

# DONG DO

TRUNG TÂM ĐÀO TẠO LÁI XE ĐỒNG HÀNH CÙNG LÁI THỜI

## DO

CAMPAIGN

**Dong Do accompany**  
with new driver



Mentor

**DR. VŨ VIỆT ANGA**

Nguyễn Việt Anh

HS 130295

Khổng Minh Hoàng

HS 153327

Nguyễn Đình Thăng

HS 140128

Nguyễn Thế Tùng

HS 153314

# WE ARE SO THANKFUL



*The teachers, tutors, and mentors FPT University* for having given us the necessary education and knowledge to work on this campaign.

*Dr. Vu Viet Nga*, who has dedicated her time and effort to guide and instruct us throughout the process of our project. Thanks to her devoted guidance, we have successfully completed the project and are confident in presenting our results. Our instructor not only provided us with valuable advice for us to delve deeper into the project's topic, but also assisted us in data analysis and information processing. The experiences and knowledge that she shared with us not only helped us complete the project successfully, but also greatly aided in the development of our skills and knowledge.

*Mr. Luu Hoang Gia* for his enthusiastic support and guidance throughout our project. Thanks to his wholehearted assistance, we were able to complete the project smoothly and achieve good results. He not only provided us with valuable knowledge and experience on the project topic, but also supported us in solving difficult issues during our research. His dedicated help and support helped us save time and effort to effectively complete the project.

*The leadership and teachers at Dong Do Center* have provided us with invaluable support for our project and imparted us with crucial knowledge on safe driving. Thanks to the dedicated help and support of the leadership and teachers, we were able to effectively complete the project and achieve good results. Additionally, we have learned a great deal about safe driving, from driving techniques to traffic accident prevention procedures. This knowledge has helped us raise awareness on safe driving practices while participating in traffic and working in fields related to driving.

*All the team members* for their tireless efforts in creating a truly memorable project. Without the dedication, hard work, and collaboration of each and every one of you, we would not have been able to accomplish what we did. Thank you for your contributions and for making this project such a success!

## INTRODUCTION TO THE CAPSTONE PROJECT

|                                     |    |
|-------------------------------------|----|
| 1. The name of the capstone project | 15 |
| 2. Capstone introduction            | 15 |
| 3. Capstone project overview        | 15 |
| 4. Project overview                 | 18 |

## RESEARCH

|                                |    |
|--------------------------------|----|
| 1. The subject and the target  | 25 |
| 2. Applied models and theories | 37 |

## DEVELOPMENT AND PLANNING

|                |    |
|----------------|----|
| 1. Development | 44 |
| 2. Planning    | 56 |

## PROJECT EXECUTION AND PROJECT MANAGEMENT

|  |    |
|--|----|
| 1. Project execution   | 66 |
| 2. The process of producing content for social media platforms | 70 |
| 3. The process of producing content for offline media products | 77 |
| 4. Cost  | 80 |

## EVALUATION



1. Measurement tools \_\_\_\_\_ 82
2. The development of channels before and after the campaign \_\_\_\_\_ 83
3. Media production \_\_\_\_\_ 87
4. The result of platform reach compare to KPI \_\_\_\_\_ 88
5. Evaluation from capstone mentor \_\_\_\_\_ 89

## REFLECTION AND RECOMMENDATIONS



1. Reflection about the campaign \_\_\_\_\_ 93
2. Recommendations for the business \_\_\_\_\_ 95

## APPENDIX



- Appendix \_\_\_\_\_ 102

## LIST OF FIGURES AND TABLES



- List of figures and tables \_\_\_\_\_ 109

## REFERENCES



- References \_\_\_\_\_ 112

## Abstract

The main purpose of this research document is to find the best communication direction for Dong Do driving training center. It is the starting point to push forward the first communication campaign of the center, and then lay a solid foundation for the brand as well as make it easier for future conversion or expansion campaigns to be implemented and developed stronger.

The group uses methods applied in the field of communication to study the market, as well as factors related to the center, in order to find the best direction and development for Dong Do Center. SWOT, AIDA, TTM, primary data collection method, secondary data collection method, and PMI diagrams are all methods applied by the group to create the best and most targeted communication products for Dong Do's entity.

After applying research methods and following the correct processes to identify customer profiles and potential directions, the campaign created by the group has gone in the right direction and developed strongly, exceeding its set objectives.

The research document plays an important role in forming and developing the direction of communication in the field of teaching and training driving skills for students in the present and future era. The changes and development of society are evaluated and carried out through the research of the group.

The document provides insights as well as implementation strategies for the campaign based on the entire research process, including analyzing goals, subjects, competitors, target customers, and then proposing the main strategy for the communication campaign, which creates results beyond expectations. Below is the presentation of the research, as well as the process of implementing the campaign of the group on Dong Do's entity with the main message "Dong Do accompany with new drivers".

## Executive summary

# Dong Do Campaign

|               |  |
|---------------|--|
| CAMPAIGN NAME | <b>English:</b> Dong Do accompany with new drivers.  |
|               | <b>Vietnamese:</b> Đông Đô đồng hành cùng lái mới.   |
| SUBJECT       | Dong Do Driving Training Center.   |
|               | FPT Student Project Team / Mentor: Dr. Vu Viet Nga.  |
| PURPOSE       | <b>Long - term:</b><br>Helping young people raising awareness of the main issues when participating in road traffic, understanding and having knowledge of the rules, as well as how to operate vehicles, learning more easily and providing car driving instruction service.  |
|               | <b>Short - term:</b><br>Increasing brand awareness of the center through social networks platform to reach the audience.   |
| GOALS         | <b>Quantitative:</b><br>Increasing the number of follower and interactions on Facebook to 2000 people.<br>Setting up a TikTok account and producing content that brings 1000 followers and 1000 interactions.  |
|               | <b>Qualitative:</b><br>The goal is to spread the message as well as the brand image of Dong Do throughout Ha Noi, giving the feeling of a familiar brand.  |
| TARGETS       | <b>Primary target</b> <ul style="list-style-type: none"><li>● Age: 18-25 years old</li><li>● Gender: Male/Female</li><li>● Place of residence: Hanoi</li><li>● Characteristics: As students of private universities and colleges, families with conditions, begin to learn about vehicles.</li><li>● Students in the automotive engineering department are required to have a driver's license because of the job requirements to have a job.</li><li>● Platform used: mainly TikTok, a small part is Facebook</li></ul> |

|                           |   |
|---------------------------|---|
|                           | <p><b>Secondary target</b></p> <ul style="list-style-type: none"> <li>● Age: 26 - 35</li> <li>● Gender: Male/Female</li> <li>● Place of residence: Hanoi</li> <li>● Characteristics: Having gone to work and having a need to use a car as a means of transportation, or for related work, already have separate incomes.</li> <li>● Platforms used: mainly Facebook, with a large number of TikTok users.</li> </ul> |
| MESSAGE                   | <p><b>Dong Do - New Driver's Companion</b><br/>Dong Do always wants you to drive with confidence and safety.</p>  |
| USER ENGAGEMENT           | <p>Organizing a free 1-day trial lesson for those who are interested in learning to drive</p> <p>Producing stickers, key chains for newly registered students</p>   |
| METHODOLOGY               | <p>Methods of collecting primary and secondary data<br/>Data processing methods: S.W.O.T, 4Ps, TTM, A.I.D.A<br/>Implementation method: Theoretical models and project management PMI</p>  |
| STYLE & TONE              | <p><b>Image:</b> The 2 D's logo is interlocked like curves, showing like a training ground.<br/><b>Color:</b> Green, white, blue<br/><b>Mood:</b> Friendly, safe</p>  |
| BOUNDARIES OF THE PROJECT | <p><b>Object:</b> Students, and those between the ages of 18 and 35 who are working, have the need to learn a driver's license to serve their own needs.<br/><b>Time:</b> 01/01/2022 - 10/04/2023<br/><b>Place:</b> Ha Noi, Viet Nam<br/><b>Research area:</b> Market for young people to learn and issue driver's licenses to raise awareness about the law to protect those around them</p>                         |
| BUDGET PROJECTION         | <p><b>Tiktok:</b> 32.330.000 VNĐ<br/><b>Facebook:</b> 10.260.000 VNĐ</p>  |

SCOPE OF WORK

Be deployed through two main platforms, serving the purpose of spreading the message and reaching as many audiences as possible.

- **Online:**  
Editing Dong Do's brand identity through images, logos, and banners to rejuvenate the subject as well as to match the target audience.  
Social network (Facebook/Tiktok): A system of short articles and videos to provide information and entertainment to the target audience. Incorporating the use of short informational videos, articles to the right user file.

- **Offline:**  
Producing stickers, banners, or key chains related to Dong Do's image, in order to improve brand awareness through attached products.

Table 1: Overview of the dong do campaign

| INTRODUCTION |                |
|--------------|----------------|
| Context      |                |
| Story Canvas | Project name   |
|              | Purpose        |
|              | Audience       |
|              | Key message    |
|              | Call to Action |
|              | Story          |
|              | People & Place |
|              | Style & Tone   |
|              | Boundaries     |
|              | Cost           |
|              | Campaign       |
|              | Goal           |
| Objective    | Objective      |

## RESEARCH

|  |                             |   |
|--|-----------------------------|---|
| Methodology                            | Data collection methodology | Primary data collection methodology   |
|  |                             | Secondary data collection methodology   |
|  | Data analysis methodology   | Excel + Chart   |
|  | Implementation methodology  | Application of theoretical models: <ul style="list-style-type: none"> <li>● AIDA</li> <li>● SWOT</li> <li>● 4Ps</li> <li>● TTM</li> </ul> |
|  |                             | Project Management Institute (PMI) methodology  |
| Evaluation and measurement methodology | Measurement tool            |   |

|         |                        |   |            |
|---------|------------------------|---|------------|
| Subject | Dong Do driving school | Introduction                                      | Vision     |
|         |                        |   | Mission    |
|         |                        |   | Core Value |
|         | Market                 | Marketing evaluation                              |            |
|         |                        | Average GDP in 2022 and GDP in Hanoi              |            |
|         |                        | Automobile market in Hanoi                        |            |
|         |                        | Requirements to obtain a driver's license in 2023 |            |
|         |                        | Simulated car cabin system                        |            |
|         |                        | Specific distances covered in driving test        |            |
|         |                        | Specific distances in long distance driving       |            |
|         | Competitor             | Geographic location                               |            |
|         |                        | Service   |            |
|         |                        | Price of the course                               |            |
|         |                        | Infrastructure                                    |            |

|         |                                   |  |      |
|---------|-----------------------------------|--|------|
| Subject | Assessment of the target audience | Statistics on the usage of social media in Vietnam in 2023 |      |
|         |                                   | Facebook users in Vietnam in 2023                          |      |
|         |                                   | Tik Tok users in Vietnam in 2023                           |      |
|         |                                   | YouTube users in Vietnam in 2023                           |      |
|         |                                   | Age division of students                                   | 2020 |
|         |                                   |  | 2021 |
|         |                                   |  | 2022 |
|         |                                   | Age group  |      |
|         |                                   | Gender   |      |
|         |                                   | Geographic location  |      |
|         |                                   | Interests  |      |
|         |                                   | Personal Income  |      |
|         |                                   | Interests related to the product/service offering          |      |
|         |                                   | Lifestyle  |      |

| DEVELOPMENT AND PLANNING |                            |                          |
|--------------------------|----------------------------|--------------------------|
| Project Charter          | Overview                   | Project Title            |
|                          |                            | Project Manager          |
|                          |                            |                          |
|                          |                            | Project time             |
|                          |                            | Project Sponsor          |
|                          | Business Need              | Scope                    |
|                          |                            | Risk and Issue           |
|                          |                            | Deliverables             |
|                          |                            | Assumption/ Dependencies |
|                          | Financials                 |                          |
|                          | Milestones Schedule        | Milestone                |
|                          |                            | Target Completion date   |
|                          | Project team               | Project manager          |
|                          |                            | Team members             |
|                          | Approval/ Review Committee | Sponsor                  |
|                          | Mentor                     | Mentor                   |

|                  |                                 |
|------------------|---------------------------------|
| Customer Journey | Review goals                    |
|                  | Touchpoint & Channel Brainstorm |
|                  | Empathy map                     |
|                  | Brainstorm with lenses          |
|                  | Affinity diagram                |
|                  | Sketch the journey              |
|                  | Redefine & Digitize             |
|                  | Share & Use                     |

|                    |          |  |
|--------------------|----------|--|
| Selected Platforms | TikTok   |  |
|                    | Facebook |  |
|                    | Offline  |  |

|             |          |                          |
|-------------|----------|--------------------------|
| Action Plan | Goal     | Action step descriptions |
|             |          | Party/dept responsible   |
|             |          | Date to begin            |
|             | Date due | Date due                 |

|                     |                    |
|---------------------|--------------------|
| Risk Management     | Subject            |
|                     | Target audience    |
|                     | Methodology        |
|                     | Content            |
| Budget Management   | Advertise cost     |
|                     | Communication cost |
| Resource management | Human Resource     |
|                     | Equipment Resource |

| EXECUTION                |                       |   |
|--------------------------|-----------------------|---|
|                          |                       |   |
| Project overview         | Goal ~ Action plan    | Web traffic, Follows, Views, Interact, Messages |
|                          | Project Dashboard     |   |
|                          | Strategy              |   |
| Pitching Idea            | Pitching Timeline     | 1/1//2023 - 1/4/2023                            |
|                          | Proposal              |   |
| Communication Activities | Social Media Schedule |   |

|  |                  |          |
|--|------------------|----------|
|  | Content System   |          |
|  | Media Production | Facebook |
|  | Tiktok           |          |

|                         |          |                    |
|-------------------------|----------|--------------------|
| Social media Activities | TikTok   | Consistent content |
|                         |          | Workflow           |
|                         |          | KPI                |
|                         |          | Deadline           |
|                         | Facebook | Consistent content |
|                         |          | Workflow           |
| KPI                     |          |                    |
| Offline Activities      | Stickers | Idea               |
|                         |          | Execution          |

| EVALUATION                  |                      |                          |
|-----------------------------|----------------------|--------------------------|
|                             |                      |                          |
| Measurement tool            | Meta Business Suites | Fanpage Facebook         |
|                             |                      | Reached audience         |
|                             | Tik Tok Ads          | Tik Tok chanel           |
|                             |                      | Reached audience         |
|                             | Event evaluation     | Stakeholder              |
|                             |                      | Customer                 |
| Evaluation of achieved KPIs | Facebook             | Reaction , Follow        |
|                             | Tiktok               | Website traffic , reach  |
| Feedback                    | Facebook             | Reaction , Follow        |
|                             | Tiktok               | Satisfaction of customer |

| REFLECTION AND RECOMMENDATION |                            |              |
|-------------------------------|----------------------------|--------------|
|                               |                            |              |
| Reflection                    | Subjects and stakeholders. | Dong Do      |
|                               |                            | Stakeholders |

|                |   |  |
|----------------|---|--|
|                |   |  |
|                | Individual group                          |  |
|                |   |  |
| RECOMMENDATION |   |  |
|                |   |  |
| Recommendation | Building a personal communication channel |  |
|                | Conversion campaign                       |  |
|                | Expanding brand awareness campaign        |  |

Table 2: Timeline of the Dong Do campaign



# INTRODUCTION TO THE GRADUATION THESIS PROJECT

1. The name of the capstone project
2. Capstone introduction
3. Capstone project overview
  - a. The state of the problem to be solved
  - b. Proposal of capstone project
  - c. The role of the group in the media campaign
  - d. Scope of capstone project
  - e. Reasons for choosing the topic.
4. Project overview
  - a. Key Partners
  - b. Key Activities
  - c. Key Resources
  - d. Value Propositions
  - e. Customer Relationship
  - f. Customer Segments
  - g. Channel
  - h. Cost Structure
  - i. Revenue Stream

# I. Introduction to the capstone project.

In the first part of the thesis, the group will provide an overview of the capstone project carried out in Dong Do. In addition to introducing the project, the group will also identify the issues that need to be addressed in the project, propose solutions to these issues, clarify the scope of the project, and the role of the group in the implementation process. The aim of this section is to provide a comprehensive overview of the capstone project and give the reader a clear idea of what will be approached and worked on in the following chapters of the thesis.

## 1. The name of the capstone project

- **English** : Dong Do accompany with new driver
- **Vietnamese** : Đông Đô đồng hành cùng lái mới

## 2. Capstone introduction

The reality of Vietnam's traffic is always a painful problem when people still despise and underestimate the culture and sense of participating in traffic.

"Dong Do accompanies the new driver" is a communication project using social networking platforms such as Facebook, and Tiktok. Dong Do will become a close friend sharing safe driving knowledge with the community and Raising awareness of self-protection to keep the community safe when participating in traffic.

## 3. Capstone project overview

### a. The state of the problem to be solved

Facing the fact that they have not invested in marketing and have a proper marketing team, Dong Do's marketing and communication activities have not achieved high efficiency. Before the participation of the project team, to communicate and attract customers to Dong Do still applied the traditional methods of texting, calling potential customers, through acquaintances of

teachers, and word-of-mouth of customers who have experienced the course. The group realizes that with the current methods, Dong Do will be passive and rely too much on objective factors, leading to low brand awareness, and difficulty in expanding the customer base compare to competitors who know how to communicate effectively.

## **b. Proposal of capstone project**

Recently, with the change in psychology and habits of users gradually switching to the internet, to grasp that, competitors are focusing on developing communication channels on network platforms. In order to be able to compete with competitors, the group proposed to develop a strategic communication campaign on social networking platforms that have a large number of users such as Facebook, and TikTok. From there, build up the image and multiply the identity of the Dong Do brand so that customers can have trust in Dong Do.

## **c. The role of the group in the media campaign**

The team will take responsibility for planning, researching, and executing every phase of the media campaign. Firstly, the team will do premise research to create the big idea, cross-cutting content and main message for the project's communication plan. Secondly, the team takes care of production tasks such as ideas, content for media products and logistics preparation and also video production. Finally, in the final stage the team will do the work. Measure the effectiveness of the communication campaign and report back to the center.

## **d. Scope of capstone project**

The first quarter of 2023 is the period when the inspectorate goes to scrutinize and inspect every driver training center harshly and rigorously. Leading to a limitation in organizing offline communication, so this quarter, the group proposed to expand and invest in online media development, focusing on two main platforms, Facebook and Tiktok because these are two popular social networks that has the most users used. From there, it will quickly multiply the coverage of the brand identity.

As for the geographical scope, because of the habit of users, they often choose the centers which is closest to the customers, so the group will focus

on the most on customers within Hanoi. Besides, Hanoi is also the city with the highest rate of car ownership in the country

### e. Reasons for choosing the topic

With the rapid development of the Vietnamese economy and the world industry, the production of cheap cars on the Vietnamese market, owning a car for many families in the urban areas is very important. Therefore, the demand for owning a car driver's license is increasing significantly.

Moreover, the driving test training has been allowed by the state to expand socialization to attract many private investors as well as enterprises. The speed of rapid development needs to go hand in hand with quality, but currently the quality of road motor vehicle driving test training has not kept pace as licensed facilities and centers are increasing rapidly.

The reality shows that there are still many problems in driving test training, the theoretical learning, and cultural and ethical training for drivers is still underestimated. The department is having fierce competition, racing to reduce prices, and cutting programs. This has a very bad influence on students when participating in traffic. On an average day in Vietnam has a lot of traffic accidents, killing and injuring many people. Therefore, raising the awareness and understanding of traffic participants is practical and urgent more than ever.

In recent years, with the constant innovation and development of the internet and the impact of the environment, customers' consumption habits have changed. Since then, businesses must also make changes in their marketing strategies. Currently, it can be said that the importance of online marketing for businesses is very important.

Online marketing helps businesses provide product content, offer services and receive feedback directly from customers. Not only maintaining relationships with customers but also attracting the attention and participation of network members. It also increases the likelihood of more potential buyers. Grasping today's market trend, many driver training centers and institutions are promoting online marketing communication activities. Unlikely before when consumers were used to finding information about driver's license courses

through word-of-mouth and going directly to the registration center. Nowadays with the accessibility of cars leading to rejuvenation in the age of drivers, and since the Covid-19 epidemic, users have a habit of finding information through groups on many social platforms. Therefore, online marketing communication for driver's license courses in the 4.0 era is very important.

As one of the long-standing driving license training centers, Dong Do Driving School has also been aware of market fluctuations and trends. Before changes in shopping habits food for consumers, online marketing is the top priority communication tool in Dong Do's marketing plan.

With the internet platform, the company has approached customers through many different mediums from social networks, the company's website, Youtube... However, these Online Marketing communication activities are not highly strategic and lack regulation. Currently, online marketing communication plans are only oriented to the short term by weeks and months. Long-term online marketing communication orientation has not been established. Making an effective online marketing communication plan in the long term is also difficult.

- Firstly, because the center's operational structure is not binding and unified with the teacher, it is difficult to link and identify with the driving instructors.
- Second, determining the time of communication, and the communication channel so that it is effective and optimized in terms of costs as well as human resources is a difficulty posed when implementing online marketing communications.

During the implementation of the capstone project here, the group needs to research and come up with strategic solutions for the communication campaign to develop Dong Do's position in training car driving license and overcome the difficulty in online marketing.

## 4. Project overview

### a. Key Partners

Dong Do Testing Center (Partner in media campaign).

Social media partners can provide a platform to promote a media campaign. Facebook, Google, Youtube and TikTok.

Industry-related partners including: teachers, people in charge, mentors and supporters.

## b. Key Activities

Market researching: Dong Do is put on the scale to compare with the top five most prestigious driving test training centers in Hanoi, to find the difference as well as analyze the strategy, to improve weaknesses as well as promote strengths, creating a separate path for the direction of communication.

The target customer segment age of Dong Do center as well as the target audience is from 18-25.

Communication planning: The communication plan is divided, into two main purposed: online communication and offline communication.

Content Creation: Content producers create videos, images, audio, or other media content to showcase a company's products or services. Spread the message of humor but still bring useful lessons to new drivers. The main message "Dong Do accompanies the new driver" is built by applying the knowledge conveyed to young groups to help them understand and have lessons through videos more easily, inspired by the way of dividing knowledge into many parts, and expressing through each situation and behavior to increase the ability to remember as well as be more useful in understanding and applying.

Developing advertising strategies: Helping to create advertising strategies to capture the attention of potential customers. Revolving around elements that stick to the subject strategy, as well as the message conveying the content. Promoting the strength of Dong Do's support services to target customers. Show youth and enthusiasm through engaging and dynamic videos.

The result of the communication strategy throughout carries the main message "Dong Do accompanies the new driver" the main goal after the launch of the new brand identity, as well as campaigns to promote communication segments through network channels. That society is competitive through images, showing rejuvenation in the process of teaching and learning to drive, Dong Do is a prominent subject that is repeated and emphasized in words

through information. the message at the end of each video, in order to spread the brand identity of the center through media channels, make the audience know and remember the name Dong Do.

Analyzing results: Analyzing data to help evaluate the effectiveness of communication campaigns and make recommendations for improvement for future strategies. After the process of running the communication plan, and doing a market analysis strategy, from those results, to know whether the subject, as well as the strategy, is going in the right direction with the plan set out or not. From there, analyzing and research whether in the future it is possible to promote new strategies and plans to modify and promote many other positive points.

### c. Key Resources

Communication content: Including articles, images, videos, these content play an important role in conveying content as well as introducing the company's services and products.

Communication channels: Communication channels include tools and media to help a company communicate with customers. These channels may include social networking platforms such as FaceBook, TikTok, Youtube.

Media technology: Media technology plays an important role in the production, distribution and management of media content. These technologies include content production software, content management software, or hardware such as equipment for editing, designing, uploading "cameras, laptops, video editing equipment..."

Media staff: Communication staff is an important resource for developing and implementing communication strategies, this campaign includes members of the campaign support and development team.

Branding: A company's brand is an extremely important resource in the media industry, helping to build trust and confidence from customers. Resources for branding include logos, brand styles, slogans, and brand-related content.

#### d. Value Propositions

Quality training: The center provides professional training courses, experienced instructors, complete and quality curriculum.

Practicality: Students are provided with practical skills to drive safely on the road.

Saving time: Courses are designed to save time for students, helping them to get their driver's licenses in the shortest time possible.

Reasonable cost: Driving schools offer affordable tuition packages that can be customized to fit the student's budget.

Good support: The Center provides professional and dedicated support to students during and after completing the course.

Guarantee commitment: Driving training centers are committed to ensuring the quality of training and supporting students in the process of learning to drive and taking the test.

These values need to be included in the business plan of the driving school to attract students, meet the needs of customers and create sustainable development for the business. From there, the center can build a prestigious image and increase sales.

#### e. Customer Relationship

In the automotive driving training industry, customer relationship is very important to attract and retain customers and create trust and student satisfaction about the driving school. Customer relations activities in this industry include:

Customer consultation: The driving school needs to advise customers on the types of driver's licenses, study locations, policies and tuition fees to help students choose the most suitable course.

