



Dong Do Hanoi

[Home](#)

[Contact](#)

[About](#)



DONG DO

Communication Campaign

Supervisor

Dr. Vu Viet Nga



Our Members.



Dr. Vũ Việt Nga

Supervisor



Nguyễn Việt Anh

HS130295



Nguyễn Đình Thăng

HS140128



Khổng Minh Hoàng

HS153327

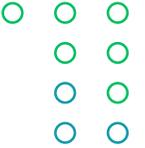


Nguyễn Thế Tùng

HS153314



SUMMARY OF THE PROJECT



Campaign name	Dong Do accompany with new driver	Message	Dong Do - New Driver's Companion Dong Do always wants you to drive with confidence and safety.	Budget projection	Tiktok: 32.330.000 VNĐ Facebook: 10.260.000 VNĐ
Subject	Dong Do driving center / FPT student project team / Mentor: Vu Viet Nga	User engagement	Organizing a free 1-day trial lesson for those who are interested in learning to drive Producing stickers, key chains for newly registered students	Boundaries of the project	Object: 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. Time: 01/01/2022 - 10/04/2023 Place: Ha Noi, Viet Nam Research area: Market for young people to learn and issue driver's licenses to raise awareness about the law to protect those around them
Purpose	Long term 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 services. Short term Increasing brand awareness of the center through social networks platform to reach the audience.	Target	Primary target Age: 18-25 year old (Male / Female) Place of residence: Hanoi Characteristics: As students at universities and colleges, families with conditions, begin to learn about vehicles .And Students in the automotive engineering department are required to have a driver's license Secondary target Age: 26-35 year old (Male / Female) Place of residence: Hanoi Characteristics: Having gone to work and having a need to use a car as a means of transportation, or for related work.		
Goals	Quantitative Increasing the number of follower and interactions on Facebook to 2000 people. Setting up a TikTok account and producing content that brings 1000 followers and 1000 interactions. Qualitative 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.	Methodology	Methods of collecting primary and secondary data Data processing methods: S.W.O.T, 4Ps, TTM, A.I.D.A Implementation method: Theoretical models and project management PMI	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 Offline: Producing stickers, banners, or key chains related to Dong Do's image, in order to improve brand awareness through attached products
		Style and tone	Image: The 2 D's logo is interlocked like curves, showing like a training ground. Color: Green, white, blue Mood: Friendly, safe		



Thesis Outline.



PROJECT OVERVIEW



EXECUTION



FORMATIVE
RESEARCH



EVALUATION



DEVELOPMENT
& PLANNING



REFLECTION



Dong Do Hanoi

Explore Now



THE PROJECT OVERVIEW



Trung tâm GDNN lái xe





Overview

- ✓ In the first part of the thesis, the group will provide an overview of the graduation 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 graduation project and give the reader a clear idea of what will be approached and worked on in the following chapters of the thesis.



Name of the Capstone Project

ENGLISH

Communication campaign “Dong Do accompany with new driver”

VIETNAMESE

Chiến dịch truyền thông “Đông Đô đồng hành cùng lái mới”

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, Tiktok.

Dong Do will become a close friend sharing safe driving knowledge for the community and Raise awareness of self-protection to keep the community safe when participating in traffic.





An overview of the Capstone Project

A

Current situation analysis

Before the participation of the project team, to communicate Reaching and attracting customers Dong Do still applied the traditional methods of texting, calling potential customers, through acquaintances of teachers, word-of-mouth of customers who have experienced the course.





An overview of the Capstone Project

B | A proposal of the graduation project

In recent years, with the change in psychology and habits of users gradually switching to the internet, Because 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, TikTok.





An overview of the Capstone Project

C | Scopes of the graduation project

In 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 & Tiktok.

As for the geographical scope, because of the habit of users, we will focus the most on customers within Hanoi.





In the next part of the graduation project, the team will continue to survey and identify the entities and relevant objects related to the topic. This includes the Dong Do Center, the market, competitors, and target customers. During this process, the team will use appropriate research methods and tools to collect and analyze data.

From there, the team will evaluate important factors, understand the characteristics and needs of target customers, factors affecting the competition of products or services, and the latest trends in the market. Based on the research results, the team will choose appropriate solutions and strategies to meet the needs and requirements of target customers, enhance the value of the brand, and achieve the highest growth potential in the market.



Dong Do Hanoi

Subjects & Objects of research



Subject
Dong Do



Object -
Target
audience



Object -
Market





Subject

DONG DO

The Dong Do Hanoi Vocational Driving Center

It was established under the decision number 1556/QĐ-UBND on June 9, 2008 by the Chairman of Hanoi People's Committee as a vocational education institution within the state vocational training system





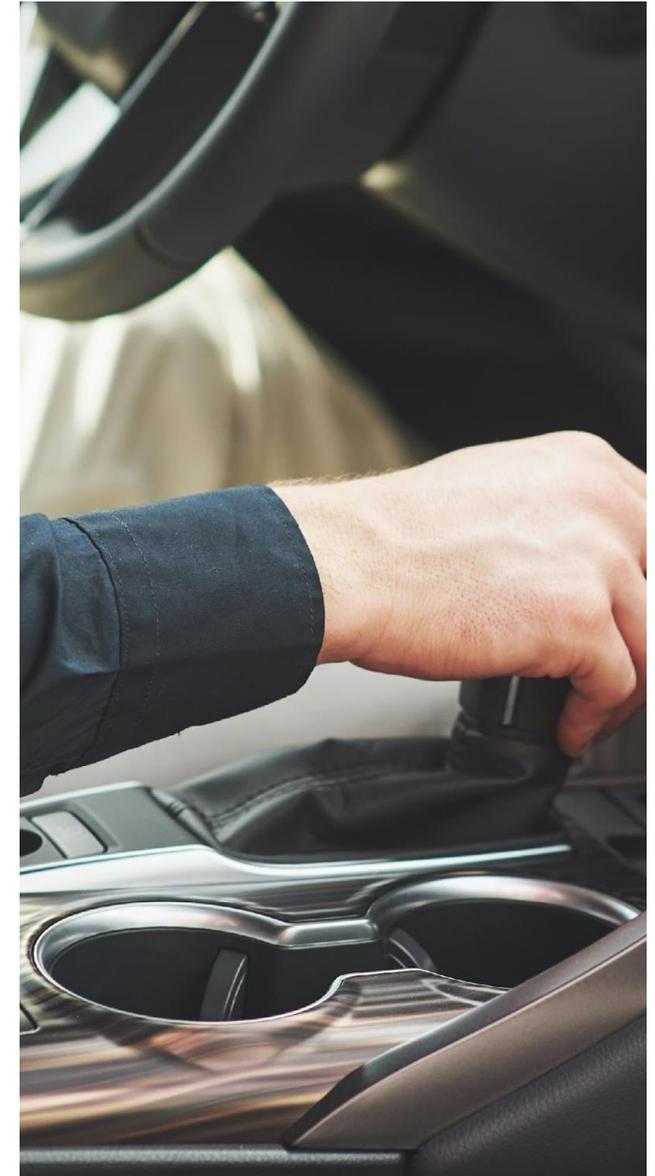
Vision & Mission

Vision

The Dong Do Hanoi Vocational Driving Education Center was established under the decision number 1556/QD-UBND on June 9, 2008 by the Chairman of Hanoi People's Committee as a vocational education institution within the state vocational training system

Mission

Dong Do is ready to accompany students on every road, committing to provide support whenever they need it. 100% of students who complete the course pass the driving license test, have a clear understanding of road traffic laws, and can apply them in real-world situations when participating in traffic. This helps to raise awareness, strictly comply with road traffic laws, and contribute to reducing accidents and traffic congestion, ensuring social safety and order.





Đ **ĐÔNG ĐÔ HÀ NỘI**
TRUNG TÂM GDNN LÁI XE ĐÔNG ĐÔ HÀ NỘI

The center owns a 1-hectare driving practice field with 11 examination courses following the standards set by the Ministry of Transport. The field is equipped with markings and automatic scoring devices on vehicles to help learners master the techniques and practice driving skills on the examination field, ensuring that their examination results are always at the highest level.

U
S
P



EVALUATION *of* PREVIOUS MARKETING ACTIVITIES

Overall, the number of students registering for driving courses at Dong Do are all through the center's teachers. There hasn't been any previous marketing campaigns, which has resulted in a low brand recognition.

Dong Do's primary communication channels are Facebook and the website. However, there are few posts and they are not diverse. The number of followers is also low.

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





Dong Do Hanoi

Explore Now



FORMATIVE RESEARCH



Trung tâm GDNN lái xe





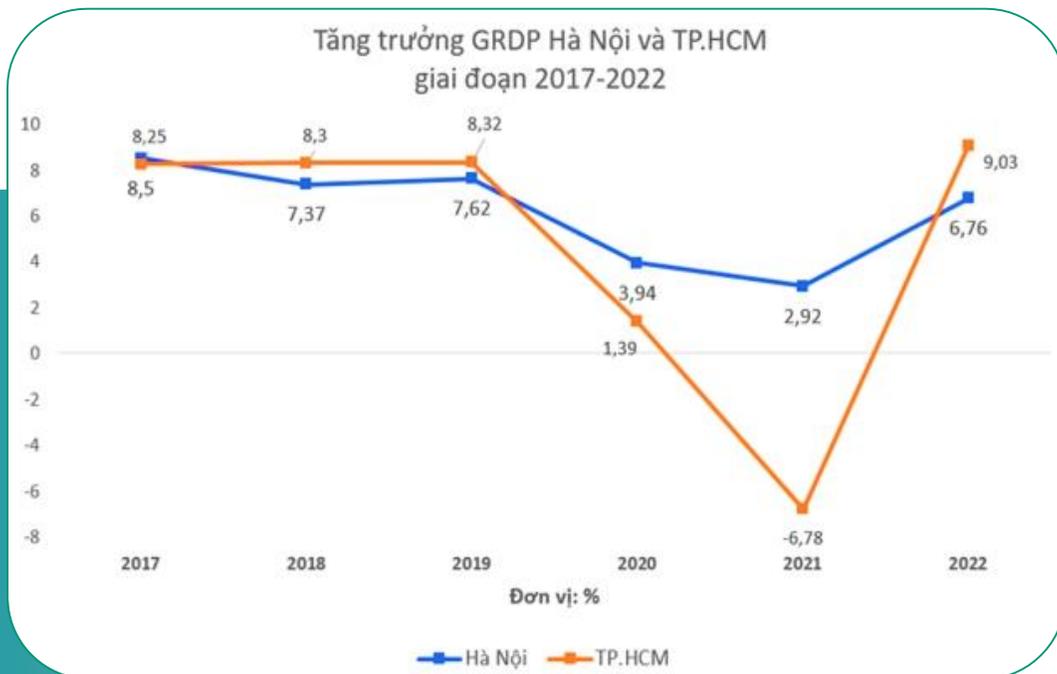
Object MARKET

6.76%

According to the Hanoi Statistical Office, the Gross Regional Domestic Product (GRDP) is estimated to increase by 6.76% compared to the same period last year in the fourth quarter of 2022

8.89%

The overall result for 2022, Hanoi's GRDP is projected to reach a growth rate of 8.89% compared to 2021



10.6%

The per capita GRDP is expected to reach USD 6,040, an increase of 10.6% compared to 2021

4,110 USD

This is much higher than the per capita GDP in 2022 at current prices estimated at USD 4,110.



