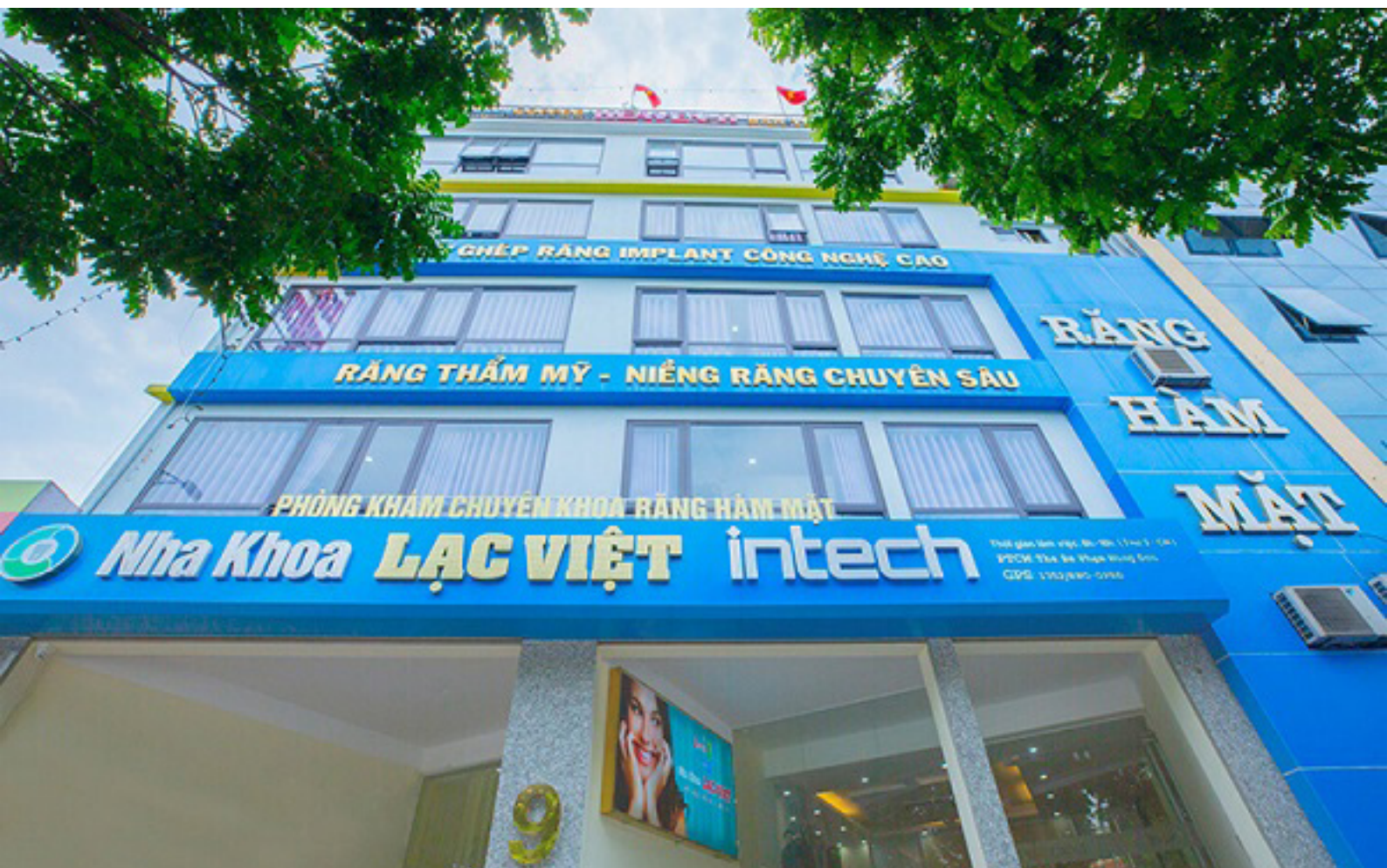




FPT UNIVERSITY



PRODUCTION BOOK

COMMUNICATION CAMPAIGN

FOR LAC VIET INTECH DENTAL CHAIN IN THE FOURTH-QUARTER

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SINCERELY THANKS



Teachers and mentors at FPT University have provided us with a fantastic school of learning and open knowledge.

Mrs. Le Lan Ngoc accompanied us throughout the campaign and provided us with invaluable insights.

Mr. Dinh Thanh Long the manager of Lac Viet Intech, has taught and led us from the beginning.

Lac Viet Intech provided us with the opportunity to work as a media intern.

Our family and friends who helped us through our college years.



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OUR TEAM



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ABSTRACT

After considerable thought, Lac Viet Intech was born on 11/11/2011 on a little street. Doctor Thai Khac Vinh runs Lac Viet Dental Clinic, located at 280 Khuong Trung, Khuong Dinh Ward, Thanh Xuan District, Hanoi. Although Lac Viet Intech is one of the country's leading dentists, it has not touched different customer files, and Lac Viet Intech needs to expand further in terms of communication.

Color Team (K14 Multimedia Student, FPT University) is thrilled to have you join us as a media intern to brainstorm new project ideas and action strategies. Motion. We actively watched all aspects of the media campaign while working for Lac Viet Intech. However, in this thesis, we will focus our analysis on four main projects of the September-December 2022 campaign, which are: Our team's role in this project:

- Discussion "Uu diem cua cong nghe trong rang implant safe tech"
- 2022 Community Health Day
- Create a Tiktok channel
- Social platform development: Facebook, Tiktok

➤ Four fundamental criteria guide our project:

Novelty: Increasingly, the problem of braces or dental implants is gaining a lot of attention, but when people come to it, it's mostly to change their beauty, not knowing that if they don't do it, it would drastically harm their health and life. Living. So our advertising aims to modify people's perceptions of braces; braces aren't simply for looks.

➤ **Practicality:** Using the theoretical foundation we've acquired, we've had the opportunity to apply what we've learned to specific occupations and produce communication products that can be used in practice.

➤ **Social humanity:** The purpose of this campaign is not merely to raise brand awareness or customer trust but also to change people's perceptions of the braces problem. Braces will no longer be just for beauty; they will also safeguard one's health and significantly impact one's life and career.

➤ **Science:** To evaluate communication efficacy, use research methodologies to design specific goals and measure results. The production books were examined for plagiarism using Grammarly Pro software, and the results were positive, with approximately 96% similarity to the original. In addition to the specially polished design, we present the detailed structure and content of the Book produced by scientific study standards.

I. SITUATION ANALYSIS

II. OVERVIEW

III. THEORIES

IV. COMPANY OVERVIEW

V. RESEARCH & ANALYSIS

INTRODUCTION

In this section, we'll explain the origins of our project and why we think it's essential. The campaign in the fourth quarter coincides with the end of the year, when many essential holidays take place, so people have more beauty needs. Therefore, now is a great time to launch a communication campaign to increase brand awareness and inform people about a reputable dental clinic for dental health care mouth.

Nha Khoa Lạc Việt
INTECH

CHAPTER I

01 The importance of communication in healthcare

02 Marketing Communication in the health dental

1.1 What is communication?

1.2 Marketing communication in healthcare

2.1 Marketing Communication in healthcare dentistry

2.2 Marketing Communication in dentistry

I. SITUATION ANALYSIS

01. THE IMPORTANCE OF COMMUNICATION IN HEALTHCARE

1.1. What is communication

First, we want to mention the concept of "Communication". "Communication is a human-to-human communication process or is generalized as a process of communicating, sharing information, sending messages for a certain communication purpose between the parties involved." (Lan Huong, 2014).

According to Kotler (2007, p. 45) "Communication is the activities of conveying information indirectly or directly about the product and the business itself to customers in order to convince them to believe in the business and products, and buy the products.". (Reference: Marketing Essentials, Philip Kotler)



of communicating a message to the audience is considered media communication. It plays a vital role in producing a product or providing services to the customers and; concurrently making an impact on customers' awareness which helps form interests, satisfaction, and consumerism. (Prutianu and others, 1998)

Because of that, communication is the process of constant communication happening in humanity. The process isn't as simple as only having the sender or the receiver involved, but requires constant signals transmitting to come to a common understanding; this is placed in a reciprocal relationship with environmental factors and the society where communication takes place. (2007, page 353)

In the context of constant industry rivalry, the process

1.2. Marketing communication in healthcare

The world has changed, as has society, and so have people's needs. Demand for commodities such as automobiles and televisions will fall. Meanwhile, the demand for such healthcare services will rise further. According to Datamonitor, elder consumers are willing to pay extra for goods that are personalized to their unique demands. They are also more interested in products that provide an immersive experience. They have a budget and more time for leisure activities. This will create a market opportunity. Healthcare marketing is a strategic outreach and communications process designed to entice customers, lead them through their healthcare journey, and keep them engaged in the health system. To drive engagement and accelerate enterprise growth, sophisticated healthcare marketing strategies integrate omnichannel, highly segmented, and targeted online and offline tactics. Healthcare systems track their marketing efforts' success through specific metrics aligned with key performance indicators (KPIs) and marketing return on investment (ROI).

According to Nielsen, all types of health care organizations are at the vanguard of this new era. At the same time, healthcare is becoming "digitalized" through adopting electronic medical records and mobile, social media, and cloud computing platforms. As a result, health care, like many other industries, is rapidly evolving. This digital



transformation will assist organizations in providing improved health, value, and consumer engagement.

In recent years, marketing communication in the healthcare industry in Vietnam has been recognized as specific and has continued to use traditional methods of communication, such as television. Because the healthcare industry has specialized knowledge, it can take time for the media to reach. However, with the economy’s muscular development and globalization trend in recent years, people have become more interested in the communication field for the Vietnam healthcare industry, gradually bringing the industry to life beyond the traditional framework.

02. MARKETING COMMUNICATION IN THE HEATH DENTAL

2.1. Marketing Communication in healthcare dentistry

Dentistry is a broad specialty with many different areas of concentration and patient populations. As a result, an effective dental marketing strategy will assist in attracting, converting, and engaging current and prospective patients and building the brand’s reputation. A well-planned integrated marketing strategy can do more than attract new patients. People may be in desperate need of treatment but don’t know where or how to look for a reputable dentist who can provide the required services. It may appeal to patients with specific needs and cannot find a doctor who meets them. It shows today that having the best dental marketing strategy showcasing a unique personality can help increase your profits and brand awareness. It has been demonstrated that having the best dental marketing strategy highlighting an individual character can help increase profits and brand awareness.

Revenue of the oral care market worldwide from 2012 to 2025

(in million U.S. dollars)

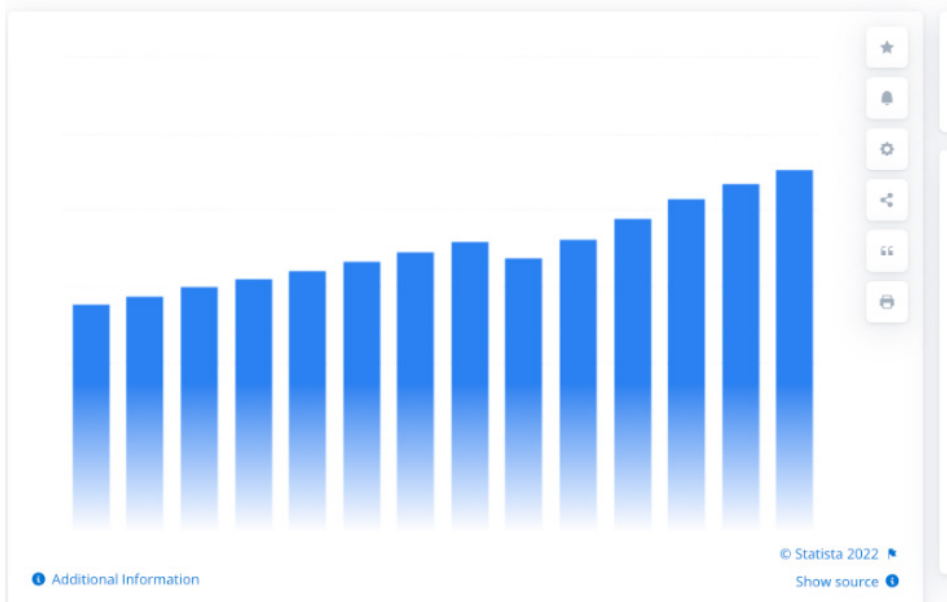
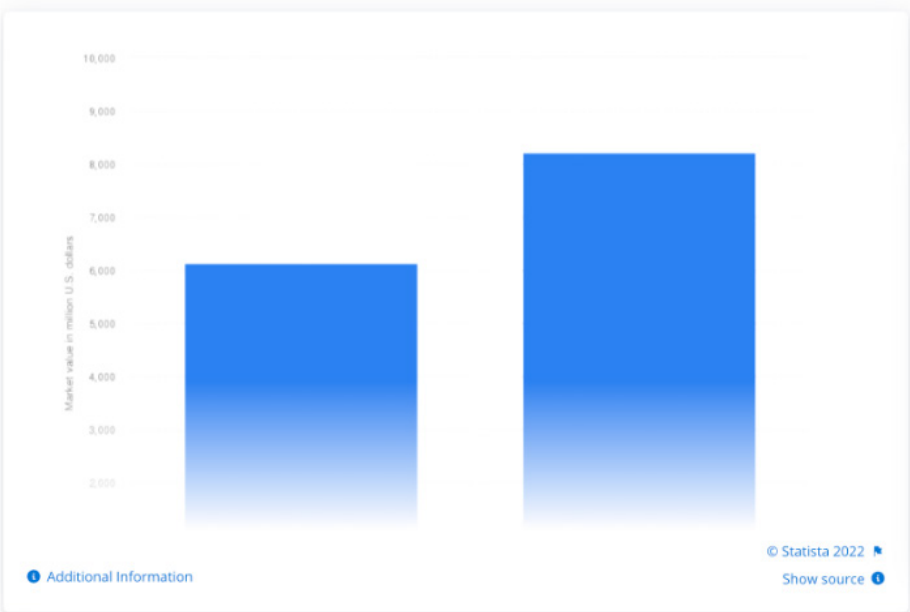


Figure 1.1.2.1.a: Revenue of the oral market worldwide from 2012 to 2025

Except for 2020, the worldwide oral care market revenue has risen in recent years and is predicted to rise further, according to the Statista Consumer Market Outlook. By 2020, revenue would have reached nearly 44 billion U.S. dollars. The oral care market’s average per capita revenue was 5.87 US dollars. That same year, the market was by far the largest among all countries in the United States. By comparison, the revenue of the Chinese oral care market came in second place, reaching about three billion U.S. dollars less.

Teeth whitening market value worldwide in 2020 and 2026

(in million U.S. dollars)



This statistic depicts the global tooth whitening market value in 2020, with a projected figure for 2026. In 2020, the global tooth whitening market was worth roughly \$6.14 billion USD, and it is predicted to increase to \$8.21 billion USD by 2026. Brilliant media campaigns contribute significantly to such revenue. As a result, promoting marketing and communication in the healthcare industry is critical. In the current 4.0 era, the market for this industry is enormous.

Figure 1.1.2.1.b: Teeth whitening market value worldwide in 2020 and 2026

2.2. Communication in VietNam Dentistry

Internationally, the trend of dental marketing is already quite well-liked. However, dental marketing still needs to be well-liked in Vietnam. Because of this, dental clinics can start today and “get unexpected outcomes with minimal effort.” For newcomers, dental marketing is an excellent strategy for developing services. With a consistent plan, you can gain 30 to 50 new patients per month.

According to WHO, there is a dentist for every 7,500 people; in Vietnam, this ratio is 25,000, and in Indonesia, it is 220,000. Due to this high prevalence, dentists must further increase brand awareness. Every sector considers social media its gold mine as it continues to expand.

As a result, the factors mentioned above significantly impact the communication process at Lac Viet Intech Dental Clinic, and communication may play an essential role in maintaining internal activities and staff. How we communicate and promote through a screen will be more difficult as the communication project progresses through the phase at the end of the year. “How should the message be delivered?”

How can Lac Viet Intech Dental Clinic employees be involved in planned activities? How can viewers empathize with the messages conveyed? “these are the questions we must address to create an effective communication strategy.

The complexity of the epidemic causes many challenges in delivering dental care. But this is also a “golden” time to promote online communication. Successful dentistry needs both a skilled dentist and a savvy business person. Using dental marketing tactics, you can distinguish yourself from the competition and attract more customers.

01 Name of capstone Project

02 Reason for choosing Project

03 Project Overview

3.1 The current Project

3.2 The proposed Project

3.3 Boundaries of the Project

II. OVERVIEW

01. NAME OF CAPSTONE PROJECT

English Name:

“Communication campaign for Lac Viet Intech dental chain in the fourth-quarter”

Tên Tiếng Việt:

“Chiến dịch truyền thông cho chuỗi nha khoa Lạc Việt Intech quý IV”

02. REASON FOR CHOOSING PROJECT

First and foremost, through this communication campaign, we have opportunities to become interns in the communication department of the dental chain Lac Viet Intech. As senior students at FPTUniversity, we want to use the knowledge we've gained from school to apply for specific jobs. Our team, in particular, consists of four passionate members, and each individual has their own strengths, such as creating content and designing, that may be useful for the project. We are honored to be a part of this campaign and have high expectations of improving our personal multimedia communication skills and gaining experience from working with experienced people in the communication industry.

The second point is that we only care a little about communication for dentists because we believe it will be boring and conform to a specific framework. However, after contacting the Lac Viet Intech communication team, we completely changed our minds. This is a dynamic, young, and creative environment. This compelled us to take part in this fourth-quarter campaign. It is both a challenge and a new experience for us to gain communication knowledge.

The third reason is that the fourth quarter campaign coincides with the end of the year, when many essential holidays occur, so people have more beauty needs. As a result, we believe that now is an excellent time to launch a communication campaign to raise brand awareness and inform people about a reputable dental practice for oral health care.

Becoming insiders and understanding the situation, we desire to develop an effective communication campaign for the dental chain Lac Viet Intech to provide valuable information and raise brand awareness through digital marketing.

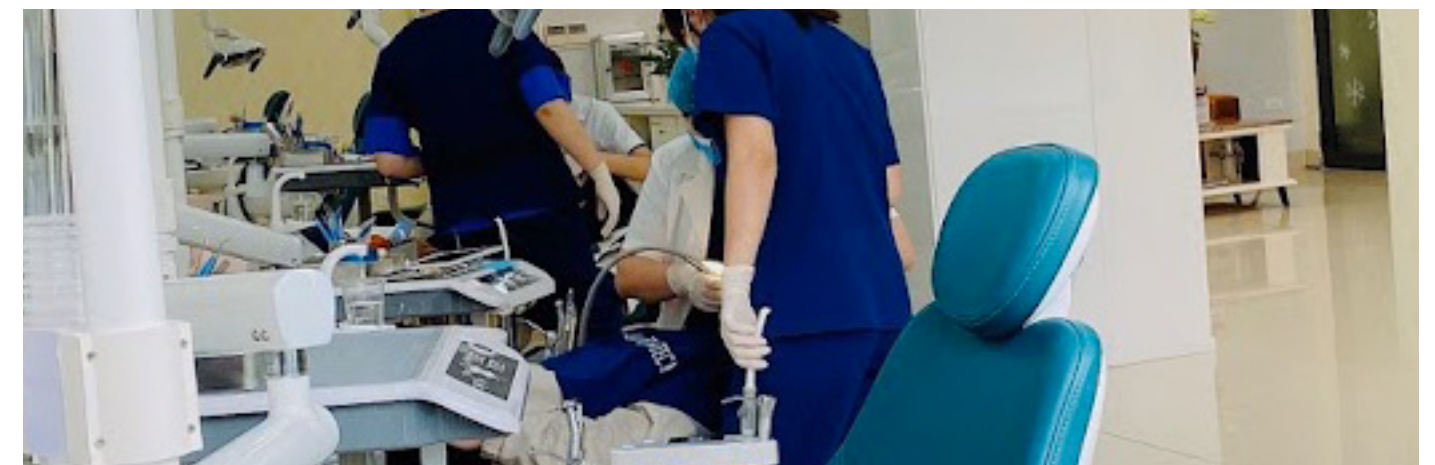
03. PROJECT OVERVIEW

3.1. The current Project

The COVID-19 epidemic harmed the Vietnamese economy because its growth rate fell to just 2.91% or just half of what it had been in 2019. The service sector as a whole has been impacted. When both domestic and international aggregate demand declines significantly. This field has a two-way effect, but the impact on the health sector is more detrimental. The good news is that budgetary spending and investment are up 1.5% from the same period in 2019. However, because of the need to treat other diseases, the way businesses in this industry (private hospitals, dental clinics, etc.) Operate saw a significant decline in revenue. At the same time, spending had to go up to pay for measures to reduce disease risk. However, dental care is still a crucial component of medical care for people. Therefore, compared to other medical services, the demand for dental disease examination, treatment, and cosmetic dentistry is still higher during the healing process. Economic resurgence following COVID-19.

Our team joined the campaign in September. A media plan will be prepared every month to summarize and orientate all the activities over the month:

- Period 1 September 10 to September 21
- Period 2 September 22 to October 14
- Period 3 October 15 to November 14
- Period 4 November 15 to December 10



3.2. The proposed Project

The communication plan for Lac Viet Intech Dental chain contains a series of following activities:

- Series about “Dental Problems” - the name” Nieng rang A-Z” on TikTok
- Series about “ Answer questions about Dental problems”
- Event:

Discussion "Ưu điểm của công nghệ trong rang implant safe tech"

2022 Community Health Day

3.3. Boundaries of the Project

Limit of the project: Focus on Hanoi city because this is the headquarters of Lac Viet Intech.

Vietnamese dental clinics offer the best dental care at very affordable rates. The market in question is regarded as being extremely fragmented, and competition is fierce as clinics spring up left and right. Therefore, to establish themselves in the market, hospitals and dental offices must support marketing communication initiatives and constantly enhance their competitiveness. Marketing communication is crucial because it links customers and clinics, enabling the latter to gather market data for setting specific development goals and gaining the trust of their clientele. This will raise the clinic's reputation and position the brand favorably in the minds of its clients.

So we choose Facebook and Tiktok as the growing platforms for this campaign.

- 01 SWOT analysis
- 02 S.M.A.R.T objective
- 03 TTM analysis
- 04 Primary research
- 05 Secondary research
- 06 PESO model

- 07 Event definition
- 08 Communication Campaign
- 09 Branding recognition and brand awareness
- 10 Personal branding
- 11 Customer Insight
- 12 PESTEL model

III. THEORIES

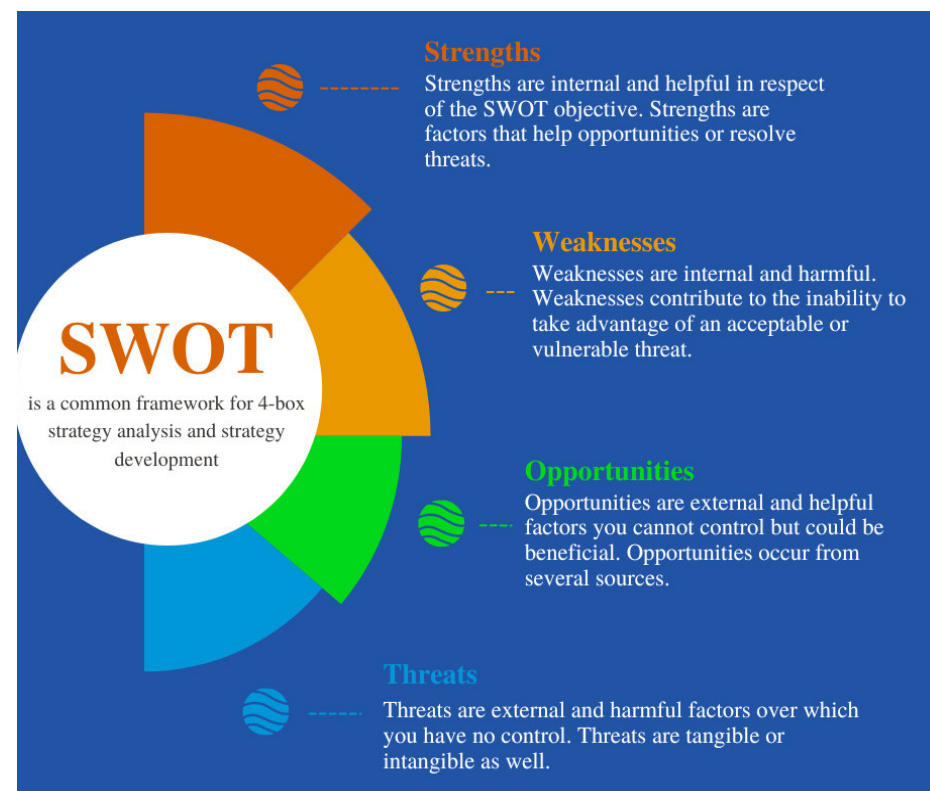


Figure 1.3.1: S.W.O.T Analysis

SWOT is a common framework for 4-box strategy analysis and strategy development. The acronym SWOT is derived from **Strengths, Weaknesses, Opportunities, and Threats**. SWOT has been around for decades and may claim to be the most commonly used strategy method in modern times.

01. S.W.O.T ANALYSIS

02. S.M.A.R.T OBJECTIVE

S.M.A.R.T (SMART) is an acronym you can use to direct the setting of your target.

A type of goal-setting is **SMART objectives** (also known as SMART goals). Setting SMART goals can help you clarify your thoughts, focus your efforts, use your time and resources better, and increase your chances of achieving what is recommended. The acronym SMART stands for:

SMART OBJECTIVE

- SPECIFIC**
Your goal should be straightforward and specific, or you will need more time to concentrate or feel inspired to accomplish your goals.
- MEASURABLE**
Having measurable goals is essential to track your progress and stay motivated. Evaluating progress helps you stay focused, and reach your goals your target.
- ACHIEVABLE**
To succeed, your goal must be reasonable and attainable.
- RELEVANT**
This stage is about ensuring that you care about your goal and that it also aligns with other related purposes.
- TIME - BOUND**
Every goal requires a target date, so you have a timetable to concentrate on and work towards something. This element of the SMART goal criteria helps avoid prioritizing daily tasks over longer-term goals.

Figure 1.3.2: S.M.A.R.T Objective

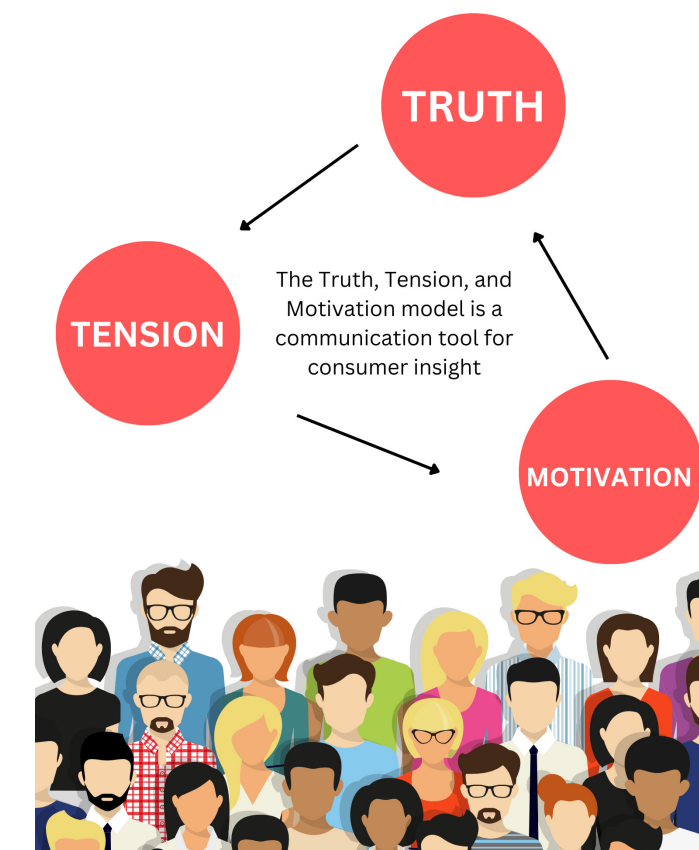


Figure 1.3.3: TTM Analysis

03. TTM ANALYSIS

TTM is an acronym that stands for Truth, Tension, and Motivation. The Truth, Tension, and Motivation model is a communication tool for consumer insight.

04. PRIMARY RESEARCH

Primary research is a valuable ability to develop since it can be applied in various corporate, personal, and academic settings.

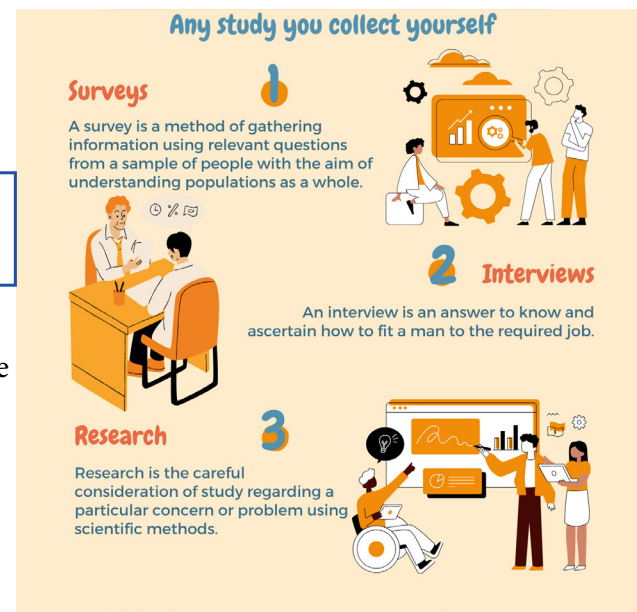


Figure 1.3.4: Primary Research

05. SECONDARY RESEARCH

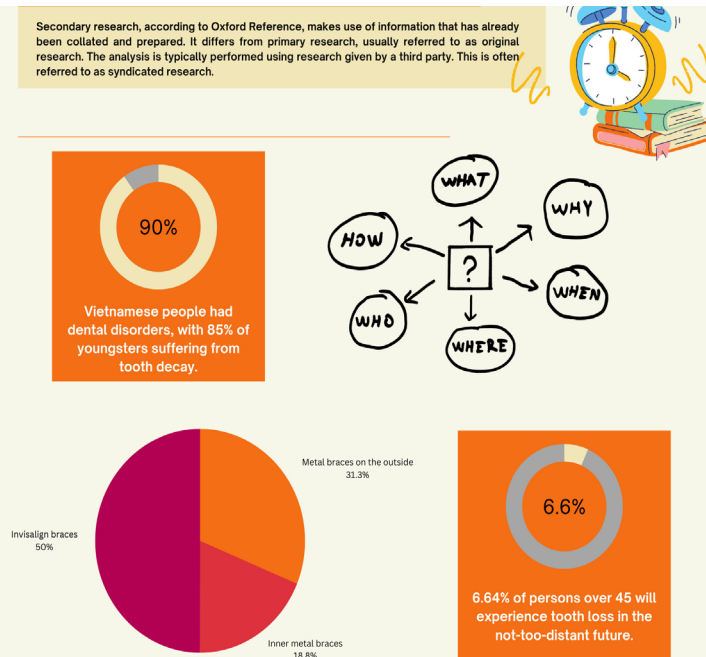


Figure 1.3.5: Secondary Research

Secondary research, according to Oxford Reference, makes use of information that has already been collated and prepared. It differs from primary research, usually referred to as original research. The analysis is typically performed using research given by a third party. This is often referred to as syndicated research.

06. PESO MODEL

PESO stands for “paid, earned, shared, owned,” and classifies all of a brand’s marketing channels.

It allows us to assess our efforts through these four lenses (paid, earned, shared, and owned) to see if more channels may be integrated into new or existing programs. The methodology also enables us to categorize and interpret the media we are currently investing in.

- Paid: exchanging money for dissemination, whether an advertisement or content
- Earned: exchanging valuable content for an established authority’s audience
- Shared: Expanding your content’s reach through your audience.
- Owned: Creating an audience that seeks your content and then delivering it to that audience.



Figure 1.3.6: Peso Model

07. EVENT DEFINITION

According to the fifth edition of Successful Event Management: A Practical Handbook, Bryn Parry and Anton Shone. Special events are "non-routine occasions with recreational, cultural, personal, or organizational purposes that are distinct from daily life and whose purpose is to enlighten, celebrate, entertain, or challenge the experience of a group of people."

7.1. Types of events

- Leisure Events (Leisure, sport, recreation)
- Personal Events (weddings, birthdays, anniversaries)
- Cultural Events (Ceremonial, sacred, heritage, art, folklore)
- Organizational Events (Commercial, political, charitable, sales)

7.2. Characteristics of events

Events share many other features with all kinds of services, particularly hospitality and leisure services. These qualities are unique, perishability, labor-intensiveness, set timelines, intangibility, personal interaction, ambience, and ritual or ceremony.