Customer caring: The driving school needs to ensure the quality of teaching, provide quick solutions if students have problems and support to solve difficulties during the learning process.

Providing information: The driving school needs to provide full information about tuition fees, study programs, class hours and requirements so that students can best prepare for the learning process.

Creating a positive experience: The center needs to create a comfortable and friendly learning environment, helping students feel confident and comfortable in the learning process.

After-sales: After students complete the course, the center needs to continue to take care of customers by providing useful information such as updating the latest law changes, and updating news about the re-issuance of driver's licenses. , advising on driving skills so that students can maintain their driving licenses.

Effective customer relationship management will help the driving school attract more students, create student trust and satisfaction, enhance customer friendliness and closeness, and increase sales. sales and increase profits for the business.

## f. Customer Segments

People who want to improve their driving skills: These are people who already have a driver's license and want to improve their driving skills, and increase their confidence and safety while driving.

Enterprises, companies: These are businesses and companies that have a demand for driver training for their driver staff to ensure the safety and quality of vehicle operation.

People who want to learn to drive fast: These are people who need to learn to drive in a short time or want to learn to drive fast to save time.

## g. Channel

The distribution channel is an important factor in determining how effectively a business gets a product or service to the customers.

- Direct retail channel: Students apply directly to the center to apply for a driver's license through the categories that the students had decided for themselves.

- Sales channel through intermediaries: Businesses accept new students through teachers and register directly through instructors, and teachers will have to be directly responsible for registered students.
- Online sales channel: Businesses use communication channels to reach customers, thereby generating conversions of online study applications through websites.
- Sales channel through agents: Businesses use agents or schools to indirectly reach more new students through schools or other educational activities to enhance brand image and thereby leading to a conversion to an application for a driver's license to the center.

Determining the right distribution channels will help businesses optimize costs and time to reach customers effectively.

## h. Cost Structure

Advertising and marketing expenses: Includes advertising and marketing costs to attract new students.

Cost of props when producing video.

## i. Revenue Stream

The car driving training industry has the following sources of income:

- Tuition: Learners will have to pay tuition fees to participate in a driving course. Tuition can be charged by the hour or by course.
- Surcharges: In addition to tuition fees, training centers also collect additional fees for the use of training facilities, driver's license exam fees, paper fees, health examination fees, etc.
- Related services: The training center can provide related services such as car rental, driving lessons, driver's license issuance, learning materials,...
- Cooperation with partners: Training centers can cooperate with partners such as other driver training centers, insurance agents, car manufacturers and sellers to generate income. other.
- Advertising: Training centers may use promotional activities to attract more students to sign up for driving lessons.
- Online business: Training centers can generate income by providing online driving courses, virtual driver training (simulator), or online consulting services.



# RESEARCH

## 1. Subject and target

- a. Introduce the subject
- b. Target audience
- c. Target market
- d. Competitors

## 2. Applied models and theories

- a. S.W.O.T
- b. 4Ps model
- c. A.I.D.A

## II. Research

In the next section of the capstone project, the group will continue to survey and identify the subjects as well as the relevant objects related to the topic. This includes Dong Do Center, the market, competitors and target customers. During this process, the group will use appropriate research methods and tools to collect and analyze data. From there, the group will evaluate important factors, understand the characteristics and needs of the target customers, the factors affecting the competitiveness of the product or service and the latest market trends. Based on the research results, the group will select appropriate options and strategies to meet the needs and requirements of the target customers, enhance the value of the brand, and achieve the highest growth potential in the market.

### I. Subject and target

#### a. Introduce the subject

The Dong Do Hanoi Vocational Education Driving Center was established under Decision No. 1556/QĐ-UBND dated June 9, 2008, by the Chairman of the People's Committee of Hanoi City as a vocational education institution within the state vocational training system. It is responsible for organizing enrollment and providing training for A1 motorbike and B1 automatic and manual car driving licenses.

After nearly 15 years of construction, operation, and development, we have established a reputable brand in the field of driving training. As a leading and focal driving training institution in Hanoi, on average, we train and issue driver's licenses to more than 12,000 students per year.

- **Vision**

Dong Do Hanoi ensures the best driving techniques and situational judgment abilities to help each student feel confident behind the wheel.

- **Mission**

Dong Do is ready to accompany students on every road and commits to providing support whenever they need it.

100% of students who complete the course pass the driving license exam, have a clear understanding of road traffic laws and can apply them in practice

when participating in traffic, enhance their awareness and strictly comply with road traffic laws, contribute to reducing accidents and traffic congestion, and ensure social safety and order.

- **Core values**

#### **Dedication**

The teaching staff is dedicated and highly experienced. With over 150 teachers who have more than 20 years of expertise in driver training, along with enthusiasm and dedication, the Dong Do Hanoi Vocational Driving Education Center provides learners with a place to "Learn well - Test easily - Drive confidently".

#### **Trustworthiness**

No intermediaries: It is possible that you will have to pay additional intermediary fees, but the more important issue is that you will not receive the written commitment of the center if you go through an intermediary. This is because intermediary agencies may pass your application to a third party who will directly handle your training, and you will not receive the written commitment from the training center.

No fake prices: You may pay a very cheap initial fee, but the learning process will generate additional costs that cannot be quantified in advance: gasoline, parking fees, teacher training, food expenses... and this figure could be three times higher than the estimated cost or what the consultants tell you.

- **USP**

The center owns a 1-hectare driving practice ground with 11 examination courses following the standards of the Ministry of Transport. The ground is equipped with markings and automatic scoring devices on vehicles to help learners master driving techniques and hone their skills on the examination ground, ensuring high test results.

- **Evaluation of previous marketing campaign**

Overall, the number of students registering for driving courses at Dong Do all go through the center's teachers. There have been no prior marketing campaigns, which has resulted in poor brand recognition.

The main communication channels for Dong Do are Facebook and its website. However, there are few and not diverse posts, and the number of followers is low.

There are few dedicated and specialized marketing personnel, with only one person in charge of this department with the support of the center's official teachers. This affects the speed and quality of their communication products.

## b. Target audiences

- Target audience

Table 3: Target customers of the driver training center

| TARGET AUDIENCE       | AGE  | EXPERIENCE JOURNEY   |
|-----------------------|--|--|
| Age                   | <ul style="list-style-type: none"> <li>● 18-25</li> <li>● 25-30</li> <li>● 30-45</li> </ul>  | Experience Journey: When customers encounter problems and want to use transportation but do not have a driver's license, the need of the users arises.   |
| Sex                   | According to the registration records of the center, in the period from 2020 until now, there has been a balance in gender, with approximately 55% male and 45% female out of every 100 people taking the driving test.  | <ul style="list-style-type: none"> <li>● Customers search for information sources to register for driver's license training and exams through two main forms: offline and online.</li> </ul>   |
| Geographical location | All residents living in Hanoi and neighboring provinces.   | <ul style="list-style-type: none"> <li>● After researching the service through various centers, customers choose the center that best meets their criteria and needs, such as (cost, clear information, good service, promotions, job guarantees, and reputation).</li> </ul>  |
| Hobby                 | They have a demand and desire to drive their own vehicles, especially motorbikes which will account for the majority, followed by cars (which could serve for daily life or work such as taxi), and finally obtaining a license to drive trucks.   | <ul style="list-style-type: none"> <li>● Customers register and complete the driver's license training course.</li> </ul>  |
| Personal Income       | Compared to a motorcycle license, personal income from it is very difficult to quantify because families often pay for their children to obtain a motorcycle license from the age of 18, which is almost mandatory for each individual. For a car driver's license, personal income can fluctuate between around 20-30 million VND and may even be higher. (In addition, there are | <ul style="list-style-type: none"> <li>● During the training period, customers can evaluate the service and their experience.</li> <li>● After completing the course, customers will evaluate the entire process as well as the total cost of completing a driver's license course. They can share this with family members or acquaintances.</li> </ul> |

|  |   |  |
|--|---|--|
|  | many cases where parents send their children to learn to drive a car from a very young age.)  |  |
| Personal interests, which are related to the service/product offerings | Personal preferences of each individual are related to their needs for participating in traffic and knowing how to use transportation means, as well as their passion for various brands, vehicle models, and segments, ranging from motorbikes, large displacement motorcycles, manual and automatic cars (in general, nowadays most women who want to obtain a driving license for cars will choose to take the test for automatic transmission vehicles, because it is easier and requires less cost). |  |
| Audience lifestyle   | With a driver's license for cars, the majority are people with a practical lifestyle, oriented towards work and career, who focus on earning money. They have a high demand for using cars, for work purposes. There are also a few who have other reasons for obtaining the license.   |  |

● Learning process

Image 1: Process for obtaining a B1-B2 driver's license

**ĐÔNG ĐÔ HÀ NỘI**  
TRUNG TÂM CƠM LÁI XE ĐÔNG ĐÔ HÀ NỘI

### QUY TRÌNH HỌC GPLX B1-B2

- 1 NỘP HỒ SƠ**
  - Học viên chuẩn bị hồ sơ và nộp tại Văn phòng
  - Trung tâm tư vấn, hỗ trợ hoàn thiện hồ sơ cho học viên gồm:
    - 6 Ảnh 3x4 nền xanh
    - CMND/CCCD/Hộ chiếu photo
    - Giấy khám sức khỏe
    - Đơn xin học lái xe
  - Sau khi hoàn thiện hồ sơ, học viên được bàn giao tài liệu và lịch học dự kiến.
- 2 HỌC LÝ THUYẾT**
  - Học Luật GTBB (Lý thuyết 600 câu) và bài thi Mã phòng 120 tinh huống GTBB
  - Học tại phòng máy tính trên phần mềm sát hạch của Bộ GTVT
  - Được giáo viên hỗ trợ trong suốt quá trình học
  - Học viên được truy cập kho giáo trình lý thuyết chuẩn và phương pháp giảng dạy độc quyền của Đông Đô Hà Nội
- 3 HỌC THỰC HÀNH**
  - Học thực hành tay lái trên Cabin điện tử
  - Học 11 bài lái xe liên hoàn trên sân tập lái (sa hình)
  - Học lái xe trên đường giao thông
  - Lịch học linh động, có xe đưa đón
  - Xe tập lái theo tiêu chuẩn bộ GTVT
  - Học chuyên sâu, sửa lỗi từng bài
  - Tiếp cận thực tế, học xử lý các tình huống khi tham gia giao thông
  - Xe tập gần thiết bị DAT theo quy định của Bộ GTVT đảm bảo giám sát thời gian, quãng đường học tập
  - Trang bị đầy đủ kỹ năng thực tế giúp học viên tự tin cầm lái
- 4 THI TỐT NGHIỆP**
  - Nhận số báo danh theo danh sách thi (trung tâm sẽ thông báo)
  - Thi lý thuyết trên máy tính
  - Thi thực hành tay lái trên xe có gắn thiết bị chấm điểm tự động
  - TRUNG TÂM ĐẦU TIÊN VÀ ĐUY NHẤT TẠI MIỀN BẮC ĐÀO TẠO TRÊN XE GẮN THIẾT BỊ CHẤM ĐIỂM TỰ ĐỘNG (XE CHIP)**
- 5 TỔNG ÔN TẠI SÂN THI**
  - Chỉnh sửa mọi lỗi của 11 bài liên hoàn trực tiếp trên sân thi - xe thi, đảm bảo khắc phục các lỗi còn tồn tại, tự tin bước vào kỳ thi sát hạch
  - Có tổng đài giải đáp mọi vấn đề trong quá trình học:
    - 600 câu lý thuyết
    - 120 tình huống sát hạch
    - Khắc phục các lỗi thường gặp...
- 6 THI SÁT HẠCH**
  - Nhận thông tin số báo danh 1 ngày trước ngày thi (website Đông Đô)
  - Có xe đưa đón trong ngày thi
  - Được trung tâm đồng hành, hướng dẫn và giải đáp chi tiết các thủ tục trong từng phần thi:
    - Tập trung nhận SBD ở tầng 1 nhà A
    - Hướng dẫn vào nơi tập trung
    - Khởi mạt
    - Tập trung theo các nhóm thi theo phân công của BTC
    - Lên tầng 2 chụp ảnh và chỉnh sửa thông tin cá nhân nếu có sai sót
    - Hướng dẫn học viên lên phòng thi

www.dongdohanoi.vn | Đông Đô Hà Nội | 0961.68.68.48

### c. Target market

- GDP in 2022

In the context of the complex global and regional situation, in 2022, the economy and society of Hanoi faced difficulties as the prolonged Russia-Ukraine conflict disrupted food supplies and drove up prices of energy, essential goods, and services. In addition, inflationary pressures, rising interest rates, tightening fiscal and monetary policies, and the consequences of the Covid-19 pandemic led to a slowdown in global economic growth.

Despite facing many challenges, the Hanoi economy and society have recovered positively and achieved comprehensive results in various sectors and fields in Q4 and 2022. According to the Hanoi Statistics Office, the Gross Regional Domestic Product (GRDP) is estimated to increase by 6.76% compared to the same period last year in Q4/2022. The overall result for 2022, Hanoi's GRDP is expected to reach a growth rate of 8.89% compared to 2021, exceeding the set plan (7.0% - 7.5%) and the highest growth rate in recent years. The scale of GRDP in 2022 at current prices is estimated at VND 1,196 trillion and the per capita GRDP is expected to reach USD 6,040, an increase of 10.6% compared to 2021. This is higher than the per capita GDP in 2022 at current prices estimated at USD 4,110.

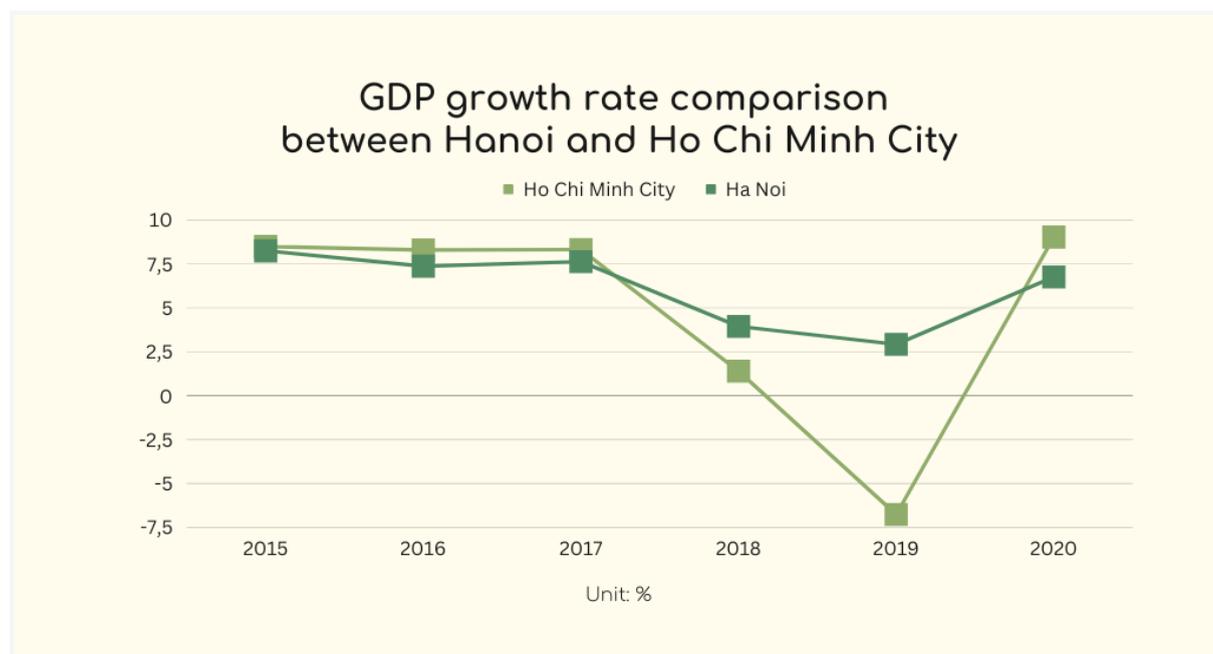


Chart 1: GDP growth rate comparison between Hanoi and Ho Chi Minh City

The potential of the automobile market depends on three factors, including the scale and structure of the population, per capita income, and the average number of vehicles per 1,000 people. In Hanoi, the per capita GDP has exceeded the threshold of 3,000 USD/year, while the ownership rate of cars is up to 250 cars/1,000 people, therefore, the potential is very large. Vietnam is entering the stage of motorization, with the rapid increase of the middle class, who are large consumers of personal cars.

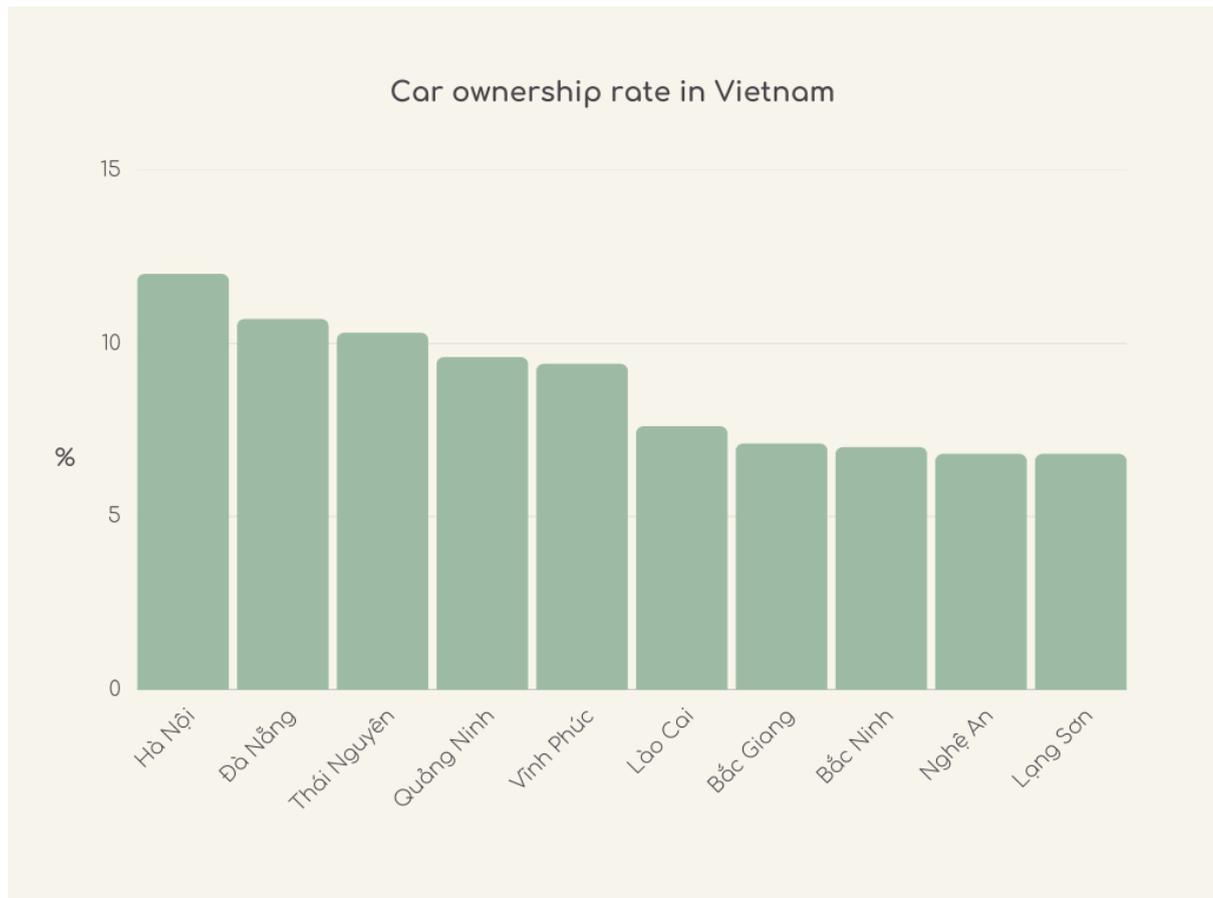


Chart 2: Car ownership rate in Vietnam

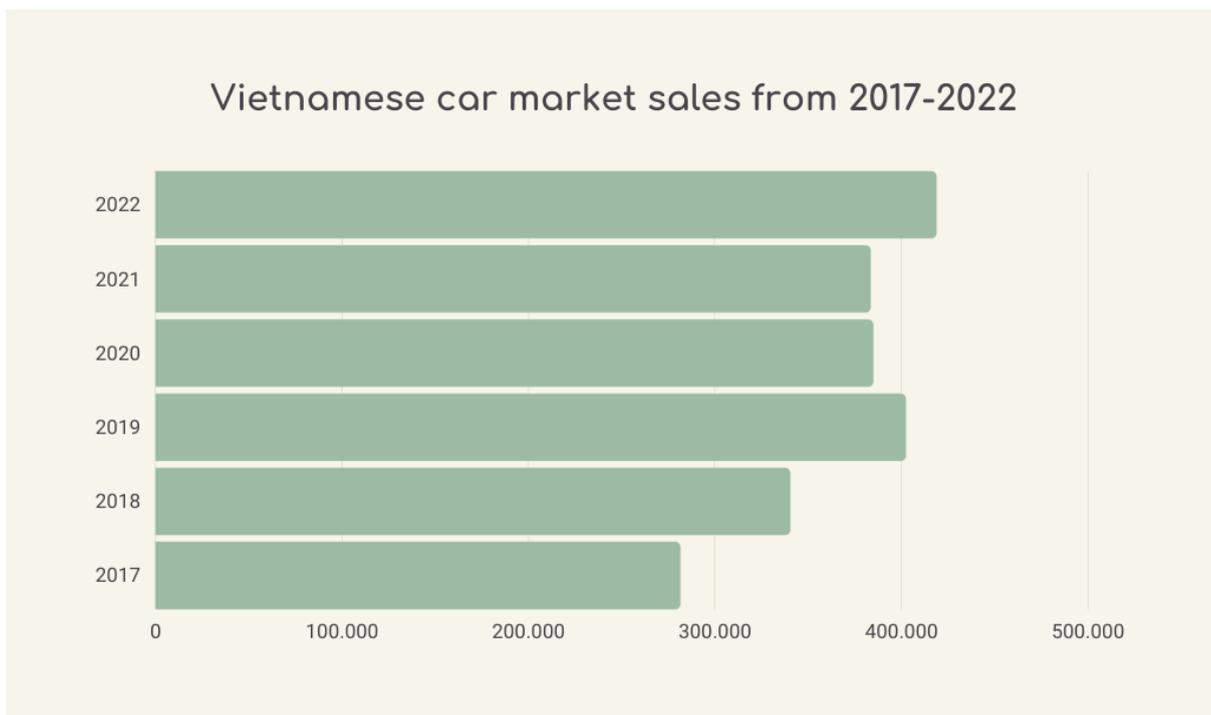
Including both urban and rural areas in 2022, the provinces with the highest proportion of households owning cars are Hanoi (12%), Danang (10.7%), Thai Nguyen (10.3%), Quang Ninh (9.7%), and Vinh Phuc (9.5%). Notably, the car ownership rate in the economic hub of Ho Chi Minh City is only 6.7%, outside of the top 10.

- **Car market in Vietnam**

For the first time in decades, the domestic automobile market in Vietnam exceeded the half-million mark in 2022.

By the end of 2022, the year saw a GDP growth of 8.02%, the highest in 12 years and leading in the region. The number of newly sold cars in Vietnam reached a record high of 508,547, including 404,635 from VAMA and imported brands, 81,582 from TC Motor - Hyundai's car sales division, and 22,924 from VinFast.

After two years of disruption due to COVID-19, the automobile market in Vietnam has recorded strong growth in 2022. Users have welcomed many new products and at the same time, have increased their purchase of cars after being held back for some time. For over 10 years, the total automobile market sales in Vietnam have never reached such a high level as they are now.



**Chart 3: Vietnamese car market sales from 2017-2022**

In addition, statistics from the Vietnam Register showed that in the first half of 2022, Hanoi continued to lead the country in car purchases. Specifically, the number of personal cars with 9 seats or less, purchased and registered for the first time in Hanoi in the first half of 2022, was 33,619. As of November 2022, the total number of cars in Hanoi, not including vehicles from other provinces and

cities participating in traffic in the capital, was over 7.7 million vehicles, of which 1,056,423 were cars.

- **Requirements for obtaining a driver's license 2023**

Significantly increased fines for using expired driving licenses

This is one of the new regulations in Decree 123/2021/ND-CP, amending and supplementing Decree 100/2019/ND-CP on administrative penalties for violations in the field of transportation. From January 1, 2022, the fine for using an expired driving license will be significantly increased.

A fine of between VND 5,000,000 and 7,000,000 for drivers of cars, tractors, and similar vehicles who violate one of the following:

- Having a driving license that has expired for less than 03 months;
- Having an international driving license issued by countries participating in the 1968 Convention on Road Traffic (excluding international driving licenses issued by Vietnam) but not carrying a national driving license;
- Using an invalid driving license (the number on the back of the license does not match the latest number in the driving license management system).

