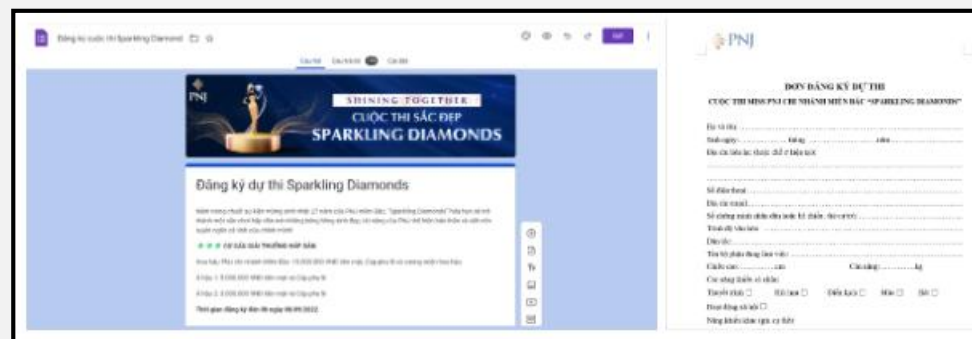




# Media products

*Pre-Event preparation: Print materials*

An application form for the beauty contest "Sparkling Diamonds" and an online registration form to submit the application.



Social posts and print materials for the soccer tournament as well as LED screens and backdrops for the gala.

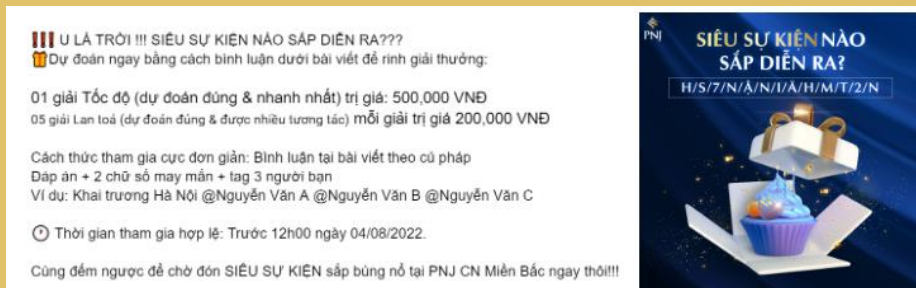






# Media products

*Pre-Event preparation: Social media posts*



The mini-game and sneak peek posts would be posted first on Workplace.



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.

# Media products

## *Pre-Event preparation: Video*



This video summarized the 27-year development journey of PNJ Northern branch and listed activities in the 27th anniversary.



CẢM ƠN CÁC BẠN VÌ ĐÃ CÙNG PNJ CHI NHÁNH MIỀN BẮC  
TỎA SÁNG TRONG SUỐT CHẶNG ĐƯỜNG ĐÃ QUA.

*Company Anniversary Video*



# Media products

## *During-Event*

- We started producing posts and images related to the contests on Workplace.
- ⇒ Follow the determined style which was fun, exciting and trendy for all of our artworks and captions.
- In the last days of “Sparkling diamonds” application round, the count-down and mini-game posts were posted, every post had “call to action” part.



Post of “Sparkling diamonds” contest and online writing contest “PNJ trong tôi”.

# Media products

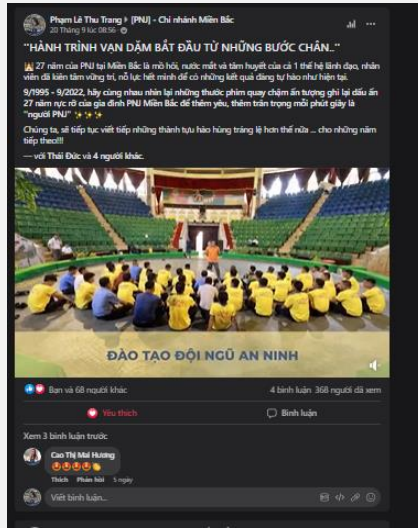
## Post-Event

- ◆ Designing certificates for the award winners of "Sparkling diamonds" and making thank you letters.
- ◆ Our team was also assigned to give feedback on a recap video of the gala.



# Evaluation

## Media effectiveness



- 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".

# Evaluation

## *Activities Effectiveness: 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”.

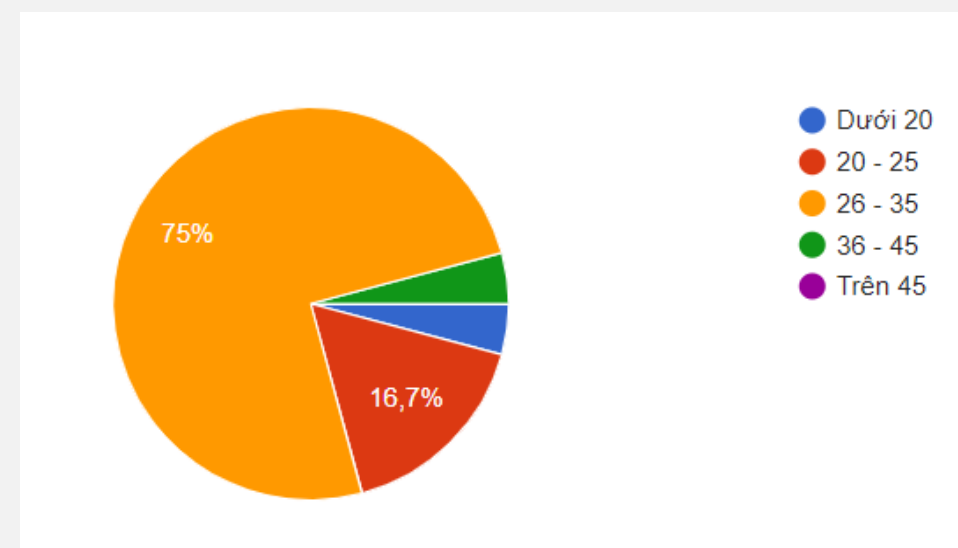
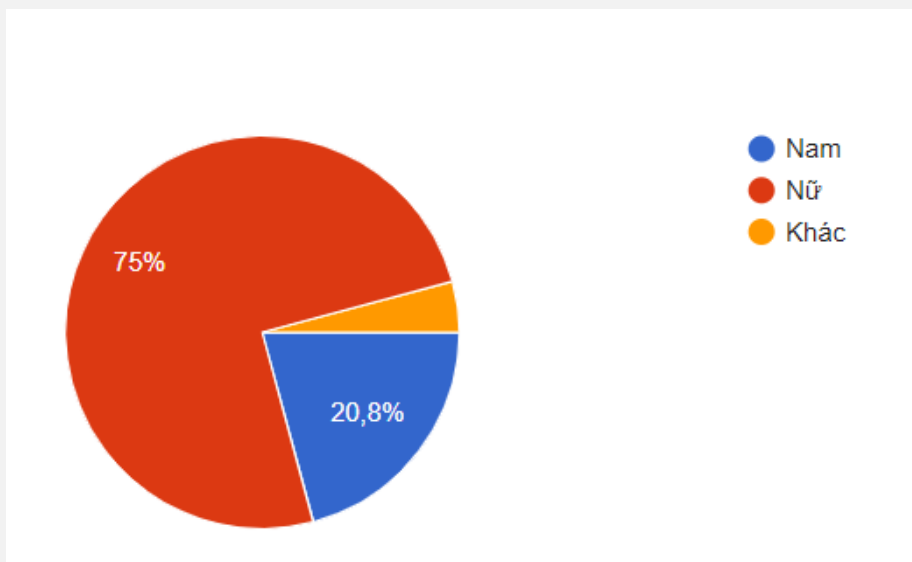
**220/100** participants on Gala event.