Object
MARKET



Car Market.

According to statistics from the Vietnam Register, in the first half of 2022, Hanoi continued to lead the country in car purchases.

33,619

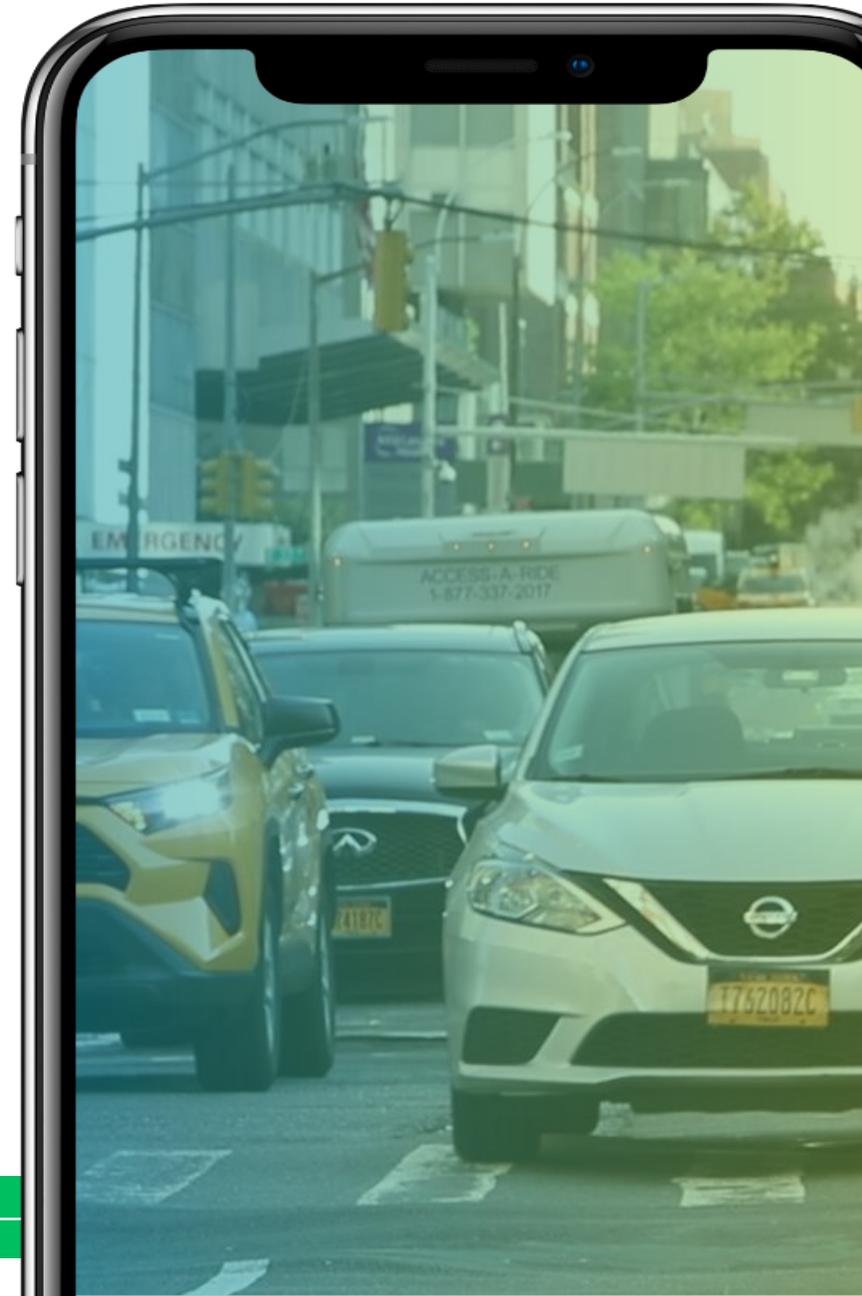


The number of personal cars with 9 seats or less, purchased and registered for the first time in Hanoi, was **33,619** in the first half of 2022.

1,056,423



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, is over 7.7 million vehicles, of which **1,056,423** are cars.





Object
MARKET

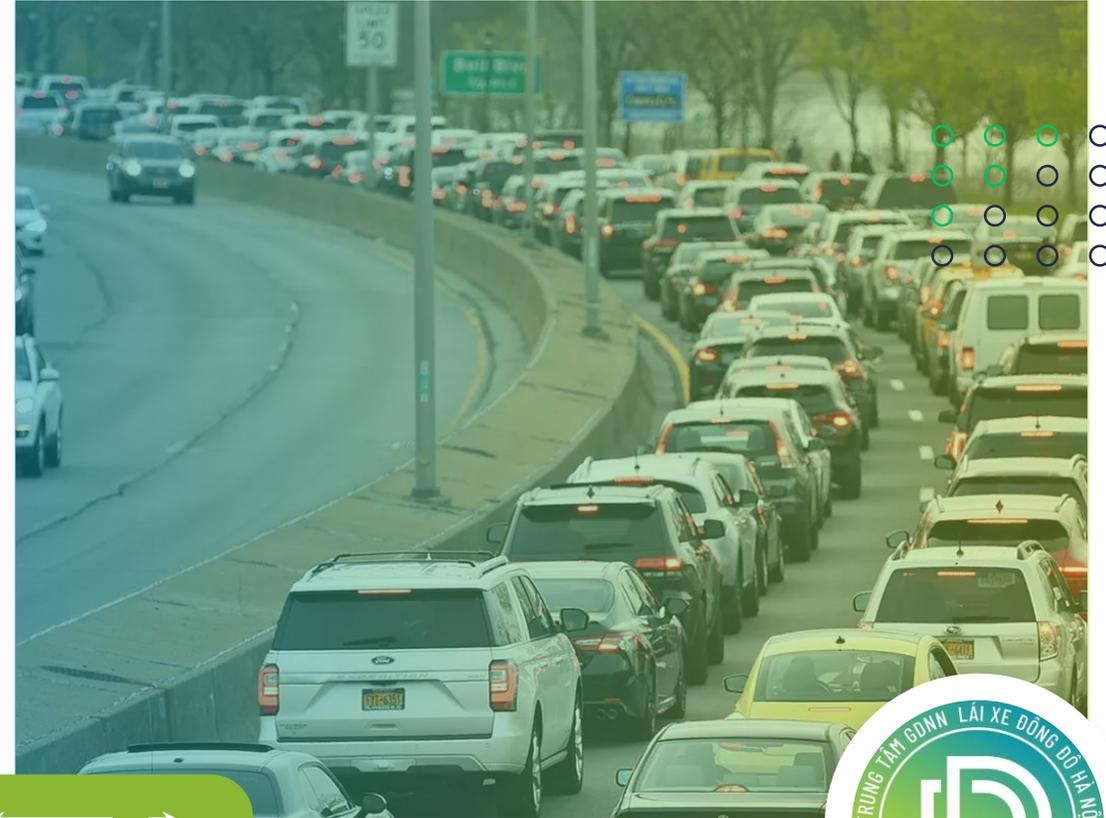


Requirements for obtaining a driver's license in 2023

Starting in 2023,

The fine for drivers of cars, trucks, and similar vehicles who violate the following offense will increase significantly: using an expired driver's license for more than 3 months. The fine will range from **5,000,000 to 7,000,000 VND**.

Fines ranging from **10,000,000 VND to 12,000,000 VND** will be imposed on drivers of cars, trucks, and similar vehicles who commit one of the following violations



From June 1st, 2022, the Vietnam Expressway Corporation, the Department of Transportation, and the simulated driving test center will simultaneously use software to conduct driver tests for all types of automobile licenses.

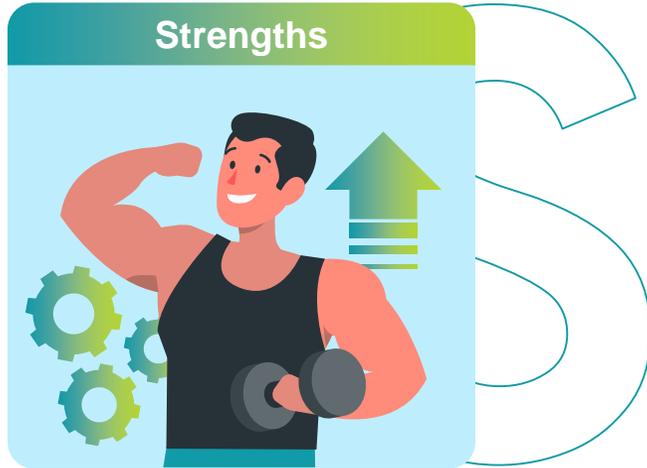


Requirements for obtaining a driver's license in 2023

B | Total hours a 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	Number of days of practical training	Day	59,5	69,5	73,5	115
3	Number of holidays, opening day, and closing day	Day	14	15	15	21
4	Add up the number of days/courses of training	Day	76,5	88,5	92,5	140

C S.W.O.T



- Supports chip installation on cars
- Has a dedicated training ground
- Provides transportation services
- Offers 1-on-1 training support
- Spacious facilities with advanced technology equipment for learning
- Professional teaching staff with excellent service and customer care



- Located far from the city center of Hanoi
- Prices are higher compared to other driving centers
- No promotion for courses offered
- Unclear off-line marketing channels
- No presence on TikTok
- Reputation and brand recognition are not prominent compared to other competitors
- Marketing team is understaffed, leading to poor social media content quality

C S.W.O.T



- Develop better off-line marketing content
- Enhance off-line marketing through the use of symbolic figures to represent the center
- Opportunity to expand through online platforms such as TikTok
- Build a strong image of the center's teaching quality and output
- Increase demand for driving licenses, especially during the market fluctuations in 2023



- Competing on price against other driving centers
- Changes in customer perception of price and geographic location, affecting their decision-making process
- High competition due to many centers offering discounts during holiday campaigns
- Difficulty in offering package deals due to different costs for instructors and students.