A fine of between VND 10,000,000 and 12,000,000 for drivers of cars, tractors, and similar vehicles who violate one of the following:

- Having a driving license that is not suitable for the type of vehicle being driven or having an expired driving license for more than 03 months;
- Not having a driving license or using a driving license not issued by a competent authority or using a driving license that has been revoked.

- **Changes in legal regulations regarding driver training in 2022**

According to Circular 38/2019/TT-BGTVT, from January 01, 2021, the use of devices for monitoring the time and route of learners driving on roads at driving training centers is mandatory. However, due to the impact of the Covid-19 pandemic from 2022, the driving lessons of learners participating in road traffic will be even more tightly controlled, both in terms of driving time and distance from the control device. Therefore, learners must fully participate in the training course to register for the driving license examination.

Previously, Circular 38/2019/TT-BGTVT provided a roadmap for using traffic simulation software to test driving skills from May 1, 2021. Therefore, starting from June 1, 2022, the Vietnam Expressway Corporation, the Department of

Transport, and the Driving Simulation Center will use the software to test all classes of car driving skills.

According to Circular No. 04/2022/TT-BGTVT, some provisions of Circular No. 12/2017/TT-BGTVT dated April 15, 2017, of the Minister of Transport on training, testing, and licensing of road motor vehicles will be amended and supplemented, referring to the addition and revision of some provisions in Decision No. 32/2020/QD-BGTVT of the Ministry of Transport. Specifically, the additional content includes clauses 11, 12, and 13 in Article 3 to define DAT data and the DAT information system. The revised content includes clauses 4, 6, 9, 16, 17, 18, and 19 of Article 5, which are related to the application of technology in managing driver training, the requirement for equipping and maintaining driving simulation cabins, transmitting and securing DAT management data, providing graduation certificates to students after completing driving courses, and many other requirements related to managing car driver training.

- **Sub-conclusion**

In recent years, there has been a noticeable increase in the demand for car ownership in Vietnam. According to statistics, by the end of 2022, the number of new cars sold in Vietnam reached a record high of 508,547 units. In addition, Vietnam's economic growth has also contributed significantly to the increase in demand for car ownership. As people's incomes improve, they have a higher spending capacity and often desire to purchase convenience products, including cars.

## d. Competitors

**Table 4: Competitors of Dong Do**

|                       |   |                                       |  |  |
|-----------------------|---|---------------------------------------|--|--|
|                       | C500 Vocational Training and Driving Center | Thanh Do Driving Center               | Police Academy Driving Training Center                                   | Vocational Training, Education, and Driving Test Center - Firefighting Police University |
| Geographical location | 12 Tran Phu, Ha Dong, Hanoi                 | Lai Xa - Kim Chung - Hoai Duc - Hanoi | No.1, Alley 6, Mieu Nha Street, Tay Mo Ward, Nam Tu Liem District, Hanoi | 243 Khuat Duy Tien, Nhan Chinh Ward, Thanh Xuan District, Hanoi                          |

|   |  |  |   |   |
|---|--|--|---|---|
| <p>Services (With transportation or not, 1-on-1 or group lessons)</p>   | <ul style="list-style-type: none"> <li>- "Students can gather at a designated meeting point or can be picked up and dropped off at their homes, depending on the course.</li> <li>- Each student is assigned one teacher for one-on-one practical lessons throughout the learning process, with complete control over their own schedule.</li> <li>- A discount of 200,000 VND is applied when registering in a group of three or more.</li> <li>- Students have the option to retain their learning progress.</li> </ul>  | <ul style="list-style-type: none"> <li>- One-on-one teaching ensures the highest quality and effectiveness during each lesson.</li> <li>- Flexible scheduling available every day of the week.</li> <li>- Online document procedures are convenient and speedy.</li> <li>- Clear and binding driving lesson contracts.</li> <li>- Students have the option to retain their learning progress.</li> </ul>   | <ul style="list-style-type: none"> <li>- Guaranteed one-on-one teaching method, flexible scheduling to accommodate each student, and free transportation to the exam site during each testing phase.</li> </ul>   | <ul style="list-style-type: none"> <li>- Flexible driving practice schedule with students having the full freedom to arrange their own schedule.</li> <li>- One-on-one teaching with a teacher.</li> <li>- Submitting documents is equivalent to starting the course immediately.</li> <li>- Results of the course can be saved for future reference.</li> </ul>  |
| <p>Price of the course (Does it include the cost of learning with the teacher, any additional fees for fuel or vehicle rental?)</p> | <p>1. B1 Automatic driving license:<br/> + Basic package (for those who have basic driving skills): 13,500,000 VND/course/student (Tuition fee includes: Document fee; 20 hours of practical training; Teacher fee, fuel, parking fee; Health check fee; 100% theoretical support to pass the exam; Free trial before registering).<br/> + Advanced package (for beginners): 15,000,000/course/student (Tuition fee includes: Application fee; 30 hours of training; Instructor's fee, transportation, parking; Health examination fee; 100% pass rate support; Free trial before enrollment decision).<br/> + VIP package (for beginners): 18,000,000/course/student (Tuition fee includes: Application fee; Unlimited training sessions; Instructor's fee, transportation, parking; Health examination fee; License fee; Pick-up and drop-off service for studying and taking exams at home; 100% pass rate support; Free trial before enrollment decision).</p> | <p>1. B1 License<br/> - Basic package: 10,000,000 VND including: Driving learning application; Health examination at the center; Study materials with simulated traffic situations; Directly practice in the practical test field; Ground fee, transportation, and 1-on-1 instructor.<br/> - Advanced package: 15,000,000 VND including: Driving learning application; Health examination at the center; Study materials with simulated traffic situations; Directly practice in the practical test field; 710km of monitored driving distance; Ground fee, transportation, and 1-on-1 instructor.<br/> 2. B2 License:<br/> - Basic package: 9,000,000 VND including: Driving course application, Health examination at the center, Study materials on theory and simulated traffic situations, Direct practice in the examination area, Ground fee, fuel cost, and a teacher to teach one-on-one.<br/> - Advanced package: 14,000,000 VND including: Driving course application, Health examination at the center, Study materials on theory and simulated traffic situations, Direct practice in the examination area, 810 km of monitored road, Ground fee, fuel cost, and a teacher to teach one-on-one.</p> | <p>Basic car driving course:<br/> B1 automatic driving license: 7,000,000 VND<br/><br/> B2 driving license: 7,000,000 VND<br/><br/> C driving license: 8,000,000 VND<br/><br/> Upgrade from B1 automatic driving license to B2: from 5,500,000 VND<br/><br/> Upgrade from B2 driving license to C: from 5,500,000 VND<br/><br/> Upgrade from C driving license to D: from 5,500,000 VND<br/><br/> Upgrade from D driving license to E: from 5,500,000 VND<br/><br/> Upgrade from B2 driving license to D: from 6,000,000 VND<br/><br/> Upgrade from C driving license</p> | <ul style="list-style-type: none"> <li>- Learning to drive an automatic car B1: 12,500,000 VND per B1 course per student.</li> <li>- Learning to drive a manual car B2: 11,500,000 VND per B2 course per student.</li> <li>=&gt; Get an additional 200,000 VND discount per student when registering in groups of 03 or more.</li> </ul> <p>The above cost includes fees for document processing, study materials, theory classes, practical training, teacher's fees, training car and fuel costs, training ground fees, and vocational certification exam fees. During the learning process, students do not have to pay any additional fees in any form.</p> |

|  |   |   |  |  |
|--|---|---|--|--|
|  | <p>2. B2 complete package: 13,000,000 VND/course/student (including: Application fee, Health examination fee, 25-hour theory and practical training fee, Practice test and training materials for theory test, Free trial before enrollment decision) (Commitment of NO additional costs!)</p>  | <p>(Students can pay tuition fees in 2 installments)</p> <p>(Commitment to NO additional fees!)</p>                                     | <p>to E: from 6,000,000 VND</p> <p>Standard car driving course:</p> <p>B1 driving license: 14,000,000 VND</p> <p>B2 driving license: 14,000,000 VND</p> <p>C driving license: 16,000,000 VND</p> |  |
| <p>Physical foundation (Does the yard have chip-embedded bicycles and simulated cabins?)</p> | <ul style="list-style-type: none"> <li>- Chip-attached vehicles are available.</li> <li>- Students can practice driving in a virtual reality cabin on various terrains.</li> <li>- There is a training ground system for students to choose the most convenient driving practice location, making it easy and convenient to move to the training ground.</li> </ul> | <ul style="list-style-type: none"> <li>- Students will learn on a virtual reality driving simulator with different terrains.</li> </ul> | <p>The driving practice ground meets ISO 9001 standards and has the most chip-equipped cars in Hanoi.</p>  | <ul style="list-style-type: none"> <li>- The practice vehicles at the center are 100% new Vios cars equipped with chips similar to those used in driving tests.</li> <li>- Students can practice in a virtual reality driving simulator in various terrains.</li> <li>- Students can choose the most convenient location for driving practice in Hanoi.</li> </ul> |

Most driving schools guarantee transportation services for students, and the price difference between centers is not significant, averaging 12 million VND for one course. However, there are still centers with much cheaper prices compared to the average price of other centers. These centers achieve those low prices by cheating in the DAT machine process, allowing students to only drive over 100km to meet the requirement for taking the exam, while regulations require students to drive a total of 810km before being eligible to take the driving test.



**Image 2: Non-compliant driving schools running DAT courses**

Usually, only driving test centers have a chip-guided driving system while training centers usually don't. However, Dong Do center has an advantage over other training centers because it has a chip-guided driving system despite having a smaller training ground compared to driving test centers. This allows students to experience driving with the chip-guided system in a practical setting without incurring the large costs and time waiting for a turn at driving test centers.

## 2. Applied models and theories

### a. S.W.O.T

| Strengths  | Opportunities  |
|--|--|
| <ul style="list-style-type: none"> <li>• The car comes with chip support</li> <li>• Has its own training ground</li> <li>• Provides pick-up and drop-off services</li> <li>• Offers one-on-one training support, has spacious and advanced technology-equipped learning spaces, and has a team of professional instructors who provide guidance, service instructions, and attentive customer care.</li> </ul> | <ul style="list-style-type: none"> <li>• Develop and enhance the offline marketing channels, such as print ads, billboards, and flyers, to increase brand awareness among the target audience.</li> <li>• Improve the quality of visual content used in the offline marketing channels by using more visually appealing and engaging images that represent the center and its values.</li> <li>• Explore new online channels, such as TikTok, to reach a younger audience and increase the center's visibility and engagement with potential customers.</li> <li>• Build a strong brand image by highlighting the quality of education and the success rate of the center's graduates. This could be achieved by showcasing testimonials and success stories from previous students.</li> <li>• Capitalize on the growing demand for driver's license training, especially during the market uncertainty in 2023, by offering promotions and discounts to attract new customers and retain existing ones.</li> </ul> |
| Weaknesses   | Threats  |

- Located far from the central area of Hanoi
- High prices compared to other centers
- No promotion for online courses
- Unclear offline communication channels
- No presence on TikTok
- Reputation is not outstanding compared to the industry
- Brand awareness is not well-established for younger audiences
- The marketing department is severely understaffed, leading to poor quality content on social media.

- The most challenging factor is the competition in terms of driving lesson prices compared to other competitors in the area.
- Customers may change their perception of the price and geographic location of the center, affecting their decision-making process in choosing to use the service.
- The competition rate is increasing as many centers can lower prices during holiday campaigns.
- The center has not yet introduced a bundled service package as there are still separate costs between instructors and students.

### • Sub-conclusion

Based on the SWOT analysis above, it can be concluded that the driving school has many strengths such as good support during the learning process, spacious facilities, a professional team of instructors, guidance and attentive customer service. However, there are also weaknesses such as being far from the city center, high prices, lack of promotion for driving courses, unclear offline marketing channels, and a reputation that has not yet stood out.

In the future, the center has many opportunities for development such as supplementing online channels like TikTok, creating a positive image of the quality of education and output of the center, and developing offline marketing content. However, the center also needs to face challenges such as competition in the price for driving courses with other competitors and changes in customer perspectives on the price and location of the center.

## b. 4Ps model

### • Product

The key to creating a successful communication campaign starts with understanding the product. Who are the potential customers? And why do

they need it? What does our product offer that our competitors don't? In the case of Dong Do driving school, the product is the B1 and B2 driving courses. With the rapid development of the economy, the quality of life of people is increasing, which leads to increasing demand for car ownership. This also leads to an increase in the number of people who want to find and learn driving courses in order to obtain a license. Therefore, there is a younger customer base, aged 20 to 30, who make up the majority of the target market. With the psychology and behavior of these young customers, they tend to like short, funny and trendy content. Therefore, Dong Do needs to build communication channels that convey information about the courses in a short, attractive and easy-to-understand way.

- **Price**

The price factor is the amount of money that customers are willing to spend on Dong Do's courses. To ensure that this factor does not become a barrier or a driving force, Dong Do needs to cleverly incorporate the values, benefits, and privileges that customers can receive when purchasing the course. Money is always a sensitive issue and must be carefully considered, so Dong Do's products need to have attractive and distinctive features compared to competitive rivals that customers cannot find elsewhere.

- The B1 driving course is 13,500,000 VND
- The B2 driving course is 13,500,000 VND

Compared to the general market, the current price of Dong Do is reasonable and attractive. With this price range, Dong Do can bring a differentiating point compared to most other training facilities, which is having chip-equipped cars. This means that learners will have a more practical and realistic experience closer to the actual test. In addition, the schedule for students is very flexible as Dong Do allows students to decide their study time with just one day's notice for the teacher to arrange a schedule. And Dong Do also has a service for picking up and dropping off students at the training ground.

- **Place**

Online: Dong Do driving center is reaching out to customers through Facebook Ads and posting instructional videos on YouTube. They also have an official website on Google.

Offline: The Dong Do driving center is located at 252 Ha Hoi, Tan Lap, Dan Phuong, Hanoi. The center's location is quite far from the center of Hanoi, which could be a disadvantage since students tend to prefer driving centers that are closer to convenience.

- **Promotion**

The marketing goal of Dong Do is to position their communication towards their target customers that they need the Dong Do product and the price is attractive and reasonable. Marketing includes advertising, public relations, and communication campaigns to introduce the product. However, the current communication strategy is outdated and not keeping up with trends, particularly in online platforms such as Facebook, Google, and TikTok. As the customer base for driving courses becomes younger and more interested in online courses, Đông Đô needs to develop more and better online communication campaigns to attract more potential customers.

- **Sub-conclusion**

To build an effective marketing campaign, Dong Do needs to have a clear understanding of its target audience and create communication strategies that are appropriate for its potential customers' behaviors and psychology. To prevent tuition fees from becoming a barrier to entry for customers, Dong Do needs to integrate the values, benefits, and privileges that customers can receive when they purchase their driving courses.

However, the location being quite far from the center of Hanoi may be a disadvantage, causing potential students to look for driving schools that are closer to them.

Dong Do's advertising strategy should focus on finding its target audience through appropriate media channels and delivering messages that are appropriate for its target customers' psychology and behaviors.

### c. A.I.D.A

- **Attention**

Online Channels: Includes social media platforms and the internet.

- Facebook: 11 basic driving lesson posts.

- Tik Tok: Common mistakes made during driving lessons, driving theory, practical situations, and interactive questions.

Offline Channels: Customers experience the service through word of mouth, placement of advertisement banners in appropriate geographical locations, and events.

Suitable locations to place banners related to the driving school industry are: banks, high schools, car dealerships, apartments, and urban areas. Using the center's character and creating stickers instead of flyers to increase brand recognition among young people and the general public of Hanoi.

- **Interest**

Mostly people who have a career direction and may like different types of cars, which offer different driving experiences.

- Like cars that meet standards, have spacious premises, and good facilities.
- Flexible study hours.
- Driving tips.
- Friendly and good at conveying the teaching message.
- Clear about tuition fees and other additional costs.

- **Desire**

- Training quality
- High reputation
- Caring teachers
- Guaranteed passing the driving test
- Service discounts
- International driving license

- **Action**

Provide customers with an authentic learning experience through exercises and practical actions, such as a driving experience seat

+ Provide personalized experience on the simulation seat for each individual during the trial lesson

+ Offer discounts to potential customers.

- **Sub-conclusion**

Various online and offline advertising channels should be used to attract customers' attention to the products or services of the driving school.

Customers are often interested in the quality of training, the credibility of the center, dedicated teachers, exam pass guarantees, discounted services, and international certificates.

To encourage purchase behavior, the center can provide the most authentic driving experience through exercises and practical actions. In addition, offering discounts to potential customers and creating a simulated seat experience for each individual during the trial lesson are effective solutions to encourage customers to use the driving school's services.



# III. DEVELOPMENT AND PLANNING

1. Development
  - a. TTM analyzing
  - b. Primary data collecting method
  - c. Secondary data collecting method
  - d. Customer insights
2. Planning
  - a. Initiating the project
  - b. Preparation
  - c. Risk management

## III. Development and planning

After completing the research and market survey, the team planned a communication campaign for the Dong Do brand. The main objectives were proposed and decided to determine KPIs (Key Performance Indicators) for the campaign. Next, team members were assigned specific tasks to perform their work. This process included setting up detailed plans to include specific activities such as advertising design, production, events, or social media communication. By dividing and assigning tasks to team members, those tasks were completed on schedule, increasing efficiency and achieving the KPIs set. After completion, the team will evaluate the results and improve to achieve the goals of future campaigns.

### 1. Development

#### a. TTM analyzing

- Truth

It is a fact that as society develops, we humans always tend to seek out better things, contributing to adding color to life, and transportation is no exception. Various car models are being created to cater to diverse markets, and Vietnam is one of the developing countries in this regard. According to VTV, the Vietnam Automobile Manufacturers' Association (VAMA) reported that in 2022, the total number of cars sold in the market reached 404,635, a 33% increase from 2021. According to the latest figures from TC Group, a total of 69,845 Hyundai cars were sold in the market in 2022.

As a result, more and more people have a growing need to learn how to drive cars to upgrade their lives to a new level, creating a booming demand for driving schools and opportunities for expansion in this industry. People buy cars, and they learn to drive.

- Tension

Understanding the trend of the times, grasping the prerequisites, and with the goal of spreading knowledge to improve the understanding of young people in particular and the Vietnamese people in general, Dong Do Driving Center has established a long-standing reputation. It has developed and launched tailored driving packages and methods that are suitable for individual needs,

sharing useful knowledge, carrying a great mission to change the environment and raise awareness for the entire Vietnamese people so that we can have a strong and developed society.

- **Motivation**

As one of the biggest factors determining the motivation of Vietnamese people to use a service, the need and goal of each household to own a car are becoming increasingly high in modern society, especially in Vietnam. This leads to the development of the driving school industry and creates a motivation for people to participate in driving lessons to use cars safely and effectively. Dong Do Center is one of the organizations that have recognized this need and provide driving lesson packages suitable for each individual purpose, while also carrying the mission of educating and raising awareness among Vietnamese people about traffic safety.

- **Sub-conclusion**

In summary, the analysis above shows that owning a car is becoming increasingly high in demand in modern society, especially in Vietnam. This has led to the development of the driving school industry, as well as creating motivation for people to participate in learning to drive in order to use cars safely and efficiently. Dong Do Driving Center is one of the organizations that has recognized this need and provides suitable driving courses for each individual purpose, while also carrying the mission of educating and raising awareness among Vietnamese people about traffic safety.

## b. Primary data collecting method

- Age distribution of students at Dong Do center in 2020.

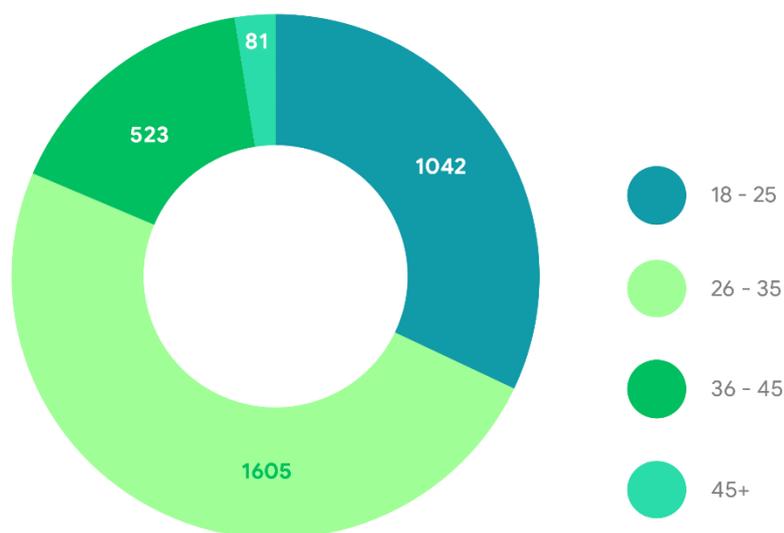


Chart 4: Age distribution of students in 2020

In 2020, there were a total of 3,251 registered students at the Dong Do center, of which the number of students aged 18-25 was 1,042, accounting for 32.05% of the total number of students. The number of students aged 26-35 was 1,605, accounting for 49.37% of the total number of students in 2020. The number of students aged 36-45 and over 45 was relatively small, specifically there were 604 students in both age groups, accounting for 18.58% of the total number of students.

- Age distribution of students at Dong Do center in 2021.

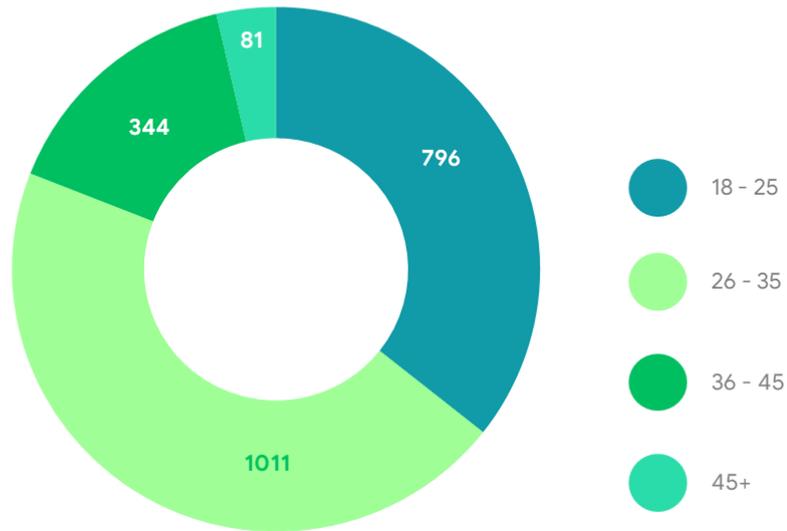
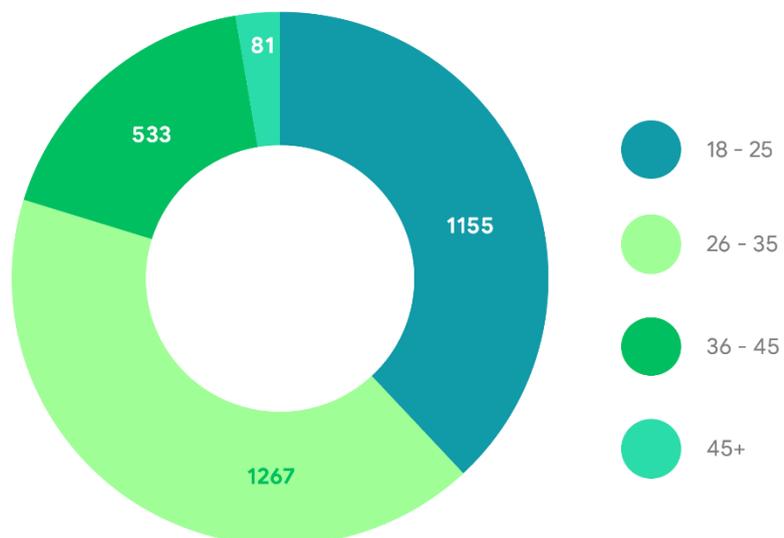


Chart 5: Age distribution of students in 2021

In 2021, due to the complex development of Covid, the total number of students registered for courses at Dong Do center was 2232, of which the number of students aged 18-25 was 796, accounting for 35.66% of the total number of students in 2021. The number of students aged 26-35 was 1011, accounting for 45.3% of the total number of students in 2021. The number of students aged 36-45 and over 45 was small, specifically, there were 425 students in both age groups, accounting for 19.04% of the total number of students.

- Age distribution of students at Dong Do center in 2022



### Chart 6: Age distribution of students in 2022

In 2022, there were a total of 3065 students registered to study at Dong Do center, of which 1155 students in the age range of 18-25 accounted for 37.68% of the total number of students in 2022. The number of students in the age range of 26-35 was 1267 students, accounting for 41.34% of the total number of students in 2022. And the number of students in the age range of 36-45 and over 45 was small, specifically with 643 students in both age ranges, accounting for 20.98% of the total number of students.