# Evaluation

## *Activities Effectiveness: Quantitative assessment*

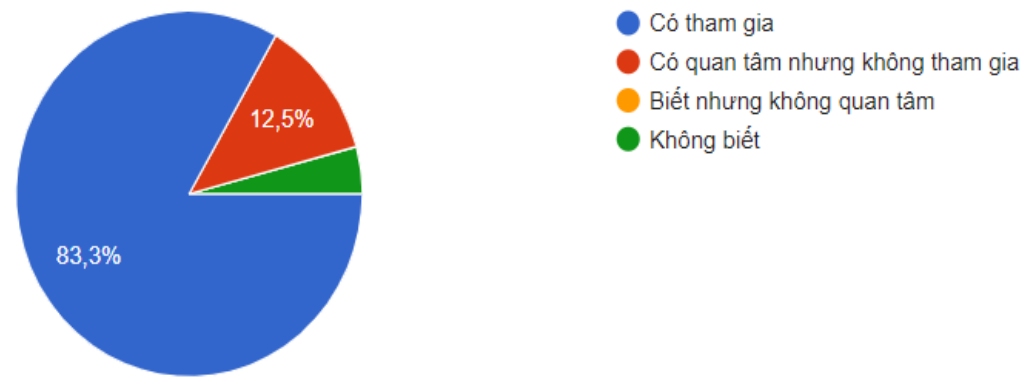
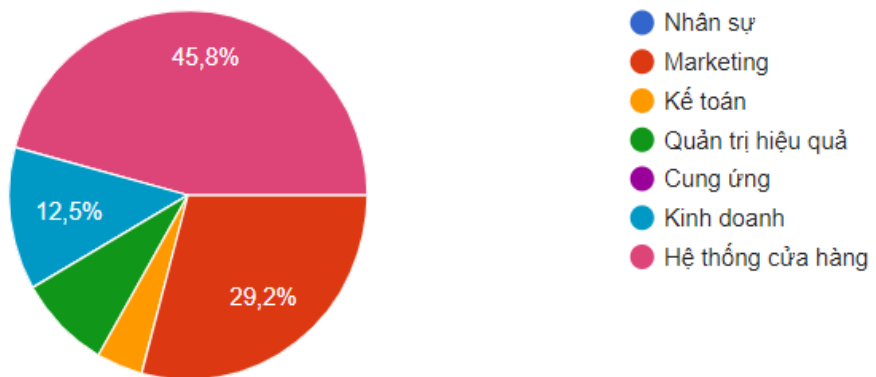
The survey was conducted with the participation of 108 employees of PNJ Northern Branch. For each activity, participants rated on a 5-point Likert Scale (1 = Very Poor; 5 = Very Good).





# Evaluation

*Activities Effectiveness: Quantitative assessment*

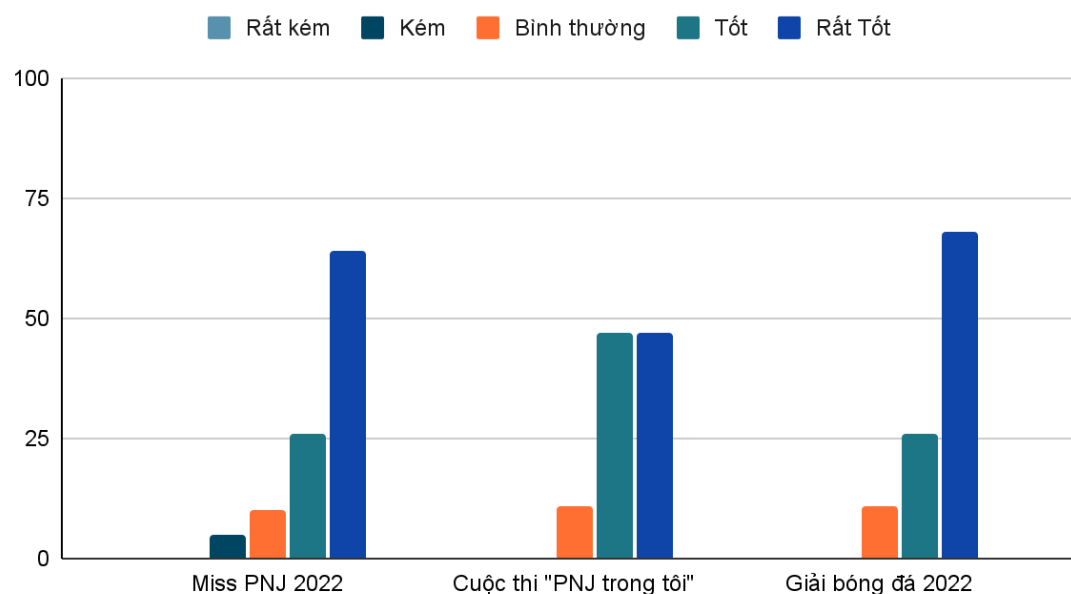


# Evaluation

## *Activities Effectiveness: Quantitative assessment*

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).

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



- Overall, **over 88%** of the total reviews gave positive feedback.
- “Sparkling diamonds”: 60% "Very Good", 25% "Good" and 10% "Average" reviews.
- For the writing contest "PNJ trong tôi": 45% "Good" and "Very Good", 10% “Normal”.
- The soccer tournament: 65% "Very Good, 25% “Good” 10% “Average”.

# Evaluation

## *Activities Effectiveness: Quantitative assessment*



All respondents claimed that the organizing committee had a good working attitude, enthusiasm, and efficiency during PNJ's 27th birthday events.

# Evaluation

## Activities Effectiveness: Quantitative assessment

# PNJMIENBAC	140 lượt nhắc của PHẠM THỊ THẢO, Lê Phạm Trung Nguyên, Lương Thị Yến và 137 người khác
# pnjmbac27tuoi	136 lượt nhắc của Nguyễn Thị Thanh Huyền, Nguyễn Trọng Tài Anh, Bùi Lan Anh và 133 người khác
# pnjtrongtoi_mb27	116 lượt nhắc của Nguyễn Thị Thanh Huyền, Nguyễn Trọng Tài Anh, Bùi Lan Anh và 113 người khác
# sinhnhat27nam	89 lượt nhắc của Nguyễn Thị Thanh Huyền, Nguyễn Trọng Tài Anh, Bùi Lan Anh và 86 người khác
# PNJ	32 lượt nhắc của Bùi Thu Trang, Trần Đức Thành, Lê Thị Vân và 29 người khác
# HRTeam	25 lượt nhắc của PHÒNG HÀNH CHÍNH NHÂN SỰ - CNMB, Lê Phạm Trung Nguyên, Bùi Thị Thu Thủy và 22 người khác
# happybirthday	22 lượt nhắc của Vũ Thanh Thuý, Nguyễn Thị Nhân, Đoàn Hà Thu và 19 người khác
# pnjmb27nam	18 lượt nhắc của Nguyễn Thị Nhân, Đoàn Hà Thu, Vũ Trung Hiếu và 15 người khác
# sieuthimini0dong	16 lượt nhắc của Phạm Lê Thu Trang, Trần Thị Thu Trang, Huỳnh Quang Anh và 13 người khác
# hanoitraitimhong	15 lượt nhắc của Phạm Lê Thu Trang, Trần Thị Thu Trang, Huỳnh Quang Anh và 12 người khác
# sinhnhat27nam	13 lượt nhắc của Nguyễn Trường Giang, Lê Thị Mai Hương, Lê Xuân Bình và 10 người khác
# chienmauhuyet	13 lượt nhắc của PHẠM THỊ THẢO và 12 người khác

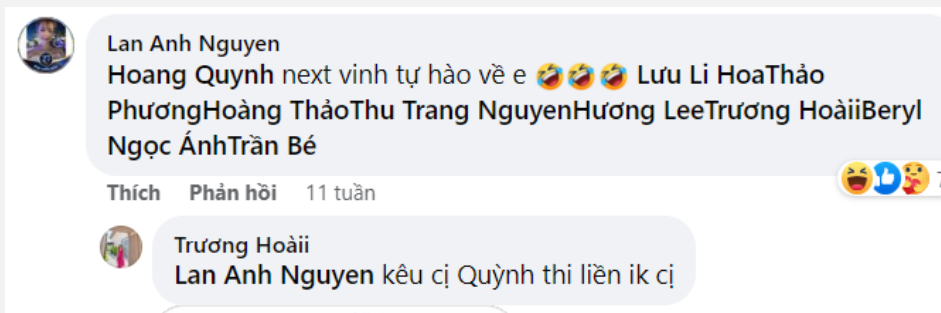
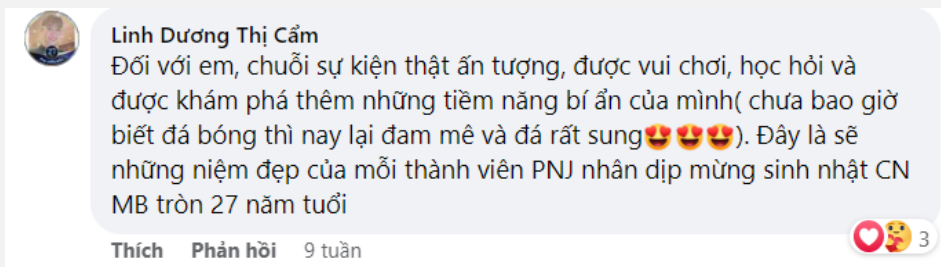
The top 3 most mentioned topics were #PNJMIENBAC, #pnjmbac27tuoi, and #pnjtrongtoi\_mb27, with 140, 136 and 116 mentions respectively.