08. COMMUNICATION CAMPAIGN

An innovative communications strategy is critical for the success of any launch. To achieve optimum performance and return on investment, whether you're launching a capital campaign, announcing a new project, or implementing a new service, you'll need a marketing plan to assist you send the appropriate message to the right audience. Creating a communications plan may appear to be a big endeavor, so we've broken it down into seven steps:

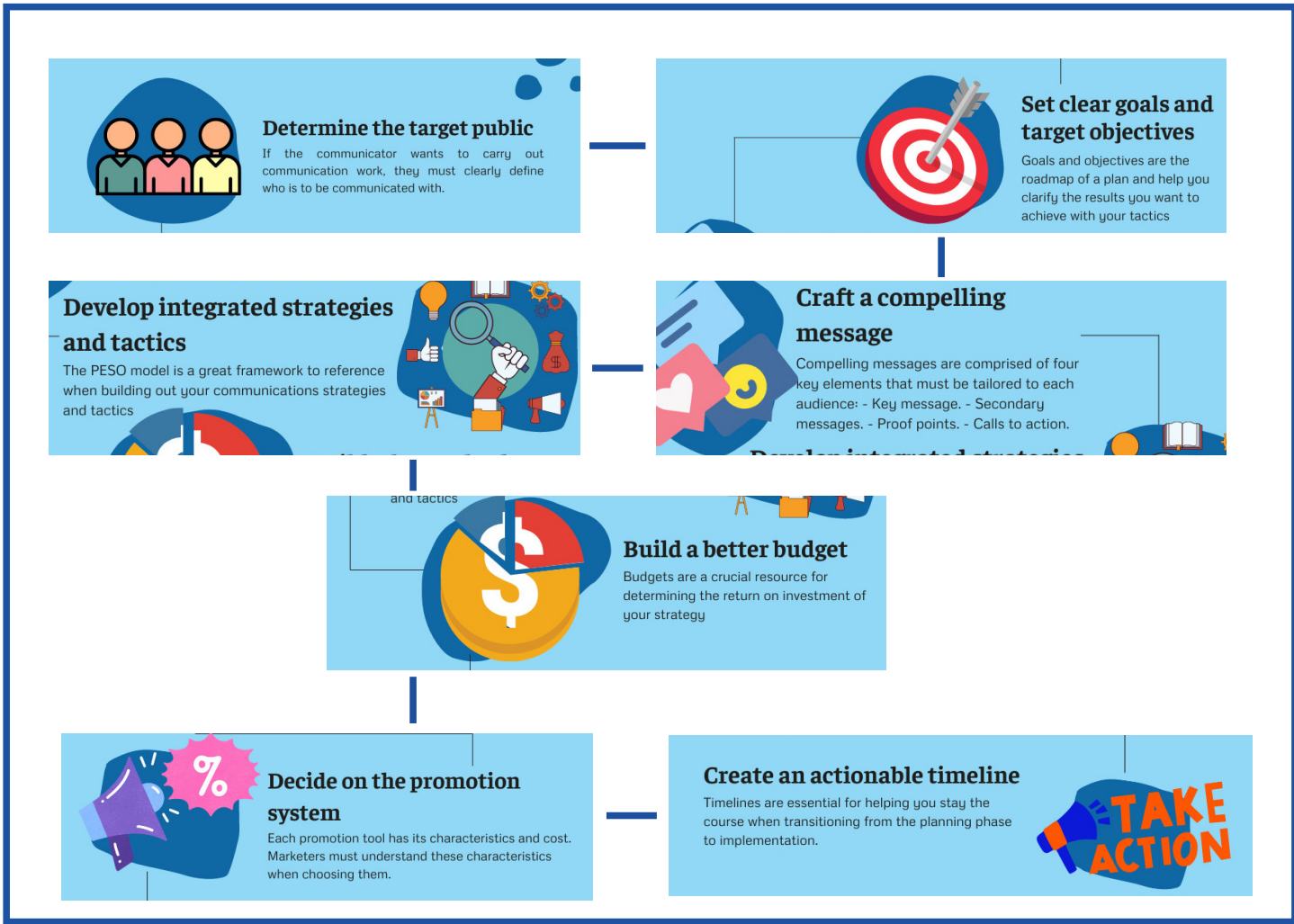


Figure 1.3.8: Communication Campaign

09. BRANDING RECOGNITION AND BRAND AWARENESS



Figure 1.3.9.a: Branding Recognition

A brand-related auditory cue, such as a jingle or theme song, can also cause brand recognition.

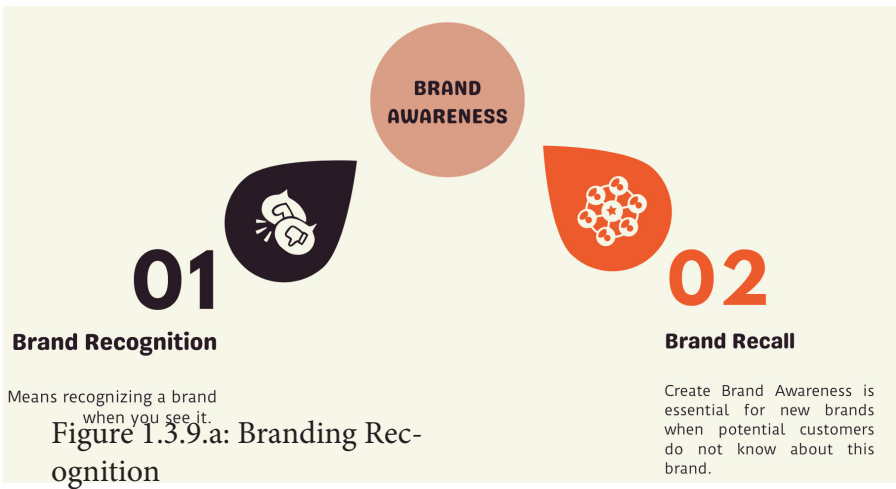


Figure 1.3.9.b: Brand Awareness

Brand Awareness is the basis for businesses to promote brand names, successfully introduce new products or services, build your reputation, distinguish business from competitors, find and retain loyal customers. Create Brand Awareness is essential for new brands when potential customers do not know about this brand.

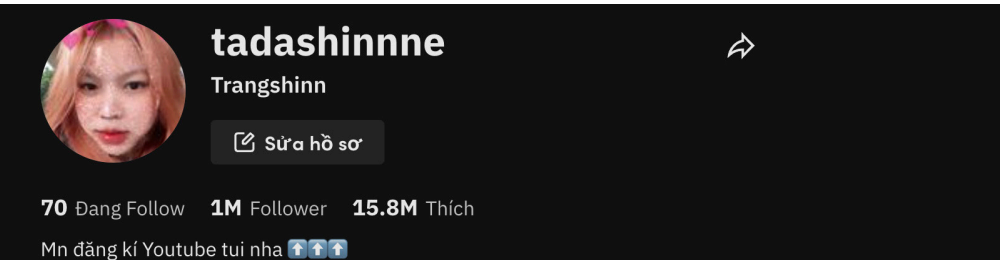
10. PERSONAL BRANDING

Personal branding is the deliberate creation and influence of an individual's public perception. This is accomplished by presenting them as an industry authority or by distinguishing themselves from the competitors and enhancing their reputation.

Personal branding is the most effective technique to demonstrate your uniqueness, specializations, and selling qualities. It includes all of the methods you use to advertise yourself and build a public presence for your company.

According to a New York Times report, there are six primary forms of personal brands:

- 1. Altruists**: These people are recognized for helping others and devoting their time to charitable causes. Angelina Jolie, Dolly Parton, and Bill Gates are examples of this.
- 2. Careerists**: These brands prioritize success above all else. This brand is known for giving information and being an industry thought leader. Elon Musk, Jeff Bezos, and Simon Sinek all fall under this category.
- 3. Hipsters**: These brands frequently blend compassion and careerism, but they are more concerned with information exchange than action. Look to this brand for innovative and fashionable items.
- 4. Boomerangs**: Boomerang brands distribute stuff to stir up debate. They may not agree with the stuff they are spreading, but they enjoy being entertained.
- 5. Connectors**: These people enjoy bringing people together and take satisfaction in farming communities. They are frequently innovative and appreciate the approval of others. Consider your favorite Instagram influencers or celebs.
- 6. Selectives**: Selective brands only disclose information to certain audiences. They are resourceful and make an effort to curate material for their audience.



11. CUSTOMER INSIGHT

Abraham Maslow proposed Maslow's hierarchy of needs was published in Psychological Review in 1943 as "A Theory of Human Motivation" (Maslow, 1943). The hypothesis is represented as a five-stage pyramid, with the most basic necessities at the bottom. These stages are physiological, safety, love/belonging, esteem, and self-actualization (from bottom to top).



Figure 1.3.11 - Maslow's hierarchy of needs (source: simplypsychology.org)

They consist of oxygen, food, water, and relatively constant body temperature requirements. They are the most vital needs because the physiological ones would come first in the individual's quest for happiness if a person were deprived of all conditions.



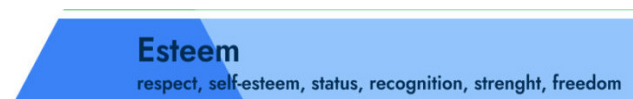
When all physiological needs are met, and thoughts and actions are no longer regulated, the need for protection will become active. The signs of fear and the lack to be protected are also displayed by children.



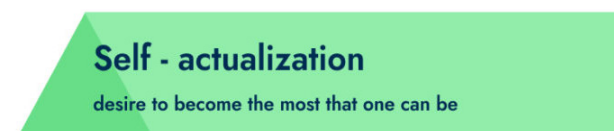
The next class of needs for love, respect, and belonging can emerge when the requirements for safety and for physiological well-being are met.



The requirements for esteem will become dominant when the first three categories of needs are met. These needs included both self-esteem and respect that an individual receives from others.



If all of the above conditions are fulfilled, then and only then are the self-actualization needs activated. It is straightforward to know what the individual is anxious about if a person is hungry, unsafe, not liked or accepted or lacks self-esteem. When there is a need for self-actualization, it is sometimes unclear what a person needs.



12. PESTEL

A PESTEL (or PESTLE) analysis is a methodology used by marketers to analyze and monitor external marketing environmental elements that affect products, campaigns, projects, or businesses. This is used to distinguish A SWOT analysis includes threats and weaknesses. PESTEL is an abbreviation for:

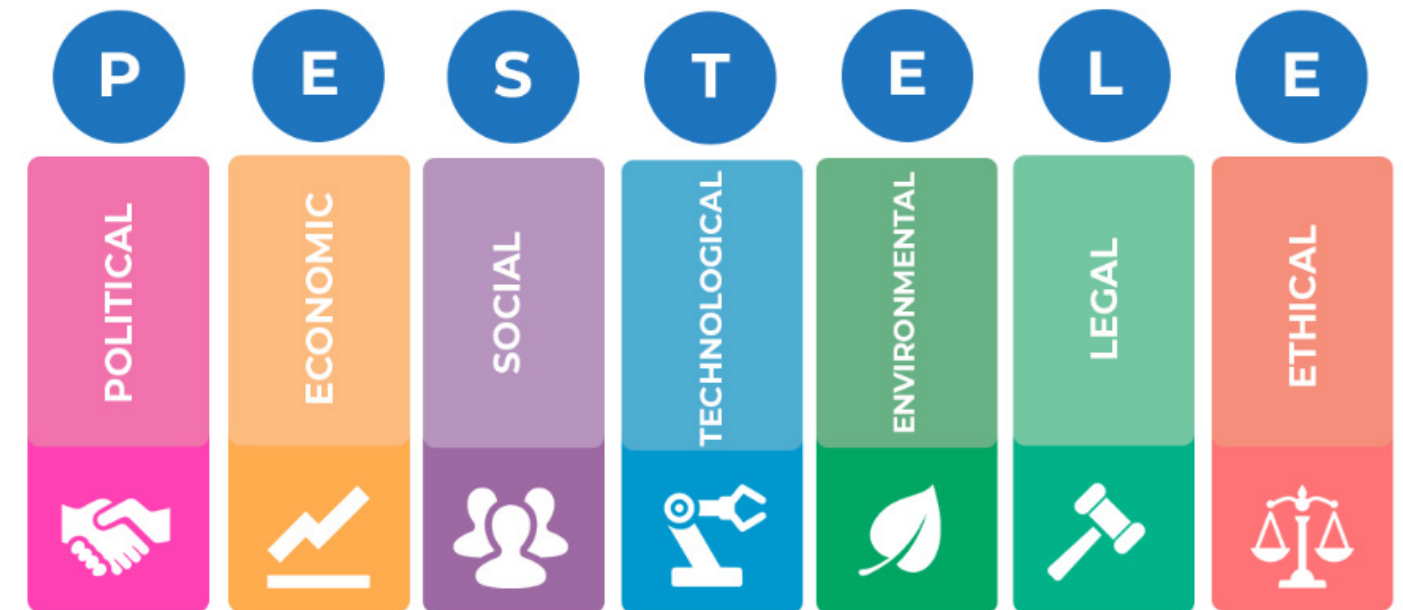


Figure 1.3.12 - STEEPLE/PESTELE (source: Professional Academy)

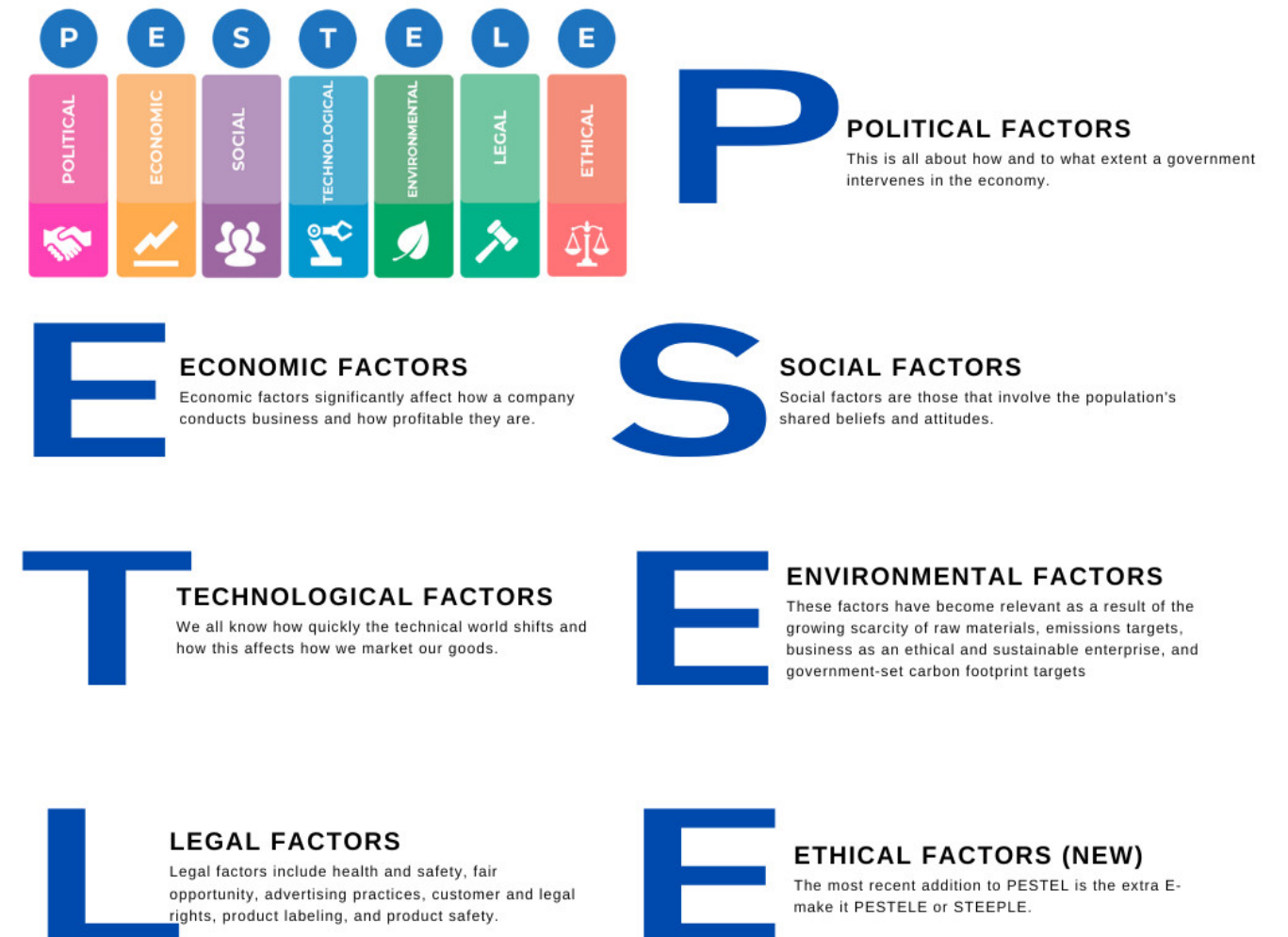


Figure 1.3.12 - STEEPLE/PESTELE (source: Professional Academy)



- 01** About LacViet Intech
 - 1.1** Overview
 - 1.1.1** Lac Viet Intech established
 - 1.1.2** Phase of transformation
 - 1.1.3** Rebranding stage
 - 1.2** Marketing communication in healthcare
- 02** Vision, Mission, Core Value
 - 2.1** Vision
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 - 2.3** Core value
- 03** Brand identity
 - 3.1** The meaning of LacVier Intech
 - 3.2** The meaning of the Logo
 - 3.3** The meaning of the Slogan
- 04** The advantage in competition



IV. COMPANY OVERVIEW

01. ABOUT LACVIET INTECH



1.1. Overview

1.1.1 Lac Viet Intech established

Between 2008 and 2012, the country’s dental industry experienced rapid growth, which resulted in inadequacies that harmed patients in a variety of ways. Lac Viet Intech arose from this situation.

Founding

Lac Viet Intech was born on 11/11/2011 on a tiny street after much deliberation. Lac Viet Dental Clinic is located at 280 Khuong Trung, Khuong Dinh Ward, Thanh Xuan District, Hanoi, and is run by doctor Thai Khac Vinh.

We were small in scale at the time, with only one doctor and three nurses, but we had big dreams. They were becoming aware of industry flaws that cause patients to pay unfairly, such as a lack of transparency in raw materials, doctors, treatment equipment, etc. Lac Viet Intech was founded to realize a single dream: that every patient receives the best treatment possible and that every doctor in the system has the best practice environment possible, unrestricted by a lack of materials, equipment, or expertise.



- We followed the following philosophies at the time:
- Patient-centered philosophy.
 - Always strive for perfect treatment outcomes.
 - Complete information transparency:
 - Transparency about the origin of the same materials for patients and transparency in treatment methods, prices, and treating doctors.
 - Take human resources as an example.
 - Train people who have high professional qualifications and a patient-centered practice mindset.

1.1.2. Phase of transformation

On August 13, 2016, after five years of operation at 280 Khuong Trung with substantial financial and human resources, Lac Viet Intech opened its first central facility at 74 Tay Son Street, Dong Da, Hanoi, with a staff of 18 people. Dr. Nguyen Thi Thu Trang and Dr. Pham Hung Son were present. The logo for Nha Khoa Lac Viet is an image of a crane.

At the time, the field of cosmetic porcelain teeth was developing rapidly, leaving Lac Viet Intech with two options: join the porcelain teeth market or not.

We decided to stay out of the game after much concern, based on professional knowledge of the consequences that cosmetic porcelain teeth will leave for patients. Simultaneously, state its mission clearly: “provide a minimally invasive, safe, and sustainable dental treatment solution.”

With this mission, we chose two areas to avoid: dental implants and braces and porcelain bridges and cosmetic crowns.

“Provide a minimally invasive, safe, and sustainable dental treatment solution.”

1.1.3. Rebranding stage

In 2018, it was discovered that treatment outcomes are only truly perfect when highly qualified doctors are combined with advanced treatment technology. Lac Viet Dental Clinic was renamed Lac Viet Intech Dental Clinic, which combines intelligence and technology. (Intelligent design + technology).

Lac Viet Intech has grown steadily since then.

We will have five branches by the end of 2021:

- 160 Tay Son 9 Nguyen Van Huyen 426 Minh Khai, Hanoi.
- To Thieu, Le Chan, Hai Phong: 107 To Thieu, Hai Phong.
- Nghe An is located at 22 Cao Thang, Hong Son, Vinh City, Nghe An.

We plan to reach out to all 64 provinces in the future.

02. VISION, MISSION, CORE VALUE

2.1. Vision

Lac Viet Intech Dental System is always a pioneer, boldly breaking the path of traditional dentistry while constantly promoting technological innovation, allowing experience international standard braces service right in Vietnam, with the aspiration for Vietnamese people to enjoy the quintessence of the world’s dental industry.

treatment technology. With the CHEAPEST PRICE

Create an equal, fair, and mutually respectful working environment for employees, ensure higher pay than comparable societal positions and provide every opportunity for employees to succeed. Advancement within the company

We are creating the best environment for professional advancement, a stable life, and a good position in the world for doctors.



2.2. Mission

To provide the community with a high-quality, specialized dental system based on implants and braces, including a dedicated team of professionals, hard work, accountability, and cutting-edge

For shareholders, generate a profit of 20-30% per year based on the investment rate.

2.3. Core value

Treatment quality: We prioritize treatment, strive for perfection in treatment outcomes, and achieve patient satisfaction primarily through the treatment process and treatment outcomes.

Safety: We are committed to prioritizing treatment safety over all other considerations for the benefit of patients and healthcare professionals (other than panic attacks).

Perfect service: Taking customers as the center, seeing customers as partners, and creating a trust based on three values: transparency, commitment, and responsibility.

We are committed to always listening and empathizing with patients and staff to provide the best service and benefits, meeting the legitimate needs of patients and employees in the system and partners.

Responsibility: We are committed to always listening to and empathizing with patients and staff to provide the best service and benefits while meeting the legitimate needs of patients, system employees, and partners. We strive for information transparency while working to reduce waiting and treatment times.

Pioneers: We are committed to staying at the cutting edge of technology, equipment, and people to provide the best possible care to our patients.

Benefits distribution among patients, Lac Viet Intech, and system staff: Lac Viet seeks to strike a balance among patients, system staff, and shareholders.



03. BRAND IDENTITY

Lac Viet Intech combines intelligence and technology, implying the convergence of human intelligence and cutting-edge technology.

We strive to make Lac Viet Intech a gathering of people with clear minds, skilled hands, and advanced Odonto-Stomatology technologies.



3.1. The meaning of LacVier Intech

3.2. The meaning of the Logo

The logo picture features a lost bird flying against a bronze drum background. The lost bird is a common and revered symbol. The misplaced bird arose like a longing to conquer the eternal sky. The lost bird represents the dream of traveling across space despite storms and difficulties. Aspirations and aspirations fly high and are the pride of the nation.

Lac Viet aspires to be the leading dentist in terms of treatment quality, enabling Vietnamese people to access the best and most current equipment following international standards in the shortest amount of time.

3.3. The meaning of the Slogan

Expressed out: “Dẫn đầu chất lượng điều trị”

The implicit value of the slogan: “chất lượng điều trị là trên hết”

This slogan was chosen because we believe that every patient who comes to us has one wish: the BEST TREATMENT RESULTS.

Our elite team, on the other hand, is mostly made up of DOCTORS, who have been educated and trained to cure diseases and save lives; professional honor obligates us to strive for the best treatment outcomes for patients. core.

When choosing this slogan, the organization’s every decision will be based on the quality of treatment: the reinvestment and continuous upgrading of specialized machinery and equipment to ensure the best for the treating doctor. prioritized. Personnel, particularly the medical team, will frequently be trained in new skills; training is our top priority. The quality of treatment will also be a major factor in determining an employee’s capacity (related to welfare).

04. THE ADVANTAGE IN COMPETITION

Consider the following two competitive factors:

The doctors’ team is customer-focused, professional, dedicated, honest, and respectful.

Three factors must be considered when assembling a medical team:

Professional aspect: become well-qualified doctors capable of treating complex cases that only a few doctors in the market can handle.

Check that doctors are legally permitted to practice.

The aspect of the image: concentrate on establishing a professional appearance in customers’ eyes, including full degrees and certificates, towards foreign degrees and certificates, research, and publications in international journals.

We are using cutting-edge treatment technology.

The final destination: the combination of highly qualified and always up-to-date doctors, as well as modern equipment and machinery, enables us to deploy and service customer



- 01 Current situation analysis
- 02 SWOT analysis
 - 2.1 Strengths
 - 2.2 Weaknesses
 - 2.3 Opportunities
 - 2.4 Threats
- 03 Competitors analysis
 - 3.1 Hi Smile

- 04 Customers' insights
 - 4.1 TTM analysis
 - 4.1.1 Truth
 - 4.1.2 Tension
 - 4.1.3 Motivation
 - 4.2 Primary research
 - 4.2.1 Survey
 - 4.2.2 Interview
 - 4.3 Secondary research

V. RESEARCH & ANALYSIS

01. CURRENT SITUATION ANALYSIS

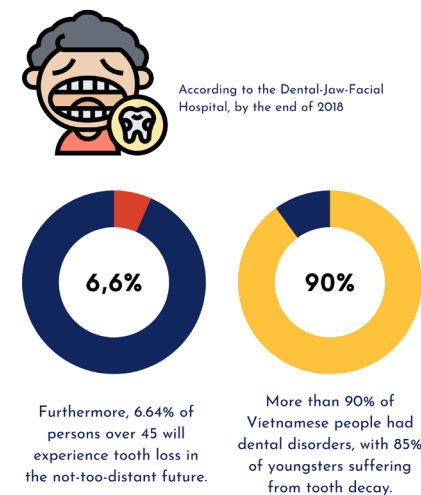


Figure 1.5.1: CURRENT SITUATION ANALYSIS

The demand for dental treatments in Vietnam is increasing as oral problems become more common. The market for oral health care and treatment, particularly cosmetic dentistry, has grown rapidly in recent years. However, dental services are increasing significantly, particularly in urban areas. Patients are increasingly seeking cosmetic dentistry because they are concerned about their teeth, both in terms of oral health and smile. Females between 15 and 35 have the most demand for cosmetic dentistry. Patients seek aesthetic dentistry because they are concerned about the oral health and appearance of their teeth. Females aged 15 to 35 have the most considerable demand for aesthetic dentistry.

According to Ken Research's research on expanding the dentistry business in Vietnam, 1,846 dental clinics have been created and operated as of December 2018. The Vietnamese dental market is predicted to increase by 6.9% between 2019 and 2023, with revenue increasing by 5.6%. Customers choose organized dentistry and large clinic systems for various reasons, including the capacity to grow the number of branches, expand operation areas across districts, regions, and provinces, and provide additional value-added services. On the other hand, organizational and systematic clinics will have 20% greater service costs than unorganized, single-branch clinics. Dental clinics in Vietnam provide the most excellent dental care accessible today at very affordable prices.

As a result, to obtain a footing in the market, hospitals and dental clinics must promote marketing communication activities while consistently enhancing their competitiveness. Lac Viet Intech is one of them, having implemented a communication campaign to improve brand recognition on social networking platforms such as Facebook and Tiktok.

facebook

Because Facebook is now the primary content distribution platform for marketers (HubSpot State of Marketing Report, 2021). 98.3% of Facebook users use mobile devices to access apps (Statista, 2021). Marketers claim that Facebook is the most popular social networking platform across all age groups (HubSpot Blog Research, 2021) According to Rival's marketing KPI statistics, the average engagement rate on Facebook across all industries is 0.08%. (Rival Iq, 2021).

Even though internal resources (internal bandwidth) are limited - TikTok is regarded as a Gen Z app, and no employees want to be behind the camera - TikTok's potential is demonstrated by the following figures: TikTok MAU (Monthly Active Users): TikTok has 1 million monthly active users, according to TikTok. TikTok was downloaded 3 million times and led non-game applications in downloads for six months in 2021, totaling 383 million downloads from January to June 2021. Extremely competitive: TikTok ranks seventh in social media applications in 2021, outperforming Pinterest, Twitter, Snapchat, and Reddit in terms of MAU, even though it was only created in 2016. TikTok, with an average session length of 10.85 minutes, is the most active social networking platform. Pinterest comes in second with 5.06 minutes. TikTok's user growth rates in the United States and globally are 787.86% and 1,157.76%, respectively. TikTok's distinct and original algorithm enables users to reach a larger audience based on their engagement with the material.



Gina Nacnac, Hirefluence's Manager of Brand Partnerships, discussed the relevance of TikTok Marketing for companies in 2022: "In 2022, we will witness a rise in TikTok Content Creators that create content." channel-specific content that serves as the brand's face for a set period, such as quarterly or every six months. This will increase income potential for producers while also allowing advertisers to interact with customers via targeted content for creators truly.

Today's teenagers are even more reliant on wireless communication. According to Nielsen Company research, the average youngster sends roughly 3,000 text messages monthly. Furthermore, the Pew Research Center discovered that:

1. 95% of teenagers use mobile phones.
2. 75% have a profile on a social networking site.
3. 20% have posted a video of themselves online.

According to the Fortino Group (Pittsburgh), today's teens will spend one-third of their life online. They will exhibit some of the following qualities that public relations professionals need to address to communicate successfully with them: outcomes with them. They'd do the following:

- Spend equal time interacting with friends both online and in person.
- Before dating or marrying, make your first online contact.
- Spend ten times as much time online as you do with your parents.
- Be more cautious with your social skills.
- More reservations regarding online identities, such as chat participants
- Intolerance for printed forms, lengthy application processes, or traditional systems.

Because genZ is currently a group of potential customers who are readily available through social networking platforms such as TikTok. As a result, we recognize the importance of promoting advertising articles on this platform.

02. SWOT ANALYSIS

2.1. Strengths



- Lac Viet Intech is the product of the collaboration of a group of prominent experts in the field of orthodontic braces. The doctors have all worked in international settings and have received extensive training in the United States and Europe.
- The most recent brace technology: Lac Viet Intech Dental Clinic currently uses X-Matrix braces technology exclusively. This digitization technology is considered the most current and cutting-edge fast braces technology available today.
- Owning the best machinery system, such as a 3D CT Conebeam X-ray machine, dental impression scanner, iTero Element 5D, and other modern equipment.

2.2. Weakness

- Communication channels and media are still developing, and brand awareness needs to be higher.
- Online events are inaccessible and unappealing to teenagers.
- Because of a lack of creativity and a lack of content on social networking sites, interaction could be better.
- Image Lac Viet Intech has made significant investments, but it still needs to meet the needs of its customers.



2.3. Opportunities

- Dental aesthetics are in high demand.
- Modern technology allows doctors to work more efficiently.



2.4. Threats

- A highly fragmented market with fierce competition
- The disparity between clinics is not significant.
- Clinics require an appealing marketing strategy to attract customers.

03. COMPETITORS ANALYSIS

3.1. Hi, Smile

3.1.1 Introduction

HiSmile is a nationwide dental connection platform with more than 200 partners across the country, present in 63 major cities and provinces, to help connect customers with reputable and quality dentists fastest. Connecting through Hismile, you will easily find reputable, rigorously tested dentists. Acting as a 3rd party intermediary, Hismile commits to protecting the rights and risks and compensating 100% for customers if the orthodontic surgery is unsuccessful.



Figure 1.5.3.2: Hi Smile

a.Strength

- As one of the pioneers in establishing a braces support group,
- There is a large community with the highest number of members in Vietnam.
- There is a substantial group and fan page ecosystem.

b.Weakness

- Too much emphasis on client exploitation results in rampant seeding.
- The value of knowledge is negligible because the solution team consists primarily of members and employees who need more in-depth understanding of braces.
- Information is not objective and intended to guide members for advertising purposes only.

3.1.2 Communication comparison

HiSmile's communication activities are extensive and well-funded. The use of smooth and well-coordinated communication tools has resulted in a perfect communication effect, which has helped to increase dentistry's reputation and revenue.

To begin, dentists prefer online advertising through Facebook and Google channels. The dentist uses the Facebook channel for interaction and prospecting to increase revenue and Google Search and Display ads to improve the clinic's reputation. Second, Hi Smile Dental has successfully used this communication tool in terms of public relations. Newspapers and articles appear regularly, with content frequently discussing dental achievements, sharing achievements, seminars, volunteering activities, and providing dental knowledge.



Besides, the dentist also creates communities like “Nhat ky nieng rang” và “Nieng rang dep co nao?” – The community gathers the largest group of people with braces in Vietnam until now.

04. CUSTOMERS’ INSIGHTS

4.1. TTM analysis

4.1.1 Truth

Nowadays, oral health care is becoming increasingly exciting and focused. People require high-quality dentists, but the price must also be reasonable and committed. Customers need help to decide on the ever-expanding dental market. Similarly, when LacViet Intech’s “ Nieng Răng A-Z” community conducted a customer survey, the results revealed that 80% of female customers aged 15-35 are more interested in the issue. Dental aesthetics include dental crowns and braces. They are concerned about the Dental's quality and reputation, on the other hand. 50% of them are particularly interested in dentists whose fees are in line with their budgets.

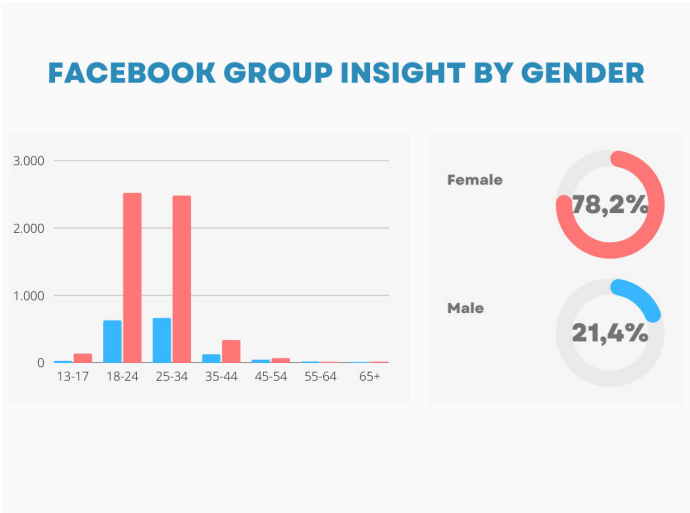


Figure 1.5.4.1.1: Facebook group insight by gender

4.1.2 Tension

Because the Lac Viet Intech dental system is an organized dental system, an extensive clinic system, and a massive investment in modern equipment, service costs will be 20% higher than in unorganized clinics. There is only one branch of the organization. As a result, when customers visit LacViet, they are always concerned about the cost. LacViet, on the other hand, guarantees that the price always corresponds to the quality.

4.1.3 Motivation

Dental treatment requires customers to spend a significant amount of time with the dentist, and they must return to the dentist multiple times to continue their treatment following their protocol. As a result, many customers prefer to choose a dentist near their home, school, or workplace for easy commuting. That is also why dental clinics must rapidly expand their functional areas to attract potential customers from all regions.

Furthermore, customers frequently search for dental clinics based on brand. The number of people searching monthly is even three times that of the general keyword “dental.” It demonstrates that the brand significantly impacts customer purchasing behavior because the industry characteristics are directly related to human health. Dental clinics must promote brand marketing communication strategies to increase prestige, raise awareness, and expand their geographic reach.

4.2. Primary research

4.2.1 Survey

- General survey
- Students aged 15 to 25 in Hanoi are the intended audience. The goal is to comprehend customer insight to select the best communication channel for target customers. Aside from identifying the brand awareness and the needs of dental services that customers are interested in.