- **Sub-conclusion**

In general, over the past 3 years, the number of students aged 18-25 and 26-35 has accounted for the majority, specifically over 75% of the total number of students each year, while students aged 36-45 have consistently been below 20%, and the small number of students over 45 years old only accounts for less than 5% of the total students. However, each year, the number of students aged 18-25 is showing a small growth, while the number of students aged 26-35 is slightly declining.

### c. Secondary data collecting method

- **The situation of using digital technology in Vietnam in early 2023**

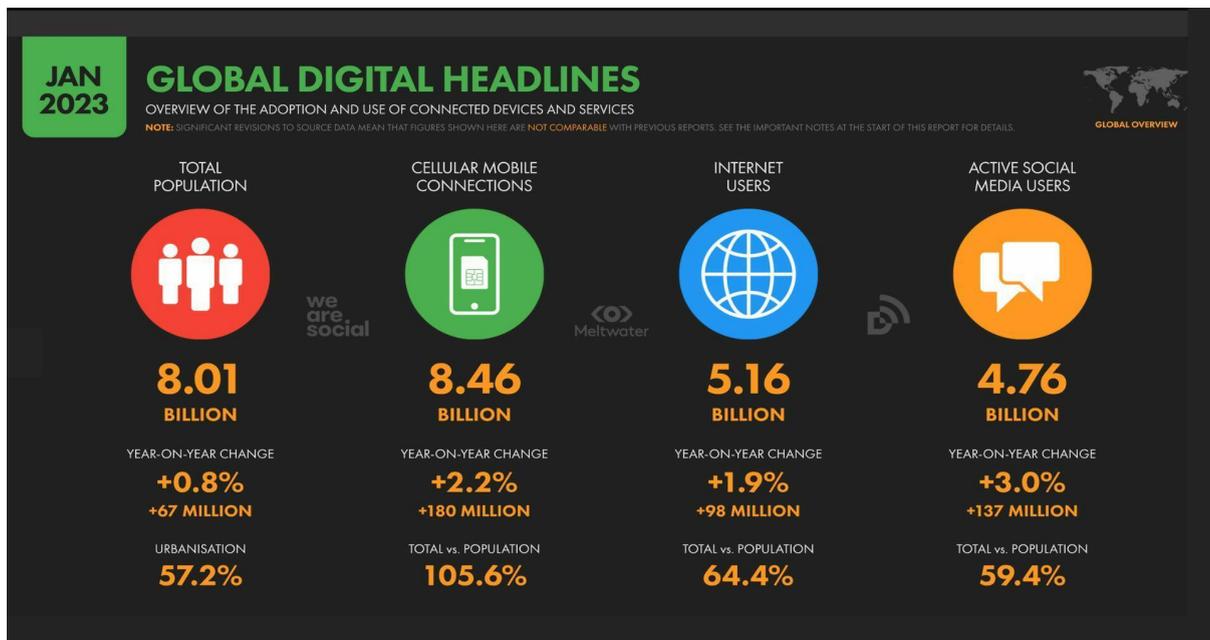


Image 3: Usage of digital technology in Vietnam in 2023

At the beginning of 2023, Vietnam had 77.93 million Internet users, accounting for 79.1% of the total population. In addition, the number of social media users has also reached 70 million, equivalent to 71% of the total population. The total number of mobile connections in operation is 161.6 million, equivalent to 164.0% of the total population.

- **The Internet usage situation in Vietnam in 2023**

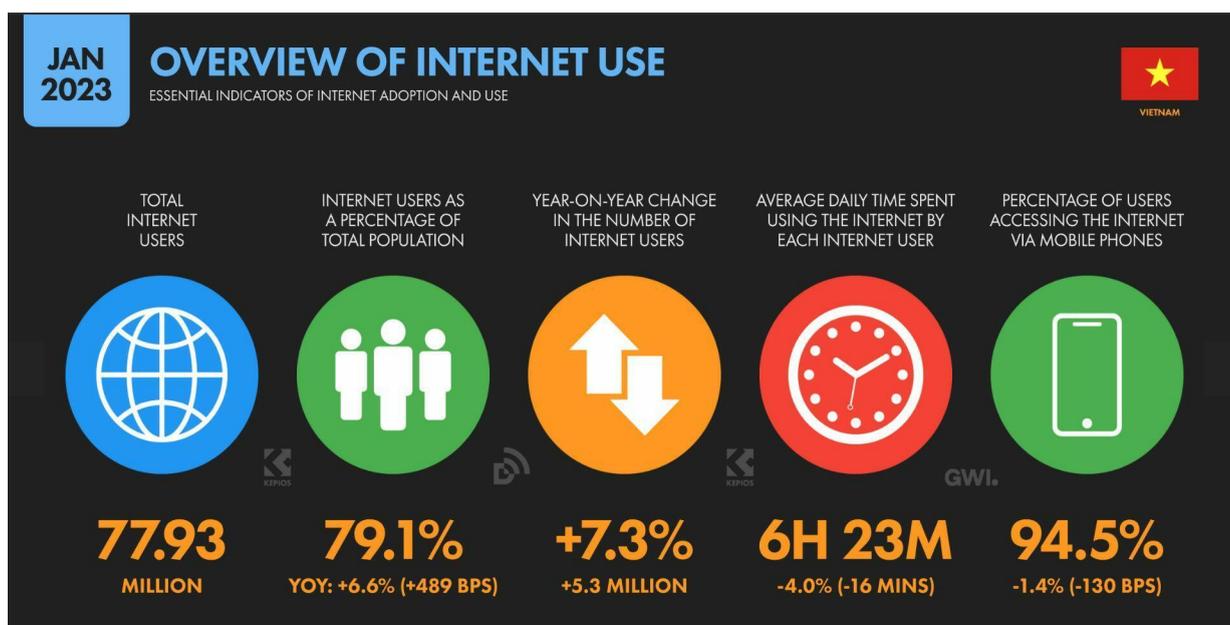


Image 4: Internet usage in Vietnam in 2023

In January 2023, Vietnam had a total of 77.93 million Internet users, reaching an Internet penetration rate of 79.1% of the total population. According to Kepios' analysis, the number of Internet users in Vietnam increased by 5.3 million (+7.3%) compared to 2022. However, there are still approximately 20.9% of the Vietnamese population, or 20.60 million people, who do not use the Internet at the beginning of 2023.

- **The statistics on social media usage in Vietnam in 2023**

In January 2023, Vietnam had a total of 70.00 million social media users. According to GWI and data.ai, the popularity of social media in Vietnam is still increasing without any signs of slowing down.

However, not every social media user account corresponds to a unique individual. As of early 2023, the number of social media users in Vietnam reached 71.0% of the total population, but according to data from advertising

planning tools of leading social media platforms, there were only 64.40 million users aged 18 and above.

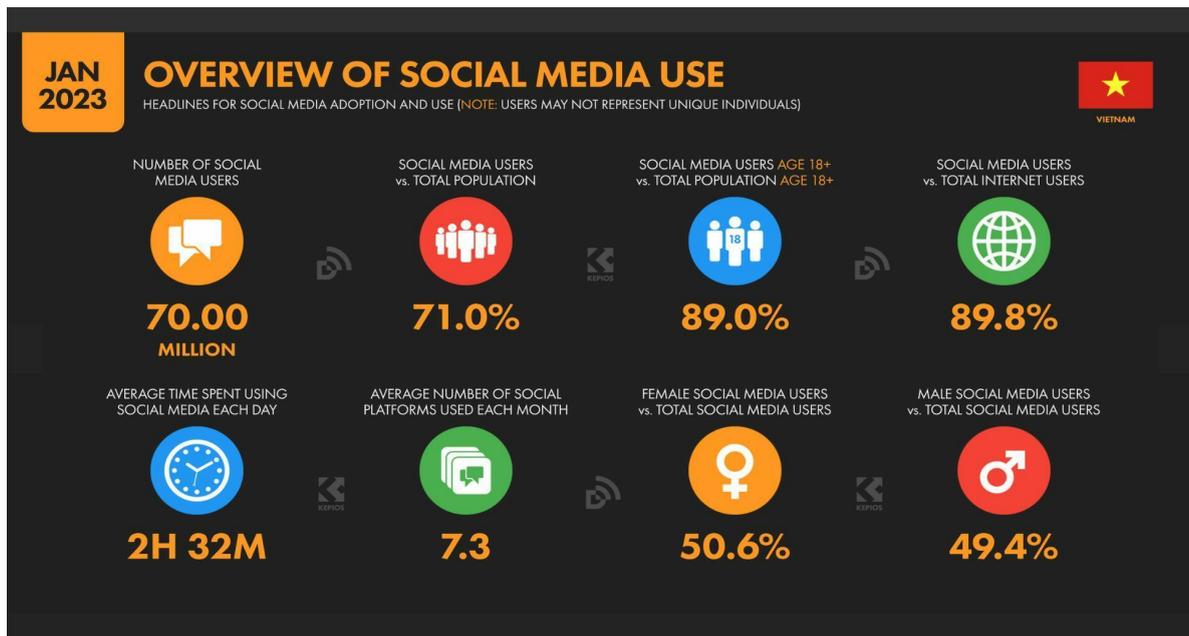


Image 5: Social media usage in Vietnam in 2023

However, this proportion is still very high, reaching 89.0% of the total population aged 18 and above. In other words, 89.8% of Vietnam's total Internet users had used at least one social media platform in January 2023.

Among social media users in Vietnam, the female proportion is higher than the male proportion, with 50.6% being female and 49.4% being male.

- Facebook users in Vietnam in 2023



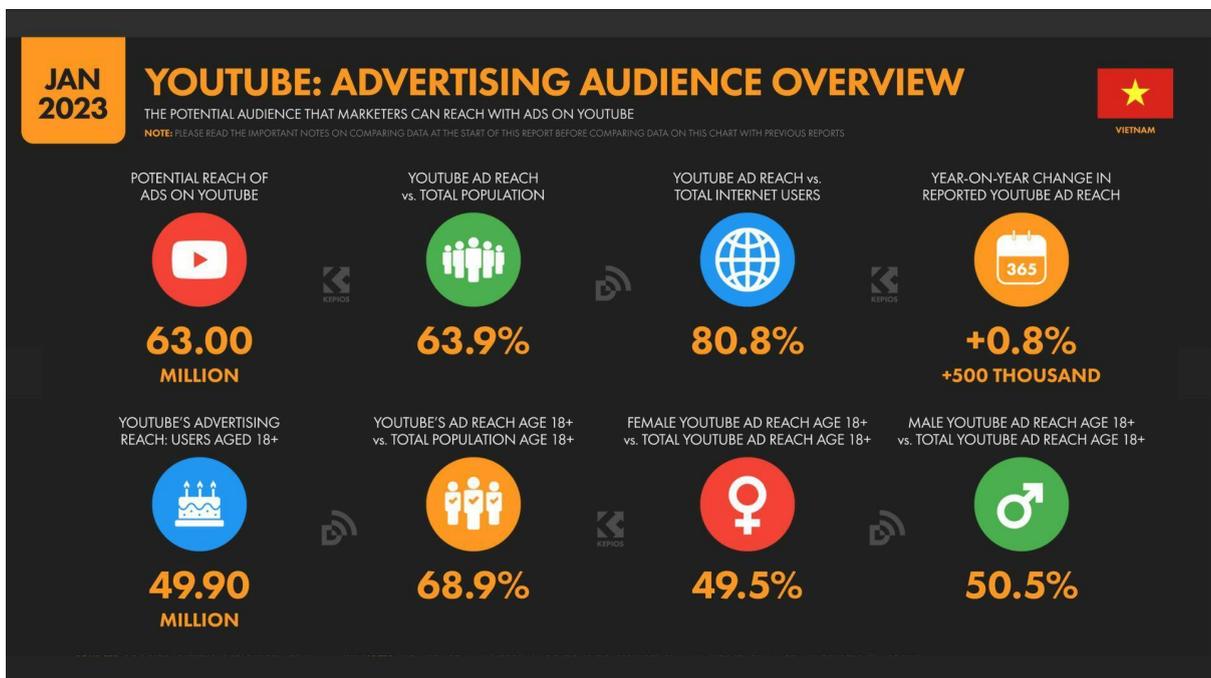
### Image 6: Facebook usage rate in Vietnam in 2023

According to data published in Meta's advertising resource, Facebook had 66.20 million users in Vietnam at the beginning of 2023. However, the potential advertising reach of Facebook in Vietnam decreased by 4.2 million (-6.0%) from 2022 to 2023, according to data published on Meta's separate tools.

From October 2022 to January 2023, the potential advertising reach of Facebook in Vietnam decreased by 3.5 million (-5.0%). The potential advertising reach of Facebook in Vietnam is equivalent to 67.2% of the total population at the beginning of 2023 and 84.9% of the local Internet user base (regardless of age) in January 2023.

However, Facebook only supports users aged 13 and above, so only 83.4% of the "eligible" population in Vietnam can use this platform in 2023. Meanwhile, 50.2% of Facebook's advertising audience in Vietnam is female and 49.8% is male.

- YouTube users in Vietnam in 2023



### Image 7: YouTube usage rate in Vietnam in 2023

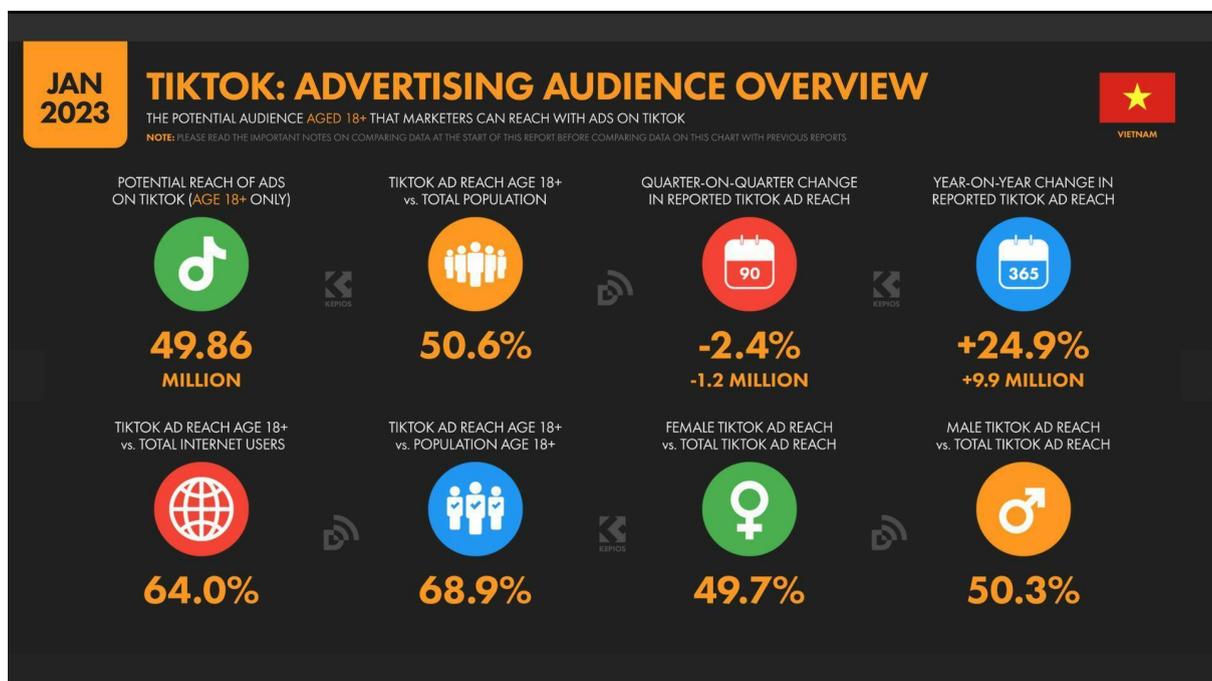
According to Google's advertising resources, at the beginning of 2023, YouTube had 63.00 million users in Vietnam. However, the company's data shows that the advertising reach of YouTube in Vietnam at the beginning of 2023 is equivalent to 63.9% of the total population.

To put it in perspective, advertising on YouTube reached 80.8% of Vietnam's total internet users in January 2023. According to these figures, 49.5% of YouTube's advertising audience in Vietnam is female, while 50.5% is male.

The data published on Google's advertising planning tools show that the potential advertising reach of YouTube in Vietnam has increased by 500,000 (+0.8%) from the beginning of 2022 to the beginning of 2023.

Meanwhile, similar data shows that the number of users that marketers can reach through advertising on YouTube in Vietnam has increased by 500,000 (+0.8%) during the period from October 2022 to January 2023.

- **Tik Tok users in Vietnam in 2023**



**Image 8: TikTok usage rate in Vietnam in 2023**

According to data published in ByteDance's advertising resources, TikTok has 49.86 million users aged 18 and above in Vietnam at the beginning of 2023. However, ByteDance allows marketers to advertise on TikTok to users aged 13 and above but only displays audience data for users aged 18 and above.

In this context, the advertising reach of TikTok reached 68.9% of the total adult population aged 18 and above in Vietnam at the beginning of 2023. Additionally, the advertising reach of TikTok in Vietnam is equivalent to 64.0% of the local internet user base at the beginning of the year, regardless of age.

According to the data, 49.7% of viewers of TikTok ads in Vietnam are female, while 50.3% are male. ByteDance's advertising planning tools also show that the potential advertising reach of TikTok in Vietnam has increased by 9.9 million (+24.9%) from early 2022 to early 2023.

However, the data also shows that the potential advertising reach of TikTok in Vietnam has decreased by 1.2 million (-2.4%) during the period from October 2022 to January 2023.

- **Sub-conclusion**

The data table shows that the popularity of social media in Vietnam continues to increase in January 2023, reaching 70 million social media users. However, not every social media account corresponds to a unique individual, and there are only 64.4 million users aged 18 and above. Nevertheless, this rate is still very high, accounting for 89.0% of the total population aged 18 and above. Along with the fact that Facebook is still a crucial platform and the rapid development of TikTok, this indicates that social media is becoming an important means of connecting and communicating with each other for Vietnamese people.

Therefore, in our campaign, we will mainly focus on the two platforms Facebook and TikTok to carry out the communication campaign.

## d. Customer insights

TABLE 5: Customer insights

| Age   | Describe  | Geography  | Demand   | Problem  |
|-------|---|--|--|--|
| 18-25 | As a student at a private college or university, coming from a well-off family, you have started to learn about cars        | Polytechnic, Bitec, East Asia University of Technology   | <p>The environment surrounding this individual always includes people with stable financial capabilities, and they mostly interact with people who come from well-off families or those who have stable economic potential. Seeing everyone around them driving cars is considered normal and a standard. Therefore, there is a desire to use a car for transportation.</p> <p>Part of the reason is due to being in a developmental age and the main psychological focus for males at this age is to assert themselves. Combined with the financial ability of parents who can invest in a car for their child or already have a car available. Therefore, the decision to learn to drive at this age is mostly due to the desire to demonstrate their driving ability.</p> | <p>However, the decision to learn to drive is mostly made by parents who are concerned for the safety and well-being of their children. Therefore, parents tend to choose driving schools with high reputation and good facilities. They always prioritize safety and quality and want their children to receive the best education.</p> <p>The individual desires to have a comfortable experience during the driving lessons and needs to ensure that they pass the driving test as desired.</p> |
| 18-25 | The students majoring in automotive engineering are required to have a driver's license in order to have job opportunities. | College of Technology and Commerce (Tan Lap), University of Industry Oto . Faculty of Engineering Technology | According to the law, there is no requirement for graduates of automotive engineering-related fields to have a driver's license to practice their profession. However, having a driver's license is a minimum requirement that companies set in order to be promoted in their jobs. Therefore, graduates of automotive engineering technology programs tend to need to have a driver's license to be promoted in their careers.  | Afraid of scams and time-consuming. Due to the connection to their profession and the cost factor, they are afraid of being scammed, especially those living in rural areas. Reputation and cost are the two most important factors for them when registering for driving lessons.   |

|       |   |  |   |  |
|-------|---|--|---|--|
| 25-30 | An office worker who works during regular business hours. |  | Office workers who learn to drive usually do so for the convenience of transportation, but they always want to have a comfortable and enjoyable learning experience. Most of them are looking for a driving school where they can enjoy the learning process.   | <p>As office workers, they have limited time to attend driving lessons, as they need to be present at the office during business hours on most weekdays. Therefore, this group of people always needs to be proactive in managing their time, as their free time is scarce and their class schedules may not be fixed.</p> <p>However, they can take advantage of their lunch breaks to squeeze in some driving practice.</p> <p>To have an enjoyable learning experience, they always seek out instructors who are friendly, outgoing, and trustworthy.</p> |
| 25-30 | People who make a living by driving                       |  | People who work as drivers are required to have a driver's license of class B2 or higher to practice their profession. Because it is closely related to their job, they spend a lot of time learning to obtain their driver's license as quickly as possible. If they live in remote areas, they may rent a place to stay for a few months to learn to drive. They want to learn at places with a high reputation.. | Fear of scams and wasting time. Because it is related to their profession and also has a significant cost factor, they are afraid of being scammed, especially those in remote provinces. Trustworthiness and price are the two most important factors for them when registering for driving lessons.  |

Anyone may need support to obtain a driver's license: Driving a car has become an essential part of modern life, and to obtain a driver license, some people may struggle with self-learning or controlling the vehicle. Therefore, the driver training and licensing service industry provides support and assistance to these individuals to easily obtain a driver's license.

Time and convenience are crucial: In today's busy world, time and convenience become important factors in customers' decisions when choosing a driving training service. The driving training and licensing industry needs to meet the customers' demands by providing flexible learning schedules and effective learning methods so that learners can complete the course quickly and conveniently.

Quality of instructors and teaching methods: Customers expect to be taught by highly skilled, experienced instructors who use effective teaching methods to help them master driving skills and safely navigate roads.

Reasonable pricing: The price of driving training courses is also an important factor in customers' decision-making when choosing a service. The driving training and licensing industry needs to optimize pricing and ensure that prices are reasonable for the quality of service they provide.

By understanding customer insights, the driving training and licensing industry can optimize advertising and marketing strategies to improve customer satisfaction and grow their business.

## 2. Planning

### a. Initiating the project

- Determine the target

The main goal of this campaign is to increase the brand awareness of Dong Do to new audiences, in order to create a familiar image for the people of Hanoi and the country as a whole.

The specific target is to increase website traffic to the company's website after 3 months (1/1/2023 - 1/4/2023) according to the following specific figures.

TABLE 6: Number of visits to Dong Do's social media pages

|          | Website traffic | Follow | Views | Interact (like, react) | Messages |
|----------|-----------------|--------|-------|------------------------|----------|
| Facebook | 5000            | 2000   | 20000 | 500                    | 100      |
| TikTok   | 7000            | 1000   | 50000 | 1000                   | 0        |

Based on the objectives centered around scope and constraints, along with market research methods, this campaign has the potential to be implemented from the initial steps and build a solid foundation for future success.

- The cost for the 4 months to execute this media campaign is 6 million (4 million for advertising and approximately 2 million for small supporting costs such as filming equipment, costumes, and other necessary resources).
- The required resources to support this campaign include cameras, video equipment, phones, iPads, laptops, cars, filming equipment, and costumes.

There are also some constraints for this campaign: First, the time is limited as there are only 4 months to build a trustworthy and strong brand image platform, as well as brand recognition that needs to be gradually and steadily built, starting from the first building blocks. Therefore, we need a good image and a long-standing companionship with the brand, and we need at least one year to build a familiar brand with Vietnamese people.

In terms of human resources constraints, Dong Do is a long-established driving center, but its marketing and communication team is still new and lacks personnel. This campaign, mainly revolves around 4 people.

- **Boundaries**

The scope of this branding campaign will mainly take place on social media platforms such as TikTok, Facebook, and YouTube, so that all Vietnamese people can recognize and become familiar with the brand through the content that Dong Do wants to convey to everyone.

There are also some constraints for this campaign: First, the time is limited as there are only 4 months to build a trustworthy and strong brand image platform, as well as brand recognition that needs to be gradually and steadily built, starting from the first building blocks. Therefore, we need a good image

and a long-standing companionship with the brand, and we need at least one year to build a familiar brand with Vietnamese people.

In terms of human resources constraints, Dong Do is a long-established driving center, but its marketing and communication team is still new and lacks personnel. This campaign, mainly revolves around 4 people.