# Evaluation

*Qualitative assessment: From PNJ*

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."



# Evaluation

*Qualitative assessment: From PNJ*

Nguyễn Thị Nhàn (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!”



# Evaluation

*Qualitative assessment: From anonymous feedback*

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

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

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

Nhân viên nội bộ được tham gia sân chơi nhân văn

From 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.



# Evaluation

*Qualitative assessment: From anonymous feedback*

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

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

Nhiều bài viết ấn tượng

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.

# Evaluation

*Qualitative assessment: From anonymous feedback*

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

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

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

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.

# Evaluation

## Qualitative assessment: 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.

### PNJ TRONG TÔI

#### ĐÁNH GIÁ ĐIỂM MẠNH

- SÂN CHƠI TỰ DO**  
 Bất cứ ai cũng có thể tham gia và có cơ hội nhận quà, thoải mái chia sẻ và được lắng nghe.
- TĂNG SỰ THẤU HIỂU**  
 Những câu chuyện được chia sẻ giúp các thành viên hiểu về nhau cũng như về cuộc sống ở PNJ hơn. Nội dung chương trình đáp ứng yêu tố Gắn kết trong Giá trị cốt lõi.
- DỄ DÀNG THAM GIA**  
 Thể lệ đơn giản, dễ hiểu, cách thức đơn giản giúp mọi người đều có thể tham gia, không gặp bất kỳ trở ngại nào.
- CÔNG BẰNG**  
 Chấm điểm không phụ thuộc vào tương tác.

### PNJ TRONG TÔI

#### ĐÁNH GIÁ ĐIỂM YẾU

- KHÔNG MỚI LẠ**  
 Các cuộc thi viết, chia sẻ câu chuyện về công ty (hoặc các dạng tương tự) đã quá quen thuộc.
- THIẾU TÍNH LIÊN KẾT**  
 Các câu chuyện được chia sẻ **có thể** chỉ xoay quanh một cá nhân nên không tạo được tính liên kết đối với những người khác, không nhận được sự quan tâm, từ đó mang lại trải nghiệm tiêu cực cho người viết.



# Evaluation

*Qualitative assessment: Our team's assessment*

## GIẢI BÓNG ĐÁ

### ĐÁNH GIÁ ĐIỂM MẠNH

- TĂNG TÍNH GẮN KẾT**  
Đáp ứng tiêu chí Gắn kết, Chất lượng khi tạo ra sân chơi cho CBCNV PNJ tăng cường giao lưu. Đối mới sau những giờ làm việc tại văn phòng
- CƠ HỘI VẬN ĐỘNG**  
Hoạt động thể chất mạnh giúp tinh thần sảng khoái, giải tỏa căng thẳng, tăng hiệu quả công việc về sau.
- CƠ HỘI GIAO LƯU**  
Các đội bóng từ những tỉnh khác có thể tụ họp, gặp gỡ tại Hà Nội.

## GIẢI BÓNG ĐÁ

### ĐÁNH GIÁ ĐIỂM YẾU

- TÍNH PHONG TRÀO CAO**  
Nhiều người không có hứng thú với bóng đá nói riêng hoặc hoạt động thể thao quá mạnh nói chung.
- ÍT CƠ HỘI MỞ RỘNG**  
Các thành viên trong một đội thường đã quen nhau từ trước, không có nhiều sự giao lưu giữa những người mới quen.
- THIẾU TÍNH MỚI LẠ**  
Bóng đá đã quá quen thuộc với mọi người nên khó tạo được sự hào hứng, mong chờ khi tham gia



# Evaluation

*Qualitative assessment: Our team's assessment*

## SPARKLING DIAMONDS

### ĐÁNH GIÁ ĐIỂM MẠNH

- CƠ HỘI TỎA SÁNG**  
Tạo sân chơi để phái nữ PNJ thể hiện bản thân và được biết đến nhiều hơn.
- PHẠM VI RỘNG**  
Các nhân viên nữ đủ điều kiện đều có thể tham gia.
- ĐỒNG CBCNV THAM GIA**  
Cuộc thi đảm bảo được đầy đủ tiêu chí cốt lõi của PNJ. Đó là Chính trực qua các câu hỏi ứng xử, BTC công tâm - Trách nhiệm ở những câu trả lời, phần thi - Chất lượng về thi sinh tham gia, phần thi - Đổi mới ở format event - Gắn kết trong tinh phong trào
- HƠI HƯỚNG CHUYÊN NGHIỆP**  
Được tổ chức theo format của cuộc thi sắc đẹp chuyên nghiệp, BTC BGK hướng đến sự chuyên nghiệp

## SPARKLING DIAMONDS

### ĐÁNH GIÁ ĐIỂM YẾU

- GIỚI HẠN ĐỘ TUỔI**  
Làm giảm tính gần gũi, thân thiện của một hoạt động nội bộ, thậm chí có thể dẫn tới phản ứng tiêu cực.
- GÂY TRANH CÃI**  
Cuộc thi nào cũng có tính tranh cãi nhưng khâu chấm điểm năm nay dễ gây phản ứng vì Quán quân đạt quá nhiều danh hiệu. Điều này đặt ra câu hỏi có thể thêm nhiều hạng mục để đẩy phong trào đi lên "
- GIỚI HẠN GIỚI TÍNH**  
Phạm vi cuộc thi chỉ dành cho nữ giới, các thành viên nam không có cơ hội tham gia.



# Evaluation

## *Qualitative assessment: Our team's assessment*

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.

### **NHẬN XÉT TỔNG QUÁT**

Các cuộc thi đều có điểm mạnh và điểm yếu riêng (bao gồm cả các hoạt động trong phần đề xuất.

Nhìn chung, các cuộc thi đều có cách thức tổ chức và tham gia dễ dàng, nhiều điểm mạnh, có thể đạt được hiệu quả truyền thông nhất định.



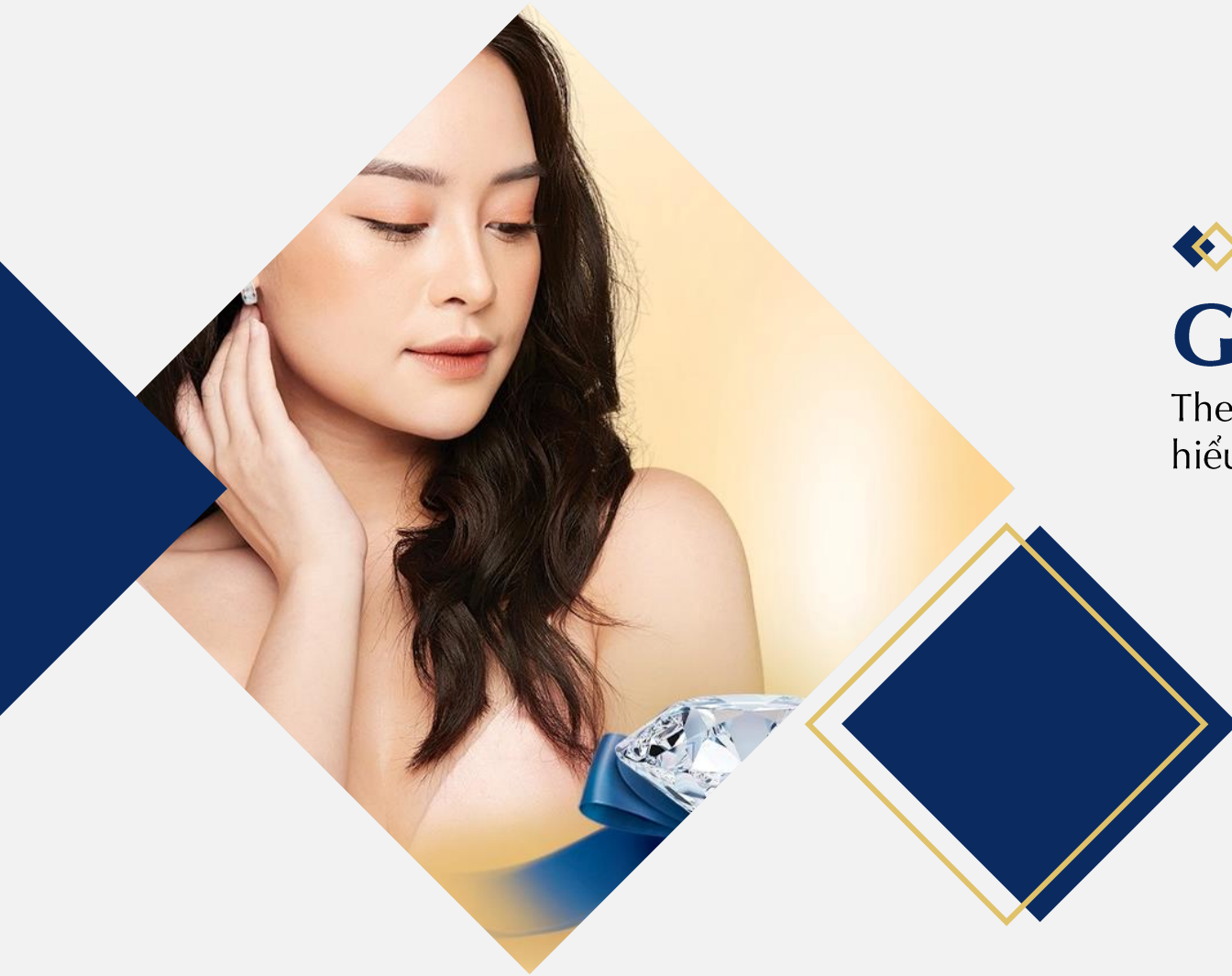
Đằng sau mỗi người phụ nữ là nhu.  
họ xứng đáng nhận cách thấu hi