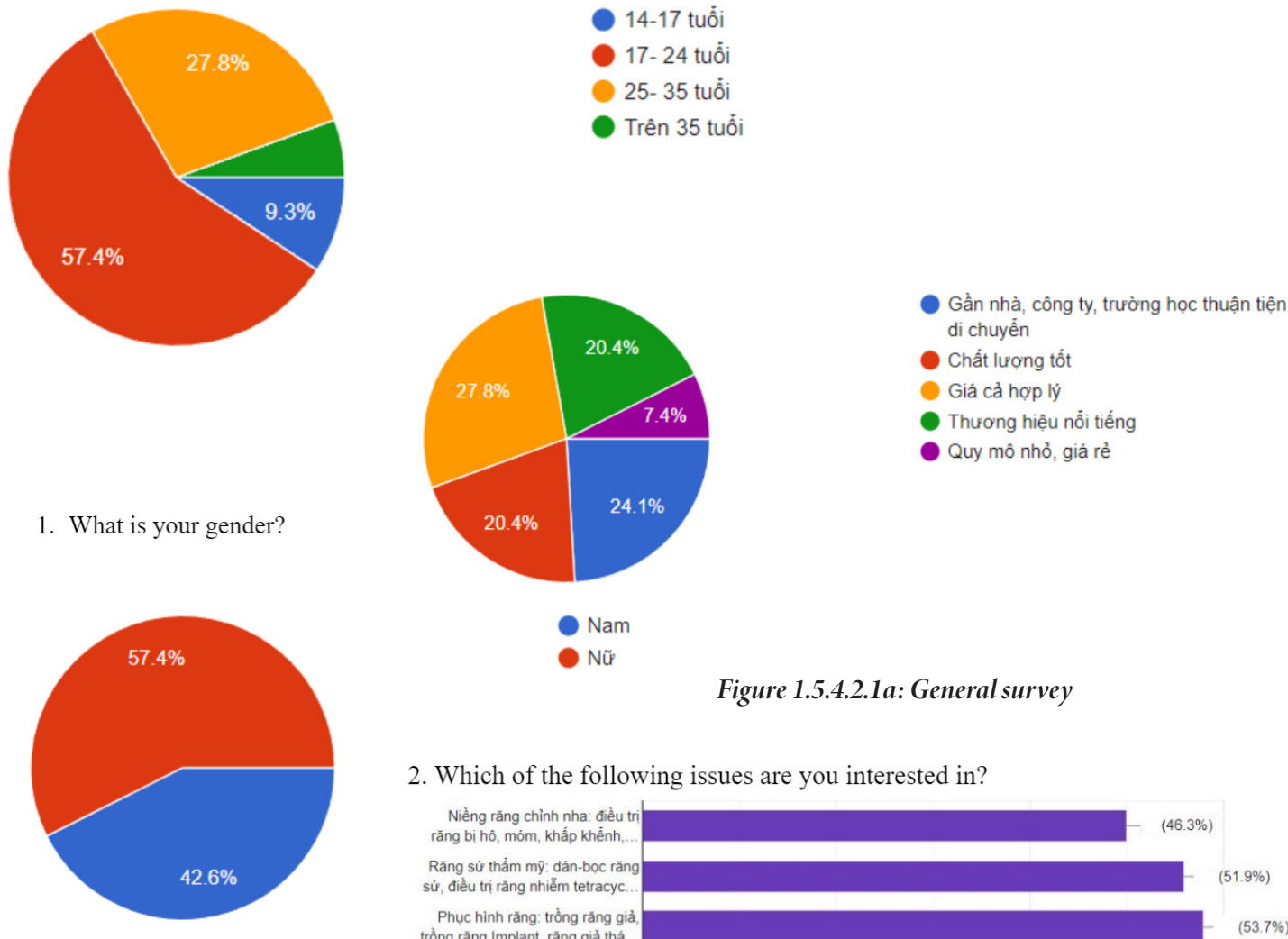


Figure 1.5.4.2.2a: General survey

3. Where do you know the dental addresses?

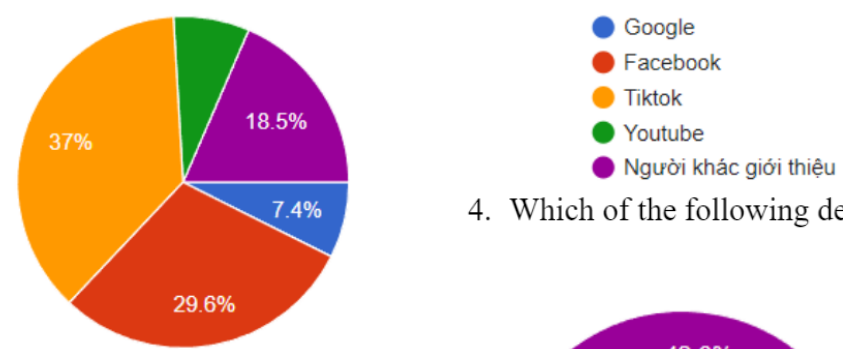


Figure 1.5.4.2.3a: General survey

4. Which of the following dentists do you know?

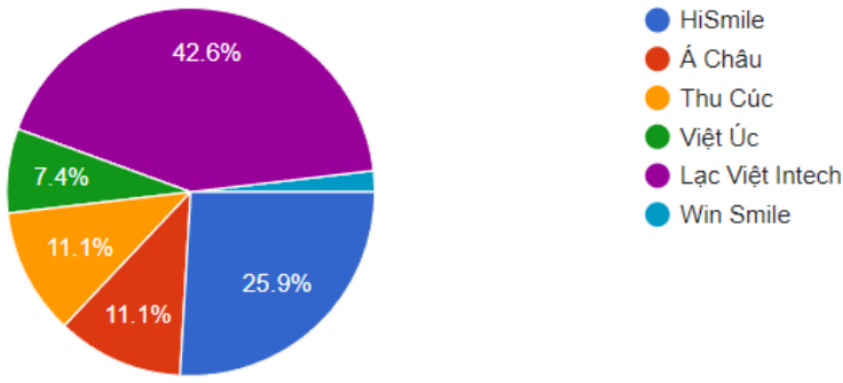


Figure 1.5.4.2.4a: General survey

5. Have you / are / intend to get braces?

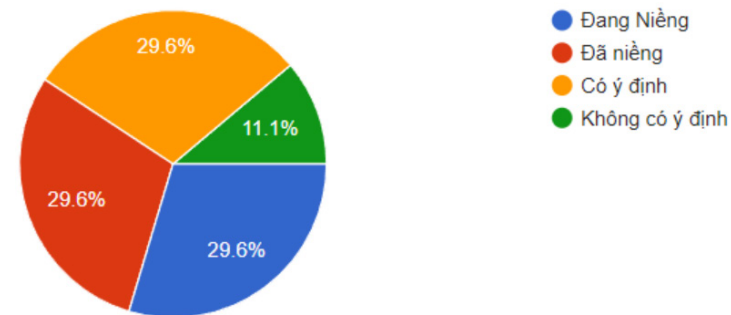


Figure 1.5.4.2.5a: General survey

Survey of people with braces

1. How long have you had braces?

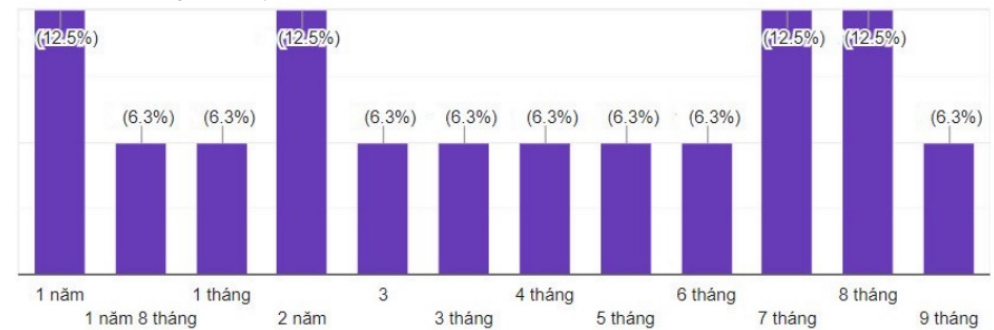


Figure 1.5.4.2.1.1b: Survey of people with braces

2. Why did you decide to get braces?

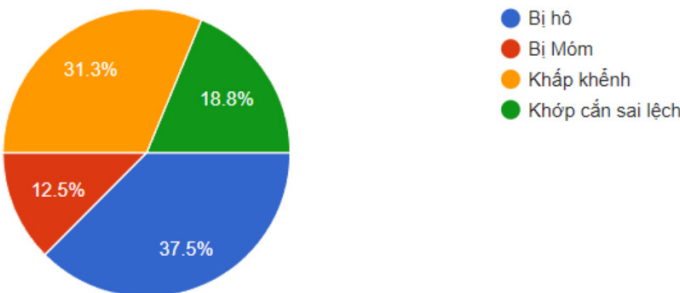


Figure 1.5.4.2.1.2b: Survey of people with braces

3. What kind of braces do you have?

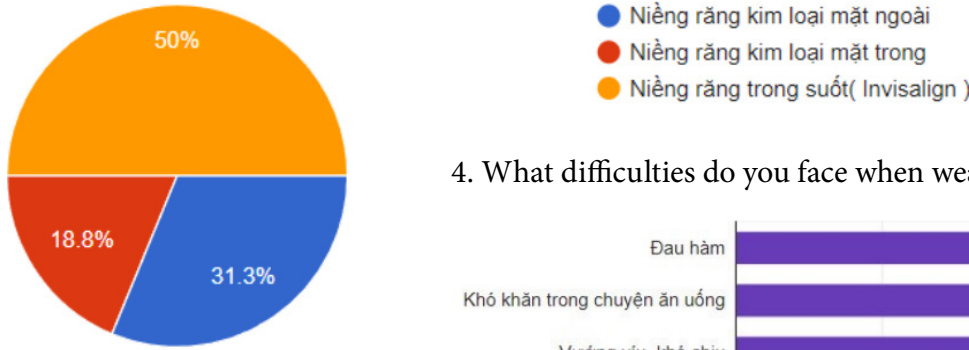


Figure 1.5.4.2.1.4b: Survey of people with braces

4. What difficulties do you face when wearing braces?



Figure 1.5.4.2.1.3b: Survey of people with braces

5. Your biggest benefit after braces?

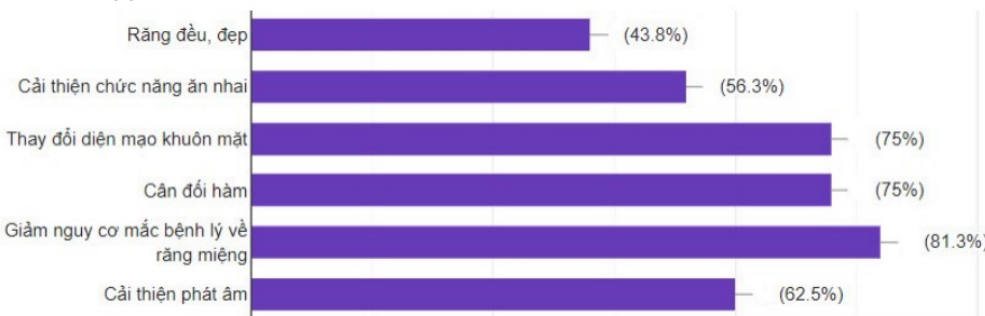


Figure 1.5.4.2.1.5b: Survey of people with braces

Survey of people who have had braces

1. How long do you have braces?

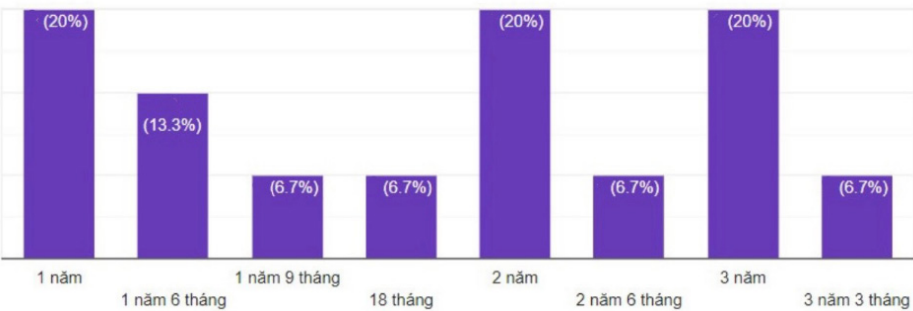


Figure 1.5.4.2.1.1c: Survey of people who have had braces

Figure 1.5.4.2.1.2c: Survey of people who have had braces

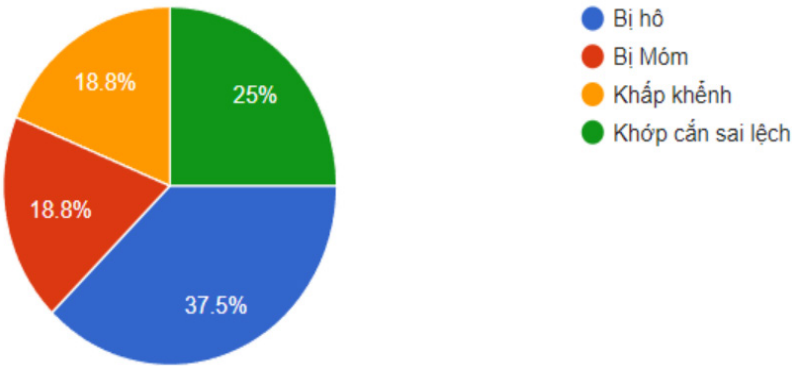
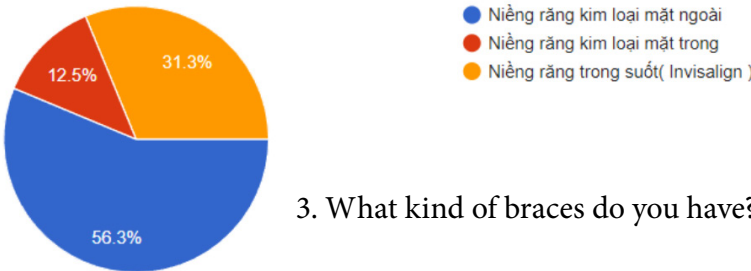


Figure 1.5.4.2.1.3c: Survey of people who have had braces

3. What kind of braces do you have?



4. What difficulties do you face when wearing braces?

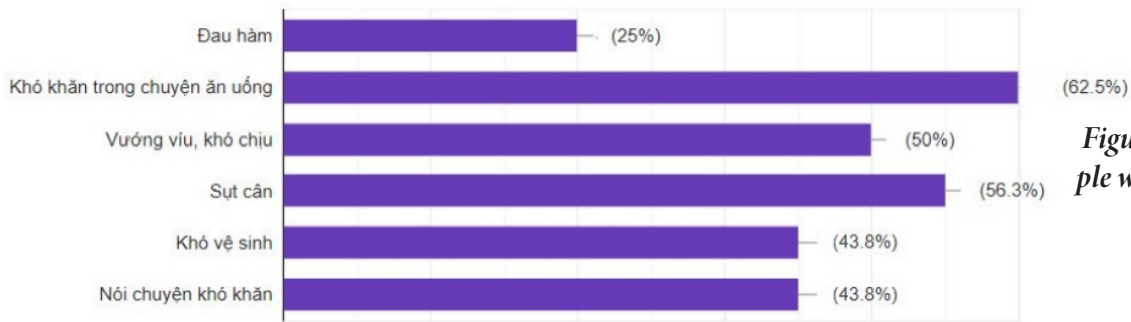


Figure 1.5.4.2.1.4c: Survey of people who have had braces

5. Your biggest benefit after braces?

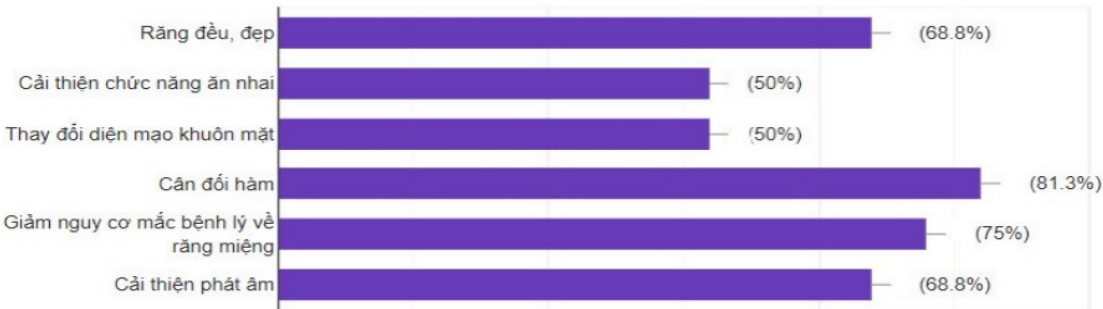


Figure 1.5.4.2.1.5c: Survey of people who have had braces

Survey of people who are intending to get braces

1. Why do you intend to get braces?

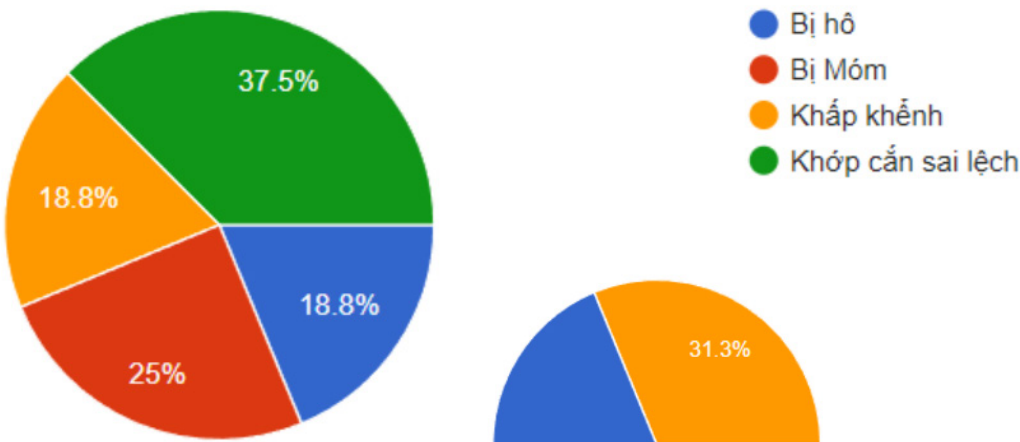


Figure 1.5.4.2.1.1d: Survey of people who are intending to get braces

Figure 1.5.4.2.1.2d: Survey of people who are intending to get braces

3. Why did you intend to get braces until now?

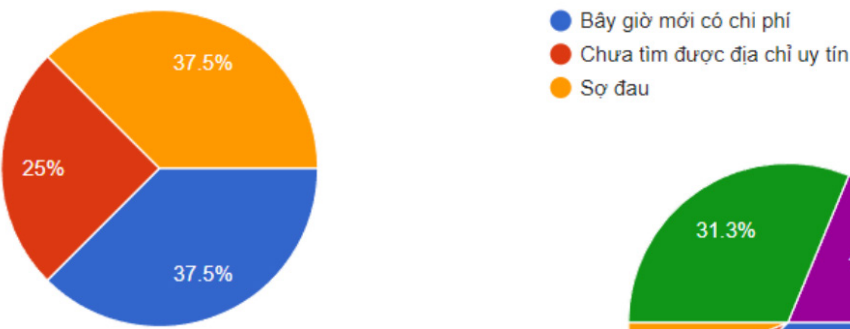
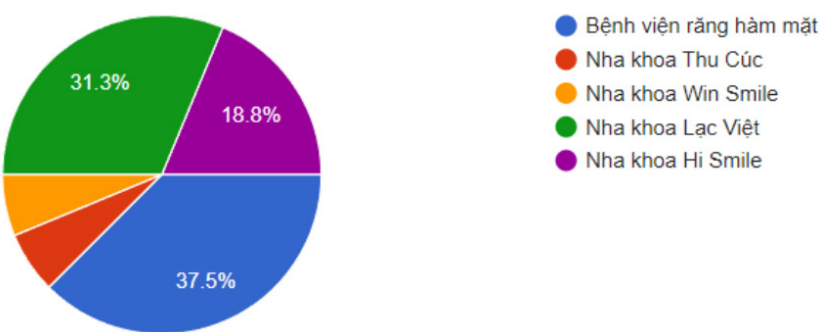


Figure 1.5.4.2.1.4d: Survey of people who are intending to get braces

2. What kind of braces are you going to have?

Figure 1.5.4.2.1.3d: Survey of people who are intending to get braces

4. Where are you going to get braces?



4. Where are you going to get braces?

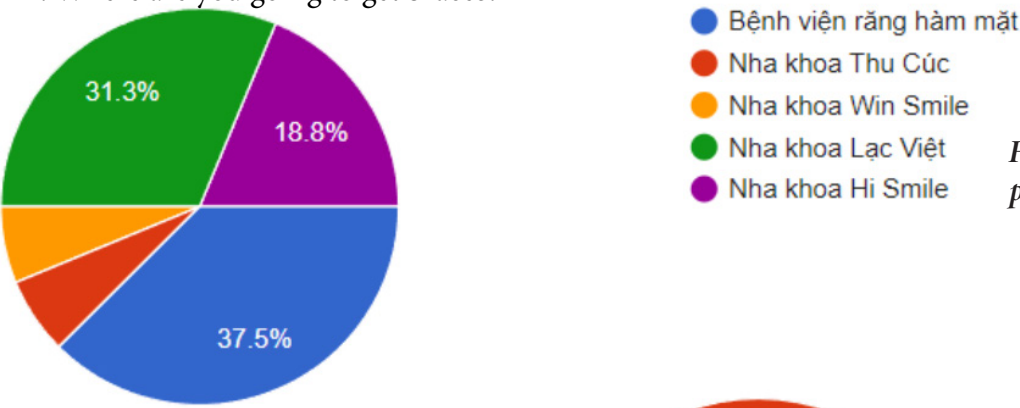
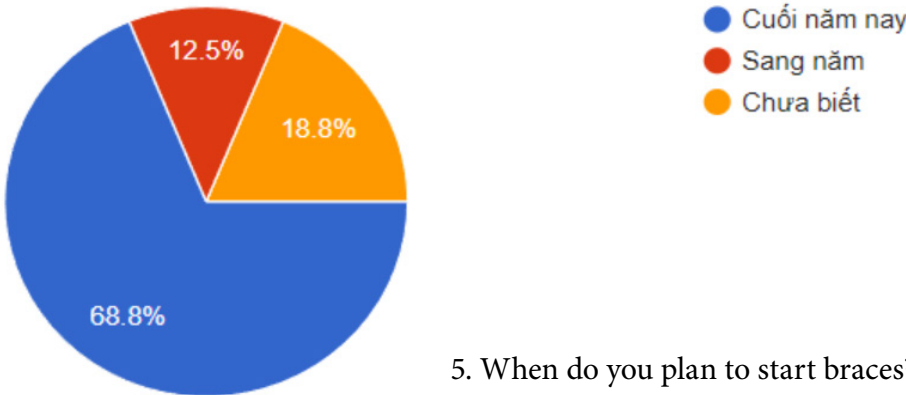


Figure 1.5.4.2.1.6d: Survey of people who are intending to get braces

According to the survey, up to 57.4% of women aged 17 to 24 require orthodontic braces (46.3%). The majority of poll respondents learn about dentistry from Facebook and Tiktok, and they expect dentistry to be reasonably priced (27.8%). Lac Viet Intech has a strong brand awareness of 42.6%, followed by competitor Hi Smile (25.9%). Metal braces on the exterior are the most common technique of braces (56.3%), with the desire to have beautiful teeth (68.8%) and lower the risk of dental disorders (75%).

Figure 1.5.4.2.1.5d: Survey of people who are intending to get braces

5. When do you plan to start braces?





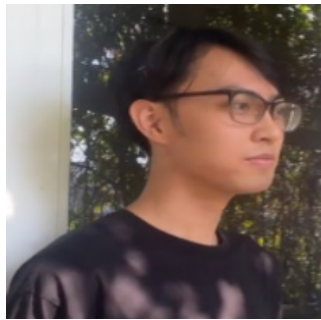
4.2.2 Interview



Ms. Yen - 42 years old
Had braces for 3 years
Crooked teeth, crooked jaw
at the hospital
Recommended by friends



Mr. Quang Thien - 22 years old
Intending to get braces
Crooked teeth, being criticized by everyone
Search via web, Facebook, Tiktok
Recommend: National Hospital of Odonto-Stomatology, EZ tech

	<p>Mr. Anh Tu - 22 years old Intention to have braces in 5 months Want to have strong, beautiful teeth Search via Group Recommend: Hismile</p>
	<p>Mss Linh Dan - 22 years old Had metal braces at 16 years old Uneven teeth Pain and difficulty in eating Recommend: Hismile, Lac Viet Intech</p>
	<p>Mr The Anh - 22 years old Intend to get braces at the end of the year Misaligned bite Search via Facebook, Group Fear of pain, fear of difficulty eating Recommend: Lac Viet Intech</p>
Interview platform	

- According to the interview results, most older generations trust hospitals to examine and treat dental diseases. In contrast, genZ generation prefers to go to dental offices and often seeks information through social networking platforms such as Facebook, Group, and TikTok...
- According to dental market research in Vietnam (Ken Research, 2018), the female customer group aged 15-35 generates the most revenue for the dental service industry due to the population boom.

- As a result, Lac Viet Intech conducted a survey in Hanoi divided into two main research groups.

Group 1: Students aged 15-22 who live and study in Hanoi, as well as those who enjoy freedom, discovery, and the modern way of life, comprise the Free Youngster group. They are of an age where they are concerned with their oral health and appearance. They are mainly the "golden age" of braces service.

Demographic: Because the student body is still in school, all expenses are borne by the family. As a result, the ability to self-determine and pay for dental services is approximately 30,000,000 VND per service.

Demand: You must examine and treat dental diseases such as dental fillings, root canal therapy, dental caries treatment, and so on. You have high demand, especially at school age, and are ready to use orthodontic braces service before adulthood to be more confident when going to work later.

Group 2: Young working women are women aged 23 to 35 living and working in Hanoi. They already have money, so they can choose how they want to spend their time. They have a high demand for dental aesthetics and are the primary target market for porcelain teeth-making services (Porcelain veneers, cosmetic porcelain veneers ...)

Demographic: They already have money, so they have the right to make their own decisions and are willing to pay more for cosmetic dental examinations and treatment services. Payment is less than 50,000,000 VND per service.

Demand: They are concerned about their appearance and prefer cosmetic dental services that are as effective as porcelain veneers. Teeth are immediately improved in shape and color.

They are hesitant to provide orthodontic braces service due to the inappropriate age (hard bones, slow tooth

Group 3: People aged 35 to 65

Demographic: Those with a steady and high income or a pension. Willing to pay a high price for dental implant services.

Demand: They are health-conscious people who value their health, so even though they have the means to do so, they exercise extreme caution regarding dental implant services.

They are hesitant to provide orthodontic braces service due to the inappropriate age (hard bones, slow tooth movement) and failure to meet the job requirements (Work requires a lot of communication).

According to the results of the above surveys, customers have the following requirements:

Desire to use dental services to treat dental diseases cosmetology promotes good health and a confident appearance.

Desire to be treated by good, well-known service doctors of high quality at a reasonable price

Decisions are often consulted and influenced by many families and old customers.

Students who prefer the form of installment payment can go to work and pay monthly, reducing the family's cost burden.

Having many promotions and gifts, as well as saving as much money as possible

4.3. Secondary research

According to Hootsuite, TikTok will have surpassed the milestone of 1 billion monthly active users (monthly active users) by the fourth quarter of 2021, making it the world's seventh-largest social network by total subscribers. In 2020 and 2021, TikTok was the most downloaded app, with twice the download volume of the app in second place in 2021. (Instagram).

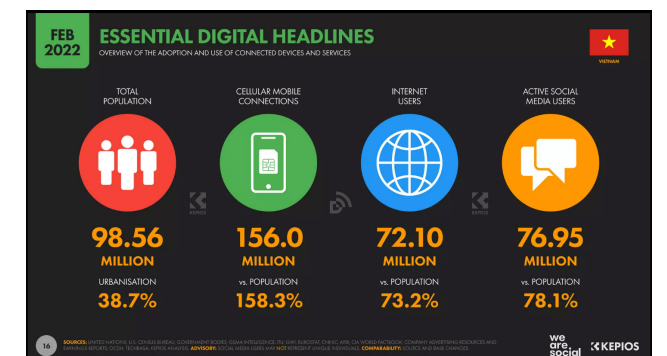


Figure 1.5.4.3.a: Essential Digital Headline

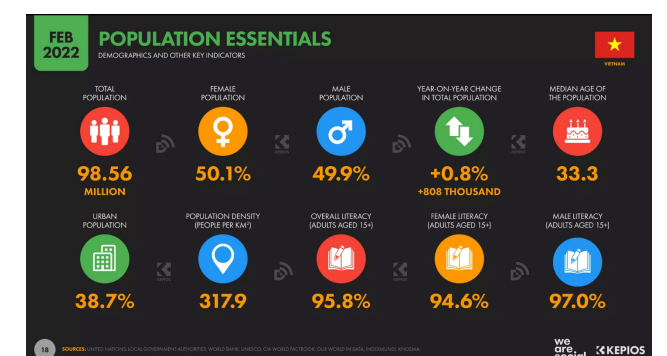


Figure 1.5.4.3.b: Population Essentials

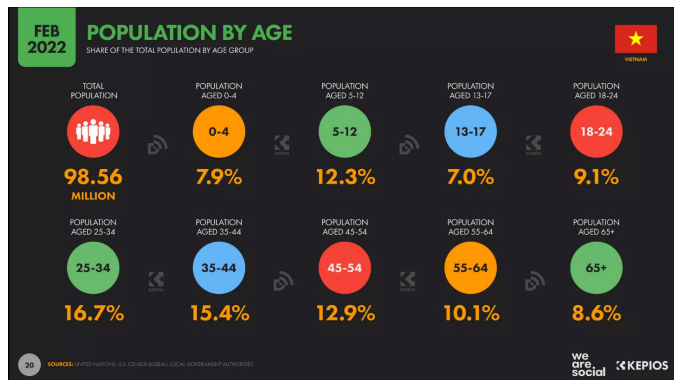


Figure 1.5.4.3.c: Population by age

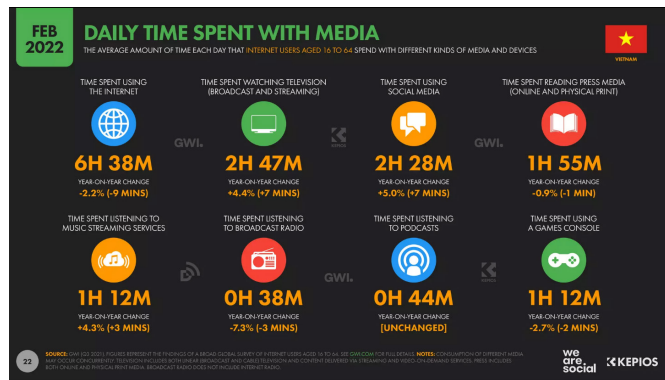
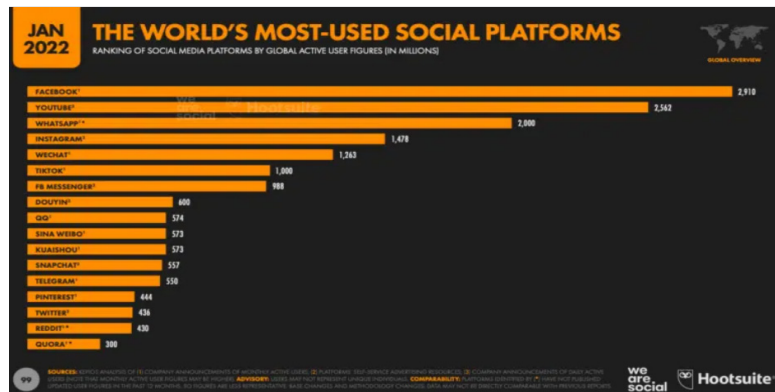


Figure 1.5.4.3.d: Daily time spent with media

Figure 1.5.4.3.e: The world's most-used social platforms



According to Hootsuite, TikTok will surpass 1 billion monthly active users (MAU) in the final months of 2021, becoming the 7th largest social network in the world by number of subscribers. TikTok is the top app in terms of downloads in 2020 and 2021, with TikTok's downloads more than double the app in second place in 2021.

As a result of Hootsuite, TikTok's user base skews females. TikTok's global user base is 57% female. This ratio jumps to 61% among TikTok users in the United States. TikTok is by far the most engaging social networking app.

The social media app that is arguably the hottest is Tiktok, with an average user session of 10.85 minutes. This is double that of the second best app, Pinterest, which has an average duration of 5.06 minutes. It was also three times longer than the average Instagram session, at 2.95 minutes.

TikTok advertising reaches 17.9% of all internet users aged 18 and up, or 884.9 million individuals, or 15.9% of the global population over 18.

TikTok has the most significant reach among Gen Z users, reaching 25% of females aged 18-24 and 17.9% of males. Distance varies by country: in the United States, a TikTok ad can get 50.3% of adults or 130,962,500 people.

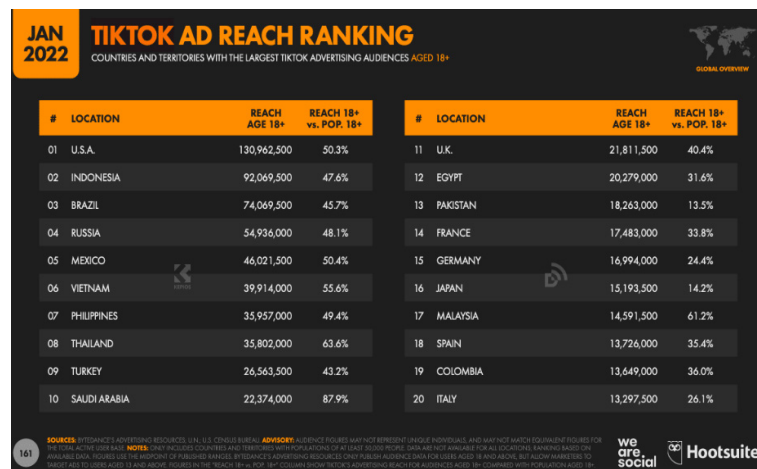


Figure 1.5.4.3.f: Tiktok ad reach ranking

Similarly, Youtube and Tik Tok performed well as the top two and three social channels most utilized by Vietnamese GenZ in 2021 (Leading active social media applications among internet users in Vietnam as of the second quarter of 2021, by generation) (Statista, 2021)

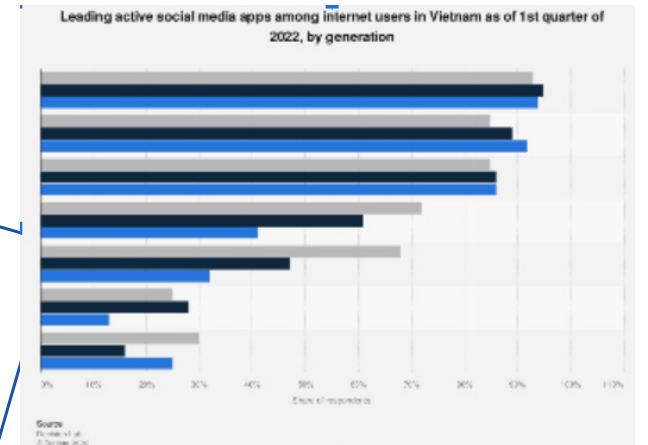


Figure 1.5.4.3.g: Leading active social media apps among internet users in Viet Nam as of 1st quarter of 2022, by generation

According to Decision Lab's latest Connected Consumer Report in Vietnam, Generation Z mobile users have the most differentiated attention of any age group online. When asked how many social media apps they used in the fourth quarter of 2020, more than two-thirds said they used four or more. This compares to 54% of Gen Y (24-39 years old) and 42% of Gen X users (40-60 years old).

The digital native generation, Gen Z, is omnipresent. For two-thirds of them, their attention is divided among 4 or more social media platforms

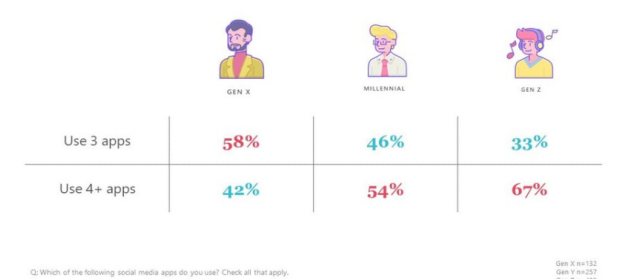


Figure 1.5.4.3.h: Which of the following social media apps do you use?