- **Expected budget**

**TABLE 7: Projected budget**

| Expected Budget                    |                            |                                   |        |          |            |            |
|------------------------------------|----------------------------|-----------------------------------|--------|----------|------------|------------|
| Platform                           | Category                   | Content                           | Number | Time     | Cost       | Total      |
| TikTok                             | <b>Before production</b>   |                                   |        |          |            |            |
|                                    | Purchase filming equipment | Sony A6000 Camera                 | 1      | -        | 14,500,000 | 14,500,000 |
|                                    |                            | Zhiyun Crane M2S Gimbal           | 1      | -        | 4,990,000  | 4,990,000  |
|                                    |                            | Benro T691 Tripod                 | 1      | -        | 690,000    | 690,000    |
|                                    |                            | Benmica A1 Micro                  | 1      | -        | 1,390,000  | 1,390,000  |
|                                    | Actor Casting              | Main Male                         | 1      | 1( Day)  | 250,000    | 250,000    |
|                                    |                            | Main Female                       | 1      | 1( Day)  | 250,000    | 250,000    |
|                                    | <b>Production</b>          |                                   |        |          |            |            |
|                                    | Product Tik Tok Video      | Create content and writing script | 12     | 12( Day) | 200,000    | 2,400,000  |
|                                    |                            | Shoot and edit                    | 12     | 12( Day) | 250,000    | 3,000,000  |
|                                    | Props                      | Bandage                           | 1      | -        | 10,000     | 10,000     |
|                                    |                            | Sun glass                         | 1      | -        | 50,000     | 50,000     |
|                                    | <b>Post production</b>     |                                   |        |          |            |            |
|                                    | Advertisement              | TikTok Ad                         | 12     | 12( Day) | 400,000    | 4,800,000  |
| <b>Total cost : 32.330.000 VNĐ</b> |                            |                                   |        |          |            |            |
| Facebook                           | <b>Before production</b>   |                                   |        |          |            |            |
|                                    | Purchase edit software     | Canva Pro                         | 1      | -        | 60,000     | 60,000     |
|                                    | <b>Production</b>          |                                   |        |          |            |            |
|                                    | Content Facebook           | Create idea and writing content   | 54     | 54( Day) | 100,000    | 5,400,000  |
|                                    | <b>Post production</b>     |                                   |        |          |            |            |
| Advertisement                      | Meta Business Suite        | 12                                | 12 Day | 400,000  | 4,800,000  |            |
| <b>Total cost : 10.260.000 VNĐ</b> |                            |                                   |        |          |            |            |

- **To identify those involved:**

The relevant parties of the campaign in particular and Dong Do center in general include:

- Dong Do Testing Center (Partner in the media campaign)
- Social media partners who can provide platforms to promote the media campaign such as Facebook, Google, Youtube, and TikTok.
- Related partners in the industry such as teachers, supervisors, guides, and support staff.
- Students: People who register for driving courses at the training center.
- Instructors/trainers: People who directly teach and train students in the process of driving instruction.
- Owner/manager of the center: Mr. "Luu Hoang Gia"
- State management agencies: State agencies with jurisdiction over driver training activities such as the Traffic Police Department (Ministry of Public Security), Department of Transport (Provincial/City People's Committee), and Driving Training and Licensing Center (under the Traffic Police Department).
- Evaluation and licensing organizations: Organizations authorized to evaluate and license driver training centers in accordance with the law.
- Training partners: Partners responsible for providing vehicles, equipment, training technology, and training programs for the center.
- Testing centers: Units authorized to conduct driving skill tests for students and issue driver's licenses to those who meet the requirements.

## b. Preparation

TABLE 8: Research and planning meeting report

| Research and planning meeting |  |   |
|-------------------------------|--|---|
| Date: 12/1/2023               | Time: 2 hours  | Location: 252 Hạ Hội, Tân Lập, Đan Phượng, Hà Nội |
| Type of meeting               | Brainstorm   |   |
| Facilitator                   | Luu Hoang Gia  |   |
| Note taker                    | Nguyen Viet Anh  |   |
| Attendees                     | Leader: Lưu Hoàng Gia<br>Members:<br>Nguyễn Việt Anh<br>Nguyễn Thế Tùng<br>Nguyễn Đình Thăng<br>Khổng Minh Hoàng |   |
| Agenda topic                  |  |   |

|             |  |             |
|-------------|--|-------------|
| Discussion  | Conduct a survey and identify the entities and stakeholders involved, appropriate research methods and tools to gather data and analyze, evaluate important factors, understand the characteristics and needs of the target customers, factors that impact the competitiveness of the product or service, and the latest market trends. Choose models to apply to the campaign.  |             |
| Conclusions | The increasing demand for car ownership in Vietnam has been evident in recent years. Driving schools all ensure transportation services for their students, and the price difference between centers is not significant. However, Dong Do driving center has an advantage over other centers with practice grounds as they have a chip car system, despite their limited practice area. Over the past three years, the majority of students have been aged between 18-25 and 26-35, accounting for over 75% of the total number of students each year. Facebook and TikTok platforms remain two essential platforms. |             |
|             | Action   | PIC         |
|             | Market research  | Hoàng       |
|             | Researching target audience  | Việt Anh    |
|             | Research on subjects and media channels.   | Tùng, Thăng |
|             |  | Deadline    |
|             |  | 16/1        |
|             |  | 16/1        |
|             |  | 16/1        |

The main resource this time has 4 people who are divided into jobs according to the following table.

| Task Allocation Table |                 |        |      |                      |        |
|-----------------------|-----------------|--------|------|----------------------|--------|
|                       | Content, Script | Design | Edit | Filming, photography | Acting |
| Hoàng                 |                 |        |      |                      |        |
| Thăng                 |                 |        |      |                      |        |
| Việt Anh              |                 |        |      |                      |        |
| Tùng                  |                 |        |      |                      |        |

Table 9: Task Allocation

The project activities for the next 4 months are as follows:

- Redesign the brand identity for Dong Do (logo, images, color scheme).
- Divide and develop online communication channels, including social media platforms such as Facebook, TikTok, and YouTube. Produce media content and materials to be posted on these platforms.
- Develop offline communication channels through printing billboards, logos, directional signs, mascots, and stickers for the Dong Do center, to increase brand recognition through tangible products.

TABLE 10: Internal communication channel table

| Internal communication channels |  |  |
|---------------------------------|--|--|
| Mediums                         | Purpose                                  | Details  |
| Offline                         | Brainstorm                               | The team can directly debate and propose ideas.  |
|                                 | Planning                                 | The team members check and agree on the milestones, events, and communication that the team has previously built.  |
|                                 | Completing group tasks                   | The team allocates time to complete tasks that require close linkage between large parts or initial tasks in a limited time.   |
|                                 | Seeking input from the instructor        | The whole team usually has a direct appointment with the instructor according to her schedule to save time as much as possible for both the instructor and students. |
| Messenger group chat            | Sharing and storing documents            | The files such as images, videos, or links to online documents.  |
|                                 | Updating information                     | The team chat helps everyone in the team quickly update information anytime, anywhere.   |
|                                 | Communicating                            | This is also the main communication method of the entire team to discuss everything in the world.  |
| Zalo group chat                 | Updating information from the instructor | Using the Zalo chat group to exchange and update information from the instructor.  |

● Strategy

The communication plan "Journey Together with New Drivers" focuses on providing and conveying information about driving courses, while also highlighting the important role of safety in driving for students.

We have developed a strategy from December 2022 to March 2023 with the following main objectives:

- Enhance the awareness of the Dong Do Driving School
- Celebrate and elevate the importance and meaning of safe driving
- Communicate and share information and knowledge about traffic laws and signs.

● Tactics

TABLE 11: Tactics table

| Content | Main communication channels | Activities | Requirements |
|---------|-----------------------------|------------|--------------|
|---------|-----------------------------|------------|--------------|

|   |                  |   |   |
|---|------------------|---|---|
| Updating information  | Facebook         | Creating a Facebook page  | Information is written concisely and clearly                                      |
|   |                  |   | Images are modern, relatable to GenZ, and well-organized                          |
|   |                  |   | Ensuring the accuracy and credibility of the content of each post                 |
|   |                  |   | Diversifying types of information: images, videos, reels, etc.                    |
| Spreading and conveying information about the courses to students | Tiktok           | Building a dynamic and engaging TikTok channel that appeals to the younger generation | Diversifying the content on the channel and allowing freedom for developing ideas |
|   |                  |   | Videos have interaction with viewers  |
|   |                  |   | Videos not only entertain but also provide useful information about driving.      |
| Call to action  | Facebook, Tiktok | Attracting and calling for the target audience to participate                         | Experience driving simulator cabin event  |
|   |                  |   | Tour and experience event at the driving test ground.                             |

- **Big idea**

According to the Ministry of Transport, along with the recovery and development of the socio-economic situation, the demand for travel and transportation of people and businesses has increased significantly compared to the same period in 2021. However, the awareness of obeying traffic laws among a portion of the population remains poor. In 2022, there were 11,457 traffic accidents nationwide, resulting in 598 more deaths than in 2021. In reality, there still exists a significant portion of vehicle owners and drivers who lack awareness of traffic laws. The task of Đông Đô is to disseminate information, knowledge, and experience to create trust with customers at a time when many traffic accidents are occurring. And for that we want the image of Dong Do to follow these ideas.

Dong Do is a friend :

Dong Do is a friend that will convey the message of driving culture in a more intimate and familiar way with the act of driving, instead of delivering dry and theoretical knowledge

Accompanies with new drivers :

Dong Do will provide knowledge that is closely linked to real-life scenarios, enabling all drivers to protect themselves and the community while participating in traffic.

- **Key message**

The main message that Dong Do wants to convey in this campaign is "Dong Do accompanies new drivers". The focus is on rejuvenating the target audience for driving courses and supporting young people throughout the learning process, as well as delivering traffic and vehicle knowledge through various communication channels. This is also the main message throughout the entire process and is chosen by the company to build a consistent communication journey in the future.

### **c. Risk management**

- **Sources of risks that may be encountered during project implementation as well as in operation:**

- Risk of encountering financial constraints when there is not enough budget for operation.

**Solutions to handle this include:** trimming the budget and making changes to the plan if necessary, implementing and adjusting towards budget savings if not supported, and using available devices to carry out communication tasks.

- Risk of lack of personnel to complete key processes in the job, such as a shortage of actors for short skits in TikTok videos, and a shortage of content producers for Facebook.

**Solutions to handle this include:** The lack of personnel to complete the job can happen during the campaign implementation, which can be addressed by seeking personnel support from outside to help the work go smoothly and meet deadlines.

- The risks of ineffective communication leading to time and money wastage.

**Solutions to handle this include:** The communication team needs to research and analyze the target audience, and customer segments, including their characteristics, needs, and expectations. This helps the center to develop appropriate communication strategies and attract the attention of the target customers

- Weather conditions: In some cases, the center may face risks related to weather conditions, such as storms, floods, and snowfall, causing their communication campaign to be interrupted or ineffective.

**Solutions to handle this include:** controlling and forecasting the weather in advance to ensure that work on the day of the event runs smoothly, such as filming, organizing a test drive day, and many other jobs.

- Negative customer reactions: A communication campaign can provoke negative reactions from customers if its content or form of communication is inappropriate or perceived as harassment or nuisance.

**Solutions to handle this include:** Choosing and screening content carefully through a qualified editor to increase the effectiveness of communication and comply with the target group and objectives, avoiding sensitive language, and attitudes, being aesthetically unpleasant, and affecting the reader or viewer.

- Lack of measurement capabilities: The center needs to ensure that they have the ability to measure the effectiveness of their communication campaign in order to make adjustments and improvements if necessary. Otherwise, they may not know whether their campaign is performing well or not.

**Solutions to handle this include:** Research and storing data through the work process, as well as tools to support posting content on social platforms to measure and evaluate through available statistics of the entity during the time that the center operates.



# IV. PROJECT EXECUTION AND PROJECT MANAGEMENT

1. Project execution
  - a. Workflow table
  - b. Edit brand identity
2. The process of producing content for social media platforms
  - a. Workflow
  - b. Facebook
  - c. TikTok
3. The process of producing content for offline media products
4. Cost

## IV. Project execution and project management

### 1. Project execution

#### a. Workflow table

TABLE 12: Workflow process table

| Schedule of work for the entire team |   |  |        |
|--------------------------------------|---|--|--------|
| Month                                | Day   | Job Content  | Status |
| January                              | 2   | Content<br>Prepare for shopping to renovate the central area and complete the vlog shoot.<br>Write Facebook content about traffic signs.                 | DONE   |
|                                      | 3   | Content<br>"Dangerous Traffic Signs for Traffic Safety"  | DONE   |
|                                      | 5   | Research<br>Research target audience   | DONE   |
|                                      | 6   | Content<br>Post Facebook content: "Stop at Red Light - Easy but not Easy"  | DONE   |
|                                      | 8   | Content<br>Post Facebook content: "A peaceful morning at Dong Do stadium"  | DONE   |
|                                      | 9   | Content<br>"Stop at Red Light - Easy but not Easy"   | DONE   |
|                                      | 11  | Research<br>Market research  | DONE   |
|                                      | 14  | Content<br>Article 5: Crossing Intersection with Traffic Signals   | DONE   |
|                                      | 25  | Research<br>Develop and seek approval for rebranding ideas   | DONE   |
|                                      | 27  | Content<br>Article 6: Driving Through a Square Intersection  | DONE   |
|                                      | 29  | Edit/Design<br>Implement rebranding changes  | DONE   |
| 31                                   | Content<br>Article 7: Parallel Parking (Backward Parking) | DONE   |        |
| February                             | 1   | Edit/Design<br>Change logo and background  | DONE   |
|                                      | 2   | Content<br>Lesson 10: Parallel Parking<br>Offer 1 trial lesson   | DONE   |
|                                      | 3   | Content<br>Lesson 11: Ending   | DONE   |
|                                      | 5   | Interactive content  | DONE   |
|                                      | 8   | Content<br>Practice on the electronic simulator cabin<br>Edit/Design<br>Create a script for the TikTok video "Experience the simulated cabin at Dong Do" | DONE   |

|    |  |      |
|----|--|------|
| 9  | Edit/Design<br>Upload TikTok video "Experience the simulated cabin at Dong Do"   | DONE |
| 11 | Content<br>Have you experienced the new simulated cabin test yet?<br>Edit/Design<br>Create a script for the TikTok video "You can tell what driving style someone has just by looking at them"   | DONE |
| 12 | Edit/Design<br>Upload TikTok video "You can tell what driving style someone has just by looking at them"   | DONE |
| 13 | Content<br>- The advantages of the electronic simulator cabin for learning and testing driving<br>- The different driving styles of car enthusiasts<br>Edit/Design<br>Create a script for the TikTok video "Small tips to help you no longer be a beginner when driving"                   | DONE |
| 14 | Edit/Design<br>Upload Tiktok video "Tips to stop being a novice driver"  | DONE |
| 15 | Content<br>Watch European football and Japanese TV dramas on the electronic cabin  | DONE |
| 16 | Edit/Design<br>Create script for Tik Tok video "Hanoi can't be rushed"   | DONE |
| 17 | Content<br>- "Cold numbers can be found anywhere, but only in Dong Do can you find the "hot" numbers<br>- Hanoi can't be rushed<br>Edit/Design<br>Upload Tiktok video "Hanoi can't be rushed"  | DONE |
| 20 | Content<br>"In the event of a violation, the learner will have their exam results canceled, be prohibited from taking the driving test, and be denied a driving license for a period of 5 years from the date of the violation discovery and be handled in accordance with the law"        | DONE |
| 21 | Content<br>Bittersweet relief or regret  | DONE |
| 22 | Edit/Design<br>Create script for Tik Tok video "Hanoi can't be rushed"   | DONE |
| 23 | Content<br>Advanced gear shifting techniques<br>Edit/Design<br>Upload Tiktok video "Did you adjust the mirrors correctly? Let Dong Do accompany you"   | DONE |
| 27 | Content<br>"If you drink alcohol or beer, don't drive for real"<br>Edit/Design<br>Create a TikTok script "The difference between B1 and B2 licenses"   | DONE |
| 28 | Content<br>"Why is Dong Do Hanoi the golden address for drivers for 15 years?"<br>Edit/Design<br>Upload a TikTok video "You may already know the difference between B1 and B2 licenses"<br>Create a TikTok script "The difference between 'no parking' and 'no stopping or parking' signs" | DONE |

|       |   |  |      |
|-------|---|--|------|
| March | 1   | Edit/Design<br>Create a TikTok script "Hanoi is not in a hurry"  | DONE |
|       | 2   | Content<br>- Top hardest-to-find road signs in downtown Hanoi<br>- Warning drivers about the presence of children on the road is very important<br>- To avoid causing unnecessary traffic accidents, drivers should always carefully check around and make sure that there are no vehicles or pedestrians passing by before opening the car door.<br>Edit/Design<br>Create a TikTok script "How to properly steer for new drivers" | DONE |
|       | 3   | Edit/Design<br>Upload Tik Tok video "How to steer for beginners"   | DONE |
|       | 6   | Content<br>- What is "No Stopping" and "No Parking"?<br>- Compliance with height limit signs is very important for all drivers, especially for those driving trucks or buses.<br>- No car allowed sign<br>- One-way sign   | DONE |
|       | 7   | Content<br>- Prohibited road sign<br>- No Stopping and No Parking sign<br>- No motorcycle sign<br>- No turning sign<br>Edit/Design<br>Create Tik Tok script "Dong Do 8-3 wishes all women to be confident behind the wheel and comfortable in the driver's seat"   | DONE |
|       | 8   | Content<br>International Women's Day - 2 posts<br>Edit/Design<br>Upload Tiktok video "Dong Do 8-3 wishes all women to be confident behind the wheel and comfortable in the driver's seat"  | DONE |
|       | 10  | Content<br>Dong Do Hanoi's training philosophy   | DONE |
|       | 14  | Content<br>Dong Do Hanoi's training philosophy   | DONE |
|       | 16  | Content<br>If your driver's license test keeps failing, you may not be doing it right.   | DONE |
|       | 20  | Content<br>B1/B2 Car Driving Training - Under the Department of Transportation and Communications of Hanoi   | DONE |
|       | 23  | Content<br>Why does Dong Do Hanoi say no to "theory package" when students ask questions?  | DONE |
|       | 24  | Edit/Design<br>Create Tik Tok script "Come to Dong Do and try out our free simulated driving cabin"  | DONE |
| 25    | Edit/Design<br>Upload Tiktok video "Come to Dong Do and try out our free simulated driving cabin" | DONE   |      |

## b. Edit brand identity

The differences between the old and new logos have undergone many changes over time. The team boldly requested a few small adjustments to the brand identity from the start of the project.



The changes to the brand identity were divided into two parts, including the logo and banner. This was implemented on January 18, 2022, to replace the old logo with a new one that is more meaningful, sharp, and youthful, targeting new target audiences.

Image 9: Dong Do's old logo



The new logo design was discussed and debated by the team with the teachers in the center to determine the direction of the design based on its appropriateness to the industry and brand.

Image 10: Dong Do's new logo

The customer, as well as Dong Do itself, requested that the logo should feature the abbreviated name "Dong Do" accompanied by a road image inside, representing the training ground and easy to remember.

Tone and Style: Understanding the customer's requirements, the team decided to continue using two letter D's intertwined to represent the road element on the driving training ground as well as the company name. In addition, color is also a key factor in highlighting the brand, which the current Dong Do logo lacks. We changed the gradient color logo to a white logo with a blue gradient border that transitions from green to blue. The green color represents safety, like the green color on traffic lights, and establishes strong trust in the brand at first glance. However, with only green color, it may feel monotonous and unprofessional. The team decided to add a touch of blue at the end to create a subtle transition and a bit of a highlight for the viewer. Also, the rounded logo creates a smooth and cleverly agile appearance for the viewer, while still maintaining simplicity

## 2. The process of producing content for social media platforms

### a. Workflow

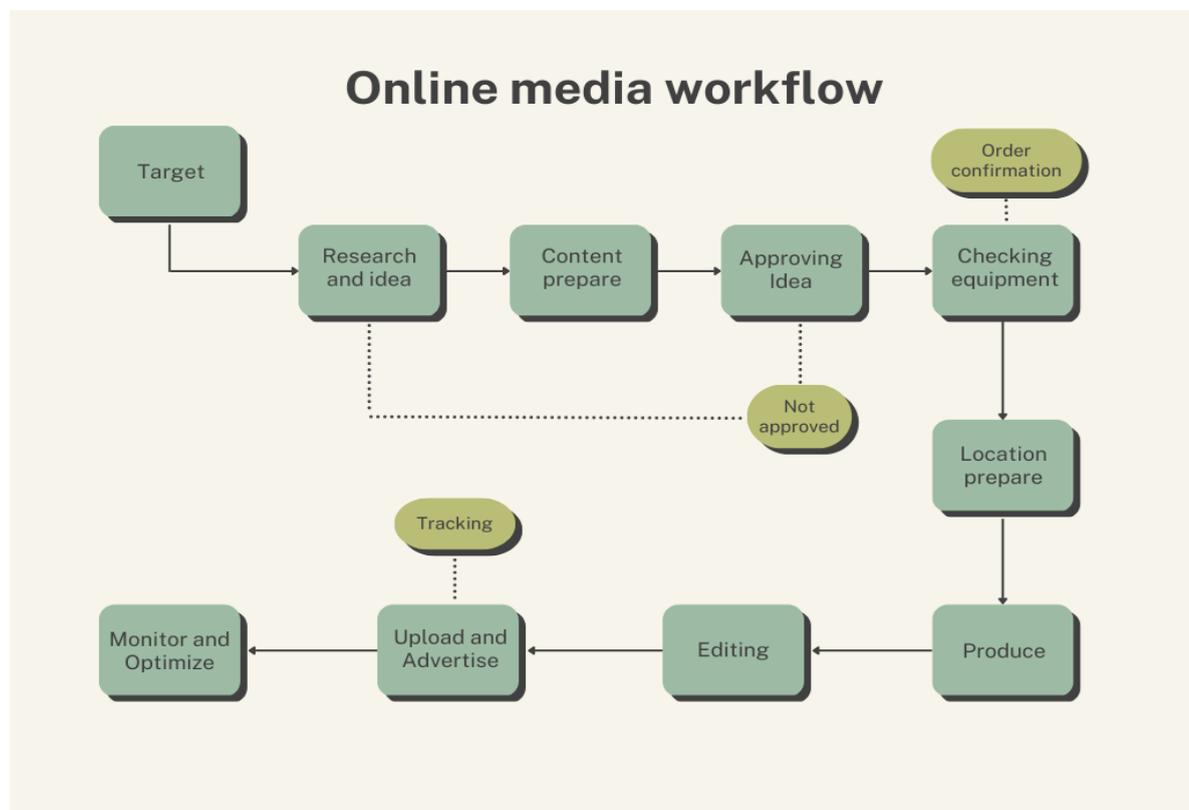


Image 11: Online content production process

- The process of producing content for social media platforms is carried out in the following steps:
  1. Target audience identification: Before creating content, it is important to clearly identify the target audience that you want to reach on Facebook, which in this case is aimed at those who are currently learning to drive and those who have just been issued a driver's license. This will help to determine more appropriate and effective content
  2. Research and Ideation: After identifying the target audience, it's important to further investigate the issues they are facing in order to come up with suitable content ideas. Content can include articles combined with images, videos about basic traffic regulations and tips, as well as small tricks for passing the driving test that new drivers often encounter. These ideas can help learners gain more experience and make driving easier.

3. Content preparation: After having the idea, prepare the content framework for the easy creation of each specific content. Then, the next step is to develop a script that includes content and images or video hashtags.
4. Proposal and idea approval: After completing the script for specific content, it is necessary to obtain approval from the supervisor to carry out the proposed content.
5. Check equipment: To serve content production including a camera, gimbal, phone, mic, and tripod is mandatory equipment, and besides, preparation of props for each different content is required. Prepare image and video design, and use tools to edit and optimize content to attract viewers.
6. Preparing the location and set: After having the script, you need to prepare the location and set for filming. We will choose a suitable location that matches the idea and message of each content.
7. Content production: It can be filming or taking photos. You need to use the appropriate filming equipment for the purpose and type of content being produced.
8. Editing and post-production: After producing the content, you need to edit and carry out post-production processes. These processes include video or image editing, sound editing, adding effects, and film editing..
9. Planning for posting: After preparing the content, you need to plan for posting it on Facebook. Decide on the posting time, frequency, and content format to achieve the best results.
10. Posting and promoting: Finally, after completing the content production process, you need to post your content on appropriate social media channels or platforms and use promotional tools to help your content reach your target audience.
11. Monitoring and optimization: After posting your content, monitoring its effectiveness is essential. Use analytics tools to evaluate the performance of your content and optimize it to achieve the best results.

## b. Facebook

The Facebook page mainly focuses on content related to knowledge about driving skills and traffic signs.