E A.I.D.A

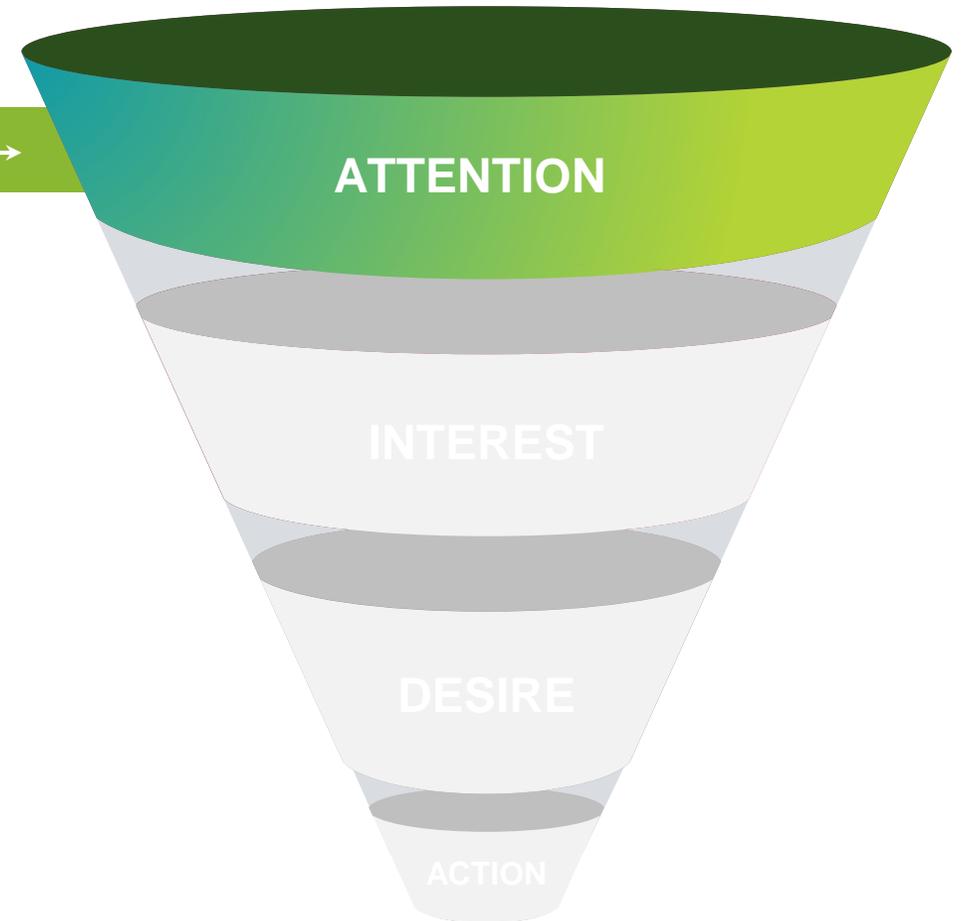
Online Channel

Includes social media platforms and the internet:

- Facebook: 11 basic driving lesson posts.
- TikTok: Common mistakes made during driving lessons, driving theory, practical situations, and interactive questions.

Offline Channel

- Customers experience the service through word of mouth, placement of advertisement banners in appropriate geographical locations, and through 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.



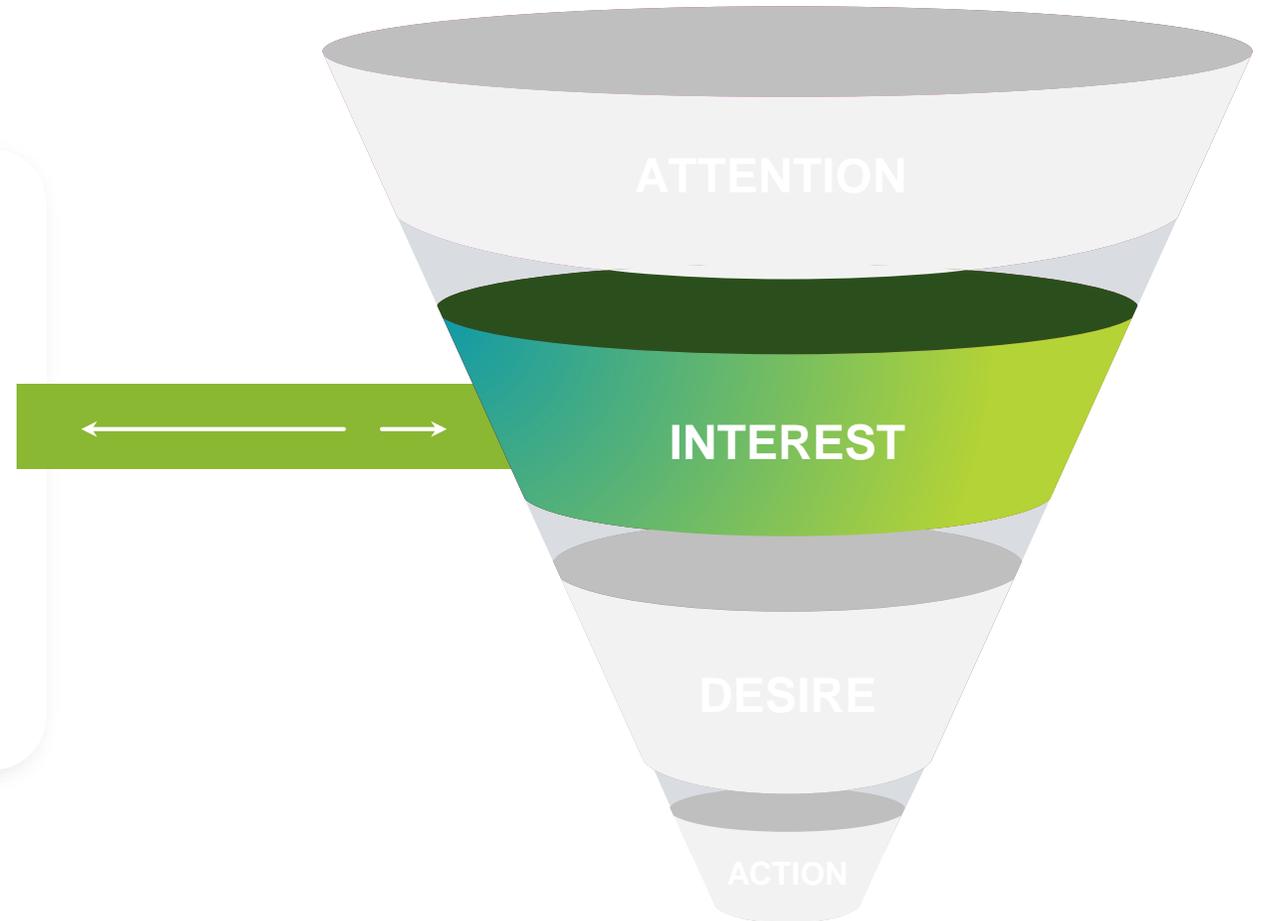
E

A.I.D.A



Target Audience

- 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.



E

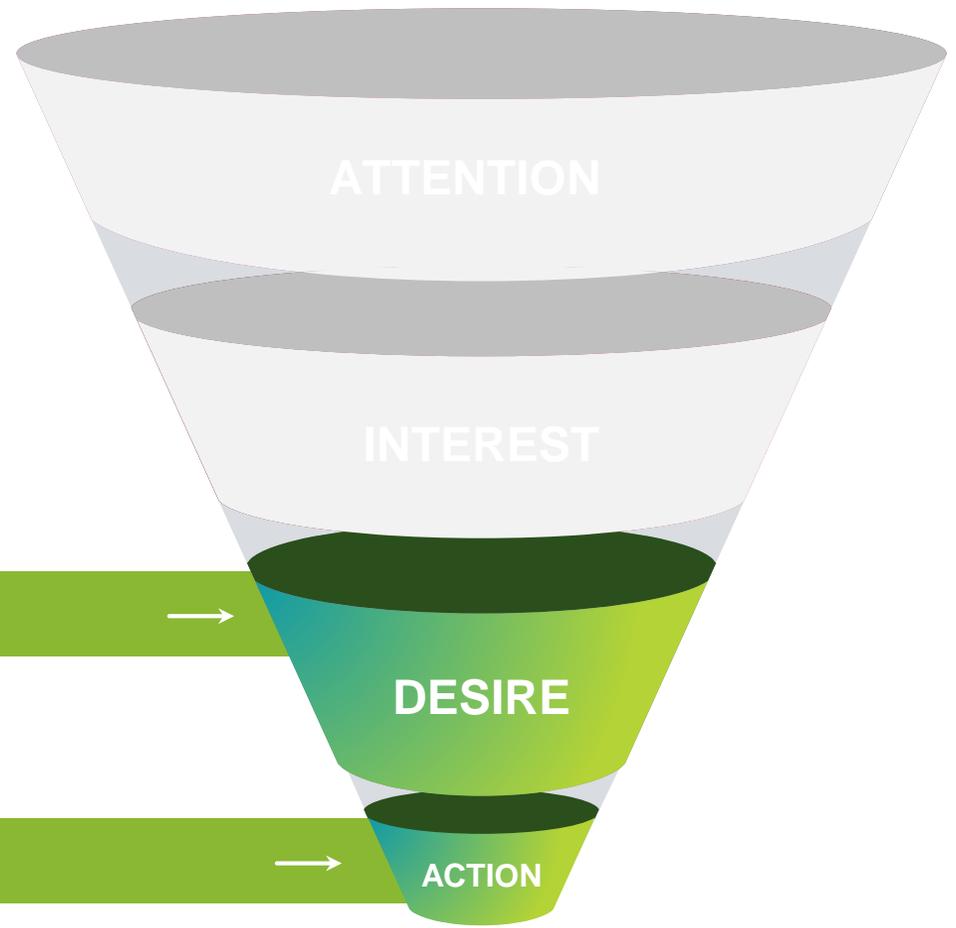
A.I.D.A

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.