Facebook is still the most popular app in the country, followed by Zalo, YouTube, and Instagram. TikTok, launched locally in mid-2019, has grown from 20% starting in 2020 to an overall penetration of 37% by year's end, as most people spend more time at home.

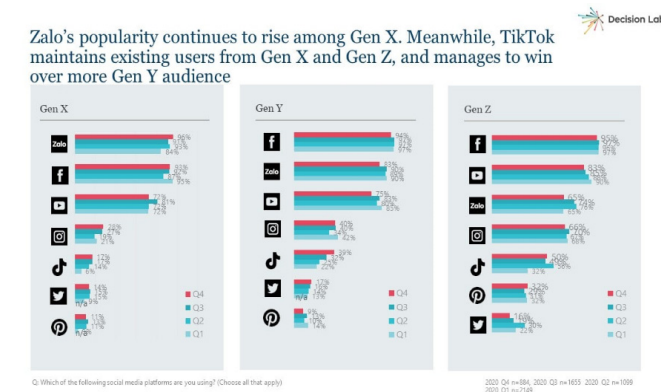


Figure 1.5.4.3.i: Which of the following social media platforms are you using?

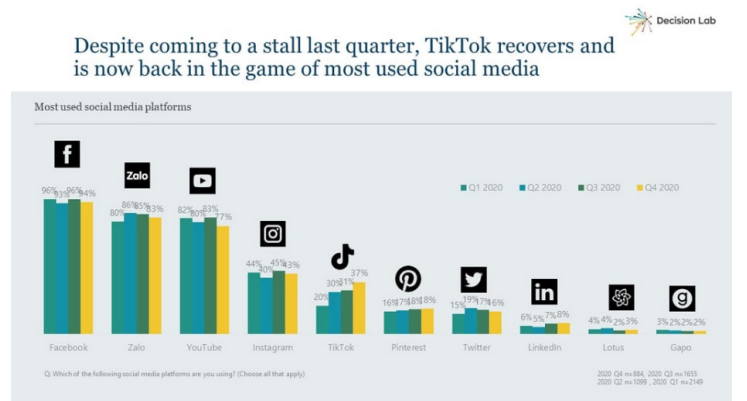


Figure 1.5.4.3.j: Which of the following social media platforms are you using?

LacViet Intech's primary target audience is the GenZ generation, and statistics show that Facebook and Tiktok platforms are the two most likely to reach this customer file.

Figure 1.5.4.3.k: Which apps do you ever have the intention to quit?

Gen Z's attention is divided by many apps. They use and try a lot of apps, but they are also more likely to drop those.

Gen Z remains loyal to YouTube, as only 3% claimed that they wanted to quit the platform.

Meanwhile, TikTok is strengthening its position alongside Facebook, Zalo, and Instagram.



CHAPTER II

- I. COMMUNICATION SITUATION ANALYSIS
- II. COMMUNICATION GOALS AND OBJECTIVES
- III. SEGMENTATION AND TARGETING
- IV. PLAN
- V. COMMUNICATION CHANNEL
- VI. KEY ACTIVITIES
- VII. RISK MANAGEMENT

In the dental sector, the fourth quarter is always a time when we focus primarily on communication because people go to the beauty salon when it's almost Tet holiday.

We have examined the company's strengths, shortcomings, and communication errors that must be overcome to come up with a strategy to run next in this fourth quarter using the theories we have learned in the limited time we have, as previously stated.

CONCLUSION CHAPTER I

We began the study process with a secondary research method to better grasp the project's media scenario and outline the event's overall communication tactics.

We researched the following issues to use communication platforms on the Internet to produce effects and share information and photos of Lac Viet Intech with potential customers:

Content TikTok, Facebook

Mini-game “Tron ven nhung nu cuoi”

Video viral “Tron ven nhung nu cuoi” on TikTok

Event:

Discussion - Advantages Of Implant Technology Safe-Tech Technology

Community Health Day 2022

I COMMUNICATION SITUATION ANALYSIS

From the beginning of our communication plan rework to the end of our project, our team employs a communication scenario analysis, assessing both internal and external factors.

PLAN OVERVIEW

GOALS

- Increase brand awareness
- Increase brand reputation
- Reach new customers
- Increase brand love

TARGET AUDIENCE

- People who have braces
- People who are in need of braces

BIG IDEA

“Trộn vụn những nụ cười”

KEY MESSAGE

Your smile is the most beautiful. Rearrange both health and appearance.

CHANNEL

- Facebook
- Tiktok

KEY ACTIVITIES

- Content TikTok, Facebook
- Mini-game “Trộn vụn những nụ cười”
- Video viral “Trộn vụn những nụ cười” on TikTok
- Event:
 - Discussion - Advantages Of Implant Technology Safe-Tech Technology
 - Community Health Day 2022



II COMMUNICATION GOALS AND OBJECTIVES

01 Goal

02 S.M.A.R.T Objective

LONG-TERM GOALS

- Increase brand awareness for LacViet Intech Dental.
- They are building a prestigious dental brand image, leading in quality at an affordable price, where customers enjoy services of international standards with modern treatment methods.
- Increase the level of brand love for the brand.

01. GOAL

SHORT-TERM GOALS

- Attract customers to join the group “Hội niềng răng a-z.”
- Effectively promote two communication channels: Facebook, and Tiktok of LacViet Intech dentistry, creating a premise for a communication campaign.
- Build stronger relationships with dental customers.
- Create communities to share helpful knowledge related to orthodontic braces.
- Reach new customers.

➤ All goals are interdependent and supportive of each other. Short-term goals will contribute to achieving long-term goals—they can serve as the basis for upcoming communication activities. As mentioned above, LacViet Intech uses online communication channels so that the activities can reach a wide range of customers, thereby enhancing the value and increasing the brand's love

02. S.M.A.R.T OBJECTIVE

- Facebook reach: The number of people who join the group, do they interact and post?
- Organic reach: Total number of users who see your post on their wall because they liked and followed the fan page.
- New page likes: Number of new like of fan page.
- Referral traffic: These are website visits generated from other pages, pages that you have backlinks to, and users who click on that link to visit your website. These backlinks are called referring pages.
- Viral reach: Total number of people who see your post by interacting
- New Group members: Number of new members of the group
- Tiktok traffic:
 - Video views, video likes
 - Profile Views

a. SPECIFIC

About Facebook: From September 10 to December 10, an increase of 10% compared to the previous quarter
Do group participants interact and post?
Organic reach: Total number of users who see your post on their wall and Total number of users who liked and followed the fan page.
New page likes: Number of new like of fan page
About TikTok: From September 10 to December 10, an increase of 20% compared to the previous quarter
Video views, video likes
Profile Views

Social media platform

TIKTOK

TikTok	Follow	Views	Reactions /Likes	Comments	Shares	View Profile
LacViet Intech	800.000	15.000.000	150.000	2500	1000	150.000
Niềng răng A-Z	7.000	100.000	7.000	250	150	5000

Table 2.2.2.a.1: Reach of Tiktok

Mini game 20/10 “ Mieng dep rang xinh, rinh ngay qua bu”

Social media platform	Views	Reactions/Likes	Comments	Shares
TikTok	10.000	2000	30	10

Table 2.2.2.a.2: Mini game 20/10 “ Mieng dep rang xinh, rinh ngay qua bu”

Video “ Trọn vẹn những nụ cười”

Social media platform	Views	Reactions/Likes	Comments	Shares
TikTok	20.000	2000	50	20

Table 2.2.2.a.3: Video “ Tron ven nhung nu cuoi”

FACEBOOK

Facebook	Likes	Follow	Reach	Traffic
LacViet Intech Dental	15.000	16.000	950.000	15.000
LacViet Intech Implant	4.000	3.000	1.000.000	5.000

Table 2.2.2.a.4: Reach of Facebook

Facebook: Group “ Nieng rang A-Z”
Group member: 10/9-10/12 - Join a group: 8.000
Total interact 10/9- 10/12: 15.000

b. Measurable

According to market analysis in the fourth quarter along with actual surveys,
About Facebook: an increase of 5% compared to the previous quarter
About TikTok: an increase of 15% compared to the previous quarter

c. Actionable

In the third quarter of Facebook and Tiktok, we applied the same communication campaigns as the fourth quarter, with data analysis measurement tools showing the percentage of users who like, interact, reach, and subscribe from LacViet Intech has increased by 10% compared to the last time.

d. Relevant

By post content to the Facebook and TikTok platforms to increase the number of Lac Viet Intech members, our social networking sites' traffic has increased dramatically, as has brand awareness and revenue. Attract many potential customers to learn about and use the service. Improve brand reputation while increasing revenue for dentistry

d. Time-Bound

From September 10 to December 10

III

SEGMENTATION & TARGETING

- 01 Segmentation
- 02 Target audience

01. SEGMENTATION

Market segmentation allows us to learn more about each target market member, such as what they have in common and how they differ. The market can be divided into segments based on demographics, geography, psychology, and behavior... For our purposes, we chose to segment the market primarily based on age and gender.

02. TARGET AUDIENCE

KEY DEFINITION

- Pain Point: The specific problems our customers are facing.
- Hobby: What customers are interested in.
- Touchpoint: The interactions between customers and businesses, such as activities, advertisements, videos, and images,... attract attention from customers.
- Communication channels usage behavior: Research on social media channels and networks that customers often use
- Demographic segmentation: Specific statistics about customers. These data may include personal information such as Age, Gender, Income, Education, Religion, and Family,...
- Geographical location: Geographical location, whereabouts, where the target audience lives

Four target audiences of our project are:

Group 1: People aged 15 to 35 who have or need braces

Group 2: Free Youngsters - This group comprises students aged 15 to 22 who live and study in Hanoi and enjoy freedom, discovery, and a modern lifestyle. They are of an age where they are concerned with their oral health and appearance. They are mainly the "golden age" of braces service.

Group 3: Young working women - these are women (aged 23 to 35) who live and work in Hanoi. They already have money, so they have the right to choose how they want to spend their time. Cosmetic dentistry is in high demand there.

Group 4: People aged 35 to 65

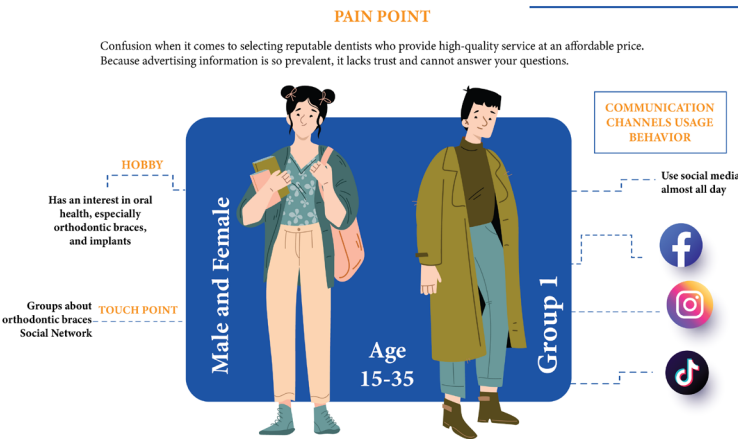
GEOGRAPHICAL LOCATION

City

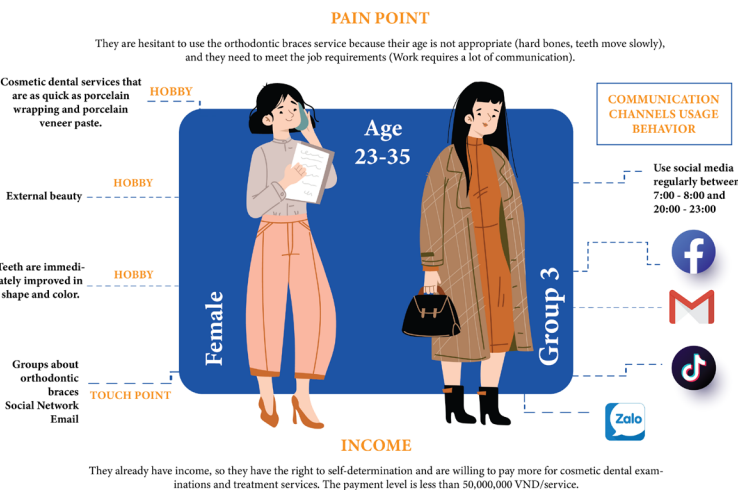
Ha Noi, Viet Nam

DEMOGRAPHIC

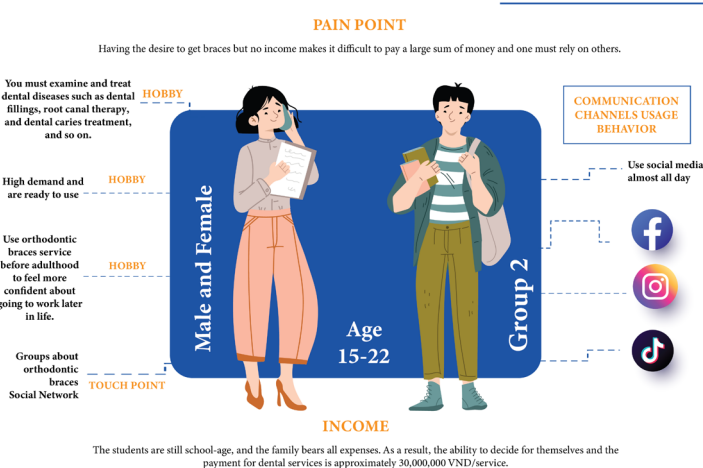
CUSTOMER PROFILE



CUSTOMER PROFILE



CUSTOMER PROFILE



CUSTOMER PROFILE

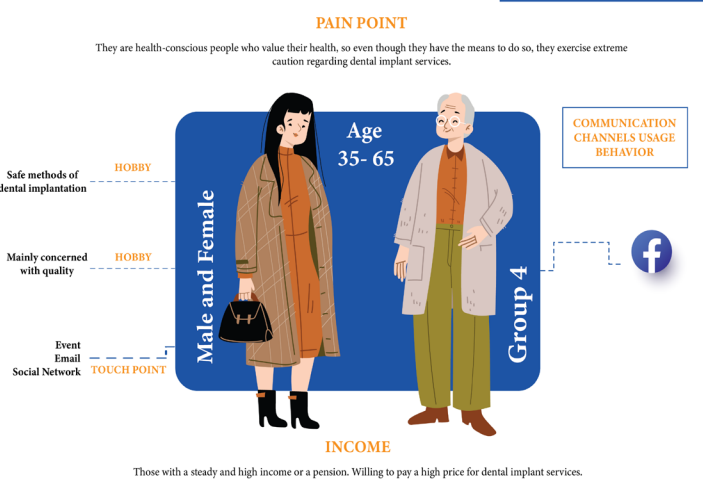


Figure 2.3.2: Target audiences

Mindset

- Desire to use dental services to treat dental diseases
- Cosmetology promotes good health and a confident appearance.
- A desire to be treated by good, well-known service doctors
- High quality at a reasonable cost
- Many family members and long-term customers are frequently consulted and influenced in making decisions.
- Students who prefer the form of installment payment can go to work and pay monthly, reducing the family's cost burden.
- Having many promotions and gifts, as well as saving as much money as possible

IV PLAN

01. BIG IDEA

“Trộn vện những nụ cười”
To help people see braces differently, to better understand oral health issues,
not just beauty.

02. KEY MESSAGE - HASHTAG

#Trộnvệnnhữngnụcười

I wish all Lac Viet Intech customers a beautiful smile. Completeness here refers to not only our outer beauty but also to our inner health. More than that, your smile is always the most beautiful, so keep a smile on your face.

03. KEY VISUAL

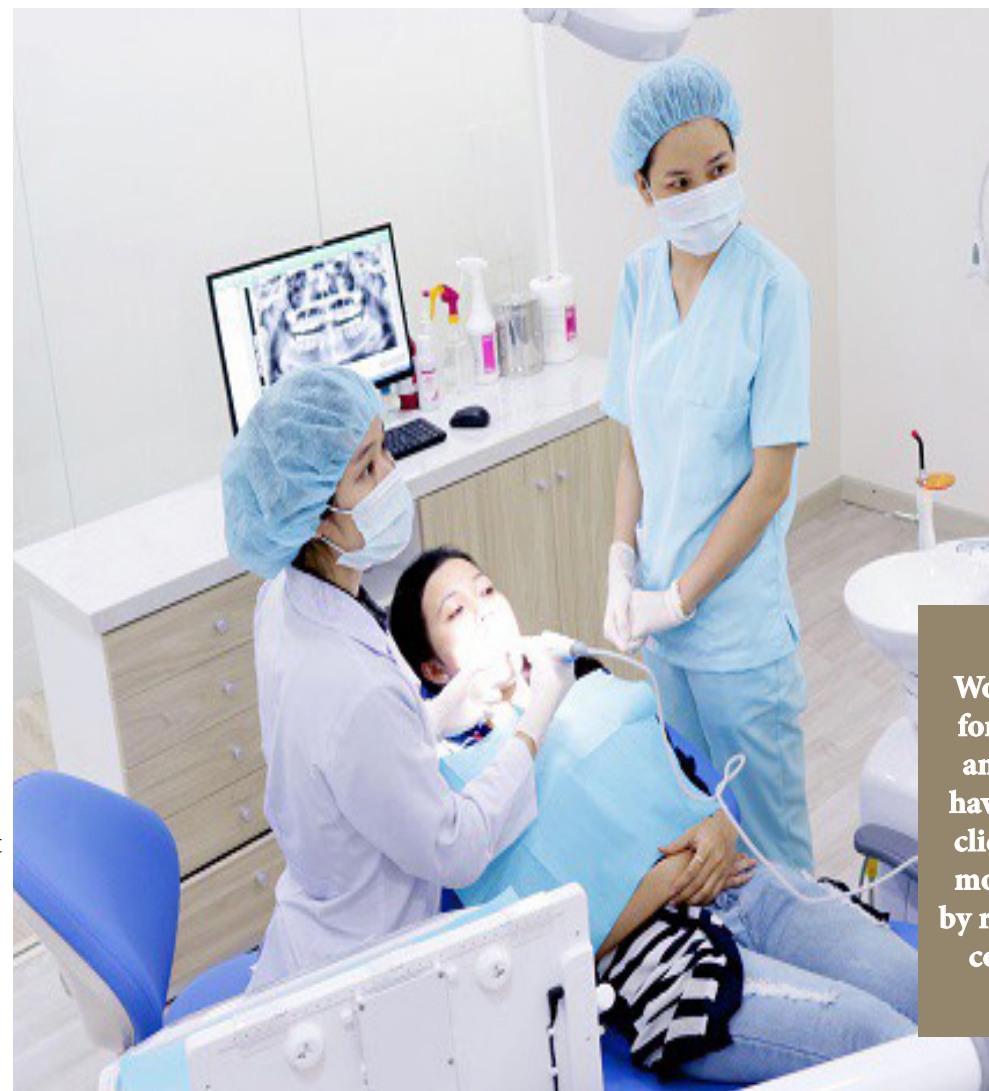
The familiar branding elements are shapes, colors, symbols, numbers, and letters. Color, on the other hand, is the most memorable factor. Color can boost brand recognition by up to 85%. Therefore, in this project, with the desire to combine to improve the brand identity of Lacviet Intech, all of our publications choose the primary colors of Lacviet Intech.

Color choice
#034eb4
#f9fcfc
#f69e02

04. TACTICS

Concentrate on creating content for various social media platforms, particularly Tiktok and Facebook fan pages.

- Maintain necessary knowledge about orthodontic braces, and share content in an easy-to-understand, enjoyable manner to quickly reach customers.
- Vibe conveys fun, humor, and knowledge.
- Plan minigames and seminars.



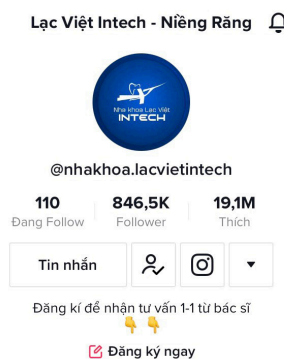
V COMMUNICATION CHANNEL

01. OWNED MEDIA: FACEBOOK, TIKTOK



In this communication campaign, the primary media channel is Tiktok. This is a potential platform that can reach a considerable number of users since, according to Lac Viet Intech

During this time, Facebook is a support channel for providing official information, offers, and customer experiences to raise brand recognition and reach out to potential customers.



02. PAID MEDIA

The program has shown videos about health and wellness on television and in newspapers.

Word-of-mouth:

Word of mouth is a free kind of advertising that is formed by the speaker's impressions, sentiments, and opinions. Word of mouth is vital since it can have a significant impact on both existing and new clients. Furthermore, it is evident in this case that most new clients are introduced to LacViet Intech by relatives and friends. Furthermore, the favorable consumer feedback indicates that the campaign positively impacted them.

COMMUNICATION CHANNEL

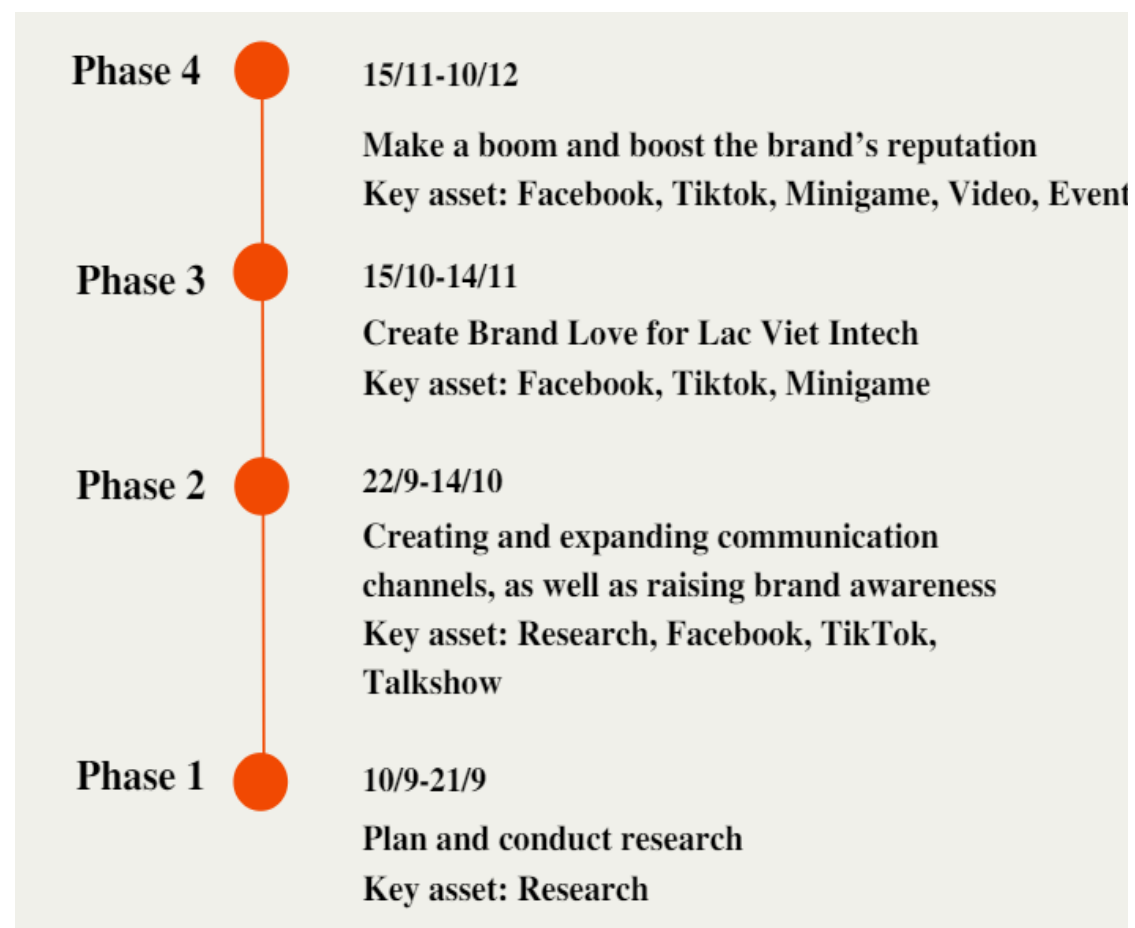


Figure 2.3.2: Target audiences

01. MEDIA PLAN

Table 2.6.1.a: Media plan Phase 1

MEDIA PLAN - PHASE 1: 10/09/2022 - 21/09/2022 - COMMUNICATION DEPARTMENT						
CATEGORIES	NO.	ACTIVITIES	DETAILS	MEDIA CHANNEL	REQUIREMENTS/ GOALS	TIMELINE
COMMUNICATION DEPARTMENT						
CORE MISSIONS	Objective: Research information about Lac Viet Intech dental clinic					
Research existing communication channels of Lac Viet Intech	1	Learn about Facebook	- Researching the channel's content and execution strategies - Channel engagement and reach - The third quarter's primary theme ideas	Facebook	- Analyze and evaluate the old content style, from which to develop new content direction	10/09 - 18/09
	2	Learn about Tiktok	- Researching the channel's content and execution strategies - Channel engagement and reach - The third quarter's primary theme ideas	Tiktok		
	3	Research content direction for new Tiktok channel	- Find out about Lac Viet's existing Tiktok channel - Plan content for videos	Tiktok		
Survey of the company's current activity and market research	1	Hanoi Market Research	- Join the Lac Viet Intech Marketing team to conduct customer surveys and collect data. - Subjects aged 15 to 35		- Get data for the fourth quarter communication	19/09 - 21/09

MEDIA PLAN - PHASE 2: 22/09/2022 - 14/10/2022 - COMMUNICATION DEPARTMENT				
NO.	ACTIVITIES	DETAILS	MEDIA CHANNEL	TIMELINE
COMMUNICATION DEPARTMENT				
Objective 1: Increase community member group " Hội niên răngA-Z " and increase brand recognition on the fan page Lac Viet Intech Dental - Dental Implant Hi-Tech And Lac Viet Intech Dental				
Objective 2: Continue to develop the Tiktok channel LacVietIntech_niengrang				
Objective 3: Build relationships and increase credibility with customers				
1	Create content, plan, and post on Facebook.	- Write scripts for: + Customer experiences (People's Artist Tran Nhung) + Dental knowledge + Customer feedback - Write scripts for: + Distribute the Lac Viet article Health and Life + Share photos from the discussion + Share your dental knowledge + Share Lac Viet news on HN1, VTV1 and other channels.	Facebook	22/09 - 30/09 01/10 - 15/10
2	Script and video editing LacVietIntech_niengrang	- Create scripts and consult with doctors - Establish a timeline, location, and props for filming - Create a master checklist control the progress and deadline of video production - Rate and measure the videos after they have been updated	Tiktok	22/09 - 15/10
	Create a Tiktok channel Braces A - Z	- Overall channel planning - Coordination of recording content production and uploading of the first videos - Conduct evaluation and measurement to improve		
3	Feedback customer services on channels	- Monitor and interact, respond to customer questions and comments on channels - Comment on the fan page - Comment on Tiktok	Facebook, Tiktok	22/09 - 15/10
4	Manage communication crisis	- Predict media crisis phase 2, including comment processing and public opinion orientation		
TALK SHOW "Ừ ĐIỂM CỦA CÔNG NGHỆ TRỒNG RĂNG IMPLANT SAFE-TECH"				
		- Meet with the Lac Viet Intech Marketing team to plan the event - Determine the event's location and directions		22/09
1	Before talk show	- Create a master checklist to keep track of the progress of items. - Extensive event planning: attendees, costs, MC, personnel, risks... - Create key visuals and associated publications.		22/09 - 27/09

		Media before the event in the newspaper		29/09
2	Talk show	- Work with the event production team to review and implement the program items following the original timeline. - Coordinating recording, video recording, and program activities - Taking group and individual photos for partners, guests, etc.		01/10
3	After talk show	- Create a video of the talk and upload it to YouTube."	Youtube	01/10
		- Write a press release about the seminar		
		- Create a Facebook PR post about the talk	Facebook	02/10
		- Analyze the comments to determine the effectiveness of the talk		01/10 - 03/10

Table 2.6.1.b: Media plan Phase 2

MEDIA PLAN - PHASE 3: 15/10/2022 - 14/11/2022 - COMMUNICATION DEPARTMENT					
CATEGORIES	NO.	ACTIVITIES	DETAILS	MEDIA CHANNEL	TIMELINE
COMMUNICATION DEPARTMENT					
CORE MISSIONS	Objective 1: Manage and produce content on media channels that follow the campaign's message				
	Objective 2: Continue to build and develop 2 Tiktok channels				
	Objective 3: Mini Game on Tiktok channel "Niềng răng A-Z" responded on October 20 and held an internal event				
	1		<ul style="list-style-type: none"> - Producing creative content reserves - Increase the actual images at Lac Viet Intech - Innovating contents and methods of monthly implementation: + Change the doctor appearing on the channel + Add new trend + Updated size styles on photos and short videos 	Facebook, Tiktok	15/10 - 14/11
	1	<ul style="list-style-type: none"> - Create excitement and develop a variety of content - Change the form of interaction to easily reach customers 	<ul style="list-style-type: none"> - Develop a plan and change the direction of content on Tiktok channel LacVietIntech_niengrang towards entertainment and fun - Continue to build and develop content on Tiktok channel "Niềng răng A-Z" - Set up timeline and posting time 	Tiktok	15/10 - 14/11
	2	Launch MiniGame	<ul style="list-style-type: none"> - Create a MiniGame with the theme “Miệng xinh, răng xinh, rinh ngay quà bự” - Write content to announce about MiniGame - Post how to play MiniGame - Announcement of winners 	Tiktok	20/10
		Customer Appreciation Promotion " Chung niềm vui khui quà tặng"	<ul style="list-style-type: none"> - Write content for promotional - Content creation and video production - Post promotions 	Facebook	15/10 - 22/10
	3	Feedback customer services on channels	- Conduct review of comments and improve content on channels	Facebook, Tiktok	15/10 - 14/11
	4	Manage communication crisis	- Monitor and handle negative comments		
Event	1	Internal celebration of October 20th	<ul style="list-style-type: none"> - Planning with Marketing Team to prepare for the event - Write a timeline for the event - Design key visuals and related publications 		16/10 - 18/10
			<ul style="list-style-type: none"> - Set up the party - Send invitations - Party organizing - Take group and individual photos 		19/10 - 20/10

Table 2.6.1.c: Media plan Phase 3

MEDIA PLAN - PHASE 4: 15/11/2022 - 10/12/2022 - COMMUNICATION DEPARTMENT				
NO.	ACTIVITIES	DETAILS	MEDIA CHANNEL	TIMELINE
COMMUNICATION DEPARTMENT				
Objective 1: Manage and produce content on media channels that follow the campaign's message				
Objective 2: Continue to build and develop 2 Tiktok channels				
Objective 3: Make A Boom with video and Mini Game series "Trộn vụn những nụ cười" on Tiktok channel "Niềng răng A-Z"				
1	Change content direction to increase organic engagement across channels	<ul style="list-style-type: none"> - Producing creative content reserves - Increase the actual images at Lac Viet Intech - Innovating contents and methods of monthly implementation: + Change the doctor appearing on the channel + Add new trend + Updated size styles on photos and short videos 	Facebook, Tiktok	15/11 - 10/12
		<ul style="list-style-type: none"> - Increase the actual images at Lac Viet Intech - Innovating contents and methods of monthly implementation: + Change the doctor appearing on the channel + Add new trend + Updated size styles on photos and short videos 	Facebook, Tiktok	
		<ul style="list-style-type: none"> - Develop a plan and change the direction of content on Tiktok channel LacVietIntech_niengrang towards entertainment and fun - Continue to build and develop content on Tiktok channel "Niềng răng A-Z" - Set up timeline and posting time 	Tiktok	
		<ul style="list-style-type: none"> - Building a Facebook script in the direction of sharing knowledge of videos about Implant and braces technology - Coordinate editing and production of customer experience videos - Set up timeline and posting time - Ensure production on schedule, quality images and content - Released on time 	Facebook	
2	Feedback customer services on channels	- Conduct review of comments and improve content on channels	Facebook, Tiktok	
3	Manage communication crisis	- Monitor and handle negative comments		
1	Event planning, event script	Coordinate with the Marketing team to conduct research and detailed work.	Offline	20/11-24/11
	Prepare materials for the event		Offline	25/11
	Set up, prepare to	During the festival, assist customers and doctors by inviting guests to the	Offline	26/11

	Prepare content	Post information after event	Facebook	27-29/11
1	Mini Game series "Trộn vụn những nụ cười"	<ul style="list-style-type: none"> - Make a plan with Marketing Team to prepare for the MiniGame series - Write a detailed script for the MiniGame series - Design key visuals and related publications 		15/11 - 20/11
		Produce videos and upload them to Tiktok		21/11 - 10/12
		- Conduct review of comments and publish MiniGame results		23/11 - 8/12
2	Viral clip spreads the message	<ul style="list-style-type: none"> - Write a detailed script for the viral clip - Make a master plan including time, place,... 		20/11 - 23/11
		Shooting and producing videos		25/11- 29/11
		Upload videos		30/11