**TABLE 13: Facebook content planning meeting report**

| Facebook content and planning |  |   |
|-------------------------------|--|---|
| Date: 15/1/2023               | Time: 2 hours  | Location: 252 Hạ Hội, Tân Lập, Đan Phượng, Hà Nội |
| Type of meeting               | Brainstorm   |   |
| Facilitator                   | Luu Hoang Gia  |   |
| Note taker                    | Nguyen Viet Anh  |   |
| Attendees                     | Leader: Lưu Hoàng Gia<br>Members:<br>Nguyễn Việt Anh<br>Nguyễn Thế Tùng<br>Nguyễn Đình Thăng<br>Khổng Minh Hoàng   |   |
| Agenda topic                  |  |   |
| Discussion                    | <ul style="list-style-type: none"> <li>- Introduction of the content of the post for each day. Each participant shares their opinions on the post and how it is shaped to attract customers and viewers. Friends and followers of the center's page are also mentioned, and some people believe that sharing information with them is necessary to increase engagement.</li> <li>- Discussion of various factors in the post, including the target audience, content, images, and videos used. Group members worked together to find the best methods to optimize the post and achieve the best results.</li> <li>- Making conclusions and proposals for the post. All members agreed to change some elements such as the length of the post, using higher quality images and videos, and increasing promotion to maximize engagement. New ideas will be implemented in the following weeks to improve and enhance the effectiveness of the post on the center's Facebook page.</li> </ul> |   |
| Conclusions                   | <ul style="list-style-type: none"> <li>- Overall, the team has had some posts that received positive interactions and good feedback from customers. However, there were also some posts that did not achieve the expected results and need improvement.</li> <li>- The team has also identified some strengths and weaknesses in the posts and come up with a plan to improve future content. They discussed ways to increase customer engagement and keep them on Dong Do's Facebook page.</li> </ul>   |   |
| Action                        | PIC  | Deadline  |
| Shoot and edit                | Hoàng  | 28/3  |
| Post production               | Thăng  | 28/3  |
| Writing script                | Tùng, Việt Anh   | 28/3  |

In this campaign, the team has prioritized using Facebook as the main communication channel because of its wide reach, which helps to access almost the entire target customer base of the campaign. Additionally, Facebook is considered one of the most popular information channels today.

With a huge user base and diverse advertising features, using Facebook is an effective choice for the team's communication and product marketing campaign.

### Consistent content

The posts on the Facebook social media platform mainly focus on content related to knowledge about driving skills and knowledge about various types of road signs.

TABLE 14: Facebook content table

| Content FaceBook Dong Do Board |   |   |          |          |         |        |
|--------------------------------|---|---|----------|----------|---------|--------|
| Month                          | Day   | LINK  | Format   | Content  | Graphic | Status |
| January                        | 2   | Signage and Command Signs   | Image    | Việt Anh | Tùng    | DONE   |
|                                | 3   | Dangerous Signs in Traffic Safety   | Image    | Việt Anh | Thăng   | DONE   |
|                                | 6   | Stop at Red Lights - Easy But Not Easy  | Image    | Việt Anh | Tùng    | DONE   |
|                                | 8   | Peaceful Morning on Dong Do Stadium   | Image    | Việt Anh | Thăng   | DONE   |
|                                | 9   | Parallel Parking  | Image    | Việt Anh | Tùng    | DONE   |
|                                | 9   | Practice the S-shaped Driving Route with Instructor Ngoc Quy  | Image    | Việt Anh | Thăng   | DONE   |
|                                | 11  | Reviewing Knowledge for the 11-part Driving Test: Part 1  | Image    | Việt Anh | Tùng    | DONE   |
|                                | 11  | Reviewing Knowledge for the 11-part Driving Test: Part 2  | Image    | Việt Anh | Thăng   | DONE   |
|                                | 11  | Reviewing Knowledge for the 11-part Driving Test: Part 3 - Stopping and Starting on a Slope                   | Image    | Việt Anh | Tùng    | DONE   |
|                                | 11  | Reviewing Knowledge for the 11-part Driving Test: Part 4 - Crossing Tire Tracks and Perpendicular Roads       | Image    | Việt Anh | Thăng   | DONE   |
|                                | 14  | Reviewing Knowledge for the 11-part Driving Test: Part 5 - Crossing Signalized Intersections                  | Image    | Việt Anh | Tùng    | DONE   |
|                                | 21  | TET Holiday Schedule 2023   | Image    | Việt Anh | Thăng   | DONE   |
|                                | 22  | Happy New Year  | Image    | Việt Anh | Tùng    | DONE   |
|                                | 27  | Reviewing Knowledge for the 11-part Driving Test: Part 6 - Driving through                                    | Image    | Việt Anh | Thăng   | DONE   |
|                                | 27  | Perpendicular Intersections   | Image    | Việt Anh | Tùng    | DONE   |
|                                | 30  | Reviewing Knowledge for the 11-part Driving Test: Part 7 - Parallel Parking (Backing Up into a Parking Space) | Image    | Việt Anh | Thăng   | DONE   |
|                                | 30  | Reviewing Knowledge for the 11-part Driving Test: Part 8 - Stopping at Rail Crossings                         | Image    | Việt Anh | Tùng    | DONE   |
| 31                             | Reviewing Knowledge for the 11-part Driving Test: Part 9 - Changing Lanes | Image   | Việt Anh | Thăng    | DONE    |        |
| February                       | 2   | Reviewing Knowledge for the 11-part Driving Test: Part 10 - Parallel Parking into a Parking Space             | Image    | Việt Anh | Thăng   | DONE   |

|       |    |   |       |          |       |      |
|-------|----|---|-------|----------|-------|------|
|       | 2  | Reviewing Knowledge for the 11-part Driving Test: Part 11 - Ending                | Image | Việt Anh | Tùng  | DONE |
|       | 2  | Offering a Trial Lesson   | Image | Việt Anh | Thăng | DONE |
|       | 3  | Preserved Kumquats Soaked in Sugar  | Image | Việt Anh | Tùng  | DONE |
|       | 5  | Interaction   | Image | Việt Anh | Thăng | DONE |
|       | 8  | Practice Content on the Electronic Cabin  | Image | Việt Anh | Tùng  | DONE |
|       | 11 | Have you experienced the new simulated driving test on the electronic cabin?      | Image | Việt Anh | Thăng | DONE |
|       | 13 | Advantages of the Electronic Cabin  | Image | Việt Anh | Tùng  | DONE |
|       | 13 | Different Steering Techniques of Car Enthusiasts                                  | Image | Việt Anh | Thăng | DONE |
|       | 15 | Watching European Football and Japanese TV Shows on the Electronic Cabin          | Image | Việt Anh | Tùng  | DONE |
|       | 17 | The Best Place to Get Hot Numbers - Dong Do, Hanoi                                | Image | Việt Anh | Thăng | DONE |
|       | 17 | No Rushing in Hanoi   | Image | Việt Anh | Tùng  | DONE |
|       | 20 | Cases of Violations   | Image | Việt Anh | Thăng | DONE |
|       | 21 | Relief or Regret after the Fact   | Image | Việt Anh | Tùng  | DONE |
|       | 23 | Advanced Shifting Techniques  | Image | Việt Anh | Thăng | DONE |
|       | 27 | Drinking and Driving is a No Go   | Image | Việt Anh | Tùng  | DONE |
|       | 28 | Why Dong Do, Hanoi is a Top Location for Driving Instruction for 15 Years         | Image | Việt Anh | Thăng | DONE |
| March | 2  | The Most Difficult Signs to Encounter in Hanoi                                    | Image | Việt Anh | Tùng  | DONE |
|       | 2  | Warning Drivers about the Presence of Children on the Road is Extremely Important | Image | Việt Anh | Thăng | DONE |
|       | 2  | Avoiding Unnecessary Traffic Accidents  | Image | Việt Anh | Tùng  | DONE |
|       | 6  | What is No Stopping and No Parking?   | Image | Việt Anh | Thăng | DONE |
|       | 6  | Complying with Height Limit Signs   | Image | Việt Anh | Tùng  | DONE |
|       | 6  | No Car Signs  | Image | Việt Anh | Thăng | DONE |
|       | 6  | One-way Road Signs  | Image | Việt Anh | Tùng  | DONE |
|       | 7  | No Entry Signs  | Image | Việt Anh | Thăng | DONE |
|       | 7  | No Stopping and No Parking Signs  | Image | Việt Anh | Tùng  | DONE |
|       | 7  | No Motorbike Signs  | Image | Việt Anh | Thăng | DONE |
|       | 7  | No Turning Signs  | Image | Việt Anh | Tùng  | DONE |

|    |  |       |          |       |      |
|----|--|-------|----------|-------|------|
| 8  | International Women's Day  | Image | Việt Anh | Thăng | DONE |
| 10 | Dong Do, Hanoi's Tenets  | Image | Việt Anh | Thăng | DONE |
| 14 | Steering Techniques for New Drivers  | Image | Việt Anh | Tùng  | DONE |
| 16 | Why Am I Failing the Driving Test?   | Image | Việt Anh | Thăng | DONE |
| 20 | B1/B2 Driver Training - Under the Authority of Hanoi Department of Transportation          | Image | Việt Anh | Tùng  | DONE |
| 23 | Why does Dong Do Hanoi discourage "theoretical explanations" when students have questions? | Video | Việt Anh | Thăng | DONE |

### c. Tiktok

TABLE 15: TikTok content planning meeting report

| TikTok content and planning                        |   |   |
|--|---|---|
| Date: 15/1/2023                                    | Time: 2 hours   | Location: 252 Hạ Hội, Tân Lập, Đan Phượng, Hà Nội |
| Type of meeting                                    | Brainstorm  |   |
| Facilitator  | Luu Hoang Gia   |   |
| Note taker   | Nguyen Viet Anh   |   |
| Attendees  | Leader: Lưu Hoàng Gia<br>Members:<br>Nguyễn Việt Anh<br>Nguyễn Thế Tùng<br>Nguyễn Đình Thăng<br>Khổng Minh Hoàng  |   |
| Agenda topic                                       |   |   |
| Discussion   | <ul style="list-style-type: none"> <li>- Research TikTok platform, attractive content creators, how to get videos to trend, and how to stimulate viewers to follow.</li> <li>- Study target customer files focusing on viewing habits, attractive content, and content needs. Next, the team will research popular videos that are attracting a lot of attention from customers.</li> <li>- Based on the research done, the team will develop a script that contains both teaching elements and humorous elements, while still incorporating images of Đông Đô and encouraging people to come to the center.</li> <li>- Schedule filming and prepare necessary props and equipment to facilitate the shooting process.</li> </ul> |   |
| Conclusions  | After 3 months, the team has built a TikTok channel with 150K views and attracted 2.5K followers. Upon reviewing the content of the channel, the team noticed that the humorous and fun videos outperformed the educational ones on driving knowledge. Moreover, based on the statistics from TikTok, the team found that the humorous videos reached the targeted customer segments, which are people aged 18-24 and 25-34.  |   |
| Action   | PIC   | Deadline  |
| Shoot and edit                                     | Hoàng   | 25/3  |
| Manage TikTok channel and post-production          | Thăng   | 25/3  |
| Writing script and research trend, target customer | Tùng, Việt Anh  | 25/3  |

All businesses want to reach their target customers to promote their products and services. In the digital age, using social media channels has become an effective way to reach customers. TikTok is one of the newest social media

platforms that is attracting a lot of attention from young people. The company has decided to use TikTok as a specialized media channel to reach its primary customer base.

- The first reason is that this platform is experiencing tremendous growth over time, especially with the age group of 18-30, which is the main user base of TikTok. Additionally, TikTok is also the most popular social media platform among social media applications, so using TikTok can help the company reach a large potential customer base.

- The second reason is that the content on TikTok is very diverse and accessible to customers, unlike Facebook, where only content related to your account is displayed in your news feed; whereas, all content created on TikTok can appear on any account on the platform.

Moreover, videos on TikTok often have a high entertainment value, designed to capture the attention of the audience. Therefore, creating interesting and engaging content on TikTok can help the company attract a significant number of followers. Using TikTok is a reasonable choice for the company to market and promote its products to its target customer base. By using appropriate marketing strategies, and creating special and interesting content, the company can take advantage of TikTok's potential to reach a large number of users and generate positive marketing effects.

### Consistent content

The content of the lessons of the video, and the tips for the difficult cards are probably quite familiar to the centers. However, only educational products will be boring if adding an element of humor will be more interesting. We decided to build content that is mainly about driving tips and practical problems in traffic.

**TABLE 16: TikTok content table**

| Tik Tok Content Table for Dong Do |             |             |            |   |
|-----------------------------------|-------------|-------------|------------|---|
| Title                             | PIC Editing | PIC Content | Actors     | Script links                                    |
| Notes for starting to drive       | Hoàng       | Việt Anh    | Thăng/Tùng | <a href="#">Kịch Bản TikTok Đông Đô Video 1</a> |
| Introduction to Center Cabin      | Hoàng       | Việt Anh    | Thăng/Tùng | <a href="#">Kịch Bản TikTok Đông Đô Video 2</a> |
| Steering and Return Techniques    | Hoàng       | Việt Anh    | Thăng/Tùng | <a href="#">Kịch bản Tiktok Đông Đô Video 3</a> |

|  |       |          |            |   |
|--|-------|----------|------------|---|
| Note when using the gear shift (Press the clutch into gear)                                | Hoàng | Việt Anh | Thăng/Tùng | Kịch bản Lưu ý khi dùng Nhả côn ( Nhả côn vào số )                                |
| Guide to releasing the clutch without stalling (Difference between B1 and B2 gears)        | Hoàng | Việt Anh | Thăng/Tùng | Sự khác nhau giữa cần số B1 và B2   |
| Steering Angle   | Hoàng | Việt Anh | Thăng/Tùng | Bài 1 Góc đánh lái  |
| Practice (Tips for starting on an incline) + Giving way to pedestrians, waiting for trains | Hoàng | Việt Anh | Thăng/Tùng | Bài 2 Thực Hành ( Mẹo để pa lên dốc ) + Nhường đường cho người đi bộ, chờ tàu hỏa |
| Wheel tracking   | Hoàng | Việt Anh | Thăng/Tùng | Bài 3 Vệt Bánh Xe   |
| Theory test tips   | Hoàng | Việt Anh | Thăng/Tùng | Mẹo thi lý thuyết   |
| Detailed cabin review part 2   | Hoàng | Việt Anh | Thăng/Tùng | Review Cabin bản chi tiết   |
| Backing up into a parking space video  | Hoàng | Việt Anh | Thăng/Tùng | Video lùi hàng đình   |
| TVC  | Hoàng | Việt Anh | Thăng/Tùng | TVC 1   |
| March 8th script   | Hoàng | Việt Anh | Thăng/Tùng | 8/3   |
| Illegal racing   | Hoàng | Việt Anh | Thăng/Tùng | Đua xe trái phép  |
| 2 most confusing signs   | Hoàng | Việt Anh | Thăng/Tùng | 2 biển báo gây lú nhất  |
| Distinguish between no parking and no stopping signs                                       | Hoàng | Việt Anh | Thăng/Tùng | Cấm đỗ và cấm dừng đỗ   |

### 3. The process of producing content for offline media products

TABLE 17: Offline media development meeting report

| Production and development of off-site communication |  |   |
|--|--|---|
| Date: 20/3/2023                                      | Time: 2 hours  | Location: 252 Hạ Hội, Tân Lập, Đan Phượng, Hà Nội |
| Type of meeting                                      | Product Brand Identity   |   |
| Facilitator  | Luu Hoang Gia  |   |
| Note taker   | Nguyen Viet Anh  |   |
| Attendees  | Leader: Lưu Hoàng Gia<br>Members:<br>Nguyễn Việt Anh<br>Nguyễn Thế Tùng<br>Nguyễn Đình Thăng<br>Khổng Minh Hoàng |   |
| Agenda topic   |  |   |

|                       |  |          |  |
|-----------------------|--|----------|--|
| Discussion            | The research will focus on determining the age range of the target audience to develop appropriate content and branding identity, including stickers, keychains, and vouchers for students participating in courses. The chosen product for offline advertising will be the Dong Do brand identity through the use of stickers to spread messages accompanied by humorous images and phrases. The goal is to create a fun and entertaining experience for young customers, making it easy for them to access information and increasing brand recognition for newcomers. |          |  |
| Conclusions           | The target audience is young people aged 18-25, creating a set of stickers and keychains, then coming up with ideas to further develop offline marketing: banners for the center, menu sets for cafes, gift sets, cups, books, and pens.   |          |  |
| Action                | PIC  | Deadline |  |
| Brand identity design | Hoàng  | 1/4      |  |
| Content               | Việt Anh   | 1/4      |  |
| Print                 | Tùng, Thăng  | 1/4      |  |

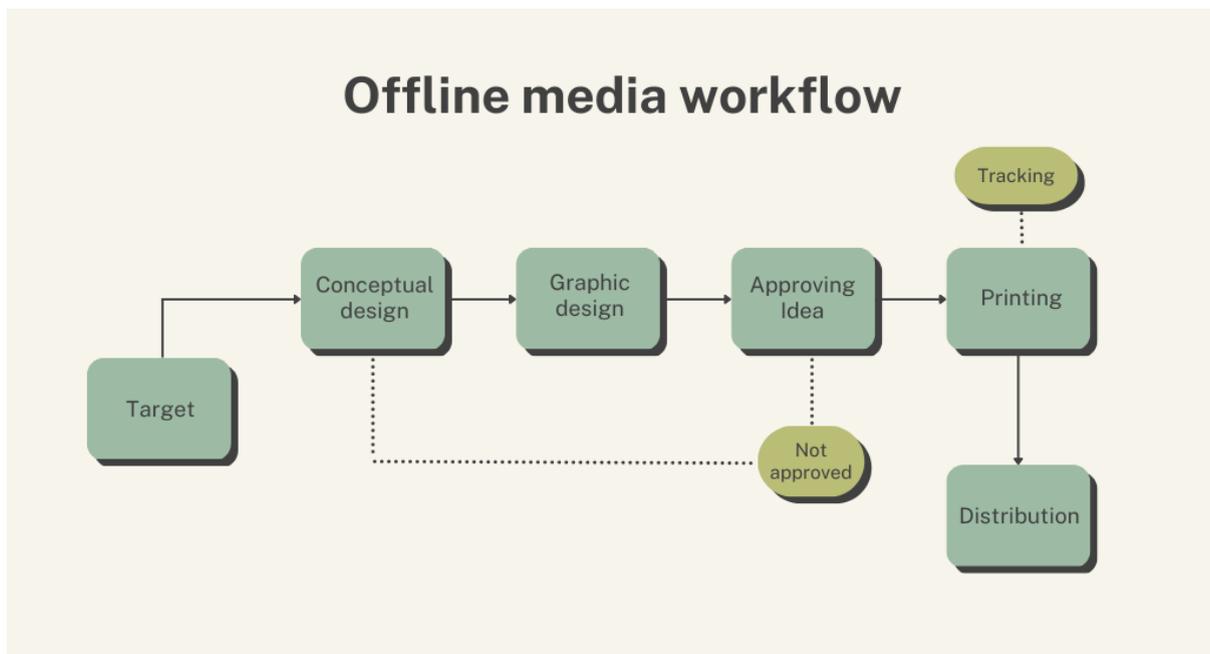


Image 12: Offline content production process

The process of producing and designing stickers for communication can be done in the following steps:

1. Define the goal: The first step is to define the goal of the sticker. The team learned about the target audience, the message to convey and the purpose of the sticker.

2. Conceptual design: After defining our goal, we design our sticker blueprint. This includes choosing the size, shape, color, font style, and positioning of the sticker.
3. Graphic Design: The team created an attractive graphic design for its sticker. This includes using images, symbols, icons, and layouts to convey your message.
4. Using design software: The team uses design software such as Adobe Photoshop, Illustrator or CorelDRAW to design their stickers.
5. Proposing and approving ideas: Once the sticker design is complete, the supervisor's approval is required to be able to implement the proposed content.
6. Printing and production: Once the sticker design is complete, print and produce the sticker. Create large quantities, so will use professional printing services to save time and costs.
7. Distribution and Communication: Finally, stickers will be distributed to participants. Stickers also need to be maintained to ensure they are always in good condition and effective in conveying the message.

The product that the group chose to make the communication off is the Dong Do brand identity through stickers that spread the message, accompanied by illustrations, and sentences with humorous content. With the purpose of creating fun and wit for young people in the customer segment, it is easy to access information as well as increase recognition for new people. Customers can choose and use stickers instead of leaflets distributed as usual to stick on books, close items, and easily spread to people around, compared to the plan of using leaflets, it is easy to see that they can throw away and waste material wealth.



Image 13: Sticker design template

## 4. Cost

TABLE 18: Actual cost table

| Cost                       |                            |                   |          |          |           |           |
|----------------------------|----------------------------|-------------------|----------|----------|-----------|-----------|
| Platform                   | Category                   | Content           | Number   | Time     | Cost      | Sum       |
| TikTok                     | Before production          |                   |          |          |           |           |
|                            | Actor Casting              | Main Male         | 1        | 1(Day)   | 250,000   | 250,000   |
|                            |                            | Main Female       | 1        | 1(Day)   | 250,000   | 250,000   |
|                            | Production                 |                   |          |          |           |           |
|                            | Props                      | Bandage           | 1        | -        | 10,000    | 10,000    |
|                            |                            | Sun glasses       | 1        | -        | 50,000    | 50,000    |
|                            | Post production            |                   |          |          |           |           |
|                            | Ads                        | TikTok Ad         | 12       | 12 (Day) | 400,000   | 4,800,000 |
|                            | Total cost : 5.420.000 VNĐ |                   |          |          |           |           |
|                            | Facebook                   | Before production |          |          |           |           |
| -                          |                            | -                 | -        | -        | -         | -         |
| Production                 |                            |                   |          |          |           |           |
| -                          |                            | -                 | -        | -        | -         | -         |
| Post production            |                            |                   |          |          |           |           |
| Ad                         | Meta Business Suite        | 12                | 12 (Day) | 400,000  | 4,800,000 |           |
| Total cost : 4.800.000 VNĐ |                            |                   |          |          |           |           |



# V ● EVALUATION

## Overview

1. Measurement tools
2. The developments of channels before and after the campaign
  - a. Facebook
  - b. TikTok
3. Media production
4. The results of platform reach compare to KPI
5. Evaluation from capstone mentor

## V. Evaluation

To conclude the marketing campaign, the team needs to conduct an evaluation of the effectiveness of the communication materials that have been deployed. The data collected includes the number of views, social media interactions, customer engagement, conversion rate growth, and many other factors. The team needs to analyze this data to identify any mistakes that need to be corrected and areas of strength that need to be developed. If the campaign has achieved its objectives, the team can examine its strengths to apply them to future campaigns. On the other hand, if the campaign did not meet its objectives, the team needs to conduct an analysis to identify the mistakes that need to be rectified.

### 1. Measurements tools

Dong Do's marketing campaign was deployed on two leading social media platforms, TikTok and Facebook, to maximize its reach to potential customers. However, to measure the effectiveness of the campaign, the team used advertising tools provided by the two platforms to gain a comprehensive and accurate view of the campaign's effectiveness. The use of measurement tools by TikTok and Facebook allows the team to track and evaluate the effectiveness of advertising campaigns on both platforms, thereby optimizing the campaign and ensuring that its objectives are achieved. These measurement tools, including Meta Business Suite and TikTok Ads, will provide the team with detailed information on customer interactions, website traffic, and other metrics to evaluate the effectiveness of the marketing campaign on these two social media platforms. The use of these measurement tools is essential to ensure that the marketing campaign achieves its objectives and optimizes the cost-effectiveness of advertising.

## 2. The developments of channels before and after the campaign

### a. Facebook

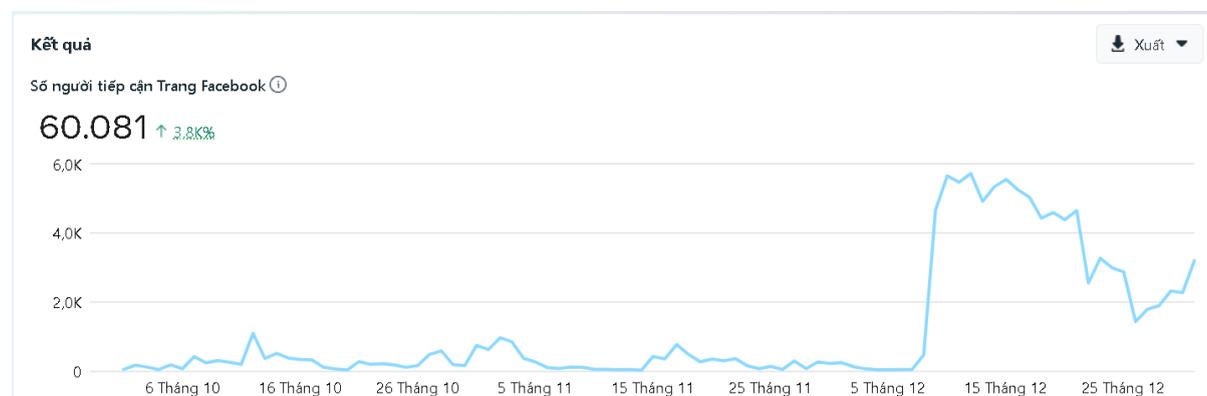


Chart 7: Number of people reached on the Facebook Fanpage before the campaign

According to the statistics, during the first quarter of 2023, the fanpage has shown significant growth in the number of people reached, while also achieving stable development as the average reach of the fanpage maintained at 2,000 people per day. This is the result of a well-planned and effective communication campaign and content production strategy.