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

Thấu hiểu  
LÀ MÓN QUÀ VÔ GIÁ





## 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.
- **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.



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

- 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 communication activities honoring women.



Specific

*Sự*  
Ấu hiệu  
LÀ MÓN QUÀ VÔ GIÁ





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

- 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**.

Measurable





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

- 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 relevancy to the campaign's theme would attract the target audience's attention.
- Content using emotional appeal often create virality.

**Achievable**

HOÀNH KHẮC  
ĐAU AI THẤY

AI CŨNG  
THẤY

ĐAU AI  
THẤY

#DauAiThayCanhNayCu





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

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



Relevant



Chúc mừng  
ngày Phụ Nữ  
Việt Nam 20/10

SỰ THẤU HIỂU LÀ  
MÓN QUÀ VÔ GIÁ

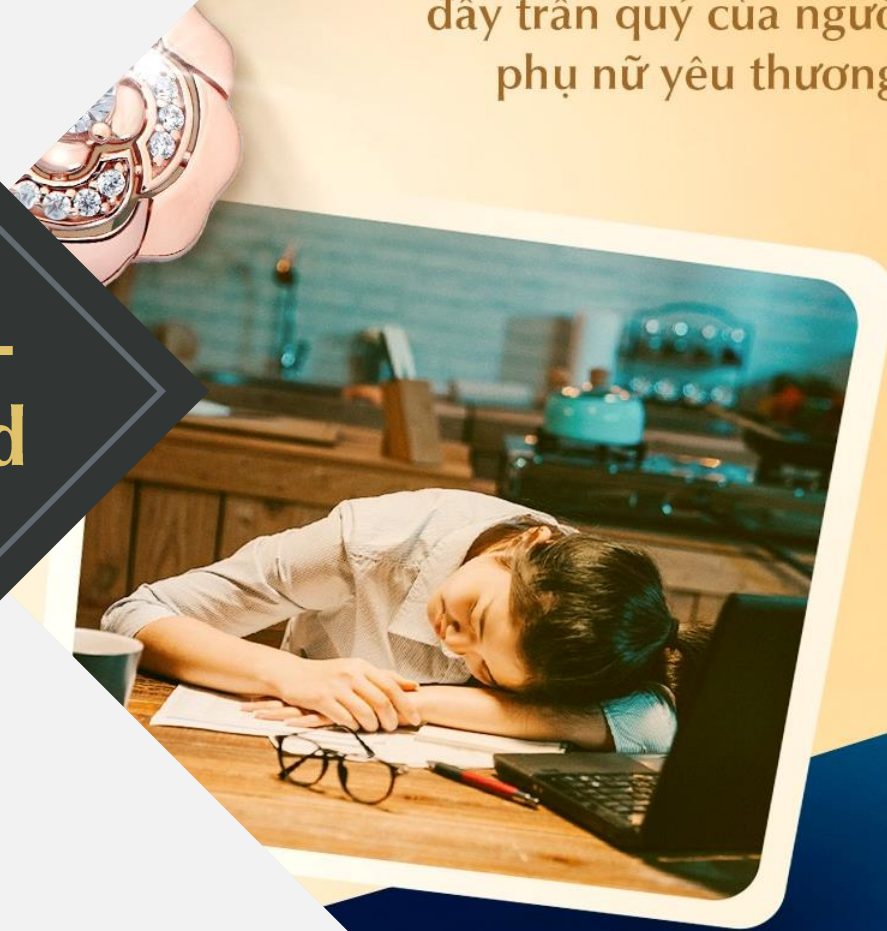


# S.M.A.R.T Objectives

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

**Time-  
bound**

**Cùng PNJ tôn vinh  
những khoảnh khắc đời thường  
đầy trân quý của người  
phụ nữ yêu thương!**







# Target audience

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.	



# Target audience

Classification	Primary audience	Secondary audience
	Target audience	Potential audience
Geographic		
Region	Northern Vietnam (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.
Objects that have an influence on	Friends, family, colleagues	



# Target audience

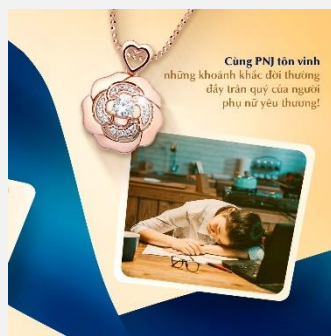
Classification	Primary audience	Secondary audience
	Target audience	Potential audience
Psychographic		
Behaviors towards PNJ	Know or know PNJ well, have used the product and have a positive attitude.	Do not know, know or know PNJ well, have used the product and have a positive attitude.
Main communications channel used	Facebook, Zalo, Youtube, Tiktok.	Facebook, Zalo, Youtube, Instagram, Tik Tok.

## Big idea

“

We are only used to the image of loving women around us with radiant, multi-talented, and multi-tasking looks. However, perhaps somewhere in the chaos of life, there are many unshown moments which we have to listen carefully to sense them.

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. ”





## 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. Let's take care and support the women by your side so that they always believe in the things they choose!

# Hashtag



**#DauAiThayCanhNay**  
(Đâu ai thấy cảnh này)



**#SuThauHieuLaMonQuaVoGia**  
(Sự thấu hiểu là món quà vô giá)



***#truyềncảmhứngbởiPNJ***  
(Truyền cảm hứng bởi PNJ)

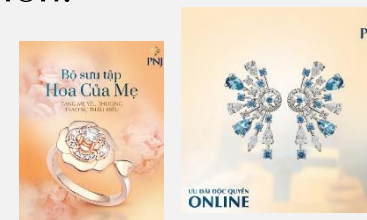
# Key visual



**Color:** Navy blue, gold, warm yellow, grey



**Elements:** 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.







# Media channels

## Owned media

### a) Website

PNJ used the main banner and some other banners related to the sale programs on their website.

### b) Facebook

Owning 1.2 million likes, the official page was expected to bring much success in terms of reach and spread of the campaign.

### c) Tik Tok

TikTok was selected to target younger customers (18-24 years old).

### d) Trade marketing

- PNJ organized minigames at their stores.
- The brand placed standees and posters in front of the store.
- At big shopping centers, PNJ organized many activities.