Table 2.6.1.d: Media plan Phase 4

02. MEDIA-USED TIMELINE

a. Facebook Lac Viet Intech Dental Clinic-used Timeline

Facebook Lac Viet Intech Dental Clinic

LAC VIET INTECH			Project Start:	09/10/2022	9/5/2022	9/10/2022	9/19/2022	9/26/2022	10/3/2022	10/10/2022	10/17/2022	10/24/2022	10/31/2022	11/7/2022	11/14/2022	11/21/2022	11/28/2022	12/5/2022
Facebook Lac Viet Intech Dental Clinic			Display Week:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
TASK	ASSIGNED TO	PROGRESS	START	DAYS	END	M	T	W	T	F	S	S	M	T	W	T	F	S
Phase 1																		
Making plans for a Facebook	All team	100%	9/10/2022	2	9/11/2022													
Phase 3 content creation	All team	100%	9/12/2022	1	9/12/2022													
Phase 4 content creation	Nhung, Chi	100%	9/13/2022	2	9/14/2022													
Content-driven research	Trang, Linh	100%	9/15/2022	2	9/16/2022													
Time for setup and time for posting	All team	90%	9/17/2022	2	9/18/2022													
Examine the previous periods' comments.	All team	80%	9/19/2022	2	9/20/2022													
Content should be edited and improved.	All team	80%	9/21/2022	1	9/21/2022													
Phase 2																		
Create content, plan, and post on Facebook	All team	95%	9/22/2022	2	9/23/2022													
Write content to post on Facebook for phase 3	All team	95%	9/24/2022	2	9/25/2022													
Write content to post on Facebook for phase 4	All team	95%	9/26/2022	5	9/30/2022													
Set up timeline, posting time	All team	100%	10/1/2022	5	10/5/2022													
Help with image design	All team	100%	10/6/2022	2	10/7/2022													
Make a detailed script	All team	100%	10/8/2022	2	10/9/2022													
Make a detailed script	Trang, Linh	90%	10/10/2022	1	10/10/2022													
Make a detailed script	All team	100%	9/22/2022	4	9/25/2022													
Make a detailed script	Nhung, Chi	90%	10/11/2022	4	10/14/2022													
Phase 3																		
Set up timeline, posting time	Nhung, Chi	90%	10/15/2022	1	10/15/2022													
Livestream: Automatic Metal Braces Mounting - Begin Your Bracing Journey With Guy 2004	Nhung, Chi	90%	10/17/2022	1	10/17/2022													
Automatic Metal Brackets - New Generation Braces	Nhung, Chi	100%	10/17/2022	1	10/17/2022													
Improve Back Bite With X-Matrix Braces Technology	Nhung, Chi	90%	10/18/2022	1	10/18/2022													
Braces Hurt?	Nhung, Chi	100%	10/18/2022	1	10/18/2022													
Lac Viet Intech Dental Clinic Happy Vietnamese Women's Day October 20	Nhung, Chi	100%	10/20/2022	1	10/20/2022													
X-Matrix Technology Braces Remove Crooked And Protruding Teeth After 15 Months	Nhung, Chi	100%	10/20/2022	1	10/20/2022													
X-Matrix - New Generation Orthodontic Technology	Nhung, Chi	100%	10/22/2022	1	10/22/2022													
Livestream: Attaching Brackets - Customer Nguyen Thi Diem Ngoc	Nhung, Chi	95%	10/23/2022	1	10/23/2022													
X-Matrix Completely Removes Sparse - Protruding Teeth - Back Teeth After 18 Months	Nhung, Chi	95%	10/25/2022	1	10/25/2022													
Goodbye Protruding Teeth Thanks To X-Matrix Braces Technology	Nhung, Chi	90%	10/25/2022	1	10/25/2022													
Braces Change Smile, Face, Why Not?	Nhung, Chi	90%	10/26/2022	1	10/26/2022													
Livestream: Customer Nguyen Thi Thanh Hue	Nhung, Chi	100%	10/27/2022	1	10/27/2022													
Orthodontics With X-Matrix Braces Technology	Nhung, Chi	80%	10/29/2022	1	10/29/2022													
Livestream Remove Braces: Customer Le Thi Mai Anh	Nhung, Chi	100%	10/31/2022	1	10/31/2022													
Lac Viet Intech - Where Medical Ethics Puts First	Nhung, Chi	100%	10/31/2022	1	10/31/2022													
How Is Sparse Teeth Changing With X-Matrix Technology?	Nhung, Chi	90%	11/3/2022	1	11/3/2022													
How Is Sparse Teeth Changing With X-Matrix Technology?	Nhung, Chi	90%	11/8/2022	1	11/8/2022													
Lac Viet Intech Dental Clinic - Sustainable Cooperation With 3M Group	Nhung, Chi	90%	11/10/2022	1	11/10/2022													
Compare Braces With Ceramic Braces And Braces With Crystal Braces	Nhung, Chi	90%	11/11/2022	1	11/11/2022													
Lac Viet Intech Dental Clinic Meets Brand Representative 3M	Nhung, Chi	90%	11/14/2022	1	11/14/2022													
Phase 4																		
Comfortably Enjoy Delicious Food With Invisalign Braces	Nhung, Chi	90%	11/15/2022	1	11/15/2022													
Exclusive X-Matrix Technology - Preview Braces Results	Nhung, Chi	90%	11/18/2022	1	11/18/2022													
Why Can X-Matrix Technology Calculate Aesthetic Contours?	Nhung, Chi	100%	11/19/2022	1	11/19/2022													
X-Matrix Braces - Preview Results - Treatment With Peace Of Mind	Nhung, Chi	100%	11/20/2022	1	11/20/2022													
Baby Tran Quang Dung's Braces Journey	Nhung, Chi	100%	11/20/2022	1	11/20/2022													
Free Braces Result Preview Only Available At Lac Viet Intech Dental Clinic	Nhung, Chi	100%	11/21/2022	1	11/21/2022													
X-Matrix Braces - Confident With A Beautiful Smile	Nhung, Chi	100%	11/23/2022	1	11/23/2022													
Top 3 Most Dramatic Changes In Children's Braces In 2022	Nhung, Chi	100%	11/25/2022	1	11/25/2022													
Follow-up Visit Livestream: Meet Braces Customers	Nhung, Chi	100%	11/28/2022	1	11/28/2022													
Customer Nguyen Nguyen Linh Chi Refinement and Maintenance Livestream	Nhung, Chi	100%	11/28/2022	1	11/28/2022													
Lac Viet Intech Dental Clinic has made the following announcement:	Nhung, Chi	90%	11/29/2022	4	12/2/2022													
	Nhung, Chi	100%	12/3/2022	8	12/10/2022													

Table 2.6.2.a: Facebook Lac Viet Intech Dental Clinic-used Timeline

<https://docs.google.com/spreadsheets/d/1BBIkBHufXk5S4WTYJF8M7amDk5eLHLggrogR9Yet9sE/edit#gid=1921851237>

b. Facebook Lac Viet Intech Implant Dental Clinic-used Timeline

Facebook Lac Viet Intech Implant Dental Clinic

Master Plan

LAC VIET INTECH

Facebook Lac Viet Intech Implant Dental Clinic

TASK

Phase 1

Making plans for a Facebook

Phase 2.3 content creation

Phase 4 content creation

Content-driven research

Time for setup and time for posting

Examine the previous periods' comments.

Content should be edited and improved.

Phase 2

Set up timeline, posting time

The Joy of Doubled the Day of Perfect Teeth Installation of Nord Tran Nhung

10 Years Of Tooth Loss And The Journey To Implant All 2 Jaws

Get 10 Years Younger Thanks to Dental Implant Safe-Tech

The Consequences of Cheap Implants

Customers' Bright Smiles After More Than 10 Years Of Tooth Loss

Health & Life Newspaper: Subjectively With Common Oral Diseases, Many People Lose Their Teeth Early

Pictures from the Screenshot "Advantages of Safe-Tech Implant Technology"

[News - Hanoi] Who's Application In Implant

Advantages of American Implant Abutments

[Vtv1] Safe Tech Dental Implant Technology on National Television

Advantages of Neo Biotech Korean Implant

Dental Implant No Pain Choose Lac Viet Dental Intech

Customer Dao Khac Phuong Finds The Joy Of Life With Dental Implants

Dental Implant - Sharing Joy, Opening Meaningful Gifts

Advantages of Superline Implant Posts

Phase 2 Summary

Phase 3

Set up timeline, posting time

Summary of Korean Implant Posts

Dental Implants, Sharing Joy, Opening Meaningful Gifts

Get Dental Implants Today - Get Offers

Year of Tooth Loss And The Journey To Find A Happy Smile Of Actor Ngoc Tan

X-Matrix Technology Braces Remove Crooked and Protruding Teeth After 15 Months

Dental Implant Aesthetic, Fat Like Real Teeth

Get Dental Implants Today - Get Offers

Double Happiness On Teething Day Of Antid Ngoc Tan

Swollen Gums: Causes And Treatment Direction

Livestream Full Lower Teeth - Customer Nguyen Van Manh

All you need to know about High-Quality Biophilic Implants

Dental Implant Safe-Tech Technology Restores Lost Teeth Due to Complications Porcelain Bridges

1st Scientific Conference - Faculty of Odonto-Stomatology - Van Lang University and Nobel Biocare Day

6 Reasons to Choose Nobel Biocare Implants

Having Teeth Decay Should Porcelain Teeth Or Fillings?

Loss of Incisors - Dental Implant, Perfect Restoration

Advantages of Non Active Implant Treatment

Eat Well, Confidently Communicate Thanks to Dental Implants

Phase 3 Summary, Phase 4 Facebook Content Planning

Phase 4

Set up timeline, posting time

Standard Implant Doctor At Lac Viet Intech Dental Clinic

Dangerous Complications When Cheap Implants

Restoring Full Teeth With All On 4 Implants

Dental Implant - Consumption Of Old Age, Comfortable Eating

Crowded Weekend Afternoon At Lac Viet Intech Vinh Campus

From Now Until I Get Old I Don't Worry About Toothaches Anymore..

"Planting Implant Teeth Done Like Changing Your Life..."

Lac Viet Intech Dental Accompanying the Community Health Day 2022

Lac Viet Intech Dental Clinic organizes a Free Visit at the Event "Community Health Day 2022"

Lac Viet Intech Dental Clinic Free Visit, Consultation For Over 1000 Elderly Association Members

Complications of Porcelain Bridge How Are Dental Clinics Treated By Lac Viet Intech Dentist?

Implant Neck Treatment Technology

Lac Viet Intech And Many Meaningful Activities During Community Health Day 2022

Lac Viet Intech Dental Announcement

Looking back on Lac Viet intech's meaningful activities at the 2022 public health festival

Dental implants have given me strong teeth and a youthful face.

Lac Viet Intech Dental Clinic Conclusion

Table 2.6.2.b: Facebook Lac Viet Intech Implant Dental Clinic-used Timeline

<https://docs.google.com/spreadsheets/d/1BBIkBHufXk5S4WTYJF8M7amDk5eLHLggrogR9Yet9sE/edit#gid=914685957>

c. TikTok Lac Viet Intech- Nieng Rang-used Timeline

TikTok Lac Viet Intech- Nieng Rang

[illegible]

Table 2.6.2.c: TikTok Lac Viet Intech- Nieng Rang-used Timeline

<https://docs.google.com/spreadsheets/d/1BBIkBHufXk5S4WTYJF8M7amDk5eLHLggrogR9Yet9sE/edit#gid=685117563>

d. TikTok nieng rang a-z -used Timeline

TikTok nieng rang a-z

INTECH				Project Start: 09/10/2022		Display Week 1		9/10/2022							9/11/2022							9/12/2022							9/13/2022							9/14/2022							9/15/2022							9/16/2022							9/17/2022							9/18/2022							9/19/2022							9/20/2022							9/21/2022							9/22/2022							9/23/2022							9/24/2022							9/25/2022							9/26/2022							9/27/2022							9/28/2022							9/29/2022							9/30/2022							10/1/2022							10/2/2022							10/3/2022							10/4/2022							10/5/2022							10/6/2022							10/7/2022							10/8/2022							10/9/2022							10/10/2022							10/11/2022							10/12/2022							10/13/2022							10/14/2022							10/15/2022							10/16/2022							10/17/2022							10/18/2022							10/19/2022							10/20/2022							10/21/2022							10/22/2022							10/23/2022							10/24/2022							10/25/2022							10/26/2022							10/27/2022							10/28/2022							10/29/2022							10/30/2022							10/31/2022							11/1/2022							11/2/2022							11/3/2022							11/4/2022							11/5/2022							11/6/2022							11/7/2022							11/8/2022							11/9/2022							11/10/2022							11/11/2022							11/12/2022							11/13/2022							11/14/2022							11/15/2022							11/16/2022							11/17/2022							11/18/2022							11/19/2022							11/20/2022							11/21/2022							11/22/2022							11/23/2022							11/24/2022							11/25/2022							11/26/2022							11/27/2022							11/28/2022							11/29/2022							11/30/2022							12/1/2022							12/2/2022							12/3/2022							12/4/2022							12/5/2022							12/6/2022							12/7/2022							12/8/2022							12/9/2022							12/10/2022							12/11/2022							12/12/2022							12/13/2022							12/14/2022							12/15/2022							12/16/2022							12/17/2022							12/18/2022							12/19/2022							12/20/2022							12/21/2022							12/22/2022							12/23/2022							12/24/2022							12/25/2022							12/26/2022							12/27/2022							12/28/2022							12/29/2022							12/30/2022							12/31/2022							1/1/2023							1/2/2023							1/3/2023							1/4/2023							1/5/2023							1/6/2023							1/7/2023							1/8/2023							1/9/2023							1/10/2023							1/11/2023							1/12/2023							1/13/2023							1/14/2023							1/15/2023							1/16/2023							1/17/2023							1/18/2023							1/19/2023							1/20/2023							1/21/2023							1/22/2023							1/23/2023							1/24/2023							1/25/2023							1/26/2023							1/27/2023							1/28/2023							1/29/2023							1/30/2023							1/31/2023							2/1/2023							2/2/2023							2/3/2023							2/4/2023							2/5/2023							2/6/2023							2/7/2023							2/8/2023							2/9/2023							2/10/2023							2/11/2023							2/12/2023							2/13/2023							2/14/2023							2/15/2023							2/16/2023							2/17/2023							2/18/2023							2/19/2023							2/20/2023							2/21/2023							2/22/2023							2/23/2023							2/24/2023							2/25/2023							2/26/2023							2/27/2023							2/28/2023							2/29/2023							3/1/2023							3/2/2023							3/3/2023							3/4/2023							3/5/2023							3/6/2023							3/7/2023							3/8/2023							3/9/2023							3/10/2023							3/11/2023							3/12/2023							3/13/2023							3/14/2023							3/15/2023							3/16/2023							3/17/2023							3/18/2023							3/19/2023							3/20/2023							3/21/2023							3/22/2023							3/23/2023							3/24/2023							3/25/2023							3/26/2023							3/27/2023							3/28/2023							3/29/2023							3/30/2023							3/31/2023							4/1/2023							4/2/2023							4/3/2023							4/4/2023							4/5/2023							4/6/2023							4/7/2023							4/8/2023							4/9/2023							4/10/2023							4/11/2023							4/12/2023							4/13/2023							4/14/2023							4/15/2023							4/16/2023							4/17/2023							4/18/2023							4/19/2023							4/20/2023							4/21/2023							4/22/2023							4/23/2023							4/24/2023							4/25/2023							4/26/2023							4/27/2023							4/28/2023							4/29/2023							4/30/2023							5/1/2023							5/2/2023							5/3/2023							5/4/2023							5/5/2023							5/6/2023							5/7/2023							5/8/2023							5/9/2023							5/10/2023							5/11/2023							5/12/2023							5/13/2023							5/14/2023							5/15/2023							5/16/2023							5/17/2023							5/18/2023							5/19/2023							5/20/2023							5/21/2023							5/22/2023							5/23/2023							5/24/2023							5/25/2023							5/26/2023							5/27/2023							5/28/2023							5/29/2023							5/30/2023							5/31/2023							6/1/2023							6/2/2023							6/3/2023							6/4/2023							6/5/2023							6/6/2023							6/7/2023							6/8/2023							6/9/2023							6/10/2023							6/11/2023							6/12/2023							6/13/2023							6/14/2023							6/15/2023							6/16/2023							6/17/2023							6/18/2023							6/19/2023							6/20/2023							6/21/2023							6/22/2023							6/23/2023							6/24/2023							6/25/2023							6/26/2023							6/27/2023							6/28/2023							6/29/2023							6/30/2023							7/1/2023							7/2/2023							7/3/2023							7/4/2023							7/5/2023							7/6/2023							7/7/2023							7/8/2023							7/9/2023							7/10/2023							7/11/2023							7/12/2023							7/13/2023							7/14/2023							7/15/2023							7/16/2023							7/17/2023							7/1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Table 2.6.2.d: TikTok nieng rang a-z -used Timeline

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03. MEDIA CONTENT PLAN

TIKTOK CONTENT PLAN						
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			MESSAGE	TOTAL	CONTENT	HOW TO PUT INTO ACTION
Phase 2 (22/09 - 14/10)	22/09 - 30/09					
	01/10 - 11/10					
	12/10 - 14/10	SHARE KNOWLEDGE	- New channel launched	3 video	Braces just for beauty?	- Start with the question: braces just to look beautiful? - Shared by KOL Tadashinnne
			- Share braces knowledge with everyone in a pleasant, accessible style.		Braces hurt?	- Rep comment from previous video - KOL answers questions
Phase 3 (15/10 - 14/11)	12/10 - 14/10	SHARE KNOWLEDGE & ENTERTAINMENT	- Increasing the channel's value, making it not merely an entertainment channel but also a motivating force for braces. - Maintain channel growth - Make the channel interesting and informative	9 Video	Sounds of pain	- Share sound when doing teeth - Expressive memes
					How do braces change people?	- Share pictures of famous beauties after braces
					MINI GAME	- MINI GAME: celebrates Vietnamese Women's Day October 20 " Mieng dep rang xinh tinh ngay qua bu"
	15/10 - 31/10	SHARE KNOWLEDGE & ENTERTAINMENT		9 Video	Message with the doctor (funny)	- Reply message about the pain of plugging in Vis
					You may already know:	- When braces will: - Video of people with braces eating must use scissors to cut
					How many potatoes do braces take?	- Share knowledge about prices from 40 to 150 million VND - Surprise meme
					Braces have helped the post-girls soar to the top.	- Share pictures of beauty queens
					Famous idols who used to have braces	- Share pictures of Kpop idols
					Looking at the tooth general	- Share 8 pictures of different tooth generals and their destinies
	01/11 - 14/11	ENTERTAINMENT	- Maintain channel growth - Make the channel interesting and informative	6 Video	When it comes to rhinoceros in Vis	- Share 2 comparison videos between imaginary and real Vis plug
					Methods of braces for rickkid society	- Braces with internal braces and advantages and disadvantages, price.
					Top 6 things parents need to know in mind when	- Share 6 things to note
					Send a message to those who are going to have	- Insert video with Vis showing the pain to the point of crying
					Share braces filter online	- KOL Tadashinnne tried the braces filter on TikTok
	15/11 - 10/12	ENTERTAINMENT	- Viral clip "Tron ven những nụ cười" - Mini game	11 video	Examine the previous periods' comments.	- KOL Tadashinnne show minigame - Viral Clip " Tron ven những nụ cười " - Share smile-inducing moments from behind the scenes.
					Tiktok trend "báo"	
					Mini game" Tron ven những nụ cười"	
					Mini game" Tron ven những nụ cười"	
					Someone has	
					Mini game" Tron ven những nụ cười"	
					Mini game" Tron ven những nụ cười"	
					Mini game" Tron ven những nụ cười"	
					Announcement of mini game awards	
					Viral video announcement clip	
					Video viral clip"	
					Tron ven những nụ cười"	

Table 2.6.3.a: Tiktok content plan

<https://docs.google.com/spreadsheets/d/1BBIkBHufXk5S4WTYJF8M7amDk5eLHLggrogR9Yet9sE/edit#gid=2083558895>

FACEBOOK CONTENT PLAN						
PHASE	TIME	CATEGORY	TARGET		TOPIC	
			MESSAGE	TOTAL	CONTENT	HOW TO PUT INTO ACTION
Phase 2 (22/09 - 14/10)	22/09 - 30/09					
	01/10 - 11/10					
	12/10 - 14/10					
Phase 3 (15/10 - 14/11)	15/10 - 14/11	SHARE KNOWLEDGE & CUSTOMER EXPERIENCE	- Increase channel value - Maintain the growth rate of the channel - Make the channel interesting and informative	21 post	Customer experience	- 1 customer per post - Discuss the procedure before and after braces. - Customer feedback following braces - Include customer videos/photos.
					Brackets being inserted and drawn live	- Stream the process of attaching brackets, orthodontics, and bracket removal in real-time.
					After removing the brackets, the quest to see customers' smiles began.	- A video depicting the customer's emotions before and after bracket removal. - Before and after removing brackets, write content about sharing.
					On October 20, Lac Viet Intech Dental Clinic salutes Vietnamese Women's Day.	- Lac Viet Intech expresses gratitude to all Vietnamese women. - Illustrations are included.
					The 13th Conference of the Asia-Pacific Orthodontic Society (APOC) in conjunction with the 55th Annual Meeting of the Korean Orthodontic Association (KAO) in 2022	- Share Lac Viet dentists' conference experiences with digital, AI, aligners, scanners, and so on.
					Sustainable Collaboration Between Lac Viet Intech Dental and the 3M Group	- Announcing Lac Viet and 3M Group's collaboration - Photographs of the two parties taken jointly that represent the two sides.
Phase 4 (15/11 - 10/12)	15/11 - 10/12	SHARE KNOWLEDGE & CUSTOMER EXPERIENCE	- Increase channel value - Maintain the growth rate of the channel - Make the channel interesting and informative	7 post	Customer experience	- Each post has one customer. - Describe the procedure for a dental implant before and after. - Customer feedback following teeth whitening - Include client videos/photos
					Braces results are exclusively previewed by X-Matrix technology.	- A statement regarding dental technology ownership
					Why can the aesthetic line be calculated using X-Matrix technology?	- Outstanding characteristics of the X-Matrix braces technology
					Respond to customer feedback	- A doctor is seen in a video responding to a patient's query.

Table 2.6.3.b: Facebook content plan

<https://docs.google.com/spreadsheets/d/1BBIkBHufXk5S4WTYJF8M7amDk5eLHLggrogR9Yet9sE/edit#gid=65699757>

VII RISK MANAGEMENT

- 01 The importance of risk management
- 02 Risk management methodology
- 03 Project risk classification and management

01. THE IMPORTANCE OF RISK MANAGEMENT

All initiatives have a particular risk of negative occurrences occurring, which can have severe repercussions. This probability can be broadly characterized as the project risk or the potential that some unforeseen event will jeopardize the project's success. If these risks are not addressed, they can escalate into crises, which are systemic episodes that cause broad tension within an organization.

Crises are perceptual because they might deviate from stakeholders' expectations of the organization's behavior and harm its brand. Concerns are perceptual because they might differ from stakeholders' expectations of the organization's behavior and damage its brand. The larger the project and the more stakeholders engaged, the more likely it is that something will go wrong. As a result, future communication crises must be closely watched and, if necessary, avoided to protect our essential stakeholders' reputations.

Another reason to be cautious about risk management is that risks can significantly impact project performance. The impact of a crisis differs from that of an incident in that, although an incident is a minor and local disruption, a problem can disrupt or influence an entire organization. This means that errors committed by any party involved in this project, whether it is the content generation, content publication, or content monitoring, can impact the entire project implementation, preventing the project from meeting its objectives on time. As a result, these procedural risks must also be considered for the project to run as smoothly as possible.



02. RISK MANAGEMENT METHODOLOGY

Our risk management strategy is based on W. Timothy Coombs' three-stage crisis management technique from his book "Ongoing Crisis Management: Planning, Managing, and Responding." According to this viewpoint, crisis management is a continuing process that must begin before a crisis occurs and continue long after the situation appears to be resolved. This extensive procedure ensures that a problem is adequately avoided in the first place, well mitigated if it persists, and its impact may be properly tracked following resolution. The following are the individual management steps of this approach:

Our risk management strategy is based on W. Timothy Coombs' three-stage crisis management technique from his book "Ongoing Crisis Management: Planning, Managing, and Responding." According to this viewpoint, crisis management is a continuing process that must begin before a crisis occurs and continue long after the situation appears to be resolved. This extensive procedure ensures that a problem is adequately avoided in the first place, well mitigated if it persists, and its impact may be properly tracked following resolution. The following are the individual management steps of this approach:

- Issue Detection and Classification: In this step, we thoroughly examined all aspects and activities within the project to predict and analyze any factors that could lead to a crisis. Among them was scanning for potential risks in human resource management, production scheduling, procedures, and other external elements. Following that, we split the risks into manageable groupings (Content Production Risks, Personnel Risks, Communication Risks, etc.) and assigned each a Priority rating ranging from High to Medium to Low. This Priority ranking was determined by the risk's likelihood of occurrence and the gravity of its impact. The higher the priority of the risk, the more attention we would pay to it during project implementation.
- Develop Reaction Plans: After identifying all of the potential hazards identified during issue detection and anticipating their possible development into crises, we devised specific reaction plans for each risk. These measures would be implemented if any of the dangers identified showed signs of becoming a crisis.
- Risks Monitoring: All issue detection phase aspects must be monitored closely and continuously. If a possible crisis is spotted, the team must be notified immediately to examine the situation and implement the necessary response plan.
- Create a Crisis Response System: Team members were assigned to various parts of the project and were in charge of detecting and notifying potential threats related to the project area. The team must constantly build risk response methods to ensure fast and efficient resolution of any recurring problems.

CRISIS RESPONSE

- Crisis Recognition and Communication: In the event of a crisis, our team must be able to identify the situation and assess the severity of the problem. Proper communication with the necessary internal stakeholders is also required to arrive at an agreeable solution and plan of action in response.
- Evaluation and Application of Reaction Plan: The team must first determine whether the prepared Reaction Plan applies to the situation and if so, make appropriate changes. Work on implementing the final Reaction Plan must then begin promptly to fix the problem.

- Crisis Resolution Evaluation: After an issue appears to have passed, our team must determine whether or not the crisis was genuinely resolved. This can be accomplished by checking in with impacted stakeholders to learn about their perspectives following the situation and monitoring the project's current progress toward its objectives.
- Revision and Adjustment: Once a crisis has been confirmed as resolved, our team must analyze the issue and discover the source of the problem inside the organization of our project. Following that, work must be done to ensure that the crisis risks are better monitored and that the same situation does not occur again, as well as to strengthen the team's Reaction Plan based on the crisis's experience.

POST-CRISIS EVALUATION

03. PROJECT RISK CLASSIFICATION AND MANAGEMENT

Risk	Description	Level	Solution
Production Progress	Weather difficulties can cause a film to be.	High	Follow the news to create an appropriate.
	Technical issues such as missing voice-off or incorrect footage.	High	Follow the implementation timeline to thoroughly review all sources and backups.
	Due to significant traffic, it has been pushed back.	Low	Accelerate the timeline Reduce the length of each screen and eliminate unneeded screens.
	The staff is unwell and not in good enough health to handle the workload.	Medium	Make a list of interns to contact.
Communication Crisis	Does not achieve the projected reach.	Medium	Determine a reasonable release date.
	Received many mixed and negative comments.	Medium	Monitor and handle negative comments.
Event crisis management	Weak Internet connection causes issues and disconnects in the middle of the event.	High	Prepare a backup Livestream source.
	Received many mixed and negative comments.	Medium	Monitor and handle negative comments.
	Copyright issues.	Medium	Request permission from the song's owner. Check to determine if it is copyrighted by putting it on a personal page. If so, the song must be modified to ensure the event's quality.
	Budget risks: shortfalls, incomplete records,...	High	The person in charge will have to keep a close eye on the situation.

Table 2.7.2: Risk management methodologies

Conclusion

We run the communication plan for the entire project in this section and determine the budget, expected costs, and people. We collaborated in this section and learned a lot about cooperation.

We thoroughly researched each item one by one in the preceding section, so when we began implementing the project, everything went quite well, and there were no significant issues.

All communication channels followed the original plan, and the results were far superior to those anticipated.

Chapter II

CHAPTER III: EXECUTION



We recognized an essential function in the precise planning of Communications over the last time. We have given the target, the target customer, and the task of developing and implementing appropriate communication channels based on the specified job. To accomplish the aim, we have devised strategies and tactics, budgeted for the project, and specified risk management that may arise throughout the task. The extensive communication planning step will help us stay to the strategy, limit risks, and effectively manage problems that may develop during the implementation process. Construction is the stage in which we put our plan into action.

This component of the report will detail our tasks, which sections like Production Schedule, Work Assignment, and Scheduling will represent.

I.MEDIA PRODUCTION

II. EVENT

III. TOTAL CAMPAIGN BUDGET

IV. HUMAN RESOURCES

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01 Facebook Nha Khoa Lạc Việt Intech

02 Facebook Nha Khoa Lạc Việt Intech - Trồng Răng Implant Công Nghệ Cao

03 Tiktok Lac Viet Intech Nieng Rang

04 Tiktok Nieng Rang A-Z

05 Estimated Cost

I. MEDIA PRODUCTION

01. FACEBOOK NHA KHOA LAC VIET INTECH

<https://docs.google.com/spreadsheets/d/1BBIkBHufXk5S4WTYJF8M7amDk5eLHLggrogR9Yet9sE/edit#gid=27448242>

Table 3.1.1.1: Production Schedule

Phase	Date	Title	Detailed article	Image	Video	Link
Phase 2 (22/09 - 14/10)	23/09/2022	The Joy of Doubled the Day of Perfect Teeth Installation of Nsrd Tran Nhung	Link 1	Link 1	Link 1	
	24/09/2022	10 Years Of Tooth Loss And The Journey To Implant All 2 Jaws	Link 2	Link 2	Link 2	
	24/09/2022	Get 10 Years Younger Thanks to Dental Implant Safe-Tech	Link 3	Link 3	Link 3	
	25/09/2022	The Consequences of Cheap Implants	Link 4	Link 4	Link 4	
	29/09/2022	Customers' Bright Smiles After More Than 10 Years Of Tooth Loss	Link 5	Link 5	Link 5	
	2/10/2022	Health & Life Newspaper: Subjectively With Common Oral Diseases, Many People Lose Their Teeth Early	Link 6	Link 6	Link 6	Link 6
		Pictures from the Seminar "Advantages of Safe-Tech Implant Technology"	Link 7	Link 7	Link 7	
	3/10/2022	[News - Hanoitv] Who's Application In Implant	Link 8	Link 8	Link 8	
		Advantages of American Implant Abutments	Link 9	Link 9	Link 9	
	4/10/2022	[Vtv1] Safe Tech Dental Implant Technology on National Televisson	Link 10	Link 10	Link 10	
	7/10/2022	Advantages of Neo Biotech Korean Implant	Link 11	Link 11	Link 11	
	8/10/2022	Dental Implant No Pain Choose Lac Viet Dental Intech	Link 12	Link 12	Link 12	
		Customer Dao Khac Phuong Finds The Joy Of Life With Dental Implants	Link 13	Link 13	Link 13	
	9/10/2022	Dental Implant - Sharing Joy, Opening Meaningful Gifts	Link 14	Link 14	Link 14	
	13/10/2022	Advantages of Superline Implant Posts	Link 15	Link 14	Link 15	
	16/10/2022	Summary of Korean Implant Posts	Link 16	Link 16	Link 16	
	18/10/2022	Dental Implants, Sharing Joy, Opening Meaningful Gifts	Link 17	Link 17	Link 17	
	19/10/2022	Get Dental Implants Today - Get Offers	Link 18	Link 18	Link 18	
	20/10/2022	Year of Tooth Loss And The Journey To Find A Happy Smile Of Actor Ngoc Tan	Link 19	Link 19	Link 19	
		X-Matrix Technology Braces Remove Crooked and Protruding Teeth After 15 Months				
Phase 3 (15/10 - 14/11)		Dental Implant Aesthetic, Eat Like Real Teeth	Link 20	Link 20	Link 20	
		Get Dental Implants Today - Get Offers	Link 21	Link 21	Link 21	
	21/10/2022	Double Happiness On Teething Day Of Artist Ngoc Tan	Link 22	Link 22	Link 22	
	24/10/2022	Swollen Gums: Causes And Treatment Direction	Link 23	Link 23	Link 23	
		Livestream Full Lower Teeth - Customer Nguyen Van Manh	Link 24	Link 24	Link 24	
	25/10/2022	All you need to know about High-Quality Biophilic Implants	Link 25	Link 25	Link 25	
		Dental Implant Safe-Tech Technology Restores Lost Teeth Due to Complications Porcelain Bridges	Link 26	Link 26	Link 26	
	27/10/2022	1st Scientific Conference - Faculty of Odonto-Stomatology - Van Lang University and Nobel Biocare Day	Link 27	Link 27	Link 27	
	28/10/2022	6 Reasons to Choose Nobel Biocare Implants	Link 28	Link 28	Link 28	
		Having Tooth Decay Should Porcelain Teeth Or Fillings?	Link 29	Link 29	Link 29	
	29/10/2022	Loss of Incisors – Dental Implant, Perfect Restoration	Link 30	Link 30	Link 30	
	31/10/2022	Advantages of Neo Active Implant Treatment	Link 31	Link 31	Link 31	
		Eat Well, Confidently Communicate Thanks to Dental Implants	Link 32	Link 32	Link 32	
	16/11/2022	Standard Implant Doctor At Lac Viet Intech Dental Clinic	Link 33	Link 33	Link 33	
Phase 4 (15/11 - 10/12)	17/11/2022	Dangerous Complications When Cheap Implants	Link 34	Link 34	Link 34	
	18/11/2022	Restoring Full Teeth With All On 4 Implants	Link 35	Link 35	Link 35	
	20/11/2022	Dental Implant - Consummation Of Old Age, Comfortable Eating	Link 36	Link 36	Link 36	
		Crowded Weekend Afternoon At Lac Viet Intech Vinh Campus	Link 37	Link 37	Link 37	
	24/11/2022	From Now Until I Get Old I Don't Worry About Toothaches Anymore...	Link 38	Link 38	Link 38	
		"Planting Implant Teeth Done Like Changing Your Life..."	Link 39	Link 39	Link 39	
	26/11/2022	Lac Viet Intech Dental Accompanying the Community Health Day 2022	Link 40	Link 40	Link 40	
		Lac Viet Intech Dental Clinic organizes a Free Visit at the Event "Community Health Day 2022"	Link 41	Link 41	Link 41	Link 41
		Lac Viet Intech Dental Clinic Free Visit, Consultation For Over 1000 Elderly Association Members	Link 42	Link 42	Link 42	Link 42
	27/11/2022	Complications of Porcelain Bridge How Are Dental Clinics Treated By Lac Viet Intech Dentist?	Link 43	Link 43	Link 43	
		Implant Neck Treatment Technology	Link 44	Link 44	Link 44	
		Lac Viet Intech And Many Meaningful Activities During Community Health Day 2022	Link 45	Link 45	Link 45	
	29/11/2022	Lac Viet Intech Dental Announcement	Link 46	Link 46	Link 46	
	2/12/2022	Looking back on Lac Viet intech's meaningful activities at the 2022 public health festival	Link 47	Link 47	Link 47	Link 47
	4/12/2022	Dental implants have given me strong teeth and a youthful face.	Link 48	Link 48	Link 48	Link 48

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10 NĂM MẮT RĂNG VÀ HÀNH TRÌNH TRỒNG IMPLANT TOÀN 2 HÀM

Mắt răng toàn 2 hàm hơn 10 năm nay khiến cuộc sống của chú Nguyễn Văn Toàn trở nên vất vả hơn bao giờ hết. Mắt răng ảnh hưởng đến bữa ăn, giấc ngủ, những cơn đau tưởng chừng như thốc lên tận não khiến chú đau đầu tìm kiếm một giải pháp hiệu quả, lâu dài.

Đến với nha khoa Lạc Việt Intech, sau khi thăm khám, bác sĩ đã đưa kế hoạch cho chú Toàn là cấy ghép Implant toàn 2 hàm bằng kỹ thuật phục hình All-on-4. Đồng thời, kết hợp công nghệ Safe Tech để hạn chế đau trong và sau cấy ghép.

Cho đến hiện tại, sau 10 ngày với 3 lần hẹn, chú Nguyễn Văn Toàn đã hoàn thiện lắp hàm tạm. Sau hơn 2 tháng nữa, chú sẽ quay trở lại nha khoa để lắp răng sứ hoàn thiện, kết thúc quá trình làm.