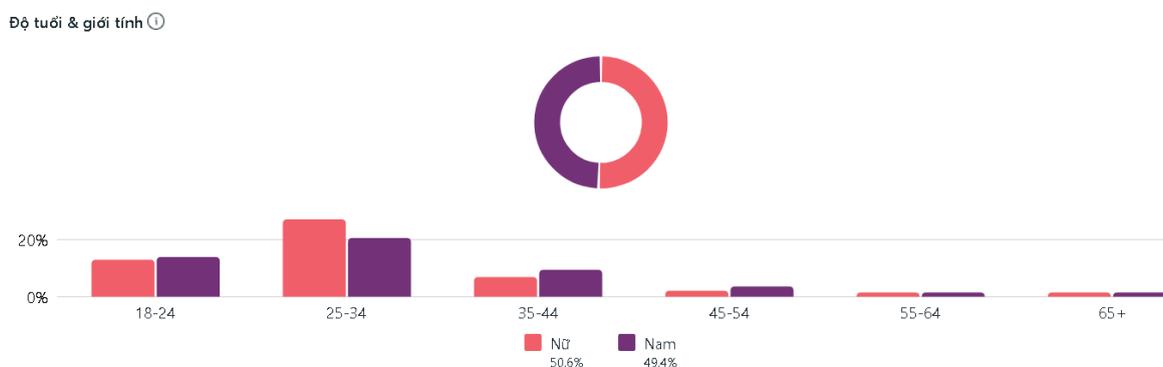
Therefore, to achieve the highest stability and effectiveness for Dong Do's fan page, a tight and systematic strategy is needed in developing diverse and attractive content, thereby attracting the attention and interaction of the target customers.



Chart 8: Number of people reached on the Facebook Fanpage after the campaign

According to the statistics, during the first quarter of 2023, the Fanpage has shown a significant growth in the number of people reached, while also achieving stable development as the average reach of the Fanpage maintained at 2,000 people per day. This is the result of the well-planned and effective communication campaign and content production strategy.

To achieve this stability, the Fanpage development team has planned weekly content for the page based on research on the target audience. By approaching and meeting the needs of the target customers, the Fanpage has created high-quality and attractive posts, thereby attracting the attention and interaction of users.



**Chart 9: Age distribution of target customers**

Based on the statistics, the Đông Đô Fanpage has reached and attracted the most customers in two age groups, 18-24 and 25-34. This suggests that the campaign's initial goal of targeting customers in the age range of 18-24 and 25-34 has been successful in reaching the intended target audience.

## b. TikTok

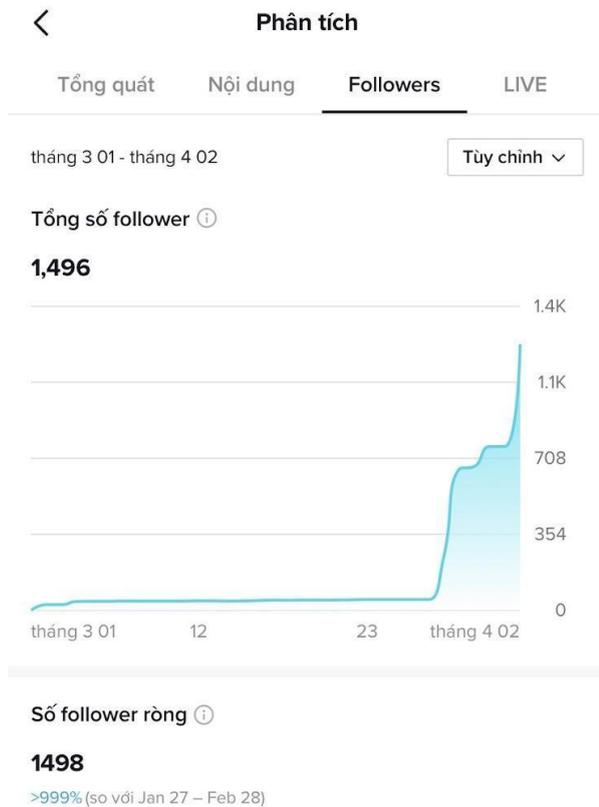
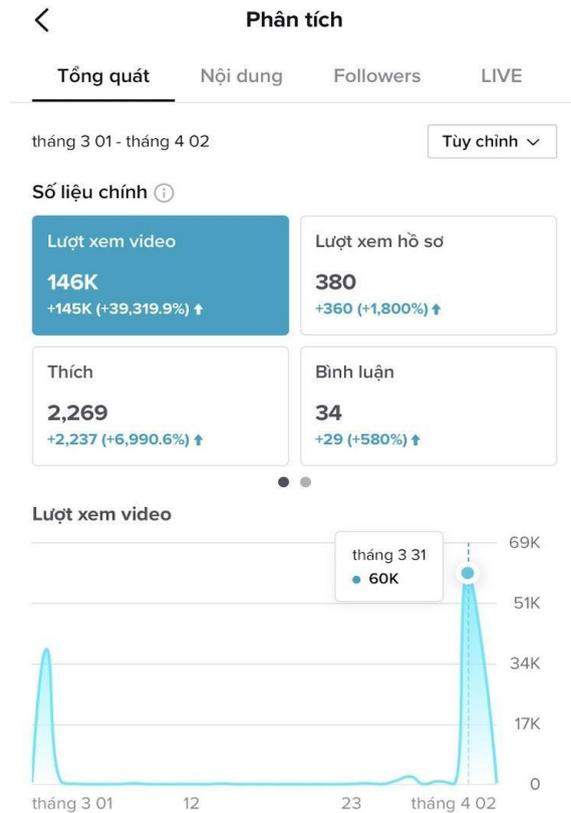


Chart 10: Follower and View counts achieved on TikTok during the campaign



Although a relatively new social media platform, TikTok has shown promising results with its TikTok Ads feature, generating over 100K views. While this may seem like a modest number, it still demonstrates the channel's potential for growth. Additionally, the channel has received over 2K likes and 1,496 followers, further indicating the positive traction TikTok is gaining.

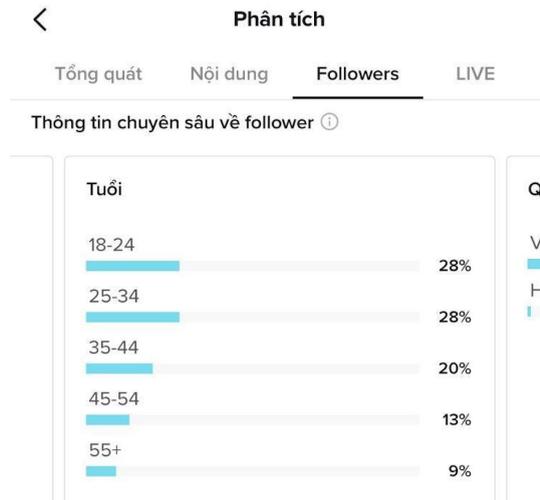
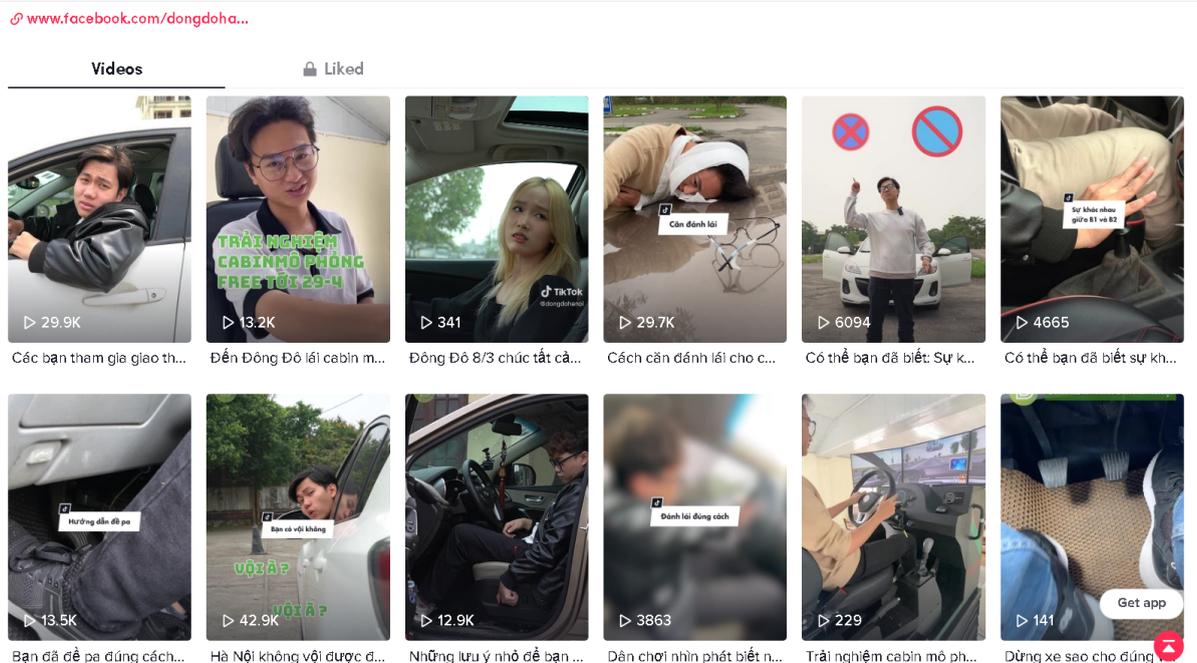


Chart 11: Age distribution of customers reached on TikTok

Image 14: Examples of content on TikTok



The fact that the age groups of 18-24 and 25-34 still account for the majority of the channel's reach shows the effectiveness of targeting the campaign's target audience.

Based on the age range of the target audience, the group's videos that incorporate fun and humorous elements into the educational content have received more views and interactions than simple and conventional educational videos.

### 3. Media production

Looking at the views and interactions, the group has identified the videos that received the most and least attention.

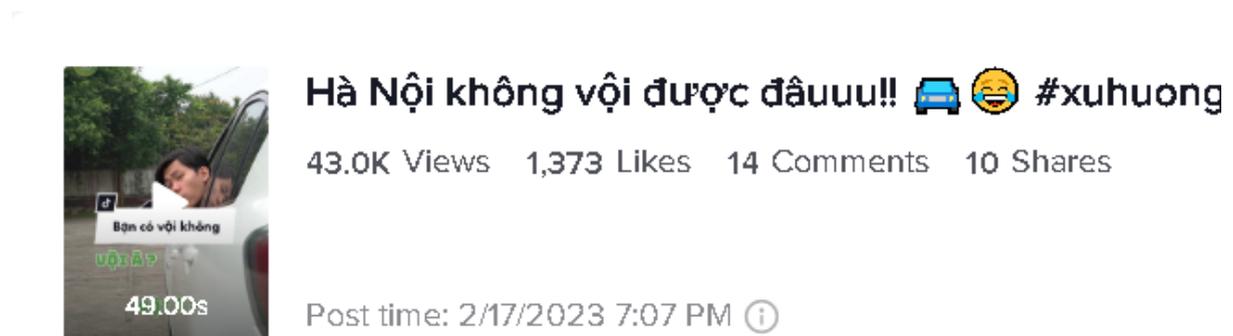


Image 15: Content with the highest engagement

The most viewed video of the marketing campaign was built based on a comedy skit about various situations when participating in traffic. The script of the video was designed to target the intended audience aged 18-24, therefore, the video was created a short length and focused on humorous details. The comedic factor was crucial in grabbing the attention of the targeted age group. Using humorous situations in the video helped to enhance customer interaction, enabling the marketing campaign to achieve its goals of reaching and retaining the intended audience. Using video marketing is an effective way to capture the attention of the targeted audience.

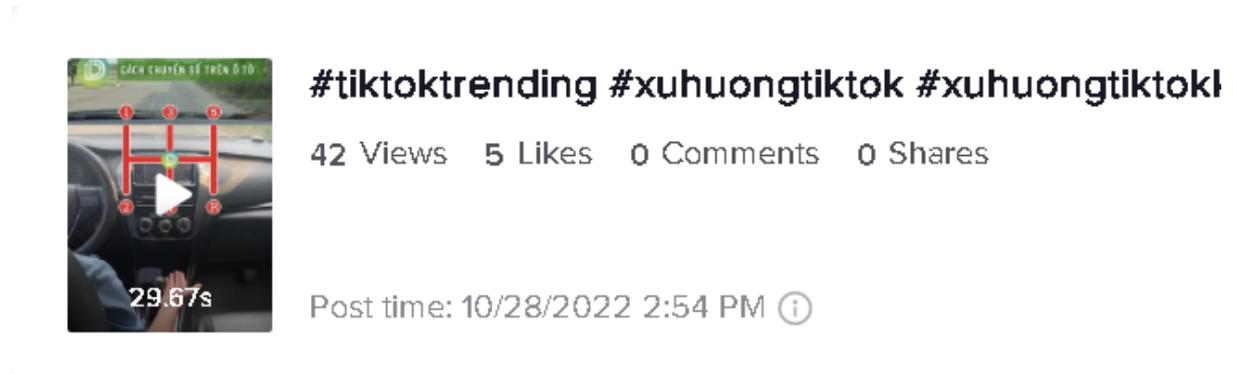


Image 16: Content with the lowest engagement

The video with the least views on the channel is a driving lesson video. Although using TikTok to search for and learn driving knowledge is not common, some TikTok users still use this platform to learn. However, the script of the video is not professional, does not keep up with the trends of young

people, and lacks research to target which age group of customers, resulting in unattractive content. In addition, the editing is simple and boring, making the video difficult to attract the attention of the audience, and ultimately, the video flops and nobody watches it. Building communication content must be suitable for the target audience and the preferences of that customer group, thereby attracting their attention and enhancing interaction with them. Professional, innovative, and trendy factors play a crucial role in designing communication content.

## 4. The result of platform reach compare to KPI

Table 19: Results compared with KPIs

| Ordinal number.         | Content         | KPI   | Realistic Outcome | % Outcome/KPI |
|-------------------------|-----------------|-------|-------------------|---------------|
| <b>Fanpage Facebook</b> |                 |       |                   |               |
| 1                       | Website traffic | 1000  | 429               | 42.60%        |
| 2                       | Follow          | 1000  | 866               | 86.60%        |
| 3                       | Reach           | 20000 | 138518            | 692%          |
| 4                       | Reaction        | 500   | 540               | 108%          |
| 5                       | Message         | 100   | 60                | 60%           |
| <b>TikTok</b>           |                 |       |                   |               |
| 1                       | Website traffic | 1000  | 380               | 38.00%        |
| 2                       | Follow          | 1000  | 1496              | 149.00%       |
| 3                       | Reach           | 50000 | 146000            | 692%          |
| 4                       | Reaction        | 1000  | 540               | 54%%          |

The reach and engagement numbers for both platforms have significantly exceeded the initial targets, thanks to the innovative content strategy on Facebook and the production of products tailored to the target customer file. Although the number of Facebook followers has only just met the target, it shows that the team needs to find ways to encourage those who have accessed the page to follow the fan page. On the other hand, the number of TikTok followers has surpassed the target, demonstrating that the channel's content is moving in the right direction and has the potential to attract more target customers.

However, the low effectiveness of the call-to-action and curiosity generation on both Facebook and TikTok indicates that the team needs to improve to encourage customers who are accessing the page but are not yet interested in learning more about Dong Do.

## 5. Evaluation from capstone mentor

### GRA497 G2

#### 1. Tên đồ án tốt nghiệp/ The Capstone project Title

Tiếng Việt/Vietnamese: Chiến dịch truyền thông "Đông Đô đồng hành cùng lái mới"

Tiếng Anh/ English: A Communication Campaign "Dong Do accompanied with new drivers"

#### 2. Họ tên những sinh viên bảo vệ khóa luận/ Students of The Capstone project defense

1) Nguyễn Việt Anh - HS130295

2) Nguyễn Đình Thăng - HS140128

3) Nguyễn Thế Tùng - HS153314

4) Khổng Minh Hoàng - HS153327

#### 3. Nhận xét của giảng viên hướng dẫn/ Comments from the proposed supervisor

3.1 Nội dung khóa luận (so với mục tiêu nghiên cứu, cơ sở lý luận, số liệu, phân tích, tính ứng dụng)/ Thesis content ( compared to the research objectives, theoretical basis, data, analysis, application...etc

Chiến dịch truyền thông "Đông Đô đồng hành cùng lái mới" được nhóm GRA497 G2 thực hiện trong thời gian từ 2/2023 đến 20/4/2023. Nhóm đảm nhận trách nhiệm lên kế hoạch , nghiên cứu và thực hiện mọi giai đoạn của chiến dịch truyền thông . Chiến dịch truyền thông của Đông Đô được triển khai trên hai nền tảng mạng xã hội hàng đầu là TikTok và Facebook đã đạt được yêu cầu và mục tiêu đề ra và được chủ dự án đánh giá xuất sắc.

Về quyển khóa luận đã đưa ra đầy đủ cơ sở lý thuyết và thực tiễn phân tích bốn khía cạnh chính (chủ thể, đối tượng, phương pháp và nội dung) để làm nền tảng cho việc lên ý tưởng, lập kế hoạch, triển khai và đánh giá hiệu quả thực hiện chiến dịch truyền thông này cũng đưa ra những cảm nhận và gợi ý khuyến cáo cho tương lai. Có đánh giá chi tiết về sản phẩm video được nhiều

lượt tương tác so với video ít tương tác để đưa ra những kết luận. Trong phần khuyến nghị các em cũng đã đưa ra được những gợi ý tiếp tục triển khai trong tương lai cho Đông Đô.

### **3.2 Hình thức khóa luận (bố cục, phương pháp trình bày, tiếng Anh, trích dẫn)/ Thesis form (layout, presentations methods, English, citation):**

Khóa luận với hơn 100 trang, có bố cục trình bày đúng yêu cầu của một luận án tốt nghiệp đại học chuyên ngành MC, với các phần chính: Giới thiệu, Nghiên cứu, Lên ý tưởng Lập kế hoạch, Triển khai, Đánh giá đo lường, Cảm nhận và Khuyến nghị và Phụ lục, các danh mục Tài liệu tham khảo và Bảng biểu hình vẽ. Các phần có kết nối và logic với các mục tóm tắt và tiểu kết. Có các hình vẽ minh họa rõ ràng

Khóa luận được thiết kế chỉnh chu, theo bộ nhận diện thương hiệu của chủ thể, trình bày rõ ràng. Tiếng Anh đáp ứng yêu cầu đề ra, có kiểm tra về độ trùng lặp đáp ứng yêu cầu của trường.

### **3.3 Thái độ của sinh viên trong quá trình làm khóa luận (tinh thần, thái độ của cả nhóm và từng thành viên trong nhóm, vai trò và đóng góp của từng thành viên trong nhóm/ Students's attitude (attitude of the group and each team member, roles and contributions of each team member)**

Trong quá trình làm đồ án, các em nghiêm túc, chịu khó, rất chủ động, sáng tạo và tiếp thu rất tốt những nhận xét và yêu cầu cao của giảng viên hướng dẫn. Các thành viên trong nhóm đồng đều, thực hiện tốt các công việc được giao và phối hợp nhịp nhàng để hoàn thành chiến dịch truyền thông và viết cuốn khóa luận cũng như chuẩn bị bảo vệ. Quản trị thời gian tốt.

## **4. Kết luận: Đạt ở mức nào? (Hoặc không đạt) Conclusion: Pass at what stage? (or not)**

### **4.1 Mức độ đạt được (so với đề cương)/ Achievement level compared to the target (compare to the plan)**

Xuất sắc

### **4.3 Hạn chế/ Limitation**

Cần chú ý hơn về tiếng Anh.

#### 4.4 Ý kiến của giảng viên

| No | Roll      | Name              | Agree to defense | Revised to the second defense | Disagree to defense | Note |
|----|-----------|-------------------|------------------|-------------------------------|---------------------|------|
| 1  | HS130295  | Nguyễn Việt Anh   | x                |                               |                     |      |
| 2  | HS 140128 | Nguyễn Đình Thăng | x                |                               |                     |      |
| 3  | HS153314  | Nguyễn Thế Tùng   | x                |                               |                     |      |
| 4  | HS153327  | Khổng Minh Hoàng  | x                |                               |                     |      |

Hà Nội, ngày 25 tháng 4 năm 2023  
Giảng viên hướng dẫn TS. Vũ Việt Nga đã ký



TS.Vũ Việt Nga



# VI. REFLECTION AND RECOMMENDATIONS

## Overview

### 1. Reflection about the campaign.

- a. Subjective evaluation of the subject and related parties.
- b. Evaluation of the team's performance.
- c. Evaluation of the campaign
- d. Evaluation of the campaign results.
- e. Evaluation from Dong Do driving center

### 2. Recommendations for the business.

## Overview

- a. Objectives for the next campaign.
- b. Implementation items.
- c. Campaign quotation.

## VI. Reflections and recommendations

The team will evaluate the positive achievements gained in this campaign. This will help the team recognize their strengths and be able to continue to develop and utilize them in the next campaign. Afterward, the team will focus on identifying the negative points that need to be addressed. These may relate to the campaign plan not being executed as planned or not achieving the set goals. After identifying the areas that need improvement, the team will develop a plan to rectify the errors and improve the effectiveness of the next campaign.

After the successful completion of the previous branding campaign for Đông Đô driving center, which achieved significant success in increasing brand recognition, the team proposes a new campaign to enhance conversion effectiveness while continuing to increase brand recognition. In this new campaign, the team will focus on developing creative and effective marketing strategies to attract potential customers' attention and improve the center's conversion capabilities. This can be achieved by creating more attractive promotional programs, providing high-quality services, and strengthening interaction with customers through social media channels and promotional events. The objective is to drive customer engagement and loyalty while boosting profitability for the center.

### 1. Reflections about the campaign

#### a. Subjective evaluation of the subject and related parties

The team had a very positive and meaningful experience working on the "Dong Do Dong Hanh Cung Lai Moi" campaign for the Dong Do driving school, even though it was only a four-month project to improve brand awareness. We learned a lot of new and valuable knowledge from stakeholders and every day was a journey of discovery. We felt that their involvement in the project helped them mature and would benefit them in future work.

Mr. Luu Hoang Gia, an honest leader, always guided the team and helped with everything from filming to equipment support. He shared valuable tips and tricks in communication, helping the team quickly improve their thinking. We were happy and developed by following his guidance.

The enthusiastic support from CEO Le Ngoc Cam helped with the financial aspects of the campaign and showed concern for team development.

Ms. Vu Viet Nga, as their mentor for this campaign, was always willing to help with their questions and provide unique ideas, content analysis, and progress evaluation, and ensured that understood the tasks better. She was one of the most frequently scheduled media education teacher mentors. The team thought she was the best.

In comparison to the stated goals, the team achieved their targets, but still believed that we could have done better. All videos, images, or media content conveying the message to users could have been more professional and precise, and all the lessons and tips could be refined daily.

## b. Evaluation of the team's performance

- **Positive points**

The group operates according to the established process and direction, successfully achieves the set objectives, and actively contributes and develops ideas for the campaign. The cohesion among the team members is relatively good, everyone has a progressive attitude and respects each other.

- **Negative points**

The group is also limited by individual time constraints, and work schedules can be affected, sometimes leading to lapses in campaign focus. Misunderstandings between team members occur, resulting in research being misguided. Occasionally, the group misses deadlines and lacks specialized knowledge for studying and taking driver's license exams.

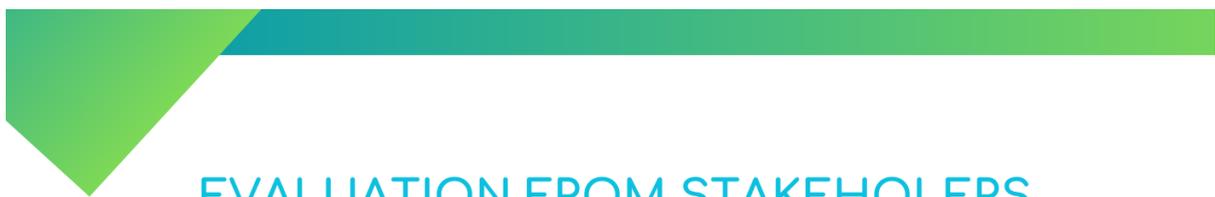
## c. Evaluation of the campaign

Organizational stage: Careful preparation for the "Đồng Đô đồng hành cùng lái mới" brand awareness campaign has sparked an explosion in engagement through heavily emphasized social media activities, spreading a consistent message throughout the process, establishing a sustainable and reputable Đồng Đô brand. The image created evokes a sense of youthfulness, dynamism, and appropriateness to the current era.

#### d. Evaluation of the campaign results.

The campaign results exceeded the set objectives, but the team still feels unsatisfied. In such a situation, if given another chance, the team is confident that they can do even better and make Đông Đô grow stronger and more prominent. After all, the team has gained many valuable experiences, optimized time management, and improved the quality of their work, resulting in greater efficiency.

#### e. Evaluation from Dong Do driving center



### EVALUATION FROM STAKEHOLDERS

Nhóm rất chủ động trong việc tham gia triển khai dự án truyền thông cho trung tâm đào tạo lái xe Đông Đô lần này.