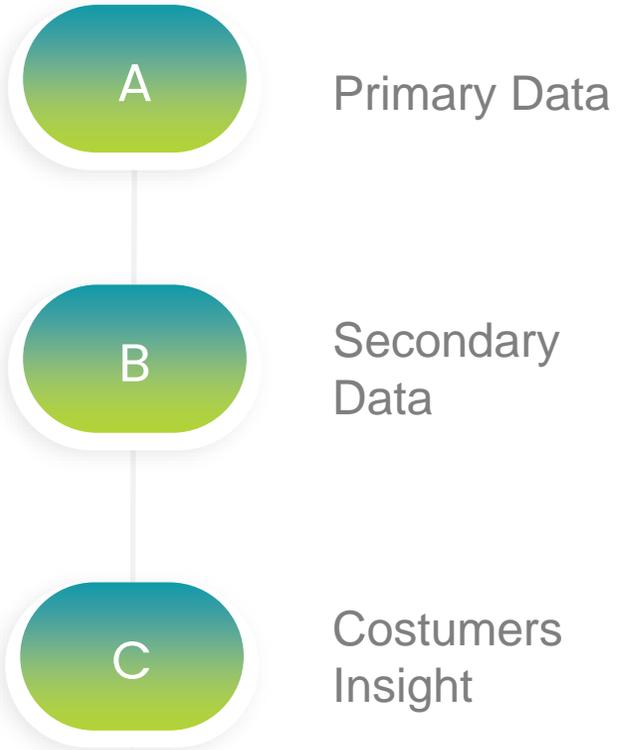


III. DEVELOPMENT & PLANNING



Trung tâm GDNN lái xe





1. DEVELOPMENT



A

Methods of DATA COLLECTION

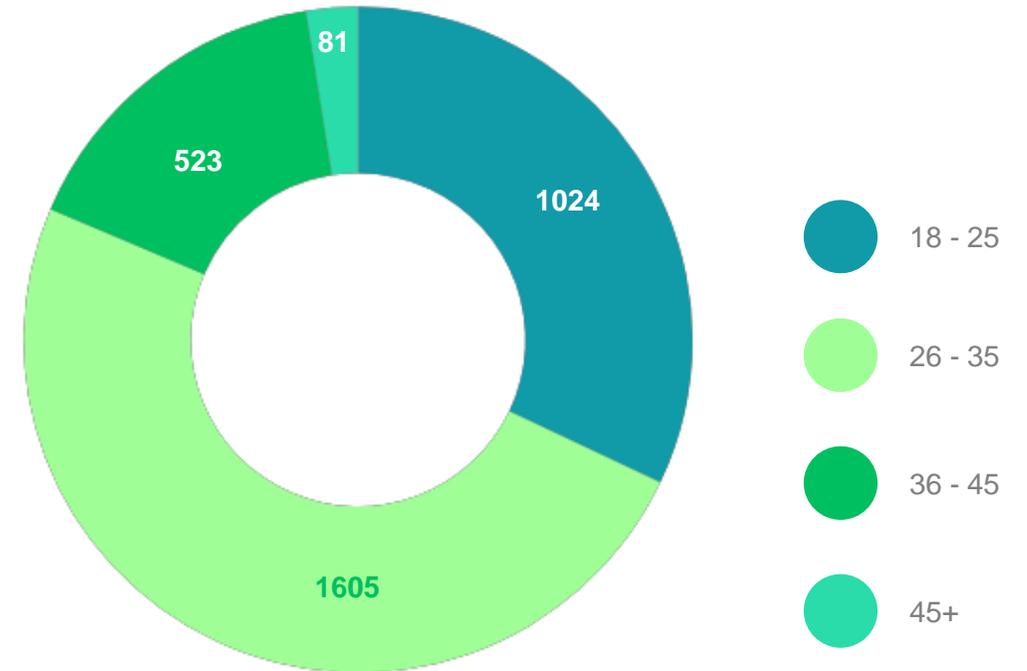
Methods of data collection | **Primary**



In 2020, there were a total of 3,251 registered students at 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 differentiation of students at Dong Do in 2020



A

Methods of DATA COLLECTION

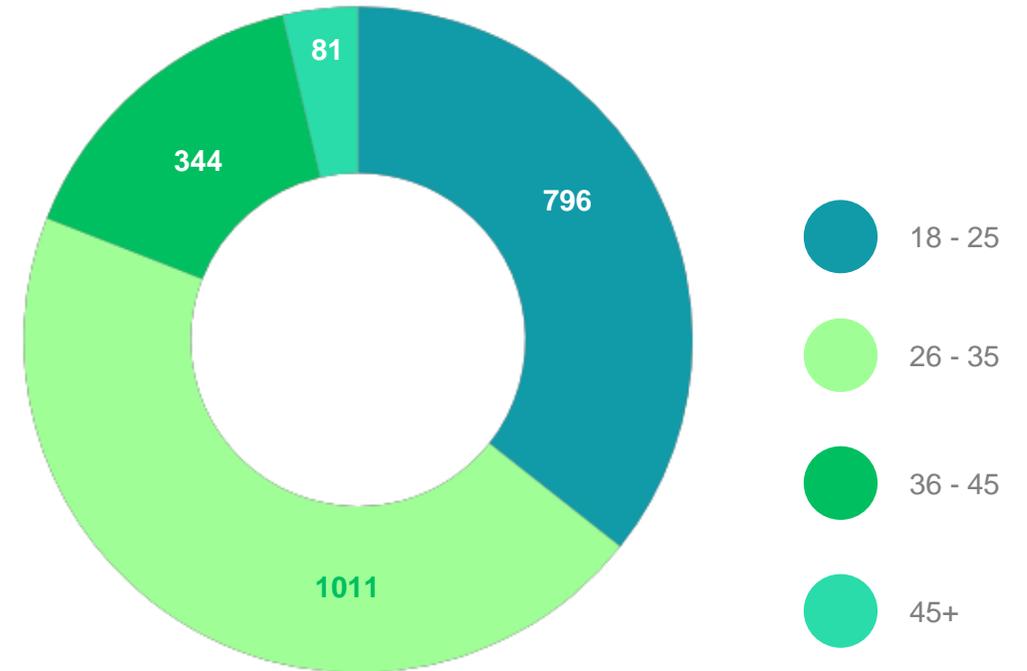
Methods of data collection | Primary



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 2021





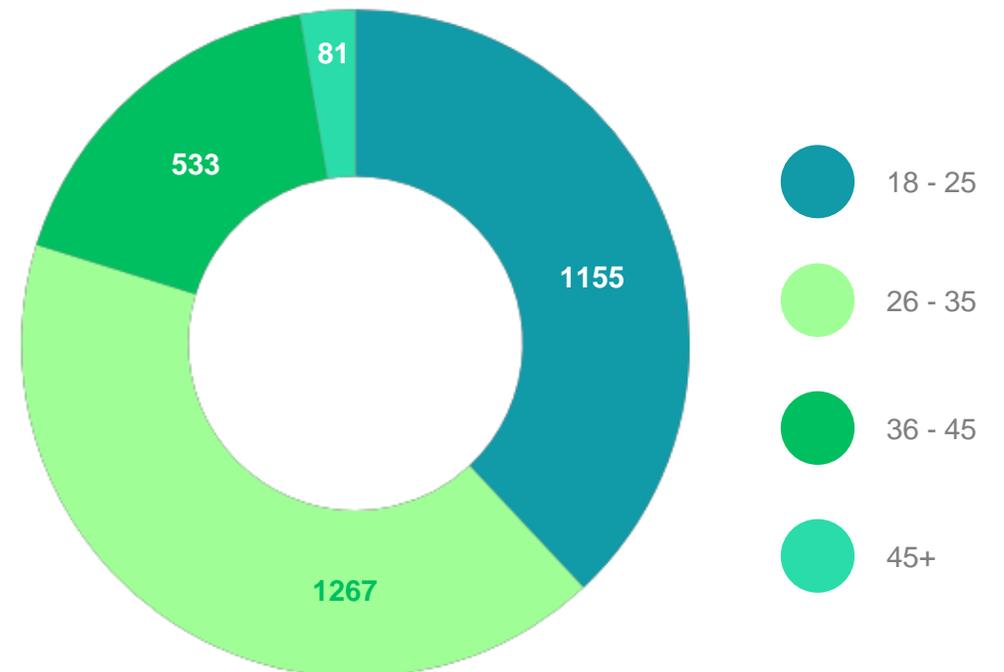
Methods of **DATA COLLECTION**

Methods of data collection | **Primary**



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.

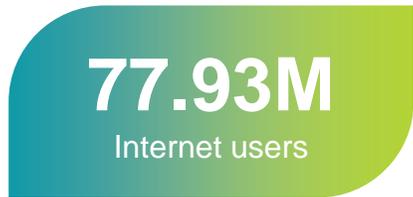
Age distribution of students at Dong Do center in 2022



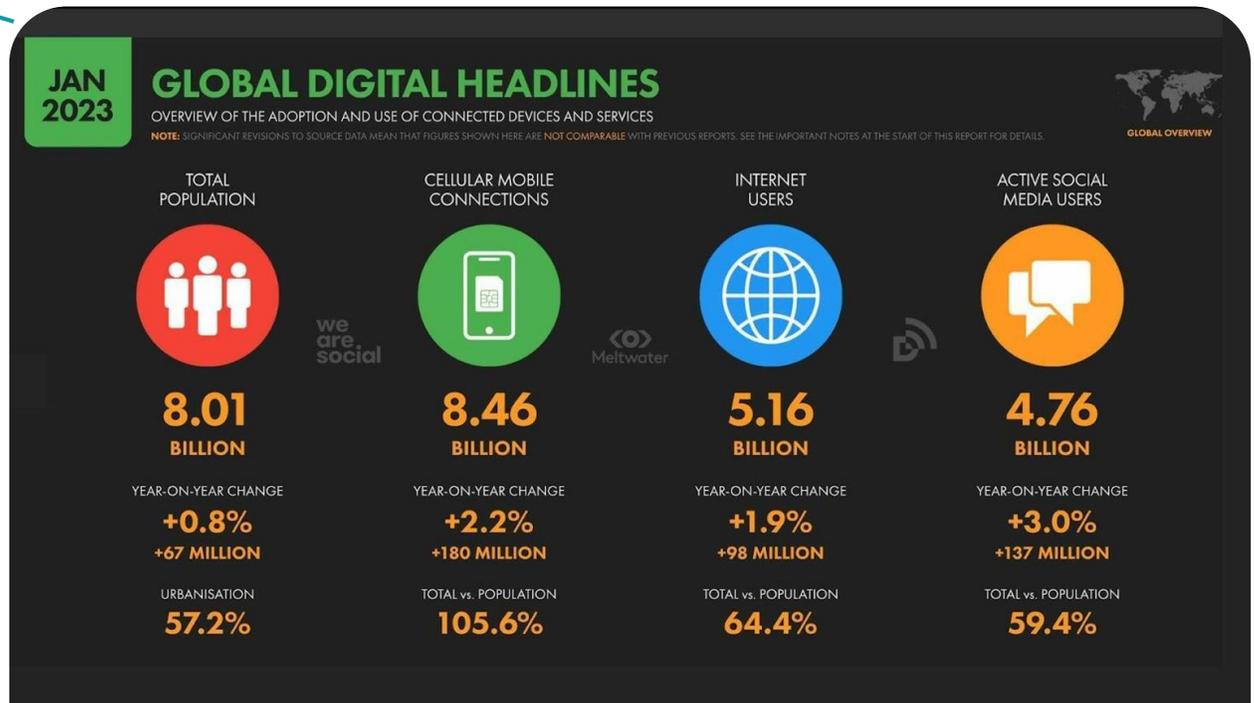
B

DATA COLLECTION METHODS

Data collection methods | **Secondary**



“
The situation of digital technology usage in Vietnam at the beginning of 2023
”