👉 Mời cô/chú/anh/chị và các bạn cùng nhìn lại những hành trình trồng răng implant của chú Nguyễn Văn Toàn qua thước phim dưới đây!

----- ❖❖❖ -----

NHA KHOA LẠC VIỆT INTECH - DẪN ĐẦU CHẤT LƯỢNG ĐIỀU TRỊ

Website: <https://lacvietintech.com/>

- Trụ sở Vinh: Số 22 Cao Thắng, P. Hồng Sơn, TP Vinh, Nghệ An

– Trụ sở Hải Phòng: Số 107 Tô Hiệu, Lê Chân, TP Hải Phòng

Hotline: 097.106.6726 - 19006421

#implant #trongrangimplant #cayghepimplant #nhakhoalacviet #lacvietintech #nhakhoaytin

NIỀM VUI NHÂN ĐÔI NGÀY LẮP RĂNG HOÀN THIỆN CỦA NSND TRẦN NHƯỠNG

Hơn 2 tháng trôi qua, hôm nay NSND Trần Nhượng không giấu được cảm xúc phấn khởi khi được lắp răng Implant hoàn thiện.

Với hàm răng mới này, NSND Trần Nhượng có thể thoải mái ăn nhai, giao tiếp và trọn vẹn hơn với nhiều vai diễn công diễn cho công chúng.

Cùng nhìn lại những hình ảnh trong quá trình lắp của nghệ sĩ Trần Nhượng được thực hiện bởi đội ngũ bác sĩ Nha khoa Lạc Việt Intech.

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Hotline: 097.106.6726 - 19006421

#implant #trongrangimplant #cayghepimplant #nhakhoalacviet #lacvietintech #nhakhoaytin

LINK 1

02. FACEBOOK NHA KHOA LAC VIET INTECH - TRONG RANG IMPLANT CÔNG NGHE CAO

Table 3.1.2: Master plan FACEBOOK NHA KHOA LAC VIET INTECH - TRONG RANG IMPLANT CÔNG NGHE CAO

Phase	Date	Title	Detailed article	Image	Video	Link
Phase 2 (22/09 - 14/10)	23/09/2022	The Joy of Doubled the Day of Perfect Teeth Installation of Nsmd Tran Nhung	Link 1	Link 1	Link 1	
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	17/11/2022	Restoring Full Teeth With All On 4 Implants	Link 35	Link 35	Link 35	
Phase 4 (15/11 - 10/12)	20/11/2022	Dental Implant - Consumption Of Old Age, Comfortable Eating	Link 36	Link 36	Link 36	
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		Lac Viet Intech Dental Clinic organizes a Free Visit at the Event "Community Health Day 2022"	Link 41	Link 41	Link 41	
		Lac Viet Intech Dental Clinic Free Visit, Consultation For Over 1000 Elderly Association Members	Link 42	Link 42	Link 42	
		Complications of Porcelain Bridge How Are Dental Clinics Treated By Lac Viet Intech Dentist?	Link 43	Link 43	Link 43	
	27/11/2022	Implant Neck Treatment Technology	Link 44	Link 44	Link 44	

	Lac Viet Intech And Many Meaningful Activities During Community Health Day 2022	Link 45	Link 45	Link 45	
29/11/2022	Lac Viet Intech Dental Announcement	Link 46	Link 46	Link 46	
2/12/2022	Looking back on Lac Viet intech's meaningful activities at the 2022 public health festival	Link 47	Link 47	Link 47	Link 47
4/12/2022	Dental implants have given me strong teeth and a youthful face.	Link 48	Link 48	Link 48	Link 48

03. TIKTOK LAC VIET INTECH NIENG RANG

Table 3.1.3: Master plan TIKTOK LAC VIET INTECH NIENG RANG

DATE	POSTING STATUS	MAIN MEDIA	SCRIPT LINK	THE SCRIP	CAMERAMEN	VIDEO LINK	COMMENT
22/09/2022	Posted	▼	What foods are safe for braces?	Link 1	Linh, Trang	Team Media	Video 1
24/09/2022	Posted	▼	What should I do if I have a tooth like this?	Link 2	Linh, Trang	Team Media	Video 2
26/09/2022	Posted	▼	What equipment is this?	Link 3	Linh, Trang	Team Media	Video 3
29/09/2022	Posted	▼	What will happen if you don't clean your teeth properly?	Link 4	Linh, Trang	Team Media	Video 4
30/09/2022	Posted	▼	Wearing herbst jaw can eat what food?	Link 5	Linh, Trang	Team Media	Video 5

DATE	POSTING STATUS	MAIN MEDIA	SCRIPT LINK	THE SCRIP	CAMERAMEN	VIDEO LINK	COMMENT	
02/10/2022	Posted	▼	What foods are safe for braces?	Link 1	Linh, Trang	Team Media	Video 1	
04/10/2022	Posted	▼	Braces cause tooth loss?	Link 2	Linh, Trang	Team Media	Video 2	
08/10/2022	Posted	▼	How does eating Akiko stick snacks affect braces?	Link 3	Linh, Trang	Team Media	Video 3	
10/10/2022	Posted	▼	How does the braces installation process work?	Link 4	Linh, Trang	Team Media	Video 4	
14/10/2022	Posted	▼	What will happen if you put alcohol in the retainer?	Link 5	Linh, Trang	Team Media	Video 5	
16/10/2022	Posted	▼	Accidentally trusted brackets but the consequences are unpredictable	Link 6	Linh, Trang	Team Media	Video 6	
18/10/2022	Posted	▼	Potential causes of tooth decay	Link 7	Linh, Trang	Team Media	Video 7	
20/10/2022	Posted	▼	What is the process of pulling teeth that are misaligned?	Link 8	Linh, Trang	Team Media	Video 8	
22/10/2022	Posted	▼	Team likes to eat corn but has braces, take note	Link 9	Linh, Trang	Team Media	Video 9	
24/10/2022	Posted	▼	Can missing teeth be fixed with braces?	Link 10	Linh, Trang	Team Media	Video 10	
26/10/2022	Posted	▼	What foods are safe for braces?	Link 11	Linh, Trang	Team Media	Video 11	
28/10/2022	Posted	▼	Make trough maintainer by name	Link 12	Linh, Trang	Team Media	Video 12	

DATE	POSTING STATUS	MAIN MEDIA	SCRIPT LINK	THE SCRIP	CAMERAMEN	VIDEO LINK	COMMENT
1/11/2022	Posted	▼ How does eating Yubi Burger affect braces?	Link 1	Linh, Trang	Team Media	Video 1	
2/11/2022	Posted	▼ You can't do this when wearing clear braces	Link 2	Linh, Trang	Team Media	Video 2	
3/11/2022	Posted	▼ The feeling when you have braces	Link 3	Linh, Trang	Team Media	Video 3	
4/11/2022	Posted	▼ How harmful is tongue thrusting in braces?	Link 4	Linh, Trang	Team Media	Video 4	
6/11/2022	Posted	▼ How miraculously changed braces?	Link 5	Linh, Trang	Team Media	Video 5	
8/11/2022	Posted	▼ What is the use of the attachment beads in invisalign braces?	Link 6	Linh, Trang	Team Media	Video 6	
9/11/2022	Posted	▼ What foods are safe for people with braces?	Link 7	Linh, Trang	Team Media	Video 7	
10/11/2022	Posted	▼ How to whiten teeth after braces?	Link 8	Linh, Trang	Team Media	Video 8	
11/11/2022	Posted	▼ The process of removing brackets in braces?	Link 9	Linh, Trang	Team Media	Video 9	

12/11/2022	Posted	▼	How do braces help me change?	Link 10	Linh, Trang	Team Media	Video 10	
12/11/2022	Posted	▼	The worst stage when braces and how to fix	Link 11	Linh, Trang	Team Media	Video 11	
13/11/2022	Posted	▼	What foods are safe for braces?	Link 12	Linh, Trang	Team Media	Video 12	
14/11/2022	Posted	▼	Braces when missing teeth to do?	Link 13	Linh, Trang	Team Media	Video 13	
15/11/2022	Posted	▼	Braces eat corn properly	Link 14	Linh, Trang	Team Media	Video 14	
16/11/2022	Posted	▼	Can 40 years old get braces?	Link 15	Linh, Trang	Team Media	Video 15	

18/11/2022	Posted	▼	Parents are unprepared for the protruding teeth that result from thumb sucking in children.	Link 17	Linh, Trang	Team Media	Video 17	
20/11/2022	Posted	▼	What foods are safe for people with braces?	Link 18	Linh, Trang	Team Media	Video 18	
20/11/2022	Posted	▼	How did Lac Viet intech aid my transformation?	Link 19	Linh, Trang	Team Media	Video 19	
21/11/2022	Posted	▼	Why not pull out misaligned teeth while wearing braces?	Link 20	Linh, Trang	Team Media	Video 20	

21/11/2022	Posted	▼	Why not pull out misaligned teeth while wearing braces?	Link 20	Linh, Trang	Team Media	Video 20	
21/11/2022	Posted	▼	Should Quang Linh Vlog have braces?	Link 21	Linh, Trang	Team Media	Video 21	
22/11/2022	Posted	▼	How did Lac Viet intech aid my transformation?	Link 22	Linh, Trang	Team Media	Video 22	
24/11/2022	Posted	▼	Is it effective to remove bad breath with hello kitty candy?	Link 23	Linh, Trang	Team Media	Video 23	
25/11/2022	Posted	▼	What are the effects of FACE MASK appliances in braces?	Link 24	Linh, Trang	Team Media	Video 24	
26/11/2022	Posted	▼	Eat fried chicken properly when braces	Link 25	Linh, Trang	Team Media	Video 25	
27/11/2022	Posted	▼	Making troughs to maintain the name MONO	Link 26	Linh, Trang	Team Media	Video 26	
27/11/2022	Posted	▼	How did Lac Viet intech aid my transformation?	Link 27	Linh, Trang	Team Media	Video 27	
28/11/2022	Posted	▼	Community support braces	Link 28	Linh, Trang	Team Media	Video 28	
29/11/2022	Posted	▼	Consequences of tongue thrust	Link 29	Linh, Trang	Team Media	Video 29	
30/11/2022	Posted	▼	Dental braces change lives	Link 30	Linh, Trang	Team Media	Video 30	

04. TIKTOK NIENG RANG A-Z

Phase	Post date	Posting status	Topic	Main idea	Script link	Sample link	The script	Cameraman	Deadline	Link video	Note
2nd week of October	12/10	Posted	▼	Draces just for beauty?	The functions of braces, cases where braces are needed	Link		Linh	Trang	11/10	Link 1
	14/10	Posted	▼	Braces hurt?	Rep cmt	Link		Linh	Trang	14/10	Link 2
	15/10	Posted	▼	Sounds of pain	The sound of dentistry	Link		Linh	Trang	14/10	Link 3
3rd week of October	17/10	Posted	▼	The power of braces	How do braces change people?	Link		Trang	Trang	13/10	Link 4
	18/10	Posted	▼	Introducing Minigames		Link		Linh	Trang	17/10	Link 5
	19/10	Posted	▼	MINIGAME		Link		Trang	Trang	18/10	Link 6
	22/10	Posted	▼	Message with the doctor (funny)		Link		Trang		21/10	Link 7
	23/10	Posted	▼	Minigame results		Link		Trang	Trang	22/10	Link 8
4th week of October	25/10	Posted	▼	Maybe you already know!	Funny video about braces: When you have braces, you have to chop food	Link		Linh		24/10	Link 9
	26/10	Posted	▼	How much do braces cost?		Link			Trang	25/10	Link 10
	28/10	Posted	▼	The beauty queens rose to the top thanks to braces		Link				27/10	Link 11
1st week of November	31/10	Posted	▼	Famous idols who used to have braces		Link		Linh	Trang	30/10	Link 12
	1/11	Posted	▼	Look at the general and predict the fate		Link	Link	Trang	Trang	31/10	Link 13
	3/11	Posted	▼	When talking about Vis plug-in	Funny funny video about visa plug	Link		Linh		2/11	Link 14
	4/11	Posted	▼	Braces like no braces?		Link		Linh		3/11	Link 15
	6/11	Posted	▼	What should parents watch out for when taking their kids to get braces?		Link		Trang	Trang	5/11	Link 16

2nd week of November	7/11	Posted	▼	Dear friends about to get braces	Everybody has to pull their teeth out Attach a funny video about tooth extraction	Link		Linh		6/11	Link 17
	11/11	Posted	▼	Filler braces	Funny video about braces	Link		Linh	Trang	10/11	Link 18
	17/11	Posted	▼	BÁOỒỒ	Catch the trend Báo...	Link		Linh		16/11	Link 19
	18/11	Posted	▼	MINIGAME		Link		Linh	Trang	17/11	Link 20
	25/11	Posted	▼	MINIGAME	Number 1	Link		Linh	Trang	24/11	Link 21
3rd week of November	26/11	Posted	▼	Ảnh vui nhộn	Collection of funny pictures related to braces	Link		Linh	Trang	25/11	Link 22
	27/11	Posted	▼	MINIGAME	Number 2	Link		Linh	Trang	26/11	Link 23
	28/11	Posted	▼	MINIGAME	Number 3	Link			Trang	27/11	Link 24
	29/11	Posted	▼	Awarding Minigames	Call name 3 minigame series winners	Link			Trang	28/11	Link 25
	30/11	Posted	▼	Viral Clip: Tron ven những nu cưỡi		Link		Linh	Linh	29/11	Link 26
4th week of November	1/12	Posted	▼	Behind the scenes 1	Behind-the-scenes clip on the day of filming Viral Clip	Link		Linh	Linh	30/11	Link 27
	2/12	Posted	▼	Trend		Link				1/11	Link 28
	5/12	Posted	▼	Behind the scenes 2	Behind-the-scenes clip on the day of filming Viral Clip	Link		Linh	Linh	4/11	Link 29
	6/12		▼	Behind the scenes 3	Behind-the-scenes clip on the day of filming Viral Clip	Link		Linh	Linh	5/11	

Table 3.1.4.a: Master plan TIKTOK NIENG RANG A-Z

05. ESTIMATED COST

Media cost					
NO	CATEGORY	QUANTITY	UNIT	UNIT PRICE (Vnd)	TOTAL(Vnd)
A	CONTENT				
1	Concept idea	-	-	free	-
2	Script	-	-	-	-
B	FILMING				35,000,000
1	Light system	1	piece	5,000,000	5,000,000
2	Camera	3	piece	2,000,000	6,000,000
3	Logistics	1	piece	10,000,000	30,000,000
C	PRODUCTION				35,000,000
1	Acter	18	people	500,000	9,000,000
2	KOL	2	people	10,000,000	20,000,000
3	Voice record	-	-	free	-
4	Music copyright - Soundtrack -Music	-	-	6,000,000	6,000,000
E	ADVERTISING				1,950,000,000
1	Set ads	3	month	650,000,000	1,950,000,000
H	Cost estimates				607,000,000
	Total cost				2,627,000,000

Table 3.1.4.b: Media cost

01 Discussion: Ưu Điểm Của Công Nghệ Trong
Rang Implant Safe Tech

02 Community Health Day 2022

03 Viral Clip “Trộn Vẹn Những Nụ Cười”

II. EVENT

01. DISCUSSION: ƯU ĐIỂM CỦA CÔNG NGHỆ TRONG RANG IMPLANT SAFE TECH

1.1. Brief and proposal(s)

Lac Viet Intech organized a seminar to introduce Safe-Tech technology and its benefits better to understand customers' needs regarding dental implant needs. At the event, experts and attendees discussed the benefits of Safe-tech implant technology as well as the attendees' practical experiences. Customers received more helpful information and a better understanding of the implant method due to this event. The event welcomed press representatives, media, and many customers who were interested in the event.

1.2. Goals - Objective

- Increase brand awareness
- Increase prestige
- Raise awareness about new technology Safe-tech
- Reach potential customers
- Expand multi-channel communication

1.1.2. Objective

NO.	Category	Unit	KPI
1	Guests and journalists	people	50
2	Mentions in articles	article	10

Table 3.2.1.1.2.2: Objective

TỌA ĐÀM

ƯU ĐIỂM VƯỢT TRỘI CỦA CÔNG NGHỆ

TRỒNG RĂNG IMPLANT SAFE-TECH

KHÁCH MỜI
NSND TRẦN NHƯỢNG
KH. TÀI NHA KHOA LAC VIỆT INTECH

CHUYÊN GIA
BS. NGUYỄN HOÀNG DƯƠNG
NHA KHOA LAC VIỆT INTECH

CHUYÊN GIA
BS. VŨ ĐỨC DUY
NHA KHOA LAC VIỆT INTECH

KHÁCH MỜI
CÔ. ĐỖ THỊ MINH CẨM
NGUYỄN TRƯỞNG KHOA TRUYỀN MÁU
BỆNH VIỆN NHI TW

1.3. Target audience: Guests are Lac Viet Intech customers aged 35 to 65 interested in dental implants. Press and media organizations

1.4. Messages The seminar brought customers the message of "safety without pain, sustainable chewing, optimal aesthetics like real teeth." Safe-Tech can be seen as a breakthrough in dental implants, opening up many opportunities for aesthetic restoration and giving customers complete peace of mind.

1.5. Plan

1.5.1. Time, place, organization unit

Time: 01/10/2022
Place: 168 Lang street, Dong Da, Ha Noi
Organization unit: Lac Viet Intech



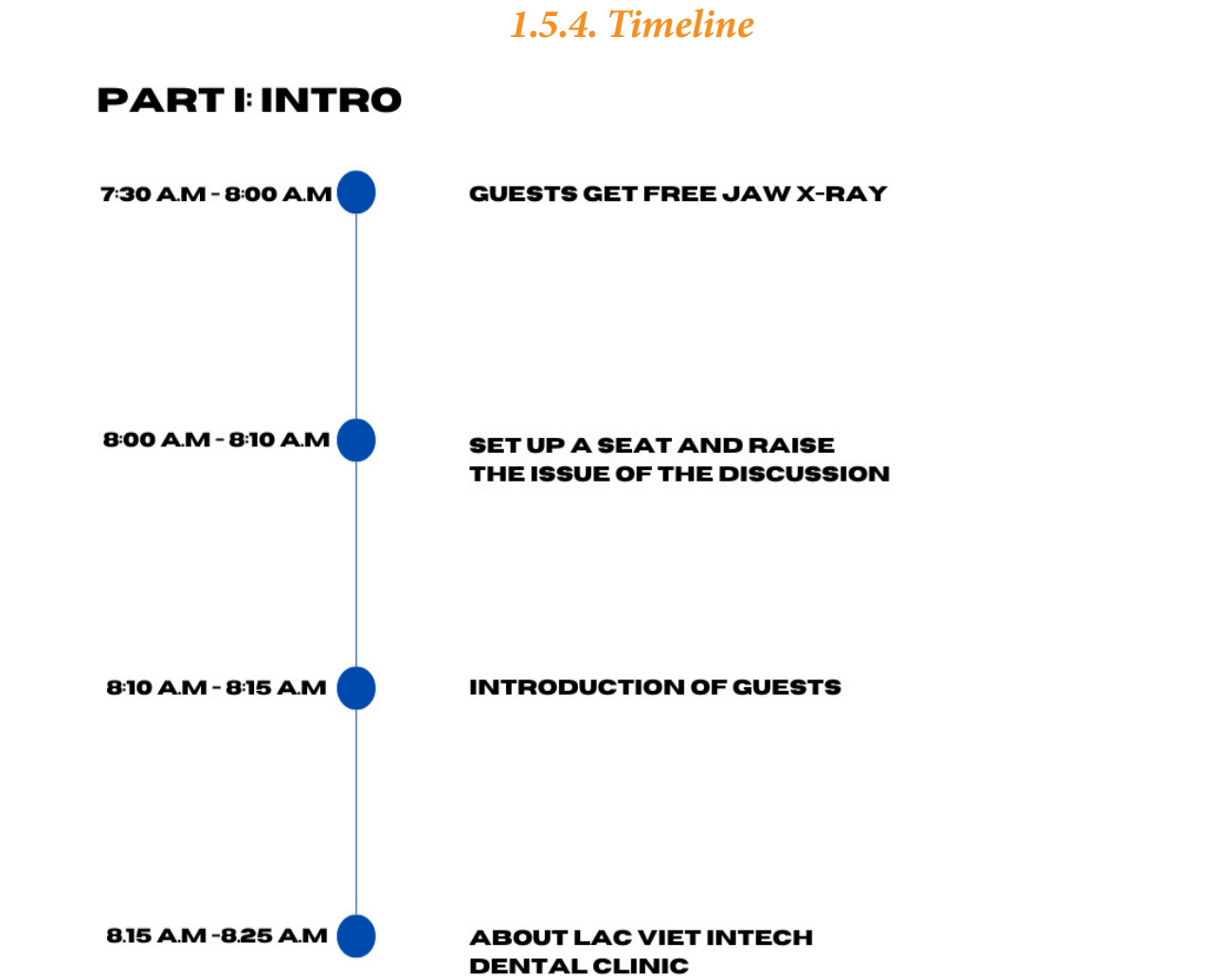
1.5.2. Constituent

Guest: Dr. Nguyen Hoang Duong, Dr. Vu Duc Duy, Dr. Do Thi Minh Cam, NSND Tran Nhung, 40 guests are dental customers.
Organizing Committee: Lac Viet Intech

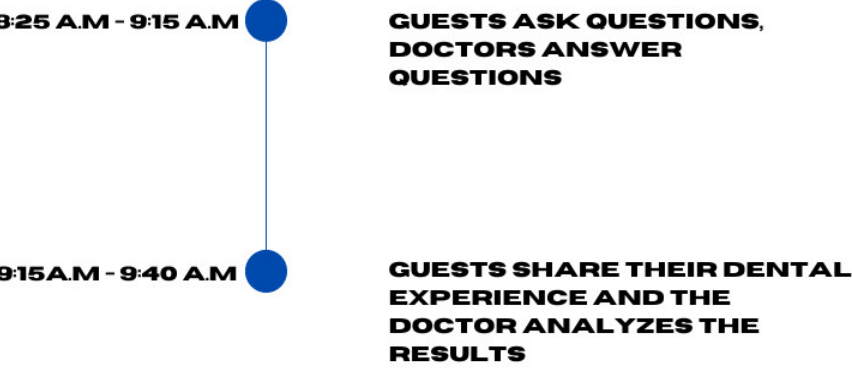
1.5.3. Master plan

Phase	Time	Activities	Assigned to	Place	Process
Pre-Launch	25/09	Plan the program	All team	Lac Viet Intech	Done
	26/09	Make a detailed script: MC narration, time of the event	All team	Lac Viet Intech	Done
	27/09	Assign specific tasks to each person	Leader	Lac Viet Intech	Done
	28/09	Send invitations to guests and announce to the press	Leader	Lac Viet Intech	Done
	29/09	Preparations: hall, poster, video,...	All team	Lac Viet Intech	Done
	30/09	Set up the hall, prepare the necessary equipment	All team	Lac Viet Intech	Done
Launch	01/10	Implement assigned tasks	All team	Lac Viet Intech	Done
		Monitor program progress	Leader	Lac Viet Intech	Done
		Ensure full logistics and take care for customers	All team	Lac Viet Intech	Done
Engage & Convert	2/10 - 5/10	Measure performance on social networking sites	Leader	Lac Viet Intech	Done
		Sending gratitude to customers	Leader	Lac Viet Intech	Done
		Posting videos after the event	Media	Lac Viet Intech	Done
		Keep track of published articles	Media	Lac Viet Intech	Done

Table 3.2.1.1.5: Master plan



PART II: Q&A WITH A DOCTOR



PART III: END

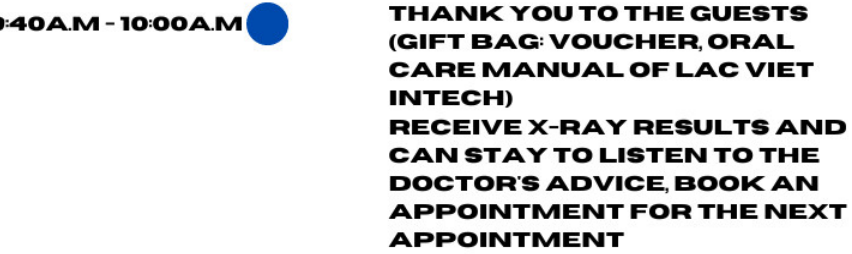


Figure 3.2.1.1.5.4: Timeline

1.6. Script

No	Content	Implement	Time
PART 1: INTRO Overview & MC introduction			
1	MC Xuan Tu introduces	- First of all, I would like to send greetings and warmest thanks to all of you participating in the seminar with the topic "Advantages of Safe-tech Implant technology". - Start with the problem that 90% of Vietnamese are at risk or have ever had gingivitis and periodontitis. However, everyone considers it a mild and neglected disease, self-treatment will cure, but it affects not only aesthetics but also quality of life. Especially elderly people with weak health, poor resistance, and calcium deficiency over time have made their oral health worse and the situation of tooth loss more and more, some people even lost their teeth completely. - Causing teeth to shift, reducing the ability to chew, leading to blood pressure, anemia, periodontitis and gingivitis. Causing slurred speech and unclear pronunciation. - After 3 years of research, Lac Viet Intech officially launched the Safe-tech dental implant technology shared in today's talk.	15m
2	Main content overview		
3	Introduction of guests		
4	Introduction to dentistry	- Video slideshow	10m
PART II: Q&A with a DOCTOR			
1	About Cao Thi Hong	- MC introduces Cao Thi Hong: We have contacted Hong and today she also came to experience Safe-tech Implant technology. - Welcome Hong and invite Hong to share.	
	Doctor Nguyen		

2	Doctor Nguyen Hoang Duong shares information about Safe-tech technology	- The reason for bringing Safe-tech technology into diagnosis and treatment in Lac Viet. - Introduction to Safe-tech technology using artificial intelligence AI: safe, accurate, fast implementation.	50m
3	Sharing of guests who have been implanted with Safe-tech technology	- Doctor Duy shares what Safe-tech technology helps and how it supports doctors in the process of Implant implantation and sustainability, which makes it different from other technologies. - TS.BS Do Thi Minh Cam shared her understanding of this technology and shared her feelings after experiencing Safe-tech technology. - People's Artist Tran Nhung shared his trust with dentistry.	
4	Q&A from guests in the studio	- The guests at the studio asked their own questions and the doctors answered their questions.	
5	The doctor analyzed the results of Hong's examination	- Hong shares information after being examined and consulted by a doctor. - Doctor Duong analyzed and proposed a treatment plan for Hong using Safe-tech technology.	25m
PART III: END			
1	Thank you and appreciate the guests	- Thank you to the guests (gift bag: voucher, oral care manual of Lac Viet Intech) Receive X-ray results and can stay to listen to the doctor's advice, book an appointment for the next appointment.	20m

Table 3.2.1.1.6: Script

1.7. PR Activity

a. Pre-Launch



b. Launch



02. COMMUNITY HEALTH DAY 2022

Lac Viet Intech organized a seminar to introduce Safe-Tech technology and its benefits better to understand customers' needs regarding dental implant needs. At the event, experts and attendees discussed the benefits of Safe-tech implant technology as well as the attendees' practical experiences. Customers received more helpful information and a better understanding of the implant method due to this event. The event welcomed press representatives, media, and many customers who were interested in the event.

2.1. Brief and proposal(s)

2.2. Goals - Objective

2.1.1 Goals

- Increase brand awareness
- Increase prestige
- Raise awareness about new technology Safe-tech
- Reach potential customers
- Expand multi-channel communication

2.1.2 Objective

No	Category	Unit	KPI
1	Guests and journalists	People	1000
2	Mentions in articles	Article	3

Table 3.2.2.2.2.2: Objective

2.3. Target audience

- Guests are Lac Viet Intech customers aged 35 to 65 interested in dental implants.
- Press and media organizations

2.4. Messages

The festival promotes propaganda and creates a profound change in the awareness of organizations and individuals about protecting and improving people's health by bringing the message of "living well every day" to customers.

2.5. Plan

Community Health Day 2022

(HH): This morning, the 2022 Community Health Day was held in Hanoi with the participation of more than 1,500 older adults in the capital and the northern provinces. (VTR): At the festival, more than 500 Elderly Members participated in the joint performance of the Kinh Lac Nourishment exercise and Healthy for water exercise. The soft but firm movements combined with the fresh spirit of the elderly members are impressive highlights.

a. Interview: Member of the Elderly Association

- We are elderly members. Coming to the community health festival, we can meet, exchange, and learn about health care. In particular, we know the method of restoring lost teeth with dental implants, which have teeth that chew and look like natural teeth. This method many people do not know, but when losing teeth, they go to bridge porcelain teeth. Eventually, the teeth gradually deteriorate, from one tooth to many teeth, and the whole jaw is damaged.

- Rotary with background or standee of LV dental and reception desk.

Community Health Care Day is organized by the Central Association of Vietnam Community Health Care Education in collaboration with the Ministry of Health and the Central Vietnam Association of Elderly to direct the organization and receive the joint sponsorship of the Ministry of Health. Many units operate in the healthcare field, such as dentistry, pharmaceutical ...

b. Interview: Lac Viet Intech (The loss of teeth in the elderly in Vietnam is very common. Currently, to restore lost teeth, the method of implantation is recommended by world health experts because of which tooth loss restores recovery. Restore that tooth without affecting the adjacent teeth; the implant teeth are sure to eat well and look like natural teeth. At Lac Viet, we plant implant teeth with exclusively transferred safetech technology. Compared with conventional implant technology, it is a screening of delicate structures to eliminate nerve damage and maxillary sinuses complications. Stem planning, safe, helps the implant to integrate quickly and firmly to the jawbone, thereby having good chewing capacity; porcelain teeth on the implant can bite, tear, chew food and optimize aesthetics - minimally invasive and painless surgery.

c. Interview: Organizer

- Community health day is organized by us every year. We are bringing the elderly a momentous day. In addition, the Festival also aims to promote the propaganda of organizations, individuals, and communities about the care, protection, and improvement of people's health. On this occasion, we would like to thank the sponsors, especially Lac Viet Intech Dental Clinic, for organizing free dental exams and giving gifts to members today.

- Background at Lac Viet stall

A scientific conference on the current status and policy orientation of elderly health care in Vietnam was also held within the framework of the Festival. New trends in health care for the elderly in the world and the community in Vietnam have been shared. In addition to identifying the primary resources, many opinions also proposed several policy solutions to promote and mobilize social resources to participate in the care of the elderly in the community.



2.6. Script

Community Health Day 2022

(HH): This morning, the 2022 Community Health Day was held in Hanoi with the participation of more than 1,500 older adults in the capital and the northern provinces.

(VTR): At the festival, more than 500 Elderly Members participated in the joint performance of the Kinh Lac Nourishment exercise and Healthy for water exercise. The soft but firm movements combined with the fresh spirit of the elderly members are impressive highlights.

a. Interview: Member of the Elderly Association

- We are elderly members. Coming to the community health festival, we can meet, exchange, and learn about health care. In particular, we know the method of restoring lost teeth with dental implants, which have teeth that chew and look like natural teeth. This method many people do not know, but when losing teeth, they go to bridge porcelain teeth. Eventually, the teeth gradually deteriorate, from one tooth to many teeth, and the whole jaw is damaged.

- *Rotary with background or standee of LV dental and reception desk.*

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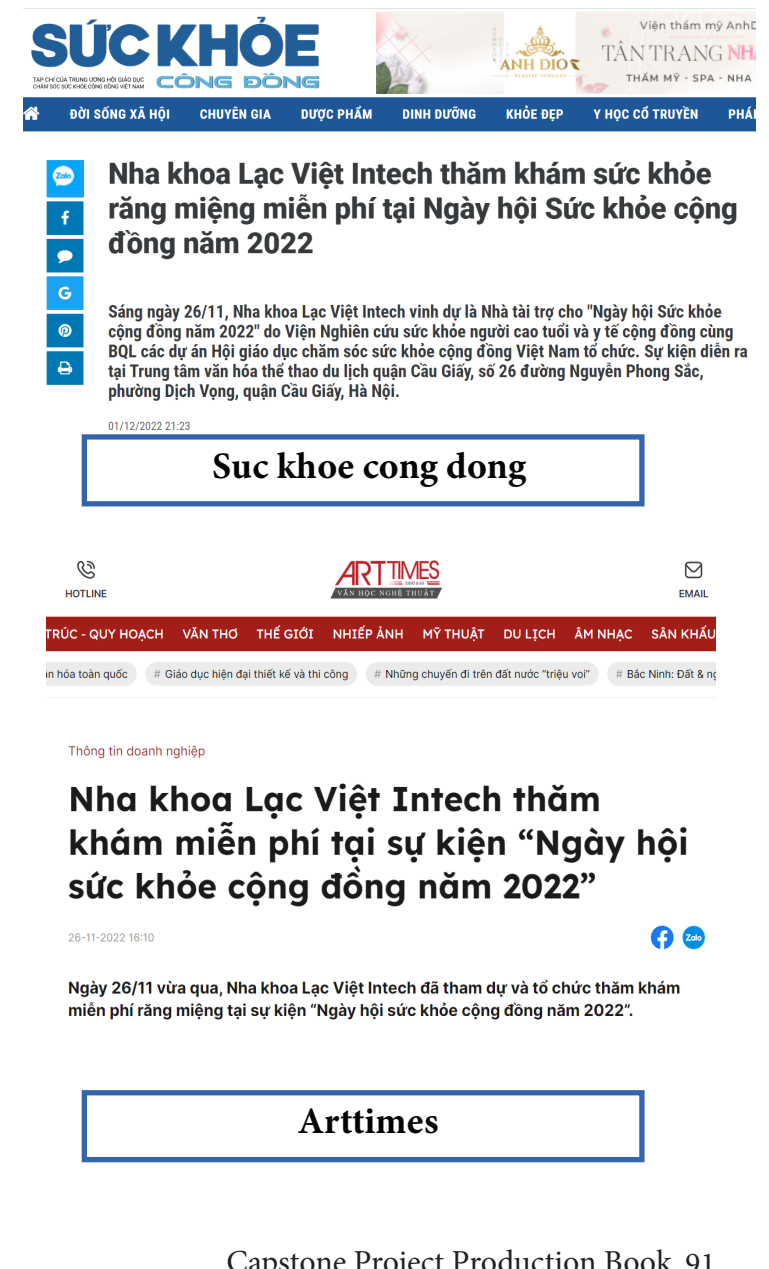
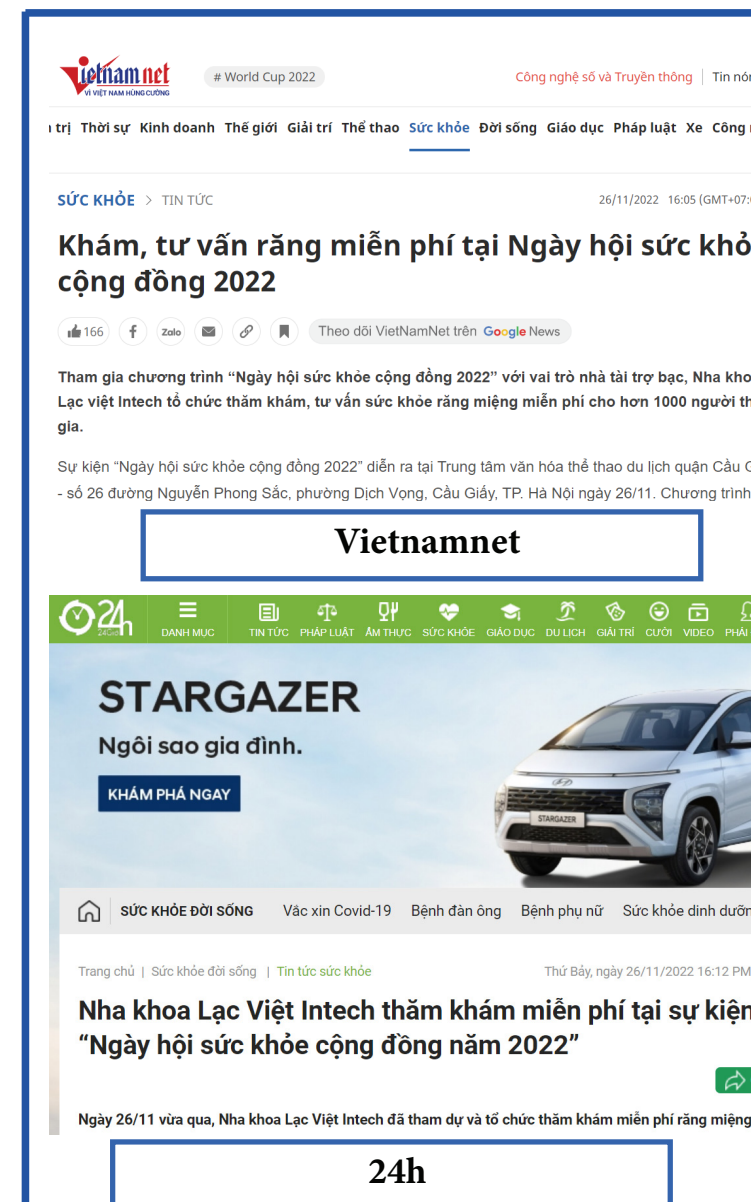
- Background at Lac Viet stall

A scientific conference on the current status and policy orientation of elderly health care in Vietnam was also held within the framework of the Festival. New trends in health care for the elderly in the world and the community in Vietnam have been shared. In addition to identifying the primary resources, many opinions also proposed several policy solutions to promote and mobilize social resources to participate in the care of the elderly in the community.