Các thành viên nhiệt tình, tích cực tham gia đóng góp vào quá trình sáng tạo và triển khai dự án Công tác truyền thông cho trung tâm đã được nhóm lên kế hoạch và triển khai rất tốt, có thể tận dụng để triển khai cho các dự án sau này của trung tâm

~ From Marketing Director. Mr. Luu Hoang Gia ~

## 2. Recommendations for the business.

#### a. Objectives for the next campaign.

- Enhancing the credibility of the center by using the image of the center, combined with personalization through the teachers at the center.
- The team plans to increase conversions from social media channels to orders. This can be achieved by designing effective call-to-action strategies, and engaging potential customers with compelling content and promotions.

- To design and use images, combined with advertising on social media to generate orders.
- Continue to promote the brand identity campaign, and develop other topics at the same time.
- **Specific objectives**
- Creating two separate TikTok channels for two teachers, Mr. Quy and Ms. Lien, with 4-5 videos per week along with two live streams per week.
- The goal for this month is to generate 18-20 registration orders through social media channels.
- Continue to strengthen and develop brand awareness for Dong Do center.

## b. Implementation items.

- **Building a TikTok brand channel for Dong Do teachers.**

Establishing connections and build a brand image for the center through its teachers, such as Mr. Duc Dong Do and Ms. Hoa Dong Do for their respective courses. Create a positive impression and showcase professionalism through each teacher's unique personality and teaching style, as well as their tips and knowledge. Aim to generate conversions through lessons and encourage active participation in the center's courses.

To achieve the goal of calling many people interested in the channel, as well as the lecture, not only through video lessons but also using the livestream element on social networking platforms to increase followers, as well as the reputation of teachers through the brand of the Center, answering questions for you. The broadcast will be divided into lessons, practical tips as well as tips for taking the theory test. In addition, raising awareness about safety when participating in road traffic.

- **Building a mascot design for Dong Do.**

Branding is one of the important factors that help a business build credibility and create a trust for customers. However, to be able to convey its message effectively to customers, the brand needs to be designed so that it is user-friendly and close to the user. To achieve that goal, one of the most effective ways is to use close character images to represent the brand. For example, a driving school can use the image of a cat to teach driving to convey the meaning of being a professional driving school, and at the same

time bring customers a feeling of joy and comfort. participating in the learning process. This also helps to make the brand unique and quickly recognizable. By creating a unique, user-friendly, and relatable character, the brand can capture the attention of customers and keep them in their minds. In addition, using character images also helps brands create a better connection with customers. Friendly and lovable characters will help customers feel more friendly.

To build a mascot design for Dong Do, we can use a cat with lovely, youthful and dynamic colors and shapes. The design needs to reflect the specific features of the center, such as driving lessons or learning aids. At the same time, the mascot needs to be designed so that it is highly identifiable, making it easy for users to recognize and associate with the Dong Do brand. For example, we can use the main color of the center - blue and white - to create the cat's fur. Here are a few ideas for mascot designs for Dong Do:

1. Cat driving: Design a cat wearing a helmet and sitting on a car, symbolizing the driving training center.
2. Learning Cat: Design a sitting cat studying and use Dong Do's learning materials, creating a friendly and supportive image for users.
3. Cat represents Dong Do: Design a cat holding a flag or symbol of the center
  - [Applying sale discount codes for the center, creating scarcity through pricing, discount codes, and vouchers.](#)

The application of discount codes and promotions can help the center attract more customers, especially those with limited budgets or looking for opportunities to save money. This will help increase the center's revenue and improve business efficiency. In addition, creating scarcity through prices, promotional codes, and vouchers will also create a sense of urgency and pressure for customers, making them want to quickly register or buy your products/services. center so as not to miss the opportunity to enjoy the offer. In addition, the application of discount codes and promotions also helps the center create a better relationship with customers, making them feel cared about and appreciated for the center's services. This will create trust and loyalty from customers, helping the center to increase its competitive strength in the market.

Discount codes and vouchers can help the center create scarcity through pricing and attract new customers. Here's how to apply discount codes and vouchers:

1. Create special discount codes for the center's courses or service packages.
2. Limit the number of discount codes to create scarcity and encourage customers to buy quickly.
3. Use advertising channels to promote the center's discount codes and vouchers, such as website, social media and email marketing.
4. Set expiration dates for discount codes and vouchers so customers know when the offer will end.
5. Ask customers to register on the website or follow the center's social media page to receive special discount codes and vouchers.

- **Building a conversion campaign through social media platforms.**

Using two main platforms, tiktok and facebook, increase conversions to orders through the use of advertising campaigns, running in parallel between promoting the brand and finding potential customers.

- **Creating events at nearby schools as well as schools with high demand for driver's license training, which is a prerequisite to help students prepare for graduation.**

Firstly, this is an opportunity to help students save money and time in searching for driving schools. If local schools agree to work together to organize these events, students will have access to professional driver service providers and possibly discounted prices.

Secondly, organizing driving school events at schools can help students gain driving knowledge and skills in a safe, familiar environment. It helps students learn about local traffic rules and internal policies the school may have.

Thirdly, organizing these events will help increase interest and information for both students and school staff about learning to drive and the benefits of having a driver's license. This will help build public awareness of the importance of having a driver's license and give students an edge in their job search.

Organizing driving school events at schools is an activity that enhances the overall character of the students. This helps students equip themselves with the necessary skills for life and work and saves them time and money.

- **Expanding the brand identity kit, creating instruction manuals and stickers for signage in certain locations.**

In order to attract and guide students to go to Dong Do center easily and effectively, increase awareness, and also accept to do some menu designs for snack shops around the center. Banners stand and are placed at locations such as banks, and apartment buildings in neighboring areas. Make a big banner in the center. Participating in several investment policies for regional programs to raise awareness of Dong Do.

- **Using gift sets for students when they enroll in driver's training at the center.**

Books, mugs, or carry-on products, pens and books with logos and trademarks of Dong Do center.

### c. Campaign quotation.

TABLE 20: Budget projection for upcoming campaign

| Projected Expenses for June 2023   |        |            |              |
|------------------------------------|--------|------------|--------------|
| Content of work to do              | Number | Unit Price | Total Amount |
| Design of a mascot for Dong Do     | 1      | 2,000,000  | 2,000,000    |
| Glass of water (with Dong Do logo) | 50     | 15,000     | 750,000      |
| Pen (with Dong Do logo)            | 40     | 8,000      | 320,000      |
| Book (with Dong Do logo)           | 40     | 12,000     | 480,000      |
| Vertical Banner                    | 4      | 120,000    | 480,000      |

|  |    |                  |           |
|--|----|------------------|-----------|
| Voucher                                    | 30 | 3,000            | 90,000    |
| Instruction manual set,<br>labels/stickers | 30 | 3,000            | 90,000    |
| Cost per conversion for running ads        | 4  | 500,000          | 2,000,000 |
| Incurring costs                            | 1  | 500,000          | 500,000   |
| <b>Total cost</b>                          |    | <b>6,710,000</b> |           |
| <b>*Excluding labor costs</b>              |    |                  |           |



# VII. APPENDIX



## VII. Appendix

According to Circular No. 04/2022/TT-BGTVT, some provisions of Circular No. 12/2017/TT-BGTVT dated April 15, 2017, of the Minister of Transport on training, testing, and licensing of road motor vehicles will be amended and supplemented, referring to the addition and revision of some provisions in Decision No. 32/2020/QĐ-BGTVT of the Ministry of Transport. Specifically, the additional content includes clauses 11, 12, and 13 in Article 3 to define DAT data and the DAT information system. The revised content includes clauses 4, 6, 9, 16, 17, 18, and 19 of Article 5, which are related to the application of technology in managing driver training, the requirement for equipping and maintaining driving simulation cabins, transmitting and securing DAT management data, providing graduation certificates to students after completing driving courses, and many other requirements related to managing car driver training.

### 1. Addition of Clause 11, Clause 12, and Clause 13 to Article 3 as follows

#### a. Add Clause 11 to Article 3 as follows:

DAT data: is a collection of information about the identification and process of practical driving training on the road of trainees, transmitted from the DAT device installed on the practice driving the vehicle to the server of the training institution in accordance with the regulations in section 2.1.5 and section 2.1.6 of QCVN 105:2020/BGTVT.

#### b. Add Clause 12 to Article 3 as follows

DAT management data: is a collection of information about the identification and process of practical driving training on the road of trainees, transmitted from the server of the training institution to the server of the Vietnam Road Administration in accordance with the regulations in Appendix 30 issued with this Circular.

#### c. Add Clause 13 to Article 3 as follows

The DAT information system must ensure the security and safety of DAT management data during the process of collection, management, transmission, and exploitation, and comply with the regulations on information security and personal data protection.

### 2. Amend and supplement Clauses 4, 6, 9, 16, 17, 18, and 19 of Article 5 as follows

#### a. Amend Clause 9 of Article 5 as follows

Apply technology in the management of training to identify and monitor the time of theoretical study of road traffic laws and regulations for learners of driving motor vehicles (except for class B1); ensure the infrastructure, equipment and facilities to improve the quality of driving training; use software to simulate traffic situations for driving training purposes.

**b. Amend Clause 16 of Article 5 as follows**

Driving schools must equip and maintain car cabins for driving practice and install devices to monitor the time and distance of on-road driving practice by learners according to national technical standards issued by the Ministry of Transport; car cabins for driving practice must follow the prescribed route as specified in Clause 2 of Article 47 of this Regulation.

**c. Add clause 17 to Article 5 as follows:**

Ensure the transmission of DAT management data and take responsibility for the accuracy, completeness, and honesty of DAT and DAT management data; ensure the safety and security of DAT information systems; secure login names and passwords for accessing the DAT information system software of the Vietnam Road Administration; provide timely and accurate DAT information and data to authorized state management agencies upon request.

**d. Add clause 18 to Article 5 as follow:**

The monitoring and exploitation of data on the DAT information system software to serve the management of driver training; checking the accuracy of information about teachers and practice vehicles.

**e. Add paragraph 19 to Article 5 as follows:**

Provide a certificate printed on the training car stating that the student has completed the required time and content for practical driving training on the training car for the competent training, testing, and licensing authorities.

**3. The application of information technology in the management of the DAT information system of the Vietnam Road Administration ensures the reception, management, synthesis, analysis and exploitation of DAT management data; ensuring the continuous and stable operation of the DAT information system of the Vietnam Road Administration and storing DAT management data for a minimum of 02 years; the information exploited on the software is aggregated according to the forms prescribed in Appendix 32a, 32b, 32c, 32d, 32đ issued together with this Circular:**

a. Add paragraph 10 to Article 10 as follows:

Providing accounts for Departments of Transport, Transport Training Centers to log in, transmit data, and exploit data on the DAT information system software of the Vietnam Road Administration."

4. Add Clause 8, Clause 9, and Clause 10 to Article 11 as follows

a. Add Clause 8 to Article 11 as follows

Monitor, inspect, exploit and use DAT data and DAT management data on the DAT information system software of the Vietnam Road Administration and driving training facilities to serve training management work.

b. Add clause 9 to Article 11 as follows

Secure the login credentials and passwords to access the DAT information system software of the Vietnam Road Administration.

c. Add clause 10 to Article 11 as follows

Use the DAT management data on the information system software of the Vietnam Road Administration according to the form prescribed in Appendix 32e issued together with this Circular. Provide a printed confirmation on the driving instructor's cabin that contains the information of the trainee who has completed the required training time and driving practice content in the driving instructor's cabin provided by the training facility to approve the list of trainees eligible to participate in the examination.

5. Amend clause 3 of Article 13 as follows

a. Program volume and training time allocation

TABLE 21: Training program and schedule

| Ordinal number. | Content  | Unit | Driver's license class.         |                              |          |         |
|-----------------|--|------|---------------------------------|------------------------------|----------|---------|
|                 |  |      | B1 Class                        |                              | B2 Class | C Class |
|                 |  |      | Automatic transmission vehicles | Manual transmission vehicles |          |         |
| 1               | Traffic laws and regulations for road transport. | Hour | 90                              | 90                           | 90       | 90      |
| 2               | The typical structure and repairs                | Hour | 8                               | 8                            | 18       | 18      |

|          |  |      |     |     |     |     |
|----------|--|------|-----|-----|-----|-----|
| 3        | Transportation operations.   | Hour | -   | -   | 16  | 16  |
| 4        | Traffic ethics, culture, and prevention of the negative effects of alcohol and beer when participating in traffic.                                 | Hour | 14  | 14  | 20  | 20  |
| 5        | Driving techniques   | Hour | 20  | 20  | 20  | 20  |
| 6        | Learning traffic simulation software.  | Hour | 4   | 4   | 4   | 4   |
| 7        | The total number of practical driving hours on one driving practice vehicle and on the driver's seat of a car.                                     | Hour | 340 | 420 | 420 | 752 |
| In which | The total number of practical driving hours on one driving practice vehicle.   | Hour | 325 | 405 | 405 | 728 |
|          | The total number of practical driving hours on the driver's seat of a car (according to the number of students specified on one practice vehicle.. | Hour | 15  | 15  | 15  | 24  |
| 8        | The total hours of practical driving training for one student on a driving simulator and in-car training is:                                       | Hour | 68  | 84  | 84  | 94  |
| a.       | The number of hours of practical driving per student.  | Hour | 65  | 81  | 81  | 91  |
| In which | Number of hours of driving practice on the driving practice field / 1 student  | Hour | 41  | 41  | 41  | 43  |
|          | Number of hours of practice driving on the road / 1 student  | Hour | 24  | 40  | 40  | 48  |
| b.       | Number of hours of practice on the cabin of learning to drive a car / 1 student  | Hour | 3   | 3   | 3   | 3   |
| 9        | Number of hours/1 student / training course  | Hour | 204 | 220 | 252 | 262 |

|    |                               |      |     |     |     |     |
|----|-------------------------------|------|-----|-----|-----|-----|
| 10 | Total hours a training course | Hour | 476 | 556 | 588 | 920 |
|----|-------------------------------|------|-----|-----|-----|-----|

b. Total hours a training course

TABLE 22: Total duration of the training course

| Ordinal number. | Content                                      | Unit | Driver's license class          |                              |          |         |
|-----------------|--|------|---------------------------------|------------------------------|----------|---------|
|                 |  |      | B1 Class                        |                              | B2 Class | C Class |
|                 |  |      | Automatic transmission vehicles | Manual transmission vehicles |          |         |
| 1               | Review and test at the end of the course     | Day  | 3                               | 4                            | 4        | 4       |
| 2               | Actual number of days of study               | Day  | 59,5                            | 69,5                         | 73,5     | 115     |
| 3               | Number of holidays, opening and closing days | Day  | 14                              | 15                           | 15       | 21      |
| 4               | Add the number of training days/courses      | Day  | 76,5                            | 88,5                         | 92,5     | 140     |

c. The number of students is regulated on 01 practice car: class B1, B2 is 05 students and class C is 08 students.

d. Regulations on the number of kilometers of learning to practice driving

Table 23: Regulation on the distance traveled during practical training

| Ordinal number. | Content   | Unit | Driver's license class          |                              |          |         |
|-----------------|---|------|---------------------------------|------------------------------|----------|---------|
|                 |   |      | B1 Class                        |                              | B2 Class | C Class |
|                 |   |      | Automatic transmission vehicles | Manual transmission vehicles |          |         |
| 1               | The number of kilometers of driving practice on the driving field / 1 student | km   | 290                             | 290                          | 290      | 275     |

|  |   |    |      |      |      |      |
|--|---|----|------|------|------|------|
| 2  | The number of kilometers of practice driving on the road / 01 student | km | 710  | 810  | 810  | 825  |
| Total number of km of driving practice / 1 student |   | km | 1000 | 1100 | 1100 | 1100 |

## - Check plagiarism



We didn't find any plagiarism

No plagiarism found



**Correct your errors now with Grammarly**

Here's what you'll get:

During the process of completing the report, the group used the method of checking for plagiarism using Grammarly, and obtained the result that there were no instances of plagiarism.

All reference materials have sources cited and footnotes beneath.



# VIII. FIGURES AND TABLES



## VIII. List of figures and tables

Table 1: Overview of the Dong Do campaign .

Table 2: Timeline of the Dong Do campaign .

Table 3: Target customers of the driver training center .

Table 4: Competitors of Dong Do .

Table 5: Customer insights .

Table 6: Number of visits to Dong Do's social media pages .

Table 7: Projected budget .

Table 8: Research study meeting report .

Table 9: Task allocation table .

Table 10: Internal communication channel table .

Table 11: Tactics table .

Table 12: Workflow process table .

Table 13: Facebook content planning meeting report .

Table 14: Facebook content table .

Table 15: TikTok content planning meeting report .

Table 16: TikTok content table .

Table 17: Offline media development meeting report .

Table 18: Actual budget table .

Table 19: Results compared with KPIs .

Table 20: Budget projection for upcoming campaign .

Table 21: Training program and schedule .

Table 22: Total duration of the training course .

Table 23: Regulation on the distance traveled during practical training .

Chart 1: GDP growth rate comparison between Hanoi and Ho Chi Minh City .

Chart 2: Car ownership rate in Vietnam .

Chart 3: Vietnamese car market sales from 2017-2022 .

Chart 4: Age distribution of students in 2020 .

Chart 5: Age distribution of students in 2021 .

Chart 6: Age distribution of students in 2022.

Chart 7: Number of people reached on the Facebook Fanpage before the campaign .

Chart 8: Number of people reached on the Facebook Fanpage after the campaign .

Chart 9: Age distribution of target customers .

Chart 10: Follower and View counts achieved on TikTok during the campaign .

Chart 11: Age distribution of customers reached on TikTok .

Image 1: Process for obtaining a B1-B2 driver's license .  
Image 2: Non-compliant driving schools running DAT courses .  
Image 3: Usage of digital technology in Vietnam in 2023 .  
Image 4: Internet usage in Vietnam in 2023 .  
Image 5: Social media usage in Vietnam in 2023 .  
Image 6: Facebook usage rate in Vietnam in 2023 .  
Image 7: YouTube usage rate in Vietnam in 2023 .  
Image 8: TikTok usage rate in Vietnam in 2023 .  
Image 9: Dong Do's old logo .  
Image 10: Dong Do's new logo .  
Image 11: Online content production process .  
Image 12: Offline content production process .  
Image 13: Sticker design template .  
Image 14: Examples of content on TikTok .  
Image 15: Content with the highest engagement .  
Image 16: Content with the lowest engagement .



# IX. REFERENCES



## IX. References

3 phương pháp tìm kiếm lời giải cho 1 insight trọn vẹn

<https://blog.tomorrowmarketers.org/3-phuong-phap-tim-kiem-insight/>

5 bước xử lý khủng hoảng trong quản lý dự án

<https://resources.base.vn/productivity/5-buoc-xu-ly-khung-hoang-trong-quan-ly-du-an-156>

6 điểm nhấn của thị trường ô tô Việt năm 2022: Doanh số bùng nổ và nhiều điều chưa từng có

<https://tuoitre.vn/6-diem-nhan-cua-thi-truong-o-to-viet-nam-2022-doanh-so-bung-no-va-nhieu-dieu-chua-tung-co-2022122617355684.htm>

Gia tăng số vụ tai nạn giao thông và người tử vong trong 11 tháng qua

<https://www.bienphong.com.vn/gia-tang-so-vu-tai-nan-giao-thong-va-nguoi-tu-vong-trong-11-thang-qua-post456743.html>

GDP bình quân đầu người Việt Nam năm 2022 tăng cao nhất 12 năm

<https://vietnamgroove.com.vn/gdp-binh-quan-dau-nguoi-nam-2022-tang-truoc-ng-cao-nhat-12-nam-qua/0chung%20n%C4%83m%202022%2C%20GRDP,6%25%20so%20v%E1%BB%9Bi%20n%C4%83m%202021>

Hành vi người dùng TikTok hiện nay như thế nào?

<https://amis.misa.vn/66318/hanh-vi-nguoi-dung-tiktok/>

Internet Việt Nam 2023: Số liệu mới nhất và xu hướng phát triển

<https://www.vnetwork.vn/vi/news/internet-viet-nam-2023-so-lieu-moi-nhat-va-xu-huong-phat-trien?jskey=tAQiZCbw0w1UHtQarXzytaRqa%2B7CoCsJg7CblcPsBo sB>

Mô hình marketing 4P hiệu quả cho doanh nghiệp

<https://inboundmarketing.vn/mo-hinh-marketing-4p-hieu-qua-cho-doanh-nghiep/>

Nhìn lại quy mô GRDP và các kết quả kinh tế nổi bật của Hà Nội và TP.HCM trong năm 2022

<https://cafef.vn/nhin-lai-quy-mo-grdp-va-cac-ket-qua-kinh-te-noi-bat-cua-ha-noi-va-tphcm-trong-nam-2022-20230105133351147.chn#:~:text=T%C3%ADnh%2>

Phân tích SWOT là gì? Hướng dẫn A-Z dành cho người mới – 2023

<https://gtvseo.com/marketing/swot-la-gi/#:~:text=Ph%C3%A2n%20t%C3%ADch%20SWOT%20l%C3%A0%20y%E1%BA%BFu,h%C6%B0%E1%BB%9Bng%20C4%91i%20cho%20doanh%20ngh%E1%BB%87p>

Phân tích thị trường là gì?

<https://hocviendoanhnhanpti.edu.vn/phan-tich-thi-truong-la-gi/>

Phương pháp thu thập dữ liệu sơ cấp và dữ liệu thứ cấp

<https://trithuccongdong.net/com-nang-luan-van/phuong-phap-thu-thap-du-li-eu-cap-va-du-lieu-thu-cap.html>

QUẢN LÝ DỰ ÁN HAY PROJECT MANAGEMENT LÀ GÌ?

<https://www.atoha.com/blogs/kien-thuc/quan-ly-du-an-hay-project-manageme-nt-la-gi>

Từ 01/01/2023, người học lái xe ô tô phải luyện tập trên ca bin ảo

<https://thuvienphapluat.vn/chinh-sach-phap-luat-moi/vn/thoi-su-phap-luat/c-hinh-sach-moi/43635/tu-01-01-2023-nguoi-hoc-lai-xe-phai-luyen-tap-tren-ca-bin-ao#:~:text=1.,T%E1%BB%AB%2001%2F01%2F2023%2C%20ng%C6%B0%E1%BB%9D%20h%E1%BB%8Dc%20%C3%A1i%20xe%20%C3%B4,t%E1%BA%ADp%20tr%C3%AAn%20ca%20bin%20%E1%BA%A3o>.

Ứng dụng mô hình AIDA trong Marketing – Có thể bạn chưa biết

<https://caodang.fpt.edu.vn/tin-tuc-poly/ung-dung-mo-hinh-aida-trong-marketing-co-the-ban-chua-biet.html#:~:text=AIDA%20%C3%A0%20m%C3%B4%20h%C3%ACnh%20ph%E1%BB%85u,trong%20qu%C3%A1%20tr%C3%ACnh%20mua%20h%C3%A0ng>.

1.Amber L. Hutchins, Natalie T. J. Tindall.(2021).Public Relations and Online Engagement: Audiences, Fandom and Influencers. Routledge .ISBN-978-0-429-32709-4. PRE202

2.George E. Belch and Michael A. Belch.(2012).Advertising and Promotion: An Integrated Marketing Communications Perspective.Irwin/McGraw-Hill.MKT304

3.Larry D Kelley, Donald W Jugenheimer , Kim Bartel Sheehan.(2015).Advertising Media Planning: A Brand Management Approach.Routledge. ISBN-978-0765640901.MPL201

4.Richard Jackson Harris, Fred W. Sanborn.A Cognitive Psychology of Mass Communication 7th, 2019.Routledge.MMP101

5.Joep P. Cornelissen.(2020).Corporate Communication: A Guide to Theory and Practice . SAGE Publications Ltd . ISBN-1526491982, 9781526491985 . CCO201

6.Ralph Tench & Stephen Waddington.(2020).Exploring Public Relations and Management Communication.ISBN-978-1-292-32176-9.PRE202

7.Tay Vaughan.(2014).Multimedia: Making it works. McGraw-Hill Education . ISBN-978-0071832885. MEP201

8.WILCOX & CAMERON.(2015).Public Relations: Strategies and Tactics Planning-from-MPL.Pearson.ISBN-9781292056586.PRE202

9.Psychology of the Media.MMP101

10.Kevin Lane Keller, Vanitha Swaminathan. (2019). Strategic Brand Management: Building, Measuring, and Managing Brand Equity.Pearson . ISBN-10: 1292314966, ISBN-13: 978-1292314969.BRA301

11.Kuehn, S. & Lingwall, A.(2017).The Basics of Media Writing: A Strategic Approach.SAGE Publishing. ISBN-9781506308104.WMC201

12.Brand & Bricks..Xây Dựng Thương Hiệu Từ Những Viên Gạch Đầu Tiên. NXB Lao Động .BRA301

# THANK

# YOU

For Reading



Mentor

**DR. VŨ VIỆT ANH**

Nguyễn Việt Anh

HS 130295

Khổng Minh Hoàng

HS 153327

Nguyễn Đình Thăng

HS 140128

Nguyễn Thế Tùng

HS 153314