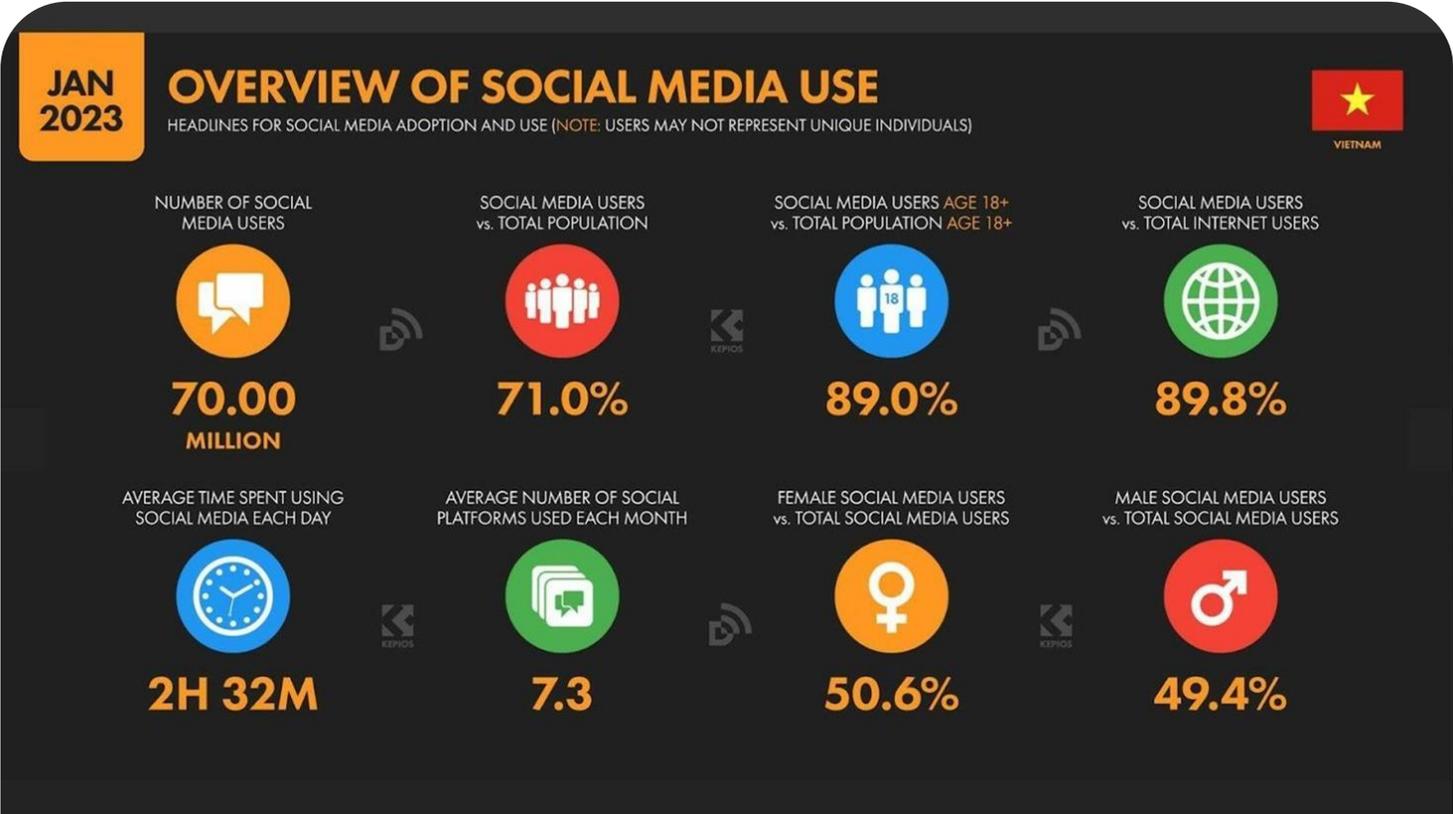


DATA COLLECTION METHODS



Data collection methods | **Secondary**

“ **The statistics on social media usage in Vietnam in 2023** ”



B

DATA COLLECTION METHODS

Data collection methods | Secondary

66.20M

Facebook had 66.20 million users in Vietnam at the beginning of 2023

67.2%

The potential advertising reach of Facebook in Vietnam is equivalent to 67.2% of the total population at the beginning of 2023

“ **Facebook users in Vietnam in 2023** ”



50.2%



49.8%

50.2% of Facebook's advertising audience in Vietnam is female and 49.8% is male.

B

DATA COLLECTION METHODS

Data collection methods | Secondary

49.86M

TikTok has 49.86 million users aged 18 and above in Vietnam at the beginning of 2023

68.9%

The advertising reach of TikTok has reached 68.9% of the total adult population aged 18 and above in Vietnam at the beginning of 2023

“ The statistics on social media usage in Vietnam in 2023 ”



49.7%



50.3%

According to the data, 49.7% of viewers of TikTok ads in Vietnam are female, while 50.3% are male

B

DATA COLLECTION METHODS

Data collection methods | **Secondary**

77.00M

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.

71.0%

As of early 2023, the number of social media users in Vietnam reached 71.0% of the total population.

64.40M

According to data from advertising planning tools of leading social media platforms, there were 64.40 million users aged 18 and above.

89.8%

89.8% of Vietnam's total Internet users had used at least one social media platform in January 2023.

“ **The statistics on social media usage in Vietnam in 2023** ”



50.6%



49.4%

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.



C

CUSTOMER INSIGHT

STUDENT 1 (Age 18-25)

STUDENT 2 (Age 18 – 25)

Describe

As a student at a private college or university, coming from a well-off family, you have started to learn about cars.

The students majoring in automotive engineering are required to have a driver's license in order to have job opportunities.

Geographic

Polytechnic, Bitec, East Asia University of Technology

College of Technology and Commerce (Tan Lap), University of Industry Oto . Faculty of Engineering Technology

Demand

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.

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.

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.

Problem

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.

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.

The individual desires to have a comfortable experience during the driving lessons and needs to ensure that they pass the driving test as desired.



C

CUSTOMER INSIGHT

ADULT 1 (Age 26-35)

ADULT 2 (Age 26 – 35)

Describe

An office worker who works during regular business hours.

People who make a living by driving

Demand

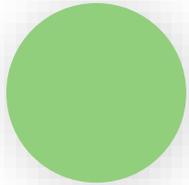
Office workers who learn to drive usually do so for the convenience of transportation, but they always want to have a comfortable and enjoyable learning experience. Most of them are looking for a driving school where they can enjoy the learning process.

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..

Problem

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. However, they can take advantage of their lunch breaks to squeeze in some driving practice. To have an enjoyable learning experience, they always seek out instructors who are friendly, outgoing, and trustworthy.

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.



CONCLUSION



Customer Insight



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's 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

Nowaday, 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.



Time and convenience are crucial

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.



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.



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

////—





BOUNDARIES



SCOPE AND CONSTRAINTS

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 companion 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. In this campaign, it mainly revolves around 4 people.



GOALS



GOALS SETTING

The main goal of this campaign is to significantly increase brand awareness of Dong Do to new audiences, creating a familiar image for people in Hanoi and throughout Vietnam.

Create a mascot or character for Dong Do to increase customer friendliness and approachability.

Specifically, increase the number of followers and engagement on Facebook to 2000 people.
Create a TikTok account and produce content with the goal of bringing in 1000 followers and 1000 interactions.

The objective is to spread the message and image of Dong Do throughout Ha Noi, creating a sense of familiarity with the brand

B

Object

TARGET AUDIENCE

Age

18 – 25 | 25 – 30 | 30-45

Sex

Male (55%) – Female (45%)

(According to 100 people registration records of the center, in the period from 2020 until now)