2.7. PR Activity

Silver Sponsor of festival



2.8. Estimated cost

HEALTH FESTIVAL COST					
NO	CATEGORY	QUANTITY	UNIT	UNIT PRICE (Vnd)	TOTAL(Vnd)
1	Contact on H2 channel TV	1	Channels	7,000,000	7,000,000
2	Plan the program	4	Person	-	0
3	Make a detailed script: MC narration, time of the event	4	Person	-	0
4	VC design + print (Discount 500k, free film photography, examination and consultation) Apply until the end of January 15, 2023. Not applicable in conjunction with other Km programs. 500k discount only applies to customers using IPL dental implant service	50	pc	6,000	300,000
5	Print leaflet for dental implant service Ipl	500	pc	3,400	1,700,000
6	Print small gift bags	300	pc	13,500	4,050,000
7	Hire 5 people to be the stork to visit	5	Person		0
8	Backdorp and print design	1	pc	500,000	500,000
9	Standee + Banner design (2.5m x 0.7m, printed with 4 corners perforated canvas) and printed	4	pc	450,000	1,800,000
10	Booth decoration (hanging backdrop) + sound (speaker, microphone, voice broadcast.)	1	Person	free	0
11	Table flower pot + drinking water + paper cup + tongue stick + small portable flashlight for examination + gloves	1	frasco	350,000	350,000
12	Prepare tables, tablecloths + chairs for patients to sit and examine	2	pc	-	0
13	Take a video	1	Person		0
14	Take a shot	1	Person		0
15	Prepare gifts in bags, stamp VC	50	pc	150,000	7,500,000
16	Posted on Fanpage (important news at 11am - 6/11/2022)	1	article		0
17	Post Website (important news at 11am - 6/11/2022)	1	article		0
18	Reporting after the show (24h, vietnam.net)	2	article	4,000,000	8,000,000
19	Event Sponsorship				25,000,000
Cost estimates					5,620,000
Total cost					61,820,000

Table 3.2.2.2.8: Estimated cost



03. VIRAL CLIP “TRON VEN NHUNG NU CUOI”

3.1. Goals - Objective



3.1.1: Goals

- Increase brand love
- Increase interaction for Tiktok channel
- Changing the perception about braces
- Make people confident don't hesitate to smile whoever you are

3.1.2. Objective

Video “Trộn vện những nụ cười”				
Social media platform	Views	Reactions/Likes	Comments	Shares
TikTok	20.000	2000	50	20

Table 3.2.3.3.1.2: Objective Video Viral “TRON VEN NHUNG NU CUOI”

3.2. Target audience

Young people 18 to 23 years old are wearing braces

3.3. Messages

#Trộn vện những nụ cười
I wish all Lac Viet Intech customers a beautiful smile. Completeness here refers to not only our outer beauty but also to our inner health. More than that, your smile is always the most beautiful, so keep a smile on your face.



Plan

01 Time, place, organization unit

- Time: 20/11 - 30/11
- Place: FPT University
- Organization unit: Linh, Nhung, Chi, Trang

02 Constituent

- Students who are wearing braces at FPT University

03 Master plan

Phase	Content	Detail	Time	Personnel	Place	Tools	Progress	Evaluate
Pre-production	Product selection meeting		20/11	All team	Online		Select products to do as Viral Clip	Completed well and on schedule
	Find music and come up with ideas based on it		22/11	All team	Free		Choose Zack Tabudlo's song "Palo" as background music and come up with an idea set in a student with braces	Completed well and on schedule
	Finalize ideas and create specific content for each scene		23/11 - 25/11	All team	Online		Note each scene for each piece of music	Completed well and on schedule
Production	Take a video	Shot 1: Girl Shot 2: Girl Shot 3: Boy Shot 4: Girl Shot 5: Girl	26/11	All team	FPT University campus	Phone: 2 pieces Phone gimbal: 1 pc Tripod: 1 pc	Recorded 17 videos for all shots	Completed well and on schedule
	Video editing and editing		27/11	Linh		Laptop	Making demo 1	Completed well and on schedule
	Check out demo 1		28/11	All team		Laptop	Browse demo 1	Completed well and on schedule
	Design Teaser and post it on Tiktok		29/11	Linh		Laptop	Done	Completed well and on schedule
	Complete and post Video on Tiktok		30/11	Trang		Laptop	Done	Completed well and on schedule
Post-production	Follow up on the results		01/12 - 05/12	All team		Laptop	Done	Completed well and on schedule
	Reply to comment		01/12 - 05/12	All team		Laptop	Done	Completed well and on schedule

Figure 3.2.3.3.4: Plan



3.5. Script

Scene	Time	Speech	Content (image + sound)
Scene 1: Raise the problem:	5s	Prejudice regarding your teeth and discomfort: - Never smile for the camera - I can only smile - Self-assured and smiling	https://drive.google.com/drive/folders/1Rruef10_0oPS3sfwFKA3cETw-T0ziwGU • The video was recorded, the part where you are self-deprecating and avoid the camera • Sad music
Scene 2:	3s	But friends, keep in mind this:	Run the word + Soundtrack
Scene 2.1:	3s	How beautiful your smile looks!	Run the word + Soundtrack
Scene 3: The moment when people are self-deprecating with their smile (run video interview)	20s		https://drive.google.com/drive/folders/1Rruef10_0oPS3sfwFKA3cETw-T0ziwGU
Conclusion: Delivering the group's message	5s	• Full smiles come from inner beauty • You are beautiful in your own way • Be confident and always smile	

Table 3.2.3.3.5: Script



III. TOTAL CAMPAIGN BUDGET

NO	CATEGORY	QUANTITY	UNIT PRICE (Vnd)	TOTAL(Vnd)
1	Budget Media			2,627,000,000
2	Budget Event Safe-tech			89,290,000
3	Budget Community Health Day			61,820,000
	TOTAL			2,778,110,000

Table 3.2.3.4: Total campaign budget

IV. HUMAN RESOURCES

1. Total campaign budget

Any project necessitates precise management of the numerous resources available for effective implementation. These resources can include time, money, physical assets such as equipment, files, and space, as well as human resources. Human resources include those actively involved in the project implementation process; thus, good human resource management is essential for the project to run smoothly.

Human resource management is a broad field that deals with the recruitment, hiring, deployment, and management of employees on a large scale. In this project, however, we defined human resource management as ""the art and science of directing and coordinating Human Resources across the enterprise a project using administrative and behavioral knowledge to achieve predefined project goals in terms of scope, cost, time, quality, and participant satisfaction." This definition focuses on two aspects of effective human resource management: the administrative aspect, which is concerned with formal processes for controlling the work process, and the behavioral aspect, which is concerned with relationship balancing. The ultimate goal is to create an environment that allows the team to effectively achieve the project's objectives.

Participating in implementing the Communication campaign, our team has four members collaborating with the staff of Lac Viet Intech. Therefore, our human resource management strategy includes managing the team's work and collaborating with Lac Viet Intech. This part of our report will detail how these processes are implemented.

2. Responsibility assignment

Delegation of responsibilities is a process in which the team clarifies each member's role in the project's implementation. This work should be completed during the planning phase so that when the plan is implemented, each team member understands exactly what they need to accomplish and when to do it. Furthermore, as the project progresses and new tasks or roles arise, the assignment of responsibilities may become more complex or adjust as the team grows successfully. Collaboration is more productive.

The Responsibility Assignment Matrix (abbreviated: as RAM) is a popular tool for assigning responsibilities. The RAM matrix makes it easier for each team member to understand their roles and duties on the project as quickly as feasible. There are many different types of RAM, but we decided to use the RACI matrix to assign jobs for our project. This matrix is popular among project managers since it explains each

stakeholder's responsibility to facilitate clear communication...

For each activity, the RACI Matrix assigns four fundamental tasks to each participant: accountability (R), accountability (A), consultation (C), and informing (I). Each role is described below:

- R = Responsible: Each member/team is accountable for the implementation.
- A = Accountable: The person who is in charge of authorizing that task.
- C = Consulted: When working on a project/plan that is R, you may need to consult with certain consultants (advisers) before submitting it to A for approval.
- I = Informed: People who may or may not be a participant in the project/campaign.

Lac Viet Intech eventually approved the proposal after several edits and submissions. The next stage is to identify each member's skills and allocate assignments to them, then note them in the project files for tracking and follow-up. Lac Viet provided significant support for our project. Hence our RACI matrix includes Lac Viet as well as the internal team.

The RACI matrix shown below is the final form that we use to coordinate teamwork on our project. It is vital to remember that during project execution, each member's functions are flexible and, in certain situations, interchangeable.

Task	Linh	Chi	Nhung	Trang
Content production				
Copyrighting	A/R	C	C	C
Graphic Design	R	C	C	C
Script	R	R	R	R
Photograph	A/R	R	R	R
Project management				
Scheduling	C	A/R	A/R	C
Media reporting	R	R	R	R
Progress reporting	A/C	R	R	C
Communication				
Communication with Lac Viet Intech	I	C	C	R
Communication with Customer	I	I	I	I

Table 3.2.5.5.2: Responsibility assignment

3. Work assignment and scheduling

We still need a specific work assignment system for each small task for the project implementation process, in addition to using the RACI matrix to assign general work assignments to each member. This is a small but necessary task.

We used a spreadsheet called "Work Checklist" to manage the process of these tasks. This spreadsheet is structured similarly to a Kanban board, with each task assigned the status "To-Do" (task planned),

"Ongoing" (the person in charge is in the process of finishing the task), or "Progress" (job completed successfully). We've also added "Delayed" and "Removed" statuses for functions that couldn't be completed on time or were removed entirely for various other reasons. Team members can add information about tasks for future references, such as linking other files or adding requirements, to the progress status. The task checklist is organized by month and week of the month, with jobs listed chronologically.

The profile includes the members responsible for completing the task as well as the deadline for completing the task. The profile consists of the members accountable for completing the study and the deadline for these tasks. The team met weekly to plan activities for the coming weeks and to add functions to the "Work Checklist."

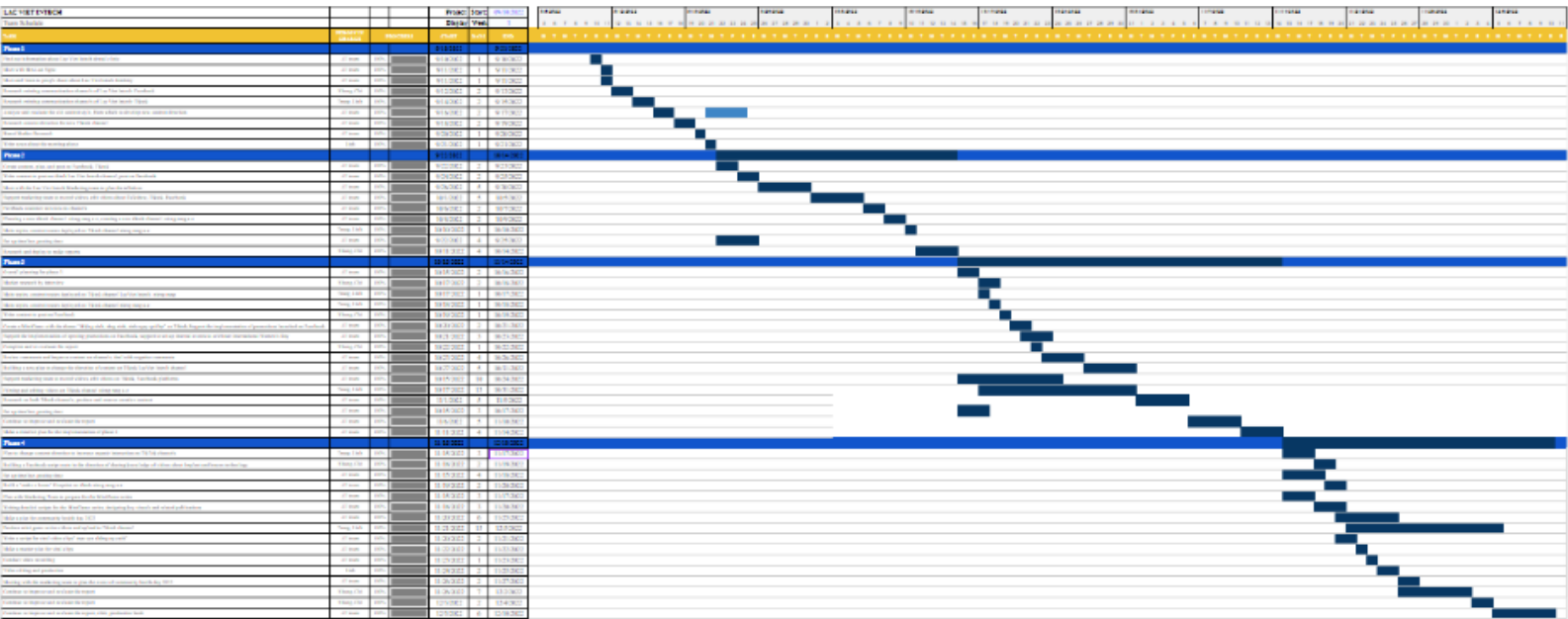


Table 3.2.5.5.3: Work assignment and scheduling

4. Team communication

<https://docs.google.com/spreadsheets/d/1BBIkBHufXk5S4WTYJF8M7amDk5eLHLggrogR9Yet9sE/edit#gid=510865035>

We use online and offline communication channels to connect while working together to exchange information quickly. The table below lists all the communication channels we used for the project (the purpose and method are also included).

Conclusion

We run the communication plan for the entire project in this section and determine the budget, expected costs, and people. We collaborated in this section and learned a lot about cooperation.

We thoroughly researched each item one by one in the preceding section, so when we began implementing the project, everything went quite well, and there were no significant issues.

All communication channels followed the original plan, and the results were far superior to those anticipated.

Chapter III

CHAPTER IV

- I. COMMUNICATION SITUATION ANALYSIS
- II. COMMUNICATION GOALS AND OBJECTIVES
- III. SEGMENTATION AND TARGETING
- IV. PLAN
- V. COMMUNICATION CHANNEL
- VI. KEY ACTIVITIES
- VII. RISK MANAGEMENT

After more than two months of project implementation, our team began the evaluation and measurement phase to determine whether or not the project met its initial aim. This is one of the professional tasks that must be completed in any project. This has significant consequences for discovering, promoting, and quickly overcoming advantages and shortcomings. Reviews also assist our team in reviewing our efforts, understanding campaign effectiveness, and improving our capacity to analyze project data. From there, we have a variety of perspectives and experiences to draw on for future projects.

COMMUNICATION PLAN

01 Activities

- 1.1 Discussion “Ưu điểm của công nghệ trồng răng implant Safe Tech”
- 1.2 Minigame “Trộn vụn những nụ cười”
- 1.3 Viral clip “Trộn vụn những nụ cười”

02 Media Effectiveness

- 2.1 Facebook “Nha khoa Lạc Việt Intech

2.2 Facebook “Nha khoa Lạc Việt Intech - Trồng răng Implant công nghệ cao”

2.3 Group “Nieng rang A-Z”

2.4 Tiktok “Lạc Việt Intech - Niềng Răng”

2.5 Tiktok “Niềng răng A - Z”

03 Effectiveness Revenue

04 The Project Owner’s Evaluation To Our Team

I. ACTIVITIES

01. ACTIVITIES

1.1. Discussion “Ưu điểm của công nghệ trồng răng implant Safe Tech”

40 Participants
Article

1.2. Mini-game “Trộn vụn những nụ cười”





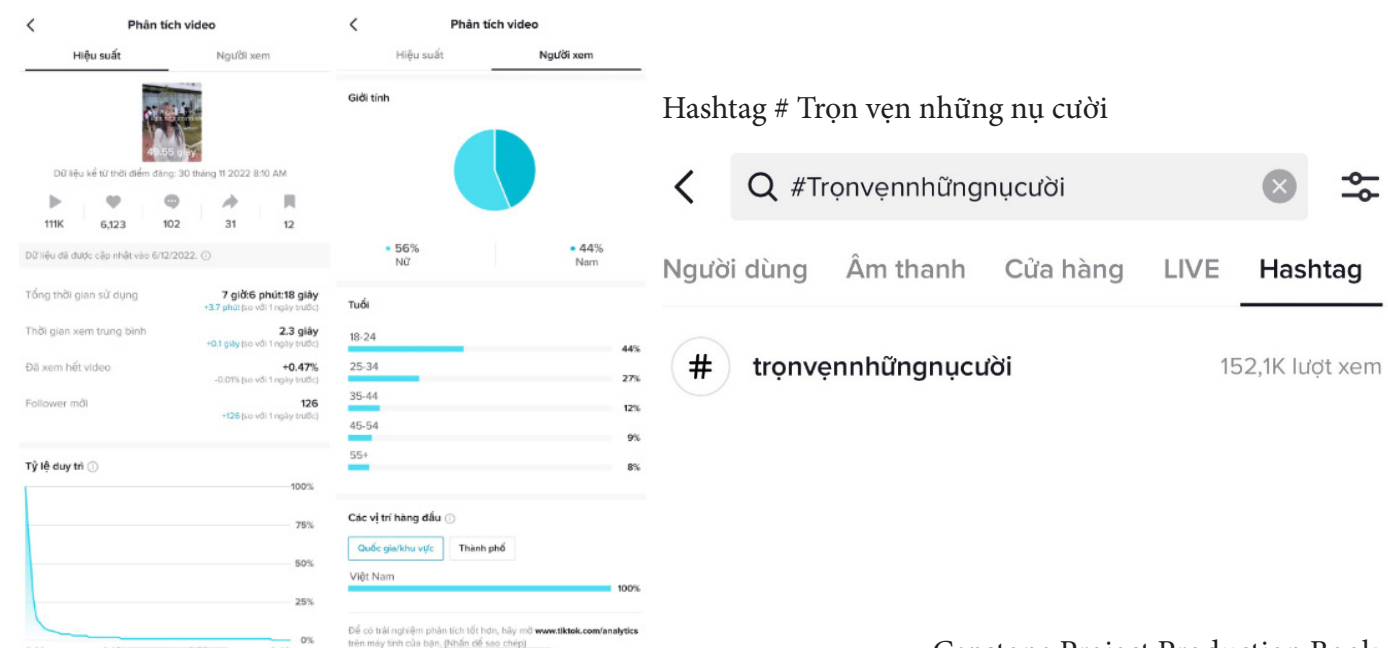
1.3. Viral clip: “Tron ven nhung nu cuoi”

The video was successful, with 111k views on the Tiktok platform, contributing to spreading the message that your smile is the most beautiful to everyone.

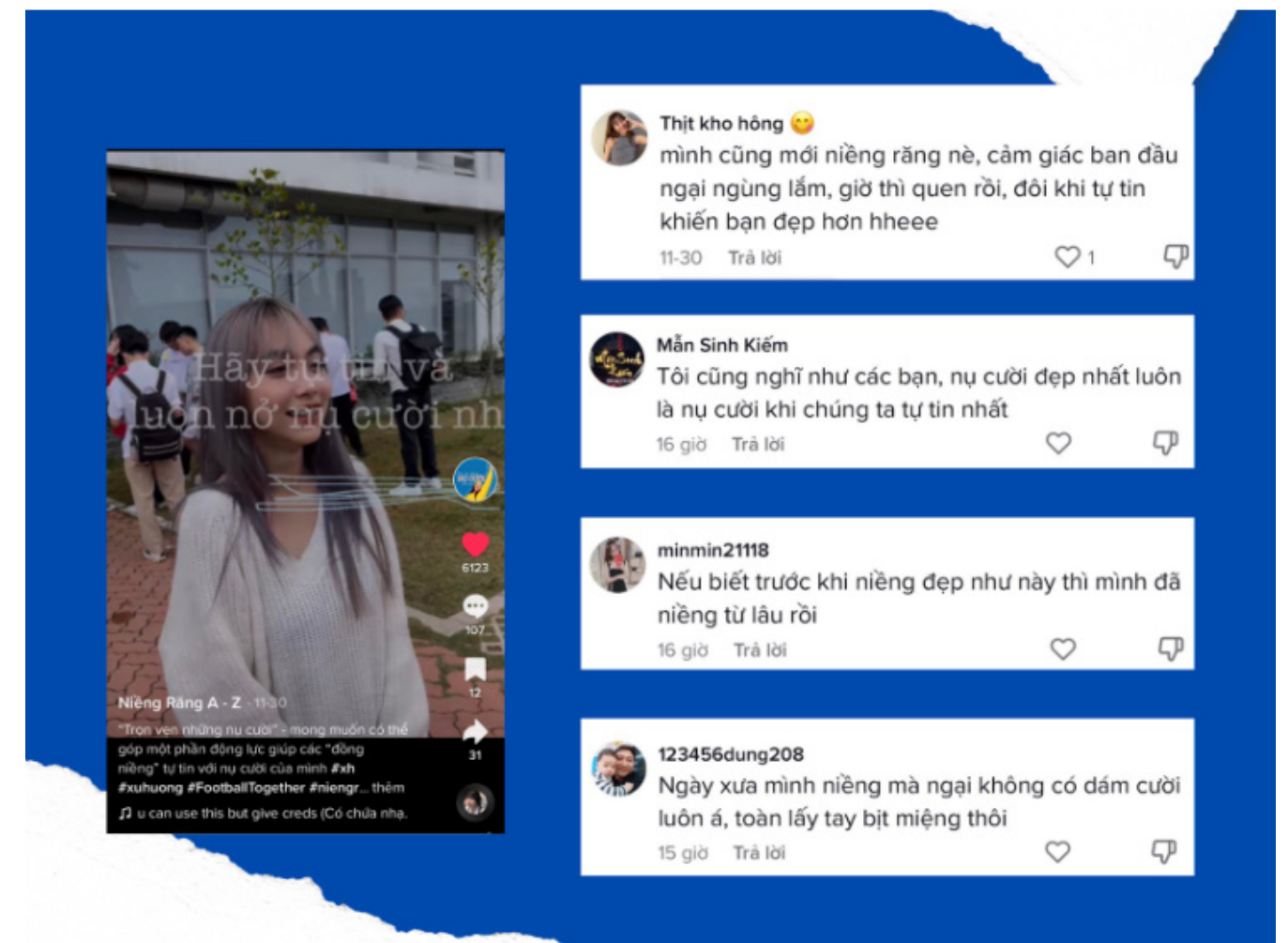
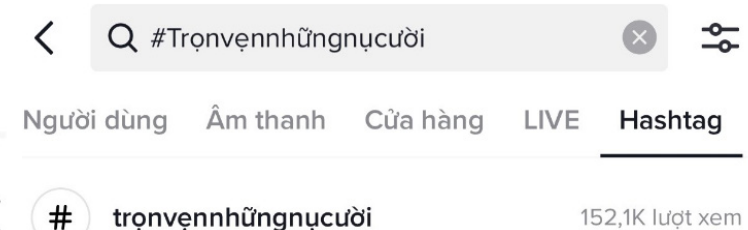
Link video: https://www.tiktok.com/@niengranga_z/video/7171610200867179803?is_from_webapp=1&sender_device=pc&web_id=7126900289647887873

ViralClip "TRON VEN NHỮNG NỤ CƯỜI"				
VEWS	REACTIONS	COMMENT	SHARE	DOWNLOAD
111.7K Views	6123 Reactions	102 Comments	31 Shares	12 Downloads

Table 4.1.1.1.3: Reach of Viral clip

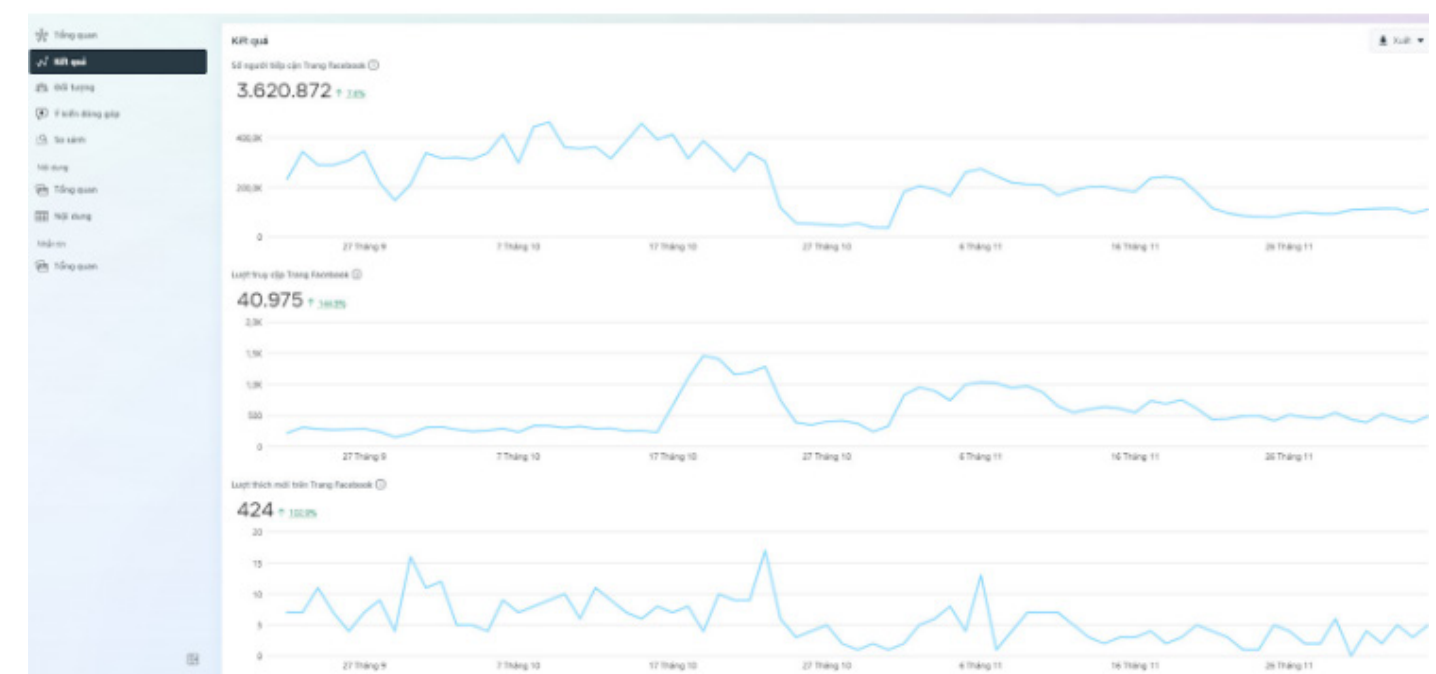


Hashtag # Tron ven nhung nu cuoi



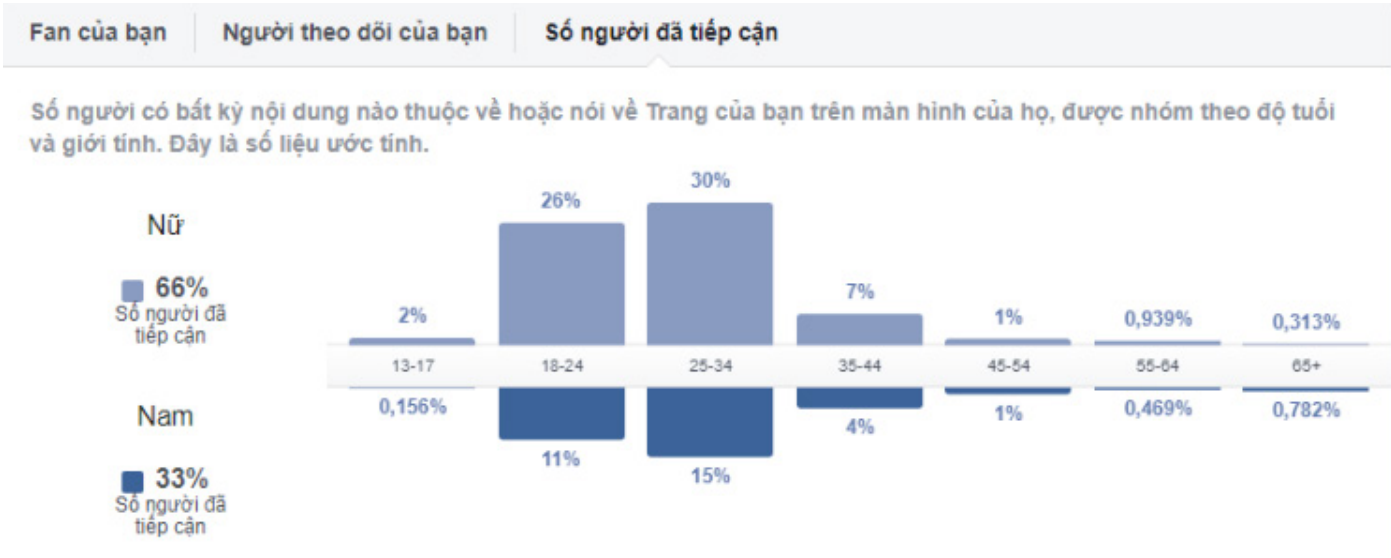
02. MEDIA EFFECTIVENESS

2.1. Facebook “Nha khoa Lac Viet Intech”



The number of Fan Pages reach

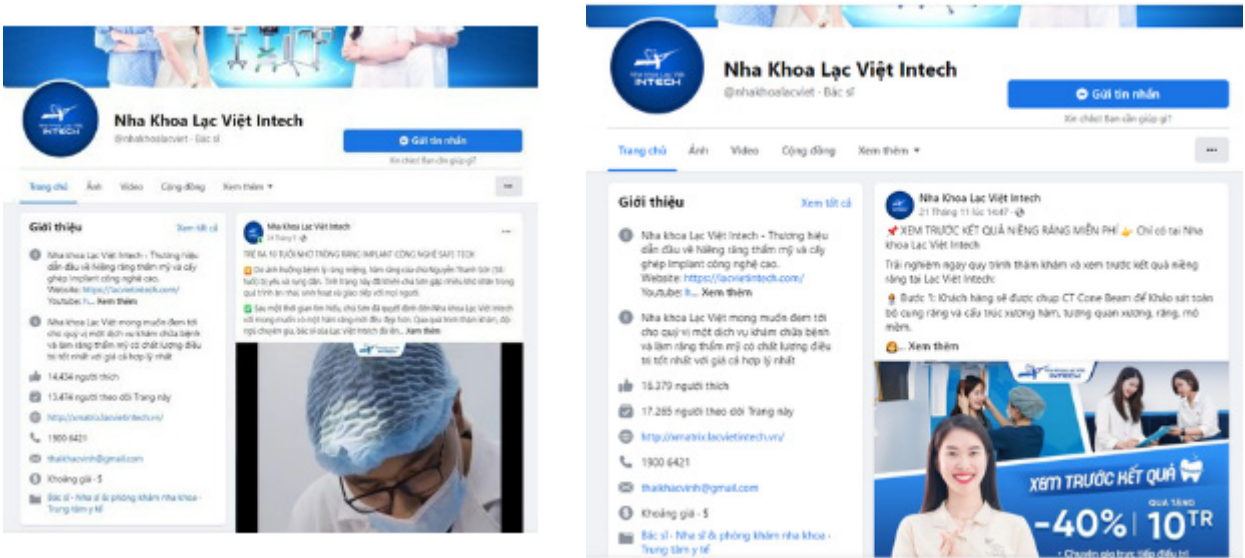
During the project implementation phase, the number of followers on the page increased from 14,434 followers to 16,379 followers and increased from about 13,474 page likes to 17,265-page likes. Posts on Fanpage are getting more and more attention from customers. Interaction for each post ranges from 100 - 200.