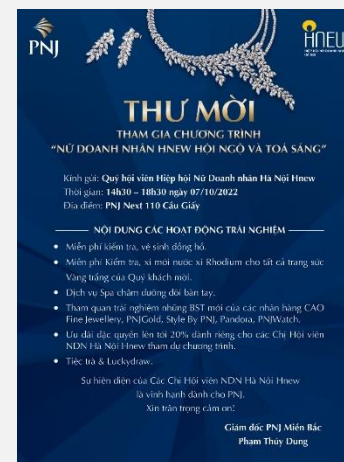
# Media channels

## *Earned media*



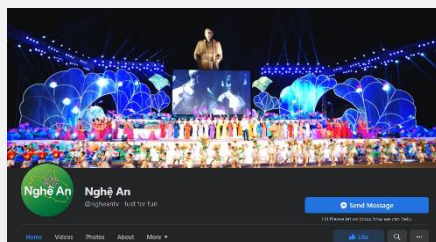
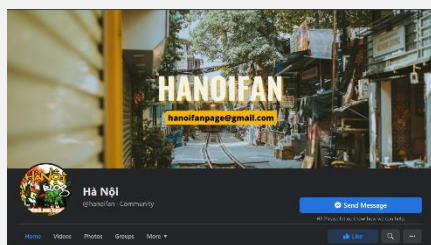
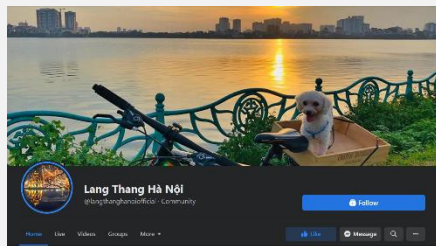
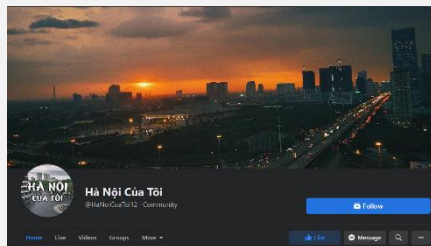
### Word of mouth

- The brand's employees.
- Lucky customers.
- Collaborating with famous KOLs and KOCs.
- The contest “Cùng thấu hiểu những khoảnh khắc đau ai thấy”.



### Partnership marketing

In the Northern branch, PNJ collaborated with Estee Lauder and HNEW (Hanoi Women Entrepreneurs Association).



# Media channels

## *Paid media*

### a) PR posts

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"](#)



**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/giadinhtr...](https://www.facebook.com/giadinhtruyenhinh)



**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/](https://chuyennhalinhbi.kol.eco/)



**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](https://beacons.ai/chongngoan)

# Media channels

## *Paid media*

### b) Tik Tok videos with KOCs

PNJ 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".

# DÂN TRÍ

DIỄN ĐÀN DÂN TRÍ VIỆT NAM



**Gia đình**  
**.NET.VN**  
CHUYÊN TRANG CỦA BÁO SỨC KHỎE VÀ ĐỜI SỐNG

**Zing** news

# THANH NIÊN

DIỄN ĐÀN CỦA HỘI LIÊN HIỆP THANH NIÊN VIỆT NAM

## Media channels

### *Paid media*

#### 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.



# Media channels

## *Paid media*

### **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.





## Media objectives

- ◆ 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.



# Strategies & Tactics

## *Communication Strategies*

Phasing	Trigger (29/9 - 6/10)	Engage (7/10 - 14/10)	Amplify (15/10 - 23/10)
<b>Objective</b>	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.
<b>Key hook</b>	Through rarely seen moments of women, understand the difficulties they have gone through and respect their dedication to the family, community and society.		
<b>Channel</b>	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
<b>KPI</b>	Awareness, Discussion	Engagement, Participation	Contribute, Action

# Strategies & Tactics

## Communication Tactics

Phasing	Trigger (29/9 - 6/10)	Engage (7/10 - 14/10)	Amplify (15/10 - 23/10)
<b>Action</b>	<ul style="list-style-type: none"> <li>Changing the avatar and banner on the official Facebook page.</li> <li>Notify all employees on internal channels about the new campaign to encourage PNJ's own people to promote the campaign.</li> <li>Reveal that the key message focuses on women's insights, triggering curiosity through a topic of great interest.</li> </ul>	<ul style="list-style-type: none"> <li>Use User Generated Content</li> <li>Collaborate with famous creative creators, community sites, and KOLs/KOCs with many followers.</li> </ul>	<ul style="list-style-type: none"> <li>Launching the online contest "Cùng thấu hiểu những khoảnh khắc đâu ai thấy"</li> <li>Cooperating with a number of partner brands.</li> <li>Take advantage of the brand's internal communications. Launch trade marketing activities to attract customers</li> </ul>
<b>Key Asset</b>	Facebook, Workplace	Facebook, TikTok, KOLs/KOCs	Facebook online contest, Offline marketing, WOM

# Project Timeline

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 <u>PNJ's</u> performance



# Risk management and Budget

- ◆ 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.
- ◆ We was not allowed 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.

“Risk management” Table on page 56 – 58 in our production book.



# Project execution


*Implementation: 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,...

### PNJ VÀ MÔ HÌNH SWOT


#### STRENGTHS

- Chiến dịch quảng cáo thu hút sự chú ý của công chúng.
- Kênh thông tin giao tiếp đa chiều giữa thương hiệu với khách hàng mà không bị hạn chế về không gian và thời gian.
- Dịch vụ sau bán rất tốt, thúc đẩy niềm tin của khách hàng vào hình ảnh thương hiệu.
- Có những chiến dịch tập trung vào insight của khách hàng, bắt kịp xu hướng và thị hiếu của công chúng.
- Có sự tiên phong trong việc mở rộng tệp khách hàng trẻ là Gen Z qua thương hiệu Style by PNJ # => Có sự phủ sóng và hệ thống điểm chạm thương hiệu ở mức khá/tốt.



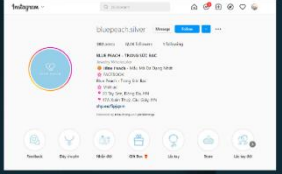
### WEAKNESSES

- Các chiến dịch vẫn còn ở dạng An toàn, chưa thật sự đột phá về thông điệp so với các nhãn hàng khác trên thị trường.
- Chưa tối ưu hóa từ khóa trên công cụ tìm kiếm.
- Có nhiều kênh truyền thông nhưng lượng tương tác không đồng đều, chủ yếu tương tác tới từ facebook, các trang như youtube, Instagram đang còn không tốt.



### THREATS


- Có khả năng bị khủng hoảng truyền thông do KOLS đại diện gặp vấn đề trong dư luận.
- Có thể bị cạnh tranh bởi các thương hiệu đối thủ do lợi đi vẫn ở mức an toàn, chưa đạt được top of mind của khách hàng khi tìm kiếm/chọn/mua sản phẩm của PNJ.



### PNJ VÀ MÔ HÌNH SWOT

#### OPPORTUNITIES

- Có tiềm năng xây dựng và phát triển được thêm ở các kênh như Shopee (affiliate sale), TikTok, hội nhóm Facebook...
- Tối ưu hóa các bài viết SEO trên công cụ tìm kiếm.
- Có sẵn tệp khách hàng rộng và nội dung truyền thông trẻ trung hơn so với các brand khác
- > Content có khả năng viral tốt trên mạng xã hội mà không bị đánh giá là push sale lộ liễu.







# Project execution

**Implementation: 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.

### VỀ CHIẾN DỊCH

- Tên chiến dịch: Because it's love - Chỉ cần là yêu
- Thời gian chạy chiến dịch: 06/10 - 23/10/2022
- Mục đích:
  - Lan tỏa thương hiệu PNJ tới khách hàng mục tiêu Millennials (Gen Y) và khách hàng tiềm năng (Gen Z).
  - Tăng doanh số bán sản phẩm thông qua cửa hàng của PNJ và các sàn thương mại điện tử.
- Nội dung chiến dịch:
  - Tạo challenge trên Tiktok tận dụng nguồn lực KOC, micro influencers đẩy affiliate link.
  - Tạo content đẩy sale trên các mạng xã hội.
  - Minigame: Lưu giữ khoảnh khắc với người trân quý.
- Chi phí:

### THE BIG IDEA

Bối cảnh:

- Dựa vào insight của nhóm khách hàng mục tiêu (20 - 40 tuổi): Là thế hệ người trẻ tràn trề cảm xúc của cả bản thân và người khác, muốn cân bằng giữa tình yêu và sự nghiệp, muốn bày tỏ giá trị cá nhân và rất giàu tình yêu thương.
- PNJ vẫn chưa đẩy mạnh content tương tác.
- Content liên quan đến tình yêu thường luôn được chú ý và quan tâm bởi tất cả mọi người, đặc biệt là người trẻ.