Location

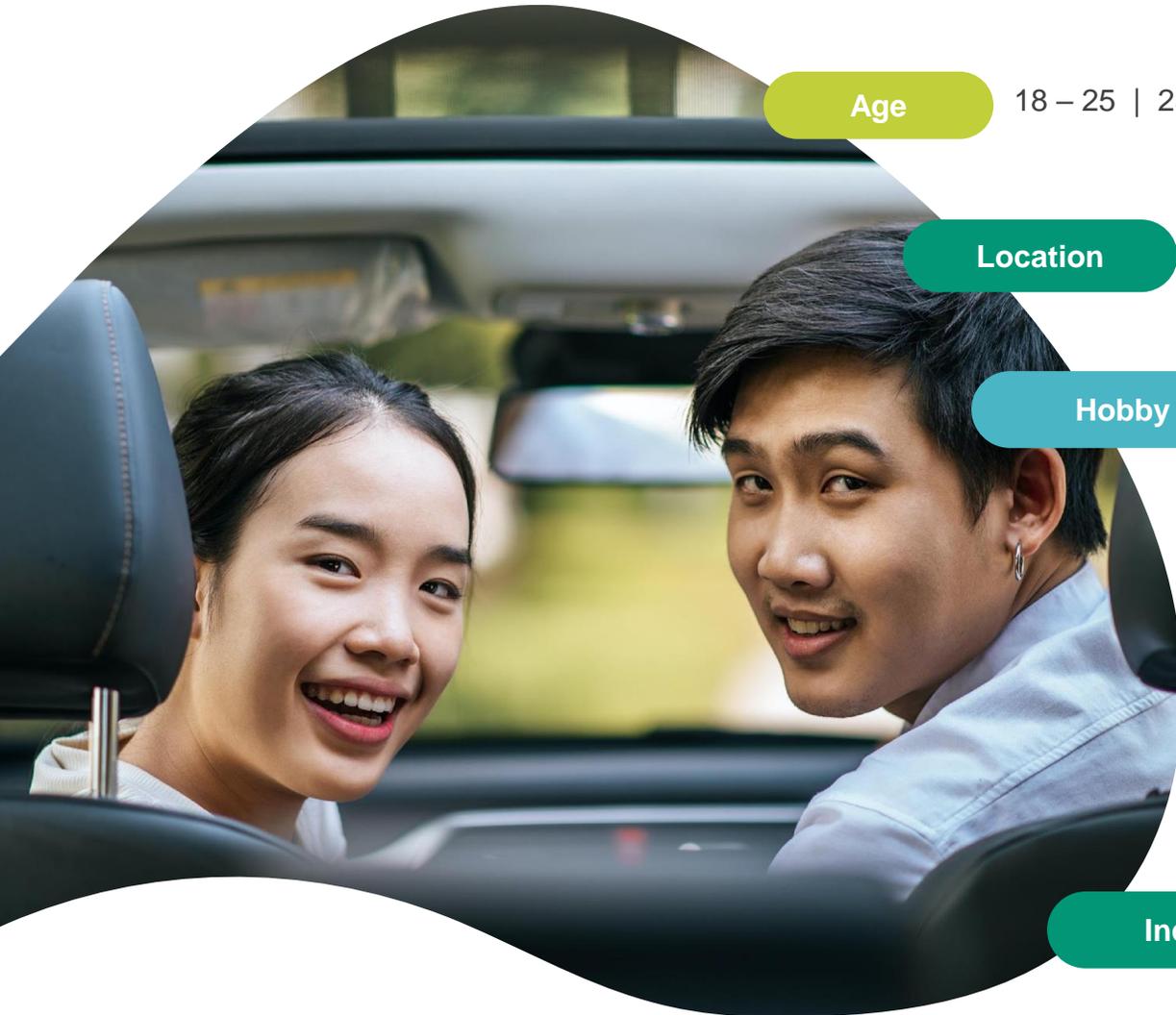
All residents living in Hanoi and neighboring provinces.

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.

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 many cases where parents send their children to learn to drive a car from a very young age).



B

Object

TARGET AUDIENCE

Interest

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).

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.





C

STRATEGY

The communication plan "**Dong Do accompany 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:

01

Enhance the awareness of the Dong Do Driving School

02

Celebrate and elevate the importance and meaning of safe driving

03

Communicate and share information and knowledge about traffic laws and signs.



D

TACTICS



Content	Channel	Activities	Requirements
Updating information	Facebook	Building a dynamic and engaging TikTok channel that appeals to the younger generation	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	Attracting and calling for the target audience to participate	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	Creating a Facebook page	Experience driving simulator cabin event
			Tour and experience event at the driving test ground.



E

BIG IDEA



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



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.



F

KEY MESSAGE

The main message that Dong Do wants to convey in this campaign is:

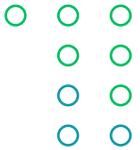


Dong Do

Accompanies New Drivers

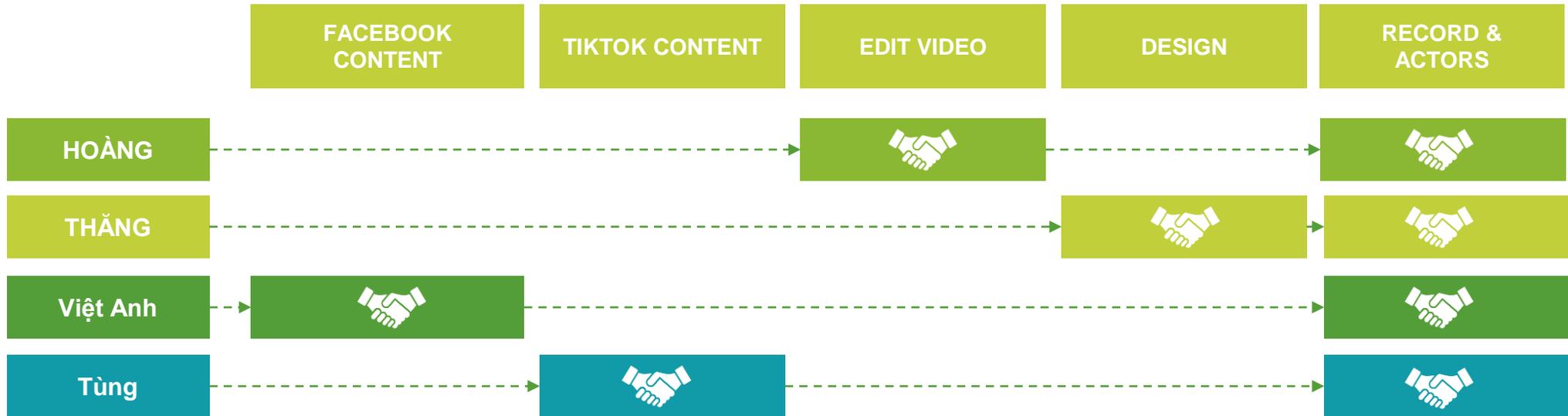
The focus is on rejuvenating the target audience for driving courses and supporting young people throughout the learning process, as well as delivering traffic and vehicle knowledge through various communication channels. This is also the main message throughout the entire process and is chosen by the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





G

WORKFLOW TABLE



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



H

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.



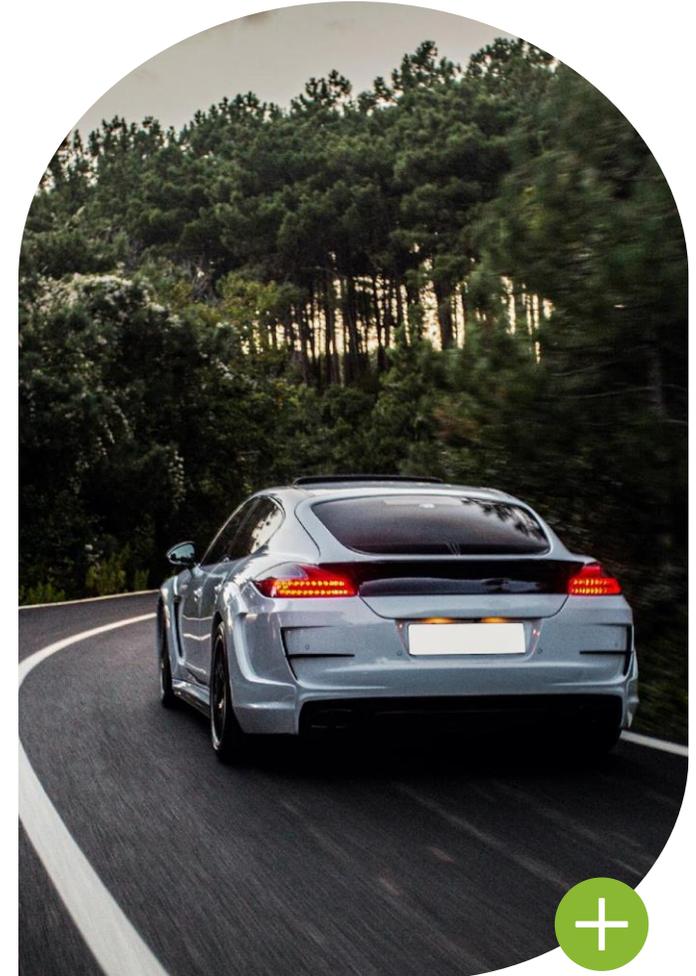
Solutions to handle this include: trimming the budget and making changes to the plan if necessary, implementing and adjusting towards budget savings if not supported, using available devices to carry out communication tasks.



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





H

RISK MANAGEMENT

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



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, 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, snowfall, causing their communication campaign to be interrupted or ineffective.



Solutions to handle this include: Control and forecast 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.



H

RISK MANAGEMENT



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



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:

Choose and screen content carefully through a qualified editor to increase the effectiveness of communication and comply with the target group and objectives, avoiding sensitive language, attitudes, 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 store 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. EXECUTION



Trung tâm GDNN lái xe





WORK FLOW

Schedule of work for the entire team.

Month | January

Day	Job Content
2	Content Prepare for shopping to renovate the central area and complete the vlog shoot. Write FB content about traffic signs.
3	Content "Dangerous Traffic Signs for Traffic Safety"
5	Research Research target audience
6	Content Post FB content: "Stop at Red Light - Easy but not Easy"
8	Content Post FB content: "A peaceful morning at Dong Do stadium"
9	Content "Stop at Red Light - Easy but not Easy"

Day	Job Content
11	Research Market research
14	Content Article 5: Crossing Intersection with Traffic Signals
25	Research Develop and seek approval for rebranding ideas
27	Content Article 6: Driving Through a Square Intersection
29	Edit/Design Implement rebranding changes
31	Content Article 7: Parallel Parking (Backward Parking)



2

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.