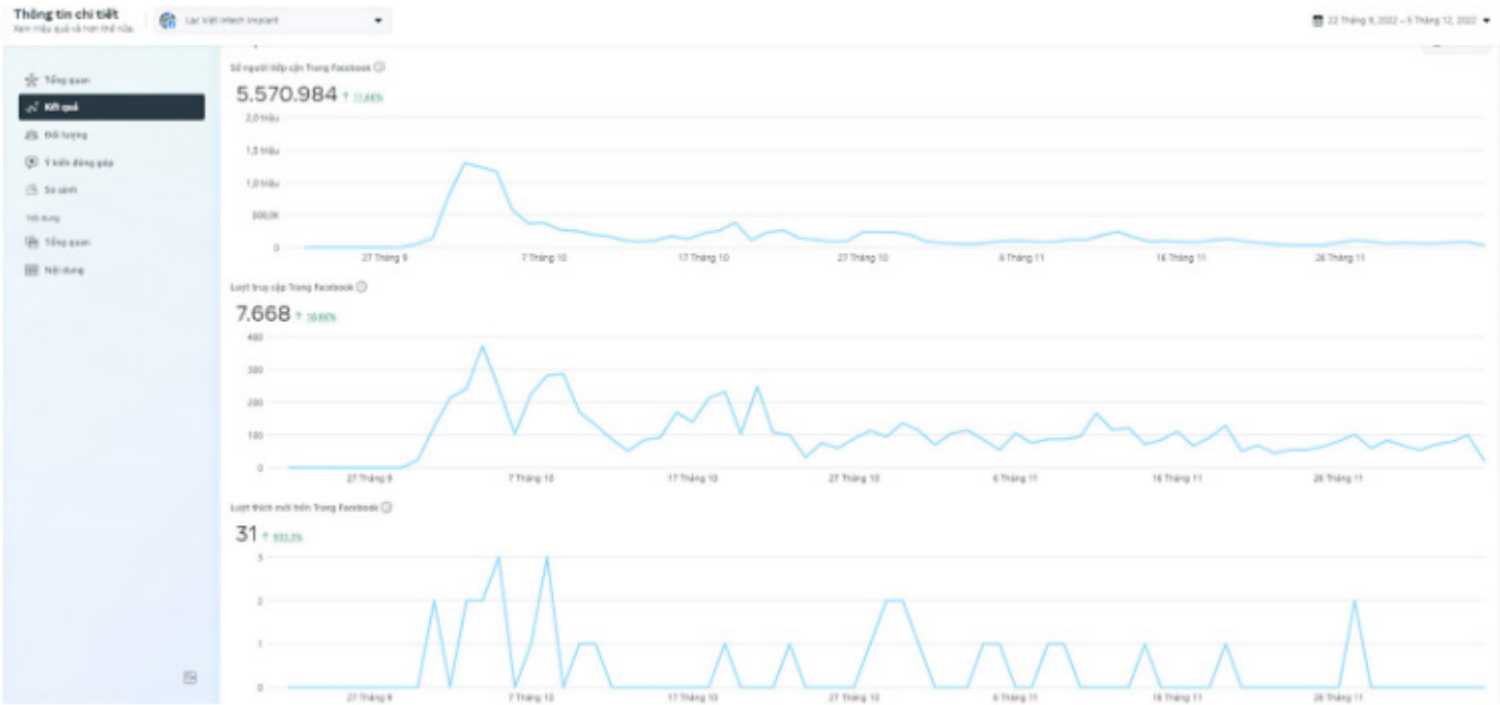
After nearly three months of implementing the project, we helped Lac Viet Intech Fanpage increase by 3791 new page likes. Statistical results show that our project has successfully reached the target audience with nearly 82% of the reach customers from 18 to 34 years old. Of these, 66% are female and 33% are male. It can be seen that the mother's interest is relatively high.

NO	Description	KPI	Actual Result	%Result/KPI
1	Like	15.000	17.265	115,1%
2	Follow	16.000	16.379	102,4%
3	Reach	950.000	3.620.872	381,1%
4	Traffic	15.000	40.975	273,2%

Table 4.1.2.2.1: KPI Facebook “NHA KHOA LAC VIET INTECH”

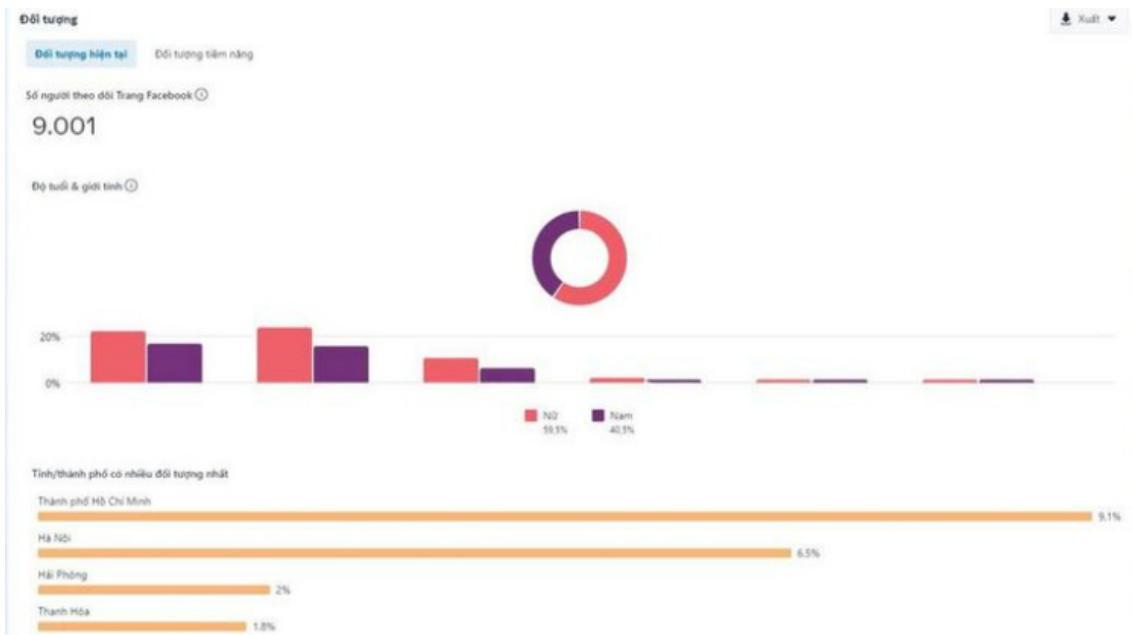


2.2. Facebook “Nha khoa Lac Viet Intech - Trong rang Implant công nghệ cao”

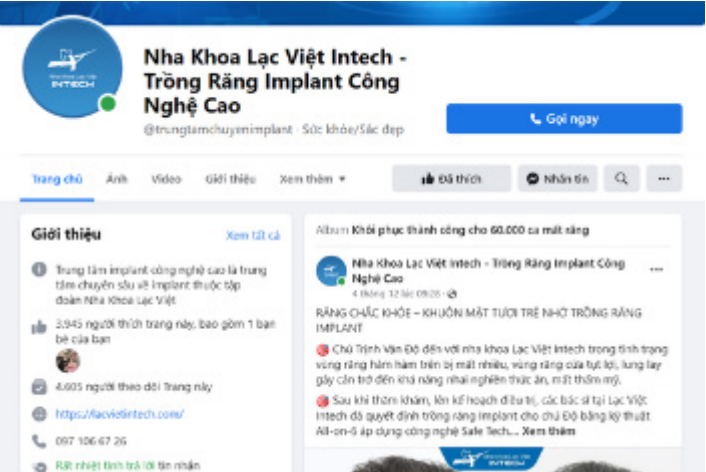


The number of Fan Pages reach

During the project implementation phase, the number of followers on the page increased from 3,572 followers to 4,605 followers and increased from about 2,138 page likes to 3,945 -page likes. Posts on Fanpage are getting more and more attention from customers. Interaction for each post ranges from 100 - 200.



After nearly three months of implementing the project, we helped Lac Viet Intech Fanpage increase by 1807 new page likes. Statistical results show that our project has successfully reached the target audience with nearly 74% of the reach customers from 35 to 64 years old. Of these, 59,5% are female and 40,5% are male. It can be seen that the mother's interest is relatively high.



NO	Description	KPI	Actual Result	%Result/KPI
1	Like	4.000	3.945	98,6%
2	Follow	3.000	4.605	153,5%
3	Reach	1.000.000	5.570.984	586,4%
4	Traffic	5.000	7.668	153,4%

Table 4.1.2.2.2: KPI Facebook “NHA KHOA LAC VIET INTECH - TRONG RANG IMPLANT CONG NGHE CAO”

2.3. Group “Nieng rang A-Z”



Hội Niềng Răng A-Z

Nhóm Riêng tư · 6,3K thành viên



Đã tham gia + Mới



Hội Niềng Răng A-Z

Nhóm Riêng tư · 7,1K thành viên



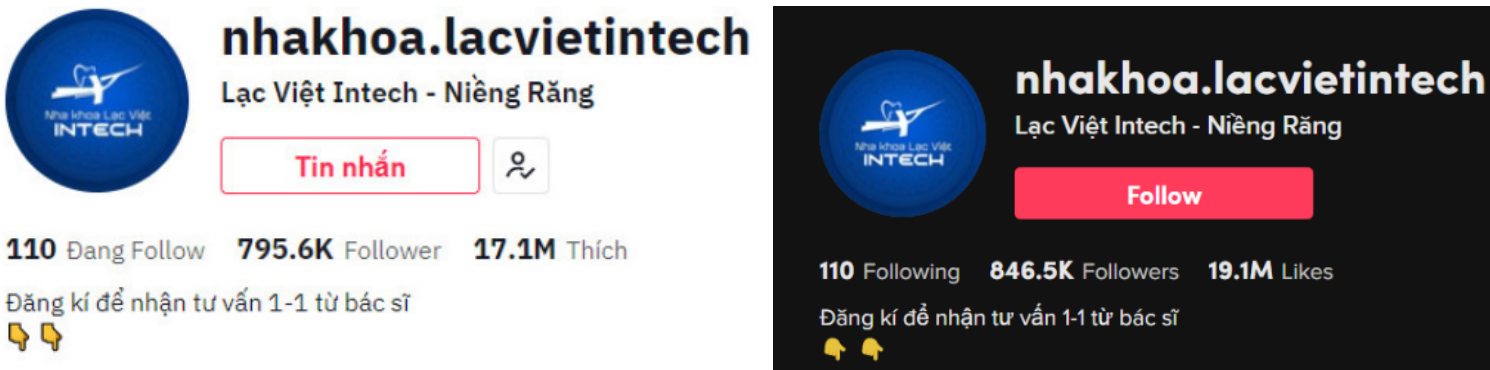
Đã tham gia + Mới

Group member: 10/9-10/12 - Join a group: 7.109 people
The number of members in the group increased from 6047 to 7109 after three months of the campaign. This demonstrates that the campaign has assisted Lac Viet Intech in creating a community in which customers can share their thoughts. Furthermore, boost the brand's prestige and popularity.

Table 4.1.2.2.3: Group member growth by group “HOI NIENG RANG A-Z”

DATE	MEMBER	DATE	MEMBER	DATE	MEMBER
2022-09-21	6047	2022-10-16	6422	2022-11-10	7058
2022-09-22	6052	2022-10-17	6599	2022-11-11	7061
2022-09-23	6055	2022-10-18	6608	2022-11-12	7064
2022-09-24	6059	2022-10-19	6743	2022-11-13	7064
2022-09-25	6057	2022-10-20	6752	2022-11-14	7068
2022-09-26	6066	2022-10-21	6761	2022-11-15	7072
2022-09-27	6068	2022-10-22	6771	2022-11-16	7079
2022-09-28	6073	2022-10-23	6778	2022-11-17	7084
2022-09-29	6077	2022-10-24	6778	2022-11-18	7091
2022-09-30	6074	2022-10-25	6781	2022-11-19	7092
2022-10-01	6226	2022-10-26	6718	2022-11-20	7103
2022-10-02	6229	2022-10-27	6773	2022-11-21	7111
2022-10-03	6231	2022-10-28	6776	2022-11-22	7112
2022-10-04	6233	2022-10-29	6781	2022-11-23	7116
2022-10-05	6233	2022-10-30	6791	2022-11-24	7118
2022-10-06	6245	2022-10-31	6811	2022-11-25	7122
2022-10-07	6246	2022-11-01	6814	2022-11-26	7100
2022-10-08	6248	2022-11-02	6920	2022-11-27	7100
2022-10-09	6249	2022-11-03	6943	2022-11-28	7100
2022-10-10	6251	2022-11-04	7040	2022-11-29	7103
2022-10-11	6255	2022-11-05	7041	2022-11-30	7106
2022-10-12	6261	2022-11-06	7041	2022-12-01	7108
2022-10-13	6268	2022-11-07	7043	2022-12-02	7109
2022-10-14	6399	2022-11-08	7044	2022-12-03	7109
2022-10-15	6412	2022-11-09	7043	2022-12-04	7109

2.4. Tiktok “Lac Viet Intech - Nieng Rang”



During the project implementation phase, the number of followers on Tiktok increased from 795,6k followers to 846,5k followers and increased to 50,9k followers. Tiktok is getting more and more attention from customers. Interaction for each post ranges from 4000 views to 2,7M views.

Lac Viet Intech is changing the direction of the content during the campaign, so video interaction, video views, likes, and sharing comments are unavoidable. However, this content line is gradually reaching a large number of customers while maintaining an average video view of 20,000 to 2.7 million views.



NO	Description	KPI	Actual Result	%Result/KPI
1	Like	150.000	1.060.510	707%
2	View	15.000.000	27.070.404	180,5%
3	Follow	800.000	846.500	105,8%
4	Comment	2500	4.173	166,9%
5	Share	1000	4.542	454,2%
6	View profile	150.000	231.203	154,14%

Table 4.1.2.2.4: Tiktok LAC VIET INTECH - NIENG RANG

2.5. Tiktok “Nieng rang A - Z”

During the project implementation phase, the number of followers on Tiktok increased from 0 followers to 7235 followers and increased to 7235 followers. Tiktok is getting more and more attention from customers. Interaction for each post ranges from 200 views to 112.000 views. Subjects viewing the channel include those aged 18-24 years old (47%), 25-34 years old (27%), and 61% of women, indicating that the channel has reached the desired target audience of the young.

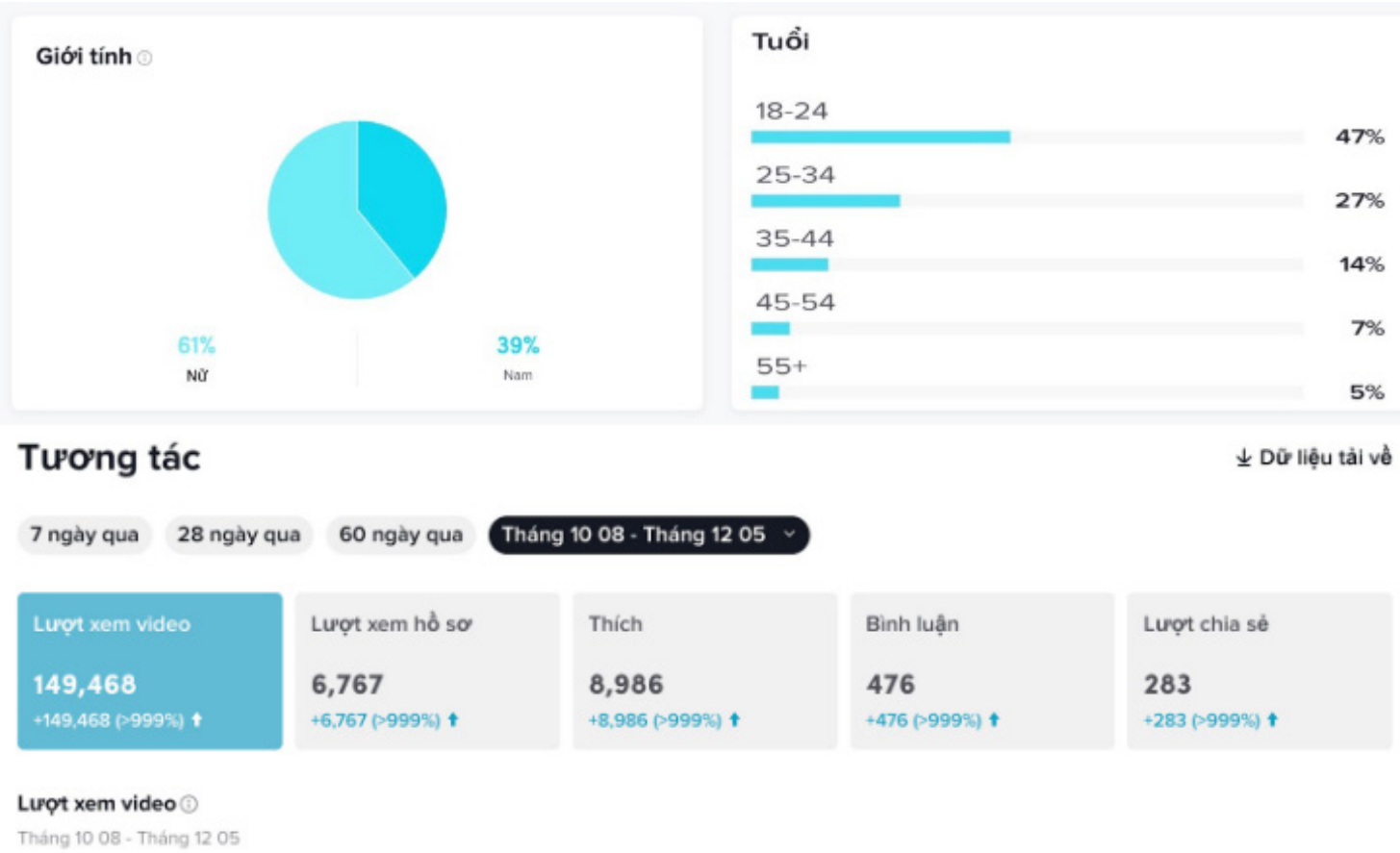


Table 4.1.2.2.5.a: Tiktok NIENG RANG A - Z

DATE	MAIN MEDIA	VIEWS	REACTIONS	COMMENT	SHARE	DOWNLOAD
12/10/2022	Braces solely for aesthetic purposes?	5142	435	49	8	29
14/10/2022	Braces cause pain?	1937	205	34	5	15
15/10/2022	Top pain-inducing sounds	1404	132	25	3	12
17/10/2022	There is a truth that you are most likely	4136	233	26	3	17
19/10/2022	Minigames are being introduced	7744	374	14	1	23
19/10/2022	"Beautiful mouth, beautiful teeth - win big gifts" minigame	11.4k	2875	55	2	12
21/10/2022	braces shock	46k	505	15	4	11
22/10/2022	Minigame results will be announced	3781	186	7	0	12
24/10/2022	Maybe you already know	961	69	7	2	5
26/10/2022	The cost of braces	958	86	11	4	6
28/10/2022	Braces for a beauty queen	1244	106	22	0	9
31/10/2022	What celebrities wear braces?	1399	67	13	2	11
1/11/2022	The shape of teeth might reveal human fate	860	77	5	0	5
3/11/2022	Pain when plugging in the vis	9556	545	20	21	17
4/11/2022	Braces with a high aesthetic value	6895	239	7	0	11
6/11/2022	The top six considerations for parents	6039	91	4	0	8
7/11/2022	To those of you who will be getting braces	6139	33	3	3	7
11/11/2022	The effect of braces will be similar to	5983	70	1	0	6
17/11/2022	Trendy braces	12k	292	6	3	25
18/11/2022	"Full of Smiles" is a minigame.	7628	63	6	0	8
23/11/2022	Funny braces pictures	349	22	5	1	8
24/11/2022	Episode 1 of the minigame "Full of Smiles"	9013	1208	29	3	9
27/11/2022	Episode 2 of the minigame "Full of Smiles"	2849	104	15	0	6
28/11/2022	Episode 3 of the minigame "Full of Smiles"	2551	39	9	0	5
29/11/2022	"Full of Smiles" Minigame Series Award Announcement	1114	66	6	0	7
1/12/2022	ViralClip "TRON VEN NHỮNG NỤ CƯỜI"	111.7K	6122	100	3	12
2/12/2022	Excerpt from ViralClip "TRON VEN NHỮNG NỤ CƯỜI"	665	28	5	0	6
3/12/2022	Excerpt from ViralClip "TRON VEN NHỮNG NỤ CƯỜI"	2444	77	3	0	4
6/12/2022	Excerpt from ViralClip "TRON VEN NHỮNG NỤ CƯỜI"	1678	47	2	0	3
7/12/2022	Excerpt from ViralClip "TRON VEN NHỮNG NỤ CƯỜI"	215	26	0	0	3

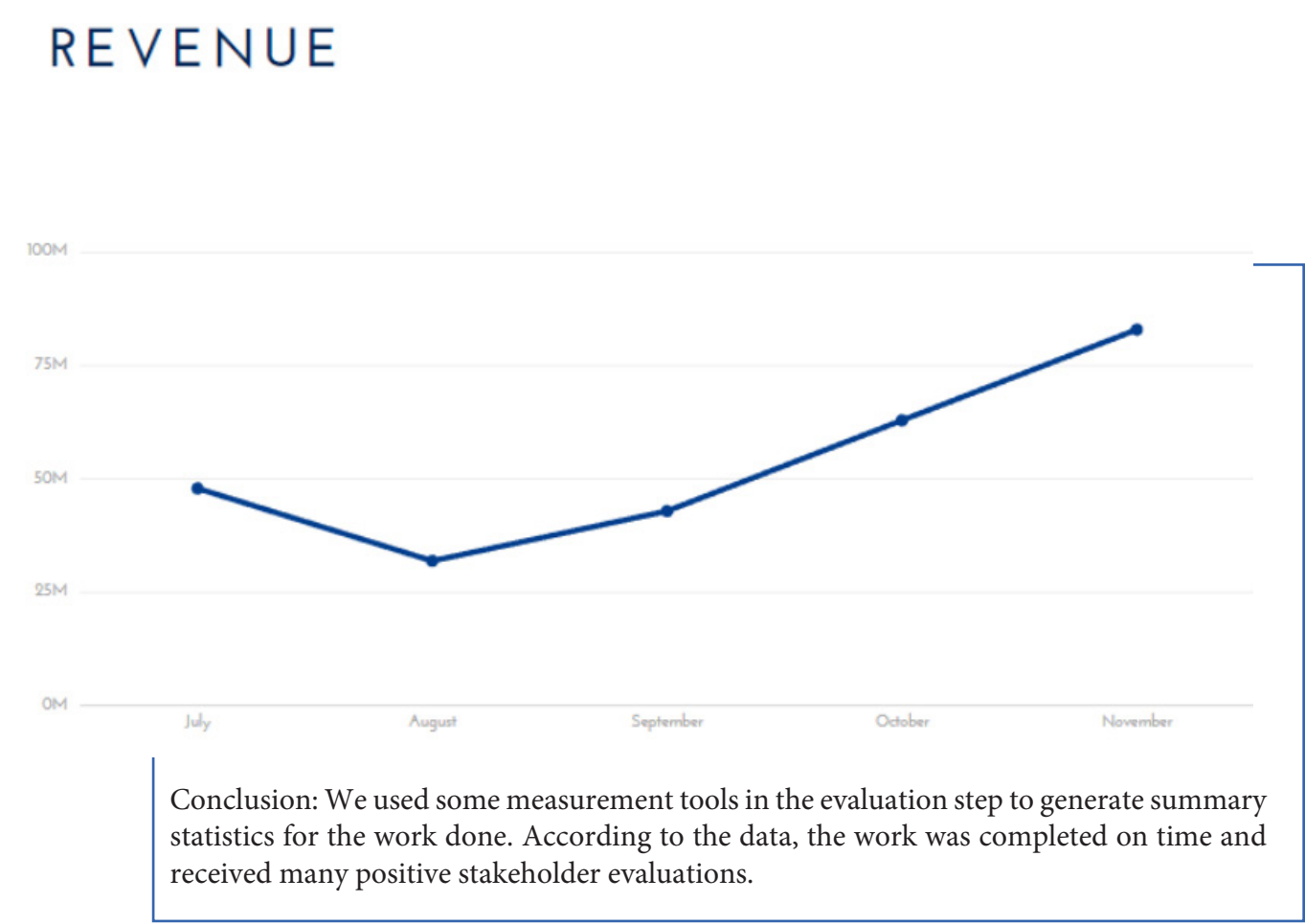
Table 4.1.2.2.5.b: Reach of Tiktok NIENG RANG A - Z

NO	Description	KPI	Actual Result	%Result/KPI
1	Like	7.000	8.986	128,4%
2	View	100,000	149.468	149,5%
3	Follow	7.000	7.235	103,4%
4	Comment	250	476	190,4%
5	Share	150	283	188,7%
6	View profile	5.000	6.767	135,3%

Table 4.1.2.2.5.c: KPI of Tiktok NIENG RANG A - Z

03. EFFECTIVENESS REVENUE

The campaign contributed to an 18.6% increase in revenue for LAC Viet Intech over the second quarter.



4. THE PROJECT OWNER'S EVALUATION TO OUR TEAM



THANK YOU

Kính gửi,

Thay mặt cho Lạc Việt Intech, tôi xin chân thành cảm ơn sự đóng góp vượt bậc của các bạn. Những điều các bạn đã đạt được trong thời gian qua đều đáng được đánh giá cao. Sự cố gắng không ngừng nghỉ của các bạn đã trở thành động lực to lớn cho mọi người.

Tôi tự hào về thành quả tốt đẹp từ những dự án có sự hỗ trợ về mảng truyền thông của các bạn. Các bạn đã giúp cho Lạc Việt Intech được nhiều người biết đến hơn và tăng sự tin tưởng trong lòng khách hàng cùng với đó doanh thu cũng được tăng đáng kể qua những dự án mà các bạn đã làm.

Với những sự cống hiến của các bạn tôi và Lạc Việt Intech rất tin tưởng rằng các bạn sẽ còn tiến xa hơn nữa trên chặng đường sắp tới.

Cảm ơn bạn một lần nữa vì tất cả những gì đã đóng góp!

Trân trọng,

QUẢN LÝ



Đinh Thành Long

01 Our Team Role in This Project

1.1 Positive Points

1.2 Negative Points

02 Our Team's knowledge and How we apply in practice

2.1 Positive Points

2.2 Negative Points

03 Recommendations

3.1 Recommendations for the LacViet Intech

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3.4 Recommendations for Our Team

II. REFLECTION

Furthermore, we cannot deny that, even though Lac Viet Intech's work was vast, challenging, and complex, our team overcame many obstacles throughout the project.

Finally, we are all pleased with the outcomes and will never forget them. This section will carefully consider the project's advantages and disadvantages before making recommendations. The positive points not only help us realize our progress toward the goal, but the limitations are also invaluable lessons for us to see what needs to be improved in the future.

We will evaluate based on factors such as our team's roles in the project, what the team has learned and applied in practice, and what the project has taught us.

01. OUR TEAM ROLE IN THIS PROJECT

1.1 Positive Points

Our team is very proud to be working with the Lac Viet Intech dental system, a pioneer in utilizing technology that meets worldwide standards. When we were given this significant opportunity, we knew right away that we needed to work incredibly hard and responsibly to bring the image of Lac Viet Intech and establish solid and deep impressions on clients.

In this project, we have contributed a part of our efforts to promote the image of Lac Viet Intech on social media channels, especially on the Tiktok platform. When we can help persons with braces feel more confident with their smiles, we are delighted to have brought a positive message from the project to everyone.

1.2 Negative Points

We have little knowledge in the field of dentistry, and it has caused several constraints in terms of content production. Dentistry is a unique industry; we must follow numerous stringent restrictions, which has resulted in many innovative concepts that still need to be implemented. We are students who have yet to work, and we lack a great deal of experience, so the products we have made have not met our expectations.

02. OUR TEAM'S KNOWLEDGE AND HOW WE APPLY IN PRACTICE

2.1 Positive Points

Fortunately, we have learned many valuable subjects and knowledge as FPT University students majoring in communications. Therefore Lac Viet Intech dentistry is a perfect opportunity for us to transition from theory to reality.

Theory of communication models, risk management procedures, planning approaches such as SWOT analysis, SMART, and goal setting in practice such as budgeting. We can examine prior lessons and deepen the lessons learned during the project's implementation.

Finally, we have outlined the techniques of scientifically presenting materials, executing duties such as writing scripts, and designing slides... while applying expertise such as content development, project management, etc.

2.2 Negative Points

In practice, difficulties such as communication can be perplexing when working in a dental setting. Theories are helpful, but they are occasionally far from reality; thus, when implementing the campaign, considerable flexibility in work is required to achieve the best outcomes. For example, when writing content for social media sites, we had to modify it several times due to specialized terminology, in-depth phrases, and the necessity to polish information carefully.

The project also had many crisis periods that required us to work from early dawn until late at night. Work sometimes proceeds differently than planned, resulting in many disagreements and exhaustion among members.

03. RECOMMENDATIONS

3.1 Recommendations for the LacVie Intech

This project has provided us with numerous significant lessons and experiences. However, we would like to make some suggestions for the upcoming Lac Viet Intech communication efforts so that we can develop more in the future.

It is best to plan ahead of time for content production so that you have time to research and modify before implementing. Furthermore, confirming that the strategy is getting closer to being implemented is vital.

New trends must be updated to provide groundbreaking creative content that can better reach young people (particularly genz).

The information management system on social networking sites still has a backlog; thus, it needs to be updated for upcoming campaigns. Specifically, Fanpage pages need to focus on optimizing tools to save budget and achieve high efficiency.

3.1 Recommendations for the LacVie Intech

From the aforementioned perspectives, we would like to make some desires for the multimedia communication major. We have studied a lot of vital theories and skills as communication students, but it can be seen that the theory only partially supports us; the school needs to provide additional practice alternatives so that students like us are less confused when I go to work.

Another thing we really desire throughout the project phase is for FPT University to allow us to focus without having to study parallel subjects in class. This will allow us to concentrate entirely on our project.

3.3 Recommendations for the next semester's students

In addition to carefully learning the necessary knowledge, you must learn from your friends, previous classmates, and teachers. This will assist you in being prepared rather than bewildered when implementing your problems.

To operate under any strain, in any situation, you must have a steel spirit. To accomplish so, you must strike a balance between life and work, as well as the courage to break through to make changes and intriguing things.

Stick to the framework, but push yourself in all areas.

Finally, we can tell you that this will be a marvelous and unforgettable experience.

3.4 Recommendations for Our Team

Although the entire team has been working together for four years, we still have conflicts when implementing the project; this is something we cannot avoid and will notice, assess, and learn together, change, and grow ourselves.

We must be more proactive in our work, express our thoughts, and strengthen our critical thinking skills. We must increase our time management and planning abilities.

Finally, abilities such as picture design and media production must be improved. In the future, our team will utilize the lessons learned from this project to become a better version.

LETTER FROM OUR TEAM TO MR LONG

THANK
YOU

Kính gửi Anh Đinh Thành Long,

Color Team chúng em chân thành cảm ơn Anh và Nha Khoa Lạc Việt Intech đã giúp đỡ bọn em trong suốt quá trình 3 tháng vừa qua, cho chúng em những trải nghiệm tuyệt vời trong quãng thời gian cuối cùng của đời sinh viên. Được là một phần bé nhỏ trong Lạc Việt Intech và được làm việc với một người quản lý tận tâm như Anh là một sự may mắn và niềm vinh hạnh đối với Color Team bọn em.

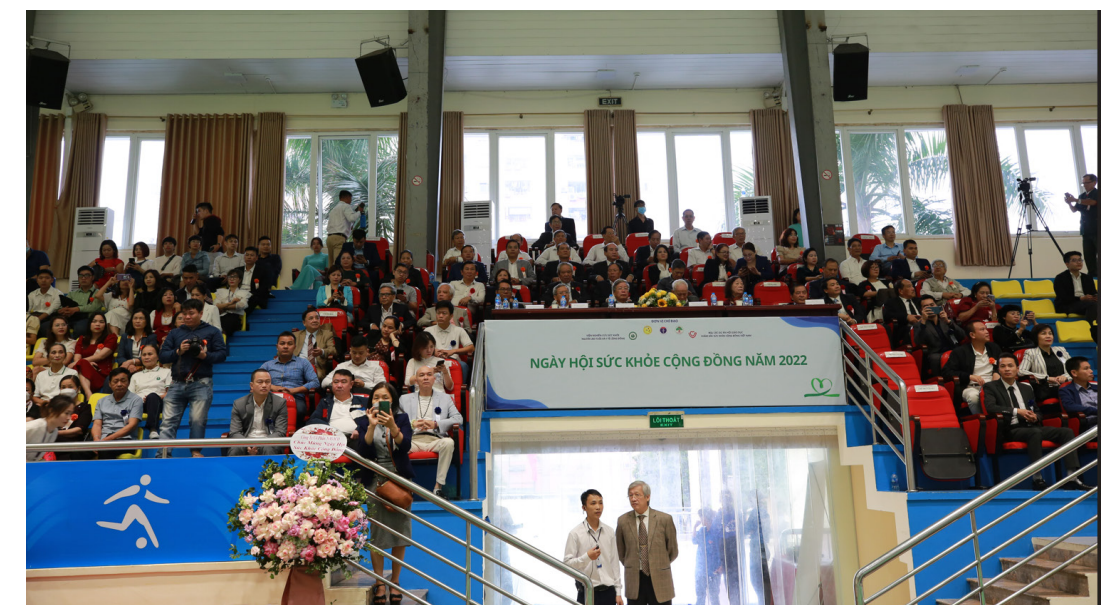
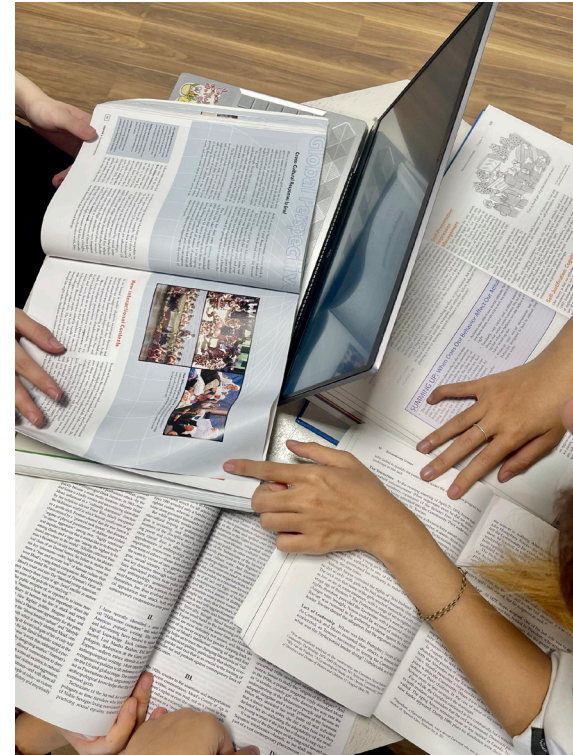
Chúng em sẽ nhớ mãi những lần Anh dìu dắt và giúp đỡ bọn em trong công việc. Dù Anh có nhiều công việc như thế nào đi nữa thì Anh vẫn luôn nhiệt tình giúp đỡ và chỉ dạy bọn em khi bọn em gặp thiếu sót.

Một lần nữa bọn em xin chân thành cảm ơn Anh, bọn em chúc Anh sẽ luôn thành công trong công việc và cuộc sống.

Trân trọng,

COLOR TEAM

BEHIND THE SENCE



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COMMUNICATION CAMPAIGN

**FOR LAC VIET INTECH DENTAL CHAIN IN THE FOURTH-
QUARTER**