### GÓC NHÌN TRUYỀN THÔNG MỚI

Cinema advertising:

- Quảng cáo có độ phủ lớn, khiến khán giả chú ý đến nhãn 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...




### 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 đây link đến được đến thông điệp yêu bản thân)  
 Ví dụ: Series Why not? của Curnon

# **Project execution** *Implementation: Partnership marketing*

## a) HNEW Meeting

- 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.
- 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.







# Project execution

*Implementation: Partnership marketing*

## b) Estee Lauder workshop

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.





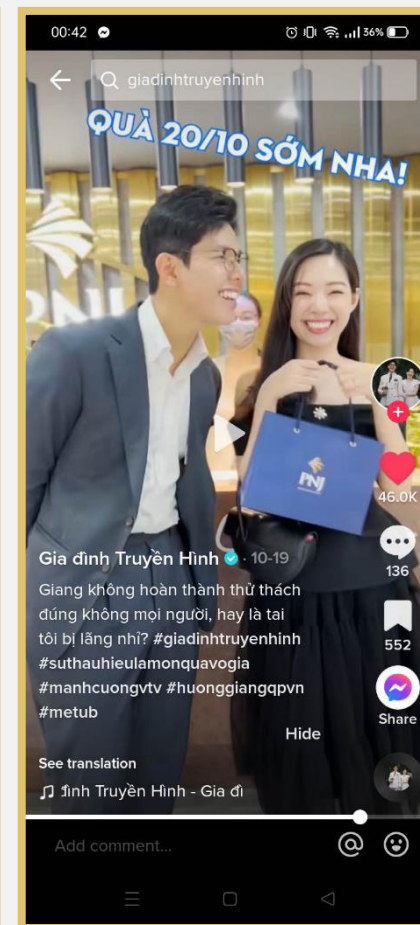
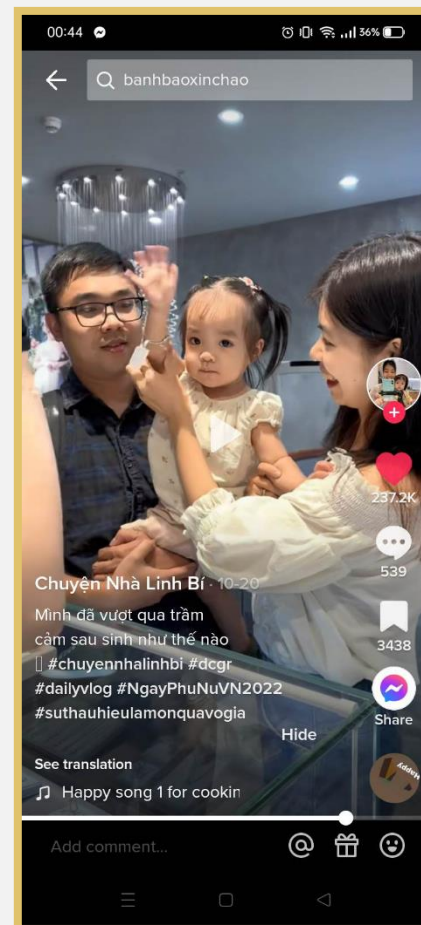
# Project execution

## Implementation: Social media activities

### a) 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
<a href="#">Chuyện nhà Linh Bí</a>	912.3K		- Content đi chơi 20/10 (link đến outfit, phụ kiện) - Bỏ Linh hiểu mẹ Linh như thế nào? Kể niệm từ ngày yêu nhau có gì đáng nhớ => thấu hiểu là bí kíp hạnh phúc và món quà vô giá	- Lên nội dung đi chơi 20/10 hoặc game ôn lại kỉ niệm - Giới thiệu 1 trang sức PNJ <=> ưu đãi "Quà tặng tri ân quý" - Đặt link landingpage sản phẩm ưu đãi của PNJ trong bio link - Sử dụng hashtag #ĐauTruyềnHìnhNày và #truyencamhungsobipn3 trong caption	500K views/video
<a href="#">Chồng Ngươi</a>	433K	- 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.	- Bí kíp dỗ vợ - Giữ lửa tình yêu như thế nào? - Review quà 20/10 qua các năm	- Lên nội dung về các bí kíp giữ lửa tình yêu, dỗ vợ <=> nhấn mạnh yếu tố thấu hiểu trong tình yêu. - Có ý quà tặng, giới thiệu 1 trang sức PNJ. - Giới thiệu ưu đãi "Quà tặng tri ân quý" - Đặt link landingpage sản phẩm ưu đãi của PNJ trong bio link - Sử dụng hashtag #ĐauTruyềnHìnhNày và #truyencamhungsobipn3 trong caption	250K views/video
<a href="#">Gia đình Truyền hình</a>	626.3K		- Cường làm stylist cho Giang <=> giới thiệu, giới ý trang sức. - Cường bày các bí kíp dỗ vợ - Q&A rep bình luận video hậu trường, phía sau TMC nữ: áp lực, dầy sộm, thức khuya, chăm lo cho gia đình... (Cường voice off)	- Lên nội dung về thời trang, phối đồ cho vlogger/stylist của Cường về Giang. - Giới thiệu ưu đãi "Quà tặng tri ân 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 bio link - Sử dụng hashtag #ĐauTruyềnHìnhNày và #truyencamhungsobipn3 trong caption - KOCs có thể tùy biến nội dung để phù hợp với phong cách của kênh.	150K views/video





# Project execution

## Implementation: Social media activities

### b) PR pages

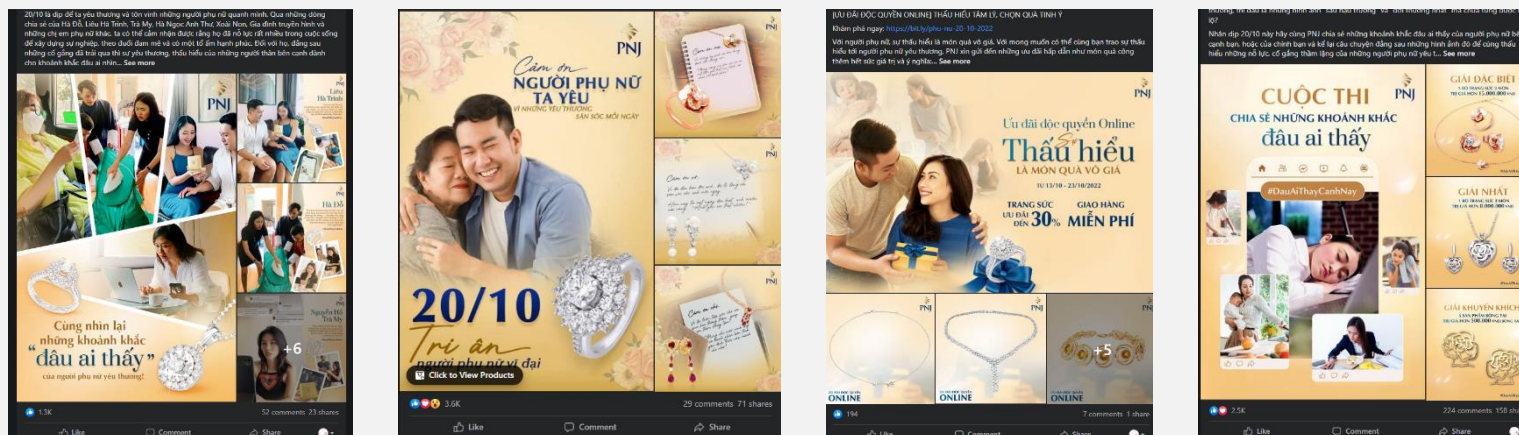
Like the KOCs, our team implemented content briefs and KPIs for the above fanpages. In addition, our team was also assigned to contact the largest local brand fair "The New District" but did not receive a response.