Dong Do Hanoi



Steps of
Producing content for social
media platforms



Content of
Facebook & Tiktok



Steps of
Producing content for offline
media products

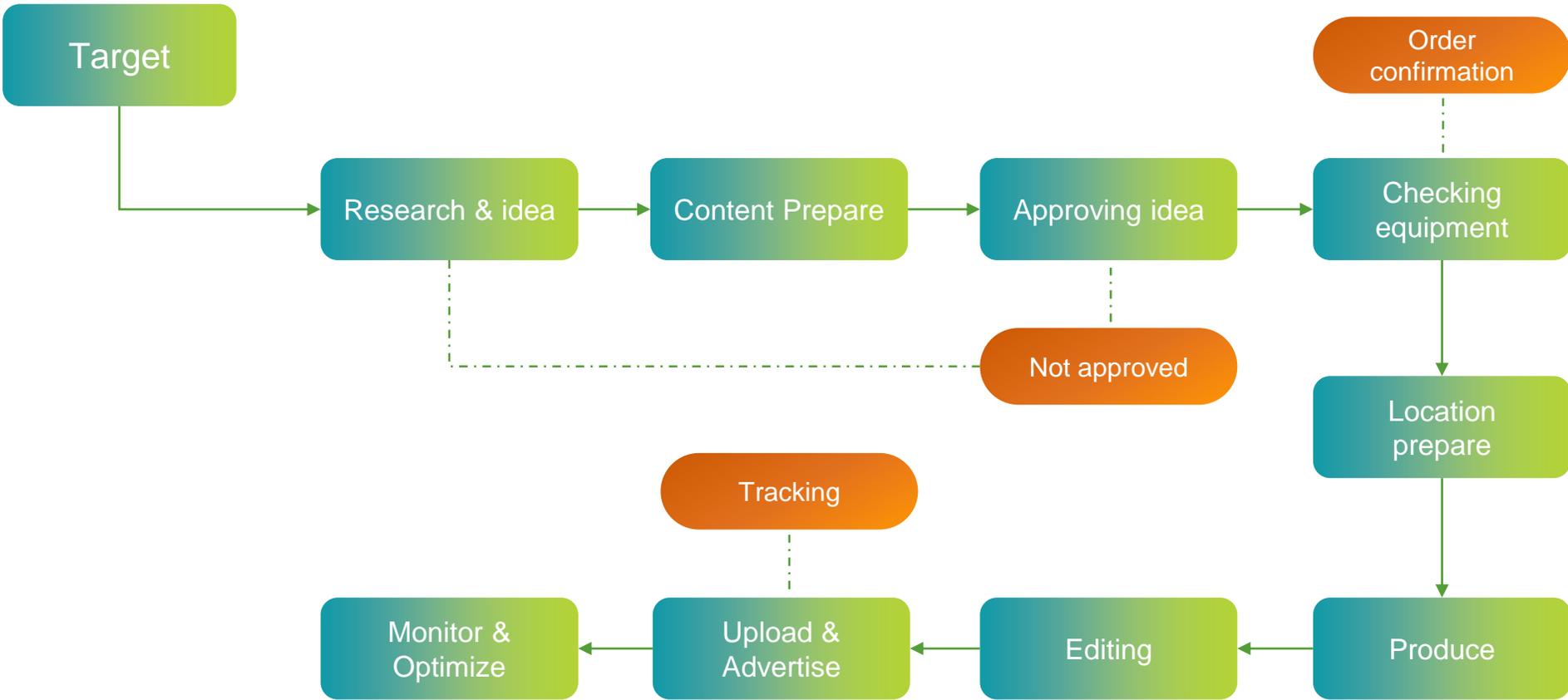
1. The Process Of **PRODUCING CONTENT** for **MULTI-MEDIA PLATFORM**





STEPS OF PRODUCING CONTENT FOR SOCIAL MEDIA PLATFORM

Online Media Workflow

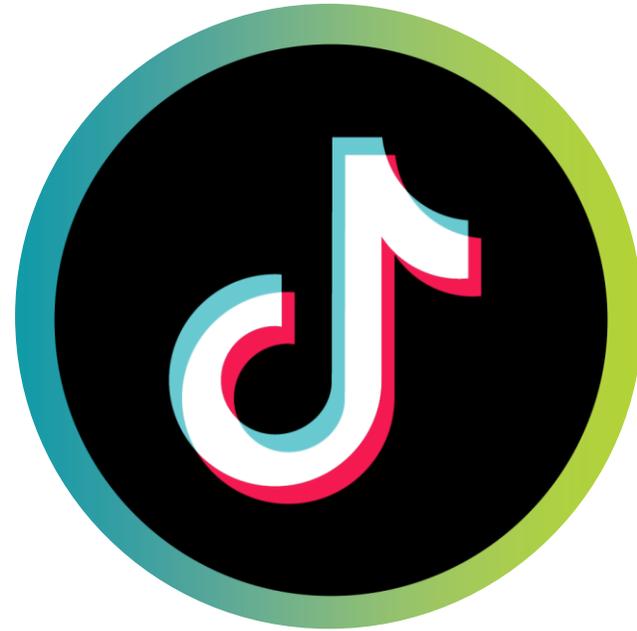




FACEBOOK & TIKTOK CONTENT



FACEBOOK CONTENT

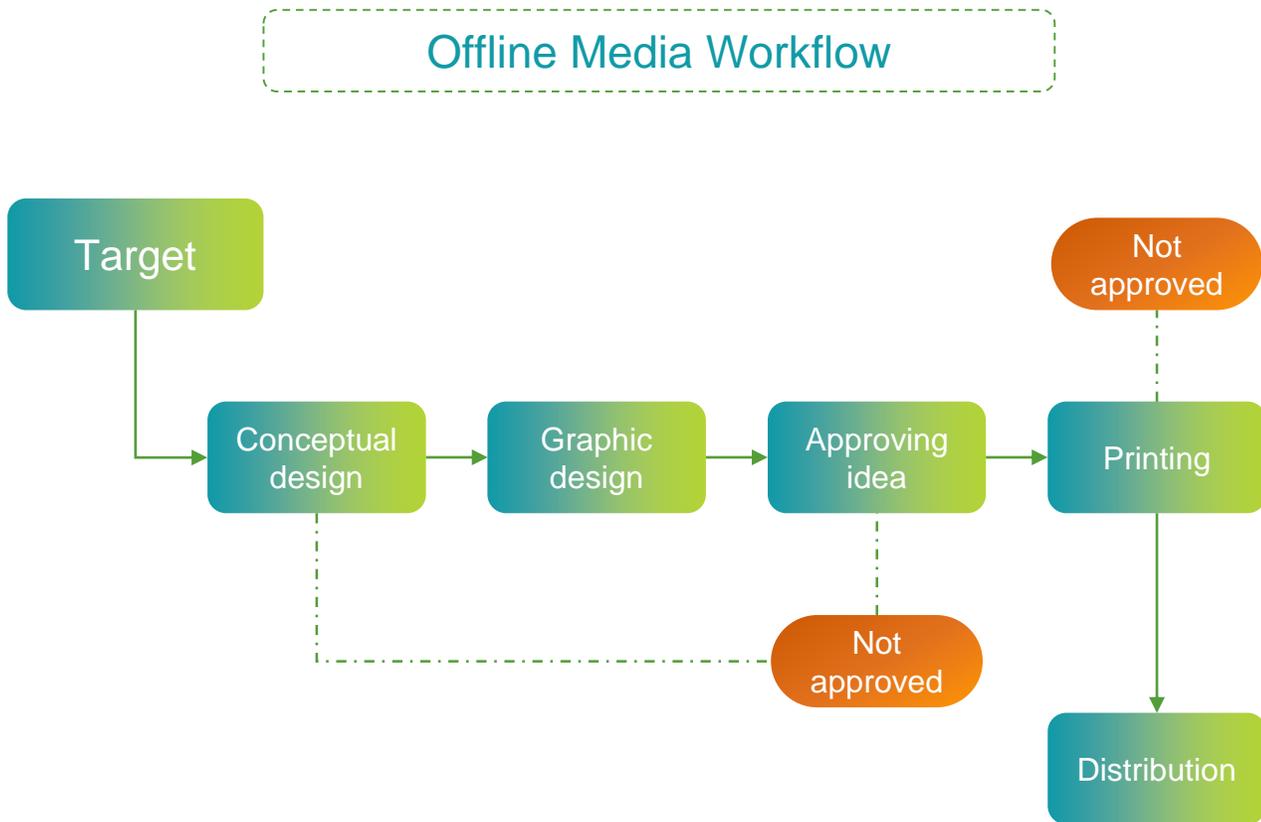


TIKTOK CONTENT



STEPS OF PRODUCING CONTENT FOR OFFLINE MEDIA PRODUCT

Offline Media Workflow





2. REALISTIC 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						
Ads	Meta Business Suite	12	12 (Day)	400,000	4,800,000	
TOTAL COST : 4.800.000 VNĐ						



V. EVALUATION



Trung tâm GDNN lái xe





MEASUREMENT

Dong Do's marketing campaign was deployed on two leading social media platforms, TikTok and Facebook.

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.





2

THE DEVELOPMENTS OF CHANNELS

before and after the campaign

1. FACEBOOK



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.

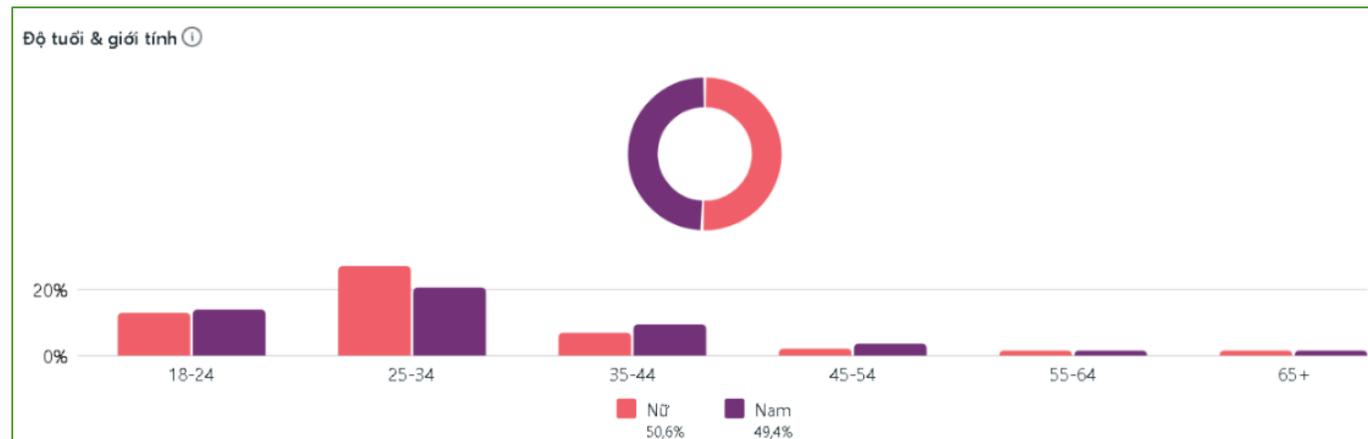


2

THE DEVELOPMENTS OF CHANNELS

before and after the campaign

1. FACEBOOK



Based on the statistics, the Dong Do fanpage has reached and attracted the most customers in two age groups:

18-24 & 25-34.

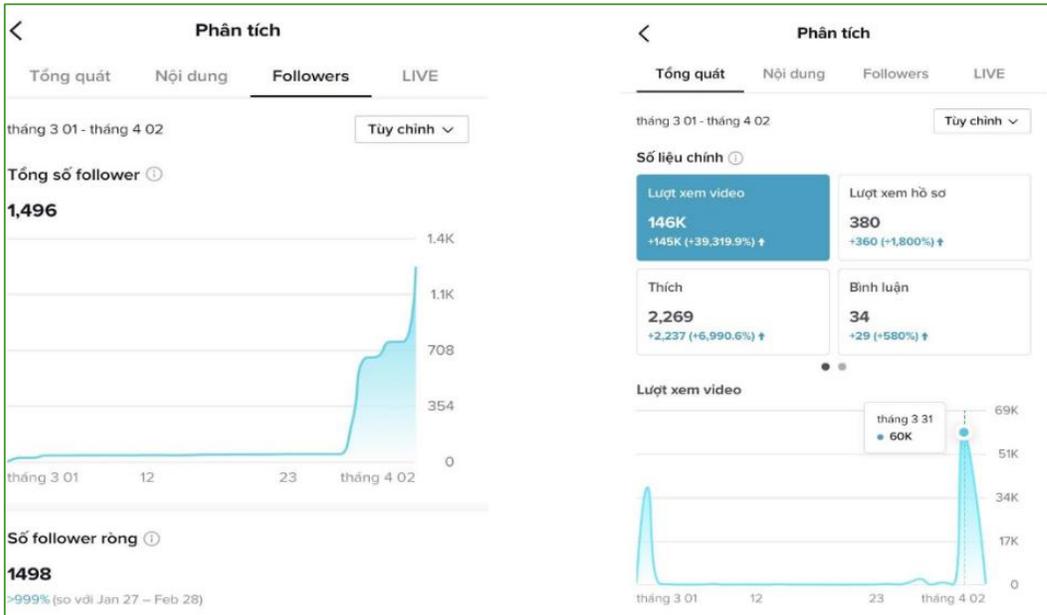


2

THE DEVELOPMENTS OF CHANNELS

before and after the campaign

2. TIKTOK



Although a relatively new social media platform, TikTok has shown promising results with its TikTok Ads feature, generating over

>100K views.

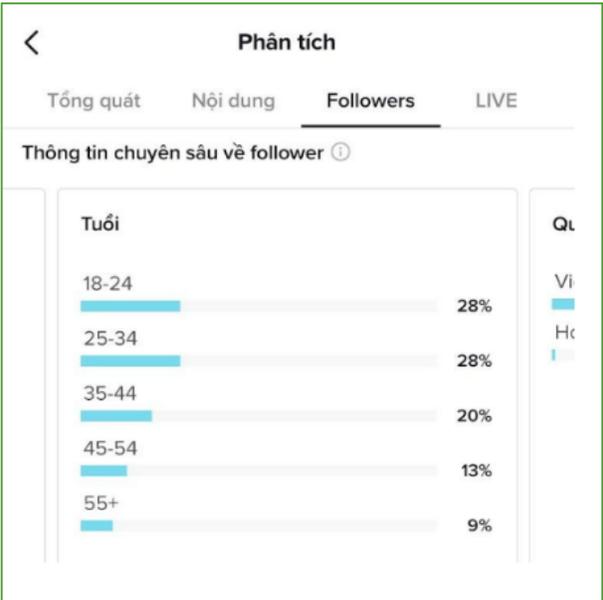
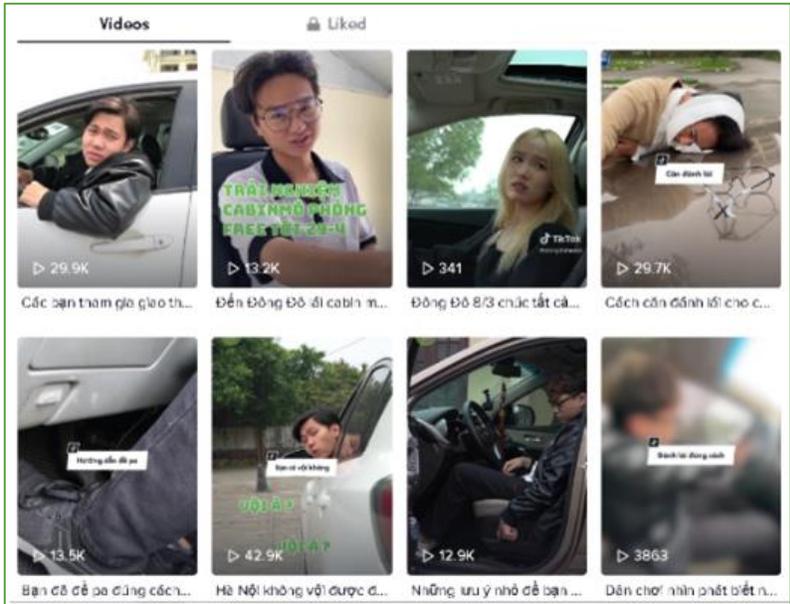


2

THE DEVELOPMENTS OF CHANNELS

before and after the campaign

2. TIKTOK



18-24 & 25-34.



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.



3

MEDIA PRODUCTION

Hà Nội không vội được đâuuu!! 🚗 😂 #xuhuong
43.0K Views 1,373 Likes 14 Comments 10 Shares
Post time: 2/17/2023 7:07 PM ⓘ

Video description: Bận có vội không

The most viewed video of the marketing campaign was built based on a comedy skit about various situations when participating in traffic

The video with the least views on the channel is a driving lesson video.

#tiktoktrending #xuhuongtiktok #xuhuongtiktoki
42 Views 5 Likes 0 Comments 0 Shares
Post time: 10/28/2022 2:54 PM ⓘ

Video description: Các bước lái xe



4

THE RESULT OF PLATFORM REACH COMPARE TO KPI

Ordinal number.	Content	KPI	Realistic Outcome	% Outcome/KPI
Fanpage Facebook				
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%
TikTok				
1	Website traffic	1000	380	38.00%
2	Follow	1000	1496	149.00%
3	Reach	50000	146000	692%
4	Reaction	1000	540	54%%





VI. RECOMMENDATION

Trung tâm GDNN lái xe

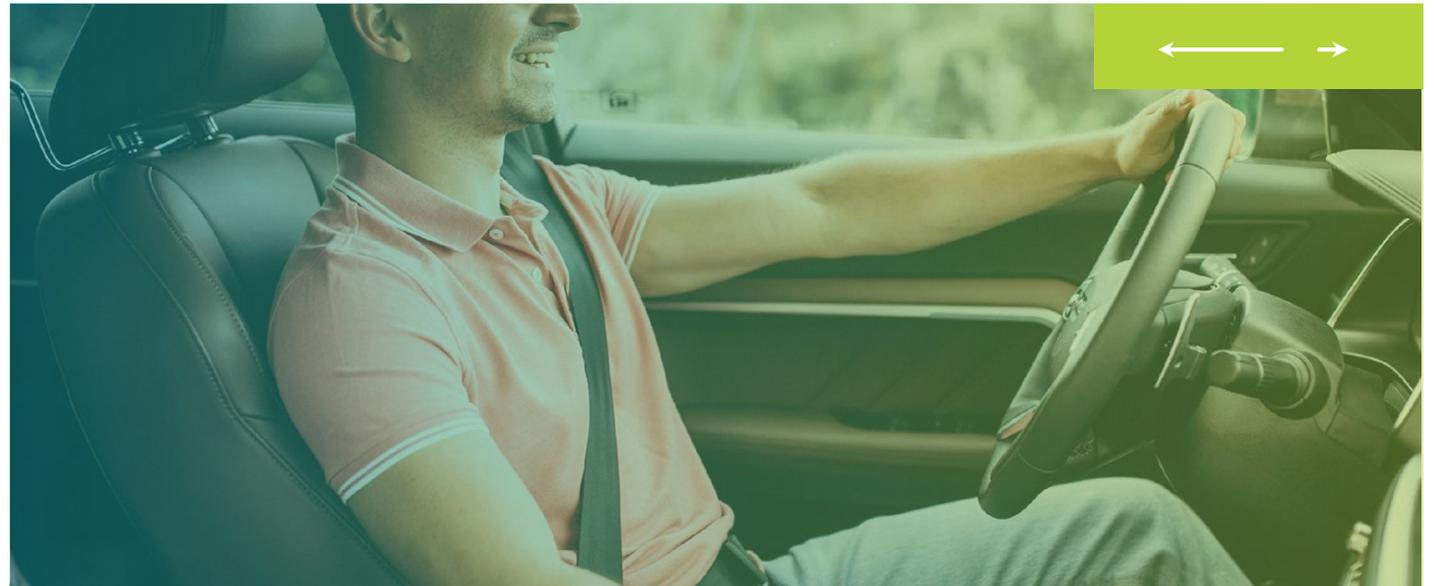




Dong Do Hanoi

RECOMMENDATION

for DONG DO CENTER



Objectives for the next campaign.



Implementation items.



Campaign quotation.



OBJECTIVES

for the next campaign

Objectives for the next campaign.

- Enhance the credibility of the center by using the image of the center, combined with the 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, engaging potential customers with compelling content and promotions.
- To design and use images, combine 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

- Create 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.





IMPLEMENTATION ITEMS

Building a TikTok brand channel for Dong Do teachers

Building a mascot design for Dong Do

Applying sale discount codes for the center, creating scarcity through pricing, discount codes, and vouchers

Building a conversion campaign through social media platforms.



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.

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

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



CAMPAIGN ESTIMATED BUDGET

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, labels/stickers	30	3,000	90,000
Cost per conversion for running ads	4	500,000	2,000,000
Incurred costs	1	500,000	500,000
TOTAL COST		6,710,000 VND	
<i>*Excluding labor costs</i>			



SUMMARY OF THE CAPSTONE PROJECT

Building a TikTok brand channel for Dong Do teachers

Building a mascot design for Dong Do

Applying sale discount codes for the center, creating scarcity through pricing, discount codes, and vouchers

Building a conversion campaign through social media platforms.



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.

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

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



dongdohanoi
Đào tạo lái xe Đông Đô Hà Nội · 2-17

Hà Nội không vợ được đầuu!! 🚗 🤖 #xuhuong #learnontiktok #hoclaixeoto

🎵 Khuất Lô (Remix) - Orinn & H-Kray

👍 1378 💬 14

<https://www.tiktok.com/@dongdohanoi/video/7...> Sao chép liên kết

3-29 Trả lời 1

TungBee
Mẹ ghét nhất những thằng nào đèn đỏ còn 3,4s mà cứ còi hồi mình đi
3-27 Trả lời 0

Cheng
Đáng lắm :)))
2-17 Trả lời 2

Đào tạo lái xe Đông Đô Hà Nội · Tác giả
🤔 🤔 🤔
2-17 Trả lời 1

Chi
Vợ :)))
2-17 Trả lời 2

vyvykiwikiwi
Vợ à 😂



ACKNOWLEDGEMENT

Teachers , tutors , Dr. Vu Viet Nga of FPT University

Dong Do center and Mr. Luu Hoang Gia

All team members

Families and friend





THANK YOU

for listening