Tên kênh	Lượt follow	Nền tảng	Hướng tiếp cận	Nội dung truyền thông	KPIs
<a href="#">Chuyến của Hà Nội</a>	19M	Facebook	<ul style="list-style-type: none"> <li>- Content sale, ưu đãi (dạng nhân tin)</li> <li>- Content về thấu hiểu (bài ngắn, deep), để link sản phẩm dưới bình luận.</li> <li>- Content về tình yêu =&gt; tình yêu có nhiều dạng (gia đình, bạn bè, bốn thân) =&gt; Style</li> </ul>	<p>1. Content Sale ưu đãi dạng tin nhắn</p> <p>A: Bỏ đi, nghe bảo sắp tới ngày Phụ nữ Việt Nam rồi ấy a hì hì</p> <p>A: Có cái vòng này xinh lắm luôn, nhân dịp này bỏ kính yêu có thể... 🥰🥰</p> <p>A: Gửi hình/link</p> <p>B: Đúng lúc bỏ đang tìm quà để tặng cho mẹ mày, cảm ơn con gái nhé!</p> <p>B: Còn con gái rắng mà kiếm người yêu để nó tặng quà cho nhà</p> <p>B: (Emoji nào đấy vừa đáng yêu vừa chọc tức)</p> <p>A: ;)</p> <p><b>Để dưới bình luận:</b> Về đến nhà cũng phải ăn cơm rồi, thôi thì cũng đang có ưu đãi, mình tự mua cho mình để bảo thủ người đàn ông độc ác đấy cũng được: <a href="https://bit.ly/3RE84v6">https://bit.ly/3RE84v6</a></p> <p>2. Content thấu hiểu, dạng suy ngẫm triết lý cuộc đời:</p> <p>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?</p> <p><b>Để dưới bình luận:</b> 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, dừng ngón nghĩ thể hiện tình cảm chân thành của mình tới người phụ nữ đặc biệt ấy nhé: <a href="https://bit.ly/3RE84v6">https://bit.ly/3RE84v6</a></p> <p>3. Content suy ngẫm về tình yêu</p> <p>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/dáng yếu/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...</p> <p><b>Để dưới bình luận:</b> Tình yêu lãng mạn, tình yêu gia đình, tình bạn bè, yêu bản thân, đủ 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 đó thấu hiểu những người mình yêu thương nhé: <a href="https://bit.ly/3RE84v6">https://bit.ly/3RE84v6</a></p>	<ul style="list-style-type: none"> <li>- Reaction: 1K</li> <li>- Comment: 100</li> <li>- Share: 10</li> </ul>
<a href="#">Hà Nội</a>	1.4M	Facebook	<ul style="list-style-type: none"> <li>- Bài đơn giản, status: chương trình sale</li> <li>- Cách có người yêu trong mùa lạnh: TOPI thấu hiểu</li> </ul>	<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!</p> <p><b>Để dưới bình luận:</b> 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: <a href="https://bit.ly/3RE84v6">https://bit.ly/3RE84v6</a></p>	<ul style="list-style-type: none"> <li>- Reaction: 500</li> <li>- Comment: 80</li> <li>- Share: 30</li> </ul>
<a href="#">Làng thanh Hà Nội</a>	2.2M	Facebook	<ul style="list-style-type: none"> <li>- Bài viết kêu gọi tag, để chương trình sale dưới bình luận (viết về thấu hiểu)</li> </ul>	<p>Chỉ còn đúng 1 tuần nữa là 20/10. Tag ngay người thứ 2 sẽ tặng quà cho bạn. <b>Mẫu</b></p> <p><b>Để dưới bình luận:</b> Quà ở đây xinh thế này chắc chắn người yêu sẽ không đòi trong ngày 20/10 hehe: <a href="https://bit.ly/3RE84v6">https://bit.ly/3RE84v6</a></p>	<ul style="list-style-type: none"> <li>- Reaction: 1.2K</li> <li>- Comment: 500</li> <li>- Share: 10</li> </ul>
<a href="#">Hà Nội Của Tôi</a>	643K	Facebook	<ul style="list-style-type: none"> <li>- Bài viết status đơn giản</li> </ul>	<p>Mùa đông đến, người khó nhất BAN THÂN của những đứa cô người yêu 0</p> <p><b>Để dưới bình luận:</b> Ước gì có ai hiểu cho tâm mình cái này để đi chơi cho xinh =&gt; <a href="#">gửi link ưu đãi</a></p>	<ul style="list-style-type: none"> <li>- Reaction: 1.2K</li> <li>- Comment: 100</li> <li>- Share: 10</li> </ul>
<a href="#">Hải Phòng</a>	646K	Facebook	<ul style="list-style-type: none"> <li>- Gọi ý cách làm phụ nữ vui trong ngày 20/10</li> <li>- Chương trình ưu đãi 20/10</li> </ul>	<p>1. TOP 5 TUYỆT CHIÊU PHA ĐÁO 20/10 CÁC ANH EM TIN TUỞNG</p> <p>- 1. Làm gì đó 1</p> <p>- 2. Làm gì đó 2</p> <p>- 3. Làm gì đó 3</p> <p>- 4. Năm bắt Insights đối tượng mục tiêu (aka Thấu hiểu)</p> <p>- 5. Mua quà chiều ý nàng (Chưa biết mua gì thì ghé PNJ thả hồ lựa chọn nhé!)</p> <p>2. Theo các anh em Hải Phòng, 20/10 này tặng quà gì cho các chị em là ý nghĩa nhất?</p> <p>Đôi với ad, món quà tuyệt vời nhất các chị em muốn nhận được từ người kia của mình chính là "Sự thấu hiểu". -&gt; Link đến bài viết ưu đãi: <a href="#">chương trình ưu đãi</a></p>	<ul style="list-style-type: none"> <li>- Reaction: 1K</li> <li>- Comment: 100</li> <li>- Share: 30</li> </ul>
<a href="#">Nhật An</a>	2.9M	Facebook	<ul style="list-style-type: none"> <li>- 20/10 mua quà cho chị em ở đâu?</li> <li>- Chương trình ưu đãi</li> <li>- Tag người sẽ mua quà 20/10 cho bạn? - Chương trình ưu đãi</li> </ul>	<p>1. Liệt kê top 5 những địa điểm mua sắm quà/đi chơi làm phụ nữ vui nhân dịp ngày 20/10 ở Nhật An, top 1 là mua sắm trang sức ở PNJ với chương trình ưu đãi "Thấu hiểu là món quà vô giá".</p> <p>2. @nguoihu2 là người sẽ mua quà 20/10 cho bạn</p> <p><b>Để dưới bình luận:</b> Còn mua quà gì thì @nguoihu2 cứ vào đây xem ad có tâm trí có đúng quà mình định mua không nha 🥰 -&gt; Link ưu đãi: <a href="https://bit.ly/3RE84v6">https://bit.ly/3RE84v6</a></p>	<ul style="list-style-type: none"> <li>- Reaction: 2K</li> <li>- Comment: 300</li> <li>- Share: 30</li> </ul>



# Evaluation

## Media effectiveness: On Facebook official fanpage



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](#) and achieved total of:

- **162285** reactions, **1726** reactions/post.
- Main posts’ interactions up to **1K-2.5K** reactions/posts
- The content that received the most interactions related to KOLs and minigames amounted to more than **5K reactions/posts** and **2.7K shares**.

# Evaluation

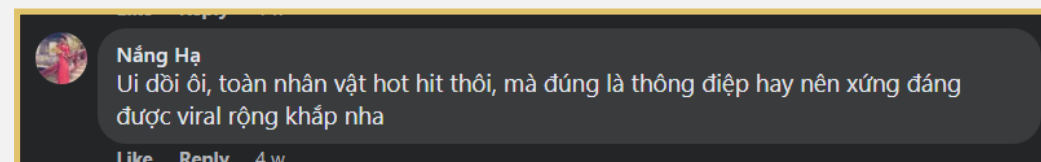
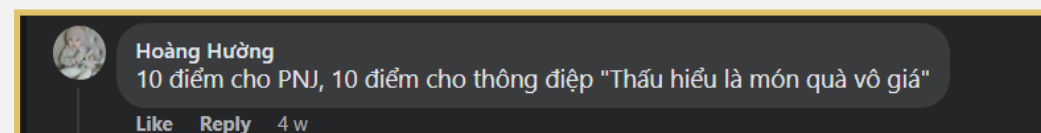
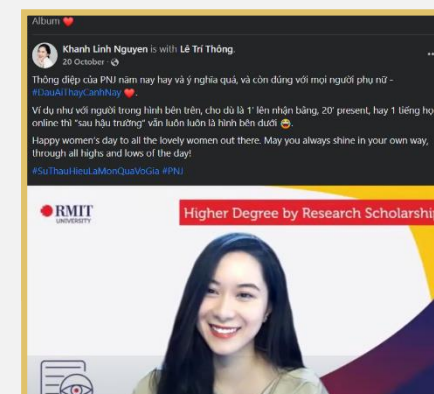
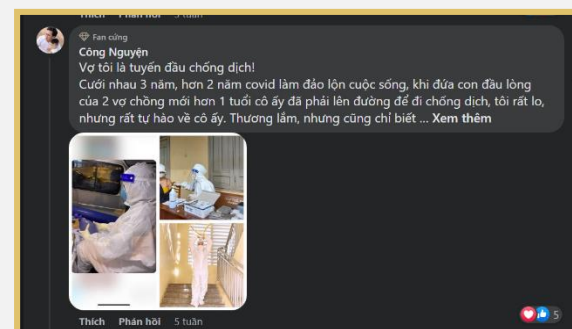
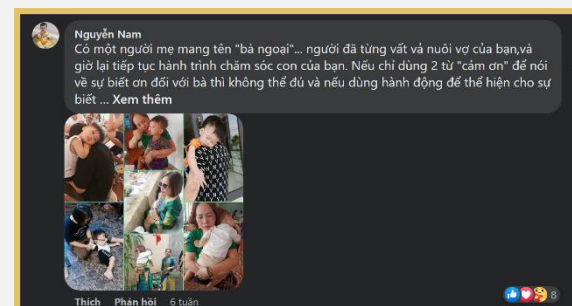
## Media effectiveness: PR posts on Facebook

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		

# Evaluation

## Audience's Feedback

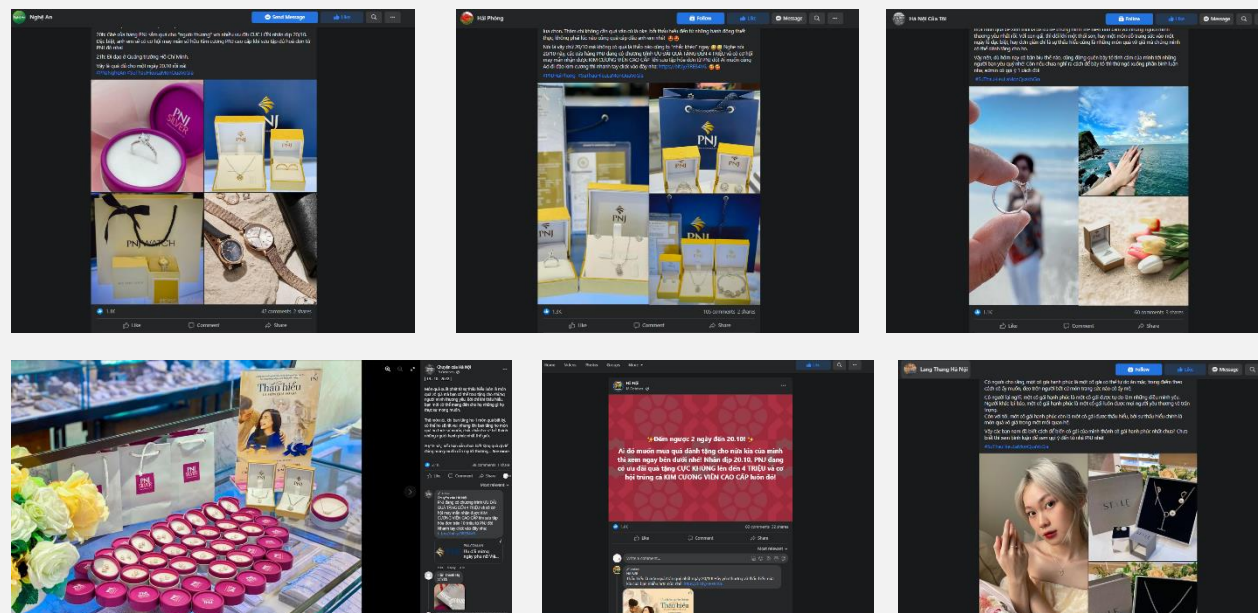
- In general, the audience's reactions to PNJ's articles are quite positive and supportive. There are almost no comments that negatively affected PNJ's brand image.
- PNJ's campaign also attracted a large number of audience shares about their stories and their beloved woman.





# Evaluation

## Media effectiveness: On Facebook official fanpage



- The 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**).
- 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**. (Up to October 27<sup>th</sup>)

# Evaluation

## Media effectiveness: Video with KOCs

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%

2 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.



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**.

# Evaluation

## Competitor Comparison: Campaign overview

- This report aimed to measure PNJ's communication effectiveness compared to other brands and to see what can be learned from competitors.
- PNJ leads in top interactions (reactions, comments, share) due to high reach but the engagement rate of Bảo Tín Mạnh Hải is higher  
(Data from Social Status from October 3<sup>rd</sup> to October 20<sup>th</sup>. )

	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, nhẫn 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, Kênh14, Dân trí	Không	Eva, kênh14, CafeF, Nhịp sống kinh tế, 24h, VNExpress.	Không



## V. Reflection

What we have learned and our recommendations





# Reflection

## *Our roles in the process*

- In PNJ Northern branch's 27th birthday event series, we joined the project from the beginning and our proposal was seriously taken into consideration.
- We had the chance to participate in other minor tasks.
- 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.





# Reflection

*Our knowledge and application in this process*

Theories of communication modeling, risk management processes, 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, S.M.A.R.T model.

In the communications process of the birthday event of PNJ Northern branch, we applied the AIDA model.







Applying models learnt at the university to a real business was not just about **applying** but also **adapting**.





# Reflection

## *Lesson learned*

	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

- Our team's strength was not internal communications.
- Internal communications was perceived differently by different people.
- 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.
- Each business has a different way of implementing communications activities.

# Reflection

## *Recommendations for PNJ Northern branch*



For PNJ Northern branch's 27th anniversary, our recommendations were presented as follows.

- ◆ For the writing contest “PNJ trong tôi:  
Replace it with a contest with the same meaning but more novel and engaging.
- ◆ For the soccer tournament: Add minor events in which members from different teams were switched.
- ◆ For “Sparkling diamond” and company beauty pageants in general: Loosen eligibility requirements of the contest, allowing staff of all ages and gender to participate.



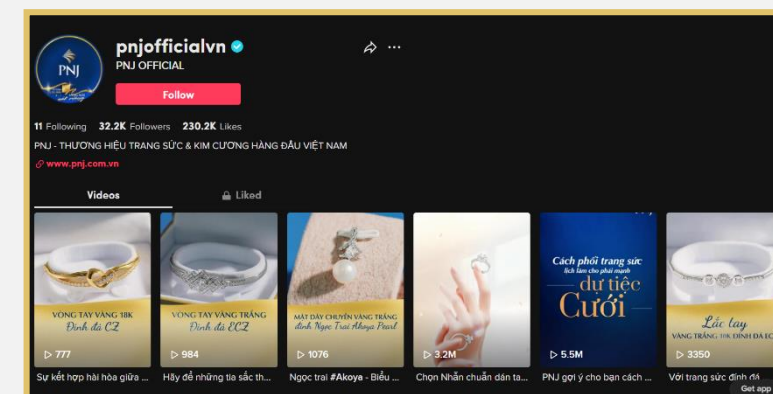
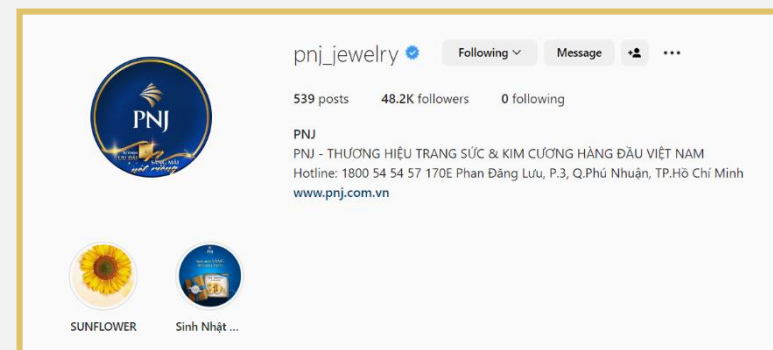
# Reflection

## Recommendations for PNJ Northern branch



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.
- ◆ Create more standard SEO content for the blog section at PNJ's official website.
- ◆ Considering more use of OOH such as cinema advertising will increase reach to Gen Z customers.



# Reflection

## *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.
- ◆ Learn more skills to work in the client's environment
- ◆ Take notes, memorize, and apply the knowledge learned in this project to the next projects.



# SINCERELY THANKS



We would like to express our sincerest thanks to our **supervisor 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.